

A young girl with dark hair pulled back is shown in profile, looking towards the right. Her face is partially enclosed by a large white circle. The background is a teal color with several overlapping circles in yellow and pink.

wish
centre

**STRATEGIC
PLAN
2022-25**

Registered Charity
no: 1125263
www.thewishcentre.org.uk

OBJECTIVE 1

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FOCUSED DELIVERY IN HARROW
FOR AN INITIAL 12-18 MONTHS,
ENSURING HIGH QUALITY SERVICES
SHAPED BY YOUTH VOICE

Many young people in Harrow that self-harm, feel suicidal or experience sexual exploitation (CSE) or the early signs of mental illness do not have access to the right support at the right time. We will work with children and young people in Harrow to deliver support to them when and how they need it.



PRIORITIES

1

Focus on delivery for young people who live, work or attend school/college in Harrow.

2

Build the service model and offer for young people to include a wide range of activities and interventions, including therapeutic, peer-to-peer support and creative options.

3

Create a stable funding base to underpin all delivery.

4

Promote and raise awareness of the cause through community engagement.



OBJECTIVE 2

PRIORITISE PARTNERSHIPS AND COLLABORATION TO INCREASE THE REACH OF THE WISH CENTRE AND THE IMPACT FOR YOUNG PEOPLE

Young people have a range of needs which cannot be met by one organisation alone. Collaboration will be at the heart of our work. We will work in partnership with organisations and individuals to best meet young people's needs.



PRIORITIES

- 1 Consolidate current partnership arrangements.
- 2 Develop a partnership engagement plan.
- 3 Develop impact measurement tools to evidence success.
- 4 Complete a website review and marketing & comms plan.



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OBJECTIVE 3

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ENSURE ORGANISATIONAL STABILITY FOR THE FUTURE

The wish centre is a small charity reliant on largely restricted income from a small number of funders to support young people. Our objective is to stabilise and grow our income to create stability for the future.



PRIORITIES

1

Sustain/ increase our revenue by 20% year on year.

2

Review governance and increase trustee representation from individuals who are LGBTQ+, ethnically diverse, have lived experience and young people.

3

Review our fundraising strategy to diversify our sources of income.

4

Create a Youth Voice strategy that can be embedded into governance, comms and service development.

