STRATEGIC PLAN
FY16 - FY18

EXECUTIVE SUMMARY

The **Melissa Roberts Foundation** (**MRF**), was established in April 2011, and became an incorporated association in September 2011.

The Foundation is owned by its members and operated and administered by a Management Committee.

The MRF was created:

➢ as a legacy to Melissa Roberts. Melissa was a voice hearer who also suffered Paranoia & Depression. Melissa took her own life in August 2010
➢ to support people who suffer like Melissa suffered
➢ to act as a fundraising entity to support Hearing Voices Network NSW, a health promotion charity.

The MRF promotes recovery through the use of skills and techniques developed predominantly **by people with lived experience**, who have overcome the disabling impact of their condition.

Why propose a different approach?

➢ Numerous studies have found that around **6%** of the world's population hear voices. (some studies show as high as **10%**).
➢ Existing medical treatments for people experiencing psychosis are fully effective for only **29.2%*** of people. (*Jablensky et al, 2000).
➢ **0.47%** of the Australian population will seek support for psychosis in a 12 month period.

Existing methodology, models and practices need to change.

The magnitude & prevalence of hearing voices, childhood trauma and paranoia in our society is significant.

We have already identified voices hearers at **6% (or higher).**

Paranoia ranges from "most severe cases' at **1.8%** to "mild cases at around **18.5%.** Clear and reliable statistics for **childhood trauma** is hard to define, but evidence suggests that childhood trauma is a **primary driver in many forms of mental illness.**

Figure 1 will amplify the significance of voice hearing, as compared to the prevalence of other types of mainstream illnesses, conditions, and disorders:
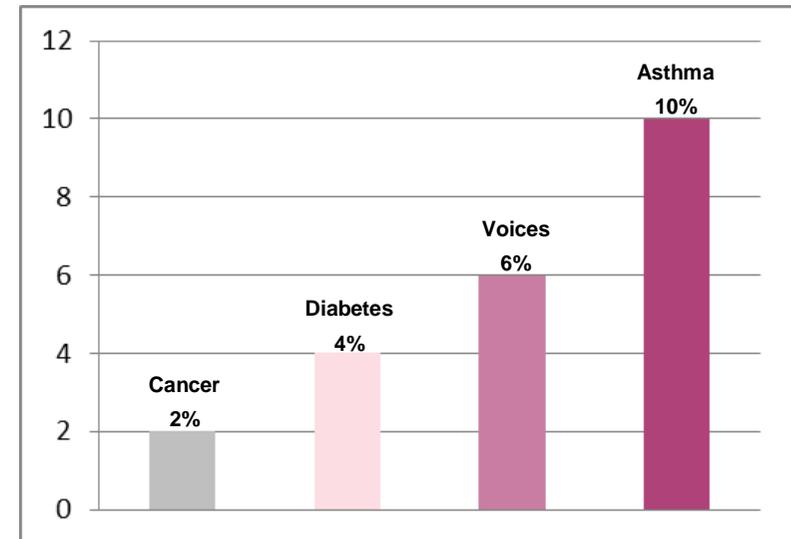

Figure 1

Our journey to date

In our first four years of operations, the MRF has:

➢ Acted as a source of information on voice hearing via its website and Facebook page.
➢ Created awareness of the voice hearing experience through its fundraising activities.
➢ Conducted 6 major fundraising events.
➢ Raised over $64,000 for Hearing Voices Network NSW, allowing it to develop and grow its operations..
➢ Developed a strong management committee who have provided the footings to take the MRF into the next stage of its development.

Where we are heading - Snapshot of the future

The MRF will **significantly expand its operational activities** over the next **three years**.

Our new direction is clearly articulated in our updated **Vision, Mission, Core Values and Aims & Purposes**, incorporated within this plan.

Our activities will extend well beyond fundraising, where the MRF will provide:

S - SUPPORT

I - INFORMATION

T - TRAINING

E - EDUCATION

IN THE AREAS OF

ADULT VOICE HEARERS

YOUTH VOICE HEARERS

PARANOIA

CHILDHOOD TRAUMA

What we will do

- With potentially 500,000 or more voice hearers in NSW alone, there is capacity for other organisations to sit alongside Hearing Voices Network NSW.**MRF will be one of these.**
- There is no organisation in Australia that has a specific focus on **youth voice hearers**. **MRF will fill that void.**
- **Paranoia networks** are prevalent in UK, run by people with lived experience, promoting recovery through different techniques. They don't yet exist in Australia. **MRF will fill that void.**
- Research suggests that there is a strong link between hearing voices and trauma, and to a lesser extent paranoia. (See Figure 2) (75% of adult VH and 85% of youth VH have a history of trauma). **MRF will identify these links.**
- There is a strong need for training and education in all these areas to promote recovery. **MRF will deliver such training and education.**
- Our entity and organisation structure, governance, policies and procedures will come under review as part of this plan, with a target **of attaining charity status by FY18.**
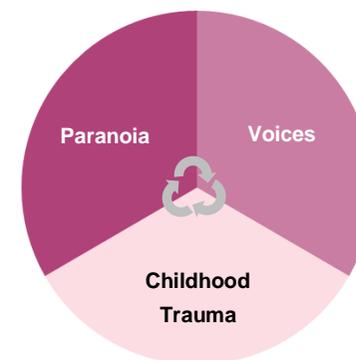
Figure 2

How and when it will happen

The **primary strategies and objectives**, along with **definitive timing** is detailed in **section 6** of this plan, under **"Strategic Road Map".**

We will measure our success in delivering this plan on an ongoing basis, as defined in **section 7** of this plan titled **"Measurable Outcomes"**

Conclusion

The MRF is committed to the delivery of this plan, excited and motivated by the challenges that lie ahead, and the benefits they will bring to people with lived experience and their families.

Our passion and drive is fuelled by the desire to provide a **pathway to recovery** for sufferers of **hearing voices, paranoia and childhood trauma**. A pathway that was non-existent for Melissa. That is what Mel would want us to do.

Bruce Roberts
Chairperson

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VISION - MISSION - VALUES

Our Vision

"A society that fosters hope, recovery and equality
for people with a mental illness."

Our Mission

"Providing a service that supports, informs, trains and educates people who are disempowered by their lived experience of hearing voices, paranoia and childhood trauma, thereby enhancing their pathway to recovery.

Our service extends to carers and family, mental health organisations, health workers and professionals, educational institutions and the general community".

Our Core Values

RESPECT
EQUALITY
INCLUSION
INTEGRITY

SWOT ANALYSIS

Strengths

➢ Identity based, lived experience
➢ Passion for cause
➢ Commitment

Weaknesses

➢ Structure & Size
➢ Lack of diversity of skills
➢ Localised operational boundaries
➢ Singular focus (voices/fundraising)
➢ Not a charity

Opportunities

➢ Diversification of operational activities
➢ Broaden skills base
➢ Sponsorship/Funding
➢ Achieve charity status

Threats

➢ Lack of support of mainstream mental health organisations
➢ No funding/definitive income stream
➢ Loss of key stakeholders

OUR AIMS AND PURPOSES

1. To educate society, at all levels, to better understand the experiences of hearing voices, paranoia, & childhood trauma.

2. To promote & support research into hearing voices, especially in youth, and the co-relationship with childhood trauma & paranoia.

3. To promote & support early intervention programs specifically designed for the experiences of voice hearing, paranoia & childhood trauma.

4. To promote & support research & education regarding suicidality & the risk of suicide.

5. To advocate for stronger alliances between mainstream mental health services, and NGO's that provide support for people with lived experience of hearing voices, paranoia & childhood trauma.

6. To advocate for change in mainstream mental health services "model" for treating people with lived experience of hearing voices, paranoia and childhood trauma, through ongoing media promotional activity, including the publishing of "Melissa's Story".

7. To collaborate with other foundations and organisations to jointly promote recovery through seminars, conferences, workshops and promotional material.

8. To collaborate specifically with Hearing Voices Networks & Paranoia Networks both locally and overseas to better promote awareness and recovery.

9. To align the foundation with community groups, NGO's and other mental health support groups to further create awareness & aid recovery.

10. To support organisations, through the foundation's fundraising activities, whose aims and objectives are consistent with the mission, aims and purposes of the foundation.

11. To create an ongoing legacy to Mel, and in doing so, help others who suffer like Mel suffered.

STRATEGIC ROAD MAP

Strategies & Objectives	Short Term FY16	Medium Term FY17	Long Term FY18
1. Expand our Operational activities by introducing "Paranoia"			
1.1 Develop detailed Action Plan & Timeline	✓		
1.2 Develop & Implement Phase 1 - Information Provider	✓		
1.3 Develop & Implement Phase 2 - Narratives etc		✓	
1.4 Develop & Implement Phase 3 - Training & Education	✓		
1.5 Develop & Implement Phase 4 - Publications, Links, References etc	✓		
1.6 Define & Implement Constitutional Changes as necessary	✓	✓	
2. Expand our Operational activities by introducing "Childhood Trauma"			
2.1 Develop detailed Action Plan & Timeline	✓		
2.2 Develop & Implement Phase 1 - Information Provider	✓		
2.3 Develop & Implement Phase 2 - Narratives etc		✓	
2.4 Develop & Implement Phase 3 - Training & Education	✓		
2.5 Develop & Implement Phase 4 - Publications, Links, References etc	✓		
2.6 Define & Implement Constitutional Changes as necessary	✓	✓	
3. Expand our Operational activities by introducing "Training & Education"			
3.1 Develop detailed Action Plan for inaugural training workshop November 2015	✓		
3.2 Co-ordinate & Implement training Program November 2015	✓		
3.3 Develop Training Modules & Materials		✓	
3.4 Design & Develop Training & Education Program		✓	✓
3.5 Implement Training & Education Program		✓	✓
3.6 Define & Implement Constitutional Changes as necessary	✓		

Strategies & Objectives	Short Term FY16	Medium Term FY17	Long Term FY18
4. Expand our Operational activities by introducing "Youth Hearing Voices"			
4.1 Develop detailed Action Plan & Timeline	✓		
4.2 Develop & Implement Phase 1 - Information Provider	✓		
4.3 Develop & Implement Phase 2 - Narratives etc	✓		
4.4 Develop & Implement Phase 3 - Training & Education		✓	
4.5 Develop & Implement Phase 4 - Publications, Links, References etc	✓		
4.6 Define & Implement Constitutional Changes as necessary	✓	✓	
5. Develop a "Model" and "Process" where "Sponsorship" is prominent			
5.1 Develop detailed sponsorship Framework & Model	✓		
5.2 Develop sponsorship packages		✓	
5.3 Develop sponsorship program		✓	
5.4 Implement sponsorship program		✓	
5.5 Define & Implement Constitutional Changes as necessary		✓	
6. Develop a Strategic Marketing Plan in line with SP			
6.1 Develop detailed action plan & timeline for development of MP	✓		
6.2 Develop detailed Marketing Plan	✓		
6.3 Implement marketing Plan	✓		
7. Develop a more definitive and structured approach to Fundraising Events			
7.1 Develop "Fundraising Process & Procedures" document	✓		
7.2 Develop fundraising 'Packs"		✓	
7.3 Develop fundraising operational and promotional tools		✓	
7.4 Develop Fundraising Program		✓	
7.5 Implement Fundraising Program		✓	
7.6 Define & Implement Constitutional Changes as necessary		✓	

Strategies & Objectives	Short Term FY16	Medium Term FY17	Long Term FY18
8. Develop the optimum Organisational Structure for the Foundation			
8.1 Develop & Implement, as necessary changes to Entity Structure		✓	✓
8.2 Develop & Implement, as necessary, changes to Management Structure		✓	✓
8.3 Define & Implement Constitutional Changes as necessary		✓	✓
9. Source & Appoint a Patron for the Organisation			
9.1 Research and identify suitable candidates for patron of the Foundation	✓		
9.2 Develop & Instigate procurement methodology, role etc	✓		
9.3 Formalise Appointment		✓	
9.4 Launch & promote		✓	
10. Develop a "Model" & "Process" for incremental growth in membership			
10.1 Define options for membership procurement	✓		
10.2 Develop a Model & Procedural document for membership procurement	✓		
10.3 Implement Model & Procedural document	✓		
11. Effect Constitutional changes as appropriate			
11.1 Develop checklist & Audit trail to ensure all Constitutional changes are identified	✓		
11.2 Implement all changes in accordance with defined regulations	✓	✓	✓
12. Develop the pathway for endorsement as a Charity			
12.1 Develop a checklist & Audit trail to identify all steps & actions required to achieve DGR/Charity Status endorsement	✓		
12.2 Develop an Action Plan to implement all necessary steps		✓	
12.3 Implement Action Plan		✓	
12.4 Make application for charity endorsement			✓

MEASURABLE OUTCOMES

Physical Growth

➤ Increase Foundation total membership by 50% annually (See SPRM objective 10)
➤ Increase "organisational" membership by 50% annually.
➤ Increase website traffic by 100% annually.
➤ Increase Facebook activity by 100% annually
➤ Increase mailing list by 100% annually.

Intellectual Growth

➤ Increase skills through an ongoing, definitive internal training program.
➤ Increase quality and quantity of intellectual resources, information, publications and property offered annually.
➤ Deliver as defined and on time, the intellectual resources & property described in SPRM objectives 1 - 4.

Financial Growth

➤ Increase income levels via introduction of external training activity (See SPRM objective 3).
➤ Increase income levels through stronger emphasis on sponsorship, donations (See SPRM objective 5)
➤ Increase merchandise income by 100% annually.
➤ Increase net assets of Foundation by 25% annually.

Organisational/Structural Growth

➤ Deliver as defined and on time, entity and Management Committee structural changes described in SPRM objective 8.
➤ Appointment of Patron in accordance with SPRM objective 9.
➤ Update as defined and on time, the Constitution as described in SPRM objective 11.
➤ Attain charity endorsement for foundation in accordance with SPRM objective 12.

Operational Growth

➤ Delivery of new operational activities as defined and on time in SPRM objectives 1 - 4.
➤ Delivery of revamped operational activities as defined and on time in SPRM objectives 5 & 7.
➤ Delivery of Strategic Marketing Plan as defined in SPMP and SPRM objective 6.

A Dragonfly Symbolises

Hope
Strength
Peace
Harmony
Power
Courage
New Light
Happiness
Joy

www.melissarobertsfoundation.org.au   **www.facebook.com/MelissaRobertsFoundation**