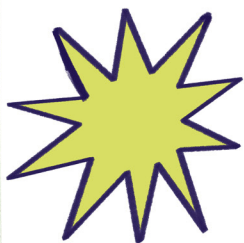


spun•ut

Ireland's youth
information and
support platform



SUPPORTED



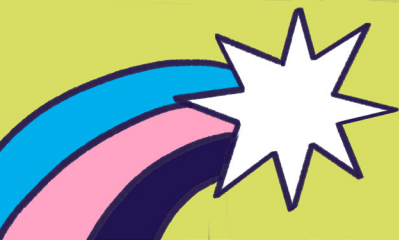
TO

THRIVE



Strategy

2027



Company Information

Community Creations CLG trading as 'spunout'

Chairperson

Tara Doyle

Directors

Tara Doyle

Conor Nolan

Suzanne Mulholland

Barry Ryan

Maria McCann

Ross Boyd

Aisling Maloney

Daniel Waugh

Conor Healy

Dermot O'Sullivan

Dr Gillian O'Brien

Danielle Martin

Sarah Jane O'Dwyer

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Company Secretary

Conor Healy

CEO

Ian Power

Independent Auditors

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Dublin 14

Bankers

Allied Irish Bank PLC

Main Street

Ballyshannon

Co. Donegal

Solicitors

Meaghers Solicitors

IFSC

Dublin 1

Business Address

Sean MacBride House

48 Fleet Street

Dublin 2

Charity Tax Number (CHY)

16212

Charity Registration Number

20057923

Company Number

384783

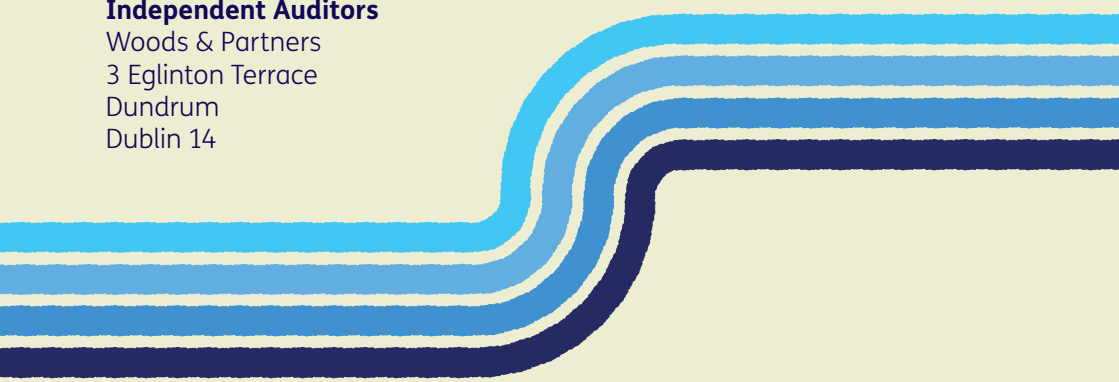


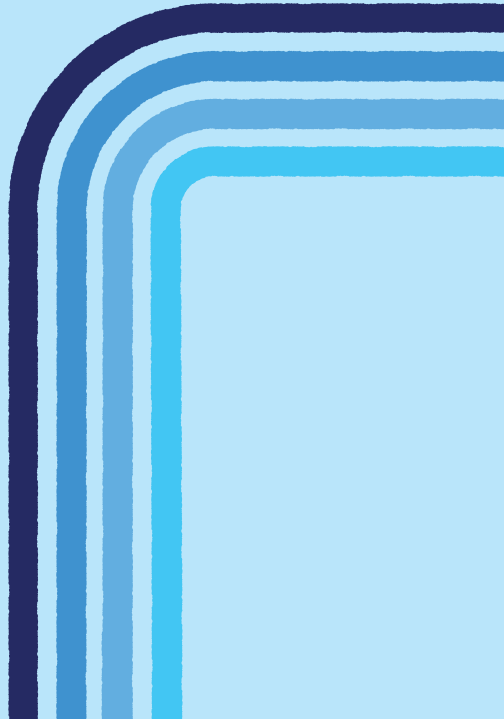
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Welcome

from the Chair and CEO

We are delighted to present spunout's Strategy 2027. Since our foundation in 2004, spunout has provided vital information resources and one-to-one support interventions amid an ever-increasing demand for our services.



In recent years, we have faced the realities of a worsening national crisis in mental health and wellbeing supports. Time and again, these challenges have shown the essential value of the services our organisation provides.

This document sets out our high-level plans to provide more meaningful interventions than ever before by working collaboratively with young people in every part of Ireland on the issues which matter most to them.

Our guiding ambition is based on the vision of an Ireland where all young people are supported and empowered to thrive. This strategy sets out how we can begin to meet that ambition on a wider scale than ever before.

We plan to build on what we already do well, grow our service offering and lay the groundwork for a range of exciting new interventions in mental health and wellbeing support.

By 2027, spunout will help more young people than ever before across five strategic pillars: Inform, Education, Support, Empower and Advocate. We will drive meaningful change by tackling the most pressing issues for young people in Ireland today, prioritising mental health literacy, healthy relationships, anti-racism, economic opportunity and climate action.

We will also deepen our commitment to our core values of empathy, compassion, equity, expertise and innovation in everything we do.

Central to achieving these goals will be the ongoing work, support and dedication of our volunteers, staff, funders and supporters. In setting out our strategic direction for the years ahead, we are particularly grateful for the long-term support of the Health Service Executive, the Department of Children, Equality, Disability, Integration and Youth, the Department of Community and Rural Development, City of Dublin Youth Services Board, Pobal, and many others who continue to invest in meeting the real needs of young people.

The challenges young people are facing are huge. But by working together with our stakeholders, guided by our strategic plan, we are confident and full of optimism that by 2027, spunout can make more of a positive difference than ever before.

Tara Doyle
Chairperson

Ian Power
CEO

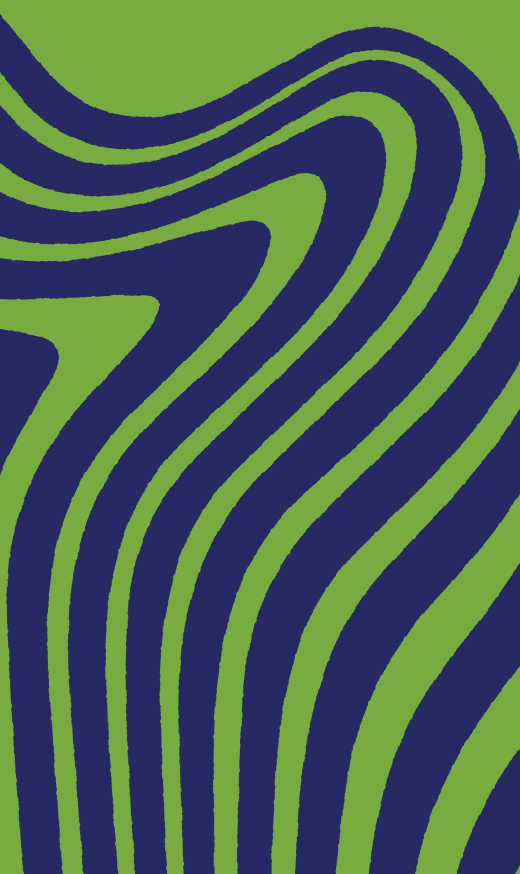
spunout's vision

An Ireland where all young people are empowered and supported to thrive.



spunout's mission

spunout's mission is to work collaboratively with young people to support our mental health and wellbeing. We do this by creating evidence-based, person-centred digital solutions and safe, validating support spaces.



spunout's theory of change

Young people in Ireland face challenges in their lives:

They are seeking connection ...
yet may feel alone and unheard

They have rights and entitlements ...
yet may struggle to exercise these

They are inundated with information ...
yet may be unable to locate trusted sources

They need support ...
yet may find services lacking or inaccessible

spunout exists to change that.



How We Create Change

spunout provides accessible, trusted information, real support and genuine connection. We are here to listen, to guide and to help you take the next step wherever you are on your journey.

What we need in order to make this a reality

Committed volunteers

Excellent staff

Strong partners

Sustainable funding

Secure technology

OUR FOUNDATIONS

Young people avail of these services and experience a range of defined outcomes ...

We are properly informed

Our voices are heard

Our experiences are validated

We learn MH literacy
and coping skills

We are guided to
take the next step

THE DIFFERENCE IT MAKES



**spunout provides access to
a range of
interconnected services ...**

Information

Voices

Text About It

Academy

Navigator

Youth Information Chat

Compass

Insights

WHAT WE OFFER

**Together, these contribute
to our Vision**

An Ireland where all young
people are supported and
empowered to thrive

OUR IMPACT

“If it matters to you, it matters to us.”

Life can be hard sometimes; we can feel unsure or even unsafe.

We can find ourselves a little lost, nervous or worried, not knowing where or who to turn to next.

We can all feel lonely at times too, alone with no one to talk to or in a crowd with no one to relate to. spunout is there for everyone as we travel our own unique journey.

We are here for you if you just need a helping hand or if you're lost, low or lonely.

Together we can drive away the clouds, lighten the load and find a clear path ahead.

If it matters to you, it matters to us.

You can connect with us for support.

You can share what's on your mind.

With spunout, you can take a step to make your life a little better.

spunout's values



Empathy

We believe in the importance of fostering and practising empathy in all of our interactions. By putting ourselves in the shoes of another, we hope to learn and seek to understand their thoughts, feelings and perspectives. We aim to create a safe and supportive environment where young people feel heard, understood, validated, and supported.

Compassion

While empathy helps us to understand, compassion motivates us to enact change. Through compassion we seek to alleviate the suffering of others and be sensitive to everyone's unique needs and circumstances.

Equity

Through representation and inclusion we are all invited to the table; through equality we are provided for equally; but it is only through equity that we acknowledge that people need to be provided for differently in order to achieve a just world. spunout is committed to an equitable Ireland. We recognise the systemic barriers that young people may face in accessing mental health support and aim to provide accessible services for all.

Expertise

We believe in providing evidence-based, high-quality services for young people. We are committed to staying up-to-date with the latest research, trends, and best practices in mental health and youth issues. We take pride in the level of expertise that we bring to our work.

Innovation

We embrace innovation by actively seeking out new and creative ways to approach mental health challenges in the digital landscape. We recognise that the field of mental health and technology is constantly evolving, and we strive to stay ahead of the curve by exploring new technologies, methods and interventions.

Introduction to our work

spunout is Ireland's youth information and support platform, working towards Ireland where all young people are supported and empowered to thrive. spunout has a range of free, accessible and non-judgemental services that are there for you whenever you need them.

If it matters to you,
it matters to us.



Through our platform and channels, spunout shares trusted information on mental health and wellbeing.

We provide immediate, free and anonymous text support to anyone who wants to talk.

We share the stories and experiences of young people across Ireland to amplify young voices, and so that we all feel a little less alone.

We can also connect you to trusted services and resources around the country for further support.

Our aim is to support young people to be informed, feel empowered and heard, and to support our peers to access opportunities and services to help us achieve our full potential.

We work collaboratively with other young people to support our mental health and wellbeing.

A community of young contributors and volunteers powers our services, guides the work we do, and ensures we stay true to our values and mission.



What we do

Information & digital outreach

spunout knows knowledge is key to empowerment. Providing factual, relevant, and easily accessible information through digital outreach is at the core of what we do. Young people, on their diverse journeys, require reliable information to make informed decisions. Our digital outreach ensures that this vital knowledge is accessible where they are, empowering them to navigate life's challenges more confidently.

Centring lived experience & peer support

By sharing their experiences and insights, young people offer invaluable perspectives that shape our understanding of mental health challenges. Their experiences humanise issues and create a sense of connection for others facing similar struggles. Moreover, peer support, based on empathy and compassion, fosters a community where young people can find solace and strength in knowing that they are not alone. This collaborative approach, rooted in equity, aims to ensure that the diverse needs of young people are met.

Youth participation

At spunout the active involvement of young people in shaping spunout is essential. Youth participation is not just a value for us - it's a guiding principle. We recognise that young people are experts in their own experiences and needs, and involving them across all aspects of spunout ensures that our services are relevant and effective.

Collaborative partnerships

The power of collective effort is core to spunout and to this we aim to place collaboration with other organisations at our core. In doing so we can harness our collective expertise, resources, and knowledge to provide more comprehensive and effective support. It allows us to create a more holistic, inclusive network that is better equipped to address the complex challenges faced by today's youth.

Peer-to-peer text-based active listening

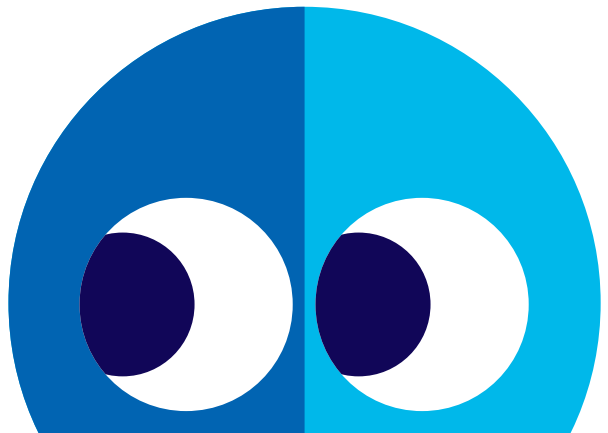
We understand that sometimes young people just need someone to talk to, someone who truly listens and empathises. Our peer-to-peer text-based active listening is a vital component of our mission. This service offers a safe, non-judgemental space where young people can connect with peers who actively listen and provide support through text, offer signposting and referrals, fostering genuine understanding and validation.

Self-directed learning

At spunout, we recognise the transformative impact of self-directed learning. We strive to empower young people to take control of their own education and personal development. By fostering the skills and motivation for self-guided learning and shaping an accessible space, we enable individuals to explore, discover, and grow at their own pace, equipping them with essential life skills including their mental health and wellbeing.

Service navigation & signposting

Finding the right mental health and support in life can be overwhelming. Service navigation and signposting are essential aspects of spunout, ensuring that young people are connected to the resources and services they need at the right time. Our guidance helps navigate the complex web of available resources and services, making informed choices and taking the first step towards the support that best suits their unique circumstances.



Who we work with

spunout works collaboratively with young people living in Ireland. Our core focus is to support young people aged 16-34, with an important secondary audience of people aged 35+ including parents, carers, educators, and health professionals seeking to empower and support young people in their own communities.

Young people engage with spunout as stakeholders in a number of ways, whether as people using our services, volunteers, or within our governance structures. Each year, hundreds of thousands of young people access spunout information resources and one-to-one digital supports as readers, texters, learners and more.

Crucial to our identity as an organisation by young people, for young people, we also engage hundreds of young people as volunteers each year. Trained Text About It volunteers offer peer support to service users, spunout Voices contributors and proofreaders help produce our information content, and the members of our Youth Action Panel set the overall direction for our campaign content. At least two young volunteers sit on our Board of Directors, ensuring that youth perspectives are always at the heart of our strategic decision-making at the highest level.

spunout is committed to working closely with a range of partners in the youth, mental health, equality and technology sectors. We value meaningful collaboration at all levels and continually seek to build partnerships to advance our strategic aims.

Who we aim to support through this strategy

Readers are informed by spunout's audio, video and written resources. Texters receive active listening from spunout's text-based support services. Volunteers support spunout in delivering information and support to young people. Contributors share their experiences and opinions in audio, video or written form. Learners develop skills and knowledge through spunout's training resources.

Priority action areas

2023-2027

In the pursuit of our strategic goals, spunout has identified five priority action areas which emerged through the consultation process for strategy 2027. These action areas not only reflect the pressing needs of our youth, but also leverage spunout's long standing trusted expertise in key policy areas. These priority areas represent our dedication to driving meaningful change and making a lasting impact on the lives of young people.

Mental health (literacy) - mental health is one of the policy areas which has the clearest and strongest association with the existing spunout brand. Whether among service users, funders, media or the general public, spunout's authoritative voice on mental health issues is long-standing and hard-won through dedicated campaigns, rigorous commitment to best practice information provision, and informed advocacy at the highest levels of public policy. In particular, spunout is committed to improving and facilitating mental health literacy among young people, policy makers and the media. We are extremely well-positioned to continue as a leading advocate in this vital area.



Healthy relationships - as both a provider of online youth information resources and 24/7 text support, spunout has always faced the challenge of reaching and engaging young men. 2022 in particular saw spunout produce numerous published pieces addressing toxic masculinity and related problems facing young men in Ireland. Longer term, we want to recast the narrative towards supporting a healthy conception of masculinity and a positive view of relationships between and involving young men. This work has an enormous potential to positively impact a very large cohort of young men who have been hard to reach with help-seeking information in the past.



Anti-racism - spunout has invested time, resources and energy on a cross-service basis into developing an anti-racism strategy for the organisation. This work, which involved representatives from staff, volunteers and the Board of Directors, was a vital step in spunout's journey to becoming a fully and actively anti-racist organisation. The challenge and opportunity now facing the organisation is to further build our knowledge, contacts and credibility in the anti-racism space and to develop as a positive force against growing racism, xenophobia and anti-immigration sentiment within our society.



Economic opportunity (purpose) -

spunout's guiding vision is of an Ireland where all young people are supported and empowered to thrive. Yet in both our policy advocacy and our day-to-day operations, we see time and again how economic systems hold young people back in all parts of our country and the wider world. We cannot offer a holistic approach to supporting young people's health and wellbeing without addressing and confronting the economic challenges that prevent individuals and communities from realising their full potential. As a trusted source of information and support for our fellow young people, it is incumbent upon spunout to address these challenges frankly and constructively, and to advocate through our work for radically just solutions to the economic inequality confronting society in general, and young people in particular.



Climate action - as an organisation run by young people, for young people, spunout is directly affected by the rising tide of climate anxiety as the climate crisis worsens around the globe. The past number of years have seen the organisation strengthen its knowledge of climate matters, and greatly enhanced our ability to act as a trusted source of information for young people concerned about the impact of climate crisis, and eager to promote and support positive climate action in their lives and communities.

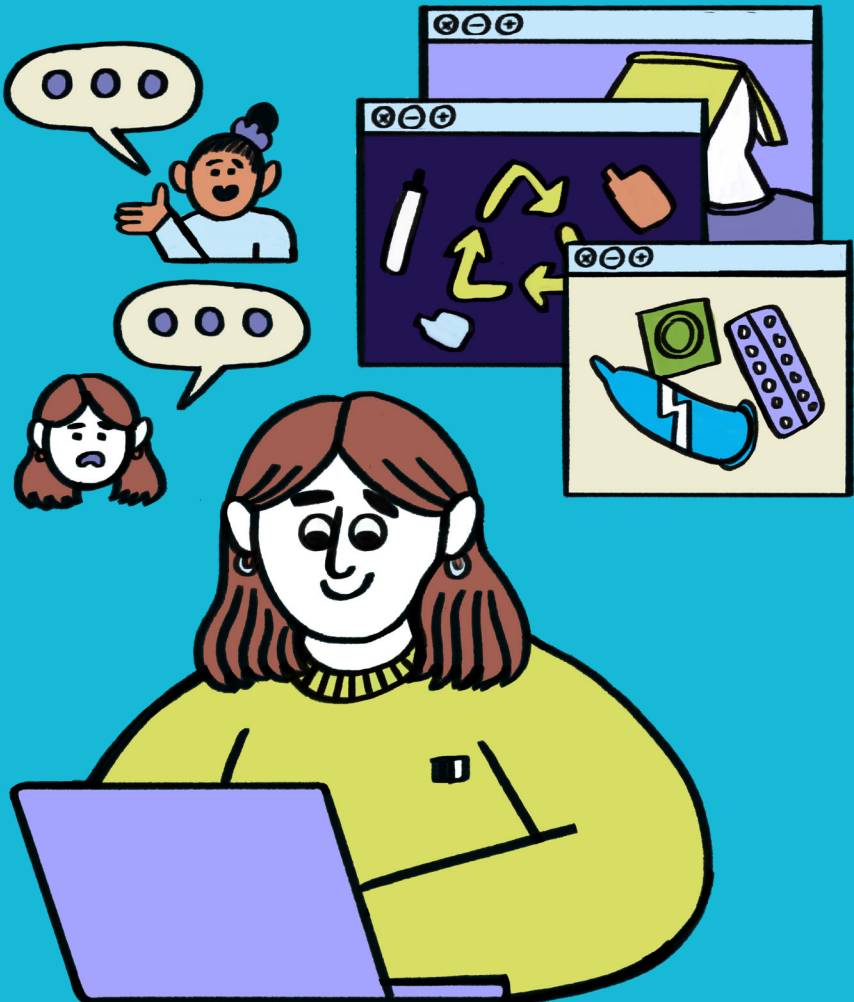


This issue will only increase in salience throughout the years ahead, and spunout's considerable work has perfectly positioned us to provide constructive, informative and reliable information support on this centrally important issue for young people and society as a whole.

Strategic Goals

Pillar 1: Inform

Providing trusted, non-judgemental information resources with young people



	Objective	Action	Outcome
1.1	Provide quality information on issues that matter to readers	Produce trusted, non-judgemental information resources informed by consultation with readers in Ireland	Readers are informed on the topics that matter to them
1.2	Meet readers with information resources where they are	Create engaging multimedia campaigns on the platforms popular with readers	Readers are informed by engaging multimedia resources on their preferred platforms
1.3	Increase the number of people engaging with spunout as readers	Increase the total number of readers in Ireland through more effective digital marketing, public communications and partnerships	More readers are informed on the topics that matter to them
1.4	Connect readers with complex queries to personalised information support	Expand the availability and reach of the Youth Information Chat service	Readers are supported in real time with complex or personal information queries
1.5	Convert readers into texters, where they could benefit from active listening support	Improve the pathway for readers to move to access the Text About It service	Readers are connected to 'Text About It' for real time emotional support

Pillar Outcome: By 2027, we will double the number of young people in Ireland accessing spunout information resources to 2 million annually

Pillar 2: Empower

Amplifying the voices and experiences of young people in Ireland



	Objective	Action	Outcome
2.1	Young people inform the design and development of our services	All aspects of spunout's service provision involve young people and prioritise the inclusion of under-represented young voices	Young people are at the heart of service design and delivery, informing our responses to our needs
2.2	Volunteers are supported to share their experiences and views to empower and support our peers and effect change	Use social media and PR to amplify the voices of young people on experiences and issues that matter to us	Young people's voices are amplified to support our peers and effect change
2.3	Empower young voices from under-represented and socially excluded communities in Ireland	Create opportunities for young people from diverse backgrounds to contribute to spunout and have their voices heard through the introduction of internship and graduate opportunities	A wide diversity of young people's voices are empowered to support our peers and effect change
2.4	Empower young people engaged with spunout to connect with services for support and to achieve their personal goals	Develop training programmes and aftercare & wellbeing supports for young people engaged with spunout	Young people engaging with spunout are supported and develop their skills

Pillar Outcome: By 2027, we will have grown our contributor community to achieve over 400 contributions each year

Pillar 3: Support

Connecting young people in Ireland to the right peer-to-peer support, at the right time

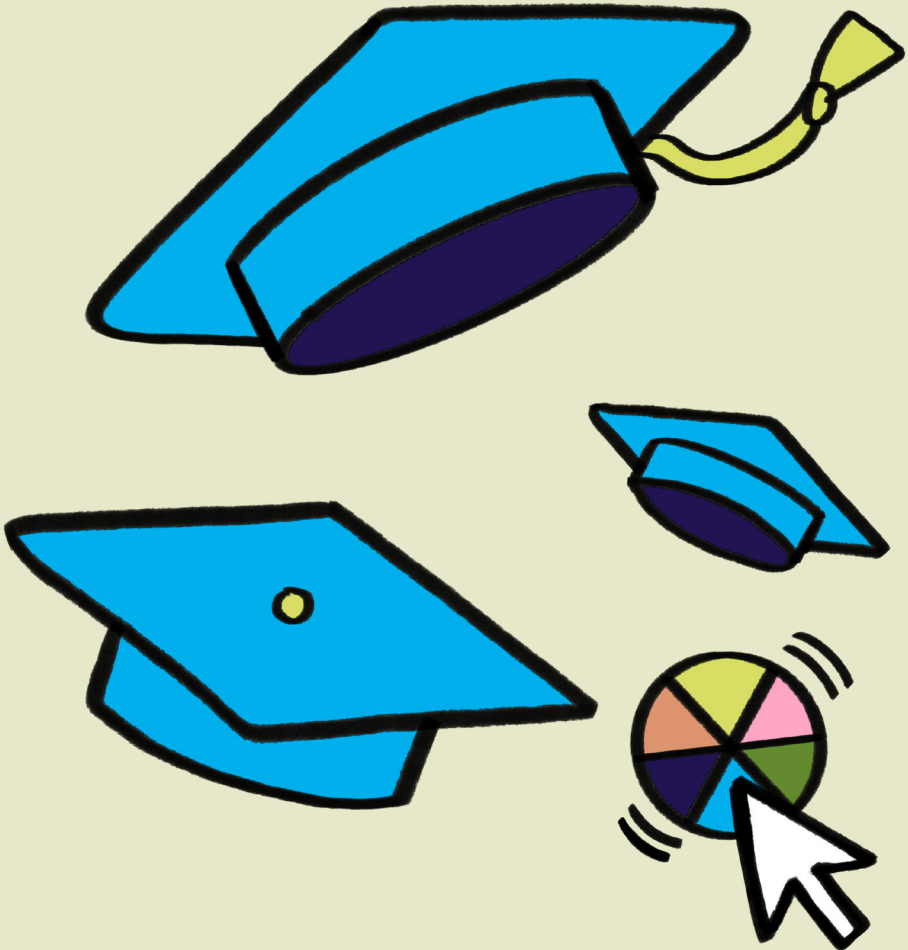


	Objective	Action	Outcome
3.1	Provide active listening support to young people in our preferred spaces (online)	Expand the range of channels through which spunout active listening services are available	Reliable support is available to texters through a diverse range of channels
3.2	Expand the community of volunteers delivering active listening support to texters	Recruit, retain and support a diverse community of suitable active listening volunteers	Texters are supported by a well-trained and supervised volunteer community
3.3	Promote increased awareness of the person-to-person supports available to young people in Ireland	Design, launch and sustain a proactive marketing plan increases awareness of the Text About It service	Potential texters are aware of the support available for when they need it most
3.4	Connect readers and texters with timely, relevant mental health supports	Create and promote a dynamic signposting tool	Readers and texters are connected to high-quality, appropriate mental health resources 'in the moment'

Pillar Outcome: By 2027, we will engage texters in 120,000 conversations annually

Pillar 4: Educate

Equipping young people with
mental health literacy and coping skills

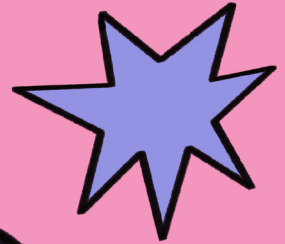


	Objective	Action	Outcome
4.1	Develop the understanding and skills of young people on a wide range mental health topics of importance to us	Guided by the needs of prospective learners, and in partnership with other organisations, we will create a wide range of self-directed online courses related to emotional literacy, mental health, and wellbeing	Learners develop their understanding in a range of skill areas relating to mental health and wellbeing in a safe space
4.2	Empower young people with active listening skills	Train a wide cohort of peer active listeners	Learners are equipped with active listening skills
4.3	Young people are aware of mental health education opportunities provided by spunout	Develop outreach partnerships with key organisations to build a pipeline of learners for our courses	Prospective learners are aware of, and enrol in, the self-directed courses we develop
4.4	Provide a trusted space for young people seeking information on education and employment information	Create and promote a dynamic tool to support young people to navigate barriers to career progression	Readers and texters are connected with personalised development resources

Pillar Outcome: By 2027, we will enrol 5,000 young people in self-directed learning courses

Pillar 5: Advocate

Young people's voices and experiences
inform and shape decision-making



	Objective	Action	Outcome
5.1	Ensure young people's voices and experiences are heard in policy debates on issues important to us	Develop innovative ways to insert the real-time views of young people into national debates and consultations through real-time surveys, polls, and data insights	National policy is influenced by young people's real needs and experiences
5.2	Ensure spunout's advocacy is informed by young people's real experiences	Ensure that spunout's data insights are accessible, relevant, reliable and certified by a range of experts	Young people's insights are gathered, analysed, evidenced and shared
5.3	Enable clear and easy access to all spunout's insights into the experiences of young people	Develop an open source data platform where young people and other stakeholders can use our own data to advocate for change	spunout's data insights are available in real time to inform service improvement and policy development
5.4	Develop two-way links between young people and academic experts	Develop new and existing partnerships between spunout and a range of academic institutions to involve young people in research that concerns us	Effective advocacy is facilitated through durable two-way links between academic institutions and spunout's readers, texters, volunteers, contributors and learners
5.5	spunout's services are improved by the data we collect on young people's experiences and views	Create feedback loops within the organisation for real time data collection to inform service improvement	We use the insights from our person-to-person services to inform our information resources, advocacy and service improvement

Pillar Outcome: By 2027, we have developed an open-source library of insights about the views and experiences of young people in Ireland

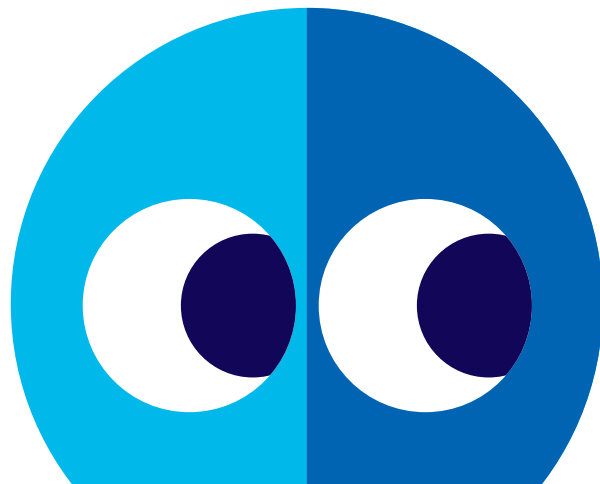
Implementation and measurement

This strategy sets out spunout's overall strategic goals up to 2027, describing the high-level objectives, actions and outcomes across each of our five key pillars. These goals act as an overarching framework to guide spunout's annual plans and service-level targets up to 2027. Given the great potential for change in the organisation's capacity and circumstances over this period, and in order to avoid ongoing amendments to the strategy in line with new developments, this document sets out broad goals rather than granular targets for measurement.



In order to implement our strategic goals into the organisation's workplans, and provide reliable, accurate and ongoing measurement tools, spunout will publish a detailed Strategic Implementation Plan as an operational accompaniment to our high-level strategy. The Strategic Implementation Plan will establish Key Performance Indicators across each of the strategic goals outlined in this document, to be reported against on a biannual basis. This will facilitate ongoing monitoring and adjustment of our activities to best meet our strategic objectives in a fast-changing service delivery landscape.

In preparing the Strategic Implementation Plan, the organisation will determine overt measurement targets which allow us to gauge and analyse progress across each of our strategic pillars. We will aim for consistency in measurement up to 2027 wherever possible and advantageous, while also retaining flexibility to adjust how we measure performance where the specific nature of our service provision may change. The Strategic Implementation Plan will complement, build on and give further life to our Measurement Framework and Theory of Change, while embedding our overall strategic goals in the day-to-day operation and reporting of the organisation through specific, measurable and tangible performance targets.



spunout's measurement framework

This is how we measure our performance against our mission to work collaboratively with young people to support our mental health and wellbeing.



How We Measure Our Impact

Outcomes

Type

We are properly **informed**

Readers Annual Survey

YI Chat Survey

Website Metrics

Social Media Metrics

User Feedback

Outputs: Participants

Outputs: Production

Academic Research studies

Our voices are **heard**

Texters Post Conversation Survey

Readers Annual Survey

Volunteer Annual Survey (Voices)

Texters Demographics

Volunteer Demographics

Platform KPIs

Referral Metrics between services

Media Activity

Social Media Metrics

Website Metrics

Outputs: Participants

Outputs: Production

Academic Research studies

Our experiences are **validated**

Readers Annual Survey
 Texters Post Conversation Survey
 Volunteer Annual Survey (Voices)
 Outputs: Production
 Academic Research studies

We learn MH literacy
 and coping skills

Readers Annual Survey
 Service User Surveys
 (6 month Engagement)
 Service User Surveys
 (Post Engagement)
 Volunteer Annual Survey
 Platform Analytics - Academy
 Learners Demographic
 Outputs: Production
 Social Media Metrics
 Website Metrics
 Academic Research studies

We are **guided to take
 the next step**

Readers Annual Survey
 Texters Post Conversation Survey
 Referral Metrics between services
 Website Metrics
 Outputs: Production

Contributing to achieving national policies

spunout recognises the interconnectedness of its operations within the broader landscape of strategic frameworks in Ireland, particularly in collaboration with the government. It acknowledges that meaningful change and positive impact cannot be achieved in isolation but requires a collective effort through partnership with external organisations, partners and government entities.

One such pivotal strategy is the National Strategy to Reduce Suicide, “Connecting for Life.” This is a comprehensive initiative that addresses the entirety of Irish society, with a targeted emphasis on specific priority groups, including women’s health, young people, and marginalised individuals. The alignment with this strategy is evident in our commitment to two National Office for Suicide Prevention funded information campaigns in 2023.

The alignment of spunout’s efforts with national strategic frameworks and policies aims to work together toward an Ireland where all young people are supported and empowered to thrive. ‘A key policy is Ireland’s national mental health policy ‘Sharing the Vision - A Mental Health Policy for Everyone’, published in June 2020.’ This policy underscores the importance of leveraging evidence-based digital and social media channels to support improved mental health. The recommendation in this policy to utilise these channels to promote mental health aligns seamlessly with spunout’s commitment to delivering accessible and reliable mental health information to young people across diverse mediums and media platforms.

spunout actively engages with other national frameworks such as the National Policy Framework for Children and Young People, the National LGBTI+ Youth Strategy and the National Digital Strategy. By doing so, spunout reinforces its dedication to providing support and information holistically to young people, aligning with the objectives outlined in these key strategic documents.

The difference we'll make

In line with our vision and mission, our strategy is not just about our actions - it's about the profound change we are aiming to effect.

We know that these objectives cannot be achieved in isolation. That's why we will evaluate our impact by assessing the tangible difference we bring to individuals, communities, and society as a whole.

Over the next five years, we are committed to holding ourselves to account through rigorous self-assessment, openly sharing our triumphs and setbacks.

In addition to our ongoing evaluations against our progress, which we report internally to our Board on a bi-monthly basis, we will publicly release our Annual Reports and Audited Financial Statements so they are freely available to all stakeholders and the wider public.



What we can achieve together

spunout is reliant on the support of partners and funders to achieve our strategic goals, and advance our vision of an Ireland where all young people are empowered and supported to thrive.

Together, we can make a significant difference in the lives of young people on their unique journeys. spunout is dedicated to creating safe, validating spaces for young people, providing evidence-based digital solutions, and offering young person-centred service.

Over the coming years, our goal is to ensure every young person has access to the right information and support at the right time for them. However, we cannot achieve this mission without the continued support of individuals and organisations.

Whether it is through sharing your experiences, volunteering, or donating, any contribution you make is invaluable. Your support will make an enormous difference and we are deeply thankful for everyone who joins us in meeting our mission.

There are many ways you can engage with us to support young people on their unique journeys.

*To volunteer with spunout as a content creator, Action Panel member or proofreader, please visit:
spunout.ie/about/getinvolved.*

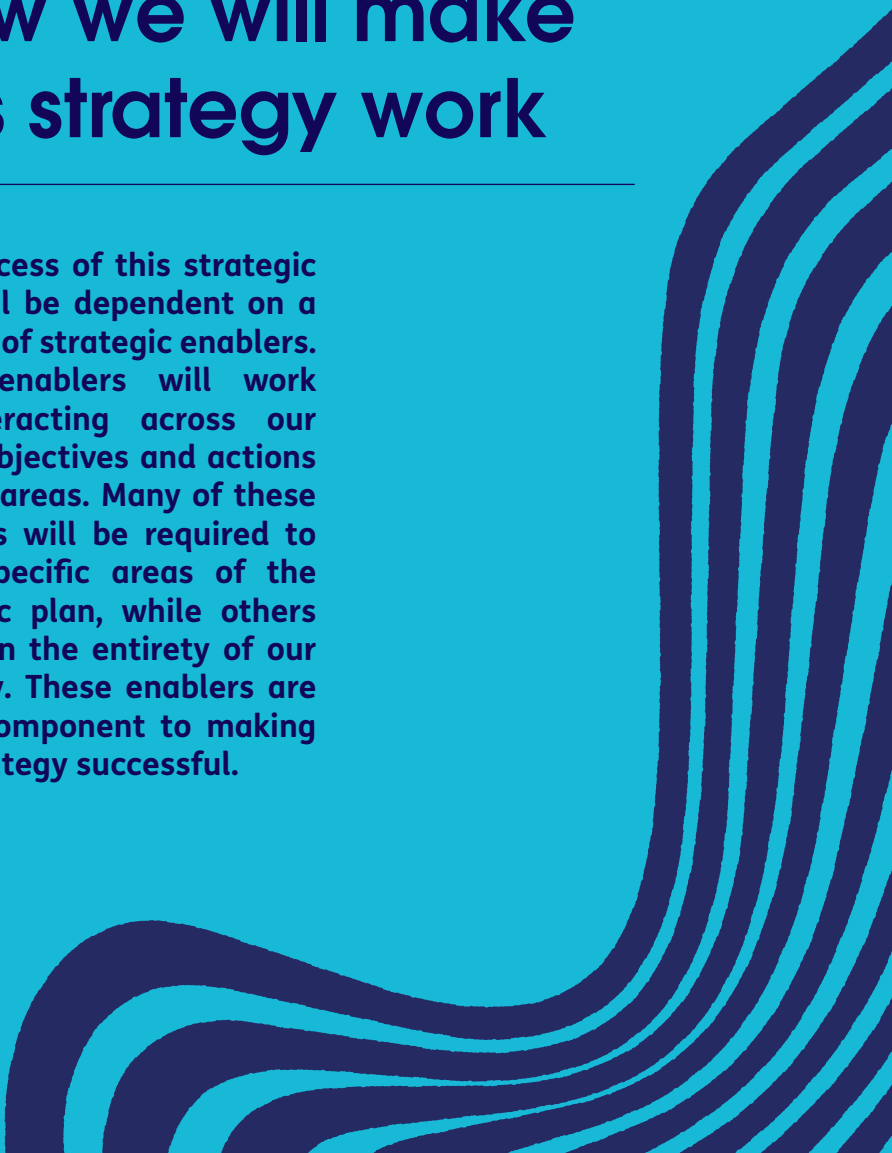
*To support young people from all over Ireland by text as a trained volunteer, please visit:
textaboutit.ie/volunteer.*

*To make a once-off financial donation, please visit:
spunout.ie/about/donate-online.*

*To explore a longer-term funding relationship, whether as an individual or an organisation, get in touch:
hello@spunout.ie*

How we will make this strategy work

The success of this strategic plan will be dependent on a number of strategic enablers. These enablers will work by interacting across our goals, objectives and actions priority areas. Many of these enablers will be required to meet specific areas of the strategic plan, while others will span the entirety of our strategy. These enablers are a key component to making this strategy successful.



Building a sustainable organisation

Over the course of this strategy, we will strive to ensure spunout develops as a sustainable, responsible and climate-conscious organisation. We want to earn and keep the trust of our stakeholders: for this, they need to be sure that spunout is future-focused and clearly planning for the long-term. Young people must be confident that spunout has the plans, resources and safeguards to meet our strategic goals now and into the future. This covers both our own financial sustainability and our impact on the planet, recognising that no organisation can remain viable if it fails to proactively reduce its impact on the climate. A core part of achieving a sustainable organisation will be fully engaging with the Sustainable Development Goals and other recognised frameworks of good economic, social and corporate governance.

Becoming an employer of choice

Everything that spunout is setting out to achieve in this strategy will be reliant on maintaining a highly-trained, driven and expert staff team. We will ensure our employees know that their work is valued, that their time is respected, and that their career goals can be met within spunout as a dynamic, growing and mission-focused organisation. We will put into practice our belief that service excellence and work-life balance are not opposing goals: they are, in fact, essential to one another in a virtuous cycle of both maximising employee wellbeing and delivering on each of our strategic goals. To meet these goals, we will have to recruit and retain staff at the very top of their professional game. In order to do this, spunout must become an employer of choice for hard-working, driven and conscientious employees across a wide range of experience and skill areas.

Supporting and celebrating our volunteers

Many of the goals set out in this strategy are dependent on the selfless dedication of spunout volunteers. We will ensure that spunout remains a place where volunteer contributions are recognised and celebrated, we will make it easier and more rewarding to volunteer with us; and we will find new and innovative ways to showcase the enduring impact of voluntary work within our organisation. Through all of this, we will retain and enhance our commitment to being a genuinely youth-led organisation through our volunteer engagement structures, up to and including the Board of Directors. We want to empower our volunteers, in every part of the organisation, to do more and to understand the difference their contributions make to their fellow young people all across Ireland. Whether as members of the Youth Action Panel, as Voices contributors, as proof-readers or as Text About It volunteer; we will strive to improve, uplift and value the volunteer experience with spunout.

Creating a culture of continuous learning

Implementing all parts of our strategy will mean empowering our people with new and improved skills, promoting and supplying educational opportunities, and placing a renewed emphasis on staff and volunteer development. We will aim to facilitate a culture of continuous learning and skills development for young people inside the organisation and out, prioritising new learning initiatives and interventions for service users as well as upskilling for service providers. As spunout grows, so must the skills profile and capabilities of our networks. We want people who engage with spunout to unlock new learning opportunities, whether as part of their careers, volunteering or through accessing our services. Education will be at the core of all aspects of our work.

Investing in digital infrastructure

This strategy will see spunout providing exciting new interventions and scaling up what we already do well. To achieve these goals, it will be essential that we maintain and expand the infrastructure in which we work. This will mean design and delivery of a new integrated platform for spunout service provision, improving ease of service access while enhancing links between different aspects of our work. We will prioritise implementing new means of working with data; ensuring our work is data-led while the rights of data subjects are constantly and consistently safeguarded. We will work to stay at the cutting edge of socially-responsible technological innovation, seeing out new ways and systems of working that deliver improvements for young people. We will remain committed to providing online services where young people are, maintaining a robust and evolving presence on social media and other platforms where young people seek out information, support and opportunities.

Enhancing our leadership structures

Achieving each of these strategic enablers, as well as meeting our overall strategic targets, will require engaged, diligent leadership from the top of the organisation to complement and enhance the work of staff, volunteers and partners. spunout will work hard to remain a leading voice for young people within the youth, health, equality and technological sectors. We will remain committed to excellence in governance, striving to reach new levels of transparency and accountability. We will work to further develop our systems of line management, ensuring everyone who takes on responsibility within our teams is empowered, supported and encouraged to grow. We will continually ensure that our Board of Directors and senior Leadership Team represent the very best in informed, long-term strategic planning and delivery. We will work to amplify the voices of new young leaders and connect their insights with policy-making at the highest level.

Maintaining excellence

In all our work, spunout aims to be open, honest and fully compliant with all relevant codes, standards and regulations.

We are a legally registered company and charity in Ireland, registered with the Companies Registration Office and the Charities Regulator.

We have demonstrated full, ongoing compliance with the Charities Governance Code and are a triple-locked member of the Charities Institute Ireland, meaning we are demonstrably committed to best practice in transparency, accounting, fundraising and governance.

We are in full compliance with the Charities Statement of Recommended Practice (SORP) in our annual accounts and financial reporting.

spunout is an associate member of ERYICA, the European Youth Information and Counselling Agency, and a signatory to the European Youth Information Charter.

Additionally, we are fully committed to and compliant with the Charities Act 2009, Companies Act 2014, the Children First Act 2015, the Data Protection Act 2018 and the Charities Regulator's Guidelines for Charitable Organisations on Fundraising from the Public.

Community Creations CLG trading as spunout

Charity Tax Number (CHY)
16212

Charity Registration Number
20057923

Company Number
384783

Supported By:
Health Service Executive
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AIB
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