



**FREE2B ALLIANCE CIC
STRATEGIC PLAN
2025-27**





Introduction

Free2B's journey began in 2010 with the launch of The Gap LGBTQ+ youth club—a safe space for young queer people to connect, gain support, and be themselves. By 2015, it became clear that our community needed more than a youth club. In response, Free2B was established to provide tailored 1:1 mentoring, school forums, an expanded range of youth clubs, parent support, and LGBTQ+ inclusivity training. From humble beginnings, Free2B has grown into a key resource for the LGBTQ+ community in Southwest London.

This strategic plan for 2025–2027 represents the next step in our journey. It builds on over a decade of experience and insights, informed by the meaningful relationships we have with our members. Together, we've identified key priorities to expand our reach and meet the growing needs of our community.



Environment

The current climate presents significant challenges for the LGBTQ+ community, with increasingly negative rhetoric and discrimination affecting many of our members. These pressures are made worse by the long-term impacts of the COVID-19 pandemic on mental health and the ongoing cost-of-living crisis, which has created additional barriers to wellbeing.

At Free2B, we recognise how important resilience and queer joy are during tough times. By offering safe spaces and tailored support, we continue to empower our members to thrive despite the challenges they face.



"I used to have no friends and no one that I felt I related to in any way, and then I came to GAP and met so many people with the same experiences and interests. I feel much more heard and loved!"

GAP Youth Club Member



Purpose

To provide responsive support services to LGBTQ+ local communities and tackle discrimination.

Vision

Our vision is of a society where LGBTQ+ individuals engage in communities without discrimination. A society free from homophobia, biphobia and transphobia.

Mission

Free2B improves LGBTQ+ lives by providing responsive wellbeing support, safe spaces and proactive education, empowering local communities to address discrimination.



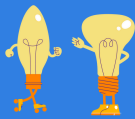
Values



Listening - Encouraging participation and actively listening to our members



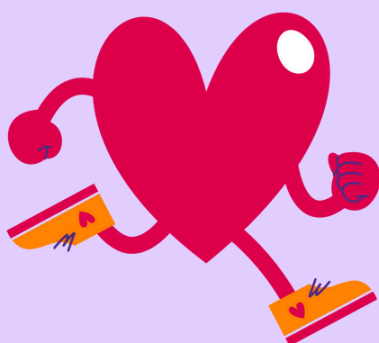
Respecting - Celebrating diversity and respecting individuals.



Collaborating - Strengthening the shared voice and championing inclusion.



Educating - Challenging discrimination without confrontation.



"It's a safe environment where we can talk openly about our worries and fears, exchange experiences with other parents, and feel supported and heard. This fantastic group has saved our family."

Proud Parents Member

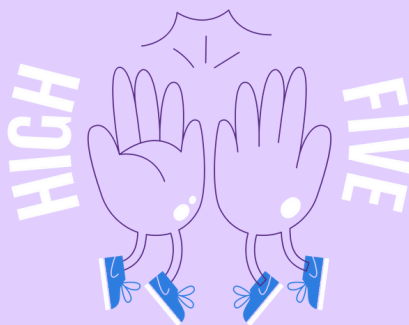


SHAPING OUR STRATEGY

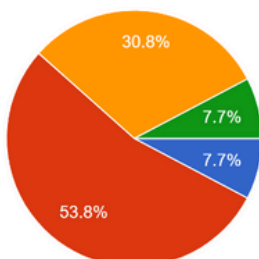
This strategy reflects extensive collaboration, including:

- Conducting an in-depth survey with our stakeholders.
- Hosting nine strategy brainstorming sessions with our youth groups.
- Facilitating a dedicated strategy session with our staff team.
- Engaging with our Proud Parents support group in a focussed strategy session.
- Drawing on 15 years of experience working with LGBTQ+ young people in Southwest London.

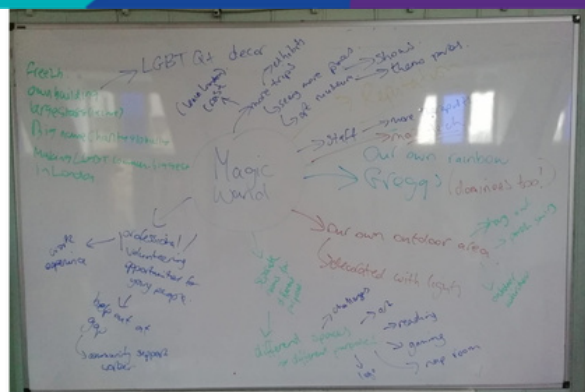
Together, these efforts have informed our vision for 2025–2027, which will enable us to expand our reach and strengthen our impact.



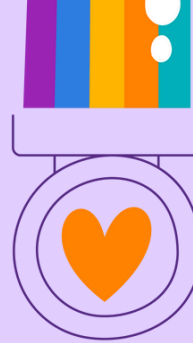
How are you currently involved with Free2B?



- I attend one or more of the following Free2B Youth Services: Gap, Gapsters, Rainbow Power, Wednesday Wellbeing, Trans Wellbeing, School Forums, Fre...
- I am a member of Proud Parents
- I am part of the Free2B team (volunteers, staff, directors)
- I am a member of staff at a school that partners with Free2B to support LGBTQ+ young people



STRATEGIC GOALS



Respond

Use data to inform service gaps and community needs

Educate

Expand education offer to meet evolving community needs

Reach

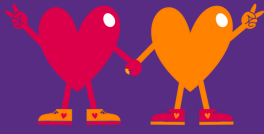
Strengthen partnerships and resources to create more safe spaces

Respond		
2025	2026	2027
<ul style="list-style-type: none"> Use data to assess service needs and identify areas for improvement. 	<ul style="list-style-type: none"> Build on insights to refine and sustain key services. 	<ul style="list-style-type: none"> Continue to develop services based on feedback and evaluation.

Educate		
2025	2026	2027
<ul style="list-style-type: none"> Expand our training offer to meet evolving community needs. 	<ul style="list-style-type: none"> Build on Year 1 to grow training opportunities and increase participation. 	<ul style="list-style-type: none"> Strengthen and scale training programs to widen impact.

Reach		
2025	2026	2027
<ul style="list-style-type: none"> Expand youth services to ensure safe spaces are accessible to more young people Strengthen connections in current boroughs. 	<ul style="list-style-type: none"> Build partnerships and explore opportunities in new areas. 	<ul style="list-style-type: none"> Sustain partnerships and grow networks to support long-term growth.

HOW CAN YOU HELP?



Partner with us

Collaborate with us as an organisation or corporate sponsor to make a meaningful and lasting impact on the lives of LGBTQ+ young people.



Book our training

Build inclusivity in your workplace or community by booking our LGBTQ+ inclusivity workshops.



Donate or fundraise

We need your help to continue our vital work— donate or organise a fundraiser today and make a real difference.

"It is money well spent if, through Free2B, only one person can see how marvellous it is to be who they are and what they are. And because there are, in fact, many who have that knowledge because of Free2B, I see my giving as exceptionally good value."

Free2B Regular Donor



Together, we can create a future where everyone is Free2B themselves.

Contact us

We'd love to hear from you! Visit <https://free2b.lgbt> or contact us on hello@free2b.lgbt.