

TOGETHER ESTRANGED

STRATEGIC PLAN 2026 to 2029

SUPPORT | EMPOWER | DESTIGMATIZE



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FOREWORD

Our Past, Present and Future

Since its inception in 2020, Together Estranged has been paving a path of understanding and support for its community. Our founder, Seth Forbes set this course intentionally, relaying, *"Together Estranged was developed to provide the support and encouragement that so many estranged individuals so desperately need - to provide a glimmer of hope in an otherwise very dark tunnel."*

Over the course of the past six years, Together Estranged (TE) has grown from that glimmer to a shining beacon of safety and support for Estranged Adult Children (EAC). At times, the road of our growth has mirrored that of our experiences of healing within estrangement. The Community Needs Survey Report well-states this journey;

'The impact of estrangement changes over time: it is not linear. Estrangement doesn't usually move in a neat arc from pain to peace. It's more like a spiral staircase. You revisit the same themes—grief, anger, doubt, relief—but from a slightly different height.'

What is consistently clear in feedback and survey data is that TE's community growth reflects our own members earnest aims to learn and understand through:

- regularly scheduled, peer-to-peer support groups
- Free, professionally facilitated educational programming

FOREWORD

Our Past, Present and Future

We continue to be grateful and honored to be 100% volunteer-led. Our mission to support and empower estranged adult children while working toward destigmatization is achieved by a group of fewer than 25 individuals. Rising costs of systems, programs and resources requires further organizational commitment in fundraising and pursuit of intersectional partnerships. We will meet these challenges and the expressed community needs by actioning our mission in the following ways:

Support = People first led services, support groups, private forum spaces, socials, community growth & connection deepening

Empower = Programs events, workshops, using the language & experience of estrangement to unite via our community blog

Destigmatize = Means & Methods our website resources, media communications and research

Our growth humanizes and elevates the status and success of people living with estrangement. We showcase and celebrate estranged individuals as accomplished professionals, experts and valued members of their community and society. As CEO, I am committed to deepening our community with this mindset and honored to be entrusted to carry out our collective mission.

In Service,
Alyssa Mullett,
CEO Together Estranged

Strategic Plan 2026 to 2029



Strategic Plan Overview

Community, Vision, Mission

This strategic plan remains true to its predecessor by **centering from prescribed community needs**. It will be **guided ultimately by strong organization led vision** and **driven by mission aligned directives and actions**.

Community

At the core of Together Estranged, we exist as a community first. We understand the power of shared experiences in estrangement. Finding belonging in stories told, introduction to language that illuminates parallels of struggle and the support garnered through togetherness has the capacity to heal.

Together Estranged affirms its commitment to our community by maintaining and growing regularly scheduled support groups, as well as free, educational, impactful programming. This initial declaration was made in a 2026 Open Letter to the Community and will be reaffirmed via CEO statement as part of planned website revision.

In addition to words, this is actioned further in the forthcoming Ideal Status and Goal Setting within this strategic plan.

Strategic Plan Overview

Community, Vision, Mission

Vision

Together Estranged is well regarded as a thought-leader and social voice for EAC's around the world. We participate and are sought out for our mission driven advocacy, estrangement myth busting, and clarity of language in guiding discussions of estrangements devoid of reconciliation platforming.

We create the sense of 'found help & belonging' at all stages and cycles of estrangement. We use a clear pathway of consistent language offering direct support and resources. Each event, support group and content deepens connection within community members.

TE is a hub for estrangement research partnerships. Our community members have the opportunity to participate in vetted and validated academic research that impacts estrangement understanding. Research partnerships offer reciprocal data and educational sharing with our organization. Our own community understanding is strengthened through continued internal research.

A functional area, working Board of Directors with consistent commitment and multi-year tenure is an imperative conduit for a vision that:

- ❑ Has both short (annual) and long term (5 year) fundraising goals as well as at least two years of successfully achieving those aforementioned goals.
- ❑ Contributes to community growth annually of approximately 30% across all media & platforms, demonstrated by followers, newsletter subscribers, support group and event attendance.
- ❑ Upholds Together Estranged as a clear thought leader and voice for Estranged Adult Children via website resource utilization, establishing a research hub, national and international media publishing and societal destigmatization. 6

Strategic Plan Overview

Community, Vision, Mission

Mission

We will meet seek to realize our vision and the expressed community needs by **actioning our mission** in the following ways:

SUPPORT

People first led supports designed for growth and connection deepening.

- Support Groups
- Private Forum Spaces
- Community Socials
- Volunteering
- Donating

EMPOWER

Programs and events that **use the language and experience of estrangement** to unite.

- Concepts Talks
- Events
- Community Blog
- Learning the Language
- Togetherness Series

DESTIGMATIZE

The means and methods we are facilitating to reduce shame and stigma in the social sphere.

- Resources
- Guides
- Research HUB
- Media

The remainder of our strategic plan will bring specificity to each of these mission actions by providing both a current state, a descriptive understanding of the ideal status and finally goals to achieve ideal status.

Our community, vision and mission have never been more clear. Together Estranged.

Support = People first led services, support groups, private forum spaces, socials, community growth & connection deepening

Support Groups

Current Status:

Two groups each held monthly with maximum attendance and waitlist list capacities reached consistently.

- Beyond Estrangement: Held 2nd Saturday of the Month, 1 Facilitator, maximum capacity 15 attendees
- 'Main' Support Group: Held 4th Saturday of the Month, 2 Facilitators & 2 Community Ambassadors, maximum capacity 35 attendees

Total Monthly Capacity for attendance: 50

Ideal Status:

Weekly Support Group offerings that offer both general peer support as well as topic focused sharing. A specialized support offering for sibling estrangement. Facilitation via established community volunteer with professional therapeutic and/or coaching credentials education with additional support offered via community ambassadors: volunteers provided additional training.

Goals to Achieve Ideal Status:

1. Ensure returning community members opportunities to attend monthly groups such that predictability builds safety & trust. Use internal volunteers first to identify additional Facilitators for new group offerings.
2. Work with clinical therapeutic Advisory Board member(s) to identify potential external partnerships to provide additional facilitation opportunities.
3. Centralize via shared drive resources, slides, topic based discussion items and email communications for all support groups & facilitators.
4. Increase capacity for total monthly attendance to 100.

Support = People first led services, support groups, private forum spaces, socials, community growth & connection deepening

Private Forum Spaces

Current Status:

Two 'private' forum spaces currently exist within the Together Estranged hosted architecture.

- A private Facebook Support Group of just over 1,200 members is moderated by 4 volunteers who review applications to join as well as approve posts.
- Our website currently has password protected (available by joining private Facebook group) Member Forum where the primary functionality serves as a repository for event recordings where members may view past event resources.

Ideal Status:

Maintain two administered private forum spaces including a social platform based as well as a web-based forum. Build independent access and moderation structure for web-based forum allowing for expanded use in which members can feel safe to engage in geographic specific disclosures and organize non-virtual meetups.

Goals to Achieve Ideal Status:

1. Research, evaluate and plan for web-based forum by discerning if current hosting aligns.
2. Recruit volunteer web-based forum moderators.
3. Continue partner support for member led, but not TE hosted private spaces such as the current WhatsApp group.
4. Evaluate means and methods for a member initiated 'emergency contact' exchange.
5. Build Private Forum safety to the capacity by which members feel secure in geographic disclosures thus supporting physical opportunities for TE community meet ups around the world.

Support = People first led services, support groups, private forum spaces, socials, community growth & connection deepening

Socials, Community Growth & Connection Deepening

Current Status:

As part of the 2025 Togetherness Series our first Community Socials were held.

- One was designed as fun holiday themed event with opportunity for members to share resources that help them during this season.
- The other was a Community Art Showcase that welcomed community members to share their visual, written or spoken word estrangement related art with one another.

Ideal Status:

Increased frequency offering of 'fun', themed Community Socials. Continued community growth through partnerships with other intersectional groups and organizations. Engagement in original designed and produced social media posts that increases engagement with and deepens connection within community members

Goals to Achieve Ideal Status:

1. Beginning 2026, offer no less than quarterly frequency Community Social events.
2. Research and compile groups and organizations for outreach in partnership. Prioritize intersectionality for People of the Global Majority, People Living with Disabilities, those identifying LGBTQIA+, and free resource sharing for communities.
3. Using current and future designed web guides and resources, design original social media posts posed for community growth and driving connection.

Empower = Programs events, workshops, using the language & experience of estrangement to unite via our community blog

Events & Workshops

Current Status:

The general trend of the organization has been increasing the amount of events offered each year. The corresponding increased RSVP's are also indicative of higher demand.

- In 2025 at total of 15 events were offered with a guest RSVPs numbering their highest ever at 539.
- The highest attendance is garnered by educational workshops by credentialed therapy professionals and other Workshop style events hosted by fellow Estranged Adult Children (EAC's).

Ideal Status:

Community Members have the opportunity to engage in educational, professionally facilitated online events and workshops with increased frequency.

Goals to Achieve Ideal Status:

1. Offer a Social, Event or Workshop every month with target annual events to total 20 with the continuation of the Togetherness Series.
2. Expand topics of education to include sibling estrangement, neurodiversity support, death of estranged family, trauma informed care for family abuse including sexual abuse, financial resourcing framed for EAC's.
3. Maintain Free offering status for all events & workshops.
4. Through advanced planning, clear social posting and promotion of events & workshops increase RSVP's by 10% annually.

Empower = Programs events, workshops, using the language & experience of estrangement to unite via our community blog

The Language & Experience of Estrangement & Community Blog

Current Status:

- Outside of the website as a whole, the most engaged content is our monthly community blog educational series, wellness, notes on estrangement and advice column

Ideal Status:

Through continued content submissions in the current areas we will coordinated themed content overlaps on topics such as grief, sibling estrangement. We create the sense of 'found help & belonging' at all stages and cycles of estrangement

Goals to Achieve Ideal Status:

1. We will also work to unify language and expand content for 'newly estranged' via consistent gentle 'onboarding' language and connective pathways.
2. Maintain monthly publishing of Community Blog Articles minimum of 4 content areas.
3. Evaluate additional no-cost publishing sites such as Substack for audience and thus community growth via our content.

Destigmatize = Means & Methods our website resources, media communications and research

Our Website

Current Status:

- www.togetherestranged.org is our largest organizational asset, resource and communication tool
- The resources, guides and links for events as well general information for EAC's is the path for community engagement and growth.

Ideal Status:

Modifications in tone and navigation provide the user with a sense empathetically felt pain points to their experience as an EAC. A clear pathway using consistent language offers direct support and resources. Every click creates belonging and understanding.

Goals to Achieve Ideal Status:

1. Conduct website redesign driving navigation with mission pillars: Support, Empower, Destigmatize
2. Using community quotes of experience from the CNS update messaging to center EAC perspectives.
3. Create and organize Guides for accessibility and EAC focused experiences with special attention to initial resourcing & education needed upon initial estrangement.
4. Convert website engagement to community growth via newsletter subscriptions, event sign-ups, donations.

Destigmatize = Means & Methods our website resources, media communications and research

Media Communications

Current Status:

- Media management is inbound only.
- Evaluation of opportunities is based upon media & journalistic reputations, aims of story and leadership or community ability to meet requests.

Ideal Status:

Together Estranged is well regarded as a thought-leader and social voice for EAC's around the world. We participate and are sought out for our mission driven advocacy, estrangement myth busting, and clarity of language in guiding discussions of estrangements devoid of reconciliation platforming.

Goals to Achieve Ideal Status:

1. Facilitate synergy across all content & platforms and events using central language and themes, where possible creating acute focused media attention for example Family Estrangement Awareness Month.
2. Create TE Media Engagement Repository - housing/listing all media opportunities conducted.
3. Design and Implement an outbound Media Strategy.

Destigmatize = Means & Methods our website resources, media communications and research

Research

Current Status:

- TE has conducted the Community Needs Survey in the years 2020 & 2025
- We cite and link to prior external estrangement research conducted on our website

Ideal Status:

TE is a hub for estrangement research partnerships. Our community members have the opportunity to participate in vetted and validated academic research that impacts estrangement understanding. Research partnerships offer reciprocal data and educational sharing with our organization. Our own community understanding is strengthened through continued internal research.

Goals to Achieve Ideal Status:

1. Establish a Research Committee that will create and execute vetting and validation of research opportunities.
2. Create a Research HUB on TE's website where our own reports will be shared and participant study opportunities can be centrally accessed.
3. Create an online training for clinicians & researchers that addresses common estrangement biases, stigmas, and language.
4. Increase frequency of CNS administration with next survey to be conducted 2028.

Conclusion

Communication Plan

Monitoring & Evaluation

Conclusion - Communication Plan, Monitoring & Evaluation

Communication Plan

Together Estranged approves this Strategic Plan via Board of Directors action. Once approved the organization will disseminate the Plan to our volunteer community and Advisory Board. The Strategic Plan will then be published via our website where it will be made available for our newsletters letter subscribers, community members, and future funders.

The organization further commits to the publishing of an annual growth, events and RSVP reporting the impact and scale of our community via our website.

Monitoring & Evaluation

The Board of Directors will conduct an annual Review of Goals within this Strategic Plan. Our commitment to Together Estranged and its Community, Vision, and Mission will be affirmed in this manner.

Progress and Evaluation of these goals will documented annually via an Annual Report, comprising of the following:

- CEO Letter
- Impact & Growth Data
- Financial Summaries
- Goals Met

