

Strategic Goals 2025-2026

Goal

1

WCC Pillar 1

Accessible, affordable counselling for all

Increase the impact of our affordable, accessible counselling services within a financially sustainable model

What success will look like:

- **90%** of clients experience **improved mental health and wellbeing**
- Reaching diverse clients: **> 60%** from **global majority backgrounds**, **>20%** from **LGBTQ+ communities**
- A fee structure that is fair and sustainable
- Achieving a good balance of free or highly-subsidised sessions, and income-generating sessions higher up the sliding scale



Goal

2

WCC Pillar 2

Specialist counselling service for refugees, asylum seekers and migrants

Our multilingual counselling service for refugees, asylum seekers and migrants will be more responsive to changing community mental health needs

What success will look like:

- New identity for our **culturally sensitive**, multilingual service that captures what we offer and our target client groups
- We **understand** and **share** the impact we make for different groups through effective monitoring tools, client stories/feedback, and external evaluation
- Counsellors are well trained and supported to deliver effective time-limited interventions
- People with **lived experience** are involved in strategic, decision-making level of the organisation



Goal

3

WCC Pillar 3

Holistic support, groups, and community partnerships

Mobilise our community partnerships to deliver more complementary holistic support for refugees, asylum seekers, and those on the lowest incomes

What success will look like:

- Working with more local partners in **Lambeth** and **Southwark** and exploring new partnerships
- Offering an expanded range of enriching activities, social groups, casework and **community links** that support clients' **mental health and wellbeing**
- Access to foodbanks, databank for digitally excluded people

Goal

4

WCC Pillar 4

Training and development opportunities for diverse counsellors

Work with counselling and psychotherapy training bodies to provide more high-quality placement opportunities for diverse trainees and postgraduates

What success will look like:

- Providing opportunities for **40 trainees** and **20 newly-qualified counsellors** annually
- Our placement application process and supervision fees support recruitment of diverse counsellors
- Reaching new training bodies, and providing a strong programme of **CPD/learning opportunities** that align with counsellor training needs and support retention of newly-qualified counsellors
- WCC clients can access **high-quality counselling** from diverse, well-trained counsellors with lived experience of issues faced by the communities we serve

Goal

5

WCC Pillar 5

A resilient and sustainable organisation

Increase new income streams and financial sustainability

What success will look like:

- Increase our annual income from corporates, community fundraising and individual giving to **£20,000+**
- Regular, informative communication with funders and supporters about our activities and impact
- Achieving a good **balance of income** across different streams: earned income from counselling fees, trusts & foundations, corporates, community / individual giving, NHS / local authority partnerships.

