Mosaic

Supporting Bereaved Children

Our Strategy to 2030



Foreword by the Chair.

Every year, around 2,500 children and young people across Dorset experience the life-changing impact of bereavement. Grief does not follow a timetable, and for many, the loss of someone they love can affect their emotional wellbeing, relationships, education, and sense of identity. This strategy sets out Mosaic's continued commitment to ensuring that no child or young person faces that journey alone or without support.

At the heart of our work is a simple but powerful belief: children deserve to be heard. Giving children a voice means truly listening to their experiences, respecting their feelings, and responding with care that is shaped around their individual needs. We create safe, supportive spaces where children and young people can express themselves, connect with others who understand, and begin to make sense of their grief in their own time and in their own way.

This strategy reflects both the realities we face and our determination to adapt, grow, and remain steadfast in our mission. Whatever the future brings, our commitment remains unchanged: to listen to children, to care with compassion, to work alongside communities, and to ensure that no child in Dorset faces bereavement alone.





Our Vision

Our vision is for no child or young person in Dorset to face bereavement alone.

Our Mission

Mosaic provides specialist support for bereaved children, young people and families through counselling, advice and resources. With us, they have a voice.

"Our Mosaic Counsellor has been an amazing support to myself and my two children. We have enjoyed her visits, and she has offered us the support we needed during such a difficult time in our lives. I just wanted to give her the recognition she deserves for being so amazing. Thankyou."
(Quote from a parent following Mosaic counselling)

Our Values

We listen

We support children experiencing bereavement by encouraging open expression through professional counselling and relevant activity days and events.

We care

Grief touches everyone. We approach all our actions with care and understanding.

We are community-minded

We work with a diverse range of schools, communities and organisations to champion the needs of every child and young person with respect, professionalism, warmth and positivity.

We love what we do

We are a skilled, experienced and committed team who constantly strive for excellence in everything we do.

"I think the biggest thing they take away from the day is that they are with other children who are experiencing/ experienced the same things that they have and that they are not alone in dealing with this. All of the volunteers are so good with all of the children we cannot speak highly enough of them all. Thank you for letting us be a part of this amazing charity."
(Quote from a parent following our Mosaic day camp)

Who do we help?

Children and young people up to the age of 18 across Dorset who are struggling to deal with the death of someone important to them

Parents or carers supporting grieving children and young people in Dorset

Schools who want to do more to help students who have been bereaved and are struggling in their grief

Communities looking to ensure that their families are well supported during bereavement

Local authorities, NHS colleagues and other agencies who work to give children and young people the best possible start in life



We've come a long way...but there are new challenges

Mosaic was founded in 2008 to help children in Dorset who were struggling to deal with the impact of a bereavement. —Since then, we've grown into a charity that supports more than 400 children and young people each year to receive specialist counselling, and hundreds more through schools and outdoor activities.

But the nature of need that we see in families is changing. More serious mental health needs in young people, anxiety about the future, trauma-related death and the impact of the cost of living means that we need to harness our determination and passion to help provide the right level of care to all those who are struggling.

There are strong links between poverty and bereavement in early life, with children in poorer families more likely to suffer the death of a parent due to poverty-related illness and trauma, and the more disadvantaged families we help across Dorset are finding it hard even to pay for the funeral costs. The number of children living in poverty in our county – now up to 28% - continues to rise but in a rural county it's often hidden from view.

Care for children and young people stretches across different boundaries and the charity must manage many diverse relationships to inform others about the importance of our work. It can be hard to measure outcomes of bereavement counselling work, but we must do more to demonstrate our impact.

We want to take on these new challenges, and this strategy is designed to help us focus over the next three years on the areas where we can achieve most impact for the children and young people who need our help at the worst point in their lives.

What are our three priorities to 2030?

1. To engage with more communities and individuals, helping them to become involved, growing our profile and impact.

2. To ensure that our funding is sustainable so that we can continue to provide and enhance our services

3. To demonstrate that we provide excellent care and services through strong, meaningful evaluation of what we do



Our first strategic priority

We will engage with more communities and grow our profile

We are keen to **widen our reach** into every part of the Dorset community, explaining what we do, helping neighbourhoods to understand our mission and encouraging them to become involved.
This will enable them to tell us what they want from our services, and to listen to them, helping us to **respond and meet new needs.**
By growing our profile, we will engage with different communities and in different ways. There is considerable diversity within the population of Dorset, but we want to ensure that we **reach out to all communities** and give every family the same opportunities for help.
We will work with the **young people** we help to listen to their experiences, and to tell the stories of the families, carers, children and young people that we meet so that our supporters know why their help matters.
Bereavement is closely tied to poverty. We will do more to ensure that we reach the most disadvantaged by targeting **specific support in areas of high deprivation.**
We will increase our reach into schools across the county to offer any student who has experienced the death of someone close to them the opportunity to attend a **bereavement café.** At the cafes, children and young people can share their experiences of bereavement.



"It was wonderful to see the students engaging in really open conversations during the very first café. I have had a number of students who attended, reach out to student support and staff within school since attending. We have also had further students who have heard about it speak up, which suggests the students have felt able to share with their peers."
(Quote from a teacher after a Mosaic Bereavement café)

Our second strategic priority

We will ensure that our funding is sustainable so that we can continue to help all the children, young people and families in need of our support

Mosaic's approach to financial sustainability is centred on building a **diversified, reliable income base**, underpinned by a clear long-term fundraising strategy with measurable targets aligned to its mission. This includes developing a balanced mix of short- and long-term funding, alongside restricted and unrestricted income, and expanding support from local businesses, partner agencies, and the NHS.
The charity places strong emphasis on **developing long-term relationships and partnerships**, supported by a compelling case for funding and active engagement with donors, volunteers, and community stakeholders. Collaboration with other organisations and businesses is seen as a key driver of both funding resilience and service innovation.
Robust **financial management and governance** underpin this approach, with appropriate controls, policies, and oversight in place to ensure effective use of income, protection of reserves, and transparent decision-making by trustees.
Operationally, Mosaic focuses on maintaining a **sustainable cost base and efficient delivery model**, investing in its people, volunteers, and digital capabilities to improve productivity and service impact.
Together, these elements ensure the charity can **sustain and develop its services over the long term**, while remaining financially resilient and responsive to changing needs.



Our third strategy priority

We will demonstrate that we provide excellent care through evaluating and questioning all we do

Every child and young person who is referred to us for help has a right to expect **compassionate, skilled care from Mosaic**. We know that our child bereavement counsellors provide excellent, trauma-informed care and support, from the initial assessment to the final session with each child. This work also involves a close liaison with staff, the family and the school, and enshrines the ethical practices set out by the British Association for Counselling and Psychotherapy.
Evaluating the outcome of counselling, of our bereavement cafes and our family activities is essential to demonstrate to our children, young people, families and carers as well as to our partners that what we do matters and is valuable and effective. More than just the number of children we see, what matters is that we can show that the children and young people feel more confident, are more able to communicate with others and feel that they are able to cope with problems.
Good evaluation enables charities to have confidence in their work and allows them to question areas where they may need to improve. In the next three years, this priority will set us on **a clear course to demonstrate how we help our beneficiaries** and allow us to keep innovating to meet new demands.



Demonstrating our inclusivity

Mosaic is committed to helping all children and young people and their families across Dorset who would benefit from our support, regardless of their ethnicity, gender, social background, religion or disability.

Around one in five of our beneficiaries are children or young people with Special Educational Needs (SEN), and we will train staff, volunteers and counsellors over the next three years to understand and support this group.

The impact of poverty in Dorset is often hidden, but bereavement and disadvantage are closely linked. One in five children and young people in the county live in poverty and around one in four of the Mosaic beneficiaries receive free school meals (pupil premium).

We will draw up plans to target the areas of greatest deprivation, ensuring that we ~~can~~ engage with schools and communities in these areas to ensure that no child is left behind.

As a charity, we need to ensure that there are no groups who are excluded cannot access our services. We will reach out to different religious, ethnic and social groups across Dorset in the next year to tell them about our work and ensure it is understood.

What we will achieve by 2030

1,200 Number of children receiving specialist counselling over the next 3 years

Amount raised through fundraising in our communities over 3 years **£250,000**

6,000 Number of hours spent on the phone advising families

The number of Bereavement Cafes over 3 years **190 - 200**

27 Number of Mosaic Activity Days over 3 years

Visits to our Mosaic website over 3 years **60,000**



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www.mosaicfamilysupport.org

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