

NISIG Strategic Plan 2026 - 2028

Mission and Vision

NISIG's vision is for stigma free services for those on their fertility journey to be available wherever and whenever they are needed.

NISIG's mission is a peer-to-peer lead model of support where lived experience is valued as a way to provide support to others.

NISIG's Values

- Compassion for All
- Non-judgmental Support
- Confidential Services

NISIG's 4 Key Activities

Support

At the core of NISIG is providing support to those on their fertility journey. We do this via facilitated peer-to-peer support meetings, both in person and online. We also provide phone support and a live 'webchat' to people experiencing fertility issues.

Lobbying and Advocacy

NISIG have been at the forefront of lobbying for Legislation in relation to Assisted Human Reproduction (AHR) for over 20 years, and we welcome the passing of the AHR legislation in June 2024 which provides much needed guidance and protection for families. We continue to be involved in regular advocacy activity, representing the patient voice and health needs in the area of fertility.

Raising Awareness

We use our social media channels, our quarterly newsletter and regularly participate in media commentary to educate and raise awareness around fertility issues. We also engage with companies who are looking to support colleagues and employees who are undergoing fertility treatment, to develop Human Resource (HR) policies that reflect the multiple needs both medical and personal that are required during this time.

Family Resources

We realise that families formed through fertility treatment can face challenges such as telling children their origin story, and we offer services in this area. We provide resources to assist with these family conversations including workshops and a series of bespoke children's books developed by NISIG.

NISIG's Strategic Priorities

Strategic priority 1: Financial Sustainability & Fundraising

Strategic priority: Seek sustainable funding sources to allow us to maintain our key activities
Goal: Increase donor, grants and fund-raising opportunities
Objective: 3 new funders within 3 years, 1 of which is core funding
Tactics: Create an offering for government, corporates and other funders that allows them to partner with NISIG

Strategic priority 2: Position and Profile of Organisation

Strategic priority: NISIG as the recognised national provider of support services for those going through fertility treatment in Ireland
Goal: Increase NISIG's profile and re-position among key stakeholders and the public
Objective: Increase the number of users of NISIG services i.e. higher attendance at support meetings
Tactics: Review engagement with stakeholders, better use of social media, more engagement of the public, volunteers and members

Strategic priority 3: Consolidate internal systems and functions

Strategic priority: Best in class around governance, compliance and internal systems
Goal: Best practice and compliance at the heart of all NISIGs operations
Objective: Ensure efficient and effective internal systems and full compliance with all legislative and governance requirements
Tactics: Create, maintain, implement and approve an annual governance plan
