

# WFM Strategic Plan Overview

April 1, 2009 - March 31, 2012

**Mission:** The Women's Foundation invests in social change to achieve equality for all women and girls in Minnesota.

**Core Values:** Justice, Social Change, Inclusion, Feminism, Hope

**Operating Values:** Transformational Learning, Respectful Relationships, Accountable Leadership, Humor

## Long-Term Outcomes:

- Women thrive economically.
- Women and girls experience the world as a safe place.
- Women and girls have local, legal, affordable health care.
- Women and girls are free from discrimination.
- Women are equally represented at all levels of government, business and nonprofits.

## Theory of Change:

- By investing in and building the power of social change innovators, together we create change that moves gender equality forward.
- By linking and elevating issues using a gender-race-place and equity lens, equality is advanced for all women and girls in Minnesota.
- By exercising power as a community foundation through strategic partnerships, policies and research, we accelerate social change and deepen the commitment to equality.
- By engaging in participatory learning and mutual accountability, we catalyze and sustain transformational change.
- By building women's philanthropy, we provide diverse women the tools and vehicles to affect social change.

## Strategic Vision:

The Women's Foundation foresees the advancement of equality for all women and girls in the areas of economic justice; safety and security; health and reproductive rights; human rights, and political power.

## Strategic Goals:

- Leverage the Foundation's expertise and assets to broaden support for women's and girls' equality.
- Ensure Foundation's sustainability to advance its mission.
- Strengthen grantmaking and focus public policy funding to shift communities, institutions and policies.

## Short-Term Strategies for FY2010:

- Expand research aimed at influencing decision makers.
- Join or form strategic partnerships to increase investments in issues impacting women and girls.
- Maximize quality programming while responsibly protecting and growing our assets.
- Successfully meet or exceed annual development goals by increasing and diversifying revenue stream and donors.
- Diversify communication strategies, messaging and vehicles.
- Implement public policy grantmaking.
- Invest in collaborative initiatives.
- Build grantee capacity to affect social change.
- Measure impact of grantmaking.

## Evaluation Questions:

How have our strategic goals made progress on our mission and long-term outcomes? What is some evidence of progress?

How has our Theory of Change been proven? What is some evidence of the proof?

How have our strategic goals been achieved? What is some evidence of our achievements?

How have we furthered our mission? What are examples of this?