



THIS IS THE MOMENT



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MOMENT
TO ADVANCE
GENDER EQUITY**

It's an extraordinary time for gender equity

—a time of marches, #MeToo, and unprecedented public awareness. You've read the headlines and heard the calls for change. You've had conversations — maybe even debates — with family, friends, and colleagues about sexual violence, consent, and abuse of power. You've seen some corporations, law enforcement, and governments take sexual harassment and assault more seriously.

At the Canadian Women's Foundation, this renewed momentum has increased our sense of urgency: this is the moment to build on the progress we've made, or risk losing the ground we've gained.

We must ensure that awareness leads to systemic change, that our children and grandchildren don't face the same issues in the future, and that there's real change in the everyday lives of ALL women.

The Canadian Women's Foundation is uniquely positioned to transform the energy of this moment into progress on gender equity now.



The Foundation's Board of Directors and senior management sought input from hundreds of stakeholders to develop a strategic plan that articulates our vision and mission, guides our work over the next three years, and sets the course for the Foundation's future (what we will do, where we will focus, and how we'll impact the lives of women and girls). The results of this process revealed strong support for continuing and building on our core work:

- Provide grants to community organizations;
- Establish a strong national presence;
- Expand our role as advocates and thought leaders on gender equity;
- Strengthen the impact of organizations to meet the needs of women and girls;
- Partner and collaborate across the sector to create systemic change.

This Strategic Plan seizes on the increase in awareness of gender equity and builds on the movement to take the next big step forward. It provides a refreshed and bold vision and an expanded range of activities for the Foundation. Of course, none of this would be possible without your support.

We look forward to inviting you on the next step in this journey to advance gender equity for women and girls in Canada!



OUR VISION

A Canada where gender equity is realized for all women and girls

OUR MISSION

To be a catalyst for the most innovative programs, policies, and public engagement efforts creating transformative change in the lives of women and girls in Canada

OUR GUIDING PRINCIPLES

- Women-centred, feminist
- National in scope
- Focused on reflecting and responding to the unique needs of local communities through our grant-making
- Grounded in an intersectional feminist approach
- Collaborative and inclusive in all of our work
- Committed to integrating the Truth and Reconciliation Commission's Calls to Action where connected to our work
- Committed to advancing the United Nations Sustainable Development Goals through our work towards gender equity
- Appreciative of our valued donors and volunteers, whom we see as key strategic partners
- Wise and prudent stewards of funds
- Bold, proactive, courageous

OUR FOCUS AREAS

- Prevent Gender-Based Violence
- Alleviate Poverty and Support Women's Economic Development
- Promote Inclusive Leadership
- Champion Girls' Empowerment

**BOLD
PROACTIVE
COURAGEOUS**

STRATEGIC PRIORITY 1

Attract & Inspire Philanthropy

Generate philanthropic contributions that support achievement of gender equity, and provide strong stewardship to all our donors and supporters.

■ GOAL 1

Create an inclusive and collaborative culture of feminist philanthropy throughout the Foundation

■ GOAL 2

Create an organization-wide stewardship plan that meaningfully engages donors and volunteers in the movement towards gender equity through impactful, educational and timely stewardship activities

■ GOAL 3

Grow the current fundraising program by broadening the base of support across Canada from all stakeholder groups (individuals, corporations, foundations, signature events, community events)

■ GOAL 4

Create and test a \$30 million campaign to coincide with the Foundation's 30th anniversary (2021) to raise and direct transformational gifts to advance the movement for gender equity over the next five years

STRATEGIC PRIORITY 2

Invest in Women & Girls

Ignite impact through grants to organizations that work in our focus areas in communities throughout the country.

■ GOAL 1

Fund organizations for greatest impact on the lives of women and girls and their communities

■ GOAL 2

Expand the reach of our grantmaking to those who are the most marginalized

■ GOAL 3

Integrate Reconciliation with Indigenous communities into our grantmaking

STRATEGIC PRIORITY 3

Build Capacity

Collaborate, convene, and build national networks to advance gender equity, and strengthen capacity of all sectors to bring about systemic change

■ GOAL 1

Strengthen capacity of organizations at the sector/systems level

■ GOAL 2

Strengthen capacity of organizations at the organizational/program level

■ GOAL 3

Ensure the continuity and sustainability of major women's organizations and networks



STRATEGIC PRIORITY 4

Advocate & Mobilize for Change

Engage in informed advocacy that is a catalyst for action, drives systemic change, and mobilizes public support to achieve gender equity in Canada

■ GOAL 1

Set and implement an advocacy and policy agenda that reflects community needs

■ GOAL 2

Help people to see and feel the critical role they play in advancing gender equity

STRATEGIC PRIORITY 5

Amplify National Conversations through Thought Leadership

Create a highly visible, vibrant organization that is sought out as a thought leader on issues that impact the achievement of gender equity in Canada

■ GOAL 1

Build the Foundation's credibility as an intersectional feminist thought leader

■ GOAL 2

Increase public awareness of gender equity matters and the work of the Foundation

HAVE ANY QUESTIONS ABOUT OUR PLAN?

Get in touch with us!

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