



**2017 – 2020 Strategic Plan
Executive Summary**

CWEALF'S STRATEGIC DIRECTION

MISSION *(Why We Exist)*

CWEALF advocates for and empowers women and girls in Connecticut, especially those who are underserved or marginalized. We work to create an equitable society where women and girls thrive.

VALUES *(What Core Beliefs Will Guide Us)*

EMPOWERMENT: We are committed to helping women and girls access the tools, information, legal protections and opportunities to determine their own futures.

EMPATHY: Our work is driven by the needs, concerns and opinions of the women and girls we represent.

INTERSECTIONALITY: We understand that complex and multi-layered forms of discrimination combine, overlap, and intersect—especially in the experiences of marginalized people or groups. We commit to an intersectional approach that is inclusive of the needs of all women, addressing discrimination in all its forms.

EQUITY: We recognize that the condition of equality cannot be achieved by treating everyone equally because not everyone starts at the same place or needs the same amount of help to attain the same goal. We believe in providing women and girls what they need to be successful.

RESPECT: We will treat our clients, partners, constituents, funders and all other stakeholders with respect: honoring and learning from their ideas and perspectives, communicating honestly and transparently, and valuing everyone's contribution to our work.

COLLABORATION: We pledge to be a strong, collaborative, and accountable partner: identifying our best and highest use in each relationship, fostering inclusivity and diversity of opinion, and working towards meaningful and measurable results.

CWEALF'S VISION *(What We Hope to Achieve)*

Vision for Women and Girls

CWEALF envisions a world where gender equity is realized, differences are embraced, and women and girls thrive. In this world, women and girls build strong, supportive networks; experience widespread opportunities for advancement and fulfillment; command the resources to advocate for themselves as well as for others; and are empowered to lead and be agents of change.

Vision for Our Organization

In order to have a greater impact and make a measurable and meaningful difference in the lives of women and girls throughout Connecticut, by 2030, CWEALF will:

- be the state's leading champion for women's rights and opportunities
- be the most respected, trusted, effective, and sought-after leader and partner on gender equity issues throughout the State of Connecticut
- identify and offer the right mix of impactful and financially sustainable programs to meet its goals
- be a model for coalition-building and a thought-leader on intersectional strategies that address gender inequality
- have a strong reserve fund to secure the organization's future
- be recognized and supported statewide

TO ACHIEVE OUR VISION, OVER THE NEXT THREE YEARS CWEALF WILL...

ISSUE FOCUS (*What We Want To Change*)

Fight gender discrimination and advance the rights, opportunities and status of women and girls, with a focus on:

- Economic Security and Success
- Access to Justice
- Workplace and Education Equity
- Freedom from Violence and Harassment
- Sexual and Reproductive Health and Rights

APPROACH (*How We Will Address What We Want to Change*)

Pursue intersectional strategies to address gender inequality and advance the rights, opportunities, and status of women and girls through:

LEGAL INFORMATION AND ACCESS

CWEALF helps bridge the justice gap by providing information about the legal rights of women and girls, as well as connecting them with resources and providing individual support as they navigate the justice system.

PUBLIC POLICY AND ADVOCACY

CWEALF protects and promotes the rights of women and girls by identifying and articulating the challenges they face and elevating their interests and voices through public policy and advocacy.

ADVANCEMENT AND LEADERSHIP INITIATIVES

CWEALF provides a platform for women's voices and issues, and promotes advancement opportunities for women and girls to reach their potential in school, at work, in the home, and in the community.

2017-2020 STRATEGIC OBJECTIVES

STATEWIDE LEADERSHIP

CWEALF will lead the state's dynamic women's movement, advancing equity, rights and opportunities for women and girls in Connecticut.

PROGRAM FOCUS

CWEALF will align its programs and services with the organization's mission and vision, the needs of its constituency, opportunities for impact, organizational capabilities, and financial sustainability.

CAPACITY

CWEALF will strengthen its internal capacity to support the achievement of program priorities.

FINANCIAL RESOURCES

CWEALF will identify and grow the appropriate mix of financial resources to meet the organization's immediate operational needs and build a healthy reserve fund.

AWARENESS

CWEALF will raise awareness about its work across the state, engaging a broad and growing cross section of leaders, organizations, institutions, and individuals in its mission.