



PROPOSED STRATEGIC FRAMEWORK (2023 – 2025)

Mission & Vision:

The **YWCA USA** and its affiliates are working together to eliminate racism and empower women to create a world where all women and girls are safe and free.

Value Proposition:

The **Mankato YWCA** supports and strives to advance this vision by:

1. Supporting women and girls in creating the lives and communities they envision.
2. Advancing conversations and implementing initiatives leading to a more inclusive community.

Program Areas:

In support of its value proposition, the Mankato YWCA delivers high quality programs in the following areas:

- Children from birth to age five—*to ensure all participants are starting with a strong foundation.*
- School age girls (5-18)—*to support the healthy development of girls throughout their school years.*
- Families in in the midst of navigating cultures—*to support families as they integrate as members of our community.*
- Women seeking greater leadership and professional development—*to support women as they advance in the workforce.*

Strategic Goals:

Over the next three years, the Mankato YWCA will seek to accomplish the following strategic goals and objectives.

GOAL #1		GOAL #2		GOAL #3		GOAL #4	
WHAT	Build confidence in girls.	WHAT	Connect women and girls across cultures, abilities, and socio-economic status.	WHAT	Create a sense of belonging and personal agency among families new to the United States.	WHAT	Strengthen organizational capacity.
WHY	Confidence in oneself is key to learning, dreaming, and achieving.	WHY	As half of the population, women and girls comprise can lead the way toward the creation of a more inclusive, welcoming community.	WHY	Families that feel connected to, valued by, and welcome in our community can contribute to its betterment.	WHY	To meaningfully advance its vision, the organization must have strong leadership, sound governance, and growing revenue streams.
HOW (Objectives)	<ol style="list-style-type: none"> 1. Build a pipeline of community resources to empower girls from birth through adolescence. 2. Strengthen the social, emotional, and physical well-being components of existing programming. 3. Help girls feel proud of and embrace their home language, heritage, background, and lived experience. 	HOW (Objectives)	<ol style="list-style-type: none"> 1. Build a mentorship program to give girls access to empowered women. 2. Intentionally build relationships across differences in all youth programming. 3. Host events, activities, and conversations that build community among women and girls and create opportunities to advance mutual understanding & acceptance. 	HOW (Objectives)	<ol style="list-style-type: none"> 1. Lead the formalization of a network of support for families seeking navigate dual cultures. 2. Assist families in understanding and navigating community norms and resources. 3. Empower parents as their child's first and most important teacher. 	HOW (Objectives)	<ol style="list-style-type: none"> 1. Build the organization's local brand. 2. Develop the internal expertise necessary to ensure quality programming and engender community trust. 3. Build and engage key volunteer stakeholders. 4. Define the role of philanthropy and develop a comprehensive contributed income strategy.