

# YWCA Regina 2021 - 2024 Strategy Map



## Our Hope & Dream

We aspire to a world where communities benefit from the full and equitable inclusion and advancement of women and families.

The experiences and perspectives of women and families are reflected in all facets of society.

## Our Aspiration

YWCA Regina is a community voice of and for women. We are a trusted partner in addressing the most complex community issues faced by women and our community.

## Our Purpose

YWCA Regina supports women and families in the realization of their full potential to the benefit of our entire community. We provide childcare, shelter and housing, community programs, family support programs, and outreach.

## Our Values

<b>Respect</b>	<b>Inclusion</b>	<b>Trust</b>	<b>Encouragement</b>	<b>Resiliency</b>
Everyone is deserving of an equitable and judgement free environment	Everyone has an equal voice	Our work is done with integrity and authenticity to maintain the trust we have gained in our community	We meet people and community where they are to support where they want to be	We address difficult conversations and community issues

## Our Strategic Imperative

Successfully operate the Centre for Women and Families

## Our Impact

<b>1.1 YWCA Community</b>  “When I needed the YWCA, they were there. At the YWCA I am respected, supported, safe, and encouraged. I trust the YWCA”	<b>1.2 Community (Regina and area)/All Our Relations/Broad Community</b>  “Our community is stronger and more equitable because of the influence, support, and services provided by the YWCA. I trust the YWCA”	<b>1.3 Partners and Contributors</b>  “Through our relationship with the YWCA, we create a stronger and more equitable community. I trust the YWCA.”
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## Our Processes and Operations

<b>2.1. Program Excellence</b> <ul style="list-style-type: none"><li>• Increased alignment of programs to the needs of the community</li><li>• Improved and consistent advocacy</li><li>• Increased Indigenous cultural relevance in program delivery</li></ul>	<b>2.2. Technology</b> <ul style="list-style-type: none"><li>• Systemize tracking of Grants &amp; Funding</li><li>• Introduce and fully implement a Human Resources Information System (HRIS)</li></ul>	<b>2.3. Relationship Building</b> <ul style="list-style-type: none"><li>• Deepen relationships with stakeholders</li><li>• Recruit and retain rental partners</li><li>• Develop quality partnerships to support 2SLGBTQIA+</li><li>• Increase awareness of the mandate of YWCA Regina through super fans</li></ul>	<b>2.4. Funds Development</b> <ul style="list-style-type: none"><li>• Increase number of active donors</li><li>• Expand the portfolio of donor opportunities</li><li>• Increase operating revenue generated</li><li>• Mature funds development systems and processes</li></ul>
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## Our Organizational Capabilities

<b>3.1 People</b> <ul style="list-style-type: none"><li>• Improved development opportunities to build an effective and resilient team</li></ul>	<b>3.2 Leadership and Organizational Culture</b> <ul style="list-style-type: none"><li>• Increased Indigenous representation in leadership</li><li>• Clearly defined organizational culture</li></ul>	<b>3.3 Governance</b> <ul style="list-style-type: none"><li>• Ongoing governance improvement and evaluation</li><li>• De-colonization of bylaws, policies, and practices</li><li>• Member definition, engagement, and communication</li></ul>
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## Our Finances

<b>4.1 Financial Stability</b> <ul style="list-style-type: none"><li>• Maintain current core funding sources</li><li>• Double monthly donors for sustainable revenue</li><li>• Leverage current fee-for-service programs to increase revenue</li><li>• Sustainable funding for outreach</li></ul>	<b>4.2 Financial Growth</b> <ul style="list-style-type: none"><li>• Diversify funding sources</li><li>• Achieve fund-raising target for the Centre for Women and Family</li><li>• Increase financial support from Governmental partners</li></ul>
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