

Mission

YWCA St. Paul is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Guiding Principles

Accountability

Customer Satisfaction /Quality

Innovation

Collaboration

Communication

Appreciation & Celebration

Diversity & Inclusion

Professional Development & Improvement

Marketplace/ Customers

Be recognized within the community for advancing racial justice and women's empowerment through advocacy and high impact programs.

Train and engage staff and board as brand ambassadors.

Engage board and staff in proactively helping others to understand the YWCA mission and impact.

Participate and/or sponsor community events aligned with our mission of eliminating racism and empowering women (e.g. Community Conversations)

Build and leverage relationships with aligned external organizations.

Sponsor activities to raise awareness in the community of the effects of domestic violence and available resources for those affected.

Engage in mission focused legislative advocacy in conjunction with YWCA USA and other aligned partners.

Programs & Services

Meet community needs through innovative and high-quality programs.

Assess and evaluate current and proposed programs based on mission alignment, community needs, internal capacity & financial sustainability.

Develop and launch career pathways model.

Enhance offerings for women and girls.

Integrate health and wellness across programs.

Develop and implement program evaluation model that measures program and organizational impact.

Implement revised metrics (and dashboard report) for each program based on sector best practices, funder requirements, and program evaluation recommendations.

People

Create and sustain a culture that embraces and embodies our Guiding Principles every day.

Internal team:
 › Improve people processes, ensuring alignment with guiding principles
 › Ensure team member professional and leadership development.
 › Grow our cultural competence.

Develop and implement plan for Board Self-Assessment
 Priorities: Greater Engagement & Fundraising.

Increase program volunteer engagement.

Build culture of philanthropy.

Financial

Strengthen our financial position.

Build fundraising capacity; grow unrestricted revenue.
 › Develop annual target for fundraising tied to budget.
 › Develop and implement plan for increased annual fund results (individual giving).
 › Address staffing needs for development efforts.
 › Invest in infrastructure to support growth in individual giving.

Explore social enterprise opportunities to grow revenue.

Infrastructure

Develop and implement a short and long term infrastructure plan.

Create and implement a maintenance plan to support enhanced life expectancy of equipment, facilities & vehicles.
 › Conduct energy audit and initiate projects with sufficient return on investment.

Create and implement a facilities management plan to ensure future viability.

Enhance HFC facility to attract younger demographics and families.
 › Consider partnerships with other entities.

Develop and implement an IT Plan.