

Mission

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

Guiding Principles

Client Satisfaction/Quality

Diversity, Equity & Inclusion

Innovation

Accountability

Collaboration

Communication

Appreciation & Celebration

Professional Development & Improvement

Community Engagement

Lead the community in advancing racial justice and women's empowerment through education, advocacy and high-impact programs.

Enhance mission-focused education and advocacy on issues of racial justice, gender equity and cultural understanding

Strengthen partnerships with aligned organizations on community engagement and education, programming, and advocacy to increase mission impact

Activate and engage staff and board as proactive brand ambassadors promoting YWCA St. Paul mission and programs

Sponsor and participate in community initiatives aligned with our mission

Programs & Services

Provide innovative and high-quality programs that anticipate and respond to community needs.

Enhance services to promote racial and gender equity in key focus areas:

- › Housing stability services
- › Employment and economic advancement
- › Youth leadership, achievement, employment and empowerment

Develop & support young women leaders

Advance health and wellness goals in all programs

Implement new program evaluation model for continuous quality improvement and focus on best practices

Honor participant voices in program design and evaluation

People

Strategic Goals

Live our Guiding Principles every day.

Initiatives

Internal team:

- › Improve people processes
- › Ensure team member professional and leadership development
- › Cultivate a flexible workplace to attract, support and value mission-driven employees
- › Define and build culture of philanthropy

Expand board and staff knowledge, understanding and ability to promote racial and gender equity

Enhance board engagement in fundraising, friend-raising and volunteering

Increase program volunteer engagement by 25%

Financial

Strengthen our financial position to ensure future sustainability.

Build development team fundraising capacity to increase individual giving and support capital campaign:

- › Increase individual giving to 30% of gross revenue
- › Grow unrestricted income by 25%

Drive successful capital campaign for real estate redevelopment project and increase fundraising for programs

Pursue additional sources of capital support for housing property

Implement plan to address unfunded depreciation of housing properties

Infrastructure

Manage high-quality properties and operational infrastructure.

Complete redevelopment project to secure:

- › New HFC facility designed to attract new membership and generate increased revenue
- › New administrative and program space for more efficient operations and community engagement
- › New amenities for the community

Develop and implement strategy for continued operations during redevelopment

Update maintenance plan for housing, equipment, facilities and vehicles

Execute IT plan for greater operational efficiency, including upgrades of hardware/software, cybersecurity, governance and training