

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.

Increase awareness of YWCA Saint Paul among new audiences.

Welcome community into our space.

Programs & Services

Centering the insight and knowledge of the communities we serve, 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.

Honor participant voices in program design and evaluation for continuous quality improvement and focus on best practices.

Refine agency-wide and program-level outcome/impact reporting tools and dashboards.

People

Strategic Goals

Live our Guiding Principles every day.

Initiatives

Internal team:

- Optimize support to employees through strong people processes.
- Ensure team member professional and leadership development.
- Cultivate a flexible workplace to attract, support and value mission driven employees.
- Build a culture that prioritizes fundraising and friend-raising and activates staff engagement and accountability.
- Retain employees through recognition and appreciation

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

Enhance board engagement in fundraising, friend-raising and volunteering.

Strengthen volunteer recruitment and process.

Financial

Strengthen our fundraising capacity and financial position to ensure future sustainability.

Increase individual giving and support the launch of capital campaign:

- Increase individual giving
- Grow unrestricted income
- Increase recurring donors
- Increase lapsed donor giving
- Implement strong donor stewardship plan to support campaign and existing donors

Align cost structure to ensure future sustainability.

Strengthen collaboration and integrated processes between finance, development, and programs.

Meet budgetary goals, including cash on hand target.

Infrastructure

Manage high-quality properties and operational infrastructure.

Advance plan for new HFC facility and administrative and operational space.

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

Develop long-term asset management plan for capital investment in housing and main office properties.

Maintain welcoming spaces that promote inclusion, equity, and wellness.