



Strategic Agenda for 2009-2011

In an effort to serve our mission, our donors, our grantees, and the community at large during a time of tremendous economic crisis and uncertainty, the Women and Girls Foundation's Board of Directors has articulated the following Strategic Agenda for 2009-2011 to guide our organizational operations.

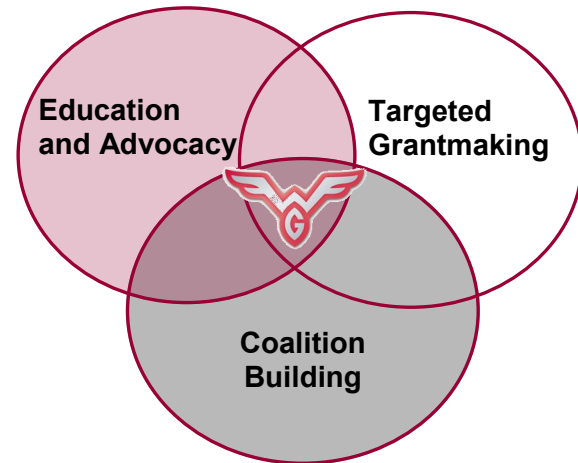
Who we are: Our Mission and Vision

The Women and Girls Foundation of Southwest Pennsylvania (WGF) is a community-based foundation serving Southwest Pennsylvania. Our vision is to create a region where women and girls have equal access, opportunity, and influence in all aspects of their public and private lives. To realize this vision, the organization's active mission is to achieve gender equity by investing in public policy initiatives that will result in long-term systemic change impacting women and girls lives for generations to come.

Our Unique Role

A community leader. A convener. An advocate. A force for change.

Changing the culture of our region—attitudes, policies, power structures, and priorities—to open the way for women and girls to realize their full potential.



Our Overarching Strategies

- **INVEST IN POLICY INITIATIVES:** Increase women's rights through investing in policy initiatives that will result in long-term equity for women in the region.
- **ADVOCATE FOR ECONOMIC EQUITY:** Create a region where women can thrive economically by raising awareness of the status of women and girls and increasing equality in wages, resources, and leadership opportunities.
- **BUILD A SUSTAINABLE COMMUNITY RESOURCE:** Establish WGF as a long-term resource for the community. Develop financial sustainability through the cultivation of a reserve fund and annual support from a robust and diverse donor base.

STRATEGIES	ACTIONS	MEASURES OF SUCCESS
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<p>INVEST IN POLICY INITIATIVES: Increase women's rights through investing in policy initiatives that will result in long-term equity for women in the region.</p>	<ol style="list-style-type: none"> 1. Continue to make grants focused on public policy advocacy and systemic change. 2. Engage WGF's regional network in targeted advocacy efforts. 3. Be prepared to take the lead and act on opportunities and issues (e.g. Girlcott) that will raise awareness of WGF and women's rights. 	<ul style="list-style-type: none"> ■ Passage of gender equity public policy/legislation. ■ Annual RFP released to support lobbying efforts of nonprofits. ■ Rate of increase/decrease of state/local funding for women and girl's services. ■ Measurable success of grantees.
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<p>ADVOCATE FOR ECONOMIC EQUITY: Create a region where women can thrive economically by raising awareness of the status of women and girls and increasing equality in wages, resources, and leadership opportunities.</p>	<ol style="list-style-type: none"> 1. Serve as a reliable resource for information regarding regional gender economic inequity and the economic status of women. 2. Articulate the impact of the economic recession on women and advocate for their inclusion in stimulus efforts. 3. Advocate for the adoption of public and corporate policies to expose and remedy wage gaps. 4. Continue efforts to monitor board participation rates and maintain advocacy efforts to increase women's representation on public and corporate boards. 	<ul style="list-style-type: none"> ■ Number of mentions in regional media regarding WGF, women and the economy, the wage gap, women on boards, and corporate diversity. ■ The rate of decrease of the regional gender wage gap 2004–2011. ■ The rate of increase of female participation in public and corporate boards 2004–2011. ■ Passage of gender equity public policy/legislation aimed at increasing wage equity and/or board parity. ■ Number of meetings with regional/state elected officials regarding women and girls and the economy.
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<p>BUILD A SUSTAINABLE COMMUNITY RE-SOURCE: Establish WGF as a long-term resource for the community. Develop financial sustainability through the cultivation of a reserve fund and annual support from a robust and diverse donor base.</p>	<ol style="list-style-type: none"> 1. Train and engage the board to be leaders in developing sustainable funding. 2. Develop and train a more robust network of fundraisers and investors for the organization. 3. Develop sustainable funding in the form of both annual and reserve funds. 4. Explore strategic opportunities for shared services and collaboration to decrease costs, increase efficiencies, and attain mission success. 	<ul style="list-style-type: none"> ■ Board contributions and participation in fundraising efforts. ■ Number of individual donors contributing to WGF's annual fund. ■ Donor participation in the reserve fund. ■ Organizational annual revenues exceed annual expenses. ■ All operational expenses are in line with best practices regarding efficiencies. ■ All possibilities for costs savings, mergers, and shared services are explored by the Board of Directors.
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