

YWCA Strategic Plan Board Retreat July 2024

Land Acknowledgment

As an organization committed to anti-racist work and social justice, YWCA Alaska recognizes and expresses our respect to the Dena'ina Athabascan people who continue to live on the unceded lands of what is now known as Anchorage, Alaska where YWCA Alaska is based. YWCA Alaska recognizes the contributions of Dena'ina people to the culture and history of Alaska and commit ourselves to the work of analyzing and deconstructing racist and white supremacist ideas and processes, including those linked to the colonization of Alaska.

Mission & Vision

The mission of the YWCA is to Eliminate Racism, Empower Women, and Promote Peace, Justice, Freedom, and Dignity for all.

The vision of the YWCA Alaska is to march bravely into an equitable, diverse, inclusive Alaska. Uplift our community and champion positive change through leadership in thought, behavior, and action.

YWCA Alaska Strategic Goals 2024-2026

1. Be Unafraid
2. Be a thought and experience leader in Alaska on issues of systemic racism
3. Expansion and Re-engagement of youth empowerment programs
4. Organizational Wellness and Sustainability

Strategic Goal
#1

Be Unafraid

Do our actions align with our mission, and are we pushing relentlessly in the direction we intend?

- Set the standard in Alaska for engagement on racism and women's empowerment.
- Use elections and community activity to galvanize support for mission activity
- Unapologetically center the mission in word and action.

Strategic Goal
#1

Be Unafraid

Do our actions align with our mission, and are we pushing relentlessly in the direction we intend?

- Allow the BOLD mission of the YWCA to lead BOLD activity
- Recognize that our polarized country cries out for organized, vocal, principled leadership to promote peace, justice, freedom and dignity.
- Lean in to public advocacy and Be Unafraid

Actions

Be Unafraid

- Say what we think. Say it loudly. Designate speakers or advocates of the YWCA to amplify messaging at political events. Engage on issues. Take stands.
- Work with legislative leaders to endorse causes aligned with our mission. Be an organization that is trusted by our allies and community.
- Public op-eds, commentary, visibility whenever possible.

Strategic Goal
#2

**Be a thought
and experience
leader in Alaska
on issues of
systemic racism**

How can the YWCA lead overarching conversations about structural racism?

- Become the organization that is widely recognized to be working hardest, most publicly around issues impacting marginalized communities and women.
- Be the convening authority

Actions

Be a thought
and experience
leader in
Alaska on
issues of
systemic
racism

- Develop and deliver presentations on topics relevant to our mission.
- Research and deploy curriculum around best practices in equitable hiring and workforce development. Become known as a regional training resource.
- Educate, lobby and advocate visibly against policies that are rooted in race or which disproportionately impact marginalized communities and/or women.
- Create cohorts for current, emerging, or aspiring leaders from traditionally underrepresented communities. Facilitate ongoing professional development and supportive roundtables to share experiences and build community.

Strategic Goal #3

Expansion and Re- Engagement of Youth Empowerment Programs

How can the YWCA most effectively connect area youth with our mission to Eliminate Racism, Empower Women, and Promote Peace, Justice, Freedom and Dignity for all?

- Elevate visibility of the YWCA through program delivery at schools; deliver programming in line with YWCA Alaska's mission
- Program delivery in line with mission goals of YWCA Alaska; mental health programming serving "race as a health issue"

Actions

Expansion and Re- Engagement of Youth Empowerment Programs

- Ensure program deliverables meet SAMHSA grant requirements
- Connect with and maintain relationships with area youth with leadership aspirations and their adult liaisons (parents, teachers, or advocates). Amplify YWCA mission through these groups
- Develop materials to support ongoing conversations within and in support of ASD programs around identity, race, belonging, mental health, and women's empowerment.

Strategic Goal #4

Organizational Wellness and Sustainability

How can we ensure that the organization has what we need to not only deliver programs of which we are proud but also is governed and organized in a sustainable and appropriate way?

- Define and amplify Brand and organizational identity
- Diversify funding streams to the YWCA Alaska
- Ensure program compliance with governing and granting entities
- Exceptional Board and Staff Recruitment

Actions

Organizational Wellness and Sustainability

Ensure Sustainability

- Expand social and earned media presence; Amplify role of CEO in public commentary; develop campaign focused on program mission
- Track and maintain strong program metrics to demonstrate program impact for donors; Seek and secure grant funding to fill minimum of 60% of organizational revenue goals
- Revise By-laws; Review and update internal policies and procedures
- Retain the most talented, mission-motivated individuals possible on behalf of the YWCA Alaska