

YWCA St. Paul

2024 - 2027 Strategic Plan



Overarching Goal:

To bolster the impact, efficiency, and sustainability of YWCA St. Paul, ensuring the organization remains well-positioned to effectively respond to the community's evolving needs.

Guiding Statement:

YWCA St. Paul promotes health equity, racial justice and economic opportunities for women and their families to thrive through programming that centers African American realities, values, and strengths.

ORGANIZATIONAL VALUES



Diversity, Equity, Inclusion & Belonging



Health & Wellbeing



Social Innovation



Community Engagement & Collaboration



Accountability

eliminating racism
empowering women

ywca

St. Paul

Strategic Priorities

1 Strengthen internal capacity to consistently deliver high-impact programs with excellence and cultural relevance

2 Enhance and expand programs to promote optimal health outcomes with and for BIPOC women and families, with a targeted focus on African Americans

3 Amplify brand awareness and community engagement efforts to become a trusted health equity connector and convener

4 Strengthen internal controls and processes to streamline operations, maximize efficiency and optimize productivity

5 Generate revenue through social entrepreneurship, diversifying and expanding our donor base, and maximizing public, private and corporate giving



Key Tactics

- Using an equity lens, improve staff retention by establishing more manageable workloads, offering equitable and competitive compensation, creating advancement opportunities, and consistently demonstrating appreciation and gratitude for employees
- Recruit, train and deploy volunteers, interns, and AmeriCorps members
- Develop and implement a robust employee and board onboarding and learning program

- Ensure that all YWCA St. Paul programs meet the 7 Standards of Quality Program Design and are aligned with YWCA St. Paul's Health Equity Framework
- Ensure that each YWCA St. Paul program has a rigorous evaluation plan in place to monitor fidelity, measure outputs, assess for impact, incorporate community feedback and help determine the overall return on investment

- Increase external collaboration and strengthen community partnerships
- Provide mission-aligned community education and learning opportunities to individuals and community partners
- Engage in joint policy and advocacy work to foster collective impact and drive systemic change

- Document and standardize all policies, practices and procedures
- Improve and upgrade IT

- Recruit, onboard and train new team members who can lead and support the organization's revenue generating initiatives
- Launch YWCA St. Paul's Center for Social Entrepreneurship to expand the organization's program offerings and create new vehicles for ongoing revenue generation
- Create a culture of philanthropy where all staff and board members are actively engaged in the organization's advancement efforts
- Invest in growing and expanding Health & Fitness Center operations, developing and selling exclusive YWCA St. Paul merchandise, and leveraging community events to bolster fundraising and friendraising