



2020 - 2023

STRATEGIC PLAN SUMMARY

**GLOBAL FUND FOR
WOMEN**
Champions for Equality.®



WHY WE'RE HERE

Global Fund for Women started with the belief that women's human rights are essential to social, economic, and political change around the world. Our founders knew that by trusting local partners to drive solutions in their own communities, change would happen. They were right.

Women, girls, people within LGBTQI+ communities, and many more are mobilizing in revolutionary ways against harassment, discrimination, violence, and oppression. From the Marea Verde/Green Wave movement to the Red Umbrella movement, from Lebanon to Sudan, Iraq to Chile, people around the world are demanding a more equal world through protesting, organizing, marching, and movement-building.

These gender justice movements have the power to disrupt the status quo and radically alter the course of history for women and girls—and ALL historically marginalized people and communities globally.

That's why, over the course of 30+ years, Global Fund for Women has put resources directly in the hands of courageous activists who are working to end oppressive policies and change entrenched norms. We've supported grassroots organizers to end civil wars, get female presidents elected, and secure laws giving new protection to millions.

Today, building on historic wins and the latest research, we are doubling down on supporting gender justice movements globally. By shifting towards an approach that allows for movements to determine their own needs and allocate resources accordingly, we aim to model feminist funding principles long championed by the women's funds community and meet the most urgent needs in the fight for gender justice to drive transformative change.

OUR VISION

We envision a world where movements for gender justice have transformed power and privilege for a few into equity and equality for all.

OUR MISSION

Fund and strengthen bold and ambitious gender justice movements to create lasting meaningful change.

GENDER JUSTICE MOVEMENTS

Black Lives Matter.

Ni Una Menos.

Me Too.

Repeal the 8th.

To learn more about our definition of gender justice movements, visit globalfundforwomen.org/gender-justice

OUR 3-YEAR STRATEGIC PRIORITIES

Our 2021 goals position us to equip movements with flexible financing and resources to maximize their impact and drive meaningful change:

1. Movements Lead

We have supported gender justice movements to build more grassroots people power to transform systems that perpetuate injustice

2. Transition Thoughtfully

We have successfully transitioned to a movement-focused approach to support gender justice movements based on their needs

3. Offer Paths to Better Giving

We have mobilized more and better resources to support gender justice movements

4. Speak Up

We have leveraged and built influence and visibility to foster the gender justice movement ecosystem

5. Practice What We Preach

We have aligned all elements of our internal operations with our vision and values

6. Partner with Purpose

We have developed strategic partnerships to bring additional resources and capabilities to support gender justice movements

GOAL 1:

MOVEMENTS LEAD

We have supported gender justice movements to build more grassroots people power to transform systems that perpetuate injustice.

WHAT DOES SUCCESS LOOK LIKE?

Each gender justice movement that we support has achieved one or more of the following:

- Mobilized more and better¹ resources to meet their needs;
- Created and strengthened relationships between movement actors, and between movement actors and members of the broader community and/or members of the political, economic, and cultural systems;
- Strengthened capacity in priority areas identified by movement actors.

¹ What this looks like will be defined by each movement depending on their context.

GOAL 2:

TRANSITION THOUGHTFULLY

We have successfully transitioned to a movement-focused approach to support gender justice movements based on their needs.

WHAT DOES SUCCESS LOOK LIKE?

- We have piloted, learned, and adapted the movement-focused approach.
- We have developed and tested tools to support movements.
- We have allocated at least 60% of our annual programmatic expenses to the movement-focused approach by FY2023, and, over three years, we have supported 10-15 cross-regional, interconnected, inter-generational, and intersectional gender justice movements.
- We have aligned the remaining grantmaking to individual organizations and feminist funds with selected gender justice movements and provided support to current grantees that do not fit in the new approach.

GOAL 3:

OFFER PATHS TO BETTER GIVING

We have mobilized more and better resources to support gender justice movements.

WHAT DOES SUCCESS LOOK LIKE?

- We have strengthened our resource mobilization base to support and champion the movement-focused model.
- We have contributed to change in philanthropic and donor practices, including resource allocation.
- We have increased our annual revenue to \$35M.
- We have co-created and provided technical tools to feminist funds to provide additional support to gender justice movements.

GOAL 4:

SPEAK UP

We have leveraged and built influence and visibility to foster the gender justice movement ecosystem.

WHAT DOES SUCCESS LOOK LIKE?

- We have increased awareness of who we are, what we do, and our grassroots-based, feminist philanthropic approach to supporting movements.
- We have increased the communications capacity and visibility of gender justice movements.
- We have disrupted harmful narratives and reframed conversations with our gender justice-oriented news and analysis.

GOAL 5:

PRACTICE WHAT WE PREACH

We have aligned all elements of our internal operations with our vision and values.

WHAT DOES SUCCESS LOOK LIKE?

- We have aligned our organizational structure and staffing capacity (skill and time) to execute the strategy through ongoing learning and adaptation.
- We have aligned our policies, processes, and databases to support effective decision-making and strategy implementation.
- Our policies and day-to-day practices are aligned with our vision, values, and feminist principles, as perceived by our staff and partners.

GOAL 6:

PARTNER WITH PURPOSE

We have supported gender justice movements to build more grassroots people power to transform systems that perpetuate injustice.

WHAT DOES SUCCESS LOOK LIKE?

We have developed at least 5 unique strategic partnerships that bring in additional resources and capabilities to support our strategy implementation in 4 key areas:

- 1. supporting movements;**
- 2. mobilizing resources;**
- 3. leverage and build influence and visibility;**
- 4. aligning internal operations.**

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