



2015–2020

STRATEGIC PLAN SUMMARY

**GLOBAL FUND FOR
WOMEN**
Champions for Equality™

GLOBAL FUND FOR WOMEN'S VISION

is a world in which every woman is strong, safe, powerful, and heard. We are a public foundation, committed to championing the human rights of women and girls.

Global Fund for Women gets money and attention where it will make the biggest difference in the fight for gender equality. We use our powerful networks to find, fund, and amplify the courageous work of women who are building social movements and challenging the status quo. By shining a spotlight on critical issues, we rally communities of advocates who take action and invest money to empower women.

Global Fund for Women funds and partners with women-led groups who are courageously fighting for justice in their own communities. We know that women's rights depend on ensuring that these women—and the movements they are part of—are emboldened, influential, and effective. Our strategic plan will help us to mobilize the resources, voices, support, and connections to achieve these goals.

As a champion for gender equality, Global Fund for Women will be not only a strategic, high-impact grantmaker, but also a visible and powerful advocate for women and girls. We will deepen our partnerships and collaborations, mobilize new audiences and resources, and develop our ability to track and measure impact. By 2030, we aspire to an annual audience of over 5 million and an annual budget of \$50 million. We will also be an active partner in efforts to mobilize \$1 billion in resources for women's rights.

Issues Focus

Global Fund for Women will continue to focus on three global themes critical to women's rights:

1. Freedom from Violence
2. Sexual and Reproductive Health and Rights, and
3. Economic and Political Equality.

We will campaign on these themes and make grants to grass-roots women's groups who work on them. In the next five years, we will also initiate projects, grants, and campaigns on important issues that cut across these themes: the rise of fundamentalisms and their regressive impact on women's rights; the safety, security, and sustainability of women's human rights defenders; and the intersection of technology and women's rights.

GLOBAL FUND FOR WOMEN: 2020 GOALS

Our 2020 goals position us to propel sustainable, high-impact, influential, and dynamic movements that will secure lasting gains for women's rights.

1. Accelerate Fundraising

Fundraise a minimum of \$25 million annually to support increased grantmaking, advocacy, and resource mobilization for women's human rights.

2. Strengthen Movements to Advance Women's Human Rights

Demonstrate clear impact on women's rights and movements via grant making, advocacy, and influencing strategies.

3. Extend Reach and Influence

Initiate and change critical conversations on women's rights. Expand audiences and strengthen reputation and influence.

4. Mobilize Resources Through High-Impact Strategic Alliances

Implement at least four major resource mobilization collaborations, generating at least \$50 million in cash and/or in-kind resources and attracting significant new audiences and supporters.

5. Embed Nimbleness, Innovation, and Collaboration

through systems, culture, talent, activities, and values.

GOAL 1

ACCELERATE FUNDRAISING

Fundraise a minimum of \$25 million annually.

Measurement

Revenue increases to \$25 million annually by FY 2019-20.

Key Strategies

1. Develop and institutionalize unified brand, messaging strategy, and key communications tools
2. Prioritize, communicate, and implement focus issues and strategic campaigns as part of our grantmaking plan
3. Deepen the major donor experience by creating new materials and opportunities for engagement, and expand the major donor pipeline through use of data, research, and networks
4. Grow and retain annual giving donor base and expand demographic reach by leveraging online campaigns
5. Research, develop, and implement a plan to grow government funding
6. Retain, expand, and diversify institutional partners including non-traditional funding sources

GOAL 2

STRENGTHEN MOVEMENTS TO ADVANCE WOMEN'S HUMAN RIGHTS

Demonstrate clear impact on women's rights and movements via grantmaking, advocacy, and influencing strategies. Deepen movement building insight and expertise.

Measurement

Evidence that grantees are individually and collectively creating social change shifts and advancing women's rights. Evidence that movements for women's rights are increasing in strength, influence, and sustainability, assessed by factors including strength of grass-roots base, leadership pipeline, strength of alliances, existence of collective political agenda, use of multiple strategies, and strong support infrastructure. An annual learning memo for each key issue area is shared with internal and external stakeholders.

Key Strategies

1. Ensure strategic grantmaking supports movement-building goals
2. Develop metrics to track our progress on movement building
3. Align strategic campaigns to advocacy; grantmaking; fundraising; and learning, evaluation, and impact
4. Develop movement-building partnerships, including partnerships with peer organizations and women's funds, at a country, regional, and global level

GOAL 3

EXTEND REACH AND INFLUENCE

Initiate and change critical conversations on women's rights. Expand audiences and increase reputation and influence.

Measurement

By 2020, secure an annual supporter audience of 2 million [aggregation of annual web, social media, and email audiences], including increased percentages of men and younger people. Double major media coverage. Increase reputation and influence among key stakeholders.

Key Strategies

1. Identify and implement proactive, action-oriented campaigns on critical issues of women's human rights
2. Intensify promotion, media relations, outreach, and engagement, especially toward new audiences
3. Engage influencers—past and current Board members, key funders, corporate sector, peer organizations, philanthropy, social and political influencers, and celebrities—to drive advocacy and resource mobilization

GOAL 4

MOBILIZE RESOURCES THROUGH HIGH-IMPACT STRATEGIC ALLIANCES

Implement at least four major resource mobilization collaborations or campaigns, generating at least \$50 million in cash and in-kind resources and attracting significant new audiences and supporters for the movement.

Measurement

Dollars mobilized and in-kind resources (e.g. free/leveraged media) generated from strategic alliances for women's movement partners around the world.

Key Strategies

1. Secure major collaborative opportunities for resource mobilization
2. Leverage our role as an implementing partner for AmplifyChange fund for sexual and reproductive health and rights, securing \$15M+ for grass-roots grants for sexual health and reproductive rights advocacy
3. Work in concert with partners on advocacy and influencing activities (e.g. with women's funds, NGOs, social movements, corporations) that benefit women's human rights organizations

GOAL 5

EMBED NIMBLENESS, INNOVATION, AND COLLABORATION

through systems,
culture, activities,
and values.

Measurement

Evidence through internal and stakeholder surveys that these attributes are a lived part of Global Fund for Women's culture. Measures will include:

- Improved efficiency and response times for advocacy and grantmaking, evidenced in part via efficiency and grantmaking ratios
- Significant increase in number of rapid response news stories written and placed
- One major Innovation initiative pursued in first three years of strategic plan
- Evidence from staff surveys and external feedback that collaboration, innovation, and nimbleness are embedded in the culture

Key Strategies

1. Develop and promote timely content on emerging and breaking news issues on women's human rights
2. Enhance technology and processes to improve grantmaking efficiency
3. Update organizational values and aligned performance management processes
4. Update technology and processes to communicate and engage more efficiently and effectively with our grantees, advisors, and networks



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