



*160 years of pioneers and leaders taking action*

The World YWCA is a grassroots-driven, global movement rooted in the leadership of women, young women and girls. We know that when #YoungWomenLead, we transform entire communities- and the world- for the better.

This four-year plan is aimed to meaningfully engage with people to realise the **World YWCA Goal 2035, "100 million young women and girls transforming power structures to create justice, gender equality and a world without violence and war, leading a sustainable YWCA movement, inclusive of all."**

***We invite you to join us in this purpose driven journey to invest in and build leadership, transform power structures and change the world for the better.***

## World YWCA is..

A global movement that connects and mobilizes the power of millions of women, young women, and girls from across regions, cultures, and beliefs to transform their lives and the world, for the better. We provide **support and opportunities for women, young women, and girls to become leaders and change-makers who not only protect their rights and impact their communities, but inspire and mobilize their peers to do the same.**

YWCA leadership is present in over a hundred countries and thousands of communities, carrying more than a century of experience and wisdom fighting for women's rights alongside a network of allies, partners, and activists, across a wide range of reach and geography. We know that a **collaborative, intergenerational approach that centers young women's leadership is vital to sustaining a bold, progressive women's movement.**

Our focus has us **building and nurturing a strong, intergenerational network of women leaders, with programmes led by and for women in response to the unique needs and opportunities they see** in their communities. Advocating around climate change issues to ending female genital mutilation to promoting comprehensive sexuality education, World YWCA supports and galvanizes women's individual and collective power to champion social change.





*World YWCA- a movement from past, in the present, for the future*

*We know that positive change happens when women lead.*

At the World YWCA, we create opportunities for women to connect, mobilize, and inspire each other to take action to protect their rights, address inequalities, and promote justice around important issues like gender-based violence, sexual and reproductive health and rights, and economic security.

Today, we support and mobilize for women's rights and gender equality in a number of concise ways:

- Investing in and building **young women's leadership**;
- Connecting, mobilizing, and consulting with **on-the-ground leaders in local communities**;
- Amplifying **young women's voices and creating safe spaces** for young women to thrive;
- Ensuring that YWCA **leadership efforts are community-driven** and informed by local, community, national, and regional realities;
- Collaborating between and with **YWCA's around the world, as well as partners and allied organizations**;
- Advocating for **gender responsive policies and practices** that underscore women's rights as human rights.

We are driven by **a clear vision of a fully inclusive world where justice, peace, health, human dignity, freedom and care for the environment are promoted and sustained by women's leadership**. We recognize the equal value of all human beings. We advocate and support volunteerism, membership, diversity, tolerance, mutual respect, integrity, and responsible accountability.

*Our aim is to develop the leadership and collective power of women and girls around the world.*





*World YWCA - developing leadership and collective power of women and girls around the world.*

## In 2020-23, World YWCA, YWCA member associations and YWCA leaders will:

- Manifest a **high level of commitment in strategic, tactical and day-to-day actions** towards our shared Goal 2035.
- Demonstrate a **high level of communication, transparency and accountability towards measured success** based on feminist, faith-based and human rights principles.
- Develop **co-created and consultative campaigns, projects, publications and solutions** that are customisable, replicable, scalable and rooted in community.
- Strategically **partner and sensibly invest towards sustainability and vitality of the YWCA movement** to positively impact the lives of women, young women and girls around the world.



## This will be achieved through three strategic priorities/pillars:

### **Management and Governance Excellence**

We showcase high accountability and standards of good management by tending to the **business vitality and mission impact of our work, collaborating with young women to ensure trends of intergenerational engagement are understood and utilised towards modernisation of the YWCA movement**, focusing on fulfilling our goals as a worldwide movement committed to human rights principles.

### **Strategic Partnerships and Communication**

We consider, confirm and position YWCAs strength and identity in the women's movement by **actively and intentionally pursuing external strategic partnerships that share a common desire to build young women's leadership** and to transform power structures for gender equality.

### **Engagement and Mobilisation of Girls, Young Women and Women**

We create, expand and replicate effective models of leadership and advocacy which **value the legacy approaches and principles of the YWCA and inspire innovative and low-cost solutions**. That work includes - use of technology and acknowledgment of the digital divide, is rooted in young women and girls engagement, consultation and leadership - aimed to further mobilise a dynamic network of global leaders for collective impact on issues that matter the most to them.



*World YWCA- developing leadership and collective power of women and girls around the world.*



## WorldYWCA

**World YWCA will thereby,**

- **Expand and sustain** an inclusive movement of young women, allies and YWCAs.
- **Support young women led transformative leadership** with roots in intergenerational dynamics.
- **Facilitate network and spaces for women, young women and girls to claim their human rights** and influence issues of global and local importance that matter to them.
- **Act as a touchstone for and provide leadership to YWCA leaders** and entities across the globe.



*Join this 160-year old story as we work now to make Goal 2035 a reality through our leadership approach, authentic engagement with on-the-ground leaders, direct investment, advocacy work, and strategic collaboration within and outside the YWCA movement.*