

# WORLD YWCA GLOBAL AGENDA FOR ACTION 2016-2019

**OUR BOLD AND TRANSFORMATIVE GOAL: By 2035, 100 million young women and girls transform power structures to create justice, gender equality and a world without violence and war; leading a sustainable YWCA movement, inclusive of all women.**

## 3. SUSTAINABILITY OF THE YWCA MOVEMENT

Building a strong YWCA brand has been at the centre of the World YWCA's strategy during the past four years, as has strengthening the movement's management structures both nationally and globally. The World YWCA has been regularly reviewing and maintaining compliance with its Standards of Good Management and Accountability (SGMA); focusing on Member Association's self-assessments, implementing the new Conditions of Affiliation (COA) approved in 2007 and carrying out Member Association assessments through country visits.

The World YWCA focuses on ensuring that the necessary human and financial resources to sustain the movement's work and expand its scope are available. This has involved establishing a coherent fundraising

strategy and developing new viable financial and monitoring models. The organisation has supported partnerships within the movement, guided Member Associations facing challenges and engaged in developing a long-term strategy to develop the World YWCA's vision through the ongoing Envisioning 2035 process.

During the next four years, the World YWCA will address the core issues it faces by continuing to strengthen its movement-wide development through innovative approaches to management, funding, training, monitoring and mentoring. This will enable us to become a stronger, even more accountable, sustainable and financially viable movement.

## WORLD YWCA AND MOVEMENT-WIDE OUTREACH

Every YWCA around the world is committed to ensuring a minimum of 25% young women in decision making positions and supporting young women to claim their human rights and reach their full potential through various programmes and services, including:

Compliance	Current status	2019 target
Member Associations who meet 100% of CoA	12%	75%
Members in compliance with standards of good management and accountability	21%	75%
Member Associations who pay affiliation fees annually	46%	100%
Member Associations who meet the 25% young women leadership on boards	65%	100%

### Methodology

- Strengthening the movement's management and governance structures and institutional/organisational capacity on national and international levels;
- Developing an accountable, sustainable and financially viable movement;
- Investing in effective human resources within the movement; and
- Developing and strengthening strategic partnerships at local, national and international levels both within and outside the movement.

### World YWCA

#### By 2016:

- Register, develop and implement a formal operational plan focused on the 2035 Goal;
- Implement the accountability framework for the World YWCA, including a formalised monitoring and evaluation strategy, processes and the International Accountability Charter (INGO);
- Bring together and operationalise a Young Women's ask Force and a Sustainability Experts Group;
- Develop and implement a monitoring and evaluation framework; and
- Launch Phase 2 of the Power to Change Campaign to contribute to achieving financial sustainability.

**Present in over 120 countries, in 22,000 communities and with an outreach of 25 million women and girls, the World YWCA movement supports young women by enabling them to claim their human rights and reach their full potential through various rights-based programmes and services around the world.**

#### By 2017:

- Explore social enterprise as a means of securing economic sustainability through different business models in resourcing the movement;
- Pilot Member Association partnership models maximising the shared resources within and across the movement; and
- Review and strengthen the World YWCA office structure and operations to effectively deliver for the movement.

#### By 2018:

- Develop and implement a branding strategy for the World YWCA to clarify the brand both within and outside the YWCA movement.

#### By 2019:

- Build a strengthened sustainable, innovative, relevant, accountable, transparent and effective YWCA movement with the proactive, bold and transformative leadership of the World Board.

### Movement-wide activities

#### By 2018:

- Member Associations explore social enterprise in their own countries as a means of securing economic sustainability through different business models.

#### By 2019:

- Member Associations register the YWCA name in their own country;
- All YWCA members are in compliance with the CoA;
- All YWCA Member Associations have at least 25% of leadership positions at all levels of the YWCA held by young women;
- All YWCA Member Associations are in compliance with the Child Protection Policy; and
- Member Associations assist in developing a comprehensive and accessible online database of the movement's expertise across Member Associations.

## GLOBAL FACTS

- Global women's movements have driven global and national action on gender equality and have been instrumental in advocating for women's rights.
- They are at the front line pushing for change and accountability, and in the process, contributing to the development of their leadership skills, and ultimately in transforming political processes  
*(UN Women)*
- With an overall decrease in international aid and development funding, global movements are increasingly exploring moving from donor-based funding models to sustainable social enterprise business models.
- Unlike donor-based funding approaches, social enterprise models have a broader funding base, ensuring more security and greater financial sustainability.  
*(Devex)*