

WOCAN's mission is to advance women's empowerment and collective action to tackle climate change, poverty, and food insecurity within enabling environments

# LEADING THE NEW REALITY

Strategic Plan 2017-2019



Looking back on our first twelve years, much has changed in the world for WOCAN. When founded, climate change was not a discussed topic, virtual communication was nascent, and development work was funded primarily by traditional donor agencies through grants.

In just the past few years, climate change impacts on agriculture and natural resource management have become an essential focus, we can connect face-to-face virtually around the globe with ease, and the funding environment for development is shifting to include market-based, investment approaches.

And yet simultaneously, many of the gender-based challenges WOCAN was founded to address are still entrenched in institutions and communities and there is continued resistance to lifting up the leadership of women in the field and in the fields. We are stretched across the globe to meet these challenges and our mission is more relevant than ever.

WOCAN's 2017-2019 Strategic Plan intends to not only respond to these changes and challenges, but to lead the way in offering new models and award-winning approaches to harness our new realities in service to our mission.

Over the next five years, we will assess our highest impact programs and target those for organizational focus, establish them to be best in class, and create multiple entry points for more institutions to step into genderinclusive futures.

We will broadcast our mission with more intention and creativity, offering authoritative thought leadership in the field and educating influencers to multiply and deepen our message.

We will catalyze our vibrant global membership and partners who, together, create the community, opportunities and innovation to meet our shared goals.

And, we will adopt new organizational funding and staffing models that respond to our diverse and shifting landscape, to create a sustainable foundation for our work.

Together, we will **LEAD THE NEW REALITY**.



# LEADING THE NEW REALITY

for gender equality and women's empowerment in agriculture and natural resource management globally

Driving innovation and impact through leveraging our membership and global partners

Creating effective opportunities to raise, leverage, and channel investment back to women's groups

Substantially increasing the capacity of women's groups to manage financial and other resources sustainably

Engaging a high impact, culturally diverse, virtually connected, global staff

As a result of our efforts over the next three years

WE ENVISION:

Generating robust demand for rigorous frameworks measuring women's empowerment impacts

Drawing strategic attention to genderbased challenges through authoritative thought leadership

> Reflectively and nimbly responding to mission-related trends to be most effective

Achieving organizational financial stability with a healthy reserve

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STRATEGIC PLAN 2017-2019

# STRATEGIC DIRECTIONS TO ACHIEVE OUR VISION



DESIGNING FOR THE NEW

WOCAN's new reality includes a shifting funding landscape and diverse, nimble staffing needs which requires new approaches to meet these needs.

Focus our efforts, mapping our stakeholders and programs to lift up those that can be leveraged for greatest

impact

Apply a tested organizational model, learning from strong international organizations

Adopt an innovative funding model

to be financially stable, including a fee for services model with profitable pricing

**POSITIONING** WOCAN **PROGRAMS** AS BEST IN CLASS

WOCAN's highly effective and awardwinning programs need to be strategically introduced to more organizations for greater impact.

Leverage successes and W+ awards to illuminate WOCAN

programs and identify new partners

Identify and focus on potential clients that have expressed commitment to women's empowerment

Successfully communicate W+ entrylevel options

to increase application

**BROADCASTING** WOCAN'S MISSION

WOCAN's mission is still highly relevant and necessary to achieve gender equality.

Refresh and reinforce our

> message of what we do and why. and provide authoritative thought leadership in the field

Raise awareness creatively

and gender equality

engaging innovative tactics to elevate the import of our mission

Leverage close relationships to influence others

in places of leadership

CATALYZING **OUR VIBRANT** COMMUNITY

WOCAN's global membership and partners create vital community, opportunities and innovation for our important work.

Catalyze our membership

to meet shared goals, newly defining and engaging membership opportunities

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Convene funder stakeholders to drive investment





## **OUR TEAM**

LEADING THE NEW REALITY



Kimberly Ann Easson
Candice Eggerss
Karen Frost
Chris Grieve
Kanchan Lama
Mary Mbura Njenga
Lee West
Brad Rock, *Legal Counsel* 

### **2016 STAFF**

Jeannette Gurung, Executive Director
Maria Lee, Assistant Director + Regional Coordinator
for Europe
Nisha Onta, PhD, Regional Coordinator for Asia +
Knowledge Management Coordinator
Margaret Bruce, W+ Coordinator

### **2016 CORE ASSOCIATES**

Meena Bilgi, India Abidah Billah Setyowati, Indonesia Colletah Chitsike, Zimbabwe Sikhalazo Dube, Zimbabwe Maria "Maris" Gavino, Italy Kalpana Giri, *Thailand* Barun Gurung, United States Dibya Gurung, Nepal Kalyan Hou, Cambodia Marilou Ibanez, Phillipines Phanlany Khampoui, Lao Mahmuda Khan, Bangladesh Unathi Kolanisi, South Africa Kanchan Lama, Nepal Sephora Masia, South Africa Wangu Mutua, Kenya Cecile Ndjebet, Cameroon Sarah Ogalleh, Kenya Danielle Ramiaramanana, Madagascar Somsouk Sananikone, Lao Noel Sangole, Mali Darilyn Syiem, India Anabelle Waititu, Kenya



# WOCAN'S THEORY OF CHANGE

# PURPOSE

ADVANCE WOMEN'S EMPOWERMENT & COLLECTIVE ACTION TO TACKLE CLIMATE

### Innovation CHANGE, POVERTY AND FOOD INSECURITY WITHIN ENABLING ENVIRONMENTS Organizational plans & policies More \$ and attention to gender in policies ENABLING ENVIRONMENT Membership engagemen Assessment & Advice to organizations Supportive relationships for knowledge sharing & Technical Support leadership Effective networks Leadership & decision making Greater voice & AND COLLECTIVE ACTION **WOMEN'S EMPOWERMENT** W+ Applications Standard Increased access & control over resources Funding for women's \_eadership organizations WLCAN OUTCOMES ACTIVITIES OUTPUTS **IMPACT**