



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

Founded in 2004, WOCAN now has a membership of 1100+ women and men professionals and women's associations from 109 countries. We design and manage award-winning programs that advance the role of women and gender in agricultural and natural resource management in organizations small and large, on every continent.

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 gender-inclusive 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

As a result of our efforts over the next three years
WE ENVISION:

Driving innovation and impact through leveraging our membership and global partners

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

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

Drawing strategic attention to gender-based challenges through authoritative thought leadership

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

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

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

Achieving organizational financial stability with a healthy reserve

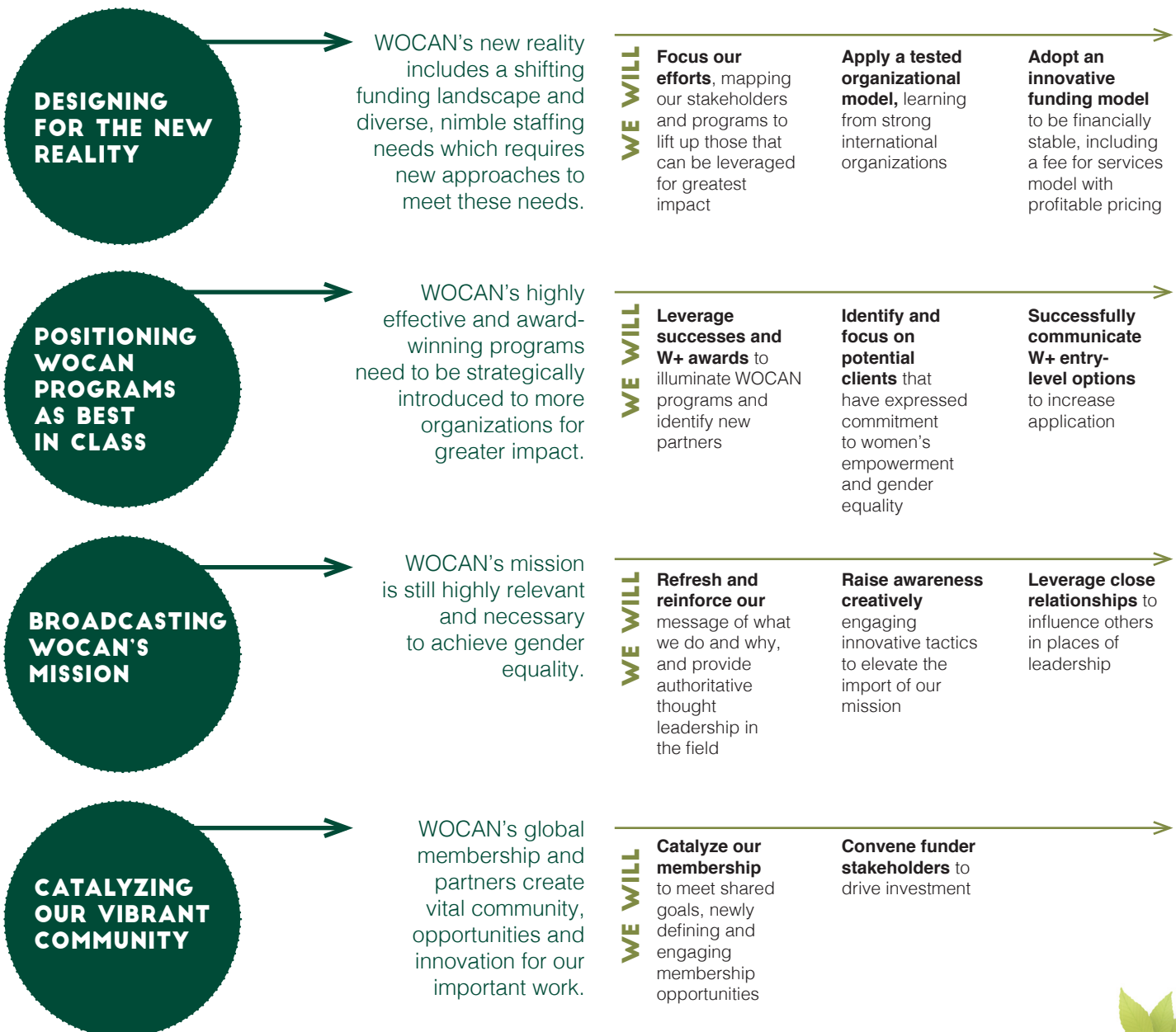


STRATEGIC DIRECTIONS

TO ACHIEVE OUR VISION



In order to achieve our vision, we will focus our collective energy through these four strategic directions. These were developed to address the opportunities, challenges and barriers we have identified through organizational and field experience.





OUR TEAM

LEADING THE NEW REALITY



2016 BOARD OF DIRECTORS

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 Ramaramanana, *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 CHANGE, POVERTY AND FOOD INSECURITY WITHIN ENABLING ENVIRONMENTS

IMPACT

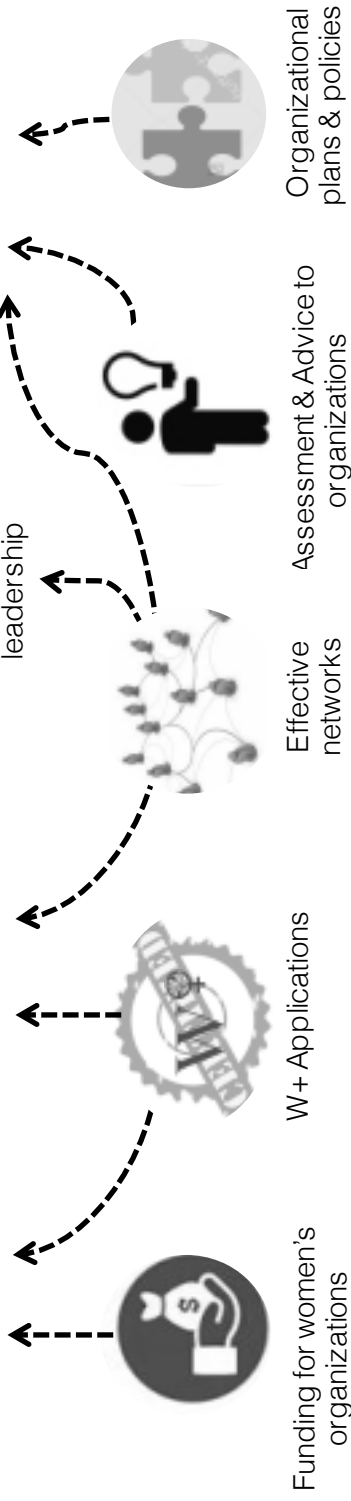
WOMEN'S EMPOWERMENT AND COLLECTIVE ACTION

ENABLING ENVIRONMENT

OUTCOMES



OUTPUTS



ACTIVITIES

