

# Strategic Plan

2010-2013



Giving  
*more*  
Learning  
*more*  
Leading  
*more*  
Together!

WASHINGTON WOMEN'S



FOUNDATION

## Vision

To change the course of women's philanthropy through the power of collective giving

## Mission

Washington Women's Foundation educates, inspires and increases the number of women committed to philanthropy in order to strengthen community and demonstrate the impact that can result from informed, focused grant making.

## Core values

Collaboration, Connection, Education, Equality, Impact, Inclusiveness, Leadership

## Giving

\$10 million in cumulative grants since 1995

## Learning

Compelling educational programs for informed, effective philanthropy

## Leading

15 years of inspiring women to be leaders in philanthropy

## Together

Accomplishing more together than any of us can do alone

## Building on the best of our traditions

Washington Women's Foundation is a leading educational and grant making organization. Our model of collective giving inspires hundreds of women to be active leaders in philanthropy.

We enter our 15th year with 500 members and \$10 million in cumulative grants.

Now is the ideal time to build on this solid platform and position the Foundation for the future.

Guided by input from our members, community leaders, nonprofit grantees and partners, the Board of Directors presents this Strategic Plan to inspire our work for the next three years.

This plan offers more – more learning, more grant making, more ways to connect – more possibilities to grow as leaders, as philanthropists, and as a community of women donors.

With the introduction of several new initiatives and a focus on reaching out to build new partnerships across the philanthropy landscape, the Foundation is stepping up to a bolder level of philanthropy, looking deeper into the needs of our community and demonstrating the positive impact that results from informed, focused grant making.



# Planning for the future ...

## What's new!

### Introducing new strategic initiatives

More educational programs, more grant making, and more connections.

**Three New Partner Grants:** Hands-on learning through an advanced curriculum of grant making. With a spirit of openness and curiosity, we will work along side community partners to research, identify, and award grants to nonprofit programs in the areas below. The Foundation will seed each grant with \$10,000 initially, and members can also participate financially with their Individual Grants.

- **Diversity Partner Grants:** Making our commitment to inclusiveness actionable, we will build relationships with organizations working in diverse communities.
- **International Partner Grants:** Honoring our members' strong interest in global philanthropy, we will build relationships with local organizations doing important work around the globe.
- **Innovation Partner Grants:** Recognizing our members' enthusiasm for discovering creative, cutting-edge projects, we will provide the boost to propel these bright ideas to the next level.

**Merit Awards:** To acknowledge that all ten organizations appearing on the annual pooled fund ballot are of high merit, we will highlight the work of the five runner-up organizations and make a \$2,000 grant to each.

**Special Response Grants:** In response to urgent community needs or natural disasters, the Foundation will have the opportunity to make an annual, one-time grant up to \$10,000.

### Expanding education

Creating new partnerships with philanthropic and educational organizations to access a broader base of knowledge and offer new programs for members, augmenting our current learning opportunities.

### Enhancing community connections

Building bridges with others at the vanguard of philanthropy in order to respond to critical issues in our community.

### Strengthening our financial future

Guided by best practices in strategic board governance, the Foundation will continue to manage its business operations in a streamlined, professional manner. Utilizing an array of approaches, we will assure our long-term viability by:

- Establishing the annual member contribution at \$2,500 beginning October 2010;
- Consolidating and transforming committees;
- Broadening the base of fundraising support;
- Continuing to grow the Endowment; and
- Building a Planned Giving program.

# ...guided by the best of our traditions

## What stays!

### Our Mission, Vision & Values

Our core principles have guided our growth and leadership since 1995 and will continue to inspire our future.

### Rich array of educational opportunities for members

The Foundation presents a broad spectrum of learning opportunities, such as educational forums, philanthropy skill-building programs, issue discussions, and 'hands-on' grant making.

### Our 'flagship' pooled fund grant curriculum

Demonstrating the power of collective giving, members pool their funds and work together in our well-established grant process that awards nearly \$500,000 each year in support of Arts & Culture, Education, Environment, Health, and Human Services in communities across Washington State.

### Individual Grants

Each member demonstrates her impact as an individual philanthropist by recommending her \$1,000 Individual Grant to the nonprofit(s) of her choice.

### One Woman, One Vote

Every Foundation member makes an equal annual contribution, commits to five years of membership, and has an equal vote in the final pooled grant outcome.

### Member engagement flexibility

Members value the ability to scale their individual participation to a level that is personally meaningful. Do a little, or do a lot!

### Support for the collective giving model

The Foundation pioneered the concept of large-scale, collective giving. Our model has inspired scores of other organizations nationally who recognize the potential of collective giving as a philanthropic force for community impact. We endorse the growth of this network which encourages women everywhere to realize their full potential as philanthropists.



## Our Membership

Washington Women's Foundation is a growing community of dynamic, diverse women. With every new member, we increase the impact of our organization.

Inclusiveness is a fundamental operating principle at the Foundation. Our membership includes diversity in age, profession, ethnicity, race, religion, physical ability, sexual preference,

neighborhood and philosophy. We are dedicated to expanding our diverse membership that includes a wide range of perspectives, opinions and experiences as we fulfill our mission to become effective leaders and philanthropists.

We welcome all women who are committed to philanthropy.



“Inspired by our members, WWF is stepping up to a bolder level of philanthropy and stepping out to create new partnerships in the community.”

— *Carla Lewis*  
*President,*  
*Washington Women’s Foundation*

*Giving.* Learning. Leading. Together.



WASHINGTON  
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FOUNDATION

[www.wawomensfoundation.org](http://www.wawomensfoundation.org)

2100 24th Avenue South #330, Seattle WA 98144 • 206-340-1710



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