

Washington Women's Foundation

Business Plan

Executive Summary

Washington Women's Foundation (WaWF) is embarking on a bold transformation to address persistent gender and racial inequities in Washington state. Despite the state's strong economy, women and girls—especially women of color and gender-expansive individuals—face systemic barriers in wages, leadership, childcare affordability, and workplace safety. Currently, only 2.04% of philanthropic funding supports organizations serving women and girls, leaving critical gaps in resources and advocacy.

Vision & Mission

WaWF envisions an intentional community of women of all backgrounds united in building a just, equitable, and thriving Washington.

Its mission is to provide long-term unrestricted capital, organizational support, and networking to social change efforts* supporting women and girls in Washington state.

Strategic Goal

Over the next decade, WaWF will invest \$50 million and leverage the power of our collective to break down systemic barriers, advance women's leadership, and meet essential needs, so every woman and girl in Washington can thrive.

Core Strategies

- **Trust-Based, Informed Funding:** Multi-year unrestricted grants, low-burden application processes, and capacity-building support.
- **Member-Led Structure:** A diversified membership model with statewide engagement and robust education for informed grantmaking and advocacy.
- **Learning & Connection:** Ongoing member education, advocacy, statewide networking, and collaborative events to strengthen member connections and the social change ecosystem.

Financial Plan

WaWF will front-load investments in staffing, member programs, and marketing to build fundraising capacity. Revenue will come primarily from membership contributions and

major philanthropic gifts, supplemented by endowment returns and corporate partnerships. By 2030, WaWF aims to stabilize operations and dramatically expand grantmaking, setting the Foundation up for success in reaching its \$50 million goal.

Metrics

Success will be measured through both qualitative and quantitative indicators, including grantee trust, systemic policy changes, follow-on funding, membership growth, and statewide network expansion.

Risk Mitigation

WaWF prioritizes revenue diversification, transparent communications, operational efficiency, governance excellence, and legal compliance to safeguard its mission and credibility.

Impact

With this bold plan, the collective of Washington Women's Foundation will...

Break Barriers: By funding advocacy and civic engagement to dismantle systemic inequities.

Advance Women's Leadership: By elevating voices and grassroots movements through member and donor education and grants for emerging changemakers.

Meet Essential Needs: By supporting organizations that provide critical services to women and girls.

Engage Statewide: By spreading our reach geographically through place-based initiatives and partnerships that amplify impact.

Strengthen Networks: By building powerful connections among members, grantees, and communities.

Catalyze Resources: By expanding opportunities for financial and skills-based contributions to fuel innovation and sustain progress.