



WOMEN'S FOUNDATION

ARKANSAS

2021-2025 STRATEGIC PLAN

The Women's Foundation of Arkansas's 2021-2025 Strategic Plan is the product of a year-long process driven by research, stakeholder engagement, and community input.

Our vision, our mission statement, and our core values define our organization and the principles that will guide us as we implement

OUR FOUR STRATEGIC PRIORITIES:



With this strategic plan, WFA will build upon its remarkable past with bold ideas and a renewed commitment to impact our state and improve the lives of women and girls.

OUR VISION

WFA envisions an Arkansas in which women achieve economic equity and security.

The mission of the WFA is to ensure economic security for Arkansas women and girls through collaboration and focused philanthropic investment.

OUR MISSION

OUR VALUES

Our values reflect the culture of WFA and set the standard for our employees, board leadership, and strategic partnerships.

EMPOWERMENT

EQUITY

RESPONSIVENESS

INFLUENCE

EDUCATION

COMMITMENT

COMPASSION

BOLDNESS

INNOVATION

PERSEVERANCE

INCLUSION

AMBITIOUS

WFA STRATEGIC PRIORITIES



**ECONOMIC
SECURITY**



**COMMUNITY
IMPACT**



**WFA
VITALITY**



**EDUCATION +
ENGAGEMENT**



STRATEGIC PRIORITY #1

Create, fund, and promote systems and programs that provide education, mobility and economic security for Arkansas women and girls



STRATEGIC PRIORITY #2

Grow WFA's relevancy and impact statewide with a focus on underserved communities



STRATEGIC PRIORITY #3

Ensure organizational vitality that results in active and sustained investment in Arkansas women and girls



STRATEGIC PRIORITY #4

Utilize data-informed research to collaborate with communities to build engagement on behalf of Arkansas women and girls



STRATEGIC PRIORITY #1:

**ECONOMIC
SECURITY**

Create, fund, and promote systems and programs that provide education, mobility and economic security for Arkansas women and girls

OBJECTIVE 1:

ENHANCE RESEARCH THAT SUPPORTS ECONOMIC MOBILITY OF WOMEN AND GIRLS

OBJECTIVE 2:

SHIFT WFA'S DELIVERY MODEL FROM PRINCIPALLY SERVICES-BASED TO AN EXPANDED GRANTMAKING MODEL

OBJECTIVE 3:

ENHANCE ADVOCACY EFFORTS TO PROMOTE ECONOMIC SECURITY FOR WOMEN

OBJECTIVE 4:

INCREASE EDUCATIONAL AND CAREER OPPORTUNITIES IN STEAM

OBJECTIVE 5:

DISRUPT BARRIERS TO CAPITAL AND ASSET BUILDING FOR WOMEN BUSINESS OWNERS WITH FOCUS ON WOMEN OF COLOR



STRATEGIC PRIORITY #2:

**COMMUNITY
IMPACT**

Grow WFA's relevancy and impact statewide with a focus on underserved communities

OBJECTIVE 1:

EXPAND TO STATEWIDE PRESENCE

OBJECTIVE 2:

ENSURE OUR ORGANIZATION BETTER REFLECTS THE COMMUNITIES WE SERVE

OBJECTIVE 3:

ENSURE THAT ALL WFA INITIATIVES ARE IMPLEMENTED WITH DIVERSITY, EQUITY AND INCLUSION FOCUS AND SET DELIVERABLES



STRATEGIC PRIORITY #3:

**WFA
VITALITY**

Ensure organizational vitality that results in active and sustained investment in Arkansas women and girls

OBJECTIVE 1:

INCREASE FINANCIAL STABILITY

OBJECTIVE 2:

IMPLEMENT WFA'S DEVELOPMENT PLAN

OBJECTIVE 3:

SECURE CONTINUITY, COMPETITIVE BENEFITS, AND COMPENSATION FOR WFA STAFF



STRATEGIC PRIORITY #4:

**COMMUNITY
IMPACT**

Utilize data-informed research to collaborate with communities to build engagement on behalf of Arkansas women and girls

OBJECTIVE 1:

CREATE A ROBUST COMMUNICATION AND ENGAGEMENT PLAN

OBJECTIVE 2:

INCREASE TRUST BETWEEN WFA, INTERMEDIARIES, AND COMMUNITIES SERVED BY WFA'S GRANTMAKING AND PROGRAMMING



WOMEN'S FOUNDATION

ARKANSAS

Our mission focuses on ensuring economic security for Arkansas women and girls through focused philanthropic investment in their education and economic well-being. Through grant making, research, and our Girls of Promise and Women Empowered initiatives, the Women's Foundation of Arkansas is investing in real solutions that allow women and girls to move up the economic ladder and reach their fullest potential.

The WFA is the only statewide foundation that focuses solely on women and girls in Arkansas.

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