Women Speak Up

STRATEGIC PLAN 2025-2028

Develop your voice; unlock your potential.

Foreword

The story of Women Speak Up (WSU) is rooted in love, resilience and vision. Our founder, my husband Richard Clost, was born with health challenges. He was raised by a remarkable woman–his mother: Marjolaine Provost-Clost. He experienced first hand what it was like, not just for him but for his mother to cope with the demands of raising a child that needed significant medical care to survive. Through the lows and highs of raising him while his father was away in the army (deployed during the Korean War); and despite the many doctor's visits and surgeries, her strength, sacrifice, and unwavering devotion became his lifelong inspiration.

I joined Richard in this purpose, bringing my own experiences of resilience and a desire to share my own story of learning the value of my voice and the importance of being assertive. We knew that together we could create a space where women's voices are valued and celebrated. What began as a dream has now been a reality for the last six years; we're growing steadily and leaving a tangible footprint in our community. In Ottawa alone, WSU has touched the lives of women through powerful personal stories, mentorship, workshops, social events, and opportunities for connection and healing. And this is only the beginning–we continue to expand, grow, and strengthen our presence, now building roots in Toronto.

Guided by this foundation, our Strategic Plan focuses on four key priorities:

1. Build a resilient and diverse funding base
2. Strengthen leadership for long term success
3. Empower and engage our community of members
4. Expand awareness and community connection

This plan is a reflection of the women we serve, the resilience of our team, and the legacy Richard envisioned–a legacy that continues to grow. At Women Speak Up, we know that when women raise their voices, the world changes.

Mrs. Halcian Joseph-Clost

Our Vision

We are a leader in helping women to own and use their voices to elevate themselves, step into purpose, and to transform their lives, homes, and communities.

Our Mission

To give women the tools and practical opportunities to use their voices with confidence, sharing their extraordinary stories within a supportive environment.

We are dedicated to developing women for maximum positive impact at home, at work, in business, and in the community.

Our Values

What matters most to us!
At Women Speak Up, we are guided by the following core values:

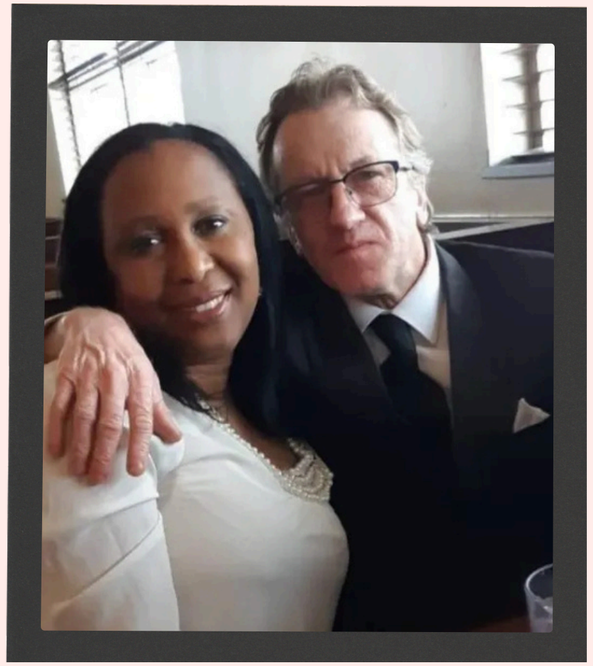
- Truth
- Courage
- Openness
- Patience

Our Programs Areas

Our mission is expressed in activities that centre the following key themes/program areas:

- Storytelling
- Coaching
- Community Connections
- Purposeful-living

Our Board Of Directors



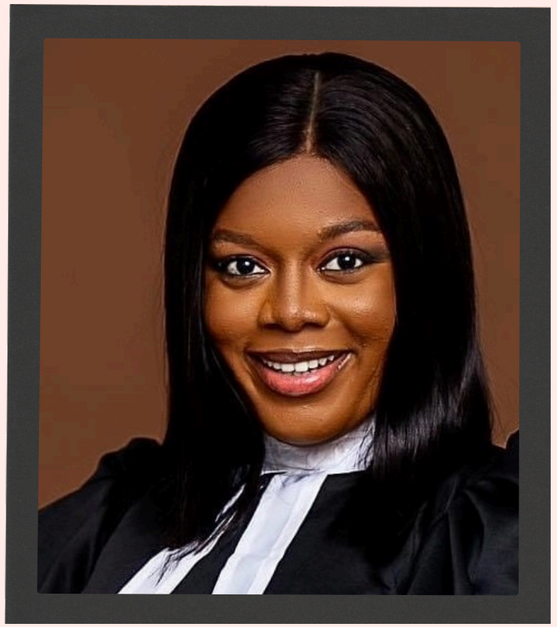
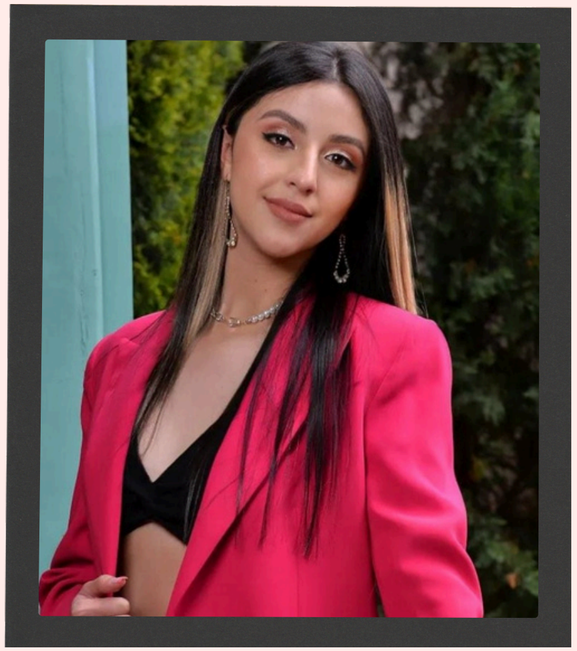
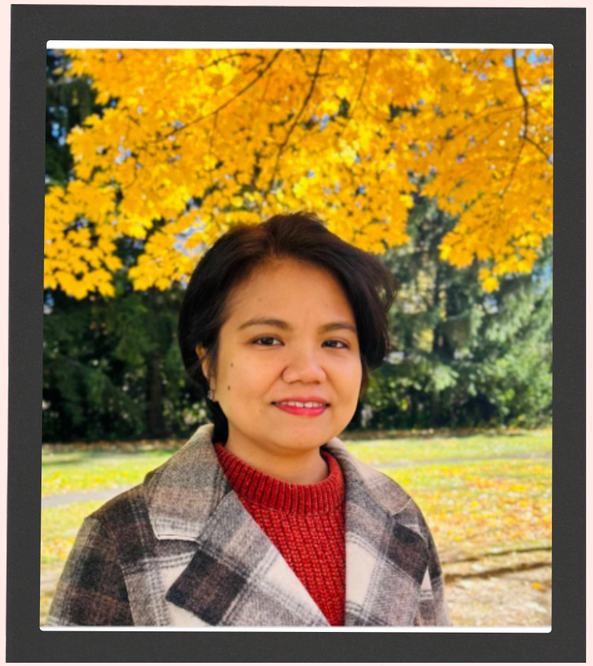
Founders

- **Richard Clost** – Visionary founder who dreamed of a space where women would feel seen, supported, and empowered to reach their full potential.
- **Halcian Clost** – Co-founder and Chief Operating Officer leading business operations, program design, outreach, and community building.

Board of Directors

- **DeArthie Bell** – Life coach and corporate leader with over 30 years in personal and professional development.
- **Guy Serge Bodo** – Communications and event strategist with 16+ years of international experience.
- **Margaret Sears** – Legal professional with 15+ years' experience in capital markets and commercial law.

Core Team Members

- **Chimankpa Vivian Udoji** – Policy Analyst, Lawyer and women's empowerment advocate.
- **Vannesa Cardona** – Programs and Events Coordinator with expertise in gender equity, victimology, marketing, and frontline community work.
- **Brenda Ceballos**, Administrative Consultant to the Co-Founders and Board of Directors, who brings to WSU a decade of administrative/office management experience from working in Dubai, UAE.
- **Pamela Nga** – PR, Communications, and Marketing Consultant, specializing in digital storytelling, event campaigns, and community engagement.

WSU gratefully acknowledges the invaluable support of our an incredible group of passionate and dedicated volunteers show up consistently to plan and deliver caring services and events to our community.

Our Priorities

01

Build a Resilient and Diverse Funding Base

02

Strengthen Leadership for Long-Term Success

03

Empower and Engage Our Community of Members

04

Expand Awareness and Community Connection

1 Build a Resilient and Diverse Funding Base

Secure diverse revenue streams and invest in mission-aligned growth to strengthen Women Speak Up’s financial resilience and long-term sustainability.

Action Items:

Pursue Funding Diversification: Actively seek grants, sponsorships, and donor contributions.

Develop Revenue-Generating Services: Introduce offerings such as leadership coaching, paid workshops, or consulting support.

Implement Financial Planning Tools: Establish clear budget guidelines, tracking systems, and financial forecasts.

Create a Risk Preparedness Fund: Build a contingency reserve and a financial risk assessment framework.

2 Strengthen Leadership for Long-Term Success

Enhance board capacity, governance structures, and succession planning to build strong and sustainable leadership for the organization.

Action Items:

Create a Succession Plan: Outline a roadmap for leadership transitions, including mentorship and onboarding.

Diversify the Board: Recruit members with expertise in finance, governance, community development, and strategy.

Enhance Organizational Capacity: Offer leadership training and skill-building workshops for board and staff.

Establish Transparent Structures: Define roles, responsibilities, and governance protocols for consistent decision-making.

3 Empower and Engage Our Community of Members

Strengthen member engagement by nurturing inclusive spaces, amplifying voices, and building collaborative relationships across sectors.

Action Items:

Enhance Member Engagement: Launch mentorship circles, peer-led forums, and storytelling initiatives.

Foster Collaboration: Partner with universities, nonprofits, and student groups to expand reach and relevance.

Strengthen Stakeholder Feedback Loops: Conduct regular surveys and focus groups to tailor programming to evolving member needs.

Celebrate and Share Member Successes: Use digital and in-person platforms to highlight impact stories.

4 Expand Awareness and Community Connection

Amplify Women Speak Up’s visibility through strategic storytelling, empowering women, wellness-centered campaigns, and a unified marketing approach that inspires and informs.

Action Items:

Tell Our Story Authentically: Share impact stories and mission-driven narratives that resonate with diverse communities.

Boost Digital Presence: Develop a strong social media and content strategy to drive awareness and engagement.

Champion Women’s Wellness: Launch health and empowerment campaigns that position WSU as a wellness leader.

Develop a Strategic Marketing Plan: Create a clear, targeted roadmap for communications, media outreach, and brand consistency.

Join Our Community

www.womenspeakup.ca
@womenspeakupcanada