



STRATEGIC PLAN 2023-26

VISION

**Empowered Women,
Empowered Communities**

MISSION

Malton Women Council empowers women and enhances their overall well-being by providing platforms and creating opportunities to excel.

OUR VALUES:

**EMPOWERMENT
ACCOUNTABILITY
COLLABORATION
RESILIENCE**

CONTINUOUS IMPROVEMENT



STRATEGIC PRIORITIES: 2023-26

1

WORKFORCE DEVELOPMENT

- Enrich staff capacity to innovate.
- Lead with confidence and optimism through change and uncertainty.
- Continuously deliver opportunities for staff growth, development, and well-being.

2

STRENGTHEN GOVERNANCE AND LEADERSHIP

- Provide opportunities for meaningful learning and professional growth for board members and leadership to enable advancement of new mission, vision, and strategic priorities.

3

EXPAND FUNDING AND FUNDRAISING

- Increase government funding to develop innovative programs for women.
- Develop a strategy to become a base funded organization.
- Raise funds by developing a fund-raising strategy.

4

EXPAND PROGRAMS AND SERVICES

- Expand the scope of current programs and services.
- Develop innovative programs to meet the changing needs of service users.

5

STRENGTHEN INFRASTRUCTURE

- Incorporate digital technology in all areas of work.
- Enhance education and awareness using social media.
- Secure office space for delivery of programming.