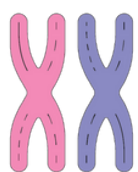




2025 – 2027



Double X Health Collective

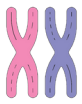
THREE-YEAR
STRATEGIC PLAN

2025 to 2027

DOUBLEXHEALTH.CA

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Message from the FOUNDER

It is with deep gratitude and great pride that I share with you the first official strategic plan for Double X Health Collective. This moment marks a powerful milestone in our organization's journey, one that reflects not only where we are today, but where we are determined to go in pursuit of health equity for all.

This plan is the result of intentional collaboration, thoughtful discussion, and community-rooted visioning. I want to extend my heartfelt thanks to our board members who dedicated their time, ideas, and care to this process. Your insights and unwavering commitment are the heart of this achievement.

Our mission, to improve how female reproductive health conditions are understood, diagnosed, and treated, is the cornerstone of this strategic plan. It is a mission born from urgency, lived experiences, and the firm belief that every person deserves compassionate, evidence-based care. Our vision for an equitable health care system where female reproductive health is approached with respect and dignity fuels everything we do.

This plan is grounded in our core values: equity, empowerment, trust, collaboration, and advocacy. These values guided each decision and are embedded within every goal, action, and outcome we aim to achieve.

Our strategic focus spans four key areas:

- **Governance & Finance:** Establishing a sustainable, independent structure that ensures responsible stewardship.
- **Fundraising:** Building consistent funding streams to support our long-term impact.
- **Communications:** Engaging and mobilizing a vibrant, values-aligned community.
- **Research:** Advancing inclusive, innovative research across all stages of reproductive health.

At its core, this plan is a call to action. It invites us all to walk this path together. Our collective strength is what will bring this plan to life.

I am confident in our direction, inspired by our purpose, and honored to be on this shared journey with you. The future we envision is bold and it is within reach, together.

In solidarity and support,

ELIZABETH THOMPSON

FOUNDER, DOUBLE X HEALTH COLLECTIVE





Our MISSION

Double X Health Collective is committed to improving how female reproductive health conditions are understood, diagnosed, and treated. We do this by supporting evidence-based research, advocacy, and education that advances equitable access to care.

Our CORE VALUES

EQUITY

We believe in a health care system that treats all people with fairness, dignity, and respect. We value inclusive practices and are committed to addressing systemic barriers that impact access to equitable care.

EMPOWERMENT

We believe that everyone has the right to understand their body and make informed choices about their health. We value autonomy, well-being, and care that is grounded in respect and compassion.

TRUST

We value honesty, integrity, and transparency. We know that trust is built through consistent, reliable, and respectful relationships, both with each other and with the communities we support.

COLLABORATION

We understand that we are stronger when we work together. We believe in the power of sharing knowledge and building relationships across disciplines, communities, and lived experiences to create lasting change.

ADVOCACY

We believe in standing up for what matters. We are committed to challenging systems that don't work and advancing a more just, accountable, and compassionate approach to female reproductive health.

Our VISION

An equitable health care system where conditions affecting female reproductive health are diagnosed quickly, treated effectively, and approached with respect, attention and care.



Our STRATEGIC GOALS

for 2025 to 2027

The following strategic goals reflect the core priorities that will guide Double X Health Collective over the next three years. Together, they provide a roadmap for building a strong organizational foundation, securing long-term sustainability, amplifying our voice, and supporting impactful research. Each goal is rooted in our mission and values, and is supported by actionable strategies and measurable outcomes to ensure progress and accountability.

01

Governance & Finance

Establish a reliable, strategic, independent governance structure and robust financial plan.

02

Fundraising

Build consistent funding streams that support long-term sustainability and organizational independence.

03

Communications

Create impactful communications that resonate with our audience, strengthen our community, and drive meaningful engagement.

04

Research

Support innovative and inclusive research that addresses female reproductive health across all life stages.



GOVERNANCE & FINANCE

Strategic Goal

Establish a reliable, strategic, independent governance structure and robust financial plan.

STRATEGY 1

Develop a long-term budget that supports sustainability and growth.

ACTIONS

- Conduct a financial needs assessment to determine how much funding is needed, and when.
- Create multiple budget scenarios that account for different growth, funding, and operational realities.
- Maintain accurate records and processes to ensure responsible financial stewardship.

PERFORMANCE MEASURES

- Board approval of baseline financial needs and annual budget.
- Budget-aligned workplans developed by key committees.
- Annual audited financial statements prepared and reviewed.

STRATEGY 2

Build strong, purpose-driven committees aligned with organizational goals.

ACTIONS

- Establish a regular meeting schedule with clear agendas and reporting requirements for each committee.
- Develop and document roles and responsibilities for each committee.
- Phase out the Executive Director's role as a voting Board member to separate governance and operations.

PERFORMANCE MEASURES

- Quarterly committee reports submitted to Board.
- Updated corporate structure and bylaws to reflect the Executive Director's non-voting status.

FUNDRAISING

Strategic Goal

Build consistent funding streams that support long-term sustainability and organizational independence.

STRATEGY 1

Build and maintain relationships with recurring funding partners.

ACTIONS

- Participate regularly in industry events and networking opportunities.
- Develop and maintain a funder CRM to track relationship history.
- Create and implement a donor stewardship plan to nurture ongoing relationships.

PERFORMANCE MEASURES

- Board member attendance at a minimum of one event per month.
- CRM system updated monthly with a minimum of five new prospects.
- Active funders receive personalized stewardship touchpoints at least four times per year.

STRATEGY 2

Develop a grant database and application schedule to guide ongoing submissions.

ACTIONS

- Build a centralized database and calendar to track grant opportunities and deadlines.
- Develop reusable templates and standardized language for grant applications.
- Review submission outcomes to strengthen future applications.

PERFORMANCE MEASURES

- Database updated monthly, with a minimum of two grant submissions per month.
- At least one successful grant secured within the first 12 months.
- Post-submission reviews completed for 100% of grants, with lessons learned.



COMMUNICATIONS

Strategic Goal

Create impactful communications that resonate with our audience, strengthen our community, and drive meaningful engagement.

STRATEGY 1

Grow and engage a values-aligned community.

ACTIONS

- Grow our email list through digital channels and outreach events.
- Increase overall social platform engagement rate by frequently posting interactive content and clear calls to action.
- Host one in-person event and one interactive virtual event by the end of 2025.

PERFORMANCE MEASURES

- 250 subscribers by end of 2025.
- 25% quarterly growth in engagement on social platforms.
- Conversion of 25% of event attendees into newsletter subscribers.

STRATEGY 2

Establish Double X Health Collective as a credible voice in female reproductive health.

ACTIONS

- Publish educational resources with citations from peer-reviewed sources or healthcare professionals.
- Obtain personalized stories from individuals to highlight lived experiences.

PERFORMANCE MEASURES

- 100% of educational resources include verified citations from peer-reviewed or qualified sources.
- One storytelling campaign launched by the end 2025.

STRATEGY 3

Mobilize support through strategic partnerships and meaningful engagement.

ACTIONS

- Partner with values-aligned digital creators or platforms to co-promote campaigns and content.
- Partner with values-aligned companies or organizations to co-promote campaigns and content.

PERFORMANCE MEASURES

- One creator or platform partnership secured by end of 2025.
- One company or organization partnership secured by end of 2025.

RESEARCH

Strategic Goal

Support innovative and inclusive research that addresses female reproductive health across all life stages.

STRATEGY 1

Develop a clear framework and process for awarding research funding.

ACTIONS

- Conduct research to ensure the granting process complies with ethical guidelines for human-based research.
- Define eligibility criteria and application requirements for research funding.
- Develop a process to advertise and promote calls for research proposals.

PERFORMANCE MEASURES

- Standard Operating Procedure (SOP) for the research granting process developed, documented, approved, and reviewed annually.

STRATEGY 2

Provide funding for two research projects.

ACTIONS

- Identify and select specific research topics to fund, and define the scope and budget for each project.
- Develop and publish a call for proposals with clear application guidelines and deadlines.
- Review submissions, select recipients, and fund two research projects with publication requirements.

PERFORMANCE MEASURES

- Two research topics selected and formally approved by Board.
- Application process launched with established timelines for completion of research.
- Funded research projects completed and published.



ACKNOWLEDGEMENTS

We gratefully acknowledge the contributions of the Double X Health Collective Board of Directors, whose insight and leadership shaped the development of this strategic plan.

Arianne Bilas, Co-Vice Chair
Laurie Brovold, Board Chair
Tanya Morris, Co-Vice Chair
Victoria Pileggi, Board Member
Shannon Ruse, Board Member
Savanna Schiavo, Treasurer
Hava Starkman, Board Member
Liz Thompson, Founder
Humna Wasim, Board Member
Katherine Zagrodney, Secretary



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