

MISSION IMPACT FRAMEWORK OVERVIEW

During the 2015 Annual Conference, YWCA USA unveiled the Mission Impact Framework (MIF). This framework is a new tool for describing, focusing, and measuring the collective impact of our national YWCA network. The mission impact framework allows us to coordinate mission impact work and also acknowledges that each YWCA local association responds to the unique needs of their community. Additionally, the framework optimizes YWCA's strength as an organization with a local presence in more than 1,200 locations across the nation that also engage in public policy advocacy.

YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. Our Mission Impact Framework is a strategy that helps us collectively focus and measure our organizational impact. The framework consists of: three **signature platforms**, three **signature outcomes** and three **commitments**. Additionally, the Mission Impact Framework includes advocacy priorities, model programs, and affinity groups all selected to further enhance our collective impact

SIGNATURE PLATFORMS

Our three signature platforms are **Racial Justice and Civil Rights, Empowerment and Economic Advancement of Women and Girls**, and **Health and Safety of Women and Girls**. For each signature platform there is a corresponding signature outcome. There are three ways to achieve the outcomes: through direct service programs, policy advocacy, and issue education campaigns. YWCA USA is also developing a suite of model programs (in each platform) to offer to local associations looking for assistance or resources that will enhance their capacity to contribute to our collective outcomes. This suite of model programs will be replicable, scalable, and evidence based.

SIGNATURE OUTCOMES

For **Racial Justice and Civil Rights**, our signature outcome is *to increase the equal protections and equal opportunities of people of color*. Included within the scope of this outcome, YWCA USA continues our long-standing fight against racial profiling with a new focus on its impact on

women and girls of color. This outcome was revised in August of 2015. **NOTE:** The original outcome, shared at the 2015 Annual Conference, was exclusively focused on racial profiling. The new and broader outcome, released in August of 2015, is more inclusive of the breadth of racial justice work that is happening across the YWCA network.

For **Empowerment and Economic Advancement of Women and Girls**, YWCA USA works to *increase economic opportunities for women and girls of color*. We recognize the importance of addressing the inequities that exist for this historically and contemporarily marginalized community.

For **Health and Safety of Women and Girls**, YWCA seeks to *improve the health and safety of women and girls of color*. If women and girls of color do not have access to high quality health and safety resources or support systems they cannot be empowered. The disproportionately negative health and safety outcomes for women and girls of color is a prime example of the ways institutional racism and sexism work together.

COMMITMENTS

YWCA USA has historically been involved in **leadership development**, empowerment of **young women & girls**, and advocating for the rights of women and girls on the **global** stage. Those three commitments influence all aspects of the YWCA USA's mission impact framework and priorities.

Leadership Development. YWCA has a vision of developing a national leadership network for girls and young women from across the country. Further, we hope to see that network culminate in a national leadership pipeline. Through this leadership network, YWCA USA will seek to *recruit young women of color into the non-profit sector*. As an industry, non-profit boards and paid staff often do not reflect the diversity of the communities they serve; particularly at the highest levels of leadership. YWCA has the capacity to partner with institutions and programs such as Women's Colleges, Historical Black Colleges, Hispanic Serving Institutions, Tribal Colleges and national leadership programs to encourage young women of color who are interested in community transformation, social justice and leadership to consider careers in the nonprofit sector. This program would contribute to our broader vision of leadership pipelines occurring in different communities across the country for girls that culminate in a national network.

Young Women and Girls. YWCA aims to inspire a new generation of young women to become strong leaders and advocates for opportunity and equity for all women. YWCA leadership programs serve more than 50,000 women each year, and one-third of them are young women. According to the YWCA USA Bylaws, Section 3,A, 4D, each YWCA local association is required to take demonstrable steps to ensure the involvement of women 30 years of age and under in its activities. Examples include, intentional inclusion of young women on the board and working committees; junior boards; outreach efforts for younger generations of women; professional development and philanthropic development opportunities; and more. Our commitment to girls, is a extension of our desire to “eliminate racism and empower women” by providing girls access to high quality educational and co-curricular learning communities where they are provided tools and opportunities that prepare them to succeed in spite of institutional racism and sexism.

Global. World YWCA is a global network of women leading social and economic change in over 120 countries worldwide. World YWCA advocates for peace, justice, human rights and care for the environment and has been at the forefront of raising the status of women and girls for more than a century. World YWCA develops women’s leadership to find local solutions to the global inequalities women and girls face. Each year, it reaches more than 25 million women and girls through work in over 20,000 communities. Through advocacy, training and development World YWCA empowers women, including young women, to lead social change. The 2012-2015 strategic plan of World YWCA focuses on women’s intergenerational leadership, women’s rights, movement building, and good governance. YWCA USA is a founding member of World YWCA and is part of the North American Region