



WOMEN'S FOUNDATION
FOR A GREATER MEMPHIS

VISION 2025 Strategic Plan

VISION 2025

To increase investment and reduce poverty in five Memphis neighborhoods by 2025.

GOAL 05 | Replicate the Model

GOAL 04 | Amplify the Story

GOAL 03 | Strengthen the Organization

GOAL 02 | Design Systems Framework

GOAL 01 | Sustain in 38126



Goal 1: Sustain in 38126

Improve economic and social outcomes for Memphis women and their families through strategic partnerships and grant-making investments.

- ❑ Expand support of best practice programs in zip code 38126
- ❑ Target the root conditions of economic challenges through investment in community-based, community-led solutions. These initiatives include education, workforce development and job training, employment opportunities, and access to support services.
- ❑ Increase annual grants to programs with a proven track record for building the economic security of women and their families, including early education, youth employment and paid internships.
- ❑ Create new collaborations in support of family asset building opportunities along with innovative solutions that eliminate barriers to access of quality, affordable childcare, and transportation.
- ❑ Support young-women led efforts designed to build leadership, increase life skills, boost academic success, and ensure post-secondary educational pursuits as pathways to economic opportunity.
- ❑ Foster connection links between key workforce skills needs and opportunities, through collaboration with community stakeholders (including the Greater Memphis Chamber.)

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Goal 2: Design Systems Framework

Expand collaborations and strategic alliances to build a new network of resources aimed at creating a high impact pipeline of rewarding job opportunities matched with skilled and prepared candidates for employment.

- ❑ Leverage partnerships and resources focused on ending poverty for women and their families.
- ❑ Support learnings, connections and opportunities for organizations and community leaders to pursue strategic, responsive, and innovative employment opportunities for low-income families.
- ❑ Design and map systems-change frameworks that removes barriers, incentivize employment growth opportunities, and improve outcomes for families.
- ❑ Work with both City and County youth opportunities programs to help open a direct and efficient pipeline for youth training, post-secondary education, and employment opportunities.
- ❑ Create an Asset-Building network designed to create family wealth using the two-generation approach.
- ❑ Engage in participatory learning, conduct research, and build relationships to empower and create transformational change.
- ❑ Evaluate programs and strategies that generate the greatest impact based on a system of understanding and documentation of effective evidence-based programs.

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Goal 3: Strengthen the Organization

Assess the organizational sustainability requirements – including human capital and technology - to help strengthen WFGM overall capacity and growth plan, and to increase its ability to serve as a resource for donors, grantees, and community partners.

- Strengthen WFGM's ability to center diversity, equity and inclusion in its work.
- Review, update, and model WFGM guiding principles and values at all levels.
- Define a comprehensive growth plan and timeline for expansion of Vision 2025 neighborhood development efforts.
- Recruit board members and volunteers reflective of values and expertise to drive our vision.
- Secure additional resources for grant making investments, personnel and staff capacity required to support expanding impact, visibility, and geographical reach.
- Raise sustainable reserve to ensure ability to support Vision 2025 \$10 million five-year community investments.

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Goal 4: Amplify Our Story

Increase our leadership influence through strategic communications.

- Position WFGM as a leading catalyst and driver of change on the issue of women's economic security in Memphis.
- Develop and sustain a comprehensive communications plan and public relations awareness campaign.
- Document the challenges overcoming or removing barriers faced by our partners, individuals served and our organizational shifts.
- Leverage the stories of women with lived experiences of economic insecurity or poverty.
- Create volunteer committees to support communications plans, leadership webinars, media relations and social media engagement.
- Share timely WFGM success stories over all communication platforms.
- Develop and support an engaged network of donors that invests in high impact philanthropy for women, girls, and gender equity.

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Goal 5: Replicate the Model

Leverage our deep expertise and insight to build new collaborative partnerships to replicate the WFGM neighborhood-based, poverty reduction model.

- Research and identify four additional Memphis communities positioned to execute the model.
- Work with the University of Memphis and other collaborative research and evaluation partners to determine qualitative and quantitative measurements that assess the impact of past, current and future WFGM investments.
- Document best practices for employing a place-based strategy in new communities.
- Provide annual Impact Report to all stakeholders.

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wfgm.org

One Commerce Square | 40 S. Main Street, Suite 2280
Memphis, Tennessee 38103

Twitter: @WFGM_ORG | Facebook: Women's Foundation
YouTube: WFGM1995 | Instagram: WFGM_ORG