



Strategic Plan: April 2021 to March 31, 2023

Mission: The Multicultural Women's Organization of Newfoundland and Labrador (MWONL) serves immigrant, newcomer, and visible minority women through a wide variety of supportive and culturally appropriate programs and services that facilitate connection, belonging, and participation in the community.

Strategic Direction 1

Deepen our understanding of the needs of our target population throughout the province.

Goals:

1. Develop a robust data collection process and capture key information of our members and other participants.
2. Develop a consistent mechanism and tools for outreach and engagement purposes.

Vision: A dynamic women-led organization that empowers and supports women from diverse backgrounds.

Strategic Direction 2

Ensure MWONL has a diversified and sustainable funding strategy.

Goals:

1. Explore and develop new partnerships, including non-profit, for profit and academia entities.
2. By March 2023, engage fundraising expertise that results in an operating budget of \$250,000.
3. Develop a fundraising plan that supports our operating budget goals.

Values:

Women-Centred: A diverse group of women supporting each other.

Empowerment: Strengthening women's voices and choices.

Equity: Enabling opportunities that elevate women.

Cultural Safety: A respectful space for women free of racism and other forms of discrimination.

Strategic Direction 3

Articulate the added-value that MWONL brings to our members, community, and other internal and external stakeholders.

Goals:

1. Explore and develop new partnerships, including non-profit, for profit and academia entities.
2. By March 2023, engage fundraising expertise that results in an operating budget of \$250,000.
3. Develop a fundraising plan that supports our operating budget goals.