

A woman's profile is shown in silhouette on the right side of the page, looking towards the left. The background is a soft, warm sunset or sunrise with a blurred landscape. The overall color palette is dominated by purples, pinks, and oranges.

CCFWG

Chester County Fund for Women & Girls

2018-2021
Strategic Plan

LEADING
AND UNITING
FOR WOMEN
AND GIRLS



In a shifting climate,
an unwavering
belief in our core
makes us strong,
inspired and poised.
We boldly uphold
these values in all
that we do.

Chester County Fund for Women and Girls (CCFWG) has a long history as the go-to source for information such as our Blueprint Report, which provides critical data about how women and girls are faring at the county, state and national levels.

Providing this information is only the spark. We bring issues to the forefront through education, dialogue and collaboration to achieve positive change for women and girls.

Over the past 20 years, we have invested \$3 million in grants to 72 non-profit organizations that are addressing the needs of women and girls.

Our philanthropy is more than granting out money; we are a *convener, partner and collaborator* to create sustainable change. By increasing the investment in women, girls and their families, we strengthen the entire community.

A Clear Vision for Women and Girls

OUR MISSION

The Chester County Fund for Women and Girls leads and unites the community through philanthropy and advocacy to ensure that women and girls have the resources and opportunities to thrive.

OUR VISION

Women and girls will have equality and security, making our communities stronger and more vibrant for everyone. CCFWG will be seen as a vital partner and leader, known for our boldness, connectivity and creativity as we bring together and support individuals and organizations around a shared commitment to the well-being and self-determination of women and girls.



"As we enter into our third decade as a leading voice for Chester County's women and girls, our passion and commitment are stronger than ever."

-Michelle Legaspi Sánchez
Executive Director

GUIDING PRINCIPLES

Equality

We are committed to achieving equal status, opportunities and rights for women and girls.

Security

We will ensure that women and girls have safe and stable lives, allowing them to improve their economic independence, health and wellness.

Community

We connect partners, ideas and resources by investing in leadership and collaboration, and supporting service and advocacy organizations.

Knowledge

We raise awareness, educate the community and generate solutions through research, data and outreach.

Integrity

We remain thoughtful, strategic, transparent and responsive to community needs.

Inclusion

We welcome all who seek to learn, serve and support others in the pursuit of our mission, knowing that our work is strongest with many perspectives and diverse leadership.

Strength

We build on the strength of women and girls by raising issues and taking stands. Together, we will achieve positive change.

Our New Strategic Framework

CCFWG's strong grantmaking programs serve as the base of our work, which is amplified by strategic communications, community engagement and investment in the strength of our organization.

CORE STRATEGIES



Strategic Communications

Invest in branding and strategic communications to clarify CCFWG's brand and amplify its role in the community.

Lead and Unite the Community

Engage the community in collective efforts to improve the lives of women and girls.

Long-Term Sustainability

Invest in CCFWG's leadership, staff and fundraising to strengthen our long-term sustainability and impact.

Grantmaking

Continually review and adjust grantmaking to achieve the greatest possible impact.

Core Strategy I

Strategic Communications

To raise awareness about gender equity and CCFWG's role in addressing it, we will sharpen our brand identity and develop a powerful messaging strategy. This will enable us to:

1 Increase our reach in the community

We will strengthen our brand and identity to solidify our role as a community resource for individuals and organizations seeking information, support and education on matters that impact women and girls in Chester County.

2 Amplify our voice

CCFWG will ensure our stakeholders feel informed and supported, serving as the go-to resource for local legislators, decision makers and community partners on issues affecting women and girls.



Core Strategy II

Lead and Unite the Community

For CCFWG to fully realize our mission, we need to build upon our organization's strong foundation by using our voice to engage the community in collective efforts to improve the lives of women and girls. We are poised and ready to carry our work forward in the following ways:

1



Strengthen CCFWG's role as an advocate

CCFWG will define an appropriate and effective advocacy role to be a bold voice in the community. We will amplify the voices of our partners to increase resources, convene and educate, offer thought leadership, and lead or coordinate advocacy efforts.

2



Leverage the Blueprint Report as a tool for outreach and advocacy

Our team will use the comprehensive report and interim updates for regular presentations around Chester County to community members, donors, supporters, elected officials, colleagues and non-profit organizations.

3



Create and promote leadership opportunities

We will invest in developing and building the capacity of non-profit leaders, create and promote leadership opportunities for women and girls, and specifically engage millennial women in creating social change.

4



Cultivate and maintain strong partnerships

We will strategically advance clear goals for programming, fundraising, advocacy and leadership by exploring and establishing new partnerships with private and public stakeholders, as well as deepening existing partnerships.



Core Strategy III

Long-Term Sustainability

Building a stronger, more sustainable organization is key to ensuring our ability to operate in perpetuity as a permanent resource for improving the lives of women and girls in Chester County. We will invest in our staff, Board and infrastructure in the following ways:



- 1 Support ongoing staff and Board leadership development**
- 2 Continue to recruit and train with intentional focus on diversity, equity, network expansion and leadership needed to advance our work**
- 3 Complete 'Forecast for the Future' with 1, 3, 5 and 10 year targets for growth related to grantmaking, non-grantmaking activities and organizational sustainability**



Core Strategy IV

Grantmaking

Our grantee partners are on the front lines of creating change. CCFWG will build upon our philanthropic legacy and continue to adapt our grantmaking programs in a way that is responsive to our grantee partners and will enable them to have the greatest possible impact.

- 1** Increase our impact through regular assessment of policies and desired outcomes to better support the work of our grantee partners
- 2** Evaluate the effectiveness and structure of all grantmaking programs, including our Girls Advisory Board



How Can You Help?



Share

For a better future for all women and girls in Chester County, we encourage you to share this strategic plan and our Blueprint Report to help others learn about ways to strengthen opportunities and resources for women and girls in our communities. These and other resources can be found on our website at www.ccfwg.org/research.

Volunteer

Join one of our committees or volunteer to help out at a CCFWG event in the community. We are always looking to engage our supporters. Reach out to us at info@ccfwg.org and ask how you can get involved.

Interested in volunteering with one of our grantee organizations? We can help connect you.

Follow

Check us out on Facebook, Instagram, Twitter and LinkedIn for the latest updates on what we are doing for women and girls in Chester County. Be sure to like our social media pages and follow us! To receive direct updates on our progress, subscribe to our email newsletter at www.ccfwg.org.

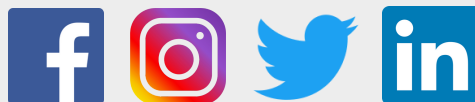
Donate

We are so grateful for the support of our community and would love the chance to put your dollars to work for local women and girls. No amount is too small. Learn more at www.ccfwg.org/donate-now/.



Join Us!

We can accomplish more together. Connect with us at www.ccfwg.org or on social media at [@ccwomenandgirls](https://www.instagram.com/ccwomenandgirls) to join in our strengthened vision to improve the lives of local women and girls!



Chester County Fund for Women and Girls

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