

FULL POTENTIAL.

NOT PARTIAL.

NOT JUST ½ OF WHAT A GIRL IS DREAMING OF.
NOT 87.5% OF A MAN'S POTENTIAL.

THE WHOLE SHEBANG.

THAT'S WHAT WE'RE WORKING TOWARDS.



BOLD?

YES, MA'AM.

SMART AND STRATEGIC?

YOU GOT IT, SISTER.

EFFECTIVE?

OH, MAMA. WAIT UNTIL YOU SEE WHAT WE
CAN ACCOMPLISH TOGETHER.



THE WOMEN'S
FOUNDATION
OF COLORADO

Donate now or learn
more at wfco.org

THINK BIG. BE BOLD. STAY FOCUSED. ACCOMPLISH MORE.

THE WOMEN'S FOUNDATION OF COLORADO HAS THE
STRENGTH AND THE STRATEGY TO CREATE CHANGE.

Here are the highlights of our Strategic Plan 2012-2016



THE WOMEN'S
FOUNDATION
OF COLORADO

WE WANT TO BE VERY CLEAR ABOUT WHAT WE ARE COMMITTED TO:

- **We will boldly lead systemic change** that will advance economic opportunities for all women and girls in Colorado.
- **We will utilize exceptional research** to build our knowledge base and guide our actions.
- **We will be a force in building up philanthropy** that supports and advocates for women and girls in Colorado.
- **We will promote inclusiveness** and be dedicated to diversity in the people and causes we work for, the partners we work with and the ideas we champion.
- **We will create strategic partnerships** throughout the state in order to fulfill our mission.

THIS IS A MULTI-YEAR STRATEGIC PLAN. HERE'S HOW OUR 5-YEAR STRATEGY WILL PAY OFF:

- We will be the recognized voice on issues of economic opportunity for women and girls in Colorado.
- We will have established ourselves as the organization that has published signature statewide research and elevated key issues about the status of women and girls in Colorado.
- We will have raised awareness and proven the power of collective action.
- We will have used our research to encourage others to invest in a variety of key issues highlighted by our findings.

**WE ARE NOT AFRAID OF COMMITMENT.
WE ARE AFRAID OF BEING WISHY-WASHY.**



OUR STRATEGY. REFINED & DEFINED.

WE WILL KNOW WHAT WE ARE FIGHTING FOR.

- We want to make sure every woman and girl in Colorado can reach her full potential.
- We will tackle issues that may include but are not limited to education, career advancement at all levels, economic advancement, and increased philanthropy from women, for women.

WE WILL HARNESS THE POWER OF RESEARCH.

- We will guide our generosity and our hearts with verifiable data.
- We will initiate annual statewide research that will evaluate the status of women and girls along a variety of indicators.
- We will target and pursue research indicators that are most relevant and impactful in Colorado.
- We will focus our voice and actions on issues of economic opportunity and use our annual research to keep us informed about additional ways to advance our mission.
- We will commission and publish an annual “State of the State” report on women and girls in Colorado.

WE WILL HAVE A DEFINED TIMEFRAME.

- We will prioritize our work within this timeframe based on the combination of opportunities, funding resources and strategic initiatives.
- We will maximize time, dollars and expertise so that we can most efficiently create significant change.

WE WILL ADOPT A NEW “DIRECTED GRANTMAKING” APPROACH.

- Guided by our research and strategic initiatives, we will focus, providing more significant grants to a more select group of recipients. We will also consider multi-year grants.
- We will educate others about how to use their philanthropic efforts to support the advancement of women and girls.
- We will share the results of our research with our donor base, so that they can see both needs and progress.

WE WILL FORM STRATEGIC PARTNERSHIPS AND BE A VOICE FOR OTHERS TO JOIN IN OUR CAUSE.

- We will seek opportunities to inform others about our research findings, build philanthropy with and for women, and educate the community about key issues.
- We will dedicate our public policy efforts to advancing our key initiatives.
- We will build funding partnerships with entities that support women and girls in Colorado and utilize the power of our collective network to achieve our goals. We will choose our partnerships based on information gained from our annual research.
- We will acknowledge that our primary “customers” are individuals and entities committed to advancing our strategy through financial donations or via direct services.

WE WILL BE ACCOUNTABLE.

We will be results-driven, measuring progress in our strategic areas, defining investment success for our donors, and tracking our own organizational performance measures.

WE WILL BE FINANCIALLY STRONG AND SUSTAINABLE.

- Our financial model will be grounded in long-term sustainability.
- We will focus on building an endowment significant enough to generate increased fee income as well as unrestricted dollars to support our strategic initiatives and annual operations.
- We will increase and diversify our revenue streams through new corporate partnerships, new and larger Donor Advised Funds, Special Interest Funds, Giving Circles and technology.
- We will shift our reliance on special event fundraising to create a more balanced, diversified income stream.

WE WILL BE COMMITTED TO THE NEEDS OF WOMEN ACROSS OUR STATE.

- We will find common ways, across the state, to address the key issues identified by our analysis and research.
- We will work in partnership with the people and organizations in local communities who share our goals to create a “network of change,” combining resources, creating efficiencies, and reaching a larger percentage of the population.

WE WILL USE OUR RESOURCES WISELY.

We will maintain a highly qualified staff to achieve our strategy and goals, and our Trustees will ensure that our strategic direction is on course and that we have sufficient resources.