



**WEST KOOTENAY WOMEN'S ASSOCIATION  
STRATEGIC PLAN 2024 to 2027  
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# Strategic Plan 2024-2027

**Vision: Equality in a world free of oppression.**

## Mission

The West Kootenay Women's Association promotes the equality and empowerment of women and gender diverse individuals and their children through advocacy, education and the provision of services and supports that meet their needs.

## Values

**Inclusivity-focused:** Committed to embracing diversity in all our efforts.

**Intersectional Feminism:** Empowering every marginalized voice.

**Equality:** Advocating for equal status, rights, and opportunities for all.

**Equity-Led and Partnered:** Modeling fairness in every partnership.

**Consensus-Based:** Decisions made through shared agreement.

**Passionate:** Driven by WKWA vision, mission, and purposes.

**Resilient:** Commitment to unity in our evolving organization.

**Accountability:** Upholding WKWA principles with integrity, while dismantling colonial structures within our organization.

**Bridge Builders:** Strengthening relationships with West Kootenay communities.

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**Compassion:** Practicing empathy and compassion.

**Respect:** Honouring each individual's dignity.

**Kindness:** Fostering a caring community.

**Connection:** Building authentic bonds within and beyond WKWA.

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**Safety:** Intentionally creating secure and supportive programming.

**Accommodating:** Meeting unique needs with flexibility.

**Welcoming Spaces:** Creating warm, open, and inviting spaces.

**Unique Programming:** Dedicated to women, gender-diverse individuals, and their children.

**Accessible Resources:** Providing relevant and essential support.

**Connection:** Building authentic bonds within and beyond WKWA.

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## Priority Focus Areas



## GOALS

1. We are an accessible, visible leader of inclusivity conversations within our community.
2. An organization with skilled and committed people who are clear about their roles and responsibilities.
3. Our unique programs align with WKWA's vision, mission, and guiding principles and are supported by staff, board, participants, and volunteers.

## IMPLEMENTATION

Once the Board receives the draft strategic plan from the consultant, it should be reviewed by all Directors, given time on the agenda to make any final tweaks and then officially adopted.

Once the plan is adopted by the Board, it can then be used in a variety of ways to begin implementation of the strategic goals by the board and staff. For example,

The action planning tables can be used as a starting point from which the Board can determine and establish sub-committees or working groups to begin working on the goals.

The action planning tables should be considered as dynamic documents for planning and can be utilized by staff to create work plans for years 1, 2 and 3 of the three-year plan.

Board meeting agendas can be organized to reflect the three key priority areas. Reports can be made under each area as to the progress toward the goal statement set in the plan.

The 'short' version of the Strategic Plan can be posted on the website, given to stakeholders and could also be posted visibly in the Women's Centre for members, participants, staff, and board alike to keep top of mind.

Being able to refer back to the vision, mission and values statements for the organization can help in decision making around strategic opportunities that come forward over the course of the next three years.