

Stand with her.



STRATEGIC PLAN 2025-2030

Over the next five years, YW Calgary will evolve, expand, and optimize our efforts to build a more safe and equitable community, by scaling what works, deepening partnerships, and advancing system-level change that improves the lives of women and their families.

OUR NORTH STAR

Stand with her.

This is more than our guiding light, it's our call to action.

Our new North Star, *Stand With Her*, provides focus as we look to the horizon over the next five years. It means walking alongside women at every step of their journey—meeting them where they are, honouring their unique experiences, and supporting them through their challenges, triumphs, and moments of uncertainty.



Strategic Focus Areas

MENTAL HEALTH | HEALTH EQUITY

Participants build self-awareness and gain tools to enhance emotional resilience, allowing them to manage challenges with greater confidence.

DOMESTIC VIOLENCE | HEALTHY RELATIONSHIPS

Participants are equipped with the knowledge, self-awareness, and confidence to recognize, build and sustain healthy relationships across all aspects of their lives.

ECONOMIC PROSPERITY

Participants gain economic freedom by shaping their futures, grounded in financial security and supported through career, entrepreneurship, and community networks.

Strategic Principles



**SOCIAL
INNOVATION**



PARTNERSHIP



PREVENTION



CREDIBILITY

Strategic Objectives

As we look to the future, our strategic objectives are rooted in leadership, intentional growth, and a collective commitment to equity. Through our strategic objectives we will strengthen our impact and contribute to lasting change.

> EVOLVE

As we evolve, YW Calgary will strengthen the futures of women and families, expand our impact beyond the organization, and deepen community engagement. We will promote healthy relationships, embed Equity, Diversity, and Inclusion, and advance Truth and Reconciliation through measurable action. Our efforts will include stronger partnerships with newcomer communities, people-centred HR practices, and engaging men and boys as allies in gender equity.

>> EXPAND

YW will grow with intention: scaling what works, embracing innovation, and removing barriers to equity. By strengthening programs, building partnerships, and increasing brand awareness, we aim to expand access to childcare, economic opportunity, early development, and safe, supportive systems. In doing so, we also strengthen our advocacy efforts to help shape more equitable systems for the future.

>>> OPTIMIZE

To drive lasting change, we must strengthen the systems that sustain our impact. Optimization means more than efficiency, it's a strategic path to adaptability, trust and long-term sustainability. By advancing how we use data, technology, and evidence, and by investing in new revenue streams and research partnerships, we aim to strengthen our foundation and elevate our collective ability to drive social progress.



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