

2025 Strategic Plan

eliminating racism
empowering women
ywca

Richmond

Empowering Women & Eliminating Racism

YWCA Richmond has long understood that race and gender must be addressed together in order to create a society that ensures dignity and peace for all. Racial and gender justice work is more than a programmatic intervention, it is a guiding

philosophy and practice that is incorporated into the work of YWCA Richmond. We continue to help our community confront challenges and adopt innovative solutions that create a lasting path to equity and opportunity.

We believe...

... everyone has the right to live in a safe and violence-free home

... all women can be empowered if we address the issues of racism

... all children deserve access to the path to educational success

... women working together across lines of difference can transform and improve life for all women, children and families.

Our 2025 Strategic Plan is an extension of the work we are already doing, and the work we still need to do to advance our mission of eliminating racism and empowering women.

YWCA Richmond's Vision

Our vision is to transform lives by creating access to opportunities, strengthening resilience, and advancing equitable systems for lifelong success. This vision will be fulfilled when all women and children, including individuals who are transgender or non-binary, are:

- Free from gender-based violence and exploitation
- Self-sufficient, paid a living wage, and able to thrive in their individual pursuits
- Able to access affordable and safe housing
- Receiving high-quality and affordable childcare and healthcare
- Fully and effectively represented in positions of leadership in their communities and workplaces



2020-2025 Strategic Goals:

GOAL 1: **Financial Vitality & Sustainability**

Strengthen YWCA's financial foundation by increasing revenue streams, implementing a human capital strategy and updating security and technology systems.

GOAL 2: **Action & Advocacy**

Advance YWCA's impact on social justice issues that align with gender and racial equity by focusing on women's leadership, economic empowerment, and the health and well-being of women, especially women of color and historically underrepresented individuals, and their families.

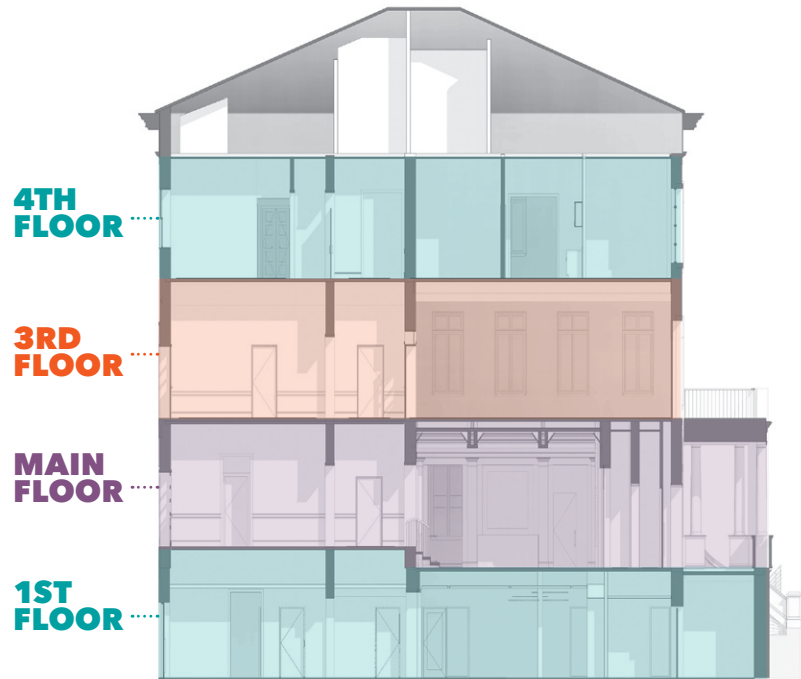
GOAL 3: **Service & Impact**

Innovate trauma-informed, solution-focused services that align with regional needs in emergency housing and prevention of intimate partner violence.

Expanded bilingual clinical and case management services to also include direct services for youth.

Implement a scalable model for the Sprout School and add social supports to influence a two generational approach to wealth building for Sprout School families.

THE NEW YWCA CENTER FOR EMPOWERMENT



We are transforming our downtown headquarters into a Center for Empowerment scheduled to be completed at the end of 2021! We have been serving women, children and families in the building since 1914. This historic landmark is undergoing a major renovation to include new centers for our expanded work in domestic and sexual violence, advocacy and equity, outreach and volunteer programs, workforce development and training. **yw**

CENTER FOR RESILIENCE

1ST FLOOR

- Domestic and Sexual Violence Services:
- 8 Counseling Rooms
 - Crisis Stabilization
 - Children's Waiting Room
 - Group Therapy

CENTER FOR ENGAGEMENT

MAIN FLOOR

- Lobby
- Conference Rooms
- Library
- Training Center
- Volunteer Spaces

CENTER FOR EQUITY

3RD FLOOR

- Job Training
- Leadership Training
- Gender & Equity Advocacy
- Partner Agencies Spaces

ADMINISTRATION

4TH FLOOR

- Leadership
- Finance
- Human Resources
- Advancement

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