



# 2024-2026 STRATEGIC PLAN

## VISION

To be a significant catalyst for creating an equitable, thriving community for all.

## MISSION

The women of Impact 100 dramatically improve lives in our Greater Cincinnati community by collectively funding transformational grants that make a lasting impact.

## GOALS

Driving toward 500 members and 5 grants by improving or increasing...

- Annual Grant Dollars
- # of Members
- Nonprofit Experience (NPS)
- % Engaged Members
- # of Members < 40 & Women of Color
- # of New Members

## PRIORITIES

### Improve the grant making experience for members and nonprofits

Elevate our impact by evolving grant making toward more trust-based practices and closer nonprofit partnerships, while improving the experience for all.

### Enhance the member experience to connect and grow

Create an environment where all members feel a sense of belonging and connection, growing engagement and adding new members for optimal organizational impact.

### Improve communication with members and the community

Communicate effectively and with transparency, encouraging member participation in organizational direction and change, while also expanding brand awareness and recognition.

### Simplify and standardize for organizational sustainability

Enhance our operational model to reduce individual workload, ensure long-term funding, and optimize leadership structure and practices.

## GUIDING PRINCIPLES

We...

- **Empower** women to be informed philanthropists and learn about nonprofits addressing needs in our community.
- Award **large transformational** grants to local projects and organizations.
- Advocate for **equity, representation** of those served, and **partnerships** in our grant-making.
- Ensure that **100%** of membership dollars go to grants and awards as **selected by the members**.
- Invite, welcome, respect, and connect women of **all backgrounds**.
- **Listen, learn,** and **innovate** for continuous improvement.

