



WOMEN FOR WOMEN
INTERNATIONAL



SWSN program participants during graduation ceremony in South Sudan. Credit: WfWI.

2030 STRATEGY

THE POWER OF WOMEN



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WOMEN HAVE THE POWER TO TRANSFORM THE WORLD.



Fatima, program participant in Iraq. Credit: Sabua.

All over the world, women face barriers to equality. A woman, who lives through war, experiences brutality, poverty, the death of loved ones and a fractured home and community. When the conflict is over, she is left without basic resources in a community that puts her needs last.

Women for Women International helps women survivors of war and conflict rebuild their lives, families and communities.

Over the past three decades, our global community of supporters has invested in more than half a million women, so they can learn to earn and save money, improve their health and well-being, influence decisions in the home and community and connect to networks for support.

As more and more conflicts arise across the world, we have rapidly grown as an organization, reaching women survivors of war in more than 17 countries, through our program and through partnerships.

Over the next five years, our goal is to consolidate that growth and to reach many more women directly, by partnering with and influencing others.

Our most important partner is the woman at the heart of our work, our participant. She is a survivor of conflict but also the key to transforming her community. When she rebuilds her own life, she, in turn, passes on her knowledge to her family, becoming the catalyst for change in her family, her community, and the wider ecosystem around her.

Our strategy seeks to harness the power of women to lead lasting, positive change.

**Our Vision: To create a world in which all women determine
the course of their lives and reach their full potential.**



By 2030, Women for Women International aims to be a sustainable organization that reaches millions of women and girls. There has never been a more urgent need for us to grow our global community of partners and supporters.

We want to invest in the power of women to change the world.

Here's how we plan to do it.

01 BY STRENGTHENING AND ADAPTING OUR EXISTING PROGRAMS

The foundation of our work remains the Stronger Women, Stronger Nations Program (SWSN)—a holistic approach designed to support women survivors of conflict by equipping them with the tools, skills, and resources they need to reach their full potential. Through SWSN, we aim to serve at least 15,000 new women each year. This will continue to be our primary program focus in the six countries where we have country offices— Afghanistan, Democratic Republic of Congo, Iraq, Nigeria, Palestine and South Sudan and in countries where we have responded to crises such as Burkina Faso, Mali, Syria, Myanmar and Ukraine.

In our SWSN Program, a woman joins a supportive group of fellow women where she can begin to heal from trauma. She learns practical skills like tailoring or poultry-keeping based on her local context, how to run a business and save money, and about nutrition and reproductive health. She also learns about her right to vote, to inherit property, and to prevent intimate partner violence. We stay for the long term, with teams that are local. After our participant has completed our year-long training, we continue to connect her to financial services and advanced business and graduate support networks. Women who go through our program are more likely to keep their daughters in school and advocate against child marriage.



Hasiba, Rajaa, Najma, Amal, and Shakiba enrolled in Women for Women International's program in Daratu in Iraq. The five women attended training, took sewing classes and learned about health. After securing a business start-up grant from our organization, they launched "Hanya", a tailoring business. During the strict COVID-19 lockdown, the women pivoted the business to producing masks for their families and community. The support from the group and sense of confidence the women gained, enabled them to be resilient in the face of a new challenge.

Photo - Top left Rajaa Ahmed, top right Najma Omar, Bottom left Amal Omar, bottom right Shakiba Muhammad. Credit: Alison Baskerville.

SWSN is central to our mission, and we will continually develop and test adaptations to this model. We meet women where they are, with programs adapted to each specific context. After receiving feedback from participants, we've adapted our signature program to address the unique challenges faced by adolescent girls in conflict affected areas. Early intervention is key to breaking the cycle of poverty and inequality.

Our newest program, the Adolescent Girls Program, is tailored to girls aged 16-17 who face extreme socio-economic hardship, early marriage, have discontinued their education or never had the opportunity and who may be young heads of household. This program equips teenage girls with essential life skills, boosts their self-confidence, and prepares them for economic independence so that they can take charge of their futures. After a successful pilot of our SWSN in Rwanda, we have launched the program in Nigeria and Iraq and plan to gradually expand to all our country offices.



Adolescent Girls pilot program example: After being sexually abused, Josephine became a teenage mom who had to drop out of school. She was determined not to give up on her dreams and in 2023, joined Women for Women Rwanda's Adolescent Girls program. She learned entrepreneurship and hairdressing skills and is now working full time as a hairdresser, saving money to go back to school and, one day, fulfill her dream of becoming a police officer.

Photo - Josephine at our training center in Rwanda. Credit: WFWI.



02 BY INCREASING OUR IMPACT THROUGH PARTNERSHIPS

We strive to be an innovation hub for continual learning that delivers transformative outcomes for women, and that promotes our Stronger Women Stronger Nations model as an approach for others to adopt.

Our work will evolve to deepen our relationships with local partners, especially Women's Rights Organizations (WROs) and Women-Led Organizations (WLOs), whose close connection to the local context ensures more effective, sustainable interventions. We will also develop hybrid models of program delivery, as seen in Palestine, where we combine our in-house expertise with local partners to address the needs of women survivors of conflict.

Our Conflict Response Fund (CRF) will continue to be central to our strategy, allowing us to respond rapidly to crisis situations and support localized responses to conflict. This fund enables us to scale our impact during active conflicts and crises, like those in Myanmar, Sudan, and Ukraine, and to deliver both immediate assistance and long-term support that addresses the full scope of a woman's needs in times of crisis.



Our Director of Country Support, Janet Coffey, visits our partner ADEP and its program participants in Burkina Faso. Credit: WfWI.



Since April 2023, violent conflict has ravaged Sudan with civilians caught in the crossfire. Millions of people have been displaced and there is little access to food or healthcare. There have been credible reports of horrific forms of violence against women including sexual violence, slavery and forced marriage. Through our Conflict Response Fund and partners on the ground, we are providing critical support for Sudanese women including food and cash assistance as well as sexual and reproductive health services through mobile clinics.

Photo - Our partner Sudan Family Planning Association in action in Sudan. Credit: SFPA.



03 BY CENTERING THE VOICES OF WOMEN EVERYWHERE

We will work to end discrimination by building more equitable households, communities and countries. We are committed to creating change from the ground up by investing in women and their allies. Women for Women International has a successful grassroots advocacy approach. Local women activists who have graduated from our programs, known as “Change Agents,” are trained to address issues of conflict and discrimination in their communities, particularly those disproportionately impacting women. In our Men’s Engagement Program, men learn about women’s rights to lead discussion groups with other men in their communities. We place a particular focus on training leaders to use their influence to help protect and promote gender equality. They create a ripple effect of change.

By the end of 2030, we will expand our reach by extending the Change Agent Program and Men’s Engagement Program to all communities implementing our core program. We will invest in methods to evaluate community impact and measure that change. We know women who graduate from our program build lasting relationships with each other and continue to maintain savings groups for decades. We will increasingly network graduates with one another and eventually across borders and around the world.

“The participants in our program deserve to have their voices heard by decision-makers on the issues that affect them, not only in their communities but at the state and national levels. We strive to amplify their voices and vision to influence change at the global level.”

Nunu Ntshingila | Global Board Chair

Through our Global Advocacy priorities, we will advocate for women’s economic power, women’s rights in conflict zones, their inclusion in decisions that impact their country, and the prevention of violence against them. Women for Women International will continue to champion a more peaceful, prosperous, and equal world for women everywhere, at local, national and international forums.

As a learning organization, we will continue to use data to improve the quality of our programs. Our daily interaction and close relationships with the women we serve drives these improvements and we share lessons learned with advocates, policymakers, and development experts.

Our goal is a connected, global community working together to create gender equality at every level of society. By embracing the collective power of women, our community can help create a better world.



At CSW69, we hosted a panel discussion on From Asking to Action, our Change-Agent-led consultation of 6,500 women from 14 conflict-affected countries. We shared key findings from Sudan, Palestine, and Syria alongside Fatima Ahmed (President, Zenab for Women Development), Amani Mustafa (Country Director, Women for Women International – Palestine), and Nisren Habib (Research Manager, Women Now for Development), with Marie Clarke (Acting CEO, Women for Women International) as moderator. Photo: Erika Kapin



“My life has really changed because before I didn't know the different forms of violence. But today I know about rape and violence. I now respect a woman. Personally, I changed a lot.”

Men's Engagement Program | Murhula from the Democratic Republic of Congo

Photo - Murhula, MEP graduate from the DRC.
Credit: Ryan Carter

04 BY STRENGTHENING OUR GLOBAL COMMUNITY OF SUPPORTERS

Since our inception in 1993, Women for Women International has worked in some of the hardest contexts to be a woman. We were founded on a core principle of solidarity—the belief that amplifying the lived realities of women in conflict and generating resources for her could create a path towards determining her own future.

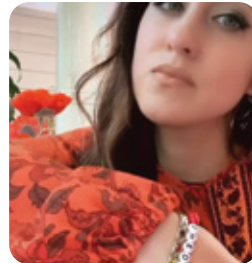
Since they are fundamental to our identity, our individual donors will remain the mainstay of our organization. Our brand refresh and updated sponsorship model, Stand with Her, represents our shift to a bolder approach—our aim is to attract and activate a new generation of supporters. We believe both that we can and must generate support from individuals in our continuing solidarity approach and that unrestricted funding should remain the bedrock of our revenue. Our ‘Stand with Her’ sisterhood model is a vital part of our impact, allowing us to be responsive to the needs of the women we serve. ‘Stand With Her’ supporters create a one-of-a-kind connection with our program participants who have an impact lasting a lifetime. They can share in their sister’s hopes, dreams, and challenges, and follow her progress as she courageously regains her power after surviving unthinkable hardships. We will activate and engage our global community of supporters by amplifying first-hand stories and the impact of their contribution and that of our partners, taking forward the powerful expressions of our solidarity approach with global campaigns like #SheDares.



Zainab Salbi
WFWI Founder



Priyanka Chopra
Actress and Producer



Meghan Kabir
Singer and Songwriter



Lake Bell
Actress, Screenwriter, and Director



Jordan Peele
Actor, Comedian, and Filmmaker



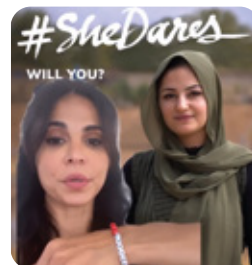
Hillary Clinton
Former U.S Secretary of State



Connie Nielsen
Actress



Christiane Amanpour
Journalist



Azita Ghanizada
Actress and Activist



Allison Pill
Actress

#SheDares is a movement to galvanize support for girls and women survivors of war who stand up for their rights and bring



As part of our growing supporter community, we also seek to grow our partnerships. Businesses, foundations and governments such as Cartier Philanthropy, and the United Kingdom, United States, and Netherlands governments have invested millions in our mission and allowed us to scale our program and test innovations. Our partners give us the resources to carry out rigorous evaluations so that we can adapt our model to the changing needs of the women we serve.

Our ability to reach more women depends on forming deep and lasting partnerships with local organizations, global networks, and institutional funders. Our Partnership Strategy will focus on fostering mission-aligned relationships, ensuring that every partnership we enter is guided by shared values and goals. We know that we can become more efficient and effective by further transforming our business model. Through key strategic investments, we will increase our impact and our revenue.

We want to engage supporters, donors and partners by connecting them to a global community that works together towards a more just world.

05 BY TRANSFORMING OUR ORGANIZATION

We know that stronger women build stronger nations...and a motivated team builds powerful organizations. So, we're transforming the way we operate to become more unified and more dynamic. We call this "streamline globally, power locally." The way our sector is regulated often demands greater attention to countries that provide support than countries where programs are provided. Our ambition is to make sure our organization keeps its focus on and is always accountable to the women we serve. We have shifted power to our country program teams, so they can be more responsive to our primary partner—our participant. Our aim is to ensure those on the front lines with the women we serve are at the heart of the decision-making structure within our organization.

We are also committed to transforming our governance structures. We have made significant progress on our Power Journey, having internationalized and unified our organization moving away, from a US-dominated centralized headquarters to an internationally dispersed Global Support Center. We have put in place a new International Board drawing half of its membership from the regions in which we work, and half from our supporter countries.

A key component of our operational success will be a focus on staff well-being and engagement. We understand that an engaged and supported workforce is essential to the success of our mission. We will put in place a comprehensive leadership development program and diversity, equity, inclusion and belonging plans in every country, to ensure we have an inclusive culture that supports staff in fulfilling their potential at all levels of the organization.

We will streamline our operational processes to become a more sustainable organization, transforming our ways of working and collaborating across invisible lines of division to foster an organizational culture supported by aligned policies and procedures.

By the end of 2030, we will build a streamlined global organization that supports a nimble, rapidly growing, technology-enabled, location-agnostic, locally powered workforce with emphasis on ensuring the well-being, safety and security of staff and the women we serve.



Stronger Women Stronger Nations training in Afghanistan. Credit: WfWI.



" To invest in the power of the millions of women and girls we want to reach, we need engaged supporters and a powerful organization."

Marie Clarke | Chief Program Officer



Change Agents in action in the DRC. Credit: WfWI.

Peacebuilding

Our work sits at the intersection of women's rights, development and peacebuilding. We often bring women from opposing sides of conflict together. In Riyom, Nigeria, our Change Agents used the tools they developed during training to create a peace dialogue model, visiting each other's villages and identifying issues causing conflict in the community. As a result, a peace agreement was reached with support from local leaders.

Conclusion

By 2030, Women for Women International aims to be a sustainable organization that reaches millions of women and girls. We will reach them through the Stronger Women Stronger Nations program delivered by our teams and partners, focused interventions delivered through partnership, and by understanding the ripple-effect of our impact.

We will continue to measure our success by how well we support women to reach their full potential, enabling them to be the leaders and change-makers their communities need. Through this strategy, our impact will be felt beyond individual lives—transforming communities, economies, and societies at large.

As we scale our efforts, we will maintain a focus on operational excellence, staff well-being, and sustainable growth. By working together as a unified global community, we will ensure that our participants—and millions of other women and girls—can reach their full potential, creating a brighter and more just future for all.

That's the power of women, for women. We hope you'll join us.



@womenforwomen
womenforwomen.org