

National Partnership for Women & Families Strategic Directions for 2019-2025

Mission	To improve the lives of women and families by achieving equality for all women.	
Vision	A just and equitable society in which all women and families can live with dignity, respect and security, every person has the opportunity to achieve their potential, and no person is held back by discrimination or bias.	
Values	Passionate about Mission	We are deeply committed to creating a more just and equitable country for all people.
	Visionary	We evolve with the times and create solutions for a better future with courage, creativity, and a willingness to push boundaries.
	Collaborative	We seek to lift up partners, build bridges, and unite communities and constituencies for maximum impact and lasting change.
	Affirming and Inclusive	We work to center diverse perspectives and leadership, and we are committed to fighting against racism and systemic oppression.
	Trusted and Knowledgeable	We provide respected expertise rooted in the lived experiences of the women and families we advocate for.
	People First	Within our organization, we strive for a culture where every member of our team can thrive and feel valued.

We will ground our work in eliminating the structural and systemic racism, bias, and oppression that disproportionately harm women of color.

- Listen and learn from women of color and gain a deeper understanding of the effects of racism, bias, and oppression on the issues we work on.
- Ensure the experiences and needs of women of color are at the center of our research, analysis, policy proposals, and advocacy.
- Work with, and amplify, the leadership of women of color and organizations that are working to advance equity and social justice, including reproductive justice organizations.

We will prioritize effective management and intentional race equity work in order to achieve a diverse and inclusive workplace culture in which all staff are valued.

- Increase number of staff who identify as people of color, distributed proportionally across all levels of the organization, including executive leadership, from 25% of all staff and 11% of executive leadership in FY20 to 66% of staff and leadership.
- Achieve positive rating of the organization's culture, management, and focus on individual growth and professional development from 90% of the staff.

We will enhance organizational operations and capabilities essential to achieving our mission and optimizing our advocacy and impact.

Communications

- Be seen as a leading voice on women's issues by major national publications and television, known for our cross-cutting advocacy on a range of issues affecting women's equity, health, and economic security.
- Promote 1-2 cross-cutting initiatives each year.

Administration & Finance

- Align operational management, including information systems, office space, financial management and human resource management to support the organization's workplace culture and effectiveness.

Development

- Build a more diversified revenue base, including increasing revenue available for non-restricted use while maintaining and growing new revenue for specific project activities (restricted use).
- Achieve greater financial stability by raising sufficient revenue for program activities and expenses, closing the operating gap, and maintaining sufficient reserves for investment in institutional effectiveness.

Capacity Building

- Build institutional capacity by strategically investing in communications, development, government relations, c4 activities, and public engagement.

We will promote economic justice and security for all women throughout their lives.

We will work to ensure that caregiving is valued in order to further caregivers' health, equity and economic well-being.

We will promote women's access to quality, affordable health care and elimination of health disparities.

We will work to ensure every woman is able to decide whether and when to become a parent or grow her family, free of shame or stigma.

- Reduce the financial burden of health care for all women and families.
- Advance health equity.
- Ensure that public and private health insurance covers essential health benefits, including contraception and abortion, and that there is no discrimination in covered benefits for LGBTQ and non-binary individuals.
- Improve maternal health outcomes by reducing disparities and transforming the delivery of maternal health care.
- Transform the health care system to listen to women and prioritize their concerns.
- Reverse the trend of increasing barriers to abortion access and reduce abortion stigma throughout society.
- Build expertise in reproductive justice policy areas through collaborations with the reproductive justice community led by women of color.
- Enact laws that ensure all workers, especially those in the lowest wage quartile, have access to meaningful paid family and medical leave, and the ability to earn paid sick days.
- Enact and implement federal law that will guarantee pregnant people reasonable workplace accommodations.
- Enact and implement laws that will reduce pervasiveness of workplace sexual harassment.
- Enact and implement laws that will reduce the wage gaps for women of color.
- Build business leadership culture that promotes gender equity and health coverage, including coverage for reproductive health care, particularly in low wage business sectors.
- Explore policy solutions to ensure that paid and unpaid caregivers have better health and economic security, including in retirement.*
- Explore policy solutions that address the needs of women in the changing workforce and gig economy.*

*Areas requiring new/expanded expertise and resources.