

Capacity Building: YWCA's Strategic Direction for 2020

Eunice Kays, Faiza Mehboob, Gabriela Niemczyk and Nicole Winger

About the Client:

Name of Client



YWCA Canada is the country's oldest and largest women's multi-service organization. It has 32 Member Associations operating in over 400 districts and communities across the country and reaches 400,000 women and girls in Canada. YWCA offers holistic programming in the areas of literacy, life skills, employment and counselling services. It is also a major provider of shelter and childcare services. YWCA Canada is committed to building a country that is inclusive and works for all women and girls. Its mission is to "advance gender equity for all women through informed advocacy and strong Member Associations." YWCA Canada is a Member Association of the World YWCA, which unites 25 million women and girls worldwide and spans 125 countries.

About the Project:

Project Scope:

Canada is home to a growing number of newcomers, refugees and immigrants. As part of its Strategic Directions for 2016-2020, YWCA Canada is working towards being more inclusive of newcomer, refugee and immigrant women and non-binary people by ensuring they are treated with dignity and can exercise full and equal rights in society. This project includes an internal data analysis of Member Association's current nature of engagement with these groups in terms of service provision and providing employment opportunities within the Member Associations themselves. This is coupled with an external data analysis which includes a jurisdictional scan of comparable organizations' best practices around service provision and hiring practices related to these groups. Feedback from stakeholder and external organizational interviews are also built into this project.

Project Rationale:

YWCA's internal objective is to address its 32 Member Associations' needs to become more inclusive of newcomer, refugee and immigrant women and non-binary people by providing appropriate resources for these groups. Externally, this project will allow YWCA to advocate for more targeted public policies that are inclusive of these individuals. This project will also inform YWCA Canada's Membership Services and Advocacy work for newcomer, refugee and immigrant women and non-binary people. It will help shape the organization's next steps to becoming a more inclusive movement for these groups as per its 2016-2020 Strategic Directions.

Capacity Building: YWCA's Strategic Direction for 2020

Eunice Kays, Faiza Mehboob, Gabriela Niemczyk and Nicole Winger

Methodology:

Phase 1 – Survey of Member Associations

- Determined via online survey how many 32 Member Associations have newcomer, refugee and immigrant women and non-binary individuals involved in different levels of work (i.e. service provision).
- Assessed the nature of the work the MAs have done with these populations and further identified the MAs' needs, challenges, leading practices and resources available.

Phase 2 – Data Analysis

- Analyzed survey results to identify key themes and gaps for further organizational programming.

Phase 3 – Environmental Scan

- Compiled internal and external research on trends, best practices, and challenges of organizations working with newcomer, immigrant, and refugee women in service provision and decision making.

Phase 4 – Final Report

- Presented the key findings and relevant analyses of the research data and survey to staff at the YWCA National Headquarters.
- Disseminated information and lessons learned in an infographic.

RESULTS & DELIVERABLES

- Member Associations Survey
- Data Analysis of key survey findings
- Draft Report including internal/external research
- Final Report and infographic

PROJECT IMPACT

Provided YWCA Headquarters with a comprehensive understanding of current service provision within its MAs; through the identification of best practices, YWCA can work towards cross-organizational programming and support its Strategic Direction of inclusivity

ACKNOWLEDGMENTS: The consultants would like to thank YWCA for their continued support and cooperation, and their supervising director, Laura Asta for her support.