



THE NATIONAL COUNCIL OF WOMEN OF CANADA

STRATEGIC PLAN 2025/2028



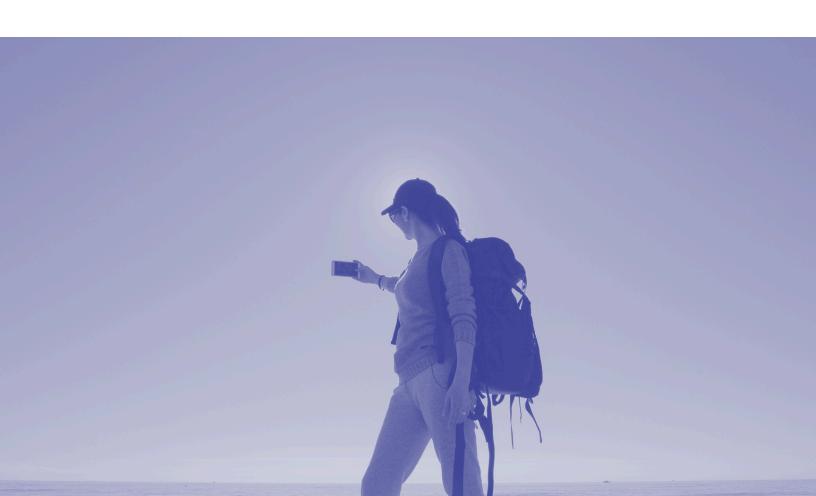
Women and Gender Equality Canada

Femmes et Égalité des genres Canada

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CONTENT

Message from the President	2
Executive Summary	.3
Introduction	.4
Our Vision, Mission and Values	.5
Strategies	.6
Conclusion	.10



MESSAGE FROM THE PRESIDENT

The National Council of Women of Canada: A Legacy of Advocacy and Renewal

In June 2023, I was honoured to be inducted as the 38th President of the National Council of Women of Canada (NCWC) during our 130th Annual General Meeting in Saskatoon. Leading this organization, which has a rich history and a proud tradition of empowering women to come together to enhance the quality of life for families and society is a profound privilege.

At the Saskatoon meeting, we discussed what we needed to secure a strong future for the Council while honouring and continuing the work done before. Our roots run deep, but we needed to strengthen them to deal with 21st-century issues.



To reinforce our foundation and promote growth, a Strategic Planning Committee was established, with Daria Jorquera Palmer and Nyarayi Kapisavanhu (co-chairs), Linda Serpone of Montreal and Penny Rankin as the Board representative. The committee consulted our membership and presented a high-level draft plan outlining four strategic goals at the 2024 AGM. With a recently received grant, we are now able to collaborate with consultants to refine this plan and develop a comprehensive operational strategy that will guide our efforts moving forward.

This document presents each goal as a Strategy, including key action steps, reflecting the committee's initial work. We welcome Comments and suggestions, with final membership approval, along with information on progress undertaken and planned for the following year, scheduled for the 2025 AGM.

NCWC remains committed to advocating for women, children, families, and communities at local, provincial, national, and global levels. We continue to promote equal opportunities, fair pay, and women's rights, while addressing emerging challenges such as climate change and digital safety.

As we look ahead, we carry forward the dedication of those who came before us, striving to create a just and equitable society for all. Thank you for your continued support of NCWC's mission. Working together, we will continue to make a meaningful difference.

Marianne Wilkinson President, The National Council of Women of Canada

EXECUTIVE SUMMARY

The National Council of Women of Canada (NCWC) has developed a strategic plan to enhance its impact, relevance, and engagement nationwide, focusing on attracting younger generations and fostering diversity within its membership. This plan is centred on four strategic goals to address the evolving needs of members and the communities they serve:



Increase Membership Base with Younger Generations of Women and Women Organizations

NCWC will engage younger women through flexible participation options, digital engagement tools, and partnerships with educational institutions and community organizations, supporting sustained membership growth.



Effectively Communicate and Engage with NCWC Membership and Federate Organizations

Strengthening communication across all levels will foster alignment, transparency, and engagement. Updates to communication channels, including a refreshed website and expanded social media, will ensure timely and inclusive outreach.



Actively Advocate on Existing Policies

NCWC will enhance its advocacy work through coordinated efforts at national, provincial, and local levels. This will include collaboration with federate organizations, a policy tracking system, and an expanded media presence to increase visibility and reach.



Foster an Inclusive, Equitable, and Diverse Environment that Actively Promotes and Celebrates the Participation of Women from All Backgrounds

Committed to inclusivity, NCWC aims to create a welcoming environment that reflects Canada's diversity and celebrates the contributions of women from various communities and backgrounds.

To support these goals, NCWC will prioritize three strategic parameters—Sustainability, Visibility, and Impact—to ensure long-term viability, elevate public awareness, and measure the effectiveness of its initiatives.

INTRODUCTION

NCWC has been a cornerstone of social advocacy and women's rights in Canada since its founding in 1893. Established by Lady Aberdeen, the wife of Canada's then Governor General, NCWC emerged at a time when women were largely excluded from public life and decision-making. From its inception, the Council sought to empower women to become active participants in shaping Canadian society. Over the years, NCWC has built a legacy of advancing social justice, equality, and advocacy for women, families, and communities across the nation. Through its federation of local and provincial councils, NCWC has created an enduring network dedicated to addressing pressing social, economic, and political issues, shaping policies and programs that have benefited countless Canadians.

In its early years, NCWC focused on issues that were foundational for women and families, including public health, education, and child welfare. As the social and political landscape evolved, so too did NCWC's priorities, with the Council increasingly advocating for women's suffrage, fair labou practices, and access to education and healthcare. Throughout the 20th century, NCWC expanded its efforts, taking on issues such as equal pay, anti-discrimination laws, environmental sustainability, and human rights, while amplifying the voices of women and marginalized groups. The Council's work at the United Nations as a recognized non-governmental organization further elevated its influence, allowing it to participate in international discussions on gender equality and social justice.

In recent years, NCWC has continued to adapt to the complex challenges facing women in Canada. The Council has expanded its advocacy to include a broader range of issues, such as economic empowerment, mental health, housing security, and the impacts of climate change. Recognizing the need to engage younger generations and foster inclusivity, NCWC is working to ensure its mission resonates with a diverse membership that reflects Canada's evolving society. The organization's commitment to equity, diversity, and inclusivity underscores its strategic approach to advocacy and its dedication to representing the interests of women from all backgrounds and communities.

To remain relevant and impactful, NCWC has developed a new strategic plan focused on four core goals: increasing membership among younger women and women's organizations, enhancing communication and engagement with its membership and federates, strengthening its policy advocacy efforts, and fostering an inclusive environment that celebrates the participation of women from diverse backgrounds. This strategic plan is grounded in NCWC's historical legacy of championing women's rights while looking forward to addressing contemporary issues that affect women and communities across Canada.

OUR VISION, MISSION AND VALUES

Our Vision

Improved condition of life for women, families, and communities

Our Mission

To empower all women to work together toward improving the quality of life for women, families, and society through a forum of member organizations and individuals

Our Values

Respect
Integrity
Diversity
Community
Gender Equality
Peace
Democracy



Increase Membership Base with Younger Generations of Women and Women Organizations

Engage younger women through modern communication, flexible involvement, and partnerships to build a vibrant, inclusive membership.

Action Steps

Leverage technology:

Utilize social media, virtual meetings, and webinars to attract and engage younger women.

Flexible involvement models:

Offer project-based opportunities beyond board memberships, catering to the preferences of younger members.

Outreach campaigns:

Collaborate with high schools, colleges, and universities to increase awareness of NCWC's mission and activities.



Effectively Communicate and Engage with NCWC Membership and Federate Organizations

Strengthen internal and external communication to foster connection, alignment, and transparency at all levels of the organization.

Action Steps

Transparent communication

Improve two-way communication with federate organizations, provincial councils and local councils through newsletters, webinars, and policy updates.

Website modernization

Update the website and ensure inclusive language to reflect NCWC's values.

Regional alignment

Foster alignment between national and regional efforts to ensure shared priorities and better engagement.



Actively Advocate on Existing Policies

Coordinate advocacy efforts across all levels to drive impactful policy changes aligned with NCWC's mission.

Action Steps

Coordinated advocacy

Collaborate across national, provincial, and local levels to advocate more effectively.

Policy tracking system

Create a process for tracking advocacy progress and sharing outcomes with members.

Media engagement

Promote NCWC's policy work through media partnerships to raise awareness and gain public support.



Foster an Inclusive, Equitable, and Diverse Environment that Actively Promotes and Celebrates the Participation of Women from All Backgrounds

Promote diversity and inclusion by embracing and empowering members from all communities and identities.

Action Steps

Invest in EDI

Provide training on equity, diversity, and inclusion across all levels of the organization.

Expand membership criteria

Actively welcome non-cisgender women and other marginalized groups.

Celebrate diversity

Highlight success stories from diverse members and councils to promote inclusion.

CONCLUSION

The National Council of Women of Canada (NCWC) stands at an important juncture as it continues its mission to empower women, advocate for social justice, and promote equality for all Canadians. This strategic plan reflects our commitment to building on NCWC's historical legacy while embracing new opportunities to adapt and respond to the evolving needs of women and communities across Canada.

By focusing on four key goals—engaging a new generation of members, strengthening communication and collaboration, enhancing policy advocacy, and fostering a truly inclusive environment—NCWC is well-positioned to amplify its impact and reach. With guiding principles of Sustainability, Visibility, and Impact, the Council is dedicated to ensuring its long-term viability, expanding public awareness, and creating tangible outcomes that resonate with those we serve.

As we implement this plan, we remain inspired by the vision and values of our founders and all who have contributed to NCWC's achievements over the past 132 years. Together, we will continue to advance the quality of life for women, families, and communities, supporting a future marked by fairness, equality, and opportunity.

We look forward to engaging our members, partners, and communities in this journey and invite you to join us in realizing NCWC's vision for a stronger, more inclusive organization.

