



## Our Vision

A future where Colorado women and girls of every background and identity prosper.

## Our Mission

Catalyzing community to advance and accelerate economic opportunities for Colorado women and their families.

## Our Core Values

**PROMISE** | We believe in women's and girls' innate potential to innovate, inspire, and lead. Investing in them opens up infinite possibilities for their futures and powers success for us all.

**LEADERSHIP** | We are willing to take risks in pursuit of our vision. We will lead in harnessing passion to include and amplify the voices of women and girls of diverse backgrounds and identities. We believe that leadership by women and girls in all sectors makes a positive difference in communities and society.

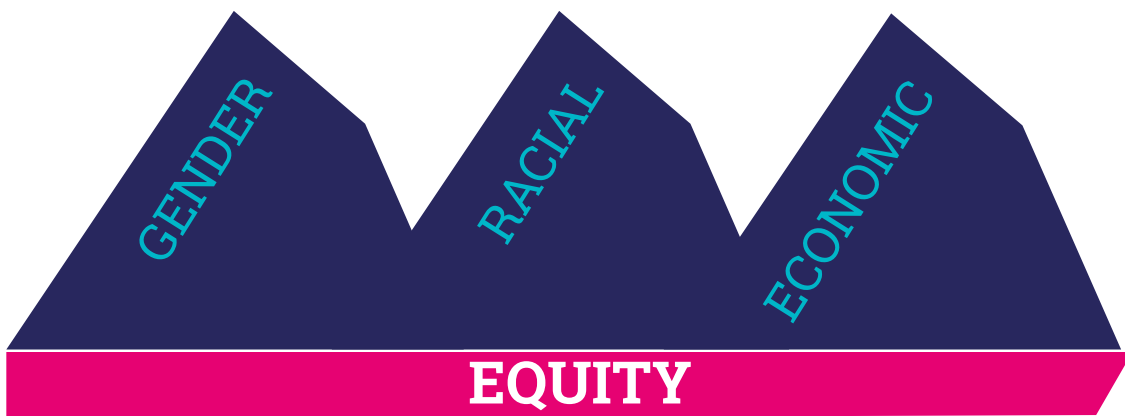
**COMMUNITY** | We understand that advancing gender, racial, and economic equity for women is complex, requiring the insights, investments, and commitments of many. We believe that we can achieve more through partnerships.

**LEARNING** | We seek to learn from our grantees, strategic partners, and others to inform our research and to identify needs. We believe mutual and continuous learning will not only advance progress toward our vision, but also stimulate innovative solutions to issues impacting women and girls.

**EQUITY AND INCLUSION** | We build a shared vision for gender and racial equity in the pursuit of economic equity. We approach all facets of our work and operations through an intersectional lens, recognizing that including individuals with different identities such as gender, race, class, sexual orientation, ability, ethnicity, and others strengthen and unite our communities.

**STEWARDSHIP AND ACCOUNTABILITY** | We act with integrity and intentionality, look backward and forward on important issues, focus on systemic change, and measure our results. We hold ourselves accountable to our mission, our donors, our stakeholders, and the communities we serve.

**Our Big Picture Goal** Our overarching goal is gender, racial, and economic equity for Colorado women.





**The Women's  
Foundation of Colorado**

Women Thriving. Colorado Rising.™



**The Women's Foundation  
of Colorado invests in women's  
inherent gifts, talents, and leadership in their lives,  
families, businesses, and communities.**

## Goal 1

**Focus, align, and integrate our statewide work on gender, racial, and economic equity**

- ▶ **RESEARCH** Leverage research to understand issues preventing Colorado women from thriving economically and identify opportunities for advancement
- ▶ **POLICY ADVOCACY** Promote public policies and practices advancing equity for women across Colorado
- ▶ **GRANTMAKING AND INVESTMENTS** Make grants and invest in opportunities for equity for women throughout Colorado
- ▶ **CONVENING AND LEARNING** Learn with community members across the state about innovative solutions to advance equity for Colorado women and their families
- ▶ **COMMUNICATIONS** Amplify our storytelling to increase understanding of the issues we address and the impact of our work across the state, as well as serve as a leading voice for women's philanthropy

## Goal 3

**Inspire bold community action by using a myriad of persuasive communications tools and messaging**

- ▶ Articulate our unique value to catalyze community and cultivate philanthropy
- ▶ Grow our influence and thought leadership among new and existing stakeholders
- ▶ Foster inclusion by elevating community voices and viewpoints throughout our communications

## Goal 2

**Ensure WFCO's sustainability as a statewide community foundation meeting the current and future needs of Colorado women and their families**

- ▶ Inspire current, new, and diverse donors and investors, while increasing donor engagement and expanding funding sources
- ▶ Increase our diverse manager and gender mandate percentage targets in our investment strategies
- ▶ Honor our commitment to excellence in management of operational finances
- ▶ Maintain widespread recognition as an excellent employer

## Goal 4

**Leverage innovative strategies and virtual tools to enhance our statewide relevance**

- ▶ Support women across Colorado through our research, policy advocacy, grantmaking and investing, convening, and communications
- ▶ Ensure Colorado women anywhere can participate in our work, have their voices heard, and find ways to give their time, talent, treasure, and testimony



### **Who Do We Mean by Woman?**

**The Women's Foundation of Colorado believes any person identifying as a woman is a woman** - regardless of gender expression and including all trans women, intersex women, and non-trans women. The concept that people fall into only two gender categories - women or men - causes harm and exclusion for those of us who do not "fit" into a gender binary and to those of us who do. The enforcement and expectation of this gender binary is both oppressive and rooted in histories of colonization.

### **What Do We Mean by Equity?**

Equity requires systemic interventions that promote fair outcomes and close gaps to opportunity.  
**We work to achieve equity by redistributing resources to people who have historically and systemically been denied them based on their gender, race, class, or other intersections of identity.**

### **What Do We Mean by Intersectionality?**

**"Intersectionality is simply about how certain aspects of who you are will increase your access to the good things or your exposure to the bad things in life."**  
- Kimberlé Crenshaw

**See our anti-racism resources**

**See our gender expansive resources**

