



MAKING CHANGES
Advancing futures for women. TOGETHER.

STRATEGIC *Plan* 2023-2026



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Our Story

Established in 1981, Making Changes Association has been a key member of the Calgary community for over 40 years. Committed to creating an environment of inclusion for all who identify as women regardless of age, race/ethnicity, religion, gender identity, sexual orientation or physical ability, we celebrate diversity and are committed to creating a safe space while helping to advance futures for women in our community.

Through our four primary programs – Dress for Success Calgary, My Best Friend’s Closet, Women in Technology, and Employment & Life Skills – we serve over 2,400 clients a year with the support of 250+ volunteers, over 100 partner and referring agencies, multiple individual donors, and numerous corporate partners.

As the needs of women and teen girls in the community continue to shift, and the importance of seeing women represented and empowered in all areas of life becomes even more critical, Making Changes Association is focused on enhancing program impact, community and donor relations, and overall organizational effectiveness.



Our Vision

Empowering women to make meaningful contributions to the community.

Our Mission

Making Changes is a community of women helping women and their families through life transition by providing them with the skills and resources to support their pursuit of meaningful work and educational opportunities.

Our Core Values



BELONGING

The feeling of being accepted as an intricate part of a group where you feel safe and valued.



SELF-WORTH

A person feeling that they are contributing and bringing value to the community.



COMPASSION

Non-judgmental support with an appreciation for different circumstances.



POSSIBILITY

Thinking outside the box and being defined by your potential.



RESPECT

Always being considerate of, and endeavoring to understand, everyone's opinion, values, and culture.



Strategic Plan 2023-2026

To move our mission and vision forward, we have identified three high-impact strategic priorities to guide our work into 2026.

PROGRAM IMPACT

Maximize value for our clients by exploring ways to further optimize our programming.

COMMUNITY RELATIONS

Accelerate our impact by strengthening and diversifying our external relationships.

ORGANIZATIONAL EFFECTIVENESS

Enable growth and future-proof our organization by building on our people, technology, and facilities foundations.



Strategic Goal: Program Impact

Maximizing value for our clients by exploring ways to further optimize our programming.

We strive to ensure that our programs are unique, fit within the larger context and provide the highest value to our clients. By ensuring our programming is relevant, meaningful and centered around the client experience, we have the greatest impact on our clients' empowerment journeys and put our resources to the best possible use.



Current Program Optimization

Evaluate current programs to ensure they are effectively meeting client's evolving needs.



New Program Discovery

Pursue new and relevant programs that add value for our clients.



Target Client Experience

Understanding and enhancing the role and impact of MCA and the various program is in a client's empowerment journey.



Strategic Goal: Community Relations

Accelerate our impact by strengthening and diversifying our external relationships.

Making Changes Association values strong relationships with all members of the community and understands the importance of working together. We will deepen our role as an essential community partner by expanding our external relationships and growing our reputation within the community.



Funding Strategy

Align on funding mix and strengthen fundraising strategy to ensure effective stewardship of donors, and a diversified base of funding sources.



Brand Awareness

Amplify Making Changes and Dress for Success brands through effective marketing materials, expanded markets, and effective marketing campaigns.



Partnership Development

Reinforce and expand relationships with partner groups (both formal and informal) to support program referrals, donations (clothing, in-kind and financial), volunteer support, and other opportunities for growth.



Strategic Goal: Organizational Effectiveness

Enable growth and future-proof our organization by building on our people, technology, and facilities foundations.

Our future of work is driven by a comprehensive, strategic roadmap, that embraces MCA's powerful, client-centric focus, is digitally advanced, and inspires a learning-mindset for our team in a culturally safe, and positive environment. We are forward-thinking and leading the social services sector with our commitment to our mission and community, positioning ourselves for growth and resilience in an ever-evolving landscape.



Technology Infrastructure

Optimize our technology infrastructure to enhance our digital environment and drive efficiencies



Talent Management

Take a people first approach in support of our staff, board and volunteers.



Facilities Enhancement

Facilities are outfitted to ensure safety and security of staff, volunteers and clients, and the physical space is to optimized to accommodate operational and programming needs.



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