



Priority Focus Areas

1. CREATING A 'HUB' FOR WOMEN'S ACTIVITIES

Create a resource and networking center (initially virtual and ultimately physical) for all women and girls, with adequate space and physical characteristics to facilitate trainings, workshops, forums, etc.

2. WORK AND ECONOMIC ADVANCEMENT

Provide access to resources to improve women's economic advancement and security and promote opportunities for career and professional growth, including micro-enterprise development.

3. PERSONAL DEVELOPMENT AND PUBLIC ENGAGEMENT

Support women's personal development; assist women to pursue their leadership aspirations; encourage their civic participation in both the public and private sectors in their communities; build skills for effective advocacy.

4. NATIONAL AND GLOBAL WOMEN'S FORUMS

Offer critical perspectives on women's concerns and issues, as well as opportunities to connect with and support national and international efforts, with access to information, resources and training; enhance women's awareness of issues such as Title IX and global issues such as the Beijing Platform of Action, the global gag rule and CEDAW (UN women's treaty).

Through our strategic plan, which will be executed over the next three years (2009-2011) we will fulfill the CCW's motto of "Opening doors to opportunity; Enriching lives through education, support and outreach; Empowering women by valuing women's voices, leadership and contributions".

**For more information about how you can help, please visit our virtual women's center!
<http://www.cardeacenterforwomen.org>**



STRATEGIC PLAN FY 2009 -2011

Overview

The Cardea Center for Women - currently functioning as a virtual center - is being developed to serve women and women's organizations in Silicon Valley (Santa Clara and surrounding counties). The CCW will be the nerve center and a connecting crossroad where individuals and community organizations will come together with shared responsibility to promote a women's agenda based on access and equal opportunities.



Silicon Valley is home to a number of organizations providing direct services on critical issues facing women and girls and addressing their concerns. But the Cardea Center recognizes that large numbers of women are still underserved - especially in the low-income and the immigrant communities - and fall through the shrinking safety net. The Center's goals are to open doors for women and girls and to become a catalyst, enabling and empowering them with access to opportunities for growth and success.

STRATEGIC PLAN FY 2009 -2011



Vision Statement

Our vision is of a positive economic, social and personal environment for women and girls in Silicon Valley where women have full access to opportunity in all aspects of society and enjoy the full range of basic rights and freedoms afforded to all members of society.

Mission Statement

The Cardea Center's mission is to establish a community-based, multi-purpose, multi-cultural resource and networking center for all women. The Center will be a learning and working environment, offering broad support and opportunities for personal, social and professional success.

Core Values

We believe that offering relevant opportunities requires commitment to a set of core values that includes valuing women's voices, visions, leadership, and contributions, all of which are integrally related to the Center's mission. We embrace the applicable principles outlined in several international human rights documents. These principles provide the framework for our present and future endeavors and offer solutions for true equity for women and girls.



Our Goals

- **Foster and cultivate activities, programs and events for women and offer diverse networking opportunities.**
- **Provide access to opportunities for all women for economic success, self-realization, and leadership development.**
- **Leverage and strengthen our efforts through partnerships.**
- **Engage the whole community on behalf of women.**

Since its inception, the Cardea Center for Women has received substantive support from leadership in the diverse communities it serves. We have moved with deliberation and care to understand and identify the challenges facing women in our communities. In establishing our mission, our process included a petition drive, numerous focus groups with women across Silicon Valley, and monthly community conversations from 2005-2007 to solicit ideas on the Center's role and core focus.



Our three year Strategic Plan charts our course for the near future, highlights our goals and the key focus areas, and centers on strong strategic collaborative relationships with those organizations that work to support and strengthen women's endeavors - building on our commitment to valuing women's voices and contributions.

We take into consideration emerging societal challenges, primary among them the fact that women are disproportionately bearing the impact of the global economic crisis.

We believe that through supporting women's personal development, women can more effectively advance in the workplace and society.