

Project Spotlight: Women Against Abuse

Project Type: Strategic Planning

Timeline: August 2022-June 2023

About the Client

Women Against Abuse (WAA) is the largest provider of Domestic Violence prevention, intervention, protection and recovery services in Pennsylvania. WAA's mission is to provide quality, compassionate, and nonjudgmental services in a manner that fosters self-respect and independence in persons experiencing intimate partner violence and to lead the struggle to end domestic violence through advocacy and community education. WAA provides the following services:

- **Safe Havens**
- **Legal Center**
- **Sojourner House**
- **Prevention Services**
- **Philadelphia Domestic Violence Hotline**
- **Safe at Home Program**
- **Economic Empowerment**



Photo credit: Women Against Abuse

As a leading member of the Pennsylvania Coalition Against Domestic Violence (PCADV), WAA is also one of the most important advocates for policies to prevent and support survivors of Domestic Violence both locally and across the state.

Project Scope

The primary goal was to develop a comprehensive five-year strategic plan for 2024-2028, encompassing WAA's entire spectrum of services, financial health, and fundraising strategies, as well as a framework for data analysis and impact evaluation. The project also involved creating a set of metrics and a user-friendly tracking tool to help WAA leadership monitor progress toward strategic objectives and developing a communications plan to share the strategic vision with external stakeholders.

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Methodology & Project Activities

To achieve these goals, Anavi Strategies employed a structured and collaborative approach.

Core Team and Brain Trust Formation	Established a Core Team and a Brain Trust to lead the strategic planning process and provide feedback at each stage.
Regular Core Team Meetings	Facilitated regular meetings to ensure continuous engagement and progress.
1:1 Executive Leadership Interviews	Conducted individual interviews with the executive leadership team to gather in-depth insights.
SWOT Analysis with Senior Management	Developed a comprehensive SWOT analysis with senior management to understand strengths, weaknesses, opportunities, and threats.
All-Staff Feedback Sessions	Facilitated regular feedback sessions during all-staff meetings to ensure inclusivity and transparency.
Board Engagement	Attended Board meetings to provide updates and gather feedback, and facilitated a half-day Board retreat to align on strategic priorities.
Strategic Planning Sessions	Held dedicated sessions with stakeholders to assess program areas, finances, and fundraising strategies, and align strategic focus areas and action steps.
Stakeholder Interviews	Conducted Interviews with external organizational partners to gain external perspectives.
Data Analysis	Analyzed existing organizational data and client feedback survey results to inform the strategic plan.
Racial Equity Audit Task Force Feedback	Facilitated sessions with the racial equity audit task force to ensure the strategic plan embedded racial equity priorities across the organization.

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Results & Deliverables

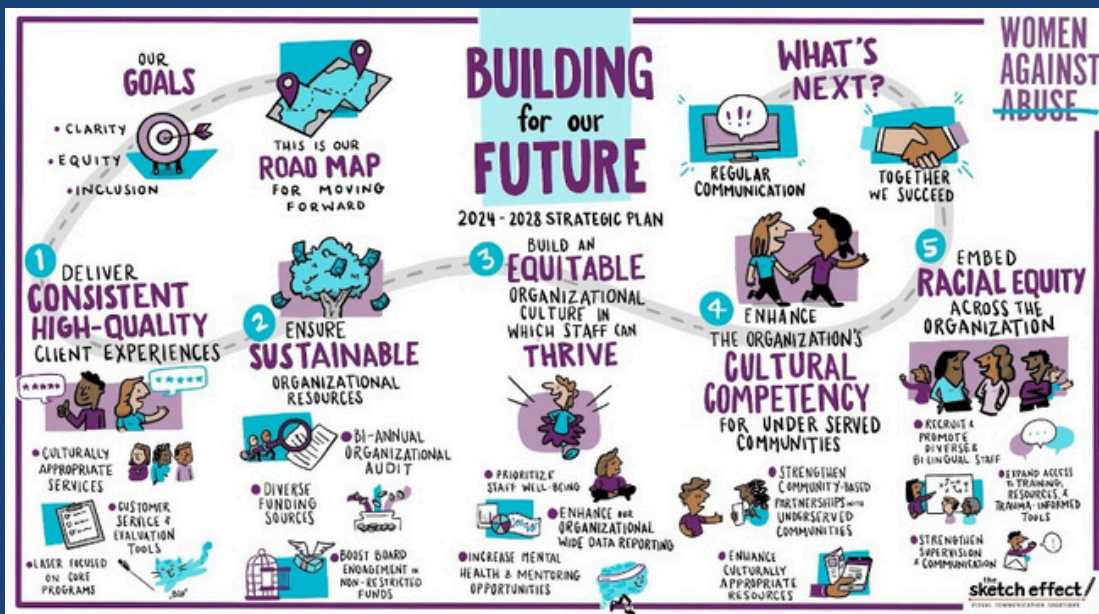
The project culminated in the development of a robust five-year strategic plan with key focus areas:

- **Deliver Consistent High-Quality Client Experiences**
- **Ensure Sustainable Organizational Resources**
- **Build an Equitable Organizational Culture in Which Staff Thrive**
- **Enhance the Organization’s Cultural Competency for Underserved Communities**
- **Embed Racial Equity Across the Organization**

Additionally, we created a comprehensive set of quantitative and qualitative progress metrics and a user-friendly tool to help staff track and monitor these metrics over the next five years.

Through this collaborative effort, WAA is now well-equipped with a strategic roadmap to guide their mission-driven work and advocacy efforts, ensuring a sustained and impactful fight against domestic violence in Pennsylvania.

Click [here](#) to see the full 2024-2028 strategic plan for Women Against Abuse.



A companion graphic for WAA's strategic plan, created by The Sketch Effect.