**Strategy 1 Build strong cooperation and powerful national movement.**

**Strategy 1.1 Support the strengthening of YWCA movement in Armenia.**

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|  | **What**  **(Action)** | **Who (Responsible Person/Group)** | **Why**  **(What do we hope to achieve?)** | **How**  **(Clear Steps)** | **When**  **(Timetable)** | **Resources**  **(Include how much money we have spent or how much we will need)** |
| **1** | **Organize Annual National YWCA of Armenia Board Meeting** | **- Board members are responsible for organizing event** | **-Participation of the national union association**  **-Exchange of experience between members of the NGOs**  **-Establish partnerships between colleagues**  **-New partnership possibilities**  **-Evaluate capacity using World YWCA Standards of Good Management and Accountability** | **-Confirm the place of the meeting**  **-Discuss the agenda, with the membership association**  **-Invite membership association and colleagues**  **-Prepare documents for meeting**  **-Have the meeting**  **-Prepare annual report**  **-Do evaluation of the organization** | **August 2012**  **August 2013**  **August 2014**  **August 2015** | **-Financial support of delegates**  **-Expenses for the meeting (compute a budget)** |
| **2** | **Send a representative to participate in the European YWCA Meeting** | **-Members of board** | **-National YWCA of Armenia forms new partnerships with other YWCAs**  **-Gain new knowledge and skills**  **-Learn from the experiences of the European YWCA** | **-Selection of delegates**  **-Preparation of documents**  **-Participation of European Representative Meeting**  **-Presentation of reporting to World YWCA council** | **October 2012**  **October 2014** | **-Worldwide and European YWCA**  **-Contribution of the delegate** |
| **3** | **Participate in World YWCA Summit** | **-Armenian YWCA Board**  **-Peace Corps Volunteer** | **-Armenian YWCA is member of World YWCA**  **-Armenian YWCA has prepared in a proper manner and has introduced Armenia to World YWCA’s** | **-Make working teams including two volunteers from NGOs**  **-Study the criteria that is needed for membership**  **-Work and correspond with, the NGOs who are members with the National YWCA of Armenia**  **-During the annual board meetings, present updated documents**  **-Prepare all documents needed for membership in World YWCA**  **-Complete application** | **Summer 2013-2015**  **-In summer of 2013 prepare documents for application**  **-September 2013 complete and submit application** | **-The use of the material and people of the organization** |

**Strategy 1.2 Unite all the YWCAs and interested organizations in Karabah, Republic of Armenia and diaspora**

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| **1.2.1** | **Create a website** | **Representatives of National YWCA of Armenia**  **-Peace Corps Volunteer**  **-Member NGOs of National YWCA of Armenia** | **-Local, national, and international organizations, organizations in Karabagh, diaspora, the government and other people can become informed and become interested in the activity and work of the National YWCA of Armenia.**  **-Inform about works of member organizations, new groups of YWCA, international YWCA and donor organizations** | **-Form summary and abstract plan of website**  **-Acquire financial resources for creating website**  **-Choose responsible people for running the website**  **-Update website** | **2013-2015** | **-Local and international donor organizations**  **-Colleagues**  **-Material and human resources of YWCA** |

**Strategy 2 Taking into consideration, the human rights agreements strengthen the capacities of the union as a result of which the women’s voice will sound and their participation in decision making processes of local and national structures will be increased.**

**Strategy 2.1 Unite all the local, national, international forces in order to strengthen YWCA and its member’s capacities.**

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| **2.1.1** | **-Form a two year plan for developing YWCA in cooperation with the Peace Corps in Armenia** | **-Members of National YWCA of Armenia**  **-Peace Corps Volunteer** | **-Organization has a clear policy about member and membership associations**  **-The organization and member associations are working according to their charter and strategy and do different projects**  **-Organization and member associations have the annual action plan that leads them**  **-The governing bodies and members of YWCA work transparently and are accountable. They represent the organization and respect it** | **-Apply to the Peace Corps Office in Yerevan for volunteer**  **-Sign cooperation contract**  **-Participate in the courses that are offered for the director, colleagues and family that shows hospitality to the Peace Corps Volunteer**  **-Plan anticipated works with Peace Corps volunteer every three month**  **-Do the works that are anticipated in the quarterly plan** | **2011-2013**  **2013-2014** | **-Contribution of organization** |
| **2.1.2** | **Organize and revise the strategic plan of National YWCA** | **-Members of National YWCA of Armenia**  **-NGO members**  **-Invited Experts** | **-Strategic plan from 2013-2015 will be revised**  **-Complete the plan with new actions based on what is needed**  **-Check how the previous action plan has been fulfilled; revise if necessary** | **-Make a monitoring team or group for revising the plan**  **-Revise strategic plan**  **-Do the result analysis and publish results on website**  **-Make changes and additions as necessary** | **Every 6 months** | **-Use materials and human resources of YWCA** |
| **2.1.3** | **Revise fundraising plan that is attached to strategic plan of YWCA** | **-Members of National YWCA of Armenia board**  **-Consultant experts** | **-We already have fundraising plan, which attached to Strategic Plan of YWCA** | **-Create initiatory group**  **-Form fundraising plan based on group’s initiative**  **-Assist representatives of member organizations of the National YWCA union make the revised plan**  **-Introduce the plan**  **-Inform about the works that have been done so they can be included in plan** | **-Last quarter of 2013** | **-Local and international donor organizations**  **-Material and human resources of YWCA** |
| **2.1.4** | **Organize capacity building seminars for National YWCA of Armenia** | **-YWCA consultants**  **-World YWCA**  **-European YWCA consultants** | **-National YWCA of Armenia improves and develops membership associations and new YWCA group skills**  **-Works more effectively**  **-Members have increased skills and knowledge** | **-Complete needs assessment**  **-Find necessary resources to complete seminars**  **-Use organization resources and find new sources**  **-Organize seminars**  **-Publish about upcoming activities** | **2013-2015** | **-International and national donor organizations**  **-Partner organizations**  **-Participants projects**  **-YWCA member association’s contributions** |
| **2.1.5** | **Organize and take part in exchange teaching program in Armenia and other country** | **-World YWCA**  **-European YWCA**  **-World Independent Youth Union**  **-YMCA of Armenia** | **-Educate, teach, exchange programs and lessons by supporting European and Armenian organizations** | **-Choose participants and work with them on application process and prep work**  **-Participate in projects**  **-After participation, teach YWCA members about the topic of the seminar** | **2013-2015**  **(May 2013-France**  **July 2013- Portugal**  **August 2013- Latvia**  **September 2013- Austria**  **October 2013- Italy and Poland)** | **-Donor and local organization**  **-Project participants**  **-Member association contribution** |

**Strategy 2.2 Strengthen young women and girls skills and capacities in decision making, policy building, organizational activities at a local, national and international levels while providing them the skills to actively participate.**

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| **2.2.1** | **Organize campaign and lobbying for Armenian Genocide Awareness** | **-National YWCA board members**  **-Membership associations**  **-National YWCA counterparts and partners** | **-So that the world recognizes what happened approximately 100 years ago (especially women, children and elderly)**  **-So that eventually, each country with a YWCA works with their government to recognize the Armenian genocide** | **-Make activity plan**  **-Continue realizing past activities like a peace march on April 24th of each year**  **-Organize pilgrimages in 100 churches to commemorate**  **-Organize a peace march** | **2013-2015** | **-Donor and national organization**  **-Partners**  **-Project participants**  **-Member association contributions** |
| **2.2.2** | **Create guidelines and stability for volunteers** | **-YWCA board members**  **-Experts and consultants**  **-Gyumri and Noyemberyan YWCAs** | **-Youth, women and girls understand the importance of volunteering**  **-To involve local communities, countries and the world in the spirit of volunteering** | **-Make activity plan**  **-For each year, choose an important area to focus on (For example, education, environment, social areas, religion, cultural, employment, etc.)**  **-Organize survey and know where the problem areas are for that issue**  **-Start advocacy initiatives**  **-Organize volunteer activities with member associations**  **-Invite media** | **2011-2015** | **-Donor and national organization**  **-Partners**  **-Project participants**  **-Member association contributions** |
| **2.2.3** | **Form Women’s Rights Resource Center(s) and develop their knowledge and skills about their rights so they understand Women’s Rights issues across the globe including Armenia** | **-YWCA board members**  **-Experts and consultants**  **-Gyumri and Noyemberyan YWCA NGOs** | **-Women will be informed about their rights**  **-Political participation increases** | **-Form psychology support services for women**  **-Form services for women about their rights** | **2013-2015** | **-Donor and local organizations**  **-Partners**  **-Project participants**  **-Member Association contributions** |

**Strategy 3 Support strong, young leaders who will be able to strenghen the national YWCA and to support its goals and mission.**

**Strategy 3.1 Unite YWCA organizations and new groups who are interested in YWCA movement in order to find new leaders who will act in favor of the organization and national values**

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| **3.1** | **Formulate leadership schools** | **-YWCA board members**  **-Experts and Consultants**  **Noyemberyan and Gyumri NGOs** | **-Members of YWCA across all age groups have necessary knowledge and skills**  **-The YWCA of Armenia will have skilled members that will be used for different projects and initiatives**  **-Future advocacy projects**  **-We will have leaders that will advocate and share values of peace with local, national and international bodies** | **-Leadership camps**  **-Compile list of ages and skills of members**  **-Create questionnaire and survey to find women and girls to participate in project**  **-Plan the project and which activities they will do**  **-Project implementation**  **-Publicize results** | **-4th quarter of the year in 2013-2015** | **-International donor organization**  **-Local organizations**  **-Counterpart organization**  **-Project participants**  **-YWCA member association contributions** |
| **3.2** | **Participate in Armenian Young Women’s Association NGO’s Women’s Leadership Academy** | **-National YWCA of Armenia**  **-Noyemberyan YWCA**  **-Youth Coordinator** | **-National YWCA will send two representatives to conference with fifty other women from across Armenia. Together they will study leadership skills, planning needs assessments in their community so they can solve those needs.**  **-Create new partners in Armenia**  **-Work on cooperating with women from other marzes** | **-Participate in the Leadership academy**  **-Take part in projects**  **-Develop YWCA with new skills and knowledge**  **-Start to work with small group, cooperate with partners and carry out needs assessment**  **-Share information** | **June 2013-June 2014** | **-Armenian Young Women’s Association NGO**  **-Peace Corps Armenia**  **-Project participants contribution** |
| **3.3** | **Participate in President’s Public Council and participate with Armenian NGOs and PublicNet** | **-YWCA board member**  **-Experts and consultants**  **-Gyumri and Noyemberyan YWCA** | **-YWCA active members participate in governmental and civic work** | **-Apply to enter the committees**  **-Take part in the activity** | **2013-2015** | **-YWCA member contributions** |

**Strategy 4 Empower YWCA national unions capacities with necessary resources and abilities. The goal of this is to provide member YWCAs, young women and girls with necessary, practical knowledge and skills, giving them financial independence and stability.**

**Strategy 4.1 Develop young women and girls business opportunities, providing them the necessary skills and education**

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| **4.1.1** | **Form Women’s Employability Centers and Services** | **-National YWCA of Armenia board members**  **-Member associations**  **-Trainers** | **-So that women in Armenia have the necessarily business skills and knowledge to form their own businesses and have financial independence**  **-So that they are ready to make women’s business groups** | **-Form business consultants team**  **-Organize survey to find needs**  **-Analyze results of the survey**  **-Form groups that have particular interests and needs**  **-Carry out activity by giving lessons** | **2013-2015** | **-International donor organizations**  **-Counterparts**  **-Participants**  **-YWCA contribution**  **-Our partner in Idjivan**  **-Noyemberyan Employment Center**  **-Social Ministry** |
| **4.1.2** | **Form business services center that provides practical training** | **-YWCA board members**  **-Member association trainers** | **-To have businesses founded by women after the trainings**  **-To have a place to share success stories** | **-Make a list of businesses services we are able to provide and what businesses we want to market to** | **2013-2015** | **-Technology in YWCA of Armenia that can help them organize (Greenhouse, Sewing Resource Center, Women’s Health Center, Computer Lab)**  **-Donors**  **-National Organization and partners**  **-Project participants**  **-YWCA Contributions** |

**Strategy 5 Increase the awareness of healthy lifestyles to young women and girls, forming positive attitudes towards healthcare to have a healthy generation**

**Strategy 5.1 Increase young women and girls self-confidence while giving them information and knowledge on healthy lifestyles**

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| **5.1** | **Create a health project by spreading information about prevention and screenings, beginning in Kindergarden** | **-YWCA board members**  **-Member associations**  **-Peace Corps Volunteer**  **-Local doctors** | **-So the population gets to know their doctors**  **-Participates in screenings to have a healthier life and healthier lifestyle**  **-By teaching and giving information about health the community will know how to protect themselves from preventable disease**  **-Women’s diseases and illnesses decline**  **-So women have the necessary skills, knowledge and information about HIV/AIDS and their rights and how to prevent it** | **-Organize survey using different methods**  **-Make activity plan**  **-Organize partnerships with government, policlinics, hospitals and health NGOs**  **-Begin forums, trainings, discussions and distribute information about healthy lifestyles**  **-Organize discussions and seminars for small groups on sexual education and domestic violence** | **2013-2015** | **-Donor organizations**  **-National Organizations**  **-Partners**  **-Project participants**  **-Peace Corps**  **-Member contributions** |