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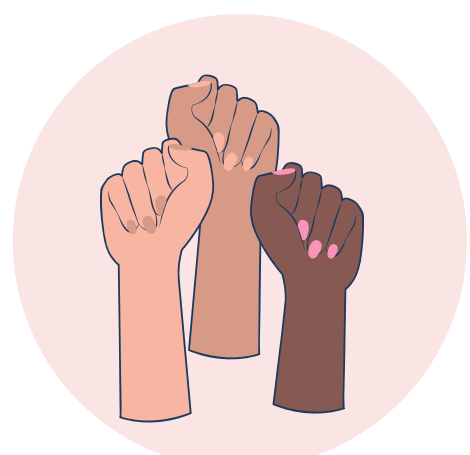
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## TRANSFORMING NARRATIVES AROUND SRHR AND MENTAL HEALTH

Globally, sexual and reproductive health and rights (SRHR) and mental health linkages and the impact on youth, especially young women, are gaining prominence. The World YWCA project titled "Young Women Changing Narratives around SRHR and Mental Health," supported by the Government of Finland, is aimed at empowering YWCA young women and girls as champions and advocates for social change. Initiated in 2018, this project, with specific regional focus on Africa, Asia and Eastern Europe, is underway with the guidance of three young women from the movement as regional coordinators. For the global movement, the theme of transformative young women's leadership and SRHR were ranked as a top priority for most regions in the 2018 national member association survey. At this World Council workshop, there is a unique opportunity for all the regions of the movement to participate in the discussions around SRHR and mental health advocacy. Participants of this workshop will create a network of advocates, and share tools and campaign strategies.

## YOUNG WOMEN'S LEADERSHIP: A KEY TO GENDER EQUALITY

Young women leadership forms the backbone of the YWCA movement - without a focus on the leadership of young women, YWCA would be a movement like many others. The 2018 Member Association survey confirmed that the theme of transformative leadership is the strongest thematic area of the movement. World YWCA, for many years, has invested in making transformative young women leadership aimed at gender equality a reality. RiseUp!, a YWCA initiative funded by the Australian Government, has established transformative and bold young women's leadership principles. This workshop is part of the continued mobilisation of the RiseUp! Leadership model. Join the conversation and learn how your country and region can be part of this young women's leadership initiative to gain the skills and the confidence to lead change.







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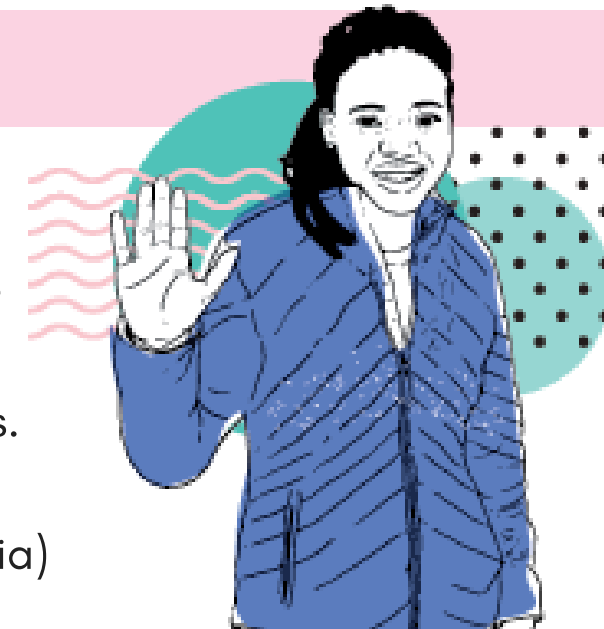
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## GOAL 2035: BOLD, TRANSFORMATIVE STEPS TO THE FUTURE



Goal 2035 outlines a bold, transformative, vision for the YWCA movement. Adopted in 2015 at the 28th World Council, the goal is a single shared statement of the movement's collective commitment, with each YWCA contributing within its own context and resources. During the workshop, participants will be learn about many new resources to reach Goal 2035: including a related theory of change, a financial case for support template, definitions and terminology, boilerplate language and key messaging, young women engagement techniques, understanding data and ways to engage beyond the YWCA movement. The session will highlight strategic actions to achieve this goal, including taking steps to ensure the sustainability of the movement in the context of global realities. YWCA leaders will collectively learn strategies for young women's inclusion and engagement, branding and fundraising, monitoring and evaluation as well as movement building in the present context and in a futuristic light. This workshop will be very valuable for a national member association that wants to develop or enhance their capacity to do programmatic and advocacy work, fundraising, and marketing related to young women's leadership and Goal 2035.

## HOW TO START A REVOLUTION: SOCIAL MEDIA ENGAGEMENT



The World YWCA 2018 Member Association survey data highlighted that Member Associations use different techniques for advocacy. Data showed that the digital footprint of many Member Associations remains very limited. This workshop will focus on growing and sustaining the movement's capacity in the area of online campaigns and social media, especially when it comes to using storytelling for effective advocacy. YWCAs must convene networks of advocates and allies with the common interest of promoting the rights and leadership of young women, which requires being more visible, more legitimate and perceived as authentic by others. Effective storytelling and use of digital tools is an easy way to do this, as proven by research over the past few years. The workshop will share strategies, including storytelling, digital tools, social media and other audio and visual content as a core element of advocacy. Participants of the workshop will gain specific knowledge on how to use social media, storytelling and imagery in advocacy and movement building. Case studies, tools and techniques, and good practices, will be covered through presentation and participatory activities.

## INSPIRING ACCOUNTABILITY AND GREAT GOVERNANCE: OPERATIONS



As the YWCA movement continues to do change for good around the globe, the challenge of upholding the highest level of management through good governance and accountability must remain a priority for all YWCAs. Good governance, good operations, accountability, and understanding of human rights based approaches will allow YWCAs to have the greatest impact for girls, women and young women - ensuring that their voices are heard, their lives improved and their rights respected. At World Council in 1999, there was a call to develop YWCA standards of good management and accountability (SGMA), at the 2003 World Council the SGMA were formally adopted, and at the 2007 World Council, the World YWCA Constitution was revised to require substantial compliance with the SGMA. The 2018 Member Association survey data showed that only 54% of YWCAs are in substantial compliance with those standards of good management and accountability. The workshop will share related examples, tools and mechanisms to ensure that national member and other associations can increase compliance with the World YWCA conditions of affiliation (COA) and Standards of Good Management and Accountability, in order to have greater mission impact.





**29TH WORLD  
YWCA COUNCIL**  
YOUNG WOMEN TRANSFORMING POWER  
STRUCTURES FOR GENDER EQUALITY  
17 - 22 NOVEMBER, 2019

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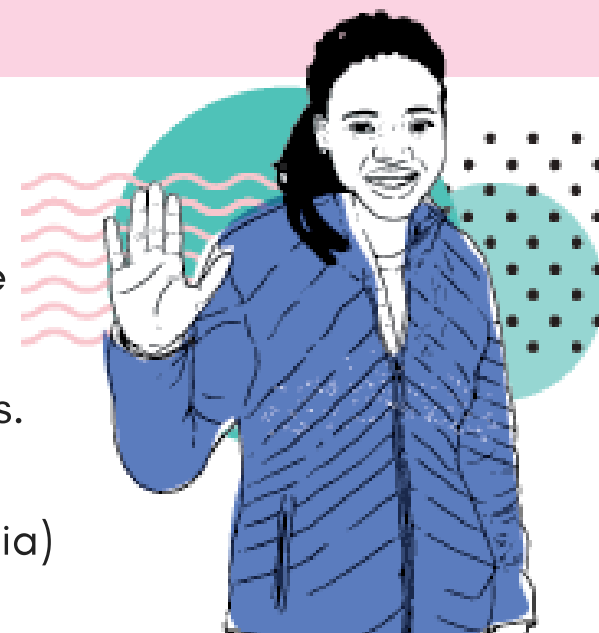
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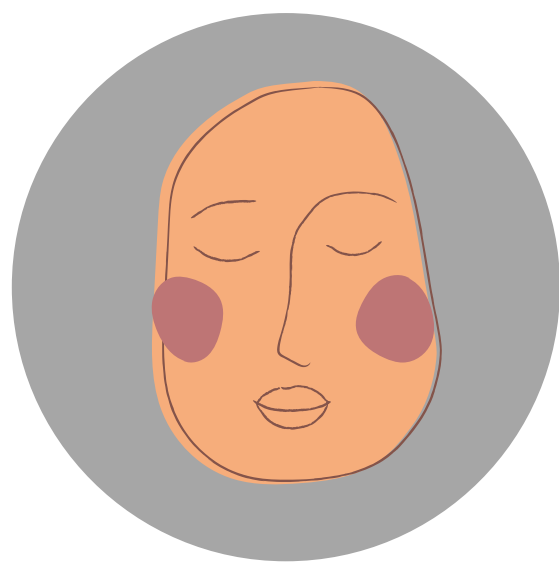
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## FAITH & LGBTIQ+



At the 28th World Council, a non-discrimination resolution was adopted, "Be it resolved that the World YWCA and its Member Associations work to eliminate all discrimination, including...to that based on...sexual orientation, and gender identity or expression..." Despite growing efforts around the globe, including efforts led by YWCA leaders and associations, women, including lesbian, bi-sexual, transgender, intersex and queer /questioning (LBTIQ+) women, all continue to suffer discrimination and are at higher risk of experiencing human rights violations. Legal challenges, combined with gender inequality, harmful social norms and practices towards people who identify as LGBTIQ+ fuels stigma, discrimination and violence. This is compounded by other factors such as age, race, and religion. While the YWCA movement champions faith-based gender equality, inclusion and non-discrimination; inclusion of LGBTIQ+ is still not a reality. However, everyone, regardless of their sexual orientation or gender identity, deserves equal access to opportunities and services and their safety should be protected. This workshop, facilitated by leaders based in faith, will help participants identify barriers to inclusion, regardless of sexual orientation and gender identity. It will also help participants identify and stop behavior that fuels stigma and discrimination. This workshop is important for YWCAs where faith and inclusion of LGBTIQ+ is in conflict at the YWCA or within the community served by a Member Association.

## SHARING POWER TO EMPOWER



The World YWCA was founded in 1855, and since that time, members and supporters include women in all of their diversity, including age. Some women have been part of the fabric of the YWCA movement for many years, some have recently been woven into that fabric, and some have struggled to be part of it due to barriers of formal and informal power, age bias, and purposeful or unintentional "gatekeeping." Understanding how hierarchy, power dynamics, and process can negatively impact shared leadership across generations in our movement, is essential for our movement to grow, innovate and sustain. This workshop seeks to address how power dynamics play a role in such a richly diverse movement, and how can we use an intersectional lens to ensure we are fostering young women's leadership, while being inclusive, including across generations. Participants will explore power dynamics and reflect on their own and others' relationship to power, consider the YWCA definition and concept of intergenerational leadership, consider ways to address and measure the effectiveness within the YWCA movement and share good practices that strengthen young women and girls' transformative leadership.





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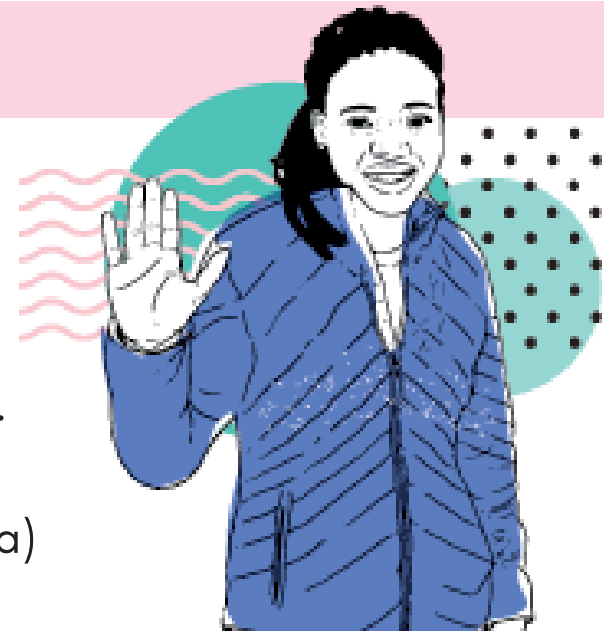
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## STORIES FROM THE BIBLE FOR SOCIAL JUSTICE & FAITH AS A TOOL FOR ORGANIZATIONAL

### VITALITY

The World YWCA Constitution states that the "World Young Women's Christian Association is based in faith in God the Almighty, Jesus Christ and the Holy Spirit" (Preamble). It also states that, "Its vision is of a fully inclusive world where justice, peace, health, human dignity, freedom and care for the environment are promoted and sustained by women's leadership." As an organization with a faith identity and as an organization that advocates for a world where social justice reigns, its theology must be able to articulate the relationship between faith and the imperative of social justice and how faith leads to inclusion.

The workshop will highlight ways that the Bible can be used for social justice by lifting up stories of women who transformed their communities by defying personal, familial, cultural and other barriers during their time. The workshop will deepen the understanding of participants on how YWCA can do faith driven social justice work, by exploring personal and YWCA testimonials and Bible stories. The Bible will be explored not only as a tool of faith, but as a resource to transform communities and societies to be just, peaceful and sustainable for all.

## RESOURCE MOBILISATION: SO MUCH MORE THAN ASKING FOR CASH

Effective resource mobilisation creates an environment in which donors, partners and other stakeholders want to work with the YWCA movement. This translates to the movement's ability to drive our agenda of mission impact, with support of funders that understand, believe in and want to support our work. Effective resource mobilisation involves much more than writing proposals or doing good work. YWCA's must provide evidence of accountability (through programme implementation and comprehensive financial management policies and practice), be visible (through consistent, strategic and open communications) and be credible (through adherence to SGMA principles). The percentage of YWCA Member Associations that struggle to pay modest affiliation fees and the challenge of many Member Associations to get to World Council are a clear indicator that resource mobilisation is a very important topic.

This workshop will help participants to not just understand and implement systematic, integrated and proactive resource mobilization techniques, but also to understand resource mobilisation from a branding, movement building and investment in planning point of view. The workshop will explore various ways to raise money and support for YWCA work.

## YOUNG WOMEN'S ENGAGEMENT AND PARTICIPATION

At the last World Council in Bangkok, Thailand, when the World YWCA adopted the bold, transformative Goal 2035, World YWCA strengthened the commitment to have young women lead the movement and thereby, the world, to gender equality and social justice. The 2018 Member Association survey presents a dismal picture of the status of young women's formal engagement in the movement. Data from the 2019 consultation with YWCA young women leaders confirmed that there are significant barriers to young women's leadership. Compared to how most organisations engage with young leaders, YWCA is surely a role model, but we must continue to address the issue, to learn, to improve and "practice what we preach."

This workshop offers the opportunity to collectively consider possible entry points into the movement, and formal and informal ways to amplify the voices of young women, to keep their vision and influence alive, inside and outside the YWCA movement. Participants will identify ways to ensure underlying tokenism and exclusion of young women is avoided by ensuring co-creation of better cultures that facilitate young women and collective leadership in order to amplify impact on gender equality

