

WEV 2024-2025 Strategic Initiatives



Strengthen WEV's Financial Position

Identify new/expanded sources of funding that represent multi-year high potential relationships; expand general operating funds, increase unrestricted income, increase earned income, and ensure WEV is not overly reliant on one funding type.



Remove Barriers to Economic Equity

Deepen understanding of economic barriers facing disinvested individuals and groups, particularly those at intersections of race, gender, language, and family status, and provide specific programs and resources to create transformational change. Includes Access to Capital, Small Business, Financial Education and Credit Building program.



Optimize Internal Systems & Processes

Understand and remove internal barriers to key processes, including facilitating program and service enrollment, minimizing client conversion time, optimizing data management, optimizing staff time/resource.



Collaborate for Impact

Identify non-profit and government partners who are mission-aligned and serving WEV target populations to create and implement programs to scale and/or in geographic areas of need. Target fields include childcare, financial education/banking, workforce development and entrepreneurship.



Increase Regional Awareness of WEV's Programs & Services

Continue to build relationships and awareness with individuals and organizations in areas where WEV's services are less well-known, e.g. East Ventura County, North Santa Barbara County. This includes potential clients, donors and partners.

WEV ORGANIZATIONAL KPI THEMES

BUILD FINANCIAL
SUSTAINABILITY OF
ORGANIZATION

CREATE POSITIVE
WORK ENVIRONMENT
FOR TEAM

INCREASE
STAKEHOLDER AND
COMMUNITY
AWARENESS OF
WEV'S PROGRAMS &
IMPACT

ALLEVIATE POVERTY
& INCREASE WEALTH
FOR HISTORICALLY-
MARGINALIZED
CLIENTS SERVED

EMBED DIVERSITY,
EQUITY & INCLUSION
ACROSS
ORGANIZATION