



WoMena – OVERALL Goals & Strategies for 2017

| Goals  | Strategies  | Linked to  |
|--|---|--|
| <b>1. Formally integrate Menstrual Cups into national &amp; international frameworks</b>                         | a. National approval of MCs in Uganda to allow use of MCs in public facilities and UN programs (via national stakeholders meeting with MOH & UNFPA)                 | <b>WoMena Objective 2:</b><br><i>To develop knowledge, strategies and tools to address research, communication and policy translation gaps preventing impl of these solutions</i><br><b>WoMena Activity 4:</b><br><i>Advocacy &amp; policy incl policy change mapping &amp; policy briefs</i><br><b>WoMena 1/5 year goals identified at 2016 retreat</b> |
|  | b. Operational, MP approved VAT tax exemption for MCs in Uganda   |  |
|  | c. MCs mentioned/elaborated in national MHM training curriculum   |  |
|  | d. MCs mentioned/elaborated in national MHM strategic plan  |  |
|  | e. Integrate MCs into UN national/intl programs, incl. <u>national MC pilot programs</u> , <u>UNFPA PSB product list</u> & <u>education component in UNFPA kits</u> |  |
| <b>2. Develop framework for “Total market approach”</b>  | a. Determine which pricing, distribution & payment models (don’t) work for MCs  | <b>WoMena Objective 2</b><br><b>WoMena Activity 1:</b><br><i>Multidisciplinary research &amp; evals, summarizing existing knowledge for academic, impl &amp; policy purposes</i><br><b>WoMena Activity 3:</b><br><i>Raising public awareness via events, campaigns, media</i>  |
|  | b. Develop affordable/effective social marketing model and get funding for scale up in collaboration with expert partners   |  |
|  | c. Work on product affordability with suppliers and major procurement partners  |  |
|  | d. Plan for scale up with relevant coordinating bodies/partners   |  |
| <b>3. Continue to reach 85% MC use/satisfaction rates amongst our target groups and “supportive communities”</b> | a. Tailor training curriculum to more clearly address different target groups   | <b>WoMena Objective 2</b><br><b>WoMena Activity 2:</b><br><i>Supporting impl &amp; capacity building for interventions incl curriculum devl, training, monitoring &amp; evaluation and cultural programming</i>  |
|  | b. Use lessons learned from WoMena and partners to improve training curriculum and community involvement  |  |
|  | c. Fully operationalise male and community involvement strategies/targets   |  |
|  | d. More effective tailoring of implementation support to reflect partner implementation capacity  |  |
| <b>4. Measure &amp; demonstrate impact through improved Monitoring &amp; Evaluation</b>                          | a. Map M&E needs with target groups, govt & partners  | <b>WoMena Objective 2</b><br><b>WoMena Activity 2</b><br><b>WoMena 1/5 year goals identified at 2016 retreat</b>   |
|  | b. Consolidate WoMena M&E framework   |  |
|  | c. Improve & consolidate tools into WoMena M&E toolkit, to be freely available online from end 2017   |  |
|  | d. Support National MHM Steering Committee develop national MHM indicators  |  |

## WoMena – OPERATIONAL Goals & Strategies for 2017

| Goals   | Strategies  |
|---|---|
| <b>1. Fundraise USD 170,000 to enable us to realise planned activities for 2017 and USD 80,000 for 2018</b> | a. Lock down commitments for major pending projects   |
|   | b. Continue to improve implementation support component (USD 4,400 / 49% of all income in 2015), target strategic organisations and improve follow up                                   |
|   | c. Re-engage 120 WoMena members for 2017 (USD 3,500 in 2016)  |
|   | d. New strategies incl creative collaborations, selling cards/jewellery   |
|   | e. Identify strategic target(s)/groups for 2017 fundraising (Board)   |
|   | f. Network and advocate for WoMena wherever/whenever possible (everyone) – supported by networking & storytelling workshops   |
|   | g. More effective tailoring of funding proposals to partner needs and team/Board development of strategic & sustainable projects  |
|   | h. Continue to improve communication to outside on the great and strategic work we are doing (including RH solutions more generally)  |
|   | h. Organise Fundraising team to mirror Comms team: coordination, work plan, regular meetings, SOPs, plan for major deliverables   |
| <b>2. Strengthen financial planning &amp; controls to ensure sustainability</b>                             | a. Have consolidated view on current financial position of organisation at all times: monthly reporting on cash at hand, assets, commitments, debts and liabilities                     |
|   | b. Have 6 month projections of funding needs/availability at all times and proactively address gaps   |
|   | c. Improve presentation of financial information via periodic financial reports from Finance to Management Team, from Management Team to Board, and to donors/members                   |
|   | d. Calculate long term financial implications of all decisions  |
|   | e. Strengthen budgeting to ensure recurrent costs covered as much as possible through partner-funded projects and general grants  |
| <b>3. Strengthen team, project &amp; task management</b>  | a. Clearer task division, roles & responsibilities and clarity on how to do tasks via increased use of individual/team Job Descriptions, work plans, Standard Operating Procedures/SOPs |
|   | b. Organise team work to ensure colleagues do not get overwhelmed as well as back up when team/task leaders are busy  |
|   | c. Identify colleagues who wish to develop management skills and invest in feedback/courses   |
|   | d. Plan in advance for colleague transitions & changes in level of effort/LOE to accommodate volunteers moving on to full-time jobs   |
|   | e. Set courses and internal trainings for the year on problem-solving   |
| <b>4. Stay on track and use resources efficiently</b>   | a. Strategically select/limit new projects  |
|   | b. Disseminate and revisit strategic documents, strategic action points and agreed goals regularly in team  |
|   | c. Ensure easy to use, accessible filing system   |
|   | d. Ensure everyone knows what tools have been developed and how to use them (& avoid duplication of efforts)  |
|   | d. Recruit based on organisation's needs  |

## **ADDENDUMS/REFERENCES**

### **1-year goals for WoMena**

Identified in WoMena retreat 2016

1. Standardize training model package
2. Financial sustainability operational: precondition to new projects
3. Focus on the bigger players
4. Limit new things and identify high \$ projects
5. Don't take on more/finalise all MC related research
6. Learn more as team on management and leadership (e.g. online course: Leading a Team – the Open University)
7. "Available to all interested"
8. "Uganda and International"

### **5-year goals for WoMena**

Identified in WoMena retreat 2016

1. Add new RH solution/technology + continue with menstrual cup work after 2017 (strategically selected projects)
2. More focus on RH solutions/innovations in WoMena branding
  - a. Menstrual kits in Uganda
  - b. UNFPA kits (education)
3. More focus on advocacy component
  - a. In collaboration with partners
  - b. Road map from beginning (when starting work with new RH solution)
4. More emphasis on communication and results
  - a. For WoMena team (internal)
  - b. For external (clear comms plan)
5. Same work content but administratively better supported
6. More regular/stable team and projects (robust HR system) + small new projects and interns
7. Still enabling a lot of volunteers/interns to get international experience and contribute to our work
  - a. Wherever possible starting with visit to Uganda (for internationals)

### **Criteria for selecting RH solutions**

WoMena retreat 2016

1. RH solution that responds to a neglected need
2. Sustainable on the macro (society) and micro (personal) levels
3. Preferably linked to:
  - a. Previous WoMena solutions
  - b. Male involvement
  - c. Menstrual cycle awareness (logo)