

FOR IMMEDIATE RELEASE
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Contact: Misha Rodriguez
mrodriguez@womensway.org
(215) 985-3322

WOMEN'S WAY INTRODUCES NEW 3-YEAR STRATEGIC PLAN TO ADVANCE GENDER EQUITY

Philadelphia, PA (January 16, 2025) – [WOMEN'S WAY](#), Philadelphia's leading nonprofit dedicated to achieving gender equity, is proud to announce the launch of its [2025-2028 Strategic Plan](#). This transformative 3-year plan positions WOMEN'S WAY to deepen its impact by building collective power and addressing the root causes of gender inequity throughout the Philadelphia region and beyond.

"For too long, efforts to improve the lives of women, girls, and gender-expansive individuals have focused on treating symptoms instead of addressing the systemic barriers at the root of gender inequity," said **Diane Cornman-Levy, Chief Disruptor at WOMEN'S WAY**. "This plan is a call to action to tackle these barriers and build a future where security, dignity, freedom, and joy are accessible to all - especially those historically impacted by gender inequities."

Highlights of the Strategic Plan

- **A Mission Grounded in Gender Equity and Economic Liberation:** The plan introduces an updated vision and mission that centers the lived experiences of those most impacted by gender inequities.
- **A Refined Theory of Change:** WOMEN'S WAY will prioritize dismantling systemic barriers while advancing sustainable community-led solutions.
- **Core Values and Guiding Principles:** These will shape the organization's work over the next three years, ensuring alignment with its long-term goals.
- **Five New Pathways:** These will guide the organization's programs, initiatives, and decisions.

A Roadmap for Systems-Level Change

The 2025-2028 Strategic Plan builds on nearly 50 years of advocacy while integrating insights from WOMEN'S WAY's work with 100+ partners over the past seven years. With this plan, WOMEN'S WAY will:

- Empower women and other gender-oppressed people to lead transformative policy and systemic change.
- Expand the capacity of grantees, practitioners, funders, advocates, and policymakers to prioritize equity in their work.

- Support community-led initiatives that improve gender equity and reduce wealth disparities.
- Build collective power by uniting the region to challenge systems of inequity.
- Strengthen its organizational capacity to lead change and support transformative work.

Why Now?

The urgency for systems-level change is greater than ever. In an uncertain and ever-changing social and political environment, many are poised and motivated to take action. This plan offers an opportunity to channel this energy into building meaningful, lasting solutions over the next three years.

“WOMEN’S WAY is rising to meet the moment,” said **Diane Cornman-Levy, Chief Disruptor at WOMEN’S WAY**. “We are creating a future where gender equity is not just a goal but a reality—and we invite everyone to join us in this journey.”

For more information about WOMEN’S WAY’s 2025-2028 Strategic Plan, please visit womensway.org/about. Those interested in learning more can [register](#) to attend a virtual information session scheduled for January 23, 2025.

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ABOUT WOMEN’S WAY

WOMEN’S WAY is a Philadelphia area nonprofit organization dedicated to achieving gender equity by building collective power to disrupt oppressive systems and strengthen alternative models centered on love, dignity, and liberation. Through education, research, advocacy, and grantmaking, WOMEN’S WAY envisions a region where security, dignity, freedom, and joy are accessible to all - especially those historically impacted by gender inequities. To learn more, visit womensway.org and follow us on [Facebook](#), [YouTube](#), and [Instagram](#).

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