2021 Core Initiatives
Strategic Plan

Prepared by Kirsten Dickerson
President, Tirzah International
Ministry Plan and Core Initiatives

In 2021, Tirzah will lean into funding the three core initiatives that align with the mission, values, and focus of creating Christ-centered empowerment opportunities for women around the world.

**Investing in Women Who Are Changing The World**

**OUR MISSION** IS TO STAND STRONG WITH A NETWORK OF GLOBAL WOMEN LEADERS WHO ARE IMPACTING THE WORLD WITH GOD’S LOVE IN THE FACE OF INJUSTICE. WE DO THIS AS CATALYSTS, CONNECTORS, AND CAPACITY-BUILDERS.

- **Catalyst:** Tirzah helps launch a new initiative to create opportunities for women in partnership with a global leader (such as a new micro-enterprise program or a regional leadership development track)
- **Connector:** Tirzah connects the global leader to opportunities that equip them to fulfill the vision they have to create opportunities for women in their region: funding, resources, training, relationships
- **Capacity-builder:** Tirzah helps to grow a program to increase impact, such as the number of participants in a micro-enterprise program or the launching of a social business model to create sustainability and/or additional funding opportunities to increase impact

**OUR VISION**
We envision a world where women and girls flourish as they are empowered to fulfill their God-given potential.

**OUR FOCUS**
We partner with local female leaders to create opportunities for women to discover their God-given potential through micro-enterprise and leadership development initiatives.

The three core initiatives of funding and focused ministry partnerships for 2021 will be:

1. Micro-enterprise: 12 Month programs using Get Hope Global curriculum
2. Leadership Development: Tirzah’s Emerging Leader Initiative, “Pathways to Servant Leadership”
3. Sustainable Ministry Models: Social Business Initiatives with core partnerships to create sustainable funding models for ministry needs
1. Core Initiative - Micro-enterprise Programs

Tirzah’s micro-enterprise initiative is implemented through partnerships with the Tirzah Global Leaders to create opportunities for vulnerable women in their communities. The women invited to enroll in the programs are women in poverty who have often faced abuse, trafficking, disease, lack of education, or other forms of discrimination and violence. The 12-month program will equip vulnerable a woman with community support as she learns how to start and launch a small business (or group co-op).

Tirzah has chosen to partner with Get Hope Global to utilize its curriculum and micro-loan program. Tirzah’s micro-enterprise model has proven to be effective in transforming whole families in Kenya and Ethiopia. Get Hope’s curriculum aligns with Tirzah’s mission and offers the opportunity to multiply this impact around the world. Tirzah is focusing on growing this impact in all our global regions where vulnerable women lack opportunity. Each global partner will implement the program in the way they see as most effective for the women in their ministry. Tirzah provides support through training of leaders, providing curriculum, assisting in implementation of the program, and fundraising for each partner program as needed.

Current 2021 Micro-enterprise Plans from Global Leaders

- **KENYA: Judy and Esther Mbugua** Ministry focus to vulnerable HIV+ women from the Kibera slum. Impact on women impacts children as well. Will utilize curriculum training and add ten more women in 2021. Includes funding for a holistic program for 45 women, two community outreaches, and ten vertical gardens (for nutrition and income generating option). *(45 women total) (capacity builder and connector)*

- **ETHIOPIA: Sophia Mengistu** Ministry focus on vulnerable HIV+ women from the Entoto Hill community. Partner will to grow this successful program that has proven to transform women and their family, adding 10 more women in 2021. Holistic program that impacts whole families through healthcare, education, savings, and dramatic income increase. *(40 women) (capacity builder and connector)*

- **ZIMBABWE: Violet Myambo** Ministry to young girls and young women orphaned and living on the streets now receiving support and education through the ministry. Will implement training with young women in current ministry to encourage them to be entrepreneurial. They are also forming an older women’s ministry group for prayer and discussion on future ways to implement the program more broadly in their nation. This is under the leadership of Violet, who is being mentored by Esme to be new Southern Africa Regional Leader in 2022. *(15 young women for launch group)*

- **INDIA: Dr. Lavanya Suneetha** Ministry to vulnerable HIV+ and leprosy impacted women and widows from local slum communities. Will implement training with 15 women chosen from a larger group of women who come to the empowerment program when also receiving healthcare. One hundred additional women are impacted through the informal hand-craft training and empowerment program. *(10 women in formal launch group, 100 women impacted through informal handicraft training)*.
• **FRANCOPHONE AFRICA: Madeleine Gouentoueu** Ministry to vulnerable women affected by poverty, discrimination, and violence throughout this region. Launching test group for 15 rural HIV+ women in Ivory Coast in 2021. This test group will offer an example for the larger network of leaders in the 15 nation network. In partnership with Get Hope, Tirzah is organizing a training for all 15 leaders from each of the 15 countries in this region. They will learn how to implement micro-enterprise for women in their countries in 2022. The training will be held after the larger leadership conference funded by Tirzah in August of 2021. Get Hope will come to the conference and host training with Tirzah’s support. *(10 women in the launch program in 2021. Training with global leaders will result in 15 new micro-enterprise programs in 2022, impacting 150+)*

**TOTAL FUNDING for Micro-enterprise Program Initiatives in 2021:** $144,000

**Average Cost** per woman to enroll in holistic yearlong Micro-enterprise program: $1200 p/p

Funding for the holistic program includes:

- Mentorship & Business Training
- Handicraft training
- Healthcare and Educational support of children
- Community Meals and food security where needed
- Communal Savings
- A Micro-loan to launch a business where applicable
- Weekly Spiritual support and Bible Study
- Train the Trainers conferences and online webinars
- Printed Materials and resources for trainers

**IMPACT** in 2021: Estimated 120 women participate in micro-enterprise training, discovering their God-given potential, launching businesses, rising above poverty, and growing in their faith and knowledge of God and his love. Whole families impacted through poverty alleviation, protection from abuse/trafficking/violence, and access to healthcare and education. Budget includes informal handicraft training/outreach. **Growth impact in 2022:** double+ number of women in programs.
2. Core Initiative - Leadership Development

Tirzah’s Emerging Leader Initiative (ELI): “When Women Rise”

Kirsten has been working alongside Anita Schamber to create the new leadership development initiative for Tirzah that will launch in 2021. The program is called: **When Women Rise**.

The curriculum is based on a two year mentoring and coaching program that identifies young Christian women with the potential to be change-makers in their nations, namely to fight injustice against women by stepping into leadership roles in the church, government, business, and non-profit work.

The urgent need for leadership in these chaotic times, as well as the paucity of women leaders, has opened an opportunity, as well as a challenge, for Tirzah International to “lead the way” in holistically developing emerging women leaders who desire to make an impact within their spheres of influence around the globe. Therefore, the broad goals of this journey include to:

- Support the women in creating sustainable spiritual practices to deepen their faith in God,
- Increase their self-awareness and understanding of their design and calling to lead,
- Advance their relationship maturity through engaging effectively with others,
- Build their courage and confidence to influence social changes, and
- To develop mindsets, natural abilities, and learned skills to lead and impact others in real situations.

The curriculum is based on **ten core modules** of Christian spiritual formation and leadership development. Each woman invited to participate will be expected to be fully committed and willing to step into sharing what she learns with other women, during which Tirzah will invest time and resources in her future leadership efficacy. The emerging leaders in each cohort will be accompanied on the journey by experienced coaches and mentors who will help them “chart a course” to their future.

The leadership initiative will launch with 10 online regional webinars and then a weeklong regional conference. The invitation and preparation process begins in early January, and the webinars start in May. Each region will adapt the curriculum as it best fits their needs and structure. There is a formal invitation process for both mentors and mentees.

---

**Leadership Development:**

Emerging Leader Initiative (ELI) Core Regions for 2021

- **Francophone Africa:** Core leaders are Madeleine Gouentoueu and her daughter Anita. Our partners in this region represents a network of women leaders from 15 countries. One mentor for each country will identify 3-4 women to mentor and invite to the program. Potential for 45-60 women to be mentored. Conference timing and location TBD. *(Impact: 30 women in ELI program year 1 and 300 women in Year 2)*
• **East Africa:** Core leaders are Esther Mbugua and Sophie Mengistu. This region represents Ethiopia, Kenya, and Uganda. The conference will be held in Q4 of 2021. Currently enrolled are 5 mentors and 25 mentees. (Impact: 25 women in ELI program year 1 and 250 women in Year 2)

• **Southern Africa:** Core leader is Esme Bowers. There will be 8 mentors and 30 women invited from this region representing 10 countries in Southern Africa. (Impact: 30 women in year 1 // 300 women in year 2)

• **South Asia:** Core leader is Dr. Lavanya. There will be 4 mentors and 20 women from India. Conference end of November in India. (Impact: 20 women in year 200 women in year 2)

• **Southeast Asia:** Core leader is Dr. Dorothy Colney. There will be 4 mentors and 20 women from Myanmar. Current political situation may delay this program. Conference TBD. (Impact: 20 women in year 200 women in year 2)

• **Eastern Europe:** Core leader is Ksenja. There will be 5 mentors and 20 women from Eastern Europe region. Mentors TBD but within Ksenja’s network. Conference in Nov/Dec in Serbia. (impact: 20 women, 200 women in year 2)

• **MENA:** Core leader is Suzy. The ELI curriculum will be added to a current women’s theological academy funded by Tirzah in Sudan, Egypt, and North Africa (Morocco, Tunisia, Algeria). Conferences will be in Q1 of 2022. (Impact: 45 women in year 1 and 450 women in year 2)

Total FUNDING NEEDS for Leadership Development Initiatives:
• $125,000 for year one, $250,000 full two year program.

Funding includes these resources:
• Tirzah’s Leadership Curriculum Workbook (printed regionally)
• Corresponding Devotional on Leadership (32 contributors from Tirzah’s global network) (printed regionally)
• Journals and conference materials
• Printing of Tirzah leadership devotional for US distribution
• Director of Leadership Development stipend: Esme Bowers in South Africa
• Translation of materials where needed: French, Arabic, Burmese, Hungarian, Serbian
• Weeklong Regional Conferences (held in Q4 of 2021 or Q1 of 2022)
• Global Conference for selected mentors and mentees from each region in August 2022

**IMPACT:** 190 young women in 2021 participate in ELI global program for young women, including the MENA region. In year two, each woman will train ten women through a weekly discipleship group focused on Christian leadership. Potential impact by 2022: 1900 young women. (Final numbers depend on the application process and global leader discretion)
3. Core Initiative - Sustainable Business Models

To create long-term sustainability for Tirzah’s global partners, Kirsten has been developing a sustainable business test model to implement in 2021 with trusted Tirzah global leaders: Judy and Esther Mbugua in Kenya. The plan’s long term goal would be to create a significant source of local funding so the ministry can be self-sustaining in 3-5 years.

Other partnerships with future sustainable business models in development for 2022: Ethiopia (bookstore with local handicrafts and coffee shop) and India (retreat center and handicraft store/collection).

Once a partnership is sustainable, Tirzah will redirect efforts to fund new initiatives or identify new global partners. This initiative will set Tirzah apart as a forward thinking non-profit model that empowers local leaders to identify and implement long term sustainable businesses that generate revenue for their ministry to vulnerable women. Tirzah will honor its mission to operate as a “catalyst, connector and capacity-builder” for our Global Partners through this initiative where applicable.

Funding for the sustainable business model is separate from other funding initiatives. Funding will come through foundations/grants interested in social business as well as a potential crowdfunding mode crowdfunding campaign and individual contributions.

The Kenya ministry will be sustainable by 2024 or sooner through the implementation of this model. Tirzah will roll off of funding over three years once implemented but will stay in relationship indefinitely.

FUNDING NEEDS to launch KENYA Sustainable Business Model: $85k

** Detailed proposal on Tirzah's Social Business model in Kenya available upon request

IMPACT: Implementation of Tirzah’s social business plan will sustain ministry to thousands of women and children living in the Kibera Slum of Nairobi through this local funding initiative. Continued success of the model creates opportunities to grow impact and outreach further. The social business model continues to engage volunteers and investors in the ministry and story through relationship and by supporting the social business.
Strategic Plans for Donor Engagement:

**Prayer Partners:** The president will continue to host monthly ZOOM group calls with a featured Global Leader. Monthly prayer requests are sent to prayer partners via pdf and online links. This has become a very active group in Tirzah, and most have increased their giving as a result.

**Film Club:** This has been a great way to engage with the mission surrounding women’s core social issues through monthly film discussions hosted by Brandon and Kirsten Dickerson. Participants have ranged from 20-90 years, male and female, from west coast to east coast. The club will continue through May 2021. Potential to launch local “Tirzah Film + Book Clubs” around the country once COVID-19 is over.

**Tirzah Bazaar:** This has become a great “entry” point for new churches, groups, and donors to engage with Tirzah and invite others to engage and support the mission. Various events and models to utilize the marketplace as both a fundraiser and marketing tool will continue to evolve and be implemented in 2021. Currently the Bazaar supports women and artisans through the purchase of handcrafted items and 100% of the proceeds are returned to fund Tirzah’s general programs or women.

**Bazaar in a Box:** Core donors will host home events where they invite friends to learn how to become an advocate for women through Tirzah. The events will equip the host to offer a pop-up shopping Bazaar, opportunity to get involved through sister sponsorships, prayer partners, and Tirzah trips, plus a variety of ways to incorporate facts/stories/and global culture through an intimate gathering. This new model soft launches in summer 2021 and then full public launch in fall 2021. The book and film clubs will likely be formed through these events.

**Tirzah Trips:** See the previous section details for multiple ways to visit and volunteer with Tirzah’s global ministry network. Tirzah trips will increase donor funding and engagement at all levels. With Kirsten’s background in leading curated insider trips as a Travel Designer, Art Director, and Short Term Missions Director, she is ready to implement insider experiences for Tirzah that benefit for both the traveler and the host, raising awareness, engagement, and major funding for Tirzah’s mission. The trips will be announced in Summer of 2021 and registration will be open. Trips are offered starting in Jan 2022.

**Events:** Tirzah will participate in various events to raise support, awareness, and engagement through speaking engagements, conference sponsorships, marketplaces, and creative social media campaigns 2021 plans include: IF:Gathering, Church Partner speaking events, and the Art Gala as well as campaigns for Sponsor a Sister Programs, International Women’s Day, Mother’s Day, Giving Tuesday, and End of Year Giving.