

100,000 Water Women Trained per year by 2030

2030 Goals

Annual Income (including "In Kind" Donations)	Staff	Space	Out Reach	Mission	Marketing	Development/ Capital Campaign	Global/ Regional Board	Fund-raising
\$7.5 Million	19 staff members	Additional condo	Corporations Churches # Youth Chapters Globally Recognized # Chapters Nationwide	100,000 WW trained per year 10 Country Teams 3 Regional Coordinators	Full Scale Marketing Operations	Full Scale Development Team Capital Campaigns as needed	Representation Nationally Representation Globally	10 Full Scale Events

2021 Goals

Annual Income (including "In Kind" Donations)	Staff	Space	Out Reach	Mission	Marketing	Development/ Capital Campaign	Board	Fund-raising
1,250,000	7 Staff Members	Buy Condo and payoff mortgage	Start Youth Outreach Target Jtown Neighbors Add two Chapters Define what "Chapters" will be Start Church Outreach Approach Frats/Sororities Approach Boy/Girl Scouts	Water Women trained by YE 35,000 Add 2 Country Teams	Develop Marketing Plan Activate Marketing Team	Add Part-time CDO Conduct Capital Campaign Complete Capital Campaign Launch planned Giving initiative	Complete Bylaws review Complete Board Evaluation Complete ED Evaluation All Members understand mission and Long range Goals All Members serve as ambassadors All Members commit to Team Building Add 2 Board members	Sponsor 8-10 Events Utilize "event champions" from the Board for each event Track effectiveness of each event
Thru Q1: 207K	GOAL MET			Thru 1Q: 6,274 WW Trained	GOALS MET	One Goal Met in Red	Two Goals Met in Red	

Overarching Goal

2030 Supporting Goals

2021 Supporting Goals