MISSION
Chrysalis invests in the safety, security, education, and economic empowerment of girls and women in Greater Des Moines.

We do this in partnership with agencies and services vital to girls’ and women’s success through grants, community education, and donor and volunteer engagement.

VISION
Chrysalis is the leading organization supporting and sharing the success of girls and women who are independent and contributing members of the community.

VALUES
Accountability
Collaboration
Inclusiveness
Innovation
Integrity
Quality

KEY PRIORITIES
Ensure safety, security (well-being), education, and economic empowerment is available to all girls and women

ENGAGE THE COMMUNITY
Build and connect a community of donors, volunteers, and organizations dedicated to girls and women

Objectives: awareness and mobilization

1. Develop and offer multiple opportunities for engagement with Chrysalis that are inclusive and accessible
2. Develop a marketing and communications plan to institutionalize unified messaging
3. Create and implement an annual fund development and donor relations plan
4. Guide and oversee marketing/communications, fund development, and events work groups

STRENGTHEN NONPROFITS
Advance safety, security, education, and economic empowerment of girls and women through program investments

Objectives: capacity and effectiveness

1. Develop metrics and methods to report community impact of investments
2. Monitor investment results and ensure evaluation data is used to inform best practices
3. Support and encourage nonprofit collaboration and co-funding
4. Guide and oversee grantmaking and evaluation, research and development, and community education work groups
PROMOTE FOUNDATION EXPERTISE AND COMMUNITY LEADERSHIP
Strengthen and expand public profile as “expert” on girls and women
Objectives: position and strategy

1. Create methods to position Chrysalis as thought leader on gender issues
2. Cultivate and maintain partnerships and collaborations
3. Deepen and expand partnerships to strengthen intersectionality, diversity, equity, inclusion culture
4. Monitor critical community needs and issues

SUPPORT ORGANIZATIONAL EXCELLENCE
Strengthen the long-term effectiveness and capacity of staff and board
Objectives: competence and proficiency

1. Assure alignment of goals and tactics to achieve strategic goals and objectives
2. Support ongoing staff and board professional development
3. Ensure investment goals and financial stability
4. Strengthen diversity, equity, and inclusion throughout organization