NoVo Foundation Strengthening the U.S. Movement to End Violence Against Women & Girls

Strengthening a movement with the capacity to imagine, align around a vision of and advocate for social change

		Short-term Outcomes	Intermediate to Long-term Outcomes
Aligning the Movement	**Goal 1:** Facilitate the development of a common vision for the movement that uses a critical race, class and gender analysis and is deeply embraced by promising leaders. **Strategies** 1. Provide promising leaders **who are intersectional & have the propensity for social change**, the time, opportunities, restorative setting to: (a) Understand the field and power dynamics of movement building. (b) Align around a vision for the future of the movement. (c) Deepen commitment to and capacity for collaborative relationships. (d) Developa nd engage in an analysis of challenging issues in the field.	• A cluster of leaders committed to working together • A unified and directional vision for the future of the movement • Enhanced capacities to build alliances and increase collaborative efforts • A shared critical analysis with an intersectional and aligned approach	• A sophisticated and evolved social change movement functioning outside the NoVo program structure • Cohort leaders actively engaged in social change and movement-building efforts in their local, state, and national communities
Strengthening Individuals and Organizations in the Movement	**Goal 2:** Promote a healthy, thriving movement by **experientially** increasing the capacity of individuals and organizations to end VAWG. **Strategies** 2. Invest in transformative leadership development for individuals serving as organizational and movement leaders. 3. Invest in organizational development and provide general operating support to ensure that participating organizations have the necessary capacities and resources to engage in social change advocacy.	• A shift towards collaborative, shared leadership models • Enhanced awareness of self and social identity • Organizations develop, understand and align mission, vision, values and practice • Adoption of models to best advance organizational missions and organizing work • Increased organizational capacity to think strategically and engage in social change strategies	• A stronger bench in organizations with shared leadership and investment in the next generation of leaders • Sustainable and healthy leadership and professional practices throughout the movement • A thriving ecosystem of organizations working on ending violence
Engagement of Other Funders	**Goal 3:** Develop a funder engagement strategy to inform and generate greater interest and investment in the work of the movement to end VAWG. **Strategy** 4. Engage other funders and encourage their investment in collaborative social change campaigns incubated in this initiative.	• Funder engagement strategy developed and implemented	• Increase in funding for social change advocacy to end VAWG • New funders engaged and resources committed to support collaborative social change campaigns
Enhancing Movement's Capacity to Advocate for Social Change	**Goal 4:** Promote and equip participants to use cutting edge social change theories and tools as the primary strategy to advocate for ending VAWG in the U.S. **Strategies** 5. Ensure that leaders have the inspiration, training and resources necessary to develop/execute social change vision and strategies. 6. Create opportunity to apply these trainings and skills to collaborative projects or campaigns.	• Increased knowledge of & capacity to use fundamental and cutting edge advocacy, organizing, and campaign tools and strategies • Increased capacity across cohorts to gauge, target, and shift attitudes & behaviors related to gender-based violence • Effective research and messaging to inform social change efforts and support projects/campaigns	• Bold strategies created for ending VAWG • Increased time, energy and resources going towards collaborative social change campaigns • Increased engagement of communities in ending VAWG • Shift in public opinion, attitudes, and behaviors as a result of these social change campaigns • Increased political and social will to end VAWG • Shifts in laws and policies that address the root causes of VAWG
Building Critical Mass within the Movement and with Other Movements	**Goal 5:** Define and mobilize a critical mass of transformed leaders and organizations such that the movement's narrative and direction is impacted and incorporates global perspectives and cross-movement collaboration. **Strategies** 7. Design an experiential program structure that will reach tipping point in 5-10 yrs. 8. Create opportunities to learn from & exchange ideas w/allied activists inside and outside the U.S. 9. Foster collaboration and partnership around joint strategic campaigns to end VAWG.	• Increased connection and engagement with allies outside of the U.S. and usage of a global frame for ending VAWG • The issue of VAWG is framed in a more holistic, intersectional way	• Increased engagement of anti- VAWG organizations in collaborative campaigns • Increased understanding of the opportunities for engaging in the global movement to end VAWG • A network of social justice organizations will integrate anti- VAWG analysis and agenda into their work