



BUILDING BETTER SPORT FOR ALL THROUGH GENDER EQUITY



At Canadian Women & Sport we have big goals as we continue to partner with organizations at all levels of sport to work towards achieving our mission:

TO CREATE AN EQUITABLE AND INCLUSIVE SPORT AND PHYSICAL ACTIVITY SYSTEM THAT EMPOWERS WOMEN AND GIRLS—AS PARTICIPANTS AND LEADERS—WITHIN SPORT AND THROUGH SPORT.

Research suggests that many people and organizations are ready for change—they know that a better sport system for girls and women means better sport for all.

Our current opportunity is to both advocate for gender equity and actively partner with organizations who share our goal of changing the game. Our strategic plan guides the way forward.

BY 2024, WE WILL MOBILIZE A SYSTEM OF LEARNING AND ACTION TO EMPOWER 10,000 LEADERS AND 500 ORGANIZATIONS TO BRING GENDER EQUITY TO LIFE IN THEIR WORK. HERE'S HOW:



DEEP WORK WITH SPORT ORGANIZATIONS

- ✓ Expand our competency-based programs to organizations at all levels of sport and physical activity.
- ✓ Help organizations follow-through on their plans for gender equity and recognize their progress.
- ✓ Create opportunities for individual sport leaders to access in-depth training and tools.



FOSTER ONGOING RELATIONSHIPS

- ✓ Build and maintain an active network of partners working together towards gender equity in sport.
- ✓ Develop our team's capacity for proactive, ongoing and meaningful relationship building.
- ✓ Expand the number of active relationships we have across all levels of sport and physical activity.



MODERNIZE OUR MODEL

- ✓ Systematize and streamline our core operations and programs for greater efficiency.
- ✓ Use partnerships and technology to increase program scale and impact.
- ✓ Diversify revenue to enable and sustain meaningful levels of impact.



ACHIEVING GENDER EQUITY IN SPORT IS POSSIBLE WITH AMBITIOUS GOALS, A CLEAR PLAN AND HARD WORK. TOGETHER, WE CAN CREATE A SPORT SYSTEM THAT IS BETTER FOR ALL.