



WHITE RIBBON STRATEGIC PLAN

Change Begins Here.



white ribbon



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2023 - 2027

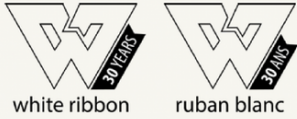


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Looking to our future, building on our past.

Our hearts and minds know the truth. It's possible, it's achievable, and it's right before us: 'A future free from all forms of gender-based violence and discrimination' and, we can tell you where this future is found: it's at the cornerstone of social justice; and at the intersections of gender equity and male allyship. The path is marked: [The Change Begins Here](#).

It's with immense pride and humility that we share White Ribbon's 2023 - 2027 Strategic Plan, entitled [The Change Begins Here](#) that unfolds our organization's pathway towards our future vision, guided by three distinct pillars: building allyship to help end gender-based violence and discrimination; leading in culture change through transformative programming and initiatives; and strengthening our organizational sustainability to achieve our mission.

We are deeply grateful to our partners, program participants, staff team and Board of Directors for sharing their wisdom, lived experiences, and their strong desire to expedite social change throughout the strategic planning process. Through this work, we find ourselves at the future's edge, yearning for the day when our society is free of gender-based violence.

This plan builds on White Ribbon's 30+ years of gender transformative campaigns and programs. It's grounded in our organizational values and extensive knowledge of change theory.

Our roots grew out of a response to the 1989 Montreal massacre that robbed 14 women of their lives and their future in engineering. Their futures were stolen not only by the young man who thought they did not belong in a male dominated field, but from the misogynistic social norms, attitudes and behaviours that enabled and continue to enable this violence. This horrific act of gender-based violence inspired the beginning of White Ribbon's transformative work with men and boys.

White Ribbon's grassroots movement started in Toronto, Ontario and quickly grew across the world to over 60 countries with men pledging to never commit, condone or remain silent about all forms of gender-based violence and discrimination.

White Ribbon has evolved to be a globally recognized organization preventing gender-based violence through transforming men's and boy's attitudes, behaviours and values, in homes, classrooms, communities, and workplaces. We endeavour and work tirelessly to shift social consciousness and create new norms of healthy masculinities, accountability, and allyship.

Our approach is novel, life-saving, and highly impactful. We apply positive, strength-based and intersectional approaches combined with anti-colonial practices and culture transformation into all of our programming.

Across Canada and around the world, we know - as our hearts and evidence tell us - men and boys want gender justice. They too are excited to arrive at the future's edge, embracing a new generation free from all forms of gender-based violence and discrimination.

We invite you to join us on the path marked: [The Change Begins Here](#), and help actualize the 'future-unfolding' across Canada and around the world. Be part of the gender equity and allyship movement to create a socially just world. Partner with us, promote our work, and contribute financially to sustain and grow White Ribbon's efforts in promoting healthy masculinities, advancing gender equity and allyship, and ending all forms of gender-based violence and discrimination. [The Change Begins Here and it begins with you. Our collective hearts and minds yearn for that future.](#)

in allyship,

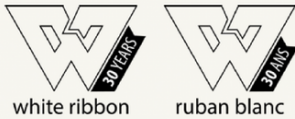
Humberto Carolo

Executive Director

&

Mona Mitchell

Chair, Board of Directors



Reflections on our previous plan

It has been over 30 years, and the transformative social change Canadians, communities, institutions and governments want and need is within our power.



In 2018, we launched our previous strategic plan under our current leadership. The ambitious plan set out goals supporting:

- Programming
- Constituent Growth
- Financial Stability
- People and Culture

About a year into executing the 2019–2021 strategic plan, the COVID–19 pandemic hit. It goes without saying, 2020 changed the lives of many people across Canada and globally. The pandemic altered the way we engaged with our constituents and delivered programs. The effects of public health measures, the alarming stressors on people’s social determinants of health (e.g. economic strain, reduced access to supports, and the increased reliance on technology) created conditions that escalated the risk and incidence of gender-based violence. This required us to work in innovative and creative ways to continue our prevention and intervention work.

The COVID-19 pandemic resulted in:

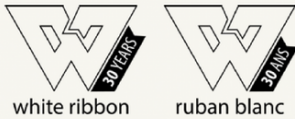
- A 30% increase in gender-based violence in some countries
- An increase in domestic violence
- Reduced access to support services
- Economic impacts
- A disproportionate impact on marginalized groups.

Our impact assessment* has shown significant results:

- 93% increase in knowledge
- 92% enhancement of skills
- 88% change in behaviors.

**Based on Annual Report Data (2018–2022)*

Although it has been a challenging few years, we have successfully adapted and evolved while meeting our goals outlined in the 2019–2021 strategic plan. Our new strategic plan, *The Change Begins Here*, honours our 30+ year legacy and aligns our goals, mission and vision with the current times and much anticipated future.



About Us

White Ribbon is a Canadian-registered charitable organization that engages male-identifying individuals along with governments, public and private organizations and society as a whole in the prevention of gender-based violence by promoting equity and transforming social norms, attitudes and behaviours.

We challenge and support men and boys to realize their full potential to be part of the solution in ending all forms of gender-based violence and discrimination.

What We Do

White Ribbon uses a feminist-informed, strength-based approach to end gender-based violence and discrimination across Canada and around the world.

White Ribbon programs use a holistic approach that fosters gender equity and prevents gender-based violence and discrimination. Our programs are designed to transform harmful social norms, to promote equity and build male allyship.

We Do This By:

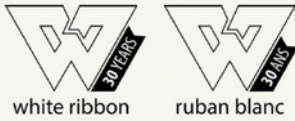
- growing male allyship and commitment to a life journey of creating a new vision of masculinity
- changing the culture within organizations and institutions and building the capacity of diverse sectors
- creating safer and inclusive spaces
- fostering an increase in knowledge and skills to help change attitudes, behaviours and social norms
- incorporating anti-colonial and intersectional practices and methodologies into all areas of our organization and programming.

Our Programs

Our interactive programs are based on best practices and draw upon current events, storytelling, discussions, and activities to create culture change. These help participants understand how they can be part of the solution to end gender-based violence and to inspire them to take action.

We work multilingually, including in English and French, through a multitude of projects and programs:

- in elementary, secondary and post-secondary institutions and with all education-related bodies including associations, unions, federations, school boards, parent groups, principal councils, sport associations and faculties
- in sectors and workplaces to create healthier, safer, more inclusive and respectful workplaces, institutions and governments
- broadly, through multifaceted social marketing and public education campaigns.



Our Vision, Mission & Values

Our Vision

A future free from all forms of gender-based violence and discrimination.

Our Mission

White Ribbon promotes healthy masculinities, advances gender equity and builds allyship.

Our Values

At White Ribbon,
we are committed to:



Gender Justice

Equitable rights and opportunities, including understanding and addressing the unique challenges faced by individuals with intersecting identities.

Innovation

Using what works to inform our programs and services while continuously exploring new and creative approaches to achieve our mission.

Anti-Oppression

Promoting fairness and justice for all individuals, regardless of their identity, including recognizing and addressing the impacts of racism and colonialism on Indigenous and systematically marginalized communities.

Integrity

Taking responsibility for our actions and ensuring transparency, accountability and integrity in all our work.

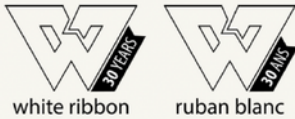
Compassion

Working with compassion, empathy and care in all of our interactions and initiatives, ensuring we have a positive and impactful effect on the individuals and communities we serve.

Collaboration

Building partnerships that are rooted in common values, amplify our strengths, and drive our mission forward.





Our Impact

Our Impact Statements outline how our work supports our vision and mission of ending gender-based violence and discrimination. These Impact Statements create a framework for our 4-year strategic goals, objectives, and ultimately action plans.

As part of our commitment to using inclusive language, we use the terms "men and boys" interchangeably with "male-identifying adults and youth" to refer to individuals who identify as male. This approach acknowledges and celebrates the diversity within this group while promoting the use of respectful and inclusive language.

Pillar 1

Build allyship to help end gender-based violence and discrimination locally, nationally and globally

How we achieve this pillar

- Expand public engagement to enhance reach and build allyship
- Contribute to advocacy to influence transformation
- Enhance partnerships to further elevate our unified purpose and voice
- Grow thought leadership by strengthening our communication strategy

Pillar 2

Lead transformative culture change through programming and initiatives

How we achieve this pillar

- Enhance programming based on the latest evidence and innovation
- Strengthen impact of programming and initiatives for men and boys
- Enable organizations in male-dominated sectors to transform mindsets and cultures

Pillar 3

Strengthen our ability to achieve our mission

How we achieve this pillar

- Prioritize sustainable and diversified funding
- Support the wellbeing of our people and workplace culture
- Foster inclusion and equity by promoting and role modeling anti-colonial practices and intersectionality

A Call to Action

The world we want...

A place to feel safe, to belong, to be respected and embraced for our individual uniqueness and spirit. This is the world White Ribbon is building with your help. This is why Change Begins Here... with White Ribbon and with you. We know we can only achieve our vision by working together to change attitudes, behaviours and create new opportunities to build community. We invite you to join us in making our vision a reality by supporting our work and donating to achieve our impact.

The White Ribbon we need...

For more than 30 years, White Ribbon has led the way to create a safer, inclusive, welcoming community where gender-based violence and discrimination are eradicated. We know this is a bold vision and one that, for the next four years, our Change Begins Here Strategic Plan will guide.

To accomplish our vision, we will grow allyship, expand our programs and services and enable culture change within workplaces, schools, and communities. We will grow our supporters and strengthen our partnerships, and White Ribbon will become better known for change. Working together, we will leverage and grow our resources so that this vision is a reality for White Ribbon and each one of us.

Together, Change Begins Here.

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