

## Strategic Plan

### Shams Al-Insaniya Organization for Women and Child – SHAO (2024-2027)

**Vision:** Our vision is of a world where Iraqi women and girls are economically, socially, and healthily empowered, a world free from violence against women and girls, a world where gender equality is achieved and where Iraqi women play a major and impactful role. It is a world where justice, fairness, and children's rights are protected. It is a world where communities and their marginalized groups have access to participation in human rights, a dignified life, social justice, sustainable development, citizenship, and democracy by 2030.

**Mission:** Our mission is to support movements for women's rights and gender justice to thrive and to be a driving force in challenging different systems of oppression. We aim to empower youth to lead sustainable change in conflict-affected communities through advocacy, dialogue, and empowerment for peacebuilding, and to implement UN Security Council Resolution 1325 in practice for a free and dignified life. We are committed to protecting children and preserving their rights, supporting networking with other civil organizations, and enhancing our collective capacities to influence decision-making, policies, and programs targeting the realization of rights for the most marginalized and vulnerable groups. Our goal is to have a qualitative impact on the participation and lives of these groups.

#### Strategic Objectives:

1. Promote women's and children's rights
2. Economic empowerment of women
3. Improve access to education
4. Strengthen healthcare access
5. Increase awareness and advocacy

#### Detailed Strategic Objectives and Directions:

##### Objective 1: Promote Women's and Children's Rights

**Strategy 1.1: Provide legal support, legal advice, psychosocial support, and case management services for women and children.**

- **Activities:**

- Establish legal consultation, psychosocial support, and case management centers in Ramadi: Set up specialized centers to provide legal and psychosocial support

services, including case management for women and children. Recruit qualified lawyers, social workers, and case management staff.

- Organize legal awareness and psychosocial support workshops: Conduct regular workshops in local communities about the legal rights of women and children and how to protect these rights along with psychosocial support.

- **Performance Indicators:**

- Number of beneficiaries of legal, psychosocial consultation, and case management services: Track the number of women and children benefiting from legal advice, psychosocial support, and case management services.
- Number of workshops held and participants: Monitor the number of workshops conducted and the number of participants.

### Strategy 1.2: Organize awareness campaigns on women's and children's rights.

- **Activities:**

- Launch media campaigns on social media: Utilize platforms like Facebook, Twitter, and Instagram to share awareness content.
- Distribute awareness materials in local communities: Distribute brochures and educational booklets in public spaces, schools, and healthcare centers.

- **Performance Indicators:**

- Social media reach and engagement: Analyze views, likes, and shares of the content posted on social media.
- Quantity of awareness materials distributed: Track the number of educational materials distributed and the number of people reached.

### Objective 2: Economic Empowerment of Women

#### Strategy 2.1: Provide vocational training programs for women.

- **Activities:**

- Organize training courses in areas such as handicrafts, sewing, and information technology: Prepare vocational training courses to empower women with new skills.
- Provide entrepreneurship counseling and guidance: Offer advisory sessions to support women in starting their own businesses.

- **Performance Indicators:**

- Number of women completing the training: Track the number of women who attended and completed the training programs.
- Percentage of women who found jobs or started their own businesses after training: Measure the impact of the training on the beneficiaries' lives.

#### Strategy 2.2: Support small and medium businesses run by women.

- **Activities:**

- Provide small loans with no interest or low-interest rates: Set up financing programs to support small businesses managed by women.
- Organize exhibitions to showcase women's products: Provide platforms for women to display and sell their products, such as local exhibitions and markets.
- **Performance Indicators:**
  - Number of loans provided and projects financed: Track the number of loans given and the number of projects funded.
  - Number of exhibitions held and sales achieved: Measure the success of the exhibitions through the number of participants and the revenue generated.

### Objective 3: Improve Access to Education

#### Strategy 3.1: Provide scholarships for needy students.

- **Activities:**
  - Launch a scholarship program in collaboration with local educational institutions: Offer scholarships for students from low-income families.
  - Monitor the students benefiting from the scholarships: Provide ongoing support to ensure academic success for the scholarship recipients.
- **Performance Indicators:**
  - Number of scholarships granted: Track the number of students who received scholarships.
  - Percentage of students who successfully complete their education: Measure the academic success rate of scholarship recipients.

#### Strategy 3.2: Improve the learning environment in schools.

- **Activities:**
  - Provide school supplies for needy children: Distribute books and school supplies to children in need.
  - Organize extracurricular support programs: Offer tutoring and additional educational programs to support children's academic progress.
- **Performance Indicators:**
  - Number of beneficiaries of educational support programs: Measure the number of children participating in the additional educational programs.
  - Improvement in academic performance of participating children: Track the improvement in children's performance in school after attending the support programs.

### Objective 4: Strengthen Healthcare Access

#### Strategy 4.1: Provide healthcare services for women and children.

- **Activities:**

- Launch awareness campaigns on breast cancer prevention, women's health issues, and regular healthcare: Organize awareness campaigns for women on these topics.
- Launch awareness campaigns for children on personal hygiene and body care.
- Organize workshops and awareness campaigns on public health: Provide information on the prevention of common diseases and the importance of hygiene.
- Distribute educational materials on disease prevention: Distribute awareness materials in local communities and schools.
- **Performance Indicators:**
  - Engagement with workshops and campaigns: Measure participation and interaction with awareness activities.
  - Improved health knowledge in the community: Monitor increased health awareness through surveys and polls.

## Objective 5: Increase Awareness and Advocacy

### Strategy 5.1: Enhance women's participation in decision-making.

- **Activities:**
  - Organize training workshops for women on leadership and political participation: Develop training programs to empower women to participate effectively in decision-making.
  - Support women in accessing leadership positions: Provide guidance and support for women aiming for leadership roles in the community.
- **Performance Indicators:**
  - Number of women participating in workshops: Track the number of women who attended the training programs.
  - Number of women reaching leadership positions: Measure the impact of the programs in empowering women to reach leadership roles.

### Strategy 5.2: Collaborate with governmental and international organizations.

- **Activities:**
  - Build partnerships with relevant stakeholders to achieve common goals: Sign cooperation agreements with governmental bodies and NGOs.
  - Participate in international conferences and forums: Represent the organization in international conferences to enhance cooperation and exchange of expertise.
- **Performance Indicators:**
  - Number of partnerships and agreements signed: Track the number of new partnerships and agreements made.
  - Impact of participation in conferences and forums on local policies: Measure the effect of international collaboration on achieving local goals.

## Timeline for Implementation

## Year 1 (2024)

### Quarter 1:

- Establish legal and psychological-social counseling centers.
- Organize the first legal and psychological-social workshop.
- Launch the scholarship program in collaboration with the education directorates in Anbar.

### Quarter 2:

- Begin vocational training courses.
- Distribute school supplies.

### Quarter 3:

- Launch the first media campaign on social media.
- Organize the first exhibition of women's products.
- Hold the first health awareness workshop.

### Quarter 4:

- Annual performance evaluation.
- Prepare next year's plan.

## Year 2 (2025)

منظمة شمس الانسانية للمرأة والطفل منظمة غير حكومية

### Quarter 1:

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- Evaluate and improve the scholarship program.
- Expand vocational training courses.

### Quarter 2:

- Organize additional legal and psychological awareness workshops.

### Quarter 3:

- Begin implementing new projects based on the evaluation of the first year.
- Expand partnerships with international organizations.

### Quarter 4:

- Review goals and strategic directions.



- Prepare next year's plan.

### Year 3 (2026)

#### Quarter 1:

- Strengthen existing programs based on previous evaluations.
- Launch new projects.

#### Quarter 2:

- Expand awareness activities.
- Organize community events to support participation in decision-making.

#### Quarter 3:

- Evaluate ongoing programs and projects.
- Improve policies and organizational procedures.

#### Quarter 4:

- Comprehensive review of the strategic plan.
- Prepare the plan for the next three years.

### Year 4 (2027)

منظمة شمس الانسانية للمرأة والطفل منظمة غير حكومية

#### Quarter 1:

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- Implement modifications and improvements based on the third-year review.
- Expand international collaboration.

#### Quarter 2:

- Strengthen educational and health programs.
- Organize more awareness activities.

#### Quarter 3:

- Evaluate current performance.
- Set future goals.

#### Quarter 4:

- Prepare the final report on the strategic plan.
- Develop a new strategic plan for the upcoming period.

## Evaluation and Review

### • Periodic Evaluation:

- Conduct an annual evaluation of performance and achievements compared to set objectives: Organize annual evaluation sessions involving all departments and divisions of the organization, in addition to consulting independent experts to evaluate performance impartially.
- Provide an annual report to the general organization on progress and results: Prepare comprehensive annual reports detailing achievements, challenges, and lessons learned in achieving strategic goals.

### • Review and Update:

- Review the strategic plan every three years to ensure alignment with changes and needs: Organize workshops and periodic surveys to gather input from all stakeholders, including beneficiaries, staff, and partners.
- Update goals and activities based on evaluation results and changes in the surrounding environment: Make adjustments and updates to strategic goals and planned activities based on collected data and analyses, to ensure the effectiveness of the strategy and achievement of desired outcomes.



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