



# Changing the Future Together

SWI Strategy 2022 – 2025

Diane Cooper, CEO

## Strategy:

The overall aim of the SWI strategy is to change; to preserve the past and involve the present in shaping the future.

## Four strategic objectives:

1. Implement significant change
2. Develop membership growth
3. Reduce costs and overheads
4. Develop a vision for the SWI

# 1. Implement significant change

- ✓ Modernising SWI systems and processes
  - ✓ Developing a skilled board of trustees and committees
  - ✓ Improving the SWI as an attractive employer
  - ✓ Increasing SWI external engagement and social impact
  - ✓ Established an executive and staff team to lead change
- Future-proof the SWI

## 2. Improve membership growth & culture

- ✓ Launched 19 new institutes/groups
  - ✓ Making change so that SWI is attractive to 21<sup>st</sup> century women
  - ✓ Introduced training and support for members
  - ✓ Improving member events and attendance
  - ✓ Adding value for money
- Expand membership growth

## 3. Reduce costs and develop income generation

- ✓ Sold Heriot Row and leased small office
  - ✓ Introduced event fees for non-members
  - ✓ Secured funding support for projects and initiatives
  - ✓ Transitioned board and committee meetings online
  - ✓ Reviewed loss-making competitions
- Generate income generation

## 4. Develop a vision for the SWI

- ✓ Developed a plan for the protection of the SWI heritage
- ✓ Involving members in SWI Heritage
- ✓ Established a SWI Heritage & Culture member group
- ✓ Secured ongoing discussions with Scottish Development Enterprises and major funders
- ✓ Exploring alternative formats and flexible options
- Transition to 'Scottish Charitable Incorporated Organisation'

## Summary

At present, we are progressing positively and have achieved many milestones, despite the challenges of declining membership and reduced income. Our commitment is to diversify our income streams and mitigating the financial challenges.

Throughout our rich history, we have confronted and surmounted various challenges. With a robust membership of over 8000 women across Scotland, we have consistently showcased our resilience and capacity for continuous change to safeguard our future.

Furthermore, we will monitor our strategy and implement any updates to secure the organisation's long-term sustainability.