

# PRO-CHOICE RESOURCES

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2014 - 2019 STRATEGIC PLAN



**REPRODUCTIVE  
JUSTICE INCLUDES  
THE RIGHT TO HAVE  
CHILDREN, NOT  
HAVE CHILDREN,  
AND PARENT THE  
CHILDREN WE HAVE  
IN SAFE AND HEALTHY  
ENVIRONMENTS.**

## INTRODUCTION

Our strategic plan summarizes the results of Pro-Choice Resources' staff, board and stakeholders work with strategic planning consultant Cincinnatus. This plan represents an intentional shift in our work from a Reproductive Health model (direct service) to a Reproductive Justice model (social change). We believe this shift is necessary to focus attention on the social, political, and economic inequalities among marginalized communities that contribute to infringements of their human rights specific to sexuality and reproduction.

With the appropriate investments and implementation of the recommended capacity enhancements, we will work to end reproductive oppression for people living in Minnesota and the Midwest (i.e., Wisconsin, Iowa, North Dakota, South Dakota and Minnesota). The Pro-Choice Resources' board of directors approved this strategic plan on November 11, 2013. We believe this new plan upholds the core values our organization was founded upon in 1967, while addressing the reproductive and sexual health disparities in our lives, our laws and our communities.



**MISSION**

PCR WORKS TO ENSURE THAT ALL PEOPLE AND COMMUNITIES HAVE THE POWER AND RESOURCES TO MAKE SEXUAL AND REPRODUCTIVE HEALTH DECISIONS WITH SELF-DETERMINATION AND DIGNITY.

**PROMISE**

WE PROMISE TO DEFEND AND ADVANCE SEXUALITY AND REPRODUCTIVE CHOICE AS A HUMAN RIGHT BY PROVIDING RESOURCES AND EDUCATION.

**VISION**

WE ENVISION A WORLD FREE OF REPRODUCTIVE OPPRESSION. NOTHING LESS.



# VALUES

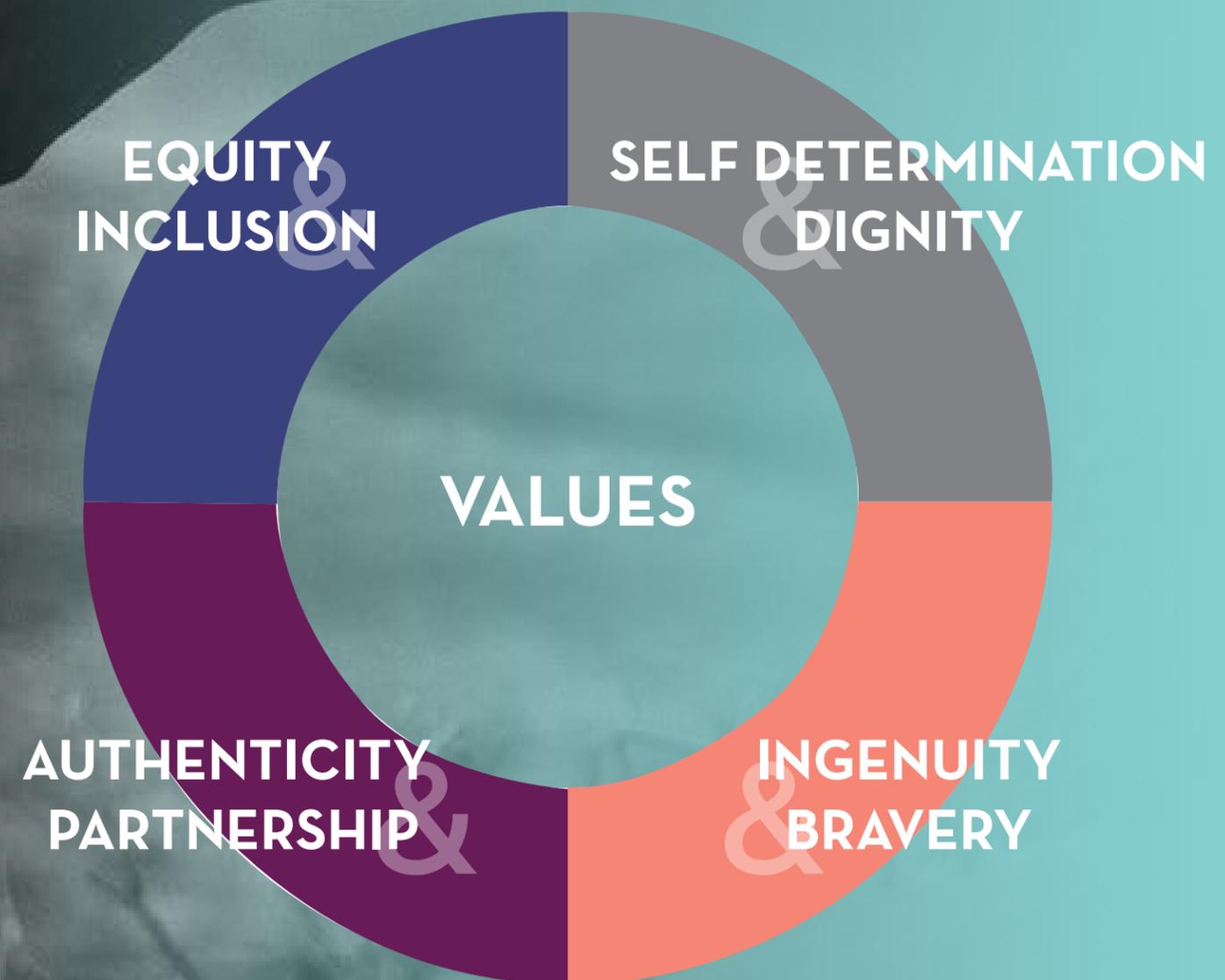
**THESE CORE VALUES GUIDE US IN OUR WORK TO ADVANCE REPRODUCTIVE JUSTICE:**

**Self-Determination & Dignity** - We honor people's power to have full control over their bodies and livelihood.

**Equity & Inclusion** - We work tirelessly toward creating spaces in which marginalized people and communities can leverage their power in decision-making and leadership roles.

**Ingenuity & Bravery** - We encourage innovative approaches to problem solving and addressing systemic oppression by taking bold and calculated risks.

**Authenticity & Partnership** - We celebrate genuine relationships with people, communities, and organizations all working toward a common goal.





# PROGRAMMATIC GOALS

## A. Actualize Reproductive Justice in Minnesota and the Midwest through public policy, grassroots advocacy and movement building.

### Strategies:

1. Develop and implement an advocacy program.
2. Expand the base of people acting on Reproductive Justice issues in their communities.
3. Strategically align and collaborate with organizations of color and social justice groups leading to effective grassroots and policy advocacy.
4. Integrate advocacy efforts into all existing programs.
5. Adopt a leadership role in ensuring public funding of abortion care in Minnesota. Evaluate the resources available and organizational capacity to expand this effort throughout our region.

### Performance measures:

- Program created and implemented (A1)
- Number of people engaged in reproductive justice issues (A2)
- Number of strategic partners (A3)
- Number of program participants engaged in advocacy (A4)
- Number of media and policy makers who approach us for information (A5)
- Number of media appearances (A5)



# PROGRAMMATIC GOALS

## **B. Provide unbiased information and assistance to those who face the greatest barriers accessing pregnancy and abortion care.**

### **Strategies:**

1. Equip community professionals with education and resources so that individuals with the greatest barriers to accessing sexual and reproductive health care receive unbiased information and assistance at their first point of contact.
2. Increase the number of people who access sexual and reproductive health care through the Affordable Care Act and PCR's Medicaid Gap and Abortion Assistance Funds
3. Reduce the stigma of all pregnancy options (abortion, adoption and parenting) through public education, training of professionals and support groups.
4. Provide unbiased information and assistance to people who contact Pro-Choice Resources so that they can make the best reproductive health care decisions for themselves and their families.

### **Performance measures:**

- Number of people trained (B1)
- Post-training surveys (B1)
- Number of people served (B2)
- Number of people PCR helped access ACA (B2)
- Number of people served through PCR's Abortion Assistance Fund (B2)
- Number of people receiving education (B3)

- Number of people trained (B3)
- Program evaluations (B3)
- Curriculum development and dissemination (B3)
- Number of participants in support groups (B3)
- Number of resources provided to individuals who contact us directly (B4)
- Annual review and update of programmatic trainings and resources to ensure they are accurate and unbiased (B1, B2, B3, B4).

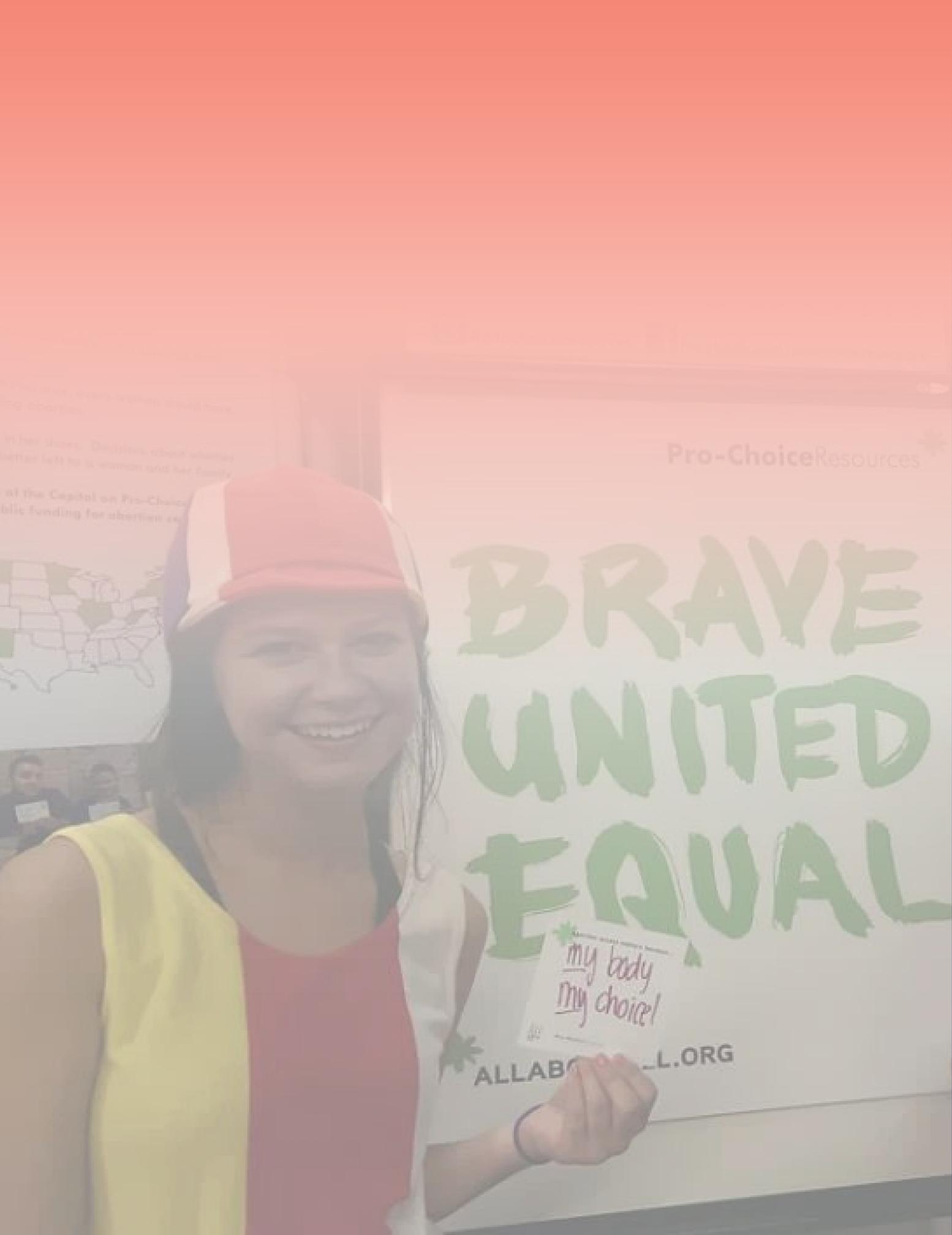
## **C. Be a bold voice for Reproductive Justice in Minnesota and the Midwest.**

### **Strategies:**

1. Develop a message framework that positions Pro-Choice Resources as a Reproductive Justice leader.
2. Develop a communications plan that inspires engagement among existing and new stakeholders.
3. Learn from and adapt best practices from grassroots organizations and innovators.

### **Performance measures:**

- Message framework developed and implemented (C1)
- Communications plan developed and implemented (C2)
- Number of best practices adapted for PCR (C3)



## OPERATIONAL GOALS

### A. Grow and diversify funding to expand program capacity and enhance PCR's sustainability.

#### Strategies:

1. Develop new foundation relationships with an emphasis on national and regional foundations in order to grow support for PCR.
2. Grow support from individuals by:
  - I. Implementing a planned giving program.
  - II. Identifying and targeting new donors throughout the region.
  - III. Cultivating current donors for larger gifts.
  - IV. Developing a plan to engage the next generation of philanthropic leaders.
3. Increase net revenue from the bowl-a-thon and house parties.
4. Build a reserve fund.

#### Performance measures:

- Number of new foundation relationships (A1)
- Increase in revenue raised from all sources (A1; A2; A3)
- Plan implemented for targeting and identifying new donors (A2)
- Annually increase core individual contributions (A2)
- Planned giving implemented (A2)
- Plan implemented for engaging the next generation of philanthropic leaders (A2)
- Increase in event net revenues (A3)
- Reserve fund established (A4)

### B. Strengthen and grow organizational capacity

#### Strategies:

1. Increase staff and organizational capacity in development, communications, and volunteer engagement.
2. Build a highly skilled board of directors and staff, led by members of the communities we serve, who can help PCR achieve its mission and fundraising goals.
3. Enhance PCR's technology capacity and internal systems.
4. Develop effective communication tools, including website, brochures and social media.

#### Performance measures:

- New staff hired (B1)
- Execution of board work plan (B2)
- Number of board members who reflect the communities we serve (B2)
- New technologies and systems purchased and integrated (B3)
- Communication tools developed and integrated (B4)

# PRO-CHOICE RESOURCES' THEORY OF CHANGE

## MISSION

PCR works to ensure that all people and communities have the power and resources to make sexual and reproductive health decisions with self-determination and dignity.

## ASSUMPTIONS

The problem we seek to solve is that reproductive oppression is prevalent in Minnesota & the Midwest.

Reproductive oppression is caused by:

- Lack of access to abortion (financial and geographic)
- Stigma
- Restrictive public policies
- Lack of medically accurate information and education
- Discrimination based on gender, sexual orientation, race, immigration status, class, or age

We will work in the Midwest region at the grassroots level and by providing direct service.

We will work to achieve the following impact:

- Policies are in place to protect people's human rights
- All people are able to make decisions for themselves and their families free of stigma, based on medically accurate information, and with access to affordable community-based care.

## TARGET GROUPS

Our target audience is people in Minnesota and the Midwest whose reproductive rights are violated due to gender, sexual orientation, race, immigration status, class or age.

We will reach our target audience through direct service, grassroots advocacy and outreach.

## OUTCOMES

1. Protection of current Reproductive Justice policies and adoption of new policies that reflect the needs and realities of historically marginalized communities.
2. A reduction in abortion, adoption and pregnancy stigma.
3. An increase in the number of people who have access to reproductive health care.
4. An increase in understanding of Reproductive Justice and how it intersects with other social justice movements.
5. Strengthened organizational capacity.

## EVALUATION

We will use the performance measures in our strategic plan to evaluate our progress.

## STRATEGIES

PCR is one of only a handful of Reproductive Justice organizations in the Midwest. We have identified partners who will participate in our grassroots engagement and public policy initiatives. Programmatically, we collaborate; however, funding for our work is competitive.

We regularly work in partnership with reproductive rights, health and justice organizations in the region. We are working to expand collaborations with organizations and individuals that represent our target groups.

The tools we need to impact our target audience include:

- An advocacy program
- All options education, resources and direct services
- Communications based in Reproductive Justice

The resources we need to employ those tools include:

- Increased funding
- Increased staffing
- A courageous and diversified Board of Directors
- Effective systems

## PRO-CHOICE RESOURCES

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Reproductive Justice (RJ) is when all people and communities have the economic, social, and political power and resources to make healthy decisions about our bodies, sexuality, and reproduction. This includes the right to have children, not have children, and to parent the children we have in safe and healthy environments. To honor the history of the reproductive movement and the realities of reproductive oppression, organizations at the forefront of the reproductive justice movement must be led by women of color and low-income communities. This definition has been adapted from Forward Together (an RJ organization based in Oakland, CA) and SisterSong (an RJ organization based in Atlanta, GA).

Reproductive Oppression is the regulation of reproduction and exploitation of people's bodies and labor based on race, sex, sexual orientation, class, gender, sexuality, ability, age and immigration status. This definition has been adapted from Forward Together.

### PHOTO CREDIT:

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