



**WORKING TOGETHER FOR
HEALTH, EDUCATION, AND PEACE**

**Strategic Plan
2022-2024**

(Board approved on 8/29/21)

Executive Summary

Mission: To promote community development in the Democratic Republic of Congo (DRC) through health work, education, and relationship building between the people of the U.S. and the DRC.

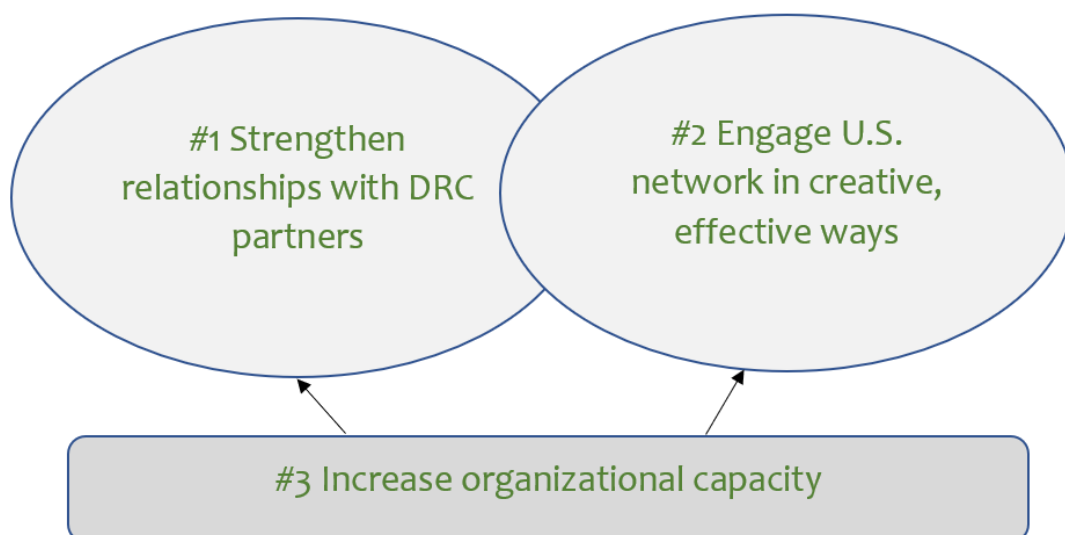
Vision: Mwendo Congo envisions conscious and equity-driven relationships between the people of the US and the DRC. We come alongside Congolese leaders in health work and education as our valued guides and companions in the effort to address legacies of colonialism and racial injustice, and their particular impact on Congolese youth and women.

Strategic Priorities

Strategic Priority #1: Strengthen our relationships with our DRC partners to better meet their needs, so that more lives in the eastern DRC can be positively impacted by health and education efforts.

Strategic Priority #2: Engage our U.S. network - both current and new - in creative, multiple and effective ways, so that more Americans are connected to and support the work of our DRC partners.

Strategic Priority #3: Increase organizational capacity, so that we can more effectively support our DRC partners and engage new and existing networks of support.



Strategic Priority #1

Strengthen our relationships with our DRC partners to better meet their needs, so that more lives in the eastern DRC can be positively impacted by health and education efforts.

Goal #1: Increase the frequency and means of communication with our two existing DRC partners

Strategic Actions:

1. Co-plan and co-convene a meeting between the Mwendo Congo board and the board and/or staff of Idjwi Initiative and of Let Africa Live at least annually, with the purpose of knowing each other better, deepening our understanding of one another's organizations and furthering the work.
2. Respond in a timely and substantive manner to email communications, inquiries, requests and reports from DRC partners, with the purpose of engaging in mutual supportive dialogue and on-going critical consideration of the nature of our relationship and the work.

Goal #2: Expand the ways we support the mission and work of our DRC partners

Strategic Actions:

1. Coordinate various "exchanges" -- virtual and/or in person -- between Mwendo Congo's U.S. network and our DRC partners, for the purpose of enhancing the health and education work in the DRC.
2. Develop ways for our DRC partners to share their knowledge, experience, expertise and perspectives with our U.S. network, for the purpose of impacting efforts similar to theirs here in the U.S.
3. Provide capacity-building grants or other means to support partners in identifying new funding sources, writing successful grant proposals, providing professional development and respite for staff, and/or addressing other core needs.
4. Explore with our DRC partners other ways we can support their work.

Strategic Priority #2

Engage our U.S. network - both current and new - in creative, multiple and effective ways, so that more Americans are connected to and support the work of our DRC partners.

Goal #1: Critically review and revise how we convey who we are, what we do and how we do it

Strategic Actions:

1. Develop and use an anti-racist, de-colonized, equitable “lens” to use in writing and visual depiction about our work, the situation in the DRC, the work of our partners and their beneficiaries.
2. Consider potential and varied new audiences -- e.g., funders, non-church people, anti-racist activists, etc. -- and review / revise / target our communications with their perspectives in mind.

Goal #2: Establish regular communication with our U.S. network, connected and consistent across platforms

Strategic Actions:

1. Create annual communication strategies with timeline and implementation steps.
2. Increase activity on social media to convey a vibrant, engaged organization and to regularly highlight the work of our DRC partners.
3. Ensure regular (at least annual) gathering(s) of the Mwendo Congo network, in-person and/or virtual.

Goal #3: Enhance our storytelling about the impacts of partners’ work in the DRC on the lives of individuals and communities, and the impacts of partnership on us in the U.S.

Strategic Actions:

1. Increase our production and dissemination of videos in collaboration with DRC partners.
2. Capture and disseminate stories, photos and videos from grant reports and from Mwendo Congo leaders and network.

Strategic Priority #3

Increase organizational capacity, so that we can more effectively support our DRC partners and engage new and existing networks of support.

Goal #1: Expand, diversify and build skills of board and leaders

Strategic Actions:

1. Identify skills and perspectives needed on the board and working groups to achieve our strategic priorities, and actively recruit new people to take on roles.
2. Continually define, refine and live out the ethics of our work, vis a vis our DRC partners, our U.S. network and one another as leaders.
3. Avail of opportunities for skill development of individual leaders and the board and leadership team as a whole.

Goal #2: Review and update systems necessary to support our mission

Strategic Actions:

1. Document and cross-train on systems and practices (communications, financials, fundraising, record-keeping, etc.) to ensure continuity when new people take on roles.
2. Conduct a critical review of systems annually and change / update as needed.
3. Use the strategic plan to guide annual goal setting, actions, evaluation and accountability to our DRC partners and U.S. network.

Goal #3: Strengthen financial stability to support current and future goals

Strategic Actions:

1. Build a sustaining (monthly) donor base and technical capacity to manage these.
2. Identify new potential funding sources for Mwendo Congo and/or for our DRC partners.
3. Create and implement annual fundraising plans.