

The 20:20 Strategic Vision: what we will achieve by 2020

Mothers' Union is an international Christian charity with four million members in over 80 countries around the world. Women, men, married, single, young or old: our members demonstrate their Christian faith through actions that seek the transformation of families and communities worldwide.

Our Vision, Mission & Values

When Mothers' Union was established in 1876, its purpose was to encourage parents in caring for their children, not just physically and mentally, but also spiritually. From the outset, it recognised that strong relationships and the role of family, however defined, are crucial in building healthy communities.

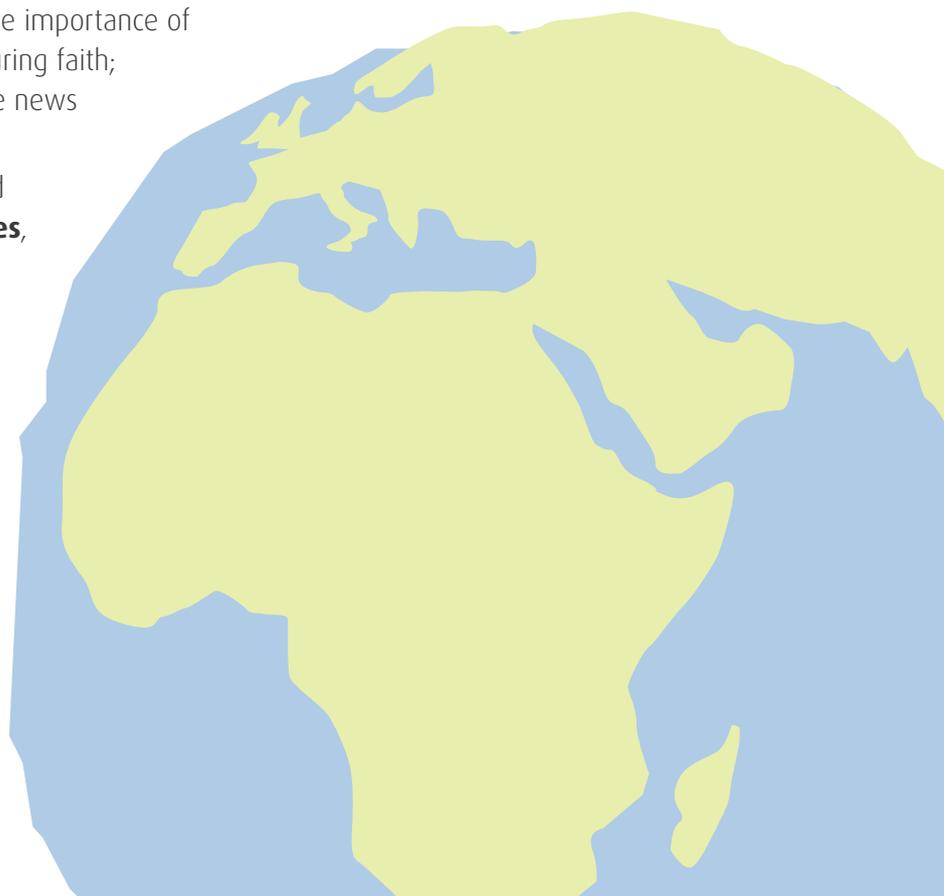
Our vision today is still of a world where God's love is shown through loving, respectful, and flourishing relationships. This is the essence of our work.

Wherever Mothers' Union exists in the world, **our mission** is to express our Christian faith by the transformation of families and communities worldwide.

We aim to achieve this by promoting the importance of marriage, supporting families and nurturing faith; with members sensitively spreading the news of a God who loves and cares for us all.

Each member of Mothers' Union around the world subscribes to the same **values**, the moral and ethical codes that are central to the ways in which we operate. Namely:

- we are firmly rooted in a voluntary ethos centred on mutual respect and collaboration
- our governance, leadership, and programmes are driven by and undertaken through members within their own communities
- we work with people of all faiths and none.



The Foundation Stones of our Strategic Plan “Vision 20:20”

Our Voice

We will strive to be effective and accessible, as well as clear and innovative so that by 2020 Mothers’ Union will have become a respected voice on marriage and family life worldwide.

Our Actions

Although the experiences of Mothers’ Union members across the world are diverse, three clear and consistent strands emerge as core for all Mothers’ Unions throughout the world.

- to maintain the centrality of **prayer** at the heart of our worship and work with families and communities
- to **enable** those we work with to discover and use the skills and knowledge they possess in ways which nurture relationships, strengthen communication and develop practical skills
- To continue to **campaign** against the mechanisms that perpetuate social injustices that adversely affect family life, creating dialogue which will influence public opinion locally, nationally and globally and lead to policy reform

These three strands of praying, enabling and campaigning will underpin the **Six Strategic Approaches** we will take in order to significantly increase our impact in the transformation of families and communities worldwide.

The Six Strategic Approaches

- 1 We will enable individuals, families and communities to be in loving, respectful and flourishing relationships**
- 2 We will challenge the mechanisms that perpetuate social injustice adversely affecting family life**
- 3 We will increase active, engaged and effective membership**
- 4 We will create partnerships within and outside Mothers’ Union based on mutuality of relationship**
- 5 We will ensure we have sufficient resources to fulfil our mission**
- 6 We will evaluate our performance, impact and accountability**

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Strategic Approach One

We will enable individuals, families and communities to be in loving, respectful and flourishing relationships.

Family life faces more challenges than ever before. Wherever Mothers’ Union has a presence we encounter ever-greater numbers of families where poverty, inequality of opportunity, and countless external pressures undermine the unique value of each individual and family life.

To achieve this by 2020 we will have:

- increased access to relationship training and advocacy skills
- ensured that our commitment to nurturing stable family life is reflected in the high standard of care we offer; by listening to the needs that parents and couples express to us we will ensure that the Christian care for families which we offer is relevant and within our capabilities as a grassroots organisation
- continued to place our emphasis on God being at the heart of all we do



If you'd like to get involved in helping us achieve our 20:20 goals, see overleaf for contact details 



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Strategic Approach Two

We will challenge the mechanisms that perpetuate social injustice adversely affecting family life.

As a grassroots organisation our members see and experience the impact of social injustice on family life. Our faith is the inspiration that awakens our conscience, then provides us with the motive and the power to seek justice in our communities for the family and in relationships.

To achieve this by 2020 we will have:

- identified political and social policies and cultural practices which cause or perpetuate social injustices that have a negative impact on family life
- equipped members to make a faith-based response in their advocacy so that motivated by faith, rather than moral outrage, we will ensure our policy initiatives reflect the experiences and concerns of members and the families they support

Strategic Approach Three

We will increase active, engaged and effective membership.

All Mothers' Union's work is undertaken by and through members, yet we face in some countries the challenge of an ageing membership and a decline in membership numbers. To ensure we achieve our mission it is vital that membership continues to grow, and that every member is active and engaged.

To achieve this by 2020 we will have:

- completed a membership plan with strands to value, encourage, listen and invest in both current members and potential new members
- simplified our structures and our administration to bring flexibility of membership whilst still maintaining a high standard of governance
- developed accessible and engaging ways in which we can identify and develop leaders within the organisation
- grown our membership worldwide by at least 10%*
- promoted volunteering opportunities within Mothers' Union to the wider church as a way of safely and effectively supporting the family

Strategic Approach Four

We will create partnerships within and outside Mothers' Union based on mutuality of relationship.

Mutuality of relationship brings about respect for each other, fairness and a sharing of roles, responsibilities and resources. Our aim is to create partnerships through a process of sharing of gifts, talents, physical and spiritual resources that each brings to the whole.

To achieve this by 2020 we will have:

- achieved a mutuality of relationship between all Mothers' Unions: we will identify and eliminate paternalism and dependency from our interactions, and achieve new and better relationships, founded on biblical principles
- worked to develop a greater understanding of Mothers' Union with Anglican clergy and the wider church, enabling them to see the potential for working together in a shared ministry to support families
- established working relationships with external partners who share our vision and values

*Having established a clear base-line measure





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Strategic Approach Five

We will ensure we have sufficient resources to fulfil our mission.

To achieve our full potential and increase our impact in the transformation of communities our fifth strategic approach will be to ensure we have the resources we need to achieve our aims.

To achieve this by 2020 we will have:

- a central funding strategy in place to enable us to achieve our mission
- ensured that we are rigorously assessing the way in which we use our resources to make good and full use of the opportunities that our resources present
- built long-term plans across the organisation which will reduce financial dependency on central resources whilst providing the right level of funding where necessary
- encouraged every member to take an active role in building our fiscal and human resources – encouraging wider support, promoting fundraising campaigns and encouraging new membership

Strategic Approach Six

We will evaluate our performance, impact and accountability.

To ensure that we remain effective and relevant to those we support we need to allocate time to measure our impact and evaluate our work.

To achieve this by 2020 we will have:

- achieved a culture of evaluation and learning within the organisation as a whole, valued as an opportunity to reflect and learn and to celebrate our achievements enabling us to improve our work in future
- ensured appropriate processes are in place for proper accountability of the use of funds and resources
- built our capacity to facilitate evaluation – every member will know the value of gathering stories, quotes and case studies of Mothers' Union that will demonstrate the purpose of Mothers' Union to others



**Help us
achieve
our
20:20
Vision!**

We hope you've been excited and challenged by our goals.

Your gifts of time, of expertise, and of funding, can really help us achieve our Strategic Plan.

To find out how you can get involved please contact us on **020 7222 5533**, or email **mu@mothersunion.org**

If you would like to financially support our work we'd be most grateful. You can donate on our website, by phone or by post:
**Mothers' Union
Mary Sumner House
24 Tufton Street
London, SW1P 3RB**

This Strategic Plan is an adapted summary of the 20:20 Vision Strategic Plan approved by the Central Board of Trustees in February 2014 after extensive consultation with the worldwide leadership of Mothers' Union worldwide.

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