



# Chalice Foundation Strategic Plan

## 5 year plan: 2020- 2025

### **Our Vision**

A world in harmony and balance with the menstrual experience

### **Our Purpose**

We promote, educate and collaborate for a positive menstrual culture

### **Our Values**

Collaboration: *We weave connection, collaboration and synergy through sharing menstrual wisdom*

- Collective creativity
- Inclusion of diverse voices
- Reflected in structures to enable collaboration
- Flexible & expanding awareness

Respect: *We honour and include diverse ideas, opinions and experience*

- Integrity & transparency
- Non-judgment
- Inclusivity
- Dignity
- Each past, present & future menstruator is the expert of their own experience

Embodied knowledge: *We bring embodied wisdom, experience and knowledge to our work*

- Validate the embodied knowledge of women
- Value the embodied knowledge of women
- Enable the embodied knowledge of women

Courage: *We are courageous leaders in menstrual education and cultural change. We lead with compassion, understanding and respect*

- The courage to challenge the norms of menstrual shame/taboo
- Effective communication
- Create effective resources
- Adapt to changing culture
- Speak in plain language
- Support community of leaders
- Lead with a spirit of service, inclusion & generosity [GH BIG TICK]
- Lead with a spirit of compassion, understanding & respect [GH BIG TICK]
- Intrepid, flexible & responsive [GH BIG TICK]

## **Strategic Goals for the next 5 years**

The Chalice Foundation is an organisation that, through its active collaboration, provides leadership to build a positive menstrual culture in society.

The Chalice Foundation is inclusive and non-secular, and seeks to partner with diverse groups with diverse backgrounds, to ensure a whole community approach to menstrual education.

Our key stakeholders include:

- Menstrual educators
- The general public, including all genders and ages

Key influencers and collaborators include:

- School educators
- Health professionals
- Community services professionals
- Workplaces: employee wellbeing agencies, union representatives
- Advocacy organisations
- Business community

## **Strategic Goals**

**1. Awareness Raising: We affirm the possibility of a positive menstrual experience**

- We affirm the possibility of a positive menstrual culture
- Activities that raise awareness of the general public
- Activities that raise awareness of key stakeholders

**2. Education and Training: We change mindsets regarding menstruation**

- The provision of education to the general community
- Upskilling of key professionals
- Education and accreditation for menstrual education
- The mindset of the general public and key professionals is altered through our education and training

**3. Networks: We build networks and capacity for collective action**

- Create a membership to support and coordinate menstrual education
- Liaise with key influences in relevant sectors
- Advocate for policy, services and resources

**4. Sustainable organization: We continue to grow through planned, sustainable and innovative ways**

- Establish the foundation of a sustainable organisation
- Collate and map existing menstrual education resources and activities
- Seek funding to support specific projects

Updated 18<sup>th</sup> January 2021