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 18th January 2021