

# **A Course for the Future – 2006 and Beyond**

*Service and Advocacy - the primary focus of Zonta  
As adopted Melbourne 27 June 2006*

As we move towards Zonta's 100<sup>th</sup> anniversary in 2019, it is timely to review our future direction.

This Course for the Future is a strategic plan – a forward looking document setting broad goals for the future. More specific goals are included in the Biennial Goals adopted at each convention.

Districts and clubs should prepare their own strategic plans in line with this plan and the Biennial Goals, adapted to local conditions.

## **Mission**

Zonta International is a global organization of executives and professionals working together to advance the status of women worldwide through service and advocacy.

## **Vision for the future**

Zonta International envisions a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential.

In such a world, every woman is literate and has access to education, health care, legal and economic resources on an equal basis with men.

In such a world, no woman lives in fear of violence.

## **Objects**

The objects of Zonta International shall be:

- (a) To improve the legal, political, economic, educational, health, and professional status of women through service and advocacy.
- (b) To work for the advancement of understanding, goodwill, and peace through a world fellowship of executives in business and the professions.
- (c) To promote justice and universal respect for human rights and fundamental freedoms.
- (d) To be united internationally to foster high ethical standards, to implement service programs, and to provide mutual support and fellowship for members who serve their communities, their nations, and the world.

## **Values**

Zonta International endorses the values expressed in the United Nations Universal Declaration of Human Rights. Zonta International is nonpartisan and nonsectarian; it is independent and takes positions based on its own values.

As Zontians we are:

- Honest
- Trustworthy
- Respectful of others
- Committed to Zonta's mission
- Loyal to Zonta International.

## **Guiding Principles**

- Women's rights are human rights, essential for the development of all peoples.
- By advancing the status of women, society as a whole is improved.
- The key to change is the combination of service and advocacy.
- Worldwide and local action is our strength.
- International friendship encourages understanding and peace in the world.
- Zontians are united through purpose, values and democratic principles.

# Goals and Objectives

The following goals build on our current strengths and achievements and are inter-related. These goals address service, advocacy, membership, infrastructure, and Zonta's credibility and visibility. The goals, objectives and indicators apply to Zonta International, its districts and its clubs except where otherwise indicated. In working to achieve these goals, Zonta International, its districts and its clubs must adhere to Zonta International's bylaws, rules of procedure and policies.

## Service

**Goal 1:** Zonta's service programs reflect and enhance its mission.

Objective:

1. Service programs are established in order to:
  - Improve women's legal rights
  - Improve women's health
  - Improve women's education
  - Improve women's economic status
  - Prevent violence against women
  - Enhance women's self esteem.

Indicators:

1. Zonta's service programs meet their objectives.
2. Collectively, the service programs advance the status of women worldwide.

## Advocacy

**Goal 2:** Zonta International is a leading advocate for women's rights.

Objectives:

1. Use Zonta International's consultative status with the United Nations to effectively advocate for the rights of women and girls.
2. Zonta advocates advancing the rights of women and girls either on an independent basis or in cooperation with other like-minded organizations.

Indicators:

1. Zonta International participates actively in the development and review of United Nations policies and programs affecting the status of women and girls.
2. Zonta International collaborates with respected organizations at the international level.
3. Service programs are linked with advocacy.

## **Membership**

**Goal 3:** Increase membership by retaining and recruiting members who are committed to and actively work towards achieving Zonta's mission.

Objectives:

1. Achieve a net increase in the number of members each biennium.
2. The members of each club represent a wide variety of occupations.
3. Increase members' commitment and engagement.

Indicators:

1. The biennium target of net membership increase is achieved.
2. The number of classifications within each club is increased.
3. Zonta International, its districts and its clubs reach their service goals and there is an increase in the number of well-executed advocacy initiatives.

## **Infrastructure**

### ***Governance***

**Goal 4:** Zonta's governance structure facilitates the achievement of its mission.

Objectives:

1. Zonta operates within its bylaws and applicable law.
2. Zonta's structure is effective and responsive as demonstrated by informed policy-making, efficient decision-making, effective communication, excellent cooperation and leadership.
3. Knowledgeable, inspirational leaders enhance the capacity of the organization to achieve its mission and to motivate its members to participate at all levels.

Indicators:

1. Members are satisfied with the caliber and performance of their leaders.
2. Service, advocacy and membership goals are met and membership increases.
3. Improved understanding of the organization's structures and operations is reflected at meetings at all levels and in internal communication.
4. Zonta International works effectively with the Zonta International Foundation.

**Goal 5:** The Zonta International Foundation governance structure facilitates the achievement of its mission.

Objectives:

1. The Zonta International Foundation operates within its bylaws and applicable law.

2. The Zonta International Foundation board structure is effective and responsive to its corporate member (Zonta International) as demonstrated by efficient decision-making, effective communication, excellent cooperation and leadership.
3. Knowledgeable, inspirational leaders enhance the capacity of the organization to achieve its mission.

Indicators:

1. Service goals are met.
2. Internal contributions and external donations increase.
3. The Zonta International Foundation works effectively with Zonta International.

### ***Financial resources***

**Goal 6:** Zonta International has sustainable financial resources that support current activities and provide for long-term growth.

Objectives:

1. Revenue covers expenses.
2. Achieve a diversified income stream in which member dues are the primary, but not the only, source of income.
3. Appropriate fiduciary practices that are in accordance with applicable financial reporting standards are in place and are followed.
4. Provide appropriate, transparent and timely financial information.

Indicators:

1. Revenue targets are met.
2. The auditors consistently report that Zonta is acting in accordance with its ethical, fiduciary and legal responsibilities.
3. Members are satisfied with the standards and contents of the financial information.

**Goal 7:** Zonta's districts and clubs have sustainable financial resources that support current activities and provide for long-term growth.

Objectives:

1. Revenue covers expenses.
2. Appropriate fiduciary practices that are in accordance with applicable financial reporting standards are in place and are followed.
3. Provide appropriate, transparent and timely financial information.

Indicators:

1. Revenue targets are met.

2. At district level the auditors or reviewers consistently report that Zonta is acting in accordance with its ethical, fiduciary and legal responsibilities. At club level the examiner consistently reports that Zonta is acting in accordance with its ethical, fiduciary and legal responsibilities.
3. Members are satisfied with the standards and contents of the financial information.

**Goal 8:** The Zonta International Foundation has sustainable financial resources that support current activities and provide for long-term growth.

Objectives:

1. Investments are diversified ensuring the long-term sustainability of the Zonta International Foundation.
2. Appropriate fiduciary practices that are in accordance with applicable financial reporting standards are in place and are followed.
3. Provide appropriate, transparent and timely financial information.
4. Every club provides at least one-third of its service funds annually to support the international service programs funded by the Zonta International Foundation.
5. Contributions from individual members, friends of Zonta, and corporations increase each biennium.

Indicators:

1. The auditors consistently report that the Zonta International Foundation is acting in accordance with its ethical, fiduciary and legal responsibilities.
2. Members and donors are satisfied with the standards and contents of the financial information.
3. Every club contributes to the Zonta International Foundation annually.
4. Contribution totals increase each biennium allowing Zonta to do more to improve the lives and conditions of women.

## *Staff*

**Goal 9:** Zonta International employs qualified, committed and effective staff that support the mission and goals of Zonta International and the Zonta International Foundation by providing appropriate and responsive services.

Objectives:

1. The staff delivers the required services.
2. Zonta's employment policies and practices reinforce its mission to advance the status of woman.

Indicators:

1. Members and leadership are satisfied with the services provided.
2. Periodic review of Zonta International's employment policies and practices confirms that they reinforce the mission.
3. Staff survey confirms that Zonta's employment policies and practices reinforce the mission.

## **Credibility and Visibility**

**Goal 10:** Zonta International is the organization of choice for those committed to advancing the status of women through service and advocacy.

Objectives:

1. Zonta International cooperates with the United Nations and other organizations that will enable Zonta to achieve its mission.
2. Zonta develops communication and marketing plans to connect with:
  - Members (prospective and current)
  - Donors
  - Organizations, governments, and authorities that Zonta wishes to influence
  - The general public
  - Media.

Indicators:

1. United Nations agencies, other multi-lateral organizations, governmental bodies, and non-governmental organizations seek input from the appropriate level of Zonta.
2. Zonta International cooperates with the United Nations and with respected organizations at international level.
3. Zonta at all levels develops and implements communication and marketing plans.