



Strategic Direction: 2022-2025

Introduction: *The Business for Peace Community Development Foundation (B4P CODEFOUND) international was founded in Ohio, the United States of America in 2015 whereas B4P CODEFOUND Liberia was incorporated in 2017.*

Our Vision and Mission: *We envisage a world where women and girls (18-35) lead by creating and promoting entrepreneurial models to foster economic freedom, sustainable peace, and development beyond borders. We therefore work to Increase and sustain the voice and agency of women and girls by building their capacities to access resources and tools for social justice, cohesion, and financial independence.*

Our belief and TOC: *We believe in respect for women's rights and human dignity. We stand ready to promote diversity and inclusion, but also foster cooperation for increased participation and impact. Our **Theory of Change** therefore, emphasizes that the more empowered women and girls become, and the more moral, technical, and financial support they receive, the better the conditions for them, their families and communities.*

Issues we target for women empowerment, community and organizational development:

- *Socio-political and cultural barriers limiting women's development and advancement*
- *Limited access to resources, poor management, governance, and control over same (resources)*
- *Lack of sustained efforts to accompany, educate and elevate*
- *Global conflicts/crisis affecting women, ex. Climate Change*
- *Weak organizational and business development capacity*

How we contribute to change:

- *Build confidence and capacities; Invest resources; Connect individuals and groups.*

Our Current Path: *After six years of research, analysis, planning, and institutional development, we will now work to transition from a startup stage to development.*

Our Value Proposition: *We bridge the gap between global, national and local by Involving the Diaspora; Our Social enterprise model drives ownership and sustainability. We will provide Accompaniment support, as well as provide access to information to educate and produce knowledge.*

Our main strategy: *We will partner with stakeholders in both the public and private sectors (home and abroad) to facilitate processes that help women and girls challenge social norms, build resilience and influence policies that will foster social justice and gender equality beyond borders.*

Realizing Our Vision: 2022-2025

Vision						
↑						
KPIs and Targets						
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Strategic Goals:	<i>Increase operational capacity and responsiveness</i>	<i>Build the credibility and brand of B4P CODEFOUND for national and international recognition</i>	<i>Increase revenue generation, enhance financial management and fundraising capacities</i>	<i>Promote social venturing and local philanthropy for effective organizing and sustainability</i>	<i>Build capacities and enhance collaboration & coordination for better programming and reduction in activity duplication</i>	<i>Empower female entrepreneurs and facilitate processes that prepares as well as equips them to become more competitive and vibrant in the market place</i>
Enablers	People					
	Infrastructure					
	Finance					
Strategic objectives / Areas:	1. Strengthen institutional and program Capacity for long term growth			4. Grant-making and investments as means to building capacities for peace and lasting social impact.		
	2. Leverage internal capacities for communication, accountability, innovation, and scale.			5. Development of partnerships		
	3. Resources Mobilization			6. Business Development and Entrepreneurship		

***** Our strategic goals are supported by enablers which represents what we need to realize our goal. Our strategic objectives guide our approach to achieving these goals. And, our commitment to our plan is collective. The entire organization is responsible for its delivery and achievement.**

New organizational chart

