

# Dundee International Women's Centre

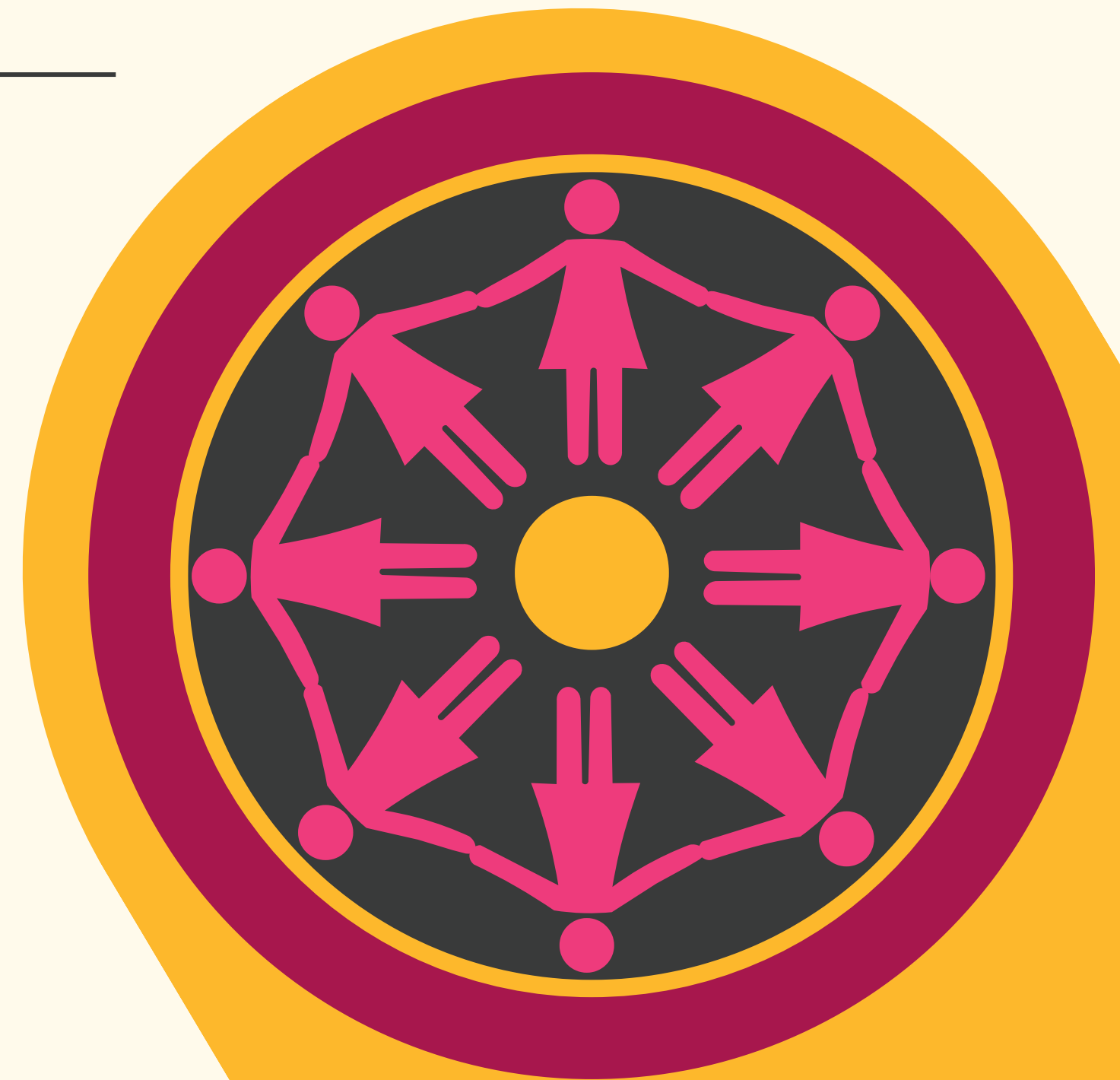
*Engagement | Education | Self-empowerment*

charity reg. No. SCO14949

company reg. No. SC26808

## STRATEGIC PLAN

2024-2029



- **The Centre was established in 1969 as part of an Urban Aid Programme.**

It was based on the Educational Priority Area experiment in the Hilltown region of the city.

- DIWC provides opportunities for **marginalised and socially excluded women**, with an emphasis on those from **BME (Black and Minority Ethnic)** and migrant communities, to reach their full potential and prosper in their communities.
- A team of **34 staff** and **18 volunteers** work together to **support over 180 women per week** to achieve their goals and dreams.
- **DIWC has received several awards, including:**
  - the Minority Impact Award for Empowering Women
  - the Minority Impact Award for Significant Achievement
  - the SQA Star Award for Promoting Inclusion
  - the Scottish Women's Award for Women's Support Organisation

# About Us



## Our Vision

### Engagement, Education, Self-Empowerment

Where women and girls achieve their personal goals, reach their full potential and prosper in their community.

## Our Mission

DIWC addresses the needs of women, with an emphasis on those from black and minority ethnic (BME) communities: we work to promote and create learning opportunities for women to gain the confidence, life skills, education and employability skills to participate better in social, educational, political and economic life.

“We are so different and yet we share so much.” DIWC Learner

# Our Values

These values are key in determining our strategy – where we put our focus and energy; the choices and decisions we make; the activities and projects we take on; and who we partner with.



# Core Services

The Centre offers a wide range of formal and informal social opportunities to enable women to increase their social circles, make friends across cultures, and reduce loneliness and isolation.

## Developing skills and confidence

- Learning (classes)
- Employment skills development
- Volunteering

## Building community and reducing isolation

- Social activities
- Cultural events
- Creche

## Rights and representation

- Signposting
- Advocacy
- Sharing good practice

## Specialist Projects

- Connecting Cultures
- Respected, Equal, and Safe
- Cost of Living
- Stobswell West

# Rise & Shine Crèche

The centre's free in-house childcare available to anyone in Dundee, and mobile childcare service across Scotland.

Rise & Shine is our social enterprise which generates income every year for DIWC.

We aim to engage more people across Dundee and make them aware of our services.

95 children registered and using the crèche between April 2023 and March 2024.

280 free In House crèche sessions provided between April 2023 and March 2024.

235 mobile crèches provided in regions across Scotland.

“–  
| Women much more likely than men to give up paid work or cut hours after childbirth even when they earn more. |  
–”  
*IFS, 2021*

“–  
| 1.4 million women are considered economically inactive due to caring responsibilities, compared to 0.3 million men. |  
–”  
*Byline Times, 2023*

“–  
| 4 in 10 parents who use childcare ... choosing between paying for childcare and household essentials. |  
–”  
*Pregnant Then Screwed, 2023*

“–  
| Through rise and shine I become happy with myself, and I don't feel depressed with myself because have safe place for my child. |  
–”  
*Crèche User*

# Case Studies

We are proud of our learners' achievements and are committed to continuing to provide and develop services led by community needs and underpinned by our values.

## Ummay's Journey:

Ummay, a mother of three, first came to DIWC in 2010. At that time, she was isolated and scared, staying at home with her children. After four months of English classes, she discovered she could study a level 5 childcare course at DIWC. Being part of DIWC gave her a sense of belonging, as she found herself surrounded by supportive and inspiring women.

After completing the course, she volunteered at the center and was later hired as a support worker in 2014. The following year, she began an SVQ level 3 course, which led to her becoming a registered Childcare Practitioner. This qualification helped her secure a job at a Dundee City Council Nursery. Ummay credits her success to the support and opportunities provided by DIWC and Rise & Shine.

## Amala's Journey:

Amala worked in a Children's Hospital in Azerbaijan as a paediatrician. When she came to Dundee she worked in her husband's take-away but wanted to gain her own employment when it closed down.

She enrolled in the GREAT Employability programme for Health & Social Care at the centre, where she had a placement in a care home. The staff there said "Amala has been supporting both staff and residents, she is very enthusiastic, approachable with a warm nature, she has a good insight into the needs of the residents." When her placement was completed she applied for a job in another care home and was successful.

Amala said "this is the first time in my life in the UK that I have been happy, I want to express my gratitude for the guidance in the right direction and the motivation to do the GREAT programme and give me the opportunity to experience a work placement which helped me to determine and clarify my interest in this type of work."

# Strategic Objectives

2024-2029



## ● Raise the organisation's profile

Develop a communication and marketing strategy with the focus on:

- Increasing awareness of the charity and its services among harder-to-reach minority ethnic women, their communities, and local groups and organisations already working with them
- Creating advocates for our work within the wider Dundee community

## ● Strengthen the charity's governance

- Further diversify the charity's Board of Directors by continuing to recruit women from a wider range of cultures, and broader range of skills backgrounds
- Consider establishing subcommittees and/or task and finish groups to support strategy development

## ● Continue to improve service delivery and development

- Increase the efficiency and effectiveness of our services through a review of our current approach to delivery
- Analyse the cost/benefit moving to larger premises and review alternative options

# Strategic Objectives

2024-2029



## ● Ensure the long-term financial stability of the charity

- Pursue ways to be less reliant on grant funding for staff costs or core costs through the diversification of income streams.
- Explore other social enterprise income generating opportunities.

## ● Continue to develop the staff team and ensure the retention of experienced and valued employees

- Review DIWC's staffing requirements to enable it to continue to develop services that are responsive to changing service user needs and funder expectations
- Ensure a working environment that prioritises the development needs and wellbeing of staff

## ● Work creatively and collaboratively with our partners and take active steps broaden our existing networks

- Continue to build positive, active relationships with third sector partners and statutory services
- Actively promote DIWC's experience and skills in offering specialist support and advice to organisations working with ethnic minority communities in addition to its expert, direct support to its service users

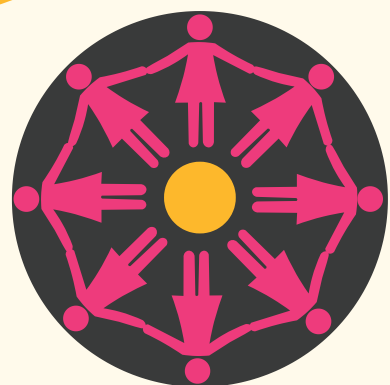


## Support Us!

We believe in the power of collective action and invite you to join us in our mission.

Here are some ways you can contribute:

- **Make a Donation:** Your financial contributions can make a significant difference.
- **Volunteer:** Donate your time and skills to help us achieve our goals.
- **Join the Board:** Become a part of our decision-making process and guide our strategic direction.
- **Spread the Word:** Share your support for our cause on social media and help us reach a wider audience.
- **Partner with Us:** Let's join forces to create a bigger impact. it.




# Dundee International Women's Centre

**Thank you for your time and interest in DIWC!**


We look forward to your support and collaboration as we continue to make a difference in the lives of women from diverse backgrounds.

## Contact information:

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“DIWC has changed my life, I have learned more and I can face new things like being in a big ocean and having so many possibilities to explore. DIWC prepared me to go forward with my life, I would not have advanced if I had not come to the centre. It is not my achievement alone. It is the achievement of DIWC and Rise & Shine.” *DIWC Learner*

