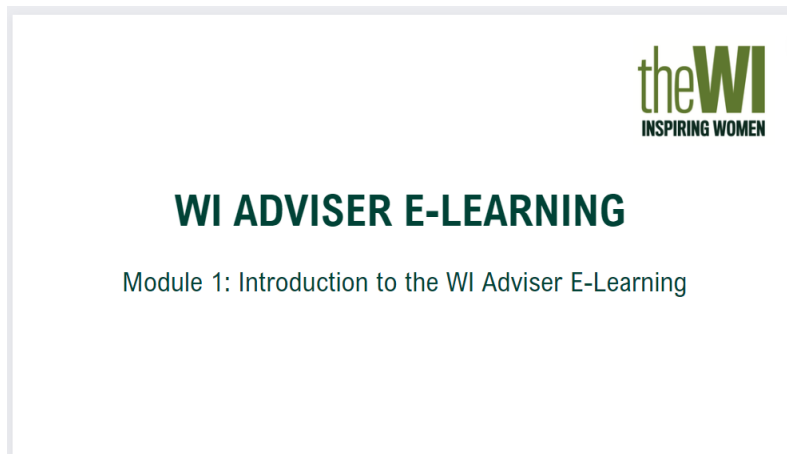


WI Adviser E-Learning Transcript – Module 1

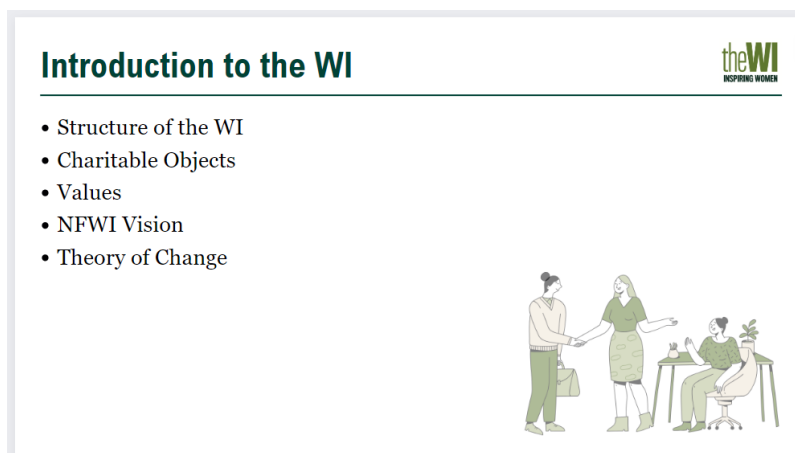


Slide 1 – Welcome



Welcome to the WI Adviser E-learning, we hope that you find the programme inspiring and that it supports you in your role as WI Adviser. This module has been designed to give you the knowledge of the WI and its federated structure and the constitutional framework to undertake the role of WI Adviser. A transcript of this module is also available. At the end of each module, you will need to complete a short knowledge test. After you have successfully completed the test at the end of module 7 you will receive a certificate. Thank you so much for volunteering your valuable time as WI Adviser as your support is critical to WIs and federations in creating an enriching experience for our members and for the generations to come.

Slide 2 – Introduction

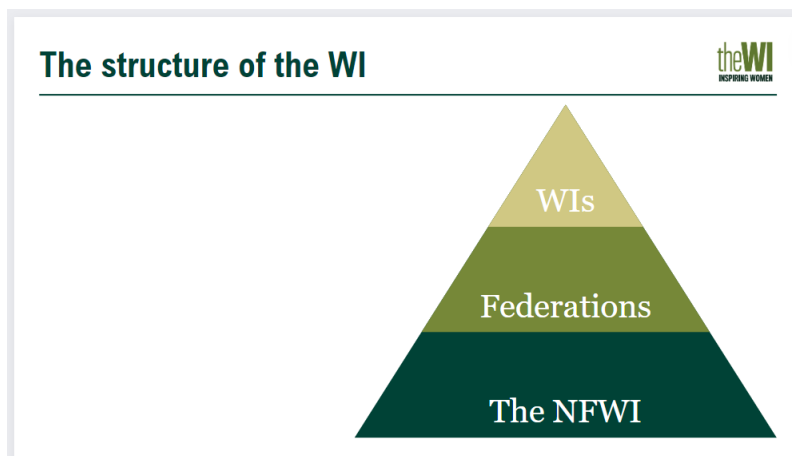


In this module we will share some information about the structure of the WI and how the three tiers of the organisation relate; our charitable objectives – this is our

charity's purpose and an important part of your governance; values – the NFWI's core beliefs that sets the tone for interactions with members, the NFWI's vision and theory of change, which sets out our framework for the implementation of our objectives.

We hope that by the end of the session you will have a good understanding of the organisation to support you in your role. This module will take no longer than 30 minutes to complete.

Slide 3 – Structure of the WI





The WI is a federated charity with three distinct levels. This means that although there is one central brand, one set of charitable objectives and one mission (and we are all 'the WI'), these are delivered through a network of individual charities (approximately 5,500). The NFWI is the central charity, and it works in partnership with regional/county charities (federations) and local charities (individual WIs). The federated structure ensures that the charity's mission and message is amplified and can operate consistently across a wide geographical area but with flexibility to meet the needs of members and the community.

Since the early days the WI has operated this structure successfully, to ensure a high-quality membership experience while also using the power of solidarity between the national network of members to increase the overall influence of the charity. The federated structure is used by many of the large national charity brands that operate in communities, for example Mind, Samaritans, Girlguiding, RSPCA and The Scout Association.

Slide 4 – Working together

We work together at all levels




The WI works in partnership at all three levels of the organisation, each one playing an integral part in achieving the charity's purpose, and this structure offers a balance between national presence and grassroots involvement, but supported by a strong well-known brand where our voices can influence societal change locally and nationally.

Let's look at the 3 levels of structure.


Slide 5 – WI level

WIs



WI level


- Individual charities
- Within local communities
- 5,500 WIs



WIs are individual charities based in communities (in-person or virtual), that offer a specific programme of activities within a defined area or community. Each WI will offer the same accessible and high-quality programme, in line with legal and policy requirements, but the nature and range of what is offered will vary based on what members and potential members want. WIs are led by a committee made up of elected trustees voted for by WI members. We currently have approximately 5,500 WIs in England, Wales, and the islands.


Slide 6 – Federation level

Federations



Federation level

- Individual charities
- Within the regional area
- 69 Federations




Federations are individual charities that operate across a geographical area and provide support, leadership, and guidance to WIs within that region. The work of federations will vary but will include regular communications via newsletter or sharing updates from the NFWI, federation events, insurance cover and practical support to ensure members have a high-quality membership experience. Federations are led by an elected trustee board voted for by members from across the federation.

Some federations will also employ specialist paid staff. We currently have 69 federations.

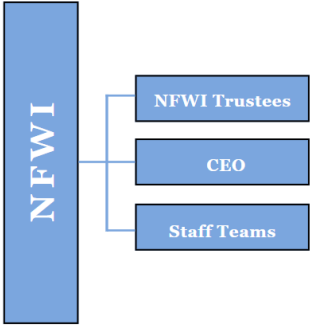
Slide 7 – NFWI level

The NFWI



NFWI level

- Governance
- Membership
- Public Affairs
- Education & Training
- NFWI Wales
- WI Enterprises
- Events
- Finance
- Human Resources
- Digital Services
- Facilities




The NFWI is the national charity which provides national leadership, legal infrastructure, governance, and policy for the organisation across England, Wales and the Islands. NFWI provides direct support to federations, WIs and individual members and maintains processes and resources that ensure members are able to play an active part in the development of the organisation as well as enjoying local activities. The NFWI also provides opportunities for members to engage in a wide range of national activities and events.

The national charity is led by an elected trustee board voted for by the members across the entire national federation via national election every two years. It is supported by a professional staff team. The NFWI Board of Trustees work in partnership with the charity's consultative body, the National Council (attended by the Chair and Treasurer from each federation) to make key decisions on the future of the organisation.

As a WI Adviser you will require a good understanding of the way the national federated charity operates at the different levels in order to support WIs to access the benefits for their charity and their members, to play an active part in the long-term development of the organisation as a whole and to ensure that you and your WIs can access any support needed from federations and the national charity via the NFWI team. You will also need a good understanding of what is required by the WI in terms of legal and regulatory requirements and NFWI policies, and which elements can be tailored to meet the differing needs of members in your geographical area.

Slide 8 – Charitable objectives

What are the charitable objectives?



- To advance the education of women and girls for the public benefit in all areas.
- To promote sustainable development for the public benefit.
- To advance health for the public benefit.
- To advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.

A charity's governing document will include a statement of its charitable purposes, known as its objects. A charitable purpose is the reason a charity has been set up, and what its activities work towards achieving. These objects define the scope of what our charity can do and all of our charity's activities must further its charitable purposes. It helps the those running the charity and others (such as volunteers, donors and government agencies) to understand why the charity does what it does, but it also acts as a reminder to those invested in the charity of what activities we should be doing and what doesn't fall within these objects.


The WIs objects are:

- To advance the education of women and girls for the public benefit in all areas.


- To promote sustainable development for the public benefit.
- To advance health for the public benefit.
- To advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.
- These are known as our charitable objectives.

Slide 9 – WI values

What are the WI values?



- Truth
- Tolerance
- Justice
- Fellowship



Values are a set of core beliefs held by an organisation. They act as guiding principles that provide an organisation with purpose and direction and set the tone for its interactions with each other. They guide our actions and attitudes, fostering a shared understanding of what is important in practice. This creates a sense of unity and cohesion among everyone associated with the organisation.

The WI was established based on the ideals of fellowship, truth, tolerance, and justice, to give women a voice and to be a force for good in the community. Since then, the number of WI members and the ambitions of the WI have grown tremendously. Today, the WI is a trusted place for all women to share experiences and learn from each other.

Slide 10 – NFWI vision

What is the NFWI vision?



“To create a world where women come together to learn, share skills and work together to become active citizens, influencing change to improve lives in their local, national and global communities”




The vision is an inspirational statement describing an organisation’s long-term ambitions. What impact do we want to make in the world?

The NFWI vision is “To create a world where women come together to learn, share skills and work together to become active citizens, influencing change to improve lives in their local, national and global communities.


The vision is often accompanied by a set of declarations to help to you move towards these ambitions. “What do we want to be in order to achieve this?”

Slide 11 – Vision statements

What are the vision statements?



- Bold and Inspiring
- Growing and Relevant
- Inclusive
- Flexible



For our organisation There are four vision statements that inspire us to drive the WI and “we want to be....”

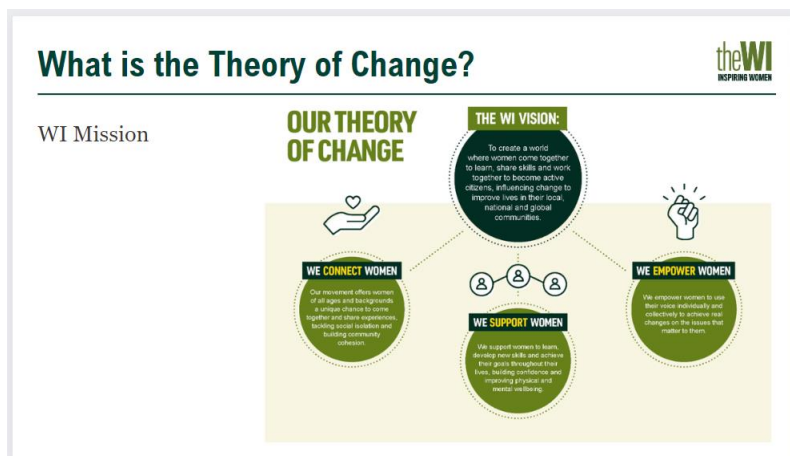
Bold and inspiring because we believe that we will be a bold voice representing all women and the communities in which they live.

Growing and relevant because we will work together to continually promote the achievements of our organisation, reach more women, and grow our membership.

Inclusive as our membership will reflect our local communities and we will represent women from all backgrounds through the work we do.

Flexible because we will remove any practical barriers to women supporting us by offering flexible ways, they can engage with what we do.

Slide 12 – WI Mission



So, our vision reflects our aspirations and long-term ambitions, a 'Theory of Change' explains our mission, so what we do and the impact we make. In other words, why do we exist?

We exist to:

Connect Women: *Our movement offers women of all ages and backgrounds a unique chance to come together and share experiences, tackling social isolation and building community cohesion.*


Support Women: *We support women to learn, develop new skills and achieve their goals throughout their lives, building confidence and improving physical and mental wellbeing.*

Empower Women: *We empower women to use their voice individually and collectively to achieve real changes on the issues that matter to them.*


This simple graphic can be used when talking about the WI to members, potential members, funders, potential partners and so on. In other words, a 'Theory of Change' is the WI's 'elevator pitch'. It also acts as a guiding blueprint, providing insights into the effectiveness of our activities and the outcomes for our members.

Slide 13 – Summary of Learning

Summary of Learning




- Our Structure
- Our Charitable Objectives
- Our Values
- Our Vision
- Our Theory of Change




As WI Advisers you will be guiding and supporting WIs, so it is important that you understand the different parts of the charity that makes us who we are. This is made up of how we are structured and the responsibilities of each tier. Our charitable objectives, which gives us purpose and governance framework. The values and behaviours that shape our culture, our vision and ideology and the theory of change, which is our common approach to making our communities better. Together these promote a unified and cohesive culture that will ensure the long-term growth and sustainability of the organisation, in order to pass it to the next generation of women as it has been passed to us.

Slide 14 – What does it mean for me as a WI Adviser?

What does it mean for me as a WI Adviser?



- Develop
- Appeal
- Deliver
- Talk
- Represent

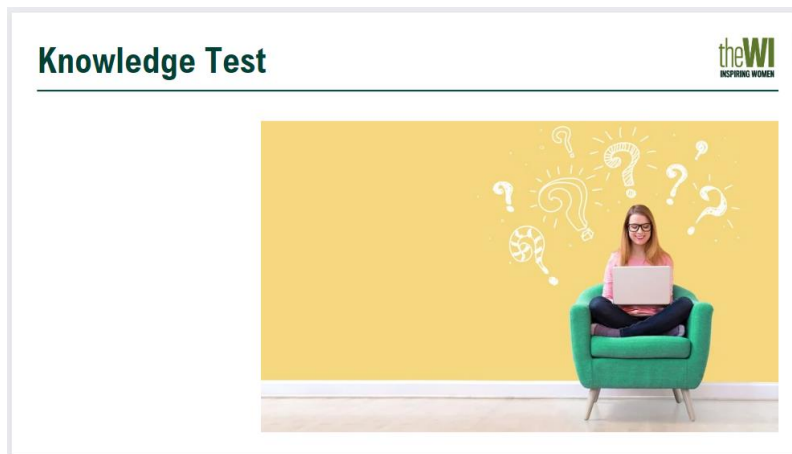


So, as an Adviser you will need to ensure that WIs are set up well from the outset and understand their purpose. We want our WIs and members to feel part of and proud of the movement they are joining. It will be part of your role to help new and existing WIs embed the WIs values into their activities and approach to support a positive culture, and using the vision to help WIs create a great member experience that works for them now and continues to reach new members, for instance:

- how to develop a varied programme of speakers, activities and events
- how to appeal to a diverse group
- how to deliver the programme in a flexible way.
- how to talk about their WI experience and what the charity does
- how to represent the WI at the right events to attract new members and from different communities.

Thank you for participating in this learning module and we hope you have learned something new about our fantastic organisation that will help you to support our members and WIs.

Slide 15 – Knowledge Test



Well done, you have reached the end of this module. We have prepared five questions as part of the knowledge test which we hope you have answered accurately. If not, then please do return to the slides and become familiar with the topics.