



# WOMEN'S VOICES FOR THE EARTH

OUR HEALTH. OUR FUTURE. TOXIC FREE.



## Building a Thriving Future

Our 10-year plan towards creating a toxic-free, healthy future

Imagine a world where the earth is taken care of, workers are paid well and treated fairly, and there are no toxic chemicals in our homes, our communities, or our environment. In this world, every point in the cycle of production and consumption—from extraction, to processing, to use, to disposal—contributes not just to a less toxic world, but to a thriving world.

**MISSION:** Women's Voices for the Earth amplifies women's voices to eliminate the toxic chemicals that harm our health and communities.

**GOAL:** We aim to stop the toxic assault on women's health and the planet by engaging, inspiring, and mobilizing women to call for a thriving, toxic-free future.



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## CHANGE THE MARKETPLACE

**Using a combination of market-based campaigns and policy efforts, we are shifting the marketplace to prioritize women's health over profit.** Our goal is to eliminate the use of hazardous chemicals, including carcinogens, mutagens, reproductive toxicants, neurotoxicants and endocrine disrupting chemicals from these industries, and move them toward greater transparency in their ingredients, research, policies and practices.

By focusing on transforming the consumer product industries that heavily market to women—cleaning products, feminine care products, salon products and cosmetics, fragrances, and apparel—away from the use of toxic chemicals in their products and processes and toward green chemistry, ingredient transparency and sustainable practices, we create competition that pushes all markets to improve.

## BROADEN THE MOVEMENT FOR A THRIVING, TOXIC-FREE FUTURE

**Establish the Actionista Leadership Institute:** WVE will invest in individual women at the grassroots level, inspiring emerging leaders to support national advocacy efforts, develop local solutions to stop the toxic assault on women's health and the planet, and become ambassadors that grow the movement for a thriving, toxic-free future. By training hundreds of Actionista leaders to inspire and activate their local communities, we support a national movement.

**Significantly expand our membership base:** Recognizing that there are many women who are supporters or likely supporters of our cause but may not have the interest or capacity to engage in our leadership program, WVE will create opportunities to leverage their support through online actions. By amassing a large number of calls, emails, and letters, we can put pressure on corporate leaders and government policy makers and impact key decision makers. We will grow our action network to one million women, with activists in every U.S. state and membership strongholds in strategic policy locations.

**Foster Bold & Inclusive Collaboration:** To achieve our vision of a thriving future, we need to be part of a broad, diverse and inclusive movement that addresses the needs and concerns of those most impacted. We aim to leverage our power and position to uplift the concerns of women of color in the broader environmental movement. We will focus on building alliances across the environmental health, reproductive justice, and environmental justice movements, amassing a network of over 200 organizations to build a stronger progressive movement overall.

## CHANGE THE STORY

**To inspire a movement, WVE must change the narrative around consumption and production, and paint a picture of a thriving future.** Through the power of story telling, we will draw important connections between women's rights, health, toxics, consumption habits, climate change, worker's rights, and reproductive health and justice. Our goal is to fundamentally change the way that our society thinks about health and choice—from a narrative that stresses an individual's personal choices (i.e., lifestyle and purchases) as their means to health, to one that recognizes structural inequities that lead to poor health, and considers individual health to be a community responsibility. If we as a society valued community health over that of individuals, allowing our neighbors' homes and bodies to be polluted would be unacceptable. Citizens would stand up and make their voices heard, legislators would make strong regulations a priority, and corporations would exercise greater precaution in designing and manufacturing products.

## SUSTAIN THE WORK

**To achieve our ambitious vision over the next 10 years, WVE needs to significantly build its capacity to lead.** We will accomplish this through increased staffing and development of our organizational infrastructure. In the next five years, we aim to more than double the budget, to \$1.3 million.



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To learn more, or get involved, please contact Erin Switalski, Executive Director at (406) 543-3747 or [erins@womensvoices.org](mailto:erins@womensvoices.org).

Women's Voices for the Earth

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