



# WORLDWIDE FISTULA FUND

## HEALING WOMEN, RESTORING LIVES

We are proud to share our progress with you!

In our fall newsletter, we discussed our new evolving brand to not only address obstetric fistula, but other traumatic childbirth injuries, such as pelvic organ prolapse.



### Our Mission and Vision

*Who We Are, Where We're Going, and How We Get There*

Since last summer, a dedicated Board sub-committee, as well as WFF Founder, Dr. Wall, and Executive Director, Soja Orłowski, have been working on transitioning our mission and vision to include childbirth injuries beyond fistula.

This year, we joined forces with Light+Co marketing firm to guide us through the process.

We began interviewing key stakeholders to better understand why our cause resonates so deeply with them. From there, we were able to see patterns, key phrases and emotions, that drive what we are working to accomplish together.

Words like restore, dignity, empower, and reclaim kept appearing. While words like maternal, childbirth, worldwide and global remained a constant.

Through this fine tuning, we are finalizing our mission and vision. Ensuring they are clear, concise, powerful and evocative while keeping them true to our work and to why you support WFF.



### Next: Our Name

As we confirm our mission and vision statements, we have begun to work on our organization's new name, a name that will excite our loyal supporters and draw new support while allowing us to heal more women in more places.

***Stay tuned, we look forward to relaunching in the fall!***

For more info:

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