

Amautiit

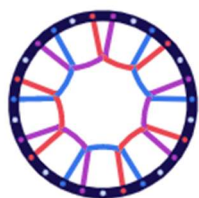
Nunavut Inuit Women's Association



Strategic Plan 2025 to 2029

Strength through Knowledge.

Foundations of Change.



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AMAUTIIT

This five-year strategic plan was commissioned by the Board of Directors of *Amautiit: Nunavut Inuit Women's Association*. The strategic planning process was designed by Strategic Moves. The planning process was completed in March 2025 through a close collaboration between the board of directors and the consultant.

For Amautiit:

Jasmine Redfern, President (Ottawa, ON)
Tara Tootoo Fotheringham, Vice President (Headingley, MB)
Meagan Porter, Treasurer (Gjoa Haven, NU)
Priscilla Kuksuk, Director (Ottawa, ON)
Lynn Mike, Director (Pangnirtung, NU)
Dorothy Tootoo, Elder Advisor (Rankin Inlet, NU)
Victoria Perron, Administration (Iqaluit, NU)

For the Consultant:

Inga Petri
Strategic Moves
Whitehorse, Yukon
www.strategicmoves.ca
ipetri@strategicmoves.ca

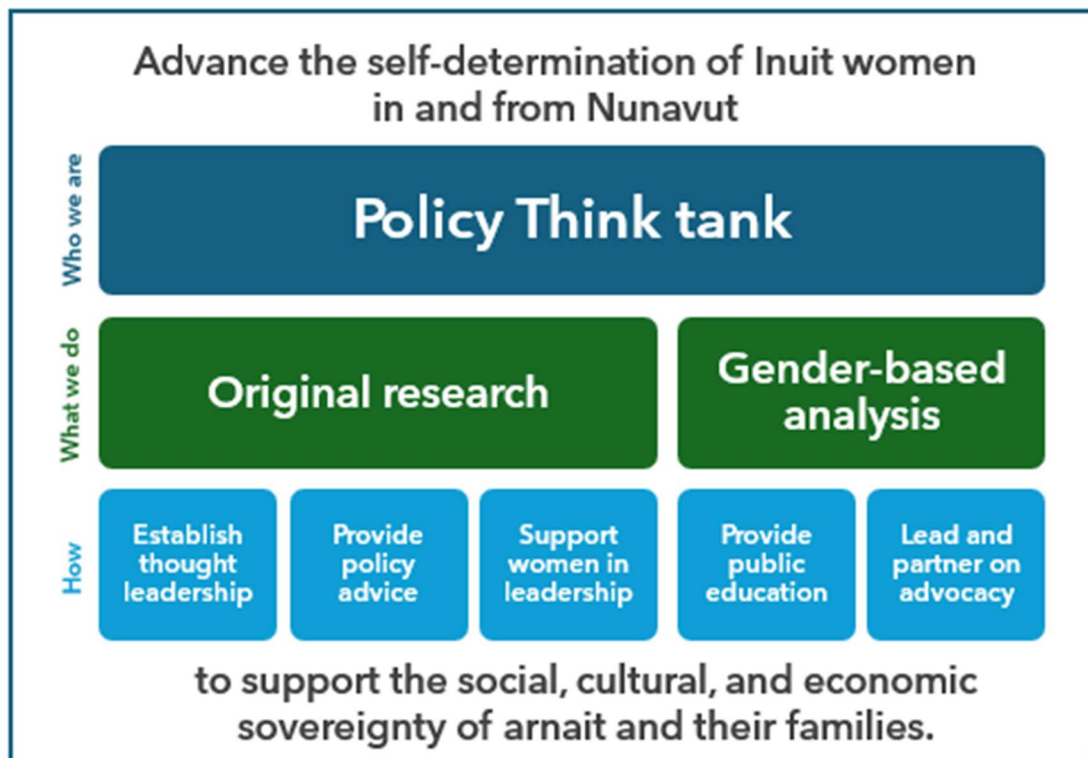
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1 STRATEGIC PLAN AT A GLANCE

**Strength through Knowledge.
Foundations of Change.**



Values: Justice - Unity - Wisdom

Strategic Goals: Five Areas of Focus

Food Sovereignty	Women in Leadership	Healthy, Strong Families	Monitoring government programs	Responding to Emerging Issues
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Strategic Action Plan

- **Organizational Development:**
Expand Team - Information Management - Project Management - Governance
- **Increase Financial Resources**
- **Develop Communications Plans**
- **Develop Advocacy Plans**
- **Building Alliances**
- **Community-Based Research Processes**

2 OUR PURPOSE

Founded in 2019 and led by Inuit women with diverse leadership experience—from politics and business to community work—Amautiit was created to advance the self-determination of Inuit women in and from Nunavut.

Amautiit is a not-for-profit organization that supports arnait (Inuit women) and helps to create positive changes in the lives of arnait and their families.

2.1 OUR VISION: INUNNGUIJUQ

The Inuktitut word that best captures Amautiit’s vision is *inunnguijuq*, which refers to capable and well-adjusted individuals. *Inunnguijuq* incorporates the concept of nurturing and guidance provided by parents and others. This comprehensive, holistic support, which begins in pregnancy, fosters the strength, confidence, resilience, enrichment and empowerment needed for people to realize their rightful place in families and communities.

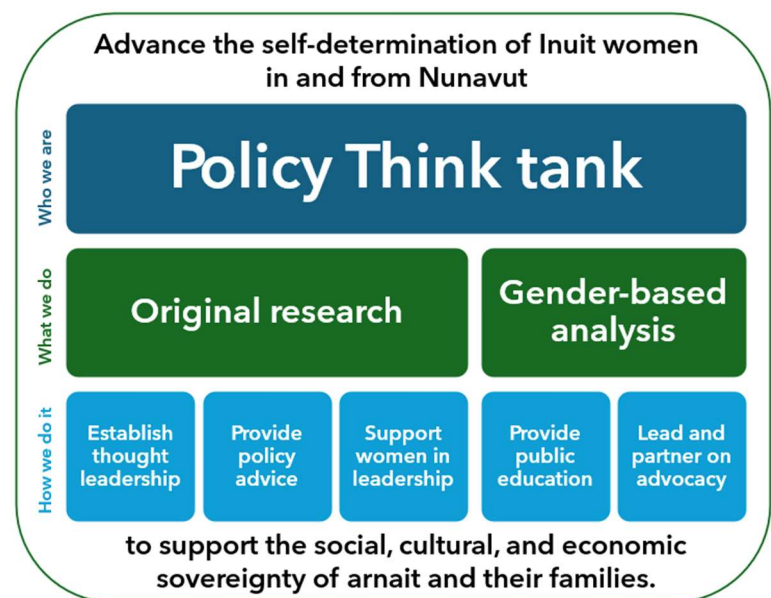
2.2 OUR MISSION

At heart, Amautiit is a community-based policy think tank. That means we focus on:

- original research and gender-based analysis
- thought leadership
- public education
- policy advice
- ... to support the social, cultural, and economic sovereignty of Inuit women and their families.

In addition to gathering facts, data and the stories that bring them to life, we amplify Inuit women’s voices through:

- Leading and partnering on advocacy campaigns
- Supporting and uplifting established Inuit women leaders
- Creating space and opportunities for emerging leaders to grow and thrive



2.3 OUR VALUES

As a Nunavut Inuit organization, we live by our shared Inuit Societal values.

ᐃᓄᐱᓐᓂᐱᓐᓂᐱᓐ—Inuuqatigiitsiarniq: Respecting others, relationships, and caring for people.

ᐅᓐᓄᓐᓂᐱᓐ—Tunnganarniq: Fostering good spirit by being open, welcoming, and inclusive.

ᐱᓐᓂᐱᓐ—Pijitsirniq: Serving and providing for family and/or community.

ᐱᓐᓂᐱᓐᓂᐱᓐ—Aajiiqatigiinniq: Decision-making through discussion and consensus.

ᐱᓐᓂᐱᓐᓂᐱᓐ—Pilimmaksarniq: Development of skills through observation, mentoring, practice, and effort.

ᐃᓄᐱᓐᓂᐱᓐᓂᐱᓐ—Ikajuqtigiinniq: Working together for a common cause.

ᐱᓐᓂᐱᓐᓂᐱᓐ—Qanuqtuurniq: Being innovative and resourceful.

ᐱᓐᓂᐱᓐᓂᐱᓐᓂᐱᓐ—Avatittinnik Kamatsiarniq: Respect and care for the land, animals, and the environment.

In addition, we work to embody these three values as we grow and shape Amautiit:

ᐃᓄᐱᓐᓂᐱᓐᓂᐱᓐ - Justice

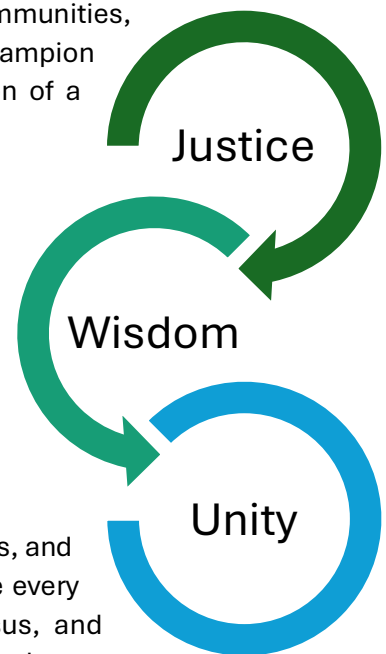
We pursue justice by confronting persistent challenges in our communities, amplifying unheard voices, and driving bold, informed advocacy. We champion meaningful progress grounded in equity, accountability, and the vision of a better future for Nunavut Inuit women and our communities.

ᓐᓂᐱᓐ - Wisdom

We honour the knowledge that lives in our stories, our experiences, and our Elders. Inuit women carry wisdom shaped by generations of care, resilience, and connection to the land and each other. We lead with this wisdom—blending traditional knowledge and lived experience with new insight to guide decisions, foster understanding, and shape a stronger future.

ᐱᓐᓂᐱᓐ - Unity

Our strength lives in our connections—to each other, to our communities, and to our homelands. We honour the Inuit way of working together, where every voice has value and decisions are made through listening, consensus, and respect. Inuit women help weave the fabric of togetherness, bringing people across generations, places, and experiences into shared purpose and collective care.



2.4 OUR MEMBERS

All Nunavut Inuit women are Amautiit members. That includes those living within the Nunavut Settlement Area and those arnait from Nunavut who currently live outside the territory.

We take this inclusive approach because we know Inuit women live in many different situations. Some move by choice or out of necessity—to go to school, find work, access health or other services, find safe housing, escape violence, or simply because they want to.

Being a Nunavut Inuit is not just about where we live. Our identity, and our connection to community and homeland, goes far beyond physical borders.

Our work recognizes that many things shape Inuit women's lives—like movement between regions, the effects of colonization, and the boundaries set by land claims agreements. While the Nunavut Land Claims Agreement is a major step forward for Inuit self-determination, it also created borders that don't always reflect how Nunavut Inuit women live. These imposed boundaries can overlook the full range of Inuit women's identities and experiences.

Amautiit's approach is supported by the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP). UNDRIP affirms Indigenous peoples have the right to maintain their connection to traditional lands (Article 25) and to freely decide their own political, economic, social, and cultural paths (Article 3). We support these rights by standing for the voice, freedom, and choices of Nunavut Inuit women—wherever they live.

3 STRATEGIC GOALS: FIVE AREAS OF FOCUS

We recognize that as a new, volunteer-driven organization we need to focus our resources, time and attention. For this strategic plan we make the following areas central:

- **Food Sovereignty**

Food sovereignty is a vital issue in our communities. Our work in this area includes the 2023 and 2024 reports on child poverty in partnership with Campaign 2000, advocacy for reforms to the Nutrition North program, and involvement in the Inuit Child First Initiative. Looking ahead, our work can expand to address the impacts of climate change on hunting and access to country food, the need for better housing—including adequate space for sealift orders and food storage—and other issues critical to food security.

- **Women in Leadership**

We uphold the leadership of Inuit women and their central role in decision-making that affects *arnait*, our families, and our communities. This commitment is reflected in our research on women's participation in governance, the Childcare Report Card, and the Women in Leadership Conference. We also plan to honour and celebrate the contributions and achievements of Nunavut *arnait*.

- **Healthy, Strong Families**

When Inuit women speak about their concerns, they speak for their families' health and well-being—socially, economically, and culturally. Our "No Excuse for Child Abuse" awareness poster and our report on dementia and elder care are examples of this focus. Future work could include research and advocacy on housing adequacy and overcrowding, local economic opportunities, financial literacy, and broader supports for youth and family resilience.

- **Monitoring and reporting on impacts of government programs**

In partnership with other organizations or independently, we will apply gender-based analysis to monitor and report on the quality, accessibility to services, and impact of government policies and programs—territorial, federal, and those delivered by other agencies—that serve *arnait* in Nunavut.

- **Responding to Emerging Issues**

Amautiit is well positioned to identify and respond to emerging issues affecting Inuit women. We will remain flexible and ready to fill critical gaps or amplify the efforts of others when our voice can make a meaningful difference.

4 STRATEGIC ACTION PLAN

4.1 ORGANIZATIONAL DEVELOPMENT

To achieve lasting impact, we must strengthen our organizational foundation. Our goal is to become a reliable, trusted source of research, analysis, and advocacy on issues affecting *arnait* (Inuit women) in and from Nunavut.

4.1.1 Expand Our Team

Currently supported by a dedicated volunteer board, a coordinator, and a part-time bookkeeper, Amautiit must grow its team to meet increasing demands. Our goal is to build a staff of 5.5 full-time equivalent positions over the next five years. This growth will expand our capacity to deliver on our mission and strengthen our role as a credible policy think tank.

We plan to:

- Hire a full-time Executive Director
- Hire two full-time Researchers
- Hire a full-time Communications Manager
- Transition the current Coordinator role into an Executive Assistant and Office Administrator
- Maintain the part-time Bookkeeper position

Staff may initially be hired on contract or as consultants for specific projects. As we secure core and project-based funding, these roles will shift to permanent positions.

4.1.2 Strengthen Information and Organizational Management

As we grow, we need systems that help staff and board members stay organized and connected—no matter where they are. We aim to improve how we manage information and work together more efficiently.

We will:

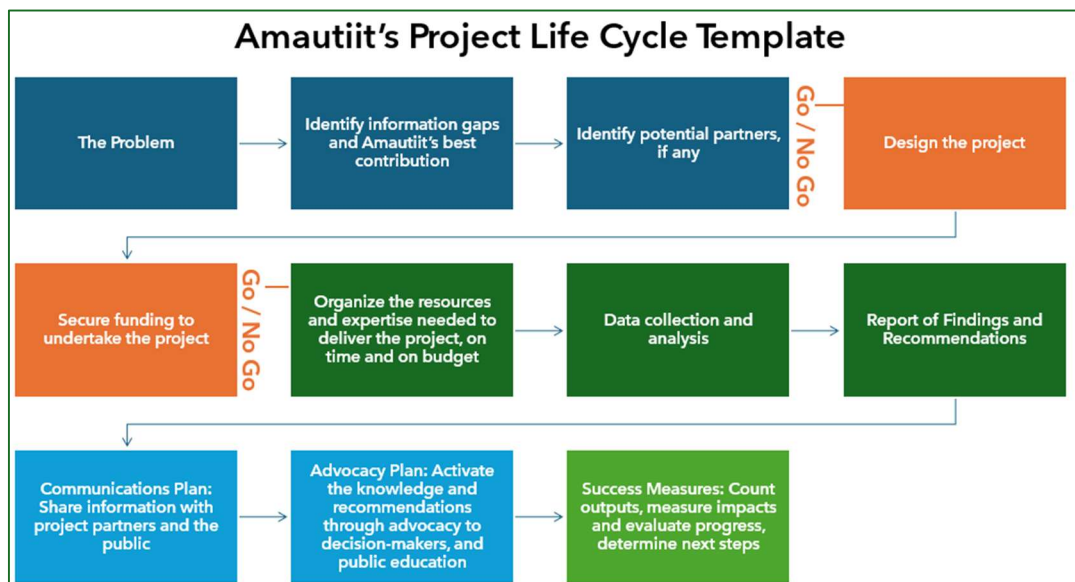
- Choose and implement a cloud-based document storage system accessible to all team members
- Adopt a board management tool (e.g., Boardable) to coordinate meetings and share documents
- Select office productivity tools that support collaboration
- Create a clear system for managing, organizing, and versioning corporate and project-related documents

4.1.3 Build Strong Project Management Practices

To deliver consistent, high-quality work, we need a structured approach to managing projects. A reliable project management process will help us meet timelines and budgets, improve internal coordination, and ensure transparency with board members, funders, partners, and the public.

We will:

- Use and refine a standardized *Project Life Cycle Template* for all projects—big or small—to ensure every initiative is thoughtfully planned, well-executed, and aligned with our overall goals.
- Provide staff with tools and training for effective planning, tracking, and reporting.
- Align project goals with strategic priorities to increase impact and accountability.



4.1.4 Review and Strengthen Governance

As Amautiit grows, our governance model will evolve. Currently, we have a hands-on working board. As our staff grows, we may transition to a more strategic, oversight-focused board. Clear roles and responsibilities between staff and board will be essential to support that growth.

We will:

- Review Amautiit's governing documents and bylaws every two years.
- Develop and update board policies to guide decision-making, roles, and accountability.
- Create and maintain organizational and HR policies to support a growing staff.
- Develop and maintain clear job descriptions for all staff roles.

4.2 INCREASE FINANCIAL RESOURCES

Amautiit has secured funding from the Native Women's Association of Canada and through federal project grants. To grow sustainably, we need consistent core funding to support staff, infrastructure, and ongoing projects.

We will:

- Identify and pursue new government sources for core and project funding.
- Consider launching an online donation platform for individual contributions.
- Research and approach foundations and corporate funders for grants, sponsorships, and donations.
- Implement efficient financial reporting systems to meet funder and board requirements.
- Explore a fee-for-access model for non-Inuit individuals and organizations that use our reports and research.

4.3 DEVELOP AND IMPLEMENT COMMUNICATIONS PLANS

Amautiit must be recognized as a credible, trusted source of research and analysis. We need a strong communications strategy to engage members, inform the public, and influence decision-makers.

We will:

- Create and implement an annual communications plan with measurable goals.
- Develop a range of tools to share findings and insights:
 - Written reports and articles
 - Infographics
 - Videos
 - Press releases, interviews, and public education materials
- Launch a media and public relations strategy to establish Amautiit as a go-to voice for Inuit women.
- Build a strong social media presence to raise awareness, celebrate achievements, and engage members.
- Launch an e-Newsletter to keep our community informed, with features that celebrate Inuit women.
- Regularly update our website and optimize it for search engines to increase reach.
- Develop a cohesive organizational brand strategy to guide visual identity, voice, and tone.

4.4 DEVELOP AND IMPLEMENT ADVOCACY PLANS

Amautiit's research must lead to action. To do that, we need a structured approach to advocacy—turning knowledge into influence.

We will:

- Develop specific advocacy plans for each strategic focus area. These will include clear objectives, target audiences, messaging, engagement strategies, and resource needs.
- Commit to open, respectful engagement with government leaders, politicians, and service providers.

4.5 BUILDING ALLIANCES

Unity is strength. We will work alongside others who share our goals to amplify impact and ensure Inuit women's voices are heard in policymaking.

We will:

- Partner with organizations focused on the needs of arnait to strengthen collective advocacy.
- Build relationships at all levels—board, executive, and program.
- Keep partners informed and exchange information regularly.
- Collaborate on advocacy campaigns and joint letters.
- Formalize partnerships through project agreements and MOUs as needed.

4.6 USE COMMUNITY-BASED RESEARCH PROCESSES

As a community-rooted organization, Amautiit will continue to ground its research in the lived experiences and needs of Inuit women and their families.

We will:

- Regularly gather input from our members and service providers in communities.
- Host community gatherings to share information and listen to concerns.
- Provide regular updates to all project participants through our e-Newsletter, local media (especially radio), and an Annual Report of Activities and Achievements.
- Use evidence-based research to identify priorities and measure our impact.