



WOMEN LEADING THROUGH PHILANTHROPY

# Tiffany Circle Strategic Plan

FY24–FY25

## GUIDING PRINCIPLES

Guided by the fundamental principles of the Red Cross and Red Crescent network—Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality—the American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

## TIFFANY CIRCLE MISSION STATEMENT

The Tiffany Circle is a community of women leaders who advance the American Red Cross mission through a focused investment of time, talent and treasure by engaging and embracing women locally, nationally and internationally.

## THEMES

Building upon our solid foundation, we strive to empower more women to be the catalyst for growth as we invite them to volunteer for and invest in the Red Cross mission.

**MISSION  
ENGAGEMENT**

**LEVERAGING WOMEN  
IN PHILANTHROPY**

**DIVERSITY, EQUITY  
AND INCLUSION**

**EDUCATION  
AND OUTREACH**

## OBJECTIVES



Become one of the leading “charities of choice” for women.



Expand our networks and empower women to support and serve the Red Cross mission.



Provide tools and resources throughout the Tiffany Circle network to help build culturally competent and inclusive communities.



Increase awareness of International Tiffany Circle network, programs and impact.

## GOALS



Grow to 1,350 Members by FY25



Increase Year-Over-Year Blue Sky Direct Revenue from Members

- FY24: \$13M
- FY25: \$13.7M



Expand and Increase Influenced Donations

- FY24: \$14.9M
- FY25: \$15.6M



Increase Tiffany Circle Members' Engagement

- FY24: 30,000 hours recorded in Volunteer Connection by Members
- FY25: 31,500 hours recorded in Volunteer Connection by Members