



2025-2029 RE-FOCUSED STRATEGY



Summary version



Investing holistically in
women leaders through
*capability, capital, and
community*



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Iterative Strategic Planning Process

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Executive Director

When we launched our initial 2025-2027 Strategy, we wrote that *“we reserve the right to try, to be brave enough to fail, to learn, to try again, and to adjust course as needed.”*

And so, throughout 2025, we have been undergoing an iterative Strategic Planning process, following the Double Diamond of Design’s iterative learning cycles of: Discover-Define-Develop-Deliver. We launched multiple experiments in business innovation.

Then, in the first quarter of 2026, we reflected on the learnings over the past year and integrated these learnings into this document: **Wedu’s Re-focused 2025-2029 Strategy**.

Our vision remains the same: A world where half of all leaders are women. To achieve this vision, we have refined our Problem Statement, Our Theory of Change, and our Unique Value Proposition.

Looking forward

Over the next 4 years, we will be resolutely focused on delivering:

3 external priorities
of Capability, Capital,
and Community

3 internal priorities
of Financial Sustainability, Cultural
Sustainability, and Governance Sustainability

A world where half of all leaders are women will not happen by chance—it will take all of us learning, innovating, and taking action together.

Thank you for being part of this journey with Wedu.



Who we are

Our vision

A world where half of all leaders are women.

Our purpose

We offer lifelong support to women leaders in South and Southeast Asia.

Our Unique Value Proposition

Wedu invests in women leaders holistically, by integrating **capability**, **capital**, and **community**, so women can lead and thrive.



Our mission

To provide women leaders in South and Southeast Asia with leadership development opportunities, a lifelong supportive community, and plentiful capital to achieve their leadership aspirations.

We focus on **three enabling factors** to ensure that women leaders thrive:



CAPABILITY

Through leadership development programmes, we equip women with **decisional capital**: the confidence and mindset to succeed in their chosen paths.



CAPITAL

Through our Income Sharing Agreements programme, we equip women with **financial capital** to unlock access to education and opportunity.



COMMUNITY

Through our mentorship and peer-to-peer learning programmes, we equip women with the **social and dream capitals** (the ability to dream freely) to sustain their lifelong leadership journeys.

The problem we exist to solve

Across South and Southeast Asia, women face a compounding set of structural barriers that prevent them from **accessing education, leadership capitals, and climate-resilient livelihoods**.



Education gap

Over 100 million women in Asia lack access to affordable higher education, as traditional student loans exclude those from low-income, rural, and marginalised backgrounds, and public investment in education continues to decline from 3.5% (c. 2012–2015) to 2.8% (c. 2021–2022) (UNESCO UIS aggregated estimates).

Climate polycrisis

These challenges are further intensified by the climate polycrisis. Climate shocks disproportionately affect women across Asia, increasing economic precarity, disrupting education pathways, and narrowing access to future-oriented skills. Without inclusive financing models that integrate education, leadership development, and climate resilience, women remain locked out of the very systems needed to drive sustainable and just development.

Barriers to leadership capitals

Women will not realise their full leadership potential because of barriers to accessing **four forms of Leadership Capitals**

- ✓ **Decisional capital**
The capacity to make decisions.
- ✓ **Financial capital**
Economic resources to pursue personal goals, gain autonomy, foster independence.
- ✓ **Dream capital**
Ability to dream freely, beyond your immediate circumstances.
- ✓ **Social capital**
Access to influential and supportive networks.



Our theory of change

Input

If we provide women with leadership capability development, education financing capital, and a community of mentors and peers

Short-term outcome

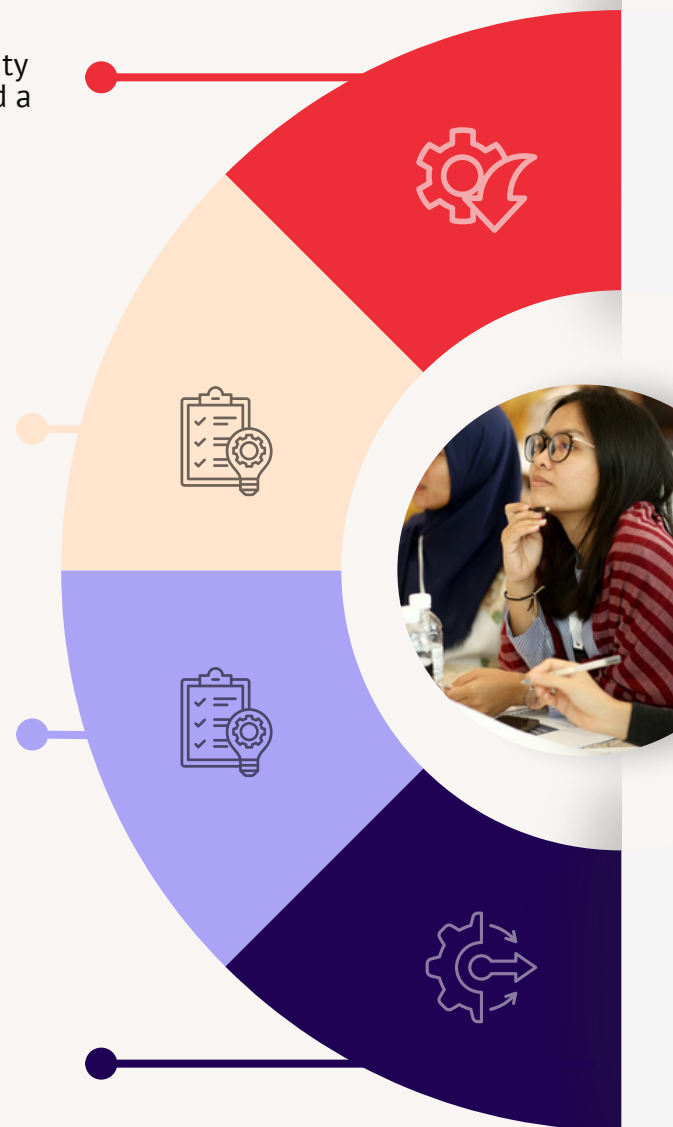
Then women will develop leadership capability, achieve their education goals, and be part of a stronger community

Long-term outcome

Because women thrive when they have access to all four forms of leadership capitals: financial, social, decisional, and dream capitals

Long-term impact

Leading to more women in leadership roles



Our values

We believe feminism provides the best paradigm to imagine a different world for all. It ventures beyond gender equity to encompass joyful transformation and intersectional and healing justice.



We take purposeful action

We embrace a profound sense of responsibility to be a force for change in our contexts, systems, and home planet.

We are passionate about (un)learning and we celebrate reflective practice.



We build collective power

We believe power is multiplied when it's shared. Our work is rooted in principles of solidarity, care, and reciprocity.

We call in diverse allies to be active champions and sponsors of women leaders.



We show up with courage

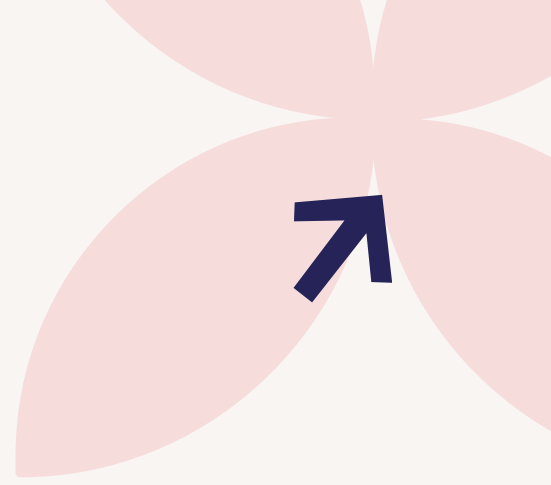
Because our vision requires boldness, we cultivate resilience and transformational presence.



We lead by example

We strive to model the feminist future we're co-creating, even if we don't get it right 100% of the time.

EXTERNAL STRATEGIC PRIORITIES



Priority 1 **CAPABILITY**

Equip women with the confidence, skills, and mindset to lead and succeed in their chosen paths.



Priority 2 **CAPITAL**

Unlock women's access to higher education and career pathways through scalable, outcomes-driven financing.



Priority 3 **COMMUNITY**

Build lifelong, connected communities of practice that provide women with the social capital (networks, support, and opportunities) to sustain their leadership journeys.

CAPABILITY

External Priority 1

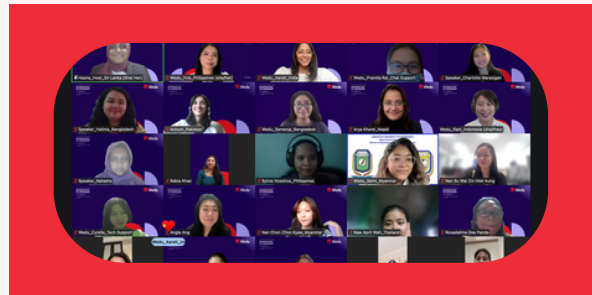
Goal

By 2029, Wedu has equipped 1,000 women with leadership capabilities through Introduction to Leadership (ITL), Women Rising for Climate Resilience, and career-focused ISA Skill-Building Clinics.

Outcomes and outputs

Introduction to Leadership (ITL)

Foundational Leadership Capability: Women demonstrate increased confidence, self-awareness, and leadership skills to navigate their personal and professional pathways.



Minimum **300 women registered per Free and Premium ITL cohort**, 100 graduating per cohort, 2 cohorts per year

Minimum **USD 5,000 earned income per cohort**
(approximately USD 50 pp x 100 women)
x 2 cohorts per year



Income Sharing Agreement (ISA)

Education-to-Employment Transition: Women successfully transition from education into employment through strengthened career readiness and practical skills.



Minimum **3 ISA career development skill building clinics** delivered per year

Minimum **30% of active ISA members engaged in clinics**



CAPABILITY

External Priority 1

Goal

By 2029, Wedu has equipped 1,000 women with leadership capabilities through Introduction to Leadership (ITL), Women Rising for Climate Resilience, and career-focused ISA Skill-Building Clinics.

Outcomes and outputs (continued)



Women Rising

Climate Leadership in Action: Women leaders apply their skills to lead climate-resilient initiatives in their communities.



- By the end of 2025, **pilot 1 Women Rising for Climate Resilience programme**
- **100 women** complete Women Rising programme by 2029 (*≈25 per year*)
- **4 climate initiatives** by Women Rising programme graduates supported by seed funding and mentorship through CAWLA

CAPITAL

External Priority 2

Goal

By 2033, support 1,000 women through Pioneer Fund II ISAs, enabling access to education and pathways to employment.

Outcomes and outputs

Fund scale and validation

Pioneer Fund II is fully capitalised and demonstrates that ISAs are a viable, scalable financing model delivering strong financial and social outcomes.



Finalise **legal and financial structuring of Pioneer Fund II** by December 2026

- **USD 1M in operating grants** for 2026–2029, by December 2026
- **USD 4M first close** by December 2027



Education and employment outcomes

Women funded through ISAs complete their education and transition into meaningful employment.



90% of ISA participants complete education goals
90% secure employment within 6 months

- **≥ 50% of ISA members engaged** through annual check-in calls
- **≥ 25% of ISA members engaged annually** through mentorships



CAPITAL

External Priority 2

Goal

By 2033, support 1,000 women through Pioneer Fund II ISAs, enabling access to education and pathways to employment.

Outcomes and outputs (continued)

Strategic capital partnerships

Wedu secures high-trust partners who co-invest, deploy, and scale ISAs across priority markets.



Deploy **ISAs in 3 priority geographic expansion countries** for market penetration by 2029.

Pilot **1 B2B ISA model** in the care economy.



Women in the green economy

More women access education financing to pursue climate-related studies and transition into jobs in the green economy.



By end of 2026, establish **MoUs with at least 2 strategic ISA partners** focused on climate, gender, and employability.

20% of ISA contracts allocated annually to women pursuing climate-related fields



COMMUNITY

External Priority 3

Goal

By 2029, Wedu has built an active, engaged community that provides mentorship, peer learning, and regional influence to support women's leadership across South and Southeast Asia.

Outcomes and outputs

Access to mentorship and networks

Women access diverse mentorship and peer networks that support their personal and professional growth.



Deliver annually

- 1 **Women as Humanitarian Leaders** programme
- 1 **Refugee Women Leadership** programme

Deliver annually

- 1 (career focused) **Global Mentorship Programme**
- 1 **peer-to-peer mentoring** and/or many-to-many **networking event**



Climate leadership community

Women leaders are connected through a strong climate-focused community that enables collaboration, mentorship, and collective action.



Facilitate **25 climate-focused mentorship matches** annually

Convene **Climate Alliance for Women Leaders in Asia (CAWLA)** at least 4 times by 2027



COMMUNITY

External Priority 3

Goal

By 2029, Wedu has built an active, engaged community that provides mentorship, peer learning, and regional influence to support women's leadership across South and Southeast Asia.

Outcomes and outputs (continued)



Regional Feminist Learning and Influence

Feminist organisations and leaders strengthen collective learning, knowledge creation, and influence through regional collaboration.



- Deliver **3 IDRC*** funded **Regional Learning Journeys** (2026–2029)
- Host **annual regional feminist convenings** (2027–2028)
- Co-develop and pilot a **feminist MEAL framework and toolkit** by 2029
- Produce **2 sets of regional knowledge products** by 2028
- Support partners to contribute to **≥3 regional/global policy spaces** by 2029

**Canadian International Development Research Centre*

INTERNAL STRATEGIC PRIORITIES

Please note: We are not sharing details of our internal strategic priorities given the sensitive nature of this information.



Priority 1

FINANCIAL SUSTAINABILITY

Build a resilient and predictable revenue model
(2026–2029)



Priority 2

CULTURAL SUSTAINABILITY

Embed care as a core organisational practice and
leadership value



Priority 3

GOVERNANCE SUSTAINABILITY

Co-create a high-performing governance model
that enables long-term impact




Will you join us and **invest in women** leading the change?



Partner with us

 directors@weduglobal.org

Donate

 www.weduglobal.org/donate


Visit our website

 www.weduglobal.org

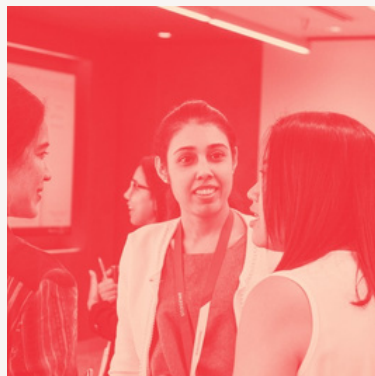
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**Wedu is co-creating
a world where half of all leaders
are women.**

www.weduglobal.org

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