



## **2018-2022 Strategic Plan**

### **VISION**

*The Canadian Lesbian and Gay Archives aspires to be a significant resource and catalyst for those who strive for a future world where LGBTQ2+ people are accepted, valued, and celebrated.*

### **MISSION**

*The Canadian Lesbian and Gay Archives was established to aid in the recovery and preservation of our histories. Its mandate is to:*

- *acquire, preserve, organize, and give public access to information and materials in any medium, by and about LGBTQ2+ people, primarily produced in or concerning Canada*
- *maintain a research library, international research files, and an international collection of LGBTQ2+ periodicals*

## 1. Diverse Fundraising for sustainability

Ensure diversified, steady/secure funding is in place to support delivery of our mission

DECEMBER 2022 GOALS	DECEMBER 2022 INDICATORS
✓ Develop and execute a long-term Fundraising Plan that emphasizes sustainability and diversity of funding sources	✓ <i>Fundraising Plan in place end of year one</i>
✓ Improve our profile (social media etc.) to better facilitate fundraising	• <i>Funds raised increased by 10% yearly</i>

## 2. Improved Collections through new and stronger relationships

Maximize the use of newly diversified collections by developing relationships and engaging with groups and individuals to donate

DECEMBER 2022 GOALS	DECEMBER 2022 INDICATORS
✓ Develop and execute a Collection Development Plan	✓ <i>Collection Development Plan in place</i>
✓ Develop mutually beneficial, ongoing collaboration with other NFPs to better enrich Collections	✓ <i>Relationships with other NFPs maintained and increased</i>

## 3. The Right Space

Secure a space with room to change and grow (public space, fluid/flexible space, private space) that can shift as required to deliver on the CLGA mission

DECEMBER 2022 GOALS	DECEMBER 2022 INDICATORS
✓ Develop a plan to assess needs and to secure the right space	✓ <i>Facilities plan completed</i> ✓ <i>Capital Campaign launched by end of year 2</i>

#### **4. Improved Programming**

Develop dynamic, diverse, exciting programming that creates community profile, branding and awareness of CLGA

<b>DECEMBER 2022 GOALS</b>	<b>DECEMBER 2022 INDICATORS</b>
✓ Develop and execute a plan for improved, more diverse and inclusive programming	✓ <i>Programming Plan in place by end of year 2</i>
✓ Develop a plan for Educational programming	✓ <i>Plan in place by end of year 3</i>
✓ Staffing in place dedicated to programming	✓ <i>Grant to fund position secured</i>

#### **5. Improved Public Profile**

Improve the public profile and reputation/brand of the CLGA through a new name and improved understanding of the needs of the community we serve and how best to serve them

<b>DECEMBER 2022 GOALS</b>	<b>DECEMBER 2022 INDICATORS</b>
✓ Adopt a new name that will serve us well into the future	✓ <i>Community consultations completed</i> ✓ <i>New name in place by end of year 1</i>
✓ Create a launch/rebranding campaign aligned with new name	✓ <i>Marketing launch completed</i>
✓ Complete a needs assessment of users and non-users of CLGA	✓ <i>Needs assessment completed</i> ✓ <i>Survey/evaluations indicate we are meeting community needs</i>
✓ Improve responsiveness to community we serve	✓ <i>Feedback indicates reduced wait-times</i>

## 6. Build a diverse, vibrant team

Build and maintain a vibrant, diverse, effective organization that attracts and maintains the best staff, volunteers, and donors (\$ and collections)

<b>DECEMBER 2022 GOALS</b>	<b>DECEMBER 2022 INDICATORS</b>
✓ Improve internal dynamics of the CLGA in order to continue to be a caring, dedicated, hard-working organization	✓ <i>Staff, BOD, volunteer surveys indicate improved team dynamics</i>
✓ Seek input from other like-organizations to address growing pains	✓ <i>Feedback and input from round-table or focus groups</i>
✓ Engage more staff/volunteers from under-represented communities	✓ <i>Succession/recruitment plan in place for under-represented communities</i> ✓ <i>Increased number of under-represented communities on team</i>