Planning Our Future
Executive Summary

Phoenix Pride, founded in 1981, was established primarily for charitable, educational and social purposes. The main purpose of Phoenix Pride is to promote unity, visibility, and self-esteem among gay, lesbian, bisexual, transgender and queer persons; and to promote a positive image in the Valley of the Sun and throughout Arizona through community activities and services.

As a passionate and forward-looking organization, Phoenix Pride prepared the following three-year strategic plan to guide our future progress. The strategic plan provides direction for Phoenix Pride’s priorities and goals, including measures of success. Phoenix Pride is committed to our mission of uniting, educating and engaging people to support and empower the LGBTQ+ community and our allies.

Created with collaborative input from our Board and Staff, the following strategic plan outlines a direction and framework for short- and long-term priorities. Specific action items and timelines to achieve these goals will be developed by the Phoenix Pride Staff. Goals were developed in support of three key areas of priority:

- Branding
- Board and Staff Development
- Fundraising

The achievement of our stated goals will lead to an increased understanding of our community in order to more effectively serve them. In addition, we recognize the importance of development to equip our Board and Staff with the tools they need to enhance contributions to Phoenix Pride. Diversification of fundraising efforts will provide the financial support to accomplish our goals and sustain the organization for years to come.

We look to our 39-year history and reflect on each step of progress made by Phoenix Pride throughout these years. With an eye toward the future, we possess a determined and hopeful spirit to further our tradition and serve our community.
Phoenix Pride’s Story
Our History

In 1981, a group of gay & lesbian activists organized the first Pride march through the streets of downtown Phoenix to the state Capitol building. It was a politically focused march to bring awareness to gay rights issues in Phoenix.

Nearly ten years later, a group of volunteers joined together to coordinate the annual Pride festival. This committee, best known at the time as the Phoenix Lesbian and Gay Pride Committee, Inc. helped establish the 501(c)(3) non-profit organization known today as Phoenix Pride.

The organization was created as an educational non-profit to continue to educate and promote issues that affect the LGBTQ community in metro Phoenix. Under the leadership of Phoenix Pride, there has been an annual march, festival, parade or celebration in metro Phoenix for over 35 years.

The organization is a leader in the metro Phoenix LGBTQ community. During the past ten years, the organization has been able to make significant contributions to other LGBTQ focused non-profit organizations and has awarded scholarships to deserving LGBTQ individuals continuing their education totaling over $800,000. It is the goal of the organization to continue developing community programs to benefit the LGBTQ community and to continue to raise public awareness about the LGBTQ community in hopes to eliminate homophobia, transphobia and discrimination still very much prevalent over 35 years later.
Who We Are

MISSION STATEMENT

Phoenix Pride unites, educates, and engages people to support and empower the LGBTQ+ community and our allies.

VISION STATEMENT

Phoenix Pride envisions a unified community where diverse individuals are celebrated and able to thrive as their authentic selves.

VALUES STATEMENTS

Passion
We engage a team of volunteers, staff, and partners who have a passion for helping others.

Respect
We celebrate and respect the fundamental values and differences in all individuals.

Outreach
We recognize the power of visibility through outreach and education to inspire our allies and impact positive change.

Unity
We work with integrity to unite the community through collaboration and organizational partnerships.

Diversity
We dedicate ourselves to creating an environment that values and honors diverse backgrounds, cultures, and communities.

Lastly, we believe that a denial of equality for any one aspect of our community is a denial of equality for all.
The Next Three Years
Our Strategic Plan: 2020 to 2023

Goal 1

Increase community awareness of Phoenix Pride’s programs, events, philanthropy and impact.

Objectives:
- Conduct a brand assessment.
- Create brand, marketing and communication plans.
- Execute plans.
- Measure results.

What Success Looks Like:
- Increased engagement and increased applications.
- The community realizes we do more than events.

Goal 2

Obtain a deeper understanding of the community.

Objectives:
- Conduct community needs assessments.
- Host community engagements throughout each year.
- Identify partner, vendor and sponsor organizations and garner feedback from them.

What Success Looks Like:
- Increased opportunities for the organization to receive feedback.
- Diverse representation across all levels to include Board, Staff, Volunteer and community involvement.
Goal 3

Broaden efforts to better engage under-represented communities.

Objectives:
- Leverage the community needs assessment to identify under-represented and under-served communities.
- Identify ways to engage under-represented and under-served communities.

What Success Looks Like:
- Increased engagement in identified under-represented and under-served communities.

Goal 4

Protect and preserve the Phoenix Pride brand.

Objectives:
- Continue due diligence when evaluating partnerships.
- Identify criteria and create guidelines for using the Phoenix Pride brand.

What Success Looks Like:
- The Phoenix Pride brand is used in accordance with the parameters and guidelines.

Goal 5

Enhance the Business Continuity Plan.

Objectives:
- Define, develop and maintain the contents of the Business Continuity Plan.
- Incorporate the Crisis Management Plan into the Business Continuity Plan.

What Success Looks Like:
- The Business Continuity Plan is approved and remains current.
Goal 6

**Cultivate professional development of Board, Staff and Volunteers.**

**Objectives:**
- Assess the opportunities.
- Create the annual development plan.

**What Success Looks Like:**
- Increased participation in continuing education activities.

Goal 7

**Enrich financial sustainability.**

**Objectives:**
- Work towards events becoming self-supporting and pre-funded.
- Continue building operational reserves and optimizing expenses.
- Explore options for Phoenix Pride office purchase and/or rental.

**What Success Looks Like:**
- Increase event pre-funding percentage year over year.
- Increasing cash reserves while achieving philanthropic goals.

Goal 8

**Expand fundraising initiatives.**

**Objectives:**
- Diversify and increase contributions.
- Explore a capital campaign.

**What Success Looks Like:**
- Increase total contributions and donor base.