

Vision

To inspire conversations about the future of the Pride Movement in Canada as we share the stories of our past.

Mission

Connect people to the history of the Pride Movement in Canada through stories and promote an understanding of why we have Pride.

1

Provide a factual, story-driven historical record of the Pride movement in Canada

2

Provide an engaging and vivid experience for visitors and users

3

Educate the public on the Pride movement in Canada

4

Keep costs as low as possible while making the investments necessary to fulfil our mission and serve our community

5

Ensure that the society runs efficiently and effectively

Strategic Objectives

1

Provide a factual, story-driven historical record of the Pride movement in Canada

- 1.1 Carry out the Historical Research phase of the Research Project
- 1.2 Create strong relationships with stakeholder and community groups.
- 1.3. Carry out the Oral History phase of the Research Project

2

Provide an engaging and vivid experience for visitors and users

- 2.1 Develop content that is accessible, interesting and useful to audiences.
- 2.2 Monitor and respond to visitors/users current and evolving expectations
- 2.3 Ensure that content provides value to our visitors/users.

3

Educate the public on the Pride movement in Canada

- 3.1 Support and encourage governments and governing bodies to add the history of the Pride movement in Canada to school curriculums.
- 3.2 Develop education resources that are free, accessible, and engaging.
- 3.3 Become known as the go-to organization for Pride History Education

4

Keep costs as low as possible while making the investments necessary to fulfil our mission and serve our community

- 4.1 Responsibly manage all expenses.
- 4.2 Where beneficial to serving the community, leverage opportunities to finance new investments.

5

Ensure that the society is running efficiency and effectively

- 5.1 Foster an inclusive and healthy work environment for all personnel.
- 5.2 Utilize technology to meet the needs of the society.
- 5.3 Be increasingly focused and intentional, ensuring all activities clearly align with our mission