



Fierté Simcoe Pride 2018 – 2023 Strategy

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Today's Situation

- Simcoe County has a robust community of individuals who identify on a diverse spectrum of gender and sexual identities
- Fierté Simcoe Pride is an organization celebrating its 7th festival in 2018
- The organization operates under a language dualism model providing information in English and French
- Fierté Simcoe Pride has invested significantly into the Indigenous and Trans community with good response since 2015
- Fierté Simcoe Pride serves approximately 2,500 – 3,000 people per year
- Simcoe County's population who identify as other than straight and cisgender is up to 30,000 (calculated at 6% of the population)

How Did We Get Here?

- FSP was founded by Mary Sue Robinet, J. Andrew Baker and a committee of community members
- The organization launched monthly programming in 2013
- The organization launched the Community Awards Program in 2015
- The organization launched French language service through language dualism in 2016
- The organization launched the Trans Pride March, a Trans-led event, in 2016
- The organization launched affiliate events in 2016
- The organization established partnerships with Indigenous groups for events in 2015

Critical Issues Identified By Community Members, Partners, Municipalities and Other Stakeholders

1. Sourcing sustainable funding
2. Creating spaces that welcome all identities
3. Trans Community Building
4. Indigenous, QTIPOC and Francophone relationship strengthening
5. Organizational growth
6. Outward Public Communications

Key Areas of Development

1. Improved Communications to the Public
2. Staff Development
3. Funding and Sponsorship
4. Program Development
5. Establish a larger festival event that targets tourism to the region
 - Specifically a Music, Arts and Culture Event

Organizational Strengths

1. Community Engagement
2. Local LGBTI Advocacy
3. Social Events
4. Indigenous Participation
5. Reach to Rural and Smaller Communities
6. Partnership Development

Available Options

- Recommended Strategy
 1. Office Space with Staff (with the community requesting multiple small offices in different regions of Simcoe County)
 2. Creation of a large Festival Event that will expand current festival participation
 3. Facilitating spaces and events for people of all identities
 4. Establish consistent and sustainable funding
 5. Implementing Education and Advocacy Programs
- Alternative Strategies
 - Remain at Status-Quo
 - Disband the organization
 - Focus solely on festival output

Vision Statement

Current

- Safe and inclusive communities within Simcoe County that supports and unites the Lesbian, Gay, Bisexual, Trans, and Allied (LGBTQA) community.

New

- Safe and inclusive communities within Simcoe County that support and unite **people of all genders, sexes and sexual identities.**

Mission Statement

Current

- To create and offer inclusive events, services, and educational opportunities that rise above heterosexism, hetero-normativity and homo/bi/transphobia, promoting safe communities within Simcoe County.

New

- To create and offer inclusive events, services, and **programs that celebrate the diversity of gender and sexual identities**, promoting safe communities within Simcoe County.

Current Objectives

1. To provide social support services, such as support groups and health living activities, for Lesbian, Gay, Bisexual and Trans (LGBT) persons, their families and their communities
2. To educate the public by offering educational programs and seminars related to LGBT issues in the general community and by collecting and disseminating information on LGBT topics for the general public
3. To operate special events including the annual Fierté Simcoe Pride Festival, International Day Against Homophobia, Biphobia and Transphobia and Trans Day of Remembrance.

Recommended Strategic Objectives

1. Act as a representative voice for Simcoe County residents and visitors to all levels of government, public services, business and organizations on issues relating to sexual orientation, gender identity and expression and sex characteristics
2. Provide ongoing programs that promote diversity, equity and equality without discrimination based on sexual orientation, gender identity and expression or sex characteristics
3. Produce regular and signature events that celebrate the diversity of gender and sexual identities, promoting safe communities within Simcoe County.

Strategic Pillars

1. Advocacy
2. Capacity Building
3. Community Strengthening

Example of Implementation of the Strategy

- The following slide provides an example of how the proposed Strategy will be implemented through a Strategic Plan
- The Strategic Plan will have a foundation in the Strategy, but will identify specific, measurable, achievable, relevant and timely actions
- The Strategy and the overarching plan will act as a foundation for Fierté Simcoe Pride's annual operational plan

Produce regular and signature events that celebrate the diversity of gender and sexual identities, promoting safe communities within Simcoe County.

Specific Priorities	Strategies			Partners and Stakeholders
	Advocacy	Capacity-Building	Community Strengthening	
Fierté Simcoe Pride Festival	Engage all levels of governments to participate in the festival. Hold specific advocacy events during the festival	Secure Ethical Funding relationships with key corporations, governments and foundations	Promote participate of racial and cultural groups to hold events relevant to their identities.	Community Members, Local Partner organizations, Municipal Governments and First Nations Communities
Monthly Social Events	Provide events that facilitate education on rights based on sexual orientation, gender identity and expression and sex characteristics		Ensure opportunities for specific networks to be strengthened. Hold events specifically for women, trans community, QTIPOC, and other gorups	Community Members, Sponsors and Local Partners
Events and Activities that celebrate or acknowledge key dates for people of diverse sexes, gender and sexual identities	Deliver awareness campaigns related to targeted identities. Produce localized publications on issues related to specific groups	Create spaces for specific identity to be celebrated.	Support community groups to coordinate events on signature dates that represent, raise awareness for, or celebrate their identity.	Targeted community groups, local partners, all levels of government

Implementation, Monitoring and Evaluation

- The Strategy will be implemented through a 5-year adaptive programming plan
 - This will lead annual work flows to cover all strategic objectives, with work focused within the new strategic pillars of the organization
- The Annual Work Flow will be monitored through a performance management system. This system will including:
 - Annual feedback from community, partners and key stakeholders
 - The creation of an annual performance report
- The Strategy will be evaluated in 2023 by an external evaluation