OBJECTIVES

Critical Services – Maintain our critical health and social-support services for the most vulnerable populations; expand to include these services for currently underserved and disengaged communities.

- Sustain The Center’s social-support, HIV, emergency food, rental assistance and housing services.
- Expand and maintain community engagement and programming to underserved and/or disengaged communities of The Center: lesbian, transgender, nonbinary, Black, Asian and Pacific Islander.
- Expand and maintain partnerships and collaboration with other agencies.
- Ensure cultural proficiency of all staff and volunteers.

Essential Support – Grow our high-quality programs that promote individual wellness, quality of life, and building community across identities and populations; intentionally develop comprehensive opportunities and access points along the entire life journey of a diverse LGBTQ community.

- Support cross-departmental staffing to move this programming forward across the organization.
- Brand and promote existing wellness, quality-of-life, and community-building programs.
- Build out a significant level of engagement for communities currently underserved or disconnected from The Center: lesbian, transgender, nonbinary, Black, Asian and Pacific Islander.

Quality Valued – Measure success at The Center by the quality of the experience for clients, volunteers, donors, and staff.

- Institute quality assurance feedback mechanisms and tools across The Center’s programs to measure if those engaging with The Center feel “welcome,” “valued,” and treated in accordance with our Center values.

Robust Engagement – Heighten efforts to increase the number of LGBTQ people engaging with the Center.

- Develop and deploy communication plans and program resources for current identity-based programs in addition to growing the broader community Center communications.
- Initiate a comprehensive marketing approach using three new marketing strategies (Journey Stories, Identity-Based packaging, and Program-Based packaging) to engage more communities to access The Center.

Community’s Center – Reimagine and prepare to expand the current Hillcrest location to build a forward-looking, contemporary, multi-use, multi-building Center for the San Diego region’s LGBTQ community.

- Expand our footprint through partnerships/donated/leased programming spaces.
- Develop real estate plan including finance options for Hillcrest location.
- Build capacity of The Center’s member/donor base and development function to support a capital campaign.

Visit www.thecentersd.org for more information about The San Diego LGBT Community Center