2023 Strategy

Vision

A Scotland where LGBTQ+ people thrive; an equal Scotland where who we are does not negatively impact on our health and wellbeing.

Mission

Our mission is to improve the physical, social, and mental health and wellbeing of LGBTQ+ adults in Scotland.

We do this by providing responsive support services, opportunities for our community to connect with each other, and supporting mainstream services to be more inclusive.

Strategic aims

1. Make a real difference to our community

2. Generate funds from a diverse income stream, and increase awareness of our organisation

3. Attract and retain the best possible team of staff and volunteers who are suitably placed to serve our community

4. Develop and implement effective and efficient organisational processes and systems

1. Make a real difference to our community

1.1 We will create opportunities for LGBTQ+ people to come together in safe and affirming spaces, enabling them to create, strengthen and build connections and relationships.

1.2 We will provide affirmative, varied, and responsive support services that meet the needs of our community and help them to navigate the numerous challenges that we face.

1.3 We will centre marginalised LGBTQ+ voices, such as refugees, older people, QTIPOC etc., and provide tailored support for them.

1.4 We will support mainstream services on their journey towards increased accessibility and inclusivity.

2. Generate Funds from a diverse income stream, and increase awareness of our organisation

2.1 We will increase the reach of our services with the support of a diverse portfolio of funding (including statutory, trusts and foundations, corporate, individual giving etc.).

2.2 We will increase our visibility so that all LGBTQ+ people in Scotland know who we are and what we do.

3. Attract and retain the best possible team of staff and volunteers who are suitably placed to serve our community

3.1 We will further develop clear pathways to volunteering, employment, and development within the organisation.

3.2 We will strive to ensure that the team feels supported, valued and listened to.

4. Develop and implement effective and efficient organisational processes and systems

4.1 We will make best-possible use of technology, ensuring that our IT systems enable the staff team to work effectively and efficiently.

4.2 We will safely and appropriately use information about our community in order to ensure that we are continuously anticipating their needs.