



## VIDEA Strategic Plan 2015 - 2020

### Strategic priorities:

1. Develop and Implement a fund raising strategy to enhance VIDEA's long-term sustainability and stability:
  - a) Develop a strategy to increase the amount of unrestricted funds raised;
  - b) Develop a strategy to engage larger international donors;
  - c) Develop a new donor development strategy; Develop a strategy to re-engage donors and supporters from VIDEA's early days;
  - d) Evaluate whether administrative funds cover the increased administrative requirements for international programmes;
  - e) Increase staff capacity to accommodate an increased focus on raising non-restricted funds;
  
2. Focus efforts on partnerships, projects, and initiatives that are most closely aligned with VIDEA's mission, mandate, values and strategic priorities:
  - a) Focus on the following:
    - International programme
    - Indigenous programme;
    - Internship programmes;
    - Programmes that assist youth to become effective global citizens;
    - Public engagement;
  
  - b) Identify what activities, and perceived responsibilities VIDEA will "let go of" in order to invest more in priority areas;
  
3. Raise VIDEA's profile and impact by improving on-line and social media presence;



- a) Invest in the development of a new website;
  - b) Continue with monthly electronic newsletter;
  - c) Continue with VIDEA's weekly posts on Face Book;
  - d) Enhance VIDEA's social media profile;
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4. Review and revise Board procedures to enhance effectiveness and decision making;
    - a) Set annual Board and committee goals;
    - b) Review progress against the strategic plan at each Board meeting;
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5. Raise VIDEA's profile within the Victoria community by re-establishing a physical location:
    - a) Assess space options, costs and benefits including full time or part time space;
    - b) Contribute to the profile of VIDEA by hosting activities at the office;
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6. Continue to focus international partnerships:
    - a) Assess and streamline international partnerships to ensure they support VIDEA's human-rights approach to development, and values;
    - b) Develop annual partnership agreements that strive to improve solidarity and support to a focused group of partners;
    - c) Identify new ways of supporting existing partners;