



VIDEA Strategic Plan 2015 - 2020

Throughout 2014 the VIDEA Board and staff guided a strategic planning process that engaged VIDEA's overseas partners, Canadian partners and stakeholders, and former youth interns in a process that reviewed VIDEA's programmes, examined where VIDEA was effective in creating social change, and where opportunities, either internal, or external, for creating change, lay. The result of this participatory process is the following organisational strategic plan intended to guide VIDEA's work between 2015 and 2020. This plan will be reviewed annually, and will be delivered alongside annual operational plans.

VIDEA - Mission, Vision & Values

"Inspiring thought and action on global issues"

Our vision:

VIDEA is committed to ending global poverty and creating a more just and equitable world.

We live in a world where extreme poverty and a lack of access to education, health care, a clean environment, gender equality, human rights and economic opportunities are a reality for many.

We believe that a key part of addressing these challenges is to work with youth and community in Canada, to build lasting solidarity relationships with overseas partners and communities and Canadian (Indigenous) communities, and to work towards addressing the root causes of global issues. We apply a human rights-based approach to development and approach our work through the lens of gender equality. Our approach involves engaging with youth in a range of informal and formal settings, public engagement, working with Indigenous communities, supporting youth internships, and community-based international development projects.

Our mission:

VIDEA works to engage youth and communities in critical development issues, build links with overseas partners, and provide solidarity and support to assist overseas communities.



Our Values

- We have applied a human rights-based approach across our work since 1978.
- VIDEA is a feminist organisation. We believe that gender equality is central to international and Canadian community development. We believe that men and women should be equal partners in development.
- We develop long-term relationships with partners in Canada and overseas that are based on solidarity and friendship. We consider our overseas partners to be our equal partners in development.
- We believe that youth are the leaders of today and are critical agents of change. We work to ensure that youth from diverse backgrounds are represented at all levels of our organisation.
- We believe in the value of diversity and rights for all. We believe that women's rights, disability rights, LGBTQI2 rights, and Indigenous rights, are human rights.
- We believe in every person's equal right to: food, clean water, shelter, healthcare, a sustainable livelihood and education. We align our work with the sustainable development goals.
- We believe in every person's right to religious freedom. We are a non-religious organisation.
- We believe in the right of all women to make their own decisions about their sexual and reproductive health. We are a pro-choice organisation.
- We support the rights of Indigenous Peoples to control their own land and governance systems. We are committed to collaborating and consulting Indigenous people on our work. We work to ensure that Indigenous people are represented at all levels of our organisation, and support reconciliation activities in Canada.
- We integrate environmental stewardship, including environmental analysis, across our work. We work to prevent climate change, to protect biodiversity, and to honour the sanctity of our land, forests, oceans, air, and fresh water.



- We believe that the pursuance of peace, disarmament and non-violence are key in addressing global issues.
- We believe in the right of all workers to organise to protect their wages, working conditions, and work environment. We believe that women and men deserve an equal chance to earn a livable and competitive wage for their work, this includes workers in the not for profit sector and our own employees.
- We believe that global trade should be fair and sustainable.
- We believe in transparency and accountability. Our policies, financial statements, reports and governance documents are freely available on our website.
- We value our independent voice and protect our financial autonomy from political or corporate interests.



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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;
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;
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;
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;

