



Together We March Again

3-Year 2025 Strategic Plan

Northern Arizona Pride Association DBA Flagstaff Pride
Adopted September 26, 2022

Dear LGBTIAQS+ Community Member and Allies:

Over the past year, Flagstaff Pride (Northern Arizona Pride Association), engaged Phoenix Philanthropy Group to conduct community outreach and to develop a plan forward for Flagstaff Pride's (Pride) next 25 years. Phoenix Philanthropy has deep experience advancing LGBTQIA2S+ organizations and causes.

The culmination of that work is a new mission and vision, an even clearer purpose for Pride, and a 3-year plan to transform Pride into an even more effective advocate and coalition builder in greater-Flagstaff and beyond.

Our plan, Together We March Again, is a living framework. A path forward. We expect the path to evolve. We hope you will join us on this journey.

In Pride,

Deb Taylor

Board President

Our Vision, Mission, and Core Values

Begun as a small gathering in Fort Tuthill Park in 1996, Flagstaff Pride (Northern Arizona Pride Association) was incorporated as a nonprofit in 1999.

VISION

We envision a Flagstaff and Northern Arizona where LGBTQIA2S+ individuals are welcomed, supported, and able to live safely, authentically, and free from discrimination, prejudice, and bias.

MISSION

Together, we support, unite, and strengthen our LGBTQIA2S+ community.

Core Values

Our values guide our work on behalf of the community.

1. CELEBRATE DIVERSITY

As a Pride organization, we love to celebrate and uplift people being their authentic selves. We celebrate through large events like Pride in the Pines but also by uplifting the voices and perspectives of all our community through outreach and advocacy.

2. VISIBILITY

Together we transform greater-Flagstaff each day into a safer place where community members are comfortable being out and visible. We increase visibility of challenges, inequities, and injustices and portray the LGBTQIA2S+ community as a vibrant and essential part of our community's fabric.

3. INCLUSIVE COMMUNITY

We strive to build inclusive community accepting and welcoming of our diversities: cultural, racial, ethnic, gender, gender expression, sexual, and more. We embrace everything that makes all of us unique and special including our different types of families, heritages, and traditions.

4. OPPORTUNITY & EQUITY

Opportunity and equity are essential and intertwined with all our values. For Flagstaff to thrive as an inclusive community, LGBTQIA2S+ people must have access to resources (such as medical, mental health, and safe places) and they must feel economically and socially secure.

Our Desired Outcomes in 3 Years

FOR OUR ORGANIZATION

- We will strengthen and expand our **partnerships**.
- **Effective communications** will be supported by a marketing plan.
- **A larger and more diverse Board** will possess the range of skills and perspectives to execute this plan.
- We will build on a **foundation of transparency** both internally and externally.
- Through outreach and more diverse leadership, we will have a **better understanding of community needs** and available resources.

FOR OUR COMMUNITY

- There is more **visibility and awareness of Pride**. Pride is recognized as an effective nonprofit.
- **Resources** are easier to access and are more equitable.
- There is greater **allyship and unity**.
- More community members, leaders, and businesses **embrace DEIJ** (diversity, equity, inclusion, justice).
- There is a **greater sense of belonging** and connection to Flagstaff and Northern Arizona for LGBTQIA2S+ community members of all ages and identities.

Our Initiatives

For many years, Pride in the Pines has been Flagstaff Pride's primary initiative supported by a series of smaller events throughout the rest of the year – focused on the Flagstaff community. With this plan, we are evaluating Flagstaff Pride's role in greater Northern Arizona.

A MORE VISIBLE & INCLUSIVE PRIDE IN THE PINES

Pride in the Pines has grown consistently over the years. We are proud that in 2022, the first in-field event since the beginning of the pandemic, attendance was at pre-pandemic levels and our entertainment lineup was some of the most inclusive ever.

Yet, Thorpe Park where the festival has been hosted for 9 years is not in the civic center. Moving forward, we will seek ways, including the creation of Flagstaff's first-ever *Pride Parade*, to make the festival more visible and accessible.

FORUMS, COMMUNITY CONVERSATIONS, PARTNERSHIPS, & OUTREACH

Flagstaff Pride has always hosted social events and produced a festival. Listening to stakeholders, more needs to be done to strengthen the fabric that supports the needs of the LGBTQIA2S+ community. Resources, training, safe places, and advocacy are fostered when Pride is present at important community meetings and when Pride develops deeper relationships with the business and nonprofit community. We are going to be present. When a table does not exist to address an

important cause, we will convene community leaders and voices to brainstorm solutions and collaborations. Our social media is also an important forum.

Northern Arizona Alliance

Founded as Northern Arizona Pride Association, for most of our history, we've primarily operated as a Flagstaff-centric organization – "Flagstaff Pride." The needs we've identified are based on input primarily from Flagstaff stakeholders. We also recognize that there are budding LGBTQIA2S+ events and organizations throughout Northern Arizona. We are stronger together.

One of the most important forums we seek to foster over the next three years is an alliance of LGBTQIA2S+ advocates and resource providers. This alliance will improve communication, share best practices, and inform Pride initiatives.

SOCIAL EVENTS

We encourage, promote, and support LGBTQIA2S+ events in our community as well as produce regular events that fill a community need or celebrate an important tradition.

CEREMONIES & RECOGNITION

Flagstaff City Hall was the first in Arizona to fly a Pride Flag, in large part due to Flagstaff Pride's advocacy. Ceremonies, proclamations, awards, and recognition are important rituals that demonstrate the continued importance of the LGBTQIA2S+ movement.

RESOURCES & RAINBOW SCHOLARSHIP FUND

Outside of Northern Arizona University's campus, resources such as access to affirming healthcare are limited. We seek to strengthen resources through outreach and partnership as well as to develop a list of resources on our website.

Introduced before the pandemic, the Rainbow Scholarship Fund was established as small fund to support scholarships. Over the course of this plan, we intend to expand and formalize the Rainbow Fund.

FUTURE INITIATIVES

By fostering community conversations, we will undoubtedly uncover potential future initiatives such as DEIJ training for businesses, greater engagement of the business community, and partnerships such as for a resource center. As our capacity expands, we will consider additional or different initiatives that continue to meet the community's evolving needs.

Goals and Objectives

Our goals and objectives are a framework. Measurable outcomes will be created for each objective annually.

GOAL #1: BUILD CAPACITY

Build capacity for Flagstaff Pride and our LGBTQIA2S+ community through increased fundraising, engaged partnerships, and expanded Board and staffing inspired to implement this plan and mission.

Objectives:

1. Increased Fundraising
2. Strategic Partnerships
3. Expanded Board
4. Hire Staff

GOAL #2: BUILD COMMUNITY

Build community through meaningful connections and valuable resources that promote the needs of our LGBTQIA2S+ people and their families.

Objectives:

1. Continuous evaluation
2. Have a seat at the table
3. Resource guide
4. Safe places
5. Community partnerships
6. Support services & training

GOAL #3: BUILD AWARENESS

Build awareness through consistent, engaging, informative and inspiring communications.

Objectives:

1. Develop and implement a marketing and communication plan