



2019 – 2024 Strategic Plan

The Oakland LGBTQ Center is dedicated to enhancing and sustaining the well-being of LGBTQ+ individuals, our families, and allies by providing educational, social, and health related activities, programs and services.

Over the next 5 years, the Oakland LGBTQ Center is pursuing the following priorities:



FOSTERING FISCAL HEALTH – To sustain our continued growth, we must establish ourselves financially. We aim to develop and secure sources of funding in the forms of donations, grants, annual fundraisers and partnerships that will ensure our ability to provide services ongoing.

Goals and Initiatives:

- Maintain a finance and development team
- Contract to apply for multiple recurring grants and donations
- Maintain a healthy reserves fund
- Establish a strong line of credit
- Hire Finance Director & Bookkeeper



SERVICE EXCELLENCE – Our vision is to become Oakland's premier network of programs and services for the LGBTQ+ community. We will work to increase services at the Center.

Goals and Initiatives:

- Create Glenn Burke Wellness Clinic Website
- Continue to hire and train full-time staff and expand operating hours
- Maintain evaluation infrastructure for continuous development and improvement
- Develop a robust on-boarding and training program for volunteers with TurnOut for virtual spaces and in-person programs
- Hire an HR Specialist
- Implement virtual options
- Establish Tech Department / Committee
- Develop a more accessible experience through technology and platforms



ENHANCING LGBTQ+ WELLNESS – The Center will support the vitality of our clients by offering programming and resources that promote the holistic well-being for the entire LGBTQ+ community.

Goals and Initiatives:

- Establish housing for LGBTQ+ youth
- Establish new partnerships that will support our vision for wellness
- Create and operationalize a signature holistic wellness service model
- Coordinate community wellness events
- Establish Wellness Clinic as a 340B to continue its growth



PROMOTING AND BELONGING TO COMMUNITY – We aim to create an inclusive future by providing a welcoming space and ensuring that our staff, volunteers, and board reflect the diversity of the community we serve.

Goals and Initiatives:

- Continue to create a safe and welcoming space for the Oakland LGBTQ+ community
- Continue to hire and recruit diverse staff and board members that reflect the community
- Conduct consistent and relevant outreach throughout the City of Oakland
- Create evaluation structure to promote growth (360 evaluation)
- Continue virtual connection/communication
- Develop and maintain community partnerships