

**Mission Statement:** Helping GLBTIQ youth to realize their full potential

**Our Strategy and Priorities for 2012 -2017 - revised**

**Strategy 1: Increase community and corporate awareness of Pinnacle's aims and strategy to maintain and grow a strong productive donor and volunteer base**

**Priority:** Build corporate participation through partnerships involving volunteers, services in kind, employment and placement opportunities for scholars and donations.

Performance Measure: have 10 national corporates engaged with the Foundation.

**Priority:** Establish and support regional committees in each state to build equitable representation and involvement across Australia

Performance Measure: Have 5 regional committees established and effectively operating across Australia through increased mentor registrations, volunteers and identification of HNW potential donors.

**Priority:** Continue to strengthen our social media networks so that stakeholder engagement is stronger

Performance Measure: Have a dedicated social media resource in place with demonstrated significant increase in the level of engagement with us

**Priority:** Build our national mentor registration database for potential mentors and strengthen their relationship with the Foundation.

Performance Measure: Our Mentor base has 500 GLBTIQ Australians registered with 10% of registered Mentors becoming more deeply involved with us.

**Strategy 2 - Continue to improve overall fiscal responsibility by increasing revenue, addressing risks and maintaining the Foundation's ongoing viability**

**Priority:** Establish an Endowment Fund with management and investment guidelines

Performance Measure: annual reports demonstrates it is operating with its established guidelines

**Priority:** implement a targeted marketing campaign for major donors

Performance Measure: Comply with Readiness Test to undertake this campaign and have commenced the campaign with \$2m target (to be confirmed)

**Priority:** Have succession plans in place for key operational areas and a 50% increase in the number of volunteers engaged at the national level.

**Strategy 3 - Expand scholar career opportunities**

**Priority:** Build the leadership and career capabilities of Scholars through our corporate named scholarship donors.

Performance Measure: at least 6 Scholars receive vocational placement experience.

May 2014