



Focus Area -1: Sustainability & Funding (2024 - 2028)

Key Goals

- **Increase and Diversify Funding Sources**
- **Expand and Diversify Fundraising Events**
- **Strengthen Fundraising Committee and Volunteer Engagement**
- **Build Sustainable Revenue Streams**

2024-2025

- Augment grant applications and explore corporate partnerships
- Submit 5-10 grant applications annually
- Implement grant reviews, tracking and funder feedback for applications, outcomes and success.

2025-2026

- Host/Participate in DEI-centric collaborative events to increase public visibility.
- Leverage board networks by approaching 5 corporate partners annually for funds and donations.
- Enhance DEI training services with a fee structure, targeting corporate clients and service sectors.

2026-2027

- Secure a designated fundraising position to focus on long-term funding and sustainability
- Introduce new types of fundraising events, such as 'Run for the Cause.'
- Build connections with Corporate Social Responsibility (CSR) programs for sponsorship of DEI events
- Establish a Fundraising Task Force to support year-round events.
- Implement volunteer-led fundraising events for added community engagement.

2027-2028

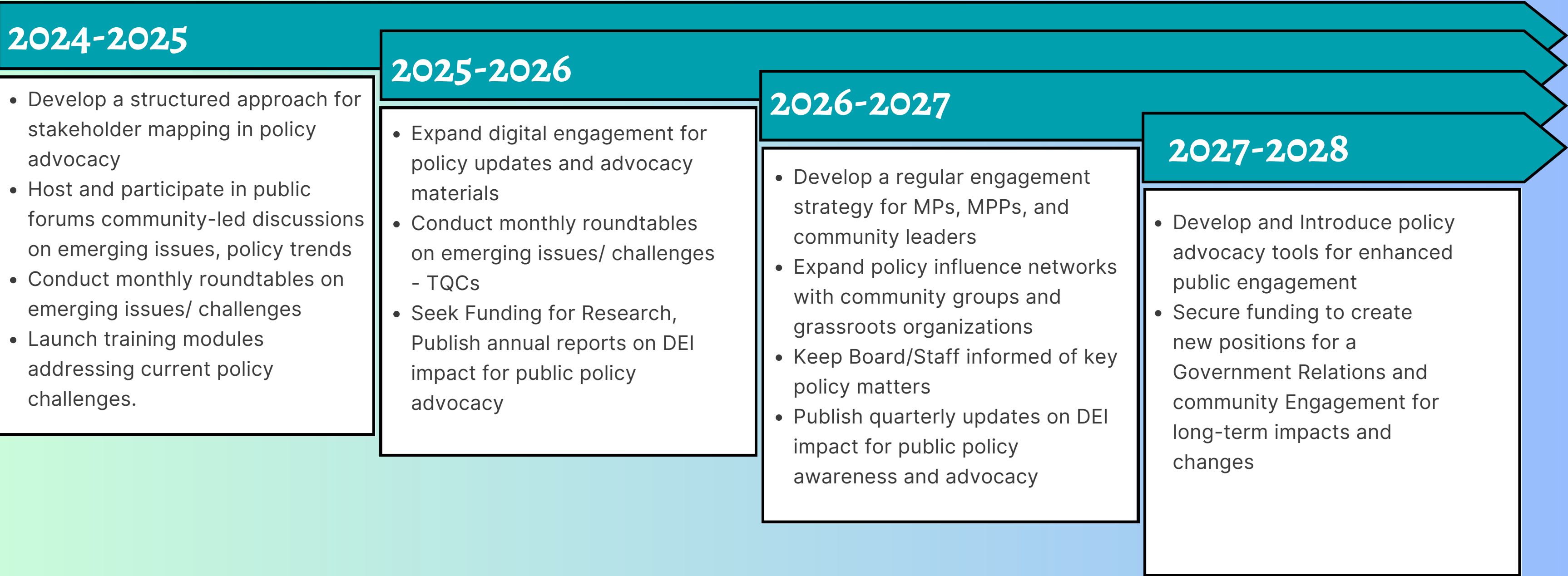
- Organize gala events linked to DEI conference to attract donations and sponsorships
- Leverage board networks by approaching 10 corporate and community partners annually
- Design DEI-centric events to foster lasting community and corporate partnerships
- Formalize procedures with new manuals and create succession plans for RDR.



Focus Area - 2: Advocacy & Public Policy Influence (2024 - 2028)

Key Goals

- **Develop training in current DEI issues, policy challenges and create tools for policy advocacy**
- **Collaborate with community / grassroots organizations to co-create advocacy strategy**
- **Strengthen community ties through advocacy**
- **Establish dedicated roles for government relations and community engagement.**





Focus Area - 3: Human Resources (2024 - 2028)

Key Goals

- Enhance Recruitment, Retention, and Role Alignment
- Strengthen Performance and Development
- Modernize and Align HR Policies and Tools

2024-2025

- Introduce SMART goals for staff and volunteers
- Formalize performance measurement tools for staff development
- Align volunteer roles with organizational goals and strategic plans
- Establish mentorship programs for new hires and volunteers.
- Review HR policies annually to ensure relevancy
- Ensure all HR policies are aligned with RDR and DEI standards.

2025-2026

- Seek funding for professional development (PD) training sessions for staff and Board
- Implement enhanced volunteer retention programs (3-5 volunteers)
- Update staff compensation grading scales to reflect sector/industry standards.

2026-2027

- Support professional development (PD) training for all staff and volunteers
- Continue board engagement/retention practices that maintain/incorporate a diverse skill set and voices
- Ensure HR tools accessibility for staff feedback regularly and performance tracking as required

2027-2028

- Develop designated permanent roles (minimum 3-5) tied to sustained funding
- Review HR policies annually to ensure relevancy- develop new ones as identified
- Ensure all HR policies are aligned with DEI standards.



Focus Area - 4: PR, Marketing & Communications (2024 - 2028)

Key Goals

- **Strengthen Engagement and Outreach**
- **Expand Partnerships and Public Visibility**
- **Amplify Expertise and Influence in Relevant Fields**

2024-2025

- Develop standardized PR toolkits for staff and volunteers
- Enhance engagement through social media and outreach activities by increasing relatable and engaging content,
- Use AI tools to conduct a comprehensive environmental analysis to identify key outreach and engagement areas as needed.

2025-2026

- Ensure a unified and consistent marketing message across all communication channels
- Create a diverse range of marketing materials, including digital content to enhance engagement
- Conduct a detailed scan to identify and enhance partnerships and organizational presence (Eg; Secure 'corporate gifting' partnerships for online courses).

2026-2027

- Maintain a steady flow of publications and contributions to existing publications to enhance visibility and influence (Publish at least four thought leadership articles annually).
- Publish the findings of RDR projects and community forums in DEIB journals to increase visibility

2027-2028

- Publish/Present the RDR learnings in journals, conferences
- Showcase DEI projects, innovations and community building outcomes at key DEI forums/events/conference
- Expand website and learning platforms access and use



Focus Area - 5: Expertise & Knowledge Management (2024 - 2028)

Key Goals

- **Establish RDR as a Recognized Knowledge Leader**
- **Enhance Knowledge Sharing and Accessibility**
- **Build and Maintain a Comprehensive Knowledge Repository**
- **Commercialize Access to High-Value Knowledge Assets**

2024-2025

- Develop reputation for expertise through stakeholder engagement at local, regional, provincial, and federal levels,
- Increase outreach and branding efforts to enhance awareness and credibility,
- Utilize online platforms and social media to engage broader audiences,
- Build in-person engagement

2025-2026

- Form partnerships with organizations within the Peel region and beyond
- Create regular opportunities for sharing knowledge with public and members
- Promote all online learning platforms through securing partnership with various University/ College DEI departments
- Document and catalog all knowledge resources for accessibility and relevance.

2026-2027

- Host at least 4 knowledge-sharing events annually, ensuring a minimum of 50 attendees per event
- Develop a centralized database for developed knowledge resources
- Develop a strategy for monetizing relevant knowledge resources.
- Identify knowledge assets with commercial potential
- Create pricing models and marketing strategies.
- Develop a knowledge hub or platform for accessible and purchasable content.

2027-2028

- Host podcasts with member organizations and sector experts.
- Adopt and Implement Innovative Knowledge Management Tools/software.
- Research, test, and evaluate various resource management tools/software usage/uptake.



Focus Area - 6 : Research, Accreditation & Tool Development (2024 - 2028)

Key Goals

- **Align Accreditation and Curriculum with Stakeholder Needs**
- **Enhance Knowledge Access and Engagement through Digital Learning**

2024-2025

- Create a catalog of existing accredited (Copy right/ trademark) contents of RDR
- Research and Define further Accreditation Content Needs
- Promote the existing Online Learning Courses
- Explore accreditation requirements and organizational eligibility

2025-2026

- Build on research and defined Accreditation Needs
- Initiate the accreditation process
- Ensure requirements are duly met with gaps being addressed

2026-2027

- Develop Tailored Curriculums for ARAO-DEI Leadership and Community Needs
- Collaborate with local municipalities, regional government, diverse sectors to advance inclusion through capacity building

2027-2028

- Build and Deliver a Comprehensive Webinar Program
- Compile a catalog of at least 20 webinar topics and conduct 5 webinars annually, providing a broad range of learning opportunities tailored to stakeholder interests.
- Implement Online Analytics for Continuous Improvement
- Track engagement and outcomes for webinars and courses, using data insights to refine and enhance future offerings.