



## Purpose

Why we exist

We are Australia's LGBTQIA+ education charity. Our flagship program provides educational scholarships, mentoring and opportunities for young LGBTQIA+ Australians to realise their full potential.



## Vision

Our aspiration

Our vision is for a more diverse and inclusive society with visible LGBTQIA+ role models.



## Values

Behavioural compass

**Everyone:** we celebrate what we share and our differences.

**Empowered:** we liberate through education, learning and care.

**Ethical:** we act honestly and responsibly.

**Empathetic:** we stand in the shoes of others.

**Engaged:** we partner to advance a richer, more diverse and inclusive society.

## Strategy

What we will do to realise our purpose and achieve our vision

### Lead and grow investment in LGBTQIA+ education

Develop, support and enrich the lives of LGBTQIA+ Australians

Grow the Pinnacle family to support young LGBTQIA+ Australians

Provide opportunities for an uplifting and life-changing experience

### Secure and invest funds to sustain our purpose

Develop sustainable funding streams from diverse sources

Build a significant endowment through donations and bequests

Ensure endowment fund growth through judicious investment

### Influence and advocate for LGBTQIA+ inclusion in Australia

Deepen community and workplace understanding by sharing stories, knowledge and lived LGBTQIA+ experiences

Equip Pinnacle scholars and alumni to shape our community today and tomorrow

Celebrate success, promote peer support and "giving back"

## Operating model

How we will work

### Building the family

Support scholars and alumni to become visible role models

Strengthen state and territory involvement with scholars, mentors and alumni

Collaborate to connect the dots, promote peer support and knowledge sharing

Foster academic partnership to deepen LGBTQIA+ capability

### Feeding the family

Raise awareness and build Pinnacle's brand, reputation and influence

Engage donors, members, funders, partners and supporters at all levels

Champion fundraising

### Enabling the family

Live our values

Embed efficient and sustainable processes and governance

Provide a meaningful volunteer experience

Measure success