

Inside Out Toronto  
2SLGBTQ+ Film Festival  
Strategic Plan 2026-2030



# Inside Out

Toronto 2SLGBTQ+  
Film Festival

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# Overview

Inside Out is a not-for-profit registered charity that strives to be a community leader in the elevation of films by and about 2SLGBTQ+ people of all ages, races, and abilities through promotion, production, and exhibition.

For more than three decades, Inside Out has provided space for Toronto's 2SLGBTQ+ community to celebrate imaginative, authentic, and multifaceted narratives through the best Queer film from Canada and around the world.

Our community-driven touchpoints include the annual Festival in Toronto, collaborative filmmaker initiatives and youth engagement programs, as well as year-round events and screenings. Inside Out is committed to challenging attitudes and changing lives every day with integrity and inclusivity at our core.



# A Note on Language

We primarily use the acronym 2SLGBTQ+ to refer to those of diverse sexualities and gender identities and expressions. Inside Out recognizes and acknowledges all identities and expressions within the spectrum and it is never our intention to be less inclusive with the shortening of the acronym to 2SLGBTQ+.

We welcome feedback regarding best use of the spectrum acronym, both in our operating name and public promotions.

# Methodology

All Inside Out staff were invited to ideate and collaborate on developing our vision, mission, and values, as well as the strategic pillars. This allowed department heads and their teams to take ownership from their experience in their roles and to spearhead the collective vision for the organization.

**Inside Out is driven by its intersecting vision, mission, and values that speak to the goals we strive for.**

# Vision & Mission

## Vision Statement

To be a leading platform in the elevation of 2SLGBTQ+ filmmakers and enrichment of Toronto's culture where past, present, and future Queer cinema is celebrated.

## Mission Statement

To cultivate space and provide resources to connect filmmakers, industry professionals, and audiences by showcasing diverse stories, fostering inclusivity, and inspiring future creators.



# Values

## **Inclusivity**

We celebrate and embrace the diversity within the 2SLGBTQ+ community, across intersectional identities, experiences, and abilities.

## **Creativity**

We encourage imaginative and daring narratives that authentically reflect the multifaceted experiences of the 2SLGBTQ+ community.

## **Collaboration**

We foster partnerships and work collectively both internally, and externally with filmmakers, audiences, and community organizations.

## **Education**

We utilize film as a medium to educate audiences, challenge societal norms, and promote understanding.

## **Transparency**

We commit to open communication, ethical practices, and organizational integrity.





# Strategic Pillars

Inside Out strives to continue growth while ensuring long-term sustainability in service to our vision, mission, and values, and the future of Queer cinema. We aim to do this with a focus on:

**Audience Engagement,  
Programmatic Excellence,  
and Financial Stability.**

# Audience Engagement

We aim to expand our community reach through strong collaboration with external partners and creative ways to engage and connect with audiences.

## Goals

Increase year-round audience digital engagement to strengthen connection with Queer audiences across Canada, build year-round community, and increase visibility for programming and partners.

Expand reach and visibility through new partnerships with organizations for underrepresented communities and an increased presence at external events.

Leverage integrated storytelling across channels through the crafting and sharing of stories that speak to a unified Inside Out brand narrative to amplify awareness, deepen audience connection, and drive membership growth.



# Programmatic Excellence

We aim to elevate our programming by establishing recurring programs, expanding on digital programming, and solidifying programming-related communications strategy.

## Goals

Establish Run It Back as an annual retrospective to increase year-round engagement and formalize the RE:Focus Residency into a structured annual artist development program, a public showcase, clear selection criteria, and expanded mentorship opportunities..

Establish a robust digital programming strategy including curated screenings, annual catalog expansion of The Library's catalogue, and promotional strategies to increase digital engagement.

Develop and implement a communications framework that provides transparency as to the Festival's programming values and selection rationale, and prioritize Queer creators in communications, online content, and post-screening dialogues.



# Financial Stability

We aim for a sustainable financial future through increased and diversified income streams, including community-led fundraising.

## Goals

Increase overall revenue by 20% over five years and diversify income streams, so that no single stream accounts for more than 40% of revenue by 2030, to build long-term sustainability and mitigate risk.

Increase membership and box office revenues through acquisition of new members and greater retention, while maintaining affordable options for support.

Develop and launch an annual fundraising campaign that utilizes filmmaker and Festival alumni to educate stakeholders on the impact and significance of their financial contributions.



# Support Inside Out's Strategic Vision

Inside Out is driven by community, and we rely on community support to achieve our goals as set out under the three strategic pillars.

Support can take many forms: sponsors, donors, members, and audience members alike all contribute to our success, and help to elevate Queer cinema across Canada.

We welcome your attendance at our ticketed year-round events, alongside our annual Festival. Become a member and be part of our continually expanding programming.

Donate to Inside Out knowing that your contributions make a real difference, both in ensuring our long-term future and in continuing to deliver a fully inclusive and accessible program for all. In helping foster and promote Queer filmmaking talent. In bringing Queer stories to light, that challenge attitudes and change lives, every day.



# Thank You!

**Inside  
Out**

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[www.insideout.ca](http://www.insideout.ca)