

ReportOUT

3 Year Strategic Plan
2019 – 2022



ReportOUT

Pride Media Centre
Stonehills, Pelaw, Gateshead
United Kingdom
NE10 0HW

Contact@reportout.org
www.reportout.org

Registered Charity Number: 1185887

Executive summary

Welcome to the first Strategic Plan for ReportOUT, which will ensure our direction and focus for the next three years from 2019 – 2022.

ReportOUT was formed to tackle the tide of emerging global human rights abuses of SOGI (sexual orientation and gender identity minorities) people and communities. Only in recent years, have SOGI rights been recognised as human rights, as they were not considered in the original UN Declaration of Human Rights due to the criminalisation of SOGI people in most nation states. Whilst there has been significant progress in legal and social change in some countries for SOGI people, there are significant problems moving forward and very few global organisations tackling and monitoring the human rights abuses of SOGI people.

This three-year strategic plan sets out our clear vision as we move ahead as an organisation and it outlines our key objectives and how we will measure these performance targets as we move forward. It is an exciting time for ReportOUT as we watch its genesis from an idea to a reality. We hope that you will join us on our journey!

Kindest regards,

Drew Dalton

Chair of Trustees

Purpose

Legal and charitable status

ReportOUT is a Charitable Incorporated Organisation (CIO) registered in England and Wales and is based in Gateshead, United Kingdom. Registered Charity Number: **1185887**

Tagline

“Your SOGI Rights, Reporting Out, Reporting Onwards”

Mission statement

ReportOUT is a human rights research organisation that documents the lived experiences of SOGI (Sexual Orientation and Gender Identity) people and communities in different nations across the globe. We use our research to inform the public, educate others and to campaign and advocate about SOGI human rights infringements and the lived experiences of SOGI people.

Our aims

To promote human rights (as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations) throughout the world in particular but not exclusively of SOGI people (SOGI: sexual orientation and gender identity) by all or any of the following means:

- A) eliminating infringements of human rights;
- B) research into human rights issues;
- C) raising awareness of human rights issues;
- D) educating the public about human rights;
- E) monitoring abuses of human rights;
- F) international advocacy of human rights;
- G) providing technical advice to government and others on human rights matters.

Distinctiveness

ReportOUT researches, monitors and raises awareness of SOGI human rights abuses and the lived experiences of SOGI people. It is unique in that it collates data from literature searches, interviews and a global survey to inform unique nation state reports. The vision moving ahead is that ReportOUT will cover all nation states across the globe. The information gathered then follows a two part process; 1) to feed into our education project, and: 2) to feed into our campaign and advocacy project, whereby we use this gathered data to feed into international mechanisms and actors/organisations who will use it to campaign for social change. ReportOUT also offer technical advice to governments and bodies on human rights, as well as consultancy support to ensure that governments abide by legislation that they have sign up to under the UN Declaration of Human Rights and other protocols. Please see **figure one** for further information.

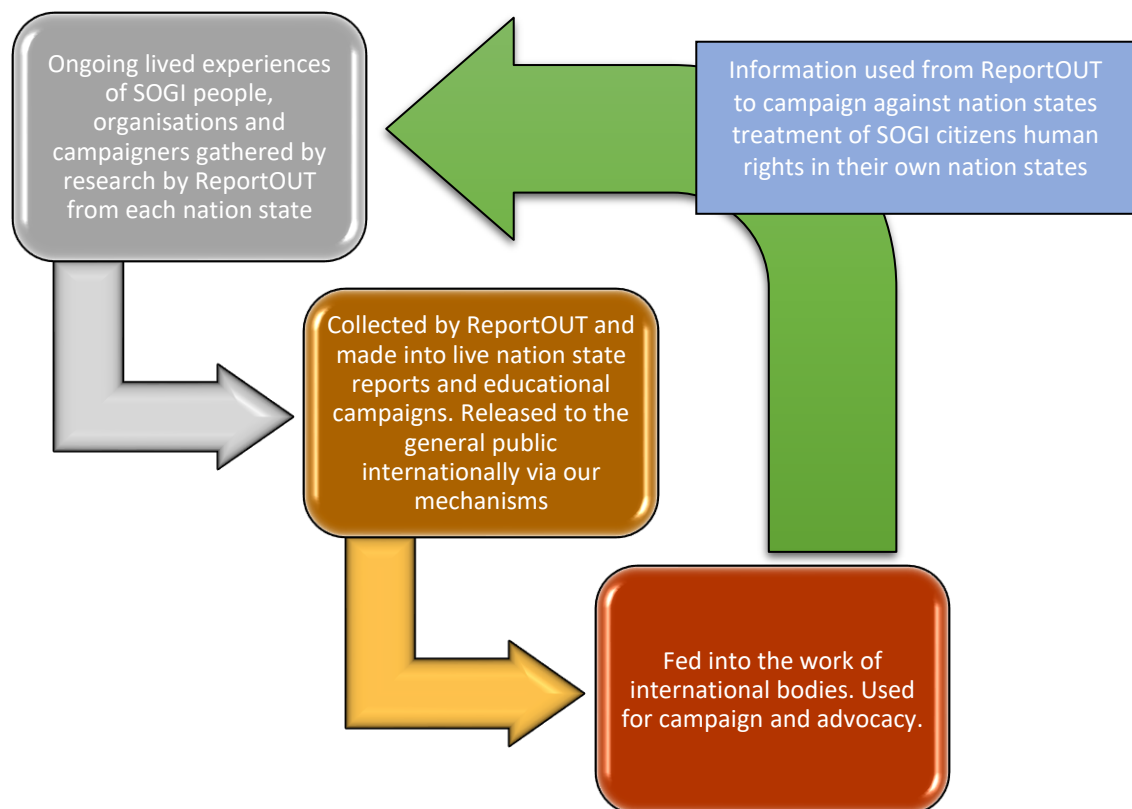


Figure one: ReportOUT reporting process from grassroots to international bodies

Our SOGI contacts feed into the work of what we do and aid us in spreading the nation state reports, survey data collection and our findings to an even wider audience. This will be via our contacts and trustees currently based in the United Kingdom and internationally cover significant parts of the globe; such as the Middle East and North Africa, Sub-Saharan Africa, the Far East, Europe, Latin America and Central America. We are continuing to develop these SOGI champions so we may gain further global coverage, as well as linking in with existing SOGI organisations who can help us further. ReportOUT aim to have the survey and nation state reports for all 195 nation states across the globe.

Evidence of our need

Across the world, SOGI people continue to face discrimination and abuse. Whilst SOGI rights have made significant progress over the past few years – but only in some parts of the world. In many places, SOGI people still face widespread stigmatization and persecution, and in a surprising number of countries the penalty for same-sex relationships is prison or even death. There are 73 countries – mostly in the Middle East, Africa and Asia – where homosexual activity between consenting adults is illegal. Some countries only criminalize sex between men, but a growing number have recently expanded their laws to include bisexual and lesbian women (EqualDex, 2019). There are currently eight countries in which homosexuality is punishable by death. These are Iran, Sudan, Saudi Arabia and Yemen; parts of Somalia and northern Nigeria, under Sharia law. The death penalty is applied by non-state actors, including Islamic state, in Syria and Iraq. In theory, the death penalty could be handed down under sharia law in Mauritania, Afghanistan, Pakistan, Qatar and the United Arab Emirates (ILGA, 2019). Recent international emergencies, such as the persecution of SOGI people in Chechnya through the rounding up and torture of them in concentration camps have highlighted the role that UK-based organisations can play in affecting international action on SOGI rights abuses (Stonewall, 2019). Some nation states have grown increasingly conservative toward SOGI rights such as Hungary and Russia and as such social attitudes have led to instances of more open persecution and attacks on SOGI people by both the state and members of the public.

Looking back. How far have we come?

ReportOUT were founded in March 2019 by signing our formal constitution and we gained charitable status on the 21st October 2019 from the U.K Charity Commission. As such, we are a new charitable organisation and so this is our first three-year strategic plan. The next strategic plan in 2022 will outline lessons learnt from our performance and what we must continue to do, based from what is accomplished over the period of this strategic plan.

However, it must be stated that in a short space of time in 2019, ReportOUT have:

- gained office space at Pride Media Centre;
- hosted small scale fundraising events;
- developed the beginnings of a volunteer project and recruited a team of volunteers working on nation state reports and events. This offers local people opportunities to build up skills and human rights experience;
- developed a website and social media presence;
- built up early networks of SOGI organisations;
- gained a robust set of trustees;
- built up influential Patrons to support our work;
- started our first 'special project' in Uganda;
- started work on an online television programme ('ReportOUT with Drew Dalton') to increase visibility.

ReportOUT current status SWOT analysis (as of October 2019)

It is vital to analyse where ReportOUT stands currently. The following SWOT analysis informs us of where we currently stand, and this will be reflected upon and used to inform our future goals and to set objectives for the next three years.



- Clear vision and objectives;
- National and international trustee with representation of SOGI identities. Good coverage of the globe from Sub-Saharan Africa, Eastern Asia, South Asia, Western Europe and the Middle East. Representation of SOGI people amongst trustees is high;
- Own office premises based within Pride Media Centre and so access to Pride Radio and media resources;
- Dedicated volunteer team and robust volunteer project;
- Gained three influential SOGI Patrons with a global reach;
- 'Out in Uganda Project' as first 'special project' is going well and have developed partnerships;
- Website and social media are growing in strength and reach;
- Fundraising events strategy in place for the first year of operation;
- Good record keeping and data collection;
- Strong 'word of mouth' reputation but in early stages.



- Lacking trustees from North and South America, as well as Eastern Europe/Russia and Oceania;
- Volunteering project needs further growth and is lacking volunteers who speak other languages. Small volunteer team;
- ReportOUT profile outreach needs further work with a marketing and media strategy;
- Lack of languages spoken amongst volunteers;
- Volunteer-led organisation which would benefit from paid staff members to ensure consistency and growth of the organisation;
- A lack of current budgets and cash flow;
- The impact of our work needs more clarification.



- Developing an online TV programme 'ReportOUT' discussing SOGI rights in nation states. Potential to increase awareness of the organisation;
- Develop an international volunteering project;
- Gaining United Nations recognition for our research to measure impact;
- Joining key network organisations such as ILGA, UK Alliance for Global Equality and the Commonwealth Equality Network;
- Potential new funding pots of money for funding bids;
- Build up a regular and loyal donor base;
- Develop further partnerships with other non-profits, both nationally and globally;
- Garner video and written testimonials, including press materials.



- Loss of key volunteers through volunteer burnout and turnover;
- Loss of trustee coverage;
- Fundraising landscape changes and a lack of funding;
- Cashflow and external costs;
- Difficult to measure the impact of what we do globally.

Looking forward. Priorities and objectives: 2019 – 2022

- To develop a dedicated staff team at ReportOUT

Objectives:

- recruitment of a Volunteer and Campaigns Officer;
- recruitment of an Education Officer.

- To increase volunteering and enhance the volunteering experience at ReportOUT

Objectives:

- ensure further global coverage of trustees;
- increase in number and diversity of volunteers with specialist research and language skills;
- increase volunteer satisfaction and longevity;
- implement an international volunteering scheme.

- To increase the global coverage of our research and to ensure research of a high quality

Objectives:

- continue to enhance quality checking systems of our research;
- increase networks of SOGI people, organisations and communities to aid research;
- increase in number of nation state reports;
- increase in coverage of global survey across nation states;
- take part in a 'special project' in partnership with global organisations, once per year;
- ensure impact assessments of our work are in place;
- gain United Nations recognition of our work and to work alongside other global bodies.

- To increase our media coverage and positive reputation

Objectives:

- develop an effective media and marketing strategy;
- ensure that we have a visible presence both online and offline;
- become the 'go to' place for media enquiries around global SOGI issues.

- To develop and implement the education project at ReportOUT

Objectives:

- develop an education project to inform the U.K public around SOGI human rights;
- increase numbers of people and groups engaged with the education project;
- create a bank of educational resources in line with the work of ReportOUT.

- To be a dynamic and sustainable organisation

Objectives:

- develop effective partnerships and collaborative working with relevant organisations and bodies;
- ensure financial sustainability of ReportOUT through a fundraising strategy for events, bid writing and alternative funding opportunities;
- provide effective management and ensure an accountable and transparent organisation that meets the requirements of external and internal stakeholders;
- develop a suite of good quality policies to inform our practice;
- deliver good corporate governance.



Key performance indicators and targets: 2019 – 2022

In order to achieve our priorities and objectives, we have set key performance indicators and targets which are measurable and tangible. These will be regularly assessed by our Trustees.

- To develop a dedicated staff team at ReportOUT

Measurement tools:

- increase in number of staff recruited;
- annual staff satisfaction survey at 100% satisfaction;
- 100% of staff appraisal targets met.

- To increase volunteering and enhance the volunteering experience at ReportOUT

Measurement tools:

- increase in geographical coverage of trustees from missing regions of the world;
- number of volunteers with specialist and language skills;
- case studies of U.K volunteers;
- case studies of successful international volunteers;
- total amount of volunteer hours and annual satisfaction survey at 100% satisfaction.

- To increase the global coverage of our research and to ensure research of a high quality

Measurement tools:

- total number of networks of SOGI people, organisations and communities to aid research;
- 14 nation state reports produced;
- 14 impact case studies of nation state reports;
- total number of respondents answering global survey across nation states and the total number of countries covered;
- 3 case studies of yearly 'special projects';
- official recognition by the United Nations;
- total number of collaborations with partnership, membership and networking bodies.

- To increase our media coverage and positive reputation

Measurement tools:

- total number of all media outputs and reach of media outputs;
- increase in the online presence of ReportOUT;
- number of ReportOUT events and presence of ReportOUT at events.

- To develop and implement the education project at ReportOUT

Measurement tools:

- feedback survey of the success of the education project resources at 100% satisfaction;
- total numbers of people and groups engaged with the education project;
- 10 case studies of the education project.

- To be a dynamic and sustainable organisation

Objectives:

- successful fundraising plan which hits 100% of all targets;
- successful strategic and operational management of ReportOUT;
- successful administration of the organisation;
- completed end of year accounts;
- number of working policies put into place by Trustees;
- case studies of relevant charter marks and kite marks gained.

