



**CULTURE**

ENCOUNTERS

Experiences that Connect.

2023 - 2026

# CULTURE ENCOUNTERS Strategic Plan



# Organizational Summary

Culture Encounters is a registered 501(c)(3) nonprofit organization dedicated to the promotion of cultural understanding, diversity celebration, and cultural curiosity.

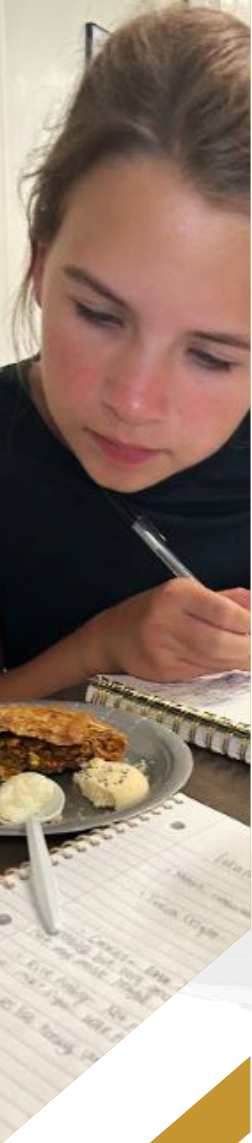
At Culture Encounters, we envision a world where diverse cultures are respected, appreciated, and celebrated. We believe that fostering a profound understanding of cultural differences is the first step toward building inclusive communities.

Our programs and initiatives are designed to empower individuals and communities, encouraging them to engage with cultures that are different from their own. We aim to bridge cultural divides, create lasting connections, and inspire a harmonious future.

We are committed to transparency, inclusivity, and excellence in all our endeavors. We strive to make a meaningful impact on the communities we serve by promoting cultural diversity as a source of strength, inspiration, and mutual enrichment.

Culture Encounters stands as a catalyst for positive change and a symbol of unity in our pursuit of cultural understanding and harmony.





# Mission

To ignite cultural curiosity, knowledge, and appreciation in our region through the transformative power of the arts, shared experiences, and open dialogue, while serving as a model for global harmony.

# Vision

Our vision is to create a world where we respect, appreciate, and celebrate people from cultures different from our own starting in our own backyard.

# Impacts

- 1 CULTIVATING CULTURAL DIVERSITY:** Fostering cultural diversity within our region using the arts, shared experiences, and open dialogue as a tool for promoting a deeper understanding of global cultures.
- 2 COMMUNITY INCLUSIVITY:** Promoting an inclusive community in our region and beyond, where cultural diversity is celebrated, and cultural differences are embraced.
- 3 LOCAL-TO-GLOBAL INFLUENCE:** Creating a ripple effect that extends from our local community to a global scale, with a vision to build a world where respect, appreciation, and celebration of diverse cultures begins right in our own community.



# Culture Encounters

## Strategic Goals for 2023–2026

Through the execution of this strategic plan, Culture Encounters aims to become a driving force in promoting cultural understanding, embracing diversity, and fostering a globally interconnected society. We envision a future where cultural encounters are accessible to all, enriching lives and promoting unity in Central Virginia and beyond.

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### Expand Footprint for Cultural Exploration and Accessibility

- Engage with local communities to identify gaps and opportunities for cultural experiences for all ages.
- Provide a platform to elevate small, diverse, and underrepresented cultural voices.
- Ensure access to cultural encounters for youth in underserved areas.

2



### Enhance Network of Regional Collaboration and Dialogue

- Facilitate connections among regional stakeholders, promoting networking and cross-cultural exchange.
- Foster a platform for conversations on cultural issues with other like-minded organizations.





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## Capacity Building and Economic Impact

### COMMUNITY ENRICHMENT

Promote cultural exchanges, fostering unity through exposure and collaboration among diverse communities.

### ECONOMIC EMPOWERMENT

Promote economic growth for ethnically diverse businesses through intentional programming to foster more exposure. Through our Eat. Talk. Write. program, we actively engage with local ethnic restaurants, not only by purchasing their exquisite cuisine, but also by promoting these restaurants to a broader audience.

### EDUCATION & TRAINING

Provide parent education programs and webinars focused on cultivating culturally intelligent families, aiming to bridge cultural divides effectively.



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## Extend Outreach

- Expand our presence and engagement in Richmond, Virginia and surrounding areas.
- Partner with local schools to bring our cultural camps and programs to their students. Provide resources for teachers to engage students in cross-cultural learning opportunities.
- Build our online presence to amplify our Vision, leveraging Culture Encounters' podcast, youtube channel, and social media as a platform for meaningful cultural dialogue.

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## Organizational Strengthening for Sustainable Growth

- Clarify our mission and vision for both new and existing stakeholders.
- Diversify income sources to ensure the sustainability of Culture Encounters.
- Allocate resources strategically to achieve our organizational goals.
- Foster an engaged and dynamic board and volunteer culture to support our mission.

