



STRATEGIC PLAN 2025 - 2030

MISSION

Oaklash is an Oakland-based arts nonprofit that produces groundbreaking Drag performance events, facilitates resource sharing and mutual aid, and provides mentorship to emerging queer and trans leaders in nightlife.

Our year-round programming aims to create safe and accessible environments that **celebrate the diversity of intersectional identities held within our community**, especially queer and trans Black, Indigenous, and/or people of color. We hope that by amplifying and supporting the queer art community in the Bay Area, we illuminate the need for **investment in the arts** in the face of systemic racism, growing economic disparities, and the Bay Area housing crisis.

VISION

Our vision is a fully-resourced Bay Area ecosystem **that allows queer, trans, and artists of color to sustain their livelihoods** by producing their most innovative works with full community support and investment. Oaklash's continued growth and sustainability serves as a possibility model for queer and trans art professionals and LGBTQ2S+ communities everywhere.

CORE VALUES

- RACIAL & CULTURAL EQUITY
- DIVERSITY
- ACCESSIBILITY
- HARM REDUCTION
- BODILY AUTONOMY
- TRANSPARENCY
- COMMUNITY LEADERSHIP
- EVOLUTION

HISTORY

Founded by Beatrix LaHaine and Mama Celeste in 2018, Oaklash has provided a stage to over 600 queer and trans performers from all around the world and raised over half a million dollars to support queer and trans art here in Huichin and Yelamu, also known as the Bay Area. Our flagship program, **The Oaklash Festival of Drag and Queer Performance**, is an annual showcase of local queer and trans talent with performances that are boundary-pushing, underrepresented, and unique to the sensibility of the Bay Area. We aim to stay true to the history of Oakland as a home to creative renaissance rooted in diversity.

GOALS + STRATEGIES

EQUITY & ACCOUNTABILITY

Stay in alignment with our core values as the organization grows
by cultivating thought leadership and tools for organizational accessibility and transparency.

Elevate the art form of Drag
by providing institutional support, mentorship, and living wages for black & brown queer and trans artists and cultural workers.

PROGRAM DEVELOPMENT

Expand audience & increase engagement
by deepening our connections in community and building strategic partnerships in nonprofit, urban planning, and government sectors.

Creating a stronger economy of artists and cultural workers in nightlife
by developing a workforce development model that teaches hard and soft skills to event producers, performers, and curators.

FINANCIAL HEALTH

Build out individual donor program
by making regular asks to individual donors through appeals, cultivating multi-year gifts, and prospecting from our existing audience networks.

Deepen foundation and corporate partnerships to increase multi-year general operating funds
by cultivating donors and funders that share the goal of growing leadership capacity for people of color, queer, and trans arts professionals.

