STRATEGIC PLAN
2019-2024

CRAFT ONTARIO
MISSION

We champion craft.

VISION

Making craft a meaningful part of life and building a connected community of creators and supporters.
Craft Ontario is a non-profit art service organization that works to have craft recognized as a valuable part of life. We champion craft by promoting craft artists and their work, and advocate for craft by inspiring, educating and connecting diverse audiences.

With over forty years of working to support craft, it is with great excitement that we are taking next steps to guide Craft Ontario’s future impact.

Looking forward to the next five years, this strategic plan celebrates the opportunity for Craft Ontario to develop its vital role. Through consultation and review, we are proud to present a focused commitment with rejuvenated strategic priorities to:
CULTIVATE

Strengthen the presence and experience of craft through presentation and education.

Craft is an artistic practice that requires ongoing education and contextualization so that its cultural richness can be discovered, experienced and celebrated. We want to strengthen the diversity of participation with craft, and aim to do so through programming that features the very best of craft while building communities of makers and supporters.
Craft Ontario’s strategic plan is guided by the following values:

COMMUNITY & INCLUSIVITY

In making connections, we are dedicated to accessibility and participation.

STABILITY & INTEGRITY

We are committed to sustainable growth, financial responsibility, and transparent communication.