



Strategic Planning

Date: January 2025

1. Executive Summary: DuMonde Helping Hands Foundation (DHHF) is a registered nonprofit charity organization in Vancouver, BC, dedicated to supporting and empowering new immigrants within the Black & Asian communities in Canada. Through various programs such as food banks, free moving services, and resettlement support, we aim to foster inclusivity, economic stability, and community engagement.

This strategic plan outlines our vision, mission, goals, and action plans for the next three years (2024-2027) to enhance our impact, secure sustainable funding, and expand our reach.

2. Vision Statement: To be the leading nonprofit charity organization in Canada that empowers Black & Asian immigrants and vulnerable communities by providing essential support services for successful integration and economic independence.

3. Mission Statement: To support and uplift new immigrants, refugees, and marginalized Black communities in Canada through programs focused on food security, housing assistance, education, financial empowerment, and community engagement.

4. Core Values: • Empowerment: Helping individuals achieve independence and self-sufficiency.

• Compassion: Providing support with dignity and respect. • Community: Fostering a strong and connected support system. • Integrity: Operating with transparency, accountability, and ethical responsibility. • Collaboration: Partnering with stakeholders to maximize impact.

5. Strategic Priorities (2024-2027): Priority 1: Program Expansion & Community Impact

Objective: Enhance and expand existing programs to serve more beneficiaries.

Action Steps: • Increase capacity for the Neighbourly Nourishment Program (food bank) by securing additional partnerships with grocery stores, farms, and food suppliers. • Expand Welcome Home Movers by acquiring additional moving trucks and increasing volunteer participation. • Strengthen the Free Furniture for Resettlements program by collaborating with furniture retailers and donation centers. • Develop new programs, including Employment Readiness & Business Incubation for Black immigrants to support job placement and entrepreneurship. • Conduct regular surveys and feedback sessions with beneficiaries to improve service delivery.

Priority 2: Financial Sustainability & Fundraising Objectives: Secure consistent and diversified funding to sustain and expand operations.

Action Steps: • Apply for government grants, including the Anti-Racism Grant, to support operational costs and program expansion. • Launch a Corporate Sponsorship Program, engaging local businesses for funding partnerships. • Develop a Monthly Giving Campaign, encouraging individuals to donate regularly. • Organize annual fundraising events, such as charity galas, community drives, and online crowdfunding. • Establish a dedicated fundraising team responsible for donor engagement and retention.



Priority 3: **Volunteer & Staff Development: Objective:** Recruit, train, and retain passionate volunteers and staff to enhance service delivery.

Action Steps: • Develop a structured Volunteer Recruitment & Retention Strategy with clear onboarding and training processes. • Offer leadership development opportunities for volunteers through mentorship and skill-building workshops. • Establish recognition programs, such as Volunteer of the Month, to appreciate outstanding contributions. • Expand staff capacity by hiring program coordinators and administrative support to improve efficiency.

Priority 4a: **Awareness, Advocacy & Community Engagement Objective:** Increase public awareness and advocacy for Black & Asian immigrant issues.

Priority 4b: **Mental Wellness Thrive- Youth Drive Forward Apprenticeship Program:** • Early Detection and Support: Identify early signs of mental health challenges among our Youths and provide access to timely support and referrals • A transformative initiative designed to provide individuals from underserved communities with hands-on vocational training in commercial trucks components, diagnosis mechanics, PreTrip and PostTrip and more.

Action Steps: • Launch an annual Community Impact Report showcasing our achievements and impact. • Strengthen our digital presence through a revamped website (helphands.org) and active social media engagement. • Advocate for Black & Asian immigrant rights through policy recommendations and participation in government advisory panels. • Build strategic alliances with other Charity Nonprofits, community groups, and policymakers to amplify our voice. • Organize public events, town halls, and cultural celebrations to engage access mental health, apprenticeship and educate the broader communities.

Priority 5: **Infrastructure & Operational Efficiency Objective:** Strengthen internal systems to support long-term growth.

Action Steps: • Invest in technology and data management systems to streamline operations and track program outcomes. • Secure a dedicated office and warehouse space for food storage, furniture donations, and administrative functions. • Implement a monitoring and evaluation framework to assess program effectiveness and optimize resource allocation. • Improve governance by expanding the board of directors with professionals in nonprofit management, law, finance, and marketing.



6. Key Performance Indicators (KPIs)

To measure success, we will track the following: • Program Reach: Number of individuals and families supported annually. • Volunteer Engagement: Number of active volunteers and retention rates. • Financial Growth: Increase in annual donations, grants, and sponsorships. • Community Engagement: Growth in social media following, event participation, and partnerships. • Operational Efficiency: Reduction in program wait times and improved service delivery.

7. Implementation Timeline (2024-2027)

<u>YEAR</u>	<u>KEY ACTIONS</u>
2024	Expand food bank, free moving basic services, mental health apply for anti-racism grant, launch fundraising initiatives, enhance volunteer recruitment.
2025	Secure corporate partnerships, establish an employment readiness program, strengthen governance, and host an annual fundraising gala.
2026	Open a dedicated office/warehouse, integrate technology for efficiency, advocate for immigrant policies, and expand media presence.
2027	Scale operations nationwide, increase financial reserves, and assess impact for the next strategic cycle.

8. Conclusion

DuMonde Helping Hands Foundation is committed to empowering Black & Asian immigrants and vulnerable communities through impactful programs, strong partnerships, and financial sustainability. By executing this strategic plan, we will create lasting change, foster inclusivity, and strengthen the community for generations to come.

This Strategic Plans has been written, reviewed and adopted by the Executive Director Prince Ola. Also Carefully reviewed by: The Boards, DuMonde Helping Hands Foundation on January 29th 2025

Board Names: Hannah Antonio, Mosunmola Dayo-Olotu, Hon. Wayne Taylor, Frank Lee, Paul Maku & Darrell Emmanuel.

Updated Revised Version