

CCH-FSCAA

(Collège Canado-Haïtien & Frères du Sacré-Cœur Alumni Association)

Strategic Plan

Fiscal Years 2022 – 2027

From CCH-FSCAA Board

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This document was initially set in motion and then edited by board members Jean-Claude Bailey, Mario Deller, Dr. Karl Dormésy & Anthony Chérubin. The next phase of this effort involved reviewing and approving the entire board of directors. The following phase includes external assistance and expertise from experienced Business Planning and Fundraising consultants for non-profit entities. This assistance consists of prevailing effective procedures to carry us forward. Our goal is to attract a continuous flow of the necessary funds that will allow CCH-FSCAA to continue this noble endeavor of helping young students complete their education.

BOARD MEMBERS AS OF April 2024

(The board members are former students of Sacred Heart schools)

- Mrs. Régine Saurel Bernadel, *President*
- Mrs. Michèle Bélancourt Chapoteau, *Vice President*
- Mr. Ronald César, *Secretary*
- Mr. Anthony Chérubin, *Assistant Secretary 1*
- Dr. Hérold Duroseau, *Assistant Secretary 2*
- Mr. Mario Deller, *Treasurer*
- Mr. Garry Raphael, *Assistant Treasurer*

Advisors:

- Mr. Charles Agnant
- Mr. Jean-Claude Bailey
- Mr. Ney J. Bélancourt
- Mr. Harry Bloncourt
- Mrs. Florence Bonhomme Comeau
- Mr. Yves Débrosse
- Dr. Karl Dormésy
- Mr. Carmin Dufour
- Mr. Gérald Jean
- Mr. Jude Siméon Julien
- Mr. Leslie Legros
- Mr. Marc-Henri Michaud
- Mr. Paul Ricot Rolland

Special Advisor(s):

- Prof. Wesner Emmanuel

INTRODUCTION: THE STRATEGIC PLAN OVERVIEW

The Collège Canado-Haïtien & Frères Sacré -Coeur Alumni Association (CCH-FSCAA) is a **501(c)(3)** non-profit organization that includes alumni of all the schools managed by the Congregation of Brothers of Sacred Heart in Haiti. Past and current teachers at those schools have played the role of advisers to the Board. The association was established in 2004 and is recognized by the Internal Revenue Service and the Department of Education of New York. Since its foundation, it has provided substantial financial contributions to the students and the schools regarding annual scholarships, educational materials, computer equipment, sports facilities, etc. It has also provided financial support to other charitable endeavors in various regions of Haiti. The needs are growing every year. The association must extend its capability to satisfy more needs. A strategic plan is essential to open doors to more funding sources.

In the past several years, the CCH-FSCAA has occupied a significant place in the lives of several large groups of students who have attended some of the Brothers of Sacred Heart schools in Haiti. The association has also made itself available as a guide to graduate students who have reached the U.S. territories and are looking toward enhancing their future in their new homes. We want to reaffirm our commitment to continue and improve on this path. We have done our best so far with our traditional vehicles for fundraising. It just so happens that our best needs to be better. In this strategic plan, we aim for higher means to accomplish our goals by utilizing different resources available to us but unexplored. To that end, in addition to our legendary goodwill, we will invoke new creativity, a sense of entrepreneurship, and the ability to reach out to the mentorship that will facilitate our tapping into new sources of support. Our strategic plan is the foundation upon which we will build business plans that can reveal themselves appropriate to CCH-FSCAA circumstances.

OUR MISSION STATEMENT

The Collège Canado-Haïtien & Frères du Sacré-Cœur Alumni Association, Inc. (CCH-FSCAA) is a non-profit organization that strives to accomplish its mission for the benefit of the students, the teachers, the Canado-Haitian College, and Brothers of Sacred Heart schools.

To that end, it will:

- Organize the alumni for the promotion and the welfare of the schools and actively support projects towards these goals.
- Foster and deepen the bond of fellowship among the alumni, teachers, and students of the schools.
- Promote excellence in Education and sponsor a wide range of activities for the academic and professional development of the students and teachers.
- Provide scholarships to students and awards to teachers at these institutions to stimulate intellectual development.
- Provide educational materials for the enhancement of the structure and the environment of the schools.
- Create, manage and control funds for such projects connected with the schools.

OBJECTIVES

Our Strategic Plan will make it more comfortable for us to confidently do the following:

- Pursue aggressively more serious sources of funding from the major corporations (donors). In the past several years, we have relied solely on 2 major annual events: our Fund-Raising Gala and our General Assembly. The Fund-Raising Gala has provided the bulk, if not all the funding, that has kept us afloat financially. Thus, with what we were able to collect, we have maintained a steady flow of assistance to the students in the forms of scholarships and other projects.
- Solidify our legitimacy among local small businesses via sponsorship, advertisement, and partnership to make a difference in Haiti and our communities.
- Facilitate the transition from us, the current board members to a younger generation of alumni/ae. We will pass them a wisdom-charged blueprint to follow. From that, they will understand the friendship, loyalty and seriousness that have kept us glued together for the past 18 years. Our dedication is a remarkable asset from many observers' points of view and we have not gotten tired of hearing it from them. The next generation will add their resources, including their up-to-date awareness, technical dexterity, and youthful energy.

WHERE ARE WE NOW?

. Strengths

CCH-FSCAA steadily maintained its prestigious status in the community, where individuals from various backgrounds overtly expressed appreciation for our success. We are currently moving toward our 18th anniversary. The association has been an outstanding example of class, an exceptional example of what the power of unity can accomplish in the long term. Our prestigious reputation for altruism and decorum precedes us everywhere in our community. Eighteen years have passed since the board members have steadily demonstrated mutual respect, even in disagreements. As board members, we have all been well-intentioned, tireless part-time volunteers for the association.

The CCH-FSCAA has not only helped our targeted students based on their needs and excellence but also has contributed to facilitating other charitable organizations.

We maintain publications that keep us connected to the membership: the annual gala book and the newsletter. The gala book is distributed to attendees, sent to others via regular mail, and available on our website. Beginning in Spring 2020, because of the pandemic, we have temporarily replaced our traditional in-person means of fundraising with a single online event named *FestivAssembly*. The unprecedented event *FestivAssembly* combined our annual Fundraising Gala and our General Assembly.

The board members are former students and professionals with different leadership, administration, and technical skills backgrounds. We incorporate past teachers as advisers and maintain liaisons with alumni in Haiti, Canada, and the US, along with the school directors and teaching staff. We also receive testimonials from beneficiaries.

. Room for Improvements

Despite our strengths, we have to strategize and do better. Undeniably, our Strategic Plan can help. We must continue to:

- Review our publications (gala books, newsletters, website and YouTube channel in their entirety).
- Keep accurate and updated coordinates of each other.
- Reinvigorate our states of mind by periodically reviewing our mission statement, the meaning of our logo, and the ability to refer to those at a moment's notice.
- Be invested with the spirit emanating from our logo, motto, etc. The clamor of "All for one and one for all" derives from this awareness.
- Strengthen our local Haiti connections, especially our past alumni honorees. We need an elaborate plan just for this purpose.
- Respond to emails and phone calls to the association on time. People from the outside can reach us via phone, email, and regular mail. Sometimes, alumni contact us for matters we cannot directly help with. It usually has to do with the schools in Haiti specifically. However, we can always redirect whatever request to the right parties.
- Recruit new members (strategy and implementation).
- Maintain an active website.
- Engage in Marketing (website and social media).
- Connect to the local Chamber of Commerce.

- Build relationships with universities, trade schools, computer manufacturers, software development companies, multipurpose stores, and so on.

, Opportunities

There are plenty of opportunities for external sources of funding. We just need to approach them carefully and effectively. Our reputation is a valuable intangible asset that can facilitate matters.

. Finances

We want to pursue and obtain the financial means to achieve our mission, we have come up with some reliable ways to get sources of funding, and we intend to adjust along the way aggressively and efficiently.

Our mission statement says it all. Now, we want to get support from businesses, donors and grant givers. In the past several years, we have relied solely on 2 major annual events: our Fund-Raising Dinner Gala and our General Assembly. The Fund-Raising Gala has provided the bulk, if not all the funding, that has kept us afloat financially. Now, more than ever, and going forward, we have to devise more diverse ways of seeking resources. For the past 2 years, we were not able to use our regular channels because of the Covid-19 pandemic.

The analysis of our sources of revenue, expenses, and projected cash-flow requirements is of utmost importance. This allows the association to meet the needs in the form of scholarships and projects from the schools.

Since its foundation, the association has made substantial financial contributions to students and schools through annual scholarships, educational materials, computer equipment, sports facilities, etc. It has also supported other charitable endeavors in various regions of Haiti. The needs are growing every year.

The association must extend its capability to satisfy more needs, not only in Haiti but also here in our communities. To that effect, we intend to engage the entire Board members and expand their roles in targeted fundraising and donor cultivation in other development areas, like bequests, major gifts, corporate donations, etc., to generate resources to meet various specific targets.

FUNDING MEDIA USED

- Zelle: cchboard22@gmail.com
- Checks: Payable to CCH-FSCAA, 27 Marietta Drive, Westbury, NY 11590
- Cashapp: \$CCHFSCAA
- PayPal: cchboard22@cch-fscaa.org
- Interac: cchboard22@cch-fscaa.org
- Credit Cards: Via Website (www.cch-fscaa.org)

SOCIAL MEDIA ACCOUNTS

- FaceBook: www.facebook.com/cchfscaa
- InstaGram:
- Twitter:
- LinkedIn:
- YouTube Channel:

WHERE DO WE WANT TO BE IN THE SHORT, MEDIUM AND LONG TERMS? VISION.

Where do we want this organization to be 1 year from now? (Short Term)

Where do we want this organization to be 2 years from now? (Medium Term)

Where do we want this organization to be 5 years+ from now? (Long Term)

What comes below, we will achieve in the short term. It will become second nature to us in the medium term. There will be ongoing improvements in the long term.

AFFIRMATION

. Resources

A year from now, we will have incorporated, in our open minds, the investment mentality in everything we approach and everything we do. Our current core board membership still rides on the same common denominator of love and dedication for this association and the students we are helping. The emotion that has made this association a reality is still an important asset. However, since it is only part of the equation, the effect of this emotion has been enhanced with tremendous expertise in non-profit-related matters. As a result, a year from now, our winning attitude and on-track thought process will solidify this platform upon which successful organizations maintain their ongoing financial health. From that position, the external donors/organizations are growing in number exponentially. Our options (to provide in every way we deem appropriate) are virtually limitless (scholarships, special projects, etc.) because the resources are available. In addition, we're making intelligent use of the raw data in our database and we're leveraging well on the traditional prestige associated with the Canado/Sacred Heart name and the sense of pride that comes naturally to all its alumni.

. Program Activities

The items affirmed below and other suggestions synergize to ultimately benefit our targets: **the students.**

- The board members never lose an opportunity to promote the association's progress and achievements to any contact – as a matter of routine.
- Our website can interact with the visitors in a way that ignites their disposition to be involved and donate time and/or money.
- We are maintaining our existing sense of mutual respect among board members and openly edifying and recognizing individual efforts and achievements toward the association's goals.
- We are always mindful of our philosophy, which we communicate readily to others. This includes our mission statement, the meaning of our logo, etc. We achieve this by revisiting this information often enough.
- We are incorporating and developing ways to transfer our sense of altruism, gratitude, and generosity to the students we help. This is in addition to the material and money we are providing.
- We are also incorporating ways to provide student empowerment assistance within the US. We already serve as catalysts or guides to the students from Haiti who are looking forward to continuing their academic/professional studies elsewhere.
- We fully cooperate with our business analyst to attract steady sponsorship, donation, and promotional income.

- We are solidifying our relationships with local businesses. This will spotlight us in the eyes of entrepreneurs who are good sources for sponsorship, donations and advertisement.
- We are facilitating networking among alumni professionals and others.
- We are attracting more memberships, and responding to more projects to enlarge the scope of philanthropic actions.
- We continue to develop this unique flavor in our events' programs that keeps prospective attendees eager to attend.
- We are providing the observers with a team spirit model to emulate.

Finally, we have set the foundation for living up to our motto: CCH-FSCAA: Inspire, Educate, Share, **and Facilitate.**

WHAT DO WE NEED TO DO IN ORDER TO REACH OUR GOALS?

. We need to continue to:

- identify new, creative sources of revenue.
- Improve our strategic plan.
- Engage our Haiti-based friends (The Sacred Heart leadership, students, alumni, past honorees, and supporters of the association) in various ways, so they can feed us with concrete information, pictures, etc. that can contribute to legitimizing our requests for funds here.
- Reply to inquiries or questions in a timely manner.
- Increase our local business sponsorship.
- Identify areas where we can educate ourselves voluntarily in order to help advance the cause of the association in a given area.
- Involve more people of goodwill in the community.
- Encourage and support each other as board members on the team
- Capitalize on our strengths and the opportunities around us.
- Engage in the cause.

CONCLUSION

. Outputs

We have a united front of like-minded active board members, speaking the same language. Each can be counted on to keep up the spirit both as an individual and as a team player. The students themselves are striving to qualify for our assistance and can count on it year in and year out because our resources are readily available.

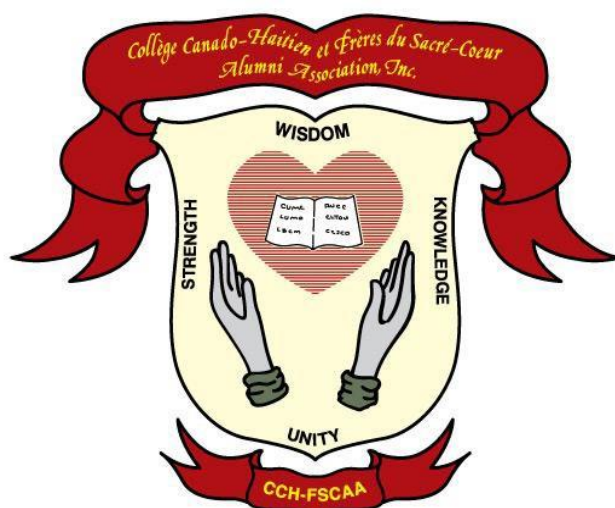
. Outcomes

The students are incorporating our philosophy in their way of thinking. They are looking forward to the day when they'll join us and reach back to make a difference. In addition to being career-minded, they are also becoming people-minded. On the other hand, other similarly-oriented organizations in the community are utilizing our experience as a blueprint to reach even more students around the country – the ones that we may not have access to. The name CCH-FSCAA is more recognizable and the association is on its way to becoming a well-established legacy respected by all.

. Impact

Our reputation continues to precede us everywhere. More members are seeking to join us actively. Major corporations and small businesses are predisposed to sponsor us actively and/or respond favorably to our requests because of our credibility. We are armed with the intangibles that make winners accomplish things that seem difficult or impossible to achieve. Ultimately, we are not just making a finite impact on a few students' lives. More than that, we are contributing to the proper mindset and thought process of a generation that will be well-prepared to carry onward the spirit of progress and philanthropy.

**WITHIN GOD'S GENTLE BUT POWERFUL HANDS
AS WE WHOLEHEARTEDLY PURSUE OUR QUEST TO
INSPIRE, EDUCATE, SHARE AND FACILITATE.**



CCH-FSCAA

WISDOM: TO DEVELOP OUR MENTAL AND SPIRITUAL SENSITIVITY.

KNOWLEDGE: TO INCREASE OUR INTELLECT, SKILLS AND AWARENESS.

UNITY: TO STAY FOCUSED ON OUR GOALS AND SOLIDIFY OUR RESISTANCE TO ADVERSITY

STRENGTH: TO HAVE THE ABILITY TO MAINTAIN AND PROTECT ALL OF THE ABOVE.