



Building Organizational and Individual Assets

PARO Centre
For Women's Enterprise

Accelerated Access

eko
nomos

Mandate

- *To serve the needs of African women and their families through a wide ranges of support services*



VISION

- *To build a **reciprocal gateway** between East African women and their families, and mainstream Society. This gateway extends to and includes women and families currently living in East Africa.*

Objectives of Madbakh Women's Initiative

Objective 1: To create an entry point for the social and economic engagement of marginalized East African women and their families in Canadian society

Objective 2: To bridge women to mainstream supports, services and entitlements through pro-active community referrals and partnerships

Objective 3: To refine, replicate and sustain the international Somali community in a culturally sensitive model

Our Approach

- Participatory approach to community building.
- Operated entirely by and for and families/ women.
- Very high levels of voluntarism
- Most of our Board members have been active participants and volunteers in our programs

- Women
 - Access training to assist members to build their citizenship and community organizing skills.
 - Become active volunteers and members of the organization
 - Have opportunities for women to develop governance and operational skills



Programs and Services

Leadership

Sewing, Cooking

Outreach, Parenting and Literacy

Referrals

Youth Programs



Leadership



Sewing and Cooking





Outreach, Parenting and Literacy



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Referrals





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Youth Programs



- Add toronto youth picture



The Sustainable Livelihoods Model in Our Work



Sustainable Livelihood Definition

“CHANGE THIS A livelihood comprises the capabilities, assets and activities required for a means of living . A livelihood is sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities and assets both now and in the future”.

What does “sustainable” mean?

Sustainability is defined in a broad manner and implies:

Resiliency – the ability to cope with vulnerability and recover from shocks and stresses.

Economic Efficiency – the ability to build assets starting with a small resource base.

Social Equality – livelihood opportunities are equally distributed within the household and the community.

Environmental sustainability

Exploring the idea of a livelihood:

- A “livelihood” is a complex concept
- Must go beyond the idea of a job...

Includes:

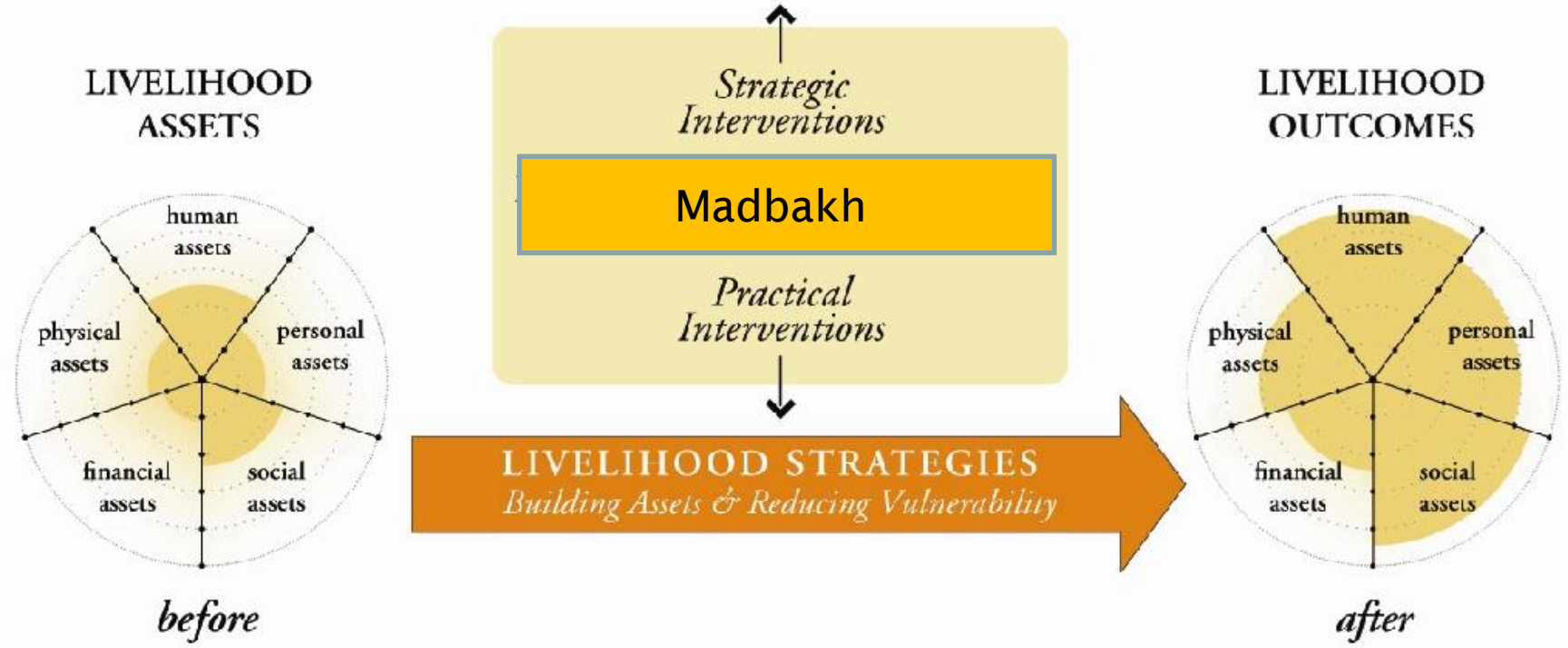
Social inclusion and citizenship – participation in the economy and society

Empowerment and independence – ability to make decisions and control finances

Economic and social security

The Sustainable Livelihoods Framework

VULNERABILITY CONTEXT



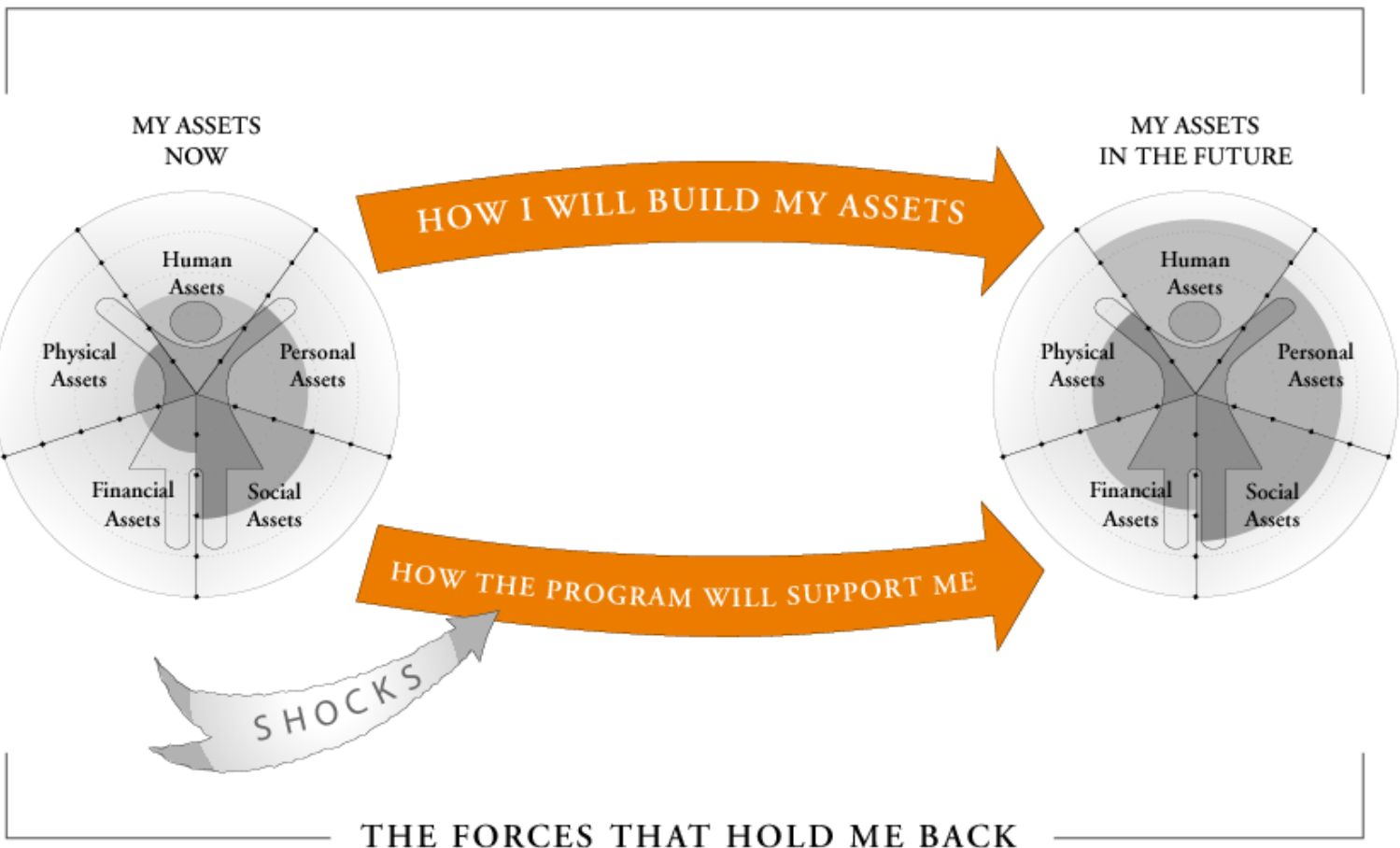
POLICY & INSTITUTIONAL CONTEXT



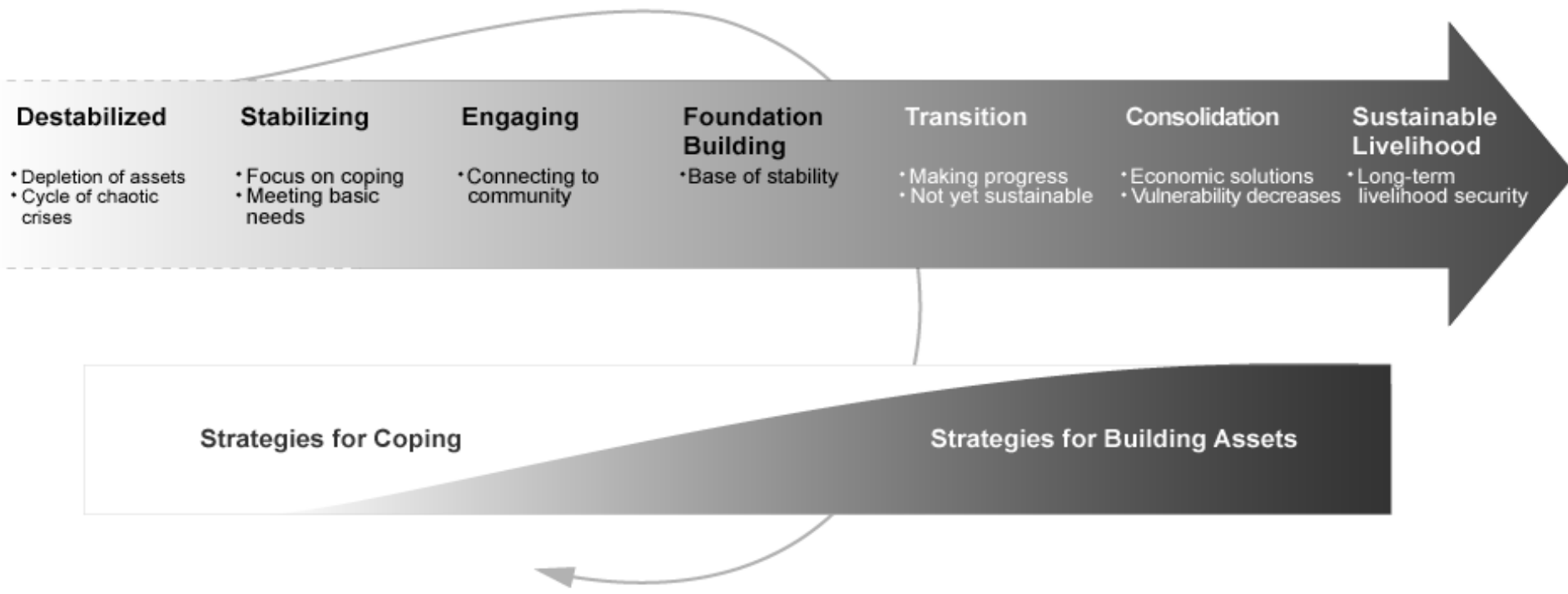
- Include Madbakh in diagram



2.4.1 Building Livelihoods



2.3.4. Stages of Transformation to Sustainable Livelihoods



The Madbakh Leadership Development Program works to:

- Connect Somali women in Toronto
- Provide a safe environment where they will discover their own skills and strengths and
- Provide opportunities for women to take action to make positive change in their personal lives and the Somali community.

The Madbakh leadership program is :

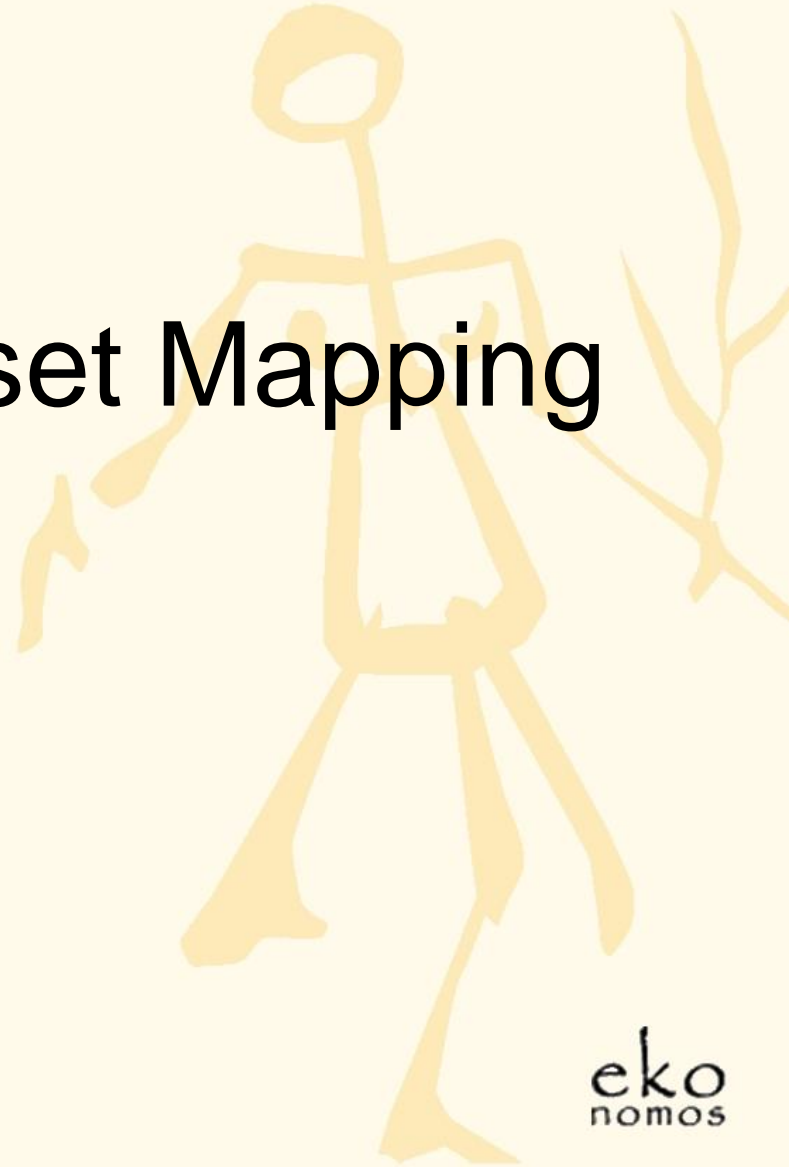
- Somali women led,
- Participatory
- Creates an environment where women learn by doing
- Builds co-operative learning among the women
- Facilitates networking

- Objectives of the Program are to:
 - Build leadership within the Somali community
 - Introduce the Sustainable Livelihoods asset mapping tools for leaders to use within their communities
 - Learn about Somali women's challenges so that Madbakh can work more effectively
 - Build community
 - Facilitate change with individual Somali women
 - Create a supportive learning culture for building sustainable livelihoods for Somali women

Workshop Series

- Workshop 1: Introduction to sustainable livelihoods and asset mapping
- Workshop 2: Debrief asset mapping, introduce goal setting, setting goals
- Workshop 3: Action planning
- Workshop 4: 7 weeks after Workshop 3 – check – in and redo asset map – plan next steps

Introduction to Asset Mapping





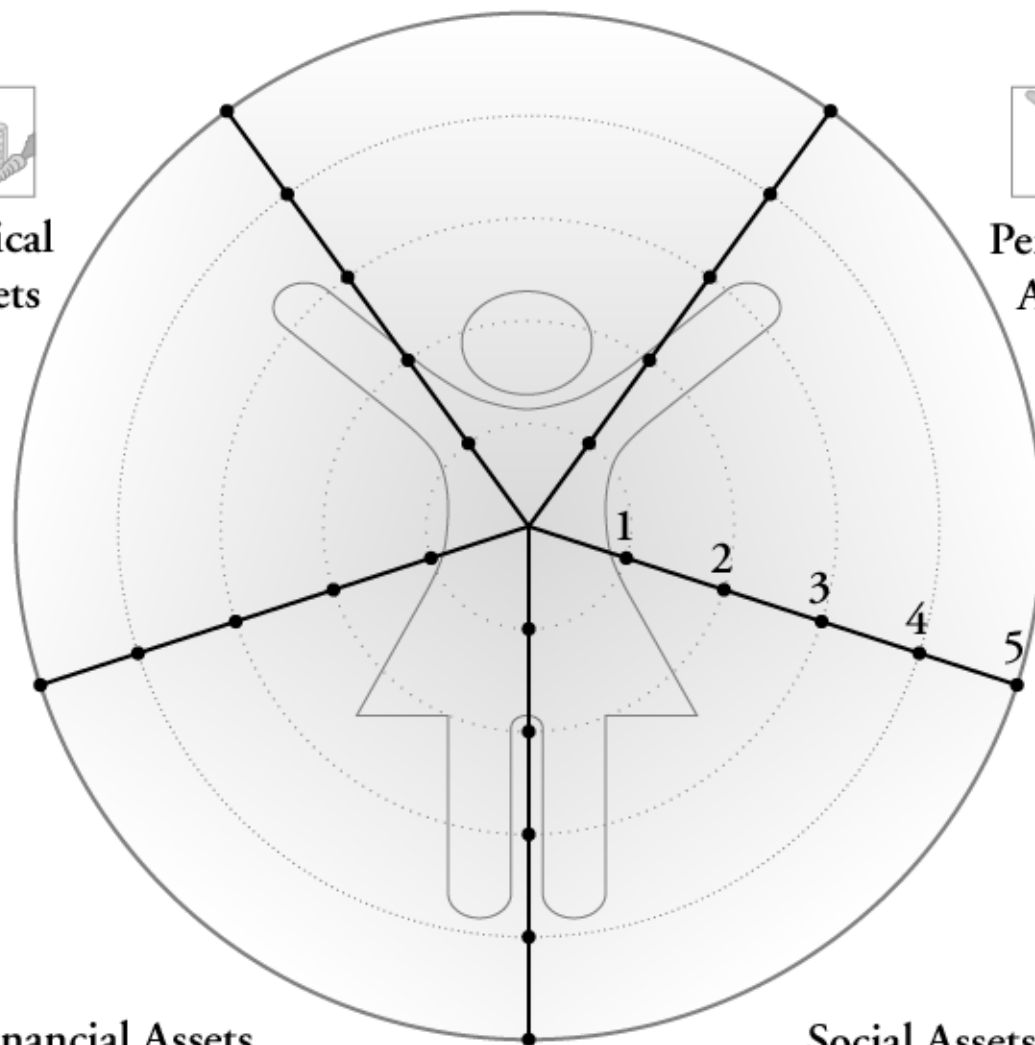
Human Assets



Physical Assets



Personal Assets



Financial Assets



Social Assets



- Questions and Answers about Asset Mapping



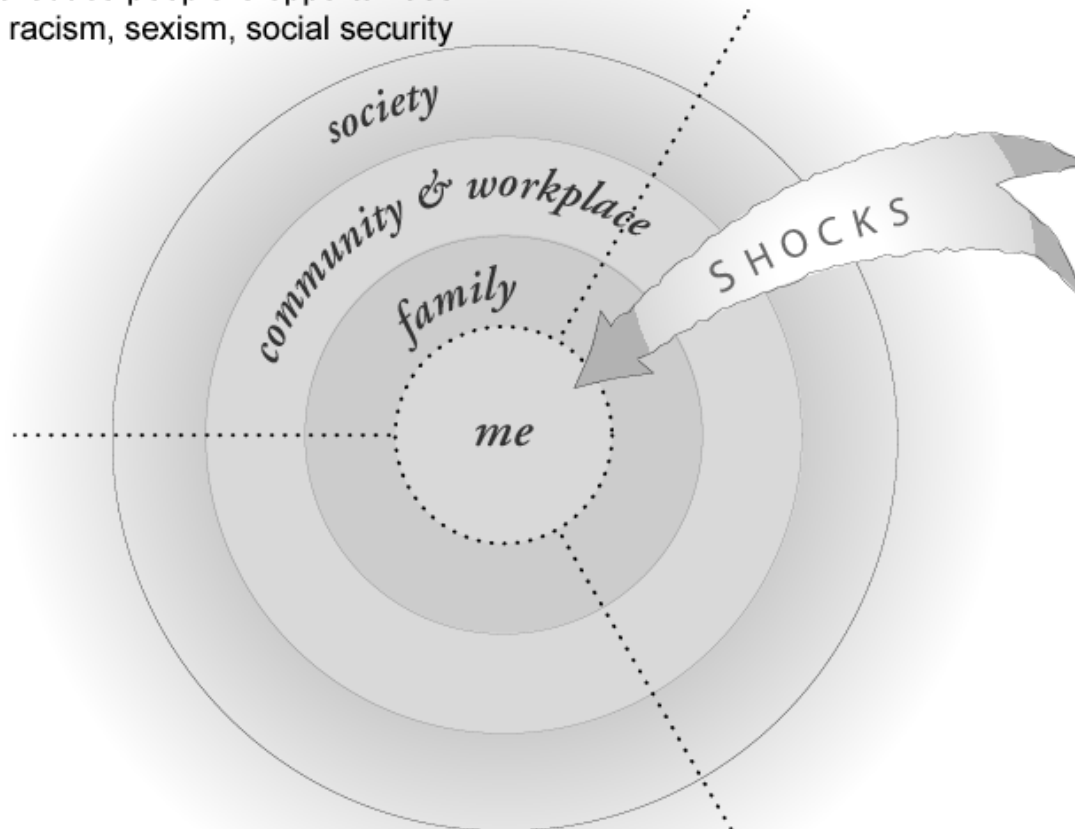
What we learned through asset mapping



Forces that Hold Me Back

Systems

- the formal and informal ways that society functions
- the biases and forms of discrimination that reduce people's opportunities
- eg. racism, sexism, social security



Trends

- broader social, economic and political forces that can impact people's security
- globalization, increasing low-paid/part-time work

Cycles

- patterns connected to the stages of people's lives
- reproductive choices, family roles, relationships & seasonality

Forces that Hold Somali Women Back

Listed in order of number of responses – highest number at top.

- Social isolation
- Lack of 2 way integration
- Language barrier
- Lack of education
- Lack of good job/Underemployment
- We are women, we are Muslim, We are Black
- Access to resources
- Lack of extended family support because of civil war and displacement
- Lack of understanding
- Distrust among Somalis and Canadian society
- Lack of adequate child care
- Settling for the role of mother and housewife/Giving up personal goals in exchange for raising a family
- Not being proactive enough
- Lack of adequate housing
- Single motherhood

Madbakh Asset Outcomes

Human Assets = Health and Employability

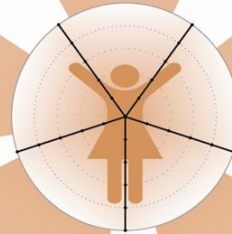
- * Orientation to Canadian Education System
- * Human Rights Knowledge
- * Practical Skills in Cooking and Sewing
- * Business skills
- * Food Handling Certification
- * Improved Health:
 - Emotional wellness
 - Access to medical services and treatments

Physical Assets = Basic Needs

- * Improved Housing and Safety
- * Access to Nutritious Food
- * Access to Transportation

Personal Assets = Identity

- * Improved Self-Esteem
- * Improved Confidence
- * Cultural Identity
- * Spiritual Identity Enhanced



Financial Assets = Money and Money Concepts

- * Stable Social Assistance Income
- * Income from Catering
- * Budgeting skills
- * Savings

Social Assets = Support and Connections

- * Decreased Isolation
- * Ability to Advocate for Self and Children
- * Increased Community Connections
- * Volunteering in the Community
- * Demonstrating Leadership
- * Tolerance and Respect for Diversity



Defining Leadership



Characteristics	Behaviours	Skills and Knowledge
<ul style="list-style-type: none"> · Self esteem · Accepting yourself · Assertive · Honest · Make mistakes and accept responsibilities · Active · Strong person · Resilient · Hard worker · Good character 	<ul style="list-style-type: none"> · Punctual · Be prepared · Organized · Empathy · Examining and learning about people's needs · Giving · Helping · Educating others – pursuing knowledge · Respect others · Comforting · Confidentiality · Patience · Charitable · Setting good example · Open person · Taking charge 	<ul style="list-style-type: none"> · Vision – sees beyond what average person sees · Bringing solutions · Listen · Problem solver · Fairness · Mentor · Communicate · Willing to change · Counseling · Setting the tone

Profiles of the Women

- TO BE ADDED
- Insert stories of women who have participated in your programs
- Include information as to why she entered the program, a personal quote/testimonial as to what she achieved as a result
- Include photos

Organizational Assets

Ability to fund raise funds
Reserve funds (5 months)
Access to operational funding
Strong financial management
Line of Credit
Regular inflow of money from
a diversity of funders

FINANCIAL ASSETS

SOCIAL ASSETS

Community support
Partnerships and
networks
Access to political power
Community support
Relationships of trust
Cooperation

Strong board
Knowledgeable staff
Visionary leadership
Volunteers
Professional Development
Attention to health of staff

HUMAN ASSETS

PERSONAL ASSETS

Strong organizational
identity
Entrepreneurial
Creative, visionary
Motivated
Clear mission and values

PHYSICAL ASSETS

Adequate facilities
Equipment
Access to information and resources
Suppliers (bank & related services)

Sponsors and Supporters

- **ADD FUNDERS AND OTHER SUPPORTERS**
- supported and designed by awoowo webdesigner



Closing

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