



The St. Lucia Calgary Cultural Association (SLCCA)

Strategic Plan for 2018 - 2020



ST.LUCIA CALGARY CULTURAL ASSOCIATION

1135 – 37th Street SW, Calgary, Alberta T3C-1S5 CANADA
Phone: (403) 217-1725 • Email: slucalgary@gmail.com • www.stluciacalgary.ca

Our Mandate:

To offer opportunities to mobilize the St. Lucian diaspora to network, work together, create cultural awareness. To provide valued leadership occasions for youth and to work collaboratively with external partners to empower members to thrive and contribute in the greater community.

Our Mission Statement

The St. Lucia Association of Calgary was established in 1987 by a group of St. Lucians living in the Calgary area who share the common desire to promote cultural understanding, education and a celebration of diversity between people of St. Lucian origin with the wider community in Calgary. We will focus on four (4) strategic areas to fulfill our mission and vision. These are:

- Programs
- People development & partnerships
- Promotion
- Financial Management

All plans for the period 2018-2023 will align to these focus areas. The planned outcomes will include:

- Increased and leadership and governance skill and capability for the Executive.
- Acquisition of an appropriate operating location/ Building purchase
- Cultural programs supporting a wide target audience
- Youth engagement and succession planning.
- Effective partnerships with other non-profits and corporate entities
- Community involvement and increased membership.
- Financial sustainability through the execution of a diversification of funding sources and revenue generating initiatives.

Our Vision

We plan for growth of organization to ensure the unique culture of St. Lucia is celebrated by future generations in Calgary.

Our Values

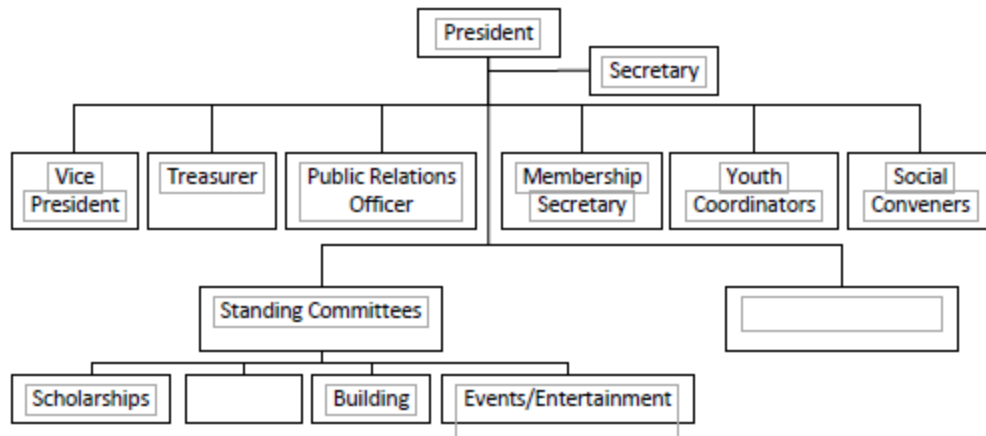
Inclusivity – Everyone is welcome to participate or volunteers.

Diversity – we welcome multiculturalism and inclusion.

Community Leadership – we collaborate and lead by example with all groups.

Sustainability – we believe in fiscal responsibility through effective planning, succession planning and youth development.

The Executive



Strategic Directions

The SLCCA will focus resources in several core areas to achieve its desired outcomes. We will focus on culturally-specific programming while celebrating diversity and inclusion.

Objectives/Purpose:

- Commemorate our history, while focusing on your development and succession planning.
- Partner with other organizations to broaden or reach and share appropriate space/site.
- Create sustainability through a wider range of offerings.
- Create inspiring transformational experiences that reflect our unique culture.

Core Activities

The St. Lucia Calgary Cultural Association (SLCCA) has over the years continued to promote Saint Lucian culture in Calgary and its environs through promotional activities and by providing support to members of the association and Calgary community.

Core activities of the association include planning and staging of events which relate to St. Lucia n culture. Mostly notable annual events include: Creole Day; showcasing the sights, sounds and flavours of St. Lucia, Saint Lucia Independence Day celebrations and New Year's Eve Event.

The association provides information and referral services to its community and the wider Calgary area. Information sessions are organized to cover areas such as Immigration law, Black History, financial strategy, will and estate planning and technology.

The St. Lucia Calgary Association actively volunteers within the community. The association contributes time and financial resources to the Drop Inn Centre, Canadian Red Cross and other organizations on a needs basis. The association has consistently supported local communities in distress as well as numerous social and educational initiatives in St. Lucia.

Strategic Directions

The SLCCA will focus resources in several core areas to achieve its desired outcomes. Our focus will include culturally-specific programming while celebrating diversity and inclusion.

Objectives:

- ✓ Commemorate our history, while focusing on youth development and succession.
- ✓ Partnership with other organizations to broaden our reach.
- ✓ Create sustainability through a wider range of offerings
- ✓ Create inspiring programming that will reflect our unique culture.

Strategic Action Plan

By 2023, the SLCCA intends to be fully functional in several key operational areas as listed below.

PROGRAMS

The association will focus on delivering the following programs to fulfill its stated purposes. The primary strategy will be to capitalize on reaching multiple demographics by having groups support other groups within the community. The main programs will be:

- ✓ Youth development
- ✓ Sport – Caribbean Heritage Sports Council
- ✓ Leadership development
- ✓ Cultural arts presentations

Time line: Phase #1 2018 – 2019

PROMOTIONS

The organization will consistently promote its purpose and offerings to its primary target audiences, as well as the broader community. The main strategy will be to expand the use of technology to multiply the effectiveness of the organization's reach while ensuring that all target audiences are efficiently connected. The goal is to refresh the organizations website. The new site will facilitate the increase focus on social med-a and core communications vehicle.

The primary vehicles for the promotional plan will be:

- ☐ The SLCCA website
- ☐ Social media
- ☐ direct email/mail
- ☐ Community events
- ☐ Community partnerships

Time line: Phase #2 (2020 – 2021)

PEOPLE DEVELOPMENT AND PARTNERSHIPS

The SLCCA will focus on developing its members as a key element of the strategic plan. The primary strategy is to improve the quality of the leadership corps while building the pool of next generation leaders. This focus is intended to increase the skill and capability of the members who volunteer to lead

the organization. Additionally, this focus on people development is intended to supplement other areas of the strategic plan, e.g. youth programs. The organization will provide growth in the following areas:

- ✓ Leadership
- ✓ Financial management
- ✓ Conflict resolution
- ✓ Mentorship
- ✓ Community development

Time line: Phase #3 (2021 – 2022)

FINANCIAL MANAGEMENT

The organization's goal is to build a sound financial basis which enables it to effectively sustain its programs. The core strategy is to broaden the sources of revenue for the association to ensure sustainable growth. The acquisition of an appropriate operating location and a suitable partnership for the association will be a pivotal factor in the organization's financial plan. The primary sources of revenue will include:

- ✓ AGLC funding
- ✓ Grants
- ✓ GIC Investment Savings
- ✓ Sponsorships
- ✓ Partnership income

Time line: Phase #3 (2022 – 2023)

Key Success Factors

The organization will be able to assess the effectiveness of the different planned elements by examining data in the following areas:

- ✓ Growth in the SLCCA membership
- ✓ Utilization of the SLCCA programs
- ✓ Revenue growth and retained earnings
- ✓ Community awareness - website traffic, social media data
- ✓ Leadership stability and succession planning.