

*Ethiopian Community Mutual Assistance  
Association (ECMAA)*

# *Annual Meeting*

*October 27, 2019*

[www.ecmaany.org](http://www.ecmaany.org)

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# *Agenda*

- Introduction
- Census Participation
- Review of the Past Year
- Looking Ahead
- Targets and Milestones
- Budget
- Election
- Discussion and feedback



# *Introduction*

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- The Team
- Strategic Plan Development Process
  - Survey, professional guidance, discussion and reflection
- Guiding Principles
  - Mission and Vision
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- Implementation Process and Timeline
  - Focus on one or two key objectives each year



# ECMAA 2020 STRATEGY SUMMARY

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## Mission

As an independent not-for-profit association with no political or religious affiliation, ECMAA is committed to serving the needs of the Ethiopian community in the NY tri-state area. ECMAA does this through the coordination of cultural and educational activities and by leveraging the experience of its membership base to share knowledge, skills, and resources with those in need of assistance

## Vision

To build a thriving, empowered and fully integrated community that has the capacity to share its culture and values while taking full advantage of the socio-economic and educational opportunities available in the larger society

## Objectives

Active Membership

Share Resources

Create Opportunities

Promote Heritage

## Target audience

### Geography



New York City  
New Jersey  
Connecticut

### Demographic



Families



Elderly



Students



Young Professionals

## Drivers



Education



Heritage



Social Services



Networking

## Foundation

Event Planning

Community Outreach

Volunteering

Fundraising<sup>4</sup>

# *Foundation*

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- The Community is both the foundation and beneficiary of ECMAA. The Board, members and volunteers will do all that's possible to plan events, raise funds and reach out to those with limited access to resources to ensure they are connected to the community.
- Stay informed and participate by:
  - Becoming a member
  - Getting on our email list
  - Telling your friends about ECMAA
  - Visiting our website regularly [www.ecmaany.org](http://www.ecmaany.org)
  - Following us and sharing information on Facebook: @ecmaanytristate
  - Following us @ecmaany on Instagram
- Let's begin by getting counted!



# *Census Participation*

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# *Review of the Past Year*

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- Review of the Website
  - [www.ecmaany.org](http://www.ecmaany.org)
- Outdoor Community Events
  - Spring Fair, Picnic, Youth Vs. Experience Game
- Workshops
  - College Planning, Resume Building, Immigration, Autism
- History and Culture
  - Ethiopian Cultural Festival, Amharic Class, Yekatit 12 Commemoration, African Heritage Month
- Attending and Supporting other events
  - Book signing, film screening, dinners, Demera, mental wellness discussion

# *Looking Ahead*

Active  
Membership

Share  
Resources

Create  
Opportunities

Promote  
Heritage

- Goal:

Increase ECMAA's email circulation list and particularly its registered membership by 4 to 5 times from current baseline in 2019 of 60 members.

# *Looking Ahead*

Active  
Membership

Share  
Resources

Create  
Opportunities

Promote  
Heritage

- How will we achieve it?
  - Stronger presence (social media, partner organizations)
  - Programming curated to match community's needs
  - Engage current members and position them to be advocates
  - Online capability to join membership, donate, corporate matching fund etc,
  - Partner organizations – support, attend and promote events, highlight accomplishments of Ethiopians and their work
  - CRM tool to manage membership, grow our email reach
  - Immediate needs-Logo, grant writing, event space, website (shopping cart etc)

# *Looking Ahead*



- Goal:
  - Build Collective Knowledge
  - Retain Knowledge
  - Stay Abreast of Changes
  - Help Members Feel Integrated and Vested
- The most successful communities are those that are able to leverage their resources for the collective good.

# *Looking Ahead*



- How will we achieve it:
  - Created a link on ECMAA’s website for resources and will build on it going forward
  - Ensure our newsletter disseminates available resources
  - Identify the needs and resources in the community
  - Focus on the needs of the most vulnerable members of our community
    - Those with disabilities
    - Those who’re newly arrived
    - Those experiencing crisis and financial hardship

# *Looking Ahead*

Active  
Membership

Share  
Resources

Create  
Opportunities

Promote  
Heritage

- Goal: Provide networking opportunities across ECMAA friends and partners to improve long-term outcome for the Ethiopian Community in areas including but not limited to the following:
  - Employment, education and professional growth
  - Social assistance and support
  - Entrepreneurship

# *Looking Ahead*

Active  
Membership

Share  
Resources

Create  
Opportunities

Promote  
Heritage

- How will we achieve it:
  - Organize information sharing events that include professional networking opportunities
  - Conduct workshops that share both soft skills needed in both personal and professional life
  - Organize events that are social, cultural and fun
  - Be available to youth and children interested in education, employment, cultural and social opportunities
  - Create a systematic way of identifying opportunities

# *Looking Ahead*

Active  
Membership

Share  
Resources

Create  
Opportunities

Promote  
Heritage

- Promote Ethiopian Heritage within our community to learn from, participate in and enjoy it in all of its diversity. Activities will feature:
  - History
  - Culture
  - Language
- Explore combining culture and history by planning theater for our next Yekatit 12 event
- Our goals are:
  - To honor our cultures, our values, and to bring awareness that there are differences and to interact more effectively.
  - Provide a sense of unity and connect us to previous generations to better understand where we come from.
  - Pass history from generation to generation in stories to keep our memories alive and help shape our culture.

# *Few fact of Ethiopian Heritage*

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- Ethiopia is an African country with a 3,000 year of history
- Ethiopia is the second most populated nation in Africa with a multilingual society of 80 ethnic groups.
- Ethiopia is the cradle of human species (Lucy).
- Ethiopia is the original birth place of coffee beans.
- Ethiopia has its own calendar, time counting system and script with one of the oldest alphabets still in use.
- Ethiopia is the home of the greatest, fastest long distance runners in history.
- Ethiopia is the only African country that defeated a colonial power and retained its independence. ECMAA commemorates Ethiopia's strengths and losses during Italy's Invasion each year on or near " Yekatit 12".

# *2019 Yekatit 12 Celebration*

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President of ECMAA, Dinsiri Fikru's opening remark

# *2019 Yekatit 12 Celebration*

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ECMAA Partner Global Alliance for Justice for Ethiopia speaking about the event

# *2019 Yekatit 12 Celebration*

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Guest Speaker Dr. Teshale

# *2019 Yekatit 12 Celebration*



Guest Speaker Dr. Zergabachew

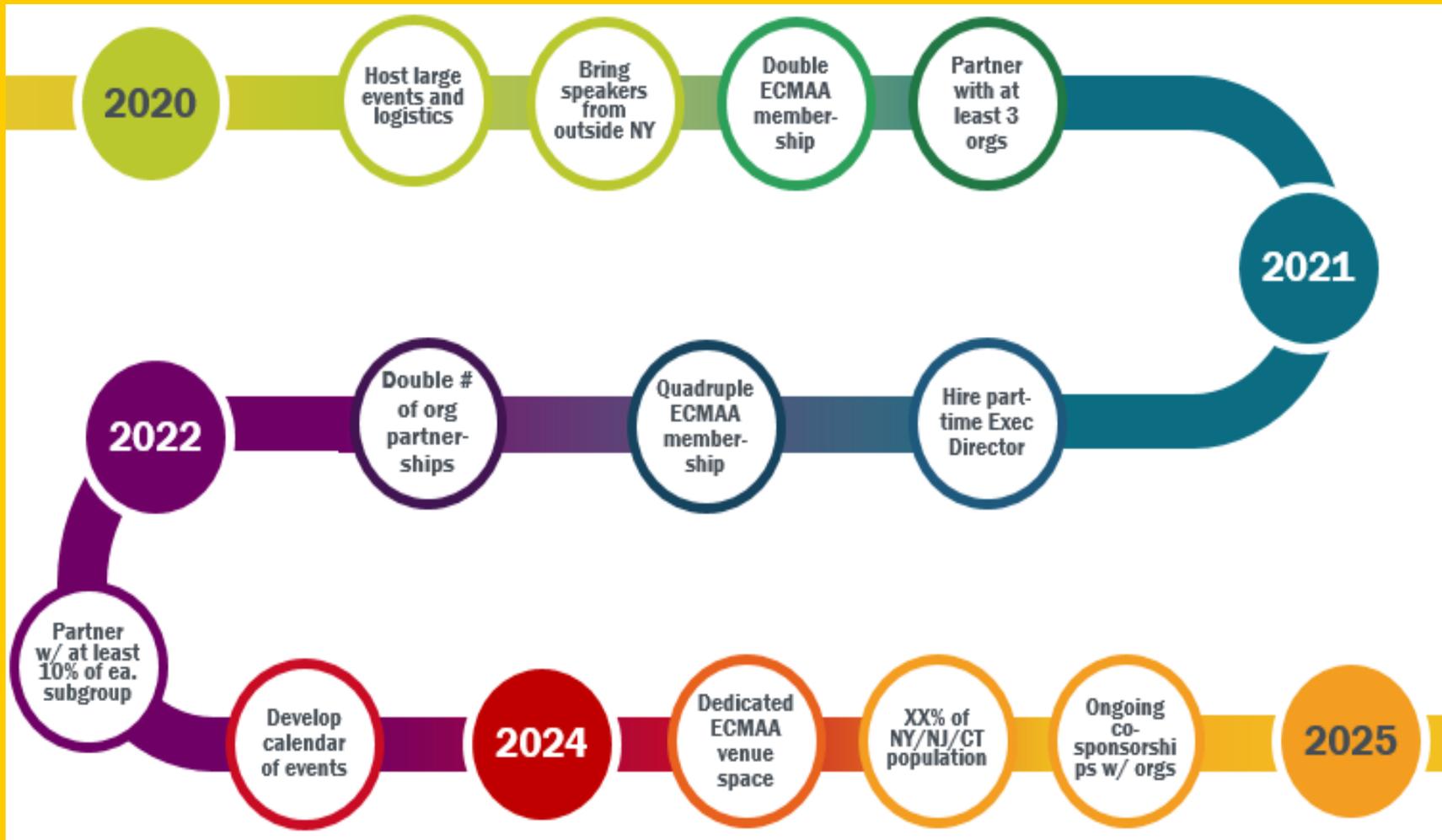
# *2019 Yekatit 12 Celebration*

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Guest Speaker Mr. DeMarco, J.D.

# Milestones



# *Budget – Balance Sheet*

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ECMAA, Inc. Statement of Financial Position  
October 27, 2019

## **Assets**

Cash and cash equivalents \$ 5,053.89

**Total Assets \$ 5,053.89**

## **Liabilities & Net Assets**

Accounts payable and accrued expenses \$469

Net assets \$4,584.89

**Total Liabilities and Net Assets \$5,053.89**

# *Budget – Sources of Revenue*

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- Use September 2019 Picnic as example
- Membership Collections \$1,350
- Miscellaneous collections \$554.55
  - Concert ticket Sale
  - Cash Donations
  - Food Donations

# *Budget - Expenses*

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## **Recurring Costs**

- Web site hosting fees \$80
- Mail box \$140

## **Event based costs (Use example of September 2019 Picnic)**

- Food \$520
- Park permit \$25
- Miscellaneous \$160

# *Elections and Other Needs*

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- Vice President
  - Assist the President in the discharge of his/her duties. The Second Vice President shall perform the duties of the President in the absence of the First Vice President. The Vice President will also be responsible for monitoring and responding to email traffic. Practically, the Vice President contributes to planning the year's activities and leads meetings and events in the absence of the President unless there is another designee for the event (4-6 hours per month)
- Board Member
  - A general Board Member can focus on an area of need or of interest. Possible areas of focus can include, organizing one special event or a series of events. Of particular need in skill, experience and interest:
    - Web design and management
    - Fundraising
    - Graphic design
- Volunteer/Intern
- Possible Staff for Census Count

# *Activities for the Year*

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- Decided
  - Youth Vs. Experience
  - Fundraising Social
  - Yekatit 12
  - Autism/Mental Health/Disability
  - Spring Fair/Picnic
  - Coming of Age Teen Gathering
- For Consideration
  - Regularly scheduled workshops
    - College, career, getting settled in the NY area, homeownership
  - Regularly scheduled social gatherings
    - Professional networking, book club, dating, film, mom's night out