

BUILDING YOUR ORGANIZATION

To successfully address challenges and enact social, physical, and economic change within the community, a non-profit organization is needed to advocate for a better standard of living and ensure that the needs of the community are met, now and in the future.



OVERALL GOALS:

- Outline the community’s needs and begin developing relationships with potential partner groups and stakeholders who can help address these needs.

TIMEFRAME:



- Education:
- Establish youth summer camps and programs/resources for adults.
 - Train adults for workforce.

- Health:
- Introduce individual/group counseling.

- Social:
- Reduce crime, gangs, and prostitution.
 - Foster and improve familial relationships.
 - Improve community support and cooperation.

- Physical:
- Recruit businesses that cater directly to the community and provide affordable food and retail options.

OPERATIONAL GOALS:

- Hold meetings to introduce and establish collaborative process.
- Identify funding sources, and organize for grant-writing and fundraising events.
- Reassess timeline and address potential schedule changes.

- Develop the non-profit organization, and establish leadership roles within and outside of the organization.
- Devise marketing strategies and establish marketing platforms, recruiting youth as needed.
- Apply for grant opportunities.

- Implement and evaluate plans constantly.
- Create retention program to ensure future generations promote the longevity of the organization.
- Designate leadership roles to engage youth.
- Reassess timeline and address potential schedule changes.



SHORT-TERM GOALS

HOW TO START A NON-PROFIT:



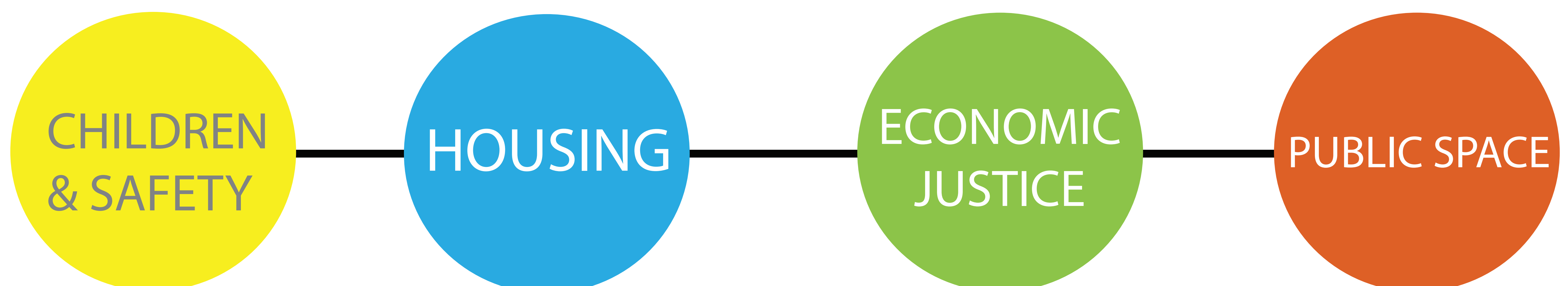
1 Develop a mission statement

Mamás Unidas is a grassroots organization that directly serves the Latin@ community within Washington Neighborhood in San Jose. Together, Mamás Unidas hopes to address pervasive issues such as gentrification, high rent prices, a lack of affordable retail and food options, and gang-related activity.

Through advocacy, education, and fostering local partnerships and relationships, Mamás Unidas campaigns to increase the visibility of the community and its needs while also striving for a sustainable standard of living for all present and future generations within the neighborhood.

2 Ensure that services and programs provided are high-quality, responsive, and unduplicated

Establish committees that will address the four scopes for the community: Children and Safety, Housing, Economic Justice, and Public Space.



3 Establish reliable and diverse revenue streams

Look to donations, corporate and local contributions, fundraisers, and grants for securing funding for the organization. Designate finances to a few individuals, and recruit community members, as needed, for funding-related efforts.

4 Create clear lines of accountability

Determine leadership positions and responsibilities at every level. Utilize the democratic process to appoint members to positions.

5 Establish adequate facilities

Establish working and meeting sites.

Source: <http://grantspace.org/tools/knowledge-base/Nonprofit-Management/Establishment/starting-a-nonprofit>

IMMEDIATE GOALS

Developing the collaborative process is essential to starting our non-profit organization.



DRIVING QUESTIONS FOR ORGANIZING

CAPACITY



What is a manageable number of people who should comprise the leadership of the organization, and how many people are needed at other points in the collaborative process? How many partnerships do we need with other entities, within and outside the community?

GOVERNING BODIES



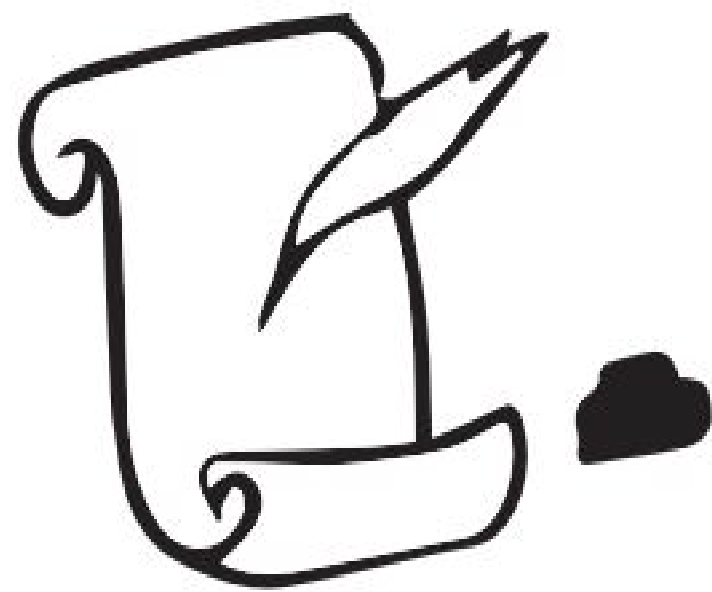
Who are the people within the immediate and outside community who have power, influence, and money who may be recruited as informed partners, stakeholders, and potential board members?

POTENTIAL CONSTRAINTS



What are the external perceptions that may hinder our ability to reach our goals, and what are the internal divisions that may prevent us from working together?

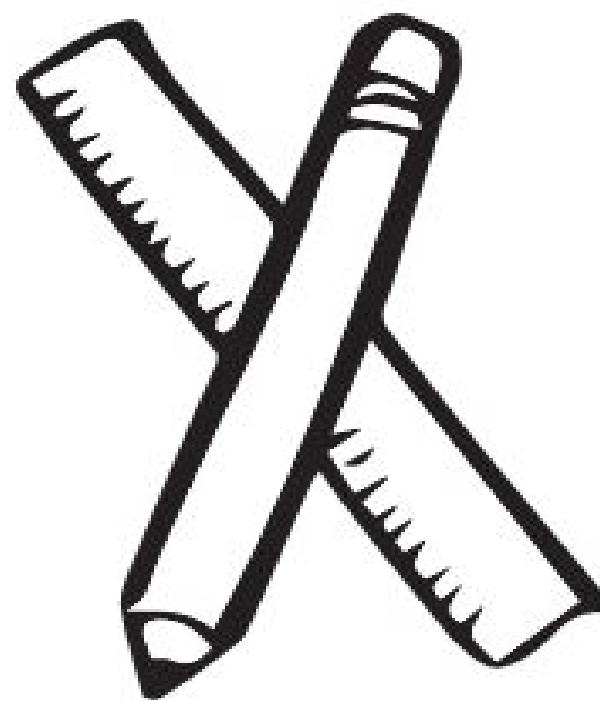
COMMUNITY HISTORY



What aspects of our community's history and values need to be taken into consideration while planning our futures?

- Mexican culture
- Immigrant experience
- Working class values
- Neighborhood oral histories

VARIETY IN SKILLS



What skills are people bringing to the table, and what role should different individuals play in the collaborative process? How can we organize these skills to build a well-managed organization?

TERRITORY



What territory do we want to cover? What businesses, elected officials, media officials, consumers, other non-profits, and public-sector organizations do we want to reach out to for support and collaboration? Do we stay within the Washington neighborhood, or do we partner with other organizations in San Jose?

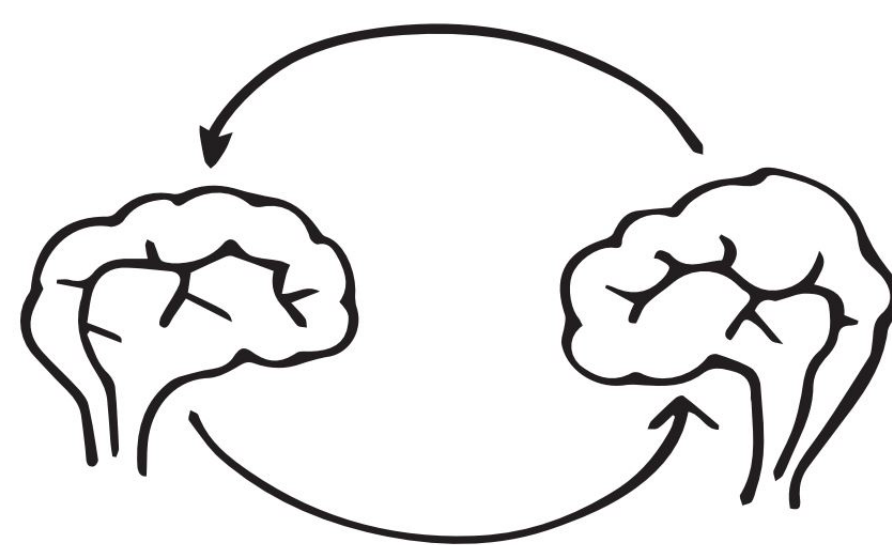
DRIVING QUESTIONS FOR BUILDING TRUST & OWNERSHIP

ENGAGING PARTNERS



What role will partner groups play in our collaborative efforts, and how will we enlist their help? How can we build effective partnerships to share funding and write joint grants?

BUILDING A BASE OF COMMON KNOWLEDGE



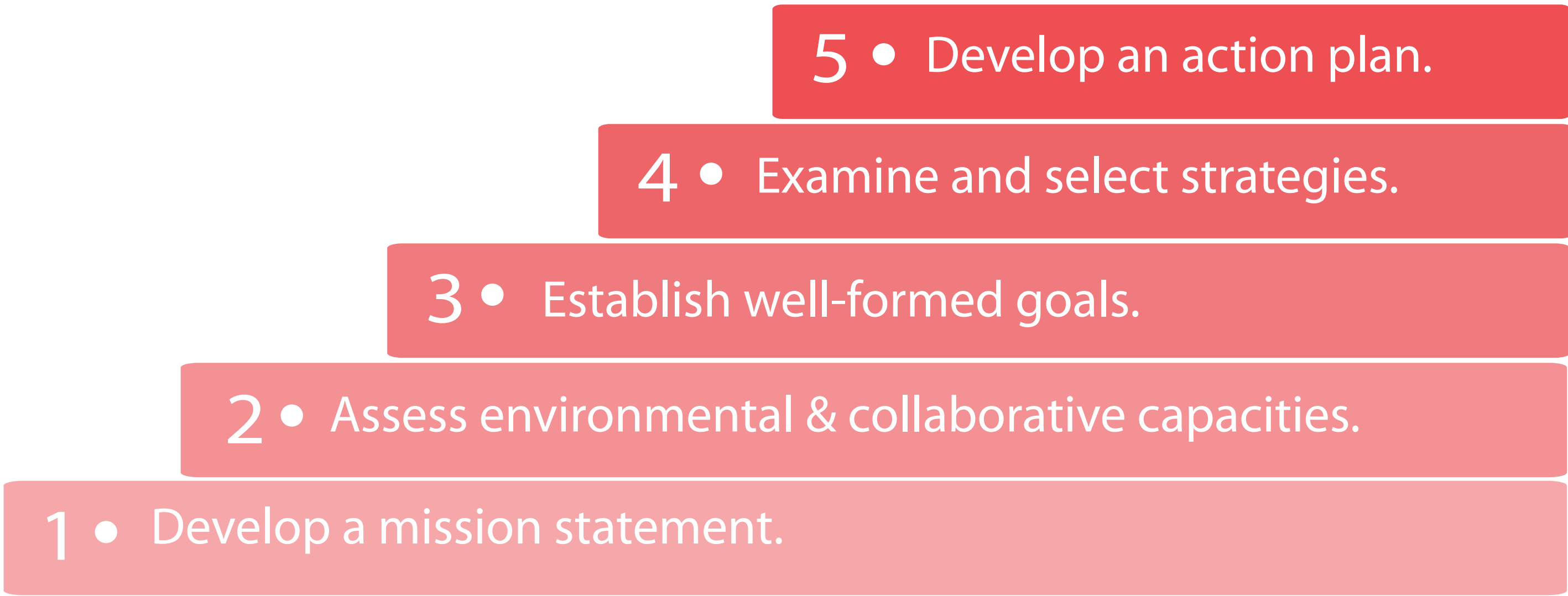
How will we ensure that we're all on the same page about self interests and personal similarities and differences? How can we own the knowledge of our community and use it to apply for grants?

DEVELOPING A SHARED VISION



What do we hope to create together?

STRATEGIZING



TAKING ACTION

Utilizing everything we've outlined up until this point, we can now begin to build our organization. The following board provides a template on how to build a non-profit organization.

Source: http://eclkc.ohs.acf.hhs.gov/hslc/tta-system/teaching/Disabilities/Program%20Planning/Interagency%20Collaboration/famcom_fts_00132_081905.html#gt