

Strategic Plan 2016-2019



Our Vision: To bring hope to the poor in Nicaragua

Our Mission: Roots of Change Foundation raises funds to support the work of FUNDACCO, our partner in Nicaragua.

BACKGROUND AND CONTEXT:

The Roots of Change Foundation is a registered Canadian Catholic charity initiated by Father Denis Hébert in 2005 to support missionary work in needy areas of Nicaragua. In partnership with FUNDACCO, a Nicaraguan based organization, we strive to bring hope to the poor by funding programs that relieve poverty, provide educational opportunities and improve health and wellness. We raise funds by making informative presentations to groups and organizations, engaging the public at meetings and markets and hosting an annual fundraising event. We also partner with schools and other groups who raise funds for specific projects in Nicaragua. Although Father Denis passed away in April 2015, the work and vision to which he devoted his life continues in the vision and goals of the Roots of Change Foundation.

OUR GOALS:

- Our supporters feel personally connected to our cause.
- We have a stronger relationship with our supporters and with FUNDACCO.
- We have generated more involvement from the supporters of the Foundation.
- Our Foundation is sustainable.
- Our donors believe we have integrity and they trust us.

OUR STRATEGIES:

- Diversify our fundraising techniques.
- Enhance partnerships with youth organizations. (schools, service groups, parishes)
- Increase the number of delegates and encourage them to engage in the Foundation following their experience.
- Connect with more people through different media.
- Transition to a policy governing board.