

NACCA

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Newmarket African Caribbean Canadian Association

STRATEGIC PLAN 2022-2027

Land and Ancestral Acknowledgement

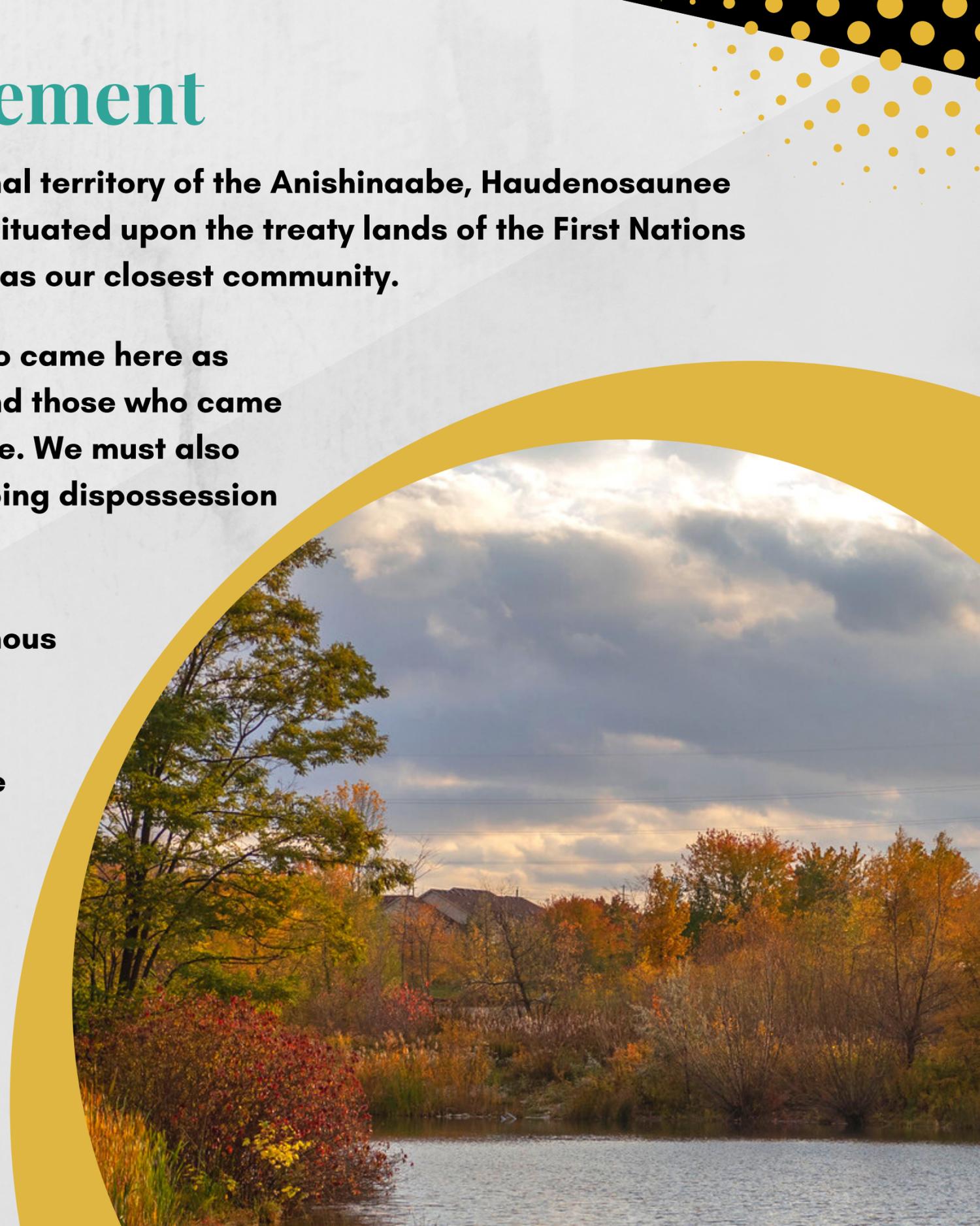
We want to acknowledge that the land on which we gather is the traditional territory of the Anishinaabe, Haudenosaunee and Wendat peoples. We acknowledge that the NACCA headquarters is situated upon the treaty lands of the First Nations of the Williams Treaty and the Chippewas of Georgina Island First Nation as our closest community.

We also acknowledge that we are all Treaty peoples – including those who came here as settlers – as immigrants either in this generation or in generations past and those who came here involuntarily, particularly as a result of the Trans-Atlantic Slave Trade. We must also recognize the fact that this colonial nation is founded in historic and ongoing dispossession of this land’s indigenous peoples, and African descendant peoples.

We especially pay tribute to the ancestors of those of African and Indigenous origin and descent.

As an organization that centres on social justice, we feel it is critical to be informed on the past and the ongoing consequences of colonialism. We encourage everyone to learn about the history of these lands, and to support resistance here and across Turtle Island.

NACCA gives thanks for the land that nourishes us and enables us to live in communities. May we continue to aspire to nurture and care for this land and for each other.



Board of Directors



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OUR MISSION, VISION & VALUES



MISSION

We are committed to the collective work of engaging the African Canadian communities and its allies through program delivery, education and partnerships, to cultivate an empowered and united Black community in Newmarket.

VISION

To serve as a community hub that will support and strengthen the present and future outcomes of the Black community, especially Black youth. To advance generational skills-building, knowledge exchange, empowerment, and expression. To ignite change through allyship and cross-cultural learning.

VALUES

- Mentorship & Education
- Youth Engagement
- Access
- Cultural Diversity
- Empowerment

A Message From Our Chairperson



"When a group of community members came together four years ago to build on the idea to create a more connected and inclusive community, Newmarket African Caribbean Canadian Association (NACCA) began. Since then, NACCA has been a leading voice for people of African descent in Newmarket and York Region who have endured legacies of systemic discrimination and anti-Black racism.

We have championed innovative programming, like our culturally relevant mental health education and support programs, and became the first B3 (Black-led, Black-focused, Black-serving) organization in York Region to open a community space where Black youth and families can gather, share ideas and nurture a sense of belonging. On February 22, 2022, NACCA acquired charitable status which was an incredible milestone for the organization.

Over the next five years, a strategic plan will guide us into the next stage of our development as we prioritize mental health and financial education, access to food and other necessities of life, and build towards a vibrant, more equitable and thriving community. We will continue to centre the lived experiences of African Canadians and create opportunities for positive interaction and dialogue with the aim to reduce racism and foster cross-cultural learning. We are extremely proud of our accomplishments to date, and look forward to working together with our community members, partners, and allies for the next five years and beyond."

Jerisha Grant-Hall
Founder & Chairperson
NACCA

The Process

The strategic plan has been informed by insights, research, and analysis from various strategic planning initiatives, which included:

- **Workshops with the board**
- **NACCA environmental scan**
- **Community survey**
- **Focus groups with relevant stakeholders.**



2022-2027
STRATEGIC PILLARS

BUILDING CAPACITY

NACCA will focus on creating a solid foundation for its future by increasing revenue and building its operational capacity. The acquisition of NACCA's new headquarters provides an opportunity to activate initiatives that have the potential to strengthen the financial and operational health of the organization.

HOW WE'LL DO THIS:

- Secure key operational staff in order to maintain and build on programming, optimize the physical NACCA space for community use, and to support sharing our story.
- Build awareness about the new physical location and position it as a "go-to" hub for Black communities in Newmarket and York Region.
- Increase fundraising revenue by establishing and implementing an annual fundraising calendar of events.



BUILDING COMMUNITY

The community survey and focus groups provided insight into the needs of the Newmarket community. NACCA will strongly position itself as an entity that is responsive to the needs of the community and that provides access to programs and initiatives that positively impact Black youth, families and seniors in Newmarket and surrounding regions.

HOW WE'LL DO THIS:

- Create and build awareness of new and existing NACCA programs with a focus on engaging cross-generational audiences and increasing participation.
- Ensure that NACCA's digital presence is accessible to community members who are seeking information on programs and events.



BUILDING LEGACY

NACCA is poised to become a leading organization in the region. Its foundational relationship with the Town of Newmarket coupled with the talent and expertise of the current Board of Directors can be leveraged to engage in new partnerships that will enhance NACCA's services and reputation.

HOW WE'LL DO THIS:

- Initiate deep multi-year partnerships to strengthen the lasting impact of NACCA.
- Create opportunities to solidify NACCA's position as an authority on issues of race and equity within, and outside of, York Region.



FIVE-YEAR STRATEGIC PLAN MILESTONES



The report was prepared for NACCA by:



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