

NACCA

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Chairperson's Report

Annual General Meeting - Year Ending December 31, 2023



Jerisha Grant-Hall

Chairperson, Founder
Newmarket African Caribbean Canadian Association

INTRODUCTION

It is with immense gratitude and pride that I extend heartfelt appreciation to our remarkable volunteers, dedicated Board of Directors, and passionate community supporters. Community building is hard work. It requires patience, diligence, focused effort and capital investment. Your resolve to help us achieve our goals and realize our vision remains unwavering, demonstrating your strong commitment to our collective success. *Ubuntu*, I am because we are. You carried the spirit of Ubuntu, humanity towards others, which has been instrumental in shaping the Newmarket African Caribbean Canadian Association (NACCA) into a beacon of change, empowerment and hope within our community.

Our journey with NACCA reflects a shared commitment to creating opportunities and pathways for Black youth and families. Six years ago, this vision took root as Black identifying residents from Newmarket and Aurora came into alignment with a common goal: to build, connect, and advance our communities.

Through collaborative efforts, allyship and persistent determination, NACCA has become a vital force for change, culminating in the acquisition of Hollingshead House – the first Black-led community center in York Region which is also home to the first speciality African-centred library in York Region (the Iris Malcolm Library). This milestone represents not only a tangible achievement but it is also a testament to our collective work and responsibility (*Ujima*), to uplift our community, build and maintain it together, make our brothers and sisters problems our problems and solve them together. In doing so, we have created safe and inclusive environments for our community to flourish.

Central to NACCA's mission is our commitment to delivering programming through an Africentric framework, rooted in the rich history and cultural heritage of our ancestors. By centering our efforts on resistance to oppression and afri-centricity, we honor the legacy of those who came before us while paving the way for future generations to lean unapologetically into their potential.

As we reflect on our journey and look toward the future, we celebrate the outstanding contributions of individuals like Matthew Palomino, immediate past Youth Director, whose leadership and dedication have been instrumental in advancing our organization's mission. His exceptional devotion and contributions exemplifies the

spirit of Ubuntu and collaboration that defines our organization.

As we move ahead, we will draw inspiration from the determination and strength of our community. Together, we will continue to connect and unite Newmarket’s African Canadian communities here and beyond.

ACCOMPLISHMENTS



I am pleased to present the Chairperson’s Report for 2023, highlighting the achievements, challenges, and progress made by our organization over the past twelve months. Despite the unprecedented challenges posed by the global pandemic and other external factors, our organization has remained balanced, adaptable, and committed to fulfilling our mission and serving our community.

Throughout the year, NACCA has remained steadfast in its 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. Our 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, continues to guide our efforts and inspire us to create meaningful impact in our community.

Looking back on our achievements in 2023, despite the challenges posed by the residual effects of the pandemic, coupled with pressing issues of anti-Black racism, historical inequities, and social injustices, we recognize the catalyst we have become. A heartfelt thank you to our executive team, volunteers, donors, and sponsors for standing by us throughout this journey. In 2023, ninety (90) new members joined NACCA, representing 33 families in our community. This is an increase from 2022 which saw fifty-six (56) individuals registered from 23 families.

Some of our significant contributions and accomplishments in the past year include:

1. Black History Month Proclamation: NACCA's advocacy led to a historic proclamation by the Newmarket Town Council, officially recognizing Black History Month. Read the resolution [here](#)
2. Black History Month Partnership with the Town of Newmarket featuring a plethora of events and activities under the theme, "The Black Family," which featured a Flag Raising Ceremony, Black History Reception, Art Exhibition and Ujamaa Marketplace, Speaker Series with Ginelle Skerritt, Evening Falls Illumination, Achievers in Black Excellence Panel Discussion with past NACCA scholarship winners; author reading with Shauntay Grant at East Gwillimbury Public Library, and African Fables Family Storytelling event with Sandra Whiting at the NACCA Community Centre
3. Launch of the Black Rivers' Alliance (BRA) documentary, "Living in Colour"
4. Awarded scholarships to 9 students in support of their post secondary education plus 1 recurring multi-year scholarship totaling \$18,500
5. NACCA received recognition at Nonprofit Sector Appreciation Week Celebration
6. Provided Summer Employment opportunities for five (5) Black youth through Canada Summer jobs
7. Offered a unique Africentric Kuumba Summer Camp which provided 7 weeks of activities for Black children and youth ages 6- 13, generously supported by

numerous sponsors

8. Delivered four (4) mental health workshops and panel discussions that impacted 110 individuals
9. Continued partnership in the Youth School Success Initiative (YSSI), focusing on weekly psycho-education sessions for Black youth in grades 6–8 across York Region
10. \$167,100.00 from Ontario Trillium Foundation which allowed for core funding to hire our first full-time staff
11. 103K Support from The Regional Municipality of York for mental health initiatives
12. Various other grants including New Horizon for Seniors, Anti-Hate Security Grant, a \$20 000 Cybersecurity grant from SBCCI, and Canada Summer Jobs
13. A \$1500 contribution from YRP to advance the programs and initiatives of the Iris Malcolm Library, facilitating school visits and other programs
14. A \$4000 contribution from Magna International which supported 13 NACCA families for the annual Christmas drive
15. We sat at community tables, including a housing committee with 360 Kids, and a dismantling anti-Black racism and building community trust committee with the YRP
16. Official opening of the Community Garden
17. Hosted a fundraising Gala and Volunteer Appreciation Night on October 26th.
18. New collaboration with Central York Fire Services for a career day
19. Involvement with the Town of Newmarket's Dismantling Anti-Black Racism Advisory Committee (DABRAC)
20. Outreach activities at Clearmeadow Public School, Sacred Heart Catholic High School, and Alexander Muir PS.
21. NACCA families engagement with Toronto Marlies
22. Extensive policy and procedure development to strengthen organizational structure and governance.

These accomplishments reflect NACCA's commitment to serving the African Canadian communities in Newmarket and beyond, fostering empowerment, education, and unity while combating systemic barriers and leading cultural celebration and awareness.

MOVING FORWARD



As we approach year three of our five year strategic plan, we will delve deeper into the core pillars which are building capacity, building community and building legacy and remain focused on our mission and objectives.

NACCA will embark on a series of fundraising activities, strategically designed to elevate our revenue streams and better address the evolving needs of our community. This involves a meticulous examination of our funding mechanisms to ensure they are both robust and responsive to community demands and sustainability.

In the short term, we will focus on initiating an organizational review to streamline resources. Additionally, we will prioritize enhancing the Board's capacity and look to implement a communications strategy to amplify our efforts.

In the mid term, we want to deepen our engagement with the community by understanding their evolving needs and expanding our membership base. We will also concentrate on expanding key priorities such as mental health and financial education, and continue to build on our initiatives like food security which supports economic equity while fostering a vibrant and thriving community.

In the long term, our focus will be on expanding our impact and reach; the following is how we will do this::

1. Clearly defining NACCA's goals for expansion. We use our strategic plan to identify specific metrics and indicators to measure our success, such as increased membership, engagement, and program impact for core programs.
2. Conduct research and evaluate our programs and initiatives to identify emerging trends, unmet needs, and opportunities for growth within our community. Understanding demographics, preferences, and pain points to tailor our expansion efforts effectively.
3. Develop a plan that outlines specific timelines, and resource allocation. Consider both traditional and innovative approaches, such as partnerships, collaborations, digital marketing, and community outreach initiatives.
4. Develop a stronger online presence through website optimization, social media engagement, email marketing, and content creation to connect with a wider audience and amplify our message.
5. Identify potential partners, stakeholders, and collaborators who share NACCA's mission and values. We will cultivate strategic partnerships with other organizations, businesses, government agencies, and community groups to leverage resources, expertise, and networks for mutual benefit.
6. Empower and mobilize our community of supporters, volunteers, and advocates to become ambassadors for our organization's mission and initiatives. Provide opportunities for engagement, participation, and leadership to foster a sense of ownership and investment in NACCA's success.
7. Explore diverse funding streams and revenue sources to support these efforts. Considering grants, donations, corporate sponsorships, earned income ventures, or social enterprise models to supplement existing funding and sustain long-term growth.
8. Regularly monitor and evaluate NACCA's progress towards reaching our goals, adjusting strategies and tactics as needed based on performance data and feedback. We will ask for regular feedback and testimonials, and use milestones to measure the effectiveness of our efforts and inform future decision-making.
9. Foster a culture of continuous learning and improvement within the organization, encouraging innovation, creativity, and adaptation in response to changing external environments and stakeholder needs. Embrace feedback, lessons learned, and best practices to refine our approach and maximize impact over time.
10. Celebrate successes, milestones, and achievements along the way to inspire and motivate our team and stakeholders. We will recognize and acknowledge the contributions of individuals and groups who have played a role in NACCA's journey, fostering a sense of pride and momentum for future growth.

FUNDING 2024-2025

To facilitate these objectives, we have set a target of \$100,000, earmarked for initiatives aimed at bolstering our short-term goals. These funds will play a pivotal role in fortifying our existing programs, expanding our reach, and fortify our organizational infrastructure.

Looking ahead to the mid and long term, spanning until September 2025, our strategic focus will shift towards fortifying the capacity and reach of our organization. Central to this vision is the transformation of the NACCA Centre into a vibrant community hub, serving as a nexus for the York Region Black communities. This underscores our commitment to fostering inclusivity, connection and belonging.

To realize this vision, we will set a target ranging between \$400, 000 to \$500,000, which is intended to fuel initiatives aimed at expanding NACCA’s footprint, while retaining top and momentum. These funds will be instrumental in ensuring critical investments, such as continuing core operational funding, the recruitment of paid resources including staffing and expertise, and the delivery of innovative programming tailored to meet the diverse needs of our community as outlined in our strategic plan.

Through these efforts, NACCA is poised to build upon its grassroots foundation, ushering in a new era of development.

CONCLUSION



NACCA remains dedicated to continuing to build, engage and act in the following

five focus area:

1. **Team Building:** We will prioritize the enhancement of our Board of Directors, fostering a diverse and skilled team equipped to steer NACCA towards its goals effectively.

2. **Partnership Building:** We continue to cultivate strategic relationships with stakeholders, organizations, and partners who share our vision and values. By nurturing these connections, we amplify our collective impact and broaden our reach within the community.

3. **Strategy Implementation:** Collaborating closely with our board and staff, we diligently execute our multi-year strategic plan. This plan emphasizes core capacity building and sustainable fund growth while exploring innovative avenues to ensure long-term viability for both revenue and program delivery.

4. **Process Refinement:** We continually refine our organizational processes, structures, and policies to enhance efficiency, transparency, and effectiveness in our operations.

5. **Talent Management:** Recognizing that our people are our most valuable asset, we prioritize the recruitment, development, and retention of talented individuals who align with NACCA's mission and values. By investing in our team, we bolster our organizational capacity and drive forward our initiatives with expertise and dedication.

By remaining focused on these key areas, NACCA is poised to not only sustain its current momentum but also to thrive and make an enduring impact on the communities we serve.

As we look to the future, our organization remains focused and determined to build on our successes, address challenges, and continue advancing our mission. We are excited about the opportunities that lie ahead and remain committed to serving our community with excellence, integrity, and compassion.

We invite you to continue your involvement and support in shaping the organization's future. I want to close by expressing gratitude for the dedication and support of members, volunteers and sponsors. With your engagement and participation, we aspire to continue shining a light of support, advocacy, empowerment and unity, leaving a lasting legacy of positive change and transformation for generations to come.