

MISSION STATEMENT

ZCFC is a non-profit organization focused on providing the necessities of life (specifically but not limited to care, shelter, food, medical attention and education) for the orphaned children of Zambia, Africa. Our mission is to nourish the lives of these bright children through the early provision of a formal education and the teaching of independence and self-reliance, empowering them with the strength and determination to fight, survive & reach their full potential in order to become productive citizens.

VISION

"Building a Promising future for the orphaned children of Zambia"



VALUES

These serve as guidelines for our conduct and behaviour as we work towards our vision.

- 1) *Credibility* - We are responsible for using raised funds appropriately and are accountable for reporting accurate finances.
- 2) *Integrity* - We are committed to acting in an ethical and honest manner.
- 3) *Dedication* - We are loyal to our purpose as we demonstrate our utmost support to the orphaned children of Zambia.
- 4) *Respect* - We embrace diversity and thus believe that everyone should be treated with dignity and compassion.
- 5) *Teamwork* - We encourage a fun, collaborative working environment that builds character through the use of efficient communication by sharing knowledge with each other.
- 6) *Innovation* - We accomplish our goals by fostering an optimistic, open and autonomous environment.



GOALS

LONG TERM GOALS (5 year plan)

* These long term goals will be reviewed and amended on a semi-annual basis.

1. To expand ZCFC across Canada by raising awareness and increasing community involvement by establishing joint ventures with nation wide organizations, using aggressive marketing measures, promotions and tradeshows by 2013.
2. To raise \$150,000 by 2013 through fundraising programs including but not limited to corporate donors (25%), individual donors (25%), events (30%) sales & marketing (10%) and grants (10%).
3. To build long lasting relationships with corporations by implementing a sponsorship program such as adopt-a-classroom, Ambuya project, university chapters and real-estate (land) sponsorship by 2013.
4. To increase our team of committed volunteers by 50% each year through interactive participation in the community.
5. To strengthen our relationship with the orphaned children and the staff of the organization through frequent two-way communication, information sharing sessions and annual visits to Zambia.
6. To enhance the organizational effectiveness of the branch by developing a strategic plan and progressively reviewing and amending policies and procedures on an annual basis.





"Building a Promising Future for the Children of Zambia"

GOALS

SHORT TERM GOALS

(1-2 year plan)

* These short term goals will be reviewed and amended on a quarterly basis.

1. To maintain administrative costs at 10% (2007/2008) and 5% (2009/2010) of our annual revenue through quarterly assessments (January, April, July & October) of our financial status.
2. (2009/2010) To improve the ZCF website: adding flash, getting other websites to link to our page, increasing interactivity and making the most use of the website, using it as a tool to communicate our message.
3. To design and implement a ZCF outreach package (including brochures, stationary (business cards, etc.) by the end of September 2008. Establish a ZCF presentation by January 01, 2009.
4. To publish an annual report by the end of January 01, 2009.
5. To develop a policy or plan for the corporate sponsorship, grant program by January 01, 2009 and international internship (September 01, 2009).
6. To publish quarterly newsletters (January & July) updating the public about current ZCF events.
7. To strengthen our relationship with ZCF chapters across the world with frequent communication between the parties.

CORE GOALS

1. Nourish the children by providing 3 healthy and nutritious meals each day.
2. Offer a homely environment in which to raise the children.
3. Attend to each child's physical and emotional needs.
4. Provide quality education and trade skills to all.
5. Grant a higher education for those eligible.
6. Keep siblings united for a healthier upbringing.
7. Educate the locals about AIDS and health awareness.
8. Support grandparents in raising the orphan children.

