



**ALLIANCE
FOR
HISPANIC
ADVANCEMENT**

***Strategic Plan
2023-2024***

“Family, Culture, Education & Tradition”



ALLIANCE FOR HISPANIC ADVANCEMENT

On behalf of the Alliance for Hispanic Advancement Board of Directors, we would like to present to you our first ever Strategic Plan.

We are excited to present our plan, which was developed with our Board and a few members, and facilitated by a consultant. Together, we have created something we hope serves as the foundation for our organization as we provide critical support in our communities. The plan also serves to offer a unique focus for several years, adapting to current and anticipated community environments.

We had several interactive discussions and came to the conclusion we needed to refresh our mission and vision statements, driven by a core set of values we all believe in. From that, we identified priorities and action items that we intend to accomplish over the next year or two.

Strategic Plans are a pathway to future accomplishments. We are not taking our priorities lightly, making sure we complete tasks while focusing tremendous effort on projects that improve our quality of life for those of Hispanic Heritage, and of course all community members.

This plan will assist us in refining our approach that best serves all while recognizing our unique community needs, embracing diversity and providing a broad range of resources. We are resolute that our leadership provide a common set of values, a meaningful mission and set the example to work collaboratively in our communities.

Our organization is committed to achieving long-lasting positive outcomes for all and will always be focused on our core values; Culture, Tradition, Education and Family.

Sonia Pimentel, President

Margaret Fernandez, Vice-President

Debbie Porcayo, Secretary

Rosemary Avila, Treasurer



Our History

Founded in 1992, the Alliance for Hispanic Advancement (AHA) has grown from its humble beginnings into an organization working to establish a sense of togetherness for our Hispanic communities. From the first meeting at Gray Avenue School in Yuba City, with about twenty people attending, a dream to unite our Hispanic individuals, families and businesses by providing valuable resources became a reality.

Over the last three decades the AHA Board of Directors and its members have devoted endless energy to creating successful and ongoing partnerships with organization such as the Sacramento Kings, Sacramento Republic FC, Shady Creek, Bridges to Housing, the Yuba-Sutter Chamber of Commerce, Cal Hispanic Chamber of Commerce and many others.

Our events are special. We hold community events celebrating Hispanic heritage and raising funds to assist in the services AHA provides. Successful events have included the Primavera Dinner Dance, Comedy Night, AHA Tamale Sale and our ‘Huge’ Garage Sale.

Raising funds through those events has allowed our members to provide several hundred scholarships to Yuba-Sutter youth, host cultural themed events and for varying types of support and assistance for many.

AHA will continue to serve generations of Yuba-Sutter residents and create history for decades to come.



OUR MISSION

*Improving the quality of life for
people of Hispanic Heritage*



PRIORITIES

*Economic Success Community Engagement
Thriving Membership Organizational Effectiveness*



OUR VISION

*To be the leader in providing
opportunities and resources
for our Hispanic communities*



ECONOMIC SUCCESS

| OBJECTIVE | ACTION ITEM | TIME FRAME |
|--|--|----------------------|
| Provide support for families and individuals in need | Pursue and identify potential grant opportunities | Fall 2023 |
| | Partner with agencies to provide direct services for families in need | Summer 2023 |
| Increase the number of Hispanic owned businesses in the Yuba-Sutter area | Appoint a business liaison for AHA that will engage community partners and business prospects. | Fall 2023 |
| | Develop a Hispanic specific slogan to help market the area, while partnering with the Chamber of Commerce | 2023-2024 |
| Enhance the practice of providing college scholarships to local Hispanic students | Develop policies and procedures for the existing scholarship program and review potential changes for consideration by the Board | June 2023 (for 2024) |
| | Identify additional funding sources for the scholarship program | Ongoing |



COMMUNITY ENGAGEMENT

| OBJECTIVE | ACTION ITEM | TIME FRAME |
|---|---|---------------------|
| Provide focused educational events | Identify community partners to participate with to coordinate education events in Yuba-Sutter | April 2023 |
| | Develop two annual training events for individuals, families and / or businesses by reviewing community needs | Summer 2023 |
| | | |
| Enhance AHA community awareness and marketing strategies | Purchase marketing materials to brand AHA (t-shirts, polo shirts, pens, magnets, etc.) | Spring 2023 |
| | Consider investment in working hours, paid, for AHA activities | February/March 2023 |
| | | |

ORGANIZATIONAL EFFECTIVENESS

| OBJECTIVE | ACTION ITEM | TIME FRAME |
|---|--|---------------------|
| Development of Policies and Procedures | Appoint a committee to review current bi-laws and make recommendations for adjustments or create new policies and procedures | November 2023 |
| | | |
| Enhance Revenue | Create a summary report for the Board to review and consider enhancing current or potentially new sources of revenue | Spring 2023 |
| | Review and develop a multi-year plan for member dues and sponsorships | Fall 2023 / Ongoing |
| | | |



THRIVING MEMBERSHIP

| OBJECTIVE | ACTION ITEM | TIME FRAME |
|--|--|-------------|
| Increase member recruitment and retention | Develop a plan to identify action items for recruitment and retention of members and potential members | June 2023 |
| | Identify duties and procedures for the membership committee | May 2023 |
| | Prepare a membership report to be provided to the Board at each Board of Director's meeting to review membership activities and data | May 2023 |
| | | |
| Enhance member and non-member networking | Review and apply interactive tools to the AHA website and social media applications | Spring 2023 |
| | Attend no fewer than six (6) community events annually, promoting AHA and its activities | 2023-2034 |
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**ALLIANCE FOR
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Contact Us

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