The Palisadoes Foundation

Strategic Plan

2017 - 2018

Operational Strengths & Weaknesses

The Palisadoes Foundation

Strengths

- Good success record
- Second year of the Calico Challenge
- 12 students have graduated since 2016
- High visibility in Jamaican Press
- Regular social media postings

Weaknesses

- Heavy reliance on a few major sponsors
- Low success rate in getting grants from foundations
- Volunteers are hard to attract and maintain
- Donating to tech is new to Jamaicans
- Low engagement from the diaspora
- Calico is taxing for a few volunteers

Long Term Opportunities & Threats

The Palisadoes Foundation

Opportunities

- Jamaican non-profits tend to be understaffed and poorly managed. Make the Foundation the beacon of Jamaican non-profits.
  - Governance
  - Transparency
  - Accountability
  - Inclusiveness

- Convert Jamaicans, Foundations, tourist visitors and other interested parties into regular, engaged donors, volunteers and committee members.

Threats

- Competing non-profits specifically focused on Jamaica in traditional areas

- Donating to Technology is novel to many Jamaicans

Long Term Governance Summary

The Palisadoes Foundation

Board Structure

- Create small committees for fundraising, marketing and Calico .
  - Provide focus areas for our areas of weakness

- Add committee heads to the existing Board of Directors as non-voting members.
  - It's usually difficult to get members together to meet at the same time. This structure will speed decision making
  - Each board member responsible for a focus area and will meet 1:1 with committee heads

Board Fundraising Responsibilities

- All board members will be responsible for attracting a fixed amount of donations through fundraising activities, outreach, their own pockets or other acceptable means.

Palisadoes Goals

Calico 2018

$1,500 / student with full time commitment

Category	Goal
Fundraising	• Double received funds • Get 50 individual donors to donate $50 each for three months
Awareness	• 10X the number of Jamaicans receiving regular updates • Participate in at least 3 Jamaican IT conferences or Meetups
Calico	• Double the number of enrolled students • Raise the amount to $500 / month per student • Ensure students are full time enrolled in Calico, not summer school or other employment. • Provide a token stipend to Calico mentors • Triple the number of enrolled mentors

Raise $20,000

2017 Fundraising Summary

Awareness

Category	
Social Media	FB, Twitter, G+
Email	Monthly Newsletter to 900 Jamaicans
Jamaican Media	Coverage on Jamaican TV, radio and newspapers

Results

Source	Category	Country	Amount
RealDecoy	Private Company	Jamaica	$5,000
JPS Foundation	Corporate Philanthropic Foundation	Jamaica	$3,400
Back-A-Yard Grill	Private Company	USA	$500
Private Donations	Benevity	Various	$2,686
Private Donations	Razoo	Various	$870
Private Donations	Amazon Smile	Various	$650

Fundraising Strategy

Institutions

Existing Donors

- Maintain the relationship with existing corporate donors (JPS and RealDecoy)
  - Get their IT staffs to review student projects
  - Get IT staff to use the open source projects internally

- Make pointed appeals for specific renewal amounts in 2017

New Donors

- Diversify from the restricted 2017 donor base
  - Approach US based grant organizations to sponsor Calico 2017 and beyond.
    - Focus on organizations with a international technology track record
    - Identify organizations with a history of making contributions to smaller non-profits
    - Expect a 30% success rate in receiving grants.
  - Approach Jamaican organizations for donations.
    - Make appeals through the Jamaica Computer Society
  - Regularly review pending and confirmed donation approvals

Fundraising Strategy

Individuals

Existing Donors

- Keep donors informed of progress of calico throughout 2018

- Invite donors to chat with the 2016 / 2017 student of their choice

- Make pointed appeals for specific renewal amounts in 2018

New Donors

- The 50/50 campaign
  - Target individuals to donate $50 for Calico 2018 each month for three months
  - Use email, social media and Jamaican traditional media outlets to get awareness.
  - Get Jamaican organizations to include us in their regular newsletters.

Awareness Strategy
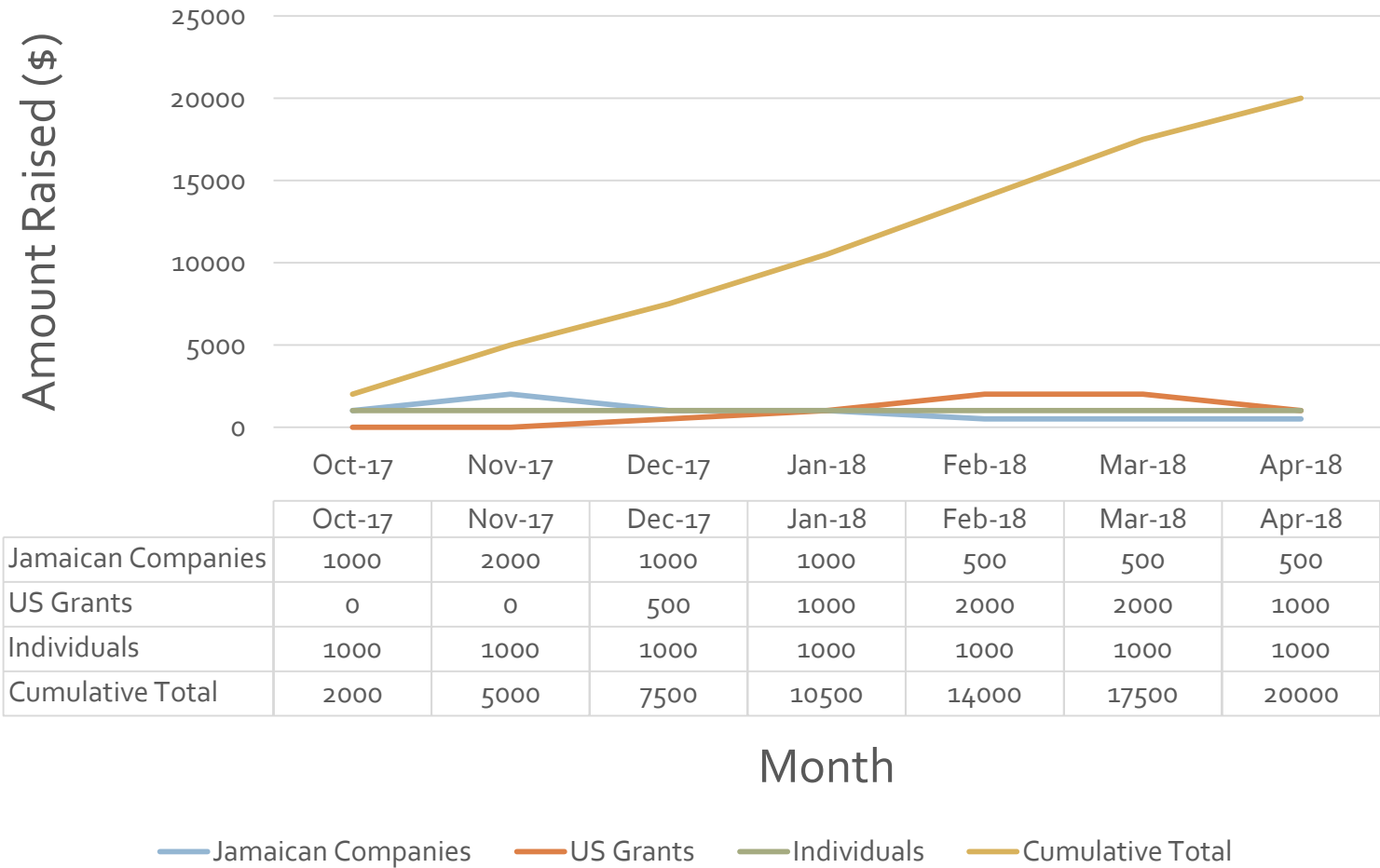
10x the reach

Direct Outreach

- Get featured in at least three Jamaican newspaper articles

- Get featured on a Jamaican television and radio program

- Approach Jamaican organizations to make their membership aware of Calico

- Review Jamaican websites for useful contacts

Indirect Outreach

- Get four professional software development volunteers to add code to the Jamaican open source projects

- Encourage companies to adopt Calico open source projects internally through volunteer developers

Fundraising Timeline

Palisadoes 2018 Fundraising Goals

	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18
Jamaican Companies	1000	2000	1000	1000	500	500	500
US Grants	0	0	500	1000	2000	2000	1000
Individuals	1000	1000	1000	1000	1000	1000	1000
Cumulative Total	2000	5000	7500	10500	14000	17500	20000

September

Engage Board of Directors in Plan

Board

- Board meeting to review plan
- Engage board to engage their personal contacts for donations
- Have brief sessions to prep the board with narratives they can use in personal appeals.
- Pursue general goals should board not convene in time

Grant Donors

- Finalize grant documentation. Begin applications.

Non-Grant Donors

- Create narrative for 50/50 campaign
- Create narrative for Jamaican organizations
- Engage Jamaican NGO organizations to increase awareness with their members
- Register Palisadoes with the Jamaican Embassy in Washington DC

September

Prepare for Calico 2017

Students

- Launch Calico 2018 awareness amongst students at UWI / UTech

Website

- Update with new 2018 timelines
- Create press release on end of Calico 2018

Volunteer Software Developers

- Have them review calico projects and make suggestions
- Have them begin engagement with students to work on projects

October

Renew, cultivate new donors

Individual Donors

- Add new individuals to email list
- Create a new mailing list of past donors for special appeals
- Begin 50/50 campaign. Let them know of JPS' involvement

Grants

- Continue applications and review

Media

- Contact the Jamaican media about the conclusion of Calico 2017 and the start of Calico 2018
- Let them know of JPS's involvement in 2016

Calico Report

- Publish report on the success of Calico 2016 for donors to review
- Send targeted donors links to the report

November

Expand Awareness in Jamaican IT circles

Attend Jamaican Conferences

- Python Jamaica 2018
- JCS conference 2018
- Use the opportunity to talk to Jamaican media

Email Campaigns

- Continue 50/50 campaign

Grants

- Continue applications and review

Palisadoes

Always Forward