



# Sudanese American Community Development Organization (SACDO)



## *SACD Offices Objectives* (2003-2005) Version 1.3

September 2003



---

## The Office of Cultural Affairs & Public Relation

*By: Tarig Elsheikh Eltayeb*  
*Secretary of the Office*

### **Prelude:**

Culture is one of the most viable aspects of human ability for marvelous achievements, thus culture constitutes one of the basic tools of human communication and outreach since the dawn of civilization. Cultural output and production has been fundamentally unifying factor among different human groups as it reflects the most underlying authentic and indigenous values and norms. Culture, also, shows the elements of harmony within the smallest unit of the social fabric to the unification of humanity at large. Within the context of the accumulation of cultural output as a historic human achievement, it remains a genuine hope that the activities of this office will significantly contribute to the process of bringing the Sudanese Community together and become an effective modality of communication with the American culture and Sudan.

### **The Objectives:**

1. Formulation and execution of cultural programs and activities.
2. Assist the cultural cadres to explore and improve their abilities.
3. Reflect the Sudanese cultural values to the American people.
4. Establishment of bilateral relations with similar institutions and foster programs that bring our institutions together.

### **1. The Cultural Aspects:**

The office will recruit cultural cadres through the Art & Media Forum to enrich the cultural activities. The main areas of emphasis will include the following:

- 1- Design cultural programs that cover literature, poetry, economics, arts, and folklore to reflect the cultural diversity and to unify our community.



- 2- To contribute in publishing the electronic news letter and publish the Cultural Magazine on periodical basis.
- 3- Coordinate the activities of the Art & Media Forum and recruit the active cadre in cultural arena.
- 4- Establish the Cultural Club to provide venue for regular cultural activities.
- 5- Participate in the cultural functions organized by other Sudanese American organizations.
- 6- Contribute in the cultural activities at the federal, state, local, and city levels, particularly, media programs that emphasize communities' activities to reflect our social and cultural values.
- 7- Coordinate with the Office of Youth to foster programs and activities that explore the potentials of the young generation and assist them to promote their capabilities.

## **2. Public Relations:**

Cognizant of the interconnection between the cultural activities and public relations, especially as means of communication and outreach, nonetheless, activities and programs will be carried out to strengthen intercommunity connections and establish relations with sister institutions. The office activities will address the following aspects:

- 1- Collaborate with all offices in the executive committee to create direct and sustainable relationships with the SACD membership through continuous engagement in programs and services activities.
- 2- Establishment of efficient conduits with other Sudanese American Organizations to facilitate processes of joint activities.
- 3- Foster outreach programs with similar institutions in the area and Afro-American and Arab American organizations in particular and communicate with American community-based organizations interested in serving the minority communities and those with especial emphasis on Sudanese issues.
- 4- Coordinate with the office of the president and the treasurer to explore potential resources for financial and other forms of support and establish relations with donor organizations.
- 5- Create means of communication with community-based and civic organizations in Sudan particularly the ones with cultural orientation.



- 6- Organize programs to introduce the new Sudanese comers to the American society and culture.
- 7- Coordinate with all offices in the executive committee to make the current term a successful endeavor.



---

## HEADQUARTERS AND MEMBERSHIP SECERTARIAT

**Prepared by: Hassan Ahmed Abdelnabi**

### **PREFACE:**

This office is different from other offices in that it is the focal point of the SACD and considered the yard stick of measuring the success of the whole executive committee and not just this office. The collaborative effort of the executive committee members will be reflected in this office. As implicated in the dual name of this office, its main responsibilities are divided into two parts, the headquarters and the membership affairs.

### **First: THE HEADQUARTERS**

#### **OBJECTIVES:**

It was clear from the discussions in the general assembly, the current and previous executive committees discussions, it is evident the vital importance of finding a location that can host and accommodate the various activities of the SACD. There is a consensus that one of the biggest limitations that has always hindered the evolution of the SACD. The required location should be big enough to host the general activities and the business oriented activities. The revenue yielding activities are vital to support the center and help to cover the recurrent cost. Examples of the thought activities are listed below:

- 1- The location should serve as headquarters and host the offices of the SACD. This will facilitate the contact of the members, officials, businesses, and different authorities with the SACD.
- 2- The location should be big enough to host the following activities:
  - School and classes activity for the youth and adults.
  - Computer lab for computer classes, English as a second language classes, tailoring and arts and crafts classes.
  - A community clinic
  - Cultural and specialized seminars.
  - Social and celebrations activities.
  - Day care and pre-school.
  - A modern library.
  - Sporting activities.
  - A social club and a meeting place for the members.
  - Services for the members including immigration services, taxes, etc.



## **PLAN OF ACTION:**

It is worth noting that this dream center will not be recognized during the life time of this executive committee, but the building blocks should start rolling from now. Hence, short and long-term plans are developed to help realize this dream. The key is that both plans have to start together hand in hand.

The short term plan calls for:

- 1- Renting a place big enough for specified activities that can generate enough revenue to cover the cost. The suggested revenue generating activities include:
  - The Arabic school classes
  - The computer classes
  - The day care.
  - The community clinic.
  - Other services.
- 3- A back-up plan to cover the risk of renting a bigger place is also suggested. This back up plan calls for identifying a group of members and businessmen to commit to raise sufficient funds if the revenue generating activities fail for any reason.

As part of the short-term plan, it is suggested to rent a place for up to \$2,000-\$2,500 to be financed from the above suggested activities. To show how these activities can generate revenue and help in covering the cost, the following examples are given:

### **a- The Arabic School Classes:**

It is estimated that 70 students will register for the Arabic school, each will pay \$20 per month. Hence, expected revenue will amount to \$1400 (70 students X \$20 = \$1400). Thus the Arabic school is expected to contribute \$800 towards the monthly rental cost.

### **b- Computer Classes:**

It is estimated that a minimum of 20 students will register for the computer classes monthly and each will pay \$50 per month. Hence, the expected revenue will amount to \$1000 (20 students X \$50 = \$1000). Computer classes are expected to contribute \$700 towards the monthly rental cost.

### **c- The Community Clinic:**

If necessary permits are obtained for the community clinic and it is organized as a revenue-generating project, it can provide a sustainable



source of income to cover the rental cost and provide a much-needed service.

It is estimated that the community clinic will operate two days a week (8 days a month) receiving 20 patients a day each contributing \$10, the expected revenue will amount to \$1600 (2 days X 4 weeks a month X 20 patients X \$10=\$1600). Even with this conservative estimate, the community clinic can contribute \$1200 towards the rental cost.

**d- Other Services:**

This category include the day care, translation and typing services provided by volunteers in addition to passport photos or providing assistance in obtaining and filling immigration forms. A small cafeteria run by volunteers can also be set up. The revenue from these services cannot be estimated without experimenting with them, but it is expected to cover the utilities bills.

The space of the short run headquarters will be determined by the activities carried in it. The total monthly contribution of the suggested revenue-generating activities is estimated to be around \$2500 monthly.

**THE LONG TERM PLAN** aims at establishing the dream center that will host all the activities mentioned in this paper and hopefully it will be owned by the SACD. The plan involves the following:

- 1- Fund-raising projects involving SACD members and Sudanese businesses in the Washington metropolitan area.
- 2- Identifying the governmental and non- government organizations that might help in this quest.
- 3- Identify grants and writing proposals to the local, state and federal authorities to utilize abandoned buildings and rehabilitate one of them if it suites the SADC needs (we had this opportunity in 1998).

One of the suggested fund raising projects is a \$100 contribution from each member. It is estimated that 500 members will participate. The estimated raised funds will amount to \$50,000 (500 members X \$100). This can be put towards a down payment for a lot of land (5 to 25 acres) suitable for the purposes of the center. Later the building cost can be also contributions from individuals or businesses (or a business sector like the travel agencies or limousine companies). A hall, a classroom, an office, a library or a court can be named after the individual or the business that contributed towards building it.

**SECOND: MEMBERSHIP**



### **OBJECTIVES:**

Currently the estimated number of members of the SACD is between 300 to 370 members. The number of active members (those who pay their dues) is less than 100. The objective of this office is to triple the number of members to 1000 and convert all of them to be active members.

The bylaws of the SACD define the qualification of the member (active member) to be:

- 1- The member shall be at least 18 years of age'
- 2- Shall have Sudanese heritage or be concerned with the cultural and social issues of the Sudanese.
- 3- Must abide by the organization's Bylaws and its code of conduct or ethics.
- 4- Must pay registration fees and annual membership dues as prescribed by the board of directors.

### **PLAN OF ACTION:**

The participation of all the executive committee members is imperative in achieving the objectives of this office. To realize the goals of this office, the following is suggested:

- 1- Washington metropolitan area will be divided into geographical zones. A sub committee or an individual will be identified to carry the recruitment of new members and the collection of dues from new members.
- 2- The activities of the executive committee, sub-committees, secretariats and forums should include promotion of membership.
- 3- Participation in other organizations activities to promote SACD membership.
- 4- Organize services provided by SACD in a way that promotes membership.
- 5- Intensify communication and interaction with the community to recruit new members. Out reach programs and participation of non-members in the SACD activities should be promoted.
- 6- Satellite offices, or subcommittees in the Sudanese-dense areas (Maryland, Virginia, Washington DC) should be established. These satellite offices should be autonomous in identifying; planning and executing whatever social, cultural or sporting activities the local



community opts to engage in. These activities should be carried in coordination with the SACD executive committee.

- 7- Promotion of SACD through the media including the web site, newsletters, magazines, TV programs and electronic mail should be emphasized and carried in a sustainable campaign.



## The Educational Office

### Introduction

Historically the Educational Office of the SCC was servicing the needs of the Sudanese families in the areas by teaching their children Arabic and Islamic studies. During the years 1998-2003 SCC succeeded in that objective by continuously maintain two weekend schools in Montgomery County, Maryland and Alexandria, VA. During this session the Educational Office will build on this success and attempt to expand the educational services to the children to the Sudanese community in the Herndon-Reston area, in addition to that, this committee will

### Objective

- Coordinate the activities of the existing two week end children school.
- Open a new week end children school in the Herndon-Reston area.
- Build on what has already been achieved toward establishing a standard curriculum that would be taught in all schools.
- Coordinate with the Sudanese educators in the area to arrange for several teacher training workshops.
- Organize trips to the two museums in the area that contains artifacts from Sudan (African Museums & Museums of Natural History).
- Coordinate with the relevant SCC offices to organize sporting events (indoor & outdoor basketball) for the all the SCC schools children.
- Coordinate with the Social Affairs Office to form a musical group (some children in SCC schools already play musical instruments and know how to read musical notes).
- Coordinate with the Cultural Affairs Office to assign some older students to a project that will attempt to catalog books on Sudan, using the internet.
- Open and manage computer training classes for the adults .
- Open and manage English as a second language classes for adults.
- Provide infrastructure (classrooms, etc) and expertise to any Sudanese group willing to teach any of the [non Arabic] languages of Sudan.
- Promote the volunteer work of teaching at the different SCC Schools



- Leverage the experience of Sudanese Educational professionals

#### Plan of Action

- The existing two weekend schools will reopen during October 2003. Both schools already have teachers and a place.
- The Herndon-Reston Weekend School is targeted to open before the end of 2003.
- The Computer classes will either be held at a rented computer lab or at new and larger SCC offices.

The ESL will only be considered if the SCC moved to larger offices or if a suitable office space is found.