

# African Multicultural Community Centre

Capital Campaign Strategy  
2026



# Executive Summary

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The intention of this report is to identify and present the key items requested by the City of Edmonton to support the land acquisition process for the African Multicultural Community Centre (AMCC). On multiple occasions, the Africa Centre Board met with Reimagine Architects to visualize, refine, and clarify the components necessary to advance the project. The following sections outline each item requested:

## 1.0 • Updated Operational Model including contingencies

- Summary of service delivery plans, staffing projections, financial sustainability, and contingency planning

## 2.0 • Governance Strategy

- An overview of the governance structure that supports both the Africa Centre's current operations and the emerging framework for the AMCC. This includes interim capital campaign working groups and the foundation for long-term governance of AMCC operations post-construction. The Africa Centre Board currently oversees the AMCC project through the AMCC Committee, which is responsible for securing the land title. City of Edmonton Liaison will sit on this committee.

## 3.0 • Capital Funding Framework

- Guided by the "Playing to Win" strategy framework by Roger Martin, a capital campaign approach has been developed. This includes identifying high-net-worth individuals within the community and assembling a campaign cabinet tasked with outreach, stewardship, and donor cultivation.

## 4.0 • Letters of Support

- A collection of letters from key partners and community stakeholders is appended to this report to demonstrate broad-based support and alignment with the AMCC vision.



# 1.0 Operational Model: Revenue Stream

\*\*Updated with new information and contingencies.

Revenue Sources	Quantity	Units	Unit Rate	Utilization Rate (%)	Monthly Revenue	Annual revenue
<b>AMCC Rental Revenues</b>						<b>\$1,074,192</b>
Administrative Office	300	m2	\$75	100%	\$22,500	\$270,000
Multipurpose Rooms [60 people]	20	days/month	\$500	85%	\$8,500	\$102,000
Large Event Space [200 people]	4	events/month	\$1,500	80%	\$4,800	\$57,600
Teaching Kitchen	80	hours/month	\$100	85%	\$6,800	\$81,600
Resource Centre	80	hours/month	\$36	85%	\$2,448	\$29,376
Gymnasium [750m2]	80	hours/month	\$100	85%	\$6,800	\$81,600
Commercial Space Rent [4 units@50 m2]	4	units	\$3,000	75%	\$9,000	\$108,000
Information Hub	40	hours/month	\$36	85%	\$1,224	\$14,688
Affordable Housing	8	monthly	\$1,324	75%	\$7,944	\$95,328
Daycare Centre Rent	60	m2	\$100	100%	\$6,000	\$72,000
AMCC Restaurant Rent [commercial unit]	50	m2	\$300	90%	\$13,500	\$162,000
<b>AMCC Exterior Revenues</b>						<b>\$14,850</b>
Sportsfields (Soccer & Baseball)	40	Hours/month	\$30.00	25%	\$300	\$3,600
Outdoor Event Space	50	Hours/month	\$75.00	25%	\$938	\$11,250
<b>AMCC Fundraising &amp; Grants Revenues</b>						<b>\$375,000</b>
Fundraising - Biannual Casino						\$75,000
Fundraising - Grants & Other						\$200,000
Income from Endowment						\$100,000
<b>Revenue Total</b>						<b>\$1,464,042</b>

# 1.0 Operational Model: Expenses

\*\*Updated with new information and contingencies.

Facility Expenses	Location	Quantity	Unit	Unit Rate	Total
<b>Staff</b>					<b>\$490,000</b>
Africa Centre Support Allocation		1	FTE	\$80,000	\$80,000
Program Administrator		1	FTE	\$90,000	\$90,000
Maintenance & Janitorial		2	FTE	\$80,000	\$160,000
Events/Rentals Administrator		1	FTE	\$80,000	\$80,000
Teaching/Resource Kitchen Manager		1	FTE	\$80,000	\$80,000
<b>Financing</b>					<b>\$345,665</b>
Mortgage on \$5.4 million		\$5,400,000		4.00%	\$345,665
<b>Operations</b>					<b>\$613,685</b>
Utilities & Supplies	below grade	2000	m2	\$55	\$110,000
Utilities & Supplies	Above grade	4161	m2	\$85	\$353,685
Maintencance & Repairs					\$100,000
Miscellaneous Expenses					\$50,000
<b>Total Annual Expenses</b>					<b>\$1,449,350</b>

# 2.0

## Governance Strategy

The governance strategy developed by the Africa Centre is a comprehensive approach that addresses the current organizational structure and immediate requirements of the capital campaign, ensuring clear roles, accountability, and decision-making processes during this critical phase. At the same time, it is forward-looking and designed to evolve with the needs of the African Multicultural Community Centre (AMCC) as it transitions from concept to reality.

This strategy lays the groundwork for a sustainable governance model that reflects the diversity, values, and aspirations of the broader African descendant community, and will guide the Centre’s operations, leadership, and community engagement well into the future.

The AMCC Committee has been established, and its Terms of Reference (TOR) have been approved.

The Africa Centre Board currently oversees the AMCC project through the AMCC Committee, which is responsible for securing the land title. City of Edmonton Liaison will sit on this committee.

Once the land title is secured, subcommittees will be formed that will be made of community members and stakeholders.



# 2.1

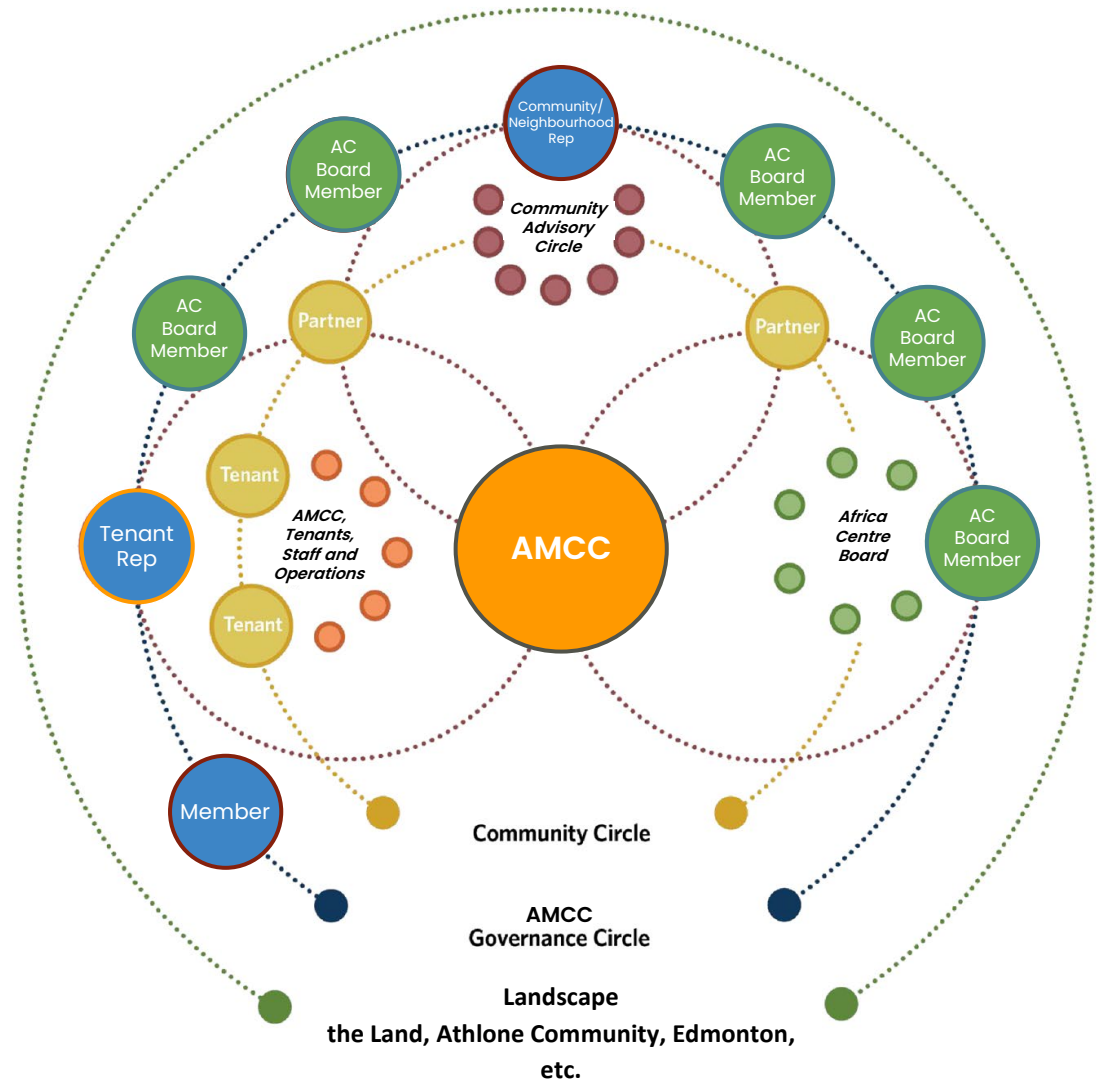
## AMCC Future Governance & Operational Strategy

Once the AMCC is ready to begin operational development, the Africa Centre will leverage its existing operational structures to design and implement a governance model that not only supports the Centre’s immediate needs but also reflects the values, diversity, and aspirations of the broader African descendant community. This model will prioritize inclusive leadership, transparent decision-making, and long-term sustainability to ensure the Centre remains grounded in community voice and accountable to those it serves. A governance structure like the one illustrated is anticipated, and the final version of the AMCC governance committee will not be independent from the Africa Centre. This structure will be developed over the course of the next two years as project development proceeds.

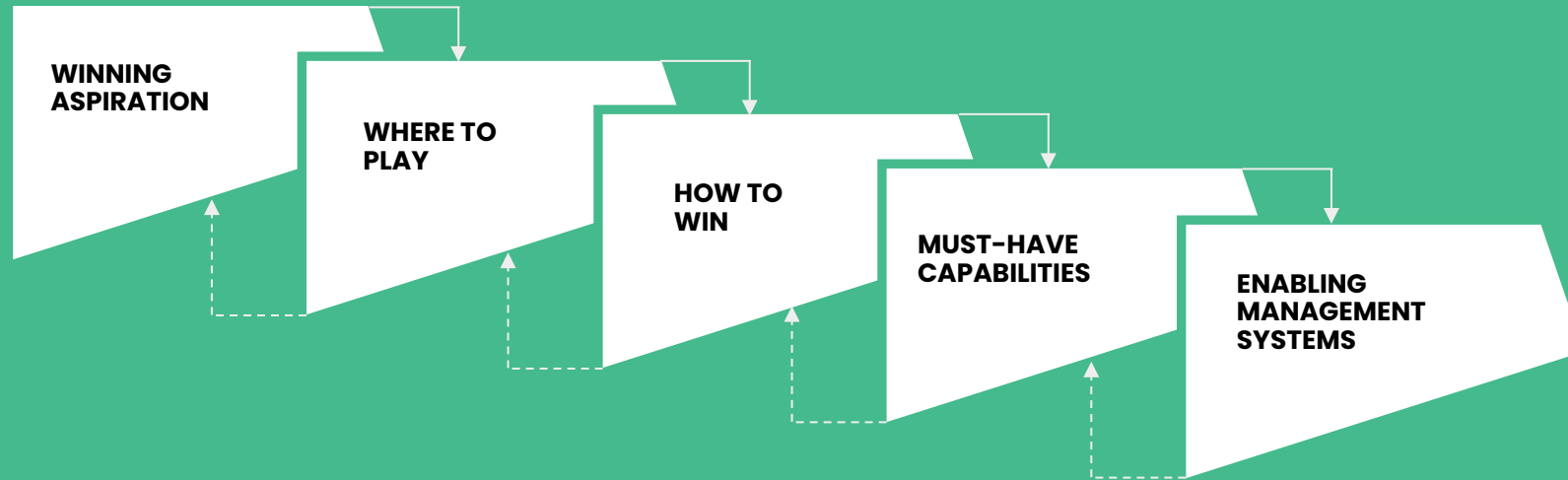
The AMCC Governance Committee makeup will be:

- 51% representation from the Africa Centre Board
- Representatives from the Athlone community
- Tenant representative
- Community members

AMCC is an extension of Africa Centre, as Africa Centre owns the land and therefore owns AMCC. The Executive Director of Africa Centre will oversee AMCC, with day-to-day management handled by the AMCC operations team.



# 3.0 Capital Campaign Strategy Framework



**The “Playing to Win” framework is a five-step approach that supports strategic decision-making.**

It was developed by Roger Martin, former dean of the Rotman School of Management. This framework was applied to the African Multicultural Community Centre (AMCC) capital campaign strategy.

# Key Success Factors

A clear, community rooted vision is required for the AMCC Capital Campaign Strategy which needs to be led with strong governance and strategic fundraising. Compelling storytelling, engaged leadership, broad-based community and donor support is essential to successfully launch, sustain, and complete the AMCC capital campaign. The following items are key success factors to this campaign.

## **Clear and Compelling Vision**

Define and communicate a bold, inspiring vision that connects emotionally and strategically with supporters.

## **Strong Leadership and Governance**

Establish a committed leadership team with clear roles and accountability to guide the campaign effectively.

## **Strategic Fundraising Plan**

Develop a structured, phased fundraising strategy with clear targets, timelines, and donor engagement tactics.

## **Authentic Storytelling**

Share real, lived experiences and community-driven narratives that reflect the vision, need, and impact of the AMCC that builds emotional connection and trust with supporters.

## **Grounded in Community**

Ensure every step of the campaign reflects the needs, values, and aspirations of the African descendant community. This will anchor the project in cultural relevance and collective ownership.

## **Major Donor Strategy**

Identify, cultivate, and personally engage high-net-worth individuals and institutions aligned with the Centre's mission.

## **Communications and Storytelling**

Use clear messaging, visuals, and real stories to bring the AMCC vision to life and inspire contributions.

## **Trust and Stewardship**

Demonstrate transparent, accountable management of resources and relationships to build long-term donor confidence and ensure sustained support beyond the campaign

## **Collaboration**

Engage partners, funders, allies, and community members in a collective effort—recognizing that shared leadership strengthens both reach and outcomes.

## **Community Engagement Buy-In**

Actively involve the African descendant community and allies to build trust, relevance, and grassroots momentum.

## **Endowment Fund**

Build on the existing AMCC endowment Fund established at the ECF, to build a \$2 million ++ fund to support on-going operations and maintenance of the facility.

# A Clear Case for Support

The African Multicultural Community Centre (AMCC) represents a once-in-a-generation opportunity to create a purpose built, Black-led space that reflects the voices, values, and visions of African descendent communities in Edmonton (and more broadly Alberta and Western Canada). As the first large scale centre of its kind in the region, the AMCC will serve as a cultural, social, and economic anchor that integrates legacy, promotes belonging, and builds pathways to opportunity.

The AMCC responds to longstanding gaps in access, infrastructure, and representation. Black communities in Edmonton and across Western Canada have contributed significantly to the cultural and civic fabric of the region, yet continue to face systemic barriers in areas such as education, health, economic opportunity, and cultural preservation. The AMCC will address these challenges by offering a vibrant, inclusive space for community services, arts and culture, entrepreneurship, mental health, sports, youth leadership, and cross cultural engagement.

The case for support is rooted in both urgency and vision. Urgency, because without a central hub, many community led initiatives remain under resourced, disconnected, or unsustainable. Vision, because the AMCC is not just a building, it is a long term investment in equity, empowerment, and legacy. With the land opportunity now within reach and foundational planning underway, this capital campaign is the critical next step in turning decades of community aspiration into reality.

Support for this campaign will allow the Africa Centre and its partners to create a lasting institution that reflects the diversity, excellence, and resilience of African descendant communities. Donors, funders, and partners are contributing towards a future with a building designed to embody this identity.

# Detailed Campaign Plan

To ensure the success of the AMCC capital campaign, the Africa Centre will implement a focused and values-driven strategy built around the following six core pillars:

## 1. Strategic Leadership & Governance

A committed Campaign Cabinet and visible community leadership will drive the campaign forward. Clear roles and responsibilities will guide effective decision making, supported by professional campaign infrastructure and operational support.

## 2. Compelling Case & Communications

A powerful, community rooted case for support will be paired with a strong communications plan to share the AMCC story, build awareness, and inspire action. Messaging will be consistent, culturally relevant, and emotionally resonant.

## 3. Community Centered Collaboration

The campaign will be grounded in deep collaboration with partners, funders, and the broader African descendant community. Shared leadership and mutual trust will strengthen both reach and impact.

## 4. Donor Engagement & Stewardship

Donor cultivation will focus on building authentic, long-term relationships. A recognition plan will celebrate contributions meaningfully, while ongoing stewardship ensures sustained engagement.

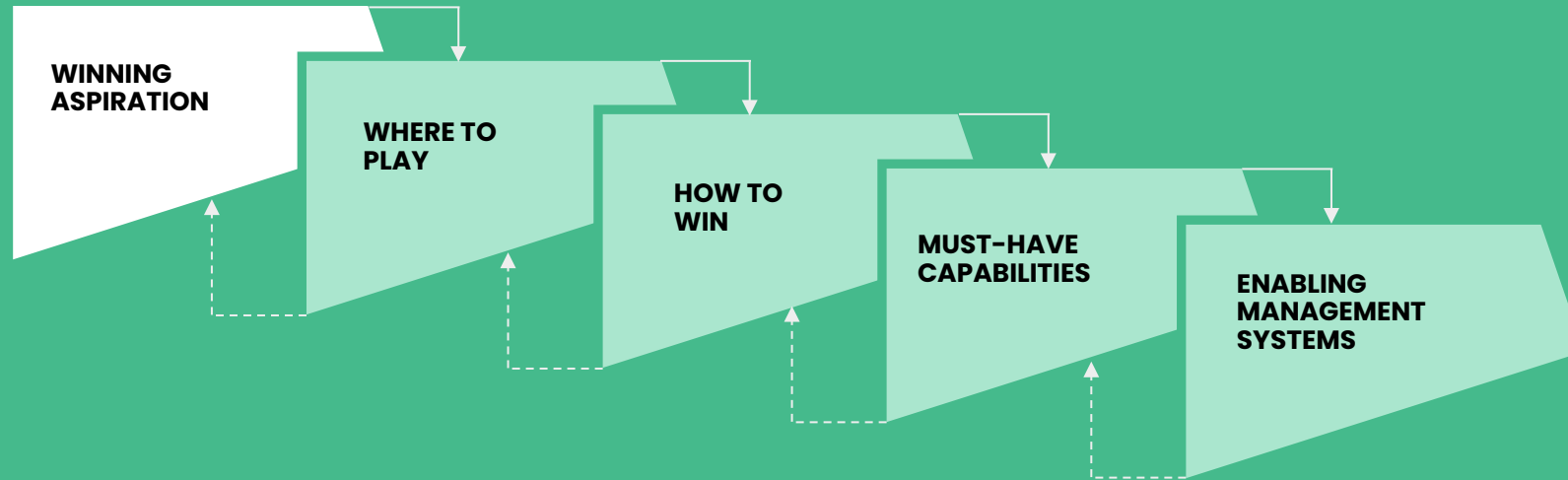
## 5. Phased, Measurable Approach

A clear roadmap will guide the campaign through defined phases such as a quiet launch, public phase, and celebration. Each with measurable goals and performance indicators to track progress and build momentum.

## 6. Flexibility & Responsiveness

The campaign will remain adaptable to shifting timelines, funding landscapes, and community needs, allowing the Africa Centre to respond effectively while keeping the vision and momentum intact.

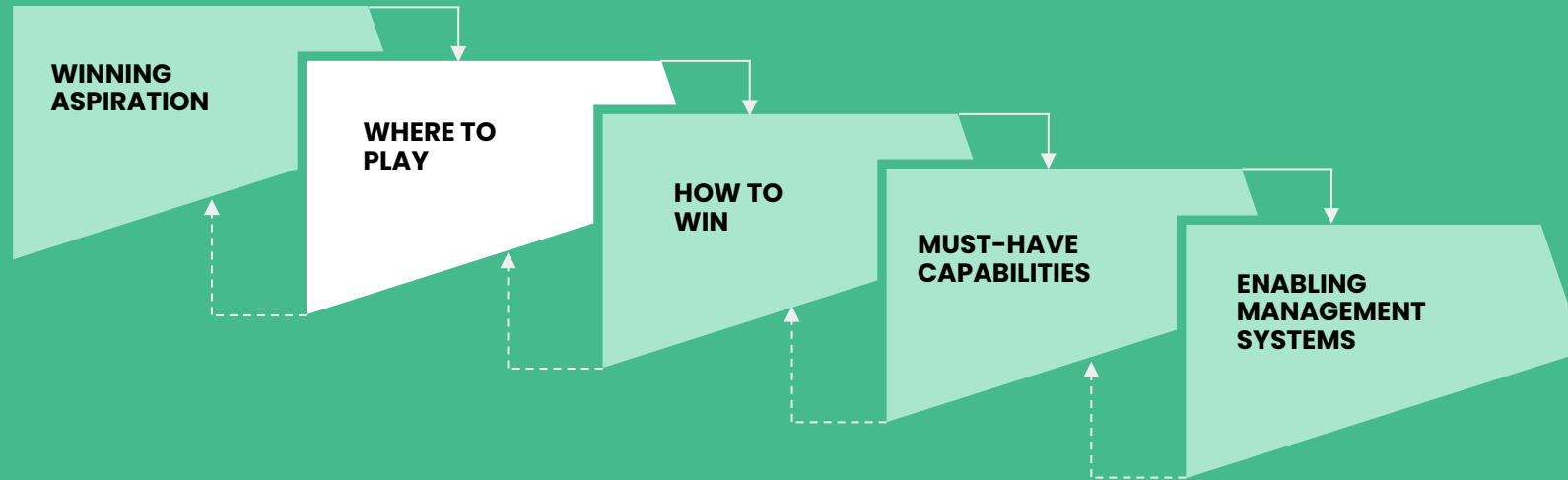
# Winning Aspiration



**The Africa Centre aims to boldly lead the creation of a vibrant, community-driven community centre that preserves African Descendants legacy, reflects diverse voices and is powered by strong relationships.**

This will involve fearless communication, shared accountability that unites allies, donors, and leaders to realize a bold vision for the African Multicultural Community Centre (AMCC).

# Where To Play



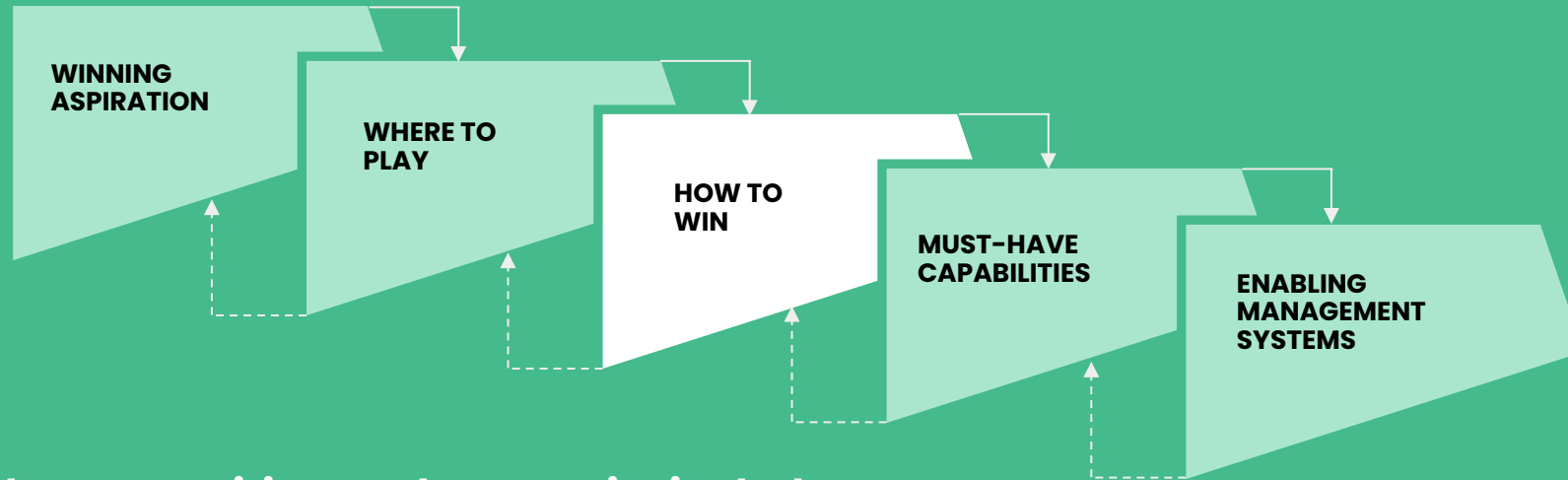
**Where can the Africa Centre be successful in a capital campaign strategy?**

**Which sectors, regions and partnerships are most impactful?**

**The following items were identified in relationship to this conversation:**

- **Canada** - Some National [Canadian] Funders are very interested in the project
- **Alberta** - Some Funding from the Alberta Government is anticipated
- **Edmonton** - Most of the funding will be secured from donors in the Edmonton area

# How To Win



## The value proposition on 'how to win' includes:

### CO-LOCATED MODEL: COMMUNITY CONNECTOR

Africa Centre's Mixed use involvements connect to a multitude of opportunities related to business hubs, recreation, housing, social services, justice and not for profits

### EQUITY SEEKING

Opportunities surrounding equity will be of high value to the potential funders. This eco system adds to the advancement of Black Canadians that contribute back to the community.

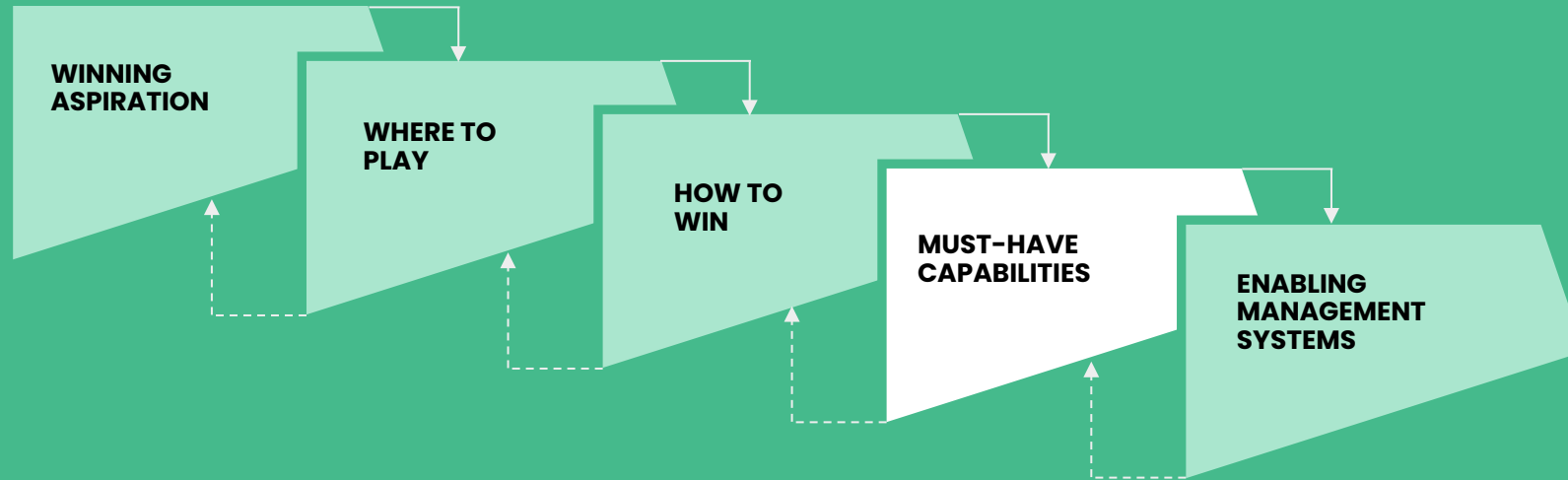
### SPORTS, HEALTH AND WELLBEING

These areas will be key components to the capital campaign. Opportunities exist to expand and grow partnerships as well as develop deep relationships that uplift communities throughout the campaign while also adding to the funding strategy. Athletes who are part of the Black community and organizations working with them will be part of the Capital Campaign

### A CELEBRATION

This center will be the first large scale Black-serving Community Centre in Western Canada. This leads to empowerment of representation along with community cohesion and belonging.

# Must-Have Capabilities



Support systems are already in place and require minor modifications to begin the capital campaign.

An expansion of these current roles already existing within the Africa Centre along with the identification of a admin support role for the new capital campaign committee will help alleviate:

- **Clear Vision & Design:** A vivid, inspiring concept that helps people see and believe in the future of the centre.
- **Strong Messaging:** Unified key messages and communications strategy to engage community, funders, and partners.
- **Resource Growth:** Scalable funding strategy, including grant development and donor stewardship.
- **Community-Driven Approach:** Programs and space shaped by the voices and needs of the community.
- **Stewardship & Leadership:** Committed board, staff, and allies to nurture and advance the vision long term.

# Campaign Cabinet

**Engaging leadership and stakeholders effectively is crucial for the success of the AMCC capital campaign. This approach will ensure leadership is not just behind the campaign. They are leading it, visibly and meaningfully, in partnership with the community.**

A strong focused Campaign Leadership team is essential: This group will be carefully recruited to include:

- Business Leaders in the Black Community who are committed to making leadership gifts
- Black Athletes who have a high profile
- Allies who are committed to supporting the vision

## Our Capital Campaign will:

### **Activate Leadership Early**

Board members and staff leaders will be actively involved from the start. Each will have a clear role—whether helping to connect with donors, hosting events, or promoting the campaign in their networks.

### **Empower Leaders as Campaign Ambassadors**

Leaders will represent the AMCC campaign publicly and help tell the story—through speaking opportunities, small gatherings, and personal outreach to their networks. They will be given tools and messages to confidently share the purpose and impact of the new centre.

### **Secure Early Financial Commitments**

We will ask all board and leadership team members to make a personal financial commitment to the campaign. This early show of support builds confidence with donors and funders and demonstrates unity behind the AMCC vision.

# Specific Measurable Goals

## Break Down the Fundraising Target

Create clear financial benchmarks tied to phases of the campaign and elements of the AMCC project.

- Raise 25% of the total campaign target in the **quiet phase** (from major donors and early supporters).
- Secure 50% of total funds before launching the **public phase**.
- Identify and engage at least *10 high-net-worth donors* for gifts
- Set target for announcements by June 2026 at next Africa Centre Gala to publicly announce the campaign

## Align Goals with Organizational Needs

Ensure campaign targets directly reflect AMCC's operational and programming priorities.

- Secure funding for **community programming areas** (e.g., cultural space, youth hub, entrepreneurship zone) based on identified square footage and projected usage.
- Allocate at least **10% of funds** toward long term **operational sustainability** (e.g., staffing, maintenance reserves).
- Fund **one full time campaign manager or development officer** within the first 6 months of the campaign.  
Engage stakeholders to co develop **three priority program** areas the building must accommodate, linking dollars raised to space needs.

## Monitor Progress Regularly

Set internal performance indicators to assess and adjust campaign efforts.

- Track and report campaign progress **monthly** to the board and campaign cabinet.
- Conduct a **quarterly campaign health** check assessing: donor engagement, funds raised vs. goal, and communications reach.
- Adjust timelines and outreach strategy if goals are off target by more than 10% in any given quarter.

## Post-Campaign Prep: Community Impact Tracking

Develop a post-construction impact measurement framework to assess how the centre delivers on its promise related to community usage, program outcomes, and equity benchmarks.

# Prioritizing Major Donors First

A successful capital campaign for the African Multicultural Community Centre (AMCC) begins with securing leadership level support. Major donors play a critical role in setting the pace and tone for the rest of the campaign.

The Africa Centre will follow the proven 80/20 (or 90/10) rule, recognizing that a small number of donors typically contribute the majority of campaign funds. By prioritizing lead donors early, we aim to build early momentum, inspire confidence, and create a strong foundation for broader community giving.

Grant funding will complement the private donors, and major gifts can be secured through grants or private donations and ideally through both.

**By focusing on major donors first, the Africa Centre ensures that the AMCC campaign launches from a place of strength—rooted in leadership, backed by belief, and driven by strategic generosity.**

## The Approach:

### Secure a Transformational Leadership Gift

The first major gift known as the leadership gift is crucial. It signals belief in the project and helps open doors to other high-capacity donors.

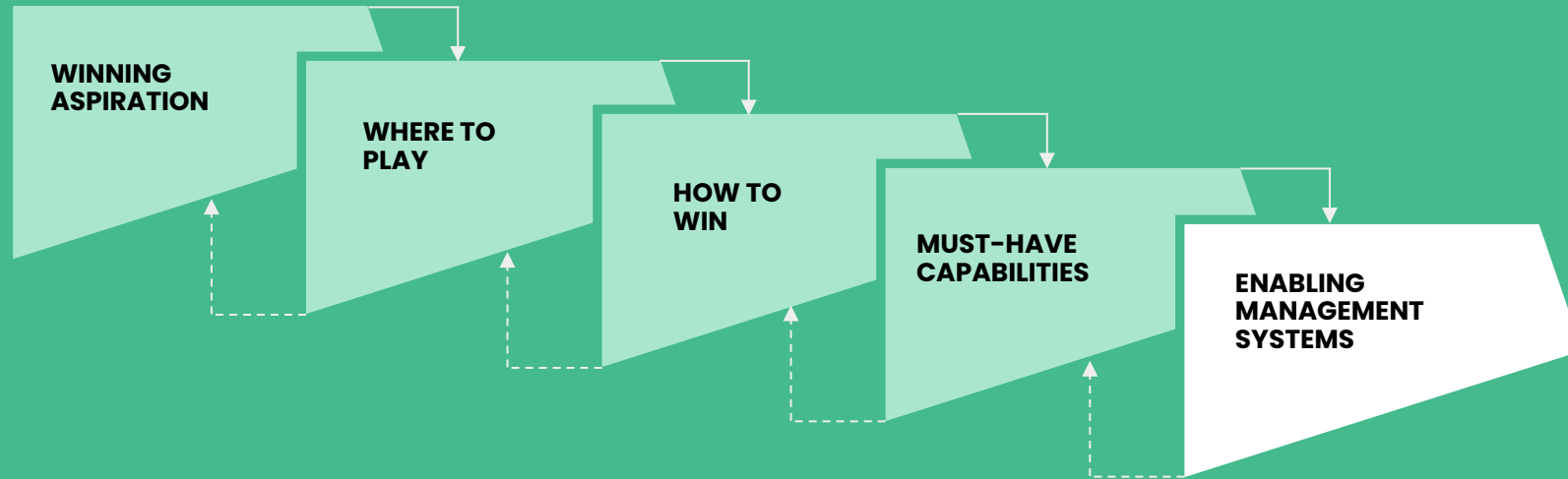
### Identify and Cultivate Lead Donors

We will begin with those closest to the mission: board members, major supporters, community champions, and philanthropic allies. These donors will be approached one-on-one with a personalized case for support.

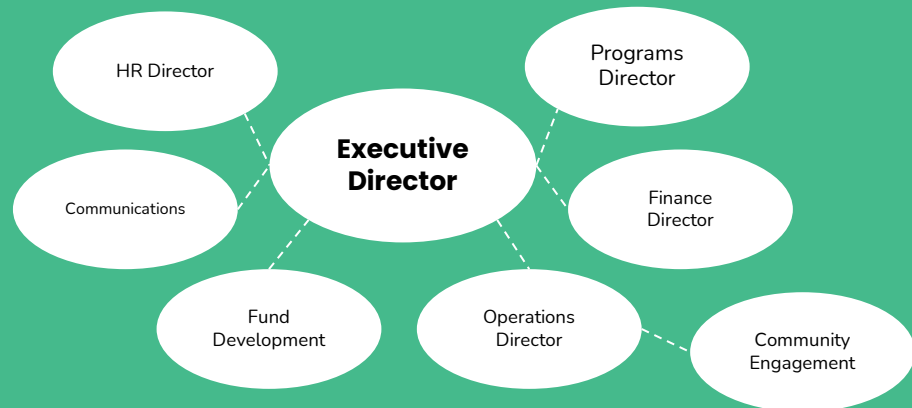
### Build Early Campaign Momentum

Large gifts secured in the quiet phase will demonstrate progress and legitimacy. This momentum will help attract other funders and ensure a strong public launch.

# Enabling Management Systems



The support systems are already in place to begin the capital campaign. Expanding existing roles within the Africa Centre, alongside identifying a dedicated administrative support role for the new capital campaign committee, will help alleviate operational pressure, ensure smoother coordination, and maintain momentum throughout the campaign process.



# Targeting Marketing & Communication

Once the Public part of the campaign is launched, intentional, audience-focused communications strategy is essential to building awareness, trust, and momentum for the AMCC capital campaign. The goal is not just to inform the community, but to inspire, involve, and mobilize.

## Build a Campaign Website

- Create a dedicated web page or microsite with the campaign vision, case for support, donor tiers, FAQs, and real-time progress updates.
- Make it easy to give, share, and learn—accessible on all devices.

## Use Email, Social Media & Events Strategically

- Launch a consistent email campaign with updates, donor spotlights, and clear calls to action.
- Use social media to showcase community voices, amplify progress, and create shareable moments.
- Host small in-person or virtual events to engage different audience: informal donor briefings, storytelling nights, or campaign milestone celebrations.

## Share Success Stories and Milestones

- Highlight real stories from the community to show the impact and promise of the AMCC.
- Celebrate campaign milestones (e.g., “We hit 50% of our goal!”) to maintain energy and show progress.

## Tailor Messages to Donor Segments

- Use different messaging for different audiences—major donors, corporate partners, grassroots supporters, and community members.
- Focus on what matters most to each group (legacy, community impact, visibility, or direct service).

## Consistency Builds Trust

- Use unified branding and language across all platforms.
- Keep supporters informed regularly, even between big milestones—momentum comes from visibility and transparency.

# Milestone Events:

Strategically planned campaign events are powerful opportunities to engage supporters, share the AMCC vision, and celebrate milestones together.

- **Kick-Off Event:**  
Launch the campaign with a vibrant event that energizes donors, partners, and community members. This is the moment to showcase the vision of the AMCC and inspire early commitments.
- **Midpoint Event:**  
Host a gathering halfway through the campaign to highlight progress, thank donors, and renew enthusiasm. Sharing updates and success stories at this stage helps maintain momentum and encourages continued support.
- **Closing Event:**  
Celebrate the successful completion of the campaign with a final event that honors all contributors and marks the beginning of the next phase—bringing the AMCC vision to life.

Each event should be designed to **showcase the project's impact, build community excitement, and recognize the vital role of supporters** in making the AMCC a reality.

# Recognize Donors

The Africa Centre is committed to expressing sincere gratitude to donors at every level of support. Thoughtful and timely recognition fosters goodwill, strengthens relationships, and builds long-term loyalty within the community. **Naming opportunities for key spaces within the AMCC will offer meaningful ways to honor major contributors**, while all donors will receive personalized acknowledgments that reflect their vital role in realizing this transformative project. Through consistent and heartfelt appreciation, the campaign will nurture a culture of generosity and ongoing engagement.

## Creative Ways to thank Donors and secure even more donors:

- Send personalized video messages from community leaders.
- Create a digital or physical “Wall of Gratitude” displaying donor names.
- Offer exclusive behind-the-scenes tours of the centre’s progress.
- Commission community art honoring donors.
- Feature donor stories in newsletters and social media.
- Invite donors to VIP events and celebrations.
- Provide customized keepsakes tied to the centre.
- Host an annual recognition ceremony celebrating supporters.

# Leveraging Long Term Relationships

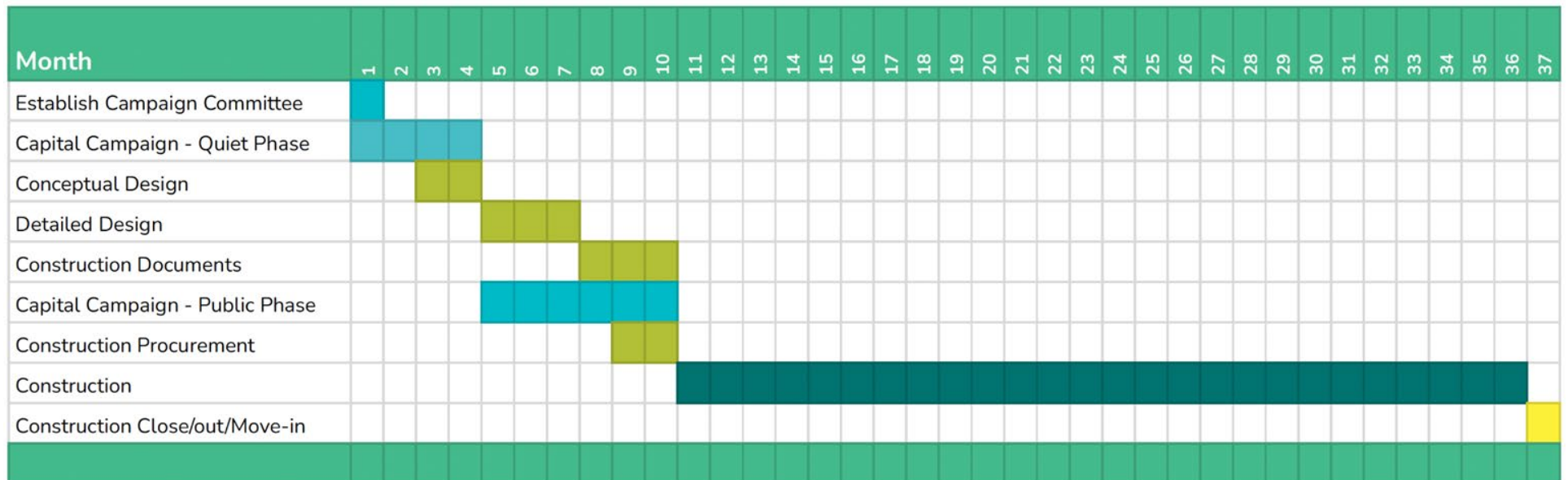
The Africa Centre will prioritize keeping donors engaged beyond the capital campaign by transitioning them into an annual giving program. This approach fosters ongoing connection and support, encouraging donors to continue participating in the Centre's growth and programming. Through regular updates, meaningful engagement opportunities, and recognition, we will build lasting partnerships that sustain the AMCC's mission for years to come.

## Donor Engagement Activities & Communication Strategies:

- **Regular Updates & Newsletters**  
Send quarterly or biannual newsletters sharing impact stories, upcoming events, and how donor support is making a difference.
- **Exclusive Events**  
Host special gatherings such as donor appreciation dinners, cultural celebrations, or behind-the-scenes tours to foster community.
- **Volunteer Opportunities**  
Invite donors to participate in volunteer activities or committees, deepening their involvement beyond financial support.
- **Impact Reports**  
Provide annual or biannual reports highlighting achievements, financial stewardship, and future goals.
- **Personalized Communications**  
Send handwritten thank-you notes, birthday/holiday greetings, or personalized phone calls from staff or board members.
- **Recognition Programs**  
Maintain visible acknowledgment through donor walls, newsletters, or special awards.
- **Surveys & Feedback**  
Engage donors by asking for their input on programs, events, and organizational priorities, showing that their voice matters.
- **Peer-to-Peer Fundraising Opportunities**  
Encourage current donors to become ambassadors by hosting their own mini-fundraisers within their networks.

# Project Schedule

The Africa Centre is committed to regularly sharing project updates and outcomes with donors and the community. Transparent reporting demonstrates how funds are used and the tangible progress toward the AMCC’s goals. This openness reinforces donor trust, celebrates successes, and strengthens ongoing support by showing the real impact of their contributions.



RISKS	MITIGATIONS
<p>Capital Renewal Fund: How will long-term capital needs (repairs, upgrades) be funded without relying on future City funding?</p>	<p>Recognizing the importance of lifecycle asset management, the AMCC will implement a multi-layered capital renewal strategy:</p> <ol style="list-style-type: none"> <li>1. <b>Unrestricted Reserve:</b> Annual AMCC operating surpluses will be invested in an interest-bearing account for compounded growth.</li> <li>2. <b>Targeted Grants:</b> proactively pursue federal, provincial, and municipal funding programs dedicated to infrastructure renewal such as Canada Cultural Spaces Fund, Community Spaces Fund, and Alberta Culture Community Facility Enhancement Program.</li> <li>3. <b>Housing Maintenance Planning:</b> For the affordable housing component, lifecycle costing and preventive maintenance planning will be incorporated into annual budgeting to avoid deferred maintenance risk.</li> </ol>
<p>What strategies exist if operating expenses exceed projections or utilization falls below expectations?</p>	<p>Beyond conservative vacancy allowances, the AMCC will implement the following mitigation strategies:</p> <ul style="list-style-type: none"> <li>● <b>Endowment Fund Development:</b> Establishment of a long-term endowment fund with annual endowment fundraising event to grow principal. Investment returns to provide operational stability during revenue fluctuations.</li> <li>● <b>Diversified Marketing &amp; Tenant Acquisition Strategy:</b> Engage marketing firms, cultural media platforms, commercial facility rental specialists, and internal campaigns via social media, community newsletters and outreach.</li> <li>● <b>Anchor Tenant Stability:</b> Africa Centre will serve as a major anchor tenant with built-in stable recurring rental income from AC office lease and daycare operations.</li> <li>● <b>Multi-Year Operating Grants:</b> Ongoing applications for multi-year operating funding commitments to reduce any potential annual volatility</li> </ul>
<p>Market Comparables: What is the basis for projected lease rates and utilization assumptions?</p>	<p>The lease rates and utilization assumptions are grounded in:</p> <ul style="list-style-type: none"> <li>● Independent research conducted by Reimagine Architects, now updated to reflect current market rates.</li> <li>● Africa Centre as anchor tenant: office lease and daycare included in the operational model.</li> <li>● Conservative occupancy assumptions applied to ensure prudence.</li> </ul>
<p>Specific Grants: What grants will be applied for, considering capital scenario thresholds?</p>	<p>The Africa Centre will undertake a comprehensive funding campaign targeting both public and private sector partners, supported by a fundraising committee composed of respected community leaders and industry stakeholders. Key grants include:</p> <ul style="list-style-type: none"> <li>● <b>Federal:</b> Canada Cultural Spaces Fund, Community Spaces Fund, CMHC programs, Build Canada Homes initiatives.</li> <li>● <b>Provincial (Alberta):</b> Alberta Ethnocultural Grant Program, Community Facility Enhancement Program (\$125k–\$1M), Prairies Can, Active Communities Initiative (\$50k–\$1.5M).</li> <li>● <b>Municipal/Housing:</b> Affordable Housing Investment Program (~25% housing portion), Edmonton Immigrant &amp; Refugee Communities Space Subsidy.</li> <li>● <b>Private/Philanthropic:</b> Inspire Foundation (~\$100k), Co-op Community Spaces (~\$150k), ATB Financial Community Initiatives, Edmonton Community Foundation, Laidlaw Foundation, McConnell Foundation, Canadian Race Relations (~\$125k), FFBC (~\$200k), Africa Centre Reserves (~\$550k), plus additional community associations.</li> </ul>



The Council for Advancement of African Canadians in Alberta (CAAC), operating as Africa Centre, was incorporated in 2006.

The Africa Centre is the largest pan African non-profit organization in western Canada, serving as a community hub that provides programs and services from a place of cultural awareness and competency to the families in their diverse community.

The organization acknowledges the diversity of their cultural background as a source of the strength that brings capacity and competencies to shape a thriving community in Alberta. They have a strong African indigenous cultural foundation incorporated across our programs and services.

## VISION

A strong, relevant and engaged African descent community in Alberta

## MISSION

Create opportunities for access and full participation of the African descent community in Alberta



**Dr. Edna Wakene**

Board Chair



**Joseph Luri Kichere**

Vice Chair



**Tony Agbonkhese**

Treasurer



**Andrew Owusu**

Secretary



**Saharla Aden**

Director



**Noora Badr**

Director



**Dr. Uche Okereafor**

Director



**Terence Sakwe**

Director



**Abdoulaye Barry**

Executive Director