

Edmonton Multicultural Coalition Strategic Plan



**Back To Our Roots
Towards A Resilient Future**

Introduction

The Edmonton Multicultural Coalition is energized to re-evaluate its foundational core values, strengthen its relationship with communities, and adapt to new ways of serving ethno-cultural communities in the context of a changing and evolving future.

Research shows that ethnocultural communities are disproportionately impacted by the COVID-19 pandemic, which has exacerbated pre-existing economic, social, and healthcare inequities. EMCA plans to address these inequities by establishing platforms for impactful community voice to reach political, corporate business and institutional decision makers to make changes that meet the needs of these communities.



The global anti-racism movement is strong in Edmonton, and EMCA is at the helm of addressing and mobilizing ethnocultural communities to speak out and demand inclusivity and racial equality.

The Coalition is proud of its reputation as a capacity-building organization and prides itself as a premier non-profit that excels in community-based research.

This five-year strategic plan describes the Coalition's vision of its roots, builds on its strengths, and takes action toward a resilient future.

Mission

Through positive social interactions, foster enriched ethnocultural and socio-economic integration for the reciprocal benefit of Edmontonians

Vision

A strong, vibrant community strengthened through equitable and reciprocal social integration

Purpose

To promote racial and ethnic equality by:

- Providing capacity-building activities to help disadvantaged ethnocultural communities overcome social exclusion, develop skills to solve problems, and act collectively to improve their lives and local conditions, including adult literacy and language instruction, skills training, and workshops;
- Educating the general public about the culture, history, and traditions of ethnocultural communities and increase the public's understanding and awareness about racism and ethnoracial disparities through workshops, seminars, roundtable discussions, and public forums



Goals and Strategies



As stated in its mission, at the end of 2027, the Edmonton Multicultural Coalition demonstrates that it is **"a strong, vibrant community strengthened through equitable and reciprocal social integration"**

The Board of Directors has established 5 Goal categories that are outlined in this Plan to accomplish this mission:

A. EMC Influences Policy and Legislation

B. Ethnocultural Communities have Capacity for Community Engagement and Development

C. EMC is a Reputable and Sustainable Organization

D. Ethnocultural Communities are Well-Connected and Engaged

E. Financial Sustainability

The Board of Directors has established the following strategies within each Goal category:

1. Strategies: EMC Influences Policy and Legislation

- Conduct ongoing needs and assets assessments and community consultation
- Keep abreast of policy and legislation impacting EMC and community
- Reach out to network of decision makers
- Engage with political leaders and advocacy
- Build partnerships and collaborations with like-minded organizations
- Continue and enhance community-based research in ethno-cultural communities



2. Strategies: Ethnocultural Communities have Capacity for Community Engagement and Development

- Develop the resources we need for capacity building (trainers, facilitators, speakers, technology, space etc.)
- Connect the community to resources and programs (referrals)
- Provide regular capacity building opportunities
- Build partnerships for capacity building opportunities

3. Strategies: EMC is a Reputable and Sustainable Organization

- a. Develop an effective public relations and communication strategy
- b. Recruit, train and retain staff, board, animators and volunteers
- c. Strengthen bylaws, policies and procedures of the organization as needed
- d. Build and retain our membership

4. Strategies: Ethnocultural Communities are Well-Connected and Engaged

- a. Provide opportunities for networking, collaboration and partnerships
- b. Develop relevant programs that are based on a regular needs assessment
- c. Provide capacity building opportunities for civic engagement and social inclusion
- d. Strengthen community animation model



5. Strategies: Financial Sustainability

- a. Capitalize on charitable status
- b. Develop sustainable, diverse revenue sources
- c. Develop an endowment fund
- d. Establish annual fundraising campaign



The Board of Directors is proud to present this Strategic Plan to all of its stakeholders, members, volunteers and partners.