

# **Stichting UMURAGE Africa Legacy**

**Summary Strategic Plan for  
2016-2018**

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**UMURAGE Africa Legacy Foundation**

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## Background

The Stichting UMURAGE Africa Legacy (UMURAGE Africa Legacy Foundation) was created in 2015 and incorporated Dec. 17 2015 at the Chamber of Commerce of Amsterdam (Netherlands). UMURAGE is a charitable institution (algemeen nut beogende instelling) in accordance with section 5b of the State Taxes Act (Algemene wet inzake rijksbelastingen).

UMURAGE came from the founder's realization that there were so many positive stories happening in Africa and the diaspora, but the world rarely hears about them as the news are often dominated by the negative stories (wars, outbreaks, poverty, etc..). Legacy is at the core of our message, we want to highlight stories of individuals who are working against the odds to improve the lives of people around them either directly, or indirectly by inspiring them to change their own lives.

In Africa, we recognize three types of legacies: (i) Parental Legacy: One's genetic legacy; (ii) Moral Legacy: Qualities you pass on to your offspring and/or people who come in contact with you through the education you give them, the wisdom you dispense, and the good example you set for them; (iii) Material Legacy: Belongings of monetary or sentimental value you pass on to your offspring, your relatives and/or close friends for them to own and use after you pass away.

At UMURAGE, we believe the moral legacy is the most important of the three; it is values base and it can help you make the most of your natural and material endowments.

The Foundation main objectives are therefore to promote and pursue the public interest – more specifically to:

- promote and support African individuals, African and other organizations, businesses and communities who contribute to the world's development and making a lasting impact doing so;
- support individuals, organizations, businesses and communities to achieve their legacy by assisting them to articulate and/or refocus their vision, develop the right strategies, and mobilize adequate resources;
- reach out and share with the public real-life stories of Legacy makers and share knowledge about the notion of legacy and values of the African traditions.

We use a set of six basic traditional African values to define and measure the moral legacy and guide us in choosing whom and what to support.

African Art will be one of the key medium to promote the image of Africa and to fundraise for the Foundation own projects. The Foundation will work with partners to build and curate a permanent exhibition of contemporary artists and cultural art.

UMURAGE has a board of Directors with three members.

The Foundation is still very young (one year old). The coming year will be an important year in terms of branding the organization and getting more visibility, developing projects in Europe and Africa, and fundraising. A important challenge for the year ahead will be to involve more people in the Foundation work (Advisors, staff, volunteers)

## Vision

Our vision is:

- to change the way the world perceives Africa and Africans
- to build Africa’s collective legacy and help Africa, Africans and friends of Africa contribute more to the world’s collective legacy
- To help individuals, organizations and communities who are making a difference get known and recognized across the world
- To channel resources to worthy organizations.

## Mission

Our mission is to:

- promote and support African individuals, African and other organizations, businesses and communities who contribute to the world’s development and making a lasting impact doing so;
- support individuals, organizations, businesses and communities to achieve their legacy by assisting them to articulate and/or refocus their vision, develop the right strategies, and mobilize adequate resources;
- reach out and share with the public real-life stories of Legacy makers and share knowledge about the notion of legacy and values of the African traditions,

## Values

<b>Humanity</b>	Actions and behavior of a person seeking to live in harmony with others. The absence of humanity leads to animalistic behaviors.	<b>Creativity</b>	To create something unique. You must give it sufficient time to define it and refine it till you are entirely satisfied with the result.
<b>Excellence</b>	The qualities of a person who refines what they do till they are entirely satisfied with the end result.	<b>Celebration of Beauty</b>	To give recognition to exceptional beauty, beauty that can't be denied by anyone, and give tribute to the excellence of the creator of such beauty.
<b>Leadership</b>	To do exceptional deeds, deeds with exceptional importance, setting a positive example for others.	<b>Nobility</b>	The qualities of a person who is admired for an outstanding talent visible to all, a good heart, good manners, yet who stays humble, always putting others first

## Objectives and Priorities for the First 3 Years (2016-2018)

UMURAGE three main objectives will be operationalized in three streams of programs:

- Stream 1: Legacy Consulting and Coaching;
- Stream 2: Legacy Sharing
- Stream 3: Legacy Match-Making;

In addition, UMURAGE will spearhead its own initiatives to set an example (UMURAGE Own Legacy).

African Art will be one of the Foundation’s key medium to promote the image of Africa and to fundraise for UMURAGE own projects. The Foundation will work with partners to build and curate a permanent exhibition of contemporary artists and cultural art.

Year	Activities	Timeline	Remarks
2015	<p>Preparatory Activities for the STICHTING</p> <ul style="list-style-type: none"> <li>• Networking</li> <li>• Developing Foundation concept, aim, objectives and values</li> <li>• Assessment of budget (incorporation and operating budget) and fundraising for the Stichting (Personal resources set aside for</li> <li>• Researching Netherlands law on Charitable organization</li> <li>• Consulting with KVK</li> <li>• Hiring a Notary and preparing deeds of Incorporation</li> <li>• Consulting business advisors (Business strategy)</li> <li>• Stichting registration at KVK (Amsterdam)</li> <li>• Leasing an office in Amsterdam</li> <li>• Appointing Board Members</li> <li>• Launching the stichting</li> <li>• Networking and partnership building</li> </ul>	January-Dec. 2015	Preparatory year – Includes activities that led to the creation of the Foundation
2016	<p>Board of Directors</p> <ul style="list-style-type: none"> <li>• Organizing and chairing Board Meetings</li> </ul>		

	<ul style="list-style-type: none"> <li>• Communication with board members</li> </ul>		
	Administrative: <ul style="list-style-type: none"> <li>• Register for ANBI Status</li> <li>• Open a bank account</li> </ul>	March 2016	Reported to 2017
	Programs: <ul style="list-style-type: none"> <li>• Legacy Consulting and Coaching</li> </ul>	June 2017	Tools under development –
	Permanent African Art Exhibition <ul style="list-style-type: none"> <li>• Inventory</li> </ul>	December 2016	Art will be on loan from the Founder’s private collection
2017	Administrative <ul style="list-style-type: none"> <li>• Developing a brand and communication strategy</li> <li>• Accounting for 2016</li> <li>• Bringing in Advisors and Volunteers</li> <li>• Building partnerships</li> <li>• Developing a Fundraising strategy</li> </ul>	January-June 2017	
	Streams: <ul style="list-style-type: none"> <li>• Piloting Stream 1 in the Netherlands</li> <li>• Launching Stream 1 platform</li> </ul>	January-June 2017	
	UMURAGE own projects and programs: <ul style="list-style-type: none"> <li>• Developing 1<sup>st</sup> wave of projects to be spearheaded by the Foundation</li> <li>• Project Implementation</li> </ul>	January-Sept. 2017	
	Permanent African Art Exhibition <ul style="list-style-type: none"> <li>• Publishing a catalogue (print and online)</li> <li>• Finding partners for the Permanent Exhibition</li> <li>• Managing and curating the exhibition</li> </ul>	March-December 2017	
2018	Administrative: <ul style="list-style-type: none"> <li>• Setting Up offices</li> <li>• Hiring full-time Staff members</li> </ul>	Second trimester 2018	

	<ul style="list-style-type: none"> <li>• Partnership building</li> <li>• Fundraising</li> </ul>		
	<p>Streams:</p> <ul style="list-style-type: none"> <li>• Scaling-Up streams 1 &amp; 2</li> <li>• Developing Stream 3 (platform and tools)</li> <li>• Piloting Stream 3</li> <li>• Launching Stream 3</li> </ul>	January-Dec. 2018	
	<p>UMURAGE own projects and programs:</p> <ul style="list-style-type: none"> <li>• Developing 2<sup>nd</sup> wave of projects to be spearheaded by the Foundation</li> <li>• Project Implementation</li> </ul>	January-Sept. 2018	
	<p>Permanent African Art Exhibition</p> <ul style="list-style-type: none"> <li>• Publishing a catalogue (print and online)</li> <li>• Finding partners for the Permanent Exhibition</li> <li>• Managing and curating the exhibition</li> </ul>	January 2018-Dec. 2018	Permanent - Ongoing