



Greater Delaware Valley Leadership Forum

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Our Motivation

Abdullah ibn Salam said: When the Messenger of Allah, peace and blessings be upon him, came to Medina, the people rushed towards him and it was said, "The Messenger of Allah has come!" I came along with the people to see him, and when I looked at the face of the Messenger of Allah, I realized that his face was not the face of a liar. The first thing he said was:

O people, spread peace, feed the hungry, and pray at night when people are sleeping and you will enter Paradise in peace.

Source: Sunan Ibn Majah 1334

Mission

Uplift the lives of the Greater Philadelphia and Camden community by providing free meals and food related services

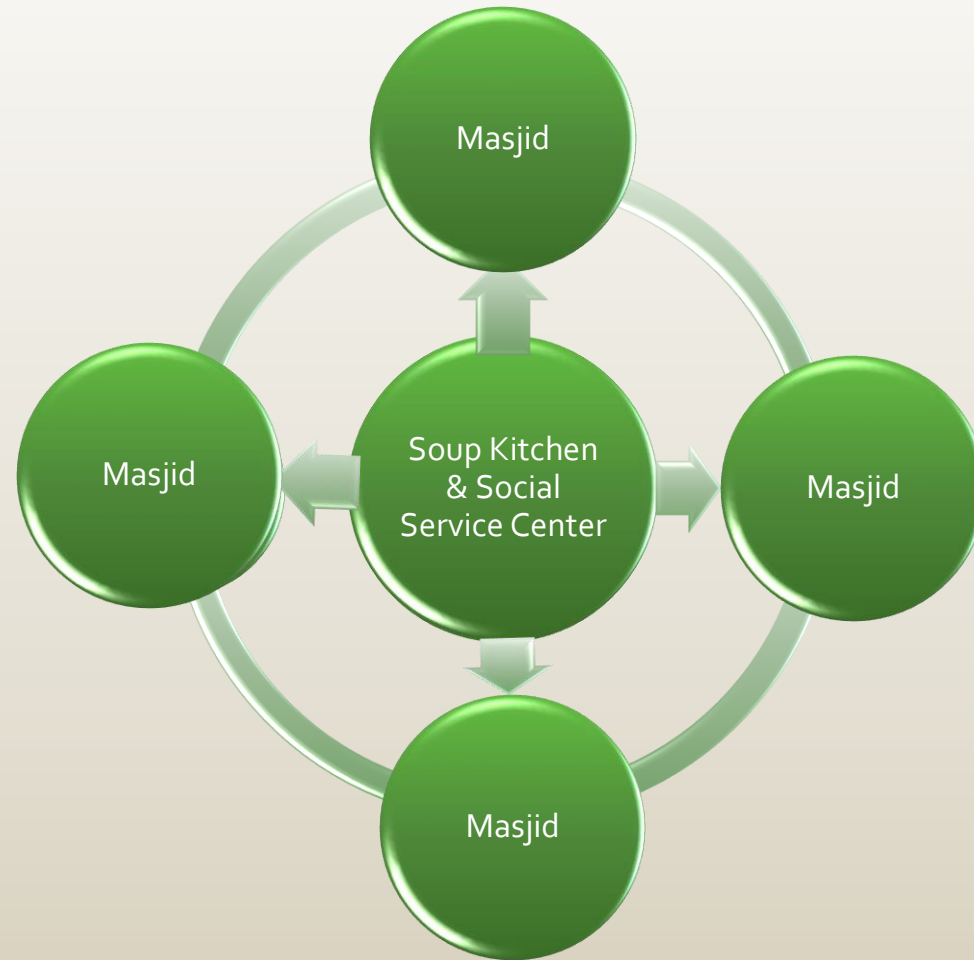
Vision

Hunger has been eradicated in the region with the help of ALL Islamic Centers in Philadelphia who accommodate to the needs of their communities by providing all necessary social, health, and food services

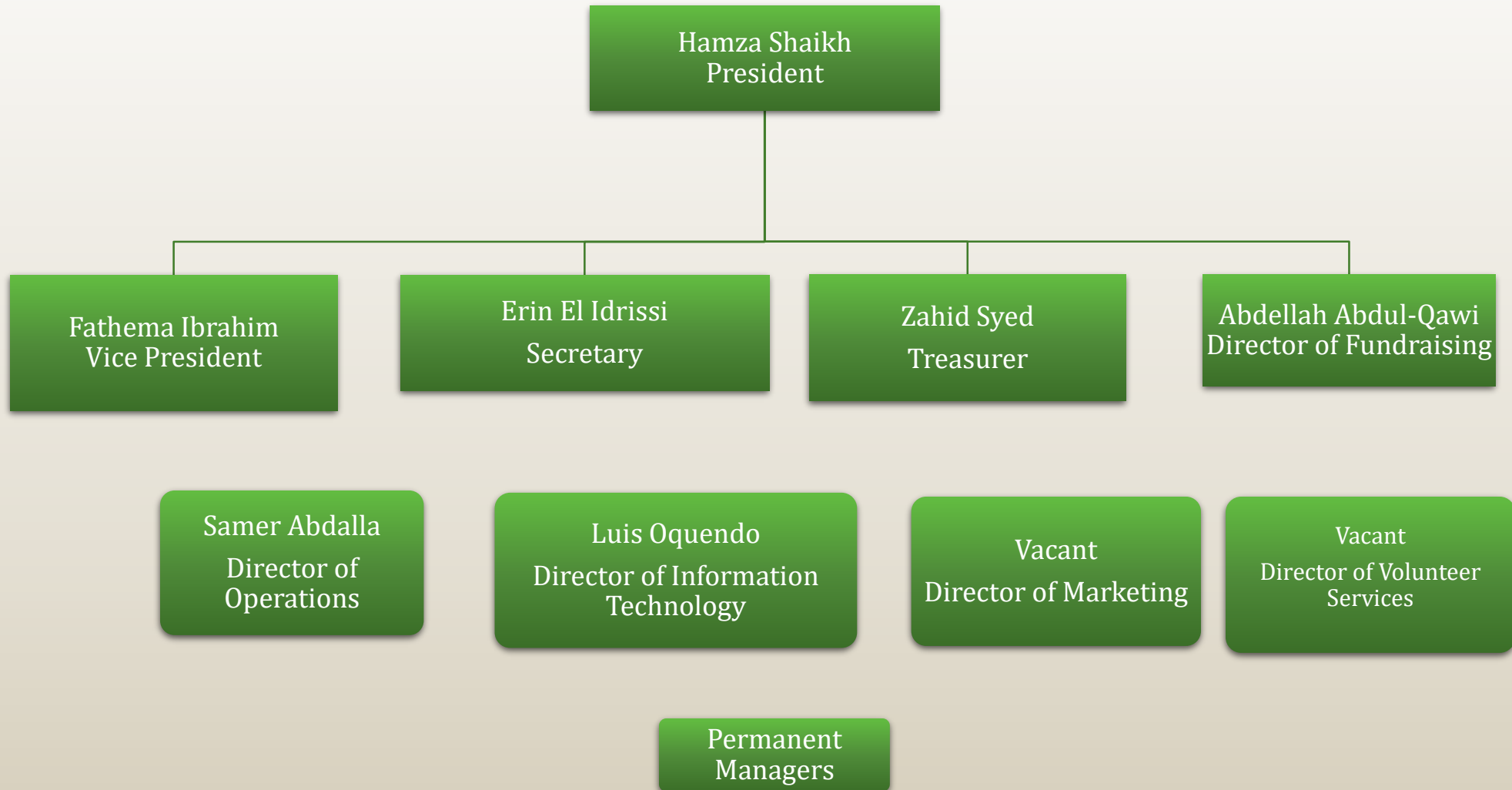
Agenda

- Overview of Model and Structure
- Current Finances
- Teams Progress and Needs
- Future Goals Overview
- How you can help

Model: Reverse Hub & Spoke



Organization Structure



Goal for Year 1

Improve efficiency and obtain funding

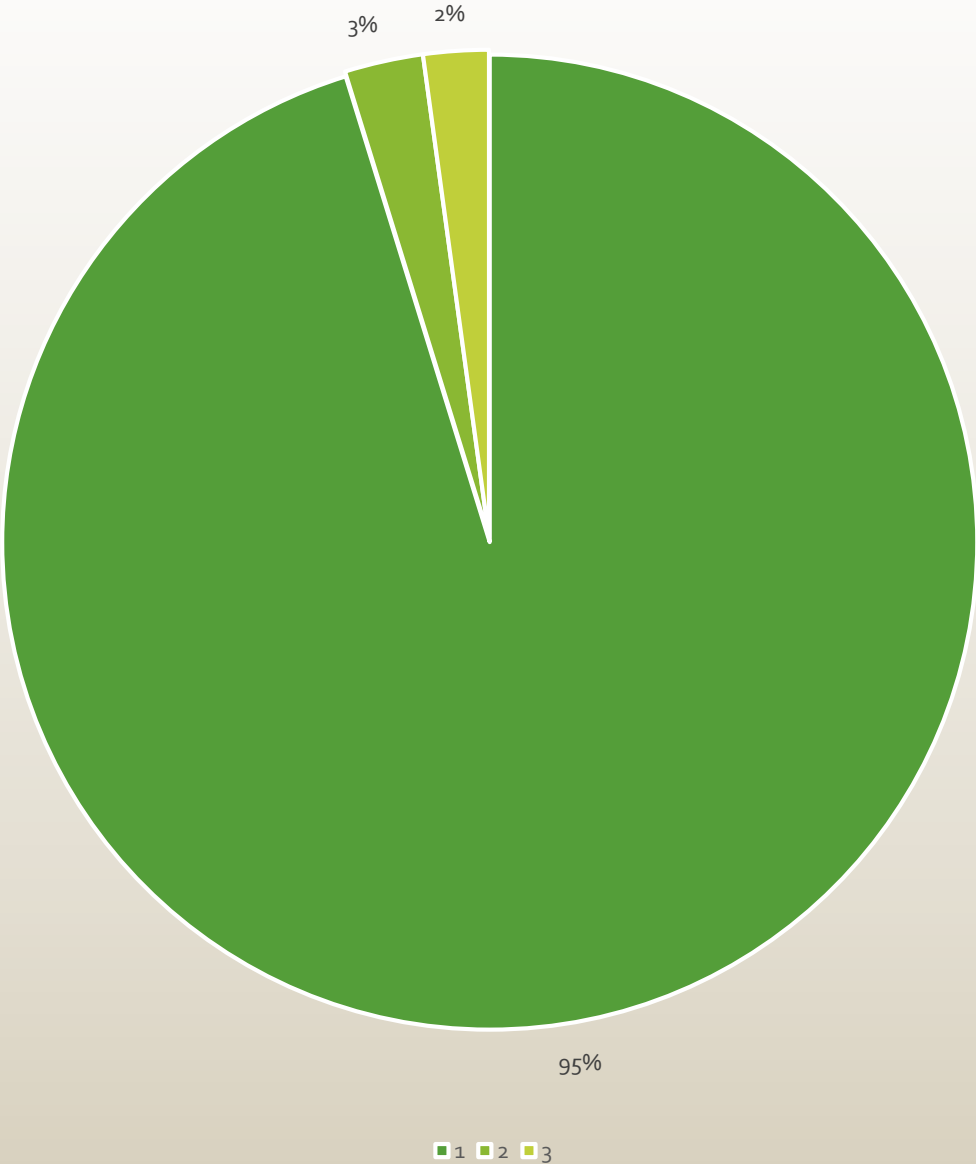
Our Budget

- To continue our current operations we need \$36,000. We would like to have 3 years operation budget for one day per month by end of this year = **\$108,000**. Would like to increase to multiple days per month (up to 4)
 - Currently in our bank account: **\$22,123**
- Building Funds projected needs: \$500,000
 - Currently in our bank account: \$0
 - Current commitments: \$100,000

Monetary Usage

- 1. Operations
- 2. Marketing
- 3. Volunteer Mgmt

▪ \$2.23 per person



Team Specific Goals

- **Operations**
 - Efficient enough to run without the presence of Director
 - 75% complete. Need to find assistant director to control operations and managers to help on monthly basis.
- **IT**
 - Website running well with ease of use
 - 75% complete. Need to improve ease of use and more professional feel.
- **Volunteer Management**
 - Excellent volunteer experience and ease of volunteering
 - 10% complete. Need to find new director and revamp whole process
- **Marketing**
 - Brochures, volunteer paraphernalia, business cards, and posters edited and sent with strategy
 - 0% complete. Need director and managers. Planning on outsourcing.
- **Fundraising**
 - Raise funds for 3 years of operations
 - 20% complete. Strategy has been formed and Ramadhan plan detailed later.

Operations

- Goal: Work without the presence of director
- Efficiency is excellent but need more committed managers
- 1 Director, 6 managers
- Needs: Fulfilling 8 tasks per month with committed managers requiring 2-7 hours per month. Assistant director position vacant.

IT

- Goal: Easily navigable website with simple tools for contacting feedphilly for volunteer and donating.
- One Director, NO managers
- Needs: 3 managers to help with monthly tasks ranging from 2-6 hours per month.
- Feedback on website appreciated

Volunteer Management

- Goal:
 - Give volunteers a great experience and make a simple way for the process of signing up to giving feedback.
 - Have an appropriate on-boarding process for managers and manage them appropriately
- No Director, 4 Managers
- Needs: Director and 7 Managers for tasks requiring 1-3 hours per month.

Marketing

- Goal: Develop strategy and all business related material related to marketing, as well as managing social media accounts professionally.
- Needs: Director and 8 Managers for tasks.
- Help needed to find a business to take over roles for the time being. See proposal.

Fundraising

- Goal: Obtain funding for 3 years and target all audiences
- 1 Director, 1 Assistant Director, 5 Managers
- Please pick one highlighted red below to help with:
 - 1000 Family campaign (email prototype sent)
 - Facebook ads (currently testing)
 - Khutbah/donation boxes
 - Newsletter (sent)
 - Radiothon (Ramadhan)
 - Group Dinners (Ramadhan and more)
 - Annual Fundraiser
 - Business contacts

Goal for Year 2-3

Expansion & Building development

Goal for Years 4-5

Feed from EVERY Masjid in Philadelphia &
Start a Muslim Run Social Services Center

How you can help? *(order of importance)*

1. Become managers of FeedPhilly
2. Become part of a Fundraising Initiative
3. Join our Board of Advisors Building project
4. Bring in your organization to volunteer with us
5. Spread the word about our organization

Thank You

Questions/Concerns?

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