

# CONTENTS



1  
Meet Malaika

2  
Why Malaika?

3  
Local Solutions  
to Local Problems

4  
Selecting a Site

5  
Turning Vision  
Into Change

6  
Finance and  
Fundraising

7  
Staff Development  
and Training

8  
Outreach  
and Messaging

9  
21st Century  
Education

10  
Sports and  
Community Outreach

11  
Knowing When  
You're Ready

12  
Staying Connected  
to Malaika



## Learning Objectives

After using this guide and accompanying masterclass video course, learners will be able to:

1. Describe the key components of the Malaika organization, programs and community impact.
2. Understand the key aspects of a strong mission and vision statement
3. Identify at least three elements that make a community ready for the model
4. Create a list of initial baseline data to be collected.
5. Create a budget and identify at least 2 potential funding sources
6. Identify 2-3 key roles for organization
7. Understand the key points of 21st Century Education
8. Identify three benefits of sports and community outreach in the model

3

# Local Solutions to Local Problems



Perhaps the most important lesson Malaika has learned, and what makes it so unique, is the ability to mobilize the local community as partners, to address these issues. Malaika does not just work FOR the people of Kalebuka, we work with them.



## Who knows a community best?

The people who live there. This should mean it is obvious that these same people are the ones who would best understand the problems and potential solutions within that community. Trying to implement changes from an outside perspective will not be anywhere near as effective as working directly with the local community. Listening to the voices of those who live and work in a community is critical to the success of any program operating within that community.

One of the key reasons Malaika has been successful in Kalebuka is our dedication working with community members as partners. We also maintain a focus on having staff members who are Congolese and understand the intricacies of their country and customs. Not only does it make delivering services easier for everyone, it also establishes a level of trust and understanding that would take years to develop as a foreigner.



**Assignment**  
**Draft Your Budget**

Create a draft budget for one to three years of operations.

BUDGET CATEGORY	AMOUNT
<b>STAFFING</b>	
Text	
Text	
Text	
Text	
<b>FACILITIES</b>	
Rent or mortgage	
Utilities	
Maintenance	
<b>GENERAL ADMIN/OPERATIONS</b>	
Business Insurance	
Printing and Copying	
Telephone and Internet	
Office Supplies	
Office Furniture	
Technology (computers, tablets)	
Marketing (site, social, promo, newsletter)	
Travel and Transportation	
Meals and staff events	
<b>PROGRAM EXPENSES</b>	
Equipment	
Program Supplies	
Participant Stipends	
<b>TOTAL:</b>	



Download a full [budget spreadsheet template here.](#)



# Knowing When You're Ready

Are you ready to get started? We're sure you feel both eager to get going and overwhelmed by all there is to do. That's normal. But before you jump in, it helps to ask yourself a few questions to make sure you have what you need to be successful.

Do you have strong mission and vision statements?

Do you have a good onboarding and training plan for your staff?

Do you have the buy-in of the community at large?

Do you have strong team members who represent your community?

Have you chosen a good location?

Have you created a 1 year and 3 year budget?

Do you have your baseline data points defined?

Have you created a system to collect data?

Have you set up your social media handles and website address?

Are you ready to commit the next several years to the hard work of launching your programs?

Are you excited?

While you may never feel 100% ready, just make sure you have the basics in place before starting. As you will have seen throughout this guide, we included some thoughts from our staff about "Lessons Learned." These are things we wish someone had told us before we started Malaika, things we wish we had done from the beginning. Keep those the above list and those points in mind as you get started.

