

SIM FLYER



Samaritan International
MINISTRIES



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PRESENTATION

The history of America teaches us stories of immigrants. The immigration's idea speaks of hospitality. Hospitality includes accommodation, food, travel, education, in one word, integration. Most people who did not benefited from hospitality were not successful in their professional life or their integration was seriously delayed. Each generation has its history of integration. Having also been the victims of the same thing, we have decided to create this structure to help as much as possible those we will have the opportunity to welcome in the future. So, this is the motivation of Samaritan International Ministries (SIM).

Our goal is to welcome and offer the best possible hospitality to new immigrants, women, young couples, and students coming from foreign countries and particularly from Africa in order to facilitate their integration into the American society.

We informally started welcoming and integrating immigrants since 2010. Now that this is gaining momentum and there are still immigrants, we have decided to create SIM to better structure the newcomers. We helped a hundred people, and we had the joy of discovering that those we helped have been well integrated. Some of them graduated from colleges, some are married, others have even bought houses. SIM has therefore contributed to improving economic development of migrants in the U.S.

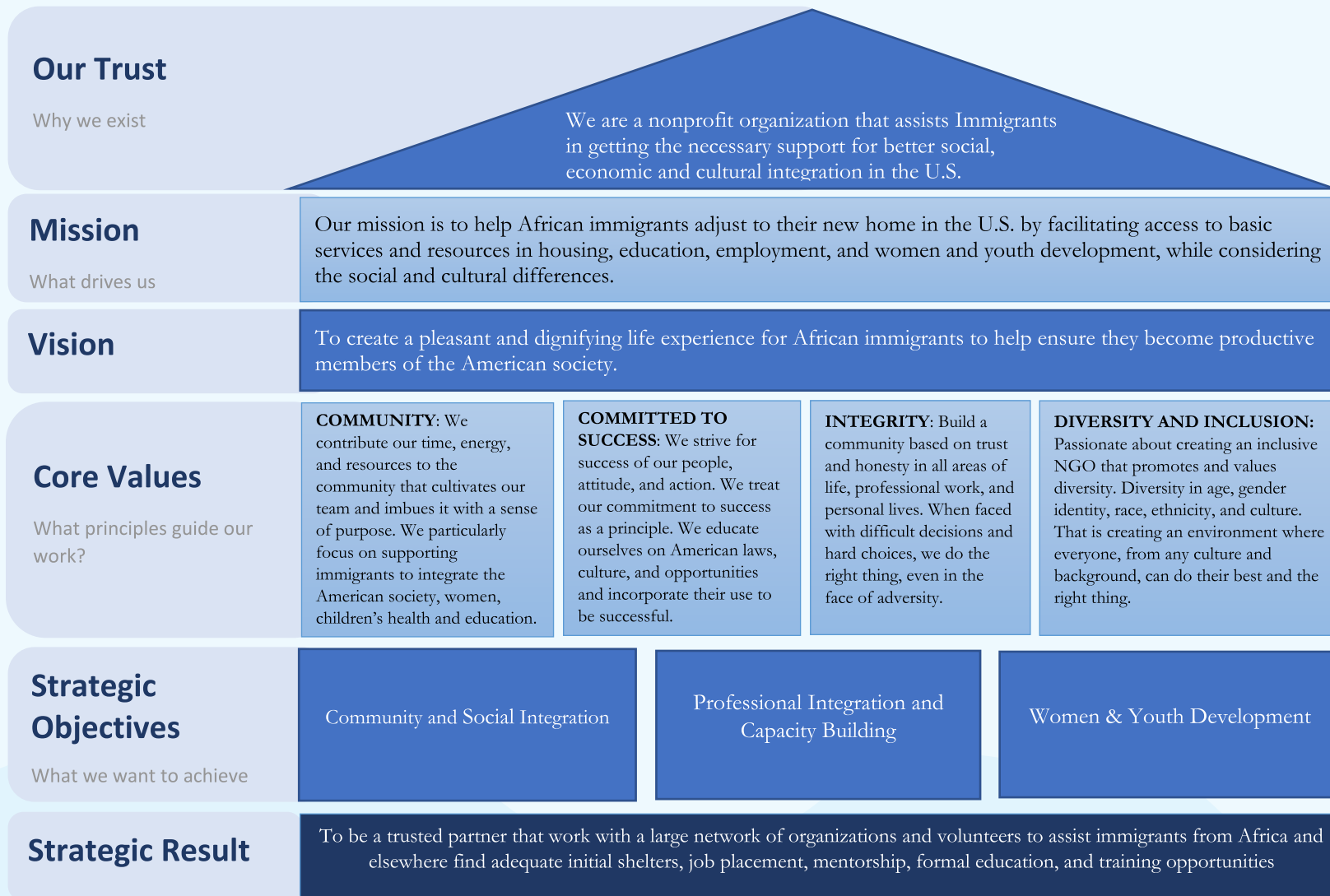
The Samaritan International Ministries (SIM) is a U.S.-based non-governmental organization established since 2017 to help immigrants, especially African, adjust to their new homes in the U.S. by facilitating access to basic services and resources such housing, education, employment, and legal assistance, while considering their social and cultural differences.

SIM is poised to manage its programs in partnership with partners and donors operating in public or private sector in the U.S. and Africa. To achieve its vision and mission, SIM's activities are articulated around the following three program areas to be implemented with partners and donors:



- *Community and Social Inclusion program* – to develop exchange platforms and successful mentorship opportunities for immigrants and students
- *Professional Integration and Capacity Building program* – to guide and help immigrants acquire the best trainings and skills needed to facilitate their integration to corporate America
- *Economic Development Program for the Protection of Women, Children & Youth* – To create and strengthen infrastructures that support positive development for women, youth, and children to realize their potential and improving their livelihoods.

II. MISSION, VISION, VALUES & STRATEGIC OBJECTIVES





III. STRATEGIC APPROACH AND OBJECTIVES

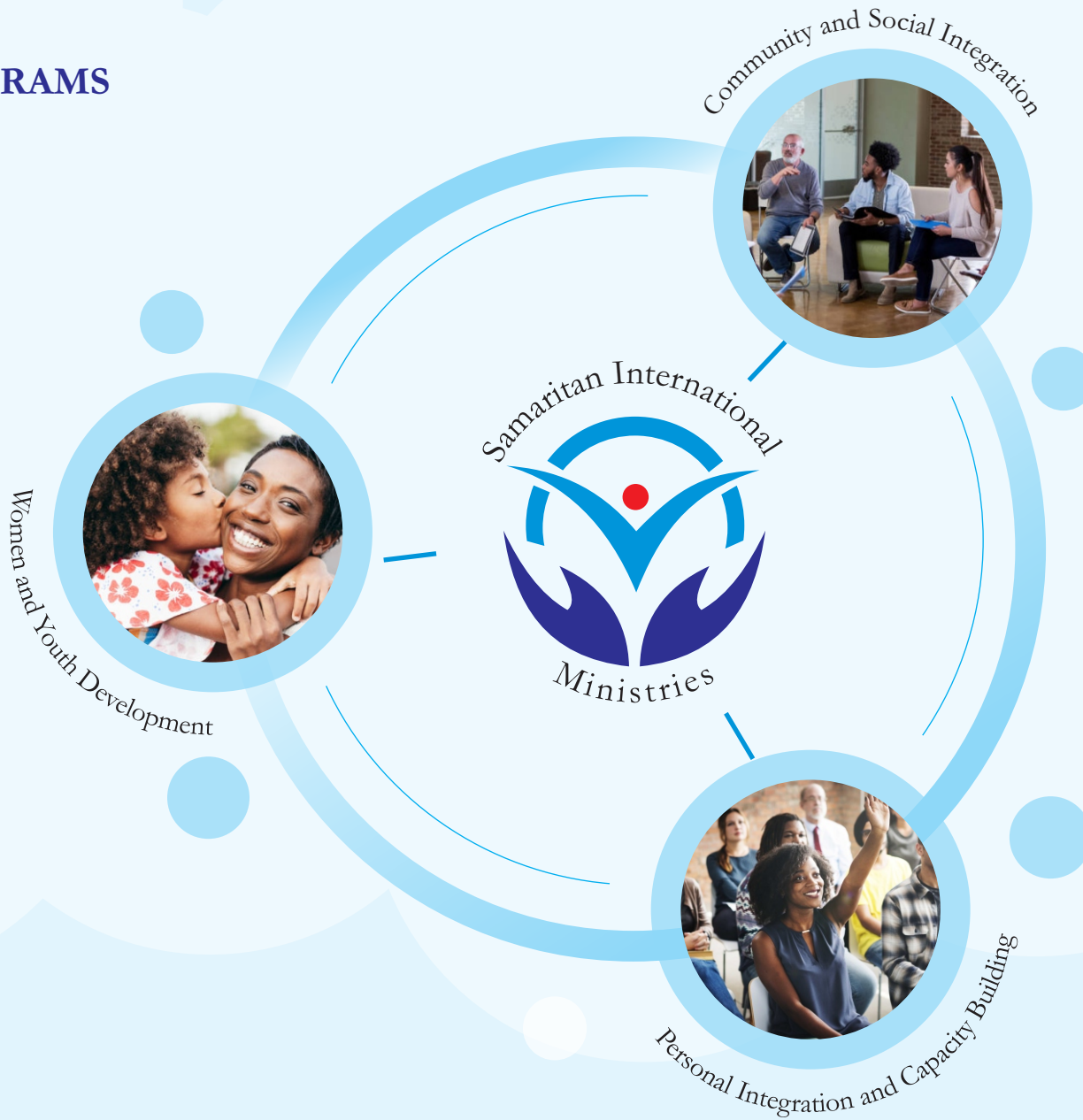
AREAS OF INTERVENTION: There are three program areas that SIM will implement with partners and donors:

- **Community and Social Inclusion program** – to develop exchange platforms and successful mentorship opportunities for immigrants and students
- **Professional Integration and Capacity Building program** – to guide and help immigrants acquire the best trainings and skills needed to facilitate their integration to corporate America
- **Economic Development Program and Protection of Women, Children & Youth** – To create and strengthen infrastructures that support positive development for women, youth, and children to realize their potential and improving their livelihoods.

STRATEGIC FRAMEWORK: Building from its mission, vision, and core values statements and the alignment of strategic objectives outlined above, SIM has established a strategic framework that provides a clear pathway from its three program areas to facilitate a better social, economic, and cultural integration of immigrants and students into the U.S. The strategic framework reflects the five SIM’s smart objectives, ensuring that each of its strategic program create an ultimate impact and a win-win solution for both the hosting community and the immigrants.

SMART OBJECTIVES (LIST 3-5)	S-Specific, M-Measurable, A-Achievable, R-Realistic, T-Timebound
1	Create a strong social network allowing immigrants to access critical information and resources, to facilitate their social and community integration process within the first year of arrival in the U.S.
2	Provide guidance and facilitate access to key amenities and basic services such as accommodation, transportation, and food supply for at least 75% of immigrants in SIM Program within 6 months of arrival in the U.S.
3	Create an inclusive environment to guide and help all immigrants in SIM’s program to acquire the best trainings and skills needed to facilitate their professional integration within 2 years of enrolment.
4	Create an environment where new immigrants can find a job.
5	Develop strategic partnerships with local government and participate in cultural exchange programs at the community and state levels within the first two years of activities.

PROGRAMS



IV. STRATEGIC PROGRAMS

PROGRAM 1: COMMUNITY AND SOCIAL INTEGRATION

PROGRAM DESCRIPTION

Create a strong social network allowing new, current and future immigrants have access to critical information and resources to facilitate their social and community integration process in the U.S. The program ambitions to develop exchange platforms and successful mentorship opportunities for immigrants and students through match-making with host families and community thought leaders. The program will provide guidance and facilitate access to key amenities and basic services such as accommodation, transportation and food supply. To strengthen its community outreach, the program envisions developing strategic partnership with local authorities and participate in cultural exchanges programs at local, state and federal levels.

GOALS & OBJECTIVES

1. Establish a solid social network allowing new and future immigrants to acquire better information and facilitate their integration process.
2. Develop mentorship programs for new immigrants through match-making with host families and community thought leaders
3. Create an exchange platform to educate immigrants on best practices of successful social and community integration process
4. Provide guidance and facilitate access to key amenities and basic services such as accommodation, transportation, and food supply

PROGRAM 2

PROFESSIONAL INTEGRATION AND CAPACITY BUILDING

PROGRAM DESCRIPTION

We strive to help immigrants fulfill their dream of studying in America, thereby giving them the opportunity to live their dreams. This is done by Creating an inclusive environment to guide and help immigrants acquire the best trainings and skills needed to facilitate their integration to corporate America. An environment to guide new immigrants to become financially independent and guide them toward academic training to facilitate their integration into corporate America.

GOALS & OBJECTIVES

1. Develop a mentorship program to coach woman's development and foster women entrepreneurship to facilitate their autonomy in America.
2. Develop a program that will coach families with children on existing programs that help children and families in need of special assistance (Children with disabilities, healthcare, insurance, and education...)
3. In partnership with other programs, create an address book that will guide women to pursue higher education and facilitate their integration into corporate America.
4. Create an address book that will guide newcomers interested in businesses through the creation process as well as advising them on current business and tax laws.



PROGRAM 3

ECONOMIC DEVELOPMENT AND PROTECTION OF WOMEN, CHILDREN AND YOUTH

PROGRAM DESCRIPTION

To create and strengthen infrastructures that support positive development for women, youth, and children to realize their potential and improving their livelihoods. Work in partnership with all other programs to promote women entrepreneurship and autonomy, guide women to pursue higher education, protect women and children's rights and translate these rights into a better quality of life for all. Promote cultural diversity and inclusion.

GOALS & OBJECTIVES

1. Develop a program to support the empowerment of women and encourage entrepreneurship to facilitate their economic integration. Guide them in creating a business and teach on business startup and current tax laws.
2. Develop a support program for families with children on existing programs that help children and families in need of special assistance (children with special needs, health care, insurance and education...)
3. Program to strengthen women's skills for better integration into the job market
4. Develop a program that would provide tutoring or academic assistance to children and students. Directing high school graduates to the best academic programs.
5. Develop a program to teach and promote cultural diversity and inclusion.



V. MONITORING AND EVALUATION

Samaritan International Ministries' (SIM) monitoring and evaluation (M&E) framework includes systems and procedures, personnel, and operating guidelines. The strategic framework links inputs to outputs, outcomes and impacts in order to produce program & project level indicators and targets. A results chains is developed for all projects and interventions and database links financial (income and expenditure) data to non-financial (inputs and outputs) data.

SITUATIONAL ANALYSIS (SWOT)			
	STRENGTHS (+)		WEAKNESSES (-)
INTERNAL FACTORS	<ol style="list-style-type: none"> 1. Facilitating access to basic services to African immigrants. 2. take into account cultural diversity in service delivery. 3. building capacity and promote responsible citizenry. 4. Empower immigrant community 	INTERNAL FACTORS	<ol style="list-style-type: none"> 1. Novel initiative; 2. sensitization of key stakeholders and partners; 3. lack of resources for programs; 4. SIM name recognition and trust in community and donors
	OPPORTUNITIES (+)		THREATS (-)
EXTERNAL FACTORS	<ol style="list-style-type: none"> 1. Platform of reference for African legal immigration 2. Assisting foreign students to successfully complete their education 3. Create a network to inform students about different programs and post-training employment opportunities 	EXTERNAL FACTORS	<ol style="list-style-type: none"> 1. intense competition with similar organizations; 2. application submitted mostly by illegal immigrants; 3. Immigrants' barrier to language
MEASUREMENTS OF SUCCESS	MEASURABLE COMPONENT DESCRIPTION	WHEN TO MEASURE	HOW TO MEASURE
	the website traffic measurement is implemented to monitor the performance of the Organization website and to produce content that will easily connect the Organization with newcomers.	Each month of the year	Website traffic checker
	Level of immigrants' satisfaction to measure how happy are the legal immigrants with the Organization assistances and programs.	One year after their arrival in US	The method to measure this component is through surveys. Immigrants will record their feedback via multiple-choice questions, rating questions, open-ended questions.
	Financial audit to perform an objective evaluation of Samaritan financial statements. The aim is to ensure that our financial records are an accurate representation of Samaritan financial performance.	Annual	Samaritan will need to reach out to a Certified Public Accountant (CPA) firm to conduct this audit



VI. COMMUNICATIONS AND SOCIAL MEDIA

SIM has a dedicated communications team responsible for managing its website, running the social media presence, promoting the media production hub products to external stakeholders. It produces corporate reports and progress reports and has undertaken a knowledge management audit. SIM will be committed to telling its story well enough and communicating the results and impact of its work.

SIM will therefore adopt a more strategic approach to communications, including better articulating its theory of change on Community and Social Inclusion program, Professional Integration & Capacity Building, and Women & Youth Development, providing more information on impacts and results, building a visual identity through various forms of media, featuring senior management officers in media outreach, and holding regular conferences and meetings with donors and development partners. SIM's communication strategy will be targeted to specific audiences. A knowledge management strategy will also be developed to better organize trainings materials and SIM's institutional memory.

VII. STRATEGIC PARTNERSHIPS

SIM is committed to developing strategic partnership with organizations that share interest in implementing projects to effect long term impact on immigrants. The following types of partners will be targeted:

- *Implementing Partners* – both international and national organization to provide expertise for the implementation SIM's projects.
- *Donor Partners* – to support SIM's mission and program through financial or in-kind contribution, as well as pro-bono services.
- *Government Partners* – including embassies in the U.S. and abroad to leverage their resources to achieve development outcomes.
- *Network & Media Partners* – media partners willing to collaborate with SIM to amplify outreach and community awareness.
- *Training & Knowledge Partners* – selected organizations committed to collaborate with SIM for training and information sharing.

SIM intends to build on the above partnership approach and will develop a more detailed documentation to explain its partnership model and the selection criteria of its partners.



VIII. FUNDING

SIM relies on a variety of sources to fund its projects, operations, salaries, and other overhead costs. Funding sources include but not limited to membership dues, private donations, funds raising events, grants from philanthropic foundations and tenders.

- **Subscribers Fees:**

SIM will charge subscribers fees for candidates entering the program to cover portion of the expenses. The membership dues vary from candidates to candidates given that they have different needs from SIM. It is expected that dues will cover approximately 10% of the costs.

- **Private Donations:**

Private donations come from those who have graduated from the program as well as individuals familiar with SIM's mission. Every year, letters will be sent to individuals in SIM's network to solicit their voluntary contributions. Also, an online account will be established on the website for anyone who is willing to donate to support SIM and its activities.

- **Fund Raising Events:**

Fund raising events will be organized throughout the year to collect funds as part of the to support SIM's operation costs. The events include:

- 1) GOFUNDME
- 2) Paid cultural events
- 3) Donations

- **Grants:**

SIM accepts grants from companies that support community and social inclusion programs, professional integration and capacity building, women and youth development programs.

- **Tenders:**

SIM is actively seeking to bid on open tenders that finance projects similar to SIM's goals and objectives. Under the supervision of the Head of Funds Raising and Events Management, the Funding Coordinator will continuously search for open tenders to finance projects and other costs at SIM.



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