



Plan of Action

2014-2015



Introduction

The Michigan Junior Chamber will be the organization that unites all sectors of society to create sustainable impact for our State and Communities. The impact is created by innovative projects, creative programs, and sustainable solutions. This has remained consistent throughout the Michigan Junior Chambers strong history. Now, the Jaycees Organization recognizes that challenges of today require young active citizens to engage their communities. The 2014-2015 Plan of Action will guide the Michigan Jaycees Foundation for the upcoming year on our path to create a better Junior Chamber Organization, a better state, country, and world. Traditional solutions to global issues are no longer sufficient. 2013 marked the beginning of a shift in focus. A shift from numbers to impact. 2014 will solidify that shift with an emphasis on words to actions.

Actions that:

- **Impact**
- **Motivate**
- **Invest**
- **Collaborate**
- **Connect**

Our Vision:

“To be the leading charitable resource of the Michigan Junior Chamber (Jaycees).”

Our Mission:

“By focusing on our commitment to the philosophies of the Jaycee movement, the Michigan Jaycees Foundation supports the Michigan Junior Chamber (Jaycees) in providing a charitable network that empowers young people to create positive change.”

Our Purpose according to our bylaws:

- 1) Acting as an advisory body on charitable and public welfare activities to the Michigan Jaycees, a Michigan on-profit corporation;
- 2) Promoting and administering community support programs for the furtherance of the Michigan Jaycees and its members’ charitable and public welfare activities; and
- 3) Carry on such other activities as may be incidental and necessary or appropriate to the foregoing.

Our actions, vision, and purpose will enable the Michigan Jaycee Foundation to unite all sectors of society to create sustainable impact in 2014 and beyond!

Impact

Michigan Jaycees Foundation will support Michigan Jaycee Organizations to achieve sustainable impact.

Creating sustainable impact is important because it leads to a world where human security is a reality for all global citizens.

Action Steps:

- Establish a Michigan Jaycees Foundation Program: “MIJCF- Community Action Revitalization Effort (C.A.R.E.)” (Disaster/Emergency Relief) to raise, manage and distribute funds.
- Work with the Michigan Junior Chambers to help expand efforts in raising awareness, through partnerships with other government entities and non-profit organizations, where applicable.
- Work with the Michigan Jaycees to develop and implement a promotional plan for Chapters on how to obtain Development Grant.
- Conduct a Grant Program to support Michigan Jaycees state initiatives and Local MDG Projects.

Expected Outcome:

By the end of 2014, Michigan Jaycees Foundation will have increased their impact by supporting more programs and projects in line with the Junior Chamber philosophies.

Motivate

Michigan Jaycees Foundation will create an environment in which alumni are motivated toward positive change

Motivation is important because tackling the challenges of today requires empowered, passionate, global citizens ready to take action.

Action Steps:

- Create a MIJC Alumni Membership Welcome Kit to motivate new alumni members to support sustainable impact.
- Market and Administer a program that encourages alumni to stay involved in the Jaycee Mission upon aging out of the Jaycee Organizations.
- Launch an Alumni Swag Shop

Expected Outcome:

By the end of 2014, the Michigan Jaycee Foundation will have actively participated in an environment that enables them to share knowledge and tools, motivating alumni to support creating positive change.

Invest

Michigan Jaycees Foundation will create a financial plan that invests in long-term goals.

Investment is important because active citizens are responsible for sustaining progress to advance our mutual goals.

Action Steps:

- Develop a measureable financial growth plan utilizing and collaborating with experts in the financial field.
- Work with the Michigan Jaycees to obtain Development Grants
- Continue to build and market Homes for a Cause Program as a main source of revenue.
- Partner with the MI Chamber Foundation to redevelop their Leadership Michigan Program and turn it into a funding source for the Foundation.
- Take over the OYM/DSA program as offered by the MIJCs and turn that program into a funding source for the Foundation.
- Develop an Alumni Program to help generate revenue to the Foundation.
- Develop an Annual Giving Program.

Expected Outcome:

By the end of 2014, the Michigan Jaycees Foundation will have taken responsibility for its future by developing financially stable plans.

Collaborate

Michigan Jaycees Foundation will bring together like-minded partners in order to expand mutual impact.

Collaboration is important because it unites like-minded active citizens to expand our ability to create sustainable solutions.

Action Steps:

- Develop a project gallery of grant support that stimulates a dialogue about Michigan Junior Chamber impact stories.
- Seek corporate, government, and non-profit contributing partners for MIJC Programs to maximize program impact.
- Expand relationship with the Michigan Chamber of Commerce and any other Organization to include Programming and Events.
- Start the process to develop the capabilities for online training opportunities and in person training opportunities to ensure all MIJC Members are provided with information on what the foundation does and how they can work with us.

Expected Outcome:

By the end of 2014, the Michigan Jaycees Foundation will have engaged stakeholders from all sectors of society in dialogue and action in order to create mutual impact.

Connect

Michigan Jaycees Foundation will connect members, their communities, and the global society.

Connection is important because sharing ideas and actions will result in a global movement that creates positive change.

Action Steps:

- Use effective communication tools to increase the exchange of information within the organization.
- Produce and distribute marketing materials that highlight the sustainable solutions developed and implemented by MIJC Foundation Grants in order to create sustainable impact.
- Design and produce an adaptable and downloadable press kit to assist Local and other Organizations when communicating with media about the Foundation and our impact.
- Work with the Michigan JCI Senate and Michigan Jaycees to define their relationship with the Michigan Jaycee Foundation.

Expected Outcome:

By the end of 2014, the Michigan Jaycee Foundation will have built a stronger network that supports ideas and information sharing within the organization.

Conclusion

If this plan happens: It's the end of 2014. The shift from numbers to impact and from words to actions is well under way. There is no turning back now. Michigan Junior Chamber Members are now aware of their capability, responsibility, and passion to:

Impact

Motivate

Invest

Collaborate

Connect

With each other, with their chapters, with their communities, and with the global society.

Through supporting the conducting of more JCI Active Citizen Framework projects, helping connect like-minded individuals to accomplish mutual goals, and continuation of strengthening the Michigan Junior Chamber movement, Michigan Jaycees Foundation has realized that the ability to ensure human security begins in local communities.

These achievements have brought us one step closer to becoming the organization that unites all sectors of society to create sustainable impact.