



Strategic Plan for Wichita African Union Inc

May 17, 2026

Wichita African Union (WAU) was founded on January 28, 2012, to unite Africans in Diaspora in Wichita, Kansas, who faced challenges during times of grief or times of celebration, away from home without a community.

Charitable Purpose: Organized exclusively for educational and charitable purposes, including for such purposes, the making of distributions to organizations that qualify as exempt organizations described under section 501 (c) (3) of the Internal Revenue Code, or corresponding section of the future tax code.

Vision: To build a community that is united and thriving. With support from stakeholders and collaboration, WAU can take strategic steps to build a sustainable thriving community.

Values: Community-focused attitude, unity, care for one another and others, mutual respect towards one another, humility, humbleness, compassion, transparency, accountability, promoting diversity of life, excellence, cooperation, and citizenship.

Mission: To promote educational excellence, outreach and collaboration with like-minded organizations involved in outreach and volunteerism.

Programming: WAU programming is concentrated in Kansas as described below, with some impact on the continent of Africa through partnerships with other nonprofits that are operating in Africa.

Programs:

1. Scholarship Awards – Every year at the beginning of the fall WAU awards at-least four scholarships to students studying at colleges and universities in Wichita, Kansas and the nearby towns. Students at the following colleges and universities have received WAU scholarships since 2018: Bethel College, Butler County Community College, Friends University, Hesston College, McPherson College, and Wichita State University. In total WAU has awarded 23 scholarships between 2018 and 2025. This is an ongoing program.
2. Youth Mentorship – WAU has a mentorship program for newcomer students who came from Africa with their families as refugees. The students and their families are adjusting to new cultures and educational systems. Language barrier and lack of transportation are the major problems leading to lack of parent engagement in the students' education. WAU is there to fill gaps where possible, especially to provide culturally appropriate counseling, language translation during school registration



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and parent teacher conferences, to be present to offer encouragement to the students and/or families whenever there are events at the school. Due to fixed work schedules and lack of transport, most of the newcomer parents cannot be at school events with their children. WAU needs an average of \$2,000 per year for school and hygiene supplies, food for emergency situations, language translation and transport. WAU is also partnering with African college and university students who are here away from their families and want to stay connected to the African community and culture. Their needs are different from African students who have family connections here for support and guidance. We want to be there to offer support, encouragement and guidance where necessary. The African college students in turn have become reliable volunteer resource for WAU. They attend WAU events alongside WAU members and at times attend WAU meetings. WAU welcomes used car donations which would be given to newcomer students or refugee families who lack transportation and especially where that need is creating hardship.

Program for 2026 College Student Arrivals - This year WAU is planning for a new student welcome program in August where newcomer students will be welcomed by WAU at their school, given resource information, receive points of contact, maybe provide warm clothing and answer any questions they may have. \$200 would be sufficient for creation and printing of resource materials to hand out and some snacks.

3. Outreach Programs – WAU is involved in outreach programs in the community. WAU has in the past mobilized warm clothing and bedding for refugee families, has donated money to the Food Bank, has donated food to the Lord’s Dinner. Lately, WAU hosted two community events both funded by the Kansas Health Foundation (KHF): An outdoor event at the park where community members were served with food and drinks and participated in dance, drumming and poetry performances. This was a great gathering for networking and connection opportunities. The second KHF funded community event was a holiday dinner in December 2025 where guests were served food, participated in a holiday program and went home with nonperishable food. This was the time the US experienced a government funding shut down and there was uncertainty around food stamps.

Next Community Outreach Program is a free health screening event where community members can be screened for blood pressure and blood glucose and provided resource information for follow ups and treatment. With enough funding, at



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risk clients can go home with some equipment for checking blood pressure and blood glucose numbers at home. We will leverage the healthcare businesses owned by African diaspora and the associated medical expertise. We are currently working on a budget for the program. This program will be open to whoever may qualify for the service regardless of race or nationality.

WAU Stakeholders: Students, local Colleges and Universities, Washington Accelerated Learning Elementary School, grassroot donors/individual donors, local Foundations – KHF & WF, Event Sponsors – businesses, KHF and corporations; Community partners, and volunteers.

Fundraising Activities:

- Grants
 - Kansas Leadership Center (KLC) - WAU has received grants from KLC, 2024 & 2025 for leadership training. Three WAU members completed When Everyone Leads and Your Leadership Edge training programs and attended community gathering events at the center. Most WAU members failed to attend because of work schedules that prevented them from being away for a full day or two. WAU donated some of the unused spots for training to International Rescue Committee to allow their employees to attend the program.
 - Wichita Foundation (WF) – In 2025 WAU received funding for capacity building, specifically in the areas of grant research and writing, membership to NonprofitGO to allow access to consultation on matters of nonprofit management and governance, and access to training programs for nonprofits and networking forums, as well as membership to Association of Fundraising Professionals (AFP). The funding was enough for 2025 and 2026 for NonprofitGO membership, 2025 and 2026 for QuickBooks, and 2025 for AFP.
 - Kansas Health Foundation (KHF) – WAU received Kansas Hunger Free Kansas Mini Grant in 2025, which was used to feed the community as described in item 3 above. KHF also sponsored 12th WAU Annual Celebration in 2025 and in 2024 sponsored an outdoor community event which took place on September 13, 2025, also described in item 3 above.



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- Grassroots Donors – WAU launches a fundraiser for WAU Scholarship Fund months before the Annual Celebration that is hosted in the fall. The campaign is usually by word of mouth and gets promoted through social media and direct email campaigns. The goal for this fundraiser is to raise funds for scholarship awards that are made at the annual event and to build the fund for future years to allow scaling of the amount of the award. Building the Fund would help the scholarship program to be sustainable and to be able to award meaningful amounts. This is an ongoing campaign, year after year.
- Corporate and business event sponsorships – every year corporations and businesses partner with WAU as event sponsors. This sponsorship is important to help WAU afford the cost of hosting the annual celebration of about 350-400 guests. Some of the corporations and businesses also donate towards the WAU Scholarship Fund.
- Organized Fundraisers – WAU has fundraiser ideas for raising money for operations and for scholarship awards. The timing for the fundraiser could be before the annual celebration. This fundraiser could help raise money for operations and the scholarship fund. Fundraiser ideas include partnering with businesses to sell popcorn online, cultural events, African food sales, gala dinner and African art and craft auction. The fundraiser would be every year.
\$7,000 would be enough for operations expenses and \$5,000 or more per year for the scholarship fund to build the fund.

2026 Budget:

Operations (including \$5,000 for website design) \$12,000

Scholarship Fund \$5,000

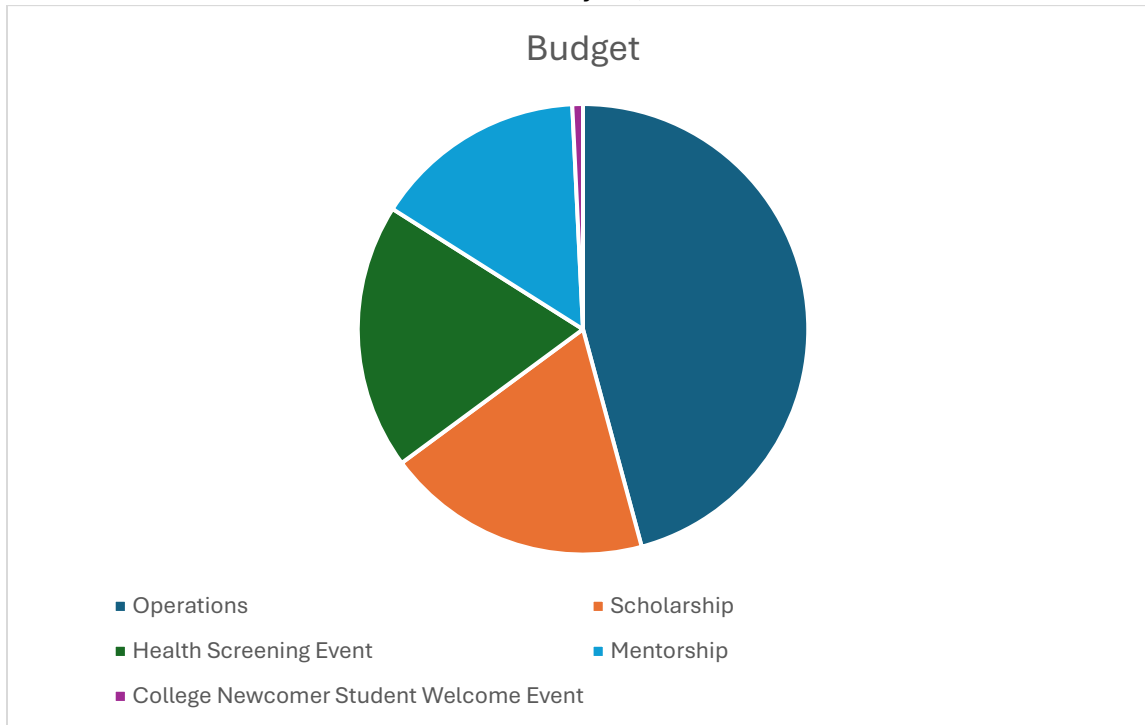
Mentorship \$4,000

College Newcomer Welcome Event \$200

Health Screening Outreach Event (estimate) \$5,000



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Strengths – WAU has had the experience to raise money for the annual scholarship awards and to plan and host the annual celebration where the awards are made. WAU members, executive officers and board members are all committed volunteers. This helps to reduce the budget to run the organization.

Weaknesses –

1. WAU has no building to use for meetings. The African immigrant community has no community building for events such as seminars, children’s learning and counselling activities, cultural performances, etc. A commercial kitchen would help to share African food and for the community to sometimes use the commercial kitchen to feed children after school as needed. The lack of community building hinders progress, especially when it comes to the need to mobilize and orient newcomer families. Having a building would help make after school program possible where students can get help with homework, preparation for tests, access culturally appropriate counselling etc. Overall having a building would make WAU more effective in the community. WAU is ready to start talking to businesses within



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its community and other local corporate funders and foundations. This can be a 5-year project from initial consultations to seeing results.

2. Lack of funding to pay executive officers makes it difficult to get things done effectively because everyone is gone to their full-time paid jobs and their businesses until weekend or after hours be able to focus 100% on the nonprofit work.

3. WAU struggles to raise money for operations. Donors are more inclined to donate for programs as opposed to funding operations. In earlier years WAU members used their resources to run the organization. Later, WAU was able to make excess revenue from annual ticket sales to pay for operations expenses. Lately, WAU has struggled to make excess revenue from ticket sales due to inflation and the resultant rising prices for goods and food, WAU needs \$7,000 for operations for one year.

4. WAU needs help with funding for its website to be re-organized. This could cost between \$3000 & \$5,000. This is a one-time activity then an estimated expense of \$2,000/year for maintenance.

Opportunities: With adequate funding and partnership collaborations, WAU has potential to grow into a very impactful organization in Kansas and on the continent of Africa. The African community is very resilient and thirsty for education and upward mobility opportunities. There is an opportunity for millennials to start supporting the causes of the organization; to become part of the impact and build legacy.

Threats – There is need to bring in young people to learn about the mission and why, for sustainability. Lack of consistent funding for operations is a big problem.