

NEWSLETTER

COMMITTEE WORK

at a glance

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Communication & Engagement

On March 24th, the DAE hosted a spring break party for over 100 kids ranging from ages 11-15. The purpose of this event was to socialize our kids while building a connection to their community.

The kids were treated to food which was donated by our wonderful vendors: Eddie's Donair (Nazih Halabi), Bingo Pizza (Hussein Naaman), Pizza 73 (Sandra Fayyad), and PM Lounge (Rajaa Berro). They also received delicious cupcakes donated by Inaya Kamaleddine and gift cards from Scoop and Roll. It was a very successful event. We couldn't have done it without the support from parents and from our wonderful volunteers Bothiana Hattoum, Sonia Khaddaj, Amal Elhalabi, Sunaida Seifeddine and Salam Yehia.

Membership Contribution

Membership contributions have been pouring in thanks to our supportive community members and an extra committed member who has been working tirelessly to collect memberships by knocking on doors and spreading awareness to the importance of this annual contribution. Thank you Imad Maddah for your community spirit and drive to see our community better and stronger. We have 140 paid memberships to date!

Business & Finance

Time flies when you're having fun! We officially completed the first business quarter of 2023 as a board! We are trying our best to increase foot traffic at the Druze Hall and find a balance between free and paid events. We are eternally grateful for all the donations that came through for the free religious sessions and our incredible turn out at our paid kids spring event this month. "Money is but one venue for generosity. Kindness is an even more valuable currency".

Education & Youth

Our First Youth Retreat will be happening on April 22nd at the Druze hall. Dr. Farouk Hamzeh will be leading our retreats bringing years of experience from the US and great success! Teens ages 11-15 are welcome. Don't miss this great opportunity for spiritual education, team building, and fun!

Hall Maintenance

Community businesses submitted proposals for contract work with the DAE and we are happy to announce:
Inaya Kamaleddien has won the Catering bid.
Samer Harb has won the Landscaping and Snow Removal bid.
Yazan Alaeddine has won the Janitorial contract. Congrats all!

The Druze Association
Edmonton

Transparency, Communication & Accountability

The Druze Association of Edmonton in collaboration with the Canadian Druze Society-Toronto Chapter, hosted Al Sheikh Mounir Gharzeddine from Australia this month. The 4 day event led by Al Sheikh Rabieh Salameh, was very successful where members of our community came together for spiritual enlightenment, prayers and a discussion about our future as Druze in the west. The Association plans on continuing this collaboration work with Toronto for future Religious seminars.

Free Events: The DAE wanted to give back to the community through two free events, one for families and one for seniors. Here is how we paid for them:

Seniors event: Cost \$1508.37

Raffle income: \$922.5

Donations received: \$1465

Total spent from main account: \$0

Total income: \$879.13

Carnival Day: Cost: \$0 (thank you donors!)

Raffle income: \$555

Donations: \$230.45

The 2023 EDYA Weekend Getaway has been on hold for too long and our young adults are too excited for this major event. The significance and value of this event can not be captured until experienced! Educated young Druze adults from around the world are coming to BANFF for a weekend of social networking where they will create lasting relationships with their brothers and sisters. As the proverb goes, build a home in every village! Please support their fundraisers so that they can be successful!

FEATURED: STRATEGIC PLANNING

"Our goals can only be reached through the vehicle of a plan. There is no other route to success". Pablo Picasso



SUPPORTING DRUZE BUSINESS

For more information contact
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- MINIMUM \$100
- YOUR LOGO ON THE WEBSITE
- MARKETING RECEIPT
- EXPOSURE TO THE DRUZE COMMUNITY
- YOUR FOOD/MATERIAL DONATION
- YOUR LOGO ON THE WEBSITE
- NO MARKETING RECEIPT
- EXPOSURE TO THE DRUZE COMMUNITY



BUSINESS PLANNING

The business plan aims to improve the effectiveness of the organization without significantly changing its direction. The business plan may also be used to translate the strategic plan of the organization into a short-term management control tool (Government of Alberta).

Our Business Plan includes creating a profile for the association that highlights our history and plans for uniting the community, while summarizing past accomplishments and our financial goals for the future. We are in the process of defining a marketing plan, designing a management and labor plan, putting together a finance plan, working on projected income statement(s) and projected cash flow, and finally putting together an action plan and controls that will lead to our benchmarks and targets.

STRATEGIC PLANNING

A strategic plan sets the direction of the organization for the mid to long term future. It spells out the organization's mission statement, primary goals, and measurable objectives, and explains the basic strategies for fulfilling the mission and achieving the goals (Government of Alberta).

Our Strategic Plan begins with our current situation, and takes into consideration our values, mission statement, and goals. Our objectives include what is measurable. Our strategies define how our goals will be achieved. Our action plans are executed by function, and our resources will be allocated through grant applications and business relationships with community members. The controls will be measurable, accountable, and indicators of success. We hired a highly recommended and very experienced grant writer and we have already applied for our first grant. Fundraisers will be our major focus in the coming months. Whatever funds we can generate will be matched by the grants that we are approved for. We want to thank the parents of our preschool and Arabic school students who were instrumental in selling our cash calendars. The cash calendars (if all sold) will generate \$5500 that will go towards educational programs for our youth.

COMMITTEE GOALS

1. Establish an online platform for Druze community members to connect and share resources, such as website presence, newsletters, text, emails, and social media.
2. Create themed social events, conferences, workshops and seminars, to facilitate dialogue and collaboration between Druze community members.
3. Support Druze organizations and initiatives that focus on the preservation of Druze culture and heritage.
4. Develop leadership programs and mentorship opportunities for Druze youth to promote a greater understanding and appreciation of their identity.
5. Provide educational resources and material about the Druze faith and culture to increase awareness within the broader Canadian public.
6. Promote annual contribution and volunteer opportunities within the Druze community to foster a sense of shared responsibility and collective action.