



Plan Alma O.N.G

HISTORICAL SUMMARY

This Project "Alma O.N.G" is the dream, the contribution to the world of Filipe Daniel Paulo, a native of Nambuangongo municipality of the province of (Bengo) of Angola (Africa). Emigrant resident in Spain for 24 years.

After living several wars in your country, suffer the great inequality of your African Continent, today by closing your eyes you can continue to see the streets of your city full of blood.

This project in the reason for that memory disappears, and one day, when you open your eyes waking up from that horrible dream, the streets of your city and many more, are full of Souls without borders.

Filipe Daniel Paulo was born in 1978 in Angola, already in a civil war in his country, not just any war, "The massacre of Luanda". This war was one of the longest conflicts affected by the Cold War scenario, leaving at least 3,500 dead, four million refugees and some 100,000 mutilated, especially by antipersonnel mines. The international newspaper "El País" called it one of the cruelest wars in Africa.

Daniel is the fourth child of a large family of 7 brothers, his entire family was fortunate during this conflict to flee as refugees to the Democratic Republic of Congo when Daniel was only 3 years old. In this host country, 10 years will reside, where Daniel will receive his primary education and learn French, the country's first official language. Although the situation was more favorable, in every way

the terrible degradation of the conditions in which the African population lives in general could be felt, due to the country's continuing conflicts.

What results in the shortage of resources of first necessity and increase the price of the available ones, enriching the leaders and impoverishing the population.

And it is that the great paradox of the continent with more recorded poverty of humanity, is in turn the richest country in the world in natural resources such as; diamond, oil, gas and other mineral mines such as the famous Coltan; whereby the great powers of mobile telephony in America and Europe stain the blood mines in Africa. Here, the strongest evidence of human greed, the destruction of planet earth and the abuse of its resources against the benefit of the material, regardless of the cost of the life of being and the soul of humanity, is shown.

In 1988 the country suffered what was called "The First African World War", involved armies from 7 African countries and 3 guerrillas, causing a massive looting in the country with large-scale riots. Faced with this dangerous situation Daniel and his younger brother manage to leave the country thanks to the privileged help that younger children receive in these circumstances. Without counting on so much luck the rest of his family that is trapped in the country of conflict. After a hard journey, the minors manage to reach their country of origin Angola, being already received by their closest relatives.

After 27 years of war in Africa, in 1988 political leaders take the first step towards the signing of lasting peace in Angola. At this time, Daniel's family, who stayed in the Republic of Congo after the children escaped, saw the occasion to return to their hometown.

The celebration of the return home would not last long, after 6 years in 1994 the mirage of peace vanished, the Angolan civil war reaching the capital of the country. The sounds of bombs, missiles and submachine guns once again invade the streets of the city of Luanda, with periods of up to a thousand deaths a day due to fighting and hunger.

Faced with this situation of harsh reality, the family tries to save each other's life as he can. The older brothers are recruited by the troops, only Daniel and another minor will escape, being Daniel finally the only one with the luck of being able to cross the Atlantic Ocean and reach Lisbon (Portugal) With 17 years of age Daniel arrives on the European continent, leaving behind suffering, wars, deaths, ... but also his whole family.

Its beginnings were not easy, due to the employment situation to which a paperless and emigrant in Europe is exposed. One of the few options of being able to work for food is to accept jobs in the construction sector under continuous operating conditions.

Only Daniel's willingness to learn different trades such as; carpenter, formwork, etc. They would lead him to increase confidence and his entrepreneurial spirit. Giving way to its first entrepreneurial projects, a construction company in the services and nightlife sector.

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In 2009 he will arrive at the Island of Ibiza, his place of residence today. Ibiza offers many job opportunities within the tourism sector. Feeding his entrepreneurial personality, proactivity and establishing potential contacts for the future.

In 2014, Fibiza was created as a tourist and real estate services company, inaugurating its face-to-face office at street level after 3 years, and from where this project is written today. Currently the business has grown, and is a group of small businesses. It is at this time with the financial resources and international contacts that Ibiza provides. That his dream emerges and the desire to help his country of origin, and the countries that welcomed him as a refugee and others in situations of poverty and human needs, which are reflected in the creation of this project, this is how it was born " Alma NGO " Without Borders.

Pd: After collecting all the information; the real story told in his own voice by Philip Daniel Paulo, and the official documentation in portals and newspapers of the different wars lived by Daniel and his family, and the real situation in Africa. That I wish to express my ignorance, as it is certain of many people who will read this plan or not, before the reality of the African continent that goes back hundreds of thousands of years, (initiated with the slavery of the race) for the greed of the continent Western to exploit goods and resources, from the powerful land of Africa rich in resources and in turn the poorest country in the world.

We are convinced that with an education and professional training of the inhabitants, this great exploitation at a global level could set limits and benefit those who deserve it in a positive way.

Dedication

I dedicate this project to the memory of my dear mother in heaven. She with her big heart welcomed the children of the street in our home, offering them food, a roof and their love.

An example that was recorded in our family and in our hearts. This is where my inspiration is born, from the beautiful work of my mother

(Filipe Daniel Paulo)

Gratefulness

I thank God and the universe because I have always felt that with everything I experienced during the course of my life and spent in the most critical moments and situations. A major force accompanied me, I can assure you that my path has been carved for a greater good.

My Faith has been and is my engine and my reason.

Thanks to all the people who have gone through my life. My special friends Patrick Kweku and Catarina Ribas. My dear Claudia Martín and my colleague Lorena LLorente and close friends, like others I could forget right now but are in my memory.

Each one of them, when naming my idea of this project, has encouraged me from the support and motivation to move forward, to make Alma N.G.O. Without Borders possible today.

(Filipe Daniel Paulo)

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CONCLUSIONS

1. Introduction

What is Alma N.G.O?

Project for the creation of training centers for youth and adults, and reception of children for their education. In African countries; Angola, Democratic Republic of Congo, Senegal, Equatorial Guinea, Gabon and other countries with lack of humanitarian resources.

Our objectives

Values and principles

Our commitment to young people, families and children from countries in Africa (the poorest continent in the world) and other countries in precarious conditions. Have the same opportunities for training, education and development of their skills, and gain professional knowledge. Offering them the necessary tools to create jobs, trades, create their own work development centers that allow them to generate income. With this, having a more dignified life, covering not only their basic needs and those of their families, but also finding their mission in this world.

Because we all have a beautiful Destiny and greater work to help make this world a better world. We just need you to provide us with the right tools to develop our innate abilities, and thus manifest our Gift.

Our Mission and Vision

Fight against poverty, inequality, human well-being and the right of all countries to have the same opportunities for education, training and development. Raise awareness among Western countries about this problem. Ensure the rights of the inhabitants of poor countries. Take action to achieve a better world with equal opportunities for all. For all Souls to accomplish their mission in this world, breaking down "Soul Without Borders" borders. A world where the Common Good rules.

(Love is infinite has no limits).

Liberty

Alma N.G.O we are a non-governmental organization that shares and distributes 10% of the sales of the group of companies of its founder (Filipe Daniel Paulo) of African origin with Angolan nationality, for the freedom and human value of people and their Souls.

Daniel understands from his own experience of humanitarian discrimination, the value of life. Vibrate for a world Without Borders with equal opportunities for all.

Clarity

Working for a greater good, loyalty to the organizations we work with, the groups for which we act, the support groups that support us, honesty with ourselves. Implementing the task of this project with the greatest efficiency and harmony possible in the effective distribution of our resources and the resources of others that reach the association.

Global Cooperation

We work from interrelation; people, groups of accredited professionals with the same global vision for the global common good. Organizations with the intention of taking real action in humanitarian aid projects. Collaborators and volunteers with high Souls able to commit to the work to make this mission a reality.

How?

- Developing qualified training programs for young people and adults without studies, in which they can develop their skills.
- Creating programs and special spaces for families with needs of different kinds, and children in the street without abandoned family.
- Programs for the development of emotional intelligence and consciousness of being at another level.
- Using own resources, allocating part of the sales of the Fidense Servicios S.L group of companies, making our services available to the project and using the network of contacts, to help create these programs.
- Active search for outside resources; private companies, state aid (Europe, Africa, national, regional, and local).
- Attracting members who contribute solidarity donations.
- Recruitment of Volunteers in university centers, who collaborate in solidarity, with their professional work to provide qualified training. The organization undertakes in exchange to cover the travel and stay expenses necessary for the development of the activity, by way of exchange for the common good.
- Awareness campaigns in the social media channels and other media.

1.1 Project Origins

Alma N.G.O was born in Ibiza from Daniel's enthusiasm, when he consolidated his small business group and saw the opportunity to allocate part of the sales of services and products, to this project. The constitution of the association "Alma N.G.O" is signed on April 24, 2019 in Ibiza.

This project is created in order to contribute with all possible international assistance, to meet the humanitarian and social problems of countries of African origin and refugees. Where Daniel comes from and from whom he got help. Giving opportunity to the most disadvantaged.

1.2 International projection

For the international projection of the project, thanks to the contacts that Fidense Servicios S.L has in Ibiza at international level derived from the tourist and real estate services we offer. We have companies, groups of professionals and individuals willing to collaborate with the cause, from different points. Europe, England, Portugal and Africa.

Different languages are spoken in Africa, in this map we can identify them. So we will take in consideration when starting the recruitment of professionals to provide the training languages need to speak, depending on the place of action in Africa.



1.3 Alma in Spain and recruitment

Alma N.G.O in Spain he will dedicate his work to the recruitment of accredited professionals, in Spanish, French and Portuguese speaking countries. Such as in Portugal, Brazil, Belgium and France. The languages mentioned are the languages spoken in the different areas of Africa, according to the origin of their colonizers.

First steps: Visit to vocational training centers and university centers in different countries, according to the program being worked on. Make a presentation of the project to capture the attention and collaboration of qualified professionals, voluntarily. They will be the people who form the faculty team in the training centers of Alma N.G.O.

We want to attract professionals from the following trades;

- Plumbing / Electricity / Mechanical / Carpentry

- Gardening / Agriculture / Permaculture
- Computers / Customer service / Esthetics
- Veterinary / Bartender / Waiter

First Center: In Angola (Luanda city of Daniel's home province)

Steps to follow; land acquisition in Luanda with own resources, land of approximately 10,000m², in a quiet area outside the town center.

Options for subsidies and financing lines will be studied, after the acquisition of the land or even before.

In Spain, an architect will be sought to carry out the project of the center in Angola in solidarity. With projection for the other centers in the following countries, in which it is desired to continue with the work, the engineer will be valued when the time comes to capture it in Angola.

The project wishes to acquire a commitment of collaboration and visibility with the architect who wishes to collaborate with Alma N.G.O Exposing his name with a name plate, in all the centers that are created as a result of the main architecture project. In addition to giving visibility to his name in all channels that Alma has a presence; (web, social networks, press releases, online and offline communications in general).

The construction of the center is planned for 4 years since the drafting of this plan. In this period the channels for the search of the professionals that are needed to carry out the construction of the center will be studied. Initially, the acquisition of several industrial tents is contemplated where training programs can begin to be developed, as the project progresses.

Companies and professionals in charge of the different areas will be asked for a solidarity contribution in their budgets in Angola.

Another part of the construction expenses will be financed through donations from partner companies, contributions from partners. Realization of different private events with the collection destined to the project.

What are the first actions to raise funds for the construction of the center in Angola?

1.Presentation of the "Alma N.G.O" Sin Fronteras project in Ibiza.

Private event in Ibiza, taking advantage of the contacts of the Fidense Servicios S.L. mainly private and private companies of the tourism and real estate sector in Ibiza within our network of contacts. Among other sectors. Government agencies. Friendly associations of Ibiza. Solidarity action groups.

The objective is to capture the interest of potential sponsors, collaborators and partners for the project. Participants in the event will be informed of the work they wish to carry out with this N.G.O and the different ways of being part of it.

The event will feature animation, music and performances. Creating an atmosphere of enjoyment and joy among the participants.

Guests can purchase merchandising products, with the Alma N.G.O logo, the sale of these products is destined entirely to the fund of the project.

The event will be announced by different means, both social and traditional means of communication.

2. Personal visit to private companies to sponsor the project.

On the one hand, the interest of the people who attended the presentation event, which show interest in participating, will be monitored, a private appointment will be made to specify their mode of participation or collaboration, according to the personal case.

Face-to-face visits will be made to companies, government agencies of Ibiza and other cities and countries of interest. Depending on the location and availability, the presentation can be made in virtual format, with a visually appealing presentation and with valuable content.

In all cases, the monitoring of the interest of both the companies involved and the individuals will be close and continuous.

1.4 Project Reasons

Daniel has a mission in his mind and heart, since he was a child and went through all the circumstances of suffering, pain, blood and wars. His only objective has been to become strong in order to provide the world with tools that help people who are going through or have gone through the same experiences as him, giving an opportunity for citizens of his country of origin Angola and countries with the same needs.

From his own experience and personal history, his dream is to create a training and reception center for young people, families and children. Put at the service of the most disadvantaged programs for their professional and personal development. That benefits the integrity of the person, his family nucleus, his locality and with it the development of his communities, arriving to have a global impact for the development of the country.

2. Strategic Plan and Objective Analysis

Once the association "Alma N.G.O" is legally formalized and during the definition of the Business Plan, it is necessary to carry out a specific analysis (SWOT analysis).

Where to define the strategy to follow, mark the objectives to be achieved and concretizing the main actions to ensure that the project is established on strong and clear foundations.

2.1 SWOT Analysis

- **Internal analysis**

Strengths

- The idea and the project itself has a high acceptance within personal, friendly, professional and institutional circles, close to its founder.
- The board of directors has a great entrepreneurial spirit, with attitudes and willingness to carry out great actions.
- Alma N.G.O has aroused interest in young people in the world of tourist leisure in Ibiza, private companies at international level and local and international individuals with great motivation to contribute to the project.

- **External analysis**

Opportunities

- In Ibiza there is a large community with a high conscience and an open mind. Willing to get involved and support humanitarian projects like this.
- In Spain and in Europe in general there is a growing and greater awareness, due to the concern of events in Africa and countries with the same humanitarian needs.
- Angola has happened in the last two years, according to social indicators to be a country in "Medium human development." Which is a symptom that it is an auspicious moment to help professionalize its inhabitants.
- A decrease in funds dedicated to international cooperation for Angola is reflected in recent years. Therefore there is a need for help, private or humanitarian financing, to help the country.
- Good diplomatic bilateral relations between Spain and Angola since 1977, with different treaties extend with new agreements in 2015. Increase the presence of Spanish private companies in Angola. Highlighting the agreement between the University of Agostinho Neto and the MAE for the creation of a Spanish lecturer.
- In Africa, the country of origin of the founder Daniel, and the place chosen for the creation of the first training center, there is a large group of people with a high degree of involvement in the project (family, friends, supporters, etc).

- In Portugal, the host country of founder Daniel, there are also many supporters and interested in the collaboration and help of the project.
- In England, so companies and individuals are willing to be part of the project.

Weaknesses

- The inexperience and ignorance in the direction of this type of organizations, as an O.N.G. as well as in the management of teams of professionals for the development of the training programs included in the project.
- This project starts from 0, with the need to recruit an efficient work team to carry out all the work, as well as volunteers, sponsors and collaborators.
- Ignorance of the real economic funds that may be initially allocated to the project.
- Lack of staff on the board of directors with professionalism to make decisions and actions right from the beginning.
- The instability of own resources to contribute to the project, since the source of sales of the group of small companies of the group, is affected by the seasonality.

Threats

- The political corruption that exists in Africa, can end up at the bureaucratic level the external aid actions that the project needs of the country for its proper functioning and fulfill its objectives.
- The distrust of the most disadvantaged social sectors to accept the help of free programs, due to their low emotional development and lack of social skills.
- The influence of the private training sector, in hindering the start of free training programs of the same branch, for the inhabitants and most needy of the places, that could harm the profit of their businesses.
- The few health resources of the African continent, continually exposed to epidemics such as Ebola, so continuous in recent years and with cases in the present, although minor. This can condition the intention of professionals from Europe, to develop their work in training programs, in a safe way.

2.2. Strategy to follow

Depending on the threats and opportunities of the project, the plan must be implemented on the following bases, which will evolve throughout the project.

Professional organization

- The qualified professionals who form the work team as trainers must be 100% committed to the project, as they are the basis, the heart of the main mission to achieve the objectives.
- Organizational structure of the board of directors, for optimal planning of the stages and working methods.

Legal structure

- Alma N.G.O association incorporated on April 24, 2019 in Ibiza
- Name Registration
- Associative non-profit structure

Financing

- A portion of the sales of the entire small business group of “Fidense Servicios S.L” will be destined to the benefit of the Alma N.G.O
 - ❖ “Fibiza” Tourist Services Agency
 - ❖ Real Estate Agency “Terrenalia”
 - ❖ Water treatment system “Water Ph7”
- Recruitment of sponsors internationally, for financial support of the project.
- Opportunities of subsidy lines for N.G.O.
- Achieve the social support of our work and take advantage of it.

Professionalization of our project

- The programs of “Alma N.G.O” must be directed competently and professionally.
- Special attention will be given to the recruitment of the team of trainers to have qualified personnel and experts in each of the subjects offered by the programs.
- Campaigns to promote volunteers in educational and university centers

Objective Analysis

To set goals and focus the actions necessary for the success of the project, we have set the following objectives.

Benefits of the programs

Take our programs to the greatest possible number of needy people (youth, adults, families, children).

Volunteers

Open awareness of the largest possible number of qualified professionals involved, encouraged to participate in our project.

Sponsors

Get a large number of sponsors, who collaborate in the financing of the programs.

Partners

Reach as many partners as possible, which support the project.

Promotion

To reach as many people as possible (volunteers, collaborators, sponsors, partners, etc.). We must make a communication plan that works, to publicize our project and its programs in study centers, universities and media.

In order to measure the progress of our business plan, time and goals have been achieved according to the objectives set above.

This framework is indicative, does not entail rigidity, it is intended to have an organized guide that helps us identify the status of our business plan, make the appropriate decisions according to the moment in which we are, and measure the progress achieved according to the objectives set in each step.

These are the stipulated times and goals.

Deadline

Short Term	<ul style="list-style-type: none"> - Travel to Angola (locate the most needy areas, land for the center and contact with the authorities) → 20/08/19 - Website and online store of Alma NGO created → 30/09/19 - Work social channels, give visibility → 31/10/19 - Campaign planning online Christmas sales boost → 30/11/19 - Travel to Angola (close land purchase, contacts with businessman, buy local crafts for sale in the online store and events) → 15/12/19 - Planning Event Presentation Alma NGO → 29/02/20 - Celebration Event Presentation Alma NGO → 14/03/20 - Musical Event Planning → 29/05/20 - Musical Event Celebration → 20/06/20 - Event Catamaran Celebration → 04/09/20 - Christmas campaign planning online sales → 31/10/20 - Solidarity sale at Las Dalias Navidad → 31/12/20 	
Middel Term	<ul style="list-style-type: none"> - Campaign to attract qualified professionals → 28/02/21 - Travel to Angola (creation of a management team in Angola, route of objectives, provisional tent and training material) → 31/03/21 - Musical Event Planning → 29/05/21 - Musical Event Celebration → 20/06/21 - Event Catamaran Celebration → 04/09/21 - Christmas campaign planning online sales → 31/10/21 - Solidarity sale at Las Dalias Navidad → 31/12/21 	
Long Term	<ul style="list-style-type: none"> - Investment collection 2021 Plan the construction of the Center Angola (engineer, construction costs, etc.) → 28/02/22 - Angola trip (review objectives met and mark new ones) → 31/03/22 - Musical Event Planning → 29/05/22 - Musical Event Celebration → 20/06/22 - Event Catamaran Celebration → 04/09/22 - Christmas campaign planning online sales → 31/10/22 - Christmas campaign planning online sales → 31/12/22 - Beginning of the construction phase of the center in Angola → 30/06/23 	

3. Association model and operational strategy

3.1 Legal Structure

The association was legally constituted on April 24, 2019, and regulated its activity according to the corresponding laws. The association has an indefinite duration.

The purposes of the association as a whole as stated in the constitution are:

- Vocational training in general
- Family and equal opportunities
- Defense and welfare of animals in general
- Food security and rural market development

3.2 Organizational structure

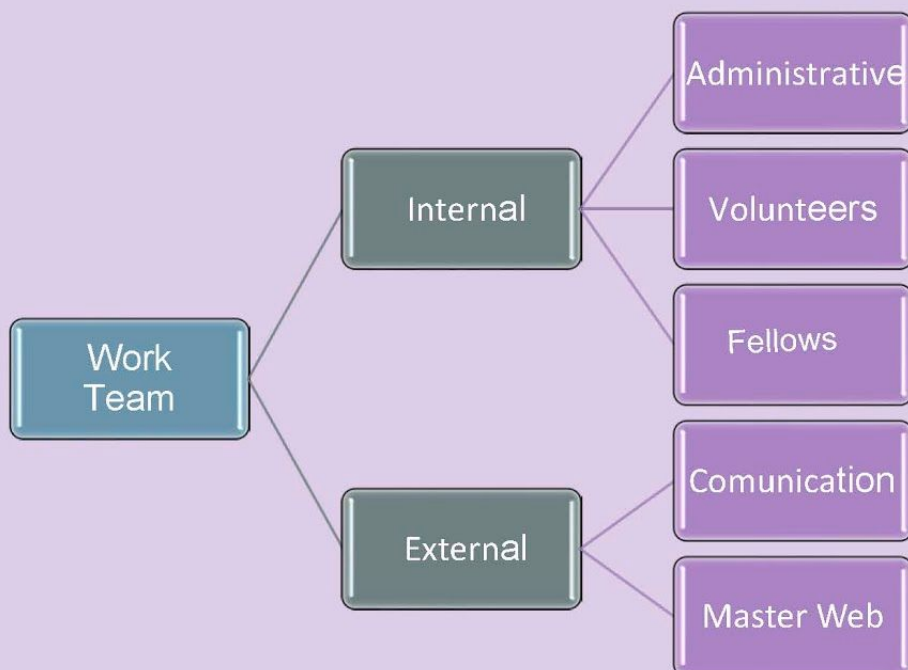
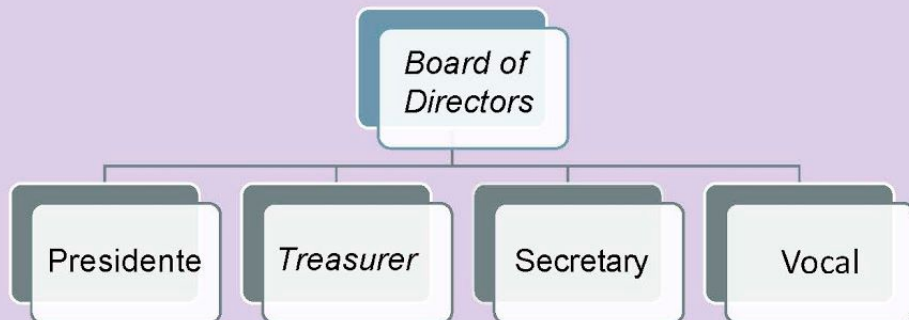
According to the formalized statutes and the functions detailed in the Board of Directors.

The Board of Directors governs, administers and represents the association and is formed by:

- A. President
- B. The vice president
- C. The Secretary
- D. The treasurer
- E. A minimum of 1 and a maximum of 5 vowels.

Each member is responsible for acting on the obligations acquired according to their appointment

Organization chart



3.3 Operating Structure

In order to achieve the purposes set out above, the following activities will be developed.

-Advice to specialists and experts for the subsequent training of disadvantaged young people in Africa.

-Advice to specialists for the development of the disadvantaged family, providing the necessary information to Africa.

-Advice to specialists for raising awareness in Africa about animal abuse.

-Advice to specialists for training in indigenous agricultural self-sufficiency.

4. Financial Viability Plan

4.1 Budget Analysis

The clearly objective of a non-profit association is to manage economic resources following the criteria of economy, efficiency and effectiveness to achieve the objectives with which the association was created for the common good and social purpose.

Principles of the three Es.

Criterion Economics → Do things with the lowest possible cost.

Efficacy Criteria → Achieve the highest possible results.

Efficiency Criteria → Achieve the highest possible results with the lowest possible cost.

Therefore, a series of accounting obligations of non-profit entities, listed below, must be met:

Foundations of State Competition

- Diary book
- Inventory Book and Annual Accounts Balance
- Income Statement
- Memory (includes inventory)
- Action Plan
- Ledger: not mandatory but essential

Public Utility Associations

- Diary book
- Book of Inventories and Annual Accounts
- Balance
- Income Statement
- Memory (includes inventory)
- General Ledger: (not mandatory but essential)

Other state competition associations

- Diary book
- Book of Inventories and Annual Accounts
- Annual accounts

For the full control of all these points in a professional manner, the entire accounting and tax area is delegated to the Tax Office "Contisa S.L" located in Sant Antoni de Portmany (Balears). Company with which Fidense Servicios S.L has been working for years and fully trusts.

RESULTS ACCOUNT

Concept	2020	2021	2022
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Expenses

Event organization	15.000	20.000	45.000
Execution of activities	10.000	20.000	20.000
Infrastructure costs	19.000	19.000	19.000
Personal expenses	16.000	16.000	16.000
Expenses Industrial tents and machinery and Yurts		35.500	
Other expenses	15.000	45.000	15.000
Total expenses:	75.000€	125.500€	115.000€

Income

Membership fees	50.000	100.000	200.000
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Donations	50.000	150.000	300.000
Fidense Collection	30.000	35.000	40.000
Collection Events	21.0800	350.500	550.000
Online sales	4.500	8.000	16.000
Total income	345.000€	643.500€	1.106.000€
Result of the excersice	270.000€	553.500€	955.500€

These statistics are concentrated in the annual balances, long-term forecasts that will form the profits of the association in the progressive years. Taking into account the consequences of the forecasts we can verify the benefits in one reality or another.

4.2 Funding sources

The project has its own and unconditional source of funding from its creator. A portion of the sales of the entire small business group of "Fidense Servicio S.L" will be destined to the benefit of the Alma O.N.G. Without Borders.

- ❖ "Fibiza" Tourist Services Agency
- ❖ Real Estate Agency "Terrenalia"
- ❖ Water treatment system "Water Ph7"

4.3 Own funding sources

Membership Fees (Individuals)

This is an important source due to social trust and the economic security that it entails.

They should be easy to administer: Collection by bank, or face-to-face payment, annual fee. Commitment of great transparency in the information and to have the members informed periodically through social media, newsletter. (shortly before payment of fees), transmitting image of order and transparency.

Find honorary members with good public image among the world of potential partners. Establish fixed amounts based on different social or family situations. Between € 30 and € 50. Deliver a card. The attribute of membership in an Association, a physical form that distinguishes us from non-members.

The idea is to take care of the partners.

Fees of supporters or collaborating partners (Legal Entity)

The idea is that people who intend to collaborate can do it the way they feel comfortable. It is not necessary to be a member and acquire an annual commitment, if not that the contributions as supporters can be varied and different, each one contributes what he feels at that moment in the way he can or wants.

For collaborating partners (Legal Entity) the idea is the same, expecting a greater participation by companies that wish to be collaborating partners, depending on their financial capacity. At this point, thanks to the contacts of the Fidense Servicios S.L group of companies, we expect participation to be high, and even internationally.

User fees

In this section we refer to the users, those people who are going to participate in the events, and activities programmed to raise funds.

The quota can be altered so that different types of users, with more and less possibilities, can access the enjoyment of these activities depending on their possibilities.

Discounts, 2 x 1, lower rates for early booking, etc. can be offered.

Events to perform

The first event planned and one of the most important is the presentation event of the Alma N.G.O. After this, three fixed annual events will be held to raise funds, already included with their planning and implementation dates in the objective analysis. The details and your own action plan will be carried out later according to the dates marked.

The events to be carried out are the following:

- Event Presentation Alma N.G.O
- Musical event
- Formentera catamaran departure event
- Christmas campaign online sales
- Solidarity sale at Las Dalias Navidad

4.4. Ajenas Funding Sources

Public

These are the most common and have four probabilities:

- European
- State
- Autonomic
- Local

Grants

Due to its importance and difficulty of management, this point will be studied when the project is more advanced. Its most important points are the following:

- Within the public financing channels are the most frequent
- They quite condition the development of the projects
- Management increasingly complicated
- Subject to political changes. They do not provide stability
- They generate problems in the treasury

Private

Find private entities that may interest our good image and feel moved by the cause and objectives of our work.

Donations

Its most important characteristics are the following:

Very variable amounts.

They usually come through religious entities, welfare foundations, foundations and social works of banks and savings banks, natural persons and private companies.

Sponsorships

Its most important characteristics are the following:

Search companies with interest in our activity.

Present an activity of wide impact because of its uniqueness, because it summons many people or because it develops an end of broad social support.

It is essential that it has an impact on the media intended for the way the sponsoring company determines.

Sometimes the company may seek an internal impact that motivates its staff or that reinforces its corporate image among its employees or the public.

Event organization

Its most important characteristics are the following:

Related to sponsorships and small and large-scale collections.

They are organized taking advantage of the "pull" of famous people that serve as a guarantee and encouragement for other adhesions.

They need a wide diffusion within the universe that we have marked.

The funds can come from: Ticket sales, bonuses, ballots, etc. Sale of promotional products of the Association. Donations from individuals or companies.

They require professional staff in the organization and volunteers of the entity.

Recognize, explicitly, the effort of the volunteers.

Note: Merchandising with the name of some of our sponsors.

Merchandising with the name of Alma N.G.O Without Borders.

5. Human resources management

We are documented that the human team is the main engine of any organization but especially in non-profit entities.

It is important that those who work on them do so because, identify with the fines and the actions to be performed.

To be efficient, human resources management procedures must have the following aspects as keys:

Select appropriately those who will be part of the organization and worry about the team is totally happy within it.

It is the task of Human Resources to contribute to create and maintain a good work environment, taking care of details such as the physical environment in which the activity is carried out or the auxiliary material means used (computer, office, etc.). In this way they will come to light and the preparation and team knowledge will be better utilized.

From the beginning of the association's activities it is essential that a person responsible for human resources be appointed. You can be a member of the board of directors, a selected volunteer, but you must always be able to be located in the organization chart. You must be responsible for the functions described, exercising or delegating, where appropriate, others.

The work can also be entrusted to a volunteer trained and trained to assume such responsibility.

Human resources

Non-profit organizations are usually born thanks to the impulse and determination of people who seek to respond to the needs of a particular group. In the beginning, the work is assumed by volunteers. When time passes and the organization develops more projects, the possibility of incorporating professionals who can carry out scheduled tasks is considered.

The decision to hire or not will depend on the situation of the association and its foreseeable evolution in the short and medium term. This will help a commitment in the professional development of people belonging to the association and the success of the project itself.

A commercial contract will also be chosen to incorporate and delegate part of the work to certain professionals, since this does not imply specifying the place or duration of work or services. They are self-employed workers who have a previous involvement with the association and have a previous reputation in projects linked to the group of companies Fidense Servicios S.L.

It is planned to delegate the Communication department and everything related to web development and graphic design. As well as all the Fiscal and accounting part that will manage the trust company previously hired in Fidense Servicios S.L.

5.1. Structure

When defining the human resources structure of Alma N.G.O, it is important to remember that one of the two main purposes of the organization is the sensitization of youth through volunteer work. Therefore, it is important that the vast majority of the work in the association be carried out by volunteers, limiting the hiring of personnel to the minimum expression, which allows the efficient management of the administrative tasks of the association.

Thus, the association's human resources structure will consist of the following people or groups:

- A person hired full-time who will manage all administrative and coordination tasks of the association from the central office of the group of companies of Fidense Servicios S.L.

- Autonomous collaborators with commercial contracts: they provide their services in specific tasks and at certain points in the development of the association.
- A part-time student hired to manage and coordinate the Alma Volunteers program N.G.O
- Fellows in internship period who can collaborate on specific projects of the association.
- Board of Directors: the most important figure to highlight is that of the President and founder of the association, he will be in charge of grouping the national and international contacts of his group of companies Fidense Servicios SL to redirect the interest, support and the greatest possible collaboration within of the association.
- Partners
- Volunteers

5.2. Formation

Normally those who collaborate in non-profit organizations have a good university education, generally of a medium or higher degree. Taking into account that one of our tasks is to train the most disadvantaged in different training programs, we need our own team to be qualified and acquire the necessary training to effectively develop the different functions for the success of the objectives.

We must take into account that there are other main knowledge, very convenient for an organization of this type, which are not obtained in common training centers, such as customer service, the animation of a group of volunteers or the projection and organization Efficient of a project. For this, it is necessary that the team members acquire, depending on their responsibilities and tasks, new skills.

Training is essential

This is an important work of the human resources department, because:

Thus, it is proposed to ensure that the capacity required of those hired at the time of joining the work team is long-term, consolidated and renewed. It reinforces the purpose of the association to give a specific message to the team of desire and commitment for the growth of its staff. This manifests a more empathetic, associative work environment, which involves the participation of all.

6. Communication plan

Communication both internally and externally of the association is essential for the development of our work. Since one of the pillars is the awareness and awareness of society, from the youngest groups in educational and training centers to families of all levels, who feel motivated with the objectives of our project and touched to take action voluntarily.

For good communication these are the points that we must take into account:

- To be able to transmit internal work empathically abroad to raise funds for the association from all possible channels, with the idea of expanding economic resources.
- Use social media as a support to convey the association's mission in a direct and clear way.

Treatment and communication with public and private institutions, with the aim of transmitting our work and work at all times.

One part that will be key for our association is the internal communication of which all the members of this association will participate, both internal team, board of directors and partners, sponsors, volunteers and supporters. Collecting all the information that arrives from the different points of view, will give us an important vision and valuable information of the advances and new steps to be taken in the right direction and needs of the association itself.

It is planned to consolidate specific strategies to develop regular communication plans, to specify the different actions and programs indicated in our action plan. From an own communication cabinet.

Means of communication function

The means used by a non-profit organization to communicate are very varied, and their number tends to expand as the communication policy grows and matures. The messages transmitted by the non-profit entity appear on different media. The most used are usually:

- Association websites / Social channels
- Blogs of the Fidense Servicios S.L. that support the official website of Alma N.G.O
- Communications in physical support: letters, brochures, magazines, etc.
- Internal communications for the association's work team.
- Forms and surveys to collect information
- Conferences and informative talks

The Press Office

The media and social channels have become a potential medium to reach society. To take advantage of this opportunity to publicize our work, the image of the association and create a positive impact and expansive interest.

This department will be responsible for transmitting the mission of the association in the media world. Putting own voice and being the speaker of the work that is carried out, activities, programs and social and private events.

All possible means available to the association, social channels, web media, press releases, etc. will be used.

Internal communication

The collaborators, volunteers and contracted are par excellence the most important asset that the entity has: the human factor.

For this, internal communication is an important factor for the good path of the association.

In this non-profit association, it differs from others, the communication department is responsible for internal communication, in collaboration with that of human resources, from which it obtains the contents, opportunities, needs of all fields.

7. Our projects

Programs

Our programs and projects are the basis of our work. It will be at these points where we must put more emphasis and motivation to carry out the work and achieve the objectives set in the association.

- I am also Professional (youth and adults)
- I want to be (children)
- I can be the same (women)
- My garden is my market (rural market)
- Animal Respect

I am also Professional

This training program is aimed at young people who wish to acquire qualified professional training in a specific area. The figure of the adult who wishes to recycle professionally and achieve new professional challenges through qualified training will also be covered.

I want to be

This program is aimed at children with little or no education received, without resources to access the necessary means, and basic needs. Such as resting place, food for good nutrition and good training development.

The programs will be adjusted to the needs of the children, they can range from the initial learning to read and write to more specific training depending on each case, it will be attended in an individualized way or small groups, depending on the resources that the association has. Always taking care and pampering the emotional and cognitive side of children.

I can be the same

Program aimed at the equality of women in the professional field. Women are the main link in the family, so at times and especially in poverty settings, they are the most disadvantaged in being able to receive qualified training for their personal and professional development.

Specific programs with training in the field of beauty and female health will be addressed; aesthetics, hairdressing, female empowerment, etc. Tools that not only these women can use in their professional development but in their personal growth, taking advantage of the impact as a shuttle to women's equality in Africa.

My garden is my market

This program is based on one of the aims of the association: food security and development of rural markets.

All interested young people, as adults and women, who are attracted to this program can access it.

The objective is to teach how to cultivate the land, and use the means that our environment offers us for our benefit through cultivation. In many cases due to the lack of knowledge of how to exploit the assets we own, basic needs are not covered, such as obtaining natural food, so scarce in poverty.

Giving rise to the management and development of rural markets, not only to supply communities but also to market the products and help the economic and financial growth of these communities so in need.

Nota; se estudiará la posibilidad de trabajar con el sistema de Permacultura.

Permacultura es un sistema de principios de diseño agrícola y social, político y económico basado en los patrones y las características del ecosistema natural.

Tiene muchas ramas, entre las que se incluyen el diseño ecológico, la ingeniería ecológica, diseño ecológico y ambiental, que desarrolla la arquitectura sostenible y los sistemas agrícolas de automantenimiento modelados desde los ecosistemas naturales.

Animal Respect

This program aims to raise awareness of the African population of animal respect. There are deep-rooted beliefs in Africa about the sacrifice of animals for religious beliefs, so even cats and dogs are mistreated in the streets. This program focuses on raising public awareness of the moral value of animals and their welfare. To be able to also offer a place for the reception of domestic animals with a greater tendency to be mistreated.

CONCLUSIONS

The Business Plan carried out for this project has been carried out in a real way from the office of the group of companies Fidense Servicios S.L. This work has allowed to determine the points and objectives of the association in a more professional way, addressing parts that had not yet been determined, analyzing details, we have managed to define the path to start this great work.

For me it has been a pleasure to contribute my writing work making this business plan. Translating the vision of its founder, sometimes turning his ideas into clearer, more real and professional goals.

Now from the knowledge of the history of a country almost unknown as much to me as to many. We can raise our voice and take action so that Alma N.G.O Without Borders can create the necessary help for Africa and countries in the same conditions.

The Soul of Soul is:

The Power of Education & Training

Skills Development & The Reason of Being

Find out why Personal & The Don

Emotion Development & Self Awareness

Mother Earth Care & Souls and Animals

“Goodbye to the race.
Goodbye to pain.
We are Souls Without Borders.
Beating under one Heart,
under the same Reason “

(Filipe Daniel Paulo)

Alma 
O.N.G SIN FRONTERA