



**ASPIRE**  
helping charities help

**ASPIRE** Foundation  
(Barbados) Inc.

Prospectus 2018

A photograph of three people in a kitchen setting. On the left, a woman with short dark hair and glasses, wearing a patterned shirt and a white apron, is looking towards the center. In the middle, a man with short dark hair, wearing a green shirt and a white apron, is looking down at a plate of food. On the right, a man with a shaved head, wearing a dark jacket, is holding a plate of food and looking towards the man in the green shirt. They are standing behind a long table covered with various food items, including bowls of orange-colored food, a large bowl of rice, and a plate of meat. The background shows large windows and a bright, airy atmosphere.

“Helping social  
leaders is our  
business.”

**ASPIRE Foundation (Barbados) Inc.**

# ASPIRE Foundation (Barbados) Inc.

## helping charities help

### Hello!

ASPIRE Foundation (Barbados) Inc. is a Barbados registered non-profit established in 2015. Our purpose is to help charities, non-profits and social enterprises become more sustainable. Ultimately, we are working to help strengthen the local third sector, which includes diverse social purpose organisations meeting critical social needs.

### Who We Are

We are a growing community of people who want to help charitable work grow, thrive and truly transform our communities. Our team includes philanthropists, third sector professionals, business professionals, entrepreneurs, thinkers and creatives.

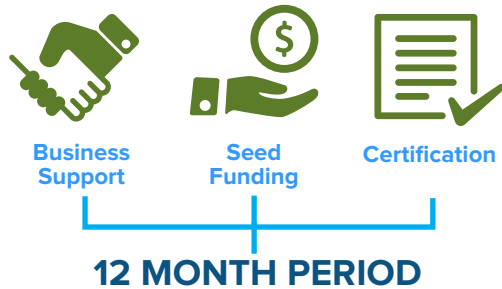
### What We Do

We're working with third sector leaders and business experts to develop our ASPIRE Incubator Programme. It aims to help social purpose organisations increase their chances of operating more effectively and secure resources like income and funding. The pilot was launched in January 2016 with our first cohort of charities.



# The ASPIRE Incubator Programme

The Incubator Programme helps third sector organisations (charities, non-profits, social enterprises) build capacity, operate more effectively, and better able to gain resources, like funding, in the future.



Business support is delivered by expert teams of senior professionals, helping charities to become more effective in six key areas:

- Governance & Legal Compliance
- Business Planning
- Finance & Accounting
- Human Resources
- Fundraising
- Branding & Communications

\* Please note we are working to revise the current Accelerator Programme in 2019.





“ASPIRE Champions are  
a special community of  
business leaders who want  
to make a difference.”

# ASPIRE Champions

The Incubator Programme is supported by special team of business consultants, called ASPIRE Champions. They believe in the power of giving back, using their expertise, passion and networks to help inspire greater social impact in Barbados.

## How It Works

As an ASPIRE Champion you can join as an individual or kick start a truly valuable corporate social engagement programme by signing up your company and co-workers.



### Volunteer

Lend your business expertise to one or more of our chosen charities by participating as a business expert in the Incubator Programme.



### Mentor

Become a mentor to one of our incubator participants



### Connect

Get to know other like-valued change-makers, share ideas and expand your network.

# How It works

## Third Sector Organisations

Our Incubator Programme is open to all Third Sector Organisations including charities, non-profits and social enterprises.



Human development priority areas include: Poverty alleviation (indigent, unemployed), The Disabled Community, Family, Children & Youth (especially the underprivileged), Arts, Culture & Heritage, Environmental sustainability, including food security, Social Entrepreneurship Development, Health (addictions, mental illnesses etc.), The Elderly Community (retirees, widows et cetera).



### Innovative

Open to new ideas  
in their area of  
work



### High Potential

Have a capacity to  
deliver great work  
in their cause



### Values

Share a willingness  
for integrity,  
collaboration, inclusion  
& transparency



### Fresh

Work in  
challenging,  
unorthodox ways



### Registered

Registered in  
Barbados as a  
charity or non-  
profit



### Humanitarian

Working in one  
or more human  
development  
priority areas\*



“We connect humanitarian organisations with the resources they need to thrive and transform our communities.”

# Incubator Programme Map



## Stage 1 The Map

Clarify your organisation's purpose, vision and the effectiveness of your current operations. Identify other organisations working in your field and opportunities to collaborate.

### What:

Assess the client's needs and plot a road map for the way forward.



## Stage 2 The Foundation

Lay the foundation for developing your internal operations so that you are in a better position to secure funding.

### What:

1. **Governance/Legal Support:** Develop a documented, legally compliant Governance structure.
2. **Business Planning Support:** Develop a 3-year Business Plan.
3. **Finance & Accounting Support:** Develop up-to-date Accounts Records/Recording System and Audit Ready Financial records.



## Stage 3 The Resources

Improve your capacity to lead your organisation and recruit volunteers and/or employees. Broaden your understanding of fundraising and opportunities to diversify your funding efforts.

### What:

1. **HR & Leadership Support:** Develop role descriptions for volunteers and staff, HR strategy.
2. **Fundraising Support:** Develop a fundraising strategy for the next year
3. **Connect:** Take a break to catch up with your cohort peers and reflect on the journey so far.

# Incubator Programme Map continued



## Stage 4 The Story

Develop a communications strategy that you can deliver, and aligns with the mission and goals. Be equipped to demonstrate impact to potential funders and stakeholders.

### What:

**Communications Support:** Develop a communications plan that identifies your key message(s) and stakeholders.



## Stage 5 Finale

Demonstrate improved capacity by being awarded a certificate of excellence, that is valid for three years. It lets your supporters know that your internal operations are compliant with international best practice.

Join the ASPIRE Community to be a mentor to a new cohort. The ASPIRE team will be on hand to offer feedback as you move on from the programme and seek opportunities to connect you with potential funders.

# How it works

## The Standards

### The bedrock of our incubator programme

The Incubator Programme is designed to help Third Sector Organisations comply with the minimum governance requirements of charities, non-profits and donor organisations world wide. These Standards developed in consultation with experts and local charities, are the bedrock our programme.

*\* Please note these standards are currently under review and development.*



#### Standard 1 Sound Governance

The Board meets its legal obligations, knows its role and acts with integrity.

**Essentials:** Documented governance structure, compliance with governing documents



#### Standard 2 Finance & Accounting

There are fundamental financial procedures in place, and the organisation meets all legal requirements in relation to managing and reporting on money and resources.

**Essentials:** Business Bank Account, Up-to-date Accounts Records/ Recording System, Audited Financials as required.



#### Standard 3 Branding & Communications

The organisation has identified its stakeholders and key message(s) and can demonstrate its impact.

**Essentials:** Documented communications plan.

# How it works

## The Standards continued



### Standard 4 Business Planning & Strategy

The mission of the organisation is aligned with well defined, annual business objectives.

**Essentials:** Strategic Planning retreat & Business Plan for the next three years.



### Standard 5 Human Resources

The organisation has adequate leadership and has a commitment to the organisation's plans.

**Essentials:** Documented role descriptions and service agreements for staff and volunteers, Compliance with the Employment Rights Legislation



### Standard 6 Fundraising

Fundraising practices are ethical and in line with the organisation's mission, resources, and legal requirements.

**Essentials:** Documented fundraising strategy. Pitch deck to present to various funders/donors.

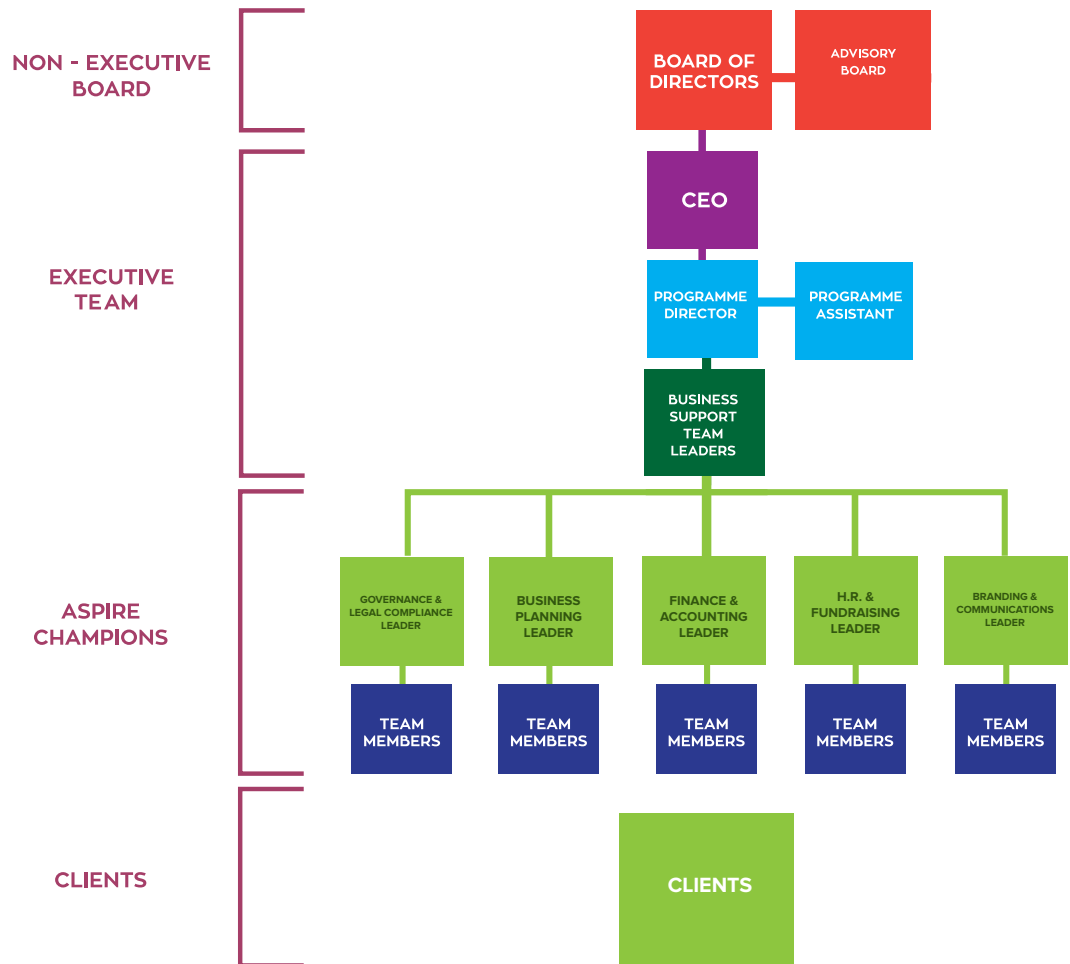
# Ideal Partners & Stakeholders



# Our Governance

ASPIRE is led by a Board of Directors, an Advisory Board and an Executive Committee.

Crucially, the Directors share the common ambition to help social purpose organisations become more sustainable and efficient, so that they can better achieve their charitable mission.



# Meet Our Team

## The Board



**Jania Geoghegan**  
**Chairman and Founding Director**  
Founder & Chairman, Madrinha Trust



**K. A. Connie Smith-Young FCIS, TEP**  
**Director**  
Managing Director, Tricor Caribbean



**Julian Jordan**  
**Director**  
CEO, Neptune Mobile



**T David Gittens, Q.C., J.P**  
**Director**  
Partner, Clarke Gittens & Farmer  
Attorneys-at-Law



**Anderson King**  
**Director**  
Director, King Marketing Consulting Inc



**Peter Hall**  
**Director**  
Partner, LPD Hall & Associates



**Onika E. Stewart**  
**Legal Advisor / Secretary**  
Partner, LEX Caribbean



**Christine Noel, FCA, MBA, CGA**  
**Treasurer**  
CEO, Smart Solutions

# Meet Our Team continued

## The Executive Team



**Amanda Haynes**  
Chief Executive Officer  
ASPIRE Foundation (Barbados) Inc.



**Fabianna Alexander**  
Programme Director  
ASPIRE Foundation (Barbados) Inc.



**Christine Noel, FCA, MBA, CGA**  
Finance & Accounting Team Leader  
CEO, Smart Solutions



**Louis Parris**  
Governance & Legal Compliance  
Team Leader  
Director Simbiosis Inc.



**Ron Johnson**  
Branding & Communications  
Team Leader  
Managing Director, Blueprint Creative Inc.



**Ivan Browne**  
Business Planning & Strategy  
Team Leader  
Former Senior Banking Executive



**Peter Hall**  
HR & Fundraising  
Team Leader  
Partner, LPD Hall & Associates

# Participating Organisations

## PILOT COHORT - 2016/2017

ASPIRE is fortunate to be working with a diverse group of local social change leaders. click the link below to meet our amazing clients and the social change they are leading in our world!



<http://becauseofjenna.org/>



<https://www.cpribarbados.com/>



<https://freshmilkbarbados.com/>



<http://mychild-andi.com/>



<http://operationtriplethreat.blogspot.com/>



<http://futurecentretrust.org/main/>

# Participating Organisations

PILOT COHORT - 2017/2018 cont'd



<https://www.facebook.com/Purpose180Foundation/>



<https://www.facebook.com/BCNF3/>



<https://www.facebook.com/betterbirthinginbimthecommunity>



<http://www.paredos.net>



<http://www.theawardbarbados.com/>



<http://barbadosdisabled.org.bb/>



<http://thesafinc.com/>



<http://youngyam.com/about/>

## Our Donors



———— The Maria Holder  Memorial Trust ————

## In-kind Donors



A tropical beach scene at sunset. The sky is a mix of blue and orange, with the sun low on the horizon. A large teal circle is centered over the image, containing white text. The background shows waves crashing on a sandy beach, with a palm frond visible in the upper right corner.

**Thank you!**

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