



HBS



Haiti Beekeepers Society*



Strategic Plan 2021 - 2022

**This document and the name "Haiti Beekeepers Society" are intended for internal planning purposes only. Haiti Beekeepers is not a incorporated body.*

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Our Mission

To support Haitian communities through education in:

- organic, sustainable and harmonious apiculture; and
- permaculture design and farming practices.

Ultimately, we seek to foster independence from our organization.



Haiti Beekeepers

Our Vision



Regeneration of Haitian ecosystems, through the symbiosis of permaculture and beekeeping, to support a sustainable income for local communities.

Our vision for the future



Our Values

Respect

- For the people of Haiti
- For Haitian culture and practices
- For the land
- For ourselves

Sustainability

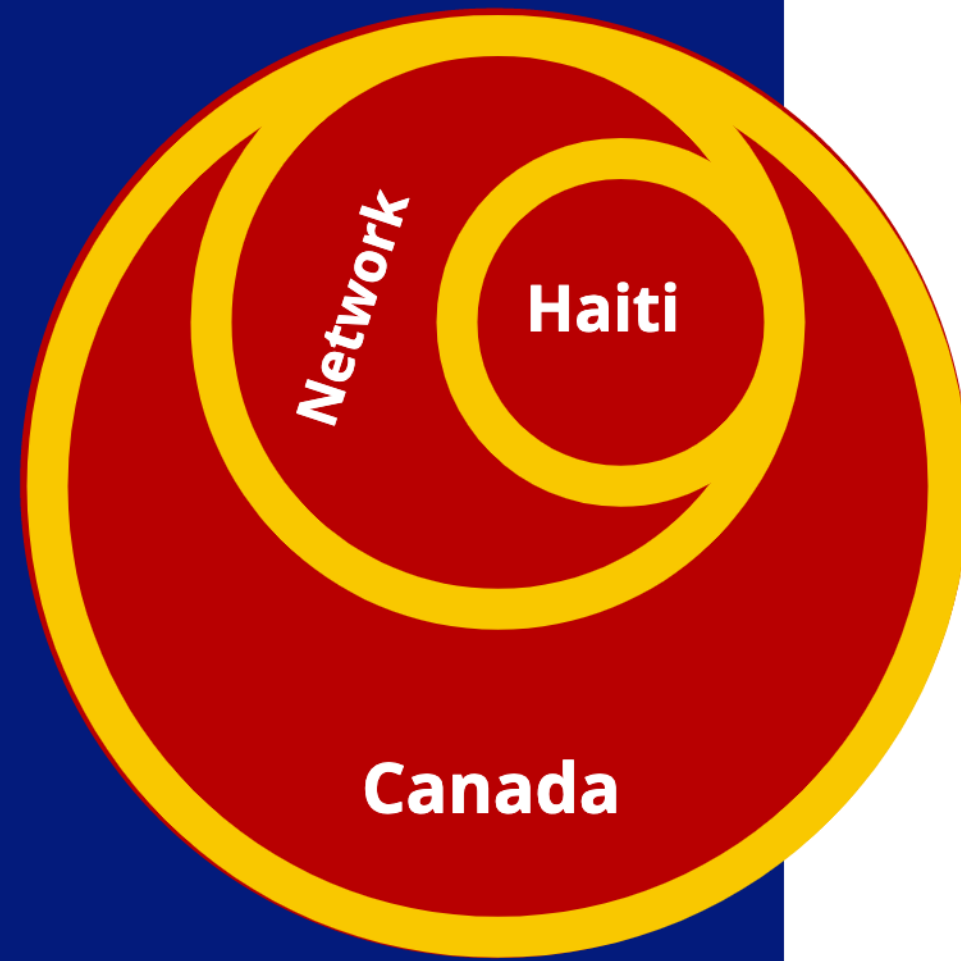
- Progressive environmental practices
- Measured growth
- Education & sharing
- Community empowerment & independence

Communication

- Community-driven and informed initiatives
- Mindful & transparent practices
- Long-term relationships



Our Model



01

Haitian Team

- Service delivery
- Resource distribution
- Education & Management

02

International Network

- Network of beekeeping and permaculture educators
- Bridging communities

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Canadian Team

- Support and administration
- Fundraising
- Community outreach & education



Our Goals



Short-term and long-term organizational goals



Our Goals: Short Term

2021 -2022 Short-term Goals

Incorporation / Modernization

- Incorporate as not-for-profit society
- Clarify key roles / responsibilities
- Recruit diverse skillsets
- Establish evaluation / assessment tools (including of past activities)

Diversification & Growth

- Establish fundraising campaigns
- Expand network
- Develop assets & program materials

Leadership Succession

- Transition Director / Assistant Director
- Establish board of directors (linkage to incorporation)
- Build / support Haiti team (e.g. establish measurable steps towards transfer of leadership)



Our Goals: Long Term

Long-term Goals

EDUCATION

- Beekeeping: create resources for Haitians
- Permaculture: regenerate land to support beekeeping practices
- Business: provide sustainable training

INDEPENDENCE

- Reduce Canadian operations
- Transition to Haitian-led management & education
- Support business opportunities and development in Haiti (e.g. honey co-op)

EQUITY

- Foster diversity in education and service delivery
- Support diversity in management



Our Team



David Macdonald

Executive Director



Ailsa Macdonald

Associate Director



Simon Remond

Director, Haitian
Operations



Onesias "Jobles" Jobles

Associate Director, Haitian
Operations



Nelcie Pierre

Manager, Haitian
Operations



SWOT Analysis

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Strengths

- Human resources
- Strong partners & network
- Proven model & programs
- Positive reputation
- Tangible assets
- Strong community interest
- High enrollment

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Weaknesses

- Limited revenue streams
- Financial & admin processes
- Updates needed for assets in Haiti
 - beekeeping
 - technological
 - campus infrastructure
- Translation requirements

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Opportunities

- Network expansion through new team members
- Economic growth for Haitian communities through market expansion
- Increased gender equity in programs and leadership
- Development of HBS campus

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Threats

- Increased translation demands
- Currency volatility
- Climate change & deforestation
- Funding insecurity
- Asset degradation
- Increased hard costs
- Beekeeping oversaturation in Haiti
- Program diversification required



Haiti Beekeepers Society

STRATEGIC PLAN