



COMPREHENSIVE 2017 _ 2018 STRATEGIC PLAN

VILLAGE EXCHANGE CENTER · 1609 HAVANA ST. AURORA, CO 80010

VILLAGE
EXCHANGE
CENTER

WHAT WE DO

Village Exchange Center (VEC) is a non-profit organization formed to serve immigrants and refugees in the Aurora/Denver metro area. As a community center and multi-faith worship space it seeks to celebrate cultural and religious diversity by creating an inclusive environment where different communities interact, share and develop together. Through organic and co-located programs, informational services and cultural activities, the center will be a “one stop shop” supporting integration, engagement and empowerment of newly arrived communities. VEC will have an overarching goal of creating bridges between people and communities, both locally and globally.

OUR LEADERSHIP TEAM

Amanda Blaurock
Executive Director/Chair

Marcel Narucki
Director of Operations and Multi-Faith Services

Amy Buchanan
Director of Refugee and Immigrant Services

720-668-9968
amanda@villageexchangecenter.org

VILLAGE
EXCHANGE
CENTER

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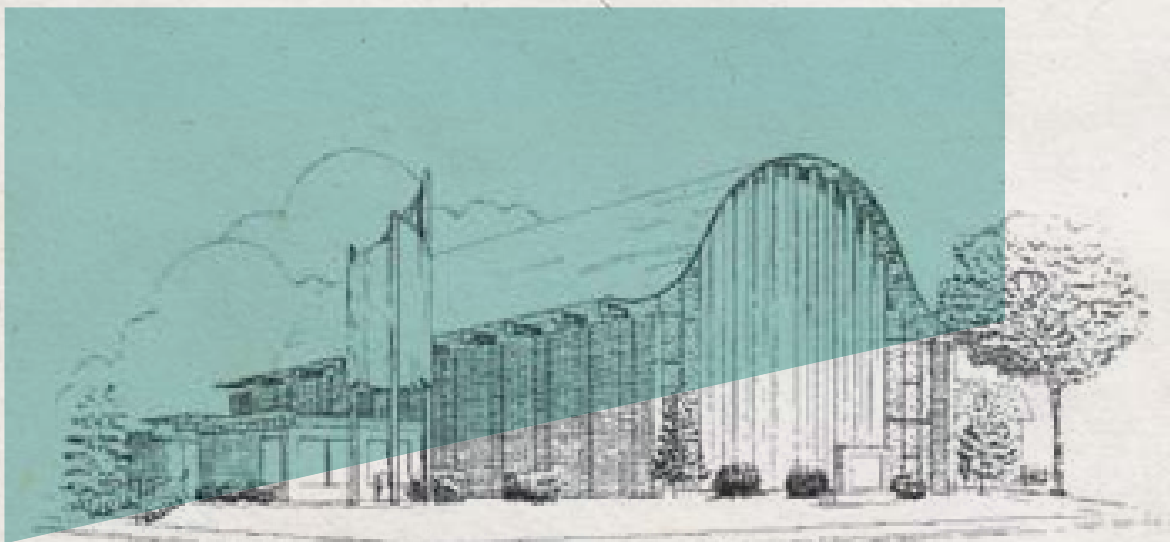


1 BACKGROUND

Village Exchange Center began as a concept in early 2016 when the faith community of St. Matthew Evangelical Lutheran Church ("St. Matthew") considered ways to be responsive to and serve its neighborhood, Aurora, and the wider society. The city of Aurora is among an increasing number of cities across the U.S. grappling with realities of integration with multiple cultures and communities of immigrants and refugees.

St. Matthew is a congregation of approximately 40 members and has been struggling to survive as the congregants have continued to age and the local demographics have significantly changed.

In response to the congregation's dilemma, St. Matthew donated their four parcels of land to Village Exchange Center in exchange for the ability to leave a legacy, to continue to worship in the same space, rent free, in perpetuity, and have opportunities for its congregants to serve its surrounding community, which has become home to many immigrants and refugees. The St. Matthew congregants voted unanimously to move forward with our plan and in March 2017 the properties were transferred to Village Exchange Center.



VILLAGE EXCHANGE CENTER



2 AURORA LANDSCAPE

The Village Exchange Center sits in the heart of Aurora, Colorado, a city where more than 1 of 5 of its approximately 335,000 residents were born in another country – the highest percentage in the Denver metro area.

Aurora is known for how racially integrated its neighborhoods are. In fact, Brown University Research has recently highlighted Aurora with the 9th highest neighborhood diversity and as the 10th most integrated city among the 100 most populous cities in the United States.



Aurora 2015 Population:

- Colorado 5,355,866
- Metro Region 2,754,258
- Aurora 353,381
- Median Age: 33.4



Estimated Population by Single Race Classification (% of Population)

- White: 46.3%
- Hispanic or Latino: 17.6%
- Black or African American: 16%
- Some other race: 8.1%
- Two or more races: 5.7%
- Asian: 5%
- Native Hawaiian & Pacific Islander: .3%
- Am. Indian & Alaskan Native: 1.0%

As a response to the above demographics, the City of Aurora has made a commitment in its Comprehensive Strategic Plan 2015 to 2018 to foster integration among its multiethnic communities and to increase the civic and public engagement of refugees and immigrants.

Significantly, the Village Exchange Center is located at the corner of 16th and Havana St., which is one block from Colfax. This intersection is critical to the success of our mission in that Colfax and Havana are two main arteries and bus lines for the entire Denver and Aurora region ----- making our space an easily accessible hub for diverse populations.

VILLAGE EXCHANGE CENTER



3 PROGRAMS

Given the demographics of our location and the current political climate surrounding refugees and immigrant affairs we have the goal of creating a space that celebrates religious and cultural diversity and builds ties between arriving and receiving communities. We have identified three core values to effectuate this plan: Serve, Celebrate and Connect. Our skilled team, in conjunction with the City of Aurora and other strategic advisors, will both launch new programs and co-locate existing programs that are aligned with these core values and aim to meet the integration needs of refugees and immigrants. Although most services will target newly arrived groups, many activities will be open to the community at large, such as educational, recreational and cultural events.

CORE VALUE PROGRAMS

SERVE:

Through a range of services targeting newly arrived refugees and immigrants, Village Exchange Center's programs will aim to build community and support integration and self-reliance.

CELEBRATE:

Village Exchange Center will host multi-cultural and educational events that seek to build appreciation for diversity, as well as provide a space for multi-faith worship and dialogue.

CONNECT:

Through entrepreneurial and innovative programs, we will create a space that fosters collaboration and offers opportunities for public and civic engagement among community members.

VILLAGE EXCHANGE CENTER



3 PROGRAMS

In alignment with the above core values we are seeking to implement the following programs:

PROGRAM NO. 01

ESL CLASSES (FOCUS POINTS)

WHEN:

Level 1: Mon & Wed, 8:15 – 11:15 am
Level 2: Mon & Wed, 8:15 – 11:15 am
Level 3: Tue & Thur, 12:00 – 3:00 pm
Level 4: Tue & Thur, 8:15 – 11:15 am
Level 5: Mon & Wed, 12:00 – 3:00 pm

CHILDCARE AVAILABLE FOR A FEE

PROGRAM NO. 02

ENGLISH CONVERSATION CLASSES (VEC)

WHEN:

Mondays 10:00 am to 12:00 pm

PROGRAM NO. 03

CITIZENSHIP CLASSES (COA) 10 WEEK COURSE

WHEN:

Saturdays, 9:00 – 11:00 am

TO REGISTER AND MORE INFORMATION:
(303) 953-7060

PROGRAM NO. 04

**YOUTH WELLNESS AND
EMPOWERMENT (VEC)**
YOUTH WELLNESS AFTERSCHOOL PROGRAM:
Healthy snacks and cooking
Tutoring and homework support
Wellness and life-skills workshops

WHEN: Fall semester: September to
December

Monday to Friday 3:00 to 6:00 pm

FOR INFORMATION: (720) 668-9968

PROGRAM NO. 05

LEADERSHIP TRAINING COMING SOON

PROGRAM NO. 06

YOUTH BROADCASTING COMING SOON

PROGRAM NO. 07

LEGAL ASSISTANCE

PROGRAM NO. 08

ASYLUM INFORMATION AND CASE REFERRALS (COLORADO ASYLUM PROJECT)

PROGRAM NO. 09

GENERAL LEGAL ASSISTANCE COMING SOON

PROGRAM NO. 10

IMMIGRATION COURT WORKSHOP (CAP)

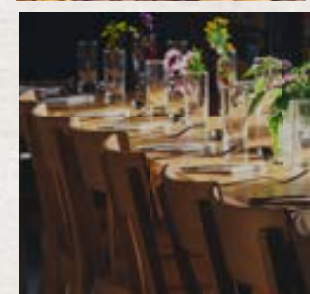
Learn about the immigration court process, asylum issues, options for deportation cases, and how to find a good immigration attorney.

WHEN: One Saturday a month from
10:30 – 12:00 pm

September to December
Monday to Friday 3:00 to 6:00 pm

INFORMATION:

coloradoasylumproject@gmail.com



VILLAGE EXCHANGE CENTER



3 PROGRAMS

PROGRAM NO. 11

CHILDBIRTH EDUCATION AND SUPPORT (FAMILIES FORWARD RESOURCE CENTER)

WHO: Open only to African American/
Black participants

WHEN:

4th Saturday of the month, 11:00 – 3:00 pm

INFORMATION: (303) 257-3693

PROGRAM NO. 12

HEALTHY BABIES, STRONG FAMILIES (FAMILIES FORWARD RESOURCE CENTER)

This curriculum is designed to enhance
child health and developmental
outcomes

WHO: Open only to African American/
Black participants

WHEN:

1st Wednesday of the month, 5:30 – 7:30 pm

INFORMATION: (303) 339-8862

PROGRAM NO. 13

FATHERHOOD SUPPORT (FAMILIES FORWARD RESOURCE CENTER)

This program teaches men to be better
fathers through fatherhood training
classes.

WHO: Open to all Fathers

MORE INFORMATION: (720) 979-5482

PROGRAM NO. 14

DEVELOPING INTERFAITH LITERACY (INTERFAITH CENTER OF LIGHT) Designed for newcomers to the

interfaith movement and those wanting
a better understanding.

WHO: Open to all

WHEN:

Saturdays, 10:00 – 11:30 am

MORE INFORMATION: (720) 507-8927

PROGRAM NO. 15

GED CLASSES IN SPANISH (DENVER FOUNDATION)

GED Classes in Spanish

WHO:

Open to anybody interested in taking the
GED Test

WHEN:

Wed & Thur, 10:00 am – 12:00 pm

MORE INFORMATION: (303) 939-3089

PROGRAM NO. 16

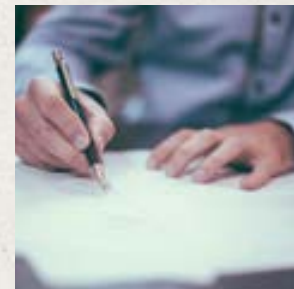
NEW STUDENT ASSESSMENT AND ORIENTATION (AURORA PUBLIC SCHOOLS)

Students new to the country and APS
receive an orientation to the U.S.
educational system and Aurora Public
Schools.

WHO: New immigrant and refugee students
at APS.

WHEN: As part of their school registration.

MORE INFORMATION: (303) 344-8060



VILLAGE EXCHANGE CENTER



3 PROGRAMS

PROGRAM NO. 17

ENTREPRENEURIAL PROGRAMS (VEC) COMING SOON

SMALL BUSINESS DEVELOPMENT

- Financial literacy
- Catering Cooperative
- Food Truck Cooperative

VOCATIONAL TRAINING

- Food handling and safety
- Vertical gardening

PROGRAM NO. 18

FOOD PANTRY (AURORA INTERFAITH COMMUNITY SERVICES)

PROGRAM NO. 19

COMMUNITY KITCHEN COMING SOON

PROGRAM NO. 20

COOKING CLASSES COMING SOON

PROGRAM NO. 21

SPEAKER AND FILM SERIES COMING SOON

PROGRAM NO. 22

BOOKSHOP AND CAFÉ COMING SOON

PROGRAM NO. 23

OPEN SPACE FOR COMMUNITY TO HOLD EVENTS

We have a range of spaces available for
to host community and cultural events.

FOR INFORMATION: (720) 668-9968



VILLAGE EXCHANGE CENTER




In addition to programs, Village Exchange Center hosts over 500 predominantly refugee and immigrant congregants and we plan to celebrate more. Specifically, the following congregations currently worship in our space:


- A. **ST. MATTHEW EVANGELICAL LUTHERAN**, represented by Pastor Marcel Narucki. Approximately 40 members;
- B. **CONGO PENTECOSTAL CHURCH** – Colorado, represented by Pastor Enock Mangauko. Approximately 130 members;
- C. **AURORA WEST SPANISH SEVENTH-DAY ADVENTIST**, represented by Pastor Rene Marquez. Approximately 150 members;
- D. **CAMINO AL CIELO**, represented by Pastor Rodolfo Gonzalez. Approximately 130 members; and
- E. **LIVING WORSHIP NEPALI CHURCH** - Colorado, represented by Pastor Habil Rasily. Approximately 120 members.




5
FUNDRAISING



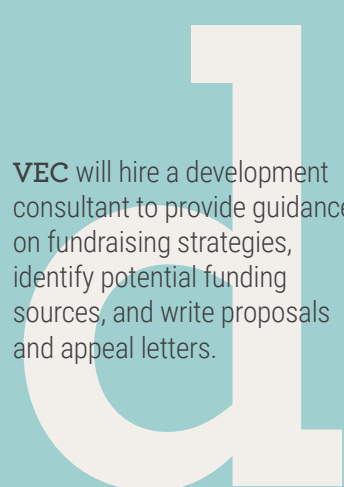
VILLAGE EXCHANGE CENTER will develop a comprehensive fundraising plan that includes strategies for securing both private and public funding.



VEC has created a social media outreach plan that includes fundraising through online campaigns



VEC will hold fundraising events annually in order to raise additional funding.



VEC will hire a development consultant to provide guidance on fundraising strategies, identify potential funding sources, and write proposals and appeal letters.



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OUR TEAM



AMANDA BLAUROCK

EXECUTIVE DIRECTOR/CHAIR
amanda@villageexchangecenter.org

Amanda has 15 years of experience as a realtor, investor, entrepreneur and lawyer. Amanda worked for the U.S. Department of Commerce and the U.S. International Trade Commission focusing on international trade and intellectual property litigation. She now focuses her practice on international law for both Fortune 100 companies and international entrepreneurs and is developing a 5-star hotel in Cartagena, Colombia. Amanda has B.A from Rutgers University in Psychology and Japanese, a J.D. from Temple University and is barred in California and Washington, D.C.



MARCEL NARUCKI

DIRECTOR OF MULTI-FAITH RELATIONS/BOARD MEMBER
marcel@villageexchangecenter.org

Marcel is our Director and a Board Member and is also a Lutheran pastor for our donating church St. Matthew Lutheran Church. He is an educator, theologian, a spiritual director and a former Roman Catholic Camaldolese monk. Involved in social outreach ministries for thirty years, he is interested to promote and articulate interfaith and multicultural encounters and exchanges in the service of refugees and immigrants.



AMY BUCHANAN

DIRECTOR OF REFUGEE AND IMMIGRANT SERVICES
amy@villageexchangecenter.org

Amy has worked for over 10 years with humanitarian and human rights organizations, including eight years with the UN Refugee Agency (UNHCR). She has worked in Myanmar, Nepal, Libya, Tunisia, Pakistan, Cote d'Ivoire, Senegal and Geneva in areas related to refugee protection, resettlement, voluntary repatriation, community services, prevention of gender-based violence, child protection and human rights.



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OUR TEAM



LARA ANN FREY

DEPUTY DIRECTOR OF SERVICES
lara@villageexchangecenter.org

Lara is our Program Manager and has managed the Natural Helpers Program, a training initiative for refugee and immigrant leaders that is a collaboration between the Village Exchange Center and the City of Aurora's Office of International and Immigrant Affairs since its inception in 2015. She has spent over 20 years working with adult learners both overseas and in the United States. Additionally, she has worked directly with refugee resettlement agencies to provide quality educational programming for newly arrived refugees, including cultural orientations, basic computer classes, and English as a Second Language classes.



HECTOR E. SANCHEZ

BOARD MEMBER
hesaba@gmail.com

Hector E. Sanchez is the Executive Director of the Labor Council for Latin American Advancement and the Chair of the National Hispanic Leadership Agenda, a coalition comprised of the 39 leading national Latino organizations. He is an indefatigable voice fighting systematic injustices against Latinos and the most vulnerable communities across the nation. Hector has launched national campaigns and worked in labor, human and civil rights, education and non-profit organizations and has vast experience in policy, advocacy, organizing, research and community outreach. He frequently appears as a commentator on national and international TV networks and his opinions have been widely published by NPR, The Washington Post, the New York Times, The Wall Street Journal, The Economist, Huffington Post and several Spanish-language media outlets.



IMAN JODEH

BOARD MEMBER
iman@meetthemiddleeast.org

Iman is the Executive Director and Founder of the locally based non-profit, Meet the Middle East, which fosters relationships between the US and the Middle East through education and immersion travel. As a first-generation Palestinian American, Iman is fluent in Arabic and maintains a second home in Ramallah, Palestine. Entities ranging from Children's Hospital to the US Districts Attorney's Office often call on her expertise to consult about the geo-political situation of the Middle East or Islam. As the Spokeswoman for the Colorado Muslim Society, Iman also plays a major role in representing Muslims on a variety of social justice arenas statewide. Iman lectures at the University of Denver's University College Enrichment Program. Iman received her Masters in Public Policy from the University of Colorado at Denver.



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OUR TEAM



DAVID PEDLEY

BOARD MEMBER
dpedley@pedleylaw.com

David is a corporate and securities lawyer with over 25 years of experience representing companies, including, startups, technology companies, venture capital funds, merchant banks, and hedge funds. In addition to his law practice, David is involved in startups as both an entrepreneur and investor. David is admitted to practice law in Connecticut, Colorado, Georgia, Georgia, Kentucky, New Hampshire and New York. David obtained a B.A. from the University of Pennsylvania and his J.D. (with distinction) from the Emory University School of Law.



DAVE BECHHOEFER

BOARD MEMBER
dave@familiesforwardrc.org

Dave Bechhoefer has spent nineteen years working for Colorado's Family Resource Centers and believes passionately in the ability of family centers to strengthen families to meet the challenges that are unique to their communities. Starting as an AmeriCorps VISTA volunteer at the South Aurora Family Resource Center in 1998, Mr. Bechhoefer was then hired as a Family Advocate for the Center until its closure in 2000. Mr. Bechhoefer was then employed by Families Forward Resource Center in 2000 where he has been a Family Advocate, Case Manager, Program Coordinator and has served as the Executive Director since 2008. Mr. Bechhoefer holds a Bachelor's of Arts Degree in English from Oberlin College and a Master of Public Administration, Nonprofit Concentration, from the University of Colorado at Denver. Other professional accomplishments include Prevention Generalist Training (1999), Colorado School of Public Health Public Health Scholar (2011), Family Resource Center Association Board of Directors (2007 - 2013), Aurora Welcome Center Board Chair and Board Member (2014-present), Steps to Success Community Board Co-Chair (2011-2016), Steps to Success Nonprofit Board Chair (2015 - present) and Standards of Quality for Family Strengthening and Support Certification Training (2013).



ALEJA OSPINA

PROJECT MANAGER
aleja@villageexchangecenter.org

Aleja is a Project Manager and is both a Colombian and Chilean citizen. She is a business administrator managing international projects, marketing and commercial strategies. Previously, Aleja was the private assistant to the former Vice President of Colombia in charge of social campaigns, media strategies and public relations. She received her Business Administrator degree from the Universidad de la Sabana.



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OUR TEAM



MICHAEL WELCH
TREASURER
mike@villageexchangecenter.org

Michael is our Treasurer and is also the Managing Partner of an accounting firm (www.michaelwelchcpa.com), where he provides a wide variety of accounting, consulting, payroll and tax services to businesses and individuals.



BETTY TAVIDIAN
OFFICE MANAGER
betty@villageexchangecenter.org

Betty has retired from Verizon after 31 years where she was an auditor/analyst in their finance department, a fraud investigator and compliance manager representing Verizon at standard setting meetings and regulatory forums around the country. While at Verizon, she participated in various social efforts helping victims of Katrina and low-income families around the metro area. Betty is a member of the St. Matthew congregation and St. Matthew's Counsel and as such was a strong voice in the donation of the Church to VEC. She is very excited to be involved in promoting the goals of the Village Exchange Center through multi-faith and social opportunities.



ERWIN GEBERS
COMMUNITY LIAISON
erwin@villageexchangecenter.org

Erwin has been a member of St. Matthew since 1981, and has served in various positions on the St. Matthew Council, including Counsel President. He has been serving as the liaison for the transition of St. Matthew to Village Exchange Center. Erwin develops relationships and manages the congregations at Village Exchange Center. Erwin is retired after working 40 years in Christian Book Stores.

VILLAGE EXCHANGE CENTER



7 OUR PARTNERS

RESIDENT PARTNERS



NON-RESIDENT PARTNERS



STRATEGIC PARTNERS



Office of
International and
Immigrant Affairs



SPONSORS



STRATEGIC PLAN 2 YEAR TIMELINE	YEAR							
	2017				2018			
	FEB - APR	MAY-JULY	AUG-OCT	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEPT	OCT-DEC
FORMATION	1. Entity Formation 2. Filing of 1023 3. Transfer Land	1. Assign rental agreements of existing tenant congregations 2. Receive 501c(3) status						
MARKETING AND MEDIA STRATEGY	Creation of presentation, logo and cards	1. Create website 2. Change signage 3. Social Media Strategy 4. Hire documentarian	1. Begin social media campaigns. 2. Television and print strategy	Ongoing	Ongoing	1. Public presentation of new space 2. All media outlets	Ongoing	Ongoing
STRATEGIC PARTNERSHIPS	Meetings with stakeholders and community leaders in the interfaith, refugee and immigrant communities	Invite stakeholders to tour VEC and discuss partnerships	Hold focus groups and community meetings	Solidify strategic partnerships	Continue communication with partners interested in our new space	Solidify partnerships and collaboration efforts	Maintenance of partnerships	
CREATION OF PROGRAMS	Survey the current local and national programs	1. Meet the leaders of programs 2. Identify gaps in current programs and develop organic programming 3. Invite Programs to rent space at VEC 4. Establish information kiosk	1. Hire consultant and other staff 2. Curate organic programs to VEC 3. Deploy programs that can be managed in the current space	Continue creating and implementing programs	Continue creating and implementing programs	Programmatic restructuring to accommodate the new construction	Integrate programs	
RENOVATION OF VEC	Change signage	Removal of faith symbols to create multifait space	Minor structural changes to accommodate programs	1. Bidding of contractors 2. Permitting	Begin Construction	MOVE IN		
RETENTION OF ARCHITECT/DESIGN FIRMS	Release a Request for proposals	1. Obtain proposals 2. Retain architect 3. Receive fundraising package from architects	1. Schematic Design 2. Construction documents	Ongoing oversight	Ongoing oversight	Completion of Services		
FUNDRAISING		1. Prepare an annual fund development plan 2. Hire a development consultant/grant writer	1. Hold opening fundraiser 2. Apply for grants 3. Hold large events	1. Pursue institutional and individual funding 2. Hold large events		Opening Gala for new space	Hold fundraising events	Holiday events
GOVERNANCE	Recruit advisory board comprised of experts in refugee and immigrant matters, law and interfaith work	Solidify contracts with Pastor Marcel Narucki and Amy Buchanan as Directors	Create and implement standard operating procedures	Identify additional board members and leaders from the refugee and immigrant communities	Hire and promote leaders from the refugee and immigrant communities	Ongoing	Ongoing	Ongoing
COLLABORATION WITH AURORA WELCOME CENTER	Introductions and strategic meetings with the City of Aurora, Aurora Public Schools and AWC	Find the best possible partnership/collaboration/merger with AWC	Incorporate and integrate collaboration plans with Aurora Public Schools and City of Aurora	Ongoing collaboration	Ongoing collaboration	Ongoing collaboration	Ongoing collaboration	