



# AFRICAN DIASPORA NETWORK

## STRATEGIC PLAN 2024-2028

### OVERVIEW

Since its inception, the African Diaspora Network (ADN) has been dedicated to uniting the African diaspora, allies of Africa, and individuals on the continent to drive economic growth through innovative entrepreneurship and social impact initiatives. Initially funded by family, friends, and governmental support, ADN has experienced steady growth, expanding its programs, initiatives, and team through strategic partnerships while remaining steadfast to its core principles.

Today, we find ourselves at a pivotal moment, marked by a burgeoning interest in diaspora involvement and mobilization.

ADN has been at the forefront of diaspora engagement for over a decade, and now, with both U.S. and international policies aligning to harness the diaspora's potential, we aim to catalyze transformative change, moving beyond remittances toward sustainable investments.

We invite you to join us in our journey of informing, engaging, and activation. As we embark on this next phase of growth, ADN relies on the collective effort of all stakeholders to envision new possibilities and collaboratively craft solutions that uplift our global diaspora communities.

### OUR APPROACH

As a leading global network, ADN is dedicated to advancing diaspora engagement through our strategic priorities:



#### Knowledge Exchange and Human Capital Development

ADN is renowned as a hub for knowledge sharing and raising awareness of trends and opportunities on the African continent while bridging the gap between those working on the continent and those working in the diaspora. Our virtual, hybrid and in person convenings feature seasoned industry experts across many pertinent topics relevant to the needs of the continent. ADN also activates a global network of resources to share their time and expertise as mentors and ecosystem partners.



#### Public-Private Partnerships

ADN engages key stakeholders including government, academia, corporations, multinational organizations and NGOs through strategic partnerships that promote entrepreneurship, social impact and sustainable investment "beyond remittances." Through our programs and convenings, we also provide ample opportunities for connections and collaborations that often lead to impactful partnerships for our network and those they serve.



#### Entrepreneurship and Social Impact

Our enterprise accelerators support changemakers leading nonprofit and for profit businesses on the continent and in the diaspora. Our goal is to help scale their ventures through enterprise development training, mentorship and networking opportunities within the diaspora and the continent.



#### Beyond Remittances

ADN elevates and supports the work that African diasporans are doing to enable investments and philanthropy for sustainable development and transformational impact.

# ADN STRATEGIC PILLARS 2024-2028

## ORGANIZATIONAL CAPACITY BUILDING



### Grow and develop the ADN team to enable the organization to scale.

ADN is committed to the growth and development of our team. To do the work we do, and particularly the work envisioned for our next phase of growth, we must actively seek, recruit, and support the individuals dedicated to performing these tasks daily.

- » Hire and nurture passionate and experienced people to fill strategic roles within the organization and assign them clear KPIs to deliver on.
- » Put in place policies, frameworks, and internal comms and organizational processes that support the orgs scalability.
- » Explore the feasibility of a new satellite office on the continent.
- » Grow ADN's Financial Capacity in order to maximize impact.

## FORMALIZE ADN'S "NETWORK"



### Formalize ADN's "network" and provide value added services for our community that keeps them engaged and ready to be mobilized.

With this pillar, we aim to provide a hub for our growing and engaged community that allows for creating connections and collaborations year round and not just at our convenings. Currently, our community lives across mailing lists and our various social media platforms; we hope to bring them together online in meaningful and impactful ways that will also augment our in-person convenings.

- » Develop a donation program with varying tiers for organizations, individuals (including students), and ADN program alumni.
- » Create, engage and grow a community platform for ADN's network.
- » Develop an organic outreach program for promoting ADN's work by partnering with African diaspora champions and ADN program alumni.

## TRANSFORMATIONAL PROGRAMMING



### Grow and develop transformational programming that catalyzes our community "beyond remittances."

This pillar is all about maximizing the impact that we are able to make as a community. ADN has always been committed to informing, engaging and activating Africans, the diaspora and friends of Africa. Through transformational programs, initiatives and convenings, we aim to mobilize the time, talent and treasure of our network to be catalysts for change in Africa and the communities in which we live.

- » Grow and deepen existing entrepreneurship and social impact programs in Africa and the diaspora.
- » Create and cultivate opportunities, forums and mechanisms for knowledge exchange and cross-border collaborations between Africa, friends of Africa and the diaspora.
- » Strengthen and broaden existing convenings and expand to at least one major annual event on the continent.







## JOIN US IN BUILDING THE FUTURE OF AFRICAN DIASPORA ENGAGEMENT.

Initially funded by family, friends, and governmental support, ADN has experienced steady growth, expanding its programs, initiatives, and team through strategic partnerships while remaining steadfast to its core principles.

With an ambitious fundraising goal of **\$30 million by 2028**, we invite you to join us in our journey of informing, engaging, and activation. As we embark on this next phase of growth, ADN relies on the collective effort of all stakeholders to envision new possibilities and collaboratively craft solutions that strengthen our global diaspora communities.

### ENGAGEMENT OPPORTUNITIES

We invite you to collaborate with us to impact the lives of Africans, diasporans, and entrepreneurs in Africa and the United States. You can:

-  Co-create transformative programs that have the potential to make impactful and lasting changes across several sectors and industries.
-  Engage, connect, and exchange ideas within our global network via participation in our in-person, virtual and hybrid convenings.
-  Tap into our extensive global network to find potential partners and collaborators.
-  Gain access to top-of-the-line opportunities, convenings and influential people via our immersive exposure to strategic initiatives across the globe. Become an organizational sponsor and support ADN's mission.
-  Participate in our fundraising campaigns or sign up to be a individual donor to drive the future of African diaspora engagement
-  Volunteer with ADN: Mentor entrepreneurs, join our review team, or support events. Access our Learning Labs for valuable resources and upcoming perks.

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To discuss the ADN new strategic plan and explore impactful collaboration opportunities, please reach out to Almaz Negash at: [almaz@africandiasporanetwork.org](mailto:almaz@africandiasporanetwork.org).

Thank you!  
The ADN Board of Directors and Team

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