

ACTION PLAN 2019

Moniheli ry



17.11.2018



ACTION PLAN FOR THE YEAR 2019 OF MONIHELI RY A NETWORK OF MULTICULTURAL ASSOCIATIONS,

Moniheli ry, a network of multicultural associations was founded in 2010. Its activities were developed through RAY project funding in 2011-2013. During this time, Moniheli was able to gain a foothold as a highly valued actor in the multicultural field and as an influential network of associations representing different nationalities. Since 2016, Moniheli has been operating on the base of the general funding granted from STEA (Funding Centre for Social Welfare and Health Organisations, former RAY), in addition to project funds from various sources.

Currently, the network counts approximately 140 member associations and continues to steadily grow. Moniheli's member associations represent about 35 different language groups and about 70 different nationalities. Since its beginnings, Moniheli's activities have been created and planned through the active involvement of its migrant-led multicultural member associations, so that the activities and services have been meeting the needs and expectations of the member associations as well as possible. Moniheli has expanded from formerly only encompassing the capital region, to become a nationwide actor. The number of member associations across Finland is increasing, which subsequently puts pressure on the provision of equal service to the member associations.

Moniheli has been having a new executive director since 01.09.2018. Thanks to STEA's general funding, it has been made possible to employ two persons (executive director and association coordinator). However, as Moniheli's activities are expanding and becoming increasingly diverse, the number of administrative employees has not sufficed for several years, and funds to hire a third person have been applied for before. This has also been done for 2019. The resources to hire a third person would enable Moniheli to better develop its activities (to develop the support and services offered to its member associations and taking notice of the heterogeneity of the network and accordingly, of the different members and their respective needs, increase advocacy work and to improve its communications in a more professional manner.).

ACTIVITIES AND PURPOSE OF THE ASSOCIATION

The purpose of Moniheli ry is to promote an increasingly multicultural Finland so that it will be a good place also for the growing number of new Finns.

Moniheli has two main objectives:

1. to support and empower activities of its multicultural member associations in a way that they can implement their missions as active actors in our society. Moniheli strives to strengthen this through trainings, information, guidance and financial support. Moniheli's membership also offers a peer and cooperation network to its member



associations, through which they can exchange experiences, learn from each other and to join forces in common causes.

2. to carry out influential advocacy work by promoting the interests of its member associations and their members. Moniheli implements this kind of work by participating actively in decision-making bodies, networks and projects fostering multiculturalism and a two-way integration process. Moniheli works as a bridge between its own network of members and authorities, other public authorities, companies and third-sector parties. Moniheli currently is a highly wanted associate in different decision-making bodies, advisory boards, committees and projects.

Moniheli also advocates for the interests of its member associations by providing them with space to be seen and heard at different events Moniheli organises and participates in. Moniheli exercises advocacy for its members also in form of public statements on their behalf and often in collaboration with its cooperation partners, in order to defend multiculturalism and promote integration.

Moniheli's board convening in monthly meetings decides network's course of action and on larger operative questions. The board members are elected according to the statutes from among the member associations' candidates for a two-year term at the general assembly. As the objective for 2019 is to update and refine Moniheli's strategy, there is also the need to strengthen the flow of strategical work by developing the board's strategy. As many of the current board members are in their turn to step down, the board, thus, will undergo a reform for 2019.

Moniheli's board in 2018:

Abdirahim Hussein, chairman	Berde ry
Meg Sakilayan-Latvala, vice chairman	Nicehearts ry
Mania Al-Khatib	Suomi-Syyria ystävyysseura ry
Heidi Alander	Suomi Uutena Kotimaana ry
Tilton John George (stepped down on 11.9.2018)	Finland-Malayalee ry
Richmond Ghansah	Afaes ry
Mohamed Laraki	Suomi-Marokko ystävyys- ja kumppanuusyhdistys ry
Ilari Rantakari	FOKUS ry
Svetlana Tschistiakova	Suomen Venäjänkielisten keskusjärjestö ry
Elli Koskivirta, deputy member (member since 11.9.2018)	Familia ry
Edwin Ndaki, deputy member 2018	Suomi-Tansania seura ry
Mikko Törnqvist, deputy member 2018	Suomen Kiinalaisten Allianssi SKA ry
Sissi Xu, deputy member 2018	The Chinese association of Science and Technology in Finland



1. OBJECTIVES AND MEASURES

The focus of Moniheli's actions in 2019 are related to the development of activities and strengthening its finances. The main points of development will be supporting activities/services to its member-network, communications, economic efficiency and the work of the board. 2019 is also going to be a year of projects, if Moniheli receives the funds applied for those projects.

1.1. Supporting member associations

Moniheli will carry out a survey among members in the beginning of 2019, to map the members' needs for the support and to better respond to possible future needs. The extensive network of Moniheli is very heterogeneous. Thus, Moniheli will be doing carry out a segmentation of its member associations during 2019, in order to have its support/services respond better to the needs of the different segments.

In the last member survey (2016/2017) a need to receive guidance and training regarding project management, grant application, finding sponsors and co-operation partners emerged. To answer this need, Moniheli will create a data bank for its member associations to use. The databank will include useful information about association and project management, possible grant/ funding channels and instructions on how to apply for different grants. The databank will be in Finnish and English. In the future, other languages versions may be launched, depending on the resources.

Moniheli will define a new training strategy for the year 2019 and create a training programme to better meet the needs of its heterogeneous member network. Moniheli will carry out the training programme with its co-operation partners. One of the training topics will be fundraising.

Moniheli will map its activities and processes regarding the member register in 2019. Moniheli strives to make the process more efficient, to assure the association's tight human resources will be used efficiently.

Like in to the past three years, member association grants will be distributed to Moniheli's members during 2019. In 2018 STEA granted Moniheli 40 000 euros to distribute to its member associations. The sum applied for from STEA for 2019 is larger. Since its member network has been constantly expanding, the number and sums of member association grants applied from Moniheli have been subsequently growing. As of now, more money is being applied for from Moniheli than it can grant.

Otherwise, Moniheli will continue to support/serve, provide guidance/ information, organise trainings, and support the networking of its members.

1.2. Advocacy

As the Finnish society is becoming increasingly diverse and international, the main focus of Moniheli's advocacy and is to support the society's development into such, where everyone can feel comfortable and enjoy a good life. Moniheli strives actively to become a member in different kinds of official bodies and influential networks to amplify the voice of multiculturalism in the society and above all, to promote two-way integration.



At the end of October 2018 Moniheli was represented in the following steering groups and representative bodies:

Suomen pakolaisapu/ The Finnish Refugee Council	Järjestöhautomo/ Organization Incubator	Supporting immigrant associations operating conditions
Ministry of Justice	ETNO National (Advisory Board for Ethnic Relations)/ Forum for Ethnic Relations	Promoting good population relations in Finland
Monaliiku ry	Elämäni kunnossa/ Fit4Life - project	Supporting healthy lifestyle of immigrant women
ELY-keskus / Centre for Economic Development, Transport and the Environment	ETNO Southern Finland (forum for ethnic relations)	Promoting good population relations in Southern Finland
Finnish Red Cross	Advisory Board of Security Co-operation	Promoting the coping of immigrants at work
Luckan ry		Supporting the integration of Swedish-speakers
Ministry of Employment and the Economy	Centre of Expertise in Immigrant Integration	Coordination group
Ministry of the Environment	AUNE-programs steering	Reducing long-term homelessness
Monika-Naiset liitto ry	Moninaisten Tila	Group of experts
KELA	KANTA-service	Customer council
The Finnish Centre for Easy to Read Finnish	Group of experts	Development of easy-to-read Finnish language
Hilma-network	Special issues of migrants with disabilities	
Ministry of Justice	Advisory Board for Civil Society Policy (KANE)	Improving the operating conditions of civil society
Ministry of the Interior	AMIF-program's coordination group	The coordination of the nationwide AMIF-program
City of Espoo	Multicultural Advisory Board of Espoo	Promoting multiculturalism in Espoo
Ministry of Finance	Open administration III executive committee	Promoting the transparency of the administration
Ministry of Finance	Digi arkeen ("Digitalisation in everyday life") -committee	Promoting the accessibility of digitalisation
Non-Discrimination Ombudsman	Advisory Board of the Non-Discrimination Ombudsman	Promoting equality in Finnish society



In addition to these, Moniheli actively strives to create new co-operation models and bridges between its member network and different actors supporting immigration/integration (authorities, other public authorities, companies, third sector) via e.g. joint projects.



Moniheli promotes its member associations' interests by encouraging open public discussion in regarding migration and multiculturalism at different events and online. Moniheli's objective for 2019 is to continue this work i.a. at the World Village Festival in Helsinki (May 2019) and Suomi Arena in Pori (summer 2019) as was done in 2018. Moniheli has signed up to Suomi Arena with the topic "why are there still so few migrant influencers working as e.g. officials and Members of Parliament." Moreover, the traditional Multicultural Independence Day celebrations organised by Moniheli will be held for the 13th time in 2019. This multicultural event promotes the participation of new Finns in the society.

Year 2019 will be a year of elections in Finland: Parliamentary elections in April, elections to the European Parliament in May and new Provincial elections possibly in autumn 2019. Moniheli wants to support immigrant's social participation and citizen activity related to elections and diversify the the society and citizen discussion taking place before elections. Moniheli has started to plan Kaikkien Vaalit 2019 -campaign using the experience and best practises from the Kaikkien Vaalit -campaigns from previous years. Moniheli is having collaboration discussions with Ministry of Justice and ETNO and financing will be applied also from Helsinki city fund for integration work. The Katto-project will take up to the social discussion the homelessness of immigrants prior to Parliamentary elections.

As in the past, Moniheli will continue to produce public statements on topical and important matters on behalf of its member network and, if necessary, collaborate with its cooperation partners to strengthen the impact of the statement.



In 2019, Moniheli will continue its co-operation with Diak (Diakonia University of Applied Sciences), in which services will be produced for Helsinki City's Migrant Youth Helsinki project (service will be produced from 1st November 2017 to 31st May 2019) on "Supporting migrant parents in encouraging the youths' study and work paths". This service is produced jointly with Moniheli's member associations in Arabic, Dari, Kurdish, English, French and Somali. For the same project, services were produced on the issue of "raising the awareness of migrant parents for substance abuse and mental health issues among youths in Helsinki". This service was available in Dari and Kurdish languages from 1st November 2017 to 30th September 2018.

Also in 2019, Moniheli will strongly carry out advocacy work through its projects. Future projects (depending on whether funding will be granted) and ones in operation are listed below.

Moniheli's projects

1. The objective of the three-year STEA-funded Katto project (2016-3/2019) launched in April 2016, is to prevent homelessness among migrants. Moniheli has applied for continuation funding for this project from STEA in form of targeted activity funding. Katto-project in its current form will come to an end 3/2019. The continuation of activities is planned for the period 4/2019 - 2/2022 under the name Katto-tiimi (Katto team), and the funding applied for the year 2019 amounts to 142,000 EUR. During Katto project, various activities have been developed by trying out different fruitful and good practices, which are sought to be consolidated and, to some extent, deepened during the continuation period. Thus far, two full-time employees have been working in the project. It is planned to have 2.5 people working for Katto-tiimi (Katto team).





2. For the new project "Integration Beyond Language and Location Barriers" (KOKIS) - project, Moniheli applied for a STEA project grant for the period 3/2019 - 12/2021. 394,000 EUR funding has been applied for, for the first year of the project. The objective of the project is to develop equal guidance and counselling services to promote the integration and participation of migrants and to enhance life skills. The well-being of the individual is enhanced by strengthening their access to information regarding society's activities and services in their own language. Equality is enhanced by providing counselling in one's own language, regardless of the stage of integration, life situation or location. This project is based on a three-year ESF project, impactful ground work has been done in the Town of Pudasjärvi, and the services were extended nation-wide. In order to continue this best practice, Moniheli has applied for a project grant from STEA. It is planned to employ 2,5 persons for this project.
3. Moniheli has submitted an application for AMIF funding for the three-year (1.4.2019 - 31.3.2022) project called "Yhdistysten potentiaali käyttöön" ("Using the Potential of Associations"). This project aims to develop the capacities of migrant associations to produce integration services suitable to the Finnish service system. The total cost of the project is 266,312.9 EUR of which 75% have been applied for from AMIF and 25% are own funding.
4. Together with Omnia Vocational College, Moniheli is involved in EJY ry's (Espoon Järjestöjen Yhteisö, Associations of Espoo) STEA-funded project from 2019-2021, provided that EJY ry receives the funding it seeks. In this project migrants are recruited as volunteers to support the elderly. The objective is to inspire migrants to take up practical nursing studies and find work. For the implementation of the project, Omnia and Moniheli ry will develop a mentoring model with EJY. Through this model the opportunity to apply the acquired skills expertise for the implementation of the project. Moniheli is to hire a cooperation coordinator and will coordinate the relating operating costs. The money will be transferred from EJY to Moniheli. The daily occupational support for the workers will be arranged through Moniheli, but EJY will be in charge of the team management.
5. Moniheli is also involved in the Harrastamalla tutuksi -project (2018-2021) by Nuorten Akatemia (Youth Academy). The objective of the project is to promote the two-way integration process in Finland. The projects intermediate objective is to promote the integration of asylum seekers and other migrants into Finnish society by facilitating the access to meaningful participation in youth and sport activities. The other objective of the project is to strengthen the capacities of youth and sport organisation to carry out equitable cooperation with migrants. Moniheli's role in this project is will be defined in clearer terms when the project has been launched, in early 2019.



1.3. Communication

Moniheli will update its communication strategy in 2019. When developing this strategy, the feedback received on communications in the membership survey 2016/2017 as well as the development targets highlighted in the results of the membership survey done in 2019 will be taken into account. If Moniheli receives funding to hire a third person (through STEA general funding), the association will recruit a communication expert to develop Moniheli's communication in a more professional way. Together with this person, Moniheli will create a new communication strategy which aims to produce more professional content on all channels of communication and implementing communication that is more targeted, measurable, and more effective on all (electronic) channels. In addition, Moniheli is planning to update its website in 2019, to align it with contemporary standards, in terms of visual impression, content as well as user experience.

Moniheli will produce content (English/Finnish) in 2019 for the following channels: moniheli.fi, member letters, newsletters, Facebook, Instagram, Twitter and YouTube. The Katto project has its own electronic communication channels (www.kattohanke.fi, www.facebook.com/kattohanke and @Kattohanke on Twitter).

The policy and routines for using these channels and evaluate their effect will be improved during 2019, to enable Moniheli to develop the effectiveness of its communication and its relevance to different target groups. Moniheli will continue to target its communication to member associations, those interested in joining, Moniheli's cooperation partners and those who wish to become cooperation partners as well as, through the issuing of public statements, to the respective relevant target groups in our society.

The number of followers in Moniheli's communication channels in September 2018 was as following:

- www.moniheli.fi 1.1.2018 – 19.9.2018: **7.048** visitors (equivalent time in 2017 **9.475** visitors)
- Facebook likes **2.363**
- Twitter followers **1.683**
- Instagram followers **249**
- newsletter subscribers **550**; there will be 5 newsletters sent in 2018

Moniheli seeks to increase the number of followers in 2019 while developing content production.

1.4. Fundraising

To strengthen its financial situation, Moniheli will generate ideas and look for ways to raise funds for activities in 2019. Moniheli has a need to strengthen its financial foundations as its activities continue to grow. Currently, it is in the negative due to the deficit made in previous accounting periods.



2. MONITORING AND EVALUATION OF RESULTS AND EFFECTIVENESS

Supporting member associations

Member associations' feedback on Moniheli's support and service will be collected next time in 2019. At the same time, the questionnaire used will be renewed to get a better picture of the services offered and used. Based on the results, Moniheli will develop further its services as well as their monitoring and evaluation.

Advocacy work

The results and impacts of being represented in various cooperation bodies will be monitored and evaluated at Moniheli's board meetings, as the board members or the executive director who participates in the board meetings function as Moniheli's representatives in different bodies.

As for the projects, the monitoring and evaluation will be carried out with the heads or coordinators of the respective projects and the entities that have granted funding.

Results and impacts of events and other occasions for Moniheli's part will be evaluated at the board meetings after the respective events.

Communication

A new strategy for communication will be created for 2019, including an action model, objectives and indicators for monitoring and evaluating communications. The implementation of the future communication strategy will be assessed in 2019 at Moniheli's board meetings.

Fundraising

Moniheli's board is strongly involved in devising and planning fundraising. The results of fundraising will be regularly monitored at Moniheli's board meetings.

3. RESULTS AND IMPACTS

Supporting member associations

With the support, guidance, counselling and training provided by Moniheli, and by enabling the networking between member associations through combining forces when needed, for e.g. in joint projects, Moniheli's members get the opportunity to establish their own activities and strengthen their own capacities. At the same time, they reinforce their impact according to their mission to support their own members and communities.

Advocacy work

The voice and views of Moniheli's network are considered in the work and decision-making processes of different representative bodies. Representative/cooperation bodies provide valuable new



information and views on supporting and further developing the services provided by the Moniheli-network.

Thanks to the projects new operating models and service are created, in order to promote the integration of migrants in our society.

Moniheli promotes constructive dialogue between people with migration background and native Finns e.g. in various events (such as the World Village Festival and Suomi Areena in Pori).

Moniheli also acts as an advocate for its member associations in the society through public statements.

Communication

As a result and effect of communication:

- Potential new member associations across Finland will find their way into the network
- Member associations can benefit of Moniheli's support and services in an efficient manner, are always up-to-date about information on support/services
- The public statements successfully bring forward the shortcomings and areas in need of development in our society as noticed by the member-network
- Moniheli succeeds in promoting dialogue of its member network with native Finns and, thus, promoting the understanding and acceptance of multiculturalism.

Finances

Through the successful raising of funds, Moniheli can balance its financial situation through its own financial capital, should the activities of some accounting periods result in a deficit.

4. CO-OPERATION RELATIONS

The vital core of Moniheli and the fundament of its impacts is cooperation with different actors in the Finnish society. Moniheli works without prejudices building a wider cooperation network, so that in the future, Moniheli will have a more comprehensive cooperation network to support the implementation of Moniheli's vision and mission.

The Ministry of Justice, Ministry of Employment and the Economy of Finland and its sub-ordinated ELY-Centre (Centre for Economic Development, Transport and the Environment), the Ministry of the Interior and the Finnish Immigration Service (Migri) are a natural part of the cooperation network. Cooperation with the cities of Helsinki, Espoo and Vantaa are being continued as before.

The Ministry of Education and Culture and the City of Helsinki Cultural Centre as well as Cultural Centre Caisa are also an integral part of this cooperation network.

In addition to co-operation with the authorities, Moniheli actively cooperates and collaborates with various actors. Cooperation is done in form of different themes with Kansalaisfoorumi ("Civic Forum", educational co-operation), The Family Federation of Finland (Väestöliitto, education, project cooperation) and The Finnish Refugee Council's Organization Incubator (Suomen Pakolaisavun Järjestöhauto) only naming a few.



SUMMARY

With Moniheli's network growing and its activities are diversifying from year to year, the main points of focus for the activities in 2019 are linked to updating, refining and developing the strategy for the association's core activities and strengthening the organisation's financial situation. It is time map the needs of the wide and heterogeneous network of members and to ensure that Moniheli's services respond to these needs in the best possible way, taking into account the different needs of different members. In addition to developing the service and support offered to its member associations, Moniheli will also update its training- and communication strategies. During 2019, ways of raising funds will also be developed to strengthen Moniheli's financial situation.

The year 2019 will also be a year of projects, if Moniheli receives the funding applied for, for all planned projects.

