



ACTION PLAN 2020

Moniheli ry

9th of November 2019

Board's proposal





ACTION PLAN FOR MONIHELI RY, NETWORK OF MULTICULTURAL ASSOCIATIONS FOR THE YEAR 2020

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1. Introduction

Multicultural network Moniheli ry promotes the integration and welfare of immigrants with its members and cooperation network. The aim is for immigrants to become equal members of Finnish society. Moniheli's vision is to be a remarkable and respected nationwide network. We want to be the most influential citizen who promotes cultural diversity, equality, and integration of migrants and acts as an effective lobbyist. Our network is actively open to new and diverse collaborators-and ways.

In practice, Moniheli carries out its mission through four main missions: (1) Support and strengthen the activities of its multicultural and immigrant member associations so that they can carry out their own missions as active actors in our society, (2) Act as the active lobbyist and voice of the member associations and their members, (3) Katto-program and (4) To promote the integration, equality, inclusiveness, and



wellness of immigrants through a variety of projects. The aim is that the activities resulting from the projects would also continue after the projects (such as the current Moniheli's Katto-program, which aims to prevent immigrant housing problems and homelessness and to help immigrants that face housing problems).

Moniheli celebrates the tenth anniversary of its activities in 2020. During this festive year, more than usual, the most valuable and active grassroots work carried out by the Moniheli network, often by volunteers, is intended to be highlighted; promote integration, inclusion, and equality of the New Finns.

The main objectives of the year 2020 are:

- 1) To direct member services more apt to different needs of member organizations, while also launching new services
- 2) Develop a goal-oriented and systematical program for advocacy work and actively implement it
- 3) To implement more planned and goal-oriented communication
- 4) To integrate more strongly in spring 2019 from a project to more permanent action turned Katto-program to Moniheli
- 5) Implement new guidelines and rules for the work community to develop the work community and its management, and in particular to improve work community wellbeing
- 6) Strengthen Moniheli's financial resources through fundraising

2. Priorities for action - objectives, and activities

2.1. Member Services - supporting member associations

Objectives: *Member association's: 1. competence in association management strengthens 2. the basic action as an association is possible, 3. activity develops. 4. knowledge of the other actors in the field of integration and associations increases, and cooperation with them. Member associations: 5. find ways to cooperate with the public sector and to influence the public sector, 6. increase the impact of their work as a project partner in Moniheli's projects.*

Moniheli's member services: individual guidance, provision of material related to the development of association skills (Knowledge Bank), associations clubs, events, training, joint projects, Steering group cooperation, free use of meeting rooms. Based



on the initial work of the segmentation of the member associations (analysis of needs and definition of segments) carried out in 2019, Moniheli's existing services will be targeted more, especially according to member association segments. The aim is that services and related communication will be more relevant to different member associations, with different needs. At the beginning of 2020, a member survey will be carried out. There Moniheli gets member association feedback about Moniheli's support and service and maps member associations' know-how on working as an association as a basis for further development of services. The know-how in service design is going to be strengthened in Moniheli with the help of training.

In 2020, Moniheli will further increase the number of training taken together with different partners. A new event will take place for a variety of assistance/funding channel opportunities, in cooperation with the EJY Ry and the Pakolaisapu Järjestöautomato. In 2020 there will be six association clubs and will be consulted by expert speeches from different partners, including from the Finnish Anna Lindh Network and the ELY Centre's Kotoutumisentukena.fi.

The Moniheli website and the member site was also renewed in 2019. Moniheli continues to develop the content of the member pages by creating a knowledge bank that includes material and tools for the development of association skills and activities.

As a new service, Moniheli offers organization clinics (approx. 8 times a year). The aim is to increase the association know-how of the member associations. As a new service, Moniheli also provides small-scale guidance and support for the development of member associations' communication. Provided that funding to recruit an expert for advocacy work is granted, Moniheli can start to support its members in the development of their advocacy work.

Moniheli's goal in 2020 is to be able to distribute member organization grants more than previous years for member association's small-scale projects and activities that promote immigrant integration. A prerequisite for this is that STEA will grant in 2020 a higher grant amount than the previous year for member association grants.

During 2019, Moniheli's network has been associated with a record number of new members. In 2020, an active approach of potential new member associations will be resumed in 2019, so that in 2020 network will also grow further. Moniheli also develops ways to engage new members to join the network.

Moniheli continues to provide in 2020 its expertise to member associations' projects. In October of 2019, Moniheli staff is represented in three different project steering groups. If Moniheli receives grants for new projects starting in 2020, they will be implemented in conjunction with the member associations.



2.2. Advocacy work

Objectives: 1. To create a goal-directed and structured program for advocacy work for the Moniheli network. 2. Provide support and coaching for advocacy work for the individuals representing the various advocacy/influencing work bodies, as well as depending on available resources for member associations. 3. Support more individually member associations in their advocacy work. 4. To implement Järjestöt kotouttavat -event in 2020 for honoring Moniheli network's ten years' work 5. Active representation in significant national institutions of advocacy works. 6. Promote an open public debate on multiculturalism and immigration in public events. 7. Establish relationships with policymakers. 8. Create relationships with the media.

In the context of the work on clarifying the strategy in Moniheli in 2019, it was found that an important development area of activity is lobbying/influencing work. Today, Moniheli has no goal-oriented and planned approach and program for it. The development area is also the creation of relations with decision-makers and media. However, to further develop its lobbying/influencing work, Moniheli needs an additional person resource. If funding is granted for such recruitment, Moniheli can start as planned to develop its advocacy/influencing work in 2020.

In 2020 Moniheli continues active participation in various influencing networks. Many of these networks are represented either by a board member or by staff. In October 2019, Moniheli is involved in the following influential cooperation bodies:

- Program for the Prevention of homelessness (AUNE-ohjelma)/Government
- Committee on Open Government /Ministry of Finance
- Digi Everyday Life-Advisory Board/ Ministry of Finance
- Advisory Board for Espoo Multicultural Issues/city of Espoo
- ETNO (Advisory Board for Ethnic Relations), national/Ministry of Justice
- ETNO (Advisory Board for Ethnic Relations), southern Finland/Ministry of Justice
- Advisory Board for the city of Helsinki Participation and interaction /city of Helsinki
- Hilma-network/Vammaisfoorumi ry
- Advisory Board for Civil Society Policy (KANE)/Ministry of Justice
- Kanta-service/KELA
- Kotoutumisentukena.fi steering group /ELY Centre of Uusimaa
- Advisory Board for Easy Finnish/The Finnish Centre for Easy Language
- Advisory Board for Non-Discrimination Affairs /Ministry of Justice



The aim of the Moniheli in 2020 is to continue its democracy-raising efforts to promote the inclusion and influence of immigrants. The topic here is influencing the city level. This work Moniheli will continue to do with the concept that Moniheli created in the autumn of 2019. It reinforces the knowledge of immigrants as to how the City's decision-making works and how it can be affected. Many of the training materials and implementation model workshops are carried out by member associations and other collaborations. Moniheli also arranges participants in the workshop to meet the city's decision-makers. During the year 2019, this activity was financed with the assistance of the city of Helsinki, and the same action is hoped to receive a subsidy from the city of Helsinki in 2020. Also, funding for this activity will be raised through fundraising, to carry out activities in the future and also elsewhere in Finland.

As before, in 2020 Moniheli will be doing advocacy at various events. The events organized By Moniheli will be:

- In honor of Moniheli's 10th anniversary, the Järjestöt kotouttavat -event in autumn 2020, which highlights the valuable work of Moniheli network for 10 years of immigrant integration, promoting equality, inclusion, and well-being
- Traditional (14th time) Multicultural Independence Day Celebration on 6th of December 2020, which promotes the inclusion of immigrants and New- and native Finn's relations development between them positively

In addition, Moniheli has the objective of contributing to the following public events in order to promote open public debate on immigration and multiculturalism:

- World Village Festival in May of 2020: A program organized and coordinated by Moniheli "diverse Finland"- in a tent, where in addition to Moniheli are involved and the program is produced by member associations and partners
- The Finnish arena in Pori in the summer of 2020, organized by Moniheli, a debate on "multicultural youth: a challenge or a resource? "
- Homeless Nights event in October 2020



2.3. Katto-program

Objectives: 1. Prevention of immigrant housing problems and homelessness (1.1. Increasing the knowledge and skills of immigrants in the field of housing, 1.2. The intensification of cooperation between idol groups, 1.3. Improving the knowledge of professionals, 1.4. Raising the problems of the housing of immigrants more prominently in the social debate). 2. Helping homeless people and immigrants with housing problems find solutions (2.1. Solve housing problems for at least 30 immigrants annually.)

The valuable work of Moniheli's 3-year Katto-project continues its work after Moniheli was granted founding in 2019 for the Katto-program. The Katto-program started in May 2019. The four functions of Moniheli's Katto-program operations include customer work, training, stakeholder collaboration, and advocacy work.

The Katto-program is carried out in 2020 through the following functions:

- Staged work and pop-up advice in cooperation with various stakeholders and Moniheli's member associations
- Info visits for housing
- Personalized advice in search of housing and housing problems
- Home Safety Training in collaboration with Help ry
- Production of material in the easy language and/or different language
- Housing coaching.

During the year, the activities of the Katto-program will also provide training and counseling for housing professionals in relation to the specific issues of immigrant living.

The Katto-program is carried out by an active group of associations, where the expertise of the Katto-program is exported to relevant networks, cooperation groups, and steering groups. Katto-program is also involved in steering groups of AUNE-project and Sininauhasäätiön Tuki and tavoittaminen -project. Katto-program has been promised to be a member of two project steering groups if these projects receive STEA grant in 2020. In addition, there will be cooperation with the Takuusäätiö and Marttaliiton Rahat riittää -project. Moniheli will organize two times a year "Katto-talkoot" workshops, which will specifically promote cooperation between public, private and third-sector actors involved in the different ways of immigrants housing. Katto-program will also be a dialogue and exchange of good practice in the context of the annual Conference of



the European Homeless People Katto-program FEANTSA yearly conference and another relevant seminar, conference and/or study trip.

Katto-program will be done in the action year of the National Residence day or the homeless night event, bringing up there the problems of immigrant housing and homelessness. The work of influence is also carried out with the form of a position, an opinion, and a rapture. Katto-program will also be in the 2020 period to gather the group of influences and coordinate its work. This 5-6 person group is called key partners and other entities working on immigrants and housing. This group agrees jointly with the key annual engagement targets.

2.4. Communication

Objectives: 1. Communication meeting the information needs of the member associations. 2. Member associations gain additional visibility to their communication/activity through Moniheli's diverse communication channels. 3. Member associations' communication develops. 4. Moniheli's collaborators and those wishing to receive a clear and up-to-date picture of the operation of the Moniheli network. 5. Integration field operators shall receive up-to-date information on the activities of the Moniheli's network. 6. Actors interested in multiculturalism and the integration of immigrants, equality, and well-being will find these in Moniheli's network. 7. Communication is an important part of advocacy/lobbying. 8. Those interested in multiple events will find the event. 9. Further, develop Moniheli's communication to improve its results and effectiveness.

Communication from Moniheli to its member associations is an essential part of the member services. The content of communication is up to date and current communications of Moniheli's member services and other issues supporting the work of member associations. The communication channels used are: Moniheli's member pages, member letter, closed Facebook group, chat, phone, and face to face appointments. The closed Facebook group member association also use for mutual communication and networking.

During the year, Moniheli will continue to actively communicate about the activities of its member associations, thus giving more visibility to the member associations' communication. In this communication, Moniheli uses its public channels like Facebook, newsletter and moniheli.fi website. Moniheli also gives its member associations small-scale support in developing their communication to improve the effectiveness of it.



Moniheli began in 2019 to approach actively new potential member organizations by email. The goal is to get them to join the network and benefit from Moniheli's services. This activity will continue in 2020.

In Moniheli's general communications the target groups are, as before current and potential cooperation partners (e.g. authorities, other public sector, third sector, and private integration service providers), actors and individuals with a general interest in multiculturalism and the integration, equality and well-being of immigrants and those interested in Moniheli's events. Moniheli's communication channels are moniheli.fi website (renewed in autumn 2019), newsletter, Facebook, Instagram, and Twitter. When Moniheli's Katto-program became permanent activity in spring 2019, its communication was integrated with Moniheli's overall communication.

The number of followers in Moniheli's electronic communication channels in September 2019 was:

- www.moniheli.fi 1.1.2019 – 30.9. 2019: **10.316** Visitors (corresponding period 2018 **8.164** Visitors)
- Facebook likes in September 2019 **3.548** (September 2018 **2.372**)
- Twitter followers in September 2019 **1.845** (September 2018 **1.729**)
- Instagram followers in September 2019 **397**
- Newsletter subscribers in September 2019 **1.357** (September 2018 **1.392**)
- Katto-program's Facebook likes in September 2019 **407** (September 2018 **338**)
- Katto-program's Instagram followers in September 2019 **186**
- Katto-program's Twitter followers in September 2019 **73**

The goal is to increase the number of followers during the year while continuously developing content production. Feedback from moniheli.fi website visitors and newsletter subscribers will be collected during the year to support the further development of these communication channels.



3. Projects

Moniheli has applied STEA funding for two new projects starting in 2020. The funding decisions will be out in December 2019. The projects are the following:

- "Onnistuneesti opintopoluille" project (2020-2022). The main aim of the project is to assure that the migrant youth after primary school apply and get accepted in vocational or high school studies matching their skills, and they succeed in their studies. One main aim of the project is also to ensure that the youth will be able to perform well in these studies. The project will offer support to immigrant parents in helping their offspring to choose their study path after primary school. Besides, the project aims to develop cooperation and interaction between immigrant parents and school personnel.

- "Terkku" project (2020-2022). The project aims to develop a culturally sensitive outreach work model for the prevention of noncommunicable diseases, especially among African and the Middle-Eastern immigrants. The main languages used in the project are English, Somali, French, and Arabic. Network forums and training will be part of the developing model work. The experimental outreach work will contain visits to the target groups' community events as well as organizing various low-threshold events.

4. Developing work community and management

In autumn 2019, Moniheli started development work that aims to clarify the activities and management to improve work fluency, productiveness, and especially the wellbeing of the work community. Work community guidelines and rules will be created together with the employees and members of the board. The development work will start in autumn 2019 and continue in 2020. Applying these guidelines in practice will start in 2020.

Moniheli's board convening in monthly meetings decides the 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 (deputy members for one year). In 2019 Moniheli's board has been the following:

Abdirahim Hussein, chairperson
Emmaculate Tamankag, vice chairman
Mohamed Laraki

Heidi Alander

Berde ry
HEED Association Finland ry
Suomi-Marokko ystävyys- ja
kumppanuusyhdistys ry
Suomi uutena kotimaana ry



Sanal Edamaruku
Anna Lenkewitz-Salminen
Dora Puhakka
Ilari Rantakari
Fatima Usman
Josephine Atanga, deputy member 2019
Majid Hakki, deputy member 2019

Mikko Törnqvist, deputy member 2019

Familia ry
Nicehearts ry
Think Africa ry
FOKUS ry
AFAES ry
Women Designed for Success ry
Suomen Kurdien Setlementti ja
Kehityksen Seura RASANEWE ry
Suomen Kiinalaisten Allianssi SKA ry

5. Cooperation relations

The vital condition for Moniheli and the fundament of its impact lies in cooperation with different actors in Finnish society. Moniheli builds its network in an unprejudiced manner. In the future, Moniheli aims to have a more comprehensive cooperation network to support the implementation of Moniheli's vision and mission.

Ministeries, such as Prime Minister's Office, the Ministry of Justice, Ministry of Finance, the Ministry of the Interior and the Ministry of Economic Affairs and Employment of Finland and its sub-ordinated ELY-Centre (Centre for Economic Development, Transport, and the Environment) are a natural part of the cooperation network. Cooperation with the cities of Helsinki, Espoo, and Vantaa and their immigration officials continues as before. Professional cooperation is done together with The Finnish Centre for Easy Language (Selkokeskus), for example.

In addition to cooperation with the authorities, Moniheli actively cooperates and collaborates with various civil society actors such as EJY ry, Kansalaisareena ry - Citizen Forum, MONIKA – Multicultural Women's Association Finland, Finnish Refugee Council, Suomen Romaniyhdistys ry, Finnish Somali League and Suomen Venäjänkielisten Yhdistysten Liitto ry FARO. Cooperation partners of Katto-program are, for example, the Helsinki Fire Brigade, Sato oy, Sininauhasäätiö, Takuusäätiö, Turvapaikanhakijoiden Tuki ry, No Fixed Abode ry, and the Y-Foundation.



6. Finance / Fundraising

Moniheli's budget for 2020 is presented in appendix nr. 1. The decisions for applied grants are made in late 2019 or early 2020. After this, the budget becomes more precise.

In autumn 2019 Moniheli was granted a money collection permit that is valid in Finland (excluding the Åland Islands) during the period of 19.9.2019 to 18.9.2020. Moniheli is allowed to use the collected funds for the following activities:

- Democracy education activity that increases immigrant's knowledge in one's influencing possibilities in society and promotes their equality and participation
- Multicultural Independence Day Celebration 2019 in Helsinki
- Moniheli 2020 10 years Järjestöt kotouttavat -event
- As a self-financing contribution in projects that promote immigrant's integration, equality, and participation in society.

Moniheli has started a fundraising campaign in autumn 2019 and continues it in 2020.

In addition, Moniheli will strengthen its finance by enhancing the collecting of membership fees as well as starting small-scale sales of services.

7. Summary

In 2020 Moniheli will celebrate its tenth year as a network. This anniversary is celebrated by active work but also communicating the results of this valuable years' work in the field of promoting integration, equality, participation, and wellbeing of immigrants. Also, an anniversary event with a theme "Järjestöt kotouttavat" will be organized.

Moniheli started the segmentation of its member associations 2019 as the goal to direct its member services to answer better in the needs of the member associations in 2020. The new member services Moniheli offering are organization clinics, an event with funding theme, and small-scale support in communications and advocacy work are offered as new member services.

In Moniheli's strategy clarification work done in 2019, advocacy work was considered to be one of the main developing areas of the organization. In case Moniheli is granted funding that allows increasing the number of employees in advocacy work, Moniheli



will create a more goal-directed and productive advocacy program. The developing work of communication will continue, as well, to make it more systematical and goal-directed.

The activity started as the Katto-project has become more permanent with the granted on-going funding. The Katto-program work started in spring 2019 will be integrated as a part of Moniheli's main activities. STEA will release the funding decisions for the new projects ("Onnistuneesti opintopoluille" and "TERKKU") at the end of the year 2019.

Moniheli develops its work community and management as an aim to clarify its activity, improve work fluency, productiveness, and especially the wellbeing of the work community. To make these improvements, Moniheli started to create work community rules and guidelines already in 2019 and plans to bring them into action in 2020.

Moniheli aims to strengthen its finance in 2020 by fundraising (money collection permit granted in autumn 2019). Besides, Moniheli will strengthen its finance by enhancing the collecting of membership fees as well as starting small-scale sales of services. The know-how in service design will be strengthened in Moniheli during 2020 with the help of training.