

Wolayta Organization of Lasting and Quality Alliance (WOLQA)

Strategic Plan 2025–2030

“Unity for Wolaita, Strength for the Future”

Prepared for: Members of the Wolaita Diaspora in North America and Europe

Date: August 2025

Executive Summary

The **Wolayta Organization of Lasting and Quality Alliance (WOLQA)** is established as a unifying platform for Wolaita diaspora communities across North America, Europe, and beyond. Rooted in solidarity, cultural preservation, and development cooperation, WOLQA seeks to empower diaspora members, mobilize resources, and contribute to the sustainable development of Wolaita.

This **five-year Strategic Plan (2025–2030)** outlines the Association's roadmap for organizational growth, cultural promotion, resource mobilization, investment, and partnerships. It emphasizes transparent governance, inclusivity, and measurable impact both within diaspora communities and in Wolaita.

By 2030, WOLQA aims to:

- Build a membership base of **5,000 active members** contributing dues and engagement.
- Establish **at least 15 U.S. state chapters** and **5 European chapters**.
- Mobilize **\$250,000 annually** for health, education, and infrastructure projects in Wolaita.
- Forge **at least three city-to-city partnerships** between Wolaita towns and international cities.
- Host annual **Wolaita Cultural Festivals** abroad to preserve heritage and strengthen community.

The plan provides a **strategic framework** with five priorities:

1. Organizational Development and Capacity Building
2. Cultural Preservation and Diaspora Engagement
3. Resource Mobilization for Development
4. Economic Empowerment and Investment Promotion
5. Advocacy, Partnerships, and Global Representation

Implementation will follow a phased approach: **Foundation (Year 1), Expansion (Years 2–3), and Consolidation (Years 3–5).**

Monitoring and evaluation mechanisms will ensure accountability, transparency, and adaptability.

I. Vision, Mission, and Core Values

Vision:

A united, empowered Wolaita diaspora that preserves identity, mobilizes resources, and contributes to global representation and sustainable development.

Mission:

To strengthen solidarity among Wolaita diaspora communities, preserve culture, mobilize investments and resources, and build bridges between Wolaita and the international community through advocacy, partnerships, and sustainable development initiatives.

Core Values:

- Unity and Solidarity
- Transparency and Accountability
- Cultural Pride
- Equity and Inclusion (youth, women, elders)
- Service and Responsibility
- Global Partnership

II. Strategic Priorities

1. Organizational Development and Capacity Building

- Establish strong central leadership and functioning diaspora chapters.
- Build membership to 5,000 by 2030.
- Implement a centralized digital registry.
- Develop a professional website and social media platforms.

2. Cultural Preservation and Diaspora Engagement

- Promote Wolaita language, history, and traditions through festivals, online classes, and archives.
- Establish diaspora youth programs (heritage schools, cultural exchanges, scholarships).

3. Resource Mobilization for Development

- Coordinate donations of medical equipment, school supplies, and fire trucks.

- Mobilize annual fundraising campaigns for key projects.
- Develop partnerships with aid agencies, charities, and local governments.

4. Economic Empowerment and Investment Promotion

- Facilitate diaspora investments in Wolaita's businesses, agriculture, and services.
- Establish an **Investment and Development Desk** to coordinate diaspora economic activities.

5. Advocacy, Partnerships, and Global Representation

- Promote city-to-city partnerships linking Wolaita towns with global cities.
- Advocate for Wolaita in diaspora policy spaces.
- Join Pan-African and global diaspora networks.

III. Implementation Plan and Matrix

Phase 1: Foundation (2025–2026)

- Register WOLQA as nonprofit (501(c)(3)) in the U.S.
- Launch official website and social media accounts.
- Form interim committee → first General Assembly.
- Establish membership registry and dues system.
- First fundraising campaign: medical equipment for Otona Hospital.

Phase 2: Expansion (2026–2027)

- Establish at least 10 state chapters in the U.S. and 3 in Europe.
- Organize the first **Wolaita Diaspora Cultural Festival**.
- Formalize diaspora investment platform.
- Negotiate first **city-to-city partnership** (Soddo–Washington DC).

Phase 3: Consolidation (2027–2030)

- Grow membership to 5,000 active contributors.
- Mobilize \$250,000 per year in funds.
- Expand city partnerships (3+ sister-city agreements).

- Establish youth leadership programs and women’s empowerment initiatives.
- Achieve recognition in Ethiopian diaspora and Pan-African networks.

Implementation Matrix (Sample)

Strategic Priority	Key Actions	Timeline	Responsible Body	Key Indicators
Organizational Development	Register WOLQA as 501(c)(3)	2025	Board/Legal Committee	Legal registration secured
Organizational Development	Launch website & social media	2025	Communications Committee	Website active; 3 social media platforms running
Membership	Establish centralized registry	2025–26	Membership Coordinator	1,000 members registered by Year 2
Cultural Preservation	Diaspora Cultural Festival	2026	Culture & Education Committee	500+ participants; annual tradition
Resource Mobilization	Annual fundraising (medical, schools, fire trucks)	2025–2030	Fundraising Committee	\$250,000 raised annually by Year 5
Investment Promotion	Establish Diaspora Investment Desk	2026	Development Committee	Desk functional; 10 investment projects supported
Partnerships	First city-to-city agreement	2027	Partnerships Committee	Soddo–Washington DC MoU signed
Global Advocacy	WOLQA representation in diaspora forums	2027–2030	Board/Advocacy Desk	Active presence in 3 diaspora/global forums

IV. Monitoring and Evaluation

Key Performance Indicators (KPIs):

- Membership size (target: 5,000 by 2030).
- Chapters established (target: 15 U.S. states + 5 European regions).
- Funds raised (target: \$250,000 annually by Year 5).
- Projects delivered (minimum 3 per year in Wolaita).
- Sister-city partnerships (at least 3 by Year 5).

Review Mechanisms:

- Annual performance and financial reports published on website.
- Mid-term review (Year 3) by internal committees.
- External evaluation (Year 5).

V. Risk Management

Risks:

- Internal disagreements and leadership conflicts.
- Inconsistent member participation.
- Fundraising challenges.
- Political or regulatory hurdles.

Mitigation:

- Strong bylaws and conflict resolution mechanisms.
- Transparent financial reporting.
- Diversified fundraising (dues, grants, donations).
- Nonpartisan positioning to avoid political entanglements.

VI. Conclusion

The Tuussa Wolaita Diaspora Association's 2025–2030 Strategic Plan charts a path toward unity, cultural preservation, diaspora empowerment, and concrete development support for Wolaita. With strong governance, transparency, and collective participation, WOLQA

will establish itself as a respected, impactful diaspora institution in North America, Europe, and beyond.