



**African Methodist Episcopal
Church
Connectional Lay
Organization**

**2024 Spring Board Meeting
May 16-18, 2024**

Updates from the Connectional

"Behold I am doing a new
thing: now it springs
forth, do you not perceive
it? I will make a way in
the wilderness and rivers
in the desert." Isaiah 43:
18 (ESV)

Vision, Purpose, Name (VPN) Committee Report

Prepared for
Connectional Lay Economic Development Corporation
(CLEDC)

**APPROVED BY THE CLEDC MEMBERSHIP
4/9/2024**

In Loving Memory



**Brother Randolph
Scott**

**Fifth Episcopal
District**

Board Member

**"A Life well lived
and a Legacy of**

VPN Committee Members

Dr. Patricia Hicks, Coordinator

Mrs. Alfreda Brooks, 6th

Mr. Alfred J. Davis, Sr.,
9th

Dr. Shirley H. Davis, 8th

Mr. Alfred Goliath, 15th

Ms. Nomthimba Khoza, 19th

Dr. Jeffrey Norfleet, 13th

Mrs. Crystal Overton, 4th

Mr. J.D. Satterwhite, 6th

Dr. Ethel Bayley Scruggs,
10th

Ms. Jamesha Williams, 7th

Mrs. Catherine B. Woodard
4th

Ms. Patricia Wright, 11th

Committee Work

- Participated in two facilitated virtual sessions
- Completed pre-work prior to the second session
- Reviewed and provided feedback about the final report.

RECONSTRUCT REMAKE
RECYCLE REJUVENATE
REVAMP REDESIGN RENOVATE
REIMAGINE
RETHINK REUSE RECREATE
REFURBISH RESTORE RENEW
REMODEL REDO REVISE

Mission Statement

A Mission statement **reflects** “**why**” the organization exists (purpose)

A Mission statement **drives** decision-making, **facilitates** organizational alignment and **influences** measurement.

A Mission statement **withstands the test of time.**

Current Mission statements are **concise, easy to remember- about 8 words**

Current Mission statements identify the organization’s specific **action, target, and**



THE WHY

Recommended Mission Statement

(approved

4/9/2024)

“ Empowering communities to achieve an improved quality of life.”

- **PRIMARY ACTION:** The organization will empower its communities by serving, supporting, promoting, and educating.
- **TARGET:** Communities vary and may include, but are not limited to, social justice ministries of the Lay Organization, AME HBCU's, people living in socially, economically depressed areas within the AME Connection.
- **OUTCOME:** the quality of lives

THE WHY

Identifying Desired Outcomes... the fruit of an organization's work

Physical and Mental Health Status

Economic Growth

Self-Sufficiency

Environmental Conditions and Safety

Mobility and Communication

These areas provide latitude for specificity depending upon the demographics of the people served (for example, age, gender, ability, geographic location,



WE ENVISION.. no boundaries..

endless possibilities

The organization has made a **global footprint** improving lives across the age spectrum and families in socially and economically depressed communities.

Unmet and emerging community needs have been addressed, systems transformed, new technologies utilized, access created to culturally appropriate services and resources, engagement, employment and leadership among younger generations has increased.

The organization is **recognized as a good steward** within the philanthropic community for



A new structure...

(approved 4/9/2024)

FOUNDATION: a non-profit corporation that makes grants to organizations, institutions, or individuals for charitable purposes such as science, education, culture, and religion

It gets money from many different sources such as foundations, individuals, and

This structure facilitates the organization's capacity to seek global funding from diverse sources.



Recommended Name

Connectional Lay Empowerment Foundation

(approved 4/9/2024)

A NAME...

- Creates identify for the organization. As such, *both internal and external stakeholders* should have the capacity to identify with it.
- Tells a *story*.
- Helps the organization to *stand out* from its competitors.
- *Sets the tone* for the organization and lets others

**What's in a
NAME?**

3 Important NEXT Steps

- **Utilize a legal team to ensure appropriate changes have been made in the organization's non-profit status.** This action ensures the appropriate steps are taken to establish the organization legally as a Foundation.
- **Consider trademarking the name.** This action protects the organization's brand identity.
- **Develop and then implement a strategic planning process.** Having a plan is essential to creating focus, establishing priorities, and mapping out an intentional path to follow moving forward.



And the
new Logo
is...

