



FRIENDS OF OBERLIN VILLAGE 2024-2025 STRATEGIC PLAN

Mission Statement:

The Friends of Oberlin Village, through preservation and education, honors Oberlin, one of the last known surviving free and freedmen's villages in the state of North Carolina that grew out of an antebellum Free Black settlement

Vision Statement:

We envision a world where Oberlin is a thriving diverse neighborhood, recognized publicly for its value to the community and quest to preserve and uncover its history.

Friends of Oberlin Village
C/O Wilson Temple United Methodist Church
1023 Oberlin Road
Raleigh, NC 27605
Email: friendsofoberlin@gmail.com

COMMITTEE	OBJECTIVES
<p>Communications & Marketing BOD Liaison TBD</p> <p>Sandy Mueller, Newsletter & Website Editor</p>	<p>Promote the historical, physical, and strong community presence of Oberlin Village</p> <ul style="list-style-type: none"> A. Promote FOV B. Optimize digital platforms C. Create and manage the branding of all written and visual designs, signs, apparel and collateral to reinforce FOV's brand with the industry D. Draft press releases and communications distributed to the community E. Field media inquiries and coordinate interviews; monitor press coverage F. Cultivate alliances to increase volunteer, community and key stakeholders engagement and knowledge about Oberlin Village
<p>Development & Special Events Chris Mincey, BOD Liaison</p> <p><u>Subcommittees:</u> Celebrate Oberlin Heritage 5K Run and Walk</p> <p>Grants & Company Match Programs - Willette Rochelle Teasley, Lead</p>	<p>Lead a comprehensive, integrated, and self-sustaining financial development program focused on diversified revenue and increased community engagement</p> <ul style="list-style-type: none"> A. Augment FOV's revenue streams B. Identify, plan and host FOV fundraising events C. Identify, plan and host FOV celebratory events D. Cultivate alliances to increase sponsorships, partnerships, volunteers and community and key stakeholders' engagement E. Research, identify, and develop a spreadsheet of qualifying grant opportunities F. Research, identify, and develop a list of company matching programs
<p>Education Hank Debnam, BOD Liaison</p> <p><u>Subcommittees:</u> Cemetery Preservation - Cheryl Williams and Dr. Dru McGill, Leads Cemetery Maintenance - Doug Jennette, Lead Community Outreach &</p>	<p>Preserve and promote the historical, physical, and strong community presence of Oberlin Village</p> <ul style="list-style-type: none"> A. Promote FOV B. Preserve Oberlin Village historic resources C. Cultivate alliances to increase community and key stakeholders' engagement and knowledge about Oberlin Village D. Provide educational walking tours of Oberlin Village

COMMITTEE	OBJECTIVES
Cemetery Research - Karen Ryden, Lead Tours - Stephanie Gootnick Presentations - Hank Debnam, Lead	Cemetery Research - Acquire factual data about the Historic Oberlin Cemetery and current and past Oberlin residents <ul style="list-style-type: none"> A. Research those interred in the Historic Oberlin Cemetery B. Research current and past Oberlin Community residents
Housing Preservation Julian Bruton, Lead	Monitor development in the Oberlin Community <ul style="list-style-type: none"> A. Advocate for the preservation of the original homes in the Oberlin Community B. Cultivate alliances to increase community and key stakeholders' awareness about and advocacy efforts for the preservation of the original homes in the Oberlin Community
Operations Michelle McLean, BOD Liaison LaToya Skinner, Operations Consultant <u>Subcommittees:</u> Finance, Ted "Von" Carter, Lead Karen Throckmorton	Optimize the efficiency, effectiveness, and sustainability of the Friends of Oberlin Village <ul style="list-style-type: none"> A. Develop an FOV Leadership Succession Plan B. Establish a deep, effective, and committed volunteer pool C. Establish FOV internship position/s and engage interns D. Develop an infrastructure that can scale to the expanded impact of the organization E. Cultivate alliances to increase FOV's resources

2024 – 2025 FOV PRIORITIES

AIA ARCHAEOLOGICAL INSTITUTE OF AMERICA (AIA) GRANT – \$15K grant awarded in 2021 for *Saving Oberlin Cemetery – An Historic African American Cemetery in Raleigh, NC*

CELEBRATE OBERLIN VILLAGE – 10th Annual CO event to be held on April 20, 2024, in partnership with the City of Raleigh and the Grand Opening of Latta University Historic Park.

CHICORA FOUNDATION ASSESSMENT – FOV engaged Chicora Foundation, Inc., in Fall 2022 to visit the Historic Oberlin Cemetery and complete an assessment. Chicora submitted a thorough assessment report (102 pages) to FOV’s BOD and Cemetery Committee in January 2023, highlighting Chicora’s observations and recommended priorities.

FOV ARCHIVES – Conduct a thorough audit of FOV’s electronic and paper files to ensure all primary source FOV documents selected for permanent or long-term preservation on the grounds of their enduring cultural, historical or evidentiary value have been received, organized, and are properly stored.

GRANTS & COMPANY MATCH PROGRAMS – Seek and apply for organizational capacity grants that will provide for hiring a full-time staff person and perhaps a part-time staff person which will allow FOV to maintain its successes and build upon its platform. Seek and apply for preservation grants which will allow FOV to maintain its cemetery preservation successes. Research and identify company match programs which will allow FOV to diversify its revenue stream.

HISTORIC OBERLIN CEMETERY – REGENCY CENTERS PLEDGE – In October 2020, Regency Center made a five (5) year commitment to donate \$10K per year (\$50K total) to FOV for the maintenance and preservation of the Historic Oberlin Cemetery.

NORTH CAROLINA BLACK ALLIANCE (NCBA) GRANT – \$10K grant awarded in 2023 providing funding for FOV to partner with the NCSU Human Factors Class to design, create, and install signage at the Historic Oberlin Cemetery and to expand the cemetery’s information on the FOV website

OBERLIN CEMETERY MARKER – The Oberlin Cemetery text must be changed to reflect the most recent research verifying that Oberlin was established by a free Black and not formerly enslaved persons.

OBERLIN HOTEL - Foster a partnership with the developer and staff at the Oberlin Hotel, and secure opportunities for perpetual exposure for Oberlin. The Oberlin Hotel is scheduled to open in 2025.

OBERLIN REGIONAL LIBRARY EXHIBIT –

Oberlin: Leaders of the Legacy

This 2-3 month exhibit will feature Oberlin leaders/trailblazers in the areas of education, religion, and service --- the foundation of the community's legacy.

OBERLIN STREET BANNERS – As part of its overall \$80k pledge to FOV in October 2020, Regency Centers is partnering with Chandra Cox on the public art installation of banners recognizing residents of Oberlin and pledged \$5K toward this initiative.

PUBLIC ART INSTALLATION – As part of its overall \$80,00 pledge to FOV in October 2020, Regency Centers is providing FOV with the opportunity to acknowledge and tell the history of FOV through a three-year public art installation in the Historic Village District and pledged \$25K for development and construction toward this initiative.

RESEARCH - Establish a new FOV Research Committee to research those interred in the Historic Oberlin Cemetery as well as current and past Oberlin residents.

