

ANDRES BELLO CATHOLIC UNIVERSITY FOUNDATION Inc.

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ADVANCEMENT AND DEVELOPMENT PLAN

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1. Abstract

This Advancement and Development Plan aims to demonstrate the viability, continuity, and growth capacity of the Andres Bello Catholic University Foundation, Inc.—ABCU Foundation Inc. This organization was established on December 15, 2016, by members of Universidad Católica Andrés Bello (UCAB), a Venezuelan nonprofit institution.

ABCU Foundation Inc. is based in Miami, Florida. Its headquarters is located at 20100 W Country Club Dr., Aventura, FL 33180. Website: www.abcufoundation.org, social media @abcufoundation, Phone: +1 786-238-3927, Email: abcufoundation@gmail.com.

The Foundation is governed by a Board of Directors whose members hold key positions at Universidad Católica Andrés Bello —UCAB—; they serve voluntarily. Additionally, each planned project involves voluntary students, professors, and researchers from the university who are willing to contribute.

ABCU Foundation Inc. pursues goals of general public interest that can benefit an undetermined number of people, aiming to serve society and enhance the human condition. The foundation's funding derives from public donations, which classifies it as a nonprofit organization of public benefit or public charity.

ABCU Foundation Inc. focuses primarily on raising funds that allow us to fulfill our mission: to promote increased access to quality higher education and to develop capacities within higher education systems across the Americas through initiatives that combine financial and academic support.

To realize our mission, we provide grants, scholarships, and awards. We also collaborate on developing technological infrastructure and offer other types of contributions to support education and sustainable development. All activities are coordinated with students, professors, authorities, and alumni of higher education institutions in the United States and Latin America, especially with UCAB, which is our key strategic partner.

The market where the organization aims to establish itself includes nonprofit organizations. In Florida, this market comprises approximately 630 private nonprofit groups, mostly based in Dade, Broward, and Palm Beach counties.

The primary target audience includes UCAB alumni, entrepreneurs, staff, and anyone generally interested in supporting increased access to higher education.

Our strategy involves building a robust network of collaborators in the United States, especially in South Florida. The goal is to establish consistent communication channels to update them on the organization's progress and achievements, offer online professional training opportunities, and provide tailored consulting solutions.

On one hand, these collaborations help advance our mission; on the other, they involve soliciting their support.



To attain our desired positioning, 95% of the Foundation's activity promotion strategies and fundraising campaigns will be developed, executed, and assessed online. Offline strategies, like POP and others, may be less cost-effective. We also plan to hold in-person meetings among alumni where donations can be made directly.

Through these campaigns and events, the organization aims to raise nearly \$360,000 annually.



2. Antecedents

ABCU Foundation Inc. is a nonprofit organization established on December 16th, 2016, by members of Universidad Católica Andrés Bello (UCAB). This organization was created exclusively for charitable, educational, religious, or scientific purposes as outlined in Section 501(c)(3) of the Internal Revenue Code.

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Our organization is dedicated to improving people's lives and supporting sustainable development by expanding access to higher education and fostering capacity building within higher education systems worldwide. These efforts align with the United Nations Sustainable Development Goals, which we are strongly committed to.

To achieve these goals, the organization will initially collaborate with students, professors, authorities, and alumni of UCAB — a Venezuelan nonprofit institution and our primary strategic partner — through grants, promoting academic exchanges with U.S. universities, facilitating technology transfer and knowledge sharing, and providing other forms of support to advance education and sustainable development in Venezuela and around the world.

Our strategy focuses on building a strong network of partners in the United States, especially in South Florida. The goal is to establish regular communication channels to update them on our progress and accomplishments, offer online professional training opportunities, and provide consulting services tailored to their businesses. At the same time, we aim to gain their cooperation in fulfilling the Foundation's mission: expanding access to quality higher education and enhancing capacities in regional and global higher education systems through initiatives that combine financial and academic support.

3. Products and Services

Considering that the corporation works in close coordination with its most important strategic ally, UCAB, it decides to provide timely information and institutional support through its various dissemination channels — including the website www.abcufoundation.org, social media platforms: @abcufoundation (X, IG, and FB), and newsletters — to alumni, friends, and generally, to everyone interested about the following topics:

- ✓ Academic cooperation agreements are signed with foreign universities that benefit alumni.
- ✓ Calls for scholarships and project funding are issued by organizations engaged in international development cooperation.
- ✓ Offering online formal and informal education.
- ✓ Training solutions designed to meet the needs of enterprises and businesses.
- ✓ Consulting services tailored to the specific needs of companies.
- ✓ Additionally, the organization commits to consistently running promotional campaigns to raise funds and support the Foundation's mission.

4. Market and Clients

The market in which the corporation aims to position itself is that of non-profit organizations, characterized by:

- ✓ Its purpose is not to get a profit but to generate a social benefit.
- ✓ If there were any profit, it cannot be distributed; it must be dedicated to achieving the entity's objectives.
- ✓ The origin of resources is very diverse, primarily coming from contributions and donations by enterprises, businesses, and the public in general, with a smaller portion from the provision of services.
- ✓ The economic activities developed are fundamentally carried out in the services sector.
- ✓ They have difficulty measuring their performance because they lack a final indicator of business outcome.

In the state of Florida, this market comprises approximately 630 private nonprofit organizations, most of which are located in Dade, Broward, and Palm Beach counties. The majority of these organizations focus on fundraising for causes related to health, religion, veterans' well-being, and animals' well-being, among others. No nonprofit foundation organizations were found that specifically focus on fundraising to support expanding opportunities for individuals interested in accessing higher education and developing capacities within higher education systems; these are sustainable development objectives of the United Nations, with which the Foundation is fully aligned.

The corporation's main audience consists of UCAB alumni, entrepreneurs, employees, and generally anyone who supports the cause of increasing access to higher education.

We have found that the cities with the largest gatherings of the target audience are in Dade (Doral) and Broward (Weston) counties.



The target audience is split into two primary groups:

- ✓ Alumni and collaborators have been established in South Florida for 10 or 20 years. The age group is between 45 and 65 years old, most of them owners of small and medium enterprises, and with a stable economic situation.
- ✓ Alumni and collaborators have been established in South Florida for 1 or 9 years. The age group is between 25 and 35 years old, most of them employed as qualified personnel with a relatively stable economic situation, although this depends on job stability.

For each segment of the target public, different promotion strategies are considered. In the first case, the idea is to generate interest in the training and consultancy products the corporation can offer them, emphasizing the price-to-value ratio of these products.

In the second case, the goal is to draw their attention to the benefits the Foundation offers, such as information about cooperation agreements signed with foreign universities that benefit them, calls for scholarships and project funding from international development organizations, online formal and informal education options, and other relevant information.

A third type of promotion strategy aims to inspire both groups to identify with the cause of young people educated in knowledge and values, who are capable of driving development and progress wherever they are.

5. Organization and Operation

ABCU Foundation Inc. is organized exclusively for charitable, educational, religious, or scientific purposes under Section 501(c)(3) of the Internal Revenue Code.

Its specific goal is to improve people's lives and support their sustainable development by increasing access to higher education for interested individuals and by strengthening capacities within higher education systems. These efforts align our organization with the United Nations' sustainable development goals, particularly with the UN initiatives on academic impact.

To achieve these aims, the organization will initially collaborate with students, professors, authorities, and alumni of UCAB—a Venezuelan non-profit institution that is our most important strategic partner—by providing grants, promoting academic exchanges with universities in the U.S., facilitating the transfer of technology and know-how, and making other contributions to support education and sustainable development in Venezuela and globally.

5.1 Mission

To promote increased opportunities for anyone interested in accessing higher education and developing capacities within the higher education systems in the region, through initiatives that combine financial and academic support.

5.2 Vision

- ✓ To promote access to higher education for all people interested.

5.3 Corporate Values

- ✓ Commitment to the mission of providing opportunities for anyone interested to access higher education and the development of capacities in the higher education systems in the region.
- ✓ Professionalism regarding the manner in which we request and capture resources.
- ✓ Efficiently administering resources obtained.
- ✓ Transparency in the information about the destination of the funds received.
- ✓ Integrity of its personnel: honesty, responsibility, and respect for others.

5.4 Strategic Objectives (Period 2025-2030)

- ✓ To identify and register alumni, entrepreneurs, and collaborators based in the USA in a comprehensive database.
- ✓ To achieve an average monthly income of \$30,000.
- ✓ To establish a scholarship fund that provides financing for higher education access for individuals from socially disadvantaged backgrounds.
- ✓ To encourage growth in student enrollment at universities in the Americas.
- ✓ To promote the signing of academic agreements with universities in the US.



- ✓ To invest funds in financing academic exchange programs and the transfer of knowledge and technology with universities in the US. To invest funds to support the development of capacities in higher education systems in the Americas.

5.5 Actions

- ✓ Create a comprehensive database of UCAB's alumni and friends established in the United States.
- ✓ Design an online informational platform.
- ✓ Develop and manage social networks to inform UCAB's alumni and friends in the U.S. about activities and plans of the Foundation.
- ✓ Implement ongoing campaigns and periodic activities focused on fundraising.
- ✓ Establish programs to identify professional experts interested in conducting training activities for undergraduate and graduate students.
- ✓ Support the development of institutional relations between UCAB and U.S. universities to foster joint training projects, facilitate knowledge transfer, promote research, and encourage academic exchanges that enhance the university's capacity as a global institution and a catalyst for change.
- ✓ Create a fund to fully or partially finance student and professor exchanges with universities in the U.S.
- ✓ Identify organizations and individuals in the U.S. who may be interested in the services UCAB offers through its development centers and research and training institutes.
- ✓ Develop a portfolio of products, accredited by Universidad Católica Andrés Bello, for professional training, updating, and specialization, as well as organizational consulting. These products will be offered to individuals or entities in the U.S.



5.6 Action Plan

ACTION PLAN	PERSON RESPONSIBLE	FULFILLMENT DATE	RESOURCES NEEDED	POTENTIAL BARRIERS	COLLABORATORS
Creation of the data base of alumni in the US	UCAB's Alumni Direction	December 2017	Free creation software, \$10 monthly for administration.	Difficulty to find up-to-date localization data of former graduates.	Academic Secretariat
Design and execution of the web page; creation and maintenance of social networks.	Administrative Clerck Office	January 2018	Voluntary Students/ Approx. 10 hours of work weekly per 9 months.	Not foreseen	UCAB Internationalization Secretariat Advanced students of Informatics Engineering. Advanced students of Social Communication, specialists in marketing.
Design of the fundraising campaign.	Administrative Clerck Office	April 2018	Voluntary Students/ Approx. 10 hours of work weekly per 9 months.	Not foreseen	UCAB Internationalization Secretariat Advanced students of Business Administration. Advanced students of Social Communication, specialists in marketing.
Execution of the fundraising campaign.	Administrative Clerck Office	April-December 2018	Voluntary Students/ Approx. 10 hours of work weekly per 9 months.	Not foreseen	UCAB Internationalization Secretariat Advanced students of Business Administration. Advanced students of Social Communication, specialists in marketing.
Design and execution of the online informative mean.	Administrative Clerck Office	October 2018	Voluntary Students/ Approx. 10 hours of work weekly per year months.	Not foreseen	UCAB Internationalization Secretariat Advanced students and professors of Social Communication, specialists in digital journalism.
Identification and systematization of information about enterprises of UCAB's alumni and friends in Florida.	Administrative Clerck Office and UCAB's Alumni Direction	January 2019	Volunteers Approx. 10 hours of work weekly per 2 months	Difficulty to find up-to-date localization data. Difficulty to access.	UCAB Academic Secretariat, Faculties and schools
Development of the portfolio of training and consultancy products that can be offered in an international market.	Administrative Clerck Office and UCAB Consultants	January 2019	Volunteers Approx. 10 hours of work weekly	Not foreseen	UCAB Internationalization Secretariat
Design and execution of face-to-face activity (Graduates meeting).	Administrative Clerck Office	February 2019	Approx. \$5,000.00 Event room JP Belén Volunteer	Not foreseen	UCAB Internationalization Secretariat



Design of the marketing campaign of the portfolio of training and consultancy products that can be offered o the enterprises of UCAB's alumni and friends in Florida	Administrative Clerck Office	March 2019	Voluntary Teachers and Students/ Approx. 10 hours of work weekly per 9 months.	Not foreseen	UCAB Internationalization Secretariat Advanced students of Business Administration. Advanced students of Social Communication, specialists in marketing
Execution of the marketing campaign of the portfolio of training and consultancy products that can be offered o the enterprises of UCAB's alumni and friends in Florida	Administrative Clerck Office	April-December 2019	Voluntary Students/ Approx. 10 hours of work weekly per 8 months.	Not foreseen	UCAB Internationalization Secretariat Advanced students of Business Administration. Advanced students of Social Communication, specialists in marketing
Re-Design of the fundraising campaign.	Administrative Clerck Office	January-March 2020	Voluntary Students/ Approx. 10 hours of work weekly per 9 months.	Not foreseen	UCAB Internationalization Secretariat Advanced students of Business Administration. Advanced students of Social Communication, specialists in marketing.
Design and execution of face-to-face activity (Graduates meeting).	Administrative Clerck Office	February 2020	Approx. \$5,000. oo Event room JP Belén Volunteer	Not foreseen	UCAB Internationalization Secretariat
Execution of the redesigned fundraising campaign.	Administrative Clerck Office	April-December 2020	Voluntary Students/ Approx. 10 hours of work weekly per 9 months.	Not foreseen	UCAB Internationalization Secretariat Advanced students of Business Administration. Advanced students of Social Communication, specialists in marketing.
Redesign of the marketing campaign of the portfolio of training and consultancy products that can be offered o the enterprises of UCAB's alumni and friends in Florida	Administrative Clerck Office	March 2020	Voluntary Teachers and Students/ Approx. 10 hours of work weekly per 9 months.	Not foreseen	UCAB Internationalization Secretariat Advanced students of Business Administration. Advanced students of Social Communication, specialists in marketing
Execution of the redesigned marketing campaign of the portfolio of training and consultancy products that can be offered o the enterprises of UCAB's alumni and friends in Florida	Administrative Clerck Office	April-December 2030	Voluntary Students/ Approx. 10 hours of work weekly per 8 months.	Not foreseen	UCAB Internationalization Secretariat Advanced students of Business Administration. Advanced students of Social Communication, specialists in marketing

5.7 Marketing Strategy

The preferred approach indicates that 95% of the marketing strategy will be developed, executed, and evaluated online, as offline tactics such as POP (among others) can be inefficient in terms of cost and value.

Advertising campaigns will focus on raising awareness among the target audience and encouraging direct engagement with the cause of increasing access to higher education and strengthening the capacity of education systems in the Americas. These messages will highlight the great opportunity to earn a degree, develop technical skills, global abilities, and civic values. They will also connect this opportunity with the benefits of becoming qualified professionals and promote effective solidarity so that other young people can access the same chance.

These online campaigns will be promoted on the three most popular social networks (Twitter, Instagram, Facebook) and on the Foundation's website. Content will be scheduled weekly to ensure consistent and frequent posting. Each post will include a visual element to attract and engage users, helping to grow a substantial follower base. The objectives for each platform are:

- √ X: To increase followers and engagement rate by 10% each month.
- √ Instagram: To grow followers and impressions by 10% each month.
- √ Facebook: To expand reach and followers by 10% each month.

It is expected that this growth will lead to exponential increases in engagement, with followers rising by approximately 10 each month.

Along with online advertising, the ABCU Foundation plans to host at least one annual alumni event where donations can also be made in person. Invitations for these events will be sent via email newsletters to alumni and friends, as well as through social media, advertising, and press releases.

6. Human Capital

During the initial stages, the corporation will work with the voluntary work of its Board of Directors, which is formed by:

- √ **Arturo E. Peraza, SJ. President** Lawyer graduated with honors from Universidad Católica Andres Bello (UCAB). Ph.D. in Political Science from the Central University of Venezuela (UCV). He has been an undergraduate and postgraduate professor at UCAB and UCAB Guayana since 1996. He was the director of the SIC magazine of the Gumilla Center from 2007 to 2010, after which he served as the provincial of the Society of Jesus in Venezuela (2010-2016). Since July 2017, he has been the Vice-Rector of Extension at UCAB Guayana, in addition to being the rector of Colegio Loyola-Gumilla in Puerto Ordaz. Currently, the President of Universidad Católica Andrés Bello in Caracas, Venezuela.
- √ **Gustavo García Chacón. Vice President and Treasurer.** Bachelor's in industrial relations (UCAB 2000). Magister in Project Management Suma Cum Laude (UCAB 2005). Magister in



Quality Systems *Suma Cum Laude* (UCAB 2011). PhD in Social Sciences (Universidad Simón Bolívar 2016). Research Professor (Associate Doctor in hierarchy at UCAB). **WORK EXPERIENCE:** Professor of Thesis Seminar (4th year of bachelor's in industrial relations, 2001-Present). Professor of Theory of Industrial Relations (3rd year of bachelor's in industrial relations, 2001-Present). **ACADEMIC-ADMINISTRATIVE EXPERIENCE:** Administrative Vice-rector at UCAB (since September 2015). General Director of Planning and Strategic Management (2014-Present). Responsible for the development of the Strategic Plan of UCAB 2012-2020 (diagnosis of the environment and institutional capacities, definition of strategic objectives and strategic initiatives), and also responsible for the System of Strategic Management, including the governance model of the plan and the system of operative planning of UCAB, within the framework of the initiative UCAB 20-20. Likewise, he is responsible for managing some of the strategic projects outlined in the plan. These responsibilities include UCAB's headquarters in Caracas and in Guayana. Research Director of the Institute of Economic and Social Research (2012-2015).

- ✓ **Débora Cordero Rivero. Director of Institutional Development.** Advanced Technical Degree in Informatics (*Instituto Universitario de Tecnología Federico Rivero Palacios* 1980), bachelor's in public accounting (UCAB 1985). Specialist in Information Systems, Systems Design (1987), Advanced Program in Finance Leadership in Higher Education (Harvard University and *Tecnológico de Monterrey* 2001), Specialization in Project Management. **TEACHING EXPERIENCE.** Professor of the courses: "Computer Design" and "Systems of Management Information" (School of Industrial Engineering), "Informatics" (School of Social Sciences UCAB 1987-1990), "Systems of Management Information" (School of Administration and Accounting UCAB 2012-Present). **PROFESSIONAL EXPERIENCE.** Analyst of Systems and Coordinator of Services (IT Direction UCAB 1979-1993), Accountant (Finance Direction UCAB 1993-1999), Director of Finance (UCAB 1999-2007), General Director of Projects (UCAB 2007-2014), Executive Director of Andrés Bello Foundation (2012-Present). Director of Promotion (2012-Present).
- ✓ **Lizbeth Sánchez Meneses. Executive Secretary.** Bachelor's in Education, specializing in Biology and Chemistry (UCAB 1983). Specialist in Organizational Development –*Summa Cum Laude*- (UCAB 1991). M.Sc. in University Direction, sub specialization in University Finances (*Universidad de Los Andes*, Bogotá, Colombia, 1998). Course of specialization in Institutional Development: Alumni, Marketing & Fundraising (Council for Advancement and Support of Education -CASE-University of Miami, Fla., USA 2010). Diploma Course of Internationalization of Higher Education (Inter-American Organization for Higher Education – *Colegio de Las Américas*, OUI- COLAM, Canada 2012). **TEACHING EXPERIENCE.** Professor (Assistant in hierarchy at UCAB) of the courses Theory of the Organization, Organizational Behavior, and Enterprise Management. Adviser in several theses of candidates for bachelor's (Schools of Industrial Relations and Social Communications UCAB 1991-1998). Speaker at national events about university internationalization. Virtual tutor of the workshops about Planning and Management of the University Internationalization Process, Strategies for Students Mobility, and Internationalization of the CV; these workshops are part of the Diploma Course in Internationalization of Higher Education of the Inter-American Organization for Higher Education and the *Colegio de las Américas*. (OUI-COLAM, Canada). Design and execution of online workshops about internationalization at home. **PROFESSIONAL EXPERIENCE.** Founder and director of Internationalization Secretariat (2011-Present).



Counterpart of the network of Inter-institutional Cooperation of the *Asociación de Universidades Confiadas a la Compañía de Jesús en América Latina –AUSJAL–* (2011-Present). Secretary and member of the Board of Directors of Andres Bello Catholic University Foundation Inc. (2016-Present). Founder and Director of the International Center for Professional Actualization (UCAB 2000-2010). Director of dual degree postgraduate programs in: Construction and Real Estate Company Management (UPM), Strategic Human Resources Management, Economic and Financial Management of Companies, Logistics Management, Marketing Management, and ICT Management (within the framework of UCAB's international agreements with Escuela de Organización Industrial of Spain –EOI– and the Polytechnic University of Madrid, 2002-2010). Director of the Department of Continuing Education (UCAB 1991-2000).

7. Legal Framework

Considering that the corporation:

- ✓ Pursues general-interest objectives, such as expanding access to higher education for all interested people, and supports the development of capacities within higher education systems.
- ✓ Works towards objectives that spread to an undetermined class of beneficiaries, benefit society, and improve the human condition.
- ✓ Gets its financing from public donations.

It is considered a **Nonprofit Organization of Public Benefit or a Public Charity.**