

**PROPOSED TO**  
National Automotive  
Parts Association

**PRESENTED ON**  
February 11, 2019

# SPONSORSHIP PROPOSAL

**AS PROPOSED BY**

David Drake

Owner, Terry's Service Center, a NAPA AutoCare Center  
in partnership with Heartline Ministries - Haiti

**PREPARED BY**

Danielle May, Development Director, Heartline Ministries

**REVIEWED & APPROVED BY**

Troy Livesay, Director, Heartline Ministries



# Hello!

I am honored to introduce you to Heartline Ministries and our work in Haiti. Heartline exists to invest in Haitian families through maternal care, outreach, education, and economic opportunity.

**The programs taking place on the Heartline Education and Employment Campus are a core part of the solution to providing the higher skills required for reliable and ethical employment in Haiti. Education leading to jobs and economic opportunity combined with financial literacy provide a path to the self-determination Haitians want and need.**

It was from this belief that the vision for the Heartline Mechanic Garage and potential Training Program was formed. This exciting endeavor has the potential to prepare Haitians for careers and entrepreneurial ventures in the automotive service and repair industry, allowing them to provide for their families so they can **thrive together**.

In addition to financial and in-kind resources, Heartline Ministries would be incredibly grateful to receive a significant level of engagement with NAPA where we can talk transparently about the issues we face in developing this program and seek advisement in business development. We believe there is much to be learned through sharing best practices and lessons learned.

I encourage you to learn more about Haiti and how Heartline Ministries is investing in Haitian families. I am honored to extend this offer to join Heartline in equipping the future of Haiti's automotive workforce. We look forward to building a strong future with you.

Respectfully,



**Troy Livesay, Director  
Heartline Ministries**

## LEADERSHIP

### Board of Directors

**Sarah Bessey, President**

**Tom White, Treasurer**

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**Troy Livesay, Director**

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**Staci Coomer,**  
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**Ashley Leonard,**  
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*Development Director*

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**Tara Livesay,**  
*CPM, Maternity Center Director*

**Beth Johnson,**  
*CPM, LM, Clinical Director*

**Moise Medor,**  
*Men's Discipleship & Outreach*

**Vanessa Avescat,**  
*Women's Discipleship & Outreach*

**Lucien Jeannot,**  
*Education Center Manager*

**Claudy Merzier,**  
*Beltis Bakery Manager*

# HAITI

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Haiti is a place where contradictions collide - breathtaking beauty, remarkable strength, heartbreaking injustice, and staggering poverty all co-exist here. Many Haitians lack access to basic necessities like education, medical care, and the means to provide for their families. The daily struggle to survive can be crushing. Heartline Ministries remains stubborn in hope for a future where Haitian families are healthy and thriving.

Haitians are incredibly resilient, committed to their community, and have a natural entrepreneurial spirit. Jobs and economic opportunity have the means to provide a path to the self-sufficiency that Haitians deeply desire.





# HEARTLINE MINISTRIES

**MISSION:** Investing in Haitian Families

**VISION:** Healthy, Thriving Haitian Families

**VALUES:** Relationship | Integrity | Shalom



MATERNAL CARE



OUTREACH



EDUCATION



ECONOMIC OPPORTUNITY



# MATERNAL CARE

The **Heartline Maternity Center** aims to tackle the root causes of poverty, oppression, and injustice by supporting and equipping the women of Haiti as mothers through comprehensive and holistic maternal care. **Impacting over 1,000 Haitian families each year**, the Midwife-led Maternity Center provides prenatal care and education, labor and delivery services, postpartum care and breastfeeding support, child development classes, and family planning services. Maternity Center leadership recently compiled 12 years of experience to create ***The Starting Place: A Maternal Mortality Prevention Initiative***, a manual and training designed to reduce maternal and infant mortality in a developing world setting.



# OUTREACH

Heartline's Haitian-led **Outreach Team** regularly visits a juvenile boys' prison, women's prison, an orphanage housing children with profound disabilities, weekly Kid's Club, and an elderly village. We desire to see Haitians leading in their communities and meeting the physical and spiritual needs of their most vulnerable neighbors so that men and women may lead their own healthy, thriving families. This is accomplished through sharing of bread, worship, teaching, and mentoring across the capital region and surrounding rural areas.





## EDUCATION

The **Heartline Education Center** teaches essential life and job skills-empowering Haitian men and women to build a brighter future for their families and communities. There are currently **200 students** enrolled in sewing, cooking, cosmetology, and computer classes, with the most recent government exams returned with a 100% pass rate.

The **Heartline Sponsorship Program** connects the donor community with **91 children** attending schools in Cite Soleil and Corail, providing them with the opportunity to receive a high-quality education, daily nutritious meals, school supplies, books, and uniforms. This program empowers children to develop their full potential and dream beyond their circumstances.



## ECONOMIC OPPORTUNITY

The **Heartline Economic Opportunity** program incubates businesses and creates jobs in the local economy so men and women can provide for their families in a dignified, ethical, and sustainable manner. This area encompasses the **Beltis Bakery, Savings Group, Mechanic Garage,** and potential **Mechanic Training Program**. Leveraging experience in launching two successful Haitian businesses (Hibiscus Guesthouse and Haiti Design Co.), Heartline aims to expand similar partnerships and opportunities where women and men can parent and financially provide for their children and/or extended families.



2018

Investing in Haitian Families

250

women received prenatal to postpartum care & education

836

women & girls received family planning support

MATERNITY CENTER

117

babies born



EDUCATION CENTER

180

women & men equipped with vocational skills



100%

students passed competency exam



91

students sponsored to attend school

STUDENT SPONSORSHIP

DISCIPLESHIP & OUTREACH

outreach visits to 500 marginalized Haitians



\$110,000

in sales at Beltis Bakery

ECONOMIC OPPORTUNITY

\$2,000

saved by Savings Group



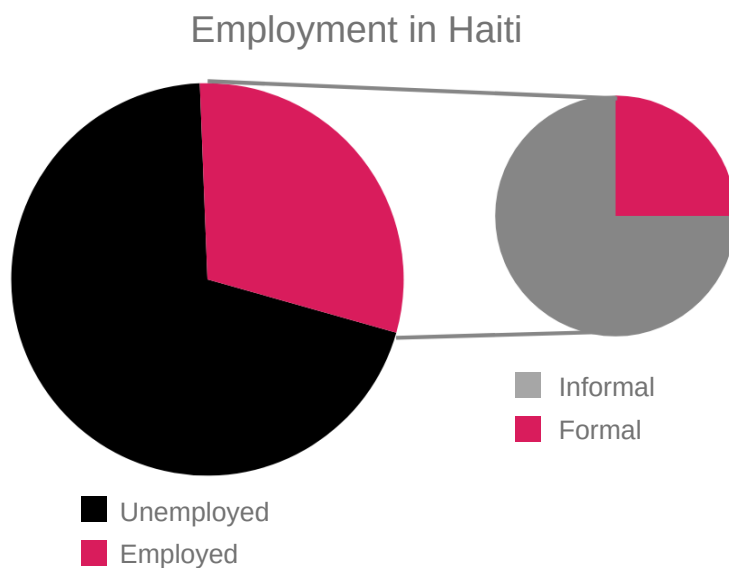
74 Haitians employed organization-wide



# NEED

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The majority of Haitians lack access to quality vocational training and reliable employment—both prerequisites for sustained social and economic development.



Limited education and a lack of vocational training opportunities negatively impacts an individual's ability to develop a sustainable livelihood - and especially in Haiti - to recover from shocks such as natural disasters, conflict, and harsh conditions.

Human development - education, health care, and equal opportunity - combined with a quality business environment that supports productivity, innovation, and growth are critical factors for creating macroeconomic competitiveness.

Most children who are *able* to attend school in Haiti do not make it past the **6th grade.**

60%

of Haiti's 10 million people live in poverty, and almost 1/4 of Haitians live in extreme material poverty.

# VISION

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After nearly three decades of working in Haiti, Heartline recognizes the necessity of education and economic opportunity towards their vision of healthy, thriving Haitian families. By bringing together automotive service and repair industry leaders, and parts suppliers, Heartline is constructing the **Heartline Mechanic Garage** to meet the organization's ongoing repair and maintenance needs while also creating at least two additional job opportunities for Haitians. Future plans include partnering with training experts to potentially develop a vocational training program - the **Heartline Mechanic Training Program** - for Haitians to gain a basic understanding and application of automotive service and repair techniques as well as life, business and money management, and customer service skills.



**We believe investing in Haitian families through Economic Opportunity will bring forth our vision of healthy, thriving Haitian families where men and women can parent and financially provide for their children and/or extended family members in a dignified, ethical and sustainable manner.**

# PLAN

The **Heartline Mechanic Garage** is the first phase of the proposed project, providing at least two reliable and ethical job opportunities for Haitians while also meeting Heartline's current repair and maintenance needs. Phase 2 will focus on acquiring equipment and tools necessary for garage operations.

The proposed **Heartline Mechanic Training Program** (Phase 3) is a vocational training program designed to provide Haitians with fundamental skills applicable and transferable to a variety of related professions requiring an ability to diagnose, service and repair gas and diesel engines; mechanical, electrical and hydraulic equipment; and electronic systems.

Graduates of the proposed program will gain a basic understanding and application of automotive service and repair techniques relevant to the Haitian market. The proposed program may also include life, business and money management, and customer service skill development.



## GOALS & OBJECTIVES

01

Invest in Haitians so they may provide for their families in a dignified and ethical manner

03

Provide relevant vocational training opportunities focused on transferable skills

02

Minimize the organization's vehicle maintenance/repair costs

04

Create a sustainable business in the Port-au-Prince, Haiti market

## TIMEFRAME



# Why NAPA

**As the #1 brand in the industry and a respected business community member that gives back to the community, National Auto Parts Association is a critical partner in the development of a skilled and talented workforce in Haiti. Just as Heartline has successfully developed and sustained impactful programs after consulting with and gleaning best practices from relevant experts, the Heartline Mechanic Garage and proposed Mechanic Training Program would benefit from a partnership with the most widely recognized name for quality parts, quality service, and knowledgeable people- NAPA.**

**Heartline Ministries respectfully requests an initial financial commitment of \$25,000 and in-kind product donation of \$50,000 from NAPA.**

**This initial contribution will act as a matching opportunity for funds, equipment, and expertise contributed by David Drake, Jeff Schroeder, Steve MacIsaac, Terry's Service Center, other NAPA Auto Center owners, and Mountain Ridge Baptist Church. A financial commitment of \$10,000 toward the purchase of equipment and tools has been secured from Terry's Service Center and a \$20,000 contribution has been received from Mountain Ridge Baptist Church toward construction costs, with verbal financial and in-kind commitments from other interested NAPA Auto Center owners. Additional in-kind and cash donation solicitations will take place at the ATI SuperConference 2019.**

# COST

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This project is uniquely pooling resources from a diverse and wide community of supporters, in addition to contributions from the Heartline General Fund. Financial, strategic, and in-kind partners are committed to completing construction and outfitting the facility with the industry's current tools and equipment to meet the market's needs in 2019, and then translating the curriculum to Haitian Creole and providing instructional support to launch the training program in 2020.

## Phase 1: Mechanic Garage \$60,000

Shipping containers, steel, concrete, electrical, plumbing, doors, windows, paint

## Phase 2: Equipment \$137,500

Industry's current tools and equipment to meet market and training needs, shipping & customs

## Phase 3: Program Budget to be developed in FY2020

Curriculum selection and translation, promotion, operations

*Anticipated funding sources: church & foundation grants, Heartline general fund donors, program participant fees (nominal)*

## SUPPORTERS & ADVISORS

David and Kristen Drake

Jeff and Julie Schroeder

Steve Maclsaac

Heartline Individual Donors

Mountain Ridge Baptist Church

Terry's Service Center

NAPA Auto Center Owners

*(verbal commitments)*

Universal Technical Institute

*(prospective partner)*

Automotive Training Institute

*(prospective partner)*

# CASH CONTRIBUTIONS

Cash contributions from NAPA and other supporters will be utilized to:

- purchase any tools and equipment available within the Haitian economy (to pour into the local community and avoid extraordinary shipping and customs expenses),
- cover shipping and customs costs for equipment and tools shipped from the U.S., and
- select and translate curriculum and promote the program.

# IN-KIND DONATIONS

With the NAPA Auto Center community playing a large role in the development and launch of the proposed program, NAPA is the preferred and trusted source for outfitting the Heartline Mechanic Garage and potential Training Program with tools and equipment. The following NAPA-sold products are required for the successful launch of the proposed program:

- Two post 12,000lb lift
- Four post drive-on 14,000lb lift
- Alignment machine
- Refrigerant recovery machine R-134
- Brake lathe
- 50,000lb shop press
- Tire changer
- Wheel balance
- Transmission fluid exchanger
- Brake fluid exchanger
- 3 oil caddies
- Tool storage box
- Tool storage cabinets
- 4 rolling carts
- 2 large bench vise
- Complete cutting torch set with cart & tanks
- Mig welder
- 80 gallon air compressor, accessories & hoses
- 4 floor jacks
- Heavy duty jack
- Jack stands
- Transmission jack with fuel tank adaptor
- Engine hoist
- 3 engine stands
- Battery charger
- Battery and charger system analyzer
- 1hp bench grinder with wire wheel
- 4 screw jack for lifts
- Steel material to build benches on-site
- Small hand tools
- Cordless impacts and ratchets
- Specialty tools to diagnose and service gas and diesel engines
- Electrical testing equipment
- 6 fluke meters
- Fuel pressure tester for gas and diesel
- Diagnostic scan tool
- Coolant pressure tester
- Brake line hydraulic flaring tool
- Suspension service and repair tools
- Ball joint press
- Fluid extractors (Mighty Vac)
- 4 complete sets of metric sockets, wrenches, screwdrivers, and pry bars to fill 4 working service carts
- Master toolset with all tools necessary for complete auto and truck repair/service

# BENEFITS

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In addition to visible association with a strong nonprofit organization, this project provides NAPA with a unique opportunity to enhance its reputation and philanthropic profile. Exclusive benefits NAPA may enjoy include:

## RECOGNITION

- Facility naming opportunity
- NAPA name/logo featured on future program website with link to NAPA page and on all future Mechanic Training Program-related printed materials, emails, blog posts, and social media postings
- Prominent logo placement at program facility
- Inclusion in program-related press releases
- Recognition in the Heartline Ministries Annual Report - 150 print copies distributed in U.S. and Canada; shared digitally with 3,000+ contacts and general public

## PARTICIPATION

- VIP invitations to dedication ceremony and graduation ceremonies
- Exclusive site visits and interaction with program participants and leadership
- Advisory role with regular program leadership engagement
- Guest speaker/instructor within program instruction sessions
- Routine program updates and exclusive content (photos, stories, impact data) for use in media

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# PROJECT SUPPORT

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"During a recent visit to Haiti, I immediately noticed a lot of broken vehicles and mechanical items that needed repair. I also noticed while I was repairing those things, a crowd of young Haitians would quickly surround me, eager to learn the skills. This really hit home for me because learning automotive trade skills changed my life. Those skills and my entrepreneurial spirit have set me up with a successful business that sustains my family. I immediately thought, 'What if we could provide an education for Haitians that would give them the same skill set?' I believe when people have an education and a job, they are more likely to keep their children which would have an impact on the orphan crisis. For Haitians to have an education and skill set is a big step towards independence. I hope that learning these skills will impact Haitians the way it has impacted my life."

**DAVID DRAKE, Owner**  
**TERRY'S SERVICE CENTER**

"The impact Heartline is having by teaching both vocational and personal skills is truly inspiring. Rather than promoting reliance upon 'gifts' of money and possessions, they are improving Haitian lives with dignity and skills so they can provide for their families. My family believes in Heartline and is compelled to support the new mechanic garage and training program because of the immense potential to transform the Haitian people, economy, and lives. This program will directly help keep families together through training and education."

**JEFF SCHROEDER, Architect**  
**Individual Donor**







For inquiries, please contact  
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