



**STUDENTS  
FOR  
CHILDREN**  
Pass on the future

# Policy plan 2018

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# 1 | Introduction

In 2017 we aimed at organising an event every month. The total of 13 events successfully contributed to increasing the brand awareness of Students for Children among students and others. We continued supporting our longest running project in Kenya. Because of this support another four children were able to finish primary school. We also supported projects in India, Colombia, Uganda and Bolivia. In 2018 we want to continue this course but also strive to improvement and growth. We aim to do this by continuing to organise one or two events a month, by increasing the stability of the organisation from within, by finding the right candidates for both the secretary and fundraiser position and by continuing our marketing strategy by making use of different social media platforms.

In this policy plan, our plans for the coming year are described. First by giving an overview of the internal organization of the board. In the following section our current projects and upcoming projects will be described, followed by the events we plan to organise in the next year. We will also provide you with an overview of the guidelines we have set for our fundraising policy in the coming year. Then our marketing policy will be discussed and finally we will show you our budget for 2018.

In this policy plan we aim to provide a complete picture of what we hope to achieve in 2018. But as the board will change in its formation in the coming year, new ideas and other changes possibly will be implemented during the year. However, this plan will guide our policies and hopefully will help us reach our goals.

If you have any further questions after reading this policy plan, please do not hesitate to contact us.

On behalf of the board,

Lynne Kavishe  
President 2018

## 2 | Internal organisation

### 2.1 Board

At the start of 2018 the board will consist of six members. They will continue to fulfill their functions until the following dates:

1. President	Lynne Kavishe	1st november 2018
2. Secretary and treasurer	Jasmyn Menara	1st february 2018
3. Project coordinator	Brandon Meetz	1st october 2018
4. Event coordinator	Rosa Rietkerk	1st november 2018
5. Marketing coordinator	Sophie de Rijk	1st february 2018

We are continuing our search for the right candidates for both the secretary and fundraiser position.

As described above, during the year the entire board will be replaced by new board members. This will not happen at once, but gradually. In this way there will always be more experienced board members to support the new board members who are less familiar with the foundation. We believe that knowledge retention within this organisation is extremely important. For this reason, new vacancies will be announced three months ahead so that there will be an extensive training period in which the old and new board members will be able to properly transfer knowledge that is required for the execution of the function.

# 3 | Projects

## 3.1 General

Students for Children tries to make sure that our financial support goes to projects which contribute the most to the support of destitute children in developing countries. This implies that we have to make a strict selection out of the project proposals that we receive. Throughout the years, Students for Children has developed its own policy to evaluate project proposals. One of our main criteria has always been to focus on projects which are small scaled and locally initiated. Projects also need to entail a clear education component, because we see education as the best way for vulnerable children to improve their future perspective. We see no reason to radically change our policy in 2018. However, we would like to emphasize some points which we find particularly important.

First, we should take comprehensiveness as one of the key criteria when we are evaluating project proposals. A project will not be able to reach its full potential when it leaves some specific problems unaddressed. For example, children will be less likely to perform well in school when the project does not pay attention to the lack of nutrition. This means we should try to discover if a project really meets the needs of the local population. Also, we will pay more attention to projects that have a sustainable character. A project has more impact when it is able to teach children something which will be valuable for the rest of their lives. A good example of this is our current project in Bolivia, where the children from primary school learn how to grow their own plants. Another way of being sustainable is when our contribution to a project can be used for multiple years or when we have certainty that a project will continue after our sponsorship has ended. Finally, an important evaluation criteria is the communication between us and the contact person. We are fully dependent on the information we receive in order to get an image of the progress of the project. Therefore, we want to collaborate with partners which send us extensive information about the children and their activities.

## 3.2 Continuation of current projects

### Kenia

We have started our cooperation with the organization Action Ministry in 2009. This will continue until all the children from the so-called 'Blessed Camp' have graduated

from primary school. Our comprehensive support allows the beneficiaries to go to school, receive sufficient nutrition and get the means they need like uniforms and school books. We are well aware of the school and home situation of the children through the excellent communication with the Action Ministry. The children usually have to look for a new sponsor when they want to go to secondary school, except for Riziki. Her donator Mr. Tennekes decided to continue supporting her during her high school career. We are very happy with a loyal donator like Mr. Tennekes or the Adriaan Roland Holstschool, who have dedicated themselves to take care of the costs of specific children. Four students have graduated from their primary school in 2017. We hope they will find a new sponsor which would allow them to go to secondary school. Also, one of our beneficiaries has moved to a different area due to family reasons. Her uncle will make sure that she can finish her primary school in this new place.

### **Colombia**

From the beginning of 2017, we are sponsoring four students who are participating in the project Study & Work. These students are selected by the host organization Straatkinderen Medellín based on motivation. These youngsters have finished their secondary school, but they come from families where it is not usual to continue studying after secondary school. Therefore they receive counseling once a week. The counselor stimulates them and gives them advice, for example to make sure that they will not end up in criminal activities. This person also arranges things with regards to their education. The financial contribution of Students for Children is going to the transportation and material costs for these four students for one year. All of them have been enjoying and doing well with their studies. Three of them are also performing extracurricular activities, which we highly support. This project will end at the beginning of 2018.

## **3.3 New projects**

### **Uganda**

We have begun to support three new projects in 2017. The first one is a project in the Buikwe district in Uganda. In the rural areas, many girls are performing less well in school than boys and are more likely to drop out early. One of the main causes is that girls do not know how to deal with their menstrual cycle. Next to the lack of information, there is a taboo on discussing this topic and the girls do not have the financial means to afford tampons or menstrual pads. Most of them even do not know what menstruality exactly means. The organization MCODE tackles this problem through producing and distributing reusable sanitary napkins to 250 girls at different schools. Both boys and girls will get extensive information about the menstrual cycle in order to break the taboo.

## **India**

The second new project is based in India. We are supporting fifteen children in the Nagwa slum located in the city of Varanasi. Because of the poverty in this slum, education is not accessible here for many children. Children often have to work to support their family. This is why the Duniya Foundation has set up a primary school where the children can get a good education for a minimal fee. As a follow-up to the primary school, the Duniya Foundation started the Duniya Generation project. By supporting this project it is possible for another fifteen children to attend high school. We are sponsoring the tuition fees, school uniforms and teaching materials of these children. In addition, the children can get daily homework assistance at their old primary school. In this way possible problems are identified and resolved. The first updates showed us that the children are very happy with our support. Their motivation is high and they aim to make the best out of their high school career.

## **Bolivia**

This project focuses on the construction of four greenhouses for primary schools in the region North Potosí. In addition, 250 children attending these schools will receive an educational program which will teach them how to grow their own plants and vegetables. This program is of great importance for these children, since many of them have been malnourished. The underlying reason is that the heavy erosion in this area leads to difficulties for the agriculture, which is the main source of living. Students for Children financially supports the foundation Samay in the construction of greenhouses for primary schools. The teachers of these schools are taught how to grow plants and trees. They share their gained knowledge and skills with their students, who will then start with growing their own food. This means the students will both learn a lot more about growing food and assure themselves of nutrition as well.

# **4 | Fundraising**

## **4.1 General**

In 2018 we will change the name of fundraising into sponsoring. Our aim is to attract more structural donors and to attract more companies who are willing to support the goals of the foundation.

## **4.2 Individuals**

### **One-time private donors**

To raise more donors, we decided to purchase an iZettle. This will hopefully lead to more one-time donations.

### **Structural private donors**

We will focus on recruiting structural donors. Monthly donors provide financial stability. In contrast to the money being raised by single actions/events, the amount that will be collected monthly throughout structural donations gives the board accountability. Looking towards the future, it is therefore of vital importance that we maintain our current donor base and that we seek to enrich it. This will be done by taking donor forms to every event, action or evening we organize. At these events we will actively ask visitors to become a donor. It is also important to tell family, neighbours and friends about the work of Students for Children, in order to recruit donors. At last, we will plan several days during the coming year to approach people in shopping streets to become a donor.

### **Special donors**

Since 2014 there has been a contributor for one of the sponsor children in Kenya. The donor has agreed to take on the school costs until the girl has completed her primary school. It is a structural sponsorship, annually. The amount made available by this donor is approximately € 500, - per year. This year, this special donor also took responsibility for two other children in Kenya. Beside that, he has also offered to sponsor the transaction costs that will be made in order to transfer the money to the Kenyan bank account. In total, this special donor contributed with an amount of €1876,-.

## **4.3 Companies and organisations**

This year we are going to approach more companies and organisations with a solid plan for collaborations. Companies and organisations can be of any sector and type. We shall not only be contacting companies that share our interests and have affinity with our ideals, but we shall also try collaborating with, for example, festivals, nightclubs and bars.

Furthermore, this year we will try to collect money by crowdfunding. Several websites and platforms provide these possibilities. Research will be done for the most fitting website where our foundation can request an appeal.

## **4.4 Schools**

In 2016, we have collected money in collaboration with one school. Additionally, this year an amount of the sponsorship to Kenya had been made possible by ARH school's money, which was raised in 2011. Furthermore we are currently in contact with another school that seems interested in collaborating with us. We have seen that collaborations with schools worked out successfully when the schools were former secondary- or high schools of board members. Therefore we will especially focus on these schools.



# 5 | Events

## 5.1 General

Our aim is to organize at least one event every month, this in line with what we have done the previous years. However, this year we aim to focus more on the continuity and efficiency of the events. With focussing on the continuity we would like to create a series of standard events that are returning every year. In doing so we hope that people become aware of Students for Children organising every year in every month the same events. Besides these returning events we hope to create a series of new events in cooperation with different schools, influencers and organisations. Our biggest goal of 2018 is to earn 2500 euros by hosting events. This is 25% more than in 2017.

## 5.2 Events

Possible returning events:

- Christmas: Selling Christmas cards at the University of Amsterdam
- Valentine's day: Selling Valentine cards and roses at the University of Amsterdam  
At this event we also give people the opportunity to post their cards or deliver their flowers
- Pub quiz (every three months)
- Bingo (three times a year)
- Stand at the IJhallen
- Yoga classes
  
- In cooperation with festivals and clubs:  
Zandbak, Vunzige Deuntjes, Jimmy Woo, Disco Dolly, Bar Broker
- In cooperation with student associations: beer pong, game nights

### Connections

Our new event coordinator has been in contact with: Tolbar, Bar Broker, the Coffee Company and CREA. All parties are willing to cooperate and host their locations for our events.

There have been some developments regarding cooperation with high schools both in and outside of Amsterdam. We are currently setting up a program with the Cartesius

College and trying to partner up with the Vathorst College. Partnerships with schools are of great value for both Students for Children and the collaborating school.

In addition, we would like to set up new events in cooperation with influencers and acquaintances. We are now focussing on developing a program which would allow people to donate a part of their salary, for example one work hour, one work day or one work week. The use of social media will be crucial in this process. This kind of program could also be used during sport events, for example, it would allow people to donate a bit of money for every kilometer they have ran.

## 6 | Marketing

### 6.1 General

The past years Students for Children tried to enhance the brand awareness. But it appears to be difficult for the board to accomplish this. At the moment we have nearly 1200 likes on Facebook and about 400 subscribers on the newsletter. This year we want to enlarge these numbers in order to get people involved in the foundation. Also, we want to gain even more followers on Instagram.

Another problem this year is the website. Even though a lot of problems with the website have been solved in the past, the site is still not functioning perfectly. We want to solve the rest of the problems with the site in the upcoming year.

To also enhance brand-awareness *offline* we want to promote Students for Children among students with the use of linen bags and pens.

Our marketing goals for 2017 are:

1. Enhance the brand awareness by means of social media by increasing our facebook likes and newsletter subscribers by 25%.
2. Enhance the brand awareness specifically among students with new promotional material.
3. Keep our overhead costs below 10%.

### 6.2 Website

With the translation of the website to both Dutch and English last year, many extra, unnecessary plug-ins have been added to the website, which led to malfunctioning of the website. The problems are in the website-code in WordPress and need to be solved by an expert. Unfortunately, the costs can be very high. This is why the board will be looking for experts in their own network who would possibly like to sponsor the foundation.

The Google Analytics data of 2017 shows us information about the visitors and channels to our website. After analyzing these figures the following goals are set for our website in 2018:

- In 2017 the website of Students for Children had over 7000 views. In 2018 we hope to reach 10% more visitors.
- The bounce rate of people visiting our website is pretty high (58%). In 2018 we want to decrease this number to a maximum of 50%.
- Students for Children is using Google Adwords, but none of the current board-members have enough expertise to analyse these numbers. In 2018 the board is planning on setting a new Adwords strategy.

## **6.3 Social media**

The impact of social media can be very large. Last year we gained many new likes on Facebook. We ourselves noticed that our posts got more likes and comments. Especially when one of the board members is tagged in a post or picture. This way many of our friends, family, but also fellow students are more involved with the foundation. We believe that we can reach an important target audience with the use of social media. Because of its effectiveness we want to continue in this line.

Additionally, we are very interested in the effects of promotion of the foundation using Facebook and Google Ads to increase the amount of likes on Facebook and people visiting our website. We want to increase our Facebook-likes with 25% up to 1475 likes. Because every board member uses the Facebook account, it is important that it is properly communicated who posts what on Facebook, Instagram or any other social media account.

We also want to increase our Instagram likes by 25%. In order to do this, but also to create brand awareness, we have decided to set up a YouTube channel. The goal is to gain 50 to 100 followers on our YouTube channel in the first year.

## **6.4 Newsletter**

We will continue to send out the newsletter with updates of the recent events, projects and other important news. The board was very pleased with the newsletters of last year, so there will not be any changes here. In accordance with last year, we will send out three newsletters a year to our subscribers. Also at events we will hand out forms to subscribe to our newsletter. Our goal is to gain 25% more subscribers, which would be 471 subscribers by the end of 2018.

## 6.5 Remaining matters

We noticed the effect of posters on university territory can be great for the brand awareness among students. And because it remains difficult to find new board members, we think it is important to enlarge the brand awareness especially among students. We want to continue the use of posters and other promotional materials, like pens, on university territory such as: Roeterseiland, Science Park, AMC and Universiteitsbibliotheek Singel. To repress overhead costs we will search a printing company that wants to, partly, sponsor our promotional material. In addition, we want to start with the use of linen bags and pens with our logo. The goal for 2018 is to find a sponsor who wants to pay for these bags.

# 7 | Finance

## 7.1 Budget

Over the past year, Students for Children again managed to raise a considerable amount of money by organising events, hosting donors and fundraising. Our financial position is positive and because Students for Children is an ANBI-foundation, the board does not want to accumulate an infinite amount of money on our account. Instead, Students for Children wants to spend the money we raise on new projects to help as many children as we can.

In 2018 the board aims to raise the same amount of money as we will spend. To achieve this goal, the board has come to a conservative and prudent, but still ambitious budget to guarantee our obligations in both the short- and long run.

<b>INCOME</b>		<b>EXPENSES</b>	
<b>Donations</b>		<b>Projects</b>	
Structural	3.300	Kenya	4561
One-time/special	2.500	New	6600
<b>Schools</b>		<b>Organisation costs</b>	
ARH	2.500	KVK	35
		CREA	120

Other		IBANC	140
		Website	225
<b>Events</b>			
IJ-Hallen(2x)	500	<b>Transaction costs</b>	194
Sport event	500		
Pubquiz (4x)	1.000	<b>Marketing</b>	200
Schools (2x)	2.000		
		<b>Events</b>	250
<b>Interest</b>	25		
<b>Total</b>	12.325	<b>Total</b>	12.325

## 7.2 Cash audit

To be sure that our finances are properly managed, our bank account will be checked twice a year. The first time will be two months after a new treasurer is assigned and every six months thereafter. The control will be conducted by a member of the advisory board.

After each event the treasurer makes a note of the amount that was raised, this must be signed by a second board member. During the control it will be checked if the noted amount corresponds to the amount that has entered the bank account. Further it will be examined whether there have been any notable transactions on the bank account.

We want to emphasise that Students for Children has never had to deal with mistakes in the finances, but wishes to be careful.

## 8 | Epilogue

Through this epilogue I would like to thank you for reading our policy plan for 2018. This policy plan described all of the board its goals for 2018. Hopefully we provided a complete picture of our plans for the coming year. We strongly believe that our policy plan contributes to the continuation and growth of Students for Children.

We look forward to a successful year, in which we will put all our energy and effort to get as many children to school as possible.

On behalf of the board of Students for Children,

Lynne Kavishe  
President 2018