



POLICY PLAN 2019

STICHTING STUDENTS FOR CHILDREN

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President
Secretary
Treasurer
Marketing coordinator
Project coordinator
Event coordinator
Event coordinator

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1 | Introduction

In this policy plan, our plans for the coming year are described. We will start by providing you with some background information on the board, explaining what we want to achieve with our current projects while simultaneously also explaining what we will be able to achieve with sufficient support for new projects. Consequently, we will give you an idea of the events we are planning to organize in 2019. The plan also details the amount that we aspire to raise in 2019 in order to support enough projects and support as many children as possible this year. Finally, we will share our marketing strategies for 2019, so we can achieve our goal of more brand awareness. The goals above should guide us to maintain the growth of the organization.

During the summer of 2019 several of the board members will be replaced by new board members. The new board members will have new ideas, plans, and views. They will be able to look at things differently and maybe see things from a different perspective. Even though this new energy is important for the organization, this policy plan will still be the guideline for 2019. The new board starting from September 2019, will follow the outline of this policy plan, nevertheless, there is sufficient room for expansion and further details to fill in throughout the year.

On behalf of the board,

Faye Price
President 2019

2 | Internal organization

2.1 Board

At the start of 2019 the board will consist of seven members. They will continue to fulfill their functions until the following dates:

1.	President	Faye Price	1st October 2019
2.	Secretary	Sandra Groenhuijsen	1st October 2019
3.	Project coordinator	Samantha Biegel	1st October 2019
4.	Event coordinator	Lotje van Walsem	1st October 2019
5.	Event coordinator	Sophie van Elderen	1st October 2019
6.	Marketing coordinator	Brandon Meetz	1st February 2019
7.	Treasurer	Jasmyn Menara	1st February 2019

At the beginning of 2019, the search for a new marketing coordinator and a new treasurer will start. We attempt to start searching on time to avoid that the entire board will need to be replaced in September. This would not be desirable, because we aim to always have a few board members who have at least a few months of experience. The two board members which will be selected at the start of 2019, will have the required experience by September 2019 to be able to help the new board members get acquainted with Students for Children and its proceedings.

In the last year, we have experienced that searching for new board members has led to some difficulties. Therefore, we want to draw lessons from our past experiences and use them to adjust our recruiting methods. One of the most vital lessons is to start on time. Therefore, we will already start with recruiting a few months before the summer break. We will also make use of our new tools to attract the attention of possible candidates for our board, which we will discuss in further detail in the marketing section of this policy plan.

3 | Projects

3.1 General

Students for Children aims to select projects that best match our values through a thorough selection procedure. Our selection criteria will essentially stay the same. These criteria will be summarized here. Our projects should be located in a developing country and focus on youth between 0 and 18 years old. The project should be a local initiative and small scaled. Each project should be very transparent in terms of their finances and expected results. We will make sure to support projects that have the largest possible impact and, most importantly, a lasting one. We attempt to ensure the sustainability of new projects by requesting as much information concerning the project as possible. Next to this it is important to us to investigate that the approach is comprehensive and specifies the impact on the children involved. We will maintain our maximum amount of funding per project and limit for the overhead costs.

In 2019, Students for Children will also continue to strive for frequent communication and close relationships with the projects we support. This is highly valuable to us as an organization, because we need to get an idea of the effectiveness of different types of projects. The knowledge we gain can be implemented in our selection procedure, as well as for fundraising purposes. In 2019, we will alter our communication routine slightly. Our focus will be centered more on the interaction with the children in our projects. Our first initiative to develop this idea has been to create a newsletter that introduces Students for Children and our board members, where each member shares something about their dreams. By shifting to a form of communication that is more interactive, we will create more awareness, and be more involved with the children and their living situations. Next to this, it will enable us to highlight the importance of funding to our donors. By being more involved, we learn about the children's difficulties and gain more insight into their needs. We will make sure to take privacy concerns into account before sharing any personal information and clearly communicate our intentions to our project partners

3.2 Continuation of current projects

3.2.1 India (Pushkar)

In the beginning of 2018, we started to support the Sona Pushkar project. This project aims to help disadvantaged children from Pushkar who used to live in a camp of tents. Before the Sona Pushkar project was established people used to beg for food and money on the streets, with low expectations for a brighter future. The Sona Pushkar Project helped these underprivileged families by giving them access to decent housing, food, and employment. Students for Children has made a big contribution by investing in the educational part of the project. Our support to the Sona Pushkar Project made it possible for twenty children from different ages to go to school on a daily basis. Furthermore, we have taken care of all of their school materials and we have helped to build new classrooms. In return, we are receiving great photos, videos, and updates on the development of the children. We will continue to monitor the progress of the

project and keep track of its financial situation. We still have some money available from the amount raised by Cartesius 2 for this project, so in 2019 we will contribute to this project one more time.

3.2.2 India (Varanasi)

The Duniya Foundation assists children who grow up in Indian slums. Students for Children has started a partnership with this organization to help a group of disadvantaged children who are growing up in Varanasi. They have managed to successfully finish their primary school and are now going to high school for five days a week. The twelve children we support are highly motivated to get the most out of their academic career. These children have been writing us some personal letters, which we really enjoyed to receive. In these letters the children describe things like their home situation and their dreams for the future. This close relationship with the children makes the project a special one for us. We contributed to this project in 2017 and 2018, and in 2019 we will decide if we want to continue our support.

3.2.3 Kenya

In 2019, we have been cooperating with our local partner Action Ministry for exactly ten years. We treasure the warm and intensive relationship with this partner organization. In the past years, we have supported a large group of children who all have a complicated background. The fact that they could go to primary school every day and received personal help from Action Ministry has made a big difference in their lives. Some of them were even able to continue their education and attend high school. Students for Children is pleased that they are able to further develop themselves. We wish the seven children who we will be sponsoring in 2019 all the best. Also, we will continue to follow the development of our previously sponsored children who are now going to high school.

3.2.4 South Africa

In Johannesburg, we have supported a group of 75 children since the start of 2018. The local authorities have guaranteed that these heavily disadvantaged children have free access to education until they have finished their primary school. Despite this great contribution, these children are still in need of shoes and uniforms. These items are required in order to go to school in South Africa. Therefore, Students for Children has sponsored the shoes and uniforms of 75 children. Our local partner Programme for the Well-being of Children (PWC) does everything within its power to make sure that the children can perform well. They do not only regularly visit the schools, but also visit the families of the sponsored children to know what is going on in their lives. We will continue to receive updates at least until mid 2019.

3.2.5 Uganda

Many children in Uganda grow up in extreme poverty, which leads to multiple related risks and problems. Uganda is one of the countries with the highest number of HIV-infected persons, which results in the fact that some children lose their parents at a very young age. These orphaned children have to face all of life's hardships without the support of their parents. As a result, most of them are raised by their grandmothers. The Green Butterfly Project, initiated by the Rape Hurts Foundation (RHF), supports both these orphaned children and their grandmothers. Students for Children contributes to this project by taking care of the school

materials of twenty children, who can now go to high school every day. We will continue to make sure these twenty children are supported by carrying on with our aid in 2019. Furthermore, we aim to set up regular communication in some form between these children and the children from the Pieter Nieuwland College who have raised money for them, for example by allowing for an exchange of letters. We have already sent a newsletter to the school that introduces all students in Uganda.

3.3 New projects

In 2019, we will have a budget of around €11.500 to spend on new projects. Consequently, we will be able to select around 5 new projects, depending on the costs per project. We will conduct a selection round once every 2-3 months. During a selection round we critically evaluate all project proposals, which we receive in a standardized format to allow for a comparison of all proposals. Then we will select a project that fits our selection criteria as described in 3.1.

In the beginning of 2019, we will start a collaboration with a new partner, educate. We will sponsor one of their projects in Honduras, which includes the construction of several libraries in primary schools. Apart from that, we do not have fixed plans in terms of new projects at the moment, and we are interested in any type of new project. In general, we choose our projects out of proposals from organizations that have contacted us. We may also reach out to new projects ourselves if we have a limited number of suitable options.

4 | Sponsoring and fundraising

Since Students for Children wants to focus more on sustainable relationships in the coming year, we also aim to reflect this in our approach to fundraising. Over the past years we have received several large special donations, and in 2019 we will try to continue these relationships where possible.

4.1 Private donors

Private Donors

During events we will focus more on one-time donations. Experience has taught us that there are people who rather than participating in our events prefer to solely donate money to our cause. In that situation, we must make use of the fact that we can make face-to-face contact with them, which means that the threshold for donating is lower for them. In order to gain new private donors we believe that we have to devote more time to brainstorming sessions throughout the year to come up with new and creative ways to address this group and their interests. Our private donors often tend to be companies who have different interests than the students we commonly encounter during our events. For 2019 it is important for us to consider the best approach to gaining insights into the wishes and interests of private donors and the ways in which we can acquire new donors remains important to us.

Structural donors

In 2018 we also tried to increase our donor base. Unfortunately, we were only able to increase our number of structural donors by two new donors. This year we attempt to increase our donor base through events, as we have learned that face-to-face contact can be the key to success. In addition, we will not forget the network of our board members.

4.2 Companies and organizations

In 2019 we will continue to look for companies and organizations that can sponsor us. Last year we made a start here, and we will continue this into 2019. By contacting companies and organizations we have attempted to expand our network. In the past year we have already seen that this was fruitful. For the upcoming year we mainly aim to focus on sustainable relationships for the highest possible efficiency. To achieve this goal, for example, we have a larger budget for marketing. We will also use our social media channels more specifically for the right stakeholders. With this, we think we are gaining greater brand awareness, leading to more companies and organizations that are willing to work with us. We have also made value propositions so that we can work more easily and efficiently in this field.

5 | Events

5.1 General

Our aim for this upcoming year is to organize 12 events throughout the entire year. We predominantly want to focus on increasing the profits of the events we do organize rather than increasing the quantity of our events. As previous experience has taught us we can earn a lot of money from collaborations with schools, therefore, we want to collaborate with four schools for the upcoming year. Partnerships with schools are of great value for both Students for Children and the collaborating school. Last year our goal was to focus more on the continuity and efficiency of events which we want to continue. This means that we have multiple events coming up this year that we organized last year as well.

Simultaneously, we aspire to create more sustainable relationships with companies, schools, and bars as this will also benefit future boards. Last year we aimed to organize one event every month. This year we will focus more on organizing events when it is possible based on the availability of board members and the different seasons. As a consequence, we may for instance organize more events around the Christmas period and fewer events in other months. For this year our goal is to earn 9500 euros by hosting events. This is a 200% increase compared to our goal for 2018. We are aware that this is ambitious, however, as we collected 8700 euros last year we think it is a reasonable and attainable goal.

5.2 Events

Possible returning events:

- Beer pong: once every three months. With this event we expect to raise €300, so in total €1200.
- Collaborations with schools with which we have cooperated last year: two a year, we aim to create two additional sustainable relations this year. With schools we have different aims of what we will raise. This is dependent on the size of the school and the kind of event we are hosting. On average we expect to raise €1500 per school. So in total €6000 a year.
- 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. This action takes place once every year. With this event we expect to raise €200.
- Selling Christmas cards at the UvA: We aim to do this once every year. With this event we expect to raise €450.

In total we aim to raise €1650 by hosting new and one-time events, such as festivals and collaborations with bars.

6 | Marketing

6.1 General

Students for Children has a variety of tools and channels to communicate with its target group. We aim to use these different communication channels efficiently in order to inform our followers and to attract new groups of people who would like to help, join, or collaborate with us. Therefore, we believe that it is necessary to have a strategy for all our marketing channels. These strategies are based on the experiences which we have gained over the past couple of years.

One particular lesson that we have learned is that we need to pay more attention to the recruitment of new board members. We have experienced that our core activities will be under pressure when we do not have a sufficient number of board members to fulfill all the positions. Therefore, we aim to improve our recruiting strategy based on our previous experience. Since the start of the new academic year is a time when we are mostly looking for new board members, we will already start with our promotional activities in April and May. We will also raise more awareness for the fact that we are looking for new board members during our events. Finally, we aim to use our communication channels in a more efficient and effective way to attract new board members.

6.2 Website

Our website is the main platform to communicate with our target group. The most frequently asked questions by donors, partners, or applicants about our organization and board should be published on our website. This means that the website should contain information about the vision, goals, history, projects, events, and vacancies of Students for Children. In the last months of 2018, there have been a few updates to give the website a clearer layout and to make it more up to date. We aim to continue to improve our website.

Next to the content that is on our website, it is important that malfunctioning is prevented. The website used to have some internal issues due to the large number of plug-ins that have been installed in the last years. Therefore, we are now using a new plug-in system which has been able to replace the less efficient plug-ins which we have been using before. However, there are still some highly technical difficulties which we would like to resolve. Therefore, we will try to make further improvements in the internal structure of the website in 2019.

6.3 Newsletter

For several years, we have been sending newsletters to our donors in order to inform them about our recent activities. The information in the newsletters includes updates from our projects and events. We also add some photos to give our followers an update about the events we have organized over the past months, these are often accompanied by photos of the children we support. Nevertheless, we have seen that the percentage of our subscribers that actually opens the newsletter is relatively low.

Although, we believe that we are obligated to inform our donors in a sufficient manner, we should critically reflect on whether sending a newsletter is still the best way to do this.

6.4 Social media

Our aim is to add a new post on our social media channels approximately once a week. By doing this, we keep our followers informed about our projects, events, and other related news. In this time and age, it is crucial for every organization to constantly improve its social media coverage. For us, our Facebook and Instagram accounts are a way to attract new donors, board members, and partner organizations. Therefore, we aim to increase the number of followers on our Facebook and Instagram with at least ten percent. Next to this, we have noticed that we should not use our social media too much as recruiting tools, since this has led to a decline in the number of followers. We will consider this in 2019 and will use our social media mainly to share news about our projects and events.

6.5 Recruiting methods

In 2019, we want to improve the ways in which we recruit new board members. We have invested in multiple recruiting tools which we can use to attract possible candidates for our board. A new promotional video has been designed to show interested students what our foundation does and what it entails to be part of our board. We have also designed and ordered new posters which we expect to be more appealing than the previous ones. Next to this, we will actively start with our recruiting efforts a few months before the current board members will finish their board year. We hope that by actively planning ahead we can prevent a situation in which we have a lack of board members. Finally, we will use the moments when we are in contact with students during our events more actively to tell them about our (upcoming) vacancies.

7 | Finance

7.1 Budget

In 2018, the board also raised a large amount by organizing events, sponsoring, donations, and collaborations with schools. The foundation has the ambition to help as many children as possible. Because of this, the board aims to allocate most of its income to projects rather than saving the money and acquiring a large amount of money on our bank account. This is in line with the ANBI-status that Students for Children has.

We think that it is important to allocate the money we collect through our events and donations to the projects as quickly as possible in order for the children to benefit from the profits.

In order to help as many children as possible, the board wants to spend as much as it collects in 2019. Below you will find the budget. This is slightly higher than last year, because we want to focus on more sustainable relationships and more efficient events.

As you can see, this year is more budgeted for events and marketing. This is, as explained earlier, because the board wants to focus on more name recognition and according to the board this will ultimately pay off with sustainable relations building and fundraising.

Table 1

Budget plan 2019 , in euros

Income		Expenses	
Donations		Projects	
Structural	3.180	Kenya	3.421
One-time/fundraising	2.000	India	867
ARH	1.338	New	10.565
		Organization costs	
		KVK	50
Events and schools	9500	Crea	120
		IBANC	120
Interest	25	Website	50
		Transaction costs	200
		Marketing	400
		Events	250
Total	16.043	Total	16.043

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 emphasize 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 taking the time to read our policy plan for 2019. I hope we have been able to make you just as enthusiastic as we are for next year and provided you with enough information about our upcoming plans.

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

On behalf of the board of Students for Children,

Faye Price
President 2019