



**STUDENTS  
FOR  
CHILDREN**  
Pass on the future

# Policy plan 2020

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# Table of Contents

## **1 | Introduction**

---

## **2 | Board and Internal organization**

---

- 2.1 Internationalization
- 2.2 Transition of the Board

## **3 | Projects**

---

- 3.1 General
- 3.2 Continuation of current projects
- 3.3 New projects

## **4 | Fundraising**

---

- 4.1 General
- 4.2 Individuals
- 4.3 Companies and organizations

## **5 | Events**

---

- 5.1 General
- 5.2 Events Plan

## **6 | Marketing**

---

- 6.1 General
- 6.2 Website
- 6.3 Social media
- 6.4 Newsletter
- 6.5 Remaining matters

## **7 | Finance**

---

- 7.1 Budget
- 7.2 Cash audit

## **8 | Epilogue**

---

# 1 | Introduction

In 2019 we have worked hard to organize many interesting events and increase the brand awareness of Students for Children. We were able to support projects in Kenya, Congo, Honduras, Uganda and South Africa. In 2020 we want to continue this course, but also strive for improvements and growth. The theme of 2020 is a year of efficiency and openness. We aim to do this by continuing to organize monthly events, but also by making improvements in our marketing and fundraising policy. Openness not just in the case to post more on social media, but also be more transparent in terms of finance and projects. A smoothly running and a transparent organization is our goal of this year.

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 next section our current projects and upcoming projects will be described, followed by the events we plan to organize in the next year. Then our marketing policy will be discussed, and finally we will show you our budget for 2020.

In this action plan we aim to provide a complete picture of what we hope to achieve in 2019. 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,

Yuan Xu  
*President*

# 2 | Board and Internal organization

## **2.1 Internationalization**

This is a special year of Students for Children as we internationalized our organization. As explained in the 2019 annual report, the internationalization happened in order to reach a wide range of audiences in the increasingly international city. This does not only mean the internationalization of our marketing strategies and events, but also the board members.

However, there are also some difficulties we experience because of this, for example some external conversations require Dutch. Therefore, to make the process of internationalization smoother, we would like to make several plans for the internal organization of an international board. Firstly, for the board members next year, at least half of the board members need to be Dutch to ensure that there will not be extra workload on Dutch members. Secondly, the position of event coordinator has to be reserved for Dutch-speakers to ensure effective communications with other parties. Two event coordinators is preferred due to the required amount of workload.

## **2.2 Transition of Board Members**

Besides internationalization, another note point needs to be made on the transition of board members. The transition between board members was not smooth this year, partially also due to the fact that no one from the last board stays in the new board. Moreover, there were some unfinished financial issues that render the slow progress of the new board. Therefore, we would like to start the recruitment in April and make sure the transfer is finished before July. With this arrangement, we also hope some of the new board members could already get hand on what their positions entail since May by working with the current board.

Meanwhile, the old board members should still check the emails and do monthly duties (for example, structural donation for treasurer) to avoid the gap of work progress during the summer. It is also important to make sure the registration with KVK is smooth between board members. Lastly, there should be a transfer document made to clarify the tasks of every position and pass on the experiences the old board has gained. We would also suggest the new board to read the policy plans and annual reports from last year before they start to work.

# 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. 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 for us to investigate that the approach is comprehensive and specifies the impact on the children involved. Since our organization has not grown significantly in terms of income, we will continue to work together with small-scaled initiatives, as well as maintain our maximum amount of funding per project.

In 2020, 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 would like 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 2020, we will alter our communication routine slightly. We will develop a standard procedure for receiving updates from the projects we fund. In order to ensure that we receive updates frequently, ideally every three months, we will create a question format for the local project leaders to fill in. This will provide us with more consistent information about the projects and give us the opportunity to use the information for marketing purposes as well.

Because of a large donation we have received in December 2019 we are able to select new projects to cooperate with. We have received a lot of applications and will choose two or three projects in the beginning of 2020. During our selection procedure, our most important aim will be sustainability. We will focus on projects that provide infrastructure or materials, because previous results have shown that this is most sustainable, and less funding is needed once infrastructure and materials are provided.

## **3.2 Continuation of current projects**

### **Kenya**

The *Blessed Camp* is located in Msambwemi, South/ East Kenya, where most of the elderly residents have suffered from a disease, called leprosy. Though the disease may be cured, the symptoms of it are still affecting the younger generations in the community. Since the children from the *Blessed Camp* cannot follow decent education, they will be restricted in their educational growth and ultimately future prospects.

Students for Children got involved to provide education opportunities to the children through financial support. We offer to help sending children from the community to the Msingi Bora Academy, where they learn to speak English amongst other skills. The classes are smaller and the educational level is higher, the children receive more attention on particular issues. In the long run, the graduated students are able to pass his or her skills and knowledge to the rest of their families and social environment around the *Blessed Camp*.

Sadly, one of the children, Makanga, passed away in December 2019. This means that we are sponsoring five children in 2020. Saidi Beksubi (class 5), Umanzi Nyamawi (class 6), Christine Joseph (class 6), Mwanajuma Beksubi (class 7, special school) and Mbeto Nyamawi (class 7).

This project is a long-term collaboration which started in 2009. The project will automatically end when the children graduate from primary school.

## **Congo**

In the DRC, our supported project is located by the Rwandan border in a village, called Lulenge. Many buildings, like houses and schools, were destroyed by armed groups during the riots. After a while, the environment recovered and is now fulfilled with peaceful communities again. However, children lack the opportunity to go to school, and the communities lack resources to reconstruct the school. Together with *Program of the Wellbeing of Children (PWC)* we are helping the village to rebuild the school, thus providing access for 300 children to receive education. With this cooperation, we aspire to increase the number of children receiving education, but also developing sustainable teaching methods.

The project started in March of 2019 and will end in September of 2020.

## **Honduras**

The NGO, *educate.*, strives to empower children and the youth in rural areas in Honduras. This mission is done through community-driven projects focusing on education. The NGO believes that education contributes to the core of sustainable development, which is why they have gathered to support specific-related community projects, like building libraries and school-based nutrition programmes.

Following from that, *SfC* supports *educate.* to manifest the community work through fundraising money for two libraries. Moreover, we share the mutual belief to strengthen the communities through supporting the educational system, which promotes their culture

values and social norms. The projects entails the set-up of two libraries for primary schools. Both of the libraries have already been set up and are used on a daily basis.

This project started in May of 2019 and will end in November of 2020.

### **Uganda (RONHAI)**

This project supports teenage boys who have been affected by the consequences of HIV and AIDS. Many of these children are orphan now due to this disease. The boys supported by *RONHAI* have not been able to finish their education in the past due to various reasons.

*RONHAI* provides these boys a practical education, which enables them to obtain diverse construction skills. They get lessons in carpentry, manufacturing furniture, and metal- and woodworking. After this training, the boys will be more likely to find a job and to build a good life for themselves and (future) family. We are sponsoring the training of 75 teenage boys.

This project started in March of 2019 and will end in September of 2020.

### **Uganda (Green Butterfly)**

*The Green Butterfly project* is an initiative by the Rape Hurts Foundation. With this project Students for Children supports 20 children in Uganda by funding scholastic materials they need in order to attend high school, such as school uniforms, books and writing materials. The children attend Kabukye Senior Secondary School five days a week. The school usually charges an intuition fee, but because these children are orphans, they have arranged that the fees are waived for this project. The goal is that these children pass six years of secondary school so they can graduate. Because of the bad weather conditions in Uganda, the children are also provided with ponchos and umbrellas, so they can still attend school during the rain season.

This project started in 2018 and we have sponsored the project again in collaboration with Pieter Nieuwland College.

## **3.3 New projects**

We have received a lot of new project proposals. Once we have reviewed all of the proposals, we will, as a board, select the ones we are going to fund. We expect to select two or three new projects by the end of February.

# 4 | Sponsoring and fundraising

## **General**

In 2020, we will aim to attract more structural donors and make ourselves more attractive to organizations who are willing to support the goals of the foundation.

## **4.1 Private donors**

### **Private donors**

Experiences have taught us that sometimes people prefer to directly donate money than participate in our events. Therefore, we hope to attract more private donors through Tikki week, or actively promoting our donation channels. One of the ways to make ourselves more attractive to the donators is to visualize our donations. For example, we could make it clear that what 5 euro or 10 euro can do to a project.

### **Structural donors**

Our number of structural donors have not been experiencing a large increase. In 2020, we hope to make a breakthrough. We hope to increase our donor base by actively promoting our structural donation plan for donors during our events. The board will do brainstorm sessions about who are the group of people likely to be structural donors and how we can approach them without events. We hope to aim for the working group as students often have limited capacity to contribute as structural donors.

## **4.2 Companies and organizations**

In 2019, we receive large amounts of donations from companies. However, most of them are initiated by the company. When we approach companies, the replying rate was very low. We realized that we might need more efficient ways to attract companies and organizations, compared to emailing for donations. Therefore, we think the more efficient way to do this is to make ourselves more attractive to them. For example, for companies, we hope to add on Sustainable Development Goals (SDGs) on our website as companies often have the obligations to contribute to such projects.



# 5 | Events

## 5.1 General

Our aim for this upcoming year is to organize at least 5 events before July and 9 events by the end of the year. We choose to not specify how many events we want to organize per month, so that we are more flexible in taking on new possibilities, such as new project ideas or partners, when they arise throughout the year. While we want to keep striving towards more sustainable relationships with partners we already worked with for certain events, we would also like to build up new relationships.

As we are now posting regularly on social media, such as Instagram and Facebook, our goal is to promote these platforms during our events. This way we not only hope to connect with possible new partners or supporters but also raise awareness about education and other difficulties the children we support face. With this aim to grow we set ourselves the goal to raise 4250 euros by organizing events this year.

## 5.2 Events

As it is not possible for us to sell something on university grounds due to a change in school rule, some of the fundraising locations have not yet been specified. This should also be an important point to consider when the board is planning for events. The aims below, however, are set:

1. **School collaborations:** We aim to collaborate with 2-3 different schools and expect to raise approximately 2.000 euros together.
2. **Valentine's Day:** We aim to sell roses at a party and expect to raise 150 euros.
3. **Beer Pong:** We aim to hold 2 beer pong events and expect to raise approximately 500 euros.
4. **Easter:** For Easter we aim to create a fundraiser of which we expect approximately 200 euros.
5. **Tikki week:** with last year's experience, we aim to raise approximately 300 euros through a Tikki week.
6. **Party:** We aim to organise one party and plan to raise about 9000 euros.
7. **Christmas Card Selling:** we will advise the next board to sell christmas cards and plan to raise about *200 euros*.

To specify them according to monthly planning, they are as followed:

### **Mid-February - Valentine's Day Rose Selling:**

We plan to collaborate with some study associations to sell roses at the borrels. We expect to raise €150 by this event.

### **Mid-March - Sponsored skating with Kiem Montessori:**

We will give presentations of what our organization does and held sponsored skating run with the school. We think this is important as the contact person from Kiem Montessori will introduce us to other Montessori schools, thus expanding our networks with schools. We hope to raise €700 by this.

### **End-March - Beer Pong with the Hans Brinker Hostel**

We aim to organize a beer pong tournament with the Hans Brinker Hostel. We hope to make €250 through this event.

### **Mid-April - Easter**

We hope to organize a sell of Easter eggs during the Easter week to raise money. With this event, we hope to raise €300.

### **May - School collaboration**

We plan to work on another collaboration with one or two schools to raise funds for us. We expect €1200 through this.

### **June - Beer Pong**

With the Hans Brinker Hostel, we aim to organize another beer pong tournament which we hope to raise €250 through this.

### **July - End-term party**

We hope to work with one of the parties to fundraise for our projects, either through selling things at the party or charging partial fees of the party tickets. With this, we hope to raise €900.

### **November - beer pong**

We advise the next board to organize a beer pong in November as it is relatively easier to organize such events. With this, we hope to make €300.

### **December - Christmas cards selling:**

The 2019 board did not sell the Christmas cards due to a change in UvA policy. However, we strongly encourage the next board to make use of the leftover cards and sell them during Christmas. We hope to make €200 through this.

In total we aim to raise €4.250 through events.

# 6 | Marketing

## 6.1 General

Students for Children constantly strives to spread the awareness of our work which includes new collaborating with new partners and donors. In order to accomplish this, the marketing aims for 2020 to increase the followers amongst all social media platforms, namely Facebook, Instagram and LinkedIn. Furthermore, the recruitment of another board member should help to work on multiple components simultaneously, such as increase traffic on social media and embellishing the website.

In terms of organizing and internal communication, the Google drive indicates a new sheet, called 'Marketing on Social Media' to improve the communication and transparency amongst the board members. This sheet includes three tabs - weekly planner, log-in details and the monthly overview - which provide an overview of plans and minor goals of the marketing position. Every board member has access to this document and can constantly keep track of the work and accomplishments. Generally, Students for Children strives to manifest this way of organizing as it increases the transparency and simplifies the internal communication.

## 6.2 Website

Focusing on the website, the marketing position aims to finalize the editing of the website, including rephrasing the content, more posts on the *News* section and implementing Paypal on the donation page. We believe these goals seem realistic due to the extra board member that provides the capabilities to strongly improve the website. Additionally, the website is of great importance since this is the core online presence of Students for Children and contributes to the impression potential partners may get.

## 6.3 Newsletter

Focusing on the newsletter, we are still discussed whether to continue with the newsletter or not. This is because the board members mostly agreed on centering the news section on the website, instead of sending regular news letters to the signed up persons. With this in mind, the current board aims to make a final decision about this issue in 2020.

## 6.4 Social Media

In 2020, Students for children strives to embrace the traffic on social media platforms. This is done to increase the follower numbers of each media channel. Prior to evaluating the goals of each platform, the following provides an estimation of followers by the end of 2020:

Facebook	1400 followers	(currently: 1230)
Instagram	650 followers	(currently: 555)
LinkedIn	100 followers	(currently: 60)

Firstly, the Facebook page needs additional editing as we aim to operate with photo albums to present our projects, events, as well as mentioning our core values and strategies. Generally, we believe the facebook page provides more functions which should be taken advantage of.

Secondly, Instagram introduces another weekly theme post this year, called **#WhatsWednesday**. The idea of this topic stresses the awareness of particular issues, concepts or others amongst our projects, such as Aids/HIV, development and sustainability. With this in mind, we strive to move beyond our work and encourage people to critically engage with particular topic. Additionally, this component may increase the diversity of our online presence. In the long run, we aim to address all three themes we have introduced on Instagram - **#SundaysforChildren**, **#FundraisingFriday** and **#WhatsWednesday** - that way we share diverse content of our projects, our work and awareness that is connected to this work. Additionally, the marketing position is in charge of the regular updates; however, the event/marketing position takes care of the posts that relate to any events, as well as every other **#WhatsWednesday**. Meanwhile, the marketing position creates content for the Sunday and every other Wednesday post. The prior mentioned task division can be adjusted if needed.

Lastly LinkedIn, has been recently introduced to our media channels which is why there is minor experience on how the platform functions. Consequently, Students for Children aims to familiarize themselves with the way the platform operates and eventually connect to businesses, NGOs and perhaps simplify the recruitment of future board members.

## **6.5 Others**

In 2019, Students for Children designed presentations (long and short version) in English that introduce our work, core values, mission and projects. However, we mostly approach Dutch schools or other companies, which is why the marketing position aims to translate both versions into Dutch. Henceforth, we can collaborate with Dutch-speaking organizations, as well as international ones.

## **6.6 Recruiting methods**

In the upcoming year, the recruitment methods are three-folds. The first one is actively promoting us during our events. Secondly, we hope to give lecture talks to attract potential board members, whereby a video of board experience will be shown. Thirdly, besides our advertisement on social media platforms, we strive to reach more people by putting up posters in the school.

# 7 | Finance

## 7.1 Budget

In 2019, the board raised a large amount through donations, organizing events, 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 possesses.

In order to help as many children as possible, the board wants to spend as much as it collects in 2020. The budget for 2020 can be found below. Overall, it is higher than last year.

The predictions for Events and Schools have been decreased for two main reasons. Firstly, most of the objectives were not reached in 2019. We earned less from school and events than required. We believe this is mostly due to the delay of the Cartesius payment, but also to the overoptimistic budget made by the previous board. An important one-time donation enabled us to end 2019 with higher income than expenses, but we can not expect this to happen in 2020 as well. Secondly, as the University of Amsterdam does not allow us to sell anything anymore, we can not count on revenues from the sale of roses and Easter Eggs for respectively the Valentine's day action and the Easter action. The format of these events will have to be reconsidered, as discussed in Section 5. This means we will also probably have to spend more on events than last year. The predictions have been lowered to compensate for the anticipated loss and costs.

We anticipate more organizational costs in 2020 than in 2019. As discussed in the Annual Report 2019, the organization costs were higher, mostly because of the price of the bank. Although we aim to understand the rise of these costs to reduce them, we modified the budget accordingly in case nothing can be done about it. Moreover, as we encountered many issues with the website, potential costs will be accounted for in this year's budget.

In light of 2019 low costs for marketing, the budget has been decreased for this item.

<b>INCOME</b>		<b>EXPENSES</b>	
<b>Donations</b>		<b>Projects</b>	
Structural	3.500	Kenya	3.300
One-time/fundraising	2.000	India	860
		New	12.650
<b>Events and schools</b>		<b>Organization costs</b>	
<b>Advance from 2019</b>		KVK	
	4.250	CREA	20
		IBANC	110
	8.600	ING	130
		Website	200
		<b>Transaction costs</b>	200
			280
		<b>Marketing</b>	300
		<b>Events</b>	100
			200
<b>Total</b>	18.350	<b>Total</b>	18.350

## 7.2 Cash audit

To be sure that our finances are properly managed, our bank account will be checked twice a year. To ensure a smooth transition, avoid errors, and for reasons of accountability, the account will be controlled before any change in treasurer. 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.

Finally, to prevent mistakes, a manual will be written for prospective treasurers. It will contain explanations to carry out the required tasks properly, such as keeping up the financial file. The manual will be approved by a member of the advisory board.

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, we would like to thank you for reading our policy plan for 2020. This policy plan described the board's goal for 2020, that is to create a more open and transparent organization in the year of 2020.

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,

Yuan Xu  
President