



**STUDENTS
FOR
CHILDREN**
Pass on the future

Policy plan 2021

Pip Graatsma

Annamaria Buondonno

Sharon Grundmann

Ilja Dotinga

Juwel Cumberbatch

Meghann van Boven

President

Acquisitions

Marketing coordinator

Project coordinator

Secretary

Event coordinator

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 Recruitment
- 6.6 Corporate partnerships and sponsorships

7 | Finance

- 7.1 Budget
- 7.2 Cash audit

8 | Epilogue

1 | Introduction

Looking back on 2020, we are proud of the results that we have achieved. The events that have been organized also contributed to the spread of awareness of education for children amongst the younger generation.

Last year, our aim for 2020 was to be more efficient, open and transparent and we will keep continuing to strive for this goal. However, 2021 is about being more visible, reachable and able to adapt quicker to changing situations. We aim to reach the first and second goals by improving our website and implementing different payment methods for donations. Hopefully, this will attract new donors. The third goal is a result of the sudden switch from physical events to online events, from rearranging our meetings at CREA to Zoom calls, and a change in the spending habits of our donors and companies. This was experienced as difficult in the beginning of the COVID-19 outbreak. Eventually, by organizing multiple successful online crowdfunding events, we realized that the fear of change was not necessary after all.

In this policy plan, our plans for the upcoming year are described. First, we will talk briefly about the organization of the board. Second, we will describe our current projects and upcoming projects. Third, we will describe what kind of events we plan to organize in 2021 and how much money we expect to gain. Fourth, we will talk about our 'new' marketing policy, and how we are aiming to improve our website to make it more appealing. And finally, we will give you an overview of our budget for 2021.

At the beginning of 2021, the board consists of:

Pip Graatsma	President
Juwel Cumberbatch	Secretary
Annamaria Buondonno	Acquisitions (treasurer/fundraiser)
Sharon Grundmann	Marketing coordinator
Ilja Dotinga	Project coordinator
Meghann van Boven	Event coordinator

The board is supported by our advisory board. Which at the beginning of 2021 consist of: Britt Stenberg (President), Faye Price, Jasmyn Menara, Iris Lommerse, Nienke Kral and Samantha Biegel.

In this policy plan we outline an overview of what we hope to achieve in 2021. But as mentioned last year, the board can change in its formation and new ideas might come up. Right now, the end of the COVID-19 crisis is not yet in sight which makes it harder for us to set a fixed timeline of events. However, we will use this policy as a guideline and will hopefully help us to 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,

Pip Graatsma
President

2 | Board and Internal organization

2.1 Internationalization

Last year we started with internationalizing the board of Students for Children. We did this in order to reach a wide range of audiences in international cities.

Due to lack of Dutch board members, we experienced some communication difficulties in 2019 among high schools we were working with. This led to an extra workload on the Dutch board members. Based on this note, we recruited 3 Dutch speakers for 2020. As a result of this, the workload could be divided more easily. That's why we are aiming again for at least half of the members to be Dutch, especially our event coordinator for 2021. This makes it a lot more efficient for the event coordinator to communicate with other parties. This year we have recruited a native English, marketing board member to ensure that our posts are of high quality. Also, we also thought about combining the function of an event coordinator and marketing coordinator and recruiting 2 people, since these positions often intertwine. In the end, we chose not to combine these functions because our current marketing coordinator had a lot of experience in building websites and managing those, so we wanted her to invest her time in that.

As mentioned previously, we recruited an acquisition coordinator which combines the position of a fundraiser and a treasurer. As learned from past experiences, it is very important to keep focussing on expanding the one-time and structural donors.

However, we expect that an extra event coordinator in 2021 is not necessary as a result of the limited events we can organize due to COVID-19. We do take into account that we might need an extra board member when physical events are feasible again.

2.2 Transition of Board Members

Luckily, we had a smooth transitioning of board members as a result of 2 former board members staying in the board. However, the recruiting process could be regarded as quite difficult. We opened up vacancies early in April, but in the beginning we mainly received applications from people looking for paid, full time jobs. Only in late Augustus were we able to recruit 3 people, and in October the 4th. Looking back, this was regarded as quite stressful for former board members, because we agreed that they would be part of the board until we found someone new.

As we have only started posting on Facebook study association groups quite late, this could be seen as a reason why it was difficult to recruit. In the beginning we mainly focused on our website, Instagram and posted it on our Facebook. However, the posts on different study Facebook groups sent in by our personal accounts seems to be the most efficient way to recruit board members.

This is definitely something that we would take into consideration next year. We will start recruiting board members in April via these study groups.

Additionally, we will advise the new board to carefully read the annual report and the policy plan before the start of the school year. This will reduce the risk of making the same inefficient choices as we did and will make the strategy from the board more efficient from the start.

3 | Projects

3.1 General

Students for Children aims to select projects that best match our missions 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 to 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 2021, 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 2021, we will alter our communication routine slightly. Because of the COVID-19 pandemic, we want to monitor the projects more closely. We will ask for more frequent updates, in order to stay informed about the situation in the countries our projects are located. This will provide us with more consistent information about the projects and give us the opportunity to use the information and provide help where needed.

Because of a large donation we have received in November 2020 we are able to select new projects to cooperate with. We have received different applications and will choose three or more projects in 2021. As we are dependent on the government measures concerning the COVID-19 pandemic, it is unsure if our income will stay consistent. If the situation allows us to organize more events which will generate more income, we will select additional projects.

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. We will also reserve a part of our budget for COVID-19 related projects, such as facemasks and hygienic materials. We will first reserve an amount of €1.000,-. If necessary, we can decide to raise this amount, depending on the developments surrounding the COVID-19 pandemic.

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 help to children from the community of 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*.

For most of the duration of the COVID-19 pandemic, schools in Kenya have been closed. Unfortunately, the children have not had the opportunity to follow lessons in an alternative manner. Therefore, the children are in the same classes as last year. In 2021 we will be sponsoring five children. Saidi Beksubi (class 5), Umanzi Nyamawi (class 6), Christine Joseph (class 6), Mwanajuma Beksubi (class 7, special school) and Mbeto Nyamawi (class 7). The schools will reopen in January.

This project is a long term collaboration which started in 2009.

Congo

In the DRC, our supported project is located in Ituri Bunia, Congo. 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 primary school, which is attended by 150 children aged 6 to 11. We have sponsored building materials which were used to reconstruct the building and chairs and tables for the classrooms. The reconstruction of the building was finished in June of 2020. We also sponsored the purchase of facemasks for the children and soap bars, so the school could stay open during the pandemic, following the government measures. We are in close contact with PWC, so we can stay informed about the situation during the pandemic.

The project started in April of 2020 and will end in October of 2021.

Uganda - Green Butterfly

The Green Butterfly project is an initiative by the *Rape Hurts Foundation*. We have started to collaborate with Rape Hurts Foundation in September of 2018. By raising money in collaboration with Pieter Nieuwland College in Amsterdam we have been able to support this project since 2018. We are sponsoring the scholastic materials for twenty teenagers who are attending high school in Butaabala township, called Verona College.

Because of the COVID-19 pandemic the girls have not been able to attend school. The school has been monitoring the girls and has had contact with their guardians to check on their home situation. They have been able to reach all the girls' guardians, which is positive. At home the girls don't always get the guidance they need in order to keep up the educational progress, but the school works hard to support them. All of the girls are still in the program. The project will end in March of 2021.

Uganda - KAYECUPS

This project with Kayenje Church of Uganda Primary school (KAYECUPS), is located in Kayenje, Uganda. The project started in May 2020. The organization has built a latrine facility for a primary school attended by 749 children aged 3 to 14.

The facility consists of five stances and a washroom. It is used by the girls and teachers. The old latrine facility was in a state of decay and girls had no privacy. By providing them a solid building with new latrines and a washroom, they are able to have privacy which is specifically important for the girls during their menstruation. Before the facility was built, many girls would stay home during their menstruation because of the lack of privacy and the fact that they were not able to clean up. By adding a washroom, the girls are enabled to wash up during their period, and they don't have to stay at home.

The building was finished in August 2020. We will be in close contact with the school so we can keep track of the situation concerning the COVID-19 pandemic. We also want to make sure the school is keeping up with the maintenance of the latrines.

Cameroon - COREDA

In June 2020 we started this project with Community Relief Academic in Tiko, Cameroon. The school is attended by 300 children aged 5 to 14. They have built a new construction in order to expand and educate more children in the community. Sfc has sponsored the costs for water facilities. A borehole was made and the school placed a water tank. The construction was finished in November 2020. The school now has running water and a water tap outside the school. We will keep contact with the school in order to monitor the maintenance of the facility and keep track of the situation.

COVID-19 has not spread in the region of this project, so the school is still open. They have been following the measures and the water access is a huge benefit for their hygiene.

The project started in June 2020 and will end in December 2021.

Ghana – Compassion 4 Humanity

This project is located in Koforidua, Adawso, Ghana and started in November 2020. Part of the budget will be used for scholastic materials for the school, such as white boards, markers and books. The rest of the budget will be spent on supporting twenty orphaned children to go to school. The budget will cover their tuition fees, uniforms, shoes, health insurance and school supplies.

In spite of the challenges C4H has faced as a result of the COVID-19 pandemic, the foundation has managed to start the project. Only a few children are allowed in the school at once. They have invited the selected children to come to the school for a short observation in order to understand the needs and level of the children. Based on this observation the learning materials will be purchased. The foundation has also been working on the registration of the children for their health insurance. The children will be given their learning materials in January 2021 to start the academic year, if the situation allows it. All the scholastic materials for the school will be purchased in 2021. We will be receiving regular updates on this project. Especially during the pandemic, we will keep in contact with the school so we can keep track of the progress.

This project started in November 2020 and will end in April 2022.

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 in the first quarter of 2021.

We have selected one new project already, Mundo de Talentos, located in Mexico. We have organized a Tikkie week, to raise money for this project. We expect this project to start in February.

4 | Sponsoring and fundraising

4.1 General

In 2020 we have seen a gradual decrease in our donors. At the beginning of the year we counted 50 structural donors, while in December the total number is 45. During 2021, we aim to attract more structural donors and maintain a stable relationship with them. Additionally, we will try to make ourselves more attractive to organizations and companies that are willing to support the foundation's goals.

During the first part of the year, however, our main focus will be on the renewal of our website. We believe that a more professional website, with a wider choice of payment methods and a more polished style will make us look more trustworthy, thus making it easier to attract new donors.

4.2 Individuals

Private donors

In 2020 due to the COVID-19 restrictions on physical events it has been hard to attract new donors. Considering that restrictions are probably still going to be in place for part of 2021 we aim to find other ways to sponsor our organization. One possible initiative could be to collaborate with student associations which are already organizing online events, thus helping us to promote our donation channels to a wider public. Another action that we are going to implement is the addition of new, more professional, payment methods on our website, in order to make it easier to donate. Finally, we plan to use Facebook's payment platform for Facebook and Instagram as an alternative to donating via our website.

Structural donors

Even though structural donors have been our principal source of income in 2020, throughout the months we witnessed a constant decrease in donors. Considering the fundamental role that they play in sustaining our organization we hope to attract at least 10 new donors during this year as well as maintain a more stable relationship with the old ones. This will be achieved by keeping them updated regularly on our projects and events through our platforms. Moreover, we will use the latter, in particular our Instagram profile to run some surveys with the aim of improving our relationship with our current donors

as well as becoming more attractive for new possible donors. Additionally, we plan on organizing events that are specifically focused on attracting structural donors, rather than on raising instant money. These events will be focused on raising awareness and on actively promoting our structural donation plan.

4.3 Companies and organizations

Considering that private donors generally do not donate large amounts of money, companies present a good opportunity for us to receive larger contributions. In 2020, we attempted to email a vast number of companies for events such as Christmas donations or gift boxes, however there was a very low rate of response. This may also be a consequence of the COVID-19 crisis, which heavily affected small-medium companies, usually most likely to collaborate with us.

We believe there is a need to develop more efficient ways of communicating with companies and attract new sponsors rather than simple emails. Accordingly, this year we will try to directly call the companies and to get in touch with them through LinkedIn, as we think this will provide a higher response rate. Our full strategy is outlined in the [Marketing section](#).

5 | Events

5.1 General

The COVID-19 pandemic will most likely still be a prominent factor in our daily lives throughout 2021, as the vaccine will be distributed and mobilised and we will hopefully be able to return to some of the normalities we enjoyed in the previous years. This also means that, particularly in the first half of 2021, the situation might not allow for physical events. Therefore, we aim to organise and prepare for a variety of online events, focusing on crowdfunding and digital events in the months, as we estimate, of January through May, if the situation has not yet improved to allow for engaging and widespread physical events. In the summer and the second half of 2021, there are two scenarios regarding our ability to organise events:

1. The measures in place since December 2020 will be leading throughout the second half of 2021 as well, limiting our ability to organise physical events.
2. Strict measures will be lifted, allowing the leisure sector to open up shop again, and our options for physical events are more diverse.

Of course, we will prepare ourselves for both scenarios, thus looking at options for both digital and online events, as well as physical events.

For the upcoming year, we aim to organise an estimated 6 events from January to December 2021. We aim to stay flexible regarding events and their estimated month of organising, as this allows for more flexibility from our side and allows us to be more lenient regarding new project ideas and partners throughout the year. However, we will provide a guesstimated timeline due to the themes of certain events, thereby providing a somewhat tangible visual. While we strive towards a sustainable relationship with our current partners for past events, we would also like to build new relationships with potential partners.

As we are increasingly utilising our social media platforms, such as Instagram, Facebook, and LinkedIn, we hope that our projects and events gain increased visibility with potential partners and supporters in order to spread and support awareness about sustainable education, also in line with our strategy to incorporate the UN Sustainable Development Goals into our functioning as an NGO, and other difficulties the children face, especially after such a turbulent year. With this, and the funds raised in the previous year, we aim to raise an estimated €5.000 euros through our events.

5.2 Events plan

As we want to provide options for both scenarios due to COVID-19, events will be divided into physical and online event ideas. As the situation is currently uncertain, more online event ideas are listed than our estimated events stated above (see 5.1 General), as a safety net if circumstances cannot allow for the organisation of physical events.

We aim to organise the following digital/online events:

1. Online crowdfunding for blue house projects (India)
2. Tikkie-week
3. Online pub quiz, in collaboration with study associations.
4. Online christmas card sale
5. Online event in collaboration with Pieter Nieuwland College, such as an informative quiz with the students where they can win small prizes
6. An online Kingsday event, in collaboration with a study association.

Furthermore, we aim to organise the following physical events, should circumstances allow for it:

1. Sponsor-run in collaboration with Pieter Nieuwland College
2. Beer pong at the Hans Brinker Hostel
3. Pub quiz
4. Coffee/tea sale with Anne&Max
5. February rose sale
6. Easter egg sale, in collaboration with Tony's Choclonely
7. Christmas boxes collaboration with small/medium-sized business owners

Based on the proposed events above, we can outline a rough estimation of the events as specified per month. While some events are more seasonally-bound, some are more flexible in nature. Therefore, this outline is to give an overview of potential monthly planning in 2021; events may change in their dates:

- **January-February:** Online crowdfunding for blue house projects (India), February rose sale

The online crowdfunding for blue house projects would be done in collaboration with an Indian celebrity, with which Pip has been in contact as of August-September. This crowdfunding would take the shape of a GoFundMe campaign.

With the February (Valentine) rose sale, we aim to collaborate with study associations, if possible, to organise a rose-sale pick-up or delivery.

- **March-April:** Easter egg sale

In April, we aim to organise the easter egg sale, similar to the event organised last year. If not possible to be sold physically, we have the possibility to send the easter egg packages by mail with a personalised Students for Children thank-you note. We also aim to organise an online Kingsday event with a study association through for example an online quiz.

- **May-June:** Sponsor-run with Pieter Nieuwland College

Around the end of the school year, and a period when COVID-19 measures are hopefully less strict, we aim to organise a sponsor-run with the students of Pieter Nieuwland College, whereby the students raise money with each lap they run. If this is not a possibility, we aim to organise an online event with Pieter Nieuwland and its students.

- **July-August:** Beer pong

In July and August, we aim to organise a beer pong event in collaboration with Hans Brinker Hostel or Dutchies hostel, if measures allow for it.

- **September-October:** Tikkie-week, Study association collaboration

With the start of a new academic year, in September, we aim to organise a collaboration with an Amsterdam-based study association, possibly in the form of a pub quiz or an introductory event with the new first-year students that join the study association, here we

think of activities during Intree/Introduction week at UvA, VU or HvA. Additionally, around this period, we aim to organise a Tikkie-week, similar to the event organised in December 2020.

- **November-December:** Christmas cards sale and christmas boxes

In December, we aim to collaborate with businesses and restaurants on selling our christmas cards or another merchandise item of Students for Children to be included in christmas boxes. In the previous year, we have already contacted companies that organise these boxes yearly, and have composed a list of those who are willing to collaborate in 2021. We will have to contact these companies early on in August or September in order to make this happen.

Lastly, in 2020 we have discussed a possible new partnership with Anne & Max, a lunchroom and coffee shop that focuses on sustainability and honest, organic products. We have had contact with Jasmijn van den Thillart, who was open to a collaboration once circumstances allow for it. They were open to finding a project that supports their current project as well, namely the support for coffee farmers in Peru and their aim to promote and sustain a direct supply chain with as little intermediaries as possible between them and the coffee farmers. We countered that we would be open to possibly supporting a project involving the school that many of the farmers' children attend, and find a way to make the project sustainable in the long-run. As for the collaboration itself, we have discussed the possibility of partial proceeds from the sale of their coffee beans to be allocated to Students for Children, spreading a new folder of Students for Children in their stores to raise awareness, an online crowdfunding, etc. This collaboration is not yet formally established, and more concrete information will become apparent in 2021.

6 | Marketing

6.1 General

In 2021, we want to hit a reset button and reflect on our digital marketing strategy and how we can better engage with our community and the general public online. We will continue to regularly update them on the work we do, implement new features on the website in order to promote transparency and hopefully, attract new donors. It is important that we expand our reach as an organization, both in the Netherlands and internationally especially in the current COVID-19 situation where there are no physical events, on-campus education and a lot of school communities are in need of financial support.

Sustainability has become part of the corporate strategy and awareness on the importance of contributing to the United Nations Sustainable Development Goals (SDG) is growing. In order for us to get new corporate sponsorships and partnerships, we plan to incorporate these in our marketing strategy and projects.

Subsequently, we plan to engage more with other NGO's with similar goals as us and student organizations for events and partnerships as we are an organization made up of students. This will help us in increasing our community and events as well as our search for new board members at the end of the year.

6.2 Website

Our website is the foundation of our online presence and our gateway to the public. In 2021, we plan to redesign our website to make it more engaging to our visitors. Our goals for our website are as follows:

- New website theme. Our current theme is outdated and as a result, some functionalities are obsolete. For example, our logo is missing on Google Chrome and our Instagram link is broken.
- Reorganize projects to make them easily navigable. Sorting projects by year and country should be possible.
- Optimize mobile phone version. Our visitors are more likely to access our website using a smartphone than a desktop.
- Dutch versions of web pages need to be updated.
- Implement new payment options for donations.
- SEO optimization to increase discoverability on the internet.

We plan to implement all these internally as a board to reduce overhead costs but we are aware that it will be time and effort consuming. Optimizing our website for search engines remains a learning curve and we hope to lower our bounce rate to at most 40%.

6.3 Newsletter

As decided by the former board, we will use the *News* section on the website and our social media posts for regular updates instead of sending out newsletters. We expect more people are likely to see our posts on social media than on our website. The annual newsletter will be sent in the last quarter of the year to update our followers and donors on our current work and other matters arising.

6.4 Social media

As our number of projects increases, we expect that our followers lose track of our current projects and posts which leads to little engagement. We plan to create a more intuitive social media navigation. For example, on Instagram, we will use the Highlights feature to present the current projects we are working on so that it is easy to follow or catch up on without having to scroll through our timeline. Another thing we would do is to use hashtags related to specific projects and events we post about. We will reintroduce ***#WhatsWednesday*** to raise awareness about particular social issues and concepts we address through our projects such as illnesses, sustainability and general welfare of children.

For each platform, we hope to achieve the following goals:

Platform	Followers in 2020	2021 goal
Facebook	1220	1300
Instagram	565	600
LinkedIn	85	100

We plan to engage more with other NGO's to increase our visibility. It would be good for us as a non-profit organization to collaborate with others to share ideas and get exposed to new audiences we otherwise would not reach. We expect that this will also be online via social media due to the pandemic.

Social media platforms also support donations to charities nowadays. We plan to research Facebook' Charity Giving tool for Facebook and Instagram as an alternative to donating via our website. This involves using Facebook's payment platform for donations and fundraising. It is not clear how this works as of now but we will research this in the coming year and hopefully, implement this.

6.5 Recruitment

For 2021, we will focus only on promoting our vacancies online due to the COVID-19 pandemic. It is unlikely we will be able to organize physical events in the first half of the year. We plan to involve a few student associations in Amsterdam to help us with our marketing. We are looking into the possibility of handing out goodie bags with our merchandise and flyers during the student introduction week in late August to increase our presence among new students as long as our budget can allow it. This can also be done in collaboration with student associations if physical events are still not possible.

6.6 Corporate partnerships and sponsorships

Reaching out to organizations for partnerships and sponsorships will be done together with Acquisitions and the Event coordinator depending on the situation. Our general plan is to contact them through LinkedIn and by phone call since email has not been effective in the past. Subsequently, we plan to revise our marketing slides highlighting the following:

- Our mission.
- Our strategy.
- Global reach of projects: Number of countries, children and impact.
- Impact in relation to the UN Sustainable Development Goals.
- Tax concession as a result of our ANBI status.
- Flexibility in choosing a project to sponsor as long as it meets our project requirements.
- PR benefit allowing them to list us on their website and them on ours.

7 | Finance

7.1 Budget

In 2020, 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 line with the Students for Children mission, the board wants to spend as much as it collects in 2021. The budget for 2021 can be found below. Overall, it is higher than last year.

The budget for Events and Schools remained similar to that of 2020. As a matter of facts, the prediction revealed itself quite realistic and we managed to stay within its range. Even though the annual report's budget shows that we earned more than what was predicted in 2019, this is only due to the delayed payment of Cartesius which we received in March and it is thus part of the 2020's income.

Even though we cannot predict how the situation will evolve as regards the COVID-19 pandemic we hope that we will be able to organize some physical events during the second part of the year. Apart from this we will rely on a number of online events (see section 5 Events) on which we can count if the restrictions will not be eased. This means that we expect to raise an amount similar to that of 2020. As more events will take place online the predictions for the events expenses have been lowered.

As regards marketing, the foreseen budget remains the same as 2020.

We anticipate less organizational costs in 2021 than in 2020. As discussed in the annual report the costs were higher as we had to pay twice CREA due to a delayed payment from 2019.

INCOME		EXPENSES	
Donations		Projects	
Structural	3000	Kenya	3000
One-time/fundraising	2500	New	15000
Events and schools	4500	Organization costs	
Advance from 2020		KVK	7
	17.079,40	CREA	110
		IBANC	120
		ING	200
		Website	60
		Transaction costs	250
		Marketing	100
		Events	100
Total	27.079,4	Total	18.947

7.2 Cash audit

To be sure that our finances are properly managed, our bank account will be checked twice a year, once in April and once in October. 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 2021. This policy plan described the board's goal for 2021, which is to adapt quicker and be more visible.

Hopefully we provided a complete picture of our plans for the upcoming year. We believe that this policy plan gives us more insight and contributes to the continuation and growth of Students for Children.

We, again, look forward to a successful year where we have the possibility to organize many events, so we can fund as many local projects as possible. Even though we will face many challenges along the way, we do have hope for a better future. Because we, Students for Children, believe that education matters.

On behalf of the board of Students for Children,

Pip Graatsma
President