



**STUDENTS  
FOR  
CHILDREN**  
Pass on the future

# Policy plan 2022

Maaïke Willaert	President
Roos Peeters	Secretary
Alisa Zakirova	Treasurer
Tatia Brunings	Project coordinator
Janneke Noij	Event coordinator
Rachel Purslow	Marketing coordinator

# Table of Contents

<b>1   INTRODUCTION</b>	<b>3</b>
<b>2   INTERNAL ORGANISATION</b>	<b>5</b>
2.1 BOARD	
<b>3   PROJECTS</b>	<b>7</b>
3.1 GENERAL	
3.2 CONTINUATION OF CURRENT PROJECTS	
3.3 NEW PROJECTS	
<b>4   FUNDRAISING</b>	<b>12</b>
4.1 GENERAL	
4.2 PRIVATE DONORS	
4.3 COMPANIES AND ORGANISATIONS	
<b>5   EVENTS</b>	<b>14</b>
5.1 GENERAL	
5.2 EVENTS	
<b>6   MARKETING</b>	<b>19</b>
6.1 GENERAL	
6.2 WEBSITE	
6.3 SOCIAL MEDIA	
6.4 NEWSLETTER	
6.5 REMAINING MATTERS	
<b>7   FINANCE</b>	<b>21</b>
7.1 BUDGET	
7.2 CASH AUDIT	
<b>8   EPILOGUE</b>	<b>25</b>

# 1 | Introduction

Dear reader,

Looking back on 2021, it was another year of challenges, especially with regards to organising events during this pandemic. However, we can look back positively on the past year. Students for Children has amongst others been able to support wonderful projects in Uganda, Mexico, Cameroon, India, and more countries. Due to the pandemic, it has been challenging to organise events to raise money. For 2022, we will continue to focus on supporting sustainable small-scale projects. Also, we aim to organise several events in 2022 and therefore a planning of the upcoming events is created. Since the circumstances are unstable during these COVID-19 times, we also plan to focus on fundraising in order for our organisation to keep funding projects.

In this policy plan, our plans for the upcoming year are described in more detail. First, by giving an overview of the internal organisation of the board. In the following section our current projects and upcoming projects will be described, followed by an overview of the guidelines we have set for our fundraising policy in the coming year. We will also provide you with an overview of the events we plan to organise in the next year. Then our marketing policy will be discussed and finally we will show you our budget for 2022.

In this policy plan we aim to provide a complete picture of what we hope to achieve in 2022. 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 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 of Students for Children,

Maaïke Willaert

*President*

## 2 | Internal organisation

### 2.1 Board

A few years ago we started with the internationalisation of the board of Students for Children. Just like the former board and our current board, we try to make sure that the board is composed of Dutch as well as international students. As it is an internationally oriented organisation and Amsterdam knows many international students, we think more diversity in the board can lead to more creative ideas and will enable us to reach a wider range of people.

As mentioned in the annual report, recruiting the first few board members went quite smoothly, only finding someone for the acquisitions position was a bit more difficult. Therefore we decided to change the position to treasurer again. We think this is clearer and makes more sense as we do the acquisitions more or less all together. For the next board year we will also be looking for a treasurer.

As read in last year's annual plan, it is important to start on time with posting the vacancies online for the new board in 2022. However, we prefer to get into contact with study associations as it seems to be more efficient than recruiting new board members via our social media accounts. This is more suitable for our foundation, since we are still aiming for a bigger reach on our social media accounts. We will ask them to share the vacancies in Facebook groups and in their newsletters, because especially the associations from large studies can reach many students easily at once. We will start on

time by reaching out to these study associations so we can recruit six new board members before the new study year starts. We will get this done in July at the latest.

As we did the same with the former board, for the transition we will organise a meeting where all former and new board members can meet each other. We will also do a one to one meeting to make the transition more smoothly.

Because of COVID-19 restrictions and the advice to work from home, sometimes we were forced to do our meetings online. Hopefully for the upcoming year we will be able to host our meetings in person as much as possible, as we have noticed that this smoothens communication and cooperation a lot more. If this is not the case however, we will stay connected online.

# 3 | Projects

## **3.1 General**

SfC selects projects that best match the organisation's missions through a thorough selection procedure. Our selection criteria are essentially the same. We support sustainable projects, which ensures that these projects leave a lasting impact. We also aim to create more transparency with donors by providing clear updates on the projects and requesting more information from project coordinators through reports and frequent updates. 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 organisation has not grown significantly in terms of income, we will continue to work together with small-scale initiatives, as well as maintain our maximum amount of funding per project, which is 4000 Euros.

In 2022, we aim to branch out to find new collaborations with other organisations and NGOs to sponsor projects. We will be able to build connections and learn from other organisations sponsoring sustainable projects to improve access to education for underprivileged children. We will also be able to provide or share information to develop the process of reviewing and selecting projects and offer projects alternative sponsors for funding.

In 2022, we will continue with the same form of communication methods. The outcome of the COVID-19 pandemic, enabled SfC to build closer bonds with projects and build greater trust. Hence, SfC was able to monitor projects more closely. We will still ask for

more frequent updates, in order to stay informed about the situation of the countries in which our projects are located. This will provide us with more consistent information about the projects and give us suitable updates to the public, which contributes to our aim of ensuring the projects and SfC create more transparency.

Thanks to our received donations, we are still able to select new projects to cooperate with in 2022. We have received different applications and will choose three or more projects in 2022. However, an issue of concern is the implementation of measures by the government concerning the COVID-19 pandemic. We aim to deter this through hosting events with partners and cosponsors.

During our selection procedure our most important focus will be sustainability. We continued to focus on projects that provide infrastructure or materials, textbooks, and hygiene projects because previous results have shown that this is most sustainable, and less funding is needed once infrastructure and materials are provided. We are also looking at projects connected to even more vulnerable groups such as women and providing assistance in for instance, learning or creation of sanitary pads, etc. While the continuation and after effects of COVID-19 create some boundaries in funding, we aim to keep making a positive impact on the lives of underprivileged children around the world by supporting sustainable projects.

## **3.2 Continuation of current projects**

### **Kenya**

The Blessed Camp is located in Msambweni, 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, the school finally reopened and we only sponsored half of the tuition fees since the school was open only half a year. We will be sponsoring three children. Unfortunately, one child of the previous group is deceased.

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. SfC has sponsored via The Programs of the Wellbeing of Children (PWC) school uniforms, shoes and bags clothing for these students. We are in close contact with PWC, so we can stay informed about the situation during the pandemic.

Together with the Program of the Wellbeing of Children (PWC) and now Co-sponsor Luena, we have sponsored building materials which were used to reconstruct another school which was destroyed by militants. This school is located in Mugunga, Congo. The reconstruction of the building is aimed to be finished in the first quarter of 2022.

The project started in November 2021 and is aimed to end within the first quarter of 2022.

## **Cameroon**

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 have kept 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. This project was so successful that a request was accepted to fund a further two projects by COREDA.

In October 2021, we further funded COREDA for the purchase of essential books and furniture for the newly built school through the funding of the organisation SOS in the Netherlands. The students have all fully obtained the essential textbooks for learning purposes. On the other hand, funding has been sent and furniture is to be purchased and reported.

The projects are estimated to be finished by January or February 2022.

### **3.3 New projects**

We have received several new project proposals at the end of 2021. After reviewing these proposals, the SfC Board will come together to select those which we will be funding. When selecting a project, there are several matters that we will be considering. The project should be sustainable to ensure that the funding makes a long lasting impact. Furthermore, it is important that the project also benefits the community, for example by increasing the number of children who get access to education and by employing local people. In addition, it should be clear where the responsibilities within the project lie, and agreements should be made concerning the expectations of both the projects and SfC.

# 4 | Fundraising

## **4.1 General**

During 2022, our focus will be to attract more structural donors and maintain a stable relationship with them to ensure further cooperation and support.

We would like to make it our priority to make ourselves more interesting and attractive to the other students within the university to gain their support. Our events would be centred around attracting as many student participants as possible as we find that the longer the pandemic lasts, the more students would like to participate in social events, thus we will find more students willing to attend, leading to higher sales. We would also like to collaborate with other student associations within the university to increase our turnout rate.

Additionally, we have found a few cafes and pubs around the city that are willing to host our events for a lower rate (or even completely free) so we can use most of the money raised throughout the events for our own projects. We would like to take advantage of these opportunities in the coming year.

## **4.2 Private donors**

In 2022, we aim to attract more private donors by promoting our social media pages and appealing to the public. This will be mainly done through making flyers, QR-codes and other promotional material that can be distributed around the city so people can at least

be aware of our foundation and what we do. We would also attempt to make our social media presence greater, as will be discussed in the Marketing Section (section 6).

Experience has shown that people sometimes prefer to donate directly for a cause (instead of paying for events) - thus we would like to make more payment methods available on our social media platforms as well as our website to ensure that people can support our projects securely.

Additionally, due to the restrictions, we find that a rather reliable and secure way for us to fundraise is to organise Tikkie Weeks, linked with certain events and projects of our own. Tikkie Weeks lead to very high turnout rates and we hope to organise more of those in 2022. We are also currently looking to organise more outdoor events and activities in hopes to avoid restrictions, and organising more contactless events such as Valentine's Day rose deliveries.

### **4.3 Companies and organisations**

Though we greatly appreciate each donation, we have learned that private donors, on average, donate less than companies, who sometimes end up helping in funding entire projects. We rely on companies to donate in larger quantities to fund our projects, and use the money from private donors to help in organising events and covering other costs that allow us to operate more efficiently.

In order to continue cooperating with companies and attracting new sponsors, we should become more proactive and communicative with companies in and around the city. Through directly calling or otherwise contacting companies through social media, we will

try to obtain more sponsors and stay in contact with them to ensure a lasting relationship. From such relationships, we can expect to have more funds to support our projects while also helping the company maintain a philanthropic image. This can be done by positioning ourselves in such a way that makes us an attractive recipient of donations - such as reminding companies and corporations of the advantage of donating to an organisation like ours and how it can benefit their image. To do so, we will include how each donation would help support our projects and the recipients of their donation. We will also remain in contact with other ANBI organisations with similar goals so we can organise events and raise funds for a mutually beneficial cause.

# 5 | Events

## **5.1 General**

As the COVID-19 pandemic has still been a major part of daily life, we assume this will still be the case in 2022. At the moment we are in a (partial) lockdown, which restricts us from organising any physical events. Even when the lockdown will be lifted, there are still restrictions on events, such as the amount of people we are allowed to have, or keeping 1.5 metres distance. Even though we have good prospects with certain bars and organisations, we can only organise events with them if the restrictions allow for it.

In general we realise that hosting online events is difficult to do, which is why our main focus for 2022 will be in person events when restrictions allow for it. However, when COVID-19 restrictions do not allow for in person events, we will host online events instead. We already aim to do pubquizzes and these can be made into an online event when necessary. For this we will either organise a pubquiz with family and friends or with a potential study association.

## **5.2 Events**

We have good prospects in 2022, especially since we already have had contact with multiple organisations who are very enthusiastic about organising events with us.

The following list is of events that we aim to organise, should the circumstances and restrictions permit for it:

1. Valentine's Day Rose Sale with SES
2. Movie night at de Eeuwige Jeugd with family and friends

3. Karaoke with SES
4. International Women's Day event with GHRD
5. Easter egg sale
6. Pubquiz with SEFA
7. Kingsday event
8. Beer Pong
9. Tikkie week

Both study associations SES and SEFA are very eager to collaborate with us for multiple events if the collaboration is satisfactory for both parties.

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:** Pubquiz with SEFA and Valentine rose sale

In January we aim to host an event at de Eeuwige Jeugd, who are very willing to have us use their location to organise events. Preferably this would be a pubquiz with SEFA, January might be difficult because of the current restrictions. If this is not possible due to COVID-19 restrictions we will organise a pubquiz with them when restrictions do allow for it, which will be at the end of February.

Moreover, in January we aim to organise a tikkie week, both as a strong option during the COVID-restrictions as well as it was a successful event in the past.



With the Valentine rose sale, we aim to collaborate with SES. Each year SES organises a Valentine's Day borrel in which they have a rose sale. They would like us to be the charity that the revenue of the sale goes to. In the past we have been sponsored by flower shops, and we will be sponsored by EZ Flowers this year.

- **March-April:** International Women's Day and Easter egg sale

For March 8, IWD, we have been in contact with Global Human Rights Defense, who are very enthusiastic about organising an event with us. Since they are planning on a IWD event, they would love for us to be part of it. Right now it is very much in the beginning stages, but it looks very promising. If this is not possible due to COVID-19, we still aim to organise another event with them. As both the GHRD and SfC are eager to cooperate.

In April, we aim to organise the easter egg sale, similar to the event organised in 2020. If it is 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.

- **May-June:** Event at Eeuwige Jeugd

In May and June, around the end of the academic year, we aim to organise another event at de Eeuwige Jeugd. Ideally this would be a karaoke night with SES, this is an idea that they are very enthusiastic about.

- **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. If they do not, we aim to

organise something outside in a park, for family and friends. This could still be a beer pong tournament.

- **September-October:** Event at a bar

In September and October we aim to organise a smaller event, at a bar that will be willing to host us, like a movie night for family and friends.

- **November-December:** Tikkie week

In December we aim to organise a tikkie week around Christmas or New Year. In 2022 we opted to do a tikkie week around New Year. At the end of 2022 we aim to organise another tikkie week around the same time as we did the year before.

# 6 | Marketing

## **6.1 General**

In 2022 the marketing aim of SfC is to become a more established well-known brand. Becoming more a part of Universities as a popular option for volunteering or taking part in SfC events would be ideal. Shedding light on the projects we support should remain our first priority and having a better link between the projects and our supporters is something we aim to work on in 2022, whether that is through better online engagement, or if COVID-19 restrictions allow, a more physical connection.

Sustainability remains an important strategy in our marketing campaigns in order to attract more corporate sponsorships and partnerships. Furthermore, planning events and campaigns with other student organisations also remains a goal for 2022, with the goal of increasing the SfC community.

## **6.2 Website**

Since the re-design of the website by the previous board, the website is much clearer with a natural flow, this is something which will remain prevalent on the website in 2022. To further this the goals for the website in 2022 are:

- Implement extra payment method on website
- Fixing the newsletter link on website & ensuring monthly updates
- Adding a project application form to the website
- Changing the forms from WP Forms.
- Managing the cookies setting to be taken off from the website

- Adding new visuals to the website and mainly projects page
- Optimising discoverability on search engines

The plan is to implement all of these goals by the end of the board in 2022 but we are aware of the learning curve involved in some of these aspects as well as aiming to keep overhead costs as low as possible.

### **6.3 Social Media**

The social media of SfC is lacking in engagement from the current followers, our focus of 2022 lies here to change this in the upcoming year. Social media will move towards creating the SfC brand while keeping the importance of SfC projects highlighted. This will be implemented through specific hashtags for the brand and specific projects, through creating reels in the aim to increase visibility and more quizzes and shares on the social media to increase follower engagement. The social media aim is also to create a specific aesthetic to allow a theme to appear throughout the main profiles.

These are the following goals for each platform:

<b>Platform</b>	<b>Followers in 2021</b>	<b>Target for 2022</b>
Facebook	1,211	1,300
Instagram	586	700
LinkedIn	119	200

## **6.4 Newsletter**

The newsletter appears in the form of the *News Section* on our website as well as social media posts being updated regularly with new project updates. This is to increase visibility for possible new donors with the updates of the SfC projects as well as keeping our supporters informed and interested in what their donations are helping to overcome.

## **6.5 Remaining matters**

The next year of 2022 remains unclear as to what will happen with the COVID-19 restrictions and so creates uncertainty for the foreseeable future of SfC, this is why the marketing strategy continues to place importance on the online-side of Student for Children, creating more visibility and online support for the brand and our projects.

# 7 | Finance

## **7.1 Budget**

In the past year alone, the board raised a large amount of funds through donations (both one-time and structural), hosting events, and collaborating with other associations and organisations. Students for Children would like to support as many projects as possible, and thus aims to utilise most, if not all, of the funds to our worldwide projects, which is in line with the organisation's mission. This is also in accordance with the ANBI-status that our organisation wishes to maintain. The budget for the 2022 year can be found below and is somewhat similar to the budget of the previous year.

We have a few long-term projects that we wish to continue financing, to which we have assigned a portion of the budget. However, we are nevertheless continuing to focus on new, potential projects to finance and have already been contacted with future project proposals.

With COVID-19 still having an impact on the functioning of indoor facilities and other companies, we cannot perfectly predict how many events we can actually organise and host. However, we have also seen that, once restrictions have been lifted and we return to normal, we already have many cafes and pubs that are willing to host our events for a rather cheap rate (or completely for free), which will increase our income for events and decrease our expenses on them as well, though we do plan to utilise these opportunities as much as we can. We will continue to rely on online events from time to time as they have shown to be a reliable source of income while requiring little expenditure from our

side. In terms of planning events, we must monitor the current coronavirus situation to see how feasible it is to organise and carry out events.

As with marketing, we do not expect many changes, yet we will raise the budget slightly in case we would like to further develop our website to make it appear more appealing and professional. We anticipate similar organisational costs as last year as most of these are annual costs that do not experience much fluctuations over the years.

<b>INCOME</b>		<b>EXPENSES</b>	
<b>Donations</b>		<b>Projects</b>	
Structural	2000	Kenya	1000
One-time/fundraising	5000	Congo	1000
		COREDA Project	1500
<b>Events and schools</b>	4 500	New	15000
<b>Advance from 2021</b>	16 627.97	<b>Organisation costs</b>	
		KvK	7
		CREA	110
		IBANC	120
		ING	250
		Website	60
		<b>Transaction costs</b>	250

		<b>Marketing</b>	200
		<b>Events</b>	300
<b>Total</b>	28 127.97	<b>Total</b>	19 797

**7.2 Cash audit**

To ensure that the acquisitions and finances of SfC are properly managed, our bank account will be audited twice a year, once in April and once in October. This is to ensure that transparency is maintained, as well as avoiding any calculation or budgeting errors. The audit will be conducted by a Board of Advisors member.

At the closing of each event, the treasurer will record the amount of money that was raised, which will later be signed by another board member. This is done in order to check that this amount corresponds to the amount that appears in the bank account. The bank account will also be frequently checked in order to ensure that there have been no mistakes in bookkeeping or exchange of funds.



## 8 | Epilogue

Through this epilogue, we would like to thank you for reading our policy plan for 2022. This policy plan described the board's goals for 2022 in terms of projects, events, marketing and fundraising, but also the internal organisation and the board itself. Hopefully we provided a complete picture of our plans for the upcoming 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. 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,

Maike Willaert

*President*