

Policy Plan 2023

(January -December 2023)



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1 | Introduction

Dear reader,

Since Students for Children's (SfC) establishment as a foundation in 2006, it has seen many different boards, endured challenges and obstacles, and most importantly funded many projects to support quality education for children around the world. With each new year and new board, our main goal is to continue funding impactful projects in developing regions. Just like our predecessors, in 2023 we hope to select, monitor and observe the fruition of sustainable and small-scale projects providing a better future for children. To accomplish this goal we present to you our policy plan which gives an overview of our plans for 2023 in terms of events, fundraising, projects and financial outlook.

These plans are addressed in the following seven sections starting with a general description of the board's internal organisation. Then our ongoing and planned projects are outlined, as well as an overview of the standards we have established for our fundraising policy for the upcoming year. Additionally, we provide a list of the events we intend to host throughout the course of the upcoming year. Finally, we conclude with a discussion of our marketing strategy and presentation of our 2023 budget.

We wanted to mention here that these sections are naturally subject to change as the year progresses but we will strive to keep our policy plan in mind throughout the year when making decisions. We sincerely hope that the following year our organisation will not be impacted by the COVID-19 pandemic and we have made our planning accordingly. If the pandemic hinders our events and projects once again, we intend to take momentary adaptations.

With this foreword, we would also like to thank our donors, Advisory Board and everyone who has attended our events or partnered with us in the past, as your support is essential for us to achieve our goals as a foundation. We really appreciate your priceless contributions and hope to get support from you in the coming years to keep helping our beneficiaries.

If you have any questions or comments about this policy plan please do not hesitate to contact us. We are open to reflecting on all of the points mentioned in this policy plan in further detail.

On behalf of the board of SfC,

Irmak Tankurt

President

2 | Internal Organisation

2.1 Board

SfC stands for international orientation and diversity. We started internationalising the board several years ago, and aim to continue doing this when recruiting the board for next year. Once again, SfC strives to have the board consist of both Dutch as well as international students, so we can broaden the reach and network, while making sure that all our communications will run smoothly as we often work with Dutch organisations. With this in mind, the next paragraphs outline the strategy and timeline for recruiting the new board.

Experience taught us that finding new board members can be a difficult task. Therefore, we will start the recruitment process as early as possible. In April the vacancies will be posted on the website and our social media accounts. As SfC is still trying to expand the number of followers of our social media outreach, we will also ask several study associations that we are in contact with to post the vacancies in their newsletters. By doing this, our aim is to reach more students. Last year SfC attended the volunteering event organised by the study association VSPA where different non-profit organisations, like ours could have a stand and show to students what kind of work they are doing. Since this is the perfect opportunity to reach students who are interested in doing voluntary work, we hope to attend a similar event this year to recruit new board members. The interviews will then take place before and during the summer.

To smoothen the board transfers that will take place in September, we decided that we will update the transfer documents throughout the year as for some positions important information can get lost as the year progresses. With this strategy the current documents will be updated to be more extensive. A personal one-on-one meeting for the transmissions where the new board members meet their predecessors will be organised by the current board. The board will also host a meeting in September where all the former and new board members will meet each other to smoothen communication. To help the new board out with writing the next annual report we decided to keep track of

what we will be doing in 2023 with a brief monthly update for every position when something important happens. This way the next board will not lack important information about the first half of the year that they need to write about in the next annual report.

The board meetings will take place weekly on a fixed day and time in CREA, the student cultural centre of the University of Amsterdam (UvA), where the board of SfC holds in-person meetings. Online meetings can be a possible solution during busy times, but our goal remains to attend the meetings in person.

3 | Projects

3.1 General

Drawing from our experiences in 2022 and the reflections of Mirre Bolhuis (Project Coordinator March-August 2022) and Zuzanna Jeziarska (current Project Coordinator), we draw several conclusions about our projects to apply in 2023.

3.1. 1. Selection of short-term projects

Although we feel great satisfaction that we had the opportunity to engage with projects that lasted more than 5 years where we could support children through education, we think that these have been logically challenging for our organisation. We are a small volunteer student NGO, where a rotation of positions happens at least once a year (if not more often). Maintaining constant communication and proper records was a major difficulty. Therefore, next year we will focus on supporting sustainable projects the implementation of which lasts preferably three to eight months and one-time payment, that have a long-term impact. For the year 2023 we plan to select four new projects in total. The selection of every one of them will be conducted every two to three months (two will be chosen by the current Board by June 2023, and two more by the newly elected Board, starting in September 2023).

3.1. 2. Choosing only a few projects for future consideration

So far during the rejection procedure, the Project Coordinator used to keep every project proposal for future consideration (for example, during the next selection round). Although this practice is very friendly and allows us a better rotation of projects throughout the year, proposals have begun to pile up. With the organisation's development it has started to be very challenging to consider ten to fifteen projects every few months. In addition, the applicants often had to wait several months for our decision, which we considered unfair and impractical. Therefore, SfC has decided to keep up to 3 projects with each selection.

We will store them until the next selection round at the most (approximately two to four months). We will save only those proposals that have the highest chance of being funded in the next round. This way we will still have the comfort of flexible rotation of project

proposals and will not face the situation of refusing dozens of projects every few months.

3.1. 3. Creating a new project proposal template

In October 2022, we started evaluating and detecting the most troublesome parts of the project proposal and decided that the template needs to be reorganised. We aim to do so by the end of January. The section with instructions and information about our policy and requirements will be added and the structure of the file will be reorganised more clearly. At the same time, an additional template will be created in the form of Excel files, where organisations will describe budgets and expenses more clearly. This will provide us with better communication between parties and more accurate expense tracking.

4. New screening process

As SfC is growing every year and we are attracting more and more fund applicants from many different countries, we will implement further measures to prevent fraud starting in 2023. In addition to scheduled phone or video calls with our applicants, two new solutions will be put into action.

- 1) The new project proposal template will outline a clear description of beneficiaries and goals that applicants want to achieve.
- 2) Templates for receipts will ensure that the Treasurer will know how the money is spent.
- 3) New guidelines for monitoring the projects' impact (KPIs) will be designed.

5. Starting the NGO network

One of the Project Coordinator's tasks is rejecting projects that applied for funding. Unfortunately, we cannot fund all projects due to lack of funds, often the projects are not in line with our policies and requirements. We also realise that many NGOs like ours have little visibility among activists from different countries and continents because they are not advertised widely and we do not appear in various databases. Therefore, we decided to start networking and invite various student NGOs to collaborate with us.

The cooperation can take place on three different levels:

1. The mailing list: With the establishment of such cooperation during the rejection of projects, we will be able to suggest organisations to turn elsewhere.

2. The boards collaboration: Through such cooperation, we will be able to implement the good solutions of other organisations into our activities, as well as offer our good practices.
3. Cooperation in organising events: This will allow us to organise larger events, with potentially larger fundraising. We will also be able to reach out to other community groups, not just students.

3.2 Continuation of Current Projects

The following projects in Kenya, Mexico, India, Honduras, and Cameroon have been fully funded, currently being in the monitoring phase (SfC and the applicants check the impact of the projects every two to three months). Detailed description can be found in Annual Report 2022.

Nr	Name of the project	(Expected) start date	(Expected) end date	Budget
1.	Horuwo (Uganda)	05.09.2022	01.12.2023	2500,00
2.	ISUDEV (Cameroon)	01.01.2023	01.06.2024	2945,70
3.	REPTA (Cameroon)	01.01.2023	01.06.2024	3500,00

In 2023, we will continue projects in Uganda (chosen by the 2021/2022 Board), as well as two projects in Cameroon (chosen by the current Board). The projects are described in the following section.

1. Hope for Rural Women (Horuwo), UGANDA

“Reusable Sanitary pads to keep Girls in School.”



One of the biggest problems affecting girls in disadvantaged places in India is the lack of access to hygienic menstrual materials such as sanitary pads. In addition to hygienic neglect, this creates many co-occurring

problems at the social level. Girls do not go to school during menstruation, which causes gaps in their education and lack of proper hygiene materials can lead to gender-based

violence. Additionally, the sponsorship of menstrual materials by grown up men in exchange for sexual favours, which leads to teenage pregnancies and the withdrawal of girls from schools, has been increasing. Therefore, the main goal of the project proposed by the Hope for Rural Women is to train girls from Kasese district Rwenzori region to prepare reusable sanitary pads from materials available at home. SfC will sponsor the costs of the workshops organisation and materials, as well as the preparatory meetings. The Horuwo organisation will prepare one workshop to be attended by fifty girls. The skills acquired will allow the girls to be more self-reliant and to continue their education.

In addition, the project is sustainable, as the skills of the selected fifty girls will be passed on to another group of young women in the future, preventing school dropouts.

After the workshops, together with Horuwo, we will monitor whether and how the transfer of knowledge is taking place and the impact on girls' attendance in schools.

Implementation time	September 2022 - February 2023	
Start of KPI monitoring	Until January 2024	
Goals	Meetings with project's beneficiaries and the leaders.	done
	Purchase of materials for the training.	done
	Trainers training.	In progress
	Beneficiaries training and production of reusable pads.	In progress

2. Initiatives for Sustainable Development (ISUDEV), CAMEROON

“Educational support to disadvantaged school children.”

In past years, through the conflict in Cameroon, thirty children have been orphaned and deprived of educational opportunities (up to four years of not attending school). The village authorities together with the school and the Ekenzu village community decided to take care of the orphans by placing them in widows' homes and enrolling them in the local school (without the need to pay the tuition fees). SfC will sponsor the start of this long-term commitment, giving money for the production of school uniforms, learning materials for the school, students and teachers, as well as partial material support for

the women who will take the children under their care in the form of vegetable seeds and tools for growing them.



The project will only fund the children for a year, but we believe that such an injection of money will result in a good and quick start for both the orphans and help for the school. We want to support short-term projects that have a direct impact on improving the lives

of individual children. Together with the ISUDEV, we will monitor the development of the project, as well as inquire about further plans for it in 2024 and beyond.

Implementation time	January 2023 - March 2023	
Start of KPI monitoring	till June 2024	
Goals	Organization of the meeting with involved parties.	In progress
	Production/purchase of the materials.	In progress
	Donation of the materials.	In progress
	Sending children to school	In progress

3. Education For All Network in Africa (REPTA), CAMEROON

“Toilet latrines for children at Mousgoy primary school.”



The toilets at Mousgoy school are in very poor condition (*see example on the left*). The building does not have proper doors, facilities or hygiene products. Applicants have reported that students take care of their needs in the area around the school. This causes many problems - not only those of a hygienic nature. Inadequate facilities can lead to the spread of various diseases, and lack of comfort can reduce the quality of learning. In addition, this causes further problems: girls during menstruation due to the lack of a suitable place to settle their hygiene needs, miss school days. Cases of violence, sometimes on the basis of gender, are also reported.

SfC will sponsor the construction of the toilet building, from foundations, through building construction, to equipping with appropriate facilities. Three latrines will be intended for girls and three for boys. The project will provide many improvements in the lives of students and will improve the comfort of learning as well as reduce the number of hours of lack of attention. Together with the REPTA organisation, we will monitor the impact of the new facilities on students' lives.

Implementation time	January 2023 - March 2023	
Start of KPI monitoring	Until January 2024	
Goals	Construction of the building.	In progress
	Painting and furnituring.	In progress
	Commissioning of the facility.	In progress

4 | Sponsoring & fundraising

4.1 General

Our focus next year in terms of fundraising will be to maintain a stable relationship with the independent foundations we have collaborated with to ensure further cooperation and support, as well as working to form connections with outside funds. We would like to achieve this goal of attracting new foundations by utilising the network of our current Board members and by utilising a frequent outreach strategy.

With regards to events, we will strive to ensure further fundraising opportunities at all of our events by making direct donation links visible. We will also collaborate with many different student organisations within our university to increase participant turnout which would have a positive impact on fundraising (*please refer to section 5.3 Study Associations for further details*). Furthermore, we have already established an agreement with some cafes, pubs and hostels around the city that are willing to host our events for a reduced rate (or free) so we can use most of the money raised throughout the events for our own projects. Moreover, hosting an event in a hostel means we can attract participants from different target groups, namely, the hostel guests who might be more willing to donate. We would like to take advantage of these opportunities in the coming year similar to the events in previous years.

4.2 Private Donors

Through public outreach and social media promotion, we strive to increase the number of structural contributors from 37 to at least 45 in 2023. This will mostly be accomplished by creating flyers, QR codes, and other promotional materials that can be distributed across campuses and the city to let people know of our mission and vision. Some cafes and shops are also willing to hang flyers and we will look into finding places that are willing to do this.

Experience has shown us that one of the best ways to attract private donors is through the opportunity for one-time donations. This has been done in the form of Tikkie week

in previous years. As donors prefer to give money directly to a cause, we will be selecting one specific project to raise funds for through Tikkie week. In our promotion for Tikkie week, we will also include and highlight the opportunity to become a monthly donor.

4.3 Companies and organisations

We strive to proactively search for new companies and organisations that can make higher one-time or structural donations compared to private donors. Our strategy to find more sponsors is through outreach via phone calls and e-mail, and keeping in touch with them to hopefully build a long-lasting connection. After researching potential (structural) donors, we will reach out through the aforementioned communication channels. For now, we strive to do this during spring term. Through this company outreach we wish to make connections that will enhance our fundraising for any projects we may sponsor at that time. This may be accomplished by portraying ourselves in a way that makes us an appealing candidate for donations, such as by reminding businesses and organisations of the benefits of supporting a charity like SfC and how it can enhance their reputation. As at the beginning with every academic year, some board members leave and new ones are installed (*please refer to section 2. Internal Organisation for further details*), the Chair will be in charge of transferring current knowledge about the outreach to the new board members. We think this is especially crucial to do already in September since many companies and organisations often give out end of year donations.

5 | Events

5.1 General

Since there are no longer restrictions related to the COVID-19 pandemic (as of writing), our plan is to organise events without restrictions this year. Should complications arise, everything will be done to arrange appropriate events.

Last year we started thinking about what kind of events we could plan this year (*see section 5.2*). These are initial ideas that were brainstormed. If other options or ideas come our way, we are always open to them. We also made a timeline to give ourselves an indication of when to start planning (*see section 5.4*). While thinking of possible events, we decided that we want to work together with several study associations (*see section 5.3*).

5.2 Ideas

First of all, a rose sale is planned this year, based on its success with the previous boards. Flower shops will be reached out to have the roses sponsored. Similar to the rose sale, a pub quiz will be hosted again at the Eeuwige Jeugd in March where families and students are the target audience.

Additionally, we held brainstorm sessions for new events for this year. Currently, we are in contact with the Dutchies Hostel with whom we collaborated with in the past. This time the idea is to host an open mic night at their hostel, open to all their guests and our friends and family. At the time of writing, a meeting is planned in January to discuss further details. Furthermore, a meeting will be set up with CREA to see if an event can be hosted at one of their rooms. Lastly, contact has been made with study association AIM about hosting an auction for their members in January.

5.3 Study associations

For this year, the focus will be on collaborations with different study associations. SfC believes that in this way a greater reach can be achieved. Currently contact has been made with a few who are very eager to work with us in 2023.

One of them is the study association AIM. We are in consultation about hosting an auction. The plan was to do this in 2022, but the board of AIM had decided that it would fit their schedule better if it took place in January of 2023.

Another study association that responded to our request to collaborate is de Vereniging van Studenten in de Psychologie te Amsterdam (VSPA). A meeting will be held with them in January to talk about the possibilities.

Study Association for European Studies (SES) informed us that they are excited to work together again. We are going to organise a rose sale with them (*see section 5.2*).

5.4 Timeline

The goal for this year is to organise at least six events. However, if our schedule allows us to host more, we will make this happen. Furthermore, efforts are made not to host any events during or prior to exam weeks as most of our targeted audience is students.

A proposed timeline regarding the events in 2023 has been made. This timeline is not leading or binding, but it gives a general idea of when the planning should be started. This also gives us flexibility in case any new potential collaboration arises.

The timeline is as follows:

- January 31: Auction with AIM
- February 14: Rose sale with SES
- March 21: Pub quiz at Eeuwige Jeugd
- April: Event yet to be decided
- June: Event yet to be decided
- December: Event yet to be decided

6 | Marketing

6.1 General

In 2023 the marketing aim of SfC is to become an established, well-known brand while mainly promoting projects and events. Furthermore, SfC aims to increase the sense of community on social media platforms. As such, our focus will be on promoting the impact and importance of the organisation's work, as well as establishing a better connection between the projects/organisations and supporters/donors by increasing engagement online and at the physical events. These activities will be done while working closely with the event coordinator on promoting events, and with the project coordinator on keeping up to date with the projects.

Before mentioning the new activities, it is important to note that some goals were not met during 2022, due to some disruptions in the flow of marketing activities (change of marketing coordinators), hence they will remain the same for the upcoming year. These goals are in regard to making improvements on the website, social media presence and newsletters. To put these goals into action, the website changes (*see section 6.2*) will be tackled one by one, starting with high priority matters indicated by (*priority*), and aiming to make at least one improvement each month. These improvements are outlined in a schedule in order to have a clear overview. To support social media growth, our aim is to create a consistent posting scheme on the channels, with more varied content types. On Instagram, SfC aims to post on average twice a week on the feed, and on LinkedIn once a week. Moreover, we plan to set up a new account for Facebook (*see more in section 6.3*). Lastly, newsletters are planned to be sent out four times a year to keep supporters/donors informed (*see section 6.4*). By keeping these smaller goals in mind, SfC intends to contribute to the end goal of growth and visibility of the organisation.

6.2 Website

The website is in a good state of showcasing the purpose of the organisation, however, some improvements and changes are necessary and are scheduled for 2023. There are some matters we consider as important to be done first on the agenda. We indicate

these subjects with '*(priority)*' below and the goal is to have them done within the first four months of the year. The points of improvement are the following:

- Fixing the newsletter link (*priority*)
- Adding a project application form based on the latest changes made by the project coordinator (*see section 3.3 for further details*) (*priority*)
- Updating projects and news pages continuously (*priority*)
- Updating donation form (*priority*)
- Implementing extra payment methods
- Changing the format of WordPress forms
- Managing the cookies setting to be taken off from the website
- Adding new visuals to the website
- Optimising discoverability on search engines
- Creating a 'Partners' page

The plan is to implement all of these goals by the end of 2023. Nevertheless, the board is 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

One of the main focuses on social media is to create a specific aesthetic to allow a theme to appear throughout the main profiles (mostly on Instagram). This will be done by creating and establishing templates for social media posts (while also making it sustainable for future boards). To make social media activity more continuous and smooth, a new content calendar will be created and updated regularly. Currently SfC is present on Instagram and LinkedIn actively, and on Facebook inactively.

Instagram and LinkedIn. As the social media of SfC is lacking in engagement from the current followers, our focus here is to change this in the upcoming year by engaging more with other accounts and creating more interactive content (e.g. quizzes on Instagram stories). Certain hashtags that have already been established for the SfC brand and projects are going to be used. Lastly, it is important to differentiate between content types on Instagram and LinkedIn in order to get the most engagement (more informative on LinkedIn, more practical/entertaining on Instagram).

Facebook. To grow the community on Facebook, first the issues that arose from the unknown Facebook admin remain to be solved in 2023. Last year the board was not able to trace down who the admin of the Facebook account was, and the marketing coordinator did not have access to the platform. Therefore, a new account will be created, as the board was unable to retrieve the old account in 2022. In order to avoid the same problem in the future, an Excel sheet will be created where admins' contacts will be noted down, thus the next boards will be able to trace down and contact previous members in case any issue appears. Furthermore, the page will have two admins (the chairperson and marketing coordinator) to further increase traceability.

These are the following goals for each platform in terms of growth:

Platform	Followers in 2022	Target for 2023	Growth in %
Facebook (new)	-	250	250%
Instagram	604	670	10%
LinkedIn	146	200	36,9%

6.4 Newsletter

Last year newsletters were not sent out, however, it is a significant goal of SfC in 2023 to turn this around. To further grow community engagement and keep our donors up to date about our activities and projects, our aim is to send out a quarterly newsletter to people on the mailing list via Mailchimp. The first email is planned to be sent out at the end of January, the second one at the end of April, the third one in July and the last one in October. These newsletters will include content about board members, goals and achievements, current and past project updates and information about the fundraisers.

6.5 Flyers & Business Cards

In order to create more awareness, a new design of flyers will be put up on campus bulletin boards and in common rooms. Furthermore, it is on the agenda to approach other places, such as bars, pubs, stores etc. and hang up posters at these locations too. Moreover, business cards will be designed and printed for a smoother connection establishment.

7 | Finance

7.1 Budget

In the past year, the board was able to raise a large amount of funds through events organised by the board alone or by collaborating with other organisations or associations and through donations from one-time donors as well as from our structural donors. With these funds, SfC would like to sponsor as many projects as possible worldwide in order to provide education to children in line with our mission. This is also in accordance with the ANBI-status that our organisation wishes to maintain. Below you can see the budget for the year 2023 (table 1).

SfC has recently funded two new projects but is still receiving a high number of proposals from different countries. Therefore, SfC strives towards financing as many projects as possible next year. Currently, our aim is to fund at least 4 new projects during the next year.

As we fortunately do not have foreseeable COVID-19 restrictions, the board aims to organise more on-site events next year and expects more people to attend those events. Current goal is six events for next year and we have a number of venues that have agreed to host the events either for free or for low costs. As such, we expect to be able to raise a considerable amount of funds and expect the costs of organising events to be low.

When it comes to marketing, we expect similar costs as in the previous years as the board does not have any big changes in mind for next year. Moreover, the same holds for the organisational costs. They are annual costs and stay relatively the same over the years.

An overview of the current financial situation follows in a budget table on the next page (*see Table 1*).

TABLE 1

INCOME		EXPENSES	
Donations		Projects	
Structural	2 500	Old projects	10 445,70
One-time/fundraising	5 000	New	11 000
Events and schools	4 500	Organisation costs	
Advance from 2022	26 171,87	KvK	7
		CREA	120
		IBANC	120
		ING	300
		Website	60
		Transaction costs	250
		Marketing	200
		Events	300
Total	€38 171,87	Total	€22 802,70

7.2 Cash audit

To ensure that SfC remains transparent in the area of acquisitions and finances, our bank account will be audited twice a year by two members from the board of advisors. This also makes sure that any genuine mistakes on the part of board members are detected and solved.

After each event, the treasurer will record the amount of money raised on an income form and another board member will sign it. By doing this, we maintain transparency and can confirm that the amount raised corresponds to the amount visible in the bank account. Furthermore, to ensure that there are no errors in bookkeeping or in the exchange of funds, the bank account will be checked frequently.

7.3 Financial reservation

As mentioned earlier, the previous board was able to raise a considerable amount of funds which is reflected by the advance amount of money from the year 2022. This buffer allowed the board to have more freedom in starting new projects. Therefore, the current board plans to reserve around 3 000 - 4 000€ for the next board so they can get up to speed from the get-go by picking a project at the beginning of their term.

8 | Epilogue

Dear reader,

Through this epilogue we thank you for dedicating your time and attention to read our policy plan for 2023. We firmly think that the continuance and expansion of SfC are facilitated by our policy strategy. We hope to have shed light on our plans for the upcoming year with this policy plan by outlining our objectives for projects, events, marketing, fundraising and finances.

We anticipate a successful year in which we will exert all of our work and energy to make education accessible to underprivileged children around the world in line with our mission. We have been supporting sustainable and local projects that align with this mission for 16 years and hope to continue doing this for the foreseeable future. Because we, Students for Children, believe in the power of education.

On behalf of the board of SfC,

Irmak Tankurt

President