

Policy Plan 2024



Destiny K. Longsworth

Aleksandra Ivanova

Rashi Maheshwari

Martina Semino

Maya Baumann

Amanda Borchies

Chairwoman

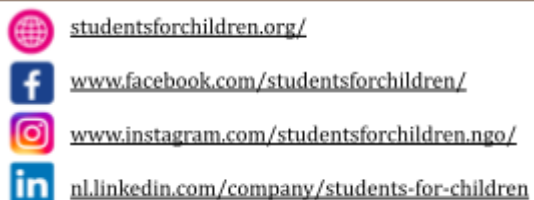
Secretary

Treasurer

Project coordinator

Event coordinator

Marketing coordinator



Index

1 Introduction	1
2 Internal Organisation	3
2.1 Board	4
3 Projects	6
3.1 General	6
3.2 Continuation of current projects	7
4 Sponsoring & fundraising	13
4.1 General	13
4.2 Donors	13
4.3 Companies and organisations	14
5 Events	16
5.1 General	16
5.2 Event strategy	16
5.3 Study associations	17
5.4 Timeline	19
5.5 Others	19
6 Marketing	20
6.1 General	20
6.2 Website	20
6.3 Social media	21
7 Finance	23
7.1 Budget	23
7.2 Cash audit	24
7.3 Financial reservation	25
8 Epilogue	26

1 | Introduction

Esteemed Member of the Students for Children Community,

As we step into the promising year of 2024, Students for Children (SfC) is filled with renewed enthusiasm, unwavering commitment, and a profound sense of purpose. For nearly two decades, our organisation has dedicated itself to the noble cause of making education accessible to underprivileged children in developing regions. Over the years, we have witnessed numerous triumphs, faced challenges head-on, and built a legacy of positive change.

With the dawn of this new year, we are inspired by the successes of the past and emboldened by the opportunities of the future. Our mission remains steadfast - to select, monitor, and support sustainable, small-scale projects that hold the promise of transformation for children in need. Our goal this board year is to increase partnerships with companies to be able to expand our reach d. With each passing year, we reaffirm our commitment to creating a world where education is accessible to all.

In the pages that follow, we present our policy plan for 2024. This comprehensive document outlines our strategic vision for the year, covering essential aspects of our operations. From the internal organisation of our board to ongoing and planned projects, the standards governing our fundraising efforts, and the vibrant events we have in store. We invite you to journey with us as we unfold our goals and strategies.

We wish to express our heartfelt gratitude to our dedicated donors, members of our Advisory Board, and all those who have shared in our mission. Your support has been instrumental in our journey, and we cherish the continued partnership that has allowed us to make a lasting impact.

If you have questions, comments, or suggestions regarding our policy plan, we encourage you to reach out to us. Your feedback is essential in our ongoing commitment to transparency and accountability.

On behalf of the board of SfC,
Destiny K. Longsworth
Chair Woman

2 | Internal Organisation

In this section, the focus will be on the board recruitment process as well as internal documentation.

2.1 Board

SfC stands for diversity and inclusion and we aim to reflect that in the board of the association. The board of 2023/2024 consists in its entirety of international students. While internationalisation is great for diverse perspectives, we noticed it is challenging to organise local events, making it important for Dutch board members too. This will be taken into consideration when recruiting the new board members in March/ April.

The decision has been made to initiate the recruitment process in March 2024, allowing sufficient time for interviews and selection of new board members. Our aim is to complete the board's composition before the academic year ends, ensuring a seamless transition.

2.2 Internal Documentation

Currently, our internal documentation is primarily in Dutch, which has been an ongoing challenge for an international board, which has been the case since 2019. To address this, we plan to translate our documentation to English with the assistance of the Board of Advisory. This will enhance accessibility and transparency within our organisation.

3 | Projects

3.1 General

Informed by the insights gained in 2023, as outlined in our Annual Report 2023 and feedback from Zuzanna Jezierska (Project Coordinator 2022/23 Board) and Martina Semino (Project Coordinator 2023/24), we draw valuable insights regarding our projects that we aim to implement this year

3.1.1. Expanding Geographic Presence

While acknowledging the success of projects sponsored in the past two years, we noticed a majority of these projects concentrated on a handful of countries, primarily India, Uganda, Cameroon, and Honduras. Despite their success, SfC, as a global organisation, aspires to promote education worldwide. To address this, the board is actively researching and reaching out to projects and potential partners in other countries, to expand our organisation's presence. The board has already initiated research in multiple countries.

3.1.2. Stricter Requirements of Selection of Projects.

Receiving an average of 10 projects a week has proven to be a challenge for our project coordinator to keep track. In order to address this challenge, stricter requirements are being introduced, involving adaptations to the current application form. First, projects must adhere to formal guidelines, including specified response lengths in the proposal forms. Second, there is a heightened emphasis on ensuring that allocated funds are exclusively utilised for the intended projects. Acknowledging the difficulty of on-site verification, we propose a new requirement: prospective organisations seeking funding should have a website or social media presence for legitimacy verification. Recognizing the potential challenges in meeting this requirement, an alternative is provided— an endorsement letter from another established organisation that can vouch for the local project's legitimacy. Third, selected projects will undergo a pre-contract call with the SfC project coordinator. During this call, the project must provide comprehensive details, considering network limitations in certain regions, about the project's location (e.g., school, orphan centre, field for constructing toilets) and articulate the implementation

plan. In summary, projects seeking funding must fulfil, next to the requirements established in the past years, one of the following:

- (1) possess a website or social media page for legitimacy verification, or
- (2) provide an endorsement letter from another established organisation, and
- (3) engage in a call with the SfC project coordinator at the project site. The long-term vision includes establishing a network of diverse NGOs, including SfC, collaborating to ensure credibility and enhance effectiveness.

3.1.3. Continuation and Development of Screening Process

Building on the work of the 2022/23 Board, the current Board will continue using and refining screening forms to monitor project progress after funding. Adjustments to project proposals and Key Performance Indicators (KPIs) forms will enhance efficiency and clarity, discouraging confusion during project monitoring. The enhancement of the screening process will be a twofold approach. First, we will modify the existing project proposal, incorporating the aforementioned requirements and providing further clarification on each point, minimising confusion associated with project submissions. Second, the KPI forms will undergo changes, before being sent to any other project, based on the insights gained from responses received thus far. These strategic adjustments will contribute to a more streamlined and effective screening process for projects.

3.2 Continuation of current projects

Details of projects funded in 2023 are available in the Annual Report 2023. Several of these projects are in the monitoring phase or have recently concluded. A brief overview of newly funded projects is provided below.

Nr	Name of the project	(Expected) start date	(Expected) end date	Budget
1.	REPTA (Cameroon)	01.01.2023	01.06.2024	3500,00
2.	Hands for Children (Uganda)	01.03.2023	01.06.2024	4000,00
3.	SWEAD (India)	01.06.2023	01.12.2024	3800,00
4.	Educate. (Honduras)	01.07.2023	01.01.2025	4000,00

5.	Blessed Generations (Kenya)	01.07.2023	01.01.2025	4000,00
6.	Community Action for Rural Development (India)	01.12.2023	01.01.2025	3927,00

1. REPTA, Cameroon

Name of the project	REPTA: Toilet latrines for children at Mousgoy primary school.
Implementation time	January 2023 - March 2023
KPI monitoring	Until June 2024



SfC sponsored the construction of a toilet facility at Mousgoy School, overseeing the entire process, from laying foundations to completing the building construction, providing necessary facilities and amenities – three latrines for girls and three for boys. This project promises significant improvements in students' lives, enhancing learning comfort, and reducing hours of distraction. Despite communication challenges with REPTA and missed updates, on November 15th, 2023, the latrine construction concluded with a slight delay, but the facilities are now fully functional. The project enters its monitoring phase in 2024 in which the functionality of the latrines will be measured, expected to last until June, ensuring successful completion. SfC commits to more regular updates in the future, prioritising effective communication.

2. Hands for Children, Uganda

Name of the project	Helping poor children's education and livelihood in the rural Katine community
Implementation time	March 2023 - March 2024
KPI monitoring	Until June 2024

Students for Children supported 70 children by funding uniforms, scholastic materials, and learning resources. Additionally, utilising local carpenters, Hands for Children utilised SfC's funding to construct furniture for classrooms, ensuring children have essential resources for attending and benefiting from school.



In early November 2023, the project transitioned to the monitoring phase, accompanied by the submission of the KPI form. The form highlighted the project's success in facilitating the attendance of 70 children in school. The ongoing monitoring phase is anticipated to conclude by June 2024, marking the project's overall completion.

3. SWEAD, India

Name of the project	Education program for poor COVID-19 victim children
Implementation time	June 2023 - December 2024
KPI monitoring	Until December 2024

Students for Children contributed to financing evening schools, offering children additional learning opportunities after their regular day school. The initiative aimed to enhance their skills and provide quality educational materials for a more enriching learning experience. Additionally,



the funds were allocated to training teachers and parents to support children's educational needs, further improving their overall education.

In October 2023, the project received its second instalment and is currently in the implementation phase. A midterm report showcasing the initiation of evening schools and the completion of teacher and parent training has already been submitted to SfC. The project is anticipated to transition to the monitoring phase in May 2024, with the overall conclusion of the project expected by the end of 2024.

4. Educate., Honduras

Name of the project	Communication, Storytelling and Mental Health Programme
Implementation time	July 2023 - January 2025
KPI monitoring	Until January 2025

In Honduras, mental health is often overlooked, and discussing it can bring shame to entire families. Additionally, Trinidad, the location of educate., witnesses a high level of poverty, leading to elevated dropout rates among children who must work to support their families. For those who attend school, they face inadequately equipped facilities hindering their education.

Students for Children provided funding to procure equipment and train teachers for implementing mental health, communication, and storytelling programs. These initiatives focus on cultivating children's skills, equipping them with the necessary skills to increase their mental health positively. Through comprehensive exploration of themselves and the world, children acquire skills that significantly enhance their employability, promising a better future for them and their families.

The project's first instalment was received in July 2023, with ongoing implementation. Initial workshops have occurred, equipment is being acquired, and teachers are undergoing training. The project anticipates receiving its second instalment in January 2024.

5. Blessed Generations, Kenya

Name of the project	Improve learning conditions of children
Implementation time	July 2023 -January 2025
KPI monitoring	Until January 2025

Students for Children provided funding to procure essential materials (e.g., pencils, books etc.) for both students and teachers, guaranteeing access to proper academic environments and preventing any hindrance to their education due to a lack of materials. This initial step in the project's solution will be followed by further analysis after the first round of material distribution is complete.



The project received its initial instalment in July 2023 and is currently in progress. Children have already received some materials, and SfC is awaiting the receipts for the first instalment to proceed with the project.

6. Community Action for Rural Development, India

Name of the project	Educational Empowerment of Tribal Students of Five Government Schools at Pachamalai Hills
Implementation time	December 2023 - January 2025
KPI monitoring	until January 2025

SfC selected the project in November 2023, and its initiation took place in December 2023. SfC has dedicated one of their events, the karaoke night, to this project to create awareness and raise fundings. In collaboration with Community Action for Rural Development, SfC endeavours to supply educational and hygiene materials to children, conduct awareness camps to prevent child marriages, and encourage students to pursue higher education.

Students for Children will allocate funding to Community Action for Rural Development, supporting the education of both children and parents while promoting education and trying to raise awareness on the problems of child marriages. Additionally, materials will be provided to actualize these possibilities for children in five government schools within the community.

The project received its initial instalment in December 2023, and the implementation period is anticipated to span around six months, followed by the commencement of the monitoring phase.

4 | Sponsoring & fundraising

4.1 General

In the upcoming year, our main fundraising focus will centre on maintaining strong relationships with the independent foundations we've previously collaborated with, ensuring continued cooperation and support. Simultaneously, we aim to forge connections with new external funding sources. To attract these foundations, we plan to utilise the networks of our current Board members and implement a proactive outreach strategy.

In terms of events, our commitment involves optimising fundraising opportunities at all gatherings by prominently featuring direct donation links. Additionally, we intend to collaborate with various student organisations within our university, enhancing participant turnout and thereby increasing potential funds raised. We've also secured agreements with cafes, pubs, and hostels in the city to host our events at reduced rates (or for free), allowing us to allocate a significant portion of the raised funds to our projects. Hosting events in hostels provides the advantage of reaching diverse target groups, particularly hostel guests who may be more inclined to donate.

Furthermore, we plan to express our gratitude by sending personalised thank-you cards to the emails of event participants. This not only acknowledges their contribution but also encourages them to share their experiences on social media, broadening our audience reach. We anticipate leveraging these strategies to maximise the impact of our fundraising events in the coming year, building on the success of similar approaches in previous years.

4.2 Donations

4.2.1. Structural Donors

Our organisation is dedicated to expanding the number of structural donors from 34 to a minimum of 50 by 2024. To achieve this, we plan to leverage extensive public outreach and strategic social media campaigns. While aiming for a gradual increase in structural donors, we will capitalise on the holiday period to boost donations. To achieve this objective, we will create informative and promotional flyers, QR codes, and various materials for distribution across campuses and city message boards, as well as using LinkedIn to connect with companies. Regular monitoring of our growth will allow us to adjust our strategy if needed. Additionally, we will actively seek partnerships with cafes and shops willing to display our promotional materials.

4.2.2. Private Donors and Tikkie Week

Simplifying the contribution process for private donors is a key focus of our outreach efforts. Based on past successful initiatives like Tikkie Week, where one-time donations were effective, we will continue this approach. To align with donor preferences, we will choose a specific project to raise funds for during Tikkie Week. In this fundraising drive, we will prominently feature and promote the option of becoming a recurring monthly donor.

4.2.3. Collaboration with international schools

Our organisation is adopting a strategy from prior Boards by establishing closer collaboration with international schools. This approach is tailored to engage a different, adult demographic of potential donors. By providing comprehensive education about our mission, we aim to transparently present opportunities for contributions to these students and parents.

4.3 Companies and organisations

In our pursuit of financial support for our organisation, we are dedicated to actively identifying new companies and organisations capable of making substantial one-time or structural donations, surpassing those typically provided by private donors. Our strategic approach hinges on extensive outreach efforts conducted through both telephone calls and email correspondence. We recognize the paramount importance of cultivating personal connections and relationships with potential corporate sponsors. To this end, we are committed to arranging in-person meetings with prospective donors.

Through the above methods, we intend to achieve our fundamental objective by establishing enduring and robust relationships with these corporate entities that ultimately translate into more consistent and substantial funding sources for our organisation's projects; This funding will allow us to continue to realise our vision and expand our potential impact as an organisation.

Our next critical step involves initiating outreach efforts through the aforementioned communication channels. The overarching objective of our company outreach endeavours is to build long-lasting connections that will significantly bolster our fundraising efforts. We aim to continue to foster our existing connections with structural and private donors, utilise one-off donation and collaborate with international schools, as we have done so far. Additionally, we hope to diversify by working with larger corporate donors whose social missions align with our organisation. This goal can be effectively realised by presenting our organisation in a manner that positions us as an attractive choice for potential donors and emphasising specific projects that the contribution can fund. Key to this presentation is highlighting the advantages that businesses and organisations can derive from supporting a charitable cause like SfC, and underscoring how such support can support their commitment to corporate social responsibility and public image.

5 | Events

5.1 General

During the transition from the 2022/23 board to the current board, we gathered ideas for **events** (see section 5.2). These initial ideas, brainstormed considering established partnerships and potential new ones, are complemented by a timeline (see section 5.4) to plan and execute events throughout the year. This year, our focus is on events targeting a broader audience, including schools, parents, companies, and university staff. Nevertheless, we aim to collaborate with several **study associations** in order to expand our reach (see section 5.3). While aiming to raise funds, we also intend to promote our organisation, recruit new students for the upcoming board year and attract more structural donors.

5.2 Event Strategy

Firstly, we revisited successful events organised by previous boards for potential reuse this year. We plan to collaborate with the SES study association for their Valentine's Day rose sale in February, seeking sponsorship from EZ Flowers, generous sponsors in the past. Another event in the pipeline is a pub quiz/open mic night at Eeuwige Jeugd, a cafe with whom we've had successful collaborations. Additionally, a member of our Board of Advisory offered to teach Yoga classes at the Cosmos yoga studio, providing space and equipment free of charge. We're exploring another collaboration for a club night with Encore, which proved financially successful in 2013. Occasional Tikkie Weeks or Bake Sales are also considered for quieter event periods.

Beyond student-focused events, we brainstormed new ideas catering to a broader audience, including schools, companies, and university staff. Discussions are ongoing with the Board of Amsterdam Career Days to be the represented charity at their March Career Fair. This provides an opportunity to engage with students and company representatives for fundraising and recruitment. We're also in talks with Off-Screen study association for their annual Charity Gala in March, reaching their member base. Outreach to various schools aims to organise workshops and evening info sessions for parents. Collaborations with schools, such as Peter Nieuwland, Cartesius Lyceum and

Kiem Montessori, are preferred based on past successful crowdfunding initiatives, an ice skating event and a charity run.

To target university staff, we contemplate organising a panel discussion or TED Talk on the right to education for children. Collaborating with an awareness committee, UvA's Room for Discussion, or the Universities Law Hub is considered. If we are not able to secure a speaker, we are considering presenting our mission and work ourselves, engaging the audience with a discussion question related to the Sustainable Development Goals.

Past events, including those aimed at students, typically raised €50 to €250 per event, serving primarily to raise awareness and recruit students for future board positions. Recognizing the need for more significant funds to support 2024 projects, we aim to attract larger donors such as companies. Collaboration with Amsterdam-based companies, known for large-scale club events, is pursued, following a successful partnership in 2013. Additionally, we're exploring opportunities to participate in established charity events throughout the Netherlands and internationally, providing new causes with support.

Refer to Section 5.4 for a preliminary timeline of these events and expected expenses/income figures.

5.3 Study associations

SfC places significant value on collaborating with other study associations in Amsterdam to extend our reach, encompassing joint event planning and promotion on the social media platforms of these associations. Currently, we have established contact with several associations eager to collaborate in 2024.

One of these associations is the study association of PPLE, **AIM**. We are actively engaging with their Awareness Committee to co-plan an event focused on raising awareness and recruitment within the PPLE community.

Student association **SES**, with whom we collaborated last year, is under consideration for continued partnership. Discussions are ongoing to collaborate once again, particularly for their Valentine's Day Rose Sale and Borrel.

Another positive response came from the study association of Media Studies, **Off-Screen**. They expressed interest in collaborating for their annual Charity Gala in March, dedicated to their members.

FSR-FMG, the Facultair Studentenraad at the UvA, expressed a willingness to promote our events on their social media platforms.

Room for Discussion will be approached for hosting a panel discussion or TED Talk, leveraging their experience and resources in organising such events on the university campus.

Given the very similar objectives of our organisation we are very interested in organising a fundraising event with the **UNICEF** Student Team Amsterdam, specifically in the form of a sponsored bake sale at the university campus.

The most large-scale collaboration for 2024 is with The Board of **Amsterdam Career Days**. In March, the annual Career Event for Students, organised by Study Associations SEFA and Aureus, will showcase SfC as the featured charity. Our presence at this event will include a stand at the career fair, offering students and company representatives the chance to delve deeper into our organisation. To enhance our visibility, we have commissioned a standing banner containing comprehensive information about SfC, accompanied by a QR code directing to our social media profiles and website. The aim of our presence at this event is to promote SfC, recruit students for the upcoming applications for next year's board positions as well as gather donations from interested students and companies.

The volunteering committee of the association of psychology students in Amsterdam, VSPA, has generously invited us once again to their **VolunTINDER** event in early February. This event, focused on students seeking volunteer opportunities, presents an

excellent opportunity for us to raise awareness about our organisation, introduce new projects, and highlight upcoming events.

Through connections on our Board we were kindly chosen to be the charity which will be represented at a **Fundraising Event in Munich by the Azione Cattolica Italiana Organisation**. The artistic event will be taking place on the 3rd of February in Munich and will be attended by the organisations community. Generously all the donations made on that day, which are estimated to be around 800 - 1000€ from the success of previous years, will go towards funding our current projects.

5.4 Timeline

The objective for this year is to host a minimum of six events. Considering the challenges during the transition period to a new board, we plan to arrange as many events as possible prior to the board transition during the period of January to May 2024. Additionally, we leave room for the 2024-2025 board to organise one or two events in November-December. If our schedule allows, we are open to planning more events. Although the proposed timeline for 2024 is not definitive, it provides a general idea of our events plans. This approach allows flexibility in case of new potential collaborations. Included in the timeline are the expected expenses and income values for each event. These values were approximated on the basis of identical or similar events from the previous years.

The tentative timeline is as follows:

Month	Event	Collaborator
February	Munich Fundraising Event - Festa Per La Pace	Azione Cattolica Italiana
February	Voluntinder	VSPA
February	Yoga	The Cosmos yoga studio
February	Rose Sale	SES
March	Amsterdam Career Days	SEFA X Aureus
March	Charity Gala	Off-Screen

April	Bake Sale	
May/June	Ted Talk/Panel Discussion	
October/November	Event yet to be decided	
December	Tikkie Week	

5.5 Others

Regarding internal organisation for the event coordinator, the aim is to maintain a well-documented log of the associations, schools, and venues that have been contacted, along with notes on the effectiveness of communication. This practice, initiated by the previous event coordinator, has proven to be a valuable tool for efficient communication with these entities. Additionally, the plan is to develop useful email templates to expedite the contacting process.

6 | Marketing

6.1 General

In 2024, SfC's strategic marketing objectives aim to establish a prominent and well-recognized brand status. We are boosting our promotion strategy, focusing more on social media to spotlight SfC's projects and events. Our goal is to share engaging, high-quality content that connects with our audience and showcases what is special about SfC.

Additionally, there is a goal to foster a stronger sense of community across social media platforms by emphasising communication about impactful work and its significance.

This involves establishing a more robust connection between projects, organisations, supporters, and donors through enhanced online engagement and physical events.

It is essential to acknowledge that specific goals from the 2023 marketing plan need fulfilment before setting new objectives for the upcoming year. These goals focus on improving the organisation's website and strengthening its social media presence. To achieve both existing and new goals, a gradual approach will be taken to implement website changes outlined in Section 6.2. The plan is to prioritise high-priority issues and implement one to two improvements each month, depending on the required time and effort. Sustaining social media growth will be a priority, with active presence maintained on Instagram, LinkedIn, and possibly Facebook, given their consistent high levels of engagement.

6.2 Website

While the current website is well-maintained and up-to-date, certain changes and enhancements are identified for implementation in 2024. These have been categorised as '(priority)', and the timeline for these improvements is outlined below:

Month	Improvement areas
January/February	New page/segment on the webpage regarding upcoming events (<i>priority</i>)
February	Improved payment method on webpage (tikkie) (<i>priority</i>)
March	Add detailed project descriptions - contribution by sfc, timeline, impact, etc
March/April	Managing the cookies setting to be taken off from the website. Despite previous attempts to address this issue, which have not yielded the desired results, we

	<p>remain committed to resolving it. Therefore, this objective will continue to be a priority in our improvement agenda for the upcoming year.</p>
Implemented consistently during the year	<p>Updating the imagery on the homepage is to be maintained as a standing item on our agenda. The ongoing task will ensure that our website remains visually engaging and up-to-date, reflecting our company's dynamic and evolving nature <i>(priority)</i></p>

Our objective is to complete the implementation of all the proposed changes by the end of the year. Learning from past experiences, we understand that setting overly ambitious goals does not always result in effective outcomes. Therefore, the modifications listed above have been selected with careful consideration of their feasibility to ensure successful implementation.

6.3 Social media

Our goal for this board year is to amplify our visibility via instagram, Facebook, LinkedIn. Beginning with Instagram, we will foster greater coordination by adhering to defined patterns, ensuring consistency in colour schemes, design, and typography. We will elevate the visual appeal by obtaining higher-quality images and editing specific photos when needed. Collaborating with other associations and organisational accounts will be important for content reposting, enabling us to broaden our audience.

Simultaneously, we'll bolster our presence on LinkedIn by consistently sharing updates on achievements and collaborations within SfC. Recognizing the impact of engaging content, such as the recent news interview with Channel 5 Belize, we plan to increase our visibility. Through including networking events and collaborative projects, we aim

to actively engage professionals, businesses, and companies, fostering additional support and contributions.

Our commitment extends to regaining a foothold on our former Facebook account. Facebook serves as a crucial platform for raising awareness about our causes, projects, and events.

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

Platform	Followers in 2023	Target for 2024	Growth in %
Instagram	623	670	8%
LinkedIn	171	210	23%

As previously mentioned, personalised thank-you cards will be dispatched to event participants via email. Encouraging them to repost these events on social media platforms will help us reach a broader audience, fostering increased engagement and support.

7 | Finance

7.1 Budget

In the preceding year, we were able to successfully secure funds through events conducted either independently or in collaboration with other organisations and associations. The allocation of these financial resources in the upcoming year will align with SfC's commitment to sponsoring a multitude of global projects, thereby facilitating increased educational opportunities to children in accordance with our organisational mission. Maintaining low overhead costs aligns with our goal to maintain our current ANBI¹-status, a legal recognition that highlights our commitment to public benefit.

We aim to sponsor a minimum of two new projects over the year. To finance these projects, the Board has developed a comprehensive plan to host a diverse array of events in the upcoming year. These events will serve an additional purpose of enhancing the visibility of our organisation. Our immediate target is to organise a minimum of six events in the next year. During our preliminary assessment of potential event venues, we have spoken to representatives from several venues that indicated willingness to host these events either at a minimal cost or without charge. Therefore, we anticipate around 1000€ raised while also keeping event organising expenses as low as possible in accordance with our established spending cap.

With marketing, we anticipate expenditures at around 200€, on par with previous years, as the board has not outlined any significant departures from the promotion strategies used in previous years. Likewise, organisational costs are expected to remain relatively consistent, as they are recurrent in and have remained relatively consistent over the course of previous years.

7.2 Cash audit

To ensure transparency, our bank account will undergo biannual audits conducted by two members of our Advisory Board. Following the conclusion of each event, the treasurer will meticulously document the funds raised in an income report, which will

¹ ANBI: Algemeen Nut Beogende Instelling

subsequently be endorsed by another board member. Furthermore, regular and rigorous examinations of the bank account will be conducted by the treasurer to preclude any discrepancies in bookkeeping or fund transfers, thereby ensuring the organisation's financial integrity.

7.3 Financial reservation

As mentioned earlier, the previous board successfully raised a considerable amount of funds which is reflected by the advance amount of money from the year 2024. This buffer allowed the board to have more freedom in starting new projects. Therefore, the current board plans to reserve around 30-40% of the total income for the next board.

8 | Epilogue

In closing, we extend our gratitude for your dedication in reading and supporting the mission of Students for Children (SfC). We believe that our policy strategy is the cornerstone for the continued growth and expansion of our organisation.

In this Policy Plan we have outlined our goals and intentions for 2024. We hope to provide a clear roadmap for our shared journey towards making education accessible to children worldwide.

With the upcoming year, we are overjoyed to commit our unwavering dedication and energy to this noble cause. For 17 years, SfC has advocated for, selecting sustainable, local initiatives that align with our mission. At our core, we believe in the transformative power of education.

We invite you to join us, whether as a supporter, a volunteer, or an advocate for education. Your involvement is essential to our pursuit of a more equitable future for children around the world.

On behalf of the board of SfC,

Destiny K. Longsworth

Chair Woman