

Policy Plan 2025



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1 | Introduction

Committed Partners and Supporters of the Students for Children Community,

As we embrace the exciting year ahead in 2025, *Students for Children* (SfC) is filled with renewed energy, unwavering dedication, and a deep sense of purpose. For nearly two decades, our organization has worked tirelessly to make education accessible to children in underserved communities. Along the way, we have celebrated many successes, overcome numerous challenges, and built a legacy of meaningful, positive change.

With the start of this new year, we are inspired by past accomplishments and energized by the opportunities before us. Our mission remains clear: to identify, support, and monitor small-scale, sustainable projects that have the power to transform the lives of children in need. This year, we aim to broaden our network of partnerships with companies to expand our reach and enhance our impact.

In the following pages, we present our *2025 Policy Plan*. This comprehensive document details our strategic vision for the year, outlining key aspects of our operations. From our internal board structure and ongoing projects to the fundraising standards we uphold and the exciting events we have planned, this plan is a roadmap for how we will continue to advance our mission.

We want to take this opportunity to express our heartfelt thanks to our dedicated donors, Advisory Board members, and everyone who has supported our cause. Your contribution has been crucial to our journey, and we are deeply grateful for the partnership that allows us to create lasting change.

We invite you to share any questions, feedback, or suggestions with us via email: voorzitter@studentsforchildren.nl. Your input is invaluable as we remain committed to transparency, accountability, and continuous improvement.

On behalf of the *Students for Children* Board,

Diana Getka

Chairwoman

2 | Internal Organisation

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

2.1 Board

Looking at previous years made us realize the importance of starting recruitment early. 2024 taught us how both exciting and challenging accessing local events and companies can be. Hence, we believe in the importance of integrating Dutch speakers in our future teams, as this will be advantageous in improving communication with local stakeholders and partners.

Recruitment should ideally start in March 2025, with the goal of having a new board before the end of the academic year. This way, the transition will be smoother and the previous board members will have time to get to know the new board, as well as ensuring quality training.

2.2 Internal Documentation

SfC stands for diversity and inclusion and we aim to reflect that in the board of the association. Since 2019, the board has consisted of students from around the world studying at the University of Amsterdam (UvA), Vrije Universiteit van Amsterdam (VU) and Hogeschool van Amsterdam (HvA). This not only has been incredibly beneficial to our association, but it has posed new challenges.

Internationalization and diversity opens the door to exciting new projects and ideas to tackle world issues through different approaches. Nevertheless, the language barrier is a challenge that we have to overcome together as a team. Currently, several documents for each department are only written in Dutch, which hinders our development as it is difficult to navigate them. Additionally, the common folders have been difficult to access due to the amount of documents. This year, we aim to improve the system we have been working with for the last few years. This means translating all documents to English, creating a clear Drive that is easy to access for our association, and compiling essential information for the future generations.

3 | Projects

3.1. General

In 2024, Students for Children successfully funded 5 projects. It is the goal of this Board to keep up with the good work from the previous year! Drawing from previous experience and the reflection of the previous Project Coordinator, Martina Semino (August 2023 - July 2024), we draw several conclusions about the projects that we want to fund in 2025, as well as the overall infrastructure of the organisation, specifically the monitoring and concluding of projects.

3.2. Selection of short-term projects

It is of our utmost priority to select as diverse projects as possible and give equal chances to applicants to receive funding, despite the particular design of their projects. However, as the Board of 2023 has identified, the structure and organisation of our NGO makes it particularly difficult to implement projects longer than one year. Thus, as the previous Board started, we have made it our focus to choose projects, whose implementation is less than one (1) year. The main reason behind this is that the information transfer from one Board to another at the end of the academic year is difficult and heavy, thus burdening the start of the work of the new Board. As we plan to do that for this year (2025), we realise the impact this might have on projects whose implementation requires a long period. We have identified this issue and are working on finding a solution. We have identified a twofold plan to deal with this. On the one hand, we are considering one of the current Board members to stay for the next academic year as well, allowing for a smooth informational transition and easier start of the work of the new Board. On the other hand, we are going to improve the internal organization, more specifically the storing of information and the processes of monitoring and concluding projects. This will provide for a solid foundation that future Board members can step on. Long term, the goal is to prepare Students for Children to be able to handle long-term projects (with more than one year duration) effectively.

3.3 Improving the internal structure of Students for Children

The prime goal of Students for Children is to provide funding to as many projects as possible and help as many children as possible. However, this goal is hardly feasible without the resilient and smooth infrastructure to support it. This entails having a good internal record of previous projects, a good system for monitoring the on-going ones, and a good way to conclude the ones that are ending. This has been an ongoing effort of previous Board members as well, most notably seen by the creation of the KPI system used for monitoring. The Board of 2024/2025 has identified some pitfalls within the current system, mainly in the phases of Project Proposals revision, monitoring, closing of projects and overall transparency. Thus, the primary goal for 2025 is to find solutions to the current problems. This includes: defining clearly and precisely the steps to be taken when a new project proposal is received, including all communication with the new (chosen) projects in a written form, creating a template for the monitoring phase and a template to mark the end of the project. The goal is to increase the documentation which will improve the transparency and will ultimately make transitions of new Boards easier. The long-term goal is to generate a well informed database of the work over the years which will positively influence, mainly by easing, the work of future Project Coordinators.

To achieve this very ambitious goal, we have decided that we will take on less projects for the year of 2025. Our goal is to run a total of five projects, two of which we have chosen in November 2024. The rest will be chosen in two phases - one in January 2025 and one in April 2025.

3.4 New Projects

The projects in India, Uganda, Kenya and Honduras have been fully funded and concluded. They were chosen by the Board of 2023/2024 and were concluded after the end of their year and the beginning of the current Board 2024/2025. Detailed description of these chosen projects can be found in the Annual Report 2024.

We are entering the new 2025 year having concluded all projects chosen by the previous Board. Additionally, we are continuing the work with two projects chosen by us in

November 2024. The first project is based in Uganda and concerns the Kayenje Church of Uganda Primary School. The second project is based in Kenya and will be initiated through the building of an orphanage by the humanitarian organization Circle of Love.

3.4.1 Kayenje Church of Uganda Primary School (Uganda)



One of the biggest challenges that children face when trying to complete their education is having a stable and supportive environment to help them through it, especially those children that, one way or another, are left without the crucial aid from their families. Unfortunately, many children in Uganda become orphaned and have to live in communal houses where the living conditions are harsh, making it even harder for them to complete their primary education. The Kayenje Church of Uganda Primary School has taken upon themselves to combat this issue by providing children, left without families, with shelter and means to education. This includes shelter for orphaned children and scholarships to cover their tuition fees. Students for Children has taken up a project with them to provide them with the necessary means to purchase 30 double beds and 60 nets for those beds to improve the living conditions of the orphaned girls currently living there. The objective of the project is to provide a safe and stable environment where those girls can rest. This stability aims to allow those children to focus better on their education and improve the overall quality of their lives.

Students for Children believes that having proper sleeping conditions is an essential part for any person, especially developing children, left without the security and comfort of having a home. The project will have an immediate impact on the lives of those girls, as well as all those that will attend that orphanage after them. Thus, the project will have short- and long-term goals. Additionally, the purchase of the beds and nets will contribute to the development of the local economy.

The project will begin in January 2025 and will be executed by the beginning of February 2025. After that, Students for Children will receive a report every couple of months to check the condition of the beds, whether they are still used with their initial purpose and a reflection from the school director, Wilson Wabalanda, of how the beds have benefited the children’s lives.

Implementation time	January 2025 - February 2025	
Start of KPI monitoring	Until May 2025	
Goals	Meetings with project’s beneficiaries and organisers	done
	Purchase of the double beds.	In progress
	Putting the beds into the orphanage.	In progress

3.4.2 Circle of Love (Kenya)

Many children in Kenya grow up in inadequate conditions and one of the leading causes is the fact that they become orphans early in life. The reasons for that are many and the effects on the children - even more. The humanitarian organization Circle of Love has taken upon the project of providing such children with a safe house that they can call home. The goal of the project is to build an orphanage that would host, initially, around 50 children, with the aim of increasing that to up to 100 children. In this home, they will be provided with shelter, nutritious food, common rooms and areas for playing and learning. The goal is to provide a safe and stable environment for those children to begin their lives, helping them become independent, functioning members of society. Additionally, the building of the orphanage, as well as the job openings that it creates, will facilitate the development of the local community.

Students for Children will sponsor the building of that safe house by providing the funds needed for the purchase of the furniture which would last for the years to come. More specifically, this includes the purchase of dining table(s), sofa, making bookshelves, decorating the play/studying area, and buying a TV. The team of Circle of Love is working closely with us to choose the best products that will be the most durable and

beneficial for the children. The project will begin in January 2025 and will continue until May 2025. After that, the Board will continue to monitor the development of the safe house until the end of 2025.

Implementation time	January 2025 - May 2025	
Start of KPI monitoring	Until December 2025 (possibility for longer)	
Goals	Meetings with project's beneficiaries and organisers	done
	Purchase of materials for the safe house/orphanage: furniture for the dormitories and communal rooms.	In progress
	Building the safe house	In progress

4 | Sponsoring & fundraising

4.1 General

In the upcoming year, our fundraising efforts will be strategically focused on strengthening our relationships with the independent foundations we've previously partnered with, ensuring ongoing collaboration and support. At the same time, we will place a greater emphasis on reaching out to new companies and external funding sources. To attract these partners, we plan to leverage the networks of our current Board members and implement a proactive outreach strategy targeting potential business collaborations.

In addition to these efforts, we will optimize fundraising opportunities at all events by prominently featuring direct donation links or QR code version. We also plan to work closely with various student organizations within our university to boost event participation, thereby increasing potential funds raised.

To show our appreciation, we will send personalized online (via e-mail) thank-you cards to event participants, encouraging them to share their experiences on social media, helping us expand our reach. We are confident that by prioritizing our outreach to companies and utilizing these strategies, we will maximize the impact of our fundraising efforts in the coming year, building on the successes of past initiatives.

4.2 Donations

4.2.1. Structural and Private Donors

Our organization is committed to significantly increasing the number of structural and private donors by the end of 2025. To achieve this goal, we will implement a comprehensive public outreach strategy, leveraging targeted social media campaigns and awareness efforts. We will create visually compelling promotional materials, such as flyers and QR codes, for distribution across campus locations and citywide message boards. Additionally, we plan to enhance our corporate outreach by connecting with businesses via LinkedIn to encourage their participation. Continuous monitoring and reflecting of our progress in every week's meetings will enable us to adjust our strategies in real time, ensuring that we stay on track to meet our goals. Moreover, we will actively seek partnerships with local cafes and shops to display our materials, further increasing our visibility and outreach.

4.2.2. Collaboration with international schools

As part of our broader fundraising strategy, we will continue to strengthen our relationships with international schools, engaging both students and their families to expand our donor base. This initiative aims to reach a more adult demographic, fostering a deeper understanding of our mission and the opportunities available for supporting our work. Through tailored presentations and information sessions, we will transparently showcase the ways in which these potential donors can contribute to our cause, building lasting relationships with a new and diverse group of supporters.

4.3 Companies and organisations

To drive our fundraising efforts forward, we are placing a heightened focus on building and nurturing relationships with companies. Recognizing the critical role that corporate partnerships play in our long-term success, we plan to proactively reach out to both existing and new business partners to explore mutually beneficial collaborations. Our strategy includes engaging companies through personalized outreach, highlighting the value of partnership, and showcasing the positive impact that their support can have on our mission. By cultivating these relationships, we aim to secure both financial contributions and in-kind support, ensuring a steady stream of resources that will help us advance our goals. This renewed emphasis on corporate engagement will not only enhance our fundraising capacity but also strengthen our network and visibility in the business community.

5 | Events

5.1. General

This year, our events aim to expand our networks beyond the student community we have already established. In past years, our events successfully organised the collaboration of charity events with multiple study associations based in Amsterdam, such as the SES Valentine's Day Rose Sale and Off-Screen Charity Gala. In order to increase our visibility as a student-led organisation, this foundation, in collaboration with study associations, must be maintained. However, SfC is currently in a phase of growth and transformation, where we aim to expand our impact and reach beyond our current boundaries. To achieve this, it is essential for us to actively engage with professionals who can provide valuable expertise, insights, and guidance to strengthen our NGO's intellectual foundation. Additionally, we seek financial support and

collaboration opportunities to ensure the sustainability and further development of our initiatives.

Based on this idea, our primary target for this year is young professionals who would be interested in supporting us in various ways (section 5.2.1). In order for our successful reach-out to them, our events strategy initially focuses on the workshop charity events. Furthermore, we also aim to revitalise collaborative educational events with children (section 5.2.2). Finally, since universities are the significant educational hubs in the Netherlands. Therefore, our events aim to maintain meaningful collaborations and partnerships with study associations and professors in the field of development (section 5.2.3). The last section of this paper will end with our timeline for the board year 2024/2025 (section 5.3).

5.2. Event Strategy

Our event strategy and focus is divided into three: targeting young professionals, revitalising the educational institutions' collaborations, and maintaining collaborations with study associations. Throughout our events, our intention is not only raising funds, but also raising awareness of our projects, activities, and ultimately our mission.

5.2.1. Our New Target: Young Professionals

This year's goal is to expand our networks beyond the student community and increase visibility as an organisation. Furthermore, the exploration of not only financial but also intellectual support is beneficial to our organisational development in the long term. Therefore, we target **Young Professionals** who align with our mission of supporting education development projects and fostering innovative solutions to social challenges. By engaging this demographic, we aim to bridge the gap between the student community and professionals who bring valuable expertise, diverse perspectives, and a shared passion for social impact.

To achieve this, we will focus on creating events that are inclusive and appealing to young professionals, offering opportunities for networking and meaningful engagement. Examples include collaborative creative and educational workshops.

Collaboration with our marketing coordinator is key to ensuring that we reach out to targeted groups, especially through our social media. This is first because our online audience is represented by young female professionals who have already graduated or are working in the field of entrepreneurship, ranging from themes in well-being and development projects to themes in sustainability. Secondly, collaborations with young professionals enable us to expand our networks effectively and efficiently because this demographic typically engages with the internet and social media on a daily basis (European Union 2023). These effective online networks by young professionals allow us to reach out to as many audiences as possible through collaborative event spread-outs and to have insights to broaden our perspective.

By pursuing this strategy, we believe we can build a more substantial, more diverse support base that will help us achieve both our immediate goals and our long-term vision for sustainable impact.

5.2.2. Revitalization of Collaborative Educational Events with Children

This year, we aim to reinvigorate our focus on collaborative educational events that directly engage children, aligning with our core mission of supporting education development projects. These events serve as a platform for fostering creativity, skill-building, and a deeper understanding of social and educational issues among young participants. By designing interactive and innovative activities, we aim to create lasting impacts on the children involved while also showcasing our organisation's commitment to its cause. The examples include school charity auctions or bake sales to address specific needs of our chosen projects, as well as a letter exchange campaign between children.

Our approach will emphasise partnerships with international schools in the Netherlands, ensuring that our events are both impactful and accessible. Although there

is difficulty in our reach-out to the schools due to the fact that no one in the board of 2024/2025 speaks Dutch, we reach out to international schools in collaboration with our Secretary . This is firstly because we do not have a language barrier, but secondly, because many international schools encourage students to explore varieties of opportunities in making societal impacts throughout their interdisciplinary educational system. One example of our potential collaborator is Nord Anglia Rotterdam, which enhances university collaborations and social activities such as Read To Grow Initiatives.

By revitalising these collaborative educational events, we aim to inspire and empower children while simultaneously increasing our visibility within local communities and among our target audience of young female professionals who raise their children. This strategy reinforces our commitment to meaningful impact and lays the groundwork for future partnerships and opportunities.

5.2.3. Students Collaborations

Universities remain essential partners for Students for Children, serving as hubs of education, innovation, and potential partnerships. As a student-led organisation, our connections with university communities have been foundational to our mission. This year, we aim to deepen and diversify these collaborations by actively engaging study associations, as well as academic professionals whose expertise aligns with our focus on education development and social entrepreneurship.

To maintain and expand these collaborations, we plan to **Partner with Study Associations**. Building on past successes, such as the SES Valentine's Day Rose Sale and Off-Screen Charity Gala, we will continue to co-host events with associations. These events not only enhance our visibility but also allow us to engage a wider audience within the academic community. This expansion of opportunities is expected to attract motivated students, fostering a pool of potential candidates for future board membership in the coming years.

By leveraging the resources and expertise available within universities, we aim to create a dynamic synergy that benefits both our organisation and the academic communities

we work with. Strengthening these collaborations will enable us to sustain meaningful partnerships, generate new ideas, and amplify our impact.

5.3. Event Timeline

Since we expand our targets (incl. Young professionals, international school students and parents, and students), our aim is to organise two events in each month. There are a lot of challenges for our new initiatives such as workshops and new school collaborations. To address this situation, we will first focus on establishing a solid foundation in 2024 and the early part of 2025. Following this, we plan to gradually increase the number of events throughout 2025.

The tentative timeline is as follows:

Month	Events (Collaborators)
January	Sip and Paint Charity Workshop (Go Abstract)
February	Valentine’s Day Rose Sale x Bake Sales (SES)
March	Amsterdam Career Days Yoga Charity Event
April	Pub Quiz Night (Local Restaurant) New Creative Workshop Charity
May	New Creative Workshop Charity International School Charity Collaboration
June	Recruitment Campaign Online fundraising campaign
July	Recruitment Campaign Online fundraising campaign

August	Transition Period
September	Transition Period
October	Event yet to be decided
November	Event yet to be decided
December	Event yet to be decided

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 | Marketing

6.1 General

In 2025, SfC's marketing strategy aims to expand its impact by building on the successes of 2024 while introducing innovative approaches to engage our audience. Our

overarching goal is to amplify SfC's visibility worldwide and solidify its role as a community-centered organization.

Key focuses include:

- Expanding Engagement:
 - Share monthly highlights of ongoing projects and events through visually engaging posts, such as photo carousels, short videos, and infographics.
 - Create interactive content, like polls or "Q&A" sessions on Instagram, to spark conversations and connect with our audience.
 - Launch a campaign showcasing real stories from beneficiaries, volunteers, or collaborators to demonstrate the tangible impact of SfC's initiatives.

- Strengthening Community:
 - Host virtual events, such as Q&A sessions via Instagram, to engage donors, supporters, and new audiences.
 - Promote collaborative opportunities through partnerships with local businesses and student associations, emphasizing mutual benefits.
 - Encourage community participation by offering rewards for contributions, like featuring supporters in "Thank You" posts.

Aligning with Strategic Goals:

- Integrate advocacy efforts into marketing by creating educational content about SfC's core causes, like sustainable education and child welfare.
- Design campaigns that directly support fundraising goals, such as a countdown to specific donation drives or events.
- Leverage social media analytics to track performance and ensure marketing activities contribute to objectives like increased donations, event participation, and audience growth.

By focusing on these areas, SfC will continue to build a strong, engaged community while ensuring that marketing efforts directly contribute to achieving broader organizational objectives in 2025.

6.2 Website

The website remains the backbone of Sfc’s communication efforts, acting as the primary source of information for members, donors, and partners. Building on last year’s updates, the focus for 2025 will be to refine usability, enhance content, and improve functionality.

Planned updates for 2025:

Timeline	Improvement Areas
January/February	Create individual project pages to include more specific information and updates per project.
March/April	Create a dedicated ‘Partners’ page to showcase collaborations and partnerships.
Throughout the Year	Regularly update project and news pages with fresh visuals and current information.

These enhancements aim to make the website more engaging and user-friendly, supporting Sfc’s goal to build a stronger digital presence.

6.3 Social Media

In 2025, Sfc will continue to prioritize Instagram and LinkedIn, which have shown the most growth and engagement. The goal is to further enhance our social media strategy by introducing creative content and leveraging our cohesive brand identity.

Platform-Specific Strategies:

Instagram:

- Maintain weekly posts and active Instagram Stories featuring project updates, events, and collaborations.
- Explore diverse content formats like educational posts, behind-the-scenes glimpses, and seasonal campaigns (e.g., an advent calendar or 12 Days of Christmas posts).
- Use Instagram Analytics to track engagement and optimize strategies.

LinkedIn:

- Focus on professional updates, including collaborations, sponsorships, and advocacy milestones.
- Share educational posts aimed at engaging professionals interested in Sfc's mission.

TikTok:

- Develop a presence with short, engaging videos highlighting Sfc's activities, storytelling, and impact.
- Leverage trends to connect with younger audiences.

Follower Growth Targets:

Platform	Followers in 2024	Target for 2025	Growth in %
Instagram	679	740	9%
LinkedIn	189	220	16.4%

6.4 Other Initiatives

In addition to enhancing online platforms, SfC plans to host dynamic and inclusive events while exploring new communication channels:

- **Podcast Launch:** Focused on advocacy and awareness, with guest interviews about children’s welfare, education, and other key topics.
- **Creative Events:** Introduce innovative formats like craft workshops or themed game nights alongside bake sales and yoga classes as fundraiser events.
- **Collaborations:** Strengthen partnerships with businesses, student associations, and CSR-driven companies to enhance sponsorships and participation.
- **Brand Cohesion:** Maintain consistency in our visuals, including standardized colors, fonts, and styling, to build trust and recognition.
- **Post Consistency:** Increase post consistency to over 2 posts per week to increase engagement in social media (namely Instagram).

With these initiatives, SfC is committed to fostering inclusivity, expanding its reach, and achieving sustainable growth in 2025.

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.

We recognize the recent concerns highlighted regarding the significant decrease in our structural donations in the past 8 years, and understand the urgency of reversing this trend to ensure our organization's financial health. The resolution of the IBANC (the system where we receive our structural donations) handover issue marks a pivotal improvement in our donation processing system, which has been a critical bottleneck in managing and nurturing our donor relationships effectively. With this issue now resolved, we are better positioned to streamline our donation processes and enhance donor confidence. Going forward, we are committed to integrating these developments into our policy plan, prioritizing the restoration and growth of structural donations to secure the financial sustainability of our organization.

¹ ANBI: Algemeen Nut Beogende Instelling

With marketing, we anticipate and aim expenditures lower than 600 euros after realizing the high amount spent on expenditures in 2024. Furthermore, 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 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 would like to express our heartfelt gratitude for your continued dedication to supporting the mission of *Students for Children* (SfC). Your engagement is invaluable as we work toward creating lasting change. We firmly believe that our policy strategy is the foundation for our organization’s growth and expansion in the years to come.

In this *2025 Policy Plan*, we have outlined our objectives and ambitions for the year ahead. Our goal is to provide a clear and actionable roadmap for our collective journey toward making education accessible to children worldwide.

As we step into the new year, we are filled with excitement and resolve, dedicating ourselves fully to this noble cause. For over 18 years, *SfC* has championed sustainable, locally-driven projects that align with our mission to empower children through education. We remain steadfast in our belief in the transformative power of education.

We invite you to join us on this journey—whether as a supporter, volunteer or advocate. Your involvement is crucial to achieving a more equitable future for children everywhere.

On behalf of the *Students for Children* Board,

Diana Getka

Chairwoman