Policy Plan

 4u2develop Foundation

 2012 - 2015

Stichting 4U2develop Foundation

Korenmolenweg 13

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Kvk nummer 53004582

RSIN 850704558

**1. Introduction**

In this policy plan the ‘4U2develop Foundation’ aims to explain the goals and objectives for 2012-2015. The policy that will be carried out in this period, depends mostly on the developments in the external environment and the available budget.

In case these factors change, the foundation will adjust the policy where needed. The policies are with this, dynamic.

With the carrying out of this policy, the foundation concentrates on its statutory goal. The foundation was founded on the 17th of June 2011. Since this date it has made an effort to strive for its statutory goal and the board has, amongst other things, sought advice from experts in the development aid sector. It can also have consulted experts on the desired target they aim to reach.

The statutory aim and the actual activities of the foundation consequently match. The With the activities of the foundation it tries to serve the public interest.

The Foundation is viewed as ANBI: Algemeen Nut Beogende Instelling (foundation with goals in public interest) in the meaning of Law of income taxes 2001.

The members of the current board of the foundation are Mrs. C. Kluin – Nieuwenhoven (secretary), mr. D.J. Sinke (finance), and mr. A.C.J. Oomen (president).

The foundation was founded based on the specific ideals of the founders and the wishes of the testator. In the testament in question, the testator wished for his capital to be donated to the foundation. It is not known when the capital will be available. The testator has arranged the transferring of the financial endowment over a five-year period beginning in 2011.

**2. Goal, vision, workethics and activities**

Below are discussed the objective, vision, work ethics and activities of the foundation.

The goal of the foundation is described in the ‘act of formation’ as follows:

*1. The aim of the foundation is*

 *a) Initiate and develop activities as well as supporting local projects, initiatives or programmes in developing countries which share one or more of the following aims:*

 *- Fighting poverty and injustice in developing countries by way of improving the independence of the public*

 *- Improving the equality of women as opposed to men with regard to the right to vote, and the decision process in local decision-making*

 *b) To perform all that has to do with the previous or when it may further be at aid*

*2. The foundation seeks to achieve its goals by giving temporary support. This support can also be focused on the provision of knowledge and experience as needed when building local capacity .*

*3. The foundation serves as a public interest*

*4. The foundation does not aim for profit*

In short: fighting of poverty and injustice to people in developing countries to improve independence and therefore contribute to sustainable development

Vision

Sustainable development is best achieved by providing support to local initiatives (program, project or activity) of a community in a developing country, also being provided by local partners. A progamme may contain several projects, and a project, several activities. The foundation sees that improvement of income as an important (economical) engine and basis for achieving a certain level of needed and desired independence.

The actual context, structures and systems of communities, a loyal government, organisations and companies are important in improving the chances of the development of a sustainable solution. A crucial precondition, one that is absolutely needed to even make the first step to a (lasting) independence, is peace and safety and the access to basic human needs such as nutrition, water, sanitation and hygiene (WASH), electricity and education. The foundation will always take these preconditions into account when choosing projects to increase the chances of realising sustainable development.

Support by the foundation:

* is always temporary and therefore project based
* is often multiannual because it strives to create sustainable development
* next to financial support, can also focus on implementing knowledge and experience for the local capacity

With this, it is assumed that in developing countries:

* a local community feels responsible for achieving its own goals
* people organise locally to create a solid basis
* women have an equal say in decision making
* people are inspired and involved and maintain an enterprising attitude that makes learning possible

The foundation does not exclude particular *themes*. As mentioned before, our idea is that the improvement of income in the local economy will be an important basis for sustainable development. Therefore the foundation emphasises the improvement of capacity through developing groups and individuals. Training and counseling for example will be put in to use as a tool. The foundation does not exclude particular countries, but it does have preference for the poorest countries. This is why other countries like South-Africa, Brasil and India will not be eligible for consideration.

Work Ethics

The foundation makes a decision for specific projects in two ways. By searching for the expertise of professional development organisations (preferably in the Netherlands) that share our mission and vision and already put it into practice. Connecting with already existing organisations helps to improve quality and save expenses.

In reality this mostly means that the foundation leads, carries out and adopts a project within another programme or project which has been started by another organisation.

On one hand, other organisations are approached by what is called, “warm acquisitions”. This means inquiring information and connecting with people within the network of the board.

On the other hand, a foundation, depending on the context, can in some cases initiate a new program, project or activity in which it searches for possible connections with professional foundations.

In the process of choosing a certain programme, project or activity, it is important to have an analysis which is as good as possible. The sort and size of the project can vary as long as it corresponds with the mission and vision of the foundation. The quality of the programme, project of the activity therefore comes before quantity.

Every chosen program, project or activity shows a maximum striving for a specific established set of goals, transparant planning, clear communication and verifiable measurements of effect and for agreement with the cooperating partner.

The foundation will use its own knowledge and skills of the board when needed and, when necessary, it will temporarily use (sometimes paid) experts who are preferably local.

Activities that the foundation wants to continue in 2012 and 2014 are for the time being focussed on preparing activities for the board. As mentioned, the foundation was founded because of a testator who stated his capital was to be donated to this foundation It is not known when the capital will be available. However, because of the “interestfund” it is possible to start the projects.

The preparatory activities in 2012 and 2013 are:

1. Deciding the criteria on which the foundation bases its choice of partners for making financial resources and/or knowledge and experience available to those partners, being professional development organisations.
2. Starting the design of a website and creating an email contact file and in time a newsletter.

**3. Fundraising**

The vision on fundraising consists of two main points:

Firstly the foundation only wants to start extra fundraising activities at the moment when a specific project is known and has already started. The foundation wants to adjust fundraising for specific causes. Potential funders have to gain trust in this specific project or the Foundation itself if they want to financially support it. In addition, fundraising will be mostly aimed at institutional sponsors , companies and wealthy individuals which can and want to offer substantial contributions. Contributions of (a large group of) private entities or individuals will obviously not be excluded, but will not have priority. Fundraising activities will not be adjusted to this group.

This means that for example, lectures and/or presentations will be available for fundraising activities amongst previously mentioned target groups. For monitoring, enhancing commitment and fundraising we will preferably use video and images next to text to explain the projects.

The foundation is considered as Algemeen Nut Beogende Instelling (foundation with goals in public interest ) according to the Law of Income Taxes of 2001. As a foundation, we will abide by the above law. The foundation will, for the time being, not yet strive for the CBF-brand.

**4. Spending of Funds**

Restrictions to our spending apply. At first, simply because of the available budget and secondly, and because of the aim of sustainability, which requires the whole price of a project to be present from the beginning.

The foundation will start small with probably- support of one project in 2013 or 2014. The choice of such a project can result from own observation or by approaching professional development organisations.

Starting ‘small’ also means that the foundation will be able to focus more on results and communicating these results with potential funders.

**5. Spending of funds**

The annual gained funds will be spend, administered and monitored.

The basic rule of the foundation is that the indirect costs will be kept as low as possible.

Indirect costs could involve:

- fundraising activities

- costs for implementing knowledge and experience in improving local capacity building

- assessment costs for local partners

- costs for monitoring and evaluating projects

To finish, all profits and costs will be constrained by rules according to the existing and state-of-the-art accounting laws.