

## Policy Plan (Beleidsplan)

Stichting Hearts for Change

Policy period: 2026–2028

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### 1. General information about the foundation

**Name:** Stichting Hearts for Change

**Legal form:** Stichting (foundation)

**Seat:** Amsterdam, the Netherlands

**RSIN:** 868702778

**KvK Number:** 98920685

**Establishment date:** November 2025

**Website:** <https://heartsforchange.online/>

**Financial Year:** The first financial year runs from 18 November 2025 to 31 December 2026 (Extended first financial year).

**Introduction** Stichting Hearts for Change was legally established in November 2025. The remainder of 2025 served as a start-up phase focused on governance setup, needs assessment, relationship-building with local stakeholders, and preparation for sustainable project implementation. This policy plan therefore covers the period **Nov 2025–2028**.

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### 2. Mission & Statutory Objective

**2.1 Statutory Objective** In accordance with **Article 3** of the Articles of Association, the Foundation's statutory objective is: *To support children in disadvantaged regions by creating, together with their local communities, safe and inspiring learning environments, offering additional educational and life-skills opportunities, and providing essential support.* The Foundation does not pursue profit.

**2.2 Approach** The Foundation seeks to achieve this purpose by focusing specifically on **underserved communities**. We aim to realize our goals by supporting local schools and educational institutions, and by developing and implementing **supplementary** educational programs and tools. These initiatives are designed to **enrich and support** existing local curricula rather than replace them. Furthermore, the Foundation engages in offering community-development workshops, worldwide fundraising, facilitating volunteer programs, and building partnerships.

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### 3. Public Benefit & Target Groups

**3.1 Public Benefit** The Foundation's activities are aimed **almost exclusively** (*nagenoeg uitsluitend*) at the general public benefit.

#### 3.2 Target Groups

- Children in disadvantaged regions.

- Local schools and educational institutions.
  - Teachers and educators.
  - Vulnerable families connected to school communities.
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## 4. Activities Plan

**4.1 Phase 1 & 2: Start-up & Implementation (Nov 2025 – 2026)** The period from November 2025 to December 2026 constitutes the Foundation's extended first financial year. Following the initial governance setup in late 2025, the Foundation focuses on establishing essential infrastructure and launching support programs in **Kenya**. Planned activities include:

- **Infrastructure Support:**
  - **WASH Projects:** Improving water access and sanitation at partner schools to ensure hygiene.
  - **Educational Resources:** Providing essential equipment, such as classroom furniture and **digital/audiovisual learning resources (e.g., computers, projectors, speakers)**.
- **Educational Programs:**
  - Development and implementation of supplementary "Life Skills" workshops (personal development, health, social skills).
- **Community Support:**
  - Workshops for parents/caregivers focusing on child wellbeing and **community empowerment (e.g., basic skills training)**.
- **Volunteer Programs:**
  - Coordination of volunteers to support daily school activities and renovation work.
- **Partnerships & Network Building:**
  - **NGO Collaboration:** Establishing relationships with other NGOs to share knowledge and avoid duplication of efforts.
  - **Corporate Engagement:** Approaching companies for Corporate Social Responsibility (CSR) partnerships and project funding.
- **Fundraising Activities:**
  - Launching online awareness campaigns and organizing small-scale fundraising events to engage **individual donors and corporate sponsors**.

**4.2 Phase 3: Expansion & Outlook (2027–2028)** During 2027–2028, the Foundation aims to deepen its impact through economic empowerment and innovation.

- **Consolidation:**

- **Continuing and scaling up** successful activities from Phase 2, including fundraising campaigns, volunteer programs, and strategic partnerships.
  - **Capacity Building (Economic Empowerment):**
    - **Skills Training:** Facilitating vocational training (e.g., crafts or design) where professionals train locals to foster financial independence.
    - **Mission-Related Sales:** Exploring the sale of community-made products to generate income for the project.
  - **Educational Innovation:**
    - **Digital Tools:** Exploring the **application and development** of digital educational tools to assist teachers and students in resource-limited environments.
  - **Expansion:**
    - Exploring the replication of successful support models in other disadvantaged regions.
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**5. Fundraising Strategy** The Foundation raises funds in accordance with its Statutes. Expected income sources include:

- **Private Donations:** Online and offline campaigns targeting individual donors.
  - **Institutional Grants:** Applications for specific project funding from larger foundations (*Vermogensfondsen*).
  - **Corporate Partnerships:** Collaborations with companies, including direct sponsorship of projects and **cause-related marketing campaigns** (e.g., donating a percentage of sales).
  - **Volunteer Program Contributions:** Participation fees from volunteers in exchange programs.
  - **Sale of Goods:** Small-scale sale of mission-related products (e.g., community crafts) and merchandise, where all proceeds directly benefit the statutory objective.
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## 6. Management of Assets

- **Management:** The assets are managed by the Board.
  - **Banking:** Financial resources are held in a business bank account at [Insert Bank Name].
  - **Reserves:** Any surplus funds not immediately spent on projects are held in a **low-risk savings account**. We do not invest in high-risk financial instruments.
  - **Continuity:** Reserves are maintained only where reasonably necessary for continuity and planned activities.
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## 7. Spending Policy

- **Allocation:** The Foundation uses its financial resources almost exclusively to achieve its statutory objective.
  - **Costs:** We strive to keep management and administration costs (overhead) to a minimum and in **reasonable proportion** (*redelijke verhouding*) to our total expenditure.
  - **No Distributions:** No profits or funds are distributed to founders or board members.
  - **Liquidation:** In the event of dissolution, any remaining assets must be transferred to another ANBI with a similar objective (**Article 16.6**).
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## 8. Governance 8.1 Board Composition

- **Chair:** Ms. Karla Paola Dominguez Zenteno
- **Secretary:** Ms. Sabine Marije Haveman
- **Treasurer:** Ms. Lucía Belén Eusebio

## 8.2 Decision-making

- Decisions are taken by **absolute majority** of votes cast (**Article 6.11**).
- The Board meets offline or online at least **once per year** (**Article 6.2**).
- Strategic, financial, and policy decisions are formally recorded in minutes.

**8.3 Conflict of Interest** In accordance with **Article 6.9**, board members must act in the interest of the Foundation. Any conflict of interest must be disclosed, and the conflicted member must abstain from deliberation and decision-making.

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**9. Remuneration Policy** In accordance with **Article 7.5** of the Articles of Association, board members receive **no remuneration** (salary or vacation pay) for their work. They are only entitled to reimbursement of reasonably incurred expenses upon presentation of proof.

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**10. Transparency & Publication** The Foundation publishes the following on its website:

- Statutory objective and Policy Plan.
- Board names and Remuneration policy.
- Current Report of Activities.
- Financial accountability (Startbalans / Budget).