Beleidsplan 2022-2025

**Stichting Wings of Love**

Status Definitief  
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**Introduction**

Before you is the first policy plan of the Wings of Love Foundation. In the spring of 2022, the foundation was born in our hearts and minds. Then in the fall we really started. Our trip to Uganda, meeting many wonderful people but also looking poverty in the eye again helped us to take this step. To spread our wings, to hit the road, to reach out to vulnerable people, to give hope to the poor, to make compassion tangible. To give them the opportunity to develop, to grow and then move forward in their own strength.   
  
This policy plan has been written to define Wings of Love's strategy and way of working for the period 2022 - 2025. This will make it clear what goals Wings of Love will pursue in the coming years and what the expected results will be.   
The policy plan is drawn up at the end of 2022 and - if necessary - can be adjusted in the interim. This makes it guiding for all activities of the board. The board is committed to implementing the strategy and plans described.   
This policy plan can be requested by co-funding organizations and funds where Wings of Love applies for financial support, by the Central Bureau for Fundraising (CBF) or by the tax authorities. It serves as one of the means of verifying that the organization is not seeking personal gain.   
  
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**ABOUT THE ORGANIZATION WINGS OF LOVE**

**Foundation**

On August 29, 2022 Stichting Wings of Love was notarized and registered with the Chamber of Commerce under number 87422255.   
The foundation has its registered office in Zwolle. Its place of business is also Zwolle.  
Within the framework of the General Data Protection Regulation (AVG) of the European Union (EU), Wings of Love has a Privacy Protocol so that we comply with legal regulations.

**Board**

The board members of Wings of Love are committed volunteers with experience in the practice of development work. The board members are not paid for their work. The board consists of the following people:

Frank Kodden, Zwolle Chairman, director

Adelia Gieskes, Amersfoort Secretary, doctor

Ab van Hell, Zwolle Treasurer, entrepreneur

**ABOUT THE WORK OF WINGS OF LOVE**

**Vision**

We long for a better world where people look out for each other and believe it is possible to break the chains of extreme poverty. With our foundation we want to contribute to shaping a society of people on earth where every human life counts, where people live in a dignity that fits how life is meant to be and where justice gets practical hands and feet in everyday life.

**Mission**

The objective of our foundation is to improve the living conditions of people living in poverty, with the primary focus on Uganda, but without limiting ourselves to this country, all in the broadest sense.   
We want to achieve this through direct and small-scale aid, implemented by local staff.

**Activities**

The Wings of Love Foundation undertakes the following activities:

Awareness

The Wings of Love Foundation wants to make its name known to more people, organizations and companies in the Netherlands. By doing so, she wants to work on increasing and strengthening a network of people who feel involved with the people in Uganda. To that end, it makes efficient use of different ways of communication, appropriate to the different target groups within its supporters.

Fundraising

Wings of Love Foundation aims to have an organized and smoothly operating fundraising, bringing in donations and sponsorships on an annual basis.  
Wings of Love Foundation funds projects with a carefully developed project plan and with the belief that the organization on the ground is in order.

Wings of Love Foundation invests in the coming period by raising sufficient donations and funds annually to cover the projects prioritized in the policy plan.

Wings of Love Foundation is heading towards transparency of the working processes and minimizing the administrative burden.

**AMBITIONS IN 2022-2025  
  
Ambitions in Uganda**We will focus on 3 pillars:  
 **Meneer Kip**

The goal under this pillar is to improve the social and economic conditions of people in the Lira City area by promoting integrated modern poultry farming and other agricultural and animal husbandry projects. It also aims to create jobs in this sector and share knowledge about agriculture and animal husbandry.

**Savings groups**

A very simple way to free a community from the cycle of poverty is to help them start saving money. For this purpose, groups of 30 people are formed. The group meets every week. Together with a trained volunteer, the participants learn to save, make plans and implement them.

**Christ Care Medical Center**

About 15 kilometers below Lira City is a small field hospital. Started in 2019, this hospital is financially supported by an American organization. Christ Care Medical Center (CCMC) is non-profit and aims to provide accessible, safe and affordable care to the poorest of the poor within a 30-kilometer radius of the hospital. Health care of the highest possible quality is provided. Some of the patients are able to pay for this care themselves. From these proceeds, medicines are purchased and free medical services are provided to the most vulnerable people in the community who need medical help and cannot afford it themselves. The people targeted here are widows, orphans, the elderly, former LRA war victims, people in prisons and persons with HIV/AIDS.

**Projects**

**Meneer Kip**

In the coming years we hope to purchase an additional engine for the activities around the farm. We hope to rent additional land and grow maize on this land to reduce the cost of feed.

We would like to start our own hatchery to be able to donate young chickens to the women participating in the savings groups.

There is a lack of water in the immediate area. We would like to have our own water source built for Meneer Kip's activities. This can also benefit people in the immediate area.

For grinding the corn, we now have to take the corn in the city to a mill. It would save an enormous amount of cost and time if Meneer Kip had its own corn mill. Also, this mill could be used by others for a fee.

To reduce diseases and ensure maximum production and biosecurity, cages must be installed for the chickens.

We hope it will be possible within the term of this plan to also expand the farm and start building a new chicken barn with a capacity of 1,000 chickens.

A small start has also been made in raising goats. A shelter is also needed for these goats.

Because all these activities are interesting and educational for a lot of people, the intention is to build a simple training center where people can be taught how to keep chickens.

Finally, we also hope to improve the living and working conditions of Meneer Kip's employees by supplementing the minimal salaries they currently receive to an acceptable wage and we want to have a small house built on the farm grounds.

**Savings Groups**

We hope to start 5 savings groups of 30 women each in the first quarter of 2023. Eligible women are widows, teenage mothers, abandoned women and orphans. Staff will need to be trained in advance to select and supervise the weekly meetings.

Every year we hope to start 5 new groups so that by the end of 2025 there will be 450 participants in the savings groups. This will impact 450 families. These groups will receive guidance from Masco-Uganda.

**Christ Care Medical Center**

We hope to improve the living and working conditions of the staff at CCMC. We intend to do this by supplementing the minimum salaries they currently receive to an acceptable income. We also hope to finance housing for staff, interns and for specialists who come to support the staff of CCMC.

Finally, we would like to invest in further training and specialization of staff.

In addition to caring for the staff, we would also like to care for the poor population and hope to establish a fund for people who call on the hospital but cannot afford the cost of care. We hope in this way that health care will be accessible to all.

**Fundraising**

The Wings of Love Foundation meets the conditions for obtaining ANBI status. An application to obtain a declaration has been submitted at the time of writing this policy plan and is in procedure with the tax authorities. The moment the ANBI statement is issued, donations from individuals are income tax deductible.  
  
The purpose of fundraising is to perpetuate and increase the income of the Wings of Love Foundation. The inherent interest in good causes including development cooperation, is the starting point here.   
Searches are made across a broad spectrum of potential donors.

Because we will start in the fall of 2022 and we do not yet have a constituency at this time, we will mainly be pioneering during this period. We will focus on groups, private donors, equity funds, bequests, corporate sponsorships and sponsorships.

In the coming period, the Wings of Love Foundation will begin to tap new sources of money and bind new donors and sponsors.

Preconditions within Wings of Love Foundation for good fundraising:

* clear descriptions of the projects to raise funds for.
* timely and complete reporting of the results of the projects,both substantive and financial.
* regular, up-to-date and interesting information and communication on the website and social media show funders that the Wings of Love Foundation is an active and decisive organization.

To obtain the necessary funds, we will:

* write to our existing donors
* start a crowdfunding campaign
* write to equity fund(s) and other support funds
* apply for a supplement at Wilde Ganzen
* conclude sponsorship agreements

**Accountability**

Our income and expenses are accounted for annually in our annual financial report, which is published on our website. The first fiscal year ends on December 31, 2023.  
In addition, those in charge of Meneer Kip, Christ Care Medical Center and the savings groups report on developments in the projects and send photos regularly. The reporting is included on our website. We also strive to have the participants of the projects themselves speak and tell how their lives have changed because of the project. These interviews will also be included on our website.

**Monitoring & Evaluation**

The local partners in Uganda own the projects and are directly responsible for their implementation and monitoring. The partners provide regular updates to the board via email and WhatsApp, in the form of descriptions, photos and film material. Upon completion of a project, the local partner writes a comprehensive final report including visual material and financial report. Based on this report, the Wings of Love Foundation can properly assess and evaluate the projects and results.

In addition, the projects are visited at least once every 2 years by board members. In principle, the costs of these project visits are borne by the board member.

The board of Wings of Love meets at the end of each calendar year to evaluate the activities and projects carried out. This involves looking at the activities and projects completed and their results. As a result of the evaluation, the board may decide to recalibrate or adjust the policy plan and budget.

**Opportunities and challenges**

Opportunities in Uganda

* We work with local people we have known for a number of years. They know the culture and also know their way around within the various agencies so there is already a foundation on which we can build. The local people have experience with the regulations, this will improve efficiency.
* There is the possibility to cooperate with other organizations, such as Masco Uganda.
* The Ugandan government favors projects that do not target an individual but the whole community.

Threats in Uganda

* Bureaucracy is a threat, as the Ugandan government has unclear and arbitrary regulations, and unexpected new requirements.
* Labor and commodity prices are very uncertain. Droughts and crises can cause large price increases.

Opportunities in the Netherlands

* We have a full and enthusiastic board.
* The board members are all new and have a large and diverse constituency.
* We have a group of people around us who want to support us with each their own expertise in the areas of:
* Website
* Social media
* Finance

Threats in the Netherlands

* We are enthusiastic but inexperienced in fundraising.
* Because we are writing this plan while the Foundation is not yet operational, it will be uncertain whether we will receive sufficient funding to realize all plans.
* The need is great, we will have to stay focused on the set goals and not be tempted to fragment our attention.

**Finances**

After its establishment, the Wings of Love Foundation has applied for recognition as an Institution for General Benefit (ANBI) (and strives to become a Good Cause recognized by the Central Bureau on Fundraising (CBF)). The financial administration is therefore conducted according to the ANBI guidelines (and meets the requirements of the CBF). For this, the format of Partin is used, which meets the auditing standard RJ650, established for small fundraising foundations with annual income below €100,000.

The financial administration of income and expenses is conducted in a sound and transparent manner and audited by a cash committee. The Annual Report and Accounts of the Wings of Love Foundation are approved by the full board and published annually on the website before July 1. Board members perform their duties voluntarily, but can claim expenses incurred. Management and recruitment costs of the foundation remain below 10% of the total material resources.

The foundation does not (yet) have assets such as land or offices, nor personnel costs. All income and expenses go through the Rabobank account. The Wings of Love Foundation strives to use its resources as fully and as quickly as possible and not to create unnecessary reserves, on the understanding that sufficient cash remains available for earmarked projects and unexpected expenses.

A budget of income and expenses is prepared for each year. Assuming a positive impact due to ANBI status, the financial budget is based on the assumption that donations may increase slightly. We assume that our partners in Uganda themselves are also making the necessary effort to control costs. Furthermore, we take into account high inflation in Uganda. The multi-year budget is used as a starting point for a fundraising plan to be established annually.

**Budget**

**Budget Meneer Kip - 2023/2025**

total amount

Supplement salaries € 131,- (per month) € 4716,-

Purchase motorcycle € 1800,-

Self growing corn € 500,- (per year) € 1500,-

Hatchery (incl sonar installation) € 1385,-

Own water supply € 3375,-

Milling facility € 1830,-

New chicken barn € 6500,-

Cages in the henhouses € 1395,-

Construction of a staff house € 7000.

Total budget € 29.502,-

**Budget Christ care Medical Center - 2023/2025**

total amount

Supplement salaries € 150,- (per month) € 5400,-.

Training medical staff € 3000,-

Fund for treatments € 200,- (per month) € 7200,-.

Construction of a staff house € 20.000,-

Total budgeted € 35.600,-

**Budget savings groups - 2023/2025**

Selecting people, training and educating the participants according to the VSLA method, regularly visiting the groups and teaching them new skills to get income and deal with this income in a responsible way is part of the program. A group will be supported in this way for 3 years. The cost for a group is €3000. This amounts to €100,- per participant. Per year we hope to start 5 groups and the costs will be €15,000.

In total, starting 15 groups will cost € 45.000,-