

JAVA VILLAGE FOUNDATION

# Policy plan 2017-2019

---

*Working together towards a brighter future*



Botermarkt 7<sup>E</sup>, 2311 EM Leiden

[info@javavillage.org](mailto:info@javavillage.org)

0031-(0)-619850258

[www.javavillage.org](http://www.javavillage.org)

KvK 28116157



## Contents

Introduction .....	1
1. Mission/Vision.....	3
1.1 Goal .....	3
1.2 Strategy .....	3
1.2.1. Donors.....	3
1.2.2. Fundraising.....	3
2. Projects .....	5
2.1 Sponsor a Student (SaS) .....	5
2.2. Microcredits and saving groups for women .....	5
2.3. Children with disabilities.....	5
2.4. Learning centre .....	6
3. Communication.....	7
3.1 Newsletter.....	7
3.2 Website and social media .....	7
3.3. Annual reports .....	7
3.4. Promotional material .....	7
4. Organisation.....	8
4.1. Board.....	8
4.2. Field worker and volunteers .....	8
4.3. Financial committee.....	8
4.4. Ambassadors.....	8
5. Finances .....	9



## Introduction

The Java Village Foundation focuses on a better future for the most vulnerable residents in Cisarua, located in West Java in Indonesia.

Almost 40% of the 8000 residents of Cisarua currently live below the poverty line. One third of the women are the main income-earners of their household. These women usually work long hours at the tea plantation or in vegetable gardens and earn barely enough to buy some rice and fish. To provide for the livelihood of the family they start borrowing from their employers and are therefore often worse off, not seeing any way out anymore. The number of youth attending high school is growing, and more girls are catching up, but still less than 50% of them obtain a diploma. The mortality rate among new-borns and their mothers is unacceptably high. There is no centralised waste processing, and no connection to the municipal water supply. The available water from the mountains is heavily polluted by the time it reaches the village.

Since its establishment in 2007, the Foundation has realised several projects concerning education, (economic) empowerment and health. But there is still much more to be accomplished. In the coming years we will focus, next to our current projects, on new projects. These will include projects on IT in education, mobilizing youth, attention for children with a disability, and a more sustainable environment. Cooperation makes a difference. Together with our donors we have been able to realize our projects over the past years. Together with local organisations in Indonesia we have been able to embed our initiatives, and together with our volunteers we have implemented the projects.

We hope that we can continue realising our projects in the coming years, and that the residents of Cisarua will eventually be able to carry on independently.



## **1. Mission/Vision**

The Java Village Foundation helps the residents of Cisarua in the fight against poverty and bases its projects upon the questions, needs and priorities of these people. In doing so, the focus is on the most vulnerable groups in the community: children, youth and women who are main breadwinner of their household. An important condition is that the help offered promotes structural self-reliance and solidarity.

### **1.1 Goal**

The goal of the Foundation is to support the residents of Cisarua in improving their living conditions. The foundation takes special account of the needs of women, youth and children.

### **1.2 Strategy**

The foundation strives to achieve this objective through fundraising, developing projects in collaboration with women, young people and the village council as well as mediating between villagers and organisations elsewhere who can offer advice and help.

For the coming years, the goal is to grow annually in our fundraising so that we are able to continue to develop projects and to meet new requests for assistance.

The priorities of the current strategy are:

- Continuation of current projects and exploration and realization of new projects;
- Expansion of fundraising;
- Expansion of the volunteer network;
- Expansion of the support network in Indonesia.

#### **1.2.1. Donors**

We have a number of very loyal donors, to whom we are very grateful for their support. To ensure the continuity of the projects, we try to increase the number of regular donors. To achieve this, we have created the concept 'Friends of Java Village', which we will continue to expand. To promote the concept, every 10<sup>th</sup> Friend of Java Village receives a special gift from Indonesia.

It is important to keep our donors informed about the progress within the foundation, so they know what their money is spent on. We thank the donors annually by means of a letter, and organise a meeting once a year that donors can attend at their request. In addition, we try to organise one informative meeting every year to have personal contact with our donors and the Friends of Java Village.

#### **1.2.2. Fundraising**

The Java Village Foundation organises or participates in several events every year. We are always looking for opportunities and partners to promote Java Village and recruit donors, but are limited in doing so because of limited manpower. This means that in selecting events we always try to balance potential revenue, increase in name recognition, gaining new contacts, and the costs that go into organising/participating in an event.



For example, in the previous years, Java Village participated in sales expositions, and was present at fairs (TongTong Fair) and meetings. A very special event was the cooking workshop, organised to celebrate the 10<sup>th</sup> anniversary of the Foundation in 2017. The cookbook with recipes from Cisarua, published especially for this workshop, is for sale on the Java Village website. All proceeds from the events go to the projects for the residents of Cisarua.

We continually strive to connect with new groups and to increase the amount of donors. To this end we organise lectures for service clubs and groups that are connected to Indonesia. We also organise sponsor activities, for example the event in support of the SaS project, organised in cooperation with the British School in The Netherlands (Voorschoten). All fundraising events are explained and highlighted in the annual report of the Foundation.



## 2. Projects

In order to reach its goals, the Foundation – in close cooperation with the residents of Cisarua – develops and implements projects concerning:

- Youth and education
- Women and empowerment
- Health and environment

The Java Village Foundation assesses the projects on feasibility, size, quality, sustainability and alignment with the objective. For financial support, donors are actively sought and fundraising events are organised.

### 2.1 Sponsor a Student (SaS)

In July 2017, 10 students (9 girls and 1 boy) were selected by our fieldworker in collaboration with the teachers of the various schools. In the future we might link some children with a disability to this project, in order to guarantee their access to education. The structure of the SaS project is very suitable for this. In addition we will determine how this project can become more self-sufficient.

We will continue the SaS project in the coming years. New donors who wish to contribute to this project are asked to donate € 12.50 per month. This amount covers the cost for the projects, and allows us to create a financial buffer in order to keep the project going.

### 2.2. Microcredits and saving groups for women

The second phase of the microcredit program ended in 2016 with a seminar. In this seminar the results and good practices were discussed for the benefit of local Indonesian organisations.

Based on the results of the final evaluation, we drafted a plan to guarantee the results and to work on a sustainable phase-out period for the project. This means that for this period, we still have 1 fieldworker for (less frequent) support for the successful saving groups and for the Forum, consisting of board members of the saving groups. The Forum was created, among other reasons, to generate income for the future.

This fieldworker, in collaboration with Titi, will phase out the project over a period of time. The end goal is to make the Forum completely self-sufficient. To ensure this, we will also look into encouraging girls and young married women to save money in these groups.

### 2.3. Children with disabilities

The project for children with disabilities started in 2016 in the field. The first step was the mapping of children with physical and/or mental limitations, training of medical staff in early diagnosis and improved comprehensive support for this group. This is ideally realised by engaging local networks in the medical, social and educational fields. This process includes building/renovating a classroom that is accessible for children with a physical disability, including education, specialised transport and the training of teachers.

In 2017 a project proposal for fundraising will be written, based on the preliminary work done in Indonesia. In 2018 - 2019, this project will continue with the training of medical staff, consolidating



networks for referral, setting up a play library and creating access to primary education. For the already identified children with disabilities, education and therapy will be realized if possible.

We expect this to be a gradual process, given the expected trepidation of various parties. That is why parents must be supported and motivated by providing information. They should also be involved in motivating the children during their therapy and training.

Together we will also work on a plan to embed both medical support and training in local structures as much as possible, and to ensure local financing.

#### **2.4. Learning centre**

In Indonesia the initiative has been taken to extend the educational and training programs (e.g. computer lessons) to a sustainable learning centre. At the start, the contribution of the foundation will consist of the refurbishment of existing material and infrastructure. Over the course of 2017-2018, the project proposal will be extended in order to be able to get started with further fundraising for the project.

The project is intended for young people aged 12-24 years and focuses on the following:

- Develop and expand existing computer courses with continued programs and more creative training;
- Training soft skills and giving teens space for social activities and self-development.



### **3. Communication**

An effective communication strategy is the basis for successful fundraising. With our communication we want to convey:

- that help for the most vulnerable inhabitants of Cisarua is desperately needed;
- how we work;
- how we look for a balance between fundraising and projects;
- how the funds of (potential) donors are spent.

#### **3.1 Newsletter**

Four times a year the foundation sends out a digital newsletter with the status of the projects, information from the board, news, promotions and events. The newsletter is also published on our website, [www.javavillage.org](http://www.javavillage.org). You can sign up for the newsletter via the website or by sending an e-mail to [info@javavillage.org](mailto:info@javavillage.org).

#### **3.2 Website and social media**

The website of the Java Village Foundation gives a lot of information, because all current information is published here. At the end of 2018 a completely new website will be launched, making information faster and easier to find.

The foundation is also active on Facebook. At the moment we have a company and a group page, but at the start of 2019 this will be reduced to 1 page. Here short updates of our projects are given, and events are announced that the foundation organizes or participates in. A social media strategy will also be developed to ensure a more constant presence on social media and to stimulate more interaction with the members of our Facebook group.

We also use LinkedIn to post vacancies and messages.

#### **3.3. Annual reports**

The annual report has been structured in accordance with the 'Guidelines for the reporting of fundraising institutions'. The elements policy, communication, guaranteeing the quality of the organization and spending of the resources in relation to the objective are clearly stated in the report. The annual financial report is public; we strive to make it available via our website no later than 9 months after the end of the financial year.

#### **3.4. Promotional material**

We have informative brochures and promotional material. Brochures can be requested via our website and are available in Dutch and English. When we organize activities in cooperation with third parties, we can support the provision of information by creating a joint brochure.





## 4. Organisation

Stichting Java Village has been designated by the Tax Authorities as an Institution for General Benefit, ANBI. This means that donations to the Foundation are tax deductible. The foundation is a not-for-profit organisation and serves the public interest

### 4.1. Board

The board is unpaid and consists of 5 board members. The board uses the guidelines of recognized quality marks and the guidelines for reporting for fundraising institutions as minimum requirements. The board consists of the following members:

Chairwoman:	<i>mrs. Mies Grijns</i>
Treasurer:	<i>mrs. Sonja Abrahams</i>
Secretary:	<i>mrs. Ties Molhoek</i>
Deputy secretary & archive:	<i>mrs. Kristel Hoogstad</i>
Marketing & communication:	<i>mrs. Huguetta Mackay</i>

The board meets at least once every 6 weeks for a board meeting. There is also an annual policy day, where the policy is evaluated and, if necessary, adjusted. Every three years a new policy plan is drawn up, which is published on the website and is accessible to everyone. If the policy is adjusted, an update will be published on the website as well.

### 4.2. Field worker and volunteers

In Indonesia we have 1 field worker, Titi Setiawati, who closely supervises the projects. She maintains contact with the cooperating organizations in Indonesia and the foundation in the Netherlands. She receives an expense allowance for this.

Although the work of Java Village is already supported by a number of enthusiastic volunteers in the Netherlands and Indonesia, we are always looking for more volunteers. They can help carry out projects and events, or organize fundraising campaigns.

To let the volunteers meet each other, we organize an informal meeting twice a year to improve mutual communication

### 4.3. Financial committee

To support the treasurer in her work, a financial committee will be set up in the autumn of 2018. The committee will consist of the following members:

*mr. Christiaan Ruitenbeek*  
*mr. Tim Toussaint*  
*mr. Joris Langenberg*

### 4.4. Ambassadors

We are looking for ambassadors who want to give our foundation a face, but also want to carry out our mission further. We are mainly thinking of (well-known) Dutch people with a ties to Indonesia.



## 5. Finances

The CBF (Central Bureau on Fundraising), and therefore also many large foundations, use a standard of 25% for organizational costs. We strive to keep the costs of management and administration as low as possible, up to a maximum of 15%, so 85% goes directly to the projects. This low percentage can be achieved because the foundation has low overhead costs.

Overhead costs remain low because the foundation does not rent or own a property, board members and volunteers receive no remuneration and a thorough assessment of costs against benefits is made.