

Policy Plan for Stichting Heart of Generous Works International International

1. Summary

Stichting Heart of Generous Works International is a charitable foundation focused on implementing impactful development projects in Malawi. Our primary mission is to improve the lives of children and marginalised communities through provision of clean water and sanitation, education and social initiatives. Our efforts will be geared towards fostering long-term sustainable development, ensuring that people have access to clean water and children have access to quality education and a healthier living environment.

2. Mission Statement

"To empower and uplift communities in Malawi by providing access to quality education, clean water, sanitation, and creating programs that enhance the social well-being of children and families."

3. Vision Statement for the Foundation:

"To create a healthier, more prosperous Malawi where every individual has access to clean water, proper sanitation, and quality education, empowering communities to thrive and break the cycle of poverty."

4. Objectives

- **Primary Objective:** To improve the quality of life for the people of Malawi by sourcing funds to support education, healthcare, community development, food security, and economic empowerment.
- **Secondary Objectives:**
 - Provide education support such as infrastructure for schools and school supplies.
 - Promote access to clean drinking water and improve sanitation facilities in marginalised communities by drilling boreholes.
 - Improve overall living conditions through various social development projects, including healthcare support, livelihood programs, and vocational training.

5. Key Projects and Focus Areas

a. Education

- **School Infrastructure:** Building and renovating schools, providing essential classroom materials, and creating safe learning environments.
- **Scholarships & Sponsorships:** Fund scholarships for underprivileged children, particularly girls, to ensure equal educational opportunities.

- Teacher Training: Offering training and resources to educators, ensuring they have the skills and knowledge to provide quality education.
- Digital Literacy: Implementing technology-based learning programs to bridge the digital divide, especially in rural areas.

b. Water & Sanitation

- Water Wells: Sourcing funds for drilling boreholes and constructing wells in water-scarce communities to provide access to clean water.
- Sanitation Facilities: Constructing latrines and promoting hygiene awareness to prevent waterborne diseases.
- Water Filtration Systems: Installing water filtration systems in schools and communities to ensure access to clean and safe drinking water.

c. Social Development

- Healthcare & Nutrition: Organizing health camps, vaccination drives, and providing nutritional support for children and mothers.
- Vocational Training: Offering programs that equip individuals, particularly women and youth, with skills that will help them secure employment and better their lives.
- Community Awareness Programs: Organizing events to raise awareness about the importance of education, sanitation, and health, and building a sense of community support.

6. Funding Strategy

a. Fundraising Campaigns

- Events and Benefit Activities: Organize fundraising events such as benefit dinners, charity auctions, sponsored sports challenges, or cultural performances. These events raise vital funds and strengthen community engagement, particularly within the Dutch donor base.
- Corporate Partnerships: Approach Dutch companies with active Corporate Social Responsibility (CSR) programs to sponsor specific initiatives in Malawi. In return, offer brand visibility, impact reporting, and involvement in project stories that resonate with their values.
- Grants and Foundation Support: Apply for grants from Dutch development organizations (such as Wilde Ganzen, Cordaid, or Nuffic), EU funding programs, and private Dutch foundations like the DOEN Foundation or Oranje Fonds and other international organisations that support global development and social innovation.

b. Donor Engagement

- **Transparent Communication:** Keep donors informed with regular updates on the impact of their contributions. This includes detailed progress reports, personal stories from the field, photographs, and video documentation.
- **Recognition and Relationship Building:** Implement a donor recognition program to acknowledge significant contributions through certificates, donor walls, special events, or inclusion in impact reports and newsletters.
- **Monthly Giving Programs:** Promote recurring donations via digital platforms and outreach campaigns. Monthly contributions provide a reliable funding stream and empower long-term project planning and sustainability.

7. Implementation Strategy

a. Project Design and Selection

- Collaborate closely with local stakeholders in Malawi to identify high-need communities and design targeted projects that address critical issues in education, water, and sanitation.
- Prioritize projects based on urgency, long-term sustainability, and potential for community impact.
- Align project goals with local government development strategies and collaborate with existing NGOs to maximize resources and avoid duplication.

b. Local Partnerships

- Work in partnership with local NGOs, schools, health facilities, and community leaders to ensure projects meet local needs, are culturally appropriate, and are implemented effectively.
- Involve local businesses and community members to promote ownership, enhance local capacity, and build trust within the regions we serve.

c. Monitoring and Evaluation

- Establish robust monitoring mechanisms for all projects, including regular financial audits, milestone tracking, and performance indicators.
- Conduct impact assessments and periodic evaluations to measure effectiveness and identify areas for improvement.
- Encourage feedback directly from beneficiaries through interviews, surveys, and community meetings to ensure the projects are responsive and accountable.

8. Sustainability

- **Capacity Building:** Provide training to local leaders, teachers, and health workers to ensure that the community can continue to run and maintain projects independently in the future.

- Micro-Enterprises: Support the establishment of small businesses or co-operatives that provide ongoing income for the community.
- Community Involvement: Encourage active participation from the local community in planning, execution, and sustainability efforts, ensuring a sense of ownership and responsibility.

9. Marketing and Outreach

a. Social Media & Digital Presence

- Utilize platforms such as Facebook, Instagram, Twitter, and YouTube to share stories, updates, and raise awareness about the work being done in Malawi.
- Launch a website that provides easy access to donation options, project details, and success stories.

b. Influencers and Ambassadors

- Engage social media influencers, celebrities, and public figures to promote the mission and attract global attention.
- Partner with Malawian public figures to raise awareness and advocate for the cause.

c. Community Engagement

- Encourage local volunteers to participate in fundraising and awareness campaigns both in Malawi and internationally.
- Host community events, workshops, and forums to inform people about the charity's work and how they can get involved.

10. Budget and Financial Planning

- Develop a comprehensive budget for each project, breaking down costs for construction, materials, staffing, and administrative expenses.
- Maintain transparency in the allocation of funds, with regular financial reports to donors and stakeholders.
- Ensure that funds are being spent efficiently, with a large portion going directly to the communities being served.

Mission: To improve the lives of children and marginalized communities in Malawi through clean water, sanitation, education, and social development initiatives.

Financial Plan for Stichting Heart of Generous Works International

Focus Areas: Water, Sanitation, Education and Community Development

Period Covered: FY 2026 – FY 2030 (4-Year Plan)

1. Executive Summary

This financial plan outlines the income strategy, budget allocation, and sustainability roadmap for Stichting Heart of Generous Works International. Over a 4 – year period (2026–2030), the organization plans to manage a total income of €400,000, strategically allocated across priority areas to achieve the highest impact while ensuring operational efficiency and sustainability.

2. Financial Objectives

We plan to raise at least €250,000 over four years through grants, donations, sponsorships, and social enterprise. Below is a tentative plan on how funds will be allocated:

- Water Projects – 50%
- Education – 30%
- Community Development – 15%
- Operations & Administration – 5%

3. Budget Overview (FY 2026–2029)

a. Income Projections

Source	Year 1 (2026)	Year 2 (2027)	Year 3 (2028)	Year 4 (2029)
Grants & Foundations	5.000	10.000	20.000	25.000
Corporate Sponsorships	20.000	25.000	35.000	40.000
Individual Donations	5.000	10.000	12.000	15.000
Social Enterprise (Edu)	2.000	5.000	8.000	10.000
Total Income	€32.000	€50.000	€75.000	€90.000

b. Annual Expense Breakdown

Category	Year 1	Year 2	Year 3	Total (€)
Water Projects	16.000	25.000	37.500	45.000
Education Programs	9.600	15.000	22.500	27.000
Community Development	4.800	7.500	11.250	13.500

Category	Year 1	Year 2	Year 3	Total (€)
Admin & Operations	1.600	2.500	3.750	4.500
Total Annual Expenses	€32.000	€50.000	€75.000	€90.000

4. Asset Management and Reporting

To ensure transparency, accountability, and responsible use of assets, Stichting Heart of Generous Works International will implement robust financial management systems, as outlined below:

- Dedicated Charity Bank Account: All donations and grants will be managed through a registered charity account with ING, providing traceability and compliance with Dutch regulatory standards.
- Professional Accounting Tools: Financial transactions and budget tracking will be managed using reliable accounting software such as QuickBooks, Wave, or other accounting tools ensuring accuracy and audit-readiness.
- Regular Financial Reporting:
 - Quarterly Financial Reports will be prepared to monitor cash flow, budget adherence, and project spending.
 - Annual Independent Audits will be conducted by a certified external audit firm.
 - Annual Impact Reports will be shared with donors and stakeholders, combining financial data with program outcomes.
- Internal Financial Controls:
To safeguard resources and prevent misuse:
 - All payments will require dual-signature authorization.
 - Ongoing budget vs. actual variance analyses will be conducted.
 - Internal financial reviews will be scheduled at least bi-annually.

These measures aim to build trust with donors, comply with ANBI requirements and ensure that every euro is used effectively to support our mission in Malawi.

All purchased equipment becomes the property of the stichting and must be recorded in its asset register, maintained, insured where appropriate, and used only for activities that support the foundation's mission. If the equipment is sold in the future, the proceeds remain assets of the stichting and must continue to be used for its non-profit objectives.

In the event of the dissolution of Stichting Heart of Generous Works International, any assets remaining after the settlement of all debts and liabilities shall be transferred to one or more non-profit organizations or charitable institutions with objectives similar to those of the Foundation, as determined by the Board and in accordance with the Foundation's Articles of Association and the applicable laws of the Netherlands. Under no circumstances shall any

remaining assets or profits be distributed to the founders, directors, officers, or any private individual.

5. Sustainability Strategy

To secure long-term impact and financial resilience beyond 2025, our sustainability strategy focuses on both income diversification and relationship-building:

- Multi-Year Strategic Partnerships: We will pursue long-term collaborations with institutional donors, private foundations, and Dutch corporate sponsors committed to global development and social responsibility.
- Recurring Donor Program: A structured monthly giving program will be developed and promoted through our website, social media, and direct engagement, offering donors consistent updates and a sense of shared ownership.
- Strong Donor Engagement and Storytelling:
 - Donors will receive regular newsletters, visual updates, and behind-the-scenes videos from the field.
 - Impact storytelling will play a central role in strengthening donor loyalty and attracting new supporters.
 - Select supporters will be invited for field visits, allowing them to see the work on the ground and deepen their connection to our mission.

By embedding sustainability into both operations and communications, we ensure that our projects in Malawi continue to thrive well into the future.

6. Conclusion

Stichting Heart of Generous Works International is committed to improving the lives of children and families in Malawi through targeted investments in education, access to clean water, sanitation, and community development.

By working hand in hand with local partners, leveraging the generosity of donors in the Netherlands and beyond, and maintaining a strong focus on sustainability and transparency, we aim to create lasting change in the lives of vulnerable communities.

Together, we can help build a better Malawi.