



## **FOUNDATION PLAN**

### **AmmanyA Foundation (Stichting AmmanyA)**

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### **Guide**

This plan provides insight into who we are, what we stand for, what we do and how we work. It outlines the work of the Dutch foundation we have set up to coordinate the work and initiatives we will carry out in collaboration with local organizations, communities, schools and orphanages in South America and worldwide.

## Contents

<b>Introduction</b>	<b>3</b>
<b>Founder story</b>	<b>4</b>
<b>Vision and Mission</b>	<b>5</b>
Vision	5
Mission	5
<b>Our values</b>	<b>5</b>
<b>Our beneficiaries</b>	<b>6</b>
<b>Our goals</b>	<b>6</b>
<b>United Nations Sustainable Development Goals (SDGs) and targets</b>	<b>7</b>
AmmanyA works on the sustainable development goals by focusing on:	7
<b>AmmanyA's activities in the Netherlands</b>	<b>9</b>
<b>Policy implementation</b>	<b>9</b>
A. Financial support	9
B. Practical support	9
C. Capacity support	9
<b>Organization and working methods</b>	<b>10</b>
The board	10
Main responsibilities	10
Accountability	10
Advisory board	11
Salaries and allowances	11
Financial resources	11
<b>Budget costs for the foundation and maintenance of AmmanyA</b>	<b>12</b>
One-off costs	12
Annual costs	12
Available start-up capital as of January 1, 2019	12

## **Introduction**

The AmmanyA foundation was set up with the aim of making the World a more Beautiful Place.

AmmanyA means 'wishes' in Sanskrit and 'Faith in God' in Hebrew.

This meaning embodies our view that starting with our belief in God and from a philanthropic standpoint, we can all contribute to a more beautiful world and make wishes come true. We believe that together we can make the world a better place by supporting or implementing small-scale initiatives in collaboration with local communities and organizations.

*"It takes ONE seed to plant a forest. ONE spark to light a fire. ONE TOUCH to heal a heart..."*

AmmanyA strongly believes in ONE TOUCH - touching people's lives with one specific action, aimed at creating lasting results. All too often, aid does not have the desired effect, even when given with the best possible intentions. The reason is simply because it often fails to provide for someone's real needs. It may provide some temporary relief, but too often families end up back where they started.

Do not give a man a fish, but make him a Fisherman.

At AmmanyA, we extensively study the personal circumstances of those we aim to help. Based on a variety of reports that we request from local foundations, community or organizations, we then develop a personalized aid package. The aid may be as extensive as building a school or as essential as installing a water well. Or it can be as simple as teaching a class about hygiene, or helping young people apply contraceptive measures.

We are delighted to see the effects of ONE TOUCH on the lives and aspirations of those we help. Our projects truly address someone's real needs to create a lasting solution. AmmanyA brings confidence, hope and faith with ONE TOUCH.

## **AmmanyA. ONE TOUCH**

## Founder story

*AmmanyA means 'Wishes' in Sanskrit and 'Faith in God' in Hebrew. It was created with the wish of giving children in developing countries hope for a better future. Ever since I was young, I dreamt of creating a home for children who have nowhere else to go, and no family to look after them. Though it was always a part of my distant future plans, I discovered that dreams come true earlier than you expect them to when that is really what you want to do.*

*After working in the corporate world for a long time I made the decision to leave my fulltime job and venture on a new path. By looking at what is really important, I restructured my life and changed my focus to spend more time on my faith and family. And that is when I began to follow my dream of helping children in need.*

*It is my personal mission and heart's desire to make the world a little bit brighter. The purpose in which I whole-heartedly believe is to "Make Life Beautiful".*

*As we deepened our knowledge of the needs of children, families and communities in developing countries, it became clear to us that charitable aid support is needed in many different areas. And that we as global citizens can all make a positive improvement to change the world for good. AmmanyA does that by making wishes come true ONE TOUCH at a time.*

AmmanyA's founder

## **Vision and Mission**

### **Vision**

AmmanyA's vision is to make the World a more Beautiful Place. We aim to contribute by promoting education and improving the living conditions of children and families in need. We do this by strengthening, supporting or implementing a variety of small-scale initiatives in collaboration with local communities and organizations.

### **Mission**

AmmanyA is a non-profit aid organization (NGO) that focuses on improving the learning and living conditions of socially and economically disadvantaged children and communities in South America and worldwide. Our work is founded on relationships. We wish not only to be there on the ground, but to make a difference to the lives of less fortunate children, families and communities. Across borders and cultures, we focus on people's individual needs and how through helping them we can support their local communities.

### **Our values**

- \* Honor and respect: we are committed to helping people in need regardless of their age, gender, religion or cultural background.
- \* Integrity: we are committed to honesty and adhering to the highest professional, moral and ethical norms.
- \* Impact: we believe that philanthropic efforts should support and empower meaningful work in service of the greater good.
- \* Transparency: we adhere to the highest standards of organizational integrity and responsibility.
- \* Collaboration and partnership: we embrace sharing knowledge and taking collective action to strengthen all parties involved. We strive to make effective use of available resources to achieve shared goals. In this way we aim to amplify the desired impact and results.

## **Our beneficiaries**

- A. Children
- B. Schools
- C. Orphanages
- D. Local communities and community centres
- E. Other people in socially disadvantaged situations

## **Our goals**

AmmanyA Foundation aims to:

- Support and improve the learning and living conditions of socially and economically disadvantaged children, adults and communities in South America and worldwide.
- Promote education and provide educational resources to less fortunate children and adults who have no or reduced access to the necessary resources to follow or pursue (higher) education.
- Support and strengthen local partners, organisations and schools, raise funds and offer practical support.
- Provide a home to children and adults who are unable to provide for themselves.

## **In depth**

Our primary goal is to support AmmanyA initiatives in South America and worldwide. We focus on providing educational resources to less fortunate children. These are often children who, due to their socio-economic or home situation, have little or no access to the necessary resources to follow or pursue (higher) education. For this purpose, we also support schools which have limited resources.

Every child deserves the chance to receive an education and the resources needed to pursue an education. Education and an improved quality of life can prevent children from making the wrong decisions. In the broadest sense, wrong decisions can lead to all sorts of unfortunate consequences such as imprisonment or venereal diseases. Education can also prevent children from becoming the victim of alcohol or drug addiction. In more extreme circumstances, it can prevent them from falling prey to child prostitution or being recruited as child soldiers.

It has been proven that through good education, people in poverty or with less fortunate (home) situations in particular, make better choices through knowledge. Over the long term, educated adults can find better jobs and offer their families a brighter future. As a result, they can provide for their family and progressively develop their community on a socio-economic level.

In addition, AmmanyA also focuses on local communities and other people in disadvantaged situations. These could be the residents of a small slum who face similar circumstances in terms of problems and approaches. Here we will focus on initiatives to improve the living conditions of the local community. To allow for a broader approach, generally formulated beneficiary target groups have been included above under D and E.

In the Netherlands, our organization will focus on fundraising and creating capacity in the international online community. From the Netherlands we will coordinate the work in South America and worldwide, such as PR and communications, preparing projects and change processes. A small group of volunteers is currently supporting our team in this work.

# United Nations Sustainable Development Goals (SDGs) and targets



**Goal 1:** End poverty in all its forms everywhere

**Goal 1.2:** By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.



**Goal 2:** End hunger, achieve food security and improved nutrition and promote sustainable agriculture

**Goal 2.1:** By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.



**Goal 4:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

**Goal 4.1:** By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.



**Goal 6:** Ensure availability and sustainable management of water and sanitation for all

**Goal 6.1:** By 2030, achieve universal and equitable access to safe and affordable drinking water for all.

**Goal 6.2:** By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.



**Goal 11:** Make cities and human settlements inclusive, safe, resilient and sustainable

**Goal 11.1:** By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.

## **AmmanyA works on the sustainable development goals by focusing on:**

### **AmmanyA Education**

- Providing learning materials such as school supplies, books, materials and musical instruments.
- Providing school bags, school uniforms, shoes so that children can go to school appropriately dressed.
- Providing courses and training to schools and communities. These will be subdivided between education and creative subjects such as music, dance, and the arts. We will use different methods to motivate and inspire children in an educational but also playful way.
- Supporting school costs in the form of tuition fees or study grants.

### **AmmanyA Care**

- Supporting nutritional projects in schools, orphanages, and local organizations.
- Installing water supplies, sanitary and hygiene facilities for local communities.
- Offering informative courses in areas such as hygiene, sexual education and family planning. AmmanyA will work according to a 'pass-it-on' model in which each trained person passes on their knowledge to local volunteers who can in turn train others. This guarantees continuity and sustainability of the investment.

### **AmmanyA Wishes**

- Gifts in the form of symbolic gift boxes, such as:
  - School package containing school supplies
  - Clothing package containing a jacket and shoes for a child
  - Book bundle for a class
  - Musical instrument such as a keyboard, violin, drum, xylophone etc.
  - Sports equipment
  - Hygiene package for young women
  - Contribution to build a house
  - Water well installation
  - Sanitary facilities at a school
- Building low-cost houses for families and communities.
- Small-scale initiatives that improve the living conditions of families or communities on a project basis.



## **AmmanyA's activities in the Netherlands**

To achieve our the common goals, AmmanyA primarily aims to support and strengthen local partners and organizations, as well as raising funds and providing practical support. In addition, it may also be possible to collaborate with similar organizations in the Netherlands, South America and worldwide.

AmmanyA in the Netherlands will achieve this through:

- A. Financial support
- B. Practical support
- C. Program support

### **Policy implementation**

#### **A. Financial support**

AmmanyA will raise funds for all the activities of the local organizations, such as supplying learning materials, general organization costs, projects, activities and support (remuneration) for employees. AmmanyA is obliged to exercise every effort to obtain financial resources. Obviously, results cannot be guaranteed in advance. Project plans are drawn up in consultation between AmmanyA and local organizations so that they meet the requirements of Dutch non-profit and non-governmental organizations.

Financial resources can be raised by:

- Recruiting donors
- Approaching foundations, sponsors and co-financing organizations
- Holding sponsorship and benefit campaigns
- Applying for subsidies

#### **B. Practical support**

From the Netherlands it is obviously not possible to participate in the actual work on the ground abroad. However, various activities can still be performed from the Netherlands in support of those activities, primarily organizational.

These may include:

- Supporting the creation and maintenance of (project) planning, administration, accountability and reports
- Making preparations for the projects
- Managing websites and social media
- Helping with policy development and implementation
- Conducting research
- Maintaining contacts within networks

#### **C. Program support**

Work for and with schools, orphanages and local organizations and communities can only be done if there is sufficient capacity for this. This capacity consists, among other things, of a smoothly running organization, deployment of volunteers, financial resources and support of others.

With regard to program support, we are referring to (among other things):

- Creating newsletters, articles for media, brochures and other PR material

## Organization and working methods

### The board

AmmanyA is represented by its board. The board consists of a minimum of three members, including the chairman, the treasurer and the secretary. The board provides statutory direction to the foundation. Directors are also expected to be ambassadors for AmmanyA and its global partner organizations.

Chairman: Ms. B. Moestadja  
Treasurer: Mr. E. Westerbeek  
Secretary: Ms. A. Lo-A-Foe

The power of representation is jointly vested in two directors. The board may decide to grant one or more board members or third parties, a power of attorney to represent the foundation, within the limits of that power of attorney. Legal duties, powers and representation of the board are included in the statutes of AmmanyA.

### The core team

The management of AmmanyA is in the hands of a small core team consisting of the board and a few volunteers. The core team has a directional, coordinating, initiating and motivating role. The core team will meet together; the board can also meet separately and ultimately takes legal decisions.

In addition to the mandatory management positions, we do not generally work with functions, but with tasks. The set tasks relevant to every voluntary organization will in principle be performed by the core team. AmmanyA intends to work as an intermediary that brings supply and demand together. When hiring for each initiative, persons will be assigned to perform each activity or series of activities. This will not be limited to the core team members. We wish to activate a larger circle of stakeholders who regularly or occasionally wish to work on a smaller or larger task.

### Main responsibilities

Chairman  
Treasurer  
Secretary  
Coordination / Office manager  
Communication / PR  
Fundraising A (major donors and foundations)  
Fundraising B (small organizations, individuals)  
Relationship Management  
Bookkeeping  
Volunteer coordination

### Accountability

AmmanyA maintains reliable accounts, including donor accounts and financial accounts. Every year an annual report is drawn up, consisting of a financial report and a report of activities. The financial year coincides with the calendar year. This report will be sent to the advisory board.<sup>1</sup> Specific agreements can be made with partners, sponsors and donors regarding financial reporting.

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<sup>1</sup> Only if applicable.

## **Advisory board**

The board can set up an advisory board. The advisory board is not part of the core team. Members of this advisory board can be involved as a volunteer or donor.

The advisory board has three roles:

1. By associating their name with AmmanyA they confirm the reliability of the foundation and its work
2. Actively recommend AmmanyA and the global initiatives to others (in their network) and promote contacts, or act as an ambassador
3. Make recommendations or give advice to AmmanyA

In order to perform their duties properly, members of the advisory board are authorized to review the administrative records of Stichting AmmanyA. The annual report is sent to the advisory board.

## **Salaries and allowances**

AmmanyA is intended to be a volunteer organization. To keep overheads as low as possible, in principle no salaries are paid. However, the board may deviate from this for an employee who performs a (part-time) job. According to the rules for an ANBI<sup>2</sup>, a board member cannot in any event receive a salary.

The board can choose to grant a voluntary or board allowance if the (expected) financial resources are sufficient for this. The Dutch Tax Authorities have set maximum amounts for this.

Reasonable costs actually incurred as a result of carrying out a task on behalf of AmmanyA can be reimbursed on approval.

## **Financial resources**

Although we aim to keep overheads as low as possible, there are costs associated with maintaining a foundation. Such as bank costs and costs for hosting and maintaining the website. Fundraising can also cost money.<sup>3</sup> For all these reasons, it is necessary for AmmanyA to have its own resources.

AmmanyA deducts a percentage of the amounts raised for the foundation to cover the organizational costs. This is set at 10% of the annual budget and will be reviewed if necessary.

It is not intended that AmmanyA accumulates significant capital. However, a healthy equitable buffer is needed to cope with fluctuations between expenditure and income.

AmmanyA will also try to identify sponsors and to raise funds aimed at maintaining and developing the foundation.

AmmanyA has received the ANBI status. Donations to the foundation are deductible from income and corporation tax for donors, and the foundation does not have to pay value-added tax, capital tax, gift tax or inheritance tax within the Netherlands.

AmmanyA will work towards applying for the Netherlands Fundraising Regulator (CBF) certification in the first year.

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<sup>2</sup> ANBI: Algemeen Nut Beogende Instelling, Institutions committed to the wellbeing of public interest.

<sup>3</sup> For an overview of AmmanyA's expected costs, see 'Costs for setting up and maintaining AmmanyA' on P. 12.

## Budget costs for the foundation and maintenance of AmmanyA

### One-off costs

Notary fees statutes	450
Chamber of Commerce registration	50
Printing	150
Website registration	50
Building a website	500
Logo design	200
Total	1,400

### Annual costs

Bank account fixed costs	750
Bank account variable costs	200
Liability insurance	150
Website hosting	180
Printing	100
Appreciations and cards	200
Office costs	150
Administrative costs	300
Travel allowance	150
General unforeseen costs	100
CBF certificate (optional)	254
Total	2,534

### Available start-up capital as of January 1, 2019

Working capital AmmanyA <sup>4</sup>	30,000
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<sup>4</sup> These are funds that will be raised for AmmanyA as a primary budget.