

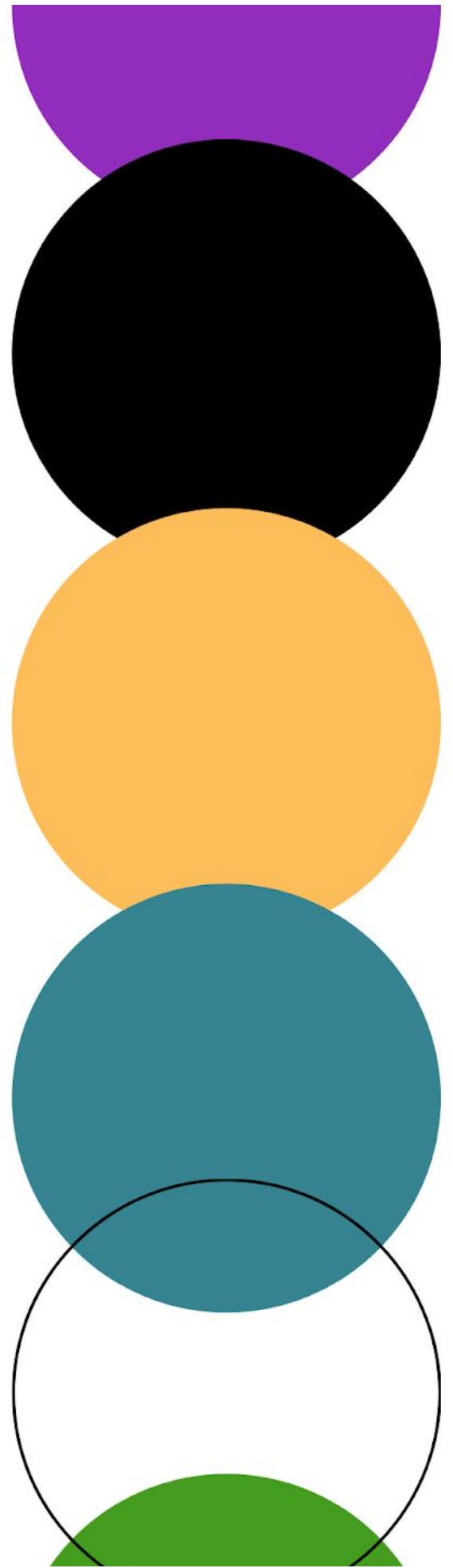
YOUTH

ACT

policy

plan

20/21



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# 1. Introduction

YOUth ACT is a community-based hub for young change makers. It was initially developed out of a collaboration between the Amsterdam-based Unicef and Amnesty Student Teams, namely the 2019 YOUth ACT Conference. The goal was to go beyond awareness by addressing human rights and social justice topics through practical workshops and advice by local initiatives, thereby demonstrating *how* young people can take action. Following the momentum of the conference, the founders were inspired to establish YOUth ACT as an independent foundation. In July 2020, Stichting YOUth ACT was registered at the Chamber of Commerce (“*Kamer van Koophandel*”) as an official foundation in the Netherlands. Following a year (2019/2020) of market research, experimentation, and the recruitment of a promising team, YOUth ACT now enters its first operational year (2020/2021). This policy plan lays out its goals for the coming year. At the start of every operational year (September) YOUth ACT’s policy plan shall be renewed and voted upon by all YOUth ACT volunteers, namely the board and additional volunteers. Although the Board (legally) has full autonomy on deciding the Foundation’s strategy, it will cooperate with the team members on receiving unanimous approval in order for the Policy Plan to be passed. If not initially passed, a second round of deliberation and edits will proceed, followed by a second round of voting in which two thirds majority is needed for the policy plan to pass.

## 1.1 Vision

YOUth ACT’s ultimate goal is to strive towards a society where young people (under 30) with diverse experiences are empowered to participate in political, social and economic decision-making by creating a space within which young people can take action. Our vision is to be:

- ❖ a **community-based hub** for young advocates, activists and social entrepreneurs;
- ❖ an **accelerator for people** providing a range of opportunities for personal and professional development;

- ❖ an active **challenger** of the idea that only those who are privileged and powerful can be change makers by increasing opportunities for those who have been marginalised by systems of oppression.

## *1.2 Mission*

Stichting YOUth ACT aims to achieve its vision by offering:

- ❖ Critical social, political, and economic education;
- ❖ Skill-based training programs;
- ❖ Access to volunteering, board, internship and full-time employment positions;
- ❖ A community-based network for young founders, advocates, activists, and social entrepreneurs;
- ❖ Inclusion consultancy services to dismantle barriers to equal participation.

## *1.3 Values*

YOUth ACT is guided by the following foundational values, which provide the basis for our decision-making and interpersonal relations:

- ❖ A strong commitment to intersectionality, equity, diversity and inclusion;
  - By ensuring an inclusive, safe community for everyone no matter their gender, ability, sexuality, socio-economic, ethnic, religious background and/or identity;
  - By actively lowering barriers to entry to create a low-threshold community.
- ❖ Actively challenging cultural, structural, systemic and individual oppression:
  - By taking an explicit anti-racist, decolonial stance;
  - By taking an explicit anti-sexist, intersectional feminist stance;
  - By taking an explicit anti-transphobic and anti-homophobic stance;
  - By taking an explicit anti-classist and anti-capitalist stance;
  - By taking an explicit anti-ableist stance.
- ❖ A democratic character and shared power;
  - By ensuring equal voice and influence for our volunteers;
  - By being reflective, reflexive and responsive to feedback;

- By practicing openness to learn;
- By ensuring accountability and transparency in decision-making.
- ❖ Prioritising the mental and physical well-being of our team members and wider community;
  - By facilitating respectful, open and kind social relations;
  - By providing spaces for feedback and social safety;
  - By providing a space where people can communicate their boundaries and respecting those.
- ❖ A strong commitment to climate justice and ecological well-being;
  - By adopting sustainable practices and behavior;
  - By actively minimising negative environmental impacts where possible;
  - By carefully monitoring and improving our sustainability practices.

## 2. Organisation

<i>Chamber of Commerce (KVK) number</i>	78481414
<i>Fiscal number (RSIN)</i>	861419285
<i>ANBI-status?</i>	in process

### 2.1 Board

*Board members do not receive financial compensation for their work. They may only receive reimbursement for expenses made on behalf of the organisation, if desired.*

President ( <i>voorzitter</i> ):	Lena Hoffmann
Treasurer (Legal & Finance Director) ( <i>penningmeester</i> ):	Pieter-Paul Elion
Secretary & Community Director ( <i>bestuurslid</i> ):	Laura van der Wal
Operations Director ( <i>bestuurslid</i> ):	Ting Hin Ngai
Inclusion Director ( <i>bestuurslid</i> ):	Isa Buenfil
External Relations Director ( <i>bestuurslid</i> ):	Julian Kraidelman
Action Director ( <i>bestuurslid</i> ):	Barbara Soares
Media Director ( <i>bestuurslid</i> ):	Amber Roos

## ***2.2 Additional volunteers***

*Stichting YOUth ACT does not have employees. All people involved with YOUth ACT as a board member or a team member are volunteers.*

### **Media Team**

Ada Varriale - Illustrator

Zoe Killing - Content writer & External Outreach & Analytics

Lilian Ruegg - Content writer & Website & Analytics

Ken Ngai - Analytics & Strategy

Yohan Laurent - Video Team

Hana Elramly - Video Team

### **Community Team**

Panka Rekasy - Event Coordinator

Noémie Bourguignon - Inclusive Outreach Coordinator

Judith Kuijt - Membership Programme Coordinator

Andreea Dogaru - Online Community Coordinator

### **Action Team**

Carlota Moreno Villar - Transformative Education Coordinator

Lara Hein - Matchmaking Coordinator

Nina Reis - Matchmaking Coordinator

Sofia Bifulco - Matchmaking Coordinator

Katharina Marbach - Starterpack: Startup Lead

Antonia McGrath - Starterpack: Non-profit Lead

### 3. Future plans

#### 3.1 Ambitions

YOUth ACT's ambitions for the coming year (2020/2021):

- ❖ Establish and cement a **community-based hub**;
- ❖ Kickstart our **accelerator for people**;
- ❖ Empower through **content**;
- ❖ Influence existing social spaces to become more **inclusive and accessible** to underrepresented and underserved communities;
- ❖ **Amplifying** existing causes and **mobilising** our community;
- ❖ Develop a **sustainable organisational infrastructure** in the areas of funding, governance and location/logistics (physical space).

#### 3.2 Strategic Goals and Roadmap

*General (financial/governance)*

To develop a sustainable organisational infrastructure in the areas of funding, governance and location/logistics (physical space) by:

- ❖ Thinking of means to secure sustainable finance for the organisation
  - Through (monthly) donations;
  - Organising a crowd-funding campaign focused on sourcing a first revenue stream;
  - Engaging with (corporate) sponsors/partners through acquisition rounds who align with YOUth ACT's core values;
  - Setting up a secure and sustainable financial administration.
- ❖ Setting up a sustainable governance structure;
  - Creating a legal backbone for the governance of the organisation (for example, developing templates for board resolutions);
  - Organising a task division within the board for internal (guidelines) and external use (chamber of commerce registration/articles of association).
- ❖ Developing the brand of the organisation by providing both an online and offline presence.

## *Community*

Establish and cement our community-based hub by:

- ❖ Setting up and developing a “vriend” program.
  - 50 community friends who regularly visit our events.
  - 20 active community friends who regularly visit our events, provide financial- and non-financial support and reciprocal learning opportunities (eg. donations or members who organise workshops for the community)
- ❖ Hosting 1-2 monthly community events.
  - Monthly *Thursday Talks* and monthly X (flexible) event, where there is space for collaboration and connecting with partners.
  - Hybrid event formats which allow for online and offline participation.
  - A connecting platform for other initiatives and startups.
- ❖ Growing the online community to create a virtual space for learning and exchange.
  - 500 people online Facebook-community members.
  - Online content and learning opportunities.
- ❖ Actively reaching out to a wider demographic.
  - Piloting 2 workshops at high schools.
  - Connecting with 5 Dutch HBO or MBO institutions.
  - Connecting with 5 community centres or other local organisations.
  - Increasing the Dutch-speaking demographic by increasing Dutch communications and becoming more bilingual.
  - Connecting with 10 local political and social actors.
  - Setting transparent targets on how to meet the aforementioned targets.
  - Draw on research and decide on methods to be more diverse and inclusive.

## *Action*

Kickstart our accelerator for people by launching three new formats:



- ❖ The *Transformative Education* format, which provides its members with the tools to deconstruct the causes of a social and/or environmental issue from critical, multidisciplinary perspectives.
  - Build an archive for the 2020-21 academic year. The archive is organised around monthly topics which are interlinked and caters to different learning styles and backgrounds.
    - Release monthly and weekly recommendations, as well as a visual guide.
    - Release supplementary material and accompanying guides for the readings recommended. The materials are aimed at young people (18-30 years old) with an interest in activism and social justice, but are accessible to all interested people. They will be made accessible to people with different educational backgrounds. To the maximum extent possible, these materials should also be translated to Dutch.
    - Organise a podcast recording and/or a discussion session on one or more of the readings.
    - Assist in the creation of a collaborative community learning board.
  - Amplifying underrepresented voices/counter narratives.
- ❖ The *Starter Pack* format, which provides hands-on skills that are able to strengthen young change makers' capacities to take action, for example by becoming founders.
  - Continuing market research on necessary skills and knowledge.
  - Conceptualising in collaboration with nonprofits, social startups and founders.
  - Piloting and evaluating 10 different formats, for example leadership, marketing, fundraising, or impact assessment training.
- ❖ The *Pitch Night* format, which provides a link between young people and potential employers/initiatives.
  - Continuing market research on labour and volunteering opportunities for the community.
  - Connecting our talent with 20 employers and 15 social movement organisations/ start ups and organisations for the *Pitch Nights*.
  - Facilitate more equitable access to internship opportunities, activism or volunteer work, and board positions through event formats and an online mentor/guidance exchange format.

- ❖ The *Activism Night* format, which provides a link between young people and activists.
  - Connecting our talent with activist groups and organisations to enable growth especially for grassroots organisations.
- ❖ The *Brain-Date* format, which provides a platform of continuous exchange for our community and young adults with experienced people that want to share and give personal advice regarding career/job/activity opportunities and alternatives .
  - Launching the *Brain-Date* format;
  - Connecting our talent with 20 alumnis/professionals/experienced people .
- ❖ Consistency and value within all action formats.
  - Organising 4 *Pitch Nights* on different topics either offline or online in form of video material/ short presentations and zoom meetings with each 15 participants
  - Providing 2 *Activist Nights* either offline or online in form of video material/ short presentations and zoom meetings with each 15 participants.
  - Evaluating and optimizing the impact of all event formats.
  - Constant evaluation and exchange with the *Transformative Education* format and the other committees regarding consistent content.

## *Media*

Empower through content by:

- ❖ Aiming to be the first point of contact for youth who are interested in advocacy, activism, and social entrepreneurship.
  - Expanding existing online presence both in terms of followers and in terms of platforms (YouTube, Podcast)
  - Increasing responsiveness to current ideas/discourse/events.
- ❖ Creating authentic thought-provoking and engaging content, such as a podcast, a YouTube channel, and online activities/events to provide a place for learning and a platform to voice lived realities, initiatives, thoughts, and ambitions (in collaboration with community team - providing digital documentation)
  - Producing educational videos. (at least once a month, in collaboration with transformative education team)
  - Producing podcasts (at least once a month)
  - Increasing creative engagement.

- ❖ Creating hybrid formats in collaboration with the *Action* and *Community* teams to allow for accessible online-presence for all formats.
  - Response to Covid-19 uncertainty.
  - Outreach beyond Amsterdam.
- ❖ Marketing and Visualisation of Events and the work of other committees
  - Recognizable, iconic visual language

### *External Relations*

- ❖ Create 10 ‘close’ partnerships with appropriate organizations, which includes:
  - Actively supporting each other’s mission;
    - Public support via social media platforms;
    - Collaborative events;
    - Consistent communication to combat transorganizational problems;
  - Actively merging our communities;
  - Engaging, where possible, in reciprocal financial support;
  - Engaging, where possible, in reciprocal financial support.

### *Consulting*

Influence existing non-profits/social startups to become more inclusive and accessible by:

- ❖ Piloting and evaluating 2-3 case studies at other non-profit organizations.
  - Doing quarterly (annual) projects
  - Conceptualizing an operational system
  - Selecting areas of specialized consulting
  - Defining the scope/limits to its consulting
  - Defining reciprocity
- ❖ Possibly operationalize the consultancy branch in 2021

## **4. SWOT Analysis**

### **INTERNAL FACTORS**

STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>❖ ‘By youth for youth’ creates a <b>high degree of internal and external legitimacy</b>.</li> <li>❖ Non-hierarchical community with a strong focus on feedback, which keeps YOUTH ACT <b>dynamic and flexible to changes</b>.</li> <li>❖ <b>Leveraging internal diversity</b> to dismantle barriers to entry in social impact spaces.</li> <li>❖ YOUTH ACT has a <b>sustainable working infrastructure</b> to allow for the ease of change of board and team members.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Scope of impact <b>limited to Amsterdam</b>.</li> <li>❖ <b>Internal barriers</b> still persist which prevent the community from being fully open and inclusive.</li> <li>❖ <b>Lack of engagement from the Dutch community</b>, leading to the lack of connections with local political developments.</li> <li>❖ <b>Uncertain, donation-based revenue stream</b>.</li> </ul>

## EXTERNAL FACTORS

OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>❖ Focus on <b>objective</b> factors (skills, network) and <b>subjective factors</b> (agency, feeling of empowerment).</li> <li>❖ <b>Strengthen the “impact making” ecosystem</b> by connecting individuals and initiatives across diverse social and environmental movements.</li> <li>❖ <b>Hybrid offline-online strategy</b> tackles the changes in behavior of youth’s participation.</li> <li>❖ Leveraging our diverse internal knowledge from our community to organize <b>unique workshops and event formats</b>.</li> </ul>	<ul style="list-style-type: none"> <li>❖ The pandemic changed the way students participate in events, which will <b>impact the number of attendees</b>.</li> <li>❖ <b>Lack of funds</b> limit opportunities and affect the extent of our impact.</li> <li>❖ <b>Geographic limitation</b> for the reach of our branding</li> </ul>

*Actions in response to the aforementioned weaknesses and threats:*

- ❖ Develop sustainable fundraising strategies.
- ❖ Recruiting an online community coordinator and expanding the media committee to create more multimedia formats over the coming year.
- ❖ Transparency about the barriers and challenges the organisation faces, consulting our community on how to improve and communicate the progress made in achieving the organisation’s goals.

Recruiting more Dutch-speaking youth, making discussions on local issues a regular agenda point, and connecting with more local political actors.

## 5. Finances

### ***5.1 Compensation policy***

Board members do not receive any subsistence allowance or remuneration. If desired, board members receive a reimbursement for the products or services purchased on behalf of the organization. This compensation will be provided by the treasurer. The financial health of the organization will be discussed at least monthly in board meetings and the treasurer can be requested to show financial data by any board member at any time. This goes for both the financial administration and the bank account. No payments of more than €50 to any party shall be made without the prior approval in writing of at least two board members, one of which always will be the treasurer (“four-eyes principle”), unless otherwise agreed in writing by the entire board.

### ***5.2 Financing policy***

As YOUth ACT is in its beginning phase, it currently operates without funding. However, as the organisation is focusing on expanding its services it is identifying potential cost items that will require a secure financial backbone.

These broadly include: (1) Marketing to increase outreach to diverse demographics; (2) Compensation for educators and speakers; (3) Event costs such as venues and snacks; and (4) Operational costs such as costs related to the bank account. To account for the aforementioned expected costs, Stichting YOUth ACT expects to generate an income through:

- a. Subsidies and donations;*
- b. Gifts, inheritance, and bequests;*
- c. Other acquisitions and income.*

The Board will seek means to establish more sustainable relations with partners and receive periodic donations to generate a secure and sustainable income stream.

### ***5.3 Balance as of 31 December 2020***

*With reservation.*

***5.4 Income statement as of 31 December 2020***

*With reservation.*