



## **POLICY PLAN**

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January, 2024

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## 1. Foreword

This policy plan has been carefully developed to provide clarity on how our foundation intends to achieve its objectives. It outlines our management strategies, defines our target groups with precision, and details our approaches to fundraising. Additionally, the plan includes transparent procedures on how the funds will be utilized and describes the mechanisms we will use to ensure accountability and effectiveness in our operations. This comprehensive framework is designed to guide our activities and ensure we remain aligned with our mission to empower and support our communities effectively. When drawing up this policy plan, the requirements of the ANBI (Algemeen Nut Beogende Instelling) were taken into account.

This policy plan covers a three-year period, from 2024 to 2026. It is subject to review and may be adjusted or updated as necessary to ensure relevance and effectiveness in response to evolving circumstances or new insights.

MVIdee as an idea born from the founders in order to raise awareness about women's and children rights, gender equality, and the critical roles of young people in society building both internationally and nationally.

Founders:

As women who have come from abroad seeking a better future for our families and ourselves, we are committed to supporting other women, children, young people and those in disadvantage situation in their pursuit of successful education, careers, and lives. We understand the challenges and opportunities that come with transitioning to a new country, and we are dedicated to empowering people with fewer opportunities to achieve their full potential in their new environments.

- 1) Mrs Vitlena Dimitrova Angelova - Vasileva, born in Sofia, Bulgaria on the 17.08.1968, residing in The Hague from 2019.
- 2) Mrs Maya Slavcheva Danova, born in Sofia, Bulgaria on the 04.05.1989, living in The Hague from 2021.

This plan provides insight into:

- Mission, vision, ambition and objectives of the foundation
- Activities (projects) of the foundation; Target groups
- Finances
- The way the Foundation raises money
- The management of the foundation's assets
- The expenditure of the foundation's assets
- The functioning of the board



**Written by: Vitlena Vasileva and Maya Danova, founders**

**When: December 2023**

**Period: January 2024 – December 2026**



## 2. Description of the Foundation

### 2.1. General information

<b>MVideoe's information</b>	
Full legal name (national language)	MVideoe
Full legal name (latin characters – if applicable)	MVideoe
Legal address	Dirk Hoogenraadstraat 58
Postal code	2586TK
City	The Hague
Country	The Netherlands
Web site	www.mvidee.eu
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<b>Founders information</b>	
Title	Mrs
Family name	Danova
First name	Maya
Position	Founder
Email	office@mvidee.eu
Telephone	+31634356633
Title	Mrs
Family name	Vasileva
First name	Vitlena
Position	Founder
Email	office@mvidee.eu
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## **2.2. Management – staffing and composition of the Board**

MVIdee is not a profit-making organization, established August 2023. Our foundation is governed by the 2 (two) directors, with oversight and guidance provided by an Advisory Board. This board plays a critical advisory and supervisory role, overseeing the foundation's policies and general operations. It offers both requested and spontaneous advice to the directors, ensuring robust governance. The Advisory Board convenes a minimum of four times annually and is composed of five members. Each member brings a unique background to the table, contributing diverse perspectives to the discussions; this is facilitated by the absence of specific portfolio assignments among the members. This structure allows for a rich variety of inputs and comprehensive oversight at each meeting.

The foundation is managed by a board consisting of two directors – Vitlena Vasileva is director and treasurer; Maya Danova is director and secretary.

Advisory board consist of five members:

- 1) Prof. Dr. Liliya Terzieva
- 2) Dominik Navicas
- 3) Lidia Dimitrova
- 4) Hristina Tyankova
- 5) Gergana Bogdanova

The duties and powers of the board, along with the decision-making processes, are comprehensively detailed in the Foundation's statutes.

The directors will adhere to all relevant legal requirements and governance codes, including WBTR, GDPR, and Dutch civil code, ensuring full compliance with these regulations. This commitment to legal and ethical standards is fundamental to maintaining the integrity and accountability of our operations.



### **2.3. Mission and Vision**

#### **Mission:**

Our mission is to empower and educate, fostering an inclusive society that upholds children and women's rights, gender equality, and the critical role of young people in society building. We are dedicated to enhancing educational opportunities and vocational training for children and youth, promoting functional literacy within communities. By organizing workshops, webinars, conferences, and other enriching activities, we aim to support young people in their personal and professional development. Through these efforts, we strive to make change and influence both national and international policies and practices concerning gender equality and education.

#### **Vision:**

Our vision is a world where every individual, regardless of gender, has the opportunity to lead a fulfilling life free from discrimination. We envision a society where women's roles in peacebuilding are recognized and celebrated, and where every young person can access the education and training, they need to thrive. We aim to be a catalyst for change, driving forward initiatives that promote gender equality, educational enhancement, and vocational empowerment across communities worldwide. Through our continuous advocacy and innovative programs, we aspire to shape a future where inclusivity, education, and empowerment are at the forefront of societal values.



#### **2.4. Brief description of the objectives**

The foundation aims at:

- Sensitizing members of society to women's rights, gender equality, the role of women in peace building, women's peace in international and national conventions, laws and legislations;
- Promoting and providing formal and informal education to the children, functional literacy in the community in which they live and vocational training for the youth. Organizing workshops, webinars, conferences, seminars, projects and other activities and mobility for young people (for example - art exhibitions);
- Performing all further actions in accordance with the foregoing related in the broadest sense or could be conducive to this.

**Concrete Objectives:**





- Early Childhood Development:** Provide early childhood education and care programs that promote the cognitive, emotional, and social development of young children.
- Support Educational Initiatives:** Offer scholarships, mentoring programs, and resources to help children and women access and excel in formal and informal education.
- Advocate for Gender Equality:** Engage in advocacy efforts, policy dialogues, and awareness campaigns to advance gender equality, women's rights, and create gender-sensitive environments for children.
- Health and Nutrition Programs:** Implement health education campaigns, clinics, and initiatives to address specific health challenges faced by children and women.
- Women's Economic Empowerment:** Establish programs that offer financial support, training, and mentorship to enable women to start and sustain their businesses, while also providing financial literacy programs for children.
- Child Protection Measures:** Develop and implement child protection policies, awareness campaigns, and support services to ensure the safety and well-being of children.
- Community Engagement:** Encourage active participation of children and women in community development projects and initiatives that foster a sense of belonging and responsibility.
- Research and Data Collection:** Conduct research and collect data on issues affecting children and women to inform evidence-based programming and policy recommendations.
  
- Monitoring and Evaluation:** Implement robust monitoring and evaluation systems to assess the impact of foundation programs and make data-driven improvements.
- Collaboration and Partnerships:** Collaborate with local and international organizations, governments, and stakeholders to leverage resources and expertise for greater impact.

## 2.5. Target groups:



Women in our target community often face unique challenges and barriers to equality. Our initiatives focus on empowering women through advocacy, education, economic opportunities, and leadership training.

Children are at the core of our educational and developmental programs. We strive to provide them with a nurturing and stimulating environment that promotes their overall development—cognitive, emotional, and social

Young People: This group includes adolescents and young adults who are at a pivotal stage of their personal and professional development. They seek opportunities for education, skill development, and meaningful participation in society.

### **3. Activities**

As a newly established foundation, we are proud that we managed to organize the following activities:

#### **4. Creation of Advisory Board**

- Participants: Active people with diverse background and expertise, who are interested and willing to be active board members of the foundation
- Objectives: Initiate discussions and collaborative efforts to establish an Advisory Board

#### **5. Attracting volunteers**

- Participants: volunteers, super advisory board, founders, other NGO's working in the same field
- Objectives: Expand the foundation's operational capacity and enhance its impact through the infusion of diverse skills, experiences, and energies. By engaging enthusiastic individuals, the foundation aims to build a robust, committed volunteer base that supports its initiatives and drives its mission forward.

#### **6. Volunteer system**

- Participants: volunteers and founders,
- Objectives: Establish Volunteer system, which consist of all administrative issues, recruitment and on boarding, training and development, management, monitoring, communication and engagement, policies and procedures.



## 7. MVIdee website and social media development

- Participants: Advisory board, members, volunteers
- Objectives:
  - Enhance the MVIdee website to optimize user experience, ensuring it serves as an effective platform for information dissemination and engagement.
  - Develop a comprehensive social media strategy aimed at increasing MVIdee's online presence and fostering community interaction.
    - Collaborate with the super advisory board to gather insights and recommendations for website improvements and social media content, aligning with the organization's goals and values.

## 8. 1 project approved under Erasmus+: Empowering Young Entrepreneurs Women with Education and Additional Resources, EYEWEAR , KA210-YOU - Small-scale partnerships in youth (KA210- YOU)

- Participants: MVIdee and partners' organization
- Target group: Young women who aspire to start their own businesses: These are women who are in the process of establishing new business and are confronted with the specific challenges associated with entrepreneurship. We will target young women between 18-29 years old.
- Objectives: The EYEWEAR project aims to provide tools and additional resources to young women who aspire to start their own businesses: an early learning opportunity may encourage women to pursue entrepreneurship as a career and thereby contribute to both the society and the economy.

We have actively participated in various activities organized by other NGOs, universities, and companies. This engagement was a strategic approach to learn and understand the successful practices of established organizations. By collaborating and sharing knowledge, we gained valuable insights that have informed and enhanced our own operational strategies. Some of them were organized by PEP (<https://pepdenhaag.nl/helder-beleid>), The Hague University (<https://www.thuas.com/>), LetHerIn (<https://letherin.org/about-network>) and others.



### 3.1. Our future activities and ambitions

#### 1. Creating project ideas

- Creating our educational programs, including scaling up early childhood programs and integrating advanced vocational training for older youth.
- Integrate and include more technology-driven and experiential learning methods, such as VR and AR, to enhance interactive learning and engagement.
- Establish a more comprehensive leadership and empowerment programs specifically tailored to women, aiming to place them in leadership positions within their communities and beyond.
- Create incubators and accelerators that support women and youth in launching and sustaining their own businesses, providing mentorship, financial assistance, and networking opportunities.
- Develop tools and resources to help young people stay informed about current trends and navigate challenges in the digital age. For example, we will offer comprehensive guides on understanding and addressing online cyberbullying.
- Skill Development Workshops: Increase the number of skill-specific workshops, such as Lego Serious Play, coding camps, artisan crafts, and financial literacy, to prepare participants for diverse economic opportunities.
- Align more closely with the United Nations SDGs to ensure that your projects contribute to broader global targets such as poverty reduction, sustainability, and peacebuilding.

#### 2. Expanding our network

- Increase efforts in advocating for women's rights on a larger scale, including international forums and partnerships with global organizations.
- Plan large-scale community development projects that encourage active participation from all community members, fostering a sense of ownership and community spirit
- Form alliances with other NGOs, government agencies, educational



institutions, and private sector leaders to leverage expertise, resources, and influence for greater impact.

- Expand into international networks to share knowledge, resources, and best practices, and to gain insights from similar organizations working globally.

### 3. Advancing Research and Policy Influence

- Conduct and support research studies that investigate the specific needs and challenges faced by your target groups, using this data to inform program development and policy recommendations.

### **3.2 Concrete activities (The specifics of these activities are thoroughly outlined in MVIdee's Activity Plan.):**

1. Min. 5 International project proposal which we will write and develop under Erasmus+ program 2024
2. Min. 10 workshop organized with the target groups on different topics
3. Produced 25 reels with the target groups on different topics
4. Produced 3 podcasts on the topic Entrepreneurship for young. The idea is to increase the knowledge
5. Successful implementation of EYEWEAR project, which has been approved under Erasmus+ program
6. Organization and implementation of round tables, focus groups and others – min. 9. These events will concentrate on the most current trends and critical topics within our sector.

Our concrete activities form a dynamic ecosystem that we will continuously update and refine. Regularly scheduled reviews will allow us to discuss these activities in detail and make informed decisions about what should be added, eliminated, or altered. This proactive approach ensures that our actions remain relevant and impactful, aligning with our strategic goals and responding effectively to changing conditions.



## **4. Management and expenditure of assets**

### 4.1. Finances

The board is responsible for a healthy financial policy.

The tasks involved include:

- Prepare an annual budget,
- Adopting and approving annual accounts annually,
- Managing the funds,
- Spending the funds,
- Compile project documents that map out the budget.

### 4.2. Remuneration of board members

The board members do not receive any compensation for their board work.

#### 4.2.1. Surpluses

If more income is generated than expenditure, these surpluses are reserved for a similar project that will be implemented in the short term. It is essential that surpluses are allocated to projects within the same category. For example, any surplus from digging a well will not be used to distribute food parcels. We guarantee that expenditure remains within the same category.

#### 4.2.2. General reserve

The general reserve is used to cover expenses that are not directly related to specific projects. In addition, this reserve is used to fill small project deficits and to finance small-scale aid projects.

## **5. Financial prognosis for 2024**

### 5.1. Incomes for 2024 = approximately

20 000 Euros From which:

- 18 000 Euros from EYEWEAR project
- 2 000 Euros from fundraising and other initiatives

### 5.2. Expected costs for: volunteers, travel expenses, administrative, renting of premises = app. 20 000 Euros



MVidee is fully committed to the public benefit and serves the general interest. The institution maintains a reasonable ratio between management costs and expenditures, ensuring efficient use of resources and financial responsibility.

## **6. The way in which the Foundation raises funds**

The foundation aims to secure funding through a variety of sources including subsidies, donations, gifts, sponsorships, and philanthropic efforts. To achieve this, we will engage potential partners such as universities, municipalities, other foundations, and aid organizations. We will also seek subsidies through appropriate channels at both the national (regional) and European levels.

Efforts to raise funds will be conducted via multiple avenues: direct phone calls, written communications, social media, multimedia, and targeted campaigns initiated by the foundation. Here, we outline the types of contributions we will pursue:

- Sponsorship:** This is a mutually beneficial business agreement where a sponsor supports the foundation either financially or materially. In return, the foundation provides specific benefits that help the sponsor meet its own objectives. This relationship is encapsulated in a sponsorship contract, reflecting a partnership of reciprocal benefits.
- Donation:** Monetary contributions made towards a noble cause can provide a profound sense of satisfaction. This is a direct way to support the foundation's efforts.
- Subsidies:** These are financial aids from government bodies or entities like the European Union, designed to support specific activities or facilities under set conditions. More information can be found on the EU's funding page: European Solidarity Corps.
- Project Grants:** Targeted funding intended to support specific projects such as in Nuffic capacity projects. These grants are performance-based and result-oriented.
- Fundraising:** Active solicitation of financial and material donations to further the goals of the foundation.

As a non-profit organization, MVidee relies on the generosity and collaboration of third parties to sustain and expand its initiatives.



## 7. ANBI Status

The MVIdee Foundation successfully applied for ANBI status, a designation given by the Tax Authorities to organizations recognized as Public Benefit Organizations.

Achieving ANBI status make the foundation eligible for Google ad grants, specific tax advantages under the rules for Public Benefit Institutions (ANBI) concerning donations, inheritances, and the deduction of donations for income and corporate taxes. Only organizations recognized by the Tax Authorities as ANBI can benefit from these tax incentives. This status is also significant for our supporters, as it enables them to claim deductions on income tax for their donations.

A list of institutions holding ANBI status can be accessed on the Tax Authorities' website.

Because the MVIdee foundation has been designated by the Tax Authorities as a Public Benefit Organization (ANBI), tax benefits can be used, such as:

- An ANBI does not pay inheritance tax or gift tax for inheritances and donations that the institution uses for the public interest
- If an ANBI itself makes donations in the general interest, the recipient does not have to pay gift tax
- An ANBI is eligible for a refund of energy tax.





- Volunteers who work for an ANBI make a donation to an ANBI under certain conditions
- Donors to an ANBI may deduct their donations from income or corporate tax
- To be eligible for the deduction of periodic donations, the donor and the ANBI must record the gift in an agreement
- An additional donation deduction applies to donors of cultural ANBIs.

To be designated as an ANBI, the foundation must meet all of the following conditions:

- The Foundation is committed to the public interest for at least 90%. This is the 90% requirement
- The Foundation is not for profit in all its generally useful activities
- The Foundation and the people directly involved in the institution meet the integrity requirements
- The directors or policymakers of the institution may not dispose of the institution's assets as if they were their own assets. There must be separate assets
- The Foundation may not hold more assets than is reasonably necessary for the work of the institution. Therefore, equity must remain limited.
- The remuneration for directors is limited to an expense allowance or minimum attendance allowance
- The Foundation has an up-to-date policy plan
- The Foundation has a reasonable ratio between costs and expenditure



- Money remaining after the closure of the institution is spent on an ANBI with a similar purpose
- The Foundation complies with the administrative obligations
- The Foundation publishes certain information on an internet site

## **8. Communication**

MVIdee has developed a communication plan that ensures a smooth workflow and effective engagement with our target groups and other NGOs. This plan is designed to support the achievement of our foundational goals by facilitating clear and consistent communication channels.

In addition, MVIdee commits to transparently communicating its progress and activities to its target group through several key documents and communications:

- Annual Financial Report:** This report provides a detailed numerical breakdown of the foundation's financial performance over the past year, illustrating our achievements in figures to reflect our fiscal accountability.
- Substantive Annual Report:** A concise report that offers insights into the various activities undertaken throughout the year, discussing how these initiatives have developed and the impact they have made.
- Newsletters:** Regular newsletters offer timely updates, highlighting key activities, milestones, and developments within the foundation, ensuring our stakeholders are well informed and engaged.

These tools are designed to keep our supporters and interested parties updated on our work, our financial health, and our ongoing commitment to our mission.