

**POLICY PLAN 0.3**

**FOUNDATION 22STARS**

**2018-2022**



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## Prefex

Stella Airoidi started in December 2015 a GoFundMe campaign to raise money for school fees for the children living in the slums of Kampala, Uganda, for the year 2016. We paid the school fees for term 1 2016 from money raised through the GoFundMe campaign, but soon we found long-term sponsors who were committing to sponsor a specific child long-term, thus for term 2 and term 3 we used partly money raised through GoFundMe and partly money that we got directly from a sponsor for a specific child. By the end of the year we found long-term sponsors for 42 children, in addition we found a sponsor who started sending us money to cover weekly meals of the children. In total, we raised 6.479,10 euro through GoFundMe in 2016, of which we spend 2.077,00 on school fees for the children and the remaining money we spend on food, medicine, toys and clothes. In addition, we received 4719,00 euro in direct donations from sponsors for a specific child's school fees of which 2161,00 euro was meant for the school fees for 2017. From December 2016, onwards the food was covered by Alexander Schledewits who committed to donate monthly from 2017 onwards.

These numbers are perhaps not sky rocking, but they showed to us that people are willing to be committed to support a child's education long-term and are willing to donate for also the additional causes. Also with the fast pace that we were growing we knew we would probably have 200 kids sponsored in 2017 and more than 300 in 2018. Hence it was time to take action and get an official foundation registered.

**22STARS Foundation became officially reregistered in March 2017. In this policy paper, we will give an insight in the following:**

- Mission statement, vision and aim of the foundation
- Work Activities of the Foundation
- Finances
- The way in which the Foundation raises money
- Management of assets of the Foundation.
- The spending of the assets of the Foundation
- The functioning of the board

Stella Airoidi,  
Boardmember and founder of the 22STARS FOUNDATION

## 1.Introduction

The founder of the 22STARS Foundation - Stella Romana Airoidi - went to Uganda to do research for her thesis in international humanitarian law in 2009. In particular, the story of Susan Laker -who was about Stella's age and had to seek refuge in military barracks when she was only 13 years old and where she got pregnant with her first son – touched her heart. Stella's creativity and wish to help the war affected people have been a direct incentive to establish the social jewellery company a few years later and their web shop went live end of 2013. Stella started to empower families in Uganda using funding primarily from selling handmade jewellery through her social enterprise that artisans in Uganda made. This product-based model empowered 40 families in the slums of Kampala and Jinja and helped them carrying out their social programs on the ground.

The Ugandan artisans were able to send their children to school and some of them even went back to school themselves, like Susan Laker. However, this product based model was also not very stable, by times we would have many orders and by times nothing. Once Susan got fluent in English she became the project manager in Kampala. Since, Stella has seen first-hand the difference that an education makes, she and Susan wanted to help even more children through a new educational project to expand their successful social programs. They also needed a more stable model guaranteeing them that they would get in a certain amount of money every month to continue with the social programs on a regular basis. Thus, in 2016 Stella started a GoFundMe campaign to raise money for the school fees of the many children that are living in the slum area. A year later in March 2017 the **22STARS FOUNDATION** was established to help the children go to school and empower their families.

The 22STARS FOUNDATION runs all their programs in the Acholi Quarter slum in Kampala and the Danida slum in Jinja, Uganda. Our programs include the whole community living in these areas, thus excluding no-one, as we believe that empowerment lies in helping a community as a whole and not discriminating anyone. Our children are coming from families that live in extreme poverty, were heavily affected by the war of Northern Uganda, are HIV positive, illiterate and lost many family members.

Our first program was finding long-term sponsors for children living in poverty in the slums. At the beginning of 2018 we started sending more than 250 children to school ranging from pre-school to boarding school. Our second program is our nutrition program, since October 2016 we are serving weekly a hot meal with meat to the kids and give food supplies to malnourished families. Our third program is a development initiative providing the children and families with different livelihood options and monitoring their impact. Under this program we carry out various activities based on the needs of our beneficiaries, such as handing out mosquito nets, beds, mattresses, clothes, water filters and medical treatment. In case of farmers we also buy them animals to improve their livelihood (chickens, goats, etc).

Our fourth program gives families of the children small business trainings and micro credit loans. We started with 32 families in Jinja and 28 in Kampala. Our fifth program is our holistic education program focusing on happiness and well-being. We have extra- curricular activities for our kids like sports, painting, dancing, health education and we are holding parent conferences to include them in the education of their children.

Stella runs the 22STARS foundation completely voluntarily and relies on the help of the other volunteers and ambassadors. Hence that's how they managed to keep costs very low and achieving the maximum impact possible with their projects.

## 1.2 Mission and vision

***"Education and Entrepreneurship is the key to fight poverty and disease".***

Our **Mission** is to send vulnerable children in Uganda to school and to empower their families long-term to become self-sustainable. We use education and entrepreneurship to empower families in Uganda.

Our **Vision** is that every child needs to have an education and families need to become self-sustainable.

Our **Core Values** are get rid of the box, Transparency, Honesty and Sustainability.

## 1.3 Objectives

The foundation has the goal to empower families in Uganda by using education and entrepreneurship.

Our objects are:

- (a) to promote and pursue the public interest, and to support children and their families in Uganda in particular, in the broadest sense;
- (b) and all activities which in the broadest sense relate to or promote the objects.

The objects of the Foundation do not include generating a profit.

The Foundation attempts to achieve its objects by, among other things:

- (a) raising and managing assets;
- (b) making funds or property available to individuals or organizations who/that so qualify pursuant to the objects;
- (c) making donations to other public benefit organizations that pursue one or more of the Foundation's objects.

The foundation wants to achieve its goal through our five programs. Our Five Programs represent an integrated approach to community development focused on the development of economic, social, natural, human, and cultural capital. Our programs focus on school sponsorships, nutrition, small business skills, livelihoods and after school projects. We believe that economic development and education combined with a strong sense of communal belonging will empower and position our communities to protect and preserve their culture, environment, and communities and rise above poverty. In order to achieve this goals, the foundation will connect long-term sponsors to the children for their education and start fundraisers to finance the other programs. We will make use of

volunteers who will help us sharing our story and spreading the word of the 22STARS foundation to get more sponsors in to support our foundation.

## 2. Background story of the 22STARS Foundation

Uganda is a land-locked country in East Africa, bordering Lake Victoria. It is enclosed by South Sudan, Kenya, Tanzania and Congo-Kinshasa. Since its independence in 1962 from the United Kingdom, it has known a violent history. The country's history is tainted by people such as Idi Amin, who in the 70's made hundreds of thousands of victims, and Joseph Kony who terrorized the North of Uganda between 1988 and 2006 with his Lord's Resistance Army, consisting mainly of child soldiers, and who is still active in the neighboring countries.

There is peace in Uganda now and we can even see a little progress, but the consequences of the violence in the Northern regions are still felt every day and make returning impossible. During the war, thousands of people fled to the South of Uganda. Many of these refugees ended up in Internal Displaced Person's Camps (IDP's). One of those camps, which is located just outside the capital Kampala, is known as the **Acholi Quarter** where 10.000 people live. The camp is named because the majority of people come from Acholiland in the North. Acholi Quarter is where one of our 22STARS projects is located.

Twenty years of civil war took a heavy toll on children. The families that are supported by the 22STARS Foundation live in the Acholi Quarter slum and fled during the war with the LRA and Joseph Kony from Northern Uganda to Kampala to seek refuge. They ended up living in this slum area centered around several stone quarries. Even kids as young as 3 years old are crashing stones to earn money for food. Although there is peace now in Uganda, the battle against poverty in the Acholi Quarters continues.

It is rarely being called a camp anymore, it is regarded more as a neighborhood. There are shops, barbershops, cafés and bars. Everything in miniature format for the space in the quarter is very limited. In that respect the Acholi Quarter is a neighborhood like any other one. But unfortunately, this neighborhood is nothing more than a piece of land that was given by the king to his people out of generosity. The district is overcrowded and occasionally cholera epidemics break out. There are neglected children walking around and there is a lot of drunkenness in the small main street. And just as in most slums and other IDP's, sanitary facilities are completely inadequate, people suffer psychological traumas, there is a lack of education, a lot of people suffer from HIV and aids, there is no infrastructure, and the streets are littered with waste. Most of the houses are not more than hovels. Only 1 in 4000 houses have electricity and even less have running water. When it rains, the whole area turns into a big mess because of its location on a hill, where the water keeps running down.

Because of the lack of opportunities, a lot of women are forced to earn their living breaking rocks under very bad working conditions together with their children. Their daily wage is the equivalence of about 75 euro cents. They don't earn enough to pay for health insurance, education or to save up for the future. They hardly earn enough to pay for their basic necessities such as food and shelter. It is virtually impossible to escape this poverty, with their biggest concern that without education their children await the same fate.

Our second project is located in the **Danida slum in Jinja**, in Eastern Uganda. Danida is one of the poorest slums in that area. Most of the women were born there, some others moved to this area. They are struggling to earn enough money to put on food on the table and their situation is very similar to the one in Acholi Quarter slum. The difference is that while Acholi Quarter is more of a city slum, Danida is a village slum, meaning less opportunities for business, but also lower costs of living. In the end both areas are very similar as people are struggling every day to survive.

In addition, 22STARS Foundation enlarged their project to the Danida slum in Jinja, in Eastern Uganda. Danida is one of the poorest slums in that area, which has been affected a lot by drought and food scarcity and addition is the home base of many internally displaced people from Uganda. Most of the women were born there, some others moved to this area. They are struggling to earn enough money to put on food on the table and their situation is very similar to the one in Acholi Quarter slum. The difference is that while Acholi Quarter is more of a city slum, Danida is a village slum, meaning less opportunities for business, but also lower costs of living. In the end both areas are very similar as people are struggling every day to survive. The parents of most of our kids in the Danida slum and Acholi Quarter slum are illiterate, traumatized, HIV positive, became pregnant at a very young age, and have to care for a large family.

Many of the kids lost one of their parents or even both and are taken care of by an aunt or uncle. We want a better future for those children, their families and their whole communities and for that they need education. Once they are doctors, engineers, teachers and so forth they will become change-makers and able to give back to their community.

### 3. Target group

Foundation 22STARS focuses on children and their families living in the slum areas in Uganda in extreme poverty.

### 4. Programs

We are focusing on five main projects.

- 1) Our first program is finding long-term sponsors for children living in poverty in the slums. We were sending in the beginning of the year 2018 more than 250 children to school ranging from pre-school to boarding school. Our aim is to increase this number and send even more children to school by the year 2022 as we still see a big need for this as many children still have no access to education and will sit at home or roam the streets for food.
- 2) Our second program is our nutrition program, since more than a year we are serving weekly a hot meal with meat to the kids and additional give food supplies to malnourished kids. Our aim is that no child goes to bed starving. By 2022 we hope to provide the children and their families with more meals a week.



3) Our third program is a development initiative providing the children and families with different livelihood options and monitoring their impact. Under this program we carry out various activities based on the needs of our beneficiaries, such as handing out mosquito nets, beds, mattresses, clothes, water filters and medical treatment. In case of farmers we also buy them animals to improve their livelihood (chickens, goats, etc). Our aim is that by 2022 all children and their families in our program will have a bed and mattress to sleep on, will have clothes to wear, drink purified water and get medical treatment when they suffer from an illness and in addition will be able to provide for themselves.

4) Our fourth program gives families of the children small business trainings and micro credit loans. We started with 32 families in Jinja and 28 in Kampala in 2017. Our aim is to empower these families to become self-sustainable. By giving them a training and small business loan they will start a business or give their existing business a boost. They will learn about taking responsibility, paying back the zero-interest loan and also start a savings program. To carry out these activities we partnered up with EHU, Entrepreneurs hands Uganda. Our aim is to raise more money to be able to give all families a loan and to continue monitoring their progress and giving them advice and guidance through partner organizations.

5) Our fifth program is our holistic education program focusing on happiness and well-being. We have extra- curricular activities for our kids like sports, painting, dancing, health education and we are holding parent conferences to include them in the education of their children. Our aim is to raise more money to have those extra-curricular activities more frequently

## 5. Foundation Board members

The current board exist of the following members:

- Stella Airoidi, President and chairman.

Stella is the founder of 22STARS jewellery and the 22STARS Foundation. She is the main responsible for the whole project. Together with the Ugandan project managers Susan and Aidah she selects the children and families for the program and decides on the program activities. Stella does the social media of the foundation as she loves photography and storytelling. Stella is regularly herself in Uganda to check on the families and children. When she is not in Uganda she speaks frequently at conferences about the 22STARS foundation to get more attention for the cause and raise more funds. Stella also chairs the board member meetings.

- Romana Airoidi-Oosterbeek, Treasurer and Secretary

Romana is living in the Netherlands but comes from German/Italian parents. Romana has a big social network in and outside of Holland and loves to bring people together and to organize events. She loves kids and even published her own book for children called Pipke and Popke. She was a big fan from 22STARS jewellery from the very first second she was also



among the first people to start sponsoring children long time. Romana visited the 22STARS projects herself in March 2016. Romana is the watch dog of our financial management. She makes sure that all invoices are correct and that the money goes where it supposed to go. Romana does a great job in fundraising for the foundation as well as advises us on financial implications of strategic and operational plans. She is also in charge of taking notes during the board member meetings and keeping the minutes.

- Klaus Mueller, General Member

Klaus F. Müller is a German dentist and European pioneer of modern dental implantology. He grew up in Sinn in Hessen. Privately, he is concerned with the art and architecture of historicism and he is an avid ultralight pilot. Klaus was supporting 22STARS from the beginning and was the first to support two boys with school fees, after hearing their stories that they would like to become pilots too. Klaus is going to visit the 22STARS projects himself together with his wife Anne Mueller in November 2017. Klaus advises us with our projects and also actively helps with fundraising.

### **5.1 Foundation Team member including ambassadors**

Our 22STARS team works together since several years. Stella met Aidah, David and Susan in 2009 and end of 2012 they started with the social enterprise. In 2016 they started with the education program to send children to school and in 2017 the foundation was established. Francesca joined the team in February 2018. In addition to our team we have ambassadors helping us with the foundation, who work voluntarily and do not get any of their costs or expenses covered, they represent 22STARS in their city and network and actively seek new sponsors and donors for the foundation.

- Susan Laker, Local Manager Kampala

Susan Laker was the reason that Stella started 22STARS! Susan is the 22STARS project manager for the foundation in Acholi Quarter, Kampala. Susan lives herself in the Acholi Quarter slum since over 15 years. Over the past years Susan's life improved a lot and she was able to go back to school herself. Susan pays the school fees when Stella is not there and she sends her invoices, school reports and updates. Susan does the monitoring of the livelihood programs, Susan organizes the weekly meals, and Susan does the translations as well during the parent conferences and the small business trainings. Since Susan lives in the slum area, she keeps a close eye on the families and children and they come to her if there is a problem, which she then reports to Stella. We also send three children of Susan to school. Her children are already teenagers by now, as Susan got her children when she was only 13 years old herself. All her kids are very active in helping us with our projects with the children and families. Initially Susan did all the work for the foundation voluntarily, as we also send all her children to school. However, as the foundation keeps growing and hence her work, we pay Susan a small fee according to Ugandan standards for the work she does for us to cover up the costs she has like using transport, going on the internet, and the time that she spends on the project. This amount will vary per month according to how many hours she spends on the project.

- Aidah Namboza, Local Manger Jinja

Aidah's parents herself used to live in the Danida slum. Aidah however was able to go to school and leave the slum area. She lives now in Jinja about 10 minutes away from Danida with her family. However, Aidah keeps coming back and does her utmost best to help the families in Danida. Aidah pays the school fees of the children when Stella is not around and sends Stella the invoices and school reports. We also send Aidah's four children to school. Her whole family has been very active in helping with the 22STARS foundation. They volunteer regularly to help us out with the weekly meals and the livelihood and small business programs. Aidah helps also with the weekly meals in the Dandia slums and she does the translations between us and the families. Like Susan Aidah keeps a close eye on everyone and reports to us if there are any problems. Initially Aidah did all the work for the foundation voluntarily, as we also send all her children to school. However, as the foundation keeps growing and hence her work, we pay Aidah a small fee according to Ugandan standards for the work she does for us to cover up the costs she has like using transport, going on the internet, and the time that she spends on the project. This amount will vary per month according to how many hours she spends on the project.

- Francesca Giovannini, Virtual Assistant

Francesca Giovannini is a Italian change-maker. She grew up in Milan, Italy, where she obtained a Bachelor degree in Literature and History. After traveling to South East Asia she decided to help people out of poverty. Hence she did her masters in International Relations and focused on child protection. She worked in Colombia and Tanzania at a day care center, targeting disabled and malnourished children. In Kenya with the United Nations and in Nepal she worked in the relief efforts for the reconstruction and in projects related to education and children development. Francesca loves backpacking around the world, or to be in some remote ashram in India or Latin America, where she loves to practice yoga and meditation. As the organization started growing it was impossible for Stella to keep doing everything herself as a day has not more than 24 hours and she does not get any remuneration as board members. Hence we needed to look for help outside to help us going on with the foundation. Francesca works about 10 to 20 hours a week for the foundation and get paid on a freelance basis. As she said she loves to work partly voluntarily for our foundation as it serves a good cause we agreed to pay her around 500 euro per month depending on the work she did for the Foundation. Francesca helps us with fundraising, keeping contact with the sponsors, updating our websites, writing articles and reports and brainstorming/advising us about our programs. As these tasks are very time consuming and require a certain type of skills and knowledge it has been impossible for us to find someone who can fully commit to this work without getting compensation.

- Anne Müller, Ambassador Germany

Anne is a very sporty person. In the Summer months, she loves to go hiking and to go swimming in the sea and during the Winter months you find her on skis in the Swiss Alps. She also loves to be in the sky! Since about 30 years she is flying in a small sports airplane. Anne travels a lot! In November 2017, she came to Uganda to visit our projects and meet

the children that she was sponsoring since years now. Anne loves our Ugandan jewellery, as it is so easy to wear and can be worn casual and chic. And on top of that that it helps the families in Uganda to earn a living.

- David Wafula, Ambassador Uganda

Pastor David Wafula is one of the prime movers of 22STARS and the husband of Aidah Namboza. He met Stella in 2009 and with his help we were able to visit the women in the Acholi Quarters and Danida slums at their homes and listen to their stories. David's first profession was teaching. He holds a Bachelor degree in Theology and a masters degree in Organizational Leadership and Management. David helps us on the ground in Jinja with our projects and helps spreading the word of 22STARS. In his free time he loves singing and making people laugh.

- Danielle Smissaert, Ambassador Netherlands

Danielle works as a Business Proces Professional at Accenture in Amsterdam. She is a very busy lady and has always a filled up agenda. Daan, as we call her, likes to go to the cinema or a museum on rainy days. When the sun shines you can find her chilling in a boat on the canals of Amsterdam or dancing at a festival. She also started meditating with the Shambala Group and believes in Buddhism. Daan is a very passionate person and loves to help others. In the past she did already volunteer work at Don Bosco Jonathan; an organization that helps homeless youth. When Danielle found out that 22STARS jewellery not only looks good, but also does beautiful things for the families in Uganda, she wanted to know more about the company and foundation and get involved. Danielle helped us selling 22STARS jewellery at some Sunday Markets and Festivals in Amsterdam and hosted several fundraiser events for us in Amsterdam.

- Lianne Schulte, Ambassador Netherlands

Lianne Schulte is a model at Maxmodels and works at the Hype Hairdressers Salon in Amsterdam. When Lianne heard about 22STARS from her friend Stella, she was so enthusiastic that she offered to make use of her fashion network to help with the first photoshoots and be the first 22STARS model. In November 2012 Stella invited Lianne to join her on a trip to Uganda. It was Lianne's first trip to the country but she adapted very quickly to the cultural circumstances and won the heart of the Ugandan people with her charm. Lianne lives in Scheveningen/ The Hague, close to the beach and loves being on the waves on a sunny day. She also has a beautiful voice and sometimes sings accompanying herself on guitar or piano.

- Angelika Wronka, Ambassador United Kingdom

Angelika comes from Poland but loves exploring the globe and immersing herself in other cultures. She currently works as a Business Coordinator at Metropolitan Housing Trust in England. She is also a freelance photographer and loves capturing people and emotions. She enjoys experimenting with light and different cameras, especially with the vintage film cameras. Another passion of hers is linguistics especially with regard to social context and human communication which is why she has an MA degree in Sociolinguistics. Angelika has

been a vegetarian for almost 6 years and yogini for 2. Personal growth has always been extremely important to her and reading books is one of her addictions. As she loves nature and the planet she lives on, she recognizes the importance of environmental protection and sustainability and believes that everyone can make a difference by introducing little changes in their daily life. Angelika is absolutely delighted to work for 22STARS. She hopes to help in empowering women in Uganda and strongly believes that education is the key to development.

- Daniel Walzer, Ambassador Global

Daniel comes from South of Germany and has a passion for traveling and helping people. He is sponsoring a child from the 22STARS foundation since October 2016 and he came to Uganda in March 2017 to visit his child and the projects of 22STARS. Together with his father and brother he tested the eye sight of the families of our community and handed out free glasses. His family continued raising funds for the projects in Uganda and hence we are able to continue with the eye care of the families. Daniel also helps actively out during our 22STARS events in Europe. He has his own business and is a consultant for corporations.

- Stefanie Oeffner, Ambassador Global

Steffi is born in Germany and loves traveling. She started traveling in 2010 and couldn't stop it until today. She came to Uganda in March 2018 and visited the projects of 22 Stars. From the first day, she totally fell in love with Uganda and the people, especially with little Tracy was „Love at first sight “, so Steffi decided to sponsor Tracy that she can go to Kindergarten Class. She has her own business like the „Travel University “, Event manager and Virtual Assistant. Steffi is also touring through Germany, Austria and Switzerland to tell her Story about Uganda and 22 Stars at the Show „6 Jahre Weltreisen, die geilste Lücke im Lebenslauf“. Uganda was totally life changing and it feels so good, to help people!

## 6. Finances

To realize the goals of the foundation 22STARS we need money. We have certain constant costs every year, like the rent of our offices in Kampala, maintaining the website, the weekly meals for the children and their school costs, paying a Virtual Assistant to keep in contact with our sponsors, writing articles, doing fundraising and keeping our website up to date. Some of these constant costs are covered by the long-term sponsors who pay for their specific child's education. The other constant costs have to be covered by our one-time donors and monthly sponsors. With regards to the school fees of the children, we make sure that a sponsor wants to sponsor a child for several years, hence we receive the money for the child's school fees in advance and if a sponsor cannot continue we immediately find a new sponsor to make sure that the kids' education is secured. Depending on how much extra money we get in from general donations we carry out our other programs. We only start carrying out a certain project if we have raised enough money for it. Such as for

example buying water filters or mattresses.

The Foundation's financial resources consist of:

- (a) contributions and subsidies;
- (b) testamentary dispositions, bequests and donations;
- (c) other income.

The foundation has no profit motive. This is also described in the articles of the foundation.

### **6.1 The way in which the Foundation raises money**

The foundation wants to get this money through: sponsoring, donations, gifts, philanthropy, subsidies and fundraising. The recruitment of money takes place in a small but effective, direct way, such as during contacts with business relations, both private and business.

We recruit money through our existing contacts with donors and organizations, cooperating partners, but we also recruit new contacts / relations and donors. This can be done by social media and sharing the story of 22STARS. The founder of 22STARS, Stella, uses for this both her personal social media channels and the ones from the foundation. She speaks frequently at conferences where she explains to people the work the 22STARS Foundation does and how people can contribute to the cause. In addition, also the other board members actively speak about 22STARS to get new sponsors and donors in. We also work with ambassadors who love our cause and spread in their network our story and start fundraisers to raise money for our cause. We also have yearly people who visit Uganda and our projects, we encourage them to start a fundraiser when they come to Uganda and share our story with their network to raise additional money for our programs. Conducting actions for obtaining financial resources can be done through personal initiatives from people or organizations.

Below we briefly mention which types of contributions there are.

- Sponsoring: a person or business agrees to sponsor a certain child long-term. The sponsorship can be paid per month, term or year. The money will be pooled together with the sponsorships of the other children to pay for their school fees, uniforms, school registrations and so forth. A sponsor can also give us money for a certain cause, for example to buy mattresses for a certain number of children, to buy a present for a specific child he or she sponsors.
- Donations: people can make general donations which we will use to run all our social programs. People can pick a certain cause or let us decide how we spend the money.
- Subsidies: financial contribution from the government often intended for enabling or maintaining certain activities and facilities, under certain conditions.
- Fundraising: recruiting donations, all forms of recruitment of additional resources,

among others Crowdfunding.

These are the means of Payment sponsors and donors can use to make their payments:

- Donorbox: we set up specific campaigns in which people can chose to either pay for the school fees of their children or make a general donation. When a general donation is made, people have the chance to pick a specific cause or just let it open for us. The donations through Donorbox can be one time donations or monthly subscriptions. Donorbox sends us the money to our main banc account using stripe. Or it sends us money through PayPal to our PayPal address. We chose Donorbox as the fees are the lowest that we could find: 0,89% and in addition we like the look of Donorbox.
- Paypal. We set up a PayPal account for our foundation, under [info@foundation22stars.org](mailto:info@foundation22stars.org) The money we withdraw from Paypal goes directly to our main bank account.
- The main bank account of the Foundation is NL98 ABNA 0247199222. In addition, we also opened a bank account, which is solely meant to be for the donations for the food for the weekly meals of the children. This account is NL 30 ABNA 0247241962, from which we monthly send it to our main bank account from where we send the money to our local managers in Uganda who are in charge of buying the food and cooking every week for the kids
- GoFundMe. Back in the days we had set up a GoFundMe campaign to raise money for our programs. However as their fees together come to around 9% we decided to not use anymore this method that often. However we still have people who do like to use GoFundMe to raise money for our foundation, given the certain features GoFundMe has. GoFundMe sends us the money through Stripe to our main bank account.

In the past before we were an official registered foundation people would send donation money to Stella her private bank account on number: NL84ABNA 0616050704 and to her private PayPal account: [stella.airoldi@gmail.com](mailto:stella.airoldi@gmail.com) Almost all of the payments made to her private accounts clearly mentioned that it was a donation for the social projects and Stella kept hence track of all the payments she has received privately. Initially she hence also had to use her own bank account to send the money to Uganda to make the payments for the programs. Even now when people by mistake make a donation to her private account instead of the foundation account, she immediately writes down that she has received a donation for the foundation. Stella has even made an annual report of the year 2016 and the months before the foundation was officially registered to be as transparent as possible about the money that she has received and how it has been spend.

The foundation is not profit-making and depends on contributions from others.

## 7. Management and use of assets

As the 22STARS Foundation applied to become an ANBI foundation, we are obliged to carry out an administration. These records must show: what amounts (per director) have been paid for expenses, which amounts have been spent on raising money and managing the institution. This also applies to all other costs, which is the nature and extent of the income and the assets of the institution.

Once again we want to emphasize that the directors of the 22STARS Foundation volunteer. They receive no reward. The directors receive no remuneration for the duties they perform. In addition, even though the directors may receive reimbursement of the costs incurred by them and a nominal attendance fee, all three of them decided to not take this. Hence travel costs to the board meetings and or trips to Uganda will be completely paid by the board members themselves. No attendance fees will be paid. All board members want that their money goes directly to the programs of the foundation, hence it will not surprise you that they were also among the first to sponsor a few children long-term and pay for their education.

The money received are used for the implementation of the objective of the Foundation. The foundation manages Bank account number: NL 98 ABNA 0247 1992 22, which is our main bank account. In addition we manage bank account number NL 30 ABNA 0247 2419 62 on which we receive money that is solely meant to be for the weekly meals of the children. We receive also money on our PayPal account under the address [info@foundation22stars.org](mailto:info@foundation22stars.org) which we then send to our main bank account. We also receive money through DonorBox and GoFundMe which through either Stripe or Paypal also goes directly to our main bank account.

At the end of the financial year (which runs from 1 January to 31 December of a year), the treasurer closes the books. The annual statements drawn up from the profit and loss account, the annual accounts, the balance sheet, a statement of income and expenses for the relevant financial year are prepared. The board assesses and checks the documents and approves the documents by means of a signature and discharges the treasurer. After the approval an overview is published on the website.

In case the 22STARS Foundation has to be dissolved. We will then as stated in the articles of our foundation and as required by the regulations regarding an ANBI foundation, spend the positive balance as indicated on a foundation that has the same mission as our foundation. The goal will be determined in consultation with the board

We have so far three main income and cost streams.

- **FOOD.** One income stream is the money that we receive from sponsors that is solely meant to be spend on the weekly meals of the children and by times food for the families when extra money has been raised. Hence we keep track on how much money we got in and how much we have spent. We send monthly an update to the sponsors through a Facebook Group to let them know how much money has been raised and spend by us. The money is send to bank account number NL 30 ABNA



0247 2419 62, from which we monthly send it to our main bank account from where we send the money to our local managers in Uganda who are in charge of buying the food and cooking every week for the kids. The project managers send us the invoices and post the weekly pictures of our meals in our Facebook Group.

- **EDUCATION.** We have sponsors who sign up to sponsor a specific child long-term. The sponsor pays either per month or term or per year and can do this either through Donorbox using stripe or Paypal, directly through PayPal or to our main Bank Account. In addition, we also receive general donations which we use for the children who have not found a long-term sponsor yet or whose sponsors has not paid. We pool the money for the school fees together. After each term, we make sure that excess money is used together with the general donations on our other programs. We keep track in our Excel sheet which sponsor already has paid for multiple terms, so that we know exactly how much money we already have for future terms on our bank account. We pay for the school fees of the children three times a year. After each school term, has finished the board sits together to see how much money has been spend and how much money we have. Our local project managers help us paying the schools and we request an invoice of every payment that we make to the schools.
- **GENERAL DONATIONS.** Through direct banc transfer to our main bank account, Donorbox, GoFundMe and our Paypal Account we receive general donations that we spend on all our five programs and that we use to pay for things like administration costs, banc transfer costs, website costs, office rent cost, and so forth. We keep track on how much general donations we get in and how much we have spent.

Our administration is kept in excel sheets per year and we keep in an online and offline folder copies of the receipts. We put in detail in when we received and spend money. We do not hold more capital than is reasonably necessary for the continuity of the planned activities of our objectives.

The board comes together regularly (at least 4 times a year) to be up to date on the current balance of costs and income of the foundation.

All invoices are kept and checked to make sure that no mistake happens. Regarding the children, we have a very clear excel sheet with all their information in it and the information over their sponsor. We keep track when they payment has been made by the sponsor and for how many terms. If a sponsor withdraws we immediately look for a new sponsor for the child.

We work with volunteers as much as possible to keep the costs of the foundation very low. Our overall costs will never exceed more than 10 per cent of the donation money we received, so far we even brought the costs down to almost 1 per cent! We always focus on the projects first and make sure that the money is used on the projects.

### **How we make the payments of our programs**

Uganda is a cash society, hence when we pay for our programs in Uganda we usually do it the following way:

- Through withdrawing money at the ATM in Uganda with our Dutch bank card, this is only done by Stella Airoidi to pay for certain programs of the foundation as discussed with all board members
- World Remit / Western Union. We used to send through World Remit and Western Union the money to our local project managers in Uganda for our programs. Hence this is Susan Laker for our Acholi Quarter project in Kampala and Aidah Namboza and her husband David Wafula for our Danida slum project. We keep tracking in excel of the amounts send with the current exchange rates and transaction fees and the causes. We then request our project managers to immediately send us the invoices of the purchased goods/activities. As Uganda is a cash society it is by times difficult to get a receipt from the local taxi's and motorbikes for the transport and also from food and second hand clothes and other products bought at the local markets. In this case, we still request to our local project managers to write us an invoice and state what the money has been used for and to provide us with pictures of the bought goods.
- Our Ugandan Bank Account. From October 2018, onwards we stopped using World Remit and Western Union and created a Ugandan Bank Account, which we will use in basically the same sense. We only use this account to send money to that will be immediately withdrawn to pay for certain expenses. Hence sponsors will not directly send money to this Ugandan Bank Account. Board member Stella Airoidi, and project managers Susan Laker and David Wafula have access to this account, but only with the permission of Stella. And again, Stella only sends money to this account when it is immediacy needed to cover certain costs and finance the projects. Our account number is 0126656001 and is with Diamond Trust Bank Uganda in name of Stella Airoidi, David Wafula and Susan Laker.
- Whenever we have purchase something outside Uganda, for example in The Netherlands, to pay for our website costs, the virtual assistant, and things like that we make the payments usually from our main bank account using iDEAL.

## 8. Work activities

### Fundraising

The recruitment of funds will mainly be organized by Stella and 22STARS ambassadors, who are foremost young people who have a passion to help people in the world. Several of them already visited Uganda and could hence share their experiences first hand with their friends and network.

We created a whole information package on how to held a successful fundraiser. Our ambassadors can for example start a GoFundMe campaign, or ask for donations at their

birthday party. Also when they come to Uganda they can actively help in storytelling. Ambassadors can also organize charity parties and come up with own ideas on how to raise more funds. Stella will speak at conference where she will encourage people to come sponsors.

Our activities are focused on the five programs that we are running.

### **Education Program**

Our first program is finding long-term sponsors for children living in poverty in the slums. We are sending now 300 children to school ranging from pre-school to boarding school. The work that the foundation does is finding long-term sponsors, keeping contact with them, we send them the school reports of the children, we have a Facebook group in which they can participate and where we post regular updates, and we send them the invoices for their kids and keep track if they have paid. If a sponsor does not want to continue with the sponsorship we will find replacement as soon as possible. We interview the children that we select for the sponsorship program. Those interviews are done together with our local project managers Susan Laker and Aidah Wafula, who also live in the slum area and hence know best the stories of the children and their families.

### **Nutrition Program**

Our second program is our nutrition program, since more than a year we are serving weekly a hot meal with meat to the kids and additional give food supplies to malnourished kids. For this program, we basically have a main sponsor: Alexander Schledewitz and his group Teller Fur Teller. They make monthly donations to us. What we do is that we send once a month the money to our Jinja group and once a month to our Kampala group. Our project managers cook every single week a hot meal for the children and post the pictures in our Facebook group.

### **Livelihood Program**

Our third program is a development initiative providing the children and families with different livelihood options and monitoring their impact. Under this program we carry out various activities based on the needs of our beneficiaries, such as handing out mosquito nets, beds, mattresses, clothes, water filters and medical treatment. In case of farmers we also buy them animals to improve their livelihood (chickens, goats, etc). The work that we do is mainly again identifying the needs of the beneficiaries. Depending on how much money we raised and whether someone raised money for a specific cause and depending on what needs to be done the three board members will agree together on what money will be spend. The local project the managers will than pick up the money, buy things for the community and send us the invoice.

### **Small business Program**

Our fourth program gives families of the children small business trainings and micro credit loans. We started with 32 families in Jinja and 28 in Kampala. 22STARS partnered up with Entrepreneurs Hands Uganda EHU (<http://eh-ug.org>) to give Community Entrepreneurship trainings to the families of our 22STARS kids in the Danida slum of Jinja and the Acholi Quarter slum in Kampala. The families got first an intensive four-week training from EHU. Together with EHU we created in depth personal profiles for every

participant to see how we can help them most. Then we gave the participants zero interest loans, and we set up a saving system and monitored their progress closely. While the beneficiaries are expected to pay back the loans to 22STARS, we know that they face many challenges in order to do this, like personal illness or a sick family member, corruption, unexpected price changes and prolonged drought. We help them tackling those challenges. And we give extra rewards to who pays back the loan within a certain time frame, but we don't punish people who are not able to pay back because of circumstances that were not in their control. The money we receive back from the loans are re-invested in future loans and our social projects benefitting the whole community, hence we will not pay you back. But we of course will give you a report on how your money has been spend and how it has impacted the beneficiaries. The most common small businesses are: selling smokes fish, tailoring, retail shop, vegetables, charcoal selling, bar, saloon, selling of second hand clothes, selling of sweet potatoes, selling of charcoal, chapatti making, boda boda and selling of food.

### **After School Program**

Our fifth program is our holistic education program focusing on happiness and well-being. We have extra- curricular activities for our kids like sports, painting, dancing, health education and we are holding parent conferences to include them in the education of their children. Stella herself has been present at the parent conferences together with the local project managers. Funds have been set aside to do extra-curricular activities with the kids. Depending on how much money we raised and whether someone raised money for a specific cause and depending on what needs to be done the three board members will agree together on what the money will be spend. The local project the managers will than pick up the money, buy things for the community and or do certain activities with them and then send us the invoice.

## **9. Overview of data from the Foundation 22STARS**

The 22STARS Foundation is a foundation and is registered in Breda, under Chamber of Commerce number: 68437870, Head office address: Kasteelplein 73, 4811 XC Breda. The official name is Stichting 22STARS, which is the Dutch word for Foundation. The board consists of a chairman, secretary and treasurer and a general board member: Stella Airoidi (President and chairman), Romana Airoidi-Oosterbeek (Treasurer and Secretary) and Klaus Mueller (General Member).

The tax number (RSIN number) of the Foundation is: 85744249

The bank number of the Foundation is

IBAN: Stichting 22STARS: ABN AMRO NL98 ABNA 0247199222 main account

IBAN: Stichting 22STARS: ABN AMRO NL 30 ABNA 0247241962 for weekly meals

Registration number Kvk 68437870.

All information is published on the website and can be downloaded by interested parties see

(<https://www.foundation22stars.org>)

Contacts with the foundation are via: [info@foundation22stars.org](mailto:info@foundation22stars.org) or Kasteelplein 73, 4811 XC, Breda.

## 10. ANBI Foundation 22STARS

The Foundation intends to be a public benefit organisation (*algemeen nut beogende instelling*) ("**PBO**") as referred to in article 5b of the Dutch General Tax Act (*Algemene wet inzake rijksbelastingen*), or a provision that replaces that article. The foundation applied for its status and is now awaiting approval.

### **ANBI status**

The Foundation 22STARS applied to receive an ANBI status, which means that we will be registered with the Tax and Customs Administration as a Public Benefit Organization. More information about what that means can be found at [www.belastingdienst.nl](http://www.belastingdienst.nl). Because of this status, the tax rules for charitable organizations (ANBI) in the field of donation, succession and the deduction of donations (income and corporation tax) come into effect. Only the institutions that the Tax Authorities have designated as an ANBI can benefit from the tax benefits.

This recognition is also important for the people who have a warm heart for the Foundation. They can only receive a deduction for income tax (IB) for gifts to an institution that has a recognition from the tax authorities. An overview of institutions that are recognized as ANBI can be found on the website of the Tax Authorities and [www.anbi.nl](http://www.anbi.nl).

As soon as the 22STARS Foundation has been designated by the Tax Authorities as a Public Benefit Organization (ANBI) and can therefore make use of the tax benefits, such as:

- An ANBI does not have to pay any inheritance or donation tax on inheritances and gifts
- ANBI receives in the context of the general interest.
- Payments that an ANBI makes in the general interest are exempt from the right of donation.
- A donor can deduct donations from the income tax or corporation tax (of course within the applicable rules).
- An ANBI must adhere to a number of rules. The 22STARS foundation already fulfills this requirement. The rules that our foundation holds can be described as follows:
  - The 'power of disposition criterion': A director and / or policymaker may not dispose of the assets of the foundation as if it were his own capital. This criterion ensures that the foundation is independent of donors and beneficiaries. A natural person or a legal entity in the position as director and / or policy maker should therefore not have a majority of control over the assets of the institution.
  - The 'spending criterion': An ANBI may not hold more capital than is

reasonably necessary for the continuity of the planned activities of the institution's objective. The purpose of the spending criterion is to prevent the accumulation of power. Which power may an ANBI hold in any case? Capital (or components thereof) obtained as a legacy (via an inheritance) or donation, of which the testator or donor has determined that only the returns from that capital may be used for the purpose of the ANBI (stamina). The return must of course actually be spent for the purpose of the ANBI and may not be held as capital. Assets of which the maintenance results from the objective of an ANBI. Assets that are necessary for realizing the objective.

- Policy makers (the directors or members of the Supervisory Board) may not receive any remuneration other than a fee for expenses incurred. If they qualify, they may also receive an attendance fee that is not excessive. However as already mentioned the board members of the 22STARS Foundation refrain from receiving any money! Hence they cover all costs themselves.
- An ANBI must have a current policy plan. This is a document that provides insight into the way in which the objective of the ANBI is carried out. This may also be a multi-year policy plan. The plan must provide insight into: the activities that the institution carries out, the way in which the institution wishes to raise money, the management of the assets of the institution, the use of the assets of the institution. This is exactly what this document is about.
- The costs of raising money and the management costs must be in reasonable proportion to the expenditure (ratio between costs and expenditures). Costs for propaganda, publicity and public relations are examples of costs of raising money. This also applies to the costs of collecting revenue from collections, mailing actions, gifts, legacies, lotteries and subsidies. An example of management costs is administration costs. As already mentioned our costs are very low as we work together with many volunteers.
- The statutes / regulations of the Foundation must show the purpose, which serves a general interest to which the positive balance would go should the Foundation be dissolved. As mentioned before the 22STARS foundation would give their money to a similar cause as their own would something happen that it has to be dissolved.
- An ANBI must have an administration. These records must show: what amounts (per director) have been paid for expense allowance and attendance fees, which amounts have been spent on raising money and managing the institution. This also applies to all other costs, which is the nature and extent of the income and the assets of the institution. In our financial year report you will find all of this information. As mentioned before we do not pay for expense allowance and attendance fees of our board

members as they all three fully volunteer and want all the money to go back into the programs of the foundation.

## 11. Communication

The 22STARS Foundation will keep its target group and sponsors and donors informed of the activities / projects undertaken via:

- Social Media such as Facebook and Instagram. We created also a private Facebook group for all the long-term sponsors of the children and the monthly sponsors of the food and other programs so they can see weekly updates about what we have been doing
- Newsletter. We have a mail chimp account from which we send monthly newsletters with the most important updates. We also send out termly reports with the most important news with regards to our programs and activities.
- Website. On our website we post our reports. In addition we keep a blog on our website in which we keep our people informed about what has been happening at the 22STARS foundation.
- Emails. The long-term sponsors of specific children receive three times a year from us the school report of the child that they sponsor through email with other important information.

We publish each year

- A financial annual report
- A short annual report

The annual financial report shows the performance of the foundation in the relevant year. This performance is therefore expressed in figures. The substantive annual report tell us briefly and concisely about the activities that were carried out in that year and how those activities went. We will publish both reports on our websites. In addition we send out a newsletter to our sponsors to inform them about our reports.

### Website

The 22STARS Foundation has a domain name called <https://www.foundation22stars.org>

### Instagram

The 22STARS Foundation runs the following Instagram account

<https://www.instagram.com/22STARS.FOUNDATION/>

### Facebook

The 22STARS Foundation runs the following Facebook Page

<https://www.facebook.com/22starsfoundation>

### Facebook Group

The 22STARS Foundation runs the following Facebook Group

<https://www.facebook.com/groups/22stars/>



Signing of the Policy Plan on 12 June, 2018, in Breda.  
On behalf of the board,

Stella Airoidi, chairman

Romana Oosterbeek, Secretary and Treasur,

Klaus Müller, General Member,