



# Policy Plan 2021-2023

YOUTHURE FOUNDATION

Youthure foundation  
ZUTPHEN



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## Introduction

As young professionals and recent graduates, we know how important it is to find a job. Unfortunately, these days many youth are unemployed and are struggling to find work. In December 2020, Loes van der Pluijm founded the Youthure Foundation with the aim to help youth with their future. After working in Africa for 3 years on agricultural projects and realising there is a lot of work opportunity in the agricultural sector but youth unemployment rates were still sky high, Loes was motivated to develop projects that would help motivate and mobilize young people to work in the agricultural sector.

This policy plan addresses the mission and vision of the Youthure Foundation and explains the strategy on how to work towards it. Additionally, the planned activities for the next couple of years are explained. At last, more organisational information on the board, the volunteers and employees and finance is given.

## Vision

The youth is the future and we are motivated to tackle the youth unemployment situation resulting in less migration/urbanization and less criminality. We believe that by focussing on improved sustainable farming practices that are adapting to climate change, we will make farmers more resilient and able to benefit the environment in a sustainable way (e.g. less landscape degradation, efficient use of scarce resources like land and water). Local economies/markets will be supported and food production increased. Our projects are sustainable investments that will create a snowball effect. On the long-term, it contributes to an increase in GDP and decreases poverty and crime, not only on a local scale but also on a regional and even national level.

## Mission

The Youthure Foundation is committed to help, motivate and mobilize (mainly unemployed) young people (18-35 years) to work in the agricultural sector. By focusing on sustainable projects, Youthure Foundation helps to create a sustainable future for young people, the local community and the environment.

## Strategy

Together with local partner organisations we develop projects that are tailored to the local needs and are in line with our vision and mission by focussing on the future of the young people, the environment and the local community. We want to develop projects with a high chance of continuation, resulting in long-term positive effects. How?

- Building on and linking already existing resources
- Working with a small, passionate and energetic team
- Focusing on opportunities: an optimistic mindset
- Learning by doing
- Using an integrated approach
- Starting small-scale and create a snowball effect
- Making use of innovative and SMART technologies/tools

We are committed to raising money for our projects. We do this through the following activities:

- Fundraising: during the year we write to funds and foundations that are in line with our vision and mission.
- Donors: finding people and organisations that are enthusiastic about our projects and want to contribute in the form of a financial donation.
- Crowdfunding campaign

## Projects

Currently Yothure Foundation is working on two projects. At the moment we are working on projects in Kenya and Malawi but we aim to expand our activities to other countries as well.

### *C with B project*

In Malawi there are high rates of youth unemployment. This project uses youth forest conservation initiatives to provide socio-economic and ecosystem-oriented solutions for the benefit of the youth, communities and the environment.

The C with B project targets youth clubs engaged in environmental conservation especially in forest management to be able to draw benefits from their conservation efforts. The project aims to enhance conservation of forests resources while capitalizing on some forest value chains in a way of empowering youth economically while contributing to ecosystem management. Currently, New Vision Youth Club, which is a member of the National Youth Network on Climate Change is implementing forest conservation initiatives in the Chagunda forest. Other youth clubs have expressed interests in participating in the project. The C with B project is looking for funding to upscale this project to be able to provide support for other youth clubs so that they can contribute to the conservation of forests in other parts of Malawi. On the long term, forest activities should generate enough money so that they can invest in other conservation activities as well.

Currently in the Chagunda forest the project seeks to:

- Venture into agriculture by introducing beehives in the forest and establishing a honey processing and packaging facility that will enable the NYNCC to supply honey on the market.
- Venture into agriculture by producing mushrooms. Mushrooms will be graded and packaged to enable the NYNCC to supply mushrooms on the market
- Introduce flowers and other flowering plants in the forest to create a safe haven for pollinators that are threatened by habitat loss from depletion of vegetation.

### *Youth Farm Project*

In both Malawi and Kenya, there are high rates of youth unemployment (18-35 years). The agricultural sector offers multiple livelihood and employment opportunities for the youth and is in both countries the backbone of the economy. However, youth have a negative perception of agricultural activities. To make farming attractive to youth and build capacity, we want to set up two sustainable test youth farms (one in each country). This will be done introducing SMART and sustainable farming practices and technologies/tools using the concept of horizontal learning. Visits to innovative example farms will take place where the youth can see what is possible and that farming can be good business. The youth will get trained in using SMART and sustainable farming practices and technologies/tools which they can put into practice on the youth test farm with support from example farmers. Once they have seen how it works, they will set up their own

sustainable business plan which they will put into practice on their own farms while continuously exchanging knowledge.

## Organisation

Official name: YOUthure Foundation

Address: Waterstraat 86, 7201 HN, Zutphen, the Netherlands

E-mail: [info@youthurefoundation.org](mailto:info@youthurefoundation.org)

Website: [www.youthurefoundation.org](http://www.youthurefoundation.org)

Bank account: pending

KvK nummer: 01123206

SBI code: 88993

## Board

The Board of Youthure Foundation consists of the following members:

Chair:	Loes van der Pluijm
Secretary:	Lucia Halbherr
Treasurer:	Fleur van der Vliet

The board meets at least four times a year for a board meeting and their activities are done on a voluntary basis.

The following activities are carried out under the responsibility of the board:

- Setting up and supervising projects
- Selecting destination purposes
- Establishing and approving annual financial statements

## Volunteers and Employees

We are currently working with volunteers from the Netherlands and local volunteers in the project countries. In order to manage, monitor and coordinate all the projects, a lot of work is involved. At the moment the founder and chair of the Foundation is coordinating the projects on a voluntary basis. She is the liaison between Youthure Foundation and the local partner organisations. We are aiming to employ a project coordinator to partly take over this role. The project coordinator will coordinate the ongoing projects and make sure everything falls within budget and planning and responsible for finalizing and sharing project reports and media outputs. He/She will keep track of project progress and budget and manage the project team, project partners and activities.

Our aim is to generate more funding which will also make it able to provide a small financial contribution to our volunteers and board members to cover their reimbursements and to hire more employees while our projects are expanding. Currently all our team members are working on a voluntary basis.

## Finance

We want as much of the funds, subsidies and sponsor contributions raised as possible within our available time, scope of work and available opportunities. This all to contribute to our mission and

finance our projects that directly benefit our target group. This means that we try to keep overhead costs as low as possible. Guideline is the 90/10 rule: a maximum of 10 percent of the proceeds may be spent on our own costs (overhead), 90 percent must be spent on the projects.

The annual revenues depend on the ongoing projects and the required financing. We just started the foundation and currently we are in the process of setting up a bank account so that funds and donors can transfer money. We aim to raise €100,000 in 2021. €20.000 to spend on the C with B project, €40.000 to spend on the Youth farm project and €40.000 to develop and start new projects. We want to start with small-scale projects and hope to create a snow-ball effect to scale up our projects without the use of new financial investments. An overview of yearly income and expenditure will be published yearly in a financial report on the website.

#### *Spending Policy*

Funds and donations will be used mainly to:

- Organise and implement activities to make the sustainable agricultural sector more attractive to youth
- Organise agricultural training courses for young people
- Finance materials required for setting up a small-scale agricultural business
- Elaborate reporting on activities organized and evaluating the progress of projects