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Stichting SeriousFun Children's Network - Policy Plan (2012-2014)

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1. Introduction

This policy plan sets out the objectives for Stichting SeriousFun Children's Network, Europe.

Stichting SeriousFun Children's Network, Europe ('Stichting SeriousFun') was established on November 3rd, 2010 as a Dutch charity foundation, with its seat in the municipality of Amsterdam. The foundation has, as its principle purpose, providing financial and operational support to the SeriousFun Children's Network Camps in Europe and Israel. SeriousFun Children's Network camps serve children suffering from serious illness and their families, always free of charge.

This policy plan focuses on the years 2012-2014 and presents how the organization plans to meet its objectives.

2. Background

Stichting SeriousFun was originally incorporated under the name Stichting Association of Hole in the Wall Camps, Europe, on November 3, 2010, with the intention of providing financial support to the Hole in the Wall Camps located in Europe and Israel, and as part of the Association of camps. The name of the Association of Hole in the Wall Gang Camps, Inc. changed to SeriousFun Children's Network, Inc. as of January 12, 2012 and thereafter, the name of the Stichting Association of Hole in the Wall Gang Camps, Europe was changed to Stichting SeriousFun Children's Network, Europe as of June 14th, 2012.

There are currently six SeriousFun Children's Network camps outside the United States of America eligible for foundation support, as follows:

- Bator Tabor, Hungary
- Dynamo, Italy
- Barretstown, Ireland
- Over the Wall, United Kingdom

- L'Envol, France
- Jordan River Village, Israel

Growth in the number of non US camps within the network is planned, thus more camps may receive financial support from Stichting SeriousFun in the future.

3. Purpose and mission

Stichting SeriousFun Children's Network, Europe, has been established to provide support for SeriousFun fundraising initiatives in Europe, with a goal of increasing financial resources available for SeriousFun Children's Network Camps in Europe and Israel. This supports the network mission, which is to:

"Create opportunities for children and their families to reach beyond serious illness and discover joy, confidence and a new world of possibilities, always free of charge."

The foundation aspires to attain said purpose by:

- Organizing and managing fundraising for the European SeriousFun Network Camps;
- Acting as a central point for European donors of the European SeriousFun Children's Network Camps;
- Transferring knowledge to the present European SeriousFun Children's Network Camps.
- The use of Therapeutic Recreation programmes as a psychosocial intervention for children and teenagers from 7 to 17 years, and their families, who are dealing with serious illnesses and disabling conditions. These activity-based programmes are designed to assist in remediation and/or rehabilitation in order to improve functioning and independence and to reduce or eliminate the psychosocial effects of serious illness or disability. All camp programmes are child-centred, inclusive, goal-oriented and self-determining with the intention of increasing resilience, self-esteem and social skills;
- Provision of support in the development of international volunteer recruitment and exchange programmes and the development of innovative practices in the selection, training and recognition of volunteers by and between member camps located in Europe;
- The provision of support for the development and delivery of outcome studies focusing on the design, operation and benefits of Therapeutic Recreation camp programmes for children with serious illness and for the promotion of these outcome studies, monitoring and evaluations as a product of organizational learning which directly influences the continuing management, funding, and accountability of the SeriousFun Children's Network and its member camps;
- Active participation of member camps located in Europe in networks and alliances of non-profit organizations which share similar visions and missions, as a means of enhancing its ability to accomplish its mission and goals;
- Coordination of the development of SeriousFun Children's Network European Camps as centres of innovation and knowledge-building through the provision of resources to member camps for the professional development of camp staff in the form of mentoring, staff exchange programmes, the adoption and implementation of best practices and professional conferences;
- Support of the SeriousFun Children's Network European Camps as advocates for the rights and welfare of children with serious illness and their families;

The focus of the foundation is international.

4. Organization and structure

Stichting SeriousFun Children's Network Europe is a Dutch charitable foundation with a philanthropic vision and plans to carry out activities without a profit motive. For completion, we would like to stress again that the foundation is a non-profit organization.

The organization is envisioned as a vehicle to facilitate fundraising and support operations, existing within a strong network. The strategic stakeholders in this network will be SeriousFun Children's Network, Inc. based out of the USA and SeriousFun Member Camps outside the USA (as noted under 2. Background).

Currently the foundation employs no staff as it is still in its start up period.

5. Projects

The first project funded by Stichting Serious Fun is a study being performed by a consulting group, Community Counselling Services, Co. LLC. The study focuses on building corporate donations within the European market. Main objectives of this project are to:

- Provide leadership and direction on major corporate fundraising in Europe
- Develop presentations and other fundraising material
- Assist in fundraising efforts of CEOs and Directors of Development of the European camps

The scope of this project is fairly extensive as it also serves as a platform and information source for following fundraising initiatives.

6. Board and management

The Board of Stichting SeriousFun Children's Network consists of a minimum of three members, One of the Board members will always be the Chief Executive Officer (CEO) of SeriousFun Children's Network, Inc. The other Board members will be appointed by the Board. Board members receive no remuneration and the Foundation has no Supervisory Directors.

Current Board members are:

1. Ingrid Margarethe Milne (Acting Co-CEO of SeriousFun Children's Network , Inc., appointed 1 November July 2013)
2. M.S. Porcari (CEO of Dynamo, appointed 3 November 2010)
3. Orangefield Trust (Netherlands) B.V. (appointed 3 November, 2010)

It is anticipated that the Board may grow within the planning period as Stichting SeriousFun ramps up activity. This growth is likely to be through addition of additional Camp CEOs.

The Board gathers at least once a year in accordance with the articles of association.

7. Financial aspects

The natural persons of the Board will work on a voluntary and unpaid basis. There are currently no employees of the foundation and at present there is no plan to recruit staff. Activities will be

performed either by consultants, who will receive fair remuneration for their duties, or by the staff of SeriousFun Children's Network, or Network camps.

The foundation currently holds in its bank account, charitable donations raised through participation in the Athens Marathon. These funds may be applied to the cost of fundraising activities and to the management costs of the foundation.

During 2013 Serious Fun Children's Network is planning to recruit a European Fundraiser. It is anticipated that funds raised through this position, which will be for the benefit of the European camps, may flow through the foundation.

Any and all funds raised and held by the foundation, will be applied to the charitable purposes noted. Funds will support development activities and provide financial and operational support to the European and Israeli camps.