

Policy Plan 2022-2025



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Introduction

Reach & Teach was founded in 2016 by students of International Studies at Leiden University in response to the Syrian refugee crisis. Since it was founded, the goal has been to give newcomers to The Netherlands access to language classes and a social network to further their integration process and sense of belonging. Reach & Teach serves newcomers in the region of Den Haag, Rotterdam and Leiden.

With an average of 30 volunteers, supported by 9 board members (volunteers), Reach & Teach reaches +/- 100 students for Dutch and English language classes per year. Besides the language classes, Reach & Teach organizes professional and social events and has a Buddy Program to create a welcoming community where students, volunteers and partners belong.

Reach & Teach is a 100% volunteer-run organization. What started out as a student initiative has grown into an organization where students and professionals work together to achieve our mission. The majority of our volunteers are young people who want to make a difference in the lives of newcomers to The Hague. The University of Leiden has remained a valued partner organization, who provides us with classrooms and meeting space. We actively network with other organizations to recruit volunteers and professionalize our organization.

Financially, we are 100% dependent on donations and funds from benefactors. We seek out funding through charity funds, but also through individual donations and fundraising events. The money we receive is spent on teaching materials, events, professionalizing our organization and improving our services.

Mission, Vision & Core Values

Our mission is to welcome newcomers to the Netherlands and support them in their integration process. The underlying vision is that everyone should have access to education and should be given the means to integrate successfully in The Netherlands. We do this by offering education, providing opportunities to build a social network and supporting professional development through workshops.

The core values that Reach & Teach adheres to in all its activities are to:

Provide Care - Our students are the heart of the organization and we do our best to support each and every one of them with integrating into Dutch society

Foster Community - Reach & Teach is a community where everyone belongs and our aim is to always foster such an atmosphere that promotes cultural exchange. Everyone is welcome to join and contribute.

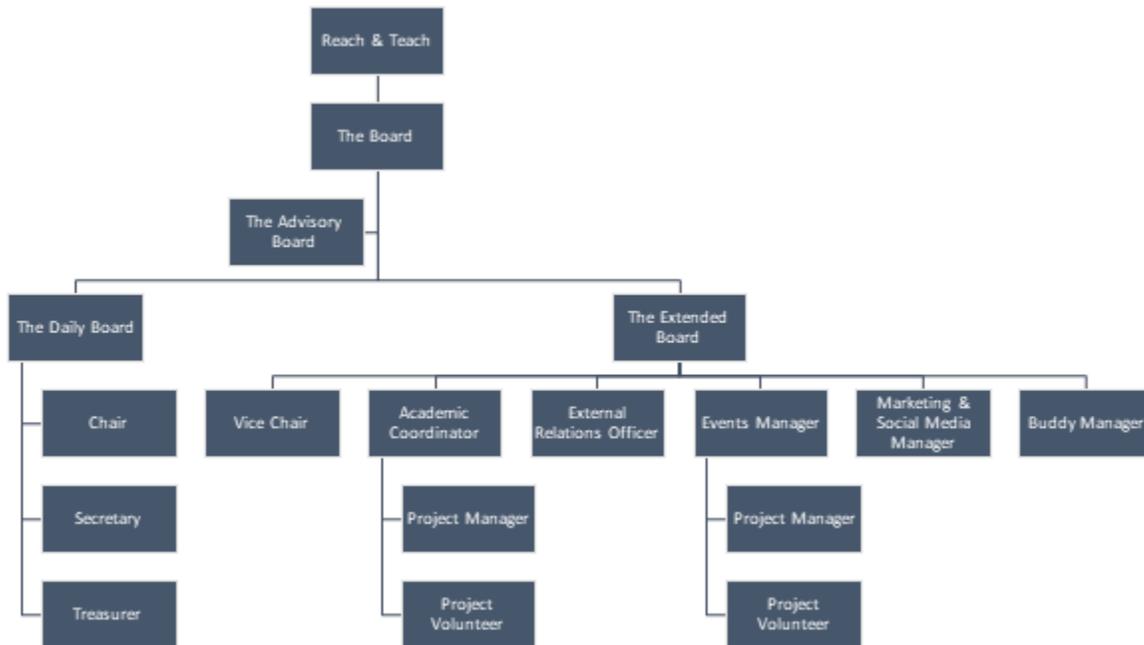
Include Diversity - Reach & Teach welcomes people from all over the world to our organization. We do not discriminate on aspects such as age, gender, sexual orientation, origin or social status.

Advocate Equality - At Reach & Teach everyone is treated equally.

Facilitate Comprehensive Inclusiveness - We promote tolerance among all Reach & Teach members and also within society.

The Organization

Reach & Teach' board comprises a daily board and an extended board. The board is supported by the Advisory Board.



- **The Daily Board** consists of the positions of Chair, Secretary, and Treasurer. The members of this Board are registered at the Chamber of Commerce and are personally liable for Reach & Teach.
- **The Extended Board** consists of the positions of Vice-Chair, External Relations, Academic Manager, Buddy Coordinator, Events Manager, Marketing & Social Media Manager. All Board members are contracted for the duration of 1 (academic) year and are held accountable for their department and the results of Reach & Teach. The workload for a Board member varies between 8 to 10 hours per week.
- **The Advisory Board** oversees the active Board's activities and evaluates whether they are in line with Reach & Teach's mission and vision. The Advisory Board receives a monthly report with an overview of Reach & Teach's activities. These monthly reports are subject to discussion during the quarterly meetings.

The Responsibilities of Board Members

Chair - Philip van Raak

The chair is responsible for the proper functioning of the organization and carries end responsibility. The Chair leads the board meetings, represents the organization to external parties and ensures alignment with the mission and vision of the organization.

Vice-Chair - Wendy van Eekeren

The Vice-Chair replaces the Chair if required and supports the other board members. The Vice-Chair works on projects and looks after Human Resources.

Secretary - Basanti Rai

The Secretary is the first point of contact of the organization, takes minutes at board meetings and ensures all defined tasks are completed. The Secretary prepares the Policy Plan and the Annual Report.

Treasurer - Eveline Vos

The Treasurer is responsible for Reach and Teach' finances, prepares budgets and financial overviews. The Treasurer manages all funding applications and seeks out new funding opportunities.

Academic Manager - Maya Poeran

The Academic Manager organizes and oversees the language classes at Reach & Teach. This includes recruiting, interviewing and training teachers as well as assessing language levels of students, overseeing the distribution of teaching materials and ensuring the quality of teaching.

Buddy Program Manager - vacancy

The Buddy Program Manager ensures the careful matching of buddy pairs, organizes welcome meetings, buddy events and maintains contact with buddy pairs.

Events Manager - Anna Krepkova

The Events Manager organizes events for the Reach & Teach community, varying from social events to professional and cultural events.

External Relations Manager - Caroline Head

The External Relations Manager is the external face of the organization. The External Relations Manager maintains existing partnerships and collaborations and actively seeks out new opportunities.

Marketing & Social Media Manager - Katie Lee Richards

The Marketing & Social Media Manager looks after the public image of Reach & Teach on online platforms. This includes managing the website, preparing social media posts and writing the Reach & Teach Newsletter.

Professionalization

The goal for Reach & Teach over the next few years is to transform from a student-initiative to a more professional non-profit organization. Our goal is to professionalize Reach & Teach's organization, as well as its services. We still aim to have a presence in the student-world in and around The Hague and Leiden, as this is where we recruit a lot of our volunteers. First, starting with the organizational structure of Reach & Teach, we are planning on achieving the following things;

- **Complying to the rules of WBTR**
Reach & Teach will change its statutes to comply with the new regulations of WBTR. We are planning on achieving this in the first half of 2022. The new statutes will also make the following point possible, being;
- *Installing an Advisory Board or 'Raad van Toezicht'*
The Supervisory Board will be reported to quarterly about the foundation's progress and decisions. It will have legal authority to reverse some decisions that the board has made and will also be able to hold board members responsible when they have breached the rules of the statutes.
- *Getting an ANBI-status*
Reach and Teach will try to obtain an official ANBI-status in the first half of 2022.

Reach and Teach is also professionalizing its services. Our primary goal is to improve the quality of the academic program. To elaborate, we aim to provide even more lessons for our students at a higher quality, while lessening the work for our volunteers. This can be achieved through standardizing our lesson material, while still giving our teachers the possibility to personalize their lessons. More on this in the chapter 'Academic'.

Funding

Subsidies & ANBI-status

Concerning subsidies, our primary goal is to attain a Dutch 'ANBI-status'. This will allow us to gain access to many other subsidies. The goal is to receive an ANBI-status in the first half of 2022. After receiving the ANBI-status, the treasurer will try to gain subsidies from various funds. such as Fonds1818, Het Oranjefonds and the Municipality of The Hague. Such funds will primarily be used to invest in the professional development of the organization, many of which will be allocated to our (ongoing) projects. One example of this is that we are currently looking for someone to write us professional lesson plans for the English & Dutch language courses. The money it will cost to write a lesson plan, we will try to get by applying for funds.

Savings Plan

A savings plan is put in place to form a financial buffer for the organization.

Accountant

In order to professionalize our organization and comply to the standards of the WBTR, we plan to hire an accountant to review our income, expenses and budget.

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Academic Program

Reach & Teach provides free Dutch and English language classes to newcomers in the Netherlands. The main objective of the Academic Program is to assist newcomers with the Dutch or English language so they can participate in the Dutch society. Another objective is to build a community for newcomers to connect and meet people from different backgrounds and cultures.

The Academic department has always been the core of Reach & Teach, and to this day it has remained to be the biggest department. Reach & Teach aims to improve the quality of the Academic Program as a whole in order to streamline the program and to further facilitate and accommodate the growing number of students that would like to participate in the program. Next to that, we are focusing on investing more in the training of our teachers, as well as paying more attention to appreciation for the work our teachers do.

For professionalizing the academic department, we plan on taking the following steps;

1. Creating a Teacher Guide

Our plan is to work together with former or veteran teachers to create a guide for teaching newcomers at Reach and Teach.

2. Acquiring Lesson Plans

Reach and Teach is currently looking for external experts to write structured lesson plans for us. With these lesson plans we plan on giving every teacher a structured program which they can use to teach their students. This will also uniformize and standardize all the lessons we offer to our students. Our goal is to eventually have lesson plans for all language levels in both English and Dutch.

Events

Reach and Teach organizes events to facilitate meaningful connections among our students as well as the volunteers that are employed at Reach & Teach. Through our events we offer our students the opportunity to expand their social network.

Events are organized with a variety of different goals and aims in mind: community building and social networking, providing informative workshops with professional speakers, supporting professional development and fundraising. Events are organized on a (bi)monthly basis.

The events team will focus on growing and (re-)connecting the Reach & Teach community through our events with the goal of helping newcomers feel at home in The Netherlands. Corona-measures and online teaching have eroded some of the community feel and in the upcoming year(s) we would like to revive this.

Buddy Program

The Buddy Program aims to give newcomers to The Netherlands access to a social network to further their integration process and sense of belonging. Through the buddy program newcomers can get into contact with volunteers to practice the Dutch or English language and/or to meet new people and do fun activities together.

The agenda for the Buddy Program in the coming years is to expand the program to form an inclusive Reach & Teach community where people feel welcome. Buddy events and a new communication platform will further expand this community.

Attracting Dutch speaking volunteers has proven to be a challenge and more attention should be paid to attracting newcomers who have come to The Netherlands because they had to leave their home country, rather than those who moved here for work. This will be accomplished by fine tuning our promotional activities.

External Relations

Reach & Teach maintains good relationships with local volunteering & student organizations that share common goals and interests. We use these partnerships for both organizing collaboration events and also recruiting more volunteers for our foundation. We also still have an on-going partnership with Leiden University, which allows us to use their The Hague based facilities for our meetings and classes. Furthermore, we collaborate with other volunteering organisations such as Den Haag Doet, Volunteer The Hague and Haagse Helpers.

Our goal is to keep seeking more partnerships that benefit Reach & Teach in terms of events and volunteer recruitment. Currently we are also looking for partners who can help us acquire more lesson material for our Academic department.

Marketing & Social Media

Reach & Teach's marketing activities focus on increasing the brand awareness of the organization and its activities to attract partners, volunteers and students. Our marketing communication will include sharing news, advertising events and promoting the Academic Program and the Buddy Program. This is done through the website, and on social media (Facebook, Instagram & LinkedIn).

The agenda for Marketing & Social Media in the coming years is to make our website easier to navigate and to update the content. For social media a media calendar will provide more structure to the publishing process and will ensure regular posts with a visual identity in line with our house-style. Through this we aim to increase the number of followers on social media. To engage with partners, volunteers and students a newsletter will be developed aimed at increasing the community feel, sharing information and engaging all involved with Reach & Teach.