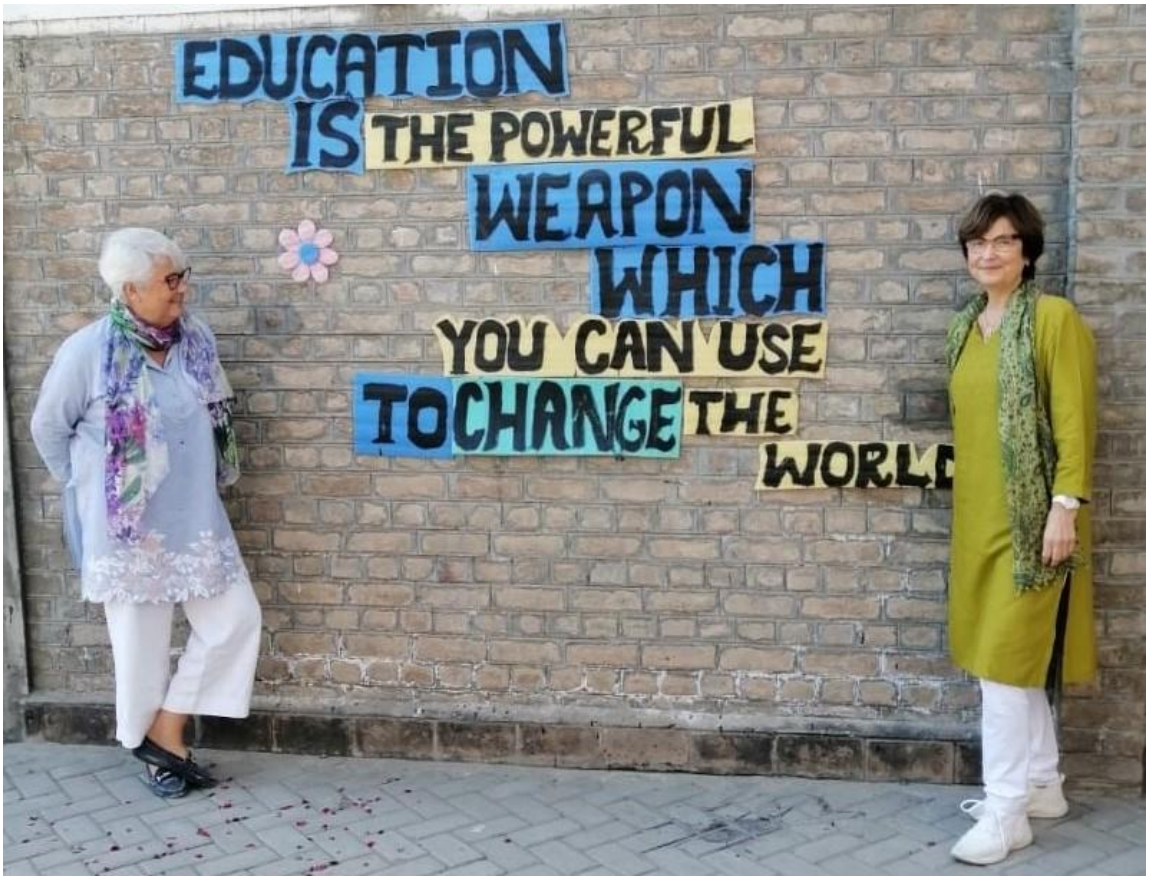
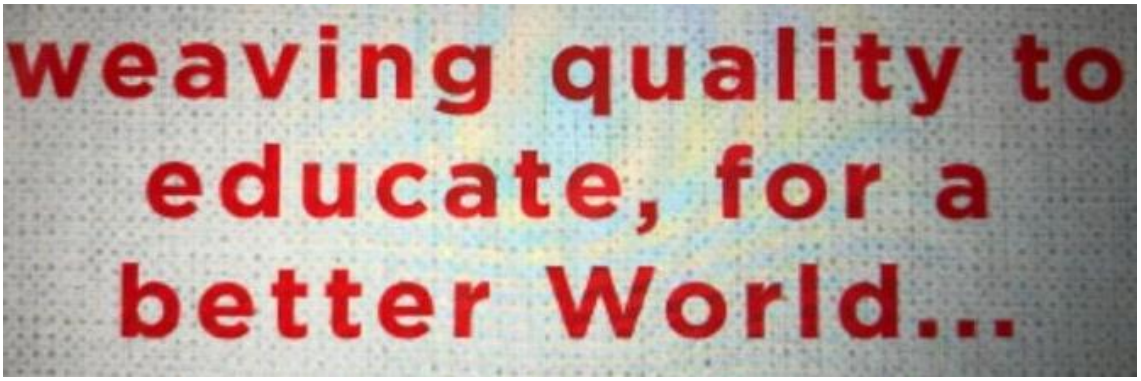
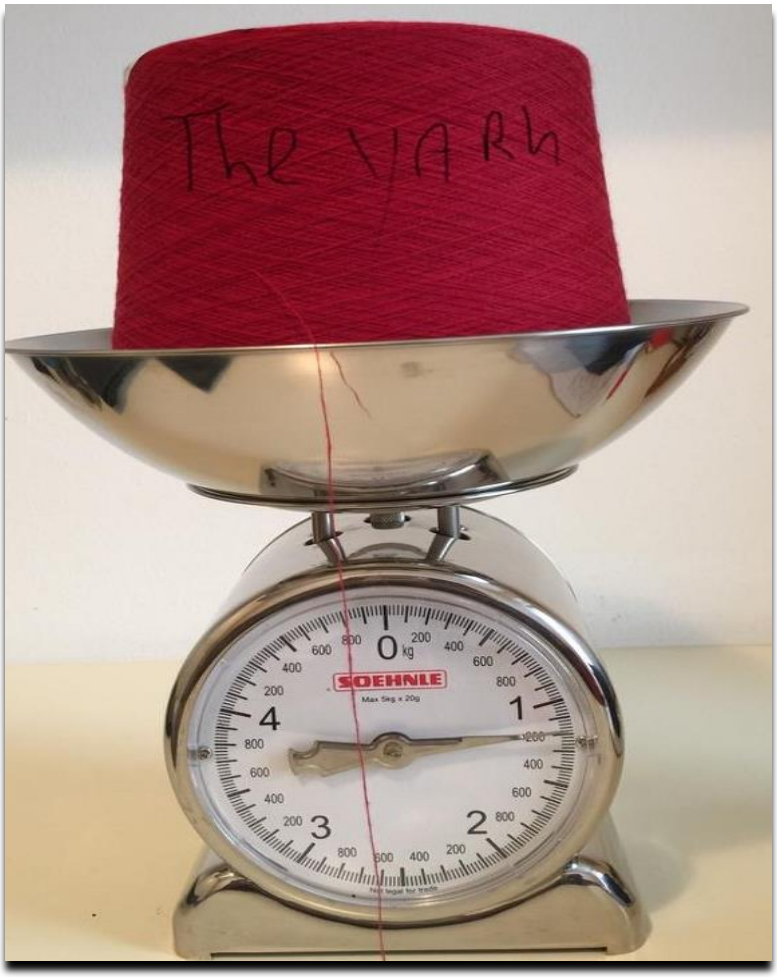




POLICYPLAN/PAPER 2020-2025

TRY(THE RED YARN) FOUNDATION

Versie 09-02-2020



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1. Stichting TRY (The Red Yarn) Foundation

TRY Foundation is an initiative by Henriette Scheffer, Fawad Anwar and Thea Scheffer. The foundation has set its objectives as broadly as possible in its statutes.

“The foundation aims to raise awareness of the importance of education, health care, water, sanitation, hygiene and waste management, and to provide resources and measures to promote them in order to achieve better living conditions for disadvantaged people in Africa, Asia and South America."

This policy plan examines the foundation's background and the concrete focus for its first three years. TRY foundation aims to provide structural help to children and to stimulate connections. TRY Foundation guarantees that 100% of the donations will go to the target group. The costs of the foundation are fully covered by the founders.

Within its first year, TRY will focus on setting up the foundation and raising funds for education for children in Pakistan from day one. The basic idea is that it must be simple and accessible to everyone. By donating 1 euro, you will receive one meter of Red thread, by donating 10 euros you will get a bracelet made of red threat, handmade by children at schools in the Netherlands through workshops. The thread is our symbol as well as a metaphor for connection.

As founders and co-founder, we stand up for respect: "understanding and learning from each other's culture," which is why our board consists of both Dutch and Pakistani students.

2. Rationale and Background

Mission:

TRY Foundation aims to reduce illiteracy in developing countries. We can achieve this by ensuring that children in developing countries receive a good quality education. Children are the future and everything (in a country) changes for the better when a child receives a quality education.

Why education and why initially Pakistan:

Because of the special bond that developed between Fawad Anwar and Henriette Scheffer. This bond was established during Henriette’s search for countries where cotton grows and can be processed on site. The goal of the search was to find the lowest possible cost price of cotton products. Pakistan was one of these countries. The story of Henriette is summarized below:

“My desire was to leave something for Pakistan, after 30 years of working there for and with the Textile Industry. Pakistan and its inhabitants have taught me to set aside my own western limitations and arrogance and to understand a different culture. This was crucial in order to ultimately be able to cooperate. Together we turned a practically non-existent textile industry into the third-largest industry in the world. As a Western woman in a Muslim world, that is very unique. The lack of good primary and secondary education has had a major negative impact on the development of the industry over the past 30 years. By paying attention to this in the factory and investing in education for our employees, we have experienced and learned that it turned out very well.

In realizing my wish, Fawad Anwar put me into contact with The Citizens Foundation (TCF; www.tcf.org.pk). During a visit to a TCF school, I was so impressed by the positive open atmosphere and by the organization

behind it. I did not want to build one school (JET Campus started April 2012) but thousands. A thousand ideas came up, but by mentioning the word Pakistan in Europe I felt resistance. One day I was so disappointed, and broke one meter of yarn from a 'Cone' (coincidentally red). Later I exchanged this meter of thread for €1 with my Pakistani teammate from the Al-Karam textile factory, promising to share the story with everyone and exchange one meter of thread for € 1. And so I did. At the end of 2018, I was able to transfer €10,000 to TCF and I get to know many fantastic stories and connections further. For me this was the right moment to start a movement / foundation... My sister joined me immediately after. We both believe it is worthwhile to ensure that children have a bright future through education. We also believe that through cooperation, diversity, connection between young and old and complementarity, results can be achieved, and dreams come true! Stop talking, just do it! The foundation is now a fact, founded on January 6, 2020. We are now on our way to our first new school."

3. Objective

The objective of TRY is to reach out to each other. GIVE and pass it on and choose whatever you want to give to let a child go to school. The possibilities are large, for an up-to-date picture of the costs of teaching a child, see Appendix 1.

TRY connects, give me your hand and donate!!

In short, we are going to develop our own system. By telling our story, we believe that people will connect. TRY is going to make the impossible possible, the movement will be created by the red thread, which ultimately connects us all and will eliminate illiteracy.
In accordance with our mission and the origin of our foundation, our goal is to create more understanding together with as many parties as possible and to encourage people to commit themselves to children in the world that do not have access to education. In addition, TRY Foundation has set the goal of making a connection between West and East, in order to get to know and understand each other. This will consequently lead to respect. 2020 is the year our foundation starts as well as the establishment of our organization. This policy plan is a first step and direction. Because we want to be a learning organization ourselves, the starting points are fixed, but the content is determined gradually. In Karachi, around the location of the Al-Karam textile factory, 2,400 children are willing to attend school, but they do not have the possibility yet! Our first project is to solve this issue and help them get access to primary and secondary school. To achieve this, €2,577,000 is required.

4. How does TRY Foundation raise money?

For us, the symbol is the CONE with Red Yarn. At the moment we have, as described earlier, two means of donation which we share with our donors: for 1 euro, a meter of red thread and for 10 euros, a handmade bracelet. We believe in the power and intention with which the bracelets are made, each piece unique. Making the bracelets is part of building children's awareness (in the Netherlands) while doing it through a creative route of, among other things, giving workshops (not a commercial activity but part of fundraising). We will handle the financial settlement as much as possible by electronic means, (TRY Foundation website, via Ideal or credit card). Because we receive small donations of 1 and 10 euros, we want to keep the possibility of cash donations open and will look for an optimal solution, considering the bank costs. The elaboration of our strategy, positioning of the TRY brand as well as the organization of administration and payment transactions will take place in the first half of 2020.

4.1 The expected donation funds

The aim in 2020 is to get as many meters of thread donated. Our first project requires €2,577,000. As mentioned earlier, 100% of the donations will be spent on behalf of the target group. We are aiming at €1,000,000 in 2020.

5. Asset Management and payments

TRY Foundation has two bank accounts. One payment account has been opened for the benefit of all donations; the other account is in used for costs. No costs will be deducted from the account where donations are deposited. That money is fully given to the project. The funding out of which the costs are paid is supplemented by H.J. Scheffer and Fawad Anwar. The overhead costs of TRY Foundation will be kept as low as possible and will not be paid from the donations. Donors have the guarantee that their gift will be used entirely for the education of children.

6. Personnel

TRY Foundation strives not to hire permanent staff. Everyone who carries out work for the foundation does this voluntarily or on an invoice basis. All tasks are initially performed by the board or experts to be hired by the board.

7. Administration

The administration is conducted in-house via an external accounting firm. We use De Boer Accountants in Edam. In 2020 we will offer direct debits, Ideal payments and authorizations directly to RABO to keep the costs of payment transactions as low as possible.

Appendix 1 TRY Foundation 2020-2025 foundation policy plan

Overview TCF, education costs 2018.

Products		**PKR**	**USD**	**EUR**
Educate a Child	Monthly	1,400	10	8
	Annual	16,800	120	98
Educate a Child: KG to Matric	One Time	185,000	1,300	1,074
Sponsor a Classroom for a Year	Monthly	35,000	250	203
	Annual	420,000	3,000	2,437
Support a School unit for a Year	Monthly	230,000	1,670	1,335
	Annual	2,800,000	20,000	16,246
Build				
Build a Primary School	One Time	25,000,000	160,000	145,076
Support a Primary School for 5 years (2020-25)	One Time	15,000,000	95,000	87,045
New Primary School - Total		**40,000,000**	**255,000**	**232,121**
Build a Secondary School	One Time	25,000,000	160,000	145,076
Support a Secondary School for 5 years (2020-25)	One Time	15,000,000	95,000	87,045
New Secondary School - Total		**40,000,000**	**255,000**	**232,121**
Scholarship				
Scholarship for Intermediate level studies	One Time	18,000		104
Scholarship for Higher Education*	One Time	600,000	8,000	3,843
Sustainability Fund				
Partner	One Time	10,000,000	100,000	58,032
Patron	One Time	25,000,000	250,000	145,081