



Policy Plan 2018-2019

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Mission, Vision, and Goals

Mission Statement

A mission statement is the declaration of the organisation's core purpose and focus which do not change over time. For our organisation, the mission statement is:

*PCs4KIDS provides education, in the broadest sense of the word, on the biggest scale possible, via technology, for **free**.*

We believe that everyone should have access to free education and we want to provide that through technological accessibility.

We will not monetise the people we help. We will not have ads or sell user data.

This Mission Statement is the guideline for any decisions being made within the organisation.

Vision Statement

An aspirational description of what an organisation would like to achieve or accomplish in the mid-term or long-term future, or a Roadmap.

For our organisation this means:

- Our mid-term goal is to deliver our content to a much broader audience than we can currently reach;
- Our second mid-term goal is to increase the scope of the content we provide;
- Our long-term goal is becoming the go-to platform for educational content designed for children, and a thought leader in the open knowledge space in regards to this.

Historical Recap and current status

The organisation PCs4KIDS was officially founded on 19.11.2010, as the brainchild of the founder Jim Volp. We offer a self-built, adapted version of a Linux distribution named “Debian Wheezy”, hereafter known as the “software suite”. Through this software suite we are able to create an environment for kids to have access to and discover educational multimedia, without gaining access to the system itself or opening child unfriendly media. The software suite contains multimedia that we collected with approval from various sources, including PBS, Wikipedia and e-learning4KIDS. The software suite can be downloaded for free from our website: <http://www.pcs4kids.org/download>.

The software suite is an essential part of our goal as an organisation, in countries like Azerbaijan: via the so-called “upcycling” or re-use of outdated laptops and computers, to provide poor schools, refugee camps, orphanages etc. with education and multimedia. We had a multi-year agreement with British Petroleum in Azerbaijan, where we installed our software suite on more than 1000 laptops and then donated them to kindergartens in regional cities far away from the capital Baku.

These two projects (the software suite, and making donations) were built and organised in the course of 5 years, with the help of over 150 volunteers from every corner of the world. We are also supported by a local alliance of non-profit organisations, including UNICEF.

After these 5 years we are now at a pivotal point in our organisation, where we re-examine the vision and goals, take stock of advancements in technology that we use in the last years, and the technological environments in the countries where we are active. We have come to the conclusion that the software suite does not adhere to the requirements fitting our vision, and that we have to write a new, more mainstream software. This will cost time, man-hours and a lot more volunteers than we have right now. To this end we have included some new members in our ranks over the course of the last 12 months.

Together with these new members we will form a new foundation to grow as an organisation, and complete the goals of writing and distributing the new software. We will focus on reorganisation and due diligence until the end of 2018, so that we can spend the entirety of 2019 for fundraising and software development.

General goals (statutes):

The organisation has the goal of: **promoting upcycling outdated computers that are still functional** (Pentium-4 and higher) in favour of **orphans, refugees, school-aged children and other needy**, to be achieved on **the biggest scale possible**, together with all that is **directly or indirectly** related to or could be beneficial to this, **in the broadest sense of the word**.

The organisation will accomplish its goals by doing, among other things:

- Developing the world's best educational software package and make it available for free;
- Developing public support for by providing knowledge and insights about upcycling outdated computers that are still functional;
- Seeking out partner organisations that are active in collecting, preparing and distributing outdated computers that are still functional;
- Supporting end-users of outdated computers that are still functional;
- Creating an educational website about the mission;
- All further activities that support the mission of the organisation.

Goals 2018

The organisation has the following goals for the year 2018:

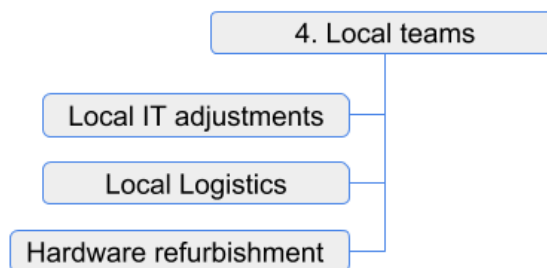
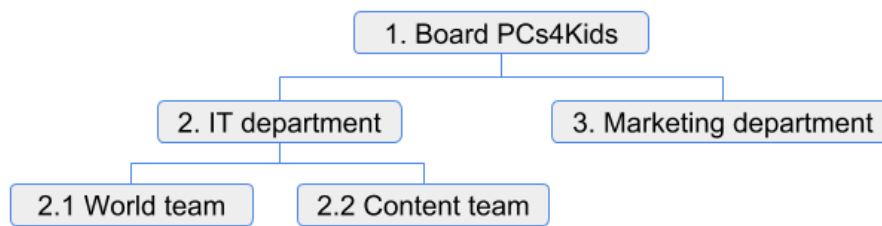
- Inventory of goals, and draw out strategic changes in our course;
- Due diligence of the administrative side, eg the tax exemption status;
- Recruitment for the following positions: Treasurer, Secretary, Chief Technological Officer, UX/UI Designer, Coders and other positions that prove to become necessary in the course of the year;
- Internal restructuring;
- Fundraising.

Goals 2019

The organisation has the following goals for the year 2019:

- Enhancing the software suite so it can be used on different operating systems (Windows, Mac, Linux);
- Releasing the new software suite;
- Marketing campaigns to spread the software suite
- Fundraising.

Organigram and Processes



Cultural Expectations

Cultural Expectations are the high-level, value-based characteristics of the people in our organisation, and the way we treat each other. These values are an essential part of how we want to achieve our goals.

In addition to common courtesies, we expect each other to be:

- Technology orientated. Members do not need to be experts, but they do need to have a hands-on understanding of what we offer.
- Education orientated. Members understand that there are many forms of education, and many ways to provide it. This includes being part of a learning organisation where members learn, coach and teach other members.
- Entrepreneurial. Members are self-driven and are comfortable with having ambiguous or changing roles.
- Creative first. Members align with the notion that the crucial part of our success is the creativity that comes from not being constrained by profit seeking motives.

People Operation Policies

General internal agreements regarding members:

- Where possible positions will be filled by a permanent member;
- When it is not necessary to fill a position permanently, positions will be filled by a temporary volunteer;
- All permanent members, including members of the board and temporary volunteers are **unpaid volunteers**;
- If it is not possible to fill a position permanently or temporarily due to lack of qualified volunteers, or if a task or project is paramount for the quality of the product, an exception will be made to **temporarily** hire freelancers, consultants and experts for pay.

Funds and Fundraising

“ANBI” Status

The organisation strives to work with unpaid volunteers where possible. However, it will sometimes be necessary to have funds in order to pay for expert freelancers or marketing budget, to ensure the quality of the software and the timeframe for release. These will be paid from funds we will acquire through:

- Online donations; for example Kickstarter, Gofundme;
- Website and social media pages we own;
- Participation in programmes and grants; e.g. of technological companies with a Corporate Social Responsibility programme and charity funds.

In order for an organisation to be tax exempt and have their donations be accounted as tax deductible, it requires a so-called “ANBI Status” by Dutch law. All the above mentioned fundraising channels will require an ANBI Status. Therefore finalising our ANBI Status is the biggest priority of the year 2018.

Finances

The organisation has set the goal of executing a transparent financial communication strategy. The organisation has recruited a Treasurer, who is responsible for:

- financial communication towards individuals, through public website updates;
- financial communication towards online fundraising sites, for example Kickstarter and Gofundme;
- financial communication towards charity funds and technological companies with a Corporate Social Responsibility Programme
- financial communication towards the (Dutch) tax and other governmental agencies that are implicated via fundraising
- handling the accounting and publishing it in a transparent, understandable manner.

Expenditure and Surplus

The organisation will spend funds directly towards the following costs:

- Operation and maintenance costs, for example costs for servers and infrastructure
- Salary for temporary experts, consultants and freelancers
- Online and Offline marketing campaigns to spread awareness of our vision and goals
- If applicable: reimbursement of costs from (board) members.

The organisation strives to budget funds on a project or campaign basis, and to raise funds per project. Through this we want to keep the surplus to a minimum and apply a transparent communication towards donors, because they can see exactly how and where their donation is helping the organisation.

All surplus will remain on the bank account of the organisation, where it will be tallied at the end of each financial quarter and spent on either marketing campaigns or on opportunities to speed up projects from our backlog.

At this point in time there are no plans to invest the surplus, because the organisation expects that there are more projects than we can realistically raise funds for during 2018-2019. Our expectation is that we will have to re-examine our stance on investments of funds in the year 2019.