

# **ANBI Policy Plan Vitiligo Awareness International**

Version 17-07-2020

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## **1. Preface**

Herewith we share the policy plan of Vitiligo Awareness International. The foundation is established on the 25th of February 2020, in Dronten, The Netherlands (registered office). Our aim is to globally provide support to those who suffer from their skin disorder caused by Vitiligo.

### **ANBI**

This policy plan is written according the norms stated by the ANBI regulation.

This plan will give an insight on the following objects;

- Mission, vision and ambition
- Projects of the foundation
- Finance
- Asset management
- The board and its functionality

## **2. General administration and board**

Registered name: Stichting Vitiligo Awareness International

KvK nummer: 77446569

Bank number: Application in progress by Triodos (estimated application time is two months)

Fiscal code (RSIN): 861009873

Address: Van der Neerstraat 202, 2525CW The Hague, The Netherlands

Phone number: +31 6 15 44 85 23

Website: [www.vitiligoawarenessint.com](http://www.vitiligoawarenessint.com)

E-mail: [info@vitiligoawarenessint.com](mailto:info@vitiligoawarenessint.com)

Working range target audience SBI-code: 94997

Other advocacy: To contribute, globally, in providing support to those who suffer from their skin disorder caused by Vitiligo.

### **Board:**

Name: Faried Molai

Title: Chairman

Authority: Shared competence (all board members (see articles of association))

Name: Sharista Lachman

Title: Secretary

Authority: Shared competence (all board members (see articles of association))

Name: Ted Makiese

Title: Treasurer

Authority: Shared competence (all board members (see articles of association))

## **3. Mission, vision and ambition**

### **Our mission**

Vitiligo Awareness International aims to globally provide support to those who are diagnosed with Vitiligo and suffer in several ways because of the visible disorder. The mission of this foundation is to guide this target audience in their journey to accept their

changing appearance caused by Vitiligo. Approximately 1-3 % of the world population is diagnosed with Vitiligo. Unfortunately, there hasn't been found a remedy for this skin disorder.

Since there isn't a remedy (yet) for this type of skin disorder, those who are diagnosed are left to accept their changing appearance. A majority of this group is not able to accept their Vitiligo and tend to have a negative self-image, might have suicidal thoughts, show anti-social behavior and might have to deal with (online) bullying. For this majority the foundation wants to provide guidance and support to change this negativity into positive emotions, thoughts and experiences.

### **Our vision**

The foundation is committed to provide support and guidance regarding the mental health and a positive self-image of every single person, who are in the need of this. Our main focus is those who are diagnosed with Vitiligo and find themselves suffering because of the skin disorder.

We aim to do this in several ways:

- Creating positive (online) content on our website and social media
- Creating merchandise and gifts to gain donations
- Presenting the foundation globally
- Involving international individuals to tell their story about their journey with Vitiligo
- Publish seminars about positive mindsets and positive self-image
- Cooperate with other international foundations/organization/companies/individuals who contribute to the foundation's mission, vision and ambition
- Organizing (online) Q&A's

### **Our ambition**

The mission of the foundation is to provide support to those who suffer from the skin disorder Vitiligo. Our ambition on long term is to provide this support globally to reach every individual who needs this support and guidance.

Our aim is to be active in at least 20 countries by the end of 2029. Internationally we will operate under the names Vitiligo Awareness International and Vitiligo Awareness Award.

### **Short term ambition**

The foundation will start with presenting the foundation and creating online content.

### **Our first focus:**

Presenting Vitiligo Awareness International and interviewing five people diagnosed with

Vitiligo, who are based in London. This will take place in the last week of March 2020.

**The second focus:**

Presenting Vitiligo Awareness International and provide 10 interviews with people diagnosed with Vitiligo, who are based in The Netherlands. The date and location are still to be scheduled.

**The third focus:**

Organizing a yearly award function, scheduled in November 2020. This award is to empower and encourage those who are actively creating awareness about Vitiligo, who create a positive image about this skin disorder and to flourish these individuals and/or organizations gratefulness for their effort and support. The exact date of this function is still to be scheduled.

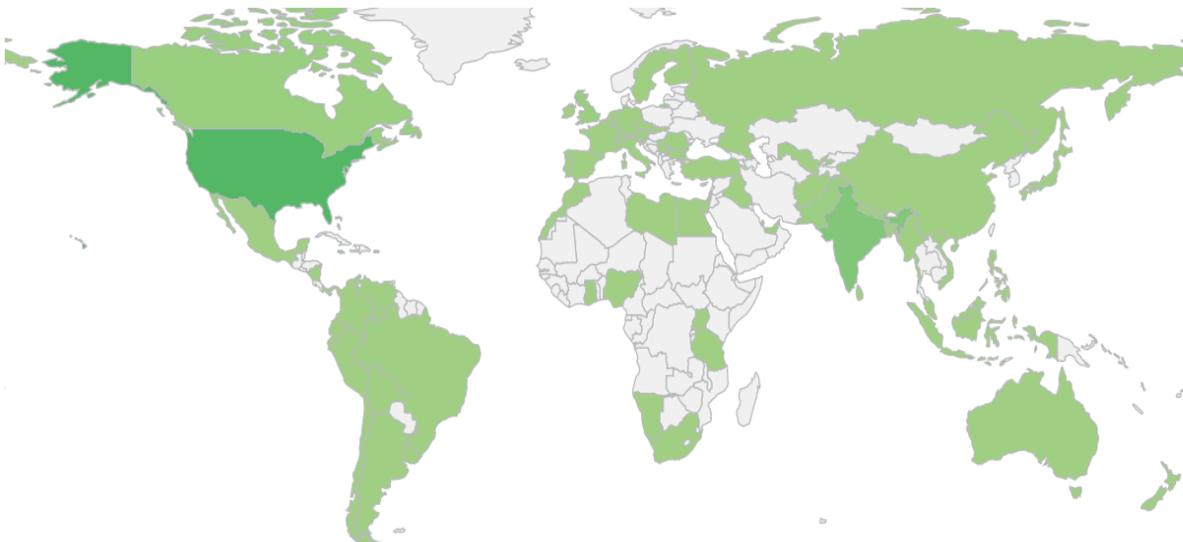
**The fourth focus:**

Establishing at least two international collaborations with foundations/organizations/companies. At this moment there are some organizations known who match our mission, vision and ambition and would like to collaborate with our foundation.

We aim to achieve these focus points by the end of December 2020.

**Current outreach (international)**

Statistics calculated from april 5<sup>th</sup> 2020 till july 16<sup>th</sup> 2020 regarding online traffic on our website [www.vitiligoawarenessint.com](http://www.vitiligoawarenessint.com).





## 4. Objectives

### Objective

To globally provide support and guidance to those with Vitiligo who suffer because of their skin disorder. We will start to this online and whenever the foundation's capital will allow us, we may meet individuals personally.

### Social topic

Our initiative is based on the issue *"through which actions can someone struggling with Vitiligo achieve a positive mindset and self-image?"*

The target audience of our foundation is still growing. Since there isn't a remedy (yet) for this type of skin disorder, those who are diagnosed are left to accept their changing appearance. A majority of this group is not able to accept their Vitiligo and tend to have a negative self-image, might have suicidal thoughts, show anti-social behavior and might have to deal with (online) bullying. We feel the need to anticipate to this matter. For this majority the foundation wants to provide guidance and support to change this negativity into positive emotions, thoughts and experiences. Our aim is to teach this

group how to accept their skin disorder and how to deal with this skin disorder. At this moment there are no governmental investments known for this social issue.

### **Purpose of the initiative**

- More attention towards the skin disorder Vitiligo
- Creating a positive image about the skin disorder
- Support and guidance in accepting Vitiligo
- Provide support and guidance to change negative mindsets into positives mindsets

### **Achieving goals**

We will achieve our goal by creating an online platform. We will recruit international volunteers/ambassadors who feel connected to the mission, vision and ambition of our foundation. These volunteers/ambassadors will contribute to the success, the course of specific concepts and the overall performance of the foundation. This may result in different roles for volunteers and ambassadors:

- Volunteers/ambassadors may be interviewed to share their personal story on an international platform
- Volunteers/ambassadors are given the opportunity to conduct interviews
- Volunteers/ambassadors who are able to provide mental support will be given a platform
- Volunteers/ambassadors may participate in public speaking
- Volunteers/ambassadors who are interested in creating (online) content
- Volunteers/ambassadors who want to support the foundation in general

The board will be responsible for the best management of the foundation and will keep an overview of the mission, vision and ambition to achieve their goals in the best way.

## **5. Target audience and involvement**

### **Target audience**

Our target audience is those who are diagnosed with Vitiligo and suffer because of the visibility of this skin disorder.

### **Involvement**

We involve our target audience by portraying them on our website and social media. In this way we try to give them visibility and a voice. These personal portraits represent their true selves with their own story and experience, just like you and me. By doing this

we aim to create awareness; people with Vitiligo are not different than other individuals. We want to show that diversity is unique, but that Vitiligo is just a skin disorder. We desire to create a positive image to this skin disorder, so people with Vitiligo will not be ashamed of their unique appearance anymore. This makes the mission, vision and ambition of our foundation human.

Our foundation is not “just another project”. We have started this foundation, because of all the different stories and experiences people with Vitiligo have. A recent story caught our attention; this is the story of Sean Thomas. Sean is a 9-year-old child who is diagnosed with Vitiligo. His mother shared a story that Sean his behavior changed, ever since they received the diagnose. Sean used to be a cheerful and engaged child, but since the past few months Sean changed. After a period of time, Sean finally revealed to his mother that he is being bullied at his school, because of his changing appearance, caused by Vitiligo.

The bullying made Sean unhappy and going to school became really difficult to him. A school should be a place where a child is loved and befriended, where he comes eagerly to learn and develop himself. Sean’s school became a place he didn’t wanted to be; the bullying became the only thing linked to that place. In his young age, Sean even confessed to his mother that he would rather not live anymore, because of the bullying linked to his Vitiligo.

Sean’s story is just one of the several stories received by Faried (chairman) and Sharista (secretary), where people told them about their struggle with a negative self-image and mindset because of their Vitiligo. Vitiligo Awareness International is established to provide their support globally.

## **6. Volunteers/ambassadors**

Volunteers and ambassadors may have different roles in the foundation, for example:

- Volunteers/ambassadors may be interviewed to share their personal story on an international platform
- Volunteers/ambassadors are given the opportunity to conduct interviews
- Volunteers/ambassadors who are able to provide mental support will be given a platform
- Volunteers/ambassadors may participate in public speaking
- Volunteers/ambassadors who are interested in creating (online) content

- Volunteers/ambassadors who want to support the foundation in general.

## **7. Financial forecast 2020**

To achieve the goals of Vitiligo Awareness International there are assets needed. In order to create an overview incomes and expenses will be used.

We did not determine any financial support to receive in 2020 by donations, subsidies, founding or sponsoring.

Expected costs: The chairman agreed to invest €5.000, - from his private asset to establish this foundation.

The foundation does not have a profit motive. The first financial year will end on 31 December 2021. This is also stated in the articles of association.

## **8. Raising funds**

The foundation allows several ways for raising funds, such as; sponsoring, donations, gifts, subsidies, philanthropy, participation in activities and fundraising. Raising financial assets will take place on a small, but effective way, as in;

- Direct contact with relations, private as well professional
- Alliance partners
- Engage multimedia and social media
- Creating activities to raise donations
- Creating merchandise and gift to gain financial assets.

Following we will clarify which contributions can be provided:

### **Sponsoring:**

A corporate agreement beneficial to both parties. The sponsor (a person or an institution) will support in a financial and/or material way the sponsored party. The sponsored party will deliver an equal counterpart in realizing the sponsor's objectives. This is a two-way process.

### **Donorship:**

This is a one-way process. Financially donating for a good cause will result in a positive feeling about oneself.

**Gifts:**

This is a one-way process. Financially donating for a good cause will result in a positive feeling about oneself.

**Subsidies:**

Financial support by the government provided to keep certain activities and facilities established, under strict regulations.

**Raising funds:**

Various ways in raising several additional assets. The foundation does not have a profit motive and is depended of contributions by others.

## **9. ANBI- application Vitiligo Awareness International**

Vitiligo Awareness International is applying for the ANBI-status provided by the Dutch tax authority.

Institutions with an ANBI-status given by the tax authority, may enjoy tax advantages. This recognition is important for those who wholeheartedly support our foundations. When they financially support the foundation, they qualify for a gift deduction. On the website of the Dutch tax authority a list can be found with several foundations with an ANBI-status.

The foundation will also benefit from this status, because there will be a deduction in taxes for donations and inheritance tax. This also includes cases when the foundations donate to another party.

When there is a periodic donation from one party to the foundations, the tax authority does require for a written agreement. With agreement both parties may enjoy the tax deduction.

Conditions for an ANBI-status:

- The foundation will engage for at least 90% for a public interest
- The foundation does not have a profit motive
- The foundation and those involved, meet the integrity requirements
- The board may not use the foundation's assets, as their personal capital. The foundation's assets and capital will be kept separated.
- The foundation may not have more assets available then reasonably

needed.

- The reward for the board is limited to indemnities of minimal allowance fee
- The foundations have an updated policy plan
- The foundation has a reasonable ratio for expenses and investments
- In case of termination of the foundation, remaining financial assets will be gifted to another ANBI with similar objectives
- The foundation meets the administrative obligations
- The foundation will share certain data on their website.

## **10. Asset management**

Vitiligo Awareness International is obliged to keep their records. In this administration the following subjects will be clarified:

- The amounts paid to board members (pp) in cases of allowance fee and indemnities
- The amounts spent for activities to raise financial assets and managing the foundation. These amounts include every cost the foundation may have to spend.
- Received funds for achieving the foundation's objectives.

Every fiscal year will start at the 1st of January and will end on the 31st of December. The treasurer of the foundation will be responsible to end every fiscal year. Based on the fiscal year the required annual report will be drafted. These reports will include the profit and loss check, the annual account, the balance, state of assets and expenditure. The board will review and approve this annual report. After discharging the treasurer and signing the annual report, the report will be published on their website.

## **11. Communication**

Each year Vitiligo Awareness International will update their target audience about their upcoming projects, events and activities. This update will be shared through;

- Financial annual reports
- Summarized annual reports
- Newsletters

The financial annual report will depict the foundation's yearly performance and

accomplishments. The performance will be presented in numbers. The substantive annual report and newsletter will summarize the foundation's accomplishments in that year.

This ANBI-policy plan has been updated on the 8th of May 2020. This plan has been reviewed and approved by the board.

Signed by:



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M.F. Molai  
*Chairman*

**Vitiligo Awareness International**

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