

EKKF plan 2010 - 2012



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Intro

EFKF has been in operation for more than 2 years and has proved to be viable. The idea of helping children to learn English if they want but have problems getting support has turned out to appeal not only to teachers of English, but also to groups of internationally oriented professionals, pupils and students. The willingness to support is big amongst these groups. The challenge for the next 3 years is to connect this positive energy more accurately to the areas of support that most effectively lead to achieving the EFKF goals.

Our aims for 2010-2012

1. Support more children
2. Develop projects and materials
3. Get more people to know about EFKF
4. Strengthen organization
5. Grow to yearly budget of 25.000 euro



1. Support more children

In 2008 and 2009 EFKF has yearly supported 50 to 100 kids to learn English. For 2010-2012 we aim to increase this number. In order to steer this process, we need to develop a monitoring system that shows developments in numbers in both quality and quantity. Once we have this system in place we can better set our aims. A rough aim for the next 3 years would be to double the number, aiming at growth of 30% per year.

2. Develop projects and materials

In 2008 and 2009 we have supported 7 projects in a variety of ways

		India	Kenia	Kosovo	Nicaragua	Romania	Surinam	South Africa
1	Material support	x	x		x	x		X
2	Teacher visit		x		x			
3	Project leader visit	x		x		x	x	X
4	publicity support	x	x	x	x	x	x	X

In the next 3 years we aim to develop projects further so that children will get more and better support. In addition to the above 4 areas we would also like to develop digital support. We also want to expand the number of projects and need to develop selection criteria and application guidelines.

2.1 material support

- a. very young learners > Cool / Doll's house / memory game or lotto
- b. young learners > the image of the other
- c. teachers > Cool! Teacher training



2.2 teacher and team visits

In the past 2 years teachers have visited our projects in Nicaragua and Kenia. In Nicaragua four teacher trainees have visited different primary schools in consecutive periods. Before they travelled to Nicaragua they followed a Cool! Teacher training programme and when they were there they could get support from the Cool! Project leader.

In Kenia we had a group of 2 teacher assistants who were both introduced to Cool! before they travelled to Kenia and they also took Cool! teacher portfolios. Reactions were very positive but we need to improve evaluation and monitoring systems.

In the next few months we would like to organize a number of team visits, possibly combining this with Summer Schools in the host countries. Guidelines have been developed to support the application procedures.

2.3 project leader visits

So far 5 out of 7 projects have been visited, the other 2 (Nicaragua and Kenia) have existing structures in place. The 5 visits differed both in purpose and in length. Our aim for the next 3 years is to better prepare project leaders visits based on the experience of the last 2 years. Planning and purpose appear to be paramount.

2.4 publicity support

Apart from general information about EFKF we also publish project information, ranging from introductory information in our general EFKF folder, to quarterly reports in our EFKF digital newsletter.

		Folder	Dec 07	Mar 08	Jun 08	Sep 08	Dec 08	Mar 09	Jun 09	Sep 09
1	India	x	x	x	x		x	x	x	
2	Kenia	x							x	
3	Kosovo	x	x					x		x
4	Nicaragua	x	x	x				x		
5	Romania	x	x				x	x	x	
6	South Africa	x	x	x				x		x
7	Surinam	x	x			x	x	x		

2.5 digital support

A plan for the future, hopefully the near future, as preparations have been made to start a digital programme between SA and NL in November 2009.



3 Get more people to know about EFKF

Publicity is important, both to disseminate our ideas and to muster support. Over the past 2 years we have used various means to spread the message.

PR channel	2008	2009
Email to team	-	12
Email to friends		50
Email to list anglia/engels	6	10
Folder	1	2
Quarterly Newsletter	4	4
Articles in Newspapers	1	3
Press release	1	3
Dvd	-	1
Radio broadcast	-	1

Our PR team will work out a detailed plan to increase publicity in all areas.



4. Strengthen organization

1. board
2. daily board
3. project leaders and members
4. ambassadors
5. general support team

When EKF was founded on 28 September 2007, we registered 1 chairman, 1 secretary/treasurer and 2 members. In addition, we invited two more advisory members. Since then the number of volunteers has grown and task areas have developed.

4.1 Board

The board consists of 4 founding members and 2 advisory members.

Founding members:

- Arnold Augustijn
- Marian Schreppers
- Jos Blaauwhof
- Paulus Smits

Advisory members:

- Nicolien van Voorst Vader
- Anton van Oosterhout

Meetings are held at least twice a year in Etten Leur or Roosendaal. In the next three years we would like to expand the board with one more member so that we will have a group of seven.

4.2 Daily Board

Arnold Augustijn en Marian Schreppers make up the Daily Board. They phone, skype or email at least once a week to discuss daily developments. Over the past 2 years the quality and quantity of these discussions have changed evolving from general plans to practical details, not only creating new ideas but also working them out. In addition they have made and maintained contact with several parties and developed and maintained the website.



As the number of plans, projects and contacts has increases the number of hours for the Daily Board has risen sharply and needs to be adjusted.

4.3 Project leaders and team members

Each of our 7 projects has a project leader, yet the way this position is filled varies interestingly. For some projects it is early stages while others have run for a longer time. It would be helpful to exchange ideas and information and come up with a job description that both leads and supports current and prospective project leaders.

In addition we need to have a closer look at the role of students and trainees that are interested in being project team members.

In 2009 we started a credit system, to make it more interesting for students and teachers to support campaigns. From February 2010 Jean Rinsma has started her activities as Project Coordinator. (4.5 b)

4.4 Ambassadors

The idea for ambassadors was first brought up in the board meeting of December 2008. Over the past few months we have invited 5 prominent leaders to be ambassador and they have all accepted. The role of the ambassador is primarily to visibly support the EFKF. In the next 3 years we need to decide if and how we want to expand the ambassador activities.

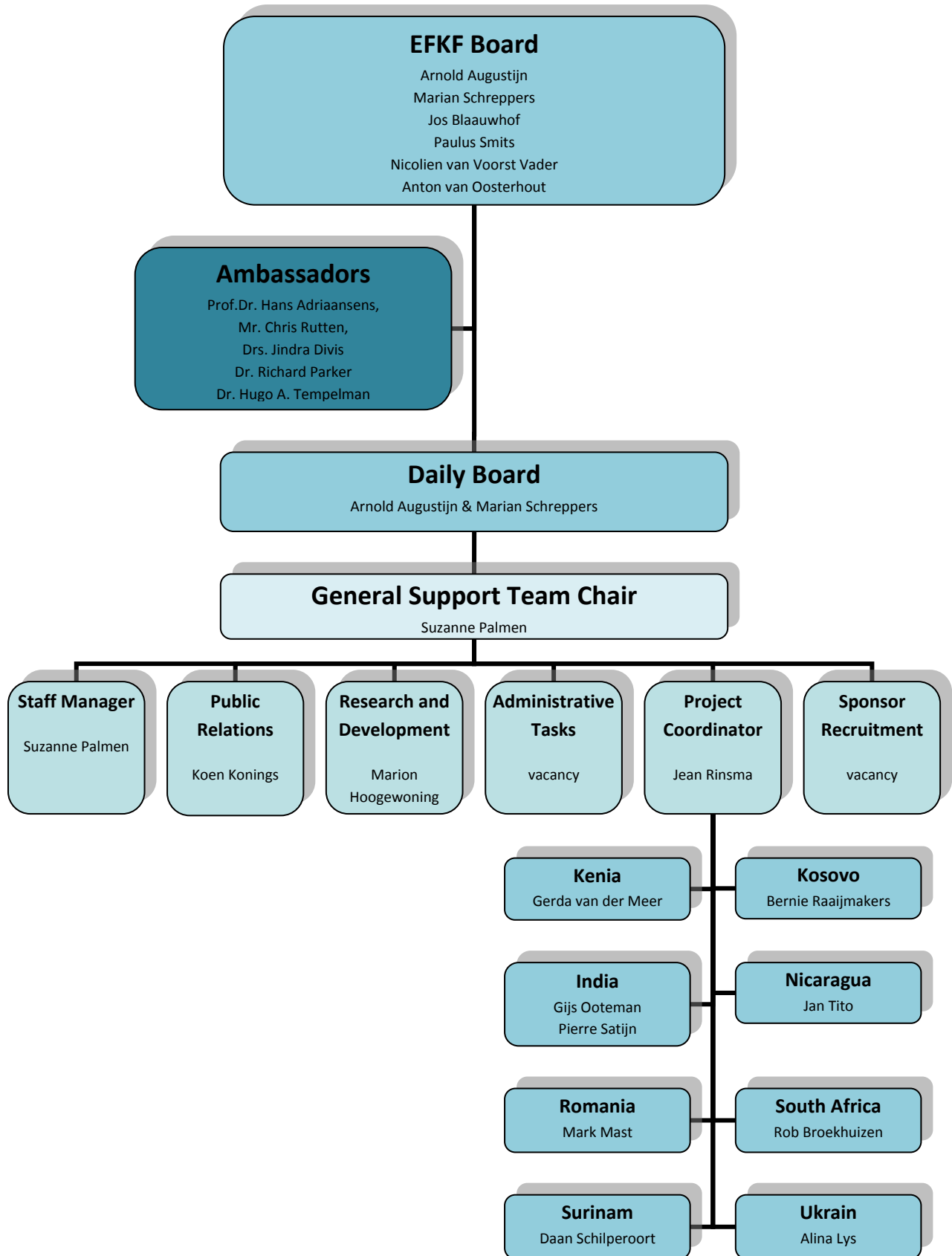
4.5 General support team

With the growing number of projects and activities the need for more structured support has grown. We set up a general support team with these different positions:

- a. General Support Team chair
 - > lead GST meetings
 - > coordinate GST tasks
 - > advise (Daily) Board
- b. Staff Manager > Suzanne Palmen
 - > recruitment
 - > training
 - > guidance
 - > payment/credits



- c. Project supervisor > Jean Rinsma - Peeters
 - > coach project leaders
 - > monthly contact
 - > exchange of information and advice
- d. PR manager > Koen Konings
 - > make and carry out plans
 - > prepare publications (paper, magazines, television, folders, email, dvd, powerpoint, stand, website)
- e. Sponsor recruitment > Vacancy
 - > plan
 - > select
 - > visit
 - > maintain
- f. Research and development > Marion Hoogewoning
 - > research need
 - > manage materials
 - > develop
- g. Administrative tasks > Vacancy
 - > database
 - > invoicing
 - > files





5. Finance / Budget 2010-2012

The EFKF budget has risen enormously over the first 3 years. In 2007 our budget was € 500, just enough to pay for registration. In 2008 we were supported by sponsors for an amount of € 2000, which gave us more possibilities. In 2009 sponsors and friends gave us nearly € 30,000, which we have divided over the next 3 years, as you can see in the survey below. In the next 3 years we think we can grow to a yearly budget of € 25,000, by attracting more sponsors and friends. In addition, we will also try to get subsidies and grants.

project	2009 (nog te besteden 5000)	2010 (te besteden 10.000)	2011 (te besteden 11.000)	2012 (te besteden 11.500)
Support and coordination	2500	3500	3500	3500
Project Kenia	250	1000	1000	1000
Project India	500	1000	1000	1000
Project Kosovo	250	500	500	500
Project Nicaragua	250	500	500	500
Project Romania	500	1000	1000	1000
Project South Africa	250	1000	1000	1000
Project Surinam	250	1000	1000	1000
New project 1	0	500	1000	1000
New project 2	0		500	1000
total	4750	10000	11000	11500

Roosendaal/Haarlem, February 2010