

Multi Annual Plan Medair Netherlands 2019-2021

Approved Version by Medair Netherlands Board on 29 November 2019

Table of Contents

- 1 General 3**
 - 1.1 Medair Netherlands General information..... 3
 - 1.2 Vision and Mission Medair Netherlands 3
 - 1.3 Legal Structure..... 3
 - 1.3.1 Who we are 3
 - 1.3.2 What we do 4
 - 1.4 Identity 4
- 2 Strategic Focus Medair Netherlands 2019-2021 5**
 - 2.1 Increase the funding raised from the Netherlands to support the mission of Medair International..... 5
 - 2.1.1 Focus on the donors and the donor journey with the aim to increase the commitment to the mission of Medair International and increase funding..... 5
 - 2.1.2 Focus on private funding and unrestricted private funding..... 5
 - 2.2 Raising Medair’s profile in the Netherlands..... 5
 - 2.2.1 Adaptation of the Media Strategic Plan 6
 - 2.2.2 Increase the amount of Dutch Field Staff as recruiters and communicators..... 6
 - 2.3 Involvement of the Dutch workers in the field programmes and at headquarters for fundraising in the Netherlands..... 6
 - 2.3.1 Explore and extend the recruitment/information evenings to other locations 6
 - 2.3.2 Improve connections with applicants and recruits 6
 - 2.4 Improving organisational set up and procedures 6
 - 2.4.1 New CRM system 6
 - 2.4.2 Donor Journey mapping..... 6
 - 2.4.3 Volunteer strategy 6
 - 2.4.4 HR procedures 6
- 3 Multi Annual Budget 7**

1 General

1.1 Medair Netherlands General information

“Stichting Medair Nederland” is a Dutch foundation with its base in Amersfoort. Medair Netherlands is affiliated with Medair Switzerland. Medair Netherlands was founded in June 1998.

1.2 Vision and Mission Medair Netherlands

The “Stichting Medair Nederland” has as **vision** to significantly contribute to humanitarian efforts provided by Medair International.

Our **mission** is to:

- Create awareness by communication
- Raise financial support by fundraising
- Recruit field staff
- Pray

Medair Netherlands finds its inspiration in Matthew 25: 35-36 & 40

“For I was hungry, and you fed me. I was thirsty, and you gave me a drink. I was a stranger, and you invited me into your home. I was naked, and you gave me clothing. I was sick, and you cared for me. I was in prison, and you visited me.....when you did it to one of the least of my brothers and sisters, you were doing it to me! “

1.3 Legal Structure

Medair Netherlands is an independent foundation and is strictly non-profit. The board of Medair Netherlands is responsible for the overseeing of the strategies, activities and use of funds.

1.3.1 Who we are

Medair Netherlands is supporting Medair International and is part of the world wide Medair Network. We work together with Medair International and also work together with other country offices in Canada, France, Germany, UK and US.

Medair International brings life-saving relief and rehabilitation in disasters, conflict areas, and other crises by working alongside the most vulnerable.

The mission of Medair is to seek out and serve the most vulnerable people affected by crises, particularly the forgotten men, women, and children who live in difficult-to-access regions.

Medair International is a Swiss based International non-governmental organization (NGO), with internationally recruited staff that is motivated by their Christian faith to care for people in need. Medair’s work is compassionate and practical, providing life-saving care and support that upholds the dignity and independence of every person, regardless of race, religion, or politics.

Since 1989, Medair’s work has made a profound difference for millions of people, enabling lives to be saved and sustained for a better future. Together with our donors and partners, our unwavering commitment continues to bring hope to the world’s most vulnerable.

1.3.2 What we do

Medair responds to natural disasters, conflicts that uproot communities, and crises such as drought or disease. Our core competencies are emergency relief – responding rapidly to save lives in a crisis – and rehabilitation – restoring vulnerable communities in the wake of a crisis. Our ability to provide life-saving care is enhanced by flexible multi-sectoral expertise including health services, water and sanitation, and shelter and infrastructure.

Medair serves the world's most vulnerable people, who are identified by the seriousness of their needs. For Medair, this often means travelling to remote and hard-to-reach locations to assist the most underserved populations.

All of our activities are bolstered by a persistent focus on training and capacity building that stimulates self-sufficiency and nurtures independence. Being accountable to our beneficiaries is a vital component of our programme design and implementation. We do not travel to distant countries to impose our will; we come to compassionately serve the most vulnerable, to listen to their needs, and work alongside them to find the best solutions

1.4 Identity

Our values are: Compassion, Hope, Accountability, Dignity, Integrity and Faith. We are motivated by our Christian faith.

2 Strategic Focus Medair Netherlands 2019-2021

2.1 Increase the funding raised from the Netherlands to support the mission of Medair International.

In order to raise funds for Medair's work in the programme countries, Medair Netherlands uses various strategies and activities to obtain donations on a regular basis. To this end, we publish fundraising mailings (both in writing and digitally) throughout the year and we approach relevant foundations and funds to finance the activities of Medair. It is important to actively use social networks to create awareness and raise funds.

Because our field workers are connected to church communities in the Netherlands, we focus on relationships with these churches so that these communities regularly donate to Medair Netherlands. We use a network of current and former field workers to recruit potential donors in cooperation with churches, companies and schools. This has taken on more form in 2018 and the aim is to further expand this in 2019.

With the creation of The Dutch Relief Alliance it has become a must to seek cooperation with other Dutch NGOs and institutional donors. It is virtually impossible to operate alone in the current field of influence. We will have to seek support from and join larger parties' programs to be still in the picture. Medair, for example, is affiliated with the Integral Alliance, an international alliance of Christian emergency relief organizations.

An important strategy for approaching and binding private donors is: responding to the wishes of the donors. How do they want to be approached and what is the reason they want to support Medair. For this we worked hard in 2018 to apply different segments in our donor pyramid. In order to approach them separately and tailor-made with our fundraising during the end of the year campaign.

2.1.1 Focus on the donors and the donor journey with the aim to increase the commitment to the mission of Medair International and increase funding.

2.1.2 Focus on private funding and unrestricted private funding.

2.2 Raising Medair's profile in the Netherlands.

Medair Netherlands aims to increase the visibility of Medair's work, raise funds and recruit. Our communication strategy is aimed at creating a platform and awareness for the work that Medair International does. Our goal is to continue to communicate the need and impact of Medair's emergency assistance in particular. Our main message is that Medair helps people and saves lives every day in an emergency situation.

Communication is done through various activities. In order to approach and inform donors, we send our magazine 'Medair News' three times a year, we also publish digital newsletters, we are actively present on social media (Facebook, Twitter, and Instagram) and we actively approach media for more attention to Medair's work.

There are regular events where Medair is visibly present. This is an important way to approach new field workers for humanitarian assistance. We remain in constant contact with field workers who are

employed to pitch them to media and to involve their supporters in the work of Medair. In addition, employees give presentations during relevant meetings and in churches.

2.2.1 Adaptation of the Media Strategic Plan

2.2.2 Increase the amount of Dutch Field Staff as recruiters and communicators

2.3 Involvement of the Dutch workers in the field programmes and at Global Support Office for fundraising in the Netherlands.

From the beginning of the creation of Medair Netherlands, the focus of the activities is strongly on recruiting new field staff. The team of field workers is very international and the Netherlands is always strongly represented. We reach new employees through the posting of vacancies on job sites, but also through advertising. In addition there are information evenings at the office in Amersfoort. Interested parties can register for this. During this information evening, visitors will receive a presentation from an (old) field employee who is in the Netherlands at the time of the event. Other recruitment activities are: presentations at schools, specific events and recruiting through the network of field workers themselves.

2.3.1 Explore and extend the recruitment/information evenings to other locations

2.3.2 Improve connections with applicants and recruits

2.4 Improving organisational set up and procedures

2.4.1 New CRM system

2.4.2 Donor Journey mapping

2.4.3 Volunteer strategy

2.4.4 HR procedures

3 Multi Annual Budget

Income & Expenses	2018	2019	2020	2021
	Budget	Budget	Budget	Budget
Income				
Private Funding Unrestricted	310.000	250.000	300.000	350.000
Private Funding Restricted	280.000	200.000	250.000	300.000
Institutional Funding	550.000	100.000	100.000	100.000
Totaal	1.140.000	550.000	650.000	750.000
Expenses				
Marketing	126.800	65.000	71.500	78.650
Office Expense	29.250	30.000	33.000	36.300
Payroll Expense	253.376	225.000	247.500	272.250
Travel - Accomodation - Gifts	16.288	5.000	5.500	6.050
Professional Fees	20.537	10.000	11.000	12.100
Equipment Expense	14.800	25.000	27.500	30.250
Total	461.051	360.000	396.000	435.600

End of Multi Annual Plan and Budget Medair Netherlands 2019-2021