

Positive News

FOUNDATION

Positive News for Change

Policy plan 2022 - 2027

POSITIVE NEWS FOUNDATION
in Dutch “Stichting Positive News”

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ABOUT POSITIVE NEWS FOUNDATION

With the Positive News Foundation, we want to make international positive news universally accessible - in order to bring about social progress. PNF does this by aggregating, curating, archiving, and sharing the World's best positive news articles, as well as facilitating knowledge exchange between positive news publishers and raising awareness campaigns. This makes the Positive News Foundation the first international foundation to promote positive world news.

TERM

Positive News Foundation was established on January 1, 2022. In this document, the board of PNF lays down the policy for the period January 2022 – December 2027. This policy plan will be adopted by the board on February 2, 2022. The policy plan will be adjusted if necessary and supplemented with an annual plan.

PNF's STORY

Positive News Foundation was founded on the initiative of G. van Egmond, initiator of the [Positive World News Facebook page](#), with 22,157 followers as of January 2022. As a former Google Ads Partner, Van Egmond saw an international spike in the demand for positive news during the covid crisis, which she then went on to investigate. After in-depth research, it turned out that the demand for good news was certainly there, but the supply of positive news was not in line with the demand. Together with other board members, the Positive News Foundation was subsequently established, registered in The Netherlands (Europe) under the Dutch name “Stichting Positive News”.

By establishing this non-profit foundation, the board wants to realize a number of social ambitions and - in collaboration with other positive news organizations - and be a driver of change, both at home and abroad. The foundation has an objective aimed at the public interest, is not for profit, and has a voluntary and independent board.

MISSION AND VISION

PNF is committed to a fair and sustainable society and believes that inspiring positive world news helps to accelerate social progress on a global scale. Professional positive journalism, research, campaigning, and knowledge exchange are crucial for a solution-oriented, inclusive, and green future for global citizens.

The foundation wants to enable initiatives that contribute to this and focuses entirely on the public interest, without a profit motive. The social-sustainable change that the foundation advocates is in line with the social mission and principles described below.

VISION

Inspirational, uplifting news is the engine for positive social change worldwide.

MISSION

To connect the public with the best positive news, and enable international positive news publishers to start and grow.

OBJECTIVES

Positive News Foundation aims to advance social progress worldwide by promoting positive journalism that informs and inspires the public, thus strengthening the position of positive news on a global scale.

The foundation does this by, among other things:

- enabling public awareness campaigns aimed at social progress and expansion of international positive news,
- supporting positive, independent, and international (investigative) journalism and media organizations,
- promoting knowledge exchange and stimulating mutual cooperation between international positive news publishers,
- providing advice and connecting volunteers to various international positive news initiatives to support and initiate projects and other initiatives that contribute to the goal.

Examples of activities that the foundation wants to support and enable:

- **Public awareness campaigns** | This includes supporting (local) positive world news that has already been published, by making it accessible to a wider (international) public. This includes, for example, developing a campaign, plus collecting, managing, and archiving the best positive world news, making it more accessible and discoverable for the public, and driving a broader news spectrum aimed at social change.
- **Activities focused on support and expansion** | This includes support for international journalists, social media account holders, and (media) organizations that want to draw attention to inspiring news or less visible positive developments in the world. We are thinking of facilitating additional website traffic to articles already published, a helpdesk, an exchange of knowledge and dialogue between different stakeholders.

- **International collaboration** | This includes projects that represent a collaboration between various journalistic mediums and other parties. For example from different countries, or social media publishers with offline magazines. Collaboration or innovation can be about form, content, a product, or service. This may also include technological developments that enable reaching a new audience. Innovations and collaborations are aimed at the common good, reaching a broad or disadvantaged target group and/or being a source of inspiration and knowledge for others.
- **Connecting volunteers** | This includes pairing international (virtual) volunteers to international positive news organizations. Good quality articles often originate from (local) journalism, which is unattainable for small-scale positive news publishers to get on a daily basis. By building a network of international volunteers, positive news organizations also have access to local volunteers and local news on a global scale. This could also include training and supervising talented volunteers, for example through a virtual fellowship, online courses, or digital training where volunteers and media publishers from various media can exchange knowledge.

The above activities can overlap within one and the same project. Some activities can be prioritized in the policy plan by the board. The whole of activities can be expanded or shortened in the meantime.

CURRENT SITUATION

This policy plan was drawn up in January 2022. The foundation's active policy plan can be consulted publicly from 1 March 2022 on the website <https://positivenewsfoundation.org>. This website will be fully operational by April 2022.

STRATEGY AND ACTIVITIES

In the first years, we will mainly focus on bringing together, evaluating, and sharing the best positive world news universally, plus building a weekly newsletter, however, the ambition is to also enable international initiatives for other positive news organizations to start and grow in the long term.

The foundation will largely operate as a news aggregator, with the original news articles remaining the propriety right of the original publishers. Positive news publishers can eventually propose projects in which the foundation can provide advice, raise and allocate funds, take on project coordination and administration and act as a connector. The board makes the final choice for project applications, determined in the future management regulations.

The main activities for the coming years are:

2022

- Organizational structure set-up
- Setting up and setting up website(s)
- Set up newsletter
- Setting up and setting up YouTube and social media channels
- Start marketing activities
- Start of fundraising - emphasis on readers of our website(s)

2023 - 2024

- Setting up a volunteer platform and database
- Relationship building and exploring collaborations
- Marketing advice to partners, connecting initiatives
- Expansion of fundraising - emphasis on international funds and readers of our website(s), start major donor fundraising
- Expansion of newsletter member list

2025 - 2027

- Structure of the advisory committee
- Relationship building and further expansion of collaborations
- Fundraising on the same footing, with the expansion of major donor fundraising and the start of institutional subsidies
- Marketing and project advice partners/grantees, connecting initiatives
- Granting first funding to grantees
- Project coordination and administration

ORGANISATION

- The virtual office of the Positive News Foundation is located in the World Trade Center The Hague, Prinses Margrietplantsoen 33, NL-2595AM The Hague, The Netherlands (Europe).
- Positive News Foundation is registered in the Dutch Chamber of Commerce under the Dutch name “Stichting Positive News” under number 85046248.
- The Dutch RSIN number of Positive News Foundation is 863486137.
- There is no bank account number yet per January 2022. We have applied for a bank account in the Dutch Triodos bank. Expected duration until granted: 3 months.
- The Positive News Foundation strives to be awarded the Algemeen Nut Beogende Instelling (ANBI) quality mark and will eventually also strive for a CBF quality mark.
- The foundation was established in January 2022 and therefore does not yet have an annual report. The 2022 annual report will be published on the website <https://positivenewsfoundation.org> no later than July 1, 2023.

Positive News Foundation has a governance model in which the board is ultimately responsible for the policy and the realization of the objectives of the foundation. From 2025-2026, it is expected that day-to-day policy and general affairs will be delegated to a director, who will be assisted by an advisory committee. The powers, tasks, working methods and composition of the board, the director and the advisory committee will be formulated by the board in 2025 in the management regulations of the foundation.

Voluntary board

The board ensures that the foundation's activities remain true to its mission and values, provides direction and approval to the strategy, monitors progress and ensures that the ANBI requirements and other guidelines agreed with the board are met, applicable to the Charity sector.

The board meets 4 times a year and will consist of at least 3 members: chairman, secretary, and treasurer. Board members are appointed for a period of 3 years and can be reappointed once.

The composition of the board is on January 1, 2022:

- Chairman: K. den Dulk
- Secretary: A. Carvalhaes
- Treasurer: G. van Egmond

Independence

Rules will apply to the board with regard to independence. The position of a board member is unpaid and aimed at the public interest. A board member can never directly receive a contribution from the funds raised by the foundation.

Employees

To date, the foundation has no paid employees.

FINANCE AND FUNDRAISING

Funds will be raised to achieve the objectives of the foundation. Fundraising mainly takes place among the following target groups (1) private donors, (2) grant providers and (capital) funds, (3) individual major donors.

Sympathizers and readers are the staples of the foundation's fundraising efforts. The foundation will appeal to the support of readers - private donors - in the form of a small financial contribution, on our website(s), YouTube, and social media channels and newsletters.

Prior to the foundation of the foundation, an exploration was made of the results of fundraising and the estimated organizational costs. 2022 is a start-up year, in which no major funds can yet be attracted and mainly start-up and operational expenses are incurred. From 2024, the foundation expects to be able to use the income for activities within the mission objective. In the following years, an

increasingly positive result is expected, with an annually increasing amount available for project awards.

The costs of establishing the foundation and the expected expenses for 2022-2023 are pre-financed by a sympathizer. To this end, a loan agreement has been concluded with soft conditions and a staggered repayment arrangement.

All board members are unpaid volunteers. They do not receive a salary for their work, only a reasonable expense allowance based on a declaration. The salary of the future director will be in accordance with the sector and will be determined by the board.

ASSET MANAGEMENT

Positive News Foundation is building up a reserve and is striving for an amount of approximately 6 months in operational costs as a buffer in the long term. In addition, it is possible that in the long term the foundation will keep a limited capital in the form of an earmarked reservation for a project that will be provided to a grantee in various phases and because of the contribution to project costs often required by donors.