Minutes for Boost Foundation

02-04-2017 (11:30am at Rotterdam)

## Call to Order

The 16th monthly meeting of Boost Foundation was held on 02-04-2017 at Rotterdam. It began at 11:30 and was presided over by Ian Upton.

## Attendees

Voting members in attendance included, Ian Upton, Erudini Smits, Osman Akin, Justin Sloove, Roderick Lodewijks, Adrian Jaramillo, Remco Scherpenzeel, Marc René and Gert-Jan ter Schure.

Members not in attendance include, Henk Bethlehem and Isabel Sol

Guests included, Hans Kleinjan and Roderik Faasen (Artists from AAAFreshh123 attended the meeting for roughly 20minutes for an introduction)

## Proceedings

Theme

Closing Q1 and future projects

General updates

*What went well?* The annual meeting and the communications that were involved with it. Ian, Roderick and the guys from AAAFresh123 going to Sri Lanka. Making pictures and photographs of Yatala water project and of Minuwangamuwa. The art workshop in Sri Lanka with the kids. Roderick being on site. Justin and Adrian working hard on getting everything organized for Ecuador. We are almost restructured and getting ready to move forward with the projects. Our relationship with supporters such as with our accountant or with volunteers such as (Chio and Patricio – potential partner). Network capacity and working with AAAFresh123. Getting new people on board, which has improved our board dynamics while keeping our board culture. Branding- our logo and name have meaning and a brand image has been created which is credible. The team is proactive, and we work well as a group but also individually (making it flexible for a member to take a holiday and the others will pick up his/her responsibilities). Our legal framework has improved.

*What can we improve?* Need to focus on funding, putting more effort in welcoming new members, need to get everything ready for the projects so that we can get started. Basic hygiene and communicating attendance or a change in plans. We do a lot of work internally and behind the scenes but we need to find a way to properly communicate this to the outside world. Need to put more time and effort into Boost itself. We need to improve how we use our network and improve our awareness – this way people will start coming to us to get associated with our name and organization. We need to use the planner wisely.

*Other comments?* We need to plan a meeting with Malaika Kids. We need to have separate (small group) meetings for Green Future projects. The website needs to be updated with all our partners (around 10 partners need to be put on our partnership page on website). Might also be a good idea to send invitations for the weekly meetings so that we can see who attends and who will not be able to.

*Trust score* was an average of 85.2 (Decreased) – (Re-87, Ro-80, E-85, O-85, J-85, A-80, G-80, M-95, and I-90)

*Happy score* was an average of 91 (Increased) – (Re-92, Ro-95, E-85, O-86, J-100, A-99, G-87, M-95, and I-80)

Presentation

The meeting began with Ian explaining the agenda points for the day, followed by our general updates. Each member spoke about what went well and what could be improved. We then moved on to talk about Quarter one (Q1).

For Q1, we had five main points in our 2017 policy (beleidsplan).

1. Closing the schoolbag project: Ramani just announced that she gave out the last 56 bags on the 29th of March to the kids at Kolugala primary school. In order to close this project, it has to be communicated on social media and on our website.
2. Selecting a new NGO partner for a new project: Green Future project. Justin is going to Ecuador in a few days to scout out the possibilities and opportunities to help a community reforest land. This will be done most likely through partnering up with Patricio.
3. Plan a fund raising event: The annual meeting was seen as a fund raising which collected a promised amount of €700.
4. Report our progress: The annual report for 2016 was made. It needs to be sent to all our stakeholders. This includes updating the CRM contact list and sending an email with the link of the document to everyone. Remco will help Marc become familiar with Teamleader so that he can take over and automate our systems.
5. Create a sustainability framework: This still needs to be done. Ian will work on building an outline of a framework later today.

Justin then gave us a financial update. In general, we have nearly €4000 in our bank account at the moment. We were promised €700 from the annual meeting from which €600 has already been transferred. Our cost for Q1, was around €300 which we get sponsored by Koen, Justin and Roderick. Justin and Marc are busy with applying for a credit card. Tijmen’s donation will most likely be used for ‘Equal chances’ project (we need to send him a thank you note and update him on which project we will be using it for).

Ian then moved on to talk about our two projects under building a future project. – Minuwangamuwa and Yatala water project. We already agreed on going forward with Minuwangamuwa (Already voted yes on it a few months ago) but we still need a project plan. Remco is the project leader and will work on making the plan. This project will be similar to the pittawella project plan.

Yatale water project: we still need to get some more information in order to vote on it. Roderick went to the school with FutureCare that took a professional plumber to scope out the project. It is an intensive project since this is the first time that they will have to pump the water from a well that is at the bottom of the mountain instead of from the top. They require 3 pumps that will push the water around 450m across a land scape of paddy fields and jungle. Pipes need to be set for water and electricity. The estimated costs would be around €5000-€6000 which is probably an underestimation. Transportation of the materials will also be tricky since there are no roads, therefore most of the materials will have to be carried by manual labor or other new techniques. FutureCare looked into other alternatives but this is the most suitable option.

The core aspects of this project before we vote on it:

* Focus: Three main parts, a well, the pipelines with the pumps and the water tank.
* Costs: Roughly €7500-€10000
* Risks: 1) non-agile (can’t split the project into separate blocks), 2) need to strictly monitor spending and results, 3) environmental aspect, 4) materials need to be safe, 5) long term maintenance risks, 6) electricity for the pumps, 7) social risk, and 8) internal time management.
* Timeframe: Roughly 4-5 Months
* Scope: a well, electrical systems (3pumps), 450m of pipe line and (100m) steel cable, and a large container (one water tank). We need to check the quality of the final product (who will check the quality of each section, the materials, the plumber and employees?). Ramani also mentioned that she will be able to find volunteers to help with carrying the equipment from a youth program and that she will find transportation.

Roderick and Ian will have a meeting about all the above mentioned points and ask Ramani about any concerns and then make a motion to go forward with this project. Hypothetically the board members agreed to vote yes for the project if all the risks were taken care of.

Ian then spoke about future references (the process we follow for our projects). This consists of:

**Scouting** (trust inventory (checklist), story, footage, advice to board) 🡪 **partner agreement** (contract itself (might need to be translated), signed by board, signed by partner, update to website)🡪 **Project initiation** ( project request (received from the partner), project plan, financial agreement, update to website) 🡪 **Financing** (fund raising, presentation, invoicing, update to website)🡪 **Project Execution** (Project reporting, financial reporting, closing and evaluation, communication to all stakeholders).

Once the first phase is completed then only can we move to the next. We use this framework with all the projects. For the Green Future, we are at the scouting phase, once that is completed (after Justin comes back from Ecuador) then we can make the partnership agreement.

Then Justin spoke about his plan for Ecuador. He will be leaving on the 11th of April. Chio (our on-the-ground volunteer and host) will pick him up from the airport and help him settle in. She will also help with simple translations and other general requirements such as understanding cultural cues. Once he arrives, the first two days he will use to acclimatize and settle in. Then he will meet Patricio and go to the village to meet the community (most likely stay with them for 5 days). He will spend that time really gathering information about what they really require and how we can help them. He will also learn about their story and methods (also alternatives) that we can use to help reforest the area. He will get a rough financial estimate and once he gets back from the village (back to Chio’s place), then he will report and write everything down. He will also contact us and if we have any questions then we will still be able to ask Patricio and get it sorted before Justin comes back to the Netherlands. The last few days he will use to look around the country (have a small holiday). Proper updates will be at the end of his trip. He wants to have an outline of the partnership agreement to take with him to show them. (Need to translate it – Adrain and Ian will have a meeting with Patricio to discuss the contract). On the communications side we will need a facebook post from Justin once he goes there stating that we have started the scouting phase. (Might also be an idea to maybe take the 3D camera with him?)

Hans Kleinjan was then introduced to the board along with his colleague Roderik Faasen, who most of us met at the annual meeting. Hans, mentioned that AAAFresh123 would like to help us with contacts, projects and support. He was very welcoming and explained how they expanded their gallery and studio into two large areas, of which we were allowed to use one of the halls if required. Since, they met Ian and Boost Foundation (a short while ago), he found that there was a great synergy between AAAFresh123 and us. The creative thinking that builds this synergy will open up networks and build a win-win situation for both sides. For example, Hans has connections with the CEO of Ubisoft and knows that they want to help underprivileged children. They already do charity work in Vietnam which means we will be able to learn from them but also maybe they would like to partner with us and do work in Sri Lanka or Ecuador since their goals coincide with ours.

Hans then spoke about how AAAFresh123 started. Of course it first started with painting and that they are now building a bigger system of which Ian’s expertise will allow them create a structural flow. As an artist they have always been trying to capture the essence of success and formulate it. The knowledge that we all have can be shared, so that we put each other on a higher level. Hans concluded that we would work together on projects and see how we can all benefit from each other and grow stronger.

Then Ian moved on to talk about a quick action plan.

- CBF hallmark – date is dependent on Henk and Osman becoming board members (need to be registered in kvk). We need to have everything ready by Q2 so that they can start processing our request.

- Auto Cloud (automate our processes into a cloud. – Marc Rene and Justin)

- Project glass door – transparency – business intelligence and big data (Gert-Jan)

- Rock solid – it’s the legal framework and making our logo a trademark

- Event horizon – is about how we can split up our organization structure to accomplish all our projects (BHAG-big hairy audacious goal) in 40 years (Ian and Henk). How to make boost foundation international (set up the legal framework to make it so that we can expand and have more Boost Foundation organizations)

We then spoke about our plans for funding. (Hot leads)

1. OGD and their sister company TOPDesk
2. AP networks (company that came through our accountant, invited us on the 4th of April to discuss our options and might get a structural donation – Ian and Justin are going)
3. AAAFresh123 (willing to donate the room if required and 10% that is generated (as a donation) by the room when they rent it)
4. Ubisoft (Ian emailed them and made first contact)
5. Triboo (Martijn Vinke - Would like to sponsor us on a structured level. Need to pick up this lead, Remco will send him a mail about the projects and ask if he would like to sponsor it)
6. Mascolori (expansion of our art project – the idea is that we give them a design of the kids art work and they will print it on their shoes. They are willing to make 5 pairs which we can sell (auction) and promote at an event - maybe have a live auction online. They are also willing to produce 100 shoes, from which they will keep the manufacturing costs (€75) and donate the rest of the revenue form those shoes to our foundation. In general the idea seems promising and the board was positive about this opportunity. There were a few questions regarding the concept (*Do we have the consent and permission from the kids (local schools)? If we get permission from Futurecare, do we have the clearance?* Yes, because we spoke about getting the pictures and using it to get funds, this was agreed upon before we commenced with the art project. From a legal stand point there is no problem but we have to talk to Ramani about the plan. *Who will sell the 100 shoes?* Mascolori will sell them in their stores with the story behind the shoes. *Where are the shoes made?* We believe in Portugal. *How long will it take?* Once they get the design it will take them roughly 2 months with manufacturing and then they can start selling it. *What is the quality of the shoes and where do they get their materials from? How popular are these shoes?*)

In order for us to make a board decision, we will proceed with a background check (news, financial, quality, materials) and if we have any questions we will email them before Wednesday so that at our next weekly meeting we can make the final decision. We agreed that if we go through with it that they are definitely allowed to keep the €75 manufacturing costs. Ian will also discuss this with Ramani and ensure that we have permission and that all parties are in agreement. This will be finalized on Wednesday.

Osman then gave us a small presentation about his communication plan. He would like to set the goal of having 2 social media posts per week (on average). Where one will be an update on transparency and the other about project updates. He would also like to engage more with LinkedIn (at least once in 2 months) as a means of awareness and attracting new volunteers and partners (Companies). We currently do not have a Twitter account but might be nice to have one in the future. Osman did create a YouTube channel for us, where he would like to upload vlogs and other videos such as the annual meeting. Instagram is also a potential means we can use but at the moment it is not a priority. About Google AdWords, Osman already has a few campaigns in mind and will start using it shortly. He proposed maybe getting in contact with other charity organizations and learning from them about their communication strategy and plans. He also proposed that we maybe organize an event in which we all learn how to pitch our Boost story. Maybe a small training event, where all the members can learn how to communicate and promote Boost Foundation is the most efficient manner.

Brainstorm Session and Work groups

*Close schoolbag project-* (Osman)

- Thank you notes via email

- Informative post on Facebook and Website

*Selecting new NGO (Green Future)* - (Adrian and Justin)

- communicate that we accomplished this

- translate the partner agreement contract (only an outline required)

*Fund raising event -* (Justin)

- Communicate about how much money we have for ‘Equal chances’ project

- Upload the video of the annual meeting to Youtube - (Gert-Jan)

*Annual meeting and report - (*Roderick and Remco)

- Need to thank everyone in our CRM system and give them our annual report

*Sustainability - (*Ian)

- Need to make a framework for making our partners self-sustainable

*Thank Tijmen - (*Osman)

- Need to thank Tijmen for his donation and tell him what project we will use it for

*Minutes - (*Erudini)

- Need to have the minutes before tomorrow

## Announcements

Next monthly meeting will also be a teambuilding event, so make sure you are free on Saturday and Sunday. We will go to Groningen. Henk, Remco and Roderick are in charge of this event.

**All questions that need to be sent to Mascolori must be sent to Ian before this Tuesday at 6pm, and we will vote on this proposal on Wednesday.**

## Adjournment

Ian Upton moved that the meeting be adjourned, and this was agreed upon at 19:56.

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| Erudini Smits |  | 03/04/2017 |
| Secretary Boost Foundation |  | Date of Approval |