

Foundation Policy

She MATTERS

Disclaimer

This policy (including its attachments) is intended to inform interest parties, funders, authorities with respect to the foundation’s general policies, strategy, profile, governance, risk policy and financial budget.

The board representatives of the foundation She Matters have strived to provide information in this policy that is fully accurate and up-to-date and is presented in a most transparent manner.

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General introduction

THE NEED

Asylum Granted → **Job Search** → **Employment**







Successfully placing job seekers with a refugee status into jobs is a key priority for communities absorbing waves of migration.

Positive outcomes

- **Filling skills gaps** from within the local labour market
- **Financial independence** and increased well-being
- **Enabling further integration** of refugees into society
- Decreased **social spending** on social welfare and unemployment benefits

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THE CHALLENGE

Asylum Granted → **Job Search** → **Employment**







But unemployment among refugees, particularly women, continues to be high.

Barriers to success

- **Language barriers** make meaningful conversations difficult
- **Diverse work experiences** create unclarity about a person's skills
- **Inadequate assistance** to find work
- Lack of **training opportunities**
- Lack confidence in how to **navigate the labour market**
- Non-existing **networks**

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Untapped Talent & Skill

'Hiring refugees will change your business for the better. Refugees work hard, think outside the box and make your workforce richer in experience, talent and passion.' - Hamdi Ulukaya

The Netherlands

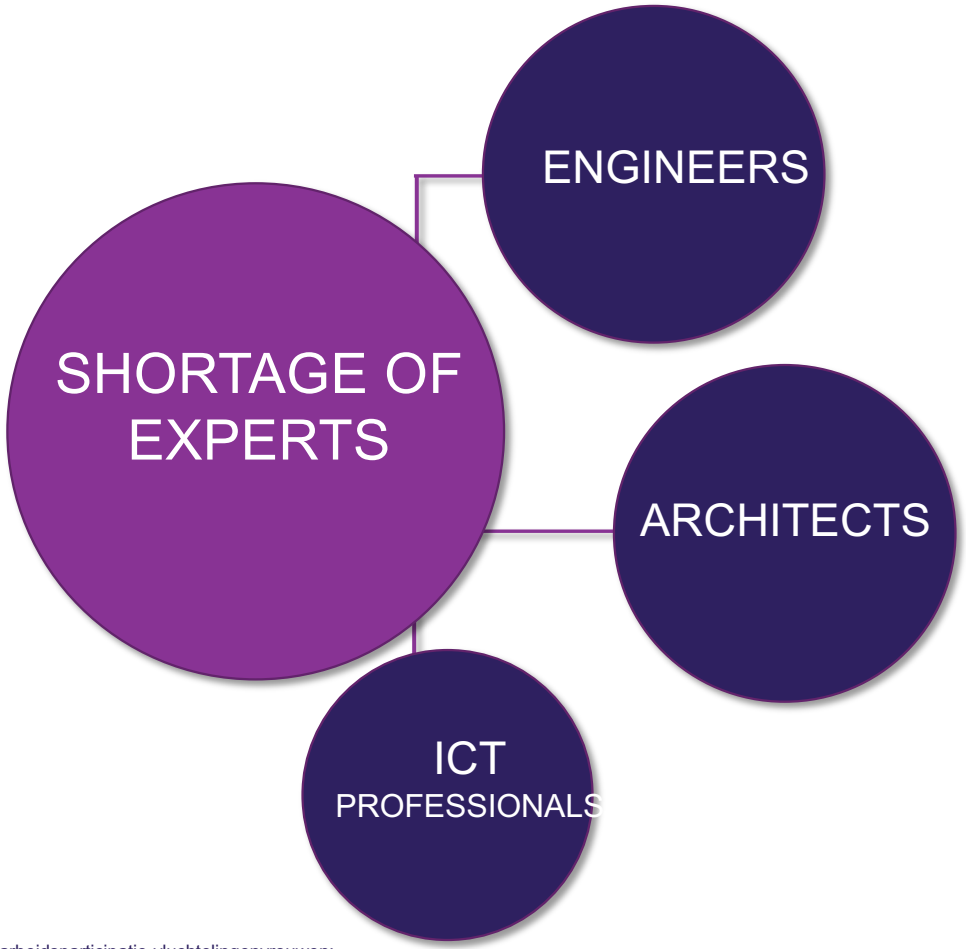


Reference

1. https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/talent-displaced-syrian-refugees-europe.pdf;
2. https://www.oecd-ilibrary.org/docserver/3f3a9612-en.pdf?expires=1580303343&id=id&accname=guest&checksum=DCBCDC86F2976602B895BD928DC1E4C8;
3. https://www.cbs.nl/nl-nl/nieuws/2018/16/11-procent-van-statushouders-heeft-werk

The Netherlands

‘A shortage of engineers could have a strong negative impact on the whole economy.’



Reference

1. https://www.kis.nl/publicatie/barrieres-en-mogelijkheden-voor-arbeidsparticipatie-vluchtelingenvrouwen;.
2. https://skillspanorama.cedefop.europa.eu/en/analytical_highlights/netherlands-mismatch-priority-occupations

OUR SOLUTION

Asylum Granted → **Job Search** → **Employment**







She MATTERS
Lotus Flower Programme

A tailor-made employment journey for highly skilled refugee women.

Key features

- **AI Skills Assessment** to validate candidate's profile and job readiness
- **Onboarding programme** to introduce candidate to workplace norms
- **Mentorship** for extra support
- **Match with jobs** that fit education level and previous work experience
- **Aftercare** to ensure a smooth transition

OUR ORGANISATION

Organization

She Matters Foundation was incorporated by Ms. Moreno in 2017 **as a non-profit organization.**
The foundation is registered at the Chamber of Commerce under number 69389519. The foundation focuses on providing training programmes for refugees women in order to improve their access to the labour market. After the successful training of 47 women in the past years it remained difficult to place the woman into a job position.

Against this background, Ms. Moreno saw the need to set up **She Matters B.V.** in 2018 and registered under number 72472405. The B.V. acts as a recruitment agency. In 2020, the B.V. concluded a long-term agreement with Adecco to start placing women each month.
This is considered a major break-through and is highly important for the overall success of the foundation.

Although **She Matters B.V.** is registered as a commercial company, it **aims to be fully supportive to the goal of the foundation**. **Transactions between the two organizations are limited and only carried out with diligence and in the benefit of the foundation and its cause.**

SHE MATTERS FOUNDATION

SHE MATTERS B.V.

The Employment Journey

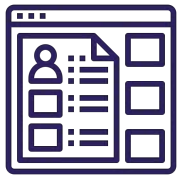
FOUNDATION



Recruitment of candidates



First selection based on CV's and pre-screening interview



AI Skills assessments (HR Innovations Group)



Review results with candidates



Onboarding Programme (FT 10 weeks; PT 4 Days)

B.V.



Send profiles of candidates to recruitment partner



Interview with management/HR of client



Decision and appointment by client



Signing contract and onboarding candidate



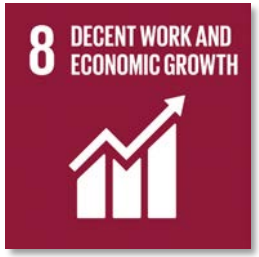
Aftercare for candidate

SOCIAL IMPACT

She Matters is working towards a better future for all



She Matters works to **empower refugee women** to follow their dreams and **enable equal opportunities** for all.







By uncovering pathways to social and economic participation, leading them to an ecosystem of partnership-enabled education and employment opportunities to achieve their unique career goals







So that no person is deprived of livelihood simply because their skills are invisible due to their status, race, gender or creed.

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MILESTONES

2017

- Semi-finalist, TEDx Amsterdam Womens' Pitch Competition.

2018

- Successful Lotus Flower Programme Pilot, 7 Graduates
- 3 matches with employment
- Semi-finalist, TheNextWomens' Pitch Competition
- Corporate partnerships: Canon Europe, TOMS Shoes, Salesforce
- Launch of Galforce (LFP), i.c.w. Salesforce
- Secured funding from Gemeente Amsterdam and Oranje Fonds for LFP
- Featured in international media outlets: Business Insider
- Awarded Best Practice by Council of Europe (CoE)
- Secured partnership with CiC.

2019

- Successful completion of 3 Galforce (LFP) Programmes, resulting in 30 graduates
- Featured in national media outlets: Jan Magazine, Marie Claire.

2020

- She Matters' Forum, hosted by Mercer, Strategic Dimensions and EMEA Recruitment
- ARTE Expose (In-progress)
- Partnership with Adecco NL
- Partnership with Strategic Dimensions.

MEDIA COVERAGE & VISIBILITY

- ARTE (Coming Soon)
- JAN Magazine
- Business Insider NL
- Harper's Bazaar NL
- Marie Claire
- Seriously Good Blog
- Open Rotterdam
- TEDxAmsterdamWomen
- TheNextWomen Podcast
- WIDE+
- ImpactCity
- ImpactAlpha
- Mr. Online
- GirlsWhoMagazine
- AnoukzWager Blog
- Womens Chapter (English) Blog
- Justice & Peace NL Blog
- Madam Rotterdam Podcast
- Delft Mama Blog
- Female Ventures
- De Rotterdamse Jongensdroom
- Maatschapwij
- HagueTalks
- EMEA Recruitment Podcast
- Codam College
- Let's Care
- Volunteer The Hague
- The Hague Connect
- Deine Korrespondentin
- #Hunch
- Fempreneur in the City
- My Human Rights Hero
- GPPAC
- Council of Europe (CoE)
- Startup Chauffeur
- CIC Rotterdam Annual Report
- Society of Sisterhood
- Souwieon Blog
- Women in Tech Regatta
- Peace Portal
- FemininPluriel Global
- CIC VentureCafe
- Nhi Flower Energize
- Good Pitch
- Juno Self Defense Blog
- How to Become a Girl Boss
- HiiL Innovating Justice
- Trust Conference
- The Hague Peace Projects
- BASE Conference
- FEM-START
- BrandedU
- Circle Podcast

(SPEAKING) EVENTS

- GPPAC – Moderator
- UN Women
- WIDE+
- Free a Girl
- Harper's Bazaar International Women's Day
- TedXAmsterdamWomen's Pitch Competition
- TheNextWomens Pitch Competition
- Startup Chauffeur
- Female Ventures
- CIC Venture Café
- Wide+ Podcast
- Liberty Global
- Circle Podcast
- Singapore Delegation i.c.w. Dutch Government
- Council of Europe,
- The Hague Peace Project
- BASE Conference
- Leith Society
- Volunteer The Hague
- The Hague University of Applied Sciences
- Creative Women's Collective
- Feminin Pluriel Amsterdam
- Women in Tech Regatta
- Codam College
- EMEA Recruitment Podcast
- My Human Rights Hero
- HagueTalks
- De Kleurrijke Top 100



Foundation profile

FOUNDATION PROFILE

General information

Statutory name	: She Matters Foundation
Address	: Bontwerkerstraat 2, 4813 LL Breda
Telephone number	: +31 (0)619173293
Website	: www.shematters.nl
E-mail	: info@shematters.nl
Chamber of Commerce number	: 69389519
RSIN number	: 857856613
Bank account number	: NL54 INGB 008 1000 03

Statutory information

Incorporation date	: 11 August 2017, Articles of Association revised for ANBI on 20 July 2020,
Statutory aim	: Strengthening the position of female refugees and migrants the realization of their human rights, and the attempt to achieve gender equality, everything in the broadest sense of the word.
Foundation set-up	: Non-profit organisation
Source of income	: Subsidies, donations, revenues from activities by inheritance, legacy or in any other way obtained.
Use of income	: > 90% to the statutory aim
Liquidity proceeds	: Any liquidation proceeds are destined to be used for one or several good causes determined by the board members that share similar goals.
Executive Board (2/3 majority voting)	: Christina Moreno (Chairwoman), Nhi Phan (Secretary), Bianca Matthee (Treasurer)
Advisory Board	: maximum of 5

PURPOSE & AIM

PURPOSE / AIM

She Matters Foundation has the goal to contribute to:

- Strengthening the position of female newcomers
- Eliminating barriers between them and employment opportunities
- Realising their human rights, and
- Achieving gender equality

ACHIEVED BY

The foundation attempts to reach these goals by:

- Focusing for > 90% on the general good (above aim)
- Initiating, organising, guiding and supporting educational activities in the field of engineering, business services, ICT, such as classes, courses and workshops
- Establishing and fostering the connection between students of educational activities and companies from the industries listed above
- Establishing and fostering the connection with third parties as long as they may be meaningful and for the foundation

MISSION & VISION

MISSION

Our mission is to empower female newcomers to build their social and economic capital, boost their self-confidence and become leaders in their homes, businesses and communities.

VISION

We envision a world where the economic empowerment of all women isn't just a dream, but a norm.

MOVEMENT

As a foundation, we work hand-in-hand with the private sector to develop hidden and diverse talents.

FUNDRAISING

Fundraising is an important activity in order to accomplish the goals included in Articles of Association. The She Matters Foundation raises funds to accomplish its goals via subsidies, gifts and donations. The sponsorship of scholarships from partner companies are considered potential sources of donations, along with donation-based campaigns and the arrangement of in-kind contributions.

ANBI STATUS & CBF

ANBI STATUS

She Matters is applying for an ANBI status in the second half of 2020. The foundation already aims to fully comply with the requirements that are set for an ANBI foundation.

Donations to charities are tax deductible for the Personal income Tax, if charitable foundation has the status of an Algemeen Nut Beoogende Instelling (ANBI).

The foundation holds an ANBI status and donations made by companies are therefore tax deductible. ANBI status was rewarded in the last quarter 2020.

CBF quality mark

She Matters sees purpose for building a professional organization with a strong base for governance, checks and balances and a risk mitigation approach.

To support the assurance in quality of these aspects, the foundation plans to apply fora CBF quality mark in first quarter of 2025.



Governance

EXECUTIVE BOARD



Christina Moreno
Chairwoman



Nhi Phan
Secretary



Bianca Matthee
Treasurer

The Executive Board of She Matters Foundation is composed of Christina Moreno (Chairwoman), Nhi Phan (Secretary) and Bianca Matthee (Treasurer). Operational decisions are taken by two board members together, of which the Chairwoman is one. More information on the responsibilities of the board are stated in the Executive Board Charter.

BOARD RESPONSIBILITIES



Christina Moreno
Chairwoman

- General management;
- Consult with authorities;
- First point of contact;
- Conducts offical meetings;
- Ensures decisions are made according to law;
- Coordinates and directs activities;
- Ensures that board members perform duties in a good way.

christina.moreno@shematters.nl



Nhi Phan
Secretary

- Creates and timely distributes the agenda for board meetings;
- Makes and archives minutes of meetings;
- Creates and maintians an up-to-date planning calendar;
- Manages external correspondence;
- Assists in the preparation of documents for official bodies and for donation request.

nhi.phan@shematters.nl



Bianca Matthee
Treasurer

- Ensures the continuity of the financial administration in accordance with guidelines;
- Assists in the preparation of Annual Reports and financial budgets;
- Manages liquidity and arranges payments together with the chair;
- Maintains contacts with donors and funders.

bianca.matthee@shematters.nl

Advisory Board

She Matters Foundation has an Advisory Board that provides valuable support and advice to the Executive Board. They offer general guidance and counsel to help ensure that our organisation is effectively fulfilling its mission and vision. More information on the responsibilities of the board are stated in the Advisory Board Charter.

- Matthijs Visch
- Nava Hinrichs-Pasutto
- Josh Wilson
- Nevbahar Cuhadar
- Jan Andringa



STRATEGY

GOALS 2024-2026

The Netherlands

SHORT-TERM

- Secure Recruitment Partner
- Develop workflow process for placements
- Place candidates/month
- Place candidates independently
- Secure short-term funding for operations
- Hire a programme manager

LONG-TERM

- Secure long-term funding for operations
- Ongoing LFP 10-12 times per year
- Programmes in various large cities in NL
- Secure new corporate partners
- Hire additional operational staff
- Implement Marketing Strategy
- Acquire a CBF quality mark

CLIENTS & PROSPECTS

The Netherlands

The foundation is in close contact with a large number of renowned organizations (many of them are listed or large international firms). These companies are interested in extending the partnership further with us or are considering to enter into a partnership with the foundation.

This is based on the good potential that we offer with the placement of refugee women but is also strongly related to the social impact that these companies pursue and can obtain via a partnership with the foundation.

Additionally partners of the foundation have a keen interest for hosting a dedicated Lotus Flow Programme in their own organization, whereby we combine our programme with inhouse workshops given by the partner's own experts, which is given as a contribution in kind.
This appears to be a huge success and draws much attention of international organizations, considering the negotiations that are currently held with various companies.

A full list of names is separately available for friends and ambassadors of the foundation.

For more information please contact: info@shematters.nl



Risk mitigation

RISK POLICY

Risk awareness

The foundation works with donations with the aim to spent this as much as possible to the good cause, the Foundation has an adverse stance towards risks in general. This is why we put great effort in mitigating risks, as good as possible.

Although the foundation aims to operate with a low risk approach, we identify a few risks in our daily operations, which are defined as follows:

Income risk

The foundation thanks its license to operate to donators, varying from companies to other charity foundations. We also receive foundations from private individuals. In order to sustain a growing flow of income we are continuously investing in social media.

The foundation has a professional website in place and we can be found on Twitter, LinkedIn, YouTube, Facebook and Instagram.

Another approach for increasing our income is to work with ambassadors that stand behind our idea. These ambassadors share our thoughts deeply and give it full attention in the media or in workshops.

RISK POLICY

Placement risk

The Foundation's aim is to offer dedicated training programmes particularly designed for women with refugee or migrant background. Similar as in 2018, the foundation was successful in graduating a group of refugee women in 2019. The next phase, actually placing the women in a job position, was more difficult.

This has led to the set up of She Matters B.V. by the founder of the Foundation. This company is incorporated in 2018 with the purpose of an employment agency. Through this company good attempt shall be made to place the various participants in the job market.

In 2020, She Matters B.V. has come to terms with Adecco to start placing job candidates of the foundation each month. This is considered as a major breakthrough and should be a good validation of the concept.

Staff dependency

The foundation is set up by Ms. Moreno. She is driving the organisation and is focusing on all activities of the foundation, ranging from fundraising, contacting applicants, programme management a.o. This was required in the first year of operation. Now the foundation is growing and is becoming more professional, there is need for additional people that will help the foundation grow.

The dependency risk is acknowledged and has lead to the expansion of board members in 2020. Moreover, the foundation is to hire staff that will oversee the implementation of the "Lotus Flower Programmes".



Financial budget 2022-2023

GENERAL NOTES TO THE BUDGET

Historical reference

The financial data for the years 2022 and 2023 are retrieved from the Foundation's Annual Reports and are included for historical reference.

Transparency

The foundation **aims to be completely transparent with its financial data**. **Budgets and Annual Reports including the notes to the financial data are published on the foundation's website and are publicly** to anyone that is interested in the foundation's financial data.

Forward looking

Certain information set forth in the budget contains "future-oriented financial information". The budget is provided to allow external parties (tax authority, funders, potential partners) the opportunity to understand the Executive Board's beliefs and opinions. These statements are not guarantees of future performance and undue reliance should not be placed on them as the presented budget may involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from the budget presented in this Policy.

INCOME & EXPENDITURES

Stichting She Matters, Rotterdam

Statement of income and expenses 2023

	2023 EUR	2022 EUR
Operating income		
Income	25,892	39,099
Operating expenses		
Cost of raw materials and subcontracted work	2,468	-
Other operating expenses		
Other personnel related expenses	438	2,665
Sales related expenses	8,068	1,173
Office related expenses	145	232
General expenses	14,604	9,834
Total of other operating expenses	23,255	13,904
Total of operating expenses	25,723	13,904
Operating result	169	25,195
Interest expenses and related expenses		
Costs on liabilities and other interest expenses	(328)	(284)
Total result	(159)	24,911
	-	-
Total net result	(159)	24,911

Result appropriation

The result over the year 2023 of € (159) is transferred to the Foundation's general reserves (2022: the result of € 24,911 was transferred to the general reserves).

BALANCE SHEET

Stichting She Matters, Rotterdam

Balance sheet as at 31 December 2023

	2023 EUR	2022 EUR
Assets		
Current assets		
Receivables		
Current receivables from other affiliated companies	2,280	-
Taxes and social security charges		
Value added tax	130	-
Other receivables	29	-
Total of receivables	2,439	-
Cash and cash equivalents	1,143	20,816
Total of current assets	3,582	20,816
Total of assets	3,582	20,816

	2023 EUR	2022 EUR
Liabilities		
Capital		
General reserves	1,232	1,391
Total capital	1,232	1,391
Non-current liabilities	1,631	2,332
Current liabilities		
Trade payables	35	-
Payables to other affiliated companies	-	16,470
Payables relating to taxes and social security contributions		
Value added tax	684	623
Total of current liabilities	719	17,093


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