



Policy plan 2025 - 2028

**JN JONG
NOORD**

Policy plan 2025 – 2027

Version 2, March 25th, 2025

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Introduction

Stichting Jong Noord (Jong Noord foundation) was founded in 2021 to create opportunities for young people in the Eemsdelta region. From its founding till 2024, the foundation has built up name recognition and grown into a team of 29 volunteers that, through various projects, is making a positive impact for young people in the region, both on the collective and the individual level.

Starting with this policy plan In 2025, Jong Noord will be working with a new framework. Jong Noord aim itself at people from 13 to 30 years old in the province of Groningen. This is because the foundation believes that by working together on a provincial level, the challenges young people in this area face can be approached and tackled effectively.

The focus lies with supporting young people in their personal and professional development by involving them in a variety of projects and activities. In addition, efforts are made to connect and strengthen organisations that work for or with young people in Groningen, to act as a collective and create a comprehensive offering in the living environment of young people.

A central theme for Jong Noord in 2024 was professionalization; establishing a scalable and effective organisational structure. With this goal in mind, new positions have been created and filled, clear targets have been formulated and a digital work environment has been set up. In addition, Jong Noord is committed to personal and professional volunteer management. A policy plan for the foundation has been formulated for the first time, to serve as a base for these developments.

In this policy plan, the goals and frameworks of Jong Noord for the period of 2025 till 2028 are laid out. Towards the end of 2028, the plans from this plan will be evaluated, and the next steps will be decided. In addition, this document serves as the starting point for all of the foundation's activities.

Goals

Jong Noord contributes to the futures of the young people of Groningen and their region in various ways. Generally speaking, the foundation serves as an advocate for young people in Groningen. We do this on the governmental level, but also within the living experience of young people themselves.

Jong Noord supports initiatives by young people and tries to stimulate their personal growth. It does this by initiating and supporting projects. The foundation believes that actively involving young people in meaningful initiatives has a positive impact on their futures and the community as a whole.

Jong Noord realises that the foundation's activities can take many different forms and strongly believes in a broad approach, but wants to prevent confusion regarding the frameworks. That is why a vision and mission have been formulated, that serve as the base for all Jong Noord activities.

Vision: Invest in developing young people and their living environment, so they grow up with opportunities, pride and perspective. By building them up, we strengthen the region and its community as a whole.

Mission: Positively developing Groninger youth and their living environment through prevention and participation.

Motto: "Toekomst maak je samen!" (You create the future together!)

Target audience

Jong Noord is mainly aimed at people from 13 to 30 years old in the province of Groningen. A sub-audience is formulated for every project. Depending on the project, these sub-audiences are specified based on age, demography or specific issues and/or challenges.

The fact that the organisation centres around young people, does not mean that all activities take place directly with young people. When it is in the interest of the young people, Jong Noord also aims itself at parents and caretakers, governments and/or organisations that work with young people.

In the articles of association (Dutch: statuten) of Jong Noord, the working area of the foundation is described as: "*The province of Groningen and the municipalities of Aa en Hunze, Noorderveld en Tynaarlo* in northern Drenthe". However, in practice it is not realistic that the foundation will be significantly active in northern Drenthe in the coming years.

To safeguard the quality of projects and healthy growth of the organisation, the decision has been made to focus the organisation's policies and activities on the province of Groningen until 2028, to evaluate in 2028 how this is going and then expand if this is realistic. The exception to this are activities related to Nij Begun or policy surrounding Nij Begun. These also affect northern Drenthe.

Ambitions 2025-2028

Jong Noord has formulated specific ambitions to realise within the term of this policy plan. In the period from 2025 till 2028, in addition to the societal goals, there will be a major focus on developing the organisation. That's why a distinction has been made between goals on the organisation level and on the activity level.

On the organisation level, in 2028, Jong Noord has...

1. ...acquired verification as an 'Algemeen Nut Beogende Instelling' (ANBI). With this, the organisation can put more emphasis on fundraising through private donations.
2. ...a volunteer network of at least 200 people, divided over the various projects.
3. ...a concrete offering for volunteers with the goal of supporting their personal growth and development. An accessible program with space to adjust to the person's needs and goals, supports the development of the individual and the team as a whole.
4. ...clear branding with a matching communication plan. This with the goal of increasing visibility, recognisability and transparency.
5. ...employed the equivalent of 3 FTE at the foundation, whose responsibilities will include directorial work and coordination of European projects. To realise this, the organisation is working towards a financially healthy situation with multiple different sources of income.
6. ...set up a personal development program for her volunteers, that enables them to work on their personal and professional goals.

In relation to its activities, in the period of 2025 till 2028, Jong Noord has...

1. ...taken at least 200 young people to European projects as participants. In this, the main focus is young people who, due to their socioeconomic status, have fewer opportunities.
2. ...developed a platform in collaboration with other youth organisations, that can facilitate youth participation in Groningen. Among other things, this platform will focus on active involvement of young people in Nij Begun.
3. ...developed offerings regarding prevention on various topics including drug use, loneliness, and money-related issues. We do this by connecting people with lived experience on these topics with young people on a volunteering base, for example as a 'buddy'.
4. ...developed a walk-in house in Appingedam for young people where volunteers are present as host and develop activities. We do this in cooperation with Cadanz Welzijn. If the concept is succesful, we can also develop this elsewhere in the region.
5. ...together with young people from Delfzijl and the surrouding area, renovated the Cultuur Bunker (Culture Bunker) into a gathering space with music studio, and has started using it with the aid of volunteers.
6. ..., in collaboration with the municipality of Eemsdelta, realised the Urban Sports Park in Appingedam (USPA).

Volunteers

Jong Noord's projects are not possible without the dedicated efforts of volunteers. The foundation wants to appreciate and/or compensate every form of contribution the right way. This appreciation mainly takes non-monetary forms, by organising social activities for the team and giving small gifts when appropriate. In addition, the organisation aims to reimburse volunteers for expenses made for or during their work when possible. In what way volunteers will be compensated for their travel, efforts and other expenses will be determined on a per-project and per-situation basis. The shape and scale of these types of compensation are laid out in the internal rules of operation and the manuals for volunteers.

Volunteer growth

Jong Noord recognises that everyone that contributes to a projects grows in one way or the other. This goes not only for young people that participate in an activity, but also for the volunteers that make these projects possible. To stimulate this growth, the board organises a dedicated evening for volunteers 4 to 6 times per year. These evenings are meant to build up and further educate the volunteers as individuals and the team through workshops and informal educational activities.

In addition to the volunteer evenings, what forms of education and guidance are appropriate is determined on a per-project basis. Volunteers are encouraged to share their personal goals and ambitions. The project leader or volunteer coordinator will then explore the possibilities with them to, through Jong Noord, in combination with the voluntary work, achieve these personal goals. In the coming period, we will work on a Personal Development Plan that will provide tangible tools to to realise this.

Board

The board of the foundation is responsible for formulating, safeguarding and evaluating policy. In general, the board mainly focuses on the internal organisation and ensuring its effective functioning. In addition, the board makes decisions on whether or not to develop certain projects and safeguards the quality of projects. The board works on growing and developing the organisation and its volunteers, and on the formal accountability of the foundation towards its stakeholders.

Board Structure

The daily management of the organisation is handled by the board of the foundation, which consists of 5 members: the managing director, secretary, treasurer, international coordinator and one general board member.

The highest entity within Jong Noord is the Supervisory Board. This board has been appointed after an amendment of the articles of association in 2025. The supervisory board audits the annual accounts, monitors the board and safeguards the integrity and quality of the organisation. This is further elaborated on in the articles of association and the internal rules of operation.

Remuneration policy

The Executive Board members of the foundation do not receive remuneration. They can still receive reimbursement for expenses they make. This is done in the same way as its done for volunteers and only for reasonably made expenses.

Members of the executive board may enter into employment with the foundation. They can then receive remuneration in line with market standards. The supervisory board will act as the employer and assess their performance.

Finances

Because the foundation's activities vary significantly and make use of public funds, clear and transparent reporting is essential. Jong Noord has taken various measures to safeguard this.

Income and expenses

The income of Jong Noord consists of:

- Funds and subsidies
- Private donations
- Corporate sponsorships
- Compensation from clients

The expenses of Jong Noord consist of:

- Direct costs of projects and activities
- General labour and organisational costs
- Volunteer growth

Purchasing policy

For many of its activities, we make use of public funds, and we see it as its responsibility to spend these thoughtfully. Our goal is to build a strong region we can be proudly pass on to the next generation. This means that we make choices that serve the collective interest and are aimed at the long term. From these principles, we make all purchases under the motto **"local and sustainable"**.

Local

Jong Noord believes that the local economy is essential to the quality of life of our region. That's why the foundation actively supports local businesses by buying from companies from the province of Groningen as much as possible. By keeping its purchasing decisions local, the foundation strengthens the local economy. This contributes to a vibrant and resilient community.

Sustainable

Jong Noord aspires to have as little of an impact on the environment as possible. This means that the foundation chooses for quality products with a long lifespan and smaller ecological footprint. By choosing sustainable products, the foundation contributes to the protection of our natural surroundings, so future generations are given a liveable planet on which they can also enjoy nature.

Consideration

Because we spend public funds, we are always mindful of prices. However, that is not the most important factor. We do not always choose the cheapest option, but go for local and sustainable. Only when local businesses are unable to meet a request or required specifications will we look elsewhere. Jong Noord believes that with this method, every investment will contribute the most to the communities of Groningen and northern Drenthe.

Asset management

Jong Noord receives funds from various sources which are earmarked for certain projects and activities. To safeguard clear and transparent bookkeeping, the following measures have been taken:

- Cost centres are made for different activities and projects. The relevant income and expenses are booked on them for insightful accountability.
- The foundation works with a series of earmarked reserves on the balance sheets that support the viability and further development of the organisation and/or specific projects.
- By default, 10 percent of all incoming funds and subsidies will be booked to the general reserve, unless this is not possible within the requirements set by the provider of the funds. This general reserve is allocated to covering overhead costs, with the aspiration of organisational costs not exceeding 10 percent.
- At the end of every financial year, the board may reallocate surpluses on the general reserve, if desired.
- Incoming donations and sponsorships are initially allocated to the general reserve, unless the sponsor or contributor specifies a purpose for the donation.