

1. DOEL EN VERMOGEN

De stichting heeft ten doel het bevorderen van de sociale cohesie tussen vluchtelingen (nieuwkomers) en Nederlanders (locals).

De stichting beoogt haar doel onder meer te bereiken door ontmoetingen te organiseren tussen nieuwkomers en locals door middel van haar online platform op drie gebieden: sociaal, cultureel en het professioneel, waardoor nieuwkomers een netwerk kunnen opbouwen, toegang krijgen tot de Nederlandse cultuur en perspectief hebben op een passende baan en zij zo veel meer kansen hebben om te integreren in de Nederlandse maatschappij.

De stichting beoogt het algemeen belang en beoogt een algemeen nut beogende instelling als bedoeld in artikel 5b van de Algemene Wet inzake Rijksbelastingen te zijn en als zodanig aangemerkt te zijn door de Nederlandse belastingdienst.

Het vermogen van de stichting dient ter verwezenlijking van het doel van de stichting. Geen natuurlijk persoon noch een rechtspersoon kan over het vermogen van de instelling beschikken als ware het zijn eigen vermogen. De stichting beoogt met haar algemeen nuttige activiteiten niet het behalen van winst. Mochten de activiteiten van Stichting Blendin komen te stoppen dan worden de overige gelden van de bankrekening gedoneerd aan een organisatie die een soortgelijk doel nastreeft.

Bestuurders ontvangen voor hun bestuurstaken als zodanig geen bezoldiging, Bestuurders ontvangen een redelijke vergoeding voor de door hen in het kader van hun functie gemaakte kosten. Deze vergoedingen worden door de raad van toezicht vastgesteld en in de jaarrekening zichtbaar gemaakt en nader toegelicht. Voor zover bestuurders uitvoerende taken verrichten kunnen zij als werknemer van de stichting worden aangesteld en kunnen zij in die hoedanigheid een beloning ontvangen. De hoogte van deze beloning wordt vastgesteld door de raad van toezicht.

Ten behoeve van een goed functionerend bestuur wordt het functioneren van individuele bestuurders jaarlijks beoordeeld door het raad van toezicht.

1.1 Werving van gelden

De wijze waarop Stichting Blendin zijn gelden werft is door middel van fondswerving voor losse projecten die gerund worden en voor de stichting in zijn geheel. Hiernaast streeft Stichting Blendin ernaar om elk meer eigen inkomsten te genereren en daarmee op te kunnen draaien voor de eigen gemaakte kosten.

1.2 ADMINISTRATIE

Elk jaar zal er een jaarrekening openbaar worden gemaakt met daarin de gemaakte kosten. Deze jaarrekening wordt opgemaakt door Smit & de Wolf Accountancy en Advies.

2. TAAK EN BEVOEGHEDEN BESTUUR

Het bestuur is belast met het besturen van de stichting en het uitvoeren van het door de raad van toezicht vastgestelde beleid van de stichting. Indien het bestuur van mening is dat het beleid van de stichting dient te worden gewijzigd of dat het beleidsplan dient te worden aangepast, dient zij een voorstel tot aanpassing van het beleid of het beleidsplan in bij de raad van toezicht.

Het bestuur is niet bevoegd te besluiten tot het aangaan van overeenkomsten tot verkrijging, vervreemding en bezwaring van registergoederen, of tot het aangaan van overeenkomsten waarbij de stichting zich als borg of hoofdelijk medeschuldenaar verbindt, zich voor een derde sterk maakt of zich tot zekerheidstelling voor een schuld van een ander verbindt en ook niet tot vertegenwoordiging van de stichting ter zake van deze handelingen, tenzij het besluit wordt genomen met algemene stemmen van alle in functie zijnde bestuursleden.

Erfstellingen mogen slechts onder het voorrecht van boedelbeschrijving worden aanvaard.

Het bestuur kan regels vaststellen omtrent de besluitvorming en de werkwijze van het bestuur, in aanvulling op hetgeen daaromtrent in deze statuten is bepaald.

Het bestuur waakt voor een verstrengeling van belangen en of tegenstrijdig belang tussen de stichting en de leden van het bestuur. Bestuurders melden hun nevenfuncties en het bestaan van mogelijke verstrengeling van belangen en of tegenstrijdig belang onverwijld aan de raad van toezicht.

TEAM

Supervisory Board

Jan Petit - Founder *Profonte*
John Brouwer - Ex Partner *Allen & Overy*
Wouter Nientker - Founder *Human Aid in Greece*

Advisory Board

Anja Montijn - Ex Managing Director *Accenture*
Hanneke Verburg - CEO *Make a Wish Foundation*
Ewoud Goudswaard - Former Director *ASN Bank*
Hayde van der Kooy - Former Project Manager *PWC*

Board

Julius Weise - Director
Kourosh Noshad Sharifi - Secretary
Pepijn Middendorp - Treasurer
Maurits Peeters - Marketing

Team Members

Sabine van Ameijden - Blendin Work
Aisha Achmed - Blendin Work
Mohiman Makali - Project consultant
Moustafa Hamo - Community Manager
Robert Hopman - Growthhacker
Mikael Amborn - Developer

MISSION

Welcome is all about people. In a world where governments and, filter bubbles often bring people further from each other, Welcome aims to bring people closer together. We want to mobilize people to make the world a more welcoming place, and through that radically change the way that countries and communities integrate.

3. FOCUS SO FAR

One on one social matching

- Bringing newcomers and locals together based on similar interests, age and location. The Dutch government provides support such as housing and language education to status holders, but to start a new life in the Netherlands, social contact is of great importance. Additionally, for locals it is an enriching experience to get to know newcomers, their culture and their stories.
- In our first year (2017) we managed to get 3000 people to sign up to our platform, of which 500 blends took place (1 blend = 2 people). During the first six months of 2018 another 1000 new users signed up. Of these, we facilitated an additional 500 blends. Total 1000 Blends!

Events and activities

- Bringing newcomers and locals together in groups at events. Some hosted by Blendin, others hosted with or by our trusted partners. We especially try to focus on Dutch cultural organisations and use them as a platform for inspirational and enriching meetups.
- At the beginning of 2018, we figured that the inclusion of events delivers tremendous added value to Blendin's mission. Among the newcomers and locals that signed up to our platform, there is a significant proportion that is more comfortable when participating in an event. For some it is easier to meet new people in a group than one on one. There have been social, musical, culinary and informative events that with partners like Paradiso, Stedelijk museum, Nationaal Opera en Ballet & Cineville.

Networking

Closing the gap between newcomers and the labour market with 2 strategies:

A. DoneerJeNetwerk (DonateYourNetwork), matching a job seeking newcomer to a Dutch professional based on sector and location. A newcomer needs to be “job-ready” to participate. This means having B1-level Dutch or fluent English proficiency (depending on sector), being able to work (nearly) full time, and knowing in which sector you want to work. A match between a newcomer and Dutch professional stays in touch for a period of 3 months, they meet each other at least 3 times and the Dutch professional connects the newcomer to approximately 5 relevant contacts. So far during our pilot we have been able to match 19 newcomers to the same amount of Dutch professionals. This has already resulted in 4 newcomers finding a job on the Dutch labour market.

B. Creating jobs for newcomers by means of the Blendin Pitztop Foodtruck. The Foodtruck project entails apprenticeships for newcomers to make progress towards other job opportunities in hospitality on the Dutch labour market. It simultaneously provides an opportunity for newcomers to share their stories, kitchen and culture with many Dutch locals. This is in line with Blendin’s objective to create equal interactions. The foodtruck will sell at different university campuses in Amsterdam and during weekends at famous Dutch festivals around the country. Lowlands 2018 was our first big hit!

4. INTRODUCTION WELCOME APP IN NL

Our team strongly believes that collaborating with others makes organisations thrive. In the summer of 2018 we got in contact with the Swedish organisation Welcome App. It was inspiring to acknowledge that others in a completely different context have had such similar ideas concerning the integration of newcomers. We recognised that the Welcome App is in regards of development and engagement at a point where the Blendin platform hoped to be one day. We figured that it would be a waste of financial resources and time to build a second, very similar application. After having met with the people behind Welcome in Stockholm, we discussed the possible opportunities for working together. The outcome: Blendin will transition into the Dutch Welcome branch: Welcome NL, from January 2019. With this step we see three big advantages:

1. Welcome has built a state of the art app that we will be using to provide our service as professional and effective as possible. The app works fluently and has facilitated over 60.000 digital connections in Sweden between newcomers and local Swedes. The engagement we can enhance through this application is significant compared to Blendin’s current online platform.
2. By launching as Welcome NL we want to give a signal towards other Dutch initiatives that this marks a new beginning for all of us and therefore a chance to really start working together and make shared social impact the number one priority.
3. We will become part of an international movement (together with Welcome Sweden and Norway). This will give us the opportunity to learn from each other and have a bigger voice towards Europe’s policy makers.

4.1 Planning September 2018 - December 2019:

1. **Specification phase (sep):** Welcome NL & Welcome Sweden decide on what to change on platform and what to do first.
2. **Realization phase (oct):** Based on set goals and specifications, developers work on realizing these changes for the Dutch local context.
3. **Testing phase (oct-dec):** The Dutch application will be tested and reviewed by the target group at the same time this is the start of building an active engaged community.
4. **Rework phase (jan-feb):** The testing phase will gather a workload for the rework phase. In this phase the learnings from the testing phase will be adjusted.
5. **Release (mar):** The final product will be made available for the public.

6. **Scale (mar-dec):** Introducing the Welcome app with the help of ambassadors in local communities across the Netherlands. This phase will require constant maintenance and small development improvements.

With this project plan we want to find financial support for the period starting from January and until December 2019. At chapter 3.4 will be explained in more detail how we plan to operationalise and finance this project. First we would like to address our ambitions and goals for a longer period namely the coming three years.

4.2 OUR AMBITION FOR THE NEXT THREE YEARS

Welcome's role as a changemaker to bridge gaps between locals and newcomers will remain extremely important in the years to come. We want to be the driving movement in the field, by maintaining existing, and establishing new partnerships and by continuously challenging the status quo of the way people speak and think about integration in the Netherlands.

OUR AMBITIONS FOR 2021

- Welcome NL is THE central platform and app for integration in the Netherlands. Relevant information is not splintered, but gathered in one place. Easily accessible for both newcomers and locals.
- Our young and creative approach and the fact that the perspective of newcomers is always our starting point will remain our core values. To support this, our diverse team of locals and newcomers will work together to maintain and improve the platform.
- We are a response to social media, such as Facebook and Instagram. Whereas individuals are more digitally connected than ever, these platforms alienate us further and further from offline and meaningful social contact. Welcome App is a social platform which reinvigorates real life connections.
- The narrative about refugees and issues of integration is constructive and personal, instead of approaching the influx of newcomers as predominantly negative and too complex to navigate.

4.3 GOALS 2019 - 2021

In order to realize its ambitions, Welcome NL has set the following goals:

Organisation

The organisation continues to guard its 'low-threshold social contact' fundament, serving as the cement between the different services the app offers. The services will be facilitating professional and social connections, events/activities and information. A diverse strategic and operational management structure is in place that allows for focus, and always keep different cultural differences in mind.

Method improvement

Part of our ongoing process is critically looking at our methods, testing them and optimising them based on learnings. This means that based on user feedback we make decisions and that we continue to evaluate and learn from best practices of other organisations in the Netherlands and abroad. This comes with special attention to growth hacking, gaining detailed insights into our users behavior.

Impact

At the end of the day we are all about creating social impact. We measure the impact the Welcome app has on both the lives of newcomers and locals by looking at the amount of interactions that have taken place through the different features. How many lunches are facilitated, how many questions from newcomers are answered by locals, how many unique event attendees have visited events, how many DJN matches are made and how many of those newcomers have found a suitable and durable job? These are the most important questions and kpi's that we focus on. At the same time we continually do qualitative research on the effect of these kpi's.

Partners

We have realized that the field of integration in the Netherlands is scattered and therefore at times unnecessarily slow. There are many different stakeholders, parties and there is a clear discrepancy between the government's pressure to achieve short-term success (e.g. getting off social welfare) and the fact that building a new life from scratch asks for a more sustainable approach. The common

notion among players in the field is one of lack of cooperation among each other. We noticed that many do want to work together, but due to different reasons when it comes down to it, everyone is still working in isolation. With the Welcome App we strive to work together with the organisations that have similar values and proven experience in their specific task within the process of integration. We believe that only this way we can make sure our goals become reality.

Finance

We are dedicated to strive for financial independents from funds and subsidies. Our goal is to realize 70% of the costs covered by own revenue by 2021.

4.4 OPERATIONALISATION AND TARGETS 2019

Organisational aspects

In 2021 Welcome NL is an established, well-known organisation led by young and dynamic professionals with a diverse background. It is the go-to place for integration in the Netherlands where impact and equality are more important than anything.

Lunches

The Welcome App's first feature will be lunches. Both newcomers and locals can invite each other to go for lunch. In Sweden these lunches are often hosted by locals at their offices or places of work. In 2017 Blendin realized 500 individual blends through the original platform. In 2018 this number is expected to be around 700. These Blends could be compared to the lunches feature.

Projection of amount of lunches realized though Welcome NL:

- 2019: 1.000 lunches 2020: 2.000 lunches 2021: 3.000 lunches

Events

As Welcome we continue to organise inspiring and often magical events where newcomers and locals come together and connect. Our aim is to always work with trusted (cultural) partners throughout the Netherlands. Additionally, we offer other organisations and companies, often driven by their CSR policy, an opportunity to promote their events through our app in order to reach newcomers and locals. In case of commercial events Welcome will ask a fee in return. Making this a sustainable source of income.

This feature in the app will include a ticketportal provided by CJP. CJP has the biggest network of cultural institutions in the Netherlands, making them the best possible partner. By working together with CJP we will not just be able to make tailor made events for newcomers and locals available, but also regular tickets to cultural places across the country. In this way the threshold for newcomers to get to know the Dutch culture becomes much lower.

Target 2021:

- Welcome NL is regarded as the go-to platform for cultural organisations throughout the Netherlands regarding increasing diversity of their audience.

Networking

The DoneerJeNetwerk method will be tested more thoroughly in 2018 and 2019. If showing substantial success in Amsterdam, the method will expand to other cities and thus increase its scale.

Target:

- In 2019 the method has been tested and optimized.
- 200 Matches yearly.
- One in five newcomers finds a suitable job through DoneerJeNetwerk.

Ask questions - Hosted by Open Embassy

Welcome's first feature 'Ask Questions' has made great positive impact in Sweden. The feature allows newcomers to ask ordinary questions to established Swedes. Our partner organisation Open Embassy has been introducing a very similar feature in the Netherlands since 2016. Therefore, Open Embassy is the perfect partner to become responsible for executing this feature in the Welcome NL.

Target 2021:

- Welcome NL is the go-to platform for newcomers to get answers to questions they can't get answered by relatives or their contact at their local municipality.

Fundraising and business model

To enable the projects, we focus on three ways of fundraising:

- 1) Fundraising for the development and maintenance of the app and general overhead.
- 2) Specific fundraising for our projects targeting foundations, individuals and government subsidies.
- 3) By generating value in return for certain services and impact. We aim to use the first two ways of fundraising as investment capital to eventually be as independent of external funds as possible.

The four ways we aim to generate income:

1. Fee for companies to post recruitment events
2. License fee for municipalities to use services of the app
3. Companies for integration
4. Portal for direct job vacancies

Target:

- EUR 400.000 in grants or soft funding raised for the Welcome App and its different projects and services
- 2022 75% of costs covered by Welcome's own revenue

Communication and Branding

Communication and Branding will become increasingly important factors towards the success of Welcome NL. The Welcome App should be branded as the app for anything concerning integration in the Netherlands. The way of communication should be light, creative and positive. Communication is target group and content driven, enabling others to participate and based on openness and positivity.

Activities entail:

- Information on website
- Active presence on social media: Instagram, Twitter, Facebook
- Internal and external newsletters announcing events
- (Video-) blogs and vlogs

Development

Welcome Sweden has developed the whole framework of the app and they will in the future be responsible for the general maintenance and updates. The translations and specific features for our Dutch context will be under our responsibility. Therefore preferably we will work together with the Swedish developer.

Strategy and lobby

A lobby/ advocacy function will be developed that operates at central and local levels, focusing both multilaterals, governments, corporates and NGO's to promote the more holistic approach of the integration of newcomers.

Target 2021:

Via lobby, networking, showcases and all forms of outreach, the vision of Welcome is increasingly adopted in the national policy frameworks.