



# **STICHTING TUK TUK CARTEL**

## **BUSINESS PLAN 2016/2017**

Tuk Tuk Cartel, we are establishing a new kind of NGO



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## BUSINESS PLAN 2016/2017

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## TUK TUK CARTEL

This plan provides an overview of the goals, activities and fundraising efforts and structure of our business.



## Chapter 1 - Introduction

Tuk Tuk Cartel was founded with a rebellious spirit and a bold objective: To identify innovative projects in underdeveloped regions in all corners of the world that truly make a difference and support them with a community of individuals and corporates who want to make a change in this world.





When Tuk Tuk Founder Alain Buffing took on the task to find a volunteer trip that was unique, challenging, and truly impactful, he quickly realized that what he was looking for simply was not out there. And thus, the lightbulb went on and Tuk Tuk Cartel was born.

We know that real innovation and impact is about solving problems, and ours was obvious. There were no transparent organizations catering to people who not only want to volunteer abroad, but want a really authentic, tailor made experience that immerses them in local culture. Furthermore we found that it was very difficult for companies to partner with local charities in order to give back.

So at Tuk Tuk Cartel, we are establishing a new kind of NGO. We want to connect individuals and corporates with local organisations in developing countries in order to make a global impact. We want to offer adventurous volunteer projects with innovative organizations in developing countries. In order to support these projects we want to build a community of generous world-changers who focus on sustainability and innovation. We are reinventing the non-profit wheel on a global scale.

In our way of working we strive to be an efficient organization and work with the 80/20 principle also known as 'Pareto-principe".

In practice, it entails the following:

-  80 % of energy and focus goes to current projects, 20 % to further ambition / planning / exploring new roads;
-  80 % of our funding gets from 20 % of all donators;
-  80 % of meetings are virtual / mobile and 20 % are on site with the entire team;
-  80 % of people that will join on our projects are volunteers, 20 % will be the board members, ambassadors and partners of Tuk Tuk Cartel.

The plan outlined in this document will provide insight into the way we work.

Regards,

Alain Buffing, Jessica Heller, Nanning Jacobs and Ramon Dijkstra



## Chapter 2 - Vision, Mission, Goal and Values

### Vision

Our vision is a more interconnected world where volunteers and beneficiaries alike feel empowered not only by our projects, but by the things they learn and the relationships they build during a unique experience together.

### Mission

*'To create a community that supports projects in developing countries which focus on education, innovation and sustainability.'*

### Goal






Tuk Tuk Cartel makes a difference in the lives of people in developing countries, focusing on basic needs.

*'We are bold, and love to push the envelope but that is who we are. We wave our flag high with no apologies but always with the same goal: to make an impact where it counts.'*

Tuk Tuk Cartel is bold, authentic, ambitious, committed and adventurous.

### Values

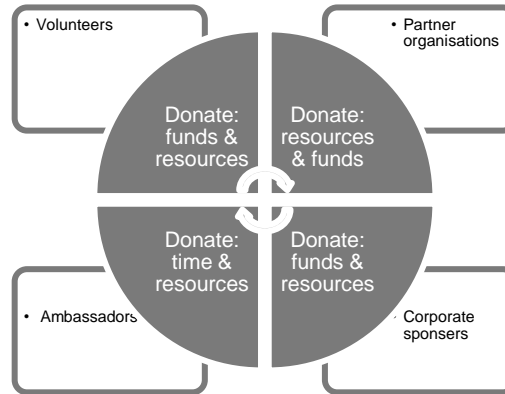
We believe...

-  that volunteer and non-profit work should be fun.
-  in the value of transparency.
-  in being a partner and a collaborator.
-  that sustainability is the key to lasting change.
-  education is key.



## Chapter 3 – The offer

The purpose of Tuk Tuk Cartel is to increase individual members' social impact by using volunteers, project partnerships, ambassadors and corporate sponsors to reduce strain on (financial) resources to create more value.



### Cartel Members - Our volunteers

We offer an opportunity for adventurous and ambitious people to volunteer with revolutionary organizations, with the intent to change the world and experience a great adventure. In addition to the actual trip itself, Tuk Tuk Cartel offers guidance in the fundraising and storytelling process of the volunteer experience. young professionals; age 25-35; working in either tech, creative sector, or a corporate; want to make a change and are adventurous, enthusiastic, interested in sustainability, social impact and charitable work.

### Cartel Members - Our ambassadors

We offer an opportunity for adventurous and ambitious people to help organize and structure projects, whether it be projects in developing countries, or fundraising and network events around the world. Age 35-50; business, entrepreneurs, executives, creative people who want to donate skills towards innovative development projects; easy-going; visionary, risky.

### Cartel Members - Our partnerships

We offer an opportunity for organizations to increase their social impact by providing a network of companies and individuals on a project basis to help organize, structure and fund new projects, with the intent to change the world..

### Cartel Members - Our corporate sponsors

We offer an opportunity for companies to be part of Tuk Tuk Cartel and help structure, build and fulfill their corporate social responsibility goals.. Companies that are willing to make Corporate Social Responsibility (C.S.R.) part of their DNA. In addition understand that sustainable commercial success is intertwined with social impact.

In appendix 2 the full list of Cartel members and the explanation of their connection to the Tuk Tuk Cartel is provided.



## Chapter 4 – Business model

### Company business model

Tuk Tuk Cartel connects with local remarkable NGOs that are already bringing positive change to the world, and then help them increase their impact through fundraising campaigns, co-branded merchandise and media exposure. Working together, we are able to create a structured project delivery timeline, strengthen and being complimentary to our ourmutual goal to make it to success together.

### Project business model

Every new project is focused on the key pillars of Tuk Tuk Cartel: education, innovation and sustainability.. After a thorough selection and financial due diligence, the board chooses the project and communicates determinates of the financials, size and timeline. On forehand, all parties will receive key decision making information about a project. As a rule of thumb, 1% to 3% of the required funds will be allocated to operational expenses.





## Chapter 5 – Finance & Funding

Tuk Tuk Cartel is a foundation with P.B.O. status and requires funding solely to achieve the objectives on a non-profit basis. For transparency purposes, The Tuk Tuk Cartel is dedicated to the online communication about the financing of, and funding for our projects.

Board members set up the foundation with the intent to collaborate, to make a positive social impact and use the cartel (network) thereby saving time, money and other vital resources. All board members, ambassadors and volunteers contribute by providing time and output. No person or organization linked to our cause receives payment of any kind for anything. All received funds will directly or indirectly contribute to either Tuk Tuk Cartel operational costs (not sure if this is right?) or one of the projects.

Our promise to cartel members is to provide full financial transparency on both the finances and the funding. All overhead expenses are made with the sole purpose to increase social impact by growing the network of the cartel.

### Financial resources

Annual overhead expenses are expected to be as followed:

#### Set-up cost

- Kvk, notary and bank account
- Tuk Tuk Cartel marketing expenses (not covered by ANBI status)
- Online website expenses

#### Operational expenses



- Project marketing expenses (not covered by ANBI status)
- Project expenses
- Online website expenses

#### Overhead expenses

- Community and activity expenses
- Online website expenses

The cartel has a non-calendar business cycle. Therefore, as described in our title deeds, the accounting year will start at the 30<sup>th</sup> of June until the July of any year. The information gathered during an accounting period is used to create both internal and external annual reports and are published at the close of the accounting period.

The end of the year report includes:

-  An income statement: It includes income, costs, gains and losses that the our foundation experienced. This document provides an indication of the financial standing of the Tuk Tuk Cartel and outlines our progress.
-  The balance sheet presents our financial position at the end date.

### Funding







The cartel receives fundings through: sponsorships, donations, gifts, philanthropy, subsidies, contribution of activities and professional fundraising.





The funding will be reserved on our bank account in the Netherlands. The 'penningmeester' will be responsible for providing insight and management of the funds. Our intention is to directly publish our received funds online to increase transparency. Payments for the funding of our projects are communicated to all providers on forehand.

### Sponsorships







A agreement between Tuk Tuk Cartel and another party. The agreement is aimed to provide benefits for both parties, were the one party (person, institution or event) provides on forehand described financial and/or materials and the other party provides a one forehand described compensation to achieve the our goals.

-  Hubspot
-  Google
-  Slack
-  Sales Force
-  KLM
-  BNP Paribas Real Estate

### Donations

-  Pendo Kenia
-  Private

### Other forms




-  Gifts
-  Philanthropy
-  Subsidies
-  Contribution of activities
-  Contribution of technology
-  Professional fundraising















## Chapter 6 – P.B.O. (A.N.B.I.) status

An institution can be qualified as a Public Benefit Organisation (PBO) solely when at least 90% of the institutions efforts are focused on the general good. As a result, sports associations, staff associations and commercial organisations do not generally qualify as PBOs. Public Benefit Organisations (PBOs) are offered a number of tax advantages:

-  PBO does not pay Dutch inheritance tax or gift tax on inheritances or gifts that the institution allocates to the general good.
-  PBO does not pay Dutch gift tax on gifts that the institution makes for the general good.
-  Natural and legal persons making donations to a PBO may deduct their gifts from their Dutch income tax or corporate income tax.

Institutions must meet the following conditions to be designated as a Public Benefit Organization.



-  The institution is not a company with capital divided into shares, a cooperative, a mutual insurance society or another body that may issue participation certificates.
-  At least 90% of the institutions efforts must be focused on the general good. This is referred to as the 90% requirement.
-  The institution and the persons directly involved in the institution must comply with the integrity requirements.
-  A director or person determining the policy may not treat the institutions assets as personal assets. The assets must be segregated.
-  A PBO may not retain more assets than reasonably required for the institutions work. For this reason the institutions assets must remain limited.
-  The directors' remuneration must be restricted to an expense allowance or a minimum attendance fee.
-  A PBO must possess an up-to-date policy plan.
-  The PBOs costs must be in reasonable proportion to its expenditure.
-  Funds remaining after the dissolution of the institution must be allocated to a general good objective identical to the institutions objective.
-  A PBO is governed by specific administrative obligations.





## Chapter 7 – Formalities

Tuk Tuk Cartel is registered on the 11<sup>th</sup> of November 2016 at the Dutch chamber of commerce and holds its office in the municipality Amsterdam in the Netherlands. The board consist of a chairman, secretary, treasurer and general board member.


### Chairman:

 Alain Christian Renatus Buffing  
 Born on 02-12-1987, Amsterdam (Nederland)

### Secretary:

 Nanning Jacobs  
 Born on 22-04-1985, Epe (Nederland)

### Treasurer:

 Ramon Pascal Dijkstra  
 Born on 26-02-1984, Bogota (Colombia)

### Board member (Communication & Branding):

 Jessica Lyn Heller  
 Born on 02-05-1986, Walla Walla (United States of America)

### Registration

RSIN	856809457
legal form	Stichting
registered name	Stichting Tuk Tuk Cartel
registered office	Gemeente Amsterdam
date of foundation	11-10-2016
date of registration	11-10-2016

Fiscal activity(S.B.I.)	Overig maatschappelijk advies, gemeenschapshuizen en samenwerkingsorganen op het gebied van welzijn Het verbinden van vrijwilligers aan projecten in ontwikkelingslanden, welke projecten gericht zijn op educatie, innovatie en duurzaamheid.
Description (registered)	
Adress	Eerste Jan van der Heijdenstraat 116 H, 1072VB Amsterdam (Nederland)

All information about the Tuk Tuk Cartel will be published online on the website of [www.tuktukcartel.org](http://www.tuktukcartel.org) or social media platforms like Facebook, LinkedIn and Instagram.



## Appendix 1 – First Green Energy School in East-Africa

In early 2017, Orkidstudio and Pendo Kenya will start with the construction of the first Green School in Malindi, Kenya.

Here's what makes this school so special:

- 🏗️ The new School will be built with earthbags and earth bricks. With this method, we can save more than 55% of the usual construction costs.
- 🏗️ The construction will be done together with the community. This way we can train a lot of people who will enjoy a paid salary and can find work after.
- 🏗️ A waste management recycle center will ensure waste is disposed properly and local material will be recycled accordingly.
- 🏗️ The classes will be all built in an oval/round shape in order to support the harmony in the classrooms.
- 🏗️ Rainwater harvesting will enable us to allocate enough filtered water to aid the school in the drought season and for farming and irrigation.
- 🏗️ In the evenings and weekends we will offer useful and important training and workshops to parents and families in the event hall.
- 🏗️ At the farm we aim to implement social enterprises from which the produce will serve the children's nutritional needs and provide an income for the families as the produce will be sold on the local market. The Farm is completed in a permaculture design that will help us to understand nature better.

