



idea

SOLIDARITY SCHOOL TRIP FOUNDATION

(SCHOOL TRIPS TO YOUTH ACCOMMODATION)

PROTOTYPE WITH INTEGRATED ACTION PLAN

1. WHAT?

The creation of foundation which parents and/or schools could use, which would make it (also) possible for children from less fortunate families to participate in school excursions.

Every child has the right to participate in and experience school trips and that is what this foundation is aiming at by targeting the financial threshold.

Parents, schools and centres for accompaniment of pupils can make use of this foundation on the basis of criteria that should be established on beforehand (SES criteria). The foundation itself could be sponsored through different means of financing: gifts, an extra solidarity contribution for every child participating in school trips or by other guests, subsidising by local authorities or school associations, etc...

This way every school should have the chance to go on multi-day school excursions and to bring every child along.

4. PARTNERS

- ▶ SMEs
- ▶ Schools, school associations, governments, private businesses, private contributors
- ▶ Ministry of education, other ministries
- ▶ Social organisations especially with an eye on poverty

project submitted by:

PROFIT

more info:

WWW.PROFITTOURISM.EU

2. ASSETS & PROFITABILITY

We offer the opportunity to participate/ experience school trips to every school, every child.

The goal wouldn't be to make extra profit for the youth accommodation centres, of course it could be possible that more customers are generated through the use of this fund.

We would bring about more awareness for the right on holidays for every child, even the less fortunate.

3. SUCCESS FACTORS

- ▶ Number of schools/ people that make use of it
- ▶ Funds gathered in the foundation
- ▶ Amount of funds gathered
- ▶ Picking up of success stories (image building)
- ▶ Number of newly attracted customers thanks to the new offer

5. COMMUNICATION

Informing of the SME through established channels

Informing of schools:

- ▶ School associations, organizations active in the field of poverty, family support, ...
- ▶ Specific channels (specialized)
- ▶ Those who offer holidays



6. FOR WHOM?

- ▶ Families with less financial purchasing power
- ▶ Schools & youth centres
- ▶ Special attention for schools in big cities where social inequality is bigger
- ▶ Organizations organizing youth camps (especially those who focus on disadvantaged.)

7. HOW DOES IT WORK?

Parents, schools and youth centres can make use of this foundation on the basis of criteria that should be established on beforehand (SES criteria). The foundation itself could be sponsored through different means of financing: gifts, an extra solidarity contribution for every child participating in school trips or by other guests, subsidising by local authorities or school associations, etc...



8. TIMING

- ▶ Creation of a vision and a plan of action for the setup of the foundation
- ▶ Setup of the fiscal, legal framework for the foundation
- ▶ Determine the governance and structure of the project
- ▶ Create a buy-in for the government, school association, other organizations that are involved, private partners. Planning of information sessions with the different partners.
- ▶ Creation of the business plan
 1. Determine and validate the model of financing
 2. Determination of the possible partners in financing
 3. Determination of the selection criteria for the 'use of the funds'. Screening of the needs/ what's the current offer? What are the solutions that are being sought for today? Criteria of current solutions and the difference with the needs in the market
 4. Communication plan
 5. Elaborate a function description of the internal operation and flow for the use of the funds.
 6. Validation of the concept
- ▶ Selection, visiting and convincing of possible sponsoring or subsidizing partners, set up the solidarity principle.
- ▶ Creation of a pilot target group and testing.
- ▶ Execution of the communication and distribution model of the funds.
- ▶ Communicate
- ▶ Follow-up and constant evaluation

9. CHALLENGES

- ▶ Financing of the whole (setup & continuity)
- ▶ Transparency
- ▶ Avoid overlap with other means of support already in place
- ▶ Create a broad network of actors & partners involved to ensure the sustainability of the foundation
- ▶ Neutrality of the foundation
- ▶ Set out clear criteria & a clear organogram
- ▶ Representation by all youth accommodation centers



10. FINANCIAL

Costs

- ▶ Budget for the creation of the foundation
- ▶ Budget for maintenance, operations and follow-up
- ▶ Cost of personnel (1FTE)
- ▶ budget communication & awareness
- ▶ Accountant costs
- ▶ Costs legal obligations organisations

Income

- ▶ Solidarity contributions
- ▶ Private contributions
- ▶ Gifts and donations
- ▶ Sponsoring private sector



11. MONITORING & MEASURING

- ▶ Number of schools/ people that make use of it
- ▶ Funds gathered in the foundation
- ▶ Amount of funds gathered
- ▶ Picking up of success stories (image building)
- ▶ Number of newly attracted customers thanks to the new offer