

*Purple*

POLICY PLAN 2021 - 2025

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# Preface

*When women are given the chance to develop, and the freedom to build their own future, lives are changed. Women of promising potential will improve their own life as well as the lives of their children and the people around them. I believe that we can take the chances and possibilities we've been given and share them with others, changing their lives from underprivileged to promising. That's how, together, we make this world a bit more beautiful.*

Back in 2017 and 2019, when I was working as an artist manager, I organised and led a tour through India for one of my artists. The culture, the scents, the colours, the people, the traffic, the food; all of it is completely different from what I'm used to in The Netherlands. And I enjoyed it immensely.

During both tours, we travelled through different areas of India, and I was confronted with the other side of this stunning country: the poverty in which many people live. The thing that affected me most, though, was the situation of many women and girls. I have personally experienced how unsafe it can be for a woman in India. And during my stay there I felt my freedom was limited, a freedom that, in my home country, I take for granted. I have also been told numerous stories by women in India about the hardships of life as a woman. An old Indian saying goes: "A daughter is a burden on her father's head". From the day they are born, women are seen as an imposition, a financial burden, unwanted. Based on those sentiments their fate is decided by others.

Here in The Netherlands, I was able to finish school, decide what I wanted to study, and shape my own career. I am free to choose to work parttime, fulltime or decide to stay home with my children. And if means were lacking, there is financial aid on which I could rely. Had I been born in India, I wouldn't have had any of these choices, and other people would have likely made these decisions for me. Innumerable women in India lack the opportunities, to evolve and to become who they could be.

I want to commit myself to these women. And I hope that other women in The Netherlands will do the same, by sharing from our abundance and the possibilities we have been given. This is my motivation for founding Purple. I want to use this foundation to help underprivileged women in India start their own business so that they can make a living for themselves and provide for their families. To ensure that they, as well as the people around them, will start to see their value, and the ability to escape poverty. Together, we're able to contribute to a promising future for these women and their daughters.

*Jochebed Nenteboom*

**FOUNDER & CEO PURPLE**

# Strategy

## WHY

We are affected by the poverty in which many people in India live. But what really hits us straight in the heart is the situation of many women and girls in this country. Where women in The Netherlands have many opportunities to develop and become who they would like to be, a lot of women in India haven't been given these opportunities. The things women in The Netherlands may take for granted, are not for them.

Purple wishes to connect these women with each other and, in this way, break the downward spiral of poverty. We believe that when women are given the opportunity to develop, and the freedom to build their own future, it doesn't just change their world, but uplifts that of their children and their environment as well.

Sharing from the chances and opportunities you have been given, changes lives of others from underprivileged to promising.

"There is no tool for development more effective than the empowerment of women and girls"

Kofi Annan  
Secretary-General UN 1997-2006

## HOW

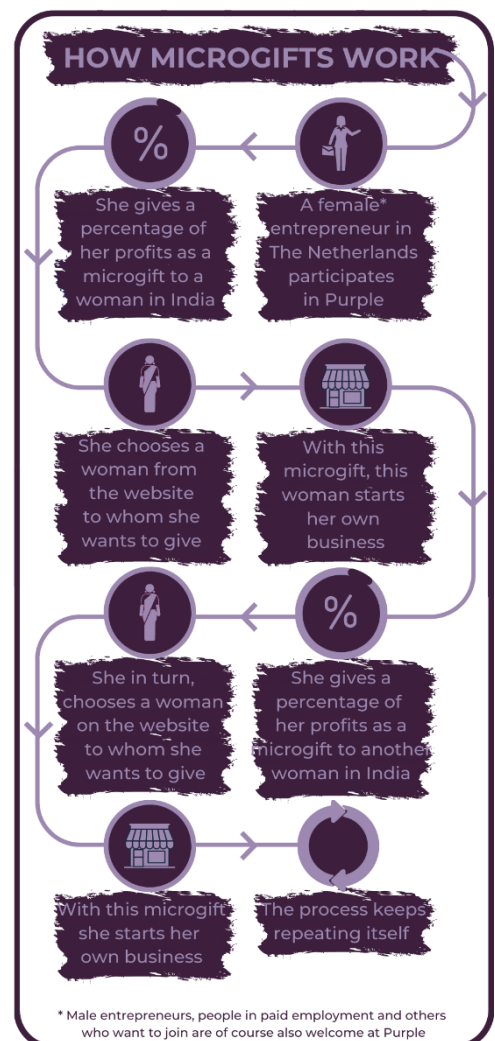
Purple invests in underprivileged women in India and provides them with the opportunity to start a business of their own. This helps them generate enough income to become self-sufficient and provide for their families. In this way, we contribute to a promising future for these women and their daughters, also enabling them to be a positive force for their surroundings.

## WHAT

We want to do this by providing microgifts to underprivileged women in India. This entails giving relatively small amounts of money, of approximately €500 to €1000. These microgifts are made available by female entrepreneurs/professionals and others who want to contribute.

## HOW MICROGIFTS WORK

A microgift is an investment in the life of an underprivileged woman. With this gift, she is able to start her own business, so she can become self-sufficient. This creates a promising future for her and her children. Debt-free, because she will not be asked to repay this gift. With the profit she makes from the gift she received, she in turn will invest in a promising future of another woman in India: 'Pay it forward'.



The woman is trained by a business coach, who will support her while applying for the microgift, during the start-up of the business, and when setting up her accounting books. The woman will be supported until she is capable of operating independently. The business coaches are trained and deployed by Purple. They are women who have, or have had their own business(es).

Every woman supported by Purple, will be given the opportunity to take part in the 'Women Empowerment' program. When needed, we provide skills education to offer a woman the tools to start her own business. This will improve her position in various areas of her life. Research has shown that, in order to flourish as an entrepreneur in India, social relationships and networks are essential. It has also shown that female Indian business owners have little to no access to entrepreneurial networks, or when they do, they don't feel at home due to their patriarchal culture. This reduces their chances to exploit new markets, meet relevant people or learn from others.<sup>1</sup> Purple strives to provide at least four women in every region with a microgift, forming a networking group in which they can support each other and share experiences.

## OUR CORE VALUES

Equality, dignity, giving and sharing, working together, connecting and transparency are Purple's core values by which our actions will be defined.

**Equality** All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood (Article 1, UDHR)<sup>2</sup>

This equality is central to every relationship we enter in to. Every human being is equal in worth, no matter their income, sex, religion, social or other status.

**Dignity** Poverty damages people's dignity and sense of self-worth. We want to empower women in India, so they can regain their dignity. We do this by investing in these women, and by supporting them in starting their own business. This will help them become self-sufficient and improve their perspective.

**Giving and sharing** Gifts tell something about the identity of both the giver and the receiver (...) With the act of giving, the giver shows respect to the receiver, affirming their personal identity. To the receiver the gift symbolises being recognised by the giver as a person of special value. (Komter, 2005)<sup>3</sup>

We believe in the principle of giving and sharing. Giving changes the way you look at money: it helps you shift focus from yourself to the other. By giving a percentage of what you own, the contribution matches your financial capacity, which could make it feasible for everyone.

Once a gift is given, it offers possibilities to do things that were previously impossible; opportunities for personal development and to build up something new.

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<sup>1</sup> ORF issue brief No. 317, September 2019

<sup>2</sup> Article 1 of the Universal Declaration of Human Rights

<sup>3</sup> Aafke Komter, *Solidariteit en de gift: sociale banden en sociale uitsluiting* (Amsterdam University Press, 2005), 44

India has a big slavery problem.<sup>4</sup> Many people have loans by creditors which forces them into slavery to repay their debts. Purple chooses microgifts to enable women starting businesses free of debt.

To share is to multiply. Sharing out of the chances and possibilities you have been given, can change lives of others from underprivileged to promising. When a microgift enables a woman to start her own business this will subsequently make it possible for her to share from the opportunities she has been given, by investing a percentage of her profits in another woman in India; 'Pay it forward'.

**Working together** We work together with trustworthy, local organisations. They are sensitive to the local culture and, because of their network, knowledge and expertise, are able to carefully determine which women would mostly benefit from a microgift. They have the proper tools to maintain relationships with these women and support them in any way.

Supplying a microgift is not a solitary action. Together with local partners, the woman is supported in diverse ways that fit her specific situation, like education for her and her children, the support of a business coach, and help with financial administration. She will also become part of a network of local female entrepreneurs, and will also be given the opportunity to take part in the 'Women Empowerment' program.

**Connecting** We want to connect ourselves to underprivileged women in India, by regarding every woman as an individual, by choosing a personal approach and by committing to a relationship with her. We also connect by giving financial support, offering support in different areas, and by building sustainable relationships.

We want to connect women in The Netherlands with women in India. First of all by using storytelling, investing through microgifts and keeping track of the businesses. For the longer term, we are looking for other ways to deepen these connections. This could be sharing knowledge and expertise, creating overseas salesmarkets for Indian products and visiting the microgift businesses in India.

Purple also wants to connect the women in India with each other, by starting network groups. Within these groups, they can find mutual support, learn from and with each other, share experiences and profit from each other's expertise.

**Transparent** We are open and transparent in our communication, internally as well as externally. This is important to us in all aspects of Purple like the way we spend our funds, our choices and procedures as well as our successes and failures.

Information about the way we work and our accountability will be available on our website, on social media, the annual report and through our helpdesk.

On our website we will inform our donors about the way their gifts are used. Once the target amount is reached, a woman in India receives a microgift which she will use to start her own business. When this business

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<sup>4</sup> <https://www.globalslaveryindex.org/2018/findings/country-studies/india/>

is up-and-running, an update will be provided on her personal page of the Purple website and a pin will be placed on the map of India. This will enable donors to track their donation, the way it is spent and the actual result.

## OUR TARGET AUDIENCES

Purple is committed to helping underprivileged women in rural India. Because we believe every situation is unique and every person an individual, we do not have a very strict target audience or age group in mind. Our main focus is on these women:

- She lives in rural India.
- She is 15 years or above.
- She or her family is living off less than ₹123,74 per person, per day.
- She is not working, or not earning enough to live on.
- She wants to start a business so she can generate enough income to provide for herself and/or her family.
- If she has children, she is willing to send them to school up to the age of 14.
- She is willing to be supported by Purple.

## MILLENNIUM DEVELOPMENT GOALS

The United Nations want to end extreme poverty, inequality, injustice, and climate change by the year 2030. To achieve this, they set a Development Agenda, consisting of 17 goals: the so-called Sustainable Development Goals (SDGs). These apply to all countries and all people.<sup>5</sup>

We endorse these goals, and are actively pursuing them. We focus on the SDGs below:

### *SDG 1: End poverty in all its forms everywhere*

When someone has to live off less than \$ 1.90 (2011 PPP) per day per person, this means extreme poverty. In India, this translates to ₹ 42.75 (2011 PPP) per person per day. An average rural Indian family consists of 6,01 persons.<sup>6</sup> This means that families who live off an income of ₹ 256.93 per day or less, are facing extreme poverty. However, anyone earning less than \$ 5.50 (₹ 123.74) per day per person, effectively ₹ 743.73 per average family (₹ 22,621.79 per month), lives in poverty and has trouble making ends meet.

We invest in women, so they can start their own businesses. This will help them generate income, enabling them to provide for themselves and their families. Our goal is for every woman to earn at least ₹ 22,621.79 (\$ 305 - € 270) a month. This amount is sufficient for a family to live on, and eliminates poverty.<sup>7</sup>

<sup>5</sup> <https://www.sdg Nederland.nl/> & <https://www.rijksoverheid.nl/onderwerpen/ontwikkelingssamenwerking/internationale-afspraken-ontwikkelingssamenwerking/global-goals-werelddoelen-voor-duurzame-ontwikkeling>

<sup>6</sup> Reference year 2019 <https://globaldatalab.org/areadata/hhsize/IND/>

<sup>7</sup> <https://povertydata.worldbank.org/>

International Poverty Line has a value of US\$1.90 PPP

Lower Middle Income Class Poverty Line has a value of US\$3.20 PPP

Upper Middle Income Class Poverty Line has a value of US\$5.50 PPP

India 22.5 (2011 PPP)

We aim to invest through micro financing. Research has shown that women -more often than men- are inclined to invest this money into their families.<sup>8</sup> This means that not only the woman, but her entire family profits.

*SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all*

It's important to us that every child receives education. One of the requirements for receiving a microgift, is that the woman's children aged 5 through 14 (and especially the girls) go to school. If one or more children do not attend school, our local partner will explore the situation and decide what needs to be organised for the children to go to school (e.g., tuition fees, uniforms, books, etc.). We require that this is made possible before the microgift is made available.

We believe that education for girls is essential. Educated women marry later, have fewer -and generally healthier- children, are more active in the work force and are paid better. All these factors combine to improve the circumstances for their family and environment, and to rise out of poverty.<sup>9</sup>

Purple is also committed to educating the women themselves. While they set up their business, a business coach will support and coach them. The women are given the opportunity to take part in a 'Women Empowerment' course, and if necessary, they are offered skills education to improve their business.

*SDG 5: Achieve gender equality and empower all women and girls*

We aim to improve the position of women in their own environment. Many women do not have their own assets. One of the requirements for a microgift, is that the business will be registered in the woman's own name. We also encourage her to open a bank account in her own name, so she has full control of the money she earns.

We want to see a reduction in the number of child marriages in the areas where we work. From the moment they are born, girls are mostly seen as a financial burden. Because of this, a girl or woman is often released to an arranged marriage, so that the family doesn't have to pay for her anymore. By enabling the woman to provide for her family, she has the means to take care of the girls and give them the opportunity to finish secondary school.

*SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all*

Through microgifts we provide women the opportunity to start their own business, supporting them to build and develop it. Our expectation is that some of these businesses will remain small. We aim to support businesses with growth potential to scale up to small and eventually mid-sized companies which will offer employment for more people in the woman's close surroundings.

In rural India banking is not commonly accessible and people often don't have the chance to open an account. The Indian government is working to make banking accessible within a five kilometre radius of the rural villages.<sup>10</sup> We will support women by helping them open their own account and want to investigate ways to make banking more attuned to their personal needs, for instance using 'doorstep banking'. To attain this, we are looking to cooperate with specialised, regional organisations that have the needed experience.

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<sup>8</sup> IMF Working Paper: Gender Inequality and Economic Growth: Evidence from Industry-Level Data, Ata Can Bertay, Ljubica Dordevic, and Can Sever, 2020

<sup>9</sup> <https://www.worldbank.org/en/topic/girlseducation>

<sup>10</sup> <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1656751>



Because the woman is able to provide for herself and her family, the risk of being used for forced labour, child labour, human trafficking, and other forms of modern slavery will be reduced and will effect future generations in a positive way.

*SDG 10: Reduce inequality within and among countries*

With the help of a microgift, a woman can start her own business, increasing the family income and releasing her family from poverty. This will impact her own family as well as her environment. The money she earns flows back into the local economy, increasing other entrepreneurs' incomes as well.

Any paid services needed for Purple's business operations will, as much as possible, be contracted to women-owned businesses in India. We will pay fair rates and by doing this support the bussinesswomen, ánd stimulate the local economy.

We as a foundation would also like to create jobs for women in India. One of the ways to accomplish this, is by educating female business coaches who have an important role in supporting the women who received microgifts.

# Five-year plan

The next few years have been split up in stages. Every stage builds on the previous one. We take into account that some stages may start later than planned, because of the influence the current pandemic could have.

In every stage, you will find these actions:

- Attracting investors to fund overhead costs, partly through crowdfunding. At the same time, we will be looking for Purple Partners, who are willing to invest for a longer period of time through money, means, hours or by adopting recurring expenses.
- Involving people who are committed to Purple and are willing to donate microgifts.
- Recruiting and selecting women in India who wish to start their own business with the help of a microgift.
- Organising a Purple Party around the time of Thanksgiving or at the start of the new year; a fundraising gala to cover overhead expenses.
- Organising a Purple Run; a fundraising event to raise microgifts for women and salaries for the business coaches.
- At least twice a year there will be a working visit to India with the following goals:
  - Visiting several businesses that are funded with microgifts.
  - Creating promotional material (stories, photos and videos) for social media and the Purple website.
  - Strengthening, improving and enlarging the local networks.
  - Investing in mutual, social relationships.
  - Encouraging women, partners, business coaches and other staff members involved with Purple.
  - Organizing bilateral consulting meetings with the business coaches and other staff members of Purple.
  - In time, Purple Partners will be able to join us on our visits, so they can see the results or their gifts, which will strengthen their involvement.

## 2021 - START UP

The year 2021 is all about starting the foundation, setting up the structures and prepare the 2022 pilot.

- Setting up business operations.
- Developing branding, website and promotional materials.
- Building up a network of partners in The Netherlands and India.
- Going on an exploratory trip to India to build up a network of cooperation partners.
- Selecting four women in India who wish to start their own business for the pilot in stage 1.

## 2022 - PILOT

The year 2022 is all about the pilot as well as setting up an academy to train future business coaches. This year will be divided into two stages.

*Stage 1: January through June 2022*

- Launching Purple in The Netherlands by means of a 'Purple Party' at the start of the year.
- Starting a pilot by giving out a microgift to four female entrepreneurs in India. These women live in the same region and form a networking group.
- Starting Purple Academy. By the end of this stage, it should be up and running.

- Selecting eight women in India who wish to start their own business for the pilot in stage 2.
- Evaluating stage 1.
- Using the evaluation outcome to implement improvements for stage 2.

#### *Stage 2: July through December 2022*

- Giving out microgifts to eight female entrepreneurs in India. These women are divided across two regions, four in each region. Every four women form a community.
- Training a business coach (working and studying).
- Stimulating women from stage 1 to invest in a new group of women through a microgift.
- Evaluating stage 2.
- Using the evaluation outcome to implement improvements.
- From this point on, recruiting and selecting Indian women to start their own business becomes a continuous process.

## 2023 - EXTEND

This year is all about expanding our reach both in The Netherlands and India.

- Giving out a microgift to 24 women in India.
- Keeping track of the 12 women who have received a microgift in 2022, and stimulating them to invest a share of their profit in other women.
- Training one or more extra business coaches.
- Evaluating and planning, and if needed, adjusting our goals.

## 2024 - REDOUBLE

This year is all about redoubling our 2023 reach and impact.

- Giving out microgifts to 48 women.
- Keeping track of the 36 women who have received a microgift in 2022 and 2023, and stimulating them to invest a share of their profit in other women.
- Training one or more extra business coaches.
- Evaluating and planning, and if needed, adjusting our goals.

## 2025 - REDOUBLE AND LOOK AHEAD

This year is all about redoubling our reach and the impact we had in 2024. We will also be writing a new five-year plan for 2026-2030.

- Giving out a microgift to 96 women in India.
- Keeping track of the 84 women who have received a microgift in 2022, 2023 and 2024, and stimulating them to invest a share of their profit in other women.
- Training one or more business coaches.
- Evaluating and planning, and if needed, adjusting our goals.
- Writing a five-year plan for 2026-2030.

## THE RESULTS AFTER FIVE YEARS

After five years, a total of 180 Indian women will be supported by a microgift.

- They have built a business that allows them to provide for their family and to save for unforeseen expenses.
- This business is registered in their name.
- These 180 each have their own bank account.

- The children of these women (aged 5-15) are going to school.
- These 180 women are free of debt.
- These 180 women have not only received, but have also invested in other women and in each other.
- Multiple business coaches have been educated and are working for Purple.
- Several networks of female entrepreneurs have been formed.

# Organisation

## THE BOARD

The Board of Directors guards the foundation's policy, directs and ratifies its strategy and ensures that all regulations for ANBI-status and other NGO guidelines are met. The Board also plays an important part in building up the foundation, in fundraising, making connections, and maintaining relationships.

The Board meets a minimum of four times a year, more often if needed. It consists of at least three members: the chair, the treasurer and the secretary. The Board has a balanced composition and is diverse in background, knowledge and expertise. The members' qualities complement one another.

Decision making within the Board is done by majority of votes. Every Board member has one vote. When the vote is tied, the chair has the deciding vote.

At Purple's foundation, the Board exists of the following Board members:



*Paul Potman*  
**CHAIRMAN**

### **ABOUT PAUL POTMAN**

"Poverty has always affected me, it's hard to overestimate the impact of the circumstances of your birth on the rest of your life. Such injustice. When I was at university I pledged: 'When I have enough money to drive a decent car – I will drive two; one for myself in The Netherlands and one for someone in India'. Purple gives me the opportunity to follow through on that promise. Poverty limits a person's imagination – Purple wants to offer women a promising perspective. How amazing is it, to be a part of that! To help create opportunities that the women themselves get to define, to break the spiral of poverty for the next generation of girls, one at a time, is fantastic!

I have the privilege of working in medical care as a financial manager. I am also involved in education; working for the government, and am continuously involved in 'civil society'. I love the challenge of defining goals and attaining them, in a world where there seems to be no link between expense and income. The sectors I work in regard finances as a means, not a goal. How can I, with my financial outlook, help the organisation to reinvent itself and achieve its goals?

My wife, my children and I work, live, study, and entertain in Zierikzee. We run a bed & breakfast in the centre of town, and we are currently renovating our listed monument home. But my identity as son, husband and father is most important to me, and I get to live that every day. It is a challenge to continue to grow in this, and most of all, to keep showing character."



*Jan Lolke Dijkstra*  
**TREASURER**

#### **ABOUT JAN LOLKE DIJKSTRA**

“My name is Jan Lolke Dijkstra, born in 1968. I’m a father of three and I live in Friesland. In my free time I love running and hiking in nature. I also enjoy reading a (good) book.

I work as a chartered accountant for my own firm, with offices in Drachten and Groningen. We work for a wide range of small and medium-sized enterprises, and help several foundations and organisations. I am a member of the Supervisory Board of Fers (Libraries in Friesland) and of a few other boards.

From my profession, I can be of value to Purple as Treasurer. When I hear of women and children who are oppressed, exploited, or abused it hits me. As a Board member for Purple, I can help make a difference in the lives of women and children in India.”



*Jorieke Stolker*  
**SECRETARY**

#### **ABOUT JORIEKE STOLKER**

“India has a piece of my heart. I have lived there for some time, have worked and travelled there, and I’ve grown to love the country and her people. As a woman in The Netherlands, I have plenty of possibilities; I have been able to choose what I wanted to study, where I want to work, live, and even what I want to eat everyday. As secretary for Purple, I hope to contribute to the possibilities for women in India, so they don’t have to just survive any longer, but they can actually thrive.

I have worked as a social worker for Scharlaken Koord, helping prostitutes in the red light district of Amsterdam, after which I have spent fifteen years working for youth services. First in India, helping (Dutch) victims of loverboys, and later as a family counsellor in The Netherlands. I have now switched to working as an ambulatory counsellor with adults who need support in various areas of life.

I live in Ede, work in the wider Renkum area, and I love to see and discover as much of the world as I can.”



*Kathy Vink - Oost*  
**BOARD MEMBER**

#### **ABOUT KATHY VINK-OOST**

“The position of women and girls in many parts of the world is disturbing. From a young age it’s been my desire to see women and girls thrive, enabling them to develop their full potential. I think it’s wonderful to contribute to this goal with Purple, to see how women in India evolve from an underprivileged place to a promising position in their community.

I work as consultant or (interim) manager for international social organisations that contribute positively to developing countries.

My name is Kathy, I am married to Jan Willem, and I have a grown son who lives on his own. We live in beautiful Rhenen. I love hiking, traveling, getting to know different cultures, visiting museums, cooking, painting, and most of all a good laugh and spending time with my family and friends.”

## THE DIRECTOR

The daily management of the foundation will be executed by the director. As described in the management statutes, the Board has granted her this authority. The director is responsible for the development and execution of the policy and strategy, marketing, PR and fundraising as well as the annual reports and budgets. In consultation with the Board, the director can appoint volunteer workers to support her. In time and with the approval of the Board, she could decide to hire paid employees.



*Jochebed Neuteboom*  
FOUNDER & CEO

### ABOUT JOCHEBED NEUTEBOOM

“In my daily life I work as artist- and event manager and organiser. But these are not my roots. My career started after I graduated as a registered nurse. I started training nurses in a home for the elderly, where I graduated as Bachelor of Education. The common divider has always been a combination of organising and caring for people. I love using my talents to help other people develop.

From a young age, poverty and injustice have moved me to action. When travelling through India for work, the poverty of the local people affected me. But what really struck me right in the heart was the situation of many women and girls in this country. Where I've been given so many opportunities to develop and become who I am today, they seem to be stuck in life.

I am committed to these women. That's my reason for founding Purple. With this foundation, I want to help underprivileged women start their own businesses, so they can build a promising future.

I live in Ede, I am married to a wonderful husband and I am mother of four children. I love hanging out with people over a good cup of coffee. I am really always busy, and I enjoy facing new challenges.”

# Financial organisation

## ACQUISITION AND MANAGEMENT OF FINANCES

Every gift to a woman in India is directed to her 100%. Overhead expenses are financed with different funds. These money flows will be (administratively) separated.

### *Microgifts*

We use our website to raise funds for microgifts for women in India. One can give to a specific woman who has presented her business plan on the website. One can also choose to donate a fixed amount of money per month (or other period) as a microgift, and let Purple decide to whom it will be given. When a woman has acquired the target amount, she can use it to start her own business with the support of Purple and a business coach.

It is also possible to sponsor the business coaches salary.

### *Overhead expenses*

Overhead expenses are paid by our Purple Partners and by specified donations to Purple. Besides that subsidies and funds will be applied for. Overhead expenses are all expenses that aren't directly intended for the women in India and/or business coaches.

Purple Partners can become part of our mission in several ways.

- |                           |   |
|---------------------------|---|
| <b>Giving in kind</b>     | Partners can choose to allocate means like meeting rooms, locations for Purple Parties, webhosting, office supplies, Flying Blue credits, printed matter, software/tools etc. for the benefit of Purple.      |
| <b>Giving of time</b>     | Partners can choose to allocate their or their staff's hours to Purple, for instance for financial or general administration, marketing, website management, helpdesk, writing and/or translating texts, etc. |
| <b>'Pick up the bill'</b> | Partners can choose to incidentally or structurally fund a bill, for printing costs, airplane tickets, banking and transfer costs, personnel costs, advertisement costs, etc.                                 |
| <b>Giving of money</b>    | Partners can choose to donate funds to help cover other overhead expenses.  |

To finance the start-up expenses, a crowdfunding was started in 2021. This covers the costs of the notary public, the development of the website and branding, the photo material, the design and production of promotional materials and the first exploratory trip to India.

## SPENDING POLICY

Purple spends the acquired income on activities derived from the goals as described in Article 3 of the statutes.

Paid services needed for Purple's business management will as much as possible, be sourced from women-owned businesses. It's important to us that we pay fair rates. In this way we support women who run their own business while at the same time stimulating the local economy.



## REWARDS POLICY

The members of the Board do not receive rewards for their work. The members are entitled to compensation for expenses made while performing their duties.

## ACCESS TO ASSETS

No person or legal entity has access to the assets of the foundation as if it were personal capital.

## NON-PROFIT MOTIVE

This foundation has a non-profit motive.

## FOUNDATION ASSETS

The foundation will hold no more capital than what is considered within reason for the continuity of anticipated activities of the foundation's goals.

## DESTINATION OF LIQUIDATION BALANCE

Should the Board decide to dissolve, it will also decide on the destination of the liquidation balance, with due observance of the purpose, a goal serving the public interest. In other cases of dissolution, the destination of the liquidation balance will be determined by the liquidators, always with due observance of the purpose, a goal serving the public interest. A surplus balance is to be credited to an Algemeen Nut Beogende Instelling (ANBI – Institution for the common good), which has a similar foundation goal.

## ADMINISTRATIVE ORGANISATION


The administration of the foundation is executed by the administrator. The foundation's treasurer has a monitoring role.

The foundation manages account number: NL56 BUNQ 2067 1507 31 attn. Stichting Purple. BIC- / Swift-code BUNQNL2AXXX, BUNQ B.V., Naritaweg 131-133, Amsterdam, Netherlands. At the end of each financial year (which runs from January 1st through December 31st) the administrator closes the financial administration, the annual report will be drawn up, consisting of a report of activities, the financial balance and a statement of income and expenses over this specific financial year. The balance and the statement of income and expenses are to be drawn up by an accountant who is independent of the administrator and the treasurer.

The Board judges and checks the papers, ratifies the papers by means of signature and clears the treasurer. The annual report is to be published on the website [www.purplemicrogift.org](http://www.purplemicrogift.org) by which Purple foundation fulfils its publication obligation.



# Purple Foundation

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RSIN: 863396045

Determined by Board of Directors on: 17 December 2021