



POLICY PLAN 2019 - 2021

FOUNDATION TREE FOR HOPE





Stichting Tree for Hope

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Chapter 1: INTRODUCTION

1.1 Background

'Tree for Hope' began in 2007 from the individual efforts of Hans Bosch. In 2010, the 'Lege handen voor Cambodia / Tree for Hope' Foundation was set up to follow up on this.

After about 10 years there is a need to evaluate and learn from the past years. In short, we have looked backwards, to draw conclusions that will strengthen the structure of the foundation.

In the autumn of 2017 a critical look was taken at the past and plans were made for 2019 up to and including 2021, with 2018 being a transition year for fine tuning.

In April 2018 there was an intensive consultation with the three Cambodian board members in Phnom Penh. Their input has been crucial in the realization of this strategic policy plan.

The Tree for Hope foundation is registered in the Netherlands under the name: Lege Handen voor Cambodia / Tree for Hope. Chamber of Commerce number: 51172607. ANBI Certificate: 823132365.

1.2 Process

As mentioned above, in the spring of 2017 the board members in the Netherlands felt the need to lead the foundation to the next phase after seven years. Evaluating the working method, reviewing the cooperation with the Cambodian counterparts, critically assessing the results, charting the strengths and weaknesses of the organization, the opportunities and threats, and then, as a learning organization, draw conclusions for the near future.

To steer this process in the right direction, and because a fresh outlook can have its added value, an external advisor was called in, Mr. H. Bemelmans (also pro bono).

1.3 Reading Guide

The Tree for Hope foundation has been carrying out projects in Cambodia for ten years. The fact that the foundation does not employ paid professionals and that all activities are carried out by volunteers is rather rare, almost unique in the world of development cooperation. The tenth anniversary and the results achieved in that period deserve respect.

Based on this foundation, the board has chosen to formulate a three-year policy plan.

The starting point in this policy plan is to give the reader a picture of Tree for Hope as an organization (chapter 2). Subsequently, the results of the past ten years are presented based on a few indicators (chapter 3). To anticipate both internal affairs and external developments, these factors have been mapped out using a SWOT analysis (chapter 4).

An evaluation of the past and the prognoses and expectations for the future were critically reviewed to make choices for the near future and a new policy (chapter 5).

The theoretical framework has been translated into concrete projects in Cambodia (chapter 6).



Chapter 2: FOUNDATION TREE FOR HOPE

2.1 Mission Statement

The mission of the foundation is to offer help to the poorest people in Cambodia; those living below the poverty line. The aid is aimed at enabling these people to meet their own needs, for example by providing a starting capital to start their own business. This allows them to generate an income and actively participate in society again. In addition, financial support is provided to young people to follow a study or training. The third pillar is building (primary) schools in remote villages where the possibilities for education are very limited.

2.2 Working Method

Chairman Hans Bosch stays in Cambodia every year from November until May for consultation and to monitor the progress of the projects. From June to October, the Cambodian board members and employees keep a close eye on the progress being made. Wim Bogerd and André van Achterberg are in Cambodia each year in January or February. This way there is an opportunity for the entire board to conduct intensive consultation for four weeks. In addition, it offers the Dutch board members the opportunity to see the progress of the projects with their own eyes.

2.3 Organizational Structure

The board takes all important decisions, compiles a budget and makes plans. There are special meetings that take place in Phnom Penh during January and/or February. Three of the four Dutch board members are in Cambodia every year. In the period when no Dutch board member is staying in Cambodia, there is intensive email traffic as well as frequent Skype calls.

2.4 Cambodian Counterparts

In Cambodia the Tree for Hope Foundation works with the following organizations:

- Positive Women of Hope Organization (PWHO)
- Poor Family Development Association (PFDA)
- Education for the Poor Youth in Cambodia
- Environment, Health and Education Organization (EHEO)

2.5 Staff Members

The foundation was created in 2010 by Hans Bosch with the help of Wim Bogerd. André van Achterberg soon joined the board. Their personal motivation to work for people 12,000 kilometres from Amsterdam gives a clear picture of their involvement and drive.

Hans Bosch

As a child I dreamed of and adored the work of Albert Schweitzer in Lambarene. Later I wanted to work for Doctors Without Borders, but due to family circumstances that didn't come about.

During one of my trips, I did volunteer work in a temple in Thailand where HIV / Aids patients were taken care of. There I met the Cambodian doctor Charlie (Vin Samnang). He invited me to explore Cambodia and opportunities there to support the most vulnerable people, along with him and his friends who are also doctors.

This was the beginning of the establishment of the foundation Lege Handen voor Cambodia / Tree for Hope.

I went to Cambodia, was introduced to many people, travelled through the provinces and villages, and was able to choose which activities suited me best.

After these experiences and the rejuvenation that I experienced in Cambodia, I decided to go back and continue the "work".

The key to the success of this work turned out to be in the direct contact with the communities being served, to see where help was needed and to contribute to realize the help, materials and cooperation.

During this time I observed that if I wanted to maintain this form, it was necessary to avoid the corruption by not being registered in the system.

This has become basic practice for the following visits that have become increasingly intensive and successful.

Thanks in part to various agencies and individuals, more donations and aid arrived. This process has continued to this day and more and more people and organizations are joining, committing to and visiting the projects in Cambodia.

Every year I enjoy spending six months in Cambodia, visiting the local organizations, families and people we work with, trying to build bridges as much as possible and transfer the responsibilities to the local population. It is a privilege to do this!

Wim Bogerd

By helping Tree for Hope, I help Hans Bosch ensure that the Hands of Cambodia become a little less empty and put my financial and organizational expertise (26 years head of finance at a large cultural institution) at the service of the organization. I have visited Cambodia four times now, and I've always been impressed by the Cambodians. They are resilient, forgiving and cheerful. Despite the poverty I witnessed, I also witnessed the enterprising nature of Cambodians. Unfortunately, many people run the risk of being left out: HIV-infected people and residents of areas that have long been ostracized under the Khmer Rouge. We gladly help them to find a better life.

André van Achterberg

When I met Hans Bosch in 2008, he told me about his, then only nascent, activities in Cambodia for the poorest people in this country, ravaged by wars and genocide. I became enthusiastic and decided to join him on his next trip, in 2010.

In Cambodia I met the members of 'Positive Women of Hope Organization' (PWHO) and took interest in their project 'Self-help group for HIV positive women and their families'. They asked us to raise money for setting up new self-help groups.

Since I have lived with HIV for 32 years and I live in a country where I get the chance to control that infection, I like to dedicate myself to people who live in a country where it is so much harder.

With all of this in mind, I try to raise money, I think about the policy to be pursued and I travel to Cambodia every year for the duration of a month.

Sigurd Lombardi

I met Hans Bosch, a few years ago when he visited the TOMS shoe store in Amsterdam. Neither of us were in the store as customers however. I was there for work, and Hans had an appointment with the branch manager to talk about financial support and donations respectively.

His involvement and drive to help the poor people in Cambodia, as well as his method, inspired me unbelievably. In the period that followed, I did my best within TOMS to support the foundation Tree for Hope.

When I was asked recently if I was interested in strengthening the board of Tree for Hope, I did not have to think about it for long. It is a great opportunity for me to be able to serve this foundation with its projects even more.

My focus within the board will mainly be on the online presentations, for example the website, and the use of social media.

Then it is my intention to expand the pool from which Tree for Hope receives funds. By utilizing social media campaigns, as well as registering for donation apps, we will be able to reach a wider audience. If this is a success, I am convinced that more people will support our mission, generating more financial resources that lead to the expansion of our projects.

The slogan for me is: "Yes, we can!"

Sim Heng Chheng

An important reason why I became a board member of Tree for Hope is that, "from my heart I want to help poor people in rural areas".

I feel very involved in providing educational opportunities for young children as well as the training, coaching and empowerment of HIV women's groups.

I am very impressed with the work of the women's groups. They receive no outside support. I see that the women help each other to survive and that creates mutual solidarity and a feeling of togetherness. The women also use these social skills in their family situation and they strengthen their position within their communities and society. It makes me happy to see the progress.

To improve the living conditions in rural areas, it is important that young generations can get an education at a young age. The danger is that otherwise the development of rural areas will lag further behind compared to the rest of the country.

Samnang Vin (Charlie)

The reason why I decided to sit on the board of Tree for Hope is that I want to give the poorest people in Cambodia a helping hand for a better future. This is an important goal in my life. By being active within Tree for Hope, I can improve the life of "the poorest of the poor in a poor region".

Long Sophea

It brings me great joy to see how students following a course can serve as an example and become role-models for other young people.

I have often seen that students who have successfully completed their training, return to their birthplace. For other young people they are an inspiration to study too, because in many cases, training means a job with income and a better future.

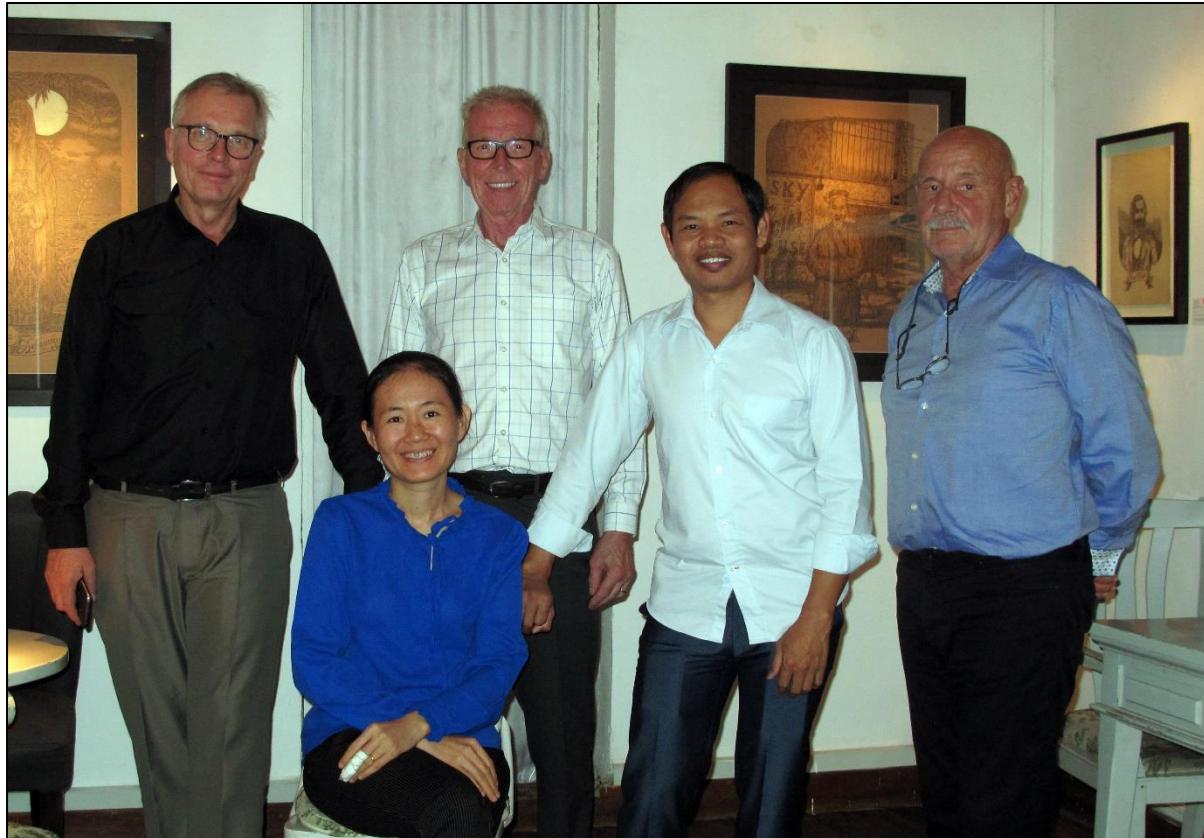
After all these years I am still proud that I, as a board member of Tree for Hope, can contribute to this development.

Tree for Hope is a voluntary organization with a very active, working board. In addition to these board members, there are eight more volunteers in the Netherlands. They help with the website, translation work and are committed to fundraising. No one within the foundation receives a salary or a fee and if possible, do not declare the incurred costs.

The board consists of four Dutch and three Cambodian members:

Hans Bosch
Wim Bogerd
André van Achterberg
Sigurd Lombardi
Samnang Vin (Charlie)
Long Sophea
Sim Heng Chheng

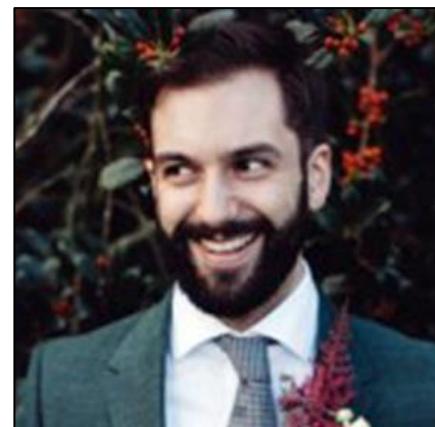
Chairman / Director / Project manager
Secretary / Treasurer / Project leader
Board member / Project leader
Board member / Marketing / Social Media / Website
Board member (doctor) / Project leader
Board member (doctor) / Project leader
Board member (financial expert) / Project leader



From left to right: (*standing*) *Wim Bogerd, Hans Bosch, Long Sophea, André van Achterberg*
and (*sitting*) *Sim Heng Chheng*



*Samnang Vin
(Charlie)*



*Sigurd
Lombardi*

Chapter 3: KEY FIGURES

3.1 Finance

The Tree for Hope Foundation is a voluntary organization without overhead. There is no staff employed, nor in the Netherlands, nor in Cambodia. There are no accommodation costs because there is no office. Every member of the active board works from home and no costs are charged to the foundation. All donations and subsidies that the foundation receives will fully benefit the projects in Cambodia.

Income & Expenditures				
	2014	2015	2016	2017
Donations & Subsidies	10,653	23,793	26,996	17,498
Project costs	<u>16,424</u>	<u>31,043</u>	<u>27,493</u>	<u>20,117</u>
Chargeable to reserve	-5,771	-7,250	-497	-2,619
Budget for Projects	36,189	28,939	28,442	25,823

The reserve is built up by a legacy that was received in 2013, amounting to € 37,561.

3.2 Quantitative Results

3.2.1 Output Self-help Groups

When a group is formed, each family can receive a starting capital of \$ 250 for setting up their own business. At present, eight self-help groups are functioning.

Approximately twenty families constitute each group. The size of a family is on average four people. In total 640 people can collect an income.

3.2.2 Output School Buildings

Four schools have been built so far. Annually, these schools serve approximately one thousand children.

3.2.3 Output Vocational Training

Over the past five years, vocational training has been subsidised for 22 young. Eleven of those young people obtained a diploma, and eight have found a job after completing the professional training successfully.

3.2.4 Output of Administrative Project Deployment

In the Netherlands, the board members invest almost 3,300 hours a year in the foundation. The deployment of the Cambodian board members is almost 300 hours on an annual basis. In total there were 3,600 labor hours on an annual basis in the form of volunteer work.

Chapter 4: INTERNAL AND EXTERNAL ANALYSIS

4.1 Internal

4.1.1 Strengths

The strengths of the foundation are:

- All persons involved are volunteers: the foundation has no salary costs.
- All persons involved pay all costs themselves: there is no overhead.
- The Tree for Hope foundation has a high benefit factor because no costs are incurred, and many donors have a personal relationship with the Dutch board members (family, friends, acquaintances).
- The motivation and drive stems from idealism.
- The four Dutch board members form a close-knit team with short communication lines.
- The foundation is registered in the Netherlands with the Chamber of Commerce, which means the Cambodian government has no control over this NGO.
- We work with Cambodians who are familiar with the local situation.
- The Dutch board members have good knowledge of the field in Cambodia.

4.1.2 Weaknesses

The weak points are:

- Because every employee is a volunteer, his / her paid employment always has top priority.
- This regularly leads to delays in the work for Tree for Hope.
- The income is not high.
- Dependent on goodwill.
- Because of idealism and great involvement, people often do not pay enough attention to reality.
- Too few people want to take a seat on the board or actively participate in events.
- Little to no contact with other NGOs in the Netherlands and Cambodia.
- Limited activity on Facebook and not yet on Twitter.



The goodwill of Tree for Hope is high. Hairdressers also donate part of their proceeds.

4.2. External

4.2.1 Opportunities

The opportunities are:

- Villages in Kampong Thom region, an area where TfH has recently been working, have applied for financial support to build a school.
- A number of Education for the Poor Youth students in Cambodia have indicated that they will be volunteering for TfH.
- To recruit new board members in the field of fundraising and marketing.
- Invite people and organizations in the Netherlands to get acquainted with TfH's projects and to encourage them to actively participate.
- Looking for cooperation with Dutch organizations that are also active in Cambodia.
- Investigate what possibilities there are on the social media.

4.2.2. Threats

The threats are:

- Corruption in Cambodia.
- The political situation in Cambodia is becoming grimmer.
- Fraud is lurking. Employees in Cambodia are exposed to great temptations.
- Increasing activities on Facebook knowing that the Cambodian government is keeping an eye on NGOs, especially through Social Media.
- Sticking to old concepts too much. A discussion point for the near future.
- Pluriform work field: (a) large geographical spread and (b) different themes such as health, education, social issues. A discussion point for the near future.



The political situation is getting worse, but that does not stop investors.

Chapter 5: POLICY AND STRATEGY

5.1 Policy Principles

The key word for the new three-year policy period of the Tree for Hope foundation is Education.

The concept of education has two levels:

1. Increasing knowledge, i.e. knowledge transfer;
2. Promoting social skills.

There are three social skills that are central: creative thinking, taking initiatives and participation.

The people of Cambodia still experience the consequences of the Khmer Rouge regime every day, although this political party was completely dissolved in December 1999. For example, taking initiatives independently is not self-evident and mutual distrust is still an important issue in social interaction.

Study stimulates the acquisition of insight into social connections and thus increases the personal creativity to solve problems by taking initiatives and responsibility.

By working together there is a common basis, consensus and commitment, so that problems can be solved faster and more efficiently. Moreover, the participants in their turn learn from other participants. Participation also promotes creative thinking.

The three elements of creative thinking, initiative and participation, are strongly connected. It is conceivable that in a certain phase of a project only one of these three elements will come to the fore. In another phase it may be that the emphasis is on another element. But for the entire project process, these three elements will be represented in the educational process.

5.2 Policy Objectives

- A. From 2019 up to and including 2021, the other five (out of a total of eight) self-help groups will become independent.
- B. At the end of the policy period (2021) all eight self-help groups will be independent.
- C. When a self-help group is independent, the focus will be on medical supervision and quality improvement of the existing activities.
- D. From 2019 up to and including 2021, an increase of 10% in the number of young people following and successfully completing professional training.
- E. In 2019, the activities in the province of Battambang, the School buildings project and the United by Sport project, will be transferred to three local organizations.
- F. From 2019 through 2021 schools will be built in the province of Kampong Thom. The number of schools will depend on the financial resources that can be raised for this purpose
- G. At the end of the policy period the Dutch administration will be expanded with two new board members from the age group 35 to 45 to stop the aging of the board and ensure the continuity of the organization.
- H. The Dutch board has imposed on itself a best effort obligation to mainly look for persons with a non-western background and women.
- I. At the end of the policy period (2021), the number of active volunteers in Cambodia, not including the Cambodian board members, will be increased by 20%.
- J. The Dutch board is investing more time and energy in fundraising. Organizing events in the Netherlands are an integral part of this.

5.3 Strategy

5.3.1 Cambodia

The goal of educating poor young people in poor regions has a chance of succeeding as long as two conditions are met. These play a crucial role in the strategy:

A. Active participation (and commitment) of the parents and the community; noting that parents have the highest priority. If parents do not encourage their children to go to school because they are too poor and instead "oblige" the children to work on the land or help in the household, education is withheld from the child.

You have to convince parents that by going to school the child will have a better future.

B. Integration into the local education programs of the government. This policy choice is based on the cost aspect as well as seeing the government's willingness to cooperate with Tree for Hope increasing.

5.3.2 The Netherlands

More financial means are needed to realize the policy goals. To achieve this, a two-track strategy is used in the context of fundraising.

On the one hand, the number of (capital) funds from which financial resources are obtained is expanded and on the other hand the number of donors has to increase considerably.

Concrete plans to increase the capacity via crowdfunding, Facebook and the website are in preparation. These plans will be further elaborated in the second half of 2018. The definitive plans will be determined in the autumn of 2018.

An important spearhead in the fundraising strategy is the fact that the foundation has no housing costs, no personnel costs and no overhead.

The monitoring of spending in Cambodia is a point of improvement. The chairman of the foundation stays in Cambodia for six months each year and two other Dutch board members each for one month. The past ten years have shown that their presence has been an important monitoring tool. At the end of 2018 but no later than the beginning of 2019 a financial committee will be set up.

To be successful in the policy objective of expanding the Dutch administration, an action plan will be developed in the second half of 2018 describing the profiles and the procedure.



Chapter 6: PROJECTS

6.1 Project SELF-HELP GROUPS

In Cambodia, there are still many prejudices against HIV/AIDS patients, resulting in discrimination and ostracization of said patients; patients lose their jobs, their income and all prospects for a better future.

A 'self-help group' consists of twenty HIV positive women and their families. Increasingly, HIV positive men are also part of a self-help group.

Women and men who meet the profile outlined above, i.e. they are HIV infected, have little to no income, and no future prospects, can become members of such a self-help group.

The Cambodian partner 'Positive Women of Hope Organization' (PWHO), forms these self-help groups and trains the participants. At present there are eight self-help groups divided over four districts:

- District Kien Svay in the province of Kandal

Two Communes: Dei Edth and Kokir (52 km from Phnom Penh)

- District S'Ang in the province of Kandal

Two Communes: Setbou and Svay Rolum (50 km from Phnom Penh)

- District Kandal Stueng in the province of Kandal

Three Communes: Boeun Khyang, Kouk Trab and Preak Trab (60 km from Phnom Penh)

- District Mean Chey in Phnom Penh Municipality

One Commune: Veal Sbov



Members of a self-help group have the opportunity to receive a starting principal for the purpose of establishing their own business.

The average starting capital is 250 USD. The Tree for Hope Foundation provides a budget and PWHO is responsible for the distribution.

Employees of PWHO are also involved in the preparation of their own

business, such as the necessary consultation with local authorities for permits, consultation with family and neighbors for their support and cooperation, and transfer of knowledge to manage the business adequately.

The loan is repaid within a year via monthly payments. However, the amount of the repayment does not return to the Tree for Hope foundation but is deposited in the cash box of the self-help group. In addition to the monthly repayment, the participant also pays a small contribution to the calamity fund. Each group has its own treasury and an account with the bank.

When the starting capital has been repaid in full, a new loan can only be obtained, for example, for the expansion of the business or the study costs of the children. This second

amount is no longer charged to the budget of the Tree for Hope foundation but comes directly from the treasury of the self-help group.

In practice, it appears that not everyone is able to meet the monthly repayment obligation.

Despite being in debt one can, with the permission of the group members, still remain a member of a group. One receives support from the others and they take part in the meetings to exchange their experiences.

In the event of death, the next of kin are saved from repaying the loan. In addition, part of the funeral costs is paid from the emergency fund. Each self-help group chooses its own team leader, second team leader and treasurer. The self-help group meets once a month to discuss the progress of the various businesses and any issues.



In addition to the monthly meetings, individual families are regularly visited by employees of PWWHO to discuss the progress of the company. During these follow-up visits, attention is also paid to nutrition, health and family-planning.

In 2015, a PWWHO employee acted fraudulently. The Tree for Hope foundation has been bothered by this for some time. There was the threat of a breach of trust between the Tree for Hope Foundation and PWWHO, and the members of the self-help group. The director and the deputy of the dismissed employee were been able to prevent the worst, by handling the situation proffesionally. In the meantime, confidence is restoring after continued success and expanded cooperation.

From January 2017, four (out of eight) groups are trained to continue independently after one year, i.e. without intensive supervision of PWWHO.

In this very vulnerable (physically by HIV / Aids) and ostracized group, illiteracy is common, so it takes a lot of time and energy to turn the groups into an independently functioning group.

The training consists of conducting administration, organizing meetings, networking with the authorities, dealing responsibly with finances, hygiene, health, medicine use, information, family-planning, mutual cooperation, accountability and management.

Practically, skills such as trust, cooperation, volunteerism and support by the group, are trained during the construction of a pump or the repair or renewal of a cabin.

During the preparations for these actions, the head of the village will be consulted, and, in the case of major interventions, the head of the commune or district will also be consulted. These leaders often recruit a few villagers to assist with the work. By these means, the family restores their place in society again.

Through hand-in-hand guidance and with the help of Cambodian experience experts, this project is progressing with the aim of making the families independent.



The creation of self-awareness is essential in the training as are, self-esteem and the development of skills to function as a valuable citizen in society.

Tree for Hope is convinced that through guidance and training, the disadvantage these families have incurred due to their HIV status, can be overcome. The groups and families can then function independently, and regain some of their liberty.

During the process of becoming independent, the Phase Out, the Tree for Hope foundation assists the families involved by promoting clean drinking water, adequate toilet facilities, acceptable housing, hygiene, medication use and monitoring.

Each participating family is visited personally, and their situation assessed, to see if there is sufficient support in their progress to independence.

The main concerns were the communities' ignorance, lack of education and understanding of how to function as an independent group.

Due to recent events, in which even family members had to make (false) accusations about each other to preserve their own life, suspicion is still very much present. An aspect of Cambodian society that should not be underestimated. The system of paying for services yet to be delivered, called corruption by us, is also deeply rooted in this culture.

The task of Tree for Hope is to make this Phase Out project financially possible and, where necessary and desirable, to exchange and advise from a Western vision, knowledge and possibilities. The physical presence of the chairman of Tree for Hope for six months a year makes this possible. The remaining half-year is filled in by the Cambodian board members.

As of 1 January 2018, three self-help groups continue independently. There will then be a few hours of guidance per week in order to maintain the process; at the most 1 year.

From January 1, 2018, there are five self-help groups being trained in independence.

As of 1 January 2019, these five groups will continue independently with a maximum of one year of guidance until January 1, 2020.

6.2 Project CONSULTANT MEDICAL COUNSELING

In recent years, a certain trend became visible and recognizable. More and more members of a self-help group died due to ignorance (about the storage and the exact time of taking medicines), negligence (not appearing for medical check-ups) and (negative) attitudes of employees at medical institutions (little or no attention is paid to people with a "poor card"). Sometimes, after a day's waiting, the patients are told to come back the next day.

In consultation with the PWWHO, a policy will be formulated at the end of 2018 / beginning of 2019 to educate the self-help group members of the importance of regularly taking their medication, and the necessity of their doctor's appointments in the recovery process of AIDS. Therefore medical guidance will be the spearhead for our self-help group policy.

After a very intense period, the PWWHO team will start playing an accompanying role. PWWHO will become an intermediary between patient and hospitals, doctors, employers and other organizations involved in order to increase cohesion and knowledge.

Collaborators will increasingly specialize, and bridge the gap between the government and the independent groups. The goal will then be health, medicine use and education. The PWWHO then evolve from a leading to an accompanying organization.

The role of the Consultant Medical Counseling (CMC) can best be described as an intermediary between the HIV patient on the one hand and the physicians, specialists, family and social environment on the other. In short, the spider in the web.

For example: he/she makes arrangements with the doctor and ensures that the patient is present on the agreed day and time. In the case of proven lapses in self-medicating, he/she will support the HIV patient to restore structure to life by calling in the help of a family member or an involved group member.

Important points of attention in the counseling are translating medical policy into daily practice, making sexual health a generally discussible subject, promoting therapy loyalty and collecting and interpreting medical and psychosocial data.

In the relationship with the doctors and specialists, the Consultant MC ensures that regular checks take place, in which Viral Load and cd4 cell values are determined and other relevant blood values that provide insight into the patient's overall medical constitution. He/she supervises the results of the examinations and takes measures when necessary, such as consulting with the treating physician about adjustment of the medication. He/she will make an understandable translation of the test results for the HIV patient.

The Consultant MC reports his/her activities to the management of the PWWHO.

The Consultant MC has the following expertise and skills:

- A. (preferably) a nurse who specializes in infectious diseases;
- B. be able to build up a cooperative relationship with the hospital and the doctor(s) who carry out the HIV checks.

The core qualities of a Consultant Medical Counseling are: professionalism, empathy, decisiveness, flexibility, professional discretion and the ability to collect and interpret medical and psychosocial data.



6.3 Project SCHOOL BUILDINGS KAMPONG THOM

The philosophy of Tree for Hope in this project is:

- a. Local cooperation partners take responsibility for the implementation;
- b. There is a support base among the local population;
- c. Parents or carers are committed to the construction and maintenance of the school;
- d. Local companies carry out the construction work;
- e. There is a commitment from the village head and/or village elders;
- f. There is collaboration with the head of the district.

In recent years, Tree for Hope has invested a lot of time, energy and money in the construction of small schools in the province of Battambang. In this region the unemployment level is high, and consequently, there is poignant poverty. Parents are often forced to work in neighbouring Thailand to maintain the family so that the young children are raised by family members and/or other villagers. Educational facilities are usually lacking. In the meantime, three schools have been built and roughly one thousand children participate in educational activities daily.

Since the beginning of 2017 two large organizations have become active in the province of Battambang. This concerns Childfund/Educo and KHEN. Based on the initiative of Tree for Hope, a consultation with these organizations was started about cooperation and/or transferring the TfH project. It is in line with expectations that both organizations will take over the school buildings project from TfH.

This development implies that TfH will cease its activities in the province of Battambang in the first quarter of 2019. The last activity concerns the construction of a teachers' house & library.

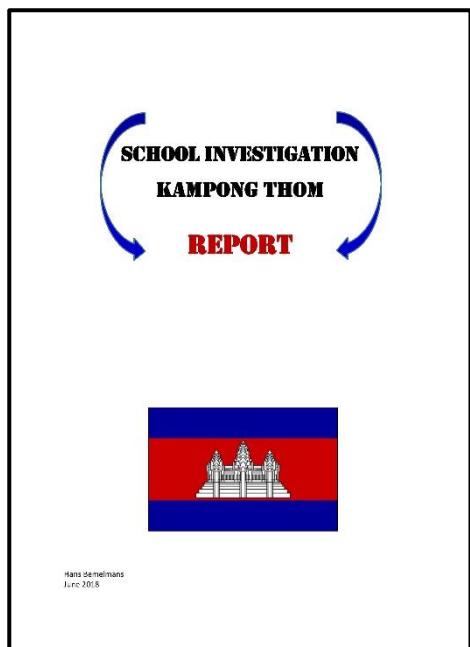
Not only is the School buildings project being discontinued, but the United by Sport project will be terminated as well. In the latter project a football tournament is organized for the boys of the schools, and a volleyball tournament for the girls.

At the start of 2018, TfH received the request from several villages in the Kampong Thom province to make building primary schools possible financially. At that time, the construction of one school had already been realized by Tree for Hope.



In May 2018, a preliminary study was carried out to assess the needs and the thoughts and ideas of the stakeholders, i.e. parents, the Chief of Community and the Education Department of the province.

The research report "School Investigation Kampong Thom" provides a clear picture of the concrete needs, and insight into the willingness of the stakeholders to make the school a great success. This document gave the board of TfH the confidence to focus on the Kampong Thom province in the coming years regarding the School buildings project.



In 2019, the project School Buildings will consist of the following components:

- Subsidizing and coordinating the construction of one (primary) school in Kampong Thom.
- Expansion of the local network to gain more insight into the needs of new schools.



6.4 Project EDUCATION FOR THE POOR YOUTH IN CAMBODIA

The health clinic of Doctor Long, specializing in maternity care, lies in one of the suburbs of Phnom Penh. In this clinic, everyone is helped by whichever means possible. This often means even if there is no money, or insurance. All the doctors are enthusiastic people who are motivated to give medical care to the poorest people.

Since 2011, this clinic works together with Tree for Hope to offer study opportunities to children who want to learn, but are unable to, due to financial reasons.

The Education for the Poor Youth of Cambodia project provides funds for tuition, food and housing, as well as offering guidance to the pupils.

Doctor Long and his colleagues at the clinic provide housing and food for the students. Tree for Hope pays the tuition.

In recent years, several students have successfully completed the training and are now employed. Several them also help with the guidance of the current students.

Through this successful collaboration, children who had few prospects for the future are given the opportunity to save themselves and their families from an uncertain future.



Two students have volunteered for TfH several times in the past two years. This involved testing drinking water and donating educational supplies. Both have indicated that they are expanding their commitment to TfH. Definite agreements will be made about this with both parties.

If the building of schools in the province of Kampong Thom is successful, there are opportunities to offer motivated and intelligent students from these villages, possibilities for further education in Doctor Lung's clinic. They will be asked to return to their village after their studies and to continue educating, in accordance with the philosophy of TfH.

There is a large turnover in the group of students. This is caused, among other things, by the parents needing their children for their own livelihood.

The group consists on average of 15 people. In return, the pupils help in the clinic with general services such as cleaning and security.



During discussions with Doctor Long in 2018, it became clear that the costs for housing and food will continue to rise. It is expected that Doctor Long's clinic will soon be unable to pay these costs.

The board of TfH will investigate whether the costs for housing and living can be externally financed.

6.5 Project EVENTS IN THE NETHERLANDS

Tree for Hope started as Foundation 'Lege handen voor Cambodia'. With little resources, initiator Hans Bosch went to Cambodia to do something for AIDS related issues at the request of the Cambodian doctor Vin Samnang.

First, he used his hands to give pain relieving massages to terminal AIDS patients. With the financial goodwill he received from family and acquaintances, he helped renovate huts of expelled HIV patients who lived below the poverty line.

Both Hans Bosch and André van Achterberg have experienced very closely in the period from the outbreak of HIV (1983) to the availability of effective HIV inhibitors (1997) that dying from AIDS in Cambodia means to perish miserably. This experience has prompted them to work for people with HIV who are discriminated against and ostracized in Cambodia. To be able to do more for this target group, various campaigns have been started to generate money.

(A) Annual collection campaigns among friends, acquaintances and family

Collection campaigns during birthdays, weddings and parties.

Newsletters have also been distributed to this target group and attention has been brought to specific projects, with the aim of raising money.

Estimated revenue for TfH: € 1,400 (cash donations)

(B) Annual sponsor forest walk in the Amsterdamse Bos

Participants receive a starting permit and a bottle of water after a payment of € 10.

Estimated revenue for TfH: € 1,000 (cash donations)



(C) Spinning Marathons in two Amsterdam gyms

After paying €15, participants work up a sweat for charity. Non-members of the gym pay €30. In addition to the sponsor amount, the awareness of Tree for Hope and its activities are increased by this activity.

At the start of the Marathon each participant receives a goody bag with:

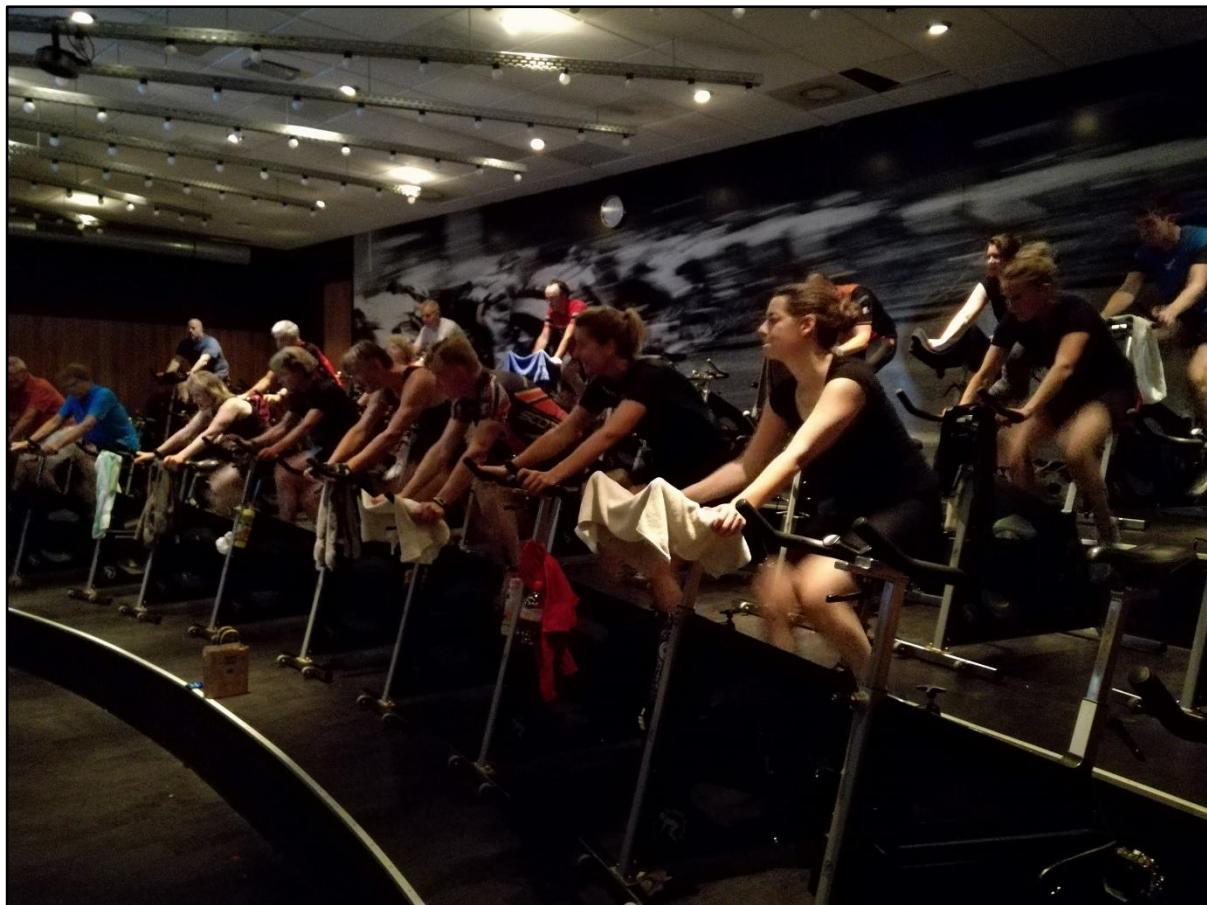
- Brief information about the Tree for Hope foundation,
- Bottle of water with the Tree for Hope logo (donation),
- Fruit and a snack (donation).

At the end of the Marathon a raffle takes place with the following prizes:

- Dinner (donation),
- A bottle of wine (donation),
- Intake interview for a Personal Training (donation).

The gyms make their spinning room available free of charge.

Estimated revenue for TfH: € 500 (cash donation)



6.6 Project CONTINUITY

The Tree for Hope foundation is a voluntary organization. This has advantages like not having to pay wages, but also disadvantages. A consistent issue is the continuity of the organization and thus the continuity of the projects in Cambodia; often the life-line for the poorest people.

Continuity is therefore an important subject that is often discussed and is put regularly on the agenda. The discussions about the survival of the Tree for Hope foundation are characterized by four different perspectives, namely:

- the composition of the board;
- the relationship with the counterparts;
- the success of acquisition and fundraising;
- the number of active volunteers in Cambodia.

Dutch board

The Dutch board consists in large part, of people in their 70's, acting in vital roles. To ensure the continuity of the organization, it is wise and desirable to add younger people to the board. People from the age group of 35 to 45 years are preferred. As well as persons with a non-western background and women.

In the second half of 2018, an action plan will be drawn up describing the management profiles and procedure.

Local partners

Another aspect of continuity is the cooperation between the local partners and the management of Cambodian and Dutch board members. To prevent a dependency relationship, it is important that the local counterparts remain independent. The board intends to record the protocols in writing concerning the tasks and responsibilities of the board in relation to the regional organizations. In 2018, the board has a "best effort" obligation to have a protocol document ready by the end of the year

The preliminary assessment is that the local counterparts should focus entirely on larger international NGOs that are active in Cambodia and on the local support institutions.

Balanced budget

In 2019 an amount of more than 75,000 euros is necessary to realize the policy objectives. It will obviously be a challenge to generate this amount. Nevertheless, the board intends to start 2019 with this level of ambition; despite the tendency that less financial resources are available for charitable organizations, especially in the Netherlands, and a waning public willingness to financially support projects, in developing countries. The bar is high but that also applies to the motivation to realize this amount.

The past decade has shown that there are very limited opportunities for the Cambodian counterpart to generate financial resources in their own country. The Dutch branch of the Tree for Hope foundation functions as a front office when it comes to the acquisition of finance and tangible goods.

Our hope is that this multi-annual policy plan will work as a catalyst.

From a budgetary point of view, 2019 will be a difficult year in which all financial resources will be invested in the projects in Cambodia. The expectation is that this policy plan will make it possible to make agreements in the coming years with larger (support) funds on making available the necessary financial resources.

Cambodian volunteers

For several policy objectives, more and more Cambodian volunteers are needed; for example, in the new independent self-help groups and the maintenance of the realized schools. To date, there has not been any specific recruitment for this, but it is necessary to act decisively during this policy period to significantly increase the number of Cambodian volunteers. Enthusiastic volunteers have a lot of knowledge about the local situation that is indispensable.

The following actions have been taken:

- ✓ Put this on the agenda of the meetings with the Cambodian board members;
- ✓ Collecting data from existing contacts;
- ✓ Organize meetings;
- ✓ Working on technical means to form a Tree for Hope community on social media.

