

THE
MOVING CHILDREN
FOUNDATION



CURIOSITY | CREATIVITY | CONNECTION



Policy Plan 2021-2023

November 2020

The Moving Children Foundation is a non-profit foundation. This policy plan describes the vision & mission of Moving Children, our main goals and objectives for the next three years. The board of directors have approved this plan on December 16, 2020, a revised plan in April 2021 and will review it annually at the end of the year.

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THE MOVING CHILDREN FOUNDATION

OUR VISION

Children need to **move**. People have been moving less than ever. The rise of technology and the focus on educating the mind, not the mind-body-heart as a whole, have played significant roles in these changes. As we grow up, we grow out of touch with our bodies and feelings, even though the body stores a lot of important information about our well-being and learning to deal with emotions in a nurturing and safe way benefits society as a whole. The lack of a body and heart focus in education has serious consequences for our physical and mental health.

Children need be **curious**. Because of today's hurried lifestyle and increased attention to academics there has been a significant reduction in free child-centered play. There is hardly any space for children to be curious, explore their own interests and discover hidden talents. As a result, children nowadays often lack the intrinsic motivation to go to school, as what they have to learn oftentimes does not align with their natural interests, or the way they are taught does not align with their individual way of learning. Children love to learn, but often do not enjoy school. We find that extremely paradoxical.

Children need to be **creative**. Our current education system places an emphasis on standards and testing. This puts a lot of pressure on today's educators. Lack of time, means and expertise causes a significant cutback in creative subjects and therefore many children lose their creative abilities whilst they grow up. This has an enormous impact on skills needed later in life, such as the use of imagination to create new and innovative ideas, thinking critically and outside the box, the ability to solve problems and generally approaching the world with an open-minded view.

Children need to **connect**. As the physical distance between people has grown over the years, and especially since the COVID-19 pandemic, children growing up in today's world, will have a different sense of connection. As connection is one of the basic needs of humans, the inability to physically and emotionally connect to others will have a lasting impact on skills in communication, empathy and compassion.

We believe that children are born with an instinctive urge to move, a natural curiosity to explore, an intrinsic motivation to learn, a wide range of creative abilities, an incredibly vivid imagination and an innate desire for connection.

Imagination and creativity set us apart from other life on earth and as educational and creativity expert Sir Ken Robinson declared in his famous TED-talk, watched by over 20 million people:

“Children need to move to think”

We believe in a holistic approach to education; in teaching the whole child. We question why practices that work with the body and heart are undervalued in today's school system. A system that started around the industrial revolution and even though it has evolved, in a lot of ways does not educate today's children. We argue that dance is just as important as mathematics. And meditation just as important as science. That our bodies matter just as much as our minds. That humans are diverse and unique and should be taught in an organic way that provides the individual child with an opportunity to explore themselves fully. Children love to learn, so they should also enjoy going to school.

We do not believe in the power of the system, but in the power of the educators, who oftentimes are the victims of the system. We also believe in the power of grassroots movements and so we feel it is our job to empower educators to be able to educate their children holistically. Educators are the ones that are able to create the space where children can move, be curious, create, connect and grow. Only through leading by example are we able to change the system from the ground up.

Children naturally explore the world with their bodies and communicate their feelings without words. Just as nature thrives if you nurture the soil, so will children thrive if you nurture their natural abilities and talents.

Movement, Curiosity, Creativity and Connection help a child to:

In relation to self:

- ❖ Discover its own identity and develop an awareness of self.
- ❖ Connect (to) mind, body and heart.
- ❖ Reflect on one's actions.

In relation to others:

- ❖ Express thoughts and feelings verbally and non-verbally.
- ❖ Listen and collaborate.
- ❖ Be compassionate and have empathy.

In relation to the world:

- ❖ Adapt to a continuously changing society and view the world with a critical, but open mind.
- ❖ Develop skills that will have a lasting impact socially and economically.
- ❖ Live consciously with oneself, other beings and the earth.

The Moving Children Foundation acknowledges the importance of movement, curiosity, creativity and connection for the overall well-being of children. We believe a holistic approach to education and child development is needed in order to build a more conscious and compassionate world.

OUR MISSION

It is our mission to promote the importance of addressing not just the mind, but the body and heart in education to create a more holistic approach to educating children.

Our work is based on practices such as yoga, dance, play and meditation. We approach the whole child and use storytelling and themes to teach children about global subjects that matter.

With our work, we aim to provide support for educators and organizations to integrate the body and heart into their programs.

We Create...

- ❖ Movement Material and use media such as videos, books, apps and podcast for educators to use.
- ❖ (Online) Courses for educators, aid workers, social workers, parents and care-givers.
- ❖ An Online Community for educators to create, share and learn.

We Support...

- ❖ Organizations in economically highly-developed and developing countries that want to create sustainable, holistic programs for children.
- ❖ Research to further expand our horizons and those of our community.

We Promote...

- ❖ By publishing articles, blogs and books.
- ❖ By sharing our experiences, stories and classes at events and online.

We Collaborate...

- ❖ With like-minded professionals and global organizations that share our vision.

We aim to create a more conscious and compassionate world by promoting the well-being of children through practices that make a connection between the mind, body and heart and empowering educators to use these practices to educate the whole child.

OUR CORE AUDIENCE

All of our work essentially is centered around children, but our focus lies mostly on the people who work with or care for children, such as educators, social workers, aid workers, parents and care givers. These are the people that can pay it forward, change the system and can help build the more conscious and compassionate world we are aiming to create. By facilitating and empowering the people who raise, educate and care for children, we ensure that our work is sustainable and in time self-sufficient.

We often support schools and organizations that do work with disadvantaged children in both highly-developed and developing countries, as this is where our mission can really make a difference to a child's life. For example: for children with disabilities and developmental or behavioral problems, our work can stimulate physical development and the non-verbal aspect of our practices provides new opportunities for them to express their thoughts and feelings, as it is often a challenge for them to express through verbal communication. For children living in underprivileged areas, our work can also serve as a healing tool.

It is of great importance to us that our projects are embedded in school curricula and local communities, in order to establish support and continuity.

OUR ORGANIZATION

We are an organization that works with educators and creative professionals around the world. We start collaborations with like-minded organizations that share a similar vision and mission. We want to learn from others as we grow and do not want to impose our mission, but offer support to others where needed and asked for. We are critical to ourselves, our work and will always reflect on everything we create, build and support, all the while thinking outside of the box and creating new and innovative ideas that are in line with our mission.

Our Core Values are: **Authenticity, Transparency, Integrity, Inclusivity, Community.**

Our team is small, so we can operate quick and efficient. We work with freelancers, as our programs are mostly project-based.

The Core Team consists of:

Founder & Project Manager

Laura Kool - laura@movingchildren.org

Board of Directors

Chairman Jaap Kool - jaap@movingchildren.org

Secretary Miriam Reelick - miriam@movingchildren.org

Treasurer Anneloes van Brummelen - anneloes@movingchildren.org

The board of directors do not receive any financial compensation for their work.

Moving Children Movement Material

We create unique Movement Material that combines elements of practices that work with the body and heart and that stimulate movement, curiosity, creativity and connection. Our inspiration comes broadly from practices such as **yoga**, **dance** and **play**. For us, yoga includes the practice of poses and sequences, but also meditation and breathwork. Dance includes creative dance and dance instruction and within play we include elements of free child-centered play, games, drama, music and visual arts.

So the goal is not necessarily to, for example, teach a child how to dance. It is to provide the space and tools for a child to explore its physical and emotional expression through elements of dance. The practice itself is not the goal, but the journey towards our goals. We believe the practices mentioned above can provide an open, non-judgmental space for children to explore who they are and who they want to become.

Our Movement Material improves the physical, mental, emotional and social development of children. It stimulates strength and flexibility, concentration, self-expression, self-confidence, kindness, communication and self-awareness. It helps children manage negative emotions such as anger, anxiety, stress and insecurity and brings positive feelings such as calmness, connection and joy. By engaging in our activities, a child learns about itself, other beings and the world. Especially for children going through hardship or trauma this can be healing and bring a sense of hope, belonging and happiness.

All of our work is based on research and theories such as Holistic, Authentic & Embodied Learning, the Multiple Intelligences Theory and The United Nations Convention on the Rights of the Child. And our vocabulary continues to grow and expand.

In our material we use themes such as *nature, sustainability, health, equality, diversity*. These themes are emphasized in global organizations like UNESCO and WHO as important to learn about.

We use storytelling and themes to make our materials accessible for young children and to make learning fun, easier to remember and to provide a *Movement Intention*; a reason for children to move. For example: we do not lift our arms up; we reach towards the sun. We do not stand still; we stand steady as a mountain. We do not run across the room; we are fast as a tiger. We believe that a Movement Intention will make a child *want* to move.

More specifically, we create:

- ❖ Movement Video's (Move with Laura)
- ❖ Movement Books (Mara Moves)
- ❖ Movement App
- ❖ Movement Courses and Trainings for Educators that Include a Movement Manual and a Movement Box with Movement Cards and Movement Objects.

Plans for 2021-2023

For the next three years, we will focus on creating:

- ❖ Online content for educators and children around the world;
- ❖ Movement Books with class material for educators and children;
- ❖ Movement App that accompanies the book;
- ❖ (Online) Courses for educators, aid-workers, parents and care-givers;
- ❖ Interesting collaborations with like-minded people and organizations.

ACTIVITIES & TIMEFRAME

Projects

What	When	Who
<u>Project Move with Laura</u> - a series of online Movement Activities posted on our YouTube channel.	Start January 2021	Laura & Students
<u>Project Mara Moves</u> - a series of Movement Books with class material for educators and children - followed by an app.	Start March 2021	Laura & Freelance illustrator
Add content to online YouTube channel	Start creating in April 2021	Laura, students & teachers
Create (online) Teacher Courses	April-December 2021	Laura & E-learning specialist & PR/marketing specialist
Start Teacher Courses Online or on location	January 2022	Laura & Teaching Assistants
Coachingprojects India & Thailand*	2022-2023	Laura & partners

*As we are currently not sure when we are able to travel again, we have not made specific plans for our projects in India and Thailand. Hopefully we will be able to pick up the projects in the next few years.

Organization

What	When	Who
Update website	March 2021-2022-2023	Laura
Newsletter	Every 6 months	Laura & PR/Marketing
Social Media Updates	Weekly and during projects	Laura & PR/Marketing
Publish Blogs, Articles & Visit Conferences	Throughout the year	Laura & Team
Annual report & finances	April 2021-2022-2023	Laura & Board of Directors
Update Policy Plan	November 2021-2022-2023	Laura & Board of Directors

Finances

Capital Accumulation and Financial Sustainability

The Moving Children Foundation raises funds by attracting donors, applying for grants, starting crowdfunding campaigns and selling (online) courses, classes and material. We are not a commercial organization therefore making profit is not explicitly included in our objectives. We will always look for ways to gain funds for a longer term and self-sustainability of our projects is important.

Spending Policy

All income directly benefits the planned activities. We attach great importance to:

- Contribute to well-being of children;
- Contribute to the advancement of expertise of educators, parents, social workers, aid workers and care providers;
- Support organizations in economically developing countries that have a similar mission.

Revenue

All of our online classes for children will be offered for free, as will our products and support for our partners in economically developing countries.

Our (online) Moving Children Courses for adults and the Movement Books will be offered for a set price. The proceeds of the trainings and products are entirely for the benefit of the foundation.

Asset Management

The foundation does not hold more capital than is reasonably necessary for the continuity of the planned work for the objectives of the foundation. The board has a controlling function of the budgets and the expenses of the foundation, but no (legal) person has decisive control within the organization. Thus, no (legal) person can dispose the assets of the organization as if it were equity.

Public Benefit Organization

The foundation has been officially recognized by the Dutch Tax Office as a Public Benefit Organisation (PBO) or Charitable Organisation (Dutch: ANBI). PBO is the non-profit tax designation in the Netherlands. PBO status favors sponsors, contributors and patrons in countries that grant tax concessions to foreign registered charities, as well as those based in the Netherlands. Contributors who have made a donation to Moving Children may be able to deduct the amount from their taxable income.

Budget plan 2021-2023

€	2021	2022	2023	
INCOME SOURCES				
Balance 2020	150			
Donations	600	1.800	3.600	6.000
Sponsors	1.500	3.000	6.000	10.500
Trainings/workshops	0	9000	18000	27.000
Productsales	3000	10000	20000	33.000
Grants/Fundraising	23.500	30.000	40.000	93.500
Total income	28.750	53.800	87.600	170.150
EXPENSES				
Office	350	700	1.000	2.050
Marketing/PR	2.500	10.000	15.000	27.500
Insurances	150	150	150	450
Bank costs	140	200	300	640
Webhosting/website	150	150	150	450
Training/workshops	0	4.500	11.700	16.200
Project costs	25.000	35.000	54.000	114.000
Royalties	300	1.000	2.000	3.300
Total expenditure	28.590	51.700	84.300	159.240
Net +/-	160	2.100	3.300	10.910

Contact Information

More information about the Moving Children Foundation can be found here:



<http://www.movingchildren.org/>



www.facebook.com/MovingChildrenFoundation



<http://www.instagram.com/MovingChildrenFoundation>



<http://www.twitter.com/MovingChildren>



<http://www.linkedin.com/company/MovingChildren>

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