



# GENERAL BUSINESS PRINCIPLES

## 2018 - 2021



## 1. Foreword

Empower is a charitable foundation designed to provide support and guidance to unemployed international professionals based in and around Amsterdam. A group of like-minded career coaches are volunteering to enable those in need, helping them to refocus on their strengths.

## 2. Mission & Vision

Our mission at Empower Amsterdam is to create a positive social impact through empowerment of unemployed international professionals in and around Amsterdam.

We believe that everyone should have access to all benefits and support while going through the very stressful process of looking for another job while unemployed.

## 3. Strategy

Develop a successful coaching and workshop program where we can expand and offer upskilling training and build collaborations. We will review our success every three years to make sure we keep up to date with current training needs within Europe.

We offer free one to one career coaching sessions to map out what our clients want for their career, set out actions that get them closer to their goals, and keep them accountable for taking steps toward their goal. We offer workshops that will complement the coaching sessions. Our primary goal is to help our clients to help themselves in as many ways possible.

## 4. Goals

- a. To become a reference in the Dutch system when it comes to supporting unemployed international professionals to get back into the workforce and being able to contribute to Dutch society.
- b. Increase the number of clients successfully back to work by 50% each year.

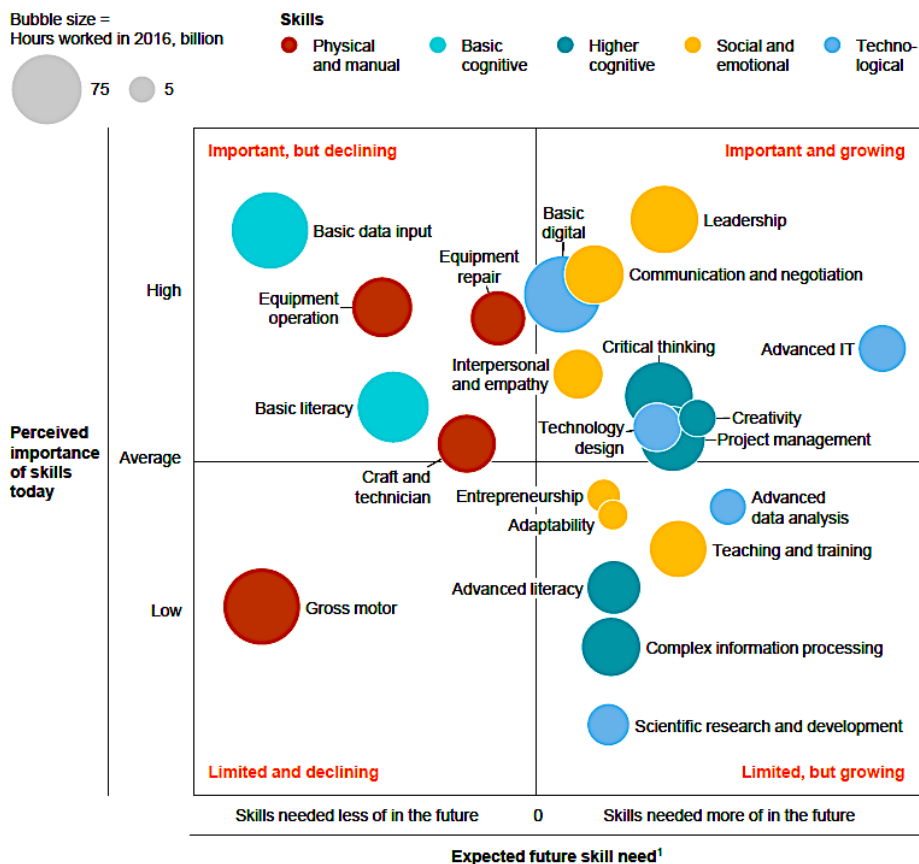


## 5. Future Plans

- We aim to expand our activities to another two cities in The Netherlands: Den Haag and Utrecht, by the end of 2019.
- We want to have our own office space where we can offer free workshops to our clients and also host paid events to gather funds for Empower Amsterdam.
- Have 50% of our income coming from sponsoring from big international companies based in Amsterdam.
- Develop partnership with learning/government institutions where we can offer training opportunities to our clients in areas of importance and related to the future of the workforce (digital literacy, advanced IT skills etc).

**Skills of today vs skills of tomorrow: technological, social and emotional skills will become even more important.**

Based on McKinsey Global Institute workforce skills executive survey, March 2018





## 6. Organization

Stichting Empower Amsterdam was founded on March 23<sup>rd</sup> 2017.  
Our board members are:

Chairperson: Mevrouw Tisha-Shea Harty  
Treasurer: Mevrouw Amanda Jane Stephenson  
Secretary: Mevrouw Flor de Maria Jesus Paredes Mattos  
Director of Operations: Mevrouw Juliana de Souza Carneiro

Empower Amsterdam is a non-profit foundation run by volunteers. All the people involved (including board members) are willingly donating their time and expertise to the good cause we represent.

All the funds gathered during our paid events and donations are strictly used to improve our operations.

## 7. Finance

In order to achieve our social impact, Empower Amsterdam needs to generate income thru donations, subsidies and grants.

The funds will then be invested in our operations:

- a. Client Database
- b. Video Conferencing system
- c. Meeting & Workshop location
- d. Marketing materials and others.

In the unlikely case of closing of Empower Amsterdam, all the funds will be donated to another similar foundation with ANBI status.

Our financials have been published on our year report and can be found [here](#) (LINK to the financial report)

## 8. Publications

Empower Amsterdam is compliant to the publication rules of the ANBI process and the information can be found here. (LINK the de ANBI page on our site)