



Heliconia Scholarship Foundation

For higher education in Indonesia



Heliconia Scholarship Foundation

Policy plan 2021 - 2022

www.HeliconiaScholarshipFoundation.org

Table of contents

Introduction	3
1. Mission and Values	4
1.1. Mission	4
1.2. Annual target	4
1.3. Values	5
1.3.1. Equality and Emancipation	5
1.3.2. Dedicated Community	5
1.3.3. Openness and Transparency	5
1.4. Heliconia Community	6
1.5. Environmental responsibility	6
1.6. Future plans	7
2. Our organisation	8
2.1. Our team	8
2.2. Board members and Cooperation partners	8
2.3. Remuneration policy	8
2.4. Founding story	9
2.5. Get to know us	10
2.5.1. Chairperson Carli	10
2.5.2. Secretary Sayan	10
2.5.3. Treasurer Tim	11
2.5.4. Cooperation partner Naomi	11
2.5.5. Cooperation partner Mili	11
3. Heliconia Scholarship	12
3.1. Tuition fees and Allowances	12
3.2. Guidance and Support	12
3.3. Selection procedure	13
3.3.1. Target group	13
3.3.2. Step 1 – motivation letter and interview	13
3.3.3. Step 2 – cost determination and signing agreement	13
3.3.4. Continuation	14
4. Fundraising	15
4.1. Donors	15
4.2. Sponsors	15
5. Promotion and Website	16
5.1. Promotion	16
5.2. Website	16
6. Finances	17
6.1. Income	17
6.2. Heliconia Scholarship: expenses per student	17
6.2.1. Tuition fees	17
6.2.2. Allowances	17
6.2.3. Selection, Guidance and Administration	18
6.2.4. Indication study costs	18
6.3. Other costs	19
6.4. Financial transparency	19
7. Contact information	20

Introduction

The Heliconia Scholarship Foundation (*Heliconia Scholarship Stichting* in Dutch) supports underprivileged youngsters in Indonesia. We do this by financing university education with Heliconia Scholarships. This enables young adults to study at an Indonesian university for four years. We are currently mainly active in Jakarta, where we support talented and ambitious youngsters from shelters who do otherwise not have the opportunity to study. The foundation is named after the colourful heliconia flower, which is common in Asia and also called 'stairway to heaven', due to its typical shape. This makes it a beautiful symbol for our mission:

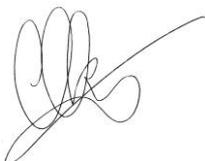
Offering youngsters the opportunity to take a step up the social ladder, by developing their own capacities through participation in their local education system.

Studying challenges youngsters to believe in their own qualities. Higher education offers them the opportunity to rise above poverty and it contributes to their personal development and Emancipation. We are the only foundation in the Netherlands that focusses exclusively on making higher education more accessible. We work from the value Equality and that everyone should have the opportunity to study, that personal involvement with our students through a Dedicated Community is essential and that there should be a high degree of Transparency and Openness towards external parties.

An important link between the board in the Netherlands and our students are our cooperation partners in Indonesia, Naomi Indah Sari and Mili Chana. Mili herself once belonged to the target group that the foundation supports and, like Naomi, has now graduated from an Indonesian university. She and Naomi know exactly what is going on in the field and where the needs lie.

This policy plan will introduce you to the policy of the Heliconia Scholarship Foundation and its activities for the coming years.

On behalf of the board of the Heliconia Scholarship Foundation,



Carli Kooper

Chairperson

carli@heliconiascholarshipfoundation.org

1. Mission and Values

1.1. Mission

The aim of the Heliconia Scholarship Foundation is to offer underprivileged Indonesian youth the opportunity to develop their own capacities. We do this by financing higher education with Heliconia Scholarships, which enable young adults to study at an Indonesian university for four years. We support talented and ambitious youngsters from shelters, who do otherwise not have the opportunity to study. We are the only foundation in the Netherlands that focuses exclusively on financing higher (tertiary) education in Indonesia.

Studying is very important for young adults in Indonesia. It gives them the opportunity to build a social network. A university degree increases their chances on the labour market significantly and ensures a stable income. It also challenges youngsters to believe in their own skills and capacities. It increases their self-confidence and makes them independent and self-reliant. This benefits the whole family. Studying thus creates the prospect of a bright future with a secure livelihood. It should therefore be accessible to everyone.

Unfortunately, this is not the case for many young adults in Indonesia. In 2016, only 28% of Indonesian youngsters were enrolled in higher education, compared to 80% in the Netherlands.¹ Especially for youngsters from disadvantaged backgrounds, it is difficult to gain access to a university. In 2007, 70% of all students were from the richest layer of the population, and only 10% from a low-income background.² This is partly because 97% of Indonesian universities are private institutions that charge high tuition fees. Public universities offer high-quality education at lower costs, but have limited places available and an extremely complex admission procedure.³ High tuition fees, difficult admission tests and a lack of full scholarships and guidance thus complicate the accessibility of higher education for youngsters from poor families.

The Heliconia Scholarship Foundation wants to change this. Therefore, we offer scholarships to underprivileged youngsters who have the talent and ambition to study at university. This enables them to take a step up the social ladder and rise above poverty.

1.2. Annual target

We intent to accept four to six new students into our program every year, so we have around 20 active students in our program at all times. Since our graduates stay connected to our foundation, the Heliconia Community grows each year (see 1.4. *Heliconia Community* for more information).

We have recently also started financing scholarships for young Indonesian men. Because of the good contacts that our cooperation partners have with various girls' shelters, we did not allocate scholarships to young men in the past. However, since 2019 we also work together with a boys' shelter. We aim to offer more young ambitious men a Heliconia Scholarship in the future, because when selecting candidates, we

¹ <http://uis.unesco.org/country/ID> en <http://uis.unesco.org/en/country/nl>

² Hill, Hal, and Thee Kian Wie. 2012. 'Indonesian Universities in Transition: Catching Up and Opening Up'. *Bulletin of Indonesian Economic Studies* 48, 2: 229-251.

³ Kooper, Carli. 2013. '[Scholarships for Higher Education and Wellbeing in Jakarta](#)'. Master thesis Radboud University Nijmegen.

mainly want to focus on the personal motivation of the candidate, and not necessarily on gender. Moreover, in Indonesia more female than male students are enrolled in tertiary education.⁴ Accessing higher education is mainly complicated by social background, and less by gender. We thus want to support youngsters of all genders who have the motivation and perseverance to study in university.

1.3. Values

The Heliconia Scholarship Foundation works from the values Equality & Emancipation, Dedicated Community and Transparency & Openness.

1.3.1. Equality and Emancipation

Everyone should have the opportunity to study, regardless of their social or cultural background. We believe in the ambition that all humans have to give direction to their own lives. We trust in their will and decisiveness to make their own choices. Educated people generally have more agency to make conscious life-decisions, that reflect their own, well-informed judgements. Heliconia Scholarships offer youngsters the opportunity to develop their own personality, talents and skills, thereby achieving a high degree of independence. Moreover, a university degree opens doors to influential and legislative positions. People coming from disadvantaged backgrounds themselves are more likely to care for the needs of their underprivileged fellow citizens, who generally have less agency to step up for themselves. Our world needs people in charge from more varying cultural and social backgrounds, to ensure that the needs of all layers of society are taken into account. This contributes to the Emancipation of countries as a whole. Within our foundation, all staff, graduates and students are equal and encouraged to share their opinions and suggestions about our mission and work methods. See *1.3.2. Dedicated Community* and *1.4. Heliconia Community* for more information.

1.3.2. Dedicated Community

Dedicated Community is one of our most important values. Support from the Netherlands includes more than just financial support. We are a committed group of people that share a personal bond. The board in the Netherlands maintains close contact with our cooperation partners, students and graduates in Indonesia. These contacts ensure that we are all well-informed on each other's work, needs and progress. It enables us to constantly improve our work methods. Different social backgrounds and cultures come together. Interest and respect for these differences leads to mutual understanding and better cooperation. We learn and grow together, thereby ensuring the success and durability of our mission. See *1.4 Heliconia Community* for more information.

1.3.3. Openness and Transparency

Transparency and Openness are essential in creating a fair world, in which all finances are spent in a

⁴ <https://databoks.katadata.co.id/datapublish/2018/07/13/meski-masih-rendah-partisipasi-perguruan-tinggi-menunjukkan-peningkatan>

righteous way and properly accounted for. Therefore, everyone can download our policy plan, statutes and financial reports from our website. We are open about our staff, students and graduates, by sharing personal stories and photos about our work and studies. We are committed to learning together by trial and error and therefore also report about the many lessons that we learned from e.g. our dropouts, name changes and overworking ourselves. For questions, suggestions or remarks, feel free to contact us!

1.4. Heliconia Community

The bedrock of our foundation is that board members, cooperation partners, students and graduates share a personal bond. Over the years, we have learned that commitment to each other is the most important key to our success. Running a foundation or completing a university education requires dedication and perseverance. Both staff and students feel most motivated to give their best, when they feel supported by each other. We therefore ensure that we are all aware of each other's efforts in making this charity a success. Understanding and encouraging these efforts enables us to keep up our good work.

We stay involved by chatting on a daily basis, discussing work or study topics and sharing about our personal progress and wellbeing. We praise each other's successes and look for solutions together in case of setbacks (see 3.2. *Guidance and Support* for more information). This creates a bond of friendship in which we can express ourselves safely and freely. Within our organisation, everyone is equal and encouraged to share their feelings and opinions. This enables us to constantly improve our work methods, because we take everyone's points of view and needs into account.

Graduates stay committed to our foundation by helping with the selection and guidance of new students. Since they were raised in shelters, just like our students, they understand the specific challenges and needs of our students. Their expertise and mentorship is therefore very valuable. We organise annual events where graduates and students meet to share knowledge and skills, to offer study support, moral support or help in finding a job after graduation. We also intend for our Dutch board members to visit Indonesia every few years, and to invite our cooperation partners to the Netherlands, to get to know each other better and renew the personal ties.

Our organisation is built on the commitment that founders Carli and Mili have to each other and their shared goal of making higher education accessible. This dedication to growing together is the basis of our wider Heliconia Community and ensures the success and durability of our mission. Learn more about our founding story on our website!

1.5. Environmental responsibility

Climate change affects us all, with temperatures rising in both the Netherlands and Indonesia. We take responsibility for our environment by encouraging our staff, students and graduates to make conscious life-decisions, that have as little impact on the environment as possible.

Our team in the Netherlands carries most responsibility in being conscious consumers, since they have more financial resources and thus agency to make a change. We print only the necessary papers for our administration and most of our communication is over the internet. Every few years we fly to Indonesia, or our cooperation partners visit us, to renew our bonds. We try to compensate this by eating mostly organic, vegetarian foods at home and only buying second-hand or durable, ethically sourced products that truly add

value to our lives.

1.6. Future plans

For the past years (2015 - 2020), our main focus was on creating a strong foundation for our work. We invested our time in strengthening the Heliconia Community, perfecting our selection procedure, student guidance, smooth cooperation between the Netherlands and Indonesia, clear administration and this new multilingual website. Since hiring our first full-time employee Naomi Indah Sari in December 2019, our carrying capacity has increased significantly. We are now ready to share our mission to an international audience, attract new donors and carry our work far into the future!

With new funds we can provide more scholarships and expand the Heliconia Community. We intent to accept four to six new students into our program every year, so we have around 20 active students in our program at all times. Since our graduates stay connected to our foundation, the Heliconia Community grows each year. More graduates and students means that social networks can broaden further. More knowledge, skills and resources can be shared and our positive impact can expand.

At this point, some graduates that have obtained a good job are now donating to our charity. This contributes to offering scholarships to the next generation of students. Our eventual aim is to establish an official foundation in Indonesia, which offers the possibility to attract sponsors from within Indonesia. We hope that our mission will eventually gain more support in Indonesia itself, thereby improving the effectiveness and sustainability of our work.

2. Our organisation

2.1. Our team

The Heliconia Scholarship Foundation has three board members in the Netherlands and two cooperation partners in Indonesia. The board plans and organizes the activities of the foundation in the Netherlands and meets regularly to discuss the progress of the foundation. Cooperation partners Naomi Indah Sari and Mili Chana are important links between the board in the Netherlands and the students in Indonesia. Together, they are responsible for the selection and guidance of students in Indonesia. We have weekly contact with each other to discuss work topics and stay up to date on each other's lives.

2.2. Board members and Cooperation partners

The activities in the Netherlands are divided over the various positions within the board. The chairperson leads the meetings of the board, ensures that the policy plan is carried out properly, upkeeps our administration and website and oversees the whole. The chairperson is also the contact person for the cooperation partners Naomi and Mili and students in Indonesia. The secretary takes minutes of meetings and is the contact person for external contacts such as donors, sponsors and volunteers. The treasurer oversees the finances, makes the financial year reports and is the contact person for all financial matters. Within the Heliconia Scholarship Foundation, management functions overlap and everyone supports each other where necessary. For more information about the personal backgrounds of our board members, see 2.5. *Get to know us*.

Cooperation partner Naomi Indah Sari is our head of student affairs and works fulltime for our foundation since December 2019. She is responsible for the selection and guidance of students in Indonesia. Students go to her for support and payment of their tuition fees. Naomi also makes sure that our students stay on track with their studies and hand in their progress reports on time. In addition, she upkeeps our administration in Indonesia and writes news reports for our social media and website. Naomi studied Communication at the Universitas Persada Indonesia in Jakarta and graduated for her master's degree in 2014. She was the only one to study in her family, since there were no funds for her siblings to go to university. She therefore knows exactly what challenges youngsters face in accessing tertiary education and where the needs of students lie. Naomi works together with Mili Chana, our other partner in the field.

Mili Chana has been the cooperation partner in Indonesia since the start of the Heliconia Scholarship Foundation in 2009. She is an important link between the board in the Netherlands and the students in Indonesia. She herself once belonged to the target group of youngsters that the foundation supports. With the help of a Heliconia Scholarship, she graduated for Psychology in 2012 at the Binus University in Jakarta. Because of her background, she knows exactly what is going on in the field and where the needs lie. Mili is responsible for the selection and guidance of students in Indonesia. Since 2018, she works together with Naomi Indah Sari. Mili and Naomi have weekly contact with the board in the Netherlands.

2.3. Remuneration policy

The Heliconia Scholarship Foundation aims for all donations to directly benefit the students. The board in the

Netherlands therefore works on a voluntary basis and receives no salary for their work. Only chairperson Carli Kooper receives reimbursement of incurred costs in the performance of her duties, since she executes most of the tasks. The reimbursement consists of an annual statutory determined attendance fee for preparing the meetings and a volunteer fee per hour for the time that she works for the foundation. Since we provide more scholarships every year, our responsibilities have significantly increased over the last years. Cooperation partner Naomi Indah Sari has therefor become our first full time employee in December 2019. She receives a monthly salary. Cooperation partner Mili Chana receives a volunteer fee per hour. All hours worked for our foundation are registered and monitored by each other. Transparency and openness are essential in creating a fair, just world, in which all finances are accounted for. You can therefor find all the details of our finances in our financial reports, that are available on our website.

2.4. Founding story

Chairperson Carli Kooper founded the Heliconia Scholarship Foundation in the Netherlands in 2009, together with cooperation partner Mili Chana in Indonesia. Their special friendship and dedication to growing together is the basis of our wider Heliconia Community and ensures the success and durability of our mission.

Carli Kooper:

This charity was founded after a special trip through Asia in 2007. I had just graduated from high school and was fortunate enough to have the opportunity to travel out of Europe for the first time. During this trip I did volunteer work for several educational projects, because I hoped to learn more about the different cultures and people in this way. I found what I was looking for and had wonderful experiences teaching English to children for projects in Thailand, India and Indonesia.

With Mili Chana, one of the youngsters from Dorkas shelter in Jakarta, I stayed in touch. We were of the same age and immediately bonded in a special way. After returning to the Netherlands, I went to university, but Mili did not have that opportunity. Then the idea was born to start the Heliconia Scholarship Foundation (formerly known as Stichting Heliconia), which we founded officially in March 2009. We now both graduated from a good university!

Our friendship and charity grew stronger over the years. I am grateful for our many wonderful experiences together and proud that we are able to offer evermore young adults a scholarship. I look forward to seeing our organisation flourish far into the future!

It was not always easy, running a charity at our young age, but we have all matured and I am grateful for the many insights that Heliconia has brought me. I believe in openness, because we can only learn when we are willing to acknowledge and research both our challenges and our successes. Both contribute equally to our personal development and a meaningful life. Therefore, you can read about my main struggles and accomplishments on our website!

2.5. Get to know us

2.5.1. Chairperson Carli

Carli Kooper

Founder and chairperson from March 2009 to April 2016 and since May 2018

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As the founder and chairperson of the Heliconia Scholarship Foundation, I express my love for humanity, by creating a supportive community together. I'm committed to all students and staff members, since we all know each other and share a personal bond. In the Heliconia Community we actively invest in each other, so we all feel motivated to make this charity a success. Contributing to each other's lives in this way gives an amazing feeling, regardless of how different our backgrounds may be.

Founding and developing the foundation enriches me in many ways. It has made me into the person that I am today. It taught me that we are all connected and need each other in order to have a fulfilling life. I learn just as much being a chairperson as our students can learn while studying in university. We all contribute to each other's personal development in different ways. In that I feel the joint responsibility to make this a positive contribution. Because I can thrive most, when we thrive all together. I can feel most well cared for, when I know that others and our planet as a whole are well cared for too. That is why education is so important: it enables us to make conscious, well-informed decisions that benefit ourselves and the greater good. We are facing global inequality and climate change together, as one worldwide community. Let us step up and address this challenge together too.

This foundation is my way of contributing and was founded together with my dear friend Mili Chana, during my studies in Cultural Anthropology and International Development. I hope to be able to offer many young people a scholarship!

2.5.2. Secretary Sayan

Sayan Peker

Secretary since September 2018

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We all need better education in order to be better people for ourselves, for each other and for the world. However, the fact is that the majority of people are not that fortunate to have a proper one. As I consider myself within the lucky group, it is my turn to help the young people who have the passion and the potential to receive high education. The idea is not only to help them, but also to make them part of this effort, so that we can have a sustainable and ever growing charity, touching more and more lives and making a difference as we grow. The most important goal is to ultimately give the young people the freedom so that they can build better lives and can also become part of this community. This is why I'm a proud member and the secretary of this charity.

2.5.3. Treasurer Tim

Tim Haenen

Treasurer since May 2018

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When Carli and Mili told me about the Heliconia Scholarship Foundation, I immediately felt enthusiastic. It means a lot to me that I was able to obtain my bachelor's degree. I'm therefore happy that we can provide scholarships, so that ambitious youngsters from less advantaged backgrounds still get the opportunity to study at university. I enjoy investing the knowledge that I gained during my study of Engineering Design & Innovation in our charity as the treasurer. It's a great feeling to be part of the Heliconia Community and I look forward to supporting many youngsters in their education.

2.5.4. Cooperation partner Naomi

Naomi Indah Sari

Student Affairs since January 2018

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My name is Indah Sari, but most people call me Naomi. I met Mili in 2008 in our small church community. When Mili told me about the Heliconia Scholarship Foundation, I was glad to help. In the beginning I only helped Mili occasionally, but now that the foundation is growing, I take on more responsibilities and have become the official cooperation partner since 2018 and fulltime employee in 2019. I very much appreciate what the foundation does for my people in Indonesia. Most charities only provide scholarships for primary and secondary education, so I'm happy that the Heliconia Scholarship Foundation is there to help the youngsters from shelters with their university education. I'm looking forward to see the foundation grow more in the future and also make it an official charity in Indonesia, so that we can find donors here as well. I'm proud to be part of it!

2.5.5. Cooperation partner Mili

Mili Chana

Student Affairs since March 2009

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I'm very glad that I've had the opportunity to study at a university with the help of the Heliconia Scholarship Foundation. I wanted to do something back, so I became the cooperation partner in Indonesia, to help other young people with the ambition to study. I have the responsibility to select new candidates and supervise all students during their studies. As a graduated psychologist, I think this is a good way to apply everything that I've learned during my studies in practice. In this way I hope to be able to pass on the gift that I have received.

3. Heliconia Scholarship

The Heliconia Scholarship Foundation provides scholarships to youngsters from shelters in Jakarta, so that they can study at an Indonesian university. After a selection procedure, the youngsters that are eligible for a Heliconia Scholarship are registered at the universities and studies of their choice. The tuition fee is paid by the foundation and when necessary the students receive allowances. Throughout their studies, our students receive close support and guidance from our team members and the Heliconia Community (see 1.4. *Heliconia Community* and 3.2. *Guidance and Support* for more information). The students submit progress reports and hand in their grades each semester, so we can monitor their study process and assist when necessary.

3.1. Tuition fees and Allowances

The Heliconia Scholarship consists of the annual tuition fee for a major at an Indonesian university. A study usually lasts four years. When needed, students receive allowances. They can request this after consultation with our cooperation partners. The allowance is intended for additional study costs, such as study books, transportation costs and accommodation, and is allocated when a student has insufficient means to meet these costs. Tuition fees and allowances are transferred to our bank account in Indonesia, from where cooperation partner Naomi Indah Sari forwards it to the universities and students. See 6.2. *Heliconia Scholarship: expenses per student* for more information.

3.2. Guidance and Support

Besides financial support, the Heliconia Scholarship also includes intensive personal guidance for our students, throughout their study period. The support includes that our cooperation partners maintain weekly contact with the students, inquire about their wellbeing and keep track of how their studies are progressing. This personal guidance is of great importance to our students, because it encourages them to get the best out of themselves. It also builds a bond of trust, so that they feel safe to share their feelings with us, also when they face difficulties.

Our cooperation partners ensure that exams, presentations, obtaining high scores, birthdays and other special moments are mentioned and celebrated in our collective chat group, so that everyone can encourage and support each other. At the start of their study, students receive a warm welcome brochure from our team and a Heliconia Welcome Bag, with for example Heliconia pens, a notebook, key ring, a T-shirt and drinking bottle, so that they immediately feel connected to our Heliconia Community. Each semester, our chairperson sends personal emails to our students with encouraging feedback on the progress reports they submit. Our cooperation partners attend graduation ceremonies and give cards and small gifts when someone has achieved milestones.

This personal support and guidance are essential for our students, because student life in Indonesia can be challenging and also much harder than in e.g. the Netherlands. Days on campus can be long, due to unexpected postponed classes. This makes planning homework, rest and other activities difficult. Study pressure can also be high, with little guidance from lecturers or student coaches. In addition, students are

often encouraged to participate in extracurricular activities, which puts more pressure on. Then there is transport to and from the campus in the busy capital of Jakarta. The students have to make use of crowded, hot trains and busses that are often stuck in traffic jams, taking many hours to reach their destination. In short, studying demands a lot from students and many youngsters actually prefer to work after high school, to generate income for themselves and their families, instead of investing many years in an education.⁵ It is therefore very important that our cooperation partners, the graduates and the board in the Netherlands are intensively and personally involved with our students, in order to prevent dropouts and to ensure that everyone can study successfully, also when there are setbacks.

3.3. Selection procedure

All our working methods have been developed in collaboration with Mili Chana and Naomi Indah Sari, our cooperation partners in Indonesia. In addition, our graduates are involved in the selection and guidance of new students and are being encouraged to share their ideas and visions, so we can constantly improve our working methods.

3.3.1. Target group

Our cooperation partners select candidates for the Heliconia Scholarship in shelters in Indonesia. Children live in shelters when their parents and other family members have passed away or are unable to take care of the children themselves, often due to financial poverty. The shelters provide a home and education up to high school. After graduation the youngsters must return to their families, get married or live on their own and work in low paid jobs. When they qualify for a university scholarship, the shelters often offer to continue to take care of them until they graduate from university, to facilitate their further education. Our current students have been selected from Panti Asuhan Dorkas, Panti Asuhan Hati Suci, Panti Asuhan Pa van der Steur and Panti Asuhan Vincentius Putra, all located in the Jakarta area. Most of our students still live in the shelters.

3.3.2. Step 1 – motivation letter and interview

Candidates are selected in accordance with the youngsters, the boards of the shelters, parents or other family members of the candidates, the cooperation partners and the board in the Netherlands. Candidates who want to qualify for the Heliconia Scholarship send a motivation letter and their high school grades to our cooperation partners Naomi and Mili. In their motivation letter, the candidates indicate why they aspire to study and which major and university they prefer. After several interviews with Naomi, Mili and our graduates, and consultation with the shelter's board, the board in the Netherlands and the relatives, it is determined whether a candidates will receive the Heliconia Scholarship.

3.3.3. Step 2 – cost determination and signing agreement

Once the candidates have been accepted for the Heliconia Scholarship and are admitted to a university, we determine whether a student will receive allowances. If a contribution for e.g. study books or accommodation

⁵ Kooper, Carli. 2013. '[Scholarships for Higher Education and Wellbeing in Jakarta](#)'. Master thesis Radboud University Nijmegen.

is necessary, students may submit a request for this throughout their studies. Students also sign an agreement. This includes the rights (with regard to financial support from our foundation) and obligations of the student. By signing the agreement, the student states that he or she will aim to complete the study within the usual period of four years, use the allowances (if applicable) exclusively for study matters and submit progress reports on time.

3.3.4. Continuation

During their entire study period, the students keep the cooperation partners and the board in the Netherlands informed on their wellbeing and study progress. They do this by chat, phone calls and writing progress reports. You can also read about our students' personal experiences online, by clicking on their profiles! The students hand in their grade list at the end of each semester. Based on the grades and progress reports, the cooperation partners and the board assess the students' study progress and decide whether financial support will be continued. Of course, the students can also contact the cooperation partners and the board for advice and support. If a student encounters problems during the study due to circumstances, they can request for extra support or an exception to the normally applicable rules.

4. Fundraising

4.1. Donors

A donor is an individual who provides the Heliconia Scholarship Foundation with a financial donation, goods and / or services so that the foundation can achieve its goal. A donor is not a member of the foundation and can make a one-time or structural donation to the foundation. One-time donors transfer an amount once to the account of the foundation, via bank transfer, PayPal, credit card or iDeal. Structural donors donate a fixed amount every month, quarter or year, which is automatically debited from their account by the Heliconia Scholarship Foundation, or transferred by the donors themselves via periodic transfer, PayPal or credit card.

Structural donations in particular, where a fixed amount is donated monthly, quarterly or annually, are of great importance to our foundation, because they guarantee the sustainability of our mission. Due to the legacy of Mr Koijmans in 2015 (see *Sponsors* on our website for more information), the Heliconia Scholarship Foundation currently has sufficient resources to continue its activities in the coming years. But with the new website that we launched in 2020, we intent to attract new (structural) donors, that will assure us that we can continue to provide scholarships in the more distant future. Our newly introduced online payment options PayPal, iDeal and credit card will hopefully contribute to attracting new donors in the coming years, both one-time and structural.

4.2. Sponsors

In our early years, much of our income came from contributions from sponsors. In the coming years, the Heliconia Scholarship Foundation wants to obtain more sponsorship from companies. The sponsors can finance one or more years of study of our students. When approaching companies, we mainly want to focus on companies that are related to the study choices of the prospective students. For example, if a student is going to study Accountancy, we will try to focus on accountancy firms for sponsorship. Companies can demonstrate their social commitment by supporting the Heliconia Scholarship Foundation. As a sponsor, they receive an honourable mention on the website and are mentioned at campaigns and events.

5. Promotion and Website

5.1. Promotion

The Heliconia Scholarship Foundation is promoted by sending promotional letters and emails to individuals, companies and organizations. We also use social media such as Instagram, Facebook and soon YouTube, to inform people about our work. Furthermore, the foundation organises actions and events. In the coming years we will also investigate whether we can attract external parties to promote our foundation. All information about previous activities can be found on the news page of our website.

5.2. Website

The Heliconia Scholarship Foundation website is the main source of information and promotion. Here you can find all information about the foundation and our policy plan, statutes and financial reports. The activities of the foundation are described in detail and our progress is shown on the news page, where people can also sign up for the half-yearly newsletter.

In 2020 we renewed the website completely. Our name was changed to 'Heliconia Scholarship Foundation' so that we can appeal to an international audience. The policy plan and online texts have all been revised and translated into English and Indonesian. The personal profiles of our board, cooperation partners and students have been updated and we have posted many more photos online to give an inviting image of our Heliconia Community. We have also added the option to donating online using iDeal, credit card or PayPal. We intent to increase awareness and attract new donors with our new website.

6. Finances

6.1. Income

The total assets of the Heliconia Scholarship Foundation are estimated at € 225.000,- in 2021. The legacy that Mr Koijmans has given us was deposited into our account in 2016 (see *Sponsors* on our website for more information). This amount is more than sufficient to meet our current financial obligations, also in the coming years. It also offers us the opportunity to accept new students into our program in 2021 and to develop new plans for the foundation. However, we want to attract new donors in the coming years, so that we are ensured of structural income and can continue to provide scholarships, also in the more distant future.

6.2. Heliconia Scholarship: expenses per student

The Heliconia Scholarship consists of the annual tuition fee and, if necessary, extra allowances during the entire study period. Throughout their studies, our students receive close support and guidance from our team members and the Heliconia Community (see 1.4. *Heliconia Community* and 3.2. *Guidance and Support* for more information). A study usually lasts four years.

6.2.1. Tuition fees

The tuition fee for one year of studying differs considerably per major and university. Public universities have lower tuition fees and are better accredited than private universities, but are more difficult to access due to high admission requirements and a limited number of available places. Currently, all our students study at private universities.

At private institutions, tuition fees are charged based on high school grades and the score of the admission test. A registration fee is charged at the start of the first year. The tuition fee is also recalculated every semester, based on the number of courses that the student takes. Of course we strive to let our students study at universities where the price and quality are in proportion. However, Indonesian students are often unable to choose their university, because they have to register for multiple universities at once and then go for the one where they get accepted. It is therefore difficult to estimate the tuition fees. However, we have given an indication of the average tuition fees in 6.2.4. *Indication study costs* below, and the precise expenses per student are stated in the annual financial reports.

A transfer for study costs is requested by the students with a 'transfer request' form. The foundation has a bank account in Indonesia, from where cooperation partner Naomi Indah Sari forwards tuition fees directly to the universities. We receive all the receipts of the universities. The bank account in Indonesia can be checked by both our cooperation partners and the board in the Netherlands.

6.2.2. Allowances

When needed, students receive allowances. They can request this after consultation with our cooperation partners. The allowance is intended for additional study costs, such as study books, transportation costs and accommodation, and is allocated when a student has insufficient means to meet these costs. Allowances are

transferred from our Indonesian bank account to the personal bank accounts of the students. Students hand in receipts of their extra expenditures. We have given an indication of an annual allowance in 6.2.4. *Indication study costs* and our financial reports state the specific amounts that we have spent per student on allowances.

6.2.3. Selection, Guidance and Administration

In addition to the careful selection procedure (see 3.3. *Selection procedure*), the Heliconia Scholarship also includes intensive support and guidance for our students, throughout their study period (see 3.2. *Guidance and Support* for more information). Since we support more students every year, we hired cooperation partner Naomi Indah Sari as our permanent, paid employee in December 2019, so that she is fulltime available for carrying out our mission. Since then, chairperson Carli Kooper also receives a volunteer fee per hour for the time that she spends on e.g. student administration and the writing of personal, motivational emails to our students, when they have handed in their progress reports. These costs are included in our annual financial reports under 'Student selection, guidance and administration'.

6.2.4. Indication study costs

We strive to support as many young adults as possible. That is why we ask candidates to register for universities with a good price-quality ratio. Yet it sometimes happens that a candidate is only admitted to a university where the price-quality ratio is less optimal. We can agree to relatively high study costs, if the alternative is that a candidate cannot study at all. The decision on whether we can finance a study or not is always taken in consultation with our cooperation partners, our experts in the field.

As an indication, below are the costs for the study of Economics at the private institution Universitas Tarumanagara and the public university Universitas Negeri Jakarta, a possible annual allowance and the costs for selection, guidance and administration, per academic year and for the entire study period.

Indications tuition fee, annual allowance and guidance in the academic year 2019 – 2020

Economics at the private Universitas Tarumanagara:

- One academic year: €1.875,- (Rp. 14.500.000 per semester, Rp. 29.000.000 per year).
- Registration costs (only in the first year): €1.614,- (Rp. 25.000.000).
- Annual allowances: €400,-.
- Selection, guidance & administration: €400,-
- Full study of four years (tuition fees, registration costs, annual allowances and guidance & administration): €12.314,-.

Economics at the public Universitas Negeri Jakarta:

- One academic year: €830,- (Rp. 6.400.00 per semester, Rp. 12.800.000 per year).
- Annual allowances: €400,-.
- Selection, guidance & administration: €400,-
- Full study of four years (tuition fees, annual allowances and guidance & administration): €6.520,-.

6.3. Other costs

The Heliconia Scholarship Foundation aims for all donations to directly benefit the students. The board in the Netherlands therefore works on a voluntary basis and receives no salary for their work. We have one fulltime employee in Indonesia and all hours worked for our foundation are registered and monitored by each other. See 2.3. *Remuneration policy* for more information. Any other costs in the Netherlands and Indonesia are limited, and mainly consist of website hosting and maintenance, bank fees and transportation costs of our cooperation partners to visit the shelters, universities and students. Transparency and openness are essential in creating a fair, just world, in which all finances are properly accounted for. You can therefor find all the details of our finances in our financial reports, that are available on our website.

6.4. Financial transparency

Transparency and openness are essential in creating a fair, just world, in which all finances are accounted for. You can therefor find all the details of our finances in our financial reports, that we publish online. Also our policy plan and statutes are available on our website. We have our current name and report about our finances in English since 2019. Financial reports before that time are only available in Dutch.

Within our organisation, financial transparency is guaranteed because all board members can check our bank accounts in both the Netherlands and Indonesia. All our expenses are reported and come with a receipt. We receive a monthly transaction overview from Indonesia and also send our annual transaction overview from our Dutch bank account to our cooperation partners.

7. Contact information

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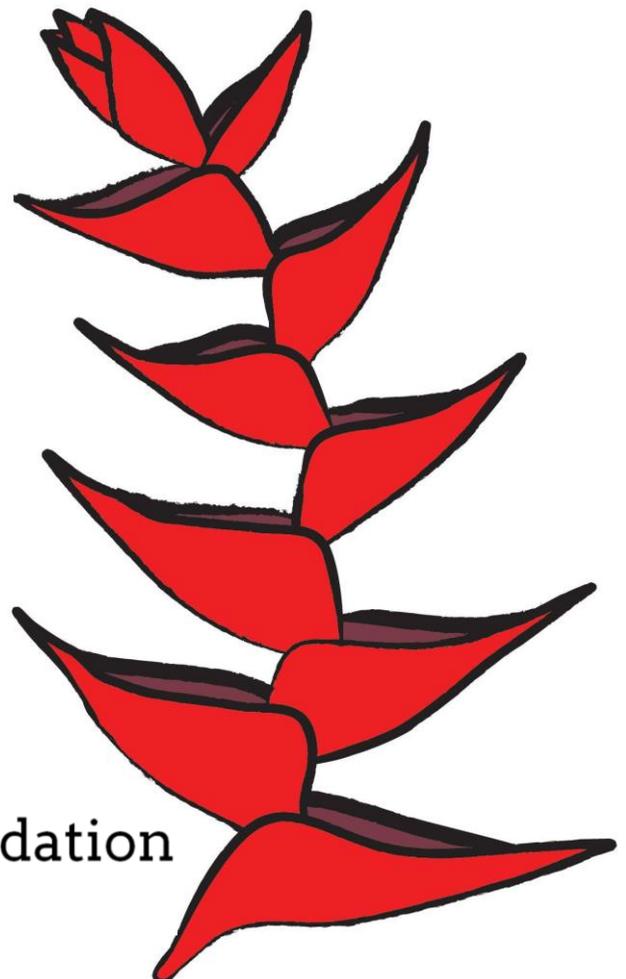
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Heliconia Scholarship Foundation
For higher education in Indonesia

On behalf of all staff, students and graduates of the
Heliconia Scholarship Foundation,

MANY THANKS
for reading our policy plan!



Donate or share our story to support our mission!

Please contact us for questions, suggestions or remarks.

www.HeliconiaScholarshipFoundation.org