

# Operational plan 2021



jan feb mar apr may jun jul aug sep oct nov

		dec											
		Q1 2021	Q2 2021	Q3 2021	Q4 2021								
WHAT	HOW	WHEN											
1	Clarify and optimize internal processes and the organizational structure	[ALL] Review procedures, whilst taking into account world-wide social issues. A number of processes within the project committee need to be clarified in order to create a more workable environment for the project coordinators. Attention will be paid to the processes associated with the Child in Family policy, the reading round and the possibilities for cooperation with Wilde Ganzen.  Let employees partake and participate in policy decisions. Set up specialist committees if necessary. Keep employees informed about policy changes. Create support base, in decision making items. To maintain an open, transparent and professional communication base within the organization. To create a bigger feeling of appreciation towards employees of Wings of Support.											
2	Keep manuals up to date to safeguard continuity of processes	[ALL] Continuously update manuals as required											
3	Introducing and training of new board members and complete own term	[CHAIR, FINCOM, SECCOM] Ensuring a good handover to the new chairperson, secretary and treasurer. Make current matters transparent and transfer them to the new board member. Ensure that manuals are up to date and that all information associated with the position is available. Also, to complete own terms, they will take care of the CBF reassessment of the organization and the annual report in cooperation with the board (and new members).											
4	Continuation of joint action plan Wings of Support and KLM	[CHAIR, COMCOM] Continuation of joint action plan Wings of Support and KLM Sustainability Office, and KLM Markets / KLM Communications for 2021 in which opportunities and expectations are discussed as discussed with Management / Excom. No financial contribution from KLM side, but a focus on a reciprocal partnership that eliviates joint communication. Investigate possibility to be part of KLM events (Eg.Medewerkersevent, Dam tot Dam, Golf open, Sales day)											
5	cleaning data in various systems	[SECCOM] Cleaning data in Salesforce and other systems in use of Wings of Support. As the board has decided, old donor data will be deleted quarterly.											
6	Create more awareness at all KLM departments and recruiting more donors	[SECCOM, COMCOM] Aim te recruit more regular donors, potentially especially form KLM (employees). Work together with KLM to raise attention to corporate customer, specifically on BENELUX market. Investigate possibility of the use of Cafetariaregeling to make donating more attractive for KLM employees. Investigate and possibly roll out the use of the Kentaa platform to be used by KLM employees. Create more awareness at all KLM departments.											
7	Organization Golf Tournament / WOS open and other (sports) events	[CHAIR, COMCOM, SECCOM] When it is possible, given the current situation, a golf tournament will be organized. Investigation of WoS as Dam to Dam charity goal and the possibility to be part of various KLM events.											
8	Investigate policy about online donations	[COMCOM, SPOCOM] Investigate costs, comfort and policy of online donations Investigate use of modern donation platforms such as Tikkie to be used more often. Pilot phase for advertisement to make a solid cost/benefit analysis on the use of (paid) advertisement.											
9	Implementing the communication plan in 2021	[CHAIR, COMCOM] Execution of communication plan (including all relevant media Holland Herald , KLM news App, KLM Takes Care) on renewed platforms (website, Instagram, Facebook, Yammer), more focus on new video concepts as designed in the communication plan. To create an image that reflects our main activities.											
10	Restructure Human Recources department	[SECCOM, PROCOM, COMCOM] Restructuring the HR department. Drafting and communicating processes again, especially the proces 'introducing new employees'. During the restructuring, new employees will also have to be found for the department P&O.The redesigned department must contribute to improving the connection with employees. Partly by restarting introductory courses, the deployment of a supervisor for starting project coordinators and the implementation of a 'joy and sorrow policy'. Also focus on easier and more accessible ways of communication towards committees.											
11	Keep monitoring COVID-19	[FINCOM] Monitor the impact of Covid-19 on Wings of Support. Special focus will be given to: the maturity of the main sponsor contract, decline in the number of medium and small donors and the lower budget available for projects. FINCOM will be responsible for monitoring and communicate any new information regarding the situation.											
12	Enable effective decision-making with improved forecasts by strengthening ties between PROCOM-SPOCOM-FINCOM	[FINCOM] Develop WOS report 6 times a year, before every board meeting. Share identical WOS reports with Board, Supervisory Board, and Audit Committee. Explicitly consult PROCOM and SPOCOM for accurate forecasts of future income and (project) costs.											
13	Focus on motivation and support of Project Coordinators	[PROCOM] Involve project coordinator in development, decision making and enrollment of sustainability policy and ideas. Improve project coordinator decision making process and work together(forum). Also set up a more customer friendly Salesforce.  Find out what the needs of the project coordinators are and enroll an employee satisfaction survey 1 or 2 years from now.											
14	Large and small projects	[PROCOM] Attention for both (1) long-term projects in which depth can be taken, but also (2) opportunities to start up and support small (cuddly) projects.											
15	External communication of projects, attention for cooperation partners; outstations.	[PROCOM] [COMCOM] Checking of external stakeholders. Check local rules and regulations. Focus on highlighting the actual projects / NGOs that we support, and the UN SDGs that we contribute towards.  Create a worldwide platform of KLM ambassadors. Focus on the connection between KLM ambassadors and project coordinators. Create awareness & more ways of cooperation at all KLM departments.											
17	Sustainability policy	[PROCOM] Keep working on a sustainable goodies and Bushcamp; set up a team environment for a sustainable goodies and Bushcamp.  [COMCOM]: Further finalize / co-create Sustainability policy together with WoS employees. Communicate this policy effectively to internal and external stakeholders. Raise awareness on SDGs and the "bigger picture" that our projects contribute to											