Operational Plan 2022

			Q1 2022			Q2 2022			Q3 2022			Q4 2022		
	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. 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	[ALL] Ensuring a good handover to the new board members. Ensure that manuals are up to date and relevant information is shared with the new members. 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 possiblility to be part of KLM events (Eg.Medewerkersevent, Dam tot Dam, Golf tournament, Sales day)												
5	Recruite more new sponsors	[SPOCOM] Investigate how to get more attention from companies. Investigate the options of connecting to players as “De Nationale Postcode Loterij” and decide whether this is the way forward for WoS.												
6	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.												
7	Create more awareness at all KLM departments and recruiting more donors	[COMCOM, SPOCOM] Aim to recruit more regular donors, especially from (new) 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. Research possibility to implement donations in the bookingtool of KLM.												
8	Organization Golf Tournament / WOS open and other (sports) events	[CHAIR, COMCOM, SECCOM] Since no WoS open will be organized in 2022, investigate the possibility of organizing another event focusing on receiving funds. Investigation of WoS as Dam to Dam charity goal and the possibility to be part of various KLM events.												
9	Investigate policy about online donations	[COMCOM, SPOCOM] Investigate costs, comfort and policy of online donations. Digitalization of Wings of Support communications; eg. Use of tikkie, QR-codes and less paper. Pilot phase for advertisement to make a solid cost/benefit analysis on the use of (paid) advertisement.												
10	Implementing the communication plan in 2022	[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.												
11	Human Recources department; procedures and structures	[SECCOM, PROCOM, COMCOM] The redesigned department must contribute to improving the connection with employees (employee committee). Partly by restarting introductory courses, the deployment of a supervisor for starting project coordinators. Also focus on easier and more accessible ways of communication towards committees. And make sure the procedure for employees to come and to go is used. Every quarter COMCOM and SECCOM will write an employee update. Investigate how non-flying KLM employees and donors can be more involved.												
12	Keep monitoring COVID-19	[FINCOM] Keep monitoring 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 actively communicating any new information regarding the situation.												
13	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.												
14	Focus on motivation and support of Project Coordinators	[PROCOM, SECCOM] 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. The employee committee will focus on engaging all WoS employees.												
15	WoS ambassadors	[SECCOM, PROCOM] Creating a network of WoS ambassadors, so project coordinators can make use of their local knowlegde. SECCOM will organise introductions for these ambassadors.												
16	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.												
17	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.												
18	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												