



One World Citizens

Actual policy plan
2024-2025



Actual policy plan ONE WORLD Citizens 2024-2025

ONE WORLD Citizens (OWC) works from the power of the youngest generations and their important contribution to the inclusive, climate-proof society that we need worldwide to offer our youth and future generations a liveable future.

We believe in the vision, ideas and solutions of the youngest generations and facilitate them to develop their ideas for change into local projects and startups for impact. So that they can implement the change they envision in their own communities. In a sustainable way and preferably as a social entrepreneur, so that they can invest a lot of time in their solution and generate their income with it.

By doing this the youngest generations will be able to take their future into their own hands and improve the basic needs, employment and future prospects of young people in their communities. Working Globally together they can tackle the climate, war and economic challenges they face in a self-reliant and solution-oriented manner locally and worldwide.

That is why we think it is important that young people can learn everything about inclusion, sustainability and climate themes and develop digital and entrepreneurial skills. So that they can work with each other 24/7 via social media and their smartphones and, in collaboration with partners who want to support their vision and ideas, they can work to take their future into their own hands.



Our objectives and activities 2024-2030

Based on our vision, we have been developing and organizing in co-creation with young people since 2012:

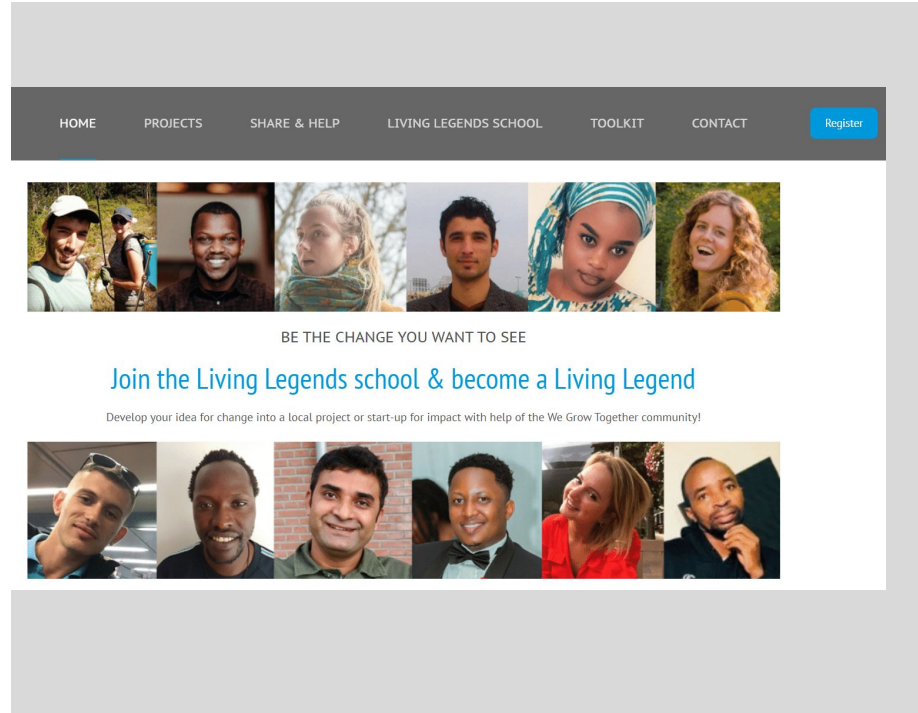
1. Non-formal education about inclusion, sustainability and climate themes so that all youth can learn about this through social media.
2. An empowerment and social entrepreneurship program, with which they realize successful, sustainable projects and startups.
3. The online We Grow Together community in which they share their ideas and solutions with like-minded young people and partners and develop them into projects and startups.
4. The online Living Legends School, where young people share their example projects and startups online 'as teachers', so that other young people can learn from them and they can help the young people to copy the example project or startup in their own community.
5. Annual youth exchanges and intergenerational dialogue events, to create shared visions and collaboration to scale up the non-formal education and good example projects and startups to as many countries as possible.

In OWC 2012-2022, young people from 17 countries have already laid a solid foundation for a bottom-up and scalable concept based on the UBUNTU mindset, the We Grow Together Community and the Living Legends School. A report on this can be read in the ["OWC Journey 2012-2022"](#) document.

5 objectives and activities for 2024 and preparation for 2025

We will continue to develop our international program in 2024 - 2025 by:

1. Bringing the Living Legends School online;
2. Professionalize We Grow Together community management for young people and partners;
3. Creating a funding and/or revenue model that allows OWC to continue to perform its basic tasks;
4. Starting crowdfunding campaigns on GoFundMe, the Living Legends School on Patreon, and implementing our recently obtained ANBI status, so that sponsors and other supporters can easily get in touch with Living Legends to support their exemplary projects and startups with seed capital;
5. Organizing three international youth exchanges and dialogue events, in which young people, partners and donors meet to strengthen cooperation.



OWC & Income Raising 2024-2025

ONE WORLD Citizens started in 2012 as a voluntary organization in which the management team, young people/Living Legends and partners are committed with the time they have available besides work, school, sports and family and can always rely on this basis for doing business with young people and securing their future.

In 2012-2022 we succeeded in bringing together the basic incomes for the 1st Living Legends and director with small-scale, local SDG subsidies, with which we were able to develop, test and guarantee the Living Legends concept and the We Grow Together community. We were able to organize the youth exchanges and dialogue events thanks to the Erasmus+ Youth Exchange and Youth Participation programme.

Our income raising 2023-2024

In 2024-2025, we will focus our revenue on 4 pillars:

1. Crowdfunding for smaller project-based concrete needs of Living Legends. Specific actions for this will be: The Social Shareholder Certificate action (via members of Wereldwinkels.nu); GoFundMe crowdfunding platform (already existing, with small examples of successful fundraising for Ubuntu Center and SRIC and Rwanda programs; Patreon, for a sustainable financial basis and involvement of financial and inkind supporters in the Living Legends School
2. Proactively respond to calls, challenges and open proposals to larger funding agencies for the Living Legends and OWC itself.
3. Actively approaching B-corps, Family Funds and philanthropic organizations/individuals and thematic funds such as the Erasmus+, VSB Fund and the like for specific OWC programs
4. Local fundraising by Living Legends itself in its own country.

OWC revenue management and spending

Management

Management of the income is in the hands of the Board Director Monique van Dam. Supported by Martin Borst, financial specialist and member of the Supervisory Board.

OWC is contemporary, organized online and has no fixed office. In 2024 the fixed costs of our organization consist of the following cost items:

- Fixed costs: web hosting, banking, administration and license costs: € 2.500,00 per year

Spending

All donations, investments and loans (without interest) that we receive go directly to the basic income and low-budget costs of the Living Legends projects, for which the money is intended. Nothing sticks to a bow.

OWC has a Supervisory Board of which all members are involved as volunteers without allowance.



Practical information

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