STICHTING GOOD FOOD GREAT CAUSE

ANBI Policy Plan

2026–2029

Operating name: The Afribol Foundation

The Foundation protects maternal and infant life where financial, structural or systemic barriers prevent timely access to care during late pregnancy, childbirth and the early stages of life.

1. Identity and guiding principle

Statutory name	Stichting Good Food Great Cause
Operating name	The Afribol Foundation
Registered location	The Hague
Date of incorporation	10 March 2017

Statutory basis. The Foundation focuses on improving access to maternal healthcare in countries where women face financial and systemic barriers to safe childbirth, particularly in Sub-Saharan Africa; facilitating access to safe childbirth; and connecting maternal health initiatives with socially responsible enterprises.

The Foundation's relationship with The Afribol Company, a social entrepreneurial venture established with a recurring commitment to supporting maternal health and survival, is explained further in the Addendum to this Policy Plan.

2. Mission and objectives

Mission. Stichting Good Food Great Cause (The Afribol Foundation) seeks to help prevent avoidable death and serious harm during late pregnancy, childbirth and the early stages of life where access to necessary care is obstructed by financial, structural or systemic circumstances.

The current operational mission of The Afribol Foundation focuses on:

- helping ensure that women survive pregnancy and childbirth;
- protecting mothers and babies during the critical period around birth and early life;
- intervening rapidly when an acute barrier to care places a life at risk;
- providing structured support where stabilisation and prevention are required;
- learning through temporary, clearly defined programmes in order to further develop effective forms of protection and support.

Scope. The Foundation does not seek to replace public healthcare systems, governments or long-term development organisations. It intervenes where existing systems do not reach people in time, where access falls short, or where vulnerability without timely action may result in irreversible harm.

3. Activities

3.1 BirthAid – acute and preventive protection

BirthAid Direct addresses acute, life-threatening situations in which necessary maternal or neonatal care is not accessible in time. Within its established criteria and financial authorities, the Foundation may contribute directly to necessary care, transport or other immediately life-saving interventions.

BirthAid Modular comprises temporary preventive programmes for elevated risk during the final stage of pregnancy, childbirth and the first period thereafter. Examples include support for transport to healthcare, essential maternal supplies, monitoring and facilitated access to appropriate care.

3.2 LifeAid – structured support

LifeAid focuses on structured support following an acute situation and on reducing the vulnerability of mothers and young children, particularly where mothers and newborns remain in hospital after childbirth because financial barriers prevent their discharge. Activities may be implemented through partner organisations and within pre-approved programmes, budgets, and quality and integrity requirements.

3.3 Modular Programmes – learning and improvement

Modular Programmes are temporary pilots with a predetermined duration, target group, geographic scope, success criteria and evaluation points. They are separately funded and may not undermine core emergency-response capacity. Continuation takes place only following evaluation and governance approval.

3.4 Partnerships and beneficiary protection

The Foundation may work with hospitals, clinics, transport networks, civil-society organisations, education and knowledge partners, and other parties that contribute to its objectives. The following principles apply:

- support to beneficiaries is direct, dignified and non-extractive;
- beneficiaries are not used as commercial products, market segments or sources of commercial data;
- support is not made conditional on participation in research, marketing or commercial activities;
- privacy, consent, confidentiality and non-discrimination are protected;
- partners are assessed in advance for credibility, capacity, mission alignment and risk.

4. Fundraising and sources of income

The Foundation may obtain income from various sources consistent with its statutes and mission. The principal intended sources are:

- unrestricted gifts and donations;
- targeted emergency appeals and fundraising for the BirthAid Emergency Fund;
- restricted fundraising for BirthAid, LifeAid and Modular Programmes;
- sponsorship and structured contributions from companies, funds, institutions and social partners, provided that the conditions do not compromise the Foundation's independence;
- grants, gifts, legacies and other lawful contributions;
- income from activities that support the statutory objectives, including, where appropriate, the production and sale of meals, dishes and specific food products.

Independence. Donors and sponsors do not acquire decision-making authority over individual emergency interventions, beneficiaries or the content of the mission. Conditions that delay life-saving action, commercialise beneficiaries or cause mission drift are not accepted.

5. Management of assets and funds

The Governing Board bears ultimate responsibility for financial policy, budgets, reserves and the structure of separate funds. The Foundation applies cash-basis financial discipline: financial commitments are entered into only when the necessary funds are actually available.

- BirthAid Emergency Fund: for immediate life-saving interventions; funded through unrestricted donations, emergency appeals and general Foundation resources, among other sources.
- BirthAid Modular: separately held funds for preventive and temporary BirthAid programmes.
- LifeAid and LifeAid Modular: separate resources for structured programmes and temporary pilots.
- Operational resources: funds for necessary organisational, administrative, control and implementation costs.

Reserves. Reserves are maintained only insofar as reasonably necessary for continuity, existing commitments, operational resilience and sufficient emergency-response capacity. The BirthAid Emergency Fund works towards a target reserve intended to enable the Foundation to continue acute interventions for a reasonable period. Its level is reviewed periodically based on actual expenditure and risk.

6. Spending policy

Funds are used exclusively for activities that support the Foundation's statutory and current public-benefit objectives. The Foundation seeks a reasonable balance between direct mission expenditure and management and implementation costs.

- direct payments for necessary maternal and neonatal healthcare and related emergency support;
- preventive support and structured programmes for mothers and young children;
- transport, medical or essential supplies and other mission-related implementation costs;
- partnerships that demonstrably contribute to reach, access to care, prevention or stabilisation;
- monitoring, evaluation, safeguarding, financial control and necessary administration;
- temporary pilots and knowledge development that improve the effectiveness and integrity of future interventions.

No private benefit. Foundation resources may not be used as though they were private assets. Field staff/Envoys do not handle Foundation funds; payments are executed centrally in accordance with established authorities and controls.

7. Governance and oversight

Governance is organised around roles and authorities rather than individuals. Governance determines what must be protected; the operational layer determines, within those boundaries, how the mission is implemented.

Governing Board. Holds statutory and ultimate responsibility for the mission, strategy, financial governance, budgets, reserves, major partnerships and the appointment of senior operational roles.

Mission Oversight Council. Acts as an independent safeguard against mission drift, abuse of authority and serious ethical breaches, and reports to the Governing Board.

Head of Operations. Coordinates operational systems, structured programmes, resources and partnerships within delegated boundaries.

BirthAid Director. Holds operational responsibility for acute BirthAid interventions and, within pre-established limits, the emergency authority required to act.

Envoys. Carry out field tasks, observe and verify situations, and report; they have no independent financial or partnership authority.

Separation of responsibilities. Financial oversight, execution and independent review are deliberately distributed across different roles. Strategic or mission-binding commitments require additional Board approval; operational commitments fall within pre-established delegated authority limits.

8. Remuneration policy

Statutory Board. Board members and other policymakers receive no remuneration for their Board or policy-making duties. They may only receive reimbursement for actual and reasonably necessary expenses incurred. The Foundation does not pay attendance fees.

The Articles of Association contain a provision under which the Board may, in certain circumstances, grant compensation for above-average efforts relating to the activities of the Foundation. Insofar as such efforts concern Board or policy-making duties, this provision will not be used to provide remuneration while the Foundation is applying for or holds ANBI status. The Foundation's actual remuneration policy will be implemented in accordance with the applicable ANBI requirements.

Operational roles and staff. Non-statutory operational roles and employees may receive appropriate, market-aligned remuneration for work actually performed, within the budget, governance framework and applicable laws and regulations. Remuneration is administratively recorded and may not compromise the Foundation's independence or effectiveness.

9. Administration, accountability and control

The Foundation maintains records showing at least the nature and scale of income, assets, costs, expenditure, programme and emergency payments, and any remuneration of policymakers. Financial results and activities are reviewed annually. Governance and operational decisions with financial or mission significance are documented.

- funds are kept traceable by relevant funding stream;
- no commitments are made on the basis of income not yet received;
- periodic reporting is maintained on financial health, partnerships and programme progress;
- pilots and Modular Programmes are evaluated before any continuation;
- personal data and confidential beneficiary information are protected.

10. Publication and transparency

The Foundation ensures that the information required of ANBIs is published openly and is easy to find on its own website or an appropriate shared website. The publication will include, insofar as legally required:

- the statutory name Stichting Good Food Great Cause and the operating name The Afribol Foundation;
- the RSIN/tax number and contact details;
- a clear description of the objectives;
- the main elements of this policy plan;
- the names and functions of Board members;
- the remuneration policy for the Board, policymakers and, where applicable, staff/management;
- an up-to-date report of activities undertaken;
- the financial accountability information.

Website/URL: https://theafribolfoundation.org | https://www.theafribolfoundation.org

Email: welcome@theafribolfoundation.org

11. Allocation of assets upon dissolution

In accordance with the statutes, any positive balance remaining after dissolution will be allocated to a public benefit organisation (ANBI) with a similar objective, preferably one holding the CBF quality mark.

12. Policy priorities 2026–2029

- make BirthAid operationally ready and build financially robust emergency-response capacity;
- develop, test and evaluate LifeAid and Modular Programmes in phases;
- select healthcare and implementation partners on the basis of quality, integrity and beneficiary protection;
- further operationalise separated funding streams, reporting and financial controls;
- test the governance and escalation structure in practice and refine it where necessary within the statutory framework;
- maintain ANBI publication, activity reporting and financial accountability structurally and on time.

13. Adoption and review

This policy plan serves as a concise policy translation of the statutory objectives and the current governance and operational framework of Stichting Good Food Great Cause / The Afribol Foundation. The plan will be reviewed at least annually and amended where changes in activities, governance, legislation and regulations, or financial circumstances make this necessary.

Adopted by	Governing Board of Stichting Good Food Great Cause (The Afribol Foundation)
Date	27 April 2026
Place	Rotterdam
Version	ANBI Policy Plan 2026–2029

ADDENDUM

ADDENDUM1

Relationship with The Afribol Company

The relationship between Stichting Good Food Great Cause (The Afribol Foundation) and The Afribol Company reflects the Foundation's longstanding statutory commitment to connecting social initiatives with socially responsible enterprise.

The Afribol Company is a separate social entrepreneurial venture that uses commercial activity to generate recurring financial capacity for social impact. As part of this commitment, The Afribol Company has committed to allocating to Stichting Good Food Great Cause (The Afribol Foundation) 25% of the net profit attributable to every Afribol product sold. This creates a recurring, product-linked source of funding for the Foundation's maternal health and survival mission.

This relationship gives practical expression to a principle present in the Foundation's purpose since its establishment in 2017: that socially responsible enterprise can contribute to addressing barriers affecting maternal healthcare and access to safe childbirth.

The Afribol Company and Stichting Good Food Great Cause (The Afribol Foundation) remain separate entities. The commercial company conducts its business activities and generates commercial income; the Foundation independently governs, manages and allocates the resources it receives in accordance with its statutory objectives, public-benefit mission, governance framework and applicable ANBI requirements.

A financial contribution by The Afribol Company does not confer authority over individual beneficiaries, emergency interventions, programme decisions or the allocation of Foundation resources. Such decisions remain subject to the Foundation's independent governance and decision-making structures.

ADDENDUM 2

Explanation of the Foundation’s name, operating name and relationship to The Afribol Solution

Stichting Good Food Great Cause was established on the principle that socially responsible enterprise can contribute to the sustainable financing of public-benefit objectives. The name **“Good Food Great Cause”** reflects this founding principle: *Good Food* refers to food and socially responsible commercial activity as a means of generating economic capacity, while *Great Cause* refers to the public-benefit purpose that such capacity is intended to support. For the Foundation, that public-benefit purpose has from its establishment been connected to improving access to maternal healthcare and safe childbirth.

The Foundation's present work builds upon that original purpose and gives it more specific operational expression through its focus on the survival, health and well-being of mothers and young children, particularly where financial, structural or systemic barriers prevent or delay access to necessary care.

The Foundation also operates under the name **The Afribol Foundation**. This operating name reflects the Foundation's place within the wider **Afribol Solution**: an ecosystem in which socially responsible commercial activity and independently governed public-benefit activity are connected while remaining institutionally separate. Within this model, commercial activity can generate recurring financial capacity, while Stichting Good Food Great Cause, operating as The Afribol Foundation, independently pursues its statutory and public-benefit objectives.

The use of the name **The Afribol Foundation** does not create a separate legal entity and does not alter the legal identity, statutory objectives, non-profit character or governance responsibilities of Stichting Good Food Great Cause. Likewise, the Foundation's position within the wider Afribol Solution does not subordinate its decision-making, programmes, beneficiaries or the management and application of its resources to the commercial interests of another entity.

The commercial and public-benefit functions are therefore deliberately distinct. **All assets and resources belonging to or received by Stichting Good Food Great Cause are administered under the responsibility of the Foundation and are applied in furtherance of its statutory and public-benefit objectives, in accordance with its own governance framework and the requirements applicable to an Algemeen Nut Beogende Instelling (ANBI).**

In this way, the names **"Good Food Great Cause"** and **"The Afribol Foundation"** express different aspects of the same underlying principle: **socially responsible economic activity can help create sustainable financial capacity for an independently governed public-benefit mission centred on maternal healthcare, safe childbirth and the protection of maternal and infant life, health and well-being.**