



**Bernadette
van Gelder
Foundation**
Committed to Indian
female empowerment

Objectives 2022

2021 was both a challenging but also a very productive year. Challenging as we were still dealing with a worldwide COVID-19 pandemic, productive as we were able to continue to work on the repositioning and re-branding of the Bernadette van Gelder Foundation to Swapna Foundation, AND we, like in 2020, were able to raise considerable funds to purchase much needed oxygen generators for our partner, Jagriti Jaipur in Jaipur, Rajasthan, needed for the poor in support of the effects of the COVID-19 pandemic.

Unfortunately, we had to postpone our launch event for Swapna Foundation in December due to imposed COVID-19 restrictions. We are looking to reschedule this event this year, all depending on the developments around COVID-19 and what is realistically possible to organize.

2022 will be an important year in several ways:

1. The COVID-19 pandemic might have less impact on our activities (as off today);
2. It will be the final year of several of our long-term donors;
3. Our main focus will be to secure the first substantial funding for the SWAPNA Foundation.

Working towards the following **objectives**:

1. We will implement and launch our repositioning and will 'operate' as Swapna Foundation;
2. We will need to successfully secure 15 Founders to our foundation;
3. Develop a 'checks & balances' plan together with Jagriti Jaipur;
4. Together with our local partner, identify where funding is spent best.

➔ **However: our main focus will be on securing 15 Founders by year end.**

JAN – MAR: implement reposition SWAPNA & start reaching out to potential Founders, Checks & balances plan Jagriti Jaipur.

1. January

Final development on Swapna.Foundation website.

Start development launch (digital) communication strategy.

Start recruiting 3 additional fundraisers to be able to meet our target.

2. February

Finalize website and live.

Development launch communication strategy.

Recruiting 3 additional fundraisers to be able to meet our target.

3. March

Website live

Development launch communication strategy

Recruiting 3 additional fundraisers to be able to meet our target

Marie Claire to India: research, check & agree on WOW with Jagriti Jaipur.

APRIL - JUNE: launch event SWAPNA Foundation & finalize WOW Jagriti & fundraising

1. April

Launch event

Finalize WOW with Jagriti

4 fundraisers -> recruited 4 Founders

2. May & June

4 fundraisers -> recruited 4 Founders

JULY – DECEMBER: Main focus on fundraising

4 fundraisers -> recruited 4 Founders