



Policy Plan PSI-Europe 2022-2024

1. Background and introduction

Stichting PSI-Europe ('PSI-Europe') is an independent non-governmental organisation (NGO), registered in Amsterdam, The Netherlands, in 2008. It is the European affiliate of Population Services International (PSI), the world's leading network of non-profit social marketing organisations. The PSI network comprises of local offices in over 40 countries throughout Africa, Asia and Central America, with headquarters in Washington DC, USA; Nairobi, Kenya; and Amsterdam, the Netherlands.

PSI-Europe was founded to support, promote and generate resources for the PSI network in Europe. The PSI global network has over 50 years of experience working to shape and influence the delivery of health products and services that make it easier for consumers to lead healthier lives. PSI harnesses the vitality of the private sector to address the health problems of low-income and vulnerable populations in 40 developing countries across the globe through programs in sexual and reproductive health and rights (SRHR), water, sanitation, and hygiene (WASH), malaria, non-communicable diseases, HIV, and horizontal health systems strengthening (HSS) approaches.

While PSI-Europe's mandate is to mobilize resources for the PSI network, it also played a programme management role in cases where PSI and/or donors considered it favourable that PSI-Europe oversees the funding that PSI-Europe mobilised. From 2012-2015, PSI-Europe played this role on behalf of PSI, managing a Sexual and Reproductive Health grant that PSI received from the Dutch Ministry of Foreign Affairs under the Choices and Opportunities Fund (COF).

In 2015, PSI-Europe was well positioned to apply directly for funding from the Dutch Ministry of Foreign Affairs through a consortium led by the Dutch NGO Cordaid. When the consortium, called *Jeune S3* (Santé, Sexualité, Sécurité) won this funding, this implied that PSI-Europe started to manage this project, which was implemented by local PSI network members and local partners of the other consortium members.

Furthermore, PSI-Europe also played a donor management role in managing grants that PSI received from the Global Fund up until 2019.

It is important to note that key staff members of the limited staff of PSI-Europe were involved in the projects referred to above. This resulted in key resources being pulled away to a certain extent from PSI-Europe's core role, i.e. to mobilize support for the PSI network.

2. Looking ahead

For the coming policy period 2022-2024, PSI-Europe's goal is to enhance its primary role in mobilising support for the PSI network by a) being more strategic about its choice to directly implement resources and b) playing a key advocacy role in support of its primary role.

Mission, vision, strategy 2022-2024

Mission & Vision

PSI-Europe's **mission** is to mobilize support for the PSI network by shaping policies and engaging European stakeholders and donors to realize PSI's goal to scale consumer-powered healthcare.

PSI-Europe's **vision** is that consumer-powered healthcare results in better healthcare. Not only are we helping to build sustainable solutions for the world's most serious health issues, but we're also reimagining healthcare by treating all beneficiaries like consumers. That starts with putting more voice, choice and agency directly in consumers' hands and promoting and protecting their rights.

Given the relevance of the above-mentioned themes for European stakeholders, PSI-Europe believes it plays an important role in this by generating resources for the PSI network and promoting PSI's work in European networks and fora and among stakeholders in Europe.

Strategy 2022-2024

PSI-Europe's position in Europe is quite unique because it represents the broad network of PSI network members in over 40 countries while functioning as a small and agile representation organization. PSI-Europe's strategy for the future is that it will expand its representation role and resource mobilisation role. PSI-Europe believes that mobilising support from European stakeholders and donors can be realised more effectively by also developing a broader public support base. To this end, PSI-Europe will enhance its advocacy role in areas where it has specific expertise and unique value within the PSI network. Currently, this is in menstrual health & hygiene and safe abortion.

When it comes to the implementation of programmes, PSI-Europe will only play this role if it adds unique value to the network. This means that it will only implement grants, together with PSI network members in the Global South, issued by European donors if a) they cannot be managed from the United States where PSI is based, due to legal or financial constraints or b) the expertise to manage the grant can be more easily found in the PSI-Europe office or in collaboration with partners (NGOs, research institutes, corporate partners) in Europe, and c) managing the grant will not pull away key resources from PSI-Europe's core mandate, i.e. mobilising support for the PSI network and advocacy to strengthen this work.

This way, PSI-Europe will distinguish itself from other European, including Dutch based, NGOs; since its implementation capacity will remain limited while its reach through its network of PSI members will be significant. Therefore, PSI-Europe will always seek partners to provide specific expertise to implement grants that require a certain budget threshold that PSI-Europe cannot meet.

In addition, given its expanded function to support and promote the work of the PSI network, PSI-Europe will play a convening role bringing together stakeholders from Europe who want to share knowledge and expertise, test new concepts, and shape a common agenda on topics that are of particular interest to European stakeholders and aligned with PSI's Global Strategic Plan.

Goal, objectives & activities, income 2022-2024

For the period 2022-2024, PSI-Europe's goal is to generate support from stakeholders and donors in Europe for the PSI network and to develop a (public) support base for the topics it seeks support for. The objective is to expand its relationship with partners, stakeholders and donors in Europe through a number of engagements (sub-objectives):

- Memberships of and contributions to European fora and partnerships with European stakeholders
- Advocacy to put under-served and under-funded health topics on the agenda of European stakeholders and donors and the broader public
- New donor relationships for PSI with European institutional donors, funding institutions, foundations, and corporate partners
- Projects and programmes* in collaboration with partners and stakeholders in Europe
- Convening role to bring together stakeholders from Europe who want to share knowledge and expertise, test new concepts, and shape a common agenda on topics that are of interest to stakeholders in Europe and are aligned with PSI's Global Strategic Plan

** PSI-Europe will develop programmes and projects that are particularly relevant to European stakeholders and can be developed with input from those stakeholders in Europe; and that promote better health for poor, disadvantaged and vulnerable populations in developing countries.*

PSI-Europe generates income through the above-mentioned activities. Income is received from government subsidies (Dutch Ministry of Foreign Affairs, Invest International), affiliated non-profit organisations (PSI-network), Income from other non-profit organizations (Share-Net International) and private individuals (high net worth individuals).

More information on activities can be found in PSI-Europe's Annual Report on the PSI-Europe website: [What We Do - PSI Europe](#): Annual Report or directly [650077b672df5fc016ffaaa4 PSI-Annual-Report_2022 FINAL.pdf \(webflow.com\)](#).

3. Organization

Chamber of Commerce number: 819850810
(Kamer van Koophandel nummer):

Fiscal number: Stichting PSI-Europe RSIN nummer: 819850810
(Fiscale nummer):

Contact: Herengracht 124, 1015 BT Amsterdam
e-mail: rbal@psi.org

Website: www.psieurope.org

4. Board and Remuneration (Board and Employees)

The Board (31/12/2021):

Visser, Mirella Carola Bettina (Chair)
Christine Fenenga (Secretary)
Maas, Jörg Franz (Board member)
Holscher, Michael Allen (Board member)
Ekua Yankah (Board member)

Remuneration Policy:

Board members do not receive monetary remuneration for their services but are entitled to expense compensation. The remuneration for the Managing Director is in line with the WNT ('Wet Normering Topinkomens'). Employees are rewarded based upon a benchmark in the sector of comparable foundations (to this end, we use, among others, the Annual Charity Remuneration Survey as conducted by the Human Capital Group among the members of Partos (Branch Association for International Cooperation)). No employees or temporary staff of PSI-Europe receives remuneration above the WNT-maximum.

5. Fundraising

PSI-Europe was founded in 2008 with the aim to represent the PSI network in Europe and to generate resources for the network to achieve its objectives. The focus to generate resources was mainly on institutional donors via tenders. For the period 2022 – 2024 and beyond, PSI-Europe's goal is to generate more resources from corporates and organizations such as the National Postcode Lottery, as well as high-net worth individuals, to achieve its objectives. That is why we requested to obtain the ANBI status from January 1st, 2019.

6. Finance, Management of Funds, Equity

PSI-Europe spends the income received in accordance with its objectives and in accordance with the budget approved by the Board which is determined annually. PSI-Europe strives to keep the management and general costs in a reasonable proportion with the total expenditures. The Foundation is audited annually by accredited auditors.

In 2016 it was agreed by the PSI-Europe Board to start to increase its sustainability by creating a continuity reserve. PSI-Europe does not hold more capital than is reasonably necessary for the continuity of the foreseen activities for the purpose of the foundation. These assets are held in a separate (savings) account. PSI-Europe does not invest.

Pursuant to Article 13 of the articles of association of the foundation, no (legal) person has decisive control within the foundation. Thus, no (legal) person can dispose of the assets of the foundation as if it were their own assets.

All financial information can be found in PSI-Europe's Financial Statements with the auditor's statement on the PSI-Europe website: [What We Do - PSI Europe: Financial Statements](#) or directly [649a9eeb1c34fb55fd59c6f7_Financial_Statements_2022_Stichting_PSI-Europe_for_website.pdf \(webflow.com\)](#).