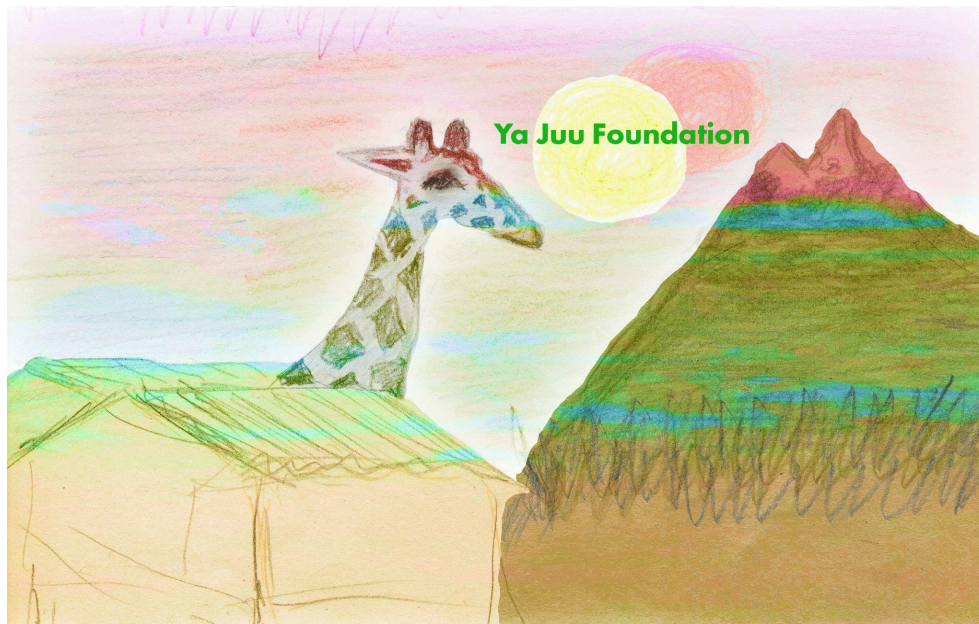


Stichting Ya Juu Foundation



POLICY PLAN 2026 - 2027

KvK- number: 87638762

RSIN- number: 864358659

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Introduction

Stichting Ya Juu Foundation (Ya Juu Foundation) was founded in the Netherlands in 2022 by Dr. Anja van 't Hoog. Dr. van 't Hoog has lived and worked in Kenya for more than 15 years; in the nineties she started working as a doctor for Memisa in a small rural hospital in Kakamega and later on joined research programmes with CDC in Kisumu as an epidemiologist, specialised in TB. Ya Juu is founded in her spirit with the idea that education and income generation support can make a difference for the future of adolescents and young adults in Kenya, to increase both their independence and positive contribution to their direct environment, communities and the society at large.

Concretely, Ya Juu Foundation exists to provide (financial) support to underprivileged adolescents and young adults in (Western) Kenya who would otherwise not be able or have difficulties to attend secondary, vocational and/or higher education. Also, Ya Juu aims to offer support for income generation, either through small business development or skills development through internships, job application support and networking, with the aim to improve their employability.

2024- 2025

Ya Juu Foundation started its operations in 2023 with preparatory work such as setting the criteria for eligibility, developing forms and building the website. In the first policy period (2024-2025), with a total contribution of € 59.171,-, Ya Juu Foundation supported 22 unique adolescents to start, continue or complete their secondary education and 80 unique young adults with vocational and higher education. Additionally, Ya Juu Foundation supported 15 young adults with vocational training, through Ujima Foundation for Training and Development in Kisumu. Initially, these adolescents and young adults were identified through the personal network of Dr. van 't Hoog and board members; however, on the Ya Juu Foundation website ([Apply - Ya Juu Foundation](#)) application forms were downloaded by any eligible adolescent and young adult.

In principle, education support to eligible individuals is channelled directly via schools, colleges and institutes. If this is not possible, it can be channelled via local non-profit organisations that have similar objectives as Ya Juu Foundation.

In this second Policy Plan we will explain in detail on how we plan to implement our objectives for the next two years, 2026-2027.

1. Aim of Ya Juu Foundation

1.1. Mission & vision

The mission of Ya Juu Foundation is to contribute to increasing numbers of educated adolescents and self-reliant young adults in (Western) Kenya by providing access to secondary and higher education and/or supporting them in other ways to increase their employability for work so they will be able to earn an income for themselves.

Our vision is that all adolescents and young adults have the right to education and to develop themselves to their full potential so they can look after themselves and play a contributing role in their direct environment, communities and the larger society in Kenya. This is in the continuation in spirit of the founder of the organisation, dr. Anja van 't Hoog, who supported several adolescents and young adults in Kenya with this purpose.

1.2 Objectives

With the mission and vision in mind, the objectives of Ya Juu Foundation are:

1. increased access to secondary and higher education for underprivileged adolescents and young adults in Kenya;
2. increased self-reliance of underprivileged adolescents and young adults in Kenya;
3. operating in the memory of Dr. A.H. van 't Hoog; and
4. performing any other acts that are related to the foregoing in the broadest sense related or likely to be conducive thereto.

1.3 Strategy

The foundation aims to achieve its goal by, among other things:

- a) providing financial support to underprivileged adolescents and young adults to enable them to attend secondary and higher education by paying school fees, school supplies, accommodation, transportation and/or other means;
- b) providing resources for support with training and means to start up a small business after school or when education is not an option, and/ or support development of skills for internships, job hunting and networking to improve their employability;
- c) doing this directly via the educational institutes for secondary, vocational and higher education, where possible, or through an organisation or collective that increases access to income generating support for underprivileged adolescents and young adults in (Western) Kenya.
- d) soliciting sponsors and non-profit donations for the mission and vision of Ya Juu Foundation.

2. Planning for 2026-2027

In the upcoming policy period (2026-2027), we aim to continue monitoring and supporting the beneficiaries we selected in 2024 and 2025 and currently support. It is the intention of Ya Juu Foundation to support the students until the completion of their education, provided that he or she performs adequately, fulfills the reporting obligations, and remains motivated. In addition, we want to offer the adolescents and young adults who have completed their secondary education the opportunity to pursue and complete higher education of their choice and ability. In order to guarantee this support for all these adolescents and young adults we have reserved an amount of €165,000. Therefore, we do not accept requests for support from new applicants during this policy period. However, on a small scale, we can support a small group of adolescents and young adults annually with vocational training through a non-profit organization, like Ujima Foundation for Training and Development. We do not intend to support any activities related to income generating.

2.1. YearPlan: Concrete activities for 2026

Ya Juu Foundation will, provided that he or she performs adequately, fulfills the reporting obligations, and remains motivated:

- Support 24 underprivileged adolescents in Western Kenya, who have been supported in the period 2024-2025, to continue and complete their secondary education.
- Support these above-mentioned adolescents, when they complete their secondary education, to attend vocational or higher education of their choice, ability and motivation.
- Support 79 underprivileged young adults, who have been supported in the period 2024-2025, to continue and complete their higher education.
- Support 15 individuals with vocational training via Ujima Foundation for Training and Development.

2.2. Timeframe 2026- 2027

In 2026-2027, Ya Juu Foundation has the intention to:

- Support the remaining underprivileged adolescents in Western Kenya, who have been supported in the period 2024-2025, to continue and complete their secondary education.
- Support these above mentioned adolescents, when completed their secondary education, to attend, continue and complete higher education.
- Support the remaining unique underprivileged young adults from (Western) Kenya, who have been supported in the period 2024-2025, to continue and complete their higher education.
- Support 15 individuals, per year, for income generating per year by vocational training via Ujima Foundation for Training and Development.

3. Organisation

Ya Juu Foundation is a not- for -profit organisation, registered with the Kamer van Koophandel under number 87638762. It has applied for the ANBI status. The organisation has a website: www.yajuufoundation.org. The bank account number is: NL56 TRIO 0320599841 with Triodos Bank in the Netherlands.

4. Board

The Board of the Foundation consists of four voluntary members, who are not paid for their services. Declaration of costs is possible if they are necessary for the tasks performed by the board members. In the reglement/ regulations is stipulated what the roles are for the board members and how things are organised within the Foundation.

Chair:	Mrs Mieke van 't Hoog
Vice-chair:	Mr. Frederik Eijkman
Treasurer:	Mrs Ellen van Puffelen
Secretary:	Mrs Kim Hartog

5. Finances

Spent 2024-2025 on the objectives of the foundation : € 59.171,-
Budget 2026: €56.520,-

The assets of the foundation are formed by the legacy of the founder of the Foundation. The assets serve to support young adults and adolescents as effectively as possible in the coming years. The starting point is that we want to give young adults and adolescents access to secondary and higher education, but our aim is also that they are able to complete their education. The assets can be supplemented with donations, although the foundation will not actively raise additional financial resources immediately (subsidies, auctions, etc.). We do not rule out doing so in the future.