



Leap into Life Foundation  
March 25<sup>th</sup>, 2019

# 2019 Strategic and Tactical Plan

Within the frame of local habits and traditions of the Dagomba tribe, we are developing a Fair Chain<sup>1</sup> in Shea butter. Shoulder to shoulder with the Dagomba communities we are improving life conditions and building a local economy to become a key player in the Shea butter chain.

We are aware that this is an ambition which is far beyond common goals. But this needs to be done. Developing a sustainable market place for an authentic Ghanaian product in our Western society requires redefining of routines and perspectives. We choose to apply action learning – doing – instead of talking about what needs to be done.

We understand that we can't achieve this alone. We need and embrace collaboration with likeminded organizations and institutes. Our compass for collaborations, for enjoying our successes and for sharing our pitfalls is a social technology called "Spiral Dynamics". This social technology embraces the different cultural perspectives which are dominant in our Western society and the dominant perspectives of the Dagomba tribe in Ghana. We apply Spiral Dynamics to bridge what appear to be contradictions, creating prototypes for Fair Chain and Conscious Business.

Until now, during our challenging expedition, we have met a lot of enthusiasm with millennials. This, together with the impact of our work in Ghana, inspires use to continue.

Our societies are desperately seeking for meaning and for circularity. Our work results in applicable prototypes; it is changing the 'rules of the game' and improving life conditions accordingly. But without the energy, the experience and money, our endeavor will not bring the transformations our societies are looking for.

For a professional and accountable approach, we need funding and staffing; money and people who work with us. In our annual budget we need € 45.000 (or a fair and reasonable percentage of the funds and money entrusted to us) for organizational costs that enable us to do the work at 'grassroot level' in Ghana.

## **PURPOSE**

Together with a growing network of likeminded organizations and institutes in Europe and beyond, we empower people living in tribal communities (e.g. the Dagomba tribe in Ghana) to improve their living in ways that respect their needs, habits and traditions.

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<sup>1</sup> Fair Chain means an equal divide of income over the production chain, value creation over the whole chain, and an ecological balance between 'receiving' and 'giving'.



In close cooperation we incrementally develop a sustainable and independent local economy where the collectively achieved benefits are fairly shared among the contributors to the whole product chain.

As a team, we develop fair chain businesses with revenues that remain in the local community. Our shared values are our guidelines for development and strengthen the foundation and their impact:

- a. Respect for the dignity of the person
- b. Professionalism and active learning process
- c. Accountability and transparency
- d. Co-operation and complementary partnership with counterpart organisations
- e. Evidence-based decision making
- f. Environmental awareness.
- g. Fair chain
- h. Profound Spiral Dynamics insights
- i. Avoiding debt or mortgages for local community enterprises by obtaining funds and gifts

See: <https://leapintolife.nl/key-principles/>

Leap into Life is a foundation (stichting) registered in the Netherlands and run by a chairman, secretary and treasurer, with the option to add one or two more general board members who act as volunteers without compensation. The tactical and operational work, also in Ghana, is done by a director, who will have a freelance contract with the foundation.

## **Tactical Plan - Steps (January - December 2019)**

### **"STRATEGY" and Tasks**

During the past four years, we have built strong relationships based on trust with all key stakeholders in Ghana (chiefs, working women and men, local business contacts, local government, etc.). In alignment with local values and customs a solid working community has been built around Shea butter making.

In the Netherlands, our work has been focused on fundraising for donations. A significant amount, covering about 70 percent of the construction costs for the construction of a Shea butter production center, has been raised.

Now, in order to move forward, the Foundation must professionalize. The tasks below have been identified for the coming year (2019):

1. Starting the phased construction of the Shea butter production facility in Saakuba, Ghana.
  - a. Monitoring the construction process of the facility, including finances, quality, and building criteria, as well as organic certification prerequisites.



2. Inventorying and developing the whole value chain of Shea butter. Starting with nut collection and storage. Making a solid list of counterpart partners in the wholesale of Best Quality Organic Shea butter and other stakeholders.
3. Increasing the amount of donations.
4. Identifying measures for remuneration for local Ghanaian representatives and the Leap into Life freelance director.
5. Filling the vacancy of secretary and possibly one more member on the foundation board.
6. Starting the process for (Ecocert) Organic certification of the Shea butter production center.

## **"STRUCTURE"**

The Foundation will have formal relations with, and responsibilities toward:

- Dipaliya Women's Association.
- Director of Leap into Life and local staff in Ghana (and volunteers in the Netherlands)
  - On-site director (freelance, to be decided if this person will move to a future for-profit trading company)
  - Construction supervisor for the Shea butter production center (freelance, during construction)
- Rotterdam Business School of Applied Sciences to provide research interns
- Live-IT, our IT service provider
- Sponsors and donors (institutional and individuals)
- RVO Nederland for consultancy and support on business development
- Ghanaian embassy in the Netherlands and Dutch embassy in Ghana.

## **"SYSTEMS"**

- Applying Spiral Dynamics
- Website
- Professional Microsoft Office 365 IT environment (Microsoft Office for e-mail, Microsoft Teams for documentation, Skype for business, ...)
- Office at Impact Hub Amsterdam (in the SDG House Amsterdam)
- Fundraising system with ANBI status
- Established procurement regulations
- All official documents are in the English language.
- The foundation board discusses the state of affairs at least every 6 weeks
- We have an on-line accounting program and online banking program. A professional bookkeeper was appointed to ensure that the entire system functions correctly.
- Online direct debit contract with Triodos bank.
- Mollie (IDEAL, PayPal and Credit Card) facilities for donations.