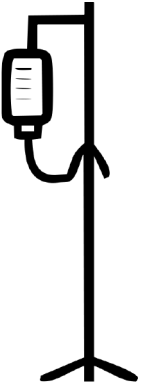


# Quina Care



## Policy Plan 2020-2023

*'The people from the Amazon have the right to good health care as well'*

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Quina Care Foundation

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## Who are we and why do we want this

Quina Care Foundation was founded in early 2017 by two Dutch medical doctors and specialists in international health and tropical medicine. Their goal: improving medical healthcare in those rural areas that up until this day still lack good quality and accessible healthcare.

The Amazon rainforest in eastern Ecuador, and specifically Putumayo, is such an area. Putumayo is a district located in the north of the Ecuadorian Amazon rainforest, bordering Colombia and Peru. It is one of the most remote, poor and unstable areas in Ecuador where basic facilities such as education and healthcare are extremely limited. This also applies to the neighbouring district of Cuyabeno.



Across the Putumayo River lies the Colombian eponymous province of Putumayo. This area contains one of the highest densities of coca-plantations worldwide. Due to the continuous guerrilla war this area remains very unstable and unsafe. There are almost no facilities. Therefore, many Colombians cross the river to Ecuador looking for healthcare.

Due to a lack of high quality healthcare and the fact that over sixty percent of the inhabitants of Putumayo live beneath the poverty threshold, there are many health issues. There is no access to clean drinking water. Malnutrition, complications with (teenage) pregnancies, domestic violence with - mostly - female victims and a high prevalence of infectious diseases are some of the most common issues. As well as snakebites and



the many serious machete wounds and bone fractures. The continuous Colombian armed conflict causes many victims on both sides of the border as well.

The inhabitants have to travel long distances to the nearest hospital. Distances that are too long to survive emergency situations. Nearby medical aid stations are rarely able to provide appropriate care and are often without staff.

Our entire target population is more or less twenty thousand people.

## What do we want

Quina Care aims to improve medical healthcare for the people in and around Putumayo, as well as make it more accessible.

The objective of our foundation is to bring high quality and affordable healthcare to these people by establishing a hospital in the heart of the Amazon rainforest. First-line and acute second-line healthcare will be available for the many thousands of people who previously had no, or no timely, access. To include people in the process of improving their healthcare situation as well as ensuring the continuity of healthcare, collaboration with the local residents is of paramount importance. This care includes prevention and awareness campaigns.



Care will be available 24 hours a day, 7 days a week, with sufficient pharmaceuticals and supplies, as well as the capabilities of hospitalization. Healthcare will focus primarily on emergency health care, obstetric care and the treatment of infectious diseases and



malnutrition in children. In doing so, it is Quina Care's clear intention not to compete with already existing care, but to complement it instead.

Patients are asked to contribute a small amount for their consultation, each to their capacity. This also applies to medication and diagnostics. The reason for this is twofold. On the one hand to reduce costs, on the other hand, practice has shown that care that's paid for usually is appreciated more. These contributions, however, will not cover the costs. To maintain its independent position, Quina Care does not collaborate with the national government. However, cooperation with local government and other organisations is actively sought after.

The aim is to work as much as possible with local staff and to include them in the decision making process. Safe and comfortable housing will be provided on the hospital campus. This way Quina Care endeavours to motivate staff to work together in making this project successful together. Once the hospital is fully operational, investments will be made in professional development for staff by providing in-house and external courses. In the future this should result in more self-sufficiency.

Additionally a situation is sought after where the hospital will become less financially dependent on the Quine Care Foundation. But before that happens, Quina Care will remain responsible for keeping the hospital operational. For the coming years, medical and international health care doctors Jacob and Carolien will form the medical leadership of the hospital.

By building and operating the hospital Quina Care aims to contribute to the improvement of healthcare and the promotion of wellbeing for the people of Putumayo and surrounding areas. By doing so, the foundation hopes to contribute to one of the essential development goals of the United Nations, securing health and promoting wellbeing for people of all ages.

## Where do we stand

Much progress has been made in the past 3 years. The basis for the foundation has been made, a network has been built and name recognition is increased. Contact has been established as well with other foundations to share knowledge and Quina Care has joined the trade association 'Particuliere Initiatief in Ontwikkelingssamenwerking Partin'. Additionally the application process for CBF-certification has been started. To increase both the name recognition and the raising of funds for the foundation we have appointed an ambassador.

The efforts of the foundation have resulted in many donations and structural donors. Through wealth funds and other foundations we have received donations for specific projects. Sponsor events and activities from companies, clubs and church congregations have enabled us to commence the renovation of the hospital and to provide the operating costs for the first year. Additionally, a variety of agreements have been made for multiannual donations. The past year we have participated in 'GivingTuesday' and received donations through this as well. Also, Quina Care US Foundation has been established to expand raising funds further.



The establishment of the hospital is running at full speed. A former boarding school has been transferred to Quina Care on loan. This boarding school is being renovated into a hospital. In 2019 the found floor, where the outpatient clinic as well as the emergency room, the laboratory, the radiology ward and the pharmacy will be located, has been renovated. In addition the entire roof has been replaced. The start of 2020 saw the beginning of the renovation of the nursing ward on the second floor and the build of staff housing. A lot of inventory has been donated by care institutions in The Netherlands which have been shipped to Ecuador already.



The Quina Care Ecuador Foundation has been established in Ecuador to guide and support the activities locally. The international health care doctors Jacob and Carolien have been involved with this foundation. The foundation is in close contact with local authorities and organisations to get a better understanding of what is needed and where possible collaborations can be valuable. Apart from guiding the project the foundation is also looking for possibilities for local financing.



## How will we do this (June 2020-2023)

This period will revolve around the completion of the renovation and the opening and operation of the hospital.

To achieve our ambitions money is needed. The foundation will continue their efforts to increase its network and gain more name recognition, in order to increase the fundraising. In this period the possibilities for structural financing for the hospital will also be considered.

The board will continue to increase their skills with regards to their tasks by, among other things, following workshops and webinars. Additionally, Quina Care Ecuador Foundation will focus more on raising funds in Ecuador. A number of board members are, for example, participating in the Change the Game Academy, an initiative of Wilde Ganzen that supports local organisations by educating them on how to raise funds themselves.

Apart from the opening and operation of the hospital we will realise the following projects in the coming time frame:

- Staff housing
- Delivery room
- Operating room
- Sustainable water supply
- X-ray ward
- Extending laboratory

## Fundraising

For the acquisition of the necessary funds we will pick up the fundraising in a number of ways.

### *Donations of individuals and businesses*

To excite as many possible donors for our goal and to bind them to us for a longer period of time, we are looking for a creative way of memorising them. We aim to have as many structural donors as possible to ensure a continued moneyflow.

### *Donations of foundations and wealth funds*

We will increase our efforts in applying to foundations and wealth funds with objectives similar to ours, here as well, we aim for multiannual collaboration. The coming period we will focus as well on the financing of the operational costs of the hospital.

### *Wilde Ganzen for requesting a supplementation*

For projects meeting the criteria we will send an application to Wilde Ganzen.

### *Sponsor Events*

Our ambassador will mainly commit to (arrange to) organise sponsor events, such as a marathon. The main aim is to collaborate as much as possible with other organisations in order to reach a larger target audience.

### *Annual Participation in GivingTuesday*

In December we will approach our network for a(n) (extra) donation.

### *In kind contributions*

The majority of the hospital inventory that is currently in our possession is mostly donated by general practitioners and hospitals in The Netherlands. Through this network we will continue to search for missing inventory and equipment. Additionally we would like to continue to use the opportunities of in kind donations by means of services rendered. The architect, for example, who designs the renovation of the hospital and the build of staff housing, is doing so on a voluntary basis. The transport of the container in The Netherlands, as well, was donated by the carrier.

### *Gifts, testamentary dispositions and legacies*

Our treasurer, together with interested parties, will research the possibilities of this.

### *SponsorKliks*

We have joined SponsorKliks. Through this website, for each purchase made at affiliated webshops a certain percentage of the purchase amount will be transferred to Quina Care.

We've experienced that through this process a fair amount can be gained. For us reason enough to promote this opportunity of sponsoring within our network.



### *Other foundations*

We're also investigating the possibilities of collaborating with other foundations. For instance, we are working together with the foundation Insulin for Life. A Dutch foundation that offers Insulin free of charge to people with difficulty accessing this medication. Over the next period we would like to engage in more of these collaborations.

## Advertisement

### *Website and social media*

Quina Care aims to spend as much of our funds on issues for which these funds are actually meant: providing health care. For this reason, minimal costs are spent on advertising the existence and aim of Quina Care and donors and other interested parties are kept updated on the activities in Ecuador mostly via online means. Our website [quinacare.org](http://quinacare.org) performs a crucial part in this. There is a quarterly digital newsletter and once every 1-2 months a blog/vlog. In addition we will continue to use social media, Facebook, Instagram and LinkedIn. We can rejoice in a weekly increasing number of followers.

### *Presentations*

The past years we have been given the opportunity to give presentations to a number of businesses and organisations about the activities of Quina Care. Through a presentation with pictures and videos of the activities in Ecuador we explain the content and necessity of our work. We will increase the frequency of this over in time to come.





### *Ambassadors*

In the years to come, our ambassador will continue to commit to increasing the name recognition and the raising of funds for the foundation. A few of his initiatives, such as a sponsor marathon and a fundraising concert have already started. Additionally we are looking for new ambassadors to increase the name recognition of Quina Care through their network.

### *Media*

Media will be approached for a general article about our foundation or in case of a new initiative on our side. Various media would be appropriate such as radio, television, local and regional newspapers and (specialist) magazines. In Ecuador frequent appearances are made on radio and television and we will continue to do so.

### *Contacting Donors*

Foundations, wealth funds and business supporting us are mentioned on our website, obviously only after permission of the organisation in question. After the completion of a project an extensive report including pictures is sent to the sponsor(s). To keep the sponsors involved in our foundation we provide regular updates for them.

## Justification Financial Policy

The division of responsibilities and tasks between Quina Care Foundation in The Netherlands and Quina Care Ecuador Foundation is as follows:

### Quina Care Foundation in The Netherlands:

- Fundraising and advertisement
- Management of assets
- Providing assets for the foundation in Ecuador
- Provide accountability to donors and sponsors
- Monitoring Quina Care Ecuador Foundation

### Quina Care Ecuador Foundation:

- Providing medical health care in the hospital located in Puerto el Carmen
- Organising (medical) activities on a project basis
- Deploy people and assets in Ecuador
- Local fundraising and promoting in Ecuador
- Provide accountability to the foundation in The Netherlands for the donated assets and the implemented policy



Our income and expenditures are justified in an annual report that is also published on our website. The annual report also includes a 'looking back' and a 'looking forward'. To assess the annual report an audit committee has been established.

All individuals and businesses that have sponsored us will receive a thank you email. And after the completion of each project a justification is provided to the relevant wealth fund or foundation, often accompanied by pictures of the project.

Our aim is to have one of the board members visit the hospital in Ecuador at least once every year to stay in touch with the project on location. This visit is done at their own expense.

## Management of funds

The board of Quina Care is responsible for the management of funds. The board members do not have disposal over the funds of the foundation as if it were their own funds. These are separate assets. The foundation has a current account. Once the foundation possesses funds that are not directly applicable to its aim, this amount will be stored on a savings account to ensure the continuity of the foundation in unforeseen situations. There are no investments in stock or bonds.





## Allocation of Funds

The foundation is non-profit. The financial policy of the foundation is focused on realising the above mentioned objective. In order to do so, overhead costs are aimed to remain as low as possible and a minimum of 90% of the funds will be spent on the good cause.

The board members are not paid for their services.