

Policy Plan 2025 – 2027

Stichting Run Good Do Good

1. Introduction

Stichting Run Good Do Good (RGDG) is a non-profit foundation based in Amsterdam, incorporated on October 7, 2025. This Policy Plan outlines our strategy, activities, and financial framework for the period 2025-2027. Our foundation operates at the intersection of sports, technology, and philanthropy.

2. Mission and Objectives

The statutory objective of the foundation is to promote social welfare and a healthy lifestyle. We achieve this by:

- Providing a digital peer-to-peer fundraising infrastructure.
- Connecting volunteer athletes (individual and corporate) with reputable NGOs.
- Ensuring a transparent and seamless donation flow directly to social causes.

3. Activities (2025-2027)

Our activities are divided into three phases:

- **Phase 1 (Preparation):** Finalizing the digital donation bridge, legal compliance, and onboarding initial NGO partners.
- **Phase 2 (Launch - April 2026):** Full platform launch, enabling volunteer athletes to create profiles and prepare their charity run campaigns.
- **Phase 3 (Growth):** Expanding our NGO network across Europe and enhancing user engagement tools.

4. Fundraising and Income

To ensure the sustainability of the platform, the foundation utilizes a multi-stream income model:

- **Platform Service Fee:** A 3% fee charged to recipient NGOs on funds raised via the platform to cover maintenance and operational costs.
- **Corporate Partnerships:** Structural sponsorships from companies aligned with our mission.

- **Grants & Gifts:** Private donations and social impact grants.
- **100% Direct Model:** All charitable donations (minus the service fee) go directly from the donor to the NGO's verified account.

5. Financial Management and Spending

- **Spending:** Revenues are used exclusively for platform maintenance, hosting, software development, NGO verification, and personnel costs for one operational staff member.
- **No Profit Motive:** The foundation does not seek profit. Any surplus is reinvested into the platform to enhance its social impact.
- **Capital Management:** Assets are held in a secure Dutch business bank account to ensure liquidity. The foundation does not engage in risky financial investments.

6. Governance and Remuneration

- **The Board:** The Board of Directors provides strategic oversight and ensures compliance with ANBI standards.
- **Remuneration:** In accordance with Dutch law for public benefit organizations, Board members receive **no remuneration** for their services. They are only entitled to reimbursement for reasonable, documented expenses.
- **Staff:** The foundation employs one staff member for daily operations, with a salary based on Dutch market standards.