



MOVING CHILDREN

YOGA | DANCE | PLAY



Policy Plan 2018-2020

Date: October 3, 2018

Revised: December 2019, June 2020

Moving Children is a non-profit foundation. This policy plan describes the current status of Moving Children and our future plans and goals. The board of directors have approved this plan on October 3, 2018 and will review it annually.

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Moving Children

Children need to move. According to Dutch professor of neuropsychology Erik Scherder (2014) people have been moving less than ever. There is a trend to avoid physical activity as much as possible and this has serious consequences for our physical and mental health. The rise of technology has played a significant role in these changes. Children often sit still or with bad posture and physical interaction with others is not always self-evident. In addition, there is little space for creativity in education and many children lose their creative abilities while they grow up (Robinson & Aronica, 2015). Because of today's hurried lifestyle and increased attention to academics there has been a significant reduction in free child-centered play (Ginsburg, 2007).

Every child around the world is born with a natural urge to move and a wide range of creative abilities. From a young age we explore the world with movement and play and we communicate our feelings without words. Creativity is needed to discover your own identity, to find your way in a continuously changing society and to develop skills that will distinguish yourself in future workplaces. Education and creativity expert Sir Ken Robinson has been advocating for more creativity in schools for many years. In his famous TED-talk *Do Schools Kill Creativity* (2006) he mentions the importance of movement for children:

“Children need to move to think”

Moving Children acknowledges the importance of movement for the physical and mental development of children and wants to support teachers, social workers, parents, care providers, aid workers and others that work with children to integrate movement in their daily practice. Moving Children believes every child needs to move, create and play and we will do anything in our power to make that happen.

Yoga, dance, play

The Moving Children philosophy found its origin in the creative movement practices yoga, dance and play. All three movement practices develop, stimulate and improve both the physical and mental health of children. In addition to

developing motor-skills and improving physical health; yoga, dance and play stimulate creativity, imagination, connection, collaboration, non-verbal communication, critical thinking and problem solving.

Every child learns in a different way. Gardner (2002) writes about eight different intelligences, also called 'multiple intelligences'. In education, the emphasis lies on verbal-linguistic and logical-mathematical intelligence. In a dance class other learning styles are addressed, namely: bodily-kinesthetic, visual-spatial and musical-rhythmic. According to Hermans (2012) bodily-kinesthetic intelligence is mainly about the intention of movement. In dance, the intention lies within the movement itself. Unlike, for example, sports, where goals are set beforehand. Dance is an art form that encourages expression through movement. Dancing leads to an openness in emotional perception, strengthening of social connections and a greater set of communication skills, such as receiving and interpreting the behaviour of another (Behrends, Müller & Dziobek, 2012). In many (developing) countries, dance remains an important part of culture. Dance can give a sense of happiness, it brings people together and it is a way to escape from the reality of everyday.

"With dance we are able give expression to ourselves and the world in order to gain new insights. Dance is creation. Even though it's fleeting, the experience of dance inevitably activates our system of meaning"
(Hermans, 2012, p.3).

Yoga is currently practiced by an increasing number of people. Children's yoga has also increased in popularity. Yoga improves balance, strength, endurance, concentration, memory and self-confidence and can also reduce feelings of anxiety and stress (Butzer et al., 2015). Yoga is also about making personal connections, which helps children develop empathy. An important part of yoga is mediation, through which children learn to be present and mindful.

Play is also essential to development because it contributes to the well-being of children (Ginsburg, 2007). Children use play to explore their world and movement and play are inevitably linked together. Both play and participation in the arts have been recognized by the United Nations High Commission for Human Rights

as a right of every child. Article 31 of The United Nations Convention on the Rights of the Child states:

1. States Parties recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.

2. States Parties shall respect and promote the right of the child to participate fully in cultural and artistic life and shall encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activity. (1989, P.10).

For children with disabilities and developmental or behavioural problems, yoga, dance and play can act as tools to express thoughts and emotions and to stimulate physical development. For children with disabilities, it is often a challenge to express themselves through verbal communication. The non-verbal aspect of movement practices provides new opportunities for them to express their thoughts and feelings. In addition, research shows that yoga has a positive effect on children with Attention Deficit Hyperactivity Disorder (ADHD) (Mehta et al., 2012). Exercise reduces symptoms and ensures a feeling of calmness. Children are then able to focus and concentrate better (Cerrillo-Urbina et al., 2015).

Yoga, dance and play can also be used to learn other skills, such as language, spatial awareness and knowledge of different cultures. It is movement, but not just for movement sake. Yoga, dance and play are all about gathering knowledge on yourself, other people and the world.

"Children use their body as a medium to explore the world around them. The body forms a meeting place and connection to the world. It is there where we meet each other" (Hermans, 2012, p.52).

Moving Children Foundation

The Moving Children Foundation enables the Moving Children philosophy to be spread around the world. We will do this by teaching, giving lectures, creating movement curricula, setting up teacher trainings, publishing articles, sharing experiences online and supporting research on movement for children. Moving

Children want to collaborate with global educational and children's institutions and use movement as a tool to work with young children and thus stimulate their development. Moving Children will create projects in areas where learning through movement physically and mentally can move children.

It is of great importance to us that our projects are embedded in local communities, in order to ensure support and continuity. Moving Children will support local organizations, both financially and with knowledge exchange and will ensure connections between organizations and professionals all over the world. We will increase the support for moving with children and learning through movement by broadening and deepening the expertise on the subject. The core of this work will be to ensure the projects are sustainable and hopefully in time self-sufficient.

Moving Children will create an international (online) platform for people with different cultural backgrounds and a passion for moving with children. On this platform people gain new knowledge, exchange ideas and experiences and inspire each other. There is a lot of knowledge and expertise around the world, it is important that this will be shared and that advocates for movement with children are given a voice.

"When I dance I feel free" (Ben, 11 years old).

Vision

We believe every child needs to move. Movement through yoga, dance and play can make a significant contribution to a child's physical, social, emotional and cognitive development. It helps children discover their own identity, learn how to express themselves non-verbally and develop empathy for themselves and others around them.

With yoga, dance and play the body moves on the outside, but also from within.

Mission

We aim to create an international movement where people that share the vision of Moving Children come together and connect. We do this by spreading our philosophy around the world to educational professionals, care providers and policy makers. We share knowledge, support organizations, engage in meaningful collaborations with like-minded people and fund research on movement for children. The core of our work is to ensure our projects are sustainable and in time self-sufficient.

Moving Children will initiate projects in areas where learning through yoga, dance & play can improve children's lives. Together we can bring the joy of movement to every child.

Core Values

WE MOVE...	...with children, educational professionals, aid workers, parents.
WE CREATE...	...classes, workshops, projects, trainings and movement curricula for schools.
WE SHARE...	...our philosophy, knowledge, ideas, enthusiasm and passion for movement.
WE SUPPORT...	...organizations in underdeveloped countries.
WE CONNECT...	...like-minded organizations, professionals, cultures, people.
WE EMBRACE...	...social and cultural differences.
WE LEARN...	...from each other and from inspiring people and organizations around the world.

SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none">- We have a solid team of professionals who have the right qualifications and a lot of experience in the field.- There is a lot of existing research with theoretical evidence that supports the mission.- We already have a large international network.- Activities are already largely set up and implemented, so there is proof that it works.	<p>Weaknesses</p> <ul style="list-style-type: none">- We do not have enough financial means yet.- The size of the goals.- Lack of experience in marketing and PR on a global scale (outside of social media).
<p>Opportunities</p> <ul style="list-style-type: none">- Both arts education, movement education and free child-centered play are getting more attention in plans of governments and media.- It doesn't exist yet in this form.- There are already a lot of positive responses from the field.- There are a lot of opportunities to expand the network.- We have a lot of possible collaborations with organizations and individuals already in the making.	<p>Threats</p> <ul style="list-style-type: none">- Collaborations with foreign institutions ask for a different approach, communication (language) can be a challenge.- Many policy makers are sceptical about the effects of arts education (dance) and yoga. Subjects like language & math are found to be more important in school.- Working visas in other countries.

Goals

Main goal

- ❖ To move children around the world through yoga, dance and play.

Sub-goals

- ❖ To spread the Moving Children philosophy.
- ❖ To develop, enhance and broaden the expertise of teachers, social workers, parents, care providers, aid workers and policy makers on movement for children.
- ❖ Raise awareness and receive recognition on the importance of movement for the development of children from curriculum developers, schools and government agencies.

Strategy

How do achieve our goals?

WE TEACH

- We travel around the world to teach and spread the Moving Children philosophy to teachers, social workers, parents, care providers, aid workers, policy makers, curriculum developers, schools and government agencies.
- We organize Moving Children teacher trainings for people who want to move with children.

WE SUPPORT

- We support people and organizations around the world that work with movement for children. Examples of how we do this are:
 - Exchange knowledge and/or offer trainings and workshops.
 - Support them with funding or collaborate on finding local funding/start a local fundraiser.
 - Involving the local community for more support.

WE CREATE

- We create projects for schools and organizations around the world that want to integrate movement.

Every project consists of three phases:

1. **Research phase** - a plan for the project will be made based on extensive research on the organization, the country of origin and the needs of the local children and community.
2. **Implementation phase** - the plan will be executed.
3. **Evaluation phase** - the plan will be evaluated, adjusted where needed and we will check if it is embedded in the organization and local community or if it needs a follow-up.

Operating projects

- ❖ **Thailand, Changwat Chumphon** - collaboration with the Thai Child Development Foundation.

Status: Research phase completed, implementation phase started.

- ❖ **India, Goa** – collaboration with Ashiyana Yoga.

Status: Research phase completed, implementation phase started.

- ❖ **Amsterdam, Netherlands** – collaboration with several schools for children with special needs and receptions centres.

Status: Research phase started.

Possible future projects

- ❖ **Brazil, São Paulo** - collaboration with Balé da Cidade/Victoria Oggiam and Ashiyana Yoga Brazil.

Status: In consultation before the start of the research phase.

WE WRITE

- We publish articles in international magazines about movement for children.
- We share our stories through an online blog, newsletter and on social media.
- We support and fund research on movement for children.

WE COLLABORATE

- We create an international (online) platform for people to share experiences, exchange knowledge and gain inspiration from others.
- We start collaborations with and make connections between like-minded organizations and people.
- We start partnerships with other advocates for movement that need funding or advice to start their own projects.
- We search for an influential patron who can help build our awareness globally.

General timeframe

What	When	Who
Set up the foundation, create a board.	February/March 2018	Laura
Create business plan.	June-October 2018	Board of Directors, Laura
Create website and apply for official charity status (ANBI).	August 2018 – April 2019	Stefan, Board of Directors, Laura
Create a PR/Marketing plan.	March/April 2019	Marketing Team
Official launch of the Moving Children Foundation	April 4, 2019	Board of Directors, Laura
Writing the Moving Children manual.	2019 & 2020	Laura, Teaching Team
Moving Children online classes.	2020	Laura, Teaching Team
Creating teacher trainings.	2020	Laura, Teaching Team
Start official teacher trainings.	Late 2020	Teaching Team
Have meetings with possible partners and influential people.	2018-2020	Board of Directors, Laura

Timeframe Project Thailand

What	When	Who
Research phase in Thailand at the Thai Child Development Foundation.	2018-2019	Laura
Creating a movement curriculum for the Thai Child Development Foundation in Thailand.	2019-2020	Laura, TDCF
Implementation phase curriculum	2020-2021	TDCF Teachers
Coaching & evaluation phase	Eind 2021	Laura, TDCF

Timeframe Project India

What	When	Who
Training and research phase Goa, India.	October/November 2019	Laura, Ashiyana
Pilot project in Goa, India. Integrating movement at Shishu Bhavan, Child Day Care Centre.	November/December 2019 & February/March 2020	Teaching Team, Ashiyana, Teachers Shishu Bhavan
Applying for grants.	2019 & 2020	Laura, Board of Directors
Implementation phase project 10 schools and orphanages in North Goa.	October 2020-April 2021	Teaching Team, Ashiyana, Schools
Evaluation phase.	April 2021	Laura, Ashiyana, Schools

Timeframe Project Nederland

What	When	Who
Research phase in the Netherlands. Contact schools for children with special needs and reception centres. Contact Carolien Hermans for developing material and creating a plan. Applying for funding.	October 2019-July 2020	Laura, Laura J., Carolien Hermans, Board of Directors
Developing, implementation & evaluation phase of the pilot project.	July-September 2020	Teaching Team, Partners Netherlands
Applying for grants for second phase.	October-December 2020	Laura, Carolien, Board of Directors
Second development & implementation phase.	January-July 2021	Laura, Carolien, Teaching Team
Evaluation phase.	August 2021	Laura, Carolien, Participants.

PR/ Marketing plan

What	When	Who
Publish articles in international magazines.	Throughout the year	Laura, Marketing Team
Publish a blog.	Once every quarter year.	Laura
Send out a newsletter.	Once every quarter year	Laura, Marketing Team
Social Media updates.	As much as possible.	Karina, Laura
Visit conferences and other network possibilities.	Throughout the year	Board of Directors, Laura

Partnerships

We have already formed partnerships with:

- Dance and the Child International (daCi)
- Thai Child Development Foundation, Thailand
- Eco-Logic, Resort for Charity, Thailand
- Ashiyana Yoga, Goa, India
- Fontys School for Fine and and Performing Arts, Netherlands

Moving Children Organization

Founder

Laura Kool - laura@movingchildren.org

Board of directors

Chairman J. Kool - jaap@movingchildren.org

Secretary M.F. Reelick - miriam@movingchildren.org

Treasurer A. van Brummelen - anneloes@movingchildren.org

The board of directors do not receive any financial compensation for their work.

Volunteers & Freelancers

Project leader Laura Kool.

Project coordinator Laura Jonkers.

Teaching Team Laura Kool, Laura Jonkers, Sophie van Heesewijk, Lalita Mármeka, Karina Karlsen, Anne-Lauren Graham, Anwar Osman, Pip Carr.

Marketing Team Karina Karlsen, Laura Kool, Anwar Osman.

Administrative/finances Ezra Davidson.

Finances

Capital accumulation and financial sustainability

The Moving Children Foundation raises funds to achieve our goals by applying for grants and funds and recruiting donors. We are not a commercial organization therefore making profit is not explicitly included in the objectives of the Moving Children Foundation. Self-sustainability of the projects is important; we will always look for ways to gain funds for a longer term.

Partnerships abroad

Fundraising campaigns will also take place in the countries where the projects will be carried out. The aim is to start sustainable and long-term partnerships with organizations abroad to create wider support amongst the local community and thus save costs and give projects a greater chance of being effective in the long term.

Crowdfunding

Crowdfunding is another accessible platform to use for supporting our goals and individual projects.

Teacher trainings

The foundation wants to set up international teacher training courses where participants attend classes for a number of days or weeks. The proceeds of these training courses are entirely for the benefit of the foundation. In this way, the foundation itself also provides a source of income.

Publications

The philosophy of Moving Children will be written down in a handbook. Our philosophy will be based on existing theoretical research and we will develop lesson plans that can be used by teachers around the world. This handbook will be handed out during our trainings, but could also provide a source of income for the foundation. The same goes for all the materials we use in the classes.

Collaborations with other organizations

By working together with organizations that work in fields such as art and culture, development aid and education, we will contribute to the sustainability of our

goals.

Marketing and PR

The Moving Children Foundation will invest in PR & marketing experts in order to give the foundation more recognition and visibility around the world.

Public Benefit Organisation

The foundation has been officially recognized by the Dutch Tax Office as a Public Benefit Organisation (PBO) or Charitable Organisation (Dutch: ANBI). PBO is the non-profit tax designation in the Netherlands. PBO status favours sponsors, contributors and patrons in countries that grant tax concessions to foreign registered charities, as well as those based in the Netherlands. Contributors who have made a donation to Moving Children may be able to deduct the amount from their taxable income.

Spending policy

All income directly benefits the planned activities. We attach great importance to:

- Contribute to the development of children;
- Contribute to the advancement of expertise of educational professionals, teachers, parents, social workers, aid workers and care providers;
- Contribute to partnerships between various international organizations in the field of education, development aid and art and culture.

Asset management

The foundation does not hold more capital than is reasonably necessary for the continuity of the planned work for the objectives of the foundation. The board has a controlling function on the budgets and the expenses of the foundation. Under the articles of association, no (legal) person has decisive control within the organization. Thus, no (legal) person can dispose the assets of the organization as if it were equity.

Monitor and secure

The Moving Children Foundation considers it necessary that the achievement of the established strategic goals are monitored and secured in the organization. Therefore, the following schedule will apply to the strategic plan.

Subject	Review	Adjust	Responsibility
Mission and vision	Yearly	Yearly, if necessary	Laura Kool, Board
Goals	Yearly	Yearly, if necessary	Laura Kool, Board of Directors
Timeframe	Every quarter year	Every quarter year, if necessary	Laura Kool
SWOT Analysis	Twice a year	Twice a year, if necessary	Laura Kool, Board of Directors
Overall business plan	Yearly	Yearly	Board of Directors

Budget plan 2018-2020

€	2018	2019	2020	
INCOME SOURCES				
Donations	100	1.000	1.500	2.600
Sponsors	0	0	4.331	4.331
Seed Capital/Investment	2.586	0	1.500	4.086
Trainings/workshops/products	0	0	600	600
Grants/Fundraising	0	0	10.000	10.000
Total income	2.686	1.000	17.931	21.617
EXPENDITURE				
Freelancers	0	0	6.025	6.025
Marketing/PR	0	0	2.340	2.340
Insurances	0	0	300	300
Bank costs	46	120	120	286
Travel expenses	1.890	0	6.275	8.165
Webhosting/website	44	641	125	810
Teacher Trainings	0	0	0	0
Project costs	0	0	2.230	2.230
Start costs	652	0	0	652
Total expenditure	2.632	761	17.415	20.808
Net +/-	54	239	516	809

In 2018 & 2019 Moving Children will mainly invest in creating projects and proof of concept. We will mainly work with volunteers and freelancers and will keep the costs as low as possible. In 2020 we will start with projects which we will finance by investments, applying for grants and raising donations.

Contact info

More information about the Moving Children Foundation can be found here:



<http://www.movingchildren.org/>



www.facebook.com/MovingChildrenFoundation



<http://www.instagram.com/MovingChildrenFoundation>



<http://www.twitter.com/MovingChildren>



<http://www.pinterest.com/MovingChildren>



<http://www.linkedin.com/company/MovingChildren>

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Identification number (RSIN)

858677647

Chamber of Commerce (KVK)

71341579

Public Benefit Organization (PBO/ANBI) 858677647

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