

BIA lives by certain VALUES

- * BIA's approach to development aid is to help children develop into role models in disadvantaged communities in the South
- * Children in the South should be able to choose their own future
- * Education is a fundamental right of every child
- * Children cannot be held responsible for the misery they are born into
- * The uniqueness of the BIA programme lies in their search for the real needs of the children in disadvantaged areas in order to strengthen the ability of future generations to become self-sufficient
- * BIA-godchildren are asked in return to make an essential contribution to their own community, to help fight poverty and deprivation
- * BIA shows full respect for the cultural and national identity of the people they work with

BIA: characteristics

- all-round education for township children with potential is key
- holistic approach to achieve individual growth and progress of each individual child: 'changemakers'
- own criteria for selection, evaluation and support: with respect and added value for the schools
- non-stop engagement of mentors, teacher-assistants and dynamic help of temporary volunteers
- measurable impact on each child + breaking the vicious cycle, i.e. efficient
- transparent and immediate use of resources: straightforward organisational structure with minimal overhead
- Direct reports to godparents, sponsors via newsletters, website and Facebook
- Quality before quantity:
 - balance between ambitions, costs and reality
 - organisation tailored to goals
 - develop marketable skills consistent with everyone's potential
 - learning organisation
- unique structure between Belgium and South-Africa: 'making a difference together'
 - 3-stage rocket: godparents/co-godparents/study bursary funds
 - 1-to-1: godparent/godchild for basic programme: €300
 - many-to-1: co-godparent/student
 - sharing board members; coordinating budgets and tasks
- unique life of founder Isabelle De Smul; interesting stories of participants; won prestigious awards
- own fiscal certificates
- steady group of unpaid volunteers in BIA Belgium: enthusiasm and professionalism
- paid staff members in South-Africa
- good knowledge of the field and adequate training
- local agents in South-African Board
- godparents: 'one big BIA-family': annual gatherings
- sustainable approach:
 - long-term engagements: (co-)godparents and complementary board SA/BE
 - policy based on ownership and empowerment

- successful, ethical fundraising: spreading financial strength and consistency
- annual budget and planning, low overhead, no paid advertising
- strong involvement in local SA community
- supports employment in the area
- Corresponds with modern views on development aid:
 - structural development impulses, not mere donations
 - 'pay it forward' initiator, student charter: developing potential of each child
 - participation and strong involvement of local actors
 - temporary volunteers are oxygen and visible solidarity
 - personal involvement of stakeholders: sponsors and contributors who care!

BIA → SUCCESS-STORY = Simple, Unique, Concrete, Credible, Excellent, Sustainable, Stories

BIA facts & figures:

- BIA is > 15 years old
- 2018: 400 godchildren, 725 (co-)godparents, 1700 donors, 686 fiscal certificates
- 24 secondary education students, 16 higher education students
- number of volunteers since the start: 201
- number of children since the start: 1000
- communal involvement: in 6 schools, cooperation with 35 local organisations, 6 jobs
- annual budget: €350. 000
- overhead <3%
- costs covered each year:
 - basic programme: €300 per child
 - secondary school student: €2 000
 - higher education student: €5 000
- spread of fundraising:
 - 50% godparents, 25% co-godparents, 25% donations (clubs, schools, companies)
 - 90% Belgium, all provinces
- direct employment in South-Africa: 5 BIA staff members, 21 women in bead shop, 1 bicycle repair man