



The Heights and Minds Foundation

The Heights and Minds Foundation Partnerships (update March 2021)

Heights and Minds is looking for partners to finance and develop the first pilots and scaling up what works. We work with experienced international staff, experienced social entrepreneurs and in close cooperation with the national governments of the countries we engage in. The first Partnership was established with the Conseil Nationale de Developpement de la Nutrition (former Committee the Lutte Contre la Malnutrition -CLM), the national nutrition program under the Secretary General of the Presidency in Senegal. A second partnership was signed in October 2020 with the Bandung based NGO Tunas Nusa in Indonesia.

In addition to Partnerships for oversight with local and national authorities, we would be interested to enter into partnerships to cover the following developments:

- The operational evaluation of the two first MindUps in Senegal.
- The digitalization of the operational manual, the learning modules and the growth promotion materials.
 - HeighstandMinds is partnering with Finland based NGO Certa Nutritio to adapt and disseminate child growth promotion videos to HeightsandMinds locations and is testing the use of the videos in training materials and interpersonal counselling. HeightsandMinds also supports Certa Nutritio with the testing of the growth-app Glocal.
 - As of March 2021, IT Company ServiceHeroes sponsors HeightsandMinds with a license to the ServiceHighway platform which is a multilayered platform with multiple applications. This platform will minimize reporting and administrative requirements while at the same time maintain real-time data availability and transparency. The platform is being configurated to HeightsandMinds specific needs and will be tested in Senegal and Indonesia starting in April 2021.
- The establishment of the global network connecting the MindUps.
 - Connectivity between MindsUps will be a feature of the HeightsandMinds Highway platform being sponsored by ServiceHeroes

Initial start-up costs of a MindUp, depending on the country, vary between 8,000 and 10,000 USD. This includes all equipment for cooking demonstrations, preparation of snacks and healthy juices, IT equipment, play corner with books and attractive interior. The MindUp monthly operating expenses vary between 400 and 700 USD. These include salaries for two MUMs, electricity, gas and water and IT connection.

- Scaling up the number of MindUps.
 - We have currently two MindUps functioning in Senegal and Indonesia.
 - We have received interest for financing an additional MindUps in Indonesia
 - We have recived interested to start a MindUp in Uganda and Madagascar and are looking for funding to start these MindUps.



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Financial sustainability is key to our model, however, we know from experience that there are always risks we need to take into account and we will prepare for any contingencies within all our projects:

- A fund is to be established and initially managed by Heights and Minds to cover miscellaneous and unforeseen expenses such as damage due to flooding, damage to equipment or other unforeseen circumstances. An estimated 15% of total investment costs of the MindUp, or about 1,000 USD per MindUp will be reserved for this purpose. When a threshold is reached the funds will be invested in a low risk investment.

Please contact us for more information

Email: info@heightsandminds.org or send a mail directly to the treasurer at hvdveer@heightsandminds.org or crokx@heightsandminds.org