

TREE Alliance **Charter**

Training restaurants For Employment and
Entrepreneurship



Friends-International.org

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01 Background:

Friends-International is a social enterprise dedicated to working with marginalized children and youth, their families and their communities. The objective is to ensure that these children become functional productive citizens of their country. Since 2000 Friends has developed an innovative program with the goal of “building futures, and reviving cultures” through vocational training and respective social support for marginalized youth. This concept has been implemented in developing countries such as Cambodia and Lao P.D.R. in the form of training restaurants and will be replicated through partnerships across Asia initially and other continents eventually.

02 TREE Alliance:

The TREE Alliance is an alliance of vocational training restaurants for marginalized youth and other marginalized populations that are run as businesses providing:

- Quality training leading to sustainable employment opportunities: TREE Alliance training restaurants provide personalized training at international standards through hands-on experience in a real working environment, serving local creative cuisine in a culturally respectful environment and meeting the needs of the growing global hospitality industry;
- Effective, quality social support to the students: using better practice social methodologies, the TREE Alliance training restaurants enable students and their family members a route out of poverty and allow them to become functional, contributing citizens of their country;
- Income for sustainability: all revenues made from the operations of the TREE Alliance training restaurants are reinvested into the vocational training restaurant functioning, as well as the organizations’ social programs, thus reinforcing their overall sustainability.

03 Mission of TREE Alliance:

Together, we provide an effective means for the marginalized population around the world to build their futures and ensure the financial sustainability of TREE Alliance partners.

The TREE Alliance partners receive FI support in business, vocational training and social components to be able to:

- Provide quality hands-on training to youth, based on professional curricula in cooking & service;
- Provide social support including medical care to all students to enable them to work on personal issues and be better able to integrate within their communities;
- Teach basic business skills, literacy, foreign languages and like skills to participants to enable them to make informed decisions about their life and future;
- Provide support to graduated students to find a sustainable and gainful employment;
- Offer support to youth to find sustainable employment who have been unable because of various reasons (health, disability, recovery, trauma, etc.).
- Support the financial sustainability of the organization and its projects;
- Promote the model of social entrepreneurship combining social responsibility and financial success.

04 Target groups:

The TREE Alliance partners will train as a priority:

01 Marginalized youth including but not restricted to:

- Street living youth
- Street working youth
- Youth of street families
- Youth in slum and squatter area
- Youth in prison
- Youth who have dropped out of school
- Runaway youth
- Migrant/trafficked youth
- Youth affected by HIV/Aids
- Drug using youth
- Youth in conflict with the law

02 Young people graduated from a vocational training in need of additional training before being placed.

03 Other marginalized populations

TREE Alliance partners can also employ young people / marginalized people unable to find regular employment because of their health status or other psycho-social situation that prevent them from finding gainful and equitable employment on the job market.

05 Organization of TREE Alliance:

The TREE Alliance was initiated and is powered by Friends-International. It is an alliance of training restaurants following the same principles.

TREE Alliance partners are encouraged to become members of Friends-International's CYTI Alliance, a worldwide network of organizations working together to provide the highest standard of direct services to marginalized urban children and youth, their families and their communities and related groups.

The TREE Support Team is managed by Friends-International and directly responsible to the Friends-International Social Business International Coordinator. The team is able to respond to the training, business and social needs of TREE Alliance partners. The TREE Support Team will:

- Support TREE members in establishing a vocational training restaurant following the standards set forth by the TREE Alliance;
- Provide on-going support (vocational training, business and/or social support) to the TREE members as set forth in the membership contracts;
- Provide emergency support as required to any TREE member;
- Provide support to the overall TREE Alliance in terms of communications, marketing and SoP design.

06 Core Principles:

01 The core objective of TREE Alliance training restaurants must be its social impact. Financial consideration, while essential to the enterprise, cannot undermine the social mission of the project.

02 TREE Alliance strives to build independence and sustainability of the beneficiaries it works with; the training, rehabilitation and general welfare of the beneficiaries remains the principal objective.

03 TREE Alliance is committed to and bases its work on the International Convention on the Rights of the Child and the Universal Declaration of Human Rights. The TREE Alliance and its members are strictly non-political and non-proselytizing in their work and will not promote or support any political party or religion. They will follow child welfare principles and will not be discriminatory.

04 The TREE Alliance and its members will strive to respect the local culture while respecting the beliefs and traditions of all beneficiaries.

05 TREE Alliance and its members will provide a series of social services to beneficiaries including but not limited to access to health care, counseling, access to legal services, and access to education.

06 TREE Alliance and its members commit to promoting the local cuisine and culture by respecting traditions and customs as well as sourcing organic ingredients from local producers, where possible and incorporating sustainable eco and environmentally friendly methodologies.

07 TREE Alliance and its members will ensure that employees work in good and non-harmful conditions and that the income received allows for decent living conditions. Each training restaurant connected to TREE Alliance has to follow the national labor laws and regulations.

08 TREE Alliance and its members have a strong and on-going commitment to the development of staff/ employees/contractors, including, but not limited to, training about life skills, environmental awareness, business and personal finances.

09 TREE Alliance and its members will adhere to the highest ethical standards, unwavering integrity, social and fiscal accountability.

10 TREE Alliance and its members will have a child Protection Policy in place and all personnel will sign and abide to this policy. A Code Of Conduct based on the Child Protection Policy and other essential standards will be signed by all person working for a TREE Alliance Project;

11 TREE Alliance and its members will ensure integrity and transparency in all operations through regular audits.

12 TREE Alliance and its members will use specific policies (e.g. staff contracts, child protection policy) and Standards Operating Procedures (SOP) for all of its operations (hygiene, cooking, accounting, finance etc.) to ensure the on-going quality of all services.

07 Management of profits:

All TREE Vocational Training Restaurants aim at maximizing both social and financial profits. All revenues must be managed under strict TREE Alliance guidelines as set forth in the TREE Alliance financial SOP. TREE Alliance training restaurants are social businesses operating as a non dividend enterprises designed to address a social objective. The restaurants and their managing organizations will:

- Account for all income and expenditures in separate reports showing clearly the net income figures;
- Allocate all net income to support the running of the program, the development of the business (investments, expansions etc.) and to support social projects of the organization as needed;
- Aim at being sustainable after 2 or 3 years (depending on the project and the market conditions), while at the same time achieving the social objectives (e.g. healthcare, education, poverty, environment or climate urgency).

The contract with investors/donors does not allow for dividends to be dispersed. However, investors can gradually recoup the money invested and based on agreement / contract. A reasonable interest rate can be added to the loan reimbursement.

08 Operating processes

A TREE Alliance member is an organization that has:

- Agreed with and signed the TREE Alliance Charter;
- Signed the TREE Alliance Contract detailing the work relationships and roles and responsibilities of all parties, as well as the strategic support required by the TREE Alliance member and the basic threshold principles for the running of the project;
- Paid the base launch support cost as well as the regular TREE Alliance fee for support;
- Made the commitment to work towards the highest level of training and social support.