



# Mensa Foundation the Netherlands

## Long-term policy plan 2017-2020

### Introduction

This long-term policy plan succeeds the long-term policy plan Mensa Fonds (Mensa Foundation) 2013-2016. The board has concluded the direction indicated in this policy plan has not lost any validity, but the tempo for growth as elaborated in this plan has turned out to be unfeasible. The policy plan 2017-2020 copies the mission, vision and strategy from the existing policy plan without any alterations.

#### New:

Added are six concrete dots on the horizon. The first three dots have already been put into motion. The board shall fully invest in these in the near future. The other three are new and require elaboration.

### Future:

In this plan is no prioritising for the activities. Every year the board will decide if and which ideas will be taken up. Having enough funding at its disposal is essential in this.

The board adopts a careful approach considering the still modest finances of the Mensa Fonds, but it is at the ready to execute larger projects, should the means become available.

Board Mensa Fonds

[www.mensafonds.nl](http://www.mensafonds.nl)  
[info@mensafonds.nl](mailto:info@mensafonds.nl)



### Mission (why we exist)

The Mensa Fonds recognizes, encourages and communicates excellence in human intelligence in the Netherlands.

*Compare the mission of the American Mensa Foundation: 'The Mensa Foundation recognizes, encourages and communicates excellence in intelligence globally through education, research and recognition programs'.*

### Vision (how we want to do it)

The Mensa Fonds aims to acquire and distribute knowledge concerning high general intelligence (often indicated as giftedness), to promote the interests of people with a high general intelligence and to encourage special achievements by or for the benefit of people with a high general intelligence in the Netherlands or in cooperation with Mensa Foundations in other countries.

*From 'voorstel oprichting Mensa Fonds' as decided by the AG of Vereniging Mensa Nederland 2013*

### Strategy (how we want to do it)

The Mensa Fonds uses four programmes in order to achieve her aims.

#### 1. Awards:

using specifically directed awards, individuals or organisations that have played a special role in the lives of gifted people are celebrated. Also gifted individuals who have realised a special social achievement are brought to the public's attention. Awards generate positive attention – they show how many good things can be achieved

#### 2. Support:

the Mensa Fonds supports initiatives that fit the statutory aims of the foundation. This can be support in financial form or the distribution of knowledge about high intelligence and giftedness.

#### 3. Own initiative:

the Mensa Fonds itself organises activities that show what excellence in intelligence can mean for society.

#### 4. Create social visibility and fundraising:

in order to achieve all this the Mensa Fonds organises several activities to enlarge her own visibility and collect funds



1. Award ceremony as an important national event
2. Grey Gold – qualitative attention for highly intelligent elderly
3. Expansion of the community
4. Appointment of professor of HIQ and work
5. Creating and maintaining a HIQ webportal
6. Annual symposium

### 1. Award ceremony as an important national event

In 2013 the awards were given out for the first time, making this an annual event. The Mensa Fonds is the only organisation in the Netherlands that gives awards in the field of HIQ. This unique concept is expanded every year, in which the awards are also one of the main PR-instruments the Mensa Fonds can use to generate more social interest in HIQ in society and in the development of the talents of highly intelligent people.

Considering the nature of the awards, the annual occurrence and the intended social aim, success will be visible and perhaps measurable only after several years. Only after several years of a consistent execution of the awards concept can there be the effect of 'sinking in', going round in the Netherlands, a sense of wanting to belong.

Success is built up by a systematic multiyear execution. Then a gradually growing understanding of the phenomenon of HIQ/talent/talent development can be created.

Concrete goals:

- A minimum of 25 nominations per category in 2018
- Being mentioned in the national press
- The awards being shown on tv.

The Mensa Fonds is looking for one or more business partners who can strengthen the foundation and do something the foundation cannot: a partner that associates itself with talent and can boost the awards ceremony.

### 2. Grey Gold— qualitative attention for highly intelligent elderly people

The highly intelligent senior citizen has been a focal point of the Mensa Fonds from 2014 under the name of Grijs Goud (Grey Gold).

Three areas have the foundation's attention:

1. Highly intelligent people work on their own future in which they can live a dignified and stimulating life.
2. Support of initiatives in senior care in which elderly people are being challenged to keep using their intelligence
3. Encouraging scientific research into elderly people and the development of intelligence.

There have been workshops in which the theme 'my own future' was explicitly explored (1).

From this emerged an interesting view of the wishes of highly intelligent seniors. We are going to explore this further. In and around care institutions several initiatives have been started by or with the support of the Mensa Fonds (2).

Herein critical voices, especially from within the care institutions themselves, claimed that this theme would need no exploration if every individual got the attention they deserved. We will take this into account in further developments, but this vision is not shared by us beforehand. The Instituut voor Hoogbegaafde Ouderen (IHBV) (Instituut for the Gifted Elderly) has done research into elderly people and the needs of highly intelligent seniors (3).

The Mensa Fonds will use these results as the basis for their work in the following years. Among other things a symposium about Grijs Goud (a combination with dot-on-the-horizon no. 6) can have a good added value.





### 3. Expansion of the community

A community creates connection, a sense of belonging and a representation of the ideas of the Mensa Fonds. From the start this view has been followed by creating a group of Founding Friends with whom warm contact is being maintained, forming the Club of 100 and by starting the group Silver Friends. Intended characteristics of the relationship to both clubs are reciprocity, material and immaterial input, mutual appreciation and joy.

It is not easy to develop a community in such a way that the Mensa Fonds can fulfill the promise of connection and sense of belonging and so that the community members can feel like ambassadors. And yet the community is the long-term basis for the existence of the foundation. In the next years creative ways to expand the community will continue to be explored.

### 4. Appointment of a professor HIQ and work

One of the first ideas at the foundation of a Mensa Fonds within Mensa the Netherlands was 'creating a Mensa chair of HIQ and work (or initiating and supporting one, if this had to be done in a separate foundation)'. High intelligence can be of significant meaning to society but in reality this talent is applied insufficiently within organisations.

Elaboration is needed as to the area in which this special chair can offer the most value and in which (university-related and other) context the chair can be created. Also the organisational aspects require attention. Funding of this special chair could take place through crowdfunding.  
plaats vinden.

### 5. Creating and maintaining a HIQ webportal

Especially the long-term professional execution requires further elaboration. In the past starting pages have been created by others

(<http://hoogbegaafd.startpagina.nl/> en <http://hoogbegaafdheid.startkabel.nl/>).

The question is how the topicality of such a portal can be guaranteed. Other questions are how a link can be made with Permanent Future Lab and the American Mensa Foundation; the latter especially because of the amazing content of their website [www.mensaforkids.org](http://www.mensaforkids.org).

### 6. Annual symposium

An annual symposium is meaningful for, among others, the following reasons :

- Familiarity with the foundation
- Connecting Mensans and non-Mensans
- Developing a community
- Connecting the 2% and 98%

A symposium should have a low threshold, in which a different topic can be highlighted each year. A budget-neutral organisation can and should be realized by, among other things, asking a participation fee.



### Relationship between the focus points of our vision and the dots on the horizon

The table below shows the relationship between the focus points of our vision and the dots on the horizon:

dots / focus-points	Awards ceremony as national event	Grijs Goud (Grey Gold	Community expansion	Professor HIQ and work	Creating and maintaining a HIQ portal	Annual symposium
Visibility of the meaning of HIQ	X	X	X	X	X	X
Research / best practices		X		X		X
Positive image	X		X		X	X