



**STUDENTS  
FOR  
CHILDREN**  
Pass on the future

# Annual Report 2015

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Maarten Muijser  
Sem Frankenberg  
Nienke Kral  
Iris Lommerse  
Britt Stenberg

President  
Secretary  
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# 1 | Introduction

Dear reader,

With great satisfaction we look back at 2015. This year we made great progress in collaborations with high schools and were therefore able to support our projects more. Moreover, the successful collaborations with the Bonifatius College and the Gregorius College in combination with private donations, cooperation with café Walvis and our other events for students granted us the financial situation to help more children by continuing ongoing projects and supporting new projects. Besides great progress was made in increasing our brand awareness, including a new website with English translation, which resulted in most received project proposals ever. 2015 was a year with a lot of changes in board members who have all provided their new input to let Students for Children reach her goals.

At the start of 2015, the board consisted of Lucia Latjes, Hans de Vries, Lida Daniels and José Dams. Maarten Muijser joined the board from march as a secretary. During the year, Esmee Kooijmans took over presidency from Lucia Latjes. Nienke Kral started initially as a second event coordinator but eventually replaced Lida. Sem Frankenberg took the function over from Hans. Samira Zekhini replaced José Dams and during the year Iris Lommerse took over from Samira.

At the end of 2015, the board thus consisted of:

Esmee Kooijmans - President  
Maarten Muijser - Secretary  
Sem Frankenberg - Treasurer  
Nienke Kral - Project coordinator  
Iris Lommerse - Event coordinator  
Britt Stenberg - Event coordinator

In 2016 Rachel Doesburg will be the president of Students for Children and Britt Stenberg will join the board as second event coordinator.

The board was supported by our advisory board, which at the end of 2015 consisted of Florine Bos (president), Lotte van der Meer, Marieke van de Fliert, Simone Tennekes and Hans de Vries.

Hopefully, this annual report gives you the needed information and insights into Students for Children. Please do not hesitate to contact us if you have any further questions.

We are looking forward to 2016!

Kind regards,

On behalf of the board of Students for Children

Esmee Kooijmans

*President*

## 2 | Projects Report

### **Kenya: Msingi Bora Academy**

Since 2009 Students for Children supports the education of underprivileged children at the secondary school Msingi Bora Academy in Kenya. Starting with the support of five children in 2009, Students for Children extended the support to seventeen children in 2013. However, due to private circumstances one of the girls had to stop her education temporary. Therefore, we started in May 2013 with the sponsorship of another girl. Her educational sponsorship will be continued in 2014. In 2014, 15 children followed education with the help of our sponsorship. Unfortunately, two of the students had to leave school due to sad personal and home situations. The sponsorships that were raised and saved for these children have been used for new school uniforms. The good news is that a second student finished class 8 in 2014; she started High school in 2015. Students for Children decided that the sponsorship of the children will stop when they finish primary school. In 2015 12 children were sponsored. Also this year Anna Kitavi finished the last class of the primary school. This means, in 2016 the sponsorship will continue with 11 children.

This year Students for Children decided to sponsor four of the eleven children, so they could go to the boarding school. Peter Ochiel, our contact person in Kenya, asked if we could sponsor a few children because their home situation was getting worse and worse and this had an influence on their school results. Students for Children sponsored four children from September until December. While it was hard for the children to suddenly get in an area where there are rules and structures, the children are adapting this way of life now. Their school results are improving and they are enjoying the fact that they are living with other children.

These children are the same children who have already been sponsored by Students for Children the past years. So the only extra costs for these children are the boarding school costs.

### **India: Ave Maria School**

Since April 2013, Students for Children supports the education of fourteen children in India by providing micro finance to the mothers of these children. These children and their mothers are living in a poor village in the Southeast of India called Anandapuram. With the loan Students for Children provides, the mothers were able to buy agricultural products, like seeds and animals. Subsequently, with the money they earn with their agricultural activities the mothers can pay for the educational costs of their children at the Ave Maria School. Next to this, the aim of this project is that the mothers use the profit of their business to pay the loan back to Students for Children. So far, this project is very successful since all mothers have an income with their agricultural activities. In Mai 2015 the mothers paid back the rest of their loan. So now the €2000 has been paid

back. In 2015 Students for Children agreed to help AidIndia in rebuilding their school building. As a result more than 500 children are now able to go to school.

### **Brazil: Sport teacher Estrela da Favela**

In 2014 the project Estrela da Favela started. The favelas in Rio de Janeiro are known for the high crime and poverty rate. Because of the high poverty, a lot of children are living on the streets and therefore do not have the opportunity to go to school. Estrela da Favela tries to get these children (from 4 to 14 years) out of their bad environment and gives them an opportunity to escape from a bad future. They offer sport activities in order to stimulate children to become part of educational projects. Students for Children supports this project by sponsoring two sport teachers; Wagner and Vinicius. Besides teaching tennis and soccer, Wagner and Vinicius also face the challenge of teaching these kids basic norms and values. They focus on teaching the kids basic life skills and talk about social subjects, for example violence, drugs and the problem of sexual abuse of girls. These are tough subjects, but also aspects of the daily life for the children in favelas. A psychologist is involved to teach Wagner and Vinicius what is the best way to approach the children. The project is very successful, since more children have taken the step to go to school as a result of the sport activities. In 2015 this project continued and is still very successful, almost 50 girls have been able to play all kinds of sports this year.

### **NME Mundial**

In 2014 Students for Children started a collaboration with the organization NME Mundial. The projects of this organization take place in Bolivia and have educating children in gardening as focal point. On average, the children get three lessons per week, each consisting of 30 minutes of theory and 30 minutes of practice. Students for Children sponsored this project by financing a licensed agricultural engineer who will teach 400 children. Because this project started at the end of 2014, 2015 was actually the year in which the project enrolled. It went very well; the children learned how to take care of different agricultural products and how they could cultivate it themselves.

### **Indonesia**

The foundation Meriah Bintang is placed on West Java, Indonesia. Since 2011 they have started different projects all with the same goal: to support underprivileged children in the area Pangandaran, West Java, Indonesia. Their main support focuses on the improvement of education and livelihood. In September 2015 Students for Children decided to support Meriah Bintang in establishing a playgroup for children from 2 to 4 years old. According to Meriah Bintang, it is better for children to start at an early age with education. Their goal is therefore to encourage as many children at an early age as possible, to start with the playgroup. This playgroup is matched with the kindergarten: TK Meriah Bintang. This kindergarten is also an project of Meriah Bintang. Especially because of this bond between the two schools, Students for Children was very enthusiastic about this project and the goal of the foundation. The children of the playground could easily go to the kindergarten, which makes the school sustainable and

encourages Meriah Bintang in achieving their goal to support underprivileged children in improving their situation. The playgroup consists of 15 children from 2 to 4 years. They will go to school four days a week from 8 until 10 AM. Students for Children will pay the salary of the teacher and the procure-costs of the school and their materials such as toys and play sets.

## **Rwanda**

Since 2014 Save Generation Organization is working in Rwanda on vocational training for drop-outs in Rosoro, Kigali. Their goal is to create more possibilities for children and youth so they can improve their lives. Students for Children decided to sponsor a part of the project called: 'Vocational training for vulnerable school drop-outs' in Rusororo sector in Kigali. Students for Children will pay for the equipments. The project will last for half a year and 30 dropouts will get this technical vocational training. They will be educated in construction and building techniques. This all to improve their skills and these skills will help them further in achieving a better position at the labour market and society.

If Save Generations Organization finds other funding for the other costs of the project, Students for Children will start the collaboration. At this moment, that is not the case, that is way the project did not start yet.

## **Planned projects**

So far, two projects are planned for 2016. Firstly, we will continue with the project in Kenya: Msingi Bora Academy. Since 2009 Students for Children supports the education of underprivileged children at the secondary school Msingi Bora Academy in Kenya. Because most of those children are still in school, we will continue our financial support throughout 2016. Secondly, we will start with a new project in the beginning of 2016: Guatamala. More information about those projects is and will be published on our website.

# 3| Financial Report

## 3.1 Profit and loss account

<b>PROFIT AND LOSS ACCOUNT STUDENTS FOR CHILDREN</b> <b>01-01-2015 - 31-12-2015</b>
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<u>Income</u>		<u>Expenses</u>	
<b>Donations</b>		<b>Projects</b>	
Structural	2939	India	1489
One-time/special	950	Kenya	8272
		Brasil	3290
<b>Schools</b>	17089	Bolivia	2500
		Indonesia	2535
<b>Events</b>	1239	<b>Transaction costs</b>	199
<b>India</b>	980	<b>Organisation costs</b>	526
<b>Interest</b>	122	<b>Events</b>	142
		<b>Marketing</b>	164
		<b>Unforeseen expenses</b>	68
<b>Total</b>	23319	<b>Total</b>	19185

### Income

#### **Donations**

The major part of our donations has come from structural donations. At the beginning of the year we had 67 donors who donated about €318 per month. Unfortunately, the amount of donors decreased to 51 who contribute the net amount of €243.

#### **Schools**

In 2011, the Adriaan Roland Holst School (ARH School) raised money for Students for Children. They decided to sponsor four children of our sponsored kids, who go to the Msingi Bora Academy. This year, the amount of money used for paying the school fees of these kids was €1963.

Furthermore, the Bonifatius College and the Gregorius College managed to raise €7126 and €8000, respectively. Both schools were prepared to raise these amounts for Students for Children by actions such as abstaining from food and a charity run.

### **Events**

This year we made €1239 by organising several events. We collected money at the Bonifatius College, where we made €277. In a cooperation with Club Poema in Utrecht we realized €137. In the summer we decided to organise two bootcamps. Together, the bootcamps resulted in a profit of about €137. However, the biggest part of the total amount of income generated by events came at the end of 2015. A pubquiz at café 'The Walvis' made us €343 and two Christmas fairs in Monnickendam and Beverwijk made Students for Children €345 in total.

### **India**

In 2013, Students for Children committed itself to a project with AIDIndia, providing AIDIndia with €2000, meant for micro-credits. The total amount, minus transaction costs, was to be given back to Students for Children in the future. In 2014 we received the first €980 and as expected the second half of the money got back to us this year.

### **Interest**

Finally, the interest income in 2015 was €122.

### **Total income 2015: €23319**

### **Expenses**

#### **Projects**

In 2015, the exact project costs were:

- India: €1489
- Kenya: €8272
- Brasil: €3290
- Bolivia: €2500
- Indonesia: €2535

**Transaction costs:** When we transfer money to our project partners in foreign nations such as Kenya, the bank requires either the receiving or the sending party to pay for transaction costs. It is Students for Children policy to always pay for these costs ourselves. In 2015, we spent €199 on such transaction costs.

#### **Organisation costs**

*Printing:* In order to be able to print some small things, we spent €5 on printing.

*IBANC:* This year we used a total of €120 on IBANC. IBANC is a software program which we use to collect money from our donors. In order to be allowed to use the program, we need to pay for the license each year.

*ING costs:* In 2015 we spent €214 on our bank account, which includes the costs of collecting money from our donors.

*Website:* Like last year, we spent about €33 on keeping our website in the air. Furthermore, we spent €54 in order to renew, update and improve our website. Total costs: €87.

*CREA:* Students for Children spent €100 to be allowed to meet in CREA every week.

### **Events**

€142 was spent on our events. As these events generated €1239, this can be seen as a fruitful investment.

### **Marketing**

In order to promote our organisation, our events and to acquire new board members, we spent €164 on marketing. This money was used for things such as stickers, posters, flyers and a flag. The major part of this investment can be reused in the future.

### **Unforeseen costs**

In 2015 the unforeseen costs amounted to €68. These costs were unexpected because we still had to pay someone for an event of 2014. As these costs had not been covered back then, Students for Children paid them this year. At the time, the costs were made for a theme evening.

### **Total expenses 2015: €19185**

Overall, Students for Children has a positive result of  $23319 - 19185 = \mathbf{€4134}$ . For our organisation, this is a great result. The major part of the positive result can be contributed to the amount Students for Children received from schools.

The total amount of overhead in 2015 is €758. This amount results in an overhead percentage of 3,95% which is well below our maximum of 10%. This too is a positive result for Students for Children.

### 3.2 Balance sheet

<b>BALANCE SHEET STUDENTS FOR CHILDREN 31/12/2015</b>
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<u>Assets</u>		<u>Liabilities</u>	
<b>Cash</b>	0	<b>Equity</b>	13903
<b>Payment account</b>	3507	<b>Reservation ARH</b>	6088
<b>Savings account</b>	17484	<b>Back-up</b>	1000
<b>Total</b>	20991	<b>Total</b>	20991

The amount of money on our savings account consists of the donation of the ARH school (reserved for the children they sponsor), the financial back-up of the foundation for our projects and equity. The back-up of the foundation is a standard amount of money which will be used when we do not reach our fundraising goals, and thereupon cannot make our project transactions on time. The foundation's equity will be used to fund the current projects, overhead expenses and new projects. Compared to last year we managed to improve our financial position and increase equity because of which we will be able to continue to finance education projects around the globe.

## 4 | Events

### 4.1 Voluntarism

We started the year with the biggest event of 2015: Voluntourism: poverty as a touristic attraction. During this event we invited three special speakers, who talked about tourism and voluntary work in development countries. The first speaker was Esther Miedema, a researcher on the University of Amsterdam. We also invited Romy Schagen, she works in a voluntary network organisations called Muses. The last speakers was Lonneke van Genugten, she is managing editor of OneWorld. This event was a huge success. This success was mainly thanks to a high increase in brand awareness of Students for Children. With the event on Facebook we reached over 11.000 people and 1.000 viewed the event. Even in december we met people who were interested in Students for Children because of this event. As a result of this event we will work together with Amantani in a new event in January 2016.

### 4.2 Club Poema

On Tuesday April 21st, Club Poema was transformed into a playground where the visitors could release their inner child, and for one night remember what it was like not to have a care in the world. ESN Utrecht and Students for Children have put their heads together and used this night as an opportunity to raise money. The entrance for this night was free and beer, wine and softdrinks were very cheap! We collected money with collecting boxes. We made photo's of the visitors in a sort of 'photo booth'. These photo's were posted on our Facebook. These photos boosted the reach of our posts enormously. The result was that more people got familiar with Students for Children and our work. ESN collected money by selling candyfloss and rolls Bakpao. In total we made €136,80 with this event. In 2016 we will try to organise a party with ESN Utrecht again.

### 4.3 Bootcamp

In the summer of 2015 we organised two bootcamps on 23th of April and on the 2th of July. Our personal bootcamp-trainer Tom came up with a programme of 1,5 hour. The first bootcamp was not a great success, as less people showed up than we expected. The second bootcamp was a greater success, mostly because of extra donations. The bootcamps are an easy way to generate a couple of donations. And it is also just fun to do!

### 4.3 Christmas fair

On the 13th of December Students for Children was part of two different Christmas fairs: Monnickendam and Beverwijk. At each of these locations we were given our stand for free. At these Christmas fairs we sold hot chocolate for €2,50 each. We distributed the goods proportionate among the two locations. We also took merchandise and made sure we also collected money during this event. However, in the end it was clear we could not sell all the hot chocolate, we simply bought too many. 30 packages of hot chocolate per location would have been enough. Fortunately we were allowed to return those packages to the Makro and get a refund. The event was well organized and we were able

to hand out flyers to the visitors. It appeared that this was very helpful looking at the higher rate of visitors on the website. many visitors turned out not to be fond of hot chocolate, which made us sell less than we could have. But this is always difficult to know in advance. In the end we made 344 euros at this event so it was worth it!

### **4.3 Pubquiz**

On the 21st of December Students for Children organized a pub quiz in Café de Walvis. In advance we were worried about whether we would have enough visitors but it turned out that we had more than enough visitors. In fact, if there would have been more people we should have sended them away. The Quiz was made by ourselves and from the internet. It was difficult to estimate the difficulty of the quiz for the players but the questions were very well received. The organization went good and the mood among the players was very enthusiastic and cozy. The winner won free drinks for that night; their bill got teared up. As we hoped, many people stayed for a long time in the café. We had a good laugh and made about 340 euros with this event. You could say this was a great success! We are definitely going to do this more often.

# 5 | Marketing

## 5.1 Website

2015 was the first full year the new website was online. As we received more project proposals via our website and Facebook, we thought that translating our website was necessary. We think we have a much more professional online appearance with this website, and are therefore still very happy with it. This year we started to translate the most important pages of our website.

In the end of 2015 two marketing students from Rotterdam wrote a report about the online visibility of our website (on search engines like google). They concluded that our online visibility was very low, and that people would only find us if they had every heard of us before. They also advised us in how to improve this visibility. As the first impression of Students for Children is often via our website, we will continue to build on our online visibility and on our website in 2016!

## 5.2 Social media

In 2015 we successfully increased our online appearance on social media. Our Facebook likes rose from 543 on the 1th of January to 712 on the 31th of December, which is an increase of 31%! Of our likers 63% is woman and only 36% is men. By far most of our likes are from the Netherlands (605) and from Amsterdam (323). The success of this growth was mostly thanks to new board members that invited all of their friends to like the page. Also the party with ESN Utrecht in Club Poema increased the visitors to our Facebook-page enormously, because they could see the pics of that night on our Facebook.

We were not so successful on Twitter. The tweet impressions increased from 183 in January and 371 in February to 338 in november and 1143 in December. We have seen an increase in the tweet impressions, but not as much as we would have wanted to see. Although there is an increase in the total followers of our Twitter (we don't know the exact number as Twitter doesn't show), we only have 85 followers in total. Especially if we compare this with our Facebook likes, our reach and followers are very low.

## 5.3 Newsletter

Although we pursued to sent two newsletters a year, we have only sent one newsletter in October of 2015. This year we used a new layout for this newsletter. This layout was in style with our new website. We think this new layout has a more professional appearance and the former layouts. We have sent this newsletter to 384 subscribers of which only 76 opened the newsletter (20%). To compare: 88 opened the newsletter in october 2014 (25%) and 114 in february 2014 (31%).