



**STUDENTS
FOR
CHILDREN**
Pass on the future

Annual Report 2016

Shirley van Dorst
Esther Vermaas
Rick Schoenmaeckers
Lara Wouters
Britt Stenberg
Casper van Well

President
Secretary
Treasurer
Project coordinator
Event coordinator
Marketing coordinator

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1 | Introduction

Dear reader,

The long-term goal of Students for Children is to make education available for as many children as possible in developing countries. In the pursuit of this objective, 2016 has been a good year. We have been able to support projects in Kenya, Indonesia and Guatemala. We strongly believe that by supporting these specific projects children will have a greater chance at a better future, and therefore it surely contributes to the achievement of our goal.

The financing of these projects has been made possible by the private donations we received monthly, the fundraising through our own events, and collaborations with our partners. In 2016, Students for Children welcomed new board members, and introduced new events and activities. We delivered a strong performance and made progress in creating brand awareness. This sets a good basis for the organisation to build on in the future.

At the start of 2016, the board consisted of Rachel van Doesburg, Maarten Muijser, Sem Frankenberg, Nienke Kral, Iris Lommerse and Britt Stenberg. During the year, Jelmer Mulder took over from Maarten Muijser as secretary. Also we appointed a marketing coordinator this year, Casper van Well. All the other changes in board members have led to the board in its present existence.

At the end of 2016, the board consisted of:

Shirley van Dorst	- President
Esther Vermaas	- Secretary
Rick Schoenmaeckers	- Treasurer
Lara Wouters	- Project coordinator
Britt Stenberg	- Event coordinator
Casper van Well	- Marketing coordinator

The board was supported by our advisory board, which at the end of 2016 consisted of: Simone Tennekes (president), Lotte van der Meer, Marieke van de Fliert, Vincent Belgraver, Maarten Muijser and Sem Frankenberg.

From October 2016 until February 2017, the board is supported by Shahzan Kolkman, Josette de Block and Jacqueline Beckers, three students from the study "Cultural and Social Education". They are doing research on fundraising methods for nonprofit organisations. The goal of their research is to provide an intervention plan for a new fundraising policy.

Hopefully, this annual report provides a clear picture of what we have achieved in the past year. Please do not hesitate to contact us if you have any further questions.

We are looking forward 2017!

Kind regards,

On behalf of the board of Students for Children,

Shirley van Dorst
President

2 | Projects Report

Kenya: Msingi Bora Academy

In 2009 Students for Children started sponsoring five children by providing funds for their tuition fees, books, uniforms, daily nutritional meals and occasionally educational school trips. All the children are being sponsored until they graduate at Msingi Bora Academy.

- In 2013, we have decided to extend the number of sponsored children to the amount of seventeen.
- In 2014, unfortunately, two students could not go to school any longer due to conflicting personal and home situation. The sponsorships that was initially saved for these children, has been used to buy new school uniforms for others.
- In 2015, Students for Children decided to provide additional funds for four children, so they could get into boarding school. This was necessary because their own living environment was not longer suited for their educational development.

At this moment, five children who have been sponsored by SfC have completed their studies successfully at Msingi Bora Academy. We are extremely pleased to report that Riziki is now also one of them, and will be starting higher education in 2017. The four children who have entered boarding school this year, have been able to adjust to their new living environment very well. We are pleased to report that the results of all four children have improved over the past year.

Guatemala

Since January 2016 Students for Children is sponsoring the Aflatoun education programme supported by the Dutch organization Startup4Kids. For this project two locally registered educational institutions were assigned: FUNDAL and Escuela de Educación Especial Xelajú. Both are located in Quetzaltenango, in the Western highlands of Guatemala. With this project 78 children with disabilities are provided additional education, learning them saving and entrepreneurial skills and concern for the environment. The children are being taught these things guided through five different learning modules which are; aspects of self-exploration, rights and responsibilities, saving and spending, planning and budgeting and social/financial entrepreneurship. Through these classes, the project aims to increase the knowledge, confidence and awareness of the children and tries to give them the opportunity to be more independent. Ten local teachers from the schools in Quetzaltenango have been trained in January and consequently provided the curriculum under the guidance of an external local supervisor throughout the rest of the year. The project had a duration of one year and finished in December 2016. Unfortunately, 11 children from the FUNDAL school quit the program halfway because the teachers noticed the level was a bit too high for these children. However, through this evaluation Startup4Kids learned how this can be prevented in the future.

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 linked with the kindergarten: TK Meriah Bintang. This kindergarten is also a project of the Meriah Bintang foundation. Especially because of this close relation 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. Students for Children agreed to pay the salary of the teacher for one year, starting from October 2015. The playgroup consisted of 15 children from 2 to 4 years. They went to school four days a week from 8 until 10 AM. Besides, Students for Children supported the foundation through sponsoring the procure-costs of the school and their materials such as toys and play sets.

Planned projects for 2017

So far, two projects have been planned for 2017. 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 for eleven throughout 2017. We expect the last child to graduate in 2020.

Secondly, we decided to sponsor a new project in Medellín, Colombia for 2017. In collaboration with the foundation Straatkinderen Medellín, Students for Children will sponsor four upcoming students. These upcoming students will receive counseling from a teacher with their decision for their career and during their studies. Once a week the students will come together accompanied by the teacher to talk about their progress and possible difficulties. If necessary, the students will also receive individual counseling. This way, the project helps these students building an independent future. Students for Children is helping this project through the sponsoring the transportation and material costs of four of the students for a year.

3| Financial Report

3.1 Income & expenses

INCOME & EXPENSES STUDENTS FOR CHILDREN 01-01-2016 - 31-12-2016
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<u>Income</u>		<u>Expenses</u>	
Donations		Projects	
Structural	2776,04	Kenya	7442,9
One-time/special	1540	Guatemala	2938
Schools	2075,6	Transaction costs	57,44
Events	2652,93	Organisation costs	452,4
Interest	73,72	Events	10,77
Unexpected	50	Marketing	6,08
ARH savings	1789,3	Unforeseen expenses	50
Total	10957,59	Total	10957,59
Result	0		

Income

Donations

The major part of our donations has come from structural donations. At the beginning of the year we had 51 donors who donated about €248,64 each month. Unfortunately, the amount of donors decreased to 43 who contribute to the net amount of €231,50 per month.

Beside the structural donations we received €1540 on special/one time donations. This amount included the €500 donation from the family Tennekes. This amount will cover the school fee for Neema, one of the children that is part of our project in Kenya.

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 €1784. Beside this amount of money, €1789,3 is reserved for the ARH contribution of 2018.

Furthermore, the Rudolf Steiner College managed to raise €291,60. The school was able to raise this amount for Students for Children with an exchange game for the celebration of Saint Michael.

Events

This year we raised €2407,93 by organising several events. The money we earned with the Comedy night was €126,85. In a cooperation with Amantani we made €65,65 with a documentary night. In the spring we decided to run a half marathon. This resulted in an amount of €871. Consequently, we had a stand on the flea market at the IJ-hallen which resulted in €123,20. Furthermore, 3 pub quizzes were held in café "Parck" and in "Studio K", together they generated an amount of €547,77. In the summer we spend a day at "Lepeltje Lepeltje festival" where an amount of €74,10 was raised. Another big part of the total amount of income generated by events came at the end of 2016. The Students for Children Triathlon resulted in €844,36.

Interest

Moreover, the income from interest in 2016 was €73,72.

Unexpected

An unexpected contribution of €50 was given by the ING bank. This donation was made because we are a charity foundation.

Total income 2016: €10957,59

Expenses

Projects

In 2016, the exact project costs were:

- Kenya: €7442,9
- Guatemala: €2938

Transaction costs: For money transfers to our project partners in foreign nations, the bank requires that either the receiving or the sending party pays for transaction costs. It is Students for Children's policy to always pay for these costs ourselves. In 2016, we spent €57,44 on such transaction costs.

Organisation costs

IBANC: This year we used a total of €119,79 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 2016 we spent €199,94 on our bank account, which includes the costs of collecting money from our donors.

Website: In accordance with last year, we spent about €32,67 on keeping our website in the air.

CREA: Students for Children spent €100 to be allowed to meet in CREA every week in 2016.

Events

€10,77 was spent on our events. As these events generated €2653, this can be seen as a fruitful investment.

Marketing

As mentioned earlier (organisation costs), in order to promote our organisation, our events and to acquire new board members, we spent €6 on marketing. This money was used for flyers.

Unforeseen costs

In 2016 the unforeseen costs amounted to €50. These costs were unexpected because we had to pay the loss of a false €50 note we received during an event.

Total expenses 2016: €10957

The total amount of overhead in 2016 is €458, consisting of the organisation costs and marketing costs. This amount results in an overhead percentage of 4,18% which is well below our maximum of 10%. This is a positive result for Students for Children.

Considering the aforementioned incomes and expenses of the year 2016 we have reached an equal result. This equal result is due to the fact that the incomes are similar to the expenses of last year. The latter contribute to the stability of the foundation.

3.2 Balance sheet

BALANCE SHEET STUDENTS FOR CHILDREN 31/12/2016

<u>Assets</u>		<u>Liabilities</u>	
Cash	0	Equity	
Payment account	6409	Colombia	2076
		New projects	2382
Savings account	10557	Reservations	
		ARH	4460
		Kenya 2017	6048,98
		Back-up	2000
Total	16967	Total	16967

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 reservation for Kenya 2017 will cover the calculated costs for the year 2017. The foundation's equity will be used to fund the current projects, overhead expenses and new projects.

4 | Marketing report

2016 has been the first year that Students for Children appointed a marketing coordinator. In order to raise more funds, we believe it is important that more people get in touch our foundation. We used the following channels to increase our brand awareness.

4.1 Website

Our website is used for informational purposes. Visitors are provided with information about our vision and goals, the projects we support, and the upcoming events we will organize. Also we keep the visitors updated about the our latest activities. It is also the platform through which new donations and project proposals can be passed on to us.

Since our website is information based, our main goal was to inform our visitors as good as possible and give them the exact design and structure on the website so they can get the information they want. Some figures which our Google Analytics captured during the past year are showing that our website is pretty heavily visited(9569 page views by 2838 visitors). Unfortunately, more than half of all our visitors bounced back after seeing our first page, which means that either our search optimisation is not good enough, or our website's homepage is not giving the good information. We see the biggest bounce-rate at our event-page. The most popular and least bounce-rate pages are the vacancy-page, the educational project-page and the about us-page.

Most of our visitors are coming from organic search (mostly Google, 1133 views) and social media links (mostly Facebook, 693 views). Instagram and Twitter have very few page-links.

Direct links are viewed 687 times last year, but we are assuming this figure comes mostly from the amount of time our board-members visit our website.

4.2 Newsletter

A newsletter has been sent three times in the past year. The letter is sent to our structural donors and other people who have signed up for it. At the end of the year we had 384 subscribers, which is 20 more than the year we had before. The purpose of the newsletters is to inform our subscribers about new developments, projects and events. We want to maintain a good relationship with everyone who showed interest in our foundation and keep them as involved as possible.

4.3 Facebook

The number of Facebook-likes have increased by 30 percent, reaching a total of 940. We are very pleased that we can reach a larger group of people to keep them informed about our projects, activities and events.

4.4 Instagram

We have set up an Instagram account. We see this as a simple way for people to stay involved with our foundation. We hope to approach them in a positive way, make them curious about our foundation, and hopefully encourage them to get involved with us. The account is relatively new, but will be extended further in the future.

5 | Events

5.1 Comedy Night

The comedy night in February this year was in cooperation with the students association of International Relations (SIB). It was a nice evening with very good comedians and during the break the talented Eva Bos sang for the audience. The evening took place at Café de Paris at the Rokin, and Students for Children raised €126,85 with ticket sales.

5.2 Documentary Night: Peru

The documentary night was organised with the non-profit organization Amantaní. It was an intellectual evening where the Quechua language and culture in Peru was discussed. It was interesting and well received among the visitors, although the specificity of the topic made it hard to reach a large audience. The minister of the peruvian embassy and many more speakers were invited and had a word. We sold peruvian bracelets and chocolate and raised €65,65.

5.3 Marathon

In May 2016 two of our board members Iris and Sem, ran half a marathon in Utrecht to raise money for Students for Children. They ran together with some friends and raised an impressive amount of €871.

5.4 Pubquiz café Parck

The first pubquiz of 2016 was held in Café Parck. Unfortunately, due to miscommunication the cafe did not bring any teams. So it was a quiet, but still a very nice evening. The level of the questions was good and the visitors also bought items for our next event at the IJhallen. In total we raised €68,77.

5.5 IJhallen

The organization of the IJhallen was willing to offer us a free stand, allowing us to sell various items and raise money for our projects. All the board members brought items and also the products collected at café Parck during the previous pubquiz were sold. We raised €123,20.

5.6 Lepeltje Lepeltje

At Lepeltje Lepeltje festival at Apeldoorn we were offered a stand where we decided to decorate slices of cake with the kids at the festival. The cake and candy was sponsored by the Albert Heijn. We got very nice comments from the visitors, but unfortunately it

was a rainy and therefore a quiet day at the festival. We raised €74,10.

5.7 Rudolf Steiner college

At Rudolf Steiner College we held a presentation about Students for Children and our projects. Then the students participated in a trade game, starting with a simple box of matches which finally resulted in a huge amount of items, varying from car tires to clothing. All things were given to us so that we could sell them at the IJhallen (reference: 5.11 IJhallen).

5.8 Pubquiz Studio/K

The Pub Quiz in Studio/K was a huge success. It was the first time for Students for Children to cooperate with Studio/K and it went very well. Studio/K has proven to be a good location and the communication went very well. A lot of teams participated, and we were able to raise €324,-.

5.9 SFC 10 year anniversary

This October was Students For Children's 10 year anniversary. To celebrate this special occasion we invited all the old board members and founders of Students for Children for a drink at CREA Café. The board brought a quiz and cake and many old board members joined us at CREA. This event did not raise any money, as it was not intended to. Because we thought it was very important to take a moment to share memories and experiences and think about how far the organization has come in the past 10 years.

5.10 SFC Triathlon

This November the board organised its own sport event, a quarter Triathlon. At a quiet nature area nearby Haarlem we swam 1 KM in a lake, ran 10 KM and cycled 28 KM to Amsterdam. The four participating board members collected €844 together. The event was definitely very successful and could definitely be repeated again.

5.11 IJhallen

The second time this year we stood at the IJhallen was, yet again, a successful event. Together with our interns we sold the items that the students of the Rudolf Steiner college had collected for us. We raised a total of €291,60 at the IJhallen.

5.12 Pubquiz Studio/K

The third pubquiz of the year, again in cooperation with Studio/K. In comparison with the previous pub quiz there were less teams participating, but it was still a success. People were interested in Students for Children, the questions were fun and we were able to raise €155.

6 | Epilogue

Through this epilogue I would like to thank you for reading our annual report of 2016. It has been a great year, with wonderful collaborations, and we have been able to support multiple educational projects in which we strongly believe. We would like to thank everyone who has contributed to this in any kind of way.

However, there are still a lot of children in need of education and there are many important projects which can use any kind of support. With this in mind, we are extremely motivated to continue the upward trend Students for Children has been following in the past years, and hope to make many great things possible in 2017.

Kind regards,

On behalf of the board of Students for Children,

Shirley van Dorst
President