



**STUDENTS  
FOR  
CHILDREN**  
Pass on the future

# Annual report 2017

Lynne Kavishe  
Jasmyn Menara  
Brandon Meetz  
Rosa Rietkerk  
Sophie de Rijk

President  
Secretary and treasurer  
Project coordinator  
Event coordinator  
Marketing coordinator

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5.13 KERSTKAARTEN VERKOPEN UvA 302 EURO

5.13 ZANDBAK 405 EURO

## **6 | EPILOGUE**

# 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, 2017 has been a good year. We have been able to support projects in Kenya, Colombia, India, Bolivia and Uganda. 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 2017, 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. Also we exceeded our goal of organising 12 events during the year. This all, sets a good basis for the organisation to build on in the future.

At the start of 2017, the board consisted of Shirley van Dorst, Esther Vermaas, Rick Schoenmaeckers, Lara Wouters, Britt Stenberg and Casper van Well. During the year, Jasmyn Menara took over from Britt Stenberg as event coordinator, whereas later in the year she took over the function of Rick Schoenmaeckers as Treasurer. Sophie de Rijk took over from Casper van Well as marketing coordinator. Thomas Gruben took temporary over from Esther Vermaas as the new secretary. We are now searching for the right person to fulfill this position. Brandon Meetz took over from Lara Wouters as project coordinator. And at last, Lynne Kavishe took over from Shirley van Dorst as president and Rosa Rietkerk became the new event coordinator.

At the end of 2017, the board consisted of:

Lynne Kavishe	- President
Thomas Gruben	- Secretary
Jasmyn Menara	- Treasurer
Brandon Meetz	- Project coordinator
Rosa Rietkerk	- Event coordinator
Sophie de Rijk	- Marketing coordinator

The board was supported by our advisory board, which at the end of 2017 consisted of: Sem Frankenberg (president), Lida Daniëls, Maarten Muijser, Jelmer Mulder, Rachel van Doesburg.

Until April 2017, the board was supported by Shahzan Kolkman, Josette de Block and Jacqueline Beckers, three students from the study "Cultural and Social Education". They did research on fundraising methods for nonprofit organisations and presented the

board an intervention plan for a new fundraising policy, especially designed for Students for Children.

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 2018!

Kind regards,

On behalf of the board of Students for Children,

Shirley van Dorst  
*President*

## 2 | Projects Report

### **Kenya**

We have been supporting the organization Action Ministry since 2009, which makes Kenya our longest running project. In the so-called 'Blessed Camp', located in Msambweni, many relative older residents have suffered from leprosy. Although the disease is no longer active within the community, the residents are still confronted with the stigma of the disease and so are their children and grandchildren. Children from Blessed Camp have no prospect of good education. There is a government school within the area but the classes are large, the quality of education is poor and the parents of the children don't have money for school materials such as uniforms and books. Students for Children ensures that the children from the Blessed Camp can go to the private school Msingi Bora Academy. Classes at the Msingi Bora Academy are relatively small and the quality of the education is much better. In addition, the children learn to speak English, which will be helpful in their future. The results of our sponsorship have been great in the recent years. One of the effects is that the local community understands the importance of education now, which was not the case before. We have supported many children in the past couple of years. In 2017, we have sponsored 14 children by paying for their tuition, books, uniforms, shoes, daily nutrition and occasionally they go on an educational trip. Except for Riziki, all the before mentioned kids went to primary school. Thanks to the support of her loyal sponsor Mr. Tennekes we are able to sponsor her during high school. This year, four of our beneficiaries have successfully finished their primary school. We hope that they are able to find a sponsor which would allow them to start their high school career in 2018.

### **Colombia**

From the beginning of 2017, we are sponsoring four students who are participating in the project Study & Work. This project is initiated by the organization Straatkinderen Medellín, which is helping children who are disadvantaged by poverty, addiction and violence. Brayan, John, Dairo and Yisela are the four youngsters who are supported by Students for Children through this project. First, we supported Michel as well. Unfortunately, he dropped out because of family circumstances. We made sure to save enough money for him, so he could continue his studies when at the appropriate time. All the youngsters participating in this project have finished their secondary school, but come from families where it is not usual to continue studying after secondary school. Therefore they receive counseling once a week. The counselor stimulates them, gives them advice and arranges things with regards to their education. The financial contribution of Students for Children is going to the transportation and material costs for the students for a period of one year. All of them are enjoying and doing well with their studies. Three of them even perform extracurricular activities, which we highly support. Yisela even combines her study with a fulltime job at Straatkinderen Medellín.

### **Uganda**

Since August 2017, Students for Children has been supporting this project from the

foundation Mission for Community Development (MCODE). A lot of girls in the rural regions of Uganda are performing significantly worse compared to boys and more likely to drop out early. One of the main causes is that girls do not know how to deal with their menstrual period. Besides the lack of information, there is a taboo when it comes to discussing this topic and the girls do not have the financial means to afford tampons or menstrual pads. Many of them do not even know what menstruality exactly entails. MCODE wants to tackle this problem through producing and distributing reusable sanitary napkins to 250 girls at different schools in the Buikwe district. Both boys and girls will get extensive information about the menstruation cycle in order to break the taboo. The latest update from October made clear that the schools were in their final and most busiest term of the academic years. Therefore, there was not always time for the distribution of the reusable sanitary napkins and giving information about the menstruation cycle. 79 of these napkins have been distributed so far. The biggest part of the project is now scheduled in 2018, when the schools have time again for these activities.

### **India**

We are supporting fifteen children in the Nagwa slum located in the city of Varanasi in India since September 2017. Because of the poverty in this slum, education is not accessible for many children. This is because the children often have to work to earn money for their family. That is why the Duniya Foundation has set up a primary school where the children can get a good education for a minimal fee. As a follow-up to primary school education, the Duniya Foundation started the Duniya Generation project. The children that we are supporting since September 2017 are all participating in this project. We are sponsoring the tuition fees, school uniforms and teaching materials of these children. In addition, the children can get daily homework assistance at their old primary school. This way possible problems are identified and resolved. Students for Children supports this project by taking care of the costs for fifteen children during one year. The first updates showed us that the children are very happy with our support. They have a lot of motivation to make the best out of their high school career.

### **Bolivia**

In the region North Potosí, we are supporting a project with regards to the construction of four greenhouses for primary schools since October 2017. Also, 250 children who are coming from four schools will receive an educational program about how to grow their own plants and vegetables. This is very relevant for these children, since many of them have been malnourished. The underlying reason is that the heavy erosion in this area leads to difficulties for the agriculture, which is the main source of living. Students for Children financially supports the foundation Samay in the construction of greenhouses for primary schools. The teachers of these schools are taught how to grow plants and trees. They share their gained knowledge and skills with their students, who start with growing their own food. In practice, this means children will both learn a lot more about growing food and assure themselves of nutrition as well.

### **Projects in 2018**

The project in Kenya will still continue in the following years. The aim is to run this project at least till all the current beneficiaries have finished their primary school. All the

other current projects are planned to stop somewhere in 2018. Of course, there is always the possibility to extend the duration when a project appears to be very successful. However, we will also look at new project proposals and evaluate if they will receive our sponsorship.

## 3| Financial Report

### 3.1 Income & expenses

<b>INCOME &amp; EXPENSES STUDENTS FOR CHILDREN</b> <b>01-01-2017 - 31-12-2017</b>
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<u>Income</u>		<u>Expenses</u>	
<b>Donations</b>		<b>Projects</b>	14.346
Structural	3.103	Transaction costs	197
One-time/special	2.453	Organisation costs	376
Schools	2000	Events	0
Events	2.951	Marketing	107
Interest	25	Unforeseen expenses	0
Unexpected	0		
ARH savings	2.520		
Fondsenwerving	1.000		
<b>Total</b>	<b>13.338</b>	<b>Total</b>	<b>15.028</b>

### Income

#### **Donations**

The major part of our donations has come from structural donors. 2017 started with 43 donors that donated about €232 per month. This amount has increased during the year

to 47 donors with a total of €257. Besides these monthly donations we received €2.453 of one time donations, including €1.877, which will cover the school fee for Neema, Riziki and George from Kenya, donated by the family Tennekes.

### **Schools**

In 2011, the Adriaan Roland Holst School raised money for Students for Children, for four children in our project in Kenya that go to the Msingi Bora Academy. The amount of money used for paying their school fees this year was €1784. The reserved money for the school fees of these children in 2018 is €1338. Furthermore, the PIUS X College managed to raise €2000 by organising a sponsor day. Hopefully, we will continue our collaboration next year.

### **Events**

In 2017 we raised a total amount of €2951 by organising events, starting with the IJhallen which resulted in €209. Secondly, the money we earned by organising the pub quiz in Studio/K was €152 and at family Vermaas was €301. The earnings from our collaboration with Thursday Timeline was a total of €614. Just before the summer we organised a beer pong tournament which resulted in €257 and earned €177 at the IJhallen. Our last event before summer was the Yoga class that brought us €160. On the first event after the summer we earned €109. The pub quiz we organised in the International House resulted in an amount of €215. At the Christmas cards sale at the University of Amsterdam we earned €302. The last event of the year, at Zandbak Festival, resulted in €415.

### **Interest**

Moreover, the income from interest in 2017 was €25.

### **Total income €13.338**

### Expenses

#### **Projects**

In 2017, the exact project costs were:

- Kenya: €7.525
- Uganda: €1.400
- India: €1.500

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 2017, we spent €113 on such transaction costs.

**Organisation costs**

*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 use the program, we need to pay for the license each year.

*ING costs:* In 2017 we spent €130 on our bank account, which includes the costs of collecting money from our donors.

*Website:* In accordance with last year, we spent about €33 on keeping our website in the air.

*CREA:* Students for Children spent €110 to be allowed to meet in CREA every week in 2016.

**Events**

€0 was spent on our events.

**Marketing**

As mentioned earlier (organisation costs), in order to promote our organisation, our events and to acquire new board members, we spent €107 on marketing. This money was used for flyers, posters and promotion on Facebook.

**Unforeseen costs**

In 2017 there weren’t any unforeseen costs.

**Total expenses 2017: €15.028**

We continued spending less than 5% overhead costs: only 3% over 2017.

**3.2 Balance sheet**

<b>BALANCE SHEET STUDENTS FOR CHILDREN</b>			
<b>31/12/2017</b>			

<u>Assets</u>		<u>Liabilities</u>	
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<b>Cash</b>	0	<b>Equity</b>	
<b>Payment account</b>	2.843	India	1.500
<b>Savings account</b>	10.666	Uganda	1.400
		Bolivia	1.628
		<b>Reservations</b>	
		ARH	2.520
		Kenya 2018	4.561
		<b>Back-up</b>	2.500
<b>Total</b>	14.109	<b>Total</b>	14.109

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 2018 will cover the calculated costs for the year 2018. The foundation's equity will be used to fund the current projects, overhead expenses and new projects.

# 4 | Marketing report

2017 has been the second 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 with our foundation. We share our events, updates on our projects and we use it as a channel to reach people for help or new board members. We used the following channels to increase our brand awareness and to reach the above mentioned goals.

## 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. We keep our visitors updated about 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 (6961 page views by 2391 visitors). The most popular and least bounce-rate pages are the mainpage (2179 views), vacancy-page (1118 views), the educational project-page (901 views) and the about us-page (417 views). Most of our visitors come to our website directly, by typing in our url (963 times). In addition, a lot of visitors reach the website by organic search (mostly Google, 730 views) and social media links (mostly Facebook, 472 views and Instagram 188 views). Twitter has very few page-links.

The goal was to increase the total amount of visitors by 10% and decrease the bounce rate by 30%. Unfortunately, this goal was not reached. This might be because we did not develop an AdWords strategy yet.

## 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 25% more than we had the year before. The purpose of the newsletter 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 has increased by 25 percent, reaching a total of 1180. We are very pleased that we can reach a larger group of people to keep them informed

about our projects, activities and events. The goal for 2017 was to increase the likes by 25 percent, so this goal is reached.

#### **4.4 Instagram**

We have set up an Instagram account. Since March, we have been using this actively. 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. In one year, we have gained 572 followers. The goal for 2017 was to gain 50-100 followers this year, so this goal is reached.

#### **4.4 Remaining matters**

In order to create brand awareness, we have created promotional materials like posters, stickers, flyers and christmas cards.

# 5 | Events

- 5.1 IJHALLEN 205 EURO
- 5.2 PUBQUIZ STUDIO/K 152 EURO
- 5.3 PUBQUIZ CAFÉ LUST 0 EURO
- 5.4 PUBQUIZ HUIZE VERMAAS 295 EURO
- 5.5 THURSDAY TIMELINE JIMMY WOO 614 EURO 4 MEI
- 5.6 IJHALLEN 177 EURO
- 5.6 ACTIEDAG PIUS X COLLEGE ALMELO 8 JUNI 2000 EURO
- 5.7 BEERPONGTOERNOOI HANS BRINKER HOSTEL 8 JUNI 238 EURO
- 5.9 YOGA 27 JUNI 160 EURO
- 5.10 GEORGIES WUNDERGARTEN 1 VASTE DONATEUR
- 5.11 IJHALLEN 109 EURO
- 5.12 INTERNATIONAL PUBQUIZ PRINSENGRACHT 215 EURO
- 5.13 KERSTKAARTEN VERKOPEN UvA 302 EURO
- 5.14 ZANDBAK 405 EURO

## 5.1 IJhallen

The first event at the IJhallen this year resulted in an amount of €205. This edition of IJhallen was quite crowded and the board managed to raise a lot of money despite the bad weather.

## 5.2 Pubquiz Studio/K

The first pubquiz of 2017 was held in Studio/K. The first prize was a dinner voucher sponsored by a local Albert Heijn supermarket in the hometown of one of the board members. Studio/K took care of the second and the third prize. This event resulted in €152.

## 5.3 Pubquiz Café Lust

Unfortunately, the board did not raise any money at this event. There was only one team that signed up for the pubquiz. The board learned that hosting a pubquiz one day after the original pubquiz night of the location is not a good idea.

## 5.4 Pubquiz for Vermaas family

A very special pubquiz was organised at the birthday gathering of the parents of one of our board members, Esther Vermaas. During this night Students for Children hosted the pubquiz for the family and had yet another chance to tell about our projects and activities. This night delivered a revenue of 295 euros.

## **5.5 Thursday Timeline x Students for Children at Jimmy Woo**

In collaboration with Thursday Timeline, Students for Children hosted a party to raise funds and awareness for our projects at nightclub Jimmy Woo. Dj's were willing to play for free for us and the revenue from ticket sales went to our projects. Also our name was posted on many Facebook pages and mentioned on FunX radio. In the end, we raised €614.

## **5.6 IJhallen**

Another day at the flea market of IJhallen. The nice weather and the many articles donated by neighbors of one of our board members, ensured the nice final amount of 292 euros.

## **5.7 Pius X College at Almelo**

This year the Pius X College at Almelo was willing to organise a big event to raise funds for Students for Children. After holding a presentation for all the students to tell about our projects, the need and usefulness of development work, the students were all very motivated to make the best of the fundraising day that was held in April. Ice cream stalls, many games, lotteries and FIFA tournaments were held and made this day a huge success. Thanks to Pius X College, Students for Children was able to sponsor projects with an additional 2000 euros.

## **5.8 Beer Pong Tournament at Hans Brinker Hostel**

In collaboration with Hans Brinker Hostel at the Kerkstraat in Amsterdam, Students for Children organised a beer pong tournament for all the guests that stayed at the hostel. With sponsored beer from Hans Brinker and prizes sponsored by Heineken, guests were motivated to participate in the tournament. This ensured a nice evening and an amount raised of 238 euro.

## **5.9 Yoga class at Amstelcampus**

The Yoga Class at Amstelcampus was willing to give away one free lesson to Students for Children. Everyone who joined paid an entree of €10. The money raised was fully spent on the projects of Students for Children. The attendance was great, although it consisted largely of friends of the board. The final amount of money that was raised at this event was €160.

## **5.10 Georgie's Wundergarten**

In collaboration with Georgie's Wundergarten and Boost GastvrijOost Students for Children hosted a stand at the festival. Together with new dutchmen, who came here as

refugees, we played old Dutch games. The goal of this day was to raise awareness. At the end of the day we had a new regular donor.

### **5.11 IJhallen**

The last IJhallen of the year started great, but ended early due to bad weather. Eventually we raised an amount of 109 euros.

### **5.12 International pubquiz Prinsengracht**

This year we also organised a pub quiz at the international student residency at the Prinsengracht. The event was a huge success and this time not only the payment to join the quiz but also the sales of tequila shots led to an amount of 215 euros at the end of the night.

### **5.13 Zandbank**

The last event of the year was held the day after christmas. The board sold candy and popcorn at a self-build candy stall during Zandbak festival. Besides the €405 that was raised, the board managed to create a lot of awareness for the brand amongst the festival-goers.

## 6 | Epilogue

Through this epilogue I would like to thank you for reading our annual report of 2017. 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*