



ANNUAL REPORT 2018

Stichting Students for Children

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1 | Introduction

This year has been a year with a lot of events, new collaborations, new projects, and new board members all with the main goal of helping more and more children all around the world. The organization is expanding more and more every year and it has been an amazing journey towards where we are standing right now.

In this annual report we will explain what has occupied us during the past year. We maintained previous projects and started new ones, exceeded the planned estimate for 2018, organized a lot of new events and also continued with events the organization held before, worked hard on new marketing strategies and of course started in September with a new, enthusiastic board members.

At the end of 2018, the board consisted of:

Faye Price	<i>President</i>
Sandra Groenhuijsen	<i>Secretary</i>
Jasmyn Menara	<i>Treasurer</i>
Brandon Meetz	<i>Marketing coordinator</i>
Samantha Biegel	<i>Project coordinator</i>
Sophie van Elderen	<i>Event coordinator</i>
Lotje van Walsem	<i>Event coordinator</i>

The board was supported by our advisory board, which at the end of 2018 consisted of: Lida Daniëls (President), Maarten Muijser, Jelmer Mulder, Iris Lommerse and Lara Wouters.

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 to 2019!

Kind regards,

On behalf of the board of Students for Children,

Faye Price
President

2 | Projects Report

Students for Children supported a total of seven projects in 2018. With these projects, we were able to positively impact the lives of hundreds of children from all over the world. We are proud of the fact that we empowered them for the future through education. In this section, we will look back on the contributions that we made for these projects.

2.1 Bolivia

In the region of North Potosí in Bolivia we worked together with Stichting Samay. The aim of this project was to find a sustainable solution for the lack of healthy and diverse food in this area. Students for Children contributed to this project by taking care of the costs related to the construction of greenhouses. The costs of these greenhouses were much lower than expected, because of the involvement and help of the local population. As a result, it was feasible to build seven greenhouses instead of four. The local schools manage and maintain the greenhouses that have been constructed. Hundreds of children from different schools and of different ages weekly attend lessons in these greenhouses. The children are growing their own food, which is a unique learning experience for them. Consequently, they can provide themselves and their families with healthy food. We are pleased with the result of this project and our partnership with Stichting Samay.

2.2 India (Varanasi)

In the summer of 2018, Students for Children decided to continue the partnership with the Duniya Foundation after a fruitful cooperation in the first year. Our local partner enables disadvantaged children who grow up in the slums of Varanasi to go to school. The Duniya Foundation focuses on children from different age groups. With this project, we are supporting children who are attending secondary school. In 2017, we started to sponsor the educational costs of fifteen disadvantaged children. Three of them had to withdraw from their education at the end of the last academic year due to difficulties at home. Our local partner organization has offered them an alternative education that focused on practical skills and will take up less time. Therefore, the group of children which we continued to support consists of twelve students now. The updates we receive teach us more about their performance at school, but also about their home situation and their dreams for the future. Apart from the classes they attend at their current school, they can get extra assistance at their old primary school. This is an effective way to identify possible problems and solve them.

2.3 India (Pushkar)

At the beginning of 2018, we started to support the Sona Pushkar Project. This project was initiated by a Dutch student. She decided that she wanted to make a structural change for the disadvantaged children she met while traveling in India two years ago. Before Students for Children became involved in this project, a lot of progress has been made regarding housing and feeding of disadvantaged families in Pushkar. Our support allowed for a major breakthrough

with regards to the educational goals of her project: sending the new generation of children to school on a daily basis. In 2018, Students for Children contributed to this project by financing the books, writing materials, tuition fees, uniforms, lunch, the furnishing of a classroom, and the construction of an extra classroom for homework guidance. Children who used to beg on the streets a few years ago are now going to school five days a week. After school they receive tutoring lessons and homework support. Since the summer of 2018, 20 children, who are between 3 and 16 years old, are going to school.

2.4 Kenya

The collaboration with our partner Action Ministry in Kenya has already been running for almost ten years. We have contributed to this project by financing the educational costs of children from 'Blessed Camp'. Access to education is crucial for these teenagers, because it significantly improves their perspectives and gives them an opportunity to participate in society. The children are sent to the private school Msingi Bora Academy for five days a week, where they receive high quality education. Students for Children regularly receives updates on their school performances, the home situation, and the well-being of the children from our local partner organization. Since this year, the four students that successfully finished their primary education at Msingi Bora Academy are now going to high school. We are very proud that they have been able to make the next step in their academic careers. They are a great example to the five children which we are currently still sponsoring at the Msingi Bora Academy. Furthermore, we are supporting two children who go to a school for disabled children. We continue to support these children until they have graduated from primary school. Furthermore, we decided to cover the medical costs for one of the students that we have supported for many years. Her condition was limiting her performance in school severely. Since then her performance has started to improve.

2.5 Uganda (Buikwe District)

Physical well-being is one of the most vital criteria in order to be able to develop yourself. In Uganda, many girls are missing school days and perform poorly because of their inability to deal with their menstrual cycle. In recent years, multiple organizations have tried to tackle this problem by raising awareness for this issue and by providing reusable sanitary napkins. In 2018, Students for Children supported this movement by giving a financial contribution to the project Mission for Community Development (MCODE). This foundation has been able to hand out reusable sanitary napkins to more than 250 girls. At all the schools they visited, they informed both boys and girls about the menstrual cycle. By breaking the silence, our partner organization committed to breaking the taboo on this topic.

2.6 Uganda (Kamuli)

In the summer of 2018, we contributed to the Green Butterfly Project in collaboration with the Rape Hurts Foundation (RHF). This project in Uganda aims to help orphaned children. These teenagers do not only have to deal with poverty and other issues which are a consequence of this, but they also cannot rely on the support of their parents. This makes them even more

vulnerable. Most of these children live with their grandmothers. However, these older women are also in need of support in order to take care of their grandchildren. The Green Butterfly Project focuses on both the orphaned children and their caregiving grandmothers. The grandmothers are assisted in growing their own food, while the children receive support in multiple ways. Students for Children takes care of the educational part of the project by financing the school materials of twenty orphaned children. The full financial contribution was raised by students from the Pieter Nieuwland College. Their effort has made it possible for the twenty children to go to high school for five days a week with the required materials.

2.7 South Africa

Students for Children started a partnership with Programme for the Well-being of Children (PWC) in Johannesburg at the start of 2018. We support a group of 75 children who are growing up in difficult situations by enabling them to attend primary school. As a result of the lobbying efforts of our local partner PWC, the school fees of these disadvantaged children are waived until they have finished their primary education. However, they still need to have uniforms and shoes, since these items are mandatory for all students in South Africa. Students for Children is proud to make access to education possible for such a big group of children by financing their uniforms and shoes. Our local partner is dedicated to do everything in their power to assist these children. The staff members from PWC plan regular visits to both the schools and the homes of the children to get a full picture of their well-being. Almost all of the children performed very well at school this year, and they will all go to the next class.

3 | Financial Report

3.1 Income & expenses

Table 1

Income & expenses Students for Children, 01-01-2018 – 31-12-2018, in euros

Income		Expenses	
Structural donations	3.060	Projects	11.646
One-time donations	205		169
		Transaction costs	169
Events	3.095	Organization costs	394
Schools	5.605		
		Events	0
Interest	21	Marketing	26
ARH savings	1.784	Unforeseen expenses	19
Fundraising	5.250		
Total	19.085	Total	12.254

3.1.1 Specification income

3.1.1.1 Donations

Like last year, our structural donors have together taken care of most of our donations. At the beginning of the year, the donor base consisted of 247 donors, which is currently 249. This is an amount of €265 per month. In total, four people canceled their donor ship last year and six new donors joined. Besides, we received €205 of one time donations.

3.1.1.2 Schools

2018 was largely dominated by collaborations with schools. From the past it appears that this is a good way to raise money for our projects.

In the past year we have worked with 2 secondary schools and 1 primary school. Together we raised an amount of €5605. The secondary schools were linked to a pre-selected project, so that the students had a concrete picture of what they collected money for. That is why the money they have raised is earmarked for those projects and that money is only spent on it.

Cartesius 2 college collected an amount of €3200. This amount is paid out in parts to the project in question, namely Sona Pushkar. In 2018, €2333 has already been paid out in several parts. So there is still €867 in this jar.

3.1.1.3 Events

By organizing events we collected an amount of €8700.

€5605 of this was collected during events with schools. Outside the schools, €3095 has been collected with other events. This is about €400 higher than last year. We have tried to focus more on the efficiency of events, for example by entering into lasting relationships and repeating events that yielded a lot. For details of the collected money through events, you can look in section 6; events.

3.1.1.4 ARH Savings

Each year the ARH partly pays the costs for the project in Kenya. This year the ARH paid €1784. This means that there is still an amount of €736 in the jar of the ARH. However, we have been able to top this up by €2000 euros in 2018 so that in 2019 there is enough money to continue to pay for this project. In 2019, money will be set aside again to continue paying the project in the coming years.

3.1.1.5 Fundraising

We received €250 for printing a logo on our Christmas cards. Besides, we received €5000 on the last day of 2018 from a company called Utelisy Communications. Because this donation came unexpectedly, we spent less money last year than it came in.

3.1.1.6 Interest

Over 2018, we received €21 on interest.

Total income: **€19.020**

3.1.2 Specification expenses

3.1.2.1 Projects

The exact project costs in 2018 were as follows:

Kenya: €4037

India Duniya: €1300

India Sona Pushkar: €2333

South Africa: €1976

Uganda Green Butterfly: €2000

To transfer the money to these countries, transaction costs have to be paid. Students for Children sees it as their duty to take on these costs. In 2018 a total of 169 is paid for these costs.

3.1.2.2 Organization costs

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.

To be able to collect money from our donors, we had to spend €132 on our bank account (ING).

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

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

3.1.2.3 Events

€0 was spent on our events.

3.1.2.4 Marketing

This year we spent an amount of €26 on posters for the recruitment of new board members.

3.1.2.5 Unforeseen costs

In 2018 there was an amount of €19 spent on unforeseen costs. These were unexpected maintenance costs for the iZettle.

Total expenses: **€12.254**

We continued spending less than 10% overhead.

3.2 Balance Sheet

Table 2

Balance sheet Students for Children, in euros

Assets		Liabilitites	
Cash	0	Equity:	
Payment account	2.106	New projects	6.125
Savings account	13.543	Reservations:	
		<i>ARH</i>	2.736
		<i>Kenya 2019</i>	3.421
		<i>Sona Pushkar</i>	867
		Back-up	2.500
Total	15.649	Total	15.649

The amount in the savings account is spent on the long-term project in Kenya, a part is reserved for an increase of the ARH savings and the Sona Pushkar project, and there is a backup of €2500. This can be used if there is somehow not enough money collected to pay for our projects. The rest will be spent on new projects.

4 | Fundraising

4.1 General

We have tried again this year to get more out of fundraising. We see it as a challenge to achieve the set goals. By increasing brand awareness through larger events such as events at schools, we hope that fundraising will also mean more recognition among companies.

4.2 One time private donors

Since the purchase of the izettle, we have seen that the income goes up. This is not necessarily to be seen in the form of one-off private donations, but especially during the events people are more willing to give money.

4.3 Structural donors

We have tried to focus more on finding structural donors, but the number of donors has increased by only 2 in total. In 2018 we have had to focus especially on finding new board members.

4.4 Companies and organisations

Because we mainly wanted to focus on companies and organizations in 2018, we have done more work on acquisitions. We have made contacts and looked into our own network and as a result we have received a large number of Christmas cards for free from 2 different companies, and we have earned €250 in sponsoring. Besides, we received €5000 on the last day of 2018.

5 | Marketing report

Students for Children aims to inform its followers, donors, and partner organizations about its activities and plans. We also aspire to attract new people who are interested in our organization by communicating transparently. We have multiple online channels which we use to communicate with our target group. Next to this, we have invested in a variety of tools which we use to recruit new board members in a more efficient and effective way. In this section, the different channels and tools which we have used for our marketing strategies in 2018 will be discussed.

5.1 Website

Our website is an important source for other people to find more information about Students for Children. We have made some improvements in the lay-out of our website. Our core activities are also represented much clearer on the website now. However, the most significant improvements are not directly visible. The website suffered from internal malfunctioning due to the wide variety of plugins that has been used over the years. Therefore, we have been removing many unnecessary plugins in order to let the website run more efficiently.

5.2 Newsletter

In 2018, we have sent two newsletters to the 422 subscribers which we have at the moment. In these newsletters we have tried to give a clear overview of what we have been doing in the past period. The percentage of subscribers that have actually written our newsletters was approximately 25 percent.

5.3 Social media

Students for Children is using Facebook and Instagram to let our followers know what we are doing in an easily accessible manner. It is also a tool to attract new followers, board members and partners. At the end of 2017, we had the goal to let the number of followers on our social media accounts increase with 25 percent in 2018. However, we see that the number of followers has stayed relatively constant on both Facebook and Instagram. Our Facebook likes have slightly decreased from 1.180 likes at the start of this year to 1.171 likes at the end of the year. On Instagram, our number of followers has increased from 572 to 603 now. One of the most logical explanations for the limited growth in 2018 is that the board of Students for Children have invested most its time in other important activities, like our projects, events and search for new board members.

5.4 Recruiting methods

In 2018, we experienced difficulties with the recruitment of new board members. Although this was experienced as a struggle at some moments in time, it has also lead to new ideas to tackle

this issue. First of all, we are now approaching possible candidates for our board in a more direct manner. For example, we share our vacancies during one of our events for students or we come together to hand out flyers at one of the faculties of the University of Amsterdam. Next to this, we have designed and invested in new posters. We believe that these posters are much more appealing to interested candidates. We have received positive feedback with regards to our new posters. Finally, a new promotional video has been produced by one of our board members. This video is meant to attract interested candidates and can be showed in lectures or other settings in which students come together. We have managed to do all of this while keeping our overhead costs far below the limit of 10 percent.

6 | Events

- 6.1 Beer bingo Bar Broker €115
- 6.2 SfC plays Cupido €511
- 6.3 Pub quiz studio K €255
- 6.4 Beer pong Hans Brinker hostel €275
- 6.5 Immerse week Cartesius 2 €3200
- 6.6 Kingsday SV Cyclades €603
- 6.7 Gouden Koffie festival Cordaan €500
- 6.8 Treasure Hunt Pieter Nieuwland college €2000
- 6.9 Beer pong Hans Brinker Hostel €310
- 6.10 Selling Christmas cards UvA €526
- 6.11 Christmas drinks Tijo van Eeghen school €405

6.1 Beer Bingo Bar Broker

The first event of 2018 was a convivial event, however, we did not raise as much money as we hoped. The bingo had the theme ‘Bingo yourself into the new year!’. With this event we raised €115.

6.2 Students for Children plays Cupido

Around Valentine’s day we sold roses in the reception hall of the B/C building of Roeterseilandcampus (UvA). The 500 roses we received were sponsored by a rose importer. In total we raised €511 with this event.

6.3 Pub Quiz Studio K

We organised a pub quiz at Studio K. There were quite a lot of people. Some of the participants were friends and acquaintances of the board and others were strangers. With this pubquiz we raised €255.

6.4 Beer Pong Hans Brinker hostel (first edition)

In collaboration with Hans Brinker Hostel at the Kerkstraat in Amsterdam, Students for Children organised a beer pong tournament. We invited guests of the hostel to participate in the beer pong tournament. The guests were encouraged to participate in the tournament by the sponsored beer from the Hans Brinker hostel and prizes we received from Heineken. This ensured a nice evening and an amount raised of 275 euros.

6.5 Immersion week Cartesius 2

At Cartesius 2 we organised a successful ‘immersion week’. We gave a general presentation about Students for Children and a more specific one about the Sonar Pushkar project for which the children raised money. Next to this, we gave a workshop about global inequality. The students also ran and cycled for charity. They were sponsored by their family/neighbours and

received money per round they ran or cycled. With this event we raised €3200.

6.6 Kingsday SV Cyclades

SV Cyclades is a student association in Amsterdam, which offered us to raise money for Students for Children on Kingsday. This was a very nice event where we raised quite a lot of money. It was a sunny day and it was very busy on the canals because of Kingsday. It was nice to collaborate with university students. They were selling pie, cakes, and hotdogs. Next to this, people who passed by were asked for a small contribution if they were using the bathroom. All of the profits they made went to SfC. In addition we had the collecting box with which we were raising money. In total we raised €603.

6.7 Gouden Koffie festival Cordaan

Our target group for this event was a group of elderly people. We were happy to give them a fun day. Socializing, arranging a band to perform, and ensuring that the elderly people enjoyed their day were the most important activities. With this event we raised €500.

6.8 Treasure Hunt Pieter Nieuwland college

We organised a treasure hunt together with the Pieter Nieuwland college. Students had to search for people who were dressed up in silly outfits all around Park Frankendael. The parents and family members of the students sponsored them with a certain amount of money per dressed up person they found. The money they raised went to our Green Butterfly project in Uganda. They raised €2000.

6.9 Beer Pong Hans Brinker Hostel (second edition)

We organised this event at the beginning of the year as well. This time it was again a great success. We had a lot of entries this meant that it was sometimes hard to keep a bird's-eye view and keep track of score. Nevertheless, the participants really enjoyed our beer pong tournament and were happy to support our cause. We raised €310 with this event.

6.10 Selling Christmas cards UvA

With this event we were able to kill two birds with one stone. On the one hand, we were able to meet a lot of students and tell them about our organization and its goals. On the other hand, we raised a fair amount of money. The Christmas cards were sponsored so there were no additional costs for this event. We raised €526 with this event.

6.11 Christmas drinks Tijo van Eeghenschool

We stood at the school grounds with a stand during the Christmas drinks of the Tijo van Eeghenschool. As the children had their Christmas dinner the parents had a gathering outside with drinks and bites. We sold some of the Christmas cards that were left from the previous event. People were predominantly interested in donating to our cause. With this event we raised €405.

7 | Epilogue

Through this epilogue we would like to thank you for taking the time to read our annual report of 2018. As mentioned before, it has been an amazing year and this would not have been possible without our donors and support we received from everyone around us. We are proud to say we can end a successful year.

We keep on growing every year and we are looking forward to growing more and more in 2019. There are still so many projects we would love to support and so many children all around the world that we can help with your support.

Kind regards,

On behalf of the board of Students for Children,

Faye Price

President