



**STUDENTS
FOR
CHILDREN**
Pass on the future

Annual report 2019

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President
Treasurer
Marketing coordinator
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1 | Introduction

2019 has been an exciting year for Students for Children. During the year, we internationalized our organization for a greater coverage of audiences. We welcomed new board members, held new events, and established new collaborations. It has been an amazing journey towards where we are standing right now.

In this annual report, we will explain what progress we have been making in the past year. We maintained some old projects and established new ones. One-time donors, structural donors and company donors have supported us. New strategies have been in place on improving our social media performances and thus presence in the general public. Various events have been organized to not only raise funds, but also increase the awareness of our cause. The board members have been working hard to achieve our mission – advancing education opportunities in the Global South.

At the end of 2019, the board consists of:

Yuan Xu	President
Pip Graatsma	Secretary
Juliette Gailly,	Treasurer
Paula-Lilli Stahmer	Marketing Coordinator
Lynn Bijlsma	Event Coordinator
Ilja Dotinga	Project Coordinator

The Board was supported by our advisory board, which at the end of 2019 consisted of Iris Lommerse (President), Britt Stenberg, Brandon Meetz, Lara Wouters, and Jasmyn Menara.

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 2020!

Kind regards,

On behalf of the board of Students for Children,

Yuan Xu
President

2 | Projects Report

2.1 Kenya

The *Blessed Camp* is located in Msambwemi, South/ East Kenya, where most of the elderly residents have suffered from a disease, called leprosy. Though the disease may be cured, the symptoms of it are still affecting the younger generations in the community. Since the children from the Blessed Camp cannot follow decent education, they will be restricted in their educational growth and ultimately future prospects.

For this project we are collaborating with Action Ministry. It is a long-term collaboration that started in 2009. Students for Children finances the education of children living in the *Blessed Camp*. In 2019 we sponsored six children. We have provided financial support for their tuition fees, uniforms, transport, scholastic materials, books, meals and other costs necessary for them to attend school. Two of the children, Mwanajuma and Makanga, went to special schools because they have a handicap.

Sadly, Makanga has passed away in December of 2019, after a short period of illness.

2.2 Congo

For this project we have partnered with Program for the *Well-being of Children (PWC)*. The project is located in a small town called Lulenge. PWC received a request for help with rebuilding a school in Lulenge. A lot of buildings in the area have been destroyed or damaged during a period of political disturbance. The school is attended by 300 children.

The community didn't have the resources to rebuild the school and there are no other schools in the area for the children to attend, so *PWC* decided to help and reached out to Students for Children. We agreed to sponsor the project with an amount of € 2.500,00. This amount would be used for building a roof and for chairs. PWC would provide the money needed for sanitary provision and plumbing.

The rebuild of the school building started in March of 2019. In April Roberto from *PWC* reached out to Students for Children because they had not been able to raise the amount needed for the toilets and plumbing, so he requested if we could provide another € 1.750,00. Finally, PWC was able to raise € 650,00. Students for Children sponsored the € 1.100,00 that was still needed in order to complete the build.

PWC has informed us that the circumstances in the school have drastically improved since the rebuild. The learning environment has become much better and the health issues have been solved. More parents are now sending their children to school as a result of the positive change and the children are more excited to go to school.

2.3 Honduras

We are working with *educate*. NGO on the project in Honduras. The project is located in Las Lagunas (Santa Barbara) and La Florida (Olancho). We have sponsored this project with an amount of € 4.500,00. The project entails the setting up of two libraries, one in Las Lagunas and one in La Florida. Both towns have a small middle school, which the children attend. Being parts of the schools, the libraries will increase the children's access to books and knowledge.

We signed the contract with *educate*. NGO in May of 2019. After this a committee was started to make plans for carrying out the project in both towns. The communities came together to help paint, organize, set up and inaugurate the libraries, making it their own. Both of the libraries are now finished and being used on a daily basis.

2.4 Uganda (RONHAI)

This project is located in Nabuwundo, Uganda. We are sponsoring a project set up by *Reach out Nkokonjeru Parish HIV/AIDS Initiative (RONHAI)*. The project provides practical skills education to 75 teenage boys. Students for Children has provided an amount of € 3.100,00 for the purchase of all training materials and trainer salaries for one year, necessary for the boys to get a practical education in carpentry, joinery as well as metal work and welding skills.

The project has started in March of 2019. Over the past year the boys have had training in welding and carpentry skills in groups of five. Besides this, they have also received training in basic bookkeeping so they will be able to start their own businesses.

RONHAI also linked the students to *SACCO*, and *Reach out Nkokonjeru Farmers' cooperative society ltd*, so they can be assisted financially to start up these businesses.

2.5 Uganda (Green Butterfly)

The Green Butterfly project is an initiative by the *Rape Hurts Foundation*. We have started to collaborate with Rape Hurts Foundation in September of 2018. By raising money in collaboration with Pieter Nieuwland College in Amsterdam we have been able to support this project since 2018. We are sponsoring the scholastic materials for twenty teenagers who are attending high school in Kampala, Uganda.

In the summer of 2019, we had some problems with accessing our bank account. Because of this we were not able to transfer the money to the project. Because of this they were not able to pay the school tuitions for the children. The school refused the students from attending classes, they missed vital tests and the school management wasn't willing to make any special arrangement for the students to have special sessions for the tests. Which means they had to repeat classes at an extra fee.

In September Students for Children was finally able to transfer the amount of € 2.150,00 to the *Rape Hurts Foundation (RHF)*. The board of *RHF* decided to move the children to

another school in Butaabala township, called Verona College. RHF has signed an agreement with this school and they offered free classes and tests that the children had missed during their absence. RHF is very positive about this new school, which is much more respectful and supportive towards the foundation and the children, compared to the school they attended previously.

2.6 South Africa

For this project we partnered with *PWC* as well. The project started in January 2018 and is located in Johannesburg, South-Africa. The project has ended in July of 2019. We have sponsored the uniforms and shoes for 75 children attending primary school for an amount of € 1.950,00. *PWC* also made an agreement with the government of South-Africa that the children can attend school for free until they have finished primary school.

Many of these children have parents who suffer from HIV/AIDs or have even lost their parents because of this. This project has made it possible for these children to attend school and receive education. *PWC* does regular school and family visits to see how the children are doing. Even though the children grow up under very difficult circumstances, they are happy that they can attend school because of the project and are doing very well.

2.7 Duniya (India)

This project is located in Varanasi, India. We have collaborated with a foundation called *Stichting Duniya* on this project. This foundation has started in a middle school in Varanasi, where children receive good quality education for a minimal allowance.

The project started in September 2017. *Students for Children* has sponsored a total amount of € 1.500,00. This money has been spent on the tuition fees, school materials and uniforms for 15 children. We received updates on how the children were doing regularly as well as pictures and videos. The project has ended in March of 2019.

2.8 Pushkar (India)

This project is located in Pushkar, India. The project is called the Sona Pushkar Project and is organized by a foundation called *Stichting Ohmnia*. *Students for Children* has raised an amount of € 3.235,00 with a sponsor run in collaboration with Cartesius 2 high school in Amsterdam. This amount was reserved for the Sona Pushkar Project, which started in January of 2018. We did not transfer the complete amount to the project at once. The amount was spread over three payments, the last one in August of 2019.

Stichting Ohmnia has started the After-School Program, which is held at the Blue House. When the project started, 22 children attended the program. Most of the money that *Students for Children* has provided has been spent on scholastic materials, tuition fees for the children, uniforms, book etc. A part of it has been spent on building the Blue House, where the children can attend the program.

Our collaboration with the project has ended in the summer of 2019, after the last payment had been done. The Sona Pushkar Project is still ongoing and because of the contribution of Students for Children and others the amount of children that attend the program has doubled.

3| Financial Report

3.1 Income & expenses

INCOME & EXPENSES STUDENTS FOR CHILDREN
01/01/2019 – 31/12/2019 in euros.

INCOME		EXPENSES	
Donations:		Projects	17.825
Structural	3.066,68	Transaction costs	255
One-time/special	10.000	Organization costs	483,29
Funding	1.000	Events	70,26
Events	1.734,02	Marketing	69
Schools	2.095		
Total	17.895,7	Total	18.702,55

3.1.2 Income

Donations

Unlike last year, one-time donors have taken care of most of our donations. We received €10.000 from a one-time donation.

Our structural donors are our second main source of income. This is an amount of €255,55 per month on average. At the beginning of the year, the donor base consisted of 48 donors. This number is the same at the end of the year, but some people withdrew their donorships while other people joined our list of structural donors.

Schools

In the past year we have worked with 3 schools. Together we raised an amount of €2.095 from collaborations with school. This amount is not as high as 2018, when 5.605€ was earned. Nevertheless, this is mostly due to a delay in one payment. Indeed, we are still waiting for a transfer by the end of 2019 from the Cartesius 2 college, one of the schools we have collaborated with. The earnings represent an additional €2.000.

Events

By organizing events we collected an amount of €3.829 in total. €2.095 of this amount was collected during events with schools. Outside the schools, €1.734 has been collected with other events. 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. Details of the collected money through events can be found in section 6 events.

ARH Savings

Every year we set aside an amount to finance our project in Kenya. This year we have, besides the reservation for the January 2020 payment, put €2.000 euros in our savings account as a buffer for the payment of the project in the coming years.

Fundraising and Interest

We received €1.000 from fundraising and interests in the past year.

Total income: €17.895,7

3.1.2 Expenses

Projects

The exact project costs in 2019 were as follows:

Kenya: €3.608

India Sona Pushkar: €867

Uganda: €2.150

Uganda Green Butterfly: €3.100

Congo: €3.600

Honduras: €4500

To transfer the money to these countries, transaction costs have to be paid. Students for Children sees it as its duty to take on these costs. In 2019 a total of 255€ was paid for these costs.

Organization costs

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 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 €220,83 on our bank account (ING). As this number significantly increased since last year, the costs of our bank will be considered in the 2020 policy plan.

In accordance with last year, we spent about €32 on keeping our website in the air. €110 were spent to be allowed to meet in CREA every week in 2019. In total, the organization costs represent €483,29

Events

€70,26 was spent for our events of 2019.

Marketing

This year we spent an amount of €69 on business and Christmas cards.

Total expenses: €18.702,55

Overhead costs: 622,55

Out of projects, we spent less than 10% overhead. Therefore, the ANBI status of Students for Children is preserved.

3.2 Balance Sheet

**BALANCE SHEET STUDENTS FOR CHILDREN
31/12/2019**

<u>Assets</u>		<u>Liabilities</u>	
Cash	0	Equity	
Payment account	11.904	New projects	8.563
Savings account	3.500	Reservations	
		ARH	
		Kenya 2019	1.500
		Kenya payment 2020	3.341
		Back-up	2.000
Total	15.404	Total	15.404

The amount in the savings account is spent on the long-term project in Kenya and there is a backup of €2.000. This can be used if there is somehow not enough money collected to pay for our projects and for expenses, such as marketing or event expenses. The rest will be spent on new projects.

4 | Marketing Report

4.1 Website

With regards to the website, Students for Children implemented some adjustments. Firstly, we adjusted content on the website, including renaming the buttons on the homepage, as well as rephrasing the *About us* section and inserting a picture of the current board. Furthermore, the marketing position started to change the way of editing meaning a shift from coding to a *Live Editor* which simplifies future adjustments and adding content. Introducing the Live Editor, future board members can easily add and edit content just by clicking on different sections on the website. There are still some aspects that need to be altered, such as editing the current content on the website, which is elaborated in the Policy Plan 2020.

4.2 Newsletter

Focusing on the newsletter, we have decided to not continue with the newsletter. The donors will be notified with this top. This is because the board members mostly agreed on centring the news section on the website, instead of sending regular newsletters to the signed-up subscribers. Therefore, the current board completely stopped newsletter since October. Instead, we plan to use the news section in our website to update as a newsletter.

4.3 Social media

This year social media has been a major focus of the board, as we find it crucial to raise awareness about the work we do. Despite raising awareness, Students for Children aimed to increase the information flow on several media channels, which is why we have created a Social media planner that helps us and future board members to organize themselves, as well as more efficient communication amongst each other.

The social media planner indicates each media channel we are operating with - LinkedIn, Facebook and Instagram -, the theme of a post and whether the post has been published or not. Focusing on LinkedIn, we created an account and started to post content on this platform, in order to reach out to more companies and NGOs. Additionally, we edited some features on our Facebook page, such as the profile picture and title picture, as well as inviting more people to like our page. This has led to an increased number of people following and liking our page, which contributes to the main goal of spreading the word of our work. In terms of Instagram, Students for children introduced new highlights on their profile about the team, our events and each project. Likewise, we have introduced two themes, namely *#FundraisingFriday* and *#SundaysforChildren* in which the former is dedicated to promote our upcoming events and the latter includes any news on our projects. This idea has been going quite smoothly since September, yet we aspire to fully integrate these themes, as well as the social media planner in 2020.

4.4 Others

In terms of public relations, Students for Children started to translate most documents from Dutch into English. This includes creating a presentation (short and long version), which describes our strategies, core values and summarizes the current projects. The presentation is currently available in English; however, we strive to have an English and Dutch version by the end of 2020. Furthermore, we designed a flyer in English that wraps up our work. These materials help us to strengthen our public relations when we need to present ourselves to potential partners. Lastly, Students for Children registered with the Non-profit Organization, [Your Cause](#), which is an online crowdfunding platform, to receive more donations.

5 | Events

list of events:

5.1. February Rose sale

5.2. Easter eggs sale

5.3. Tikkie week

5.4. "Immerse Week" Cartesius

5.5. Pieter Nieuwland College

5.6. Beer pong at Dutchies Hostel

5.1. February Rose Sale

On Valentine's Day we sold roses at the UVA in the reception hall of the B / C building. We received these roses from a rose importer. Both the roses, the cards and packaging were sponsored. In total we raised €533 with this event.

5.2. Easter Eggs Sale

This year we organized an Easter egg sales campaign for the first time in our anniversary month in which we celebrated 12.5 years of existence. We had received 600 Easter eggs from Tony's chocolonely. We sold all the eggs and in total we raised € 202 with this event.

5.3. Tikkie week

To collect as much money as possible we organized a Tikkie week. A Tikkie might be described as a typical dutch word. Via Tikkie you are able to send someone a payment request through whatsapp or any other social media website. We send this link to all our friends and family and we received €800.

5.4. 'Immerse week' Cartesius

At Cartesius we have organized a successful "immerse week" in which we have had the following components: a general presentation Students for Children where we light out our project in Pushkar, given by Jaira. By creating awareness, we organized a workshop where we addressed the inequality in the world. When the students we're well informed about our aims and goals, we organized a sponsor run. They were sponsored by their family, and with each round they received a certain amount for charity. The amount we received with this project is unknown due to technical issues. We will take this into account in our policy plan in 2020.

5.5. Pieter Nieuwland College

A large secondary school in Amsterdam East that organizes a "good day" every year. This is the second year that we have been working with this school to raise money for the Rape

Hurts organization in Uganda. Last year a fox hunt was organized and this year a crazy 33. This "doing good day" takes place every year in July. The event itself is primarily organized by the school. In total we raised € 2.000 with this event.

5.6. Beer pong at Dutchies Hostel

The last event of the year took place at the Dutchies hostel. We organized this together with them on a Friday night. It was quite busy. Friends of the board and guests at the hostel were also participating. They could buy a 'package deal' including a beer pong set or a separate beer. We received € 198,22 in total with this fun event.

6. The board and Recruitment

2019 marks the first year of internationalization of the organization. We have recruited three non-Dutch board members in a total of six.

Moreover, we have introduced an additional position supporting the event and marketing position. This recruitment is of great value as we now have the capacities to post more content on the above-mentioned social media platforms. Moreover, the support of an additional position provides the possibility for the marketing function to look into the social media presence of Students for Children and is enabled to elaborate minor components that outline our general image to the public. For instance, while the extra board member focuses on posting content for social media, the marketing position can fully dedicate him or herself to improving the website. Overall, it can be said that introducing another board member is efficient to increase the information flow online to gain a greater audience, as well as strengthening our reputation.

The recruitment process finished before July. However, our former project coordinator left in October which required us to find a new board member in a short time. This created some difficulties in recruiting a new board member. Moreover, the change of the whole board from the previous year hampered the working efficiency of the new board at the beginning of the board year. Considering this problem, we plan to make transition document in 2020 to prepare for this. This will be elaborated in 2020 Policy Plan.

7 | Epilogue

Through this epilogue we would like to thank you for taking the time to read our annual report of 2019. As mentioned before, it has been a wonderful year with new events, collaborations and marketing strategies. 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 advance more education opportunities for the Global South in 2020. 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,

Yuan Xu
President