

Annual report 2020

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1 | Introduction

2020 was a year full of fear and hope. We were challenged to quickly switch our weekly meetings at CREA to Zoom Calls. The events we scheduled have almost all been cancelled or have taken a different form. Some board members returned home, which resulted in arranging and rearranging calls due to time differences. Nevertheless, in these turbulent times we managed to continue to execute our passion: fund local projects to support education for children.

In this annual report we'll give you an overview of the past year. The report highlights old projects that needed extra funding as a result of COVID-19; as well as new projects, elaborating upon both.

Since the beginning of September, we started to focus more on fundraising. Hence, we recruited an acquirer whose main responsibility is to keep track of our financials and attract more (non) structural donors.

As this has been a year with unexpected twists and turns, we would like to extend our gratitude to our entire team for their efforts. All board members have outdone themselves and managed to adapt to today's circumstances. This has made the board closer than ever. The aim of the board in 2019-2020 was to strive for improvement, growth, openness and efficiency. In order to reach this goal, we have been more transparent on our social media. We did this by regularly posting updates from our projects and finances. On the efficiency side, we've saved a lot of time with the transition of the new board, because two former board members stayed. This smooth transition made it possible for us to be efficient right from the start.

Additionally, Students for Children is growing. Under the section 'marketing' we've highlighted the measures that we've taken in order to be more visible. Also, we have implemented a new 'acquiring' position, in order to attract more (non) structural donors. Improvement is still on top of our agenda. In order to reach this goal, we start off by launching a new website, from February 2020 onwards.

At the end of 2020, the board consists of:

Pip Graatsma President

Juwel Cumberbatch Secretary

Annamaria Buondonno Acquisitions (treasurer/fundraiser)

Sharon Grundmann Marketing coordinator

Ilja Dotinga Project coordinator

Meghann van Boven Event coordinator

The board is supported by our advisory board. Which at the end of 2020 consist of: Britt Stenberg (President), Faye Price, Jasmyn Menara, Iris Lommerse, Samantha Biegel and Nienke Kral.

Hopefully, this report will give you more detailed information about the changes that have taken place on the fundraising, projects, events and marketing side.

Despite the unexpected twist, we can look back at 2020 as a successful year. We hope that 2021 will give us the possibility to organize more events and support multiple projects. May it be a year of improvements! If you are interested in our plan for next year, please click here, and we will guide you through it. We are looking forward to it, and we hope you are too.

Kind regards,

On behalf of the board of Students for Children,

Pip Graatsma President

2 | Projects Report

2.1 Kenya - Blessed Camp

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 2020 we sponsored five children. We have provided financial support for their tuition fees, uniforms, bags, transport, scholastic materials, books, meals necessary for them to attend school. One of the children, Mwanajuma, went to a special school because he has a handicap.

During the COVID-19 pandemic the schools were closed. Fortunately no one in the village has been infected with the virus, and because the community lives quite isolated the village is a safe place to be for the children.

Because of the lockdown, a lot of the families had no income and could not afford food. Henk Tennekes from Stichting Keti Utulie reached out to Students for Children and asked if we were willing to make an extra donation to *Blessed Camp* so they could provide the residents with food. We decided to donate € 500,00 which provided the village with food for one month.

For the past months the Blessed Camp children couldn't attend school. Therefore the payment of the school fees that have been done in January 2020 will suffice until June 2021. Costs for new uniforms, bags and scholastic materials will be paid in the first quarter of 2021.

The progress of the children's education is also unclear at the moment, as it is not possible to keep track. We are in contact with Peter Ochiel from Blessed Camp, so we are updated about their living conditions, but we are not updated on school results as the childen are not receiving any education at the moment. The schools will reopen in January.

2.2 Congo - PWC

For this project we have partnered with the 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 building. In order to prevent this in the future, we will be more attentive when we review the proposals.

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.

The school is attended by 300 children and the building is still in good condition. It now has a roof, doors and chairs. There is also running water and sanitation.

The collaboration between SfC and PWC ended in September 2020.

2.3 Honduras - educate.

Since 2019, we have been working with the NGO *educate*. in Honduras. The project is located in Las Lagunas (Santa Barbara) and La Florida (Olancho). La Florida and Las Lugas are two towns, with both a small middle school. The NGO Educate reached out to us because they wanted to set up two libraries for both the schools. We decided to fund both libraries completely by donating 4.500 euro. The budget was used for the purchase of all materials needed to build the libraries. This includes the costs of production and transportation of bookshelves and the purchase and transportation of books, as well as costs for reading mats and training activities.

Being part of the schools, the libraries will increase the children's access to books and knowledge.

We signed the contract with *educate*. 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.

During the COVID-19 pandemic the schools have been closed. *Educate*. has organized a lot of learning activities for the children in the villages so the kids can still be active. They have been planting trees, collecting rubbish and other activities to help them learn about their natural environment and how to take care of it. *Educate*. has also organized food packages for the families that have been struggling because of the lockdown.

As a result of the school closure, they also started distributing books among the children for at-home reading and ran a book writing competition. Students from the libraries we funded participated in this by writing their own stories, some of which will be collectively illustrated and published into a children's book available for purchase internationally next year. The proceeds will be re-invested into *educate*.'s future projects.

Although our project with *educate*. has ended in November 2020, we are happy about the results especially regarding its sustainability for the children, community and NGO.

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 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.

During the first months of COVID-19 pandemic, the boys were not able to follow the program, because of the government measures. After the summer, they were able to resume the program but following the new guidelines they can only train five to eight boys per session, which they have been doing for the last months. The project has ended in September of 2020, but we will keep contact with the local project coordinator of RONHAI, because of the delay the project has suffered and the fragile situation.

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 Foundation. As a result, the tuition fees for those 20 students weren't paid on time, and the school refused the students to attend the classes. The consequence was that the students couldn't take some vital tests. 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.

Because of the COVID-19 pandemic the girls have not been able to attend school. The school has been monitoring the girls and has had contact with their guardians to check on their home situation. They have been able to reach all the girls' guardians, which is positive. At home the girls don't always get the guidance they need in order to keep up the educational progress, but the school works hard to support them. All of the girls are still in the program, so none of them has dropped out. The project will end in March of 2021.

2.6 Uganda - KAYECUPS

This project with Kayenje Church of Uganda Primary school (KAYECUPS), is located in Kayenje, Uganda. The project started in May 2020. We have sponsored an amount of € 3.012,00 which covered the costs for building a latrine facility for a primary school attended by 749 children aged 3 to 14.

The facility consists of five stances and a washroom. It is used by the girls and teachers. The old latrine facility was in a state of decay and girls had no privacy. By providing them a solid building with new latrines and a washroom, they are able to have privacy which is specifically important for the girls during their menstruation. Before the facility was built, many girls would stay home during their menstruation because of the lack of privacy and

the fact that they were not able to clean up. By adding a washroom, the girls are enabled to wash up during their period, and they don't have to stay at home.

The building was finished in August 2020.

2.7 Congo – PWC

We have partnered with *Program for the Well-Being of Children* (PWC) on this project. We have sponsored the costs of building materials as well as school chairs and tables necessary to rebuild a primary school attended by 150 children aged 6 to 11. The project started in April 2020 and is located in Ituri Bunia, Congo. We have sponsored a total of € 3.600,00 which provided all the needed building materials and chairs and tables for the rebuilding of the school.

The rebuilding was finished in June 2020. Due to the COVID-19 measures PWC reached out to SFC for more funding. The school had been closed for a few months and in order to open they had to provide facemasks for the children and make sure there were optimal circumstances to the hygiene in the school. We have sponsored an additional amount of € 800,00 to provide the facemasks for the children and soap bars for the school.

2.8 Cameroon - COREDA

In June 2020 we started this project with Community Relief Academic in Tiko, Cameroon. The school is attended by 300 children aged 5 to 14. They have built a new construction in order to expand and educate more children in the community. They first reached out to Students for Children for new furniture for the school.

However, the proposal stated that there was no sanitation provided yet. We decided that we would rather sponsor the sanitation instead, so we received a new proposal. We have sponsored an amount of € 4000,00, which was used for a borehole and a water tank. They have also purchased materials such as pipes and faucets for running water.

The construction was finished in November 2020 and the school now has running water. The entire community can profit from it.

COVID-19 has not spread in the region of this project, so the school is still open. They have been following the measures and the water access is a huge benefit for their hygiene.

2.9 Ghana - Compassion 4 Humanity

In collaboration with Pieter Nieuwland College in Amsterdam we have organized a crowdfunding to raise money for Compassion for Humanity Foundation (C4H). The project

is located in Koforidua, Adawso, Ghana and started in November 2020. We have sponsored an amount of € 2.500,00, of which one half will be used for scholastic materials for the school, such as white boards, markers and books. The other half of the budget will be spent on supporting twenty orphaned children to go to school. The budget will cover their tuition fees, uniforms, shoes, health insurance and school supplies.

In spite of the challenges C4H has faced as a result of the COVID-19 pandemic, the foundation has managed to start the project. Only a few children are allowed in the school at once. They have invited the selected children to come to the school for a short observation in order to understand the needs and level of the children. Based on this observation the learning materials will be purchased. The foundation has also been working on the registration of the children for their health insurance. The children will be given their learning materials in January 2021 to start the academic year, if the situation allows it.

3 Financial Report

3.1 Income & expenses

INCOME & EXPENSES STUDENTS FOR CHILDREN 01/01/2020 - 31/12/2020 in euros.

INCOME		EXPENSES	
Donations: - Structural	3.203,68 10.528,78	Projects	17.697,20
- One-time/special		Transaction costs	242,00
Events	8.641,46	Organization costs	608,19
		Events	0
		Marketing	0
Total	22.373,95	Total	18.547,39

3.1.2 Income

Donations

Like last year, in 2020 we received a large non structural donation of €10.000. In 2020 our structural donors donated 2981,18. At the beginning of the year we had 50 donors, at the end we only had 45. It is a pity we lost some structural donors, but we are trying to better understand the reasons behind these withdrawals. A possible explanation for this decrease in donations is the withdrawal of family members of old board members, who decided to stop donating as they are no longer personally involved with the association.

Schools

Even though we encountered some difficulties due to the outbreak of COVID-19, in 2020 we managed to collaborate with 3 different schools. Together we raised an amount of € 3218,03, which is considerably higher than last year's amount of €2.095. Additionally, we received a total of €3963,55 from a late payment coming from a collaboration with Cartesius 2 in 2019.

Events

By organizing events we collected an amount of €4677,92 in total. Due to the outbreak of COVID-19, since February it was impossible to organize physical events, thus we tried to focus on possible online options. Details of the collected money through events can be found in section 5.

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 2021 payment, put €1500 euros in our savings account as a buffer for the payment of the project in the coming years.

3.1.2 Expenses

Projects

The exact project costs in 2020 were as follows:

Kenya: €3285, 20

Kenya payment Covid: €500, 00

Congo: €4400, 00

Uganda Kajenje p.s : €3012, 00

Cameroon: €4000, 00 Ghana: €2500, 00

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 2020 a total of €242 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 €210,73 on our bank account (ING). The number slightly decreased as compared to last year.

Additionally, we have spent €220 for the meeting rooms in CREA. We've contacted CREA about paying this year's invoice, because we weren't able to meet in person due to lack of availability of rooms and the RIVM's COVID-19 guidelines. They informed us that the payment is a formality and they've never had someone not paying because meeting up at CREA was difficult or not a possibility. Considering this we decided to pay the invoice. Even though we could not meet in the office due to COVID-19 CREA still requested the money. In total, the organization costs represent €550,52.

Events & Marketing

This year we spent €57,67 on keeping our website in the air. This amount is higher compared to last year because we decided to spend an additional €25 to acquire an SSL certificate for the website to ensure that users communicate with us securely over HTTPS. This cost is an annual cost and will be billed every year from now.

In 2020 we did not have any expenses related to events due to COVID-19 restrictions.

This is a consequence of the almost absence of physical events due to COVID-19 restrictions.

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 01/01/2020 - 31/12/2020

<u>Assets</u>		<u>Liabilities</u>	
Cash	0	Equity	
Payment account	17.079,4	New projects	17.079,4
Savings account	3500	Reservations Kenya payment 2021	2000
		Back-up	1500
Total	20.579,4	Total	20.579,4

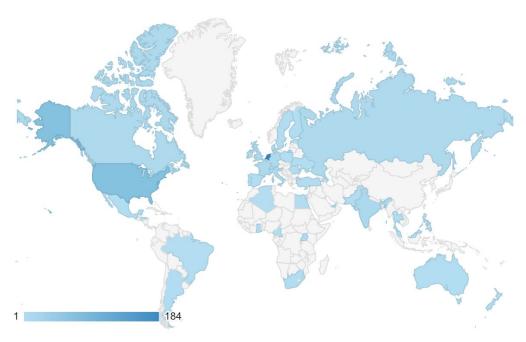
The amount in the savings account is spent on the long-term project in Kenya and there is a backup of €1500. This can be used if there is somehow not enough money collected to pay for our projects and for expenses, such as marketing or event expenses. The rest will be spent on new projects.

4 | Marketing Report

4.1 Website

As mentioned in the 2020 Policy Plan, we continuously worked on updating the website content and the *News* section with new projects, collaborations and events we carried out during the year as well as including the tax deductible benefits our donors receive because of our ANBI status. We, however, did not implement a Paypal option on the donation page but we plan to implement other payment options in the near future.

During this year, Students for Children invested in big changes to our website to increase accessibility to our work. Some of these changes included procuring a SSL certificate for the website to ensure that communication was done over a secure network (HTTPS instead of HTTP). This would make the general public feel safer with using our website, especially when it comes to filling in their personal information on our website for donations and increase our rank on search engines like Google. Additionally, we moved the website domain to studentsforchildren.org (previously .nl) in order to increase our global reach as a non-profit organization. The chart below shows that we indeed got visitors from all over the world.



Map showing countries of visitors to our website in 2020.

This is largely attributed to the changes we implemented as seen in the chart below as well as the projects and events we undertook at the time. We however suspect the data recorded before October may not be accurate due to issues with our Google Analytics plug-in for the website.

Despite this, our bounce rate still remains high at 56.09%. This means a lot of our visitors do not engage enough with our website, most likely only leaving after seeing the homepage. We plan to reduce the bounce rate in 2021 and our strategy for this is outlined in our 2021 Policy Plan.

4.2 Newsletter

In 2019, the board agreed to replace newsletters with the *News* section on the website. As a result, we only sent out one newsletter in September of this year written by the President of the board. This newsletter was used to address how the board was dealing with the current COVID-19 situation, the board change as well as current projects undertaken this year.

4.3 Social media

Social media remained a challenge for us this year as well. We did not see much growth in our social media following and engagement on our posts. As stated in our 2020 Policy Plan, we hoped to reach the understated goals but unfortunately, we were not able to meet them We however saw growth in our social media following although there were a lot of fluctuations especially on Instagram.

Platform	Followers in 2019	2020 goal	Followers in 2020
Facebook	1230	1400	1220
Instagram	555	650	567
LinkedIn	60	100	85

We mentioned in our 2020 Policy Plan that we would introduce - #SundaysforChildren, #FundraisingFriday and #WhatsWednesday themes to drive our Instagram content this year. This approach was halted after the board change in September since the board wanted to take a different approach. During the year, we also posted content related to current events that took place such as the #BlackLivesMatter and #ENDSARS movements, to make our followers aware of these social issues which also affect children around the

world. Aside from that, we focused on sharing updates on projects regularly in order to promote transparency in our work.

4.4 Corporate sponsorships and partnerships

Regarding corporate sponsorships and partnerships, we reached out to 21 small-medium companies in the Netherlands via email around the holiday season about including our merchandise and flyers in their christmas boxes and the possibility of partnering or sponsoring us. We highlighted the tax deductible benefit of a donation to our organization provided by our ANBI status in order to make it more attractive. The response was rather disappointing because most companies declined or did not respond at all. We however got two companies willing to collaborate with us next year and we plan to pursue this in 2021.

4.4 Others

Due to COVID-19, we did not organize any physical events from March on. As a result, there was little opportunity to present our work to new audiences in-person as we had done in previous years on campus and during events. Instead, we used our social media platforms to market the two crowdfunding campaigns (mentioned in the Events section) we organized later on. The success of these events proved the power of social media and we plan to take more advantage of this next year.

5 Events

List of events:

- 5.1 February Rose Sale
- 5.2 Kiemm Montessori
- 5.3 Easter Eggs Sale
- 5.4 Pieter Nieuwland College
- 5.5 Play for Help
- 5.6 Tikkie-week

5.1. February Rose Sale

In February, we collaborated with the study association VSPA in Amsterdam for the February Rose Sale. The roses were sponsored by EZ. We sold the roses at the Valentine's Gala organised by VSPA at Pllek in Amsterdam. With this event, we raised a total of €134,50 euros.

5.2. Kiemm Montessori

In February and March, we collaborated with Kiemm Montessori, an Amsterdam-based high school. As Kiemm Montessori is actively involved in the organisation of sports events, we organised a charity ice skating and crafting activity with them. On March 13 2020, the ice skating activity took place, whereby each round the children would skate was sponsored by their family and friends. With this event, we raised €98,60 euros in total.

5.3. Easter Egg Sale

In April, we collaborated with Tony's Chocolonely to organise our Easter Egg Sale. Due to COVID-19, we were unable to organise this event in a public space as we had anticipated. Therefore, we sold the eggs to our families and friends. Tony's Chocolonely sponsored a total of 18 kg of chocolate eggs, which we packaged into packages ourselves, and we sold entirely. With this event, we raised a total of €350 euros.

5.4. Pieter Nieuwland College

In June, we organised an online crowdfunding in collaboration with Pieter Nieuwland College, an Amsterdam-based high school. Initially, we wanted to organise the "goed doen dag," but due to COVID-19, this was cancelled. However, they still wished to collaborate with us, therefore we decided on a project in discussion with Pieter Nieuwland, which was

"Compassion for Humanity Ghana." For this online crowdfunding, we set up a GoFundMe campaign, with which we raised approximately €2.000 euros.

5.5. Play to Help

As of September, we have collaborated with several piano students to organise the "Play to Help" GoFundMe campaign. This crowdfunding campaign is focused on raising funds for a music school on Easter Island, named Toki Rapa Nui, which encountered financial hardships due to COVID-19. Toki Rapa Nui is an organisation founded to revive, protect and promote the cultural legacy of Easter Island. The funds raised by the GoFundMe campaign are directed towards the transportation of the children and teachers; specifically for the minivan which they use to travel from the village to the school. This campaign is still ongoing, and as of now we have raised a total of €3.129 euros.

5.6. Tikkie week

In December in the week of Christmas, we organised an online "Tikkie week," a week in which we set up an open payment request through our Students for Children bank account, to which people could donate any amount they wished to for one of our projects. We organised this event to support our project with "Mundo de Talentos," a weekend school that offers guidance on work and study subjects through an intensive three-year program for children of public schools with the age of 10 to 13 years old in Chiapas, Mexico. The students participate every Saturday in the program. We posted this initiative on our social media platforms in order to raise funds for the project and the board members shared it through WhatsApp broadcasts and among their network. Study association SES also shared our initiative on their Instagram stories. With this event, we raised a total of €939,11 euros.

6. The Board and Recruitment

In 2020 we have recruited 4 new board members: Sharon, Juwel, Meghann and Annamaria. Pip and Ilja decided to stay for another board year. Pip switched from secretary to chairwoman and Ilja kept her position as project coordinator. Having two former board members being present in the new board resulted in a smooth transition and made it easier to work more efficiently right from the start.

In general, we had quite some difficulties with recruiting new board members. As learned from the past, we already started in April with recruiting. However, the situation surrounding COVID-19 did not make it easy for us. A lot of international students went back home and were often not entirely sure if they would return to Amsterdam before the beginning of the new school year.

Furthermore, we decided that we want to combine the position of treasurer with the position of fundraising. Firstly, because it is quite hard to attract board members for the treasurer position. Secondly, last year we were not able to recruit a fundraiser. This resulted in us being less able to focus on the expansion of our donors. Luckily this year we made it happen. This new 'acquisitions' position is of great value, as we have now more capacity to focus on one-time and structural donors.

7 | Epilogue

Through this epilogue we would like to thank you all for taking your time to read our annual report of 2020. As stated before, it was a turbulent year which required us to adapt to the current situation. However, we would not have been able to arrange it all so smoothly without the support of our donors and sponsors.

A special thank you to VSPA (Association of Psychology Students) for having us at your Valentines event, EZ flowers for the donation of more than 180 roses, Tony Chocolonely for donating 18 KG of chocolate eggs and Pieter Nieuwland College for setting up the crowdfunding instead of a sponsored run.

Hopefully we will be able to organize many more (physical) events next year, which will enable us to interact more with our donors. Nevertheless, we are looking forward to 2021. Because it's the children that decide the future, and we have to keep investing in them. No matter the circumstances.

Kind regards,

On behalf of the board of Students for Children,

Pip Graatsma President