

Annual Report 2022

(January -December 2022)



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Secretary

Treasurer

Project Coordinator

Event Coordinator

Marketing Coordinator



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1 | Introduction

Dear reader,

We are pleased to present the 2022 annual report of Students for Children (SfC). In the pages that follow, we update you on the progress we have made in implementing our strategies outlined in the policy plan by the previous Board. To do this, we outline the steps we took to continue supporting quality education through the agency of various projects, fundraising for these projects by means of events, and expanding our outreach through marketing during the past year.

At the start of the year, the SfC board consisted of Maaïke Willerts (President), Roos Peeters (Secretary), Alisa Zakirova (Treasurer and Acquisitions), Tatia Brunings (Project coordinator), Janneke Noi (Event coordinator) and Rachel Purslow (Marketing coordinator).

As the year unfolded, two board members (Project and Marketing Coordinator) had to leave due to personal reasons. However, the transitions were completed successfully ensuring the continued functioning of our organisation. They got replaced by Mirre Bolhuis (Project coordinator) and Evelin Földvári (Marketing coordinator). The impact of this handover on the fulfilment of our goals is discussed in more detail later in this report.

During the summer of 2022, new board members were recruited, including myself (as Chair), with the start of the new academic year.

Currently, in December 2022, the board consists of:

Irmak Tankurt	President
Roos Peeters	Secretary
Sandeep Singh	Treasurer
Zuzanna Jezierska	Project coordinator
Fabiënne Oranje	Event coordinator

Evelin Földvári Marketing coordinator

The board is currently advised by our Board of Advisors (BoA), which at the end of 2022, consists of: Lynn Bijlsma (Chair), Pip Graatsma, Ilja Dotinga, Sharon Grundmann and Lilli Stahmer.

Before concluding this foreword, I want to acknowledge the efforts made by our predecessors over the course of the COVID-19 pandemic. Successfully coming through these challenging times as a financially stable foundation fully committed to our mission depended on their resourcefulness, flexibility, and engagement over the past two years.

Only together with our donors, partners, and attendees can we create value for children around the world. Thank you for accompanying us on this journey.

I hope you will enjoy reading our reflection on the past year. If you have any further remarks or questions please feel free to reach out to us.

On behalf of the board of SfC,

Irmak Tankurt

President

2 | The Board and Recruitment

In the beginning of 2022, SfC had to recruit two more board members because of internal changes in the board of 2021-2022 as elaborated upon in the introduction. Especially for the marketing position, this took us a bit longer than expected as we did not receive many applications. Eventually the new positions were filled in March and April through our personal network and the application form on our website.

Recruiting new board members in 2022-2023 was an easier task than the year before as two board members stayed for another year. Additionally, we reached out to a few study associations since this reaches a better selection of our target group. In the end most of our applications were received through the form on the website. Unfortunately, we received many applications from students who live abroad, therefore those applications were rejected as this did not meet our requirements.

Eventually SfC found more suitable applications. Two board members were recruited through our personal network. What was also very helpful for the recruitment process this past year was that we were invited by the study association VSPA for a 'Voluntinder' event at the University of Amsterdam. This was a great way to get in contact with students who are interested in doing voluntary work, and this also led to the recruitment of another board member. All candidates' documents were checked and they were invited for an interview with two current Board members. By the end of the summer the board of 2022-2023 was complete.

3 | Projects Report

The 2022/23 Board supported eight projects during the term of office. Six projects were chosen and implemented by the previous Board, while in November 2022 two new projects in Cameroon were selected. The implementation of most of the projects was completed before the change of Board members so only impact monitoring was carried out by the current Project Coordinator. As shown in the table below, cooperation with all organisations whose projects are currently in progress will be completed by the end of 2023 or in June 2024.

Name	Project title	(Expected) start date	(Expected) end date
Board 2021/2022			
The Blessed Camp KENYA	Blessed Camp (Supporting 15 children through kindergarten and primary school).	2009	January 2023
Mundo de Talentos MÉXICO	Girls and boys discovering the world of interesting professions.	01.07.2021	01.01.2023
<i>educate.</i> HONDURAS	Library for the Trinidad Community Youth Centre.	01.08.2022	01.02.2024
Women Development Welfare Society (W.D.W.S.) INDIA	Open the doors of education to girls. Providing uniforms and bikes to enhance access to education.	01.06.2022	01.12.2023
Action for Change (AFC) CAMEROON	Classroom furniture and a mini-library project is located in the Barobi village community.	01.06.2022	01.12.2023
Hope for Rural Women (Horuwo) UGANDA	Reusable sanitary pads to keep girls in school.	05.09.2022	01.12.2023
Board 2022/2023			
Initiatives for Sustainable Development (ISUDEV) CAMEROON	Support to disadvantaged school children - supporting 30 orphans.	01.01.2023	01.06.2024
Education For All Network in Africa (REPTA) CAMEROON	Latrines for children at Mousgoy primary school.	01.01.2023	01.06.2024

3.1 Kenya - Blessed Camp

Name of the project	Supporting 15 children through kindergarten and primary school.
Implementation time	2009 - February 2023
Goals	Support fifteen children throughout kindergarten (three grades) and primary school (eight grades).

In cooperation with the Action Ministry in Kenya we started “the Blessed Camp” project in 2009. We sponsored the education of fifteen children from the village in Kenya throughout kindergarten (three grades), primary school (eight grades), and gave them an opportunity to go to high school. Students were of different ages (varied from four to thirteen years old). Sponsorship was intended to send the children to an English-speaking school, where the education is on a very high level. Also, two children attended schools that offered special education.

All of the children come from the Blessed Camp, which is a former leper colony. Leprosy no longer occurs in the youngest generations, but the children's parents are still suffering from this disease. This has caused a lot of challenges in the community, such as high rate unemployment and poverty. Many parents are divorced and in some cases one or both guardian(s) are deceased. Alcohol abuse, HIV/AIDS and violence also plays a role in the daily lives of (some of) the children.

In September 2022, the last two children attended eighth grade. The project will end in February 2023.

3.2 México - Mundo de Talentos

Name of the project	Girls and boys discovering the world of interesting professions.
Implementation time	July 2021 - June 2022
KPI monitoring	Until January 2023

Goals	Conducting periodic workshops for children and youth.
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The project was selected by the 2020/21 Board and in June 2022 it was successfully finished. The goal of Mundo de Talentos is to conduct after-school workshops for ambitious teenagers on the different kinds of professions they might be interested in. In addition, the project aims to encourage participants to finish education. Mexico faces a major problem of dropouts from high school. Also, many young people do not follow higher education. Consequently, around seven million young people in Mexico are unemployed and do not receive any education. As reported by the Mundo de Talentos, an average teenager makes uninformed decisions about their future, based on their environment, and the economic situation of their families.

Mundo de Talentos offers guidance on work and studies through an intensive, extracurricular program that takes place every Saturday. Children between ten and thirteen years of age (50% boys and 50% girls) from different socioeconomic backgrounds were selected to participate. The training has been taught by volunteer guest teachers who share their work experiences and invite students to learn in a participative manner about possible career opportunities. The program covers fifteen modules over three years that include architecture, arts, design, biology, sciences, journalism, medicine and many others.

The workshops were organised and many young people participated, expressing their satisfaction with the knowledge and skills they received. The 2022/23 Board was assigned with monitoring the impact of the project and whether it took hold as a solution for the future after the implementation phase. According to the updates we received every two months, further editions of the workshops in other cities were conducted. They planned to continue the project in the same place from September 2022, however, the political situation in the municipality of Teopisca did not allow them to resume the activities. The project was forced to wait on hold for a few months. Nevertheless, the organisers of Mundo de Talentos started a new edition of the program in San Cristóbal de Las Casas, and another pilot project in the City of Oaxaca.

3.3. Honduras - educate.

Name of the project	Library for the Trinidad Community Youth Centre.
Implementation time	August 2022 - January 2023
KPI monitoring	till February 2024
Goals	Creating a library committee and discussing the needs of the community that the Youth Centre ought to provide.
	Renovating the allocated space for the Youth Centre.
	Purchasing the materials for the Youth Centre (books, furniture)
	Painting the Youth Centre.
	Training of the team members from <i>educate</i> .
	Youth Centre Inauguration

The project was selected and officially signed off by the 2021/22 Board, but most of the implementation of the project took place during the work of the current Board. The project implementation carried on without major disruptions - there was only a break in communication during the holidays (July - August 2022) due to a change of project coordinator and holidays, which did not affect the plan.

SfC together with *educate*. has sponsored the renovation and equipping of the Youth Centre to serve as a library for the local Trinidad community. The local centre aims to bring local youth together and offer a suitable place to learn and develop skills useful for education and future careers. Activists from *educate*. want to empower children and youth by offering them learning materials, workshops (on topics such as community development, entrepreneurship, global citizenship and leadership), as well as ten scholarships for talented students. The Trinidad Youth Center also serves as the headquarters of the *educate*. organisation.





The project has been fully completed. The local community and young volunteers participated in the renovation of the building. A special moment in the development of the Youth Center was designing and painting the mural, which made the local community co-responsible for the implementation of the project.

In November 2022, the opening ceremony of the Trinidad Youth Center was held. In 2023, together with *educate.*, we will monitor the development of workshops and how the interest in the Youth Centre is growing, especially among youth.

3.4. India - Women Development Welfare Society

Name of the project	Open the doors of education to girls. Providing uniforms and bikes to enhance access to education.
Implementation time	June 2022 - November 2022
KPI monitoring	till December 2023
Goals	Purchase and distribution of the bikes.
	Sewing and distribution of uniforms.
	Conducting the awareness camp.

The project was selected and signed by the 2021/22 Board, but most of the implementation of the project took place during the work of the current Board. The project implementation carried on without major disruptions - there was only a break in communication during the holidays (July - August 2022) due to a change of project coordinator and holidays, which did not affect the plan.

The aim of the project carried out by the Women Development Welfare Society was to support girls from Telangana and Andhra Pradesh state in India to achieve primary and secondary school education. Activists identified three problems faced by young women,

especially in their teenage years. The biggest of them is the families' attitude towards the girls' role in society. They are often taken out of school to help with family responsibilities, such as taking care of the younger siblings, fetching water, and cooking at the time of harvest. That probability increases when the transportation to school is not available. As reported by the W.D.W.S. organisation, the transport infrastructure is underdeveloped and many girls do not have access to public buses, for example. All of these issues lead to girls dropping out from school creating further social problems on the basis of gender inequality.

In order to prevent these obstacles and increase the probability of girls in the region receiving the highest possible level of education, the W.D.W.S. organisation decided to target these very issues. Together we funded an awareness camp for the families of girls from the selected school, and sponsored bicycles (thirty-eight of them) and uniforms. Thanks to the generosity of a clothing company, the uniforms were produced at half the price, enabling them to equip girls from the entire school (eighty-four students).

The bicycles and the uniforms were intended to directly facilitate the girls' access to education, while the awareness camp conducted is expected to work in the long term by spreading awareness and knowledge about the problem. A workshop for the parents of female students addressed the importance of girls' right to education, child protection rights, and gender equality. Sfc and Women Development Welfare Society hope that the camps convince parents of the benefits of leaving their daughters in school.



Every goal of the project was met in November 2022. Beginning in January 2023, Sfc and Women Development Welfare Society will monitor the impact of the project on attendance of girls in school.

3.5. Cameroon - Action for Change

Name of the project	Classroom furniture and a mini-library project is located in the Barobi village community.
Implementation time	June 2022 - October 2022
KPI monitoring	till December 2023
Goals	Meeting with the management of the school.
	Furniture production and purchase of the materials.
	Facilitating the school.

The project was selected and officially signed off by the 2021/22 Board, but most of the implementation of the project took place during the work of the current Board. The project implementation carried on without major disruptions - there was only a break in communication during the holidays (July - August 2022) due to a change of project coordinator and holidays. This did not affect the plan.



The goal of the project was to equip the school in Bairobi with new furniture and classroom materials. Applicants from Action for Change reported that the quality of the learning process was low due to the lack of a proper environment to learn

(both for teachers and students). Students wishing to attend school had to argue for the few school desks. Because of the large classes, the number of children per table designed for a maximum of three pupils was six or seven. The remaining children had to sit on the ground. Very low comfort (which consists of: insufficient space to write and open a book, sitting on the edge of a chair, being distracted by too many classmates around, etc.) reduced the effectiveness of teaching.

The lack of seats also resulted in conflicts between pupils overtaking the best seats, which consequently resulted in violence, especially against younger children. Teachers reported that those students are more likely to miss classes or even drop out of school. In addition students did not have access to textbooks or other materials, which made them unable to do their assignments or learn outside of the classroom. It made the education process difficult for both the children and teachers.

AfC and SfC sponsored 74 school desks, six school tables and chairs, and a bookshelf. The furniture was produced by the local employees. In addition the school was equipped with educational charts and textbooks. All materials were distributed in October 2022, at which point we completed the implementation of the project. According to the update provided by the applicants, since the end of 2022, learning comfort has increased significantly. In 2023 SfC with Action for Change will further monitor the impact of the project on student attendance.

3.6. Uganda - Hope for Rural Women

Name of the project	Reusable Sanitary pads to keep Girls in School.
Implementation time	September 2022 - February 2023
KPI monitoring	Until January 2024
Goals	Meetings with project’s beneficiaries and the leaders.
	Purchase of materials for the training.
	Trainers training.
	Beneficiaries training and production of reusable pads.



The project was selected and officially signed off by the 2021/2022 Board, in June 2022, with a start date of September 2022. All project implementation is therefore monitored by the newly elected Board.

The main goal of the project proposed by the Hope for Rural Women is to train girls from Kasese district Rwenzori region to prepare reusable sanitary pads from materials available at home. One of the biggest problems affecting girls in disadvantaged places in Uganda is the lack of access to hygienic menstrual materials such as sanitary pads. In addition to hygienic neglect, this creates many problems at a social level. Girls do not go to school during menstruation, which causes gaps in their education and lack of proper hygiene materials can lead to gender-based violence (for example, bullying). Also, the problem that has grown in recent decades is the sponsorship of menstrual materials by grown up men in exchange for sexual favours, which leads to teenage pregnancies and the withdrawal of girls from schools.

The Horuwo organisation will prepare a workshop to be attended by fifty girls. The skills acquired will allow the girls to be more self-reliant and to continue their education. In addition, the project is sustainable, as the skills of the selected fifty girls will be passed on to another group of young women in the future, preventing school dropouts.

SfC will sponsor the costs of the workshops organisation and materials, as well as the preparatory meetings. The project is in the middle of implementation: the meetings, selection procedure, and purchase have been done, while the workshops are to be conducted in January/February 2023. After the full project implementation, together with Horuwo, we will monitor whether and how the transfer of knowledge is taking place and how it impacts girls' attendance in schools.

3.7. Cameroon - Education For All Network in Africa

Name of the project	REPTA: Toilet latrines for children at Mousgoy primary school.
Implementation time	January 2023 - March 2023
KPI monitoring	Until January 2024

Goals	Construction of the building.
	Painting and furnituring.
	Commissioning of the facility.

SfC has chosen the project at the end of November 2022. The project was funded through a social action carried out in collaboration with the student organisation AIM, which involved selling cakes to the University of Amsterdam community. Immediately after raising the funds, SfC signed a contract with the REPTA organisation in December 2022. The project is in its first phase of implementation.



SfC will sponsor the construction of the toilet building, from foundations, through building construction, to equipping with appropriate facilities (three latrines will be intended for girls and three for boys). The toilets at Mousgoy school are in very poor condition. The building does not have proper doors, facilities or hygiene products. Applicants have reported that students take care of their needs in the area around the school.

This causes many problems - not only those of a hygienic nature. Inadequate facilities can lead to the spread of various diseases, and lack of comfort can reduce the quality of learning. In addition, this causes further problems: girls during menstruation, due to the lack of a suitable place to settle their hygiene needs, miss school days. Cases of violence, sometimes on the basis of gender, are also reported.

The project will provide many improvements in the lives of students and will improve the comfort of learning as well as reduce the number of hours of lack of attention. Together with the REPTA organisation, SfC will monitor the impact of the new facilities on students' lives.

3.8. Cameroon - Initiatives for Sustainable Development

Name of the project	Educational Support to Disadvantaged School Children
Implementation time	January 2023 - March 2023
KPI monitoring	Until June 2024
Goals	Organization of the meeting with involved parties.
	Production/purchase of the materials.
	Donation of the materials.
	Sending children to school

SfC has chosen the project at the end of November 2022. The project was funded through collaboration with the student organisation Pegahallen, which involved clothes sales to the University of Amsterdam community. Immediately after raising the funds, SfC signed a contract with the ISUDEV organisation in December 2022. The project is in its first phase of implementation.



Together with ISUDEV, SfC aims to provide one-time support to 30 orphans and widows (legal guardians who signed up to take care of them) for educational supplies, uniforms and shoes, vegetable seeds and watering cans (used

by the widows responsible for the children). The supported children are six to fourteen years old, recently affected by conflicts in Cameroon. Because of lack of support they have not been able to go to school for at least four years. The project's goal is to support orphans and their foster families for one year (one-time donation).

The money is to be used for the children's education (tuition fees, uniforms, school materials) and to support the widows by covering the cost of their daily living. With the goal of providing food for the families and making the project more sustainable to promote a long-term effect, the women will be given vegetable seeds and watering cans to grow them. The project began in January 2023 and will be implemented within the next 3 months. Later on, Sfc will monitor the impact of the project on school's attendance.

4| Financial Report

4.1 Income & expenses

INCOME & EXPENSES - STUDENTS FOR CHILDREN			
01/01/2022 - 31/12/2022 in Euros			
INCOME		EXPENSES	
Structural		Projects	16 032,55
Donations	1 681,18	<i>WDWS</i>	4 000,00
		<i>AfC</i>	4 000,00
One-time Donations		<i>Blessed Camp</i>	1 532,55
<i>Companies</i>	22 989,00	<i>Educate</i>	4 000,00
<i>Study</i>		<i>HORUWO</i>	2 500,00
<i>Associations</i>	15,00		
Events	1 826,9	Transaction Costs	223,00
<i>Rose Sale</i>	159,00	<i>WDWS</i>	37,00
<i>Pubquiz</i>	530,00	<i>AfC</i>	62,00
<i>Pegahallen</i>	592,15	<i>Blessed Camp</i>	62,00
<i>Bakesale</i>	300,72	<i>Educate</i>	-
<i>Tikkieweek</i>	245,00	<i>HORUWO</i>	62,00
		Organisation Costs	850,70
		<i>ING</i>	243,80
		<i>Marketing</i>	136,00
		<i>Exsilia</i>	62,92
		<i>CREA</i>	120,00
		<i>IBANC</i>	287,98
		Events	-
Total	€26 512,08	Total	€17 106,25

4.1.1 Income

Donations

Similar to previous years, SfC received a large non-structural donation of €15 000. A special thank you to Stichting De Nieuwe Haven for this generous donation. In addition, other

non-structural donations were received from foundations that wished to support our cause, namely €3 989 from Stichting Onderwijs, €4 000 from Ridder Foundation, and €15 from SES. Rest of the donations came from our monthly donors and amounted to €1 681,18. We are very grateful for all our donors and wish to cooperate with them in future as well. In order to continue cooperating with the companies and other donors the board is trying to utilise newsletters and staying in touch with them. A list has also been made of potential companies SfC could cooperate with and the aim is to contact them all in the beginning of next year. To make SfC more attractive for donations, more visibility has been given to the projects we support, on social media as well as in our events.

Events

By organising fundraising events, SfC were able to collect a total of €1 826,90. More detailed information on the funds raised in each event can be found above in the overview as well as below (*see section 5*). As expected, people like to donate more to a cause directly rather than to the events which is why in last three events, Pegahallen, bakesale and Tikkie Week, a new project was picked which was then linked to the event. This way, we were able to raise more funds than we had expected. Most considerable success was Pegahallen where SfC raised nearly €600 with a clothing sale. As such, we think similar events will be successful in future as well.

Savings

In line with SfC's annual tradition, a reserve fund of €2 000 was set aside for the current project in Kenya which is soon coming to an end. €1 500 was also saved as a buffer. As such, a total of €3 500 was set aside in 2022.

4.1.2 Expenses

Projects

The exact projects costs in 2022 were distributed as followed;

<i>Women Development Welfare Society:</i>	<i>€4 000</i>
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<i>Action for Change:</i>	€4 000
<i>Kenya Blessed Camp:</i>	€1 532,55
<i>Educate:</i>	€4 000
<i>HORUWO:</i>	€2 500

In addition to the funds transferred for each project, some extra transaction costs are incurred for international transfers. These costs go to the bank which we at SfC see as our responsibility to pay. The total amount of transaction costs in 2022 was €223.

Organisation costs

Most of the organisational costs are annual costs that we pay to be able to carry on the work done at SfC. €120 are paid for the meeting room and mailing address in CREA. This amount is slightly higher than last year. In addition, a commission is paid to ING in order to maintain our bank account. In 2022 this amount was €243,80, which was a little bit lower than last year. Moreover, there is an annual cost for IBANC which is an application that allows SfC to collect monthly donations from its structural donors. In 2022, the amount was €168,19 and in 2021 the amount was €119,79 which was only deducted in the beginning of 2022. Lastly, Exsilia Internet is paid for our website which is very important for effective marketing. In 2022, the amount paid for this was €62,96.

In total, the organisational costs in 2022 amount to €850,0.

Events & Marketing

In 2022, no money was spent on events as SfC was able to collaborate with different venues who were happy to host our events free of charge. SfC will strive towards keeping the spending on events at the same level for next year as well.

For marketing, €136,43 were spent. This includes the SfC team shirts that the board members wear at the events for marketing purposes, as well as to make it easier for people

to recognise our board. It's important to note here that these shirts are not personalised and will be used by all new Boards to come. A little sum of money was also spent on flyers that we could hang on different locations, such as university campuses so people can familiarise themselves with our organisation and donate if they wish to do so.

4.2 Balance Sheet

BALANCE SHEET - STUDENTS FOR CHILDREN 01/01/2022 - 31/12/2022 in Euros

Assets		Liabilities	
Cash	0	Equity	
Payment account	26 171,87	New Projects	12 000
Savings account	3 500	Reservations + Buffer	3 500
Total	€29 671,87	Total	€15 500

As per SfC's annual tradition, €3 500 has been set aside for any future projects the board may wish to sponsor in cases where there are no sufficient funds to do so. These savings can also be utilised for organising events or for organisational costs if the need arises.

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

5 | Events

5.1 General

At the beginning of the year, COVID-19 measures had yet to be dealt with. As a result, we were not able to organise everything we had in mind. Fortunately, during the year the measures eased and so we were able to end the year with some good events.

5.2 List of events in 2022

1. Valentine's Day Rose Sale
2. Pub Quiz
3. Fundraising SOS
4. Pegahallen
5. Bake sale
6. Tikkie Week

5.3 Events

1. Valentine's Day Rose Sale

Together with Study Association for European Studies (SES) we organised a rose sale, at their yearly Valentine's Day borrel. The members of SES could buy a rose or alternatively, they could buy a rose with a card attached to it. A total of 60 roses were handed out at the borrel to their loved ones and friends. The roses were sponsored by EZ Flowers, who has worked with SfC in the past as well. They were so kind as to give us 80 roses this year for the event, where we raised a total of €159.

2. Pub Quiz

On May 3rd 2022, a pub quiz was organised at a local cafe, de Eeuwige Jeugd. They were generous enough to provide a free space for us. To participate in the pub quiz, people had to sign up as a team and buy a team ticket. QR codes were also put up so participants of the pub quiz could make additional donations. Our audience's knowledge was tested on

actualities, sports, music and geography which created a great buzz and excitement in the room. The winning team received a beer package and branded glasses, both were donated by Eeuwige Jeugd. We managed to raise €530 with this event.

3. Fundraising SOS

Because the process was quite simple and they were very enthusiastic about SfC last year, the decision was made to apply again for funding at the SOS (Stichting SOS Onderwijs Steunfond). A specific project was presented to them for which funding was needed. The chosen project was located in India and sought to prevent school dropouts, with a focus on young girls from the lower casts. We asked for €3 989, but SOS was generous enough to fund the entire project, which was €4 439.

4. Pegahallen

On December 7th, we collaborated with study association Pegasus. Together we organised Pegahallen, which is derived from the concept of Europe's largest flea market, de IJhallen. Members of Pegasus were asked to donate clothes prior to the event. On the day of the event all the clothes collected were then displayed for sale. The clothes that were not sold were donated to De Regenboog Groep. People could make additional donations via the QR code that we printed out. With this event, we raised a total of €610.

5. Bake sale

We also organised a bake sale on the 9th of December with the Awareness Committee of AIM, the study association for Politics, Psychology, Law and Economics (PPLE). Board and committee members of AIM as well as board members of SfC baked cakes and pies, which were sold during the event. Each slice was priced for €1,50 but students were encouraged to donate more. With this event, we raised over €300.

6. Tikkie Week

Since Tikkie Week was a success in previous years, we decided to organise one again this year. In December, during the week of Christmas, an open payment request was set up through our SfC bank account where people could donate any amount they wanted. This initiative was posted on our social media platforms to raise funds. In addition, board

members shared it among their networks via WhatsApp. With this event, we raised a total of €245.

6 | Marketing Report

6.1 Website

Throughout the year SfC always made sure that the *Projects* page, the team information and the *Vacancies* page was up to date. These pages were populated with pictures and information.

On the *Projects* page there was a separation made between old and current projects so visitors can better navigate through. On the *About us* page the board members and the Board of Advisory were updated according to changes. Throughout the summer the *Vacancies* page also had more information regarding the four open positions. Additionally, the *Events* section was updated after each event.

There are still a lot of goals regarding technicalities that were not met and changed throughout the year. Out of the specific 2022 goals one goal was met; new visuals were added to the website (mainly the projects page). However, the following goals were not met:

- Implement extra payment methods on website
- Fixing the newsletter link on website & ensuring monthly updates
- Adding a project application form to the website
- Changing the forms from WP Forms.
- Managing the cookies setting to be taken off from the website
- Optimising discoverability on search engines

Therefore, these goals mentioned above remain in place for the upcoming year.

6.2 Newsletter

The *News Section* on the website was updated every now and then, and posts were made on the social media platforms, however, no actual newsletters were sent out. The board's focus

shifted more towards social media updates, organising events and recruiting new members for the academic year of 2022-2023. The goal is to change this strategy in 2023, and send quarterly newsletters to subscribers.

6.3 Social media

On all three platforms SfC gained new followers. The focus lied on sharing updates on projects on the social media accounts regularly, in order to promote the transparency of the organisation’s work and give donors more insight into the supported projects. However, the growth on each platform the board had originally aimed for were not met.

Instagram posting was very inconsistent in terms of design in the first couple of months (and in previous years as well). From April on SfC tried to create some kind of consistency in terms of colours and design on the Instagram page. Updates about events, projects and vacancies were communicated there.

To the Facebook account access was lost, because there were some issues with tracking down who the admin was. The new marketing coordinator never received access to it. Therefore, the only way posts appeared on Facebook was via Instagram (sharing the content between platforms). It is going to be next year’s challenge to figure out whether it is still possible to retrieve the account somehow, or whether SfC will have to start a new page.

On LinkedIn events, projects and vacancies were posted - very inconsistently though.

Social media growth per platform:

Platform	Followers in 2021	Followers in 2022	Growth in %
Facebook	1 211	1 218	0,006%
Instagram	586	606	0,034%

LinkedIn	119	146	0,226%
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6.4 Others

The beginning of the year was a little bit rocky, as there were still some restrictions in place for the Covid-19 pandemic. Therefore, it caused some insecurities in terms of planning in the month of January. Additionally, SfC did not have a marketing coordinator from January until April (due to personal issues the previous coordinator had to leave). That's when the current marketing coordinator joined the board. This also caused some frictions in the marketing activities during the year, resulting in inconsistent posting on the social media platforms (both in terms of time and style), delaying updates on the website and losing access to the Facebook account. Nevertheless, the board managed to promote recruitment, ongoing events and project updates well during the second half of the year.

7 | Epilogue

Through this epilogue I would like to thank you for reading our annual report of 2022. We provided you with an overview of the year through highlighting our projects, events, finances and organisational strategies. We look back on a successful year in which we have been able to fund numerous new projects providing access to education to children around the world. This is only possible thanks to our donors and fundraising activities so we, Students for Children, are eternally grateful to everyone who supports our mission.

We would like to extend some special thank you's to Stitching De Nieuwe Haven, Ridder Foundation, Stichting SOS Onderwijs Steunfond, and study associations SES, Pegasus and AIM. Students for Children gratefully acknowledges the generous contributions of these organisations.

Additionally, we have a wide range of plans for 2023, and several forthcoming events are already scheduled. You can visit our Policy Plan for 2023 for a more detailed description of these plans. Next year, SfC aims to facilitate equal access to education with new projects. There are many initiatives we wish to support to achieve our goal so we continue to ask for your help. Your donations have changed the world of countless children already, and together we can grow stronger to change the world child by child.

On behalf of the board of SfC,

Irmak Tankurt

President