



ANNUAL REPORT 2014 - JOIN FOR JOY





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1. Preamble

The year 2014 was a year of contemplation and strategic choices for Join for Joy. Among other things, the Join for Joy sports and play program has started in 2014. After a pilot in 2013, which was developed for two different schools, in 2014 Join for Joy officially started the program at ten more schools in Thika. Besides these new developments, we organized 9 Summer Camps in Kenya, which means that 450 pupils of 18 different primary schools from the Thika region had the chance to participate in the Join for Joy summer camps.

In addition, Lucy Muthoni, employed by our partner Macheo, started working as a school coordinator for Join for Joy. By means of a service agreement between Macheo and Join for Joy, Lucy got the responsibility for the implementation, evaluation and coordination of the sports and play program at the participating schools. In addition, Lucy is responsible for the selection of the children for the summer camps, the briefing of the schools and teachers and other important issues involved in organizing the summer camps.

Besides the constant focus on Join for Joy's core activities, which is the organization of the summer camps and the sports and play program for schools, in 2014 important strategic changes in terms of Join for Joy's professionalization have been made. Hannah Kooren has expanded her workweek from three days to five days a week. Hannah's hard work, passion and dedication brought Join for Joy to the next level as an organization. Because of Hannah's maternity leave we had to replace Hannah for four months, which gave us the opportunity to have an 'outsiders view' on the organization of Join for Joy. Sonja Werner (originally from War Child) has done an excellent job in standing in. When Hannah returned, the board and Hannah made the decision to hire more manpower, indispensable to run Join for Joy's still expanding activities. As a result, Martine Beijerman was appointed for two days a week to support Hannah with fundraising, strategy and communication. In the following sections you will find a brief explanation of the steps made in 2014.

We would like to thank our sponsors, volunteers, our partner organization Macheo and local staff for their support in 2014. Without them it would not have been possible to realize our goal: helping as many vulnerable children as possible through sports and play.

Join for Joy Board & Join for Joy Office



2 General information about the Join for Joy foundation

This section provides some general information about the Join for Joy foundation. For more information, images and a film about the activities of Join for Joy please see our website: www.joinforjoy.net.

2.1 Introduction - The Join for Joy rationale

Every Saturday many proud parents are to be found at the football-, volleyball-, or hockey field to encourage their children. Schools offer our children physical exercise and organize annual sports days. Our government supports sports and activity at school. Sports and games are considered important for the development of children. Through sports and play kids learn how to work together, how to cope with winning and losing and how to bring out the best in themselves and others. Play has a positive impact on creativity, imagination and empathy, not only on our own children, but also on children in developing countries.

Unfortunately, for many children in developing countries taking the time for sports and play is often out of the question. At school, there is regularly little attention to sports. And the children who do not attend school often have to contribute significantly to the household or have to work in order to earn a living for their family. These are vulnerable children living in difficult conditions because of crime, child labor, the loss of parents, disease and lack of resources, far from carefree enjoying their childhood.

Join for Joy aims to make a small scale change by organizing summer camps for primary school children of the Thika region, Kenya. The summer camps are entirely dedicated to sports, games, and creative assignments, including excursions such as bushwalking and a boat trip. Because sports and games is fun, healthy and important for the development of a child.

The Join for Joy summer camps often leave an indelible impression, not only on the participating children and teachers, but also on the volunteers. The constantly growing network of volunteers of Join for Joy confirms that Join for Joy's mission is broadly shared by young professionals who want to contribute to the society. We are delighted to see that so many volunteers are very enthusiastic and inspired by the activities of Join for Joy and are willing to contribute to the Join for Joy organization also after their participation in the summer camps. Join for Joy could not wish for better ambassadors.

Mission

We strongly believe that every child should experience the joyful energy of childhood. We manifest this belief by organizing summer camps and sports and play activities at schools for children living in developing countries. Through play and sports activities, music and dance, role-playing and creative exercises, Join for Joy offers these children a unique opportunity to express themselves freely and feel what it means to be youthful. Our mission relies on the spirit of local partners, schools, volunteers, and of course of the kids. Because: teamwork makes the dream work.

Core values

The Join for Joy foundation has three core values that determine the culture and soul of the organization. These core values function as a constant guideline of all the projects of our organization and play an important role when selecting partners to cooperate with for the purpose of the organization of the summer camps or otherwise.

JOYFUL

Joy is central to our activities. Our purpose is to let children enjoy the activities of our summer camps and sports and playing program at schools. The energy of the kids is transmittable: after the summer camps our local partners and volunteers all return to their



normal lives inspired, energized and light heartedly. Also Join for Joy itself enjoys the benefits of this shared joyful energy in order to reach its own ambitions.

TEAMWORK

The activities of Join for Joy strongly rely on teamwork. The summer camps stand or fall by the effort and input of our volunteers and local partners. Not only do they support Join for Joy, they inspire us by exchanging suggestions and ideas for which Join for Joy provides a platform. These ideas range from innovative fundraising actions to new program elements. Join for Joy highly values a direct and transparent relation with all our participants; ranging from schoolteachers, parents, children, volunteers, cooks, to of course our sponsors. Join for Joy aims to share the importance of teamwork with the participating children. During the summer camps the 50 children are divided in five groups of ten in which they take part in the sports activities, in which they prepare and perform their act during the final 'crazy night', and in which they do the daily courses such as washing the dishes, brushing their teeth etc. In this way, the children experience in practice how to rely on others and how to bring out the best in each other.

GROWTH

During the summer camps children develop teambuilding skills. They experience how to win and lose, and how to bring out the best in each other. With our specially tailored program Join for Joy informs children about health issues and future job opportunities. This way, Join for Joy hopes to broaden their horizons and give their development an extra boost. Growth is our shared goal: Join for Joy as an organization aims to have a steep learning curve, and seeks to expand the scope of its activities in order to help as many children as possible.

2.2 The Join for Joy team

The founders, board members and employees of the Join for Joy foundation have different professional backgrounds (legal, finance, communication and media). Because of the varied composition of our team, our skills and qualities are complementary to each other and used in the most efficient way. We all share the 'drive' and the ambition to stimulate the development of the Join for Joy foundation in order to reach our mission.

As per December 31, 2014, the team consisted of the following persons:

Office

Hannah Kooren	Managing director - head office, Amsterdam
Martine Beijerman	Strategy and fundraising consultant - head office, Amsterdam, 2 days a week, from September onwards
Lucy Muthoni	School coordinator (Macheo, Kenya)

Board

Minke van Geen - Meijboom
Michiel Schul
Paul Huizinga
Roderick Turpijn

In 2014 Join for Joy welcomed a new board member to the Join for Joy team: Paul Huizinga. Paul Huizinga's expertise complements Michiel Schul's financial insight and expertise. Paul will be primarily dedicated to fundraising and will overview Join for Joy's financial health. Paul explained his motivation to become a board member to Join for Joy as follows: 'Join for Joy combines two elements that play an important role in my life, children and sports. Every now and then, we should stand back and realize that our children have unlimited opportunities compared to many others. Besides, it gives me



energy to spend time for a good cause I believe in and to take responsibility for the society we live in.'

Board of advisors

The board of advisors expanded with two members. Besides Aart van Os who was Join for Joy's first advisor in 2013. In 2014 Annette van Andel and Alex Klusman joined the Board of Advisors.

Annette van Andel, working as Network Facilitator at AgriProFocus, has extensive expertise in the non-profit sector and specifically in Africa. Annette explained her motivation to be part of the board of advisors as follows: 'Sport is a great way to contribute to the social development of children (and adults), anywhere in the world. By combining sports, games and fun, young people involved in Join for Joy add value to the lives of children in Kenya.'

Alex Klusman, owner and founder of BKB Campagnebureau, has a lot of experience in organizing campaigns, media strategy (social/traditional) and, as an entrepreneur, in how to professionalize and develop as a relatively young organization. His love for and knowledge of Africa (born in Zambia, lived in South Africa) also contributes significantly. Alex; 'I truly believe in the power of sports and play activities as a meaningful contribution to the quality of life of children, as much here in Europe as in Africa.'

3 Activities

3.1 Summer camps & sports and play program 2014

Summer camps

2014 was the fourth consecutive year that Join for Joy organized summer camps for children in the rural area of Kenya. The 2014 summer camps, nine in total, were held in August, November and December of 2014. We are proud to mention that the summer camps were a huge success and were well received by the participating children, the local staff members, such as the cooks, the teachers, the askari's and social workers, and the Dutch volunteers who were involved in the organization of the summer camps. Join for Joy strongly relies on the input and opinions of its partners. The following testimonials give an overview of the impressions of the various participants in the summer camps.

Moses, social worker Macheo, November 2014

"While at the camp, the kids learn a lot. The Join for Joy family teaches a lot to children through boys and girls lessons. Through these lessons they learn about how to overcome challenges as a boy or a girl. I also appreciate the aspect of creating awareness to the kids about HIV/aids. Because of the camps, children become active in class back at school and they increase their performance. May you continue with the same spirit to make these vulnerable kids happy. Thank you."

Peter, teacher Thiririka Primary School, August 2014

"It was exciting for the children to arrive at the camp where they were eagerly awaited by Dutch volunteers who were eleven in number. On behalf of the parents, children and teachers I would like to thank Join for Joy, the Dutch volunteers and the sponsors who made our stay in the camp possible and a lifetime event, difficult to forget."



Lucy, school coordinator Join for Joy, August and December 2014

“To start with, the children who come from the rural areas are usually very shy and withdrawn a lot due to lack of exposure. Join for Joy gives children an opportunity to engage in activities which help them socialize and interact. They also engage in activities like running races, visiting animal parks, girls and boys lessons where they learn about their bodies and changes that occur in their bodies during adolescence or which they expect to see when they get to the right age. The teachers and the volunteers also had a campfire at night after the children went to sleep in the tents. It was a nice moment as the teachers and the volunteers would share the best moments of the day.”

Justine, volunteer Join for Joy, August 2014

“Kulala salama and dream about all the beautiful animals you saw today, tomorrow will be a new day full of fun and games.

Kulala salama means sleep well in Swahili. When I think about my experience as a volunteer at the Join for Joy summer camps my mind is carried back to those excited faces looking at me when I enter, for the last time that day, their tent, to ask about their day and to wish them a good night. All the girls are tucked into bed. They laugh a bit and giggle together. They seem to feel safe, happy to be part of this group of girls all sleeping in one giant tent. At that quiet, peaceful moment in the evening, I could truly see how happy they were to be part of a Join for Joy summer camp.”

Jorrit, volunteer Join for Joy, November 2014

“What an experience it has been. We just came back from moreover two weeks of Join for Joy at Lake Naivasha, Kenya. Together with the Dutch volunteers and the local Kenyan staff we organized in total three summer camps to host around 150 children from the Thika region. The excitement already started here in the Netherlands, where we kicked off with our fundraising campaigns and meetings where previous Join for Joy members gave us a sneak peak, with all their stories and photos, of what to expect during those days at the campsite. Well prepared and ready for the camps we took off to Kenya to put everything in place at Lake Naivasha. More than ready and a bit nervous just prior to the first camp but so happy that the first camp was finally about to start. Since the first bus with the children, accompanied with four of our own staff, arrived at the campsite I have seen everybody smile continuously. Although some of the children being a little shy, it was easy to see that they were very thrilled to explore the new environment and that all of us were looking forward to a great camp.”

Anne, Annette & Francis, teachers Kinyangi & Kakuzi Primary school, December 2014

“The program has helped the vulnerable children:

- To develop confidence and a sense of leadership
- To feel Joy
- To develop themselves in a physical, mental, spiritual and social way.
- To improve their languages e.g. English and Kiswahili
- To explore their country through various visits such as to lake Naivasha boat riding & Sanctuary Farm
- To learn new songs
- To improve their health standard
- To improve their self-esteem
- To improve social interaction
- To discover their talents for future occupations

The teachers at school appreciate your contribution towards the program for raising the standard of living of the affected families. We are also grateful to Macheo Children’s Centre for being children’s advocate in times of need which has helped our schools to more and greater height in performance.”



Sports and Play Program

The organization of the summer camps taught us that there is a need for sports-and game materials at schools. The teachers are inspired to continue the Join for Joy activities back at school, but they do not have the means to do this. Join for Joy, in cooperation with Macheo, has therefore developed a program for the schools to get a Join for Joy game box on loan. The program is a follow up to the summer camps and gives the children the chance to continue with the sports and playing activities at the schools, when the camps are over.

In 2013, Nadieh Oudeman trainee at join for joy, together with Noortje Janssen and Yvonne Katumbi from Macheo, started with a pilot for the sports and play program of Join for Joy. They tested the program at two different schools in the rural area of Thika, Kenya.

The program is developed for all schools that participate in the summer camps. The sports and play materials are for a large part provided to us by our sponsor, Sport 81. These materials are not only available to the children who participated in the summer camps, but also benefit the younger and older children from the same schools. The game box consists of footballs, skipping ropes, whistles, bats and many other sporting materials and a playing guide with the instructions how to play all different kind of games, which are easy to play for children and their teachers.

Join for Joy's objective was to implement the sports and play program at eighteen schools. After extensive research by our school coordinator Lucy, we have decided to implement the program in phases. In 2014 Lucy Muthoni has introduced the sports and play program at ten schools from Thika that have participated in the Join for Joy summer camps. The preparation and training at these ten schools has been finished, and in January 2015 the game boxes will arrive at the schools. In 2015 we will implement the program at the remaining seven schools (one of the eighteen schools was already part of the pilot where the sports and play program was initially tested).

3.2 Fundraising

In 2014, Join for Joy has generated revenues through four channels.

1. Donations family funds
2. Sponsorship model volunteers
3. Events and promotions
4. Periodic donations

1. Donations family funds

In 2014 Join for Joy successfully raised many family funds. With respect for the wishes of family funds to remain anonymous, the subsequent list of successful applications is not complete. Of some Join for Joy has received the commitment to fund, but will receive the actual donation in 2015. This will (to a large extent) explain the decrease in funds compared to 2013. We therefore expect a significant increase in 2015.

2. Sponsorship model volunteers

A unique part of the fundraising strategy of Join for Joy is based on the responsibility of volunteers that participate in a series of three summer camps (two weeks) for the recruitment of sponsors. Join for Joy asks each volunteer to collect at least € 1.000,- for Join for Joy. When they collect more, they can recoup a part of their own contribution for their ticket and expenses.



Sponsorship

€ 1.000,-
 € 1.500,-
 € 2.000,-
 € 2.500,-
 € 3.000,-

Discount on ticket and expenses

(minimum of contribution to Join for Joy)
 = € 200
 = € 300
 = € 400
 = € 500

The strength of this strategy is that fundraising is approached bottom up, small scale, with lots of freedom for volunteers to find their own way of collecting the required amount of money. The volunteers themselves are already convinced of Join for Joy's cause, which facilitates their attempts to get financial support of their close relatives, bosses, or other acquaintances. Over the years volunteers have found many fun and creative ways of fundraising, such as; boot camp for Joy, running for a marathon in NY, fundraising dinners and events, organizing first aid courses for children, creating a bracelet brand and sell it online, organizing living room concerts and so on. The subsequent section will describe some of these initiatives.

3. Events and Promotions

In 2014 Join for Joy was involved in the following events and fundraising activities:

21 June, Join for Joy annual volunteer get together

Join for Joy's first annual 'get together' took place on the 21st of June 2014. This is a special day as it is the birthday of one of our founders Michiel Löwenberg and the day that summer begins. On the 1st of October 2012, Michiel passed away after a two and half year battle against cancer. He will always remain a driving force within Join for Joy. That is why we (together with the family of Michiel) decided that each year on June 21st we will invite, friends, family and the volunteers of Join for Joy to exchange ideas, share stories and to celebrate life.

Lions club Tholen

On the 14th of November twenty-seven teams joined the "Thoolse" knowledge quiz and raised €4500,- for Join for Joy! The teams were determined to win and answered many difficult questions about commercials, sports, nature & city trips.



Tour de Biesieklet

From this year onwards the Tour de Biesieklet organization (an initiative of 4 friends) picks a good cause to raise money for. At this first edition, money was raised for Join for Joy! On the 5th of October,





the race took place in Rotterdam: a 40 or 80 kilometer bike race in and around the beautiful, big harbour city. It was not about speed, or setting the quickest time. But, like Join for Joy, it was all about having a lot of fun.

While having fun, this first edition of Tour de Biesieklet raised € 5000,- for Join for Joy.

Join for Joy is very thankful, not only to the team of TdB but also to their sponsors; Rabobank Rotterdam, New Fork Rotterdam, Van 't Hart Autoverhuur, Vicini Rotterdam, de FoodFighters, Fyffes, Brasserie Woudestein, Kevin Koebrugge en Presta Webdesign.

MTOTO

While the project was initiated in 2013, the production, sale and implementation of the MTOTO baby suits took off in 2014. MTOTO was officially launched at the first Join for Joy summer drinks, at June 21, (see 21 June, Join for Joy annual volunteer get together), in good company of Michiel's family and friends, and 'Join for Joy friends' (volunteers, partners, employees, board, and board of advisors). Here the sale of MTOTO started, with success.

Already over fifty baby suits were sold. Together with the help of Janine Huiskes we developed a sales strategy. One of the pillars is to find a corporate partner that buys up a number of baby suits as a gift to pregnant employees or business relatives. For 2014, we found the law firm Fiorens willing to be part of this program. We also attempted to get MTOTO announced in the magazines. 'Ouder van Nu' has published MTOTO in their January issue. In addition, through our new developed website, people can buy MTOTO online, which happens regularly.



Sample sale Sissy Boy

On Friday the 4th of July, Sissy-Boy organized a sample sale for their employees. They raised an amount of € 1719,- and donated the money to Join for Joy! Sissy-Boy believes in creating a beautiful world for its customers. By supporting Join for Joy they also want to contribute to a better world for others.



Boot camp Club

Moving by creating a movement, that is For Heroes Only. For Heroes Only offers Yoga and Boot camp classes. 50% of the revenues go to charity. And because one of the 'For Heroes Only' boot camp girls have traveled with us to Kenya in November, they decided to choose Join for Joy as their charity for 3 months.

One of the boot camp girls reported the following: 'Every week we update each other in our group app. We share our muscle pains but also motivate each other to join the boot camp the next week. And the fact that we are not only exercising but also generating money for charity makes it even more worthwhile and exciting to participate each week. It really helps to discipline ourselves!'

Wine Sale by Ton Overmars

The group of volunteers that participated in the summer camps that took place in November 2014, organized a mayor wine sale. Selling wine gave them the opportunity to involve a broad audience. And the broader the audience the more chances of a successful fundraising.

The idea: A deal was made with a winery 'Ton Overmars' in Amsterdam. This winery was willing to support them by selling them an unlimited amount of wine boxes for purchase price.

The deal: They encouraged friends & family and others on social media to buy a box of carefully selected wine for common market price, which gave the buyers an opportunity to have great wine on stock for season holiday's and to support join for joy at the same time.

Results: As a reaction on their action, the volunteers received about 500 amazing responses from people who deeply cared about the cause: Join for Joy. The group of volunteers had to drive from Groningen to Maastricht to deliver the wines, collect the money and to tell the Join for Joy story. But it was well worth the efforts. More than 2000 bottles of wine were sold and their action increased Join for Joy's name awareness. The group still gets positive responses and they are sure that at the dinner tables of those people that ordered the wine the camps in Africa will still be discussed while drinking a glass of Join for Joy wine.

Materials for Join for Joy

Like previous years, in 2014 Hema provided towels for all kids. Henry Schein provided toothpaste and toothbrushes. And Sport 81 offered the same deal as last year concerning the purchase of materials for the game boxes, part of the Join for Joy Sports and Play program.

4. Periodic donations

Monthly subscribers

Monthly subscribers are important to Join for Joy, they provide a steady flow of income. In 2014 we unfortunately have lost a large number of donors through the new SEPA rule for banks, but luckily, many volunteers who have joined the summer camps so far, became a monthly contributor. In 2015 we aim to recruit as many new monthly subscribers for Join for Joy as possible.



3.3 Media

Website

On the 21st of June, during our yearly volunteer meeting, Join for Joy has launched its new website (www.joinforjoy.net). With this new website we put the focus on the objectives and results of the projects. We have chosen to let the images, videos, results and stories, such as experiences of teachers, children and volunteers speak for themselves instead of adding too much text. In addition, we have created a yearbook where all children, teachers and volunteers who have participated in the projects of Join for Joy can be found. <http://www.joinforjoy.net/yearbook/> Besides, we have implemented a payment system in the website. This facilitates donors to become a periodic subscriber or to do a single donation through the website. <http://donate.joinforjoy.net/>

Facebook

Just like the previous two years, in 2014 we had the 'Never Ever Grow Up week' campaign on Facebook. It started on the 20th of November, which is Universal Children's Day. We asked everyone to change their profile picture into a picture of themselves as a child, to demonstrate their support to Join for Joy's cause: every child should have a childhood full of sports and play.

Text on Facebook:

"JOIN Never Ever Grow Up Week! We can't wait to see all your little cute faces.. Today it's Universal Children's Day (20 November). If you believe every child should have a joyful childhood, join the Never Ever Grow Up week of Join for Joy! Change your profile picture into one of you as a kid and unleash your inner child!"



We were very happy to see that lots of people changed their profile picture. Every year the Never Ever Grow Up Week gets more supporters. It is difficult to trace how many people participated, as, besides the Facebook friends of Join for Joy, also other Facebook users participate. Their change of profile picture can only be discovered by chance.

3.4 Other important developments

Because of the proven success of the Join for Joy summer camps and the sports and play program in the Thika region, expansion of the projects seems like a logical next step. Join for Joy has the expertise, the concept and possible manpower. We want to use our experience and knowledge to reach more children with the summer camps and the sports and play program, with the aim to spread out the importance of sports and play for children throughout many different areas. The ambition to expand to another country has more priority since the situation in concerning safety in Kenya has changed the last 2 years. We constantly keep an eye on the security situation during the preparation and organization of the summer camps. The current political climate in primarily the coast side, and the north of Kenya, makes it less appealing to expand our projects to a different area in Kenya.



At the end of 2014 Join for Joy started with a preliminary research to a possible new country. Research has been done to several potential partner organizations in Malawi, South Africa, Uganda, Ethiopia, Mozambique and Tanzania. A new country must meet the following requirements:

- There should be need for complementary sports and play activities for children between 7-12 years;
- The country should be secure and political stable;
- There should be a reliable partner available;
- There should be sufficient schools in the area to participate in the programs;
- Join for Joy should be able to communicate well with the teachers and social workers;
- There should be a proper system of infrastructure and transport;

After research and selection of a country, Join for Joy will organize the pilot summer camps in the new country in Africa in 2015.

4. Financial accounts

After the very successful year 2013 from a financial perspective, the year 2014 showed a somewhat different picture. Join for Joy raised € 86,340 in 2014, while it incurred total costs of € 115,120, constituting an annual loss of € 28,780. Consequently, Join for Joy was required to fund part of the costs through its existing financial reserves, and the equity declined from € 72,327 at the end of 2013 to € 43,547 at the end of 2014. The financial position of Join for Joy however remains at a solid level at the end of 2014 and is expected to further strengthen in 2015 in support of the planned activities.

4.1 Balance sheet

The balance sheet of Join for Joy as per December 31, 2014 is as follows:

Assets		Liabilities	
<i>Description</i>	<i>Amount</i>	<i>Description</i>	<i>Amount</i>
Cash	€ 45,796	Equity	€ 43,547
Current assets	€ 0	Current liabilities	€ 2,249
Total	€ 45,796	Total	€ 45,796

The assets of Join for Joy consist of cash held in the bank account. The current liabilities consist of a wage tax and social contribution payable to the amount of € 1,095 and transitory items, including holiday pay accruals, to the amount of € 1,154. After having repaid a bridge loan by its founders in 2013, Join for Joy is now entirely equity funded. The decline in equity in 2014 should be seen in the context of the timing of the actual cash receipts of certain donations by private (family) foundations. Both in 2013 cash donations were received that should in effect partly be attributed to projects in 2014, and in 2015 cash donations will be received that should in effect partly be attributed to projects in 2014. Over a multiyear period the equity position of Join for Joy is expected to remain strong and at a sufficient level to support the growth ambitions.



4.2 Overview of income and expenses

Income		Expenses	
Description	Amount	Description	Amount
Sponsoring volunteers	€ 57.643	Summer camps (9x)	€ 56.557
Monthly donations	€ 2572	Personnel costs	€ 45.454
Annual donations	€ 6613	Cost of website	€ 4149
One time donations	€ 19512	Office rent	€ 1.960
		Administration costs	€ 3.335
		Other costs	€ 3.018
		Financial costs	€ 647
Total	€ 86.340	Total	€ 115,120

The income category 'sponsoring volunteers' refers to sponsoring amounts raised by volunteers that participated in the 2014 summer camps of Join for Joy (9 in total). The income category 'monthly donations' refers to the periodic donations made through the online payment system (Adyen). The category 'annual donations' relates to donations made by persons who committed themselves by notarial deed to support Join for Joy for a consecutive period of at least 5 years. The category 'one time donations' relates to other non-periodic donations received from private persons and/or private (family) foundations. Although these persons or foundations may continue to donate in years after 2014, we have conservatively assumed that these donations are only incidental.

Total income from donations amounted to € 28.697 in 2014, which was much lower than the amount generated in 2013 (€ 70,009). This decrease can be explained by timing of cash flows, as part of the cash donations received in 2013, as well as part of the cash donations that will be received in 2015, should actually be attributed to projects in 2014. If the years 2013 and 2014 are combined, the average income per year amounts to € 110.736. The average income per year will again be different if the years 2013-2015 are taken together.

Moreover, organizational development led to € 45,454 in 2014. As explained above, in 2014 the board of Join for Joy decided to hire more manpower in order to better handle and be better prepared for Join for Joy's expanding activities.

	Function	Period 2014	fte
Hannah Kooren	Managing director	Jan- Jul and Nov - dec	1
Sonja Werner	Replacing Hannah during pregnancy leave	Jul-nov	0,8
Martine Beijerman	Communication and fundraising	Sept -dec	0,4

The average cost per summer camp amounted to € 6,284 in 2014, compared to € 5,126 in 2013. Major contributor to the swing in these costs is the 10% strengthening of the Euro towards de Kenian shiling, but also the fact that in 2014 9 camps were organized versus 12 camps in 2013 (due to Kenyan summer holiday planning) resulting in less economies of scale. Finally, certain summer camp costs, such as transportation and local personnel costs, are showing a year-on-year increase mainly due to inflationary pressure.

Office rent increased from € 975,- in 2013 to € 1,960 in 2014, mainly as a result of the move to a new office building at Overtoom 197-I in Amsterdam as well as 3 months of rent costs that were already due in 2013, but only accounted for in 2014. The costs increased with the increase in required space, the decision to opt for permanent instead of short term rental



contracts, and the need for the organization of larger meetings at the office, in order to brief the groups of volunteers and to offer them security training. Administration costs include the costs of Join for Joy's external accountant Maguire, office costs such as hardware and software requirements and other general costs, such as travel costs and the costs of meetings.

5. Forward looking statement

In 2015 the first steps will be taken to pursue our ambition to organize the summer camps in another English speaking African country. As of 2015, Minke van Geen-Meijboom will be added to the Join for Joy team. In the first quarter of 2015 Hannah and Minke will undertake an orientation trip to the country of our first choice. Join for Joy plans to organize a set of pilot summer camps at the end of 2015. Besides, our activities in Kenya continue. The remaining seven of the eighteen schools will get involved in the Sports and Play program. In addition, twelve summer camps will be organized in August, November and December at Fisherman's Camp, next to lake Naivasha. This means that in 2015, more than 700 children will enjoy sports and play through our summer camps. (Besides the children that will take part in the pilot summer camps, in Kenya 600 children of the Thika region will take part in the summer camps.)

In 2015 Join for Joy will develop a multiannual plan, in which we will focus on how to make our efforts sustainable, how to include more local people, not only as staff, but also as members of the group of volunteers. In terms of fundraising, many plans for 2015 are made. Besides, in 2014 a start has been made with a new design of the website. This design is implemented in our applications and letters. The already pledged donations of 2014 require Join for Joy to professionalize in terms of setting targets, evaluation and feedback. In addition, in 2015, the sponsorship packages will be adjusted, in order to give a more transparent image of the costs that are involved in organizing the summer camps and the Sports and Play program. The working hours of the employers of Join for Joy and Macheo, related to the organization, planning, evaluation, recruitment of volunteers and briefing of volunteers, will be translated in the price of the summer camps and sports and play program.

The board has decided to hire Minke van Geen- Meijboom for 3,5 days a week, from January the 1st, given the workload that is involved with the expansion to a new country. Minke and Hannah will both work for 3,5 days a week. The full-time job of Hannah is shared, and in addition two days of extra work is added. The extra costs concerning hiring Minke are made possible by a generous donation of the Michiel Löwenberg Foundation. As a position in the board came available, Sanne Vermeulen stepped in.

As the balance sheet and the aforementioned overview demonstrate, 2014 has been, in terms of finances, a challenging year, partly due to annual loss, higher rent, less summer camps and an increase in staff costs. 2015 has already shown to be more successful in this respect, not in the least place because of considerable donations. Besides, in 2015 Join for Joy has set up the 'Events for Joy' committee, who is dedicated to organize fundraising events in June 2015.

Above all, 2015 will be an exciting year again, full of joy, teamwork and growth. Join for Joy hopes that again in 2015 many children will have the time of their lives at the Join for Joy summer camps and through the sports and play program. Of course, the board and employers of Join for Joy cannot do this alone. Therefore, in advance we want to thank, also in name of all children who will participate in the summer camps and sports and play program, all those involved in our work, be it as teacher, as volunteer, as contributor, as social worker or as future partner organization. Because: teamwork makes the dream work.



ASANTE SANA!

