



ANNUAL REPORT 2015 - JOIN FOR JOY





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1 Preamble

The work of Join for Joy is founded on its commitment to the positive effects of sports and play on the development of children, physically, mentally and socially. To realize this commitment, Join for Joy offers school programs for vulnerable children growing up in the rural areas of low-income countries to increase their opportunities to enjoy sports and play at school. This way, Join for Joy aims to inspire children of primary schools and invite their teachers to experience the empowering, joyful and connecting impact of sports and play. 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. By the tangible and sustainable intervention of the school program, Join for Joy experiences the significant impact in the lives of the participating children. The program, and all its individual elements, is designed to achieve three outcomes: The children will develop team play skills, the personal development of the children is strengthened and their future perspective is broadened.

Enabled by the support of our financial sponsors, in 2015 Join for Joy has organized 9 camps in Kenya and 2 camps during its first pilot project in Uganda. Join for Joy made a big step in 2015 by expanding its activities to Uganda where Join for Joy will be active for the coming years. During an orientation trip in March 2015 to Uganda, Join for Joy visited potential partner organizations, the embassy and terrains. In December 2015, Join for Joy set up, supported by a strong team of volunteers, a successful pilot with two potential partner organizations Kinderen van Uganda (KvU) and Caritas. After the pilot, Join for Joy has decided to continue the partnership with Caritas. In December 2015, Join for Joy also visited and interviewed its stakeholders in Kenya to evaluate its program.

After the successful implementation of the sports and play program in 2014, including the start of providing a game box and game manual to the schools, Join for Joy was challenged in 2015 by the question of how to make Join for Joy's interventions more sustainable. After extensive talks with our local partner Macheo, with our sponsors, with our volunteers, and with the board of directors and advisors, Join for Joy has developed a new three-year program for participating schools, in order to put more emphasis on the development of a sports and play program at schools, in which the teachers play a major role as agents of change.

With the ambition to expand the activities, and to make the interventions sustainable, Join for Joy office has expanded as well. Minke van Geen-Meijboom joined the team consisting of Hannah Kooren and Martine Beijerman. Together they take up 2 fte.

Besides the support of our institutional sponsors, the continuous efforts of our volunteers that raise funds by approaching their family, friends, and colleagues and employers in preparation of the summer camps, have made a considerable impact. We would like to thank our sponsors, volunteers, our partner organization Macheo and local staff for their support in 2015. Without them it would not have been possible to realize our goal: helping as many vulnerable children as possible through sports and play.



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 Continuing importance of Join for Joy's work

The work of Join for Joy is founded on its commitment to the positive effects of sports and play on the self-development of children, physically, mentally and socially.¹ To realize this commitment, Join for Joy organizes a primary school program for children between 8 to 12 growing up in the rural areas of low-income countries to increase their opportunities to enjoy sports and play at school. In most low-income countries today, children and young people make up the largest segment of the population – in some cases more than 50%. Because the ability to learn is greatest at a young age, investments in helping young people to acquire education, skills, good health habits, and a desire to participate in their community and society are likely to yield a greater return than later attempts to build these capacities.²

Join for Joy aims to inspire children of primary schools and invite their teachers to experience the empowering, joyful and connecting impact of sports and play. As several studies show, children learn how to work together through sports and play, and how to bring out the best in themselves and others. Through participation in sport and physical education, young people learn about the importance of key values such as honesty, teamwork, fair play, respect for themselves and others, and adherence to rules. It also provides a forum for young people to learn how to deal with competition and how to cope with both winning and losing. These learning aspects highlight the impact of physical education and sport on a child's social and moral development in addition to physical skills and abilities. Play has a positive impact on creativity, imagination and empathy. The impact of sports and play on the development of young children is confirmed in various studies. For example, a study on sports involvement among children and young people in Namibia has shown that those who participated in sport and physical activity were more likely to pass the Grade 10 examinations.³

The challenge

Unfortunately, for many children who grow up in the rural areas of low-income countries sports and play is not that evident because of general poverty, lack of education, poor health, difficult family situation, child labor, child abuse and crime. These difficulties are often interrelated in the lives of many young children. At schools in rural areas, there is generally little attention for sports. They do not have access to the resources needed to provide the materials necessary for a solid sport program for children. Materials are too expensive and sports and play activities are not considered a high priority. These remote schools hardly get the chance to become inspired by the positive effects of sports and play on the cognitive and social developments of their pupils.

Join for Joy's enhanced strategy

Join for Joy plans, designs and organizes the Join for Joy program in close cooperation with the local communities and partners. The Join for Joy primary school program consists of a Kick-off camp, a Train the trainer course, and an Achievement review. For every individual school, the Join for Joy program lasts three years. However, the effect on the

¹ In appendix I, an overview of scientific studies that support the impact of sports on the development of children can be found.

² See SDP IWG annual report of 2012 activities.

³ World Bank. World Development Report 2007 Development and the Next Generation. Washington, DC: 2006, p. 76



attitudes of school principals and on the teachers towards the importance of sports and play for the mental, social and physical development of children remains.

1. Phase 1, the selected schools participating in the Join for Joy program, will be informed by the local partner organization to prepare them and manage expectations. Every school participates with 50 pupils and four teachers in the Kick-off camp. In preparation of the Kick-off camps, our local school coordinator briefs the teachers about the daily program and the rules and expectations. After the Kick-off camp, the teachers and the local school coordinator of Join for Joy implement sports and play at school, facilitated by the Join for Joy game box and game manual. From that moment onwards, the local Join for Joy school coordinator checks the progress at the schools on a regular basis.
2. Phase 2, the teachers participate within 6 months after the camp in the Train the trainer course. With the Train the trainer course, teachers develop the necessary skills, which lead to a good understanding of the importance of sports for the development of children, the development of participatory learning and children learning skills, teaching techniques, the skills to organize a varied and inclusive sports and play curriculum and the skills to use sports and play to address different social issues such as HIV/aids, girls/boys empowerment, and sexual education.
3. During phase 3, the school evaluates, together with Join for Joy office and the local school coordinator, the status of the school program and the progress they have made in implementing sports and play in their curriculum: the Achievement review. In 2016, the research set up for the Achievement review, including the indicators for measuring outcome and impact of the Join for Joy interventions, will be developed. This Achievement review aims to test whether or not the intervention of Join for Joy was successful. Per school, Join for Joy will assess, after the first three years of the school program, whether a school has benefited from the Join for Joy intervention.

During the Kick-off camps, volunteers with a background in sports and working with children, inspire and train the teachers to further develop their PE teaching skills. The 50 participating children become the ambassadors of the school program for their school. During the camps, the sports activities are complemented by lessons on girls/boys empowerment, awareness and health in order to strengthen the life skills of the children, which help them to better deal with the demands and challenges of their everyday life. Join for Joy believes that sporting and playing together contributes to mutual respect, empowerment and social change. The Join for Joy program operates with the objective to raise the confidence, and collaboration skills of the children involved, to increase the chance for them to laugh, to face challenges, and, in the end, to create a better life for themselves and for their community.

Volunteers

Volunteers play an important role in the success of the Join for Joy interventions. During the Kick-off camps, they train the teachers and the children, based on their own sports experiences and a complementary training they receive from Join for Joy. The mission is to make a sustainable impact in the regions where it is active. The benefits of the participation of volunteers are mutual. By participating in the Join for Joy program, volunteers are enriched with the experience of working in a culturally different context and enriched with the experience of taking social responsibility as a global citizen.

Join for Joy believes in the power of teamwork, which is facilitated by support of the community. The mission of Join for Joy strongly relies on the spirit and involvement of local partners, schools, volunteers, and of course the children themselves. Research demonstrates that many of the effects of participation in sports and play benefit from positive interactions between pupils and their teachers, parents, and coaches who work



with them. As Bailey states; 'contexts that emphasize positive experiences, characterized by enjoyment, diversity, and the engagement of all, and that are managed by committed and trained teachers and coaches, and supportive and informed parents, significantly influence the character of these physical activities and increase the likelihood of realizing the potential benefits of participation'.⁴

The ambition

By the tangible and sustainable intervention of the school program, Join for Joy experiences a positive change in the lives of the participating children. Being exposed to the activities of Join for Joy, and all its individual elements, contributes to the achievement of two main outcomes:

1. The improvement of collaboration skills
2. An increase of self-confidence

In the previous five years, over 1,900 Kenyan children, 150 volunteers and a group of 180 Kenyan staff have participated in the Kick-off camps. Besides, approximately 13000 pupils at 18 schools participate in the School Program and thereby enjoy the sports materials, activities and gained expertise of the teachers. After the first successful five years in which Join for Joy developed its interventions in the region Thika, Kenya, Join for Joy will expand its activities to Uganda.

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 January 01, 2015 the team consisted of the following persons:

Office

Hannah Kooren
Minke van Geen-Meijboom
Martine Beijerman
Lucy Muthoni - School coordinator (Macheo, Kenya)

Board

Michiel Schul
Paul Huizinga
Roderick Turpijn
Sanne Vermeulen

Board of advisors

Join for Joy's board of advisors consists of Aart van Os, Alex Klusman and Annette van Andel.

⁴ R. Bailey, 'Physical Education and Sport in Schools: A review of benefits and outcomes', *The Journal of School Health*, 76 (8), 2006, p. 397.

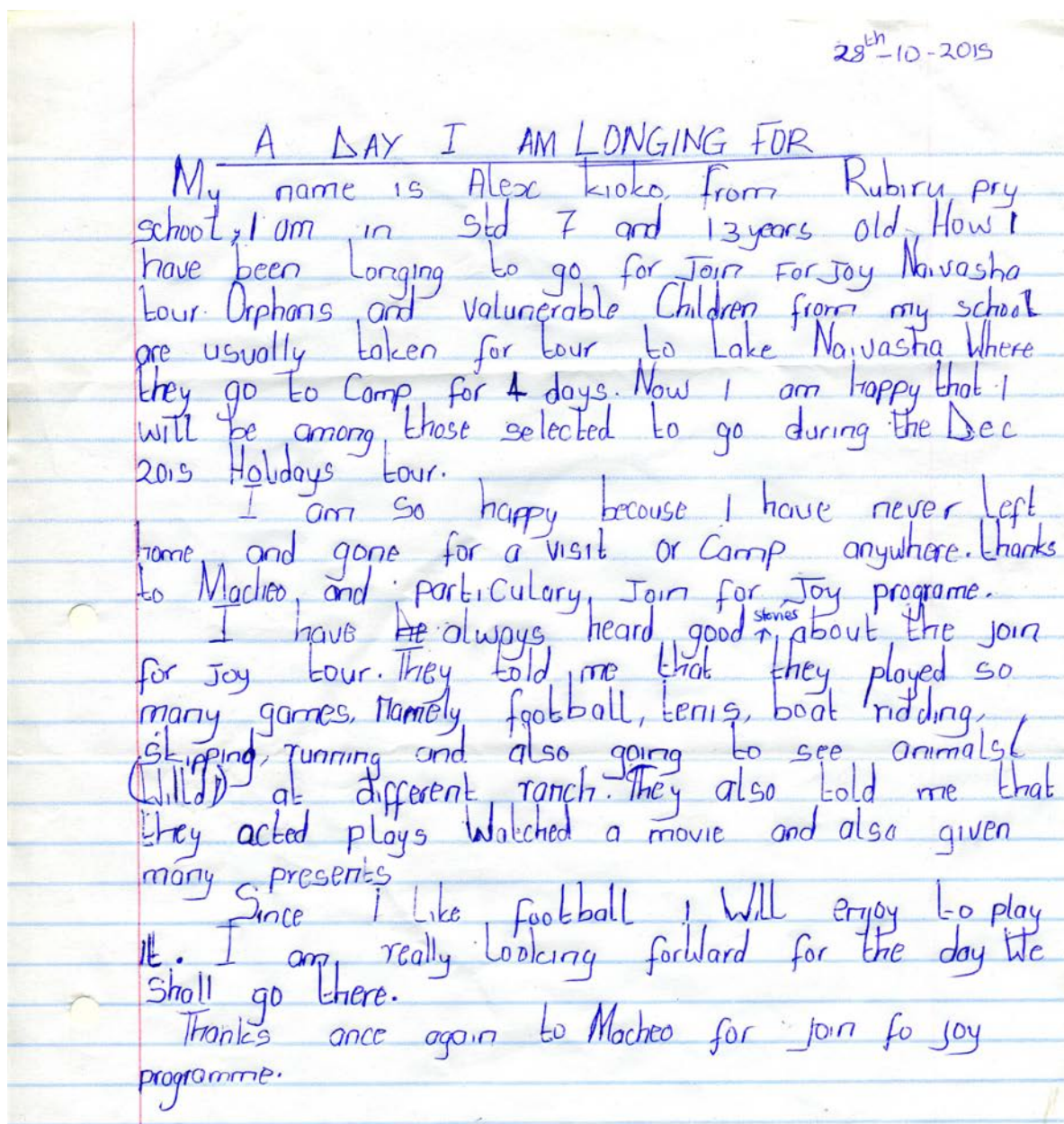


3 Activities

3.1 Kick-off camps & sports and play program 2015

Kick-Off camps

2015 was the fifth consecutive year that Join for Joy organized camps for children the region Thika in Kenya. This year, Join for Joy has made it obligatory for all volunteers to demonstrate an official certificate of good conduct. The camps, nine in Kenya and two in Uganda, were held in August, November and December of 2015. All camps have been a great success. This testimonial below demonstrates that Join for Joy has become a well-known concept many children look forward to participating in.





Sports and Play Program

In 2014 the summer camps were complimented by the sports and play program at school. Accordingly, to 10 out of the 18 schools that participate in the Join for Joy program, the game box and game guide was shipped. The remaining 8 of the 18 schools will become part of the new strategy as explained in paragraph 2.1. In light of the renewed strategy, the game guide was adjusted and tested at the already participating schools.

The effects of exercise and play are positive. Teachers indicate that as a result of the sports and play activities at the school, supported by the game box and game manuals, more children attend school. Children seem to be more concentrated and participate more actively during class. In general, the children enjoy the opportunities to play games and sports together offered by the game box. Since the implementation of the Join for Joy program at school, children also better communicate and interact with the teachers and other children. Teachers also mention that children become more aware of their talents and feel to be more included in society.

Lucy Munjoni of Macheo is Join for Joy's full-time local coordinator for the sports and play activities at school.

[Sports and Play Program \(click\)](#)

Output in numbers

In 2015:

- 570 children enjoyed sports, play and creative activities, and were educated about professions, hygiene, HIV/aids, and empowerment at the camps.
- 33 teachers trained in Physical Exercise (PE) lessons at the camps
- 49 volunteers staffed the camps
- 11 social workers supported the children at the camps
- 13,000 children enjoyed the sports and play program and materials at school

Monitoring Kenya

In November 2015, Join for Joy visited Kenya to monitor the projects on the ground. An evaluation took place with the local partner Macheo, nine teachers, and social workers. Interviews were held with seven children that participated in the first Join for Joy summer camps and with their parents. The teachers and parents all reported positively about the changes they saw with respect to the children. Children discover their talents, dare to express themselves more, learn to better communicate and work together. At school, the program contributes to the team spirit of the children. Since the sports and play programs started in 2014, schools experience less absenteeism and see an increase in new children registering at school. Using the sports materials at school also increases a sense of responsibility of the children. The children learn how to take care of the sports and play materials, because of this less materials has been stolen.

[5 years Join for Joy \(click\)](#)

Pilot camp Uganda

In December 2015 the first Join for Joy Pilot camps took place in Uganda. In cooperation with two potential local partners, Kinderen van Uganda (KvU) and Caritas Uganda, Join for Joy organized two pilots at Bushara Island Camp, at Lake Bunyonyi. Both partners invited two schools to participate which each 30 children in between 8-12. 12 volunteers, and a Join for Joy director have led the camps. Both camps were a great success. The cooperation with the campground manager was very good. After these positive experience, Join for Joy considers it a safe and wise choice to continue and expand the activities in Uganda. See for a list of participating schools and volunteers, appendix I.





[Volunteer Alexandra about her experience in Uganda \(click\)](#)

3.2 Fundraising

In 2015, Join for Joy has generated revenues through four channels.

1. Donations foundations - In 2015 Join for Joy successfully raised 15 donations of foundations and family funds. With respect for the wishes of family funds and foundations to remain anonymous, the list of successful applications is not completely published. With some foundations, including but not limited to Nefkens Stichting Ontwikkelingshulp (NSO) and Michiel Löwenberg Foundation, Join for Joy has developed longer term relationships.
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. Each participating volunteer collects at least € 1,000 for Join for Joy. When they collect more, they can recoup a part of their own expenses for their ticket and accommodation. This bottom up, small scale approach to fundraising gives room for creative volunteers to find their own way of collecting the required amount of money, such as boot camp for Joy, running for a marathon in NY, fundraising dinners and events, organizing first aid courses for children, creating and selling a bracelet brand, organizing living room concerts and so on. The subsequent section will list some of these initiatives.
3. Periodic donations - Join for Joy's income partly exists out of a group of loyal periodic supporters that form a modest but solid basis for Join for Joy.
4. Events and campaigns - In 2015 Join for Joy was involved in events and fundraising activities. See for a list of events, appendix II.
5. Pro bono expertise In 2015, Join for Joy office has been supported by many experts. These experts spend time and energy in consulting Join for Joy on different issues,



such as media, fundraising, field research, health, and security. Examples of these are listed in appendix III.

3.3 Media

Website

The website of Join for Joy remains a continuous forum for engaging the donators and volunteers of Join for Joy. In 2015, it has been decided to add to the current English website a version of the website in Dutch in order to increase our brand awareness in the Dutch community. Besides, with the pro bono help of ZEAL, Join for Joy translated its message into a sound and modern communication style. The results of the brainstorm/cooperation with ZEAL will be implemented in 2016.



Sneak preview

Facebook

Just like the previous two years, in 2015 we had the 'Never Ever Grow Up week' campaign on Facebook. Join for Joy has two different Facebook pages, one exclusively for volunteers and the other one for broader public.

Exposure

Hannah Kooren has been interviewed by FLAIR, a women's magazine as VIP (Very Inspiring Person). A special radio spot in the context of Universal Children's Day has been developed which has been aired at practically all radio stations of the Netherlands. Join for Joy has received numerous positive reactions. Martine Beijerman has been nominated for the University of Amsterdam AUV alumni award for her work at Join for Joy. This is an incentive prize for young UvA talent that has reached something special at a social level and is able to inspire others.



✧ Wie is jouw favoriete VIP? Stem nu! ✧



3.4 Significant developments 2015

In 2015 the first steps were taken to pursue Join for Joy's ambition to organize the Join for Joy program in another English speaking African country. In the first quarter of 2015 Hannah and Minke undertook an orientation trip to Uganda. Join for Joy organized a set of pilot summer camps at the end of 2015 in Uganda. Besides, the sports and play activities at the schools in Kenya continued, and nine summer camps were organized in August, November and December at Fisherman's Camp, next to lake Naivasha.

In 2015 Join for Joy has expanded its activities to Uganda. The first pilot camps took place. Besides, as described under 2.1, Join for Joy has developed a strategy in order to make a more long lasting impact on the communities where it is active. A multiyear plan was developed, with a focus on how to make Join for Joy's interventions sustainable, to include more local people, as members of the group of volunteers.

Join for Joy office was professionalized in terms of setting targets, evaluation and feedback. In 2015, the sponsorship packages were adjusted, in order to give a more transparent and realistic 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, were translated in the price of the summer camps and sports and play program.

The board hired 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. The full-time job of Hannah is shared, and in addition two days of extra work are added. The extra costs concerning hiring Minke were made possible by a generous donation of the Michiel Löwenberg Foundation. Martine Beijerman has continued to work for two days a week until July. From July onwards Martine worked for 3 days a week.

In August 2015, Join for Joy office moved from 'StartHub' Overtoom, to 'Out of Space', 's Gravenheekje Amsterdam. The new office offers a more advantageous working place financially and in terms of storage for the sports and play materials and camp supplies.

3.5 Challenges and risks

Risk profile

Since 2003 Kenya faced challenges to respond to extremist violence, particularly by the militant group al-Shabab, which still forms a serious threat for Kenya. The world, including Join for Joy, was shocked by gunmen stormed the Garissa University College in April 2015. However, the regions Thika and Naivasha, in which Join for Joy is active, have not been seriously threatened by these acts. While faced with related issues associated with crime and terrorism, Uganda continues to improve its security situation by focusing efforts toward combating these activities. Crime was relatively low in rural areas. Join for Joy has as its top priority to monitor and respond accordingly to possible events, by improving the safety measures. Erik Muller, the security advisor of Join for Joy, has constantly made estimates in order to determine if the area was safe enough to pursue the Join for Joy activities. All volunteers have had trainings how to act and behave in order to lower the risk profile of Join for Joy.

Join for Joy Uganda

The decision to expand the interventions of Join for Joy to Uganda was accompanied by the challenging search for a solid and reliable partner organization. After desk research, Join for Joy has visited the embassy, different potential partner organizations, different schools, and terrains. Based on the study and interviews in Uganda, two potential partners were selected. The cooperation has been tested during a pilot camp, organized in December 2015. As a result, Caritas Uganda has been selected.

Cultural awareness

In the Dutch media the issue has been debated with some intensity about whether or not volunteering in low-income countries is a good thing. The work of Western volunteers has been dubbed 'voluntourism'. It is questioned what the value and impact of voluntourism is on local society. The board and office of Join for Joy has researched and discussed the issue, also with our local partners. The briefing to volunteers has been adjusted to explicitly underline the importance of some emotional distance to the children, and the importance of living up to the core principle of inclusiveness, while offering them the warm and enthusiastic guidance that for years characterize Join for Joy's approach. In addition, the volunteers receive, when arrived at the camp ground, a cultural awareness training by one of the social workers of our local partner organization.



4 Financial accounts

2015 was a successful year in terms of fundraising. Join for Joy raised a total amount of € 216,511 in 2015, while it incurred total costs of € 183,034, constituting an annual net surplus of € 33,477. The equity increased from € 43,547 to € 77,024, with cash reserves amounting to € 86,545. With this solid cash position, combined with a number of **long term partnerships**, Join for Joy is financially ready for the further upscale in its activities.

In 2015, Join for Joy made a first step in approaching companies for possible partnerships. Besides, Join for Joy has started a partnership with the online sponsorship platform Pifword. Through Pifworld volunteers are able to campaign for € 1000 sponsorship funds to achieve the minimum threshold that is set for participating in the camps. A pilot project was started with the group of volunteers that participated in the December camps.

4.1 Balance sheet

The balance sheet of Join for Joy as per December 31, 2015 is as follows:

Assets		Liabilities	
Description	Amount	Description	Amount
Cash	€ 86.545	Equity	€ 77.024
Current assets	€ 0	Current liabilities	€ 9.521
Total	€ 86.545	Total	€ 86.545

The assets of Join for Joy consist of cash held in the bank account. The current liabilities consist of creditors of €103, a wage tax and social contribution payable to the amount of € 5,030 and transitory items, including holiday pay accruals, to the amount of € 4,388.

4.2 Overview of income and expenses

Income		Expenses	
Description	Amount	Description	Amount
Sponsoring volunteers	€ 54.607	Join for Joy sports and play program - 9 kick-off camps (Kenya) - 2 pilot camps (Uganda) - Materials at school - Development game manual	€ 66.990
Monthly and annual donations	€ 6.048	Macheo administration and personnel costs sports and play coordinator	€ 3.500
One time donations	€ 143.652	Orientation visit Uganda	€ 3.378
Other income	€ 12.204	Evaluation visit Kenya	€ 2.000
		Personnel costs	
		Social security	€ 13.508
		Pension	€ 0
		Fundraising	€ 22.000
		Training and recruitment of volunteers	€ 11.000
		Marketing and communication	€ 5.000
		Strategy, planning and production sports and play program	€ 37.127
		Cost of website	€ 1.845
		Office rent	€ 5.238
		Administration costs	€ 10.954
		Other costs	€ 793
		Financial costs	-€ 300
Total	€ 216.511	Total	€ 183.034



The income category 'sponsoring volunteers' refers to sponsoring amounts raised by volunteers that participated in the 2015 Kick-off Camps of Join for Joy (11 in total). The income category 'monthly donations' refers to the periodic donations made through the online payment system (Adyen), while 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 some of these persons or foundations will continue to donate in years after 2015, we have conservatively reported these donations as incidental. Finally, the category 'other income' includes revenues generated through other sources, e.g. the sale of Mtoto baby romper suits or one-off events not organized by the group of camp volunteers.

Total income from donations amounted to € 149,700 in 2015, which was much higher than the amount generated in 2014 (€ 28,697). This significant increase can be explained by the huge step-up in Join for Joy's fundraising activities, driven by an enlarged management team. Another element is timing of cash flows, as part of the cash donations received in 2015, should actually be attributed to projects in 2016. If the years 2013-2015 are combined, the average income from donations per year amounts to € 82,802.

The increase in activities (expansion to Uganda, implementation of new strategy, accelerated fundraising) required personnel costs to a total amount of € 88,635 in 2015. As explained above, in 2015 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. On average, Join for Joy hired a total of 1.9 fte in 2015 (see table below).

	Period 2015	fte
Hannah Kooren		0,7
Minke van Geen-Meijboom		0,7
Martine Beijerman	Jan - Jun	0,4
	Jul - Dec	0,6

The average cost per camp amounted to € 6,090 in 2015 (personnel costs excluded), compared to € 6,248 in 2014. There were no significant foreign exchange related effects compared to 2014. Further, in 2015 two pilot camps in Uganda were organized, bringing the total number of camps organized to 11. On the one hand these pilot camps had their own start-up costs, but on the other hand Join for Joy was also able to benefit from economies of scale of certain fixed camp related costs by increasing the total number of camps organized.

Office rent increased from € 1,960 in 2014 to € 5,238 in 2015, mainly as a result of the move to a new office building at 's-Gravenhekje 1A, with better facilities for storing sports and play materials and more space for the enlarged management team. The decision was made to opt for permanent instead of short term rental contracts, and more space was required in view of the need of the organization for better meeting facilities 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, telephone costs as well as the costs related to organizing all sorts of meetings (fundraising, networking, volunteers, etc.).



5 Forward looking statement

The targets for 2016 are set. Half way 2016, two third of the financial targets are met. 2016 is the first year of the implementation of the revised strategy. Two new elements are added to the Join for Joy program: the train-the trainers program and a monitoring and evaluation program. The first six schools in both Kenya and Uganda will start the revised three-phase program of Join for Joy in 2016. In line with Join for Joy's ambitions, the possibilities for a new partner-country are researched. Join for Joy celebrates its fifth anniversary in 2016 with a fundraising diner. Just as many other smaller foundations, NSO continues to support Join for Joy's activities.

In advance we want to thank, in name of all children who participate in the Join for Joy 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!



Appendix I - Participants Join for Joy program

Kenya - August

Schools:

Matunda Primary School, Makatano Primary School, Kinyangi Primary School, Kakuzi Primary School, Itetani Primary School, and Iembeni Primary School.

Volunteers:

Daan Snijders and Dewi Hamwijk, Rosanne Hijdra, Derk Busser, Floris Kam, Jochem van Hessen, Jochem Alberda, Kelly Kemp, Kiki Croese, Lisette van Hoogenhuyze, Reinier Deiters and Barbara Egeler.

Kenya - November

Schools:

Umoja primary school, Kianjau Primary School, Heshima Primary School, General Kago School, Garissa Road Primary School, and Thika Barracks Primary School.

Volunteers:

Anne Kist, Anouk Boertien, Booy van Hees, Carolien Ijsbrandy, Lieke Meijer, Marije Lameris, Menno Barger, Merel Mok, Michiel Haverlag, Noah Reymond, Stef HoekE, and Steven Van Baal.

Kenya - December

Schools:

Thiririka Primary School, Rubiru Primary School, Mukuyu Primary School, Kuraiha Primary School, Gatuanyaga and the Athena Primary School.

Volunteers:

Celien Teppema, Daan de Groot, Dirk Ouwehand, Eline Westhof, Elvira de Jong, Frédérique Verblakt, Haye Rotting, Lotte Breeman, Noortje Meijer, Rahsaan Janssen, and Rutger Jacobs.

Uganda - December

Schools:

Kiniogo Primary school, Kagoye primary school, buoy victory primary school, st. aliysius school.

Volunteers:

Alexandra Florea, Alexandre Ledeboer, Diewertje Wils, Jules Huijskens, Liselot Jansen, Marloes Derks, Martine Beijerman, Olivier Lie, Peter-Paul de Jong, Rogier van Genugten, Sophie Berger, Sophie Laubert, and Toon van Dijk.



Appendix II - List of events

21 June, Join for Joy annual volunteer get-together

Join for Joy's second annual 'get together' took place on the 21st of June 2015. 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 spirit within Join for Joy. That is why we (together with the family of Michiel) decided that each year on June 21st Join for Joy invites friends, family and the volunteers of Join for Joy to exchange ideas, share stories and to celebrate life.

MTOTO

MTOTO, the baby suit developed in 2013 for Join for Joy in order to raise money, is still being sold by a loyal group of customers. The ANNA + NINA store has made MTOTO part of its collection. At the end of 2015, the conversations started with Kids to Kids to start a partnership. In 2016 this partnership will be effectuated. In addition, MTOTO sale by Join for Joy has been integrated in the website. Customers can now directly contact Join for Joy for an order.

Silver Herring party

June - Kiki and Lisette were invited to participate at the Silver Herring Party. They organized an auction and sold polaroids.

Helmers Drinks

June. In café Helmers Julie, volunteer for the November Kenya camps, organized a Helmers Drinks for neighbours and friends.

Wineries

In June, as fundraising event, Derk, volunteer for the August Camps has organized a winery. In November, Marloes, volunteer for the December Uganda Camps has also organized a successful winery, catered by 'Eat your Heart Out'.

Dodgeball Tournament

July. In order to raise money for the August camp, Jogchum and Jochem organized a Dodgeball Tournament at the Gustav Mahlerplein for the employees of Accenture. It was a great success.

Painting competition and drinks for parents

Daan and Dewi from the August camps in Kenya organized a painting competition for small children. All kids were able to draw a painting of African Wild life. Parents were invited for drinks. The revenue of the drinks went to Join for Joy.

Clothing for sale

At Kingsday in the Netherlands, Juliette and Vincent, Join for Joy volunteers raised money by emptying their wardrobes and selling their old clothing.

Pop-Up lunchroom for Joy!

Frederique organized a Pop-up Lunchroom for Join for Joy in the Utrechtsestraat in Amsterdam.

Tennis Tournament

The December Kenya group organized a Tennis Tournament and a BBQ at Festina in the Vondelpark in Amsterdam.

Guilty Pleasures

October- November Kenya camp organized a party in Amsterdam where everyone was able to pay to hear their favorite Guilty Pleasure song.



Pub quiz - Café de Paris

In November, Toon and Alexandre, volunteers for December Uganda, managed to make a big party during the pub quiz in Café de Paris. It was completely sold out and they managed to raise a considerable amount of money.

Selling cards

On the initiative of Liselot, volunteer for December Uganda, the team of volunteers sold many post cards with the animals of Uganda. Selling these post cards gave them the opportunity to involve a broad audience. And the broader the audience the more chances of a successful fundraising.

Materials for Join for Joy

In 2015, like previous years, HEMA provided towels for all kids. Henry 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.

Boost Braai in Hutspot

May - Augustus camp Kiki en Lisette organized an African Style BBQ Brunch in order to raise money for their camps.



Appendix III - Expert meetings

Name	Expertise
Laluz Foundation	A team of volunteers of young professionals has given Join for Joy the opportunity to be part of its city-program. A team of five young-professionals has spent their free time for four months to help Join for Joy develop a strategy to initiate and develop partnerships with the profit sector. Besides, five dedicated volunteers for Join for Joy have been thinking about opportunities for fundraising events.
Johnny Wonder	Willem Dudok, co-founder and co-owner has given Join for Joy fundraising strategy advice.
Leo Hillen	Leo Hillen, former fundraiser for WWF and Oxfam Novib, has helped us developing a new sustainable multiyear strategy.
Viola Lindenboom	Viola Lindenboom, former director of national knowledge philanthropy, has helped us developing a new sustainable strategy.
VU University Amsterdam	Lot Verburgh (postdoc VU) has shared her expertise of quantitative research to the impact of sports activities on the learning abilities of children.
BKB	Justin Kornneef (online campaign strategy BKB) has given a presentation about how to campaign online.
STOP AIDS NOW	During the Join for Joy summer camps our HIV/Aids education program plays an important role. We strive to continuously improve our program so that it fits the Kick-Off camps and serves its purpose: to make the kids more aware of the risks involved with HIV/Aids and of the ways HIV/Aids can be prevented. In this context Join for Joy office, together with Offin Maina, our HIV/Aids educator from Kenya, has met Miriam Groenhof, senior advisor prevention at STOP AIDS NOW.
Sportways	Thomas Tiggelman - Director Sportways. Thomas discussed with us the secrets of maintaining good relationships with their young hockey team leaders. And explained their selection strategy and training sessions.
Bovelanders Hockeykampen	Floris-Jan Bovelanders - Director Bovelanders Hockeykampen en hockey clinics. Discussing expanding of activities to Uganda.
Peak4	Floris Evers - Owner Peak4, old-hockey player. Discussing how to get most out of ambassadors of the foundation, and how to maintain the relationships between board of directors and office.
OLVG	Steven van de Vijver, a general practitioner, who used to work in Nairobi for many years helps Join for Joy to understand the health situation of the children better and gives advice in how to act upon certain medical issues regarding the children.
AJAX Foundation	Simone Freling, the director of the Ajax Foundation advised Join for Joy on how to create visibility in the sports society in the Netherlands.