



Join for Joy Annual report 2016





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Preface

For over 5 years Join for Joy is committed to the positive effects of sports and play on the development of children. Join for Joy, in cooperation with local partner organizations and teachers, implements school programs for less-advantaged children growing up in the rural areas of low-income countries to create opportunities for sports and play at school. This way, Join for Joy aims to inspire children and teachers to experience the empowering, joyful and connecting impact of sports and the impact of play on creativity, imagination and empathy. The program is designed to achieve three outcomes: (1) The development of team building skills (2) The personal development of the children, teachers and other stakeholders. (3) The broadening of the future perspective of the children. By the sustainable intervention of the Sports and play program, Join for Joy experiences the huge change in the lives of the participating children and schools.

2016 was a significant year. The full implementation of the renewed three-year strategy, as initiated and developed in 2015, took off. Two new elements were added to the Join for Joy program: the Train the trainer course and a monitoring and evaluation program. The Train the trainer course, the second phase of the three-year strategy, has been fully developed in cooperation with the International Sports Alliance. The pilot camps that took place in December 2015 in Uganda were followed up by the start of the Sports and play program at six schools in Kabale, Uganda. In June, Join for Joy office paid a visit to the participating schools in Uganda. Join for Joy discussed with all stakeholders the strategy for the coming years. In line with Join for Joy's ambitions, the possibilities for a new partner-country are explored.

In April, Join for Joy celebrated its fifth anniversary with a benefit dinner. It was truly touching to experience the willingness of our closest partners, friends, donors and volunteers to make the dinner unforgettable. Join for Joy raised approximately €55,000 and celebrated the milestones of the last 5 years, while sharing future ambitions.

Besides the support of our institutional sponsors, the continuous efforts of our volunteers who passionately guided the camps and raised funds by approaching their family, friends, colleagues and employers in preparation of the Kick-off camps, were again indispensable for the successes Join for Joy booked in 2016. We would like to thank our sponsors, volunteers, our partner organizations Macheo and Caritas Uganda, including our staff at the Amsterdam head quarters for their continuous efforts to realize Join for Joy's goal: supporting schools in the rural areas of Uganda and Kenya with the implementation of sports and play activities so that all their students can enjoy their human right to enjoy sports and play!

Michiel Schul
Chairman



Join for Joy In brief

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

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.³

The challenge

Unfortunately, for many children who grow up in the rural areas of low-income countries spending time on sports and play is not that evident. In their private life, there are interrelated challenges such as general poverty, lack of education, poor health, or child labor. At schools in rural areas, there is generally little attention for sports. Schools lack access to the resources needed to provide the necessary materials. Besides, sports and play activities are often not given a high priority in the school curriculum.

The mission

The mission of Join for Joy strongly relies on the spirit and involvement of local partners, schools, volunteers, and of course the children themselves. Join for Joy plans, designs and organizes their activities in close cooperation with local stakeholders, in order to remain close to the habits and life style of local communities and their culture. By participating in the Join for Joy program, volunteers are enriched with the experience of working in a culturally different context and with the experience of taking social responsibility as a global citizen.

By the 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 three main outcomes:

1. The improvement of collaboration skills
2. An increase of self-confidence
3. The development of future perspectives

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



The strategy

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 takes an average of three years with the main aim to support the schools with the implementation and organization of sports and play activities for their students.

Phase 1 - Kick-off camps. The selected schools participating in the Join for Joy program, will be informed by the local partner organization to check their motivation, to prepare them and manage expectations. Every school participates with 50 students 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. During the Kick-off camps, Dutch trainers with a background in working with sports and children, *pro bono* inspire and instruct the teachers how to further develop their physical education (P.E) teaching skills. They motivate the fifty participating children to become the ambassadors of the school program at their school. The sports activities are complemented by lessons on empowerment, vocational guidance and awareness on health issues such as personal hygiene, malaria and HIV/aids. These lessons strengthen the life skills of the children to deal with the demands and challenges of their everyday life.

After the Kick-off camp, the teachers receive a personal certificate that they are now equipped to implement sports and play activities at school. The school receives the bronze certificate after successful participation in this first phase of the program. The teachers and the local school coordinator of Join for Joy start implementing sports and play activities at school for all children. Every participating school receives a game box full of sports materials and a game manual. The local Join for Joy school coordinator checks the progress at the schools on a regular basis.

Phase 2 - Train the Trainer. The teachers participate in the Join for Joy Train the trainer course. During this course, teachers gain an understanding of the importance of sports for the development of children. They develop participatory 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 empowerment, and sexual education. After completion of the Train the trainer, the teachers receive a personal certificate and the school receives the silver certificate.

Phase 3 - Achievement review. The school evaluates, together with Join for Joy office and the local partner organization, the status of the school program and the progress they have made in implementing sports and play in their curriculum. After the whole Sports and play program has been successfully implemented, meaning that all students enjoy their right on sports and play on a weekly basis, the school receives the golden certificate.

The expectation is that the support schools have received during three years by the Kick-off camp, the materials, the train-the-trainer and by the continuous encouragement of the local sports and play coordinator of Join for Joy, has enabled schools to independently organize these activities. Although the training activities have been completed, every alumni school that has participated in the Join for Joy Sports and play program becomes part of the network of schools. When needed, alumni schools can count on complementary support of Join for Joy in order to ensure that the impact of the interventions are sustainable and that many future students will still benefit from the interventions.



In the previous six years, over 2,350 Kenyan and Ugandan children, 216 volunteers and a group of 212 Ugandan and Kenyan teachers have participated in the Kick-off camps. Besides, over 18,200 students at 26 schools participate in the Sports and play program and thereby enjoy the sports materials, activities and gained expertise of the teachers. In 2016, the first steps have been taken for extending the program to the third Mid-African country.





Projects

Sports and Play Program

Besides the abovementioned impact of sports on the well-being of children, teachers indicate more results. Since the sports and play activities were implemented, more children attend school. Especially at that day in the week that they will enjoy PE lessons, the numbers of children present increased. After sports children are more concentrated and participate more actively during class. The materials in the game box have instigated a shared and individual responsibility of taking good care of them. Since the implementation of the Join for Joy program, children communicate and interact more with the teachers. Teachers also mention that children discover unexpected talents and feel that they can contribute in many different ways to their community.

Kick-off camps

2016 was the sixth consecutive year that Join for Joy organized camps for children from a rural area in Kenya, and the second year in Uganda. The camps, six in Kenya and six in Uganda, were held in August, September, November and December. The subsequent quotes out the testimonials prove the appreciation of the children, teachers, and volunteers. [Click](#) for more testimonials.

Sports and play coordinator Bruno Mugisha, Uganda

“These children come from poor families where getting all the basics to afford a decent education is a problem. The lack of school fees, long routes/journeys to school coupled with other social-cultural issues like family disputes, single parenthood, early marriages and sale of labor for cash not only demotivate the children but make it a big problem for some really bright children to complete Primary School. We are however optimistic that our engagement with them through sports and play at school will be a factor among others to motivate them to take on the challenge and try to complete their education. If they can love to engage in sports and play at school, then they can love to come to school and they can learn valuable virtues and be successful.”

Sports and play coordinator Hilda Mbabazi, Uganda

“Join for Joy project is a unique project in Kabale in a way that it focuses on sports and play for children, specifically the less advantaged. Its always amazing to see children who come to the Kick-off camp shy and withdrawn can in one day open up and socialize freely with their peers and other people at the camp. This confirms the fact that sports and play improves social skills, creativity and academic grades for children. The play materials (games boxes provided) open a new chapter and revitalize games sessions in the participating schools. I’m always thankful to Join for joy for this great opportunity we can give to the less privileged children to forget the problems they have at home and become children again, feel loved and cared for.”



Volunteer Elvira de Jong

“Join for Joy also contributes to the personal growth and tolerance of young adults in the Netherlands”

Read the full [story](#) of Elvira de Jong



Train the trainer course & Game manual

In 2016 Join for Joy partnered with the Foundation for International Sport Alliance (ISA) for the development of the Train the Trainer program. For more than 20 years ISA specializes in sports for development. With a tailor made program, Join for Joy starts in 2017 with the training of the PE teachers how to organize inclusive sports lessons that emancipate both boys and girls to discover their talents, to cooperate together, and to learn how to win and lose. Besides the specific pedagogical training, the Train the trainer course provides an opportunity for teachers to exchange best practices and share their own experiences.

The Train the trainer curriculum is being developed by ISA. The training has been developed in a way that focuses on experiential learning. Experiential learning is the process of learning through experience, and is more specifically defined as "learning through reflection on doing". Throughout the five-day training the participants will learn by experience and by doing how to organize sport and play activities for children from the ages of 8 – 12. Sport activities are split into three different life skills categories. These are: (1) The improvement of collaboration skills. (2) An increase of self-confidence (3) The development of future perspectives.



After the five day training the participants:

1. Know the importance of sport as a tool for development.
2. Are able to organize sport and play activities for children 8 -12 years old
3. Are able to address life skills through sport.
4. Have a basic understanding of how to address social themes (malaria, HIV/Aids, girl empowerment) through sport.
5. Know how to be a positive role model.
6. Are able to create a physical and emotional safe space.

Besides the development of the Train the Trainer Manual, ISA was also involved in the improvement of the current Game manual. Extra attention is given to sports and games as an "agent" for development. In addition, the games with social development focus such as HIV / AIDS, malaria prevention, and boy and girl empowerment are diversified. The instruction of the games is complemented with illustrations in order to support comprehension. From November and December 2016, the new version of the Game manual during the Kick-off camps is used.

Tournaments

Based on the request of teachers involved in the Sports and play program and our local partner Macheo in Kenya, Join for Joy has extended its program with quarterly tournaments for all schools. These tournaments stimulate the motivation of teachers and students of schools because they have a concrete goal in mind while practicing sports activities. The competitive element, the opportunity for teachers of different schools to share best practices and lessons learned, and the created meeting place for students from different areas in the Thika region, form together the rationale behind the tournaments.

In June and July 2016 three sports tournaments took place in the Kiandutu region and Kakuzi region in Thika, Kenya. The schools that participated were Kinyangi Primary School, Kakuzi Primary School, Itetani Primary School, Rubiru Primary School, Garrisa Road Primary School, Kianjau Primary School, Athena Primary School and General Kago Primary School. The tournaments function as concrete incentive for teachers and students to actively engage in sports and playing activities in the school curriculum. In addition, the tournaments between schools function as a meeting place where students can meet other students and teachers can share experiences and best practices. The first sports day took place on the Kinyangi Primary School, Thika in Kenya, between 4 different schools. A total of 2,300 students from 12 different primary schools participated in three sports days.

Join for Joy highly appreciates and encourages joint initiatives of schools and local partners. In this case the responsibility, both financially and programmatically, for the tournament is shared by both the school, the local partner and Join for Joy Amsterdam.

Sports and play coordinator Lucy Muthoni, Kenya

"It was a good experience for the children and the teachers since they had a day full of fun and excitement out of the normal routine that they usually have. They participated in various games; football, sack race, musical chairs, handball, a dancing competition and other activities. The students enjoyed watching their teachers dance and competing with them.



The tournaments were of great importance since the students got a chance to interact and socialize with children from others schools. They also made new friends. The teachers and the social workers also got an opportunity to identify various issues affecting the children as they interacted with the students. It was also an experience where the children got exposed since some of them have never travelled out of their village. On behalf of the schools we would like to take this opportunity to thank our donors for the sports tournaments and creating a friendly environment for the schools. The students and the teachers had lots of fun. Asante Sana.”



Monitoring & Evaluation

Join for Joy is constantly looking for the most effective implementation of the funds in order to make our program as sustainable and impactful as possible. This leads to continuously testing the effects of our activities among the various stakeholders such as principals, teachers, parents, partner organizations, volunteers and children.

As a Dutch foundation with a strong and passionate management team in the Netherlands that is strongly involved in the local projects, the lines between management and projects are short. Current monitoring of Join for Joy consists of weekly updates by Skype with our colleagues in Kenya and Uganda, story telling by all stakeholders, including children, teachers, social workers and parents, and on bi-annual visits by Join for Joy head office to the local experiential projects. Every trimester our colleagues of our partner organizations deliver a report on the progress made and hurdles to be taken to make the intervention of Join for Joy a success. The schools keep track on their sports and play activities on a weekly basis, and our local colleagues pay



visits to check progress made, to discuss, and where necessary to train the teachers in order to have effective impact with the sports and play program at schools.

In June, Join for Joy (Hannah Kooren and Martine Beijerman) visited Caritas Uganda to discuss and align strategy and expectations concerning the implementation and monitoring of the three-phase Join for Joy Primary School Program. Join for Joy visited a random selection of six schools to verify that the selected 18 schools by Caritas Uganda meet the criteria to join the Join for Joy program. With the teachers, the program is discussed. Besides, arrangements and negotiations with different stakeholders, including the campground owner, have been made.

In October, former student of the Academy of Physical Education ALO and former intern Nadieh Oudeman visited partner organization Macheo and the schools participating in the Sports and play programs in Kenya. She has conducted interviews and observed the program. The insights of the observation were shared with Join for Joy which enabled Join for Joy to improve the guidance of the Sports and play coordinators in Kenya.

In 2016, together with experts such as Annette van Andel (advisory board) and Marije van Gendt (Kaleidos research), Join for Joy focused on how to quantify their impact. At the end of 2016, a master student of cultural anthropology started up a four month research project in Kabale Uganda, to explore the right indicators for a quantitative research.





Game boxes and game manual

In 2016, a total of 6 boxes have been shipped to Kabale, Uganda. Notwithstanding the generous reductions given by Sport 81 for the sporting goods over the last years, Join for Joy continuously strives to support local entrepreneurs by buying all sports materials and boxes locally. In 2016 local game boxes have been fabricated and used. In 2017 Join for Joy aims to step over to local sports goods as well. In cooperation with ISA and in consultation with teachers the illustrations and instructions of the game manual have been improved.



Participants kick-off camps

Kenya - August

Schools:

Garissa Road Primary School, Kianjau Primary School, Oakland Primary School

Kenya - November

Schools:

Itetani Primary School, Mukuyu Primnary School, Thiririka Primary School

Uganda - September

Schools:

Hakahumiru Primary School, Kagororo Primary School, Katenga Primary School

Uganda – December

Schools:

Kakore Primary School, Kishaki Primary School, Kabiriizi Primary Schhol.

Kenya total: 274 children, 23 teachers and 7 social workers



Uganda total: 300 children, 24 teachers and 6 social workers

574 children enjoyed sports, play and creative activities, and were educated about professions, hygiene, HIV/aids, and empowerment at the camps.

- 47 teachers trained in Physical Exercise (PE) lessons at the camps.
- 44 volunteers staffed the camps.
- 13 social workers supported the children at the camps.
- 18,200 children enjoyed the sports and play program and materials at school.



Organization

The founders, board members and employees of the Join for Joy foundation have different professional backgrounds (legal, finance, communication, **media & sports**). 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 Join for Joy in order to reach our mission. At the end of 2016, Join for Joy has posted a job opening for a country and volunteer coordinator. Out of the overwhelming amount of reactions Join for Joy chose Meike Smit, who will join the team in January 2017.

In 2016 the team consisted of the following persons:

Office

Head quarter Amsterdam

Hannah Kooren

Minke van Geen-Meijboom

Martine Beijerman

Margot van Westenbrugge (replacing for maternity leaves)

Maaïke Opdecoul - Temporary position on Fundraising

Caritas Uganda & Macheo Kenya

Charity Wanjiku - Sports and play coordinator Kenya

Lucy Muthoni - Sports and play assistant Kenya

Hilda Mbabazi – Sports and play coordinator Uganda

Bruno Mugisha – Sports and play coordinator Uganda

Board

Michiel Schul

Paul Huizinga

Let Schutter

Board of advisors

Aart van Os

Annette van Andel

Alex Klusman



Fundraising

An overview

Join for Joy generates revenues through four channels.

1. **Donations foundations** - Join for Joy successfully raised many donations of foundations and family funds. In 2016 Join for Joy has successfully applied for grants by Rotary Epe, Wilde Ganzen and PRANA-Stiftung, which will be donated in 2017. With some foundations, including but not limited to Nefkens Stichting Ontwikkelingshulp (NSO), Trifid Foundation and Michiel Löwenberg Foundation, Join for Joy has developed longer term relationships. We have respected the wish of certain family funds and foundations not to be mentioned in the annual report.
2. **Sponsorship model volunteers** - A unique part of the fundraising strategy of Join for Joy is based on the responsibility of voluntary trainers that participate in a series of three Kick-off camps (two weeks) for the recruitment of sponsors. Join for Joy asks each trainer 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. (subject to a maximum). The strength of this strategy is that fundraising is approached bottom up, small scale, with freedom for volunteers.

The volunteers are the best story tellers Join for Joy could wish for. 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. In 2016 the voluntary fundraising events included a Pubquiz, a BBQ in Vondelpark Amsterdam, and a “Huyskamerparty”. Many trainers have approached their close friends and families to donate. Some of the firms for which the trainers work in their daily life have committed themselves to donations.

3. **Periodic donations** - A small amount of Join for Joy’s income exists out of a group of loyal periodic supporters that form a solid basis for Join for Joy.
4. **Events and campaigns** - Join for Joy and its volunteers organized many events and fundraising activities. Some events will be highlighted in the subsequent paragraph.



Partnerships

Pifworld - After the successful pilot in 2015, Join for Joy partners with the donate- and crowdfunding platform Pifworld.com. Each volunteer manages their own online crowdfunding page that is accessible to their network of friends, colleagues and family. Through this platform, volunteers can independently keep up with their own sponsorship projects and promote their actions.

Split a Gift - Split a Gift and Join for Joy entered in a partnership. Split a Gift encourages people when celebrating to choose for a donation instead of receiving gifts. Split-A-gift is a noble and simple way for people to organize your own gift and be charitable in the process. Split a gift has created a special Christmas event: "Give some Joy for Christmas".

Sport 4 Kidz – Sport 4 kidz is engaged in the development, organization and support of various sports and play activities for primary school children in Amsterdam and surroundings. Part of their revenues goes to Join for Joy. In addition, Sport 4 Kidz shares its experience on sport education with Join for Joy.

And many more...

TO name just a few: Just another Nerd develops *pro bono* video productions for Join for Joy. Zeal made *pro bono* presentation materials for Join for Joy. My Ministars is an online photobook application. Per book sold, €1,- is donated to Join for Joy. Dasym has organized a Christmas campaign for Join for Joy. Super Unie created brand awareness by adding Join for Joy to their Christmas cards. Flow Traders donated €1,000,- Kamp Vierhouten expanded its periodic monthly donation with a yearly donation of €1,000,- a year. Princess has given its commitment to sponsor products in 2017.



Events

Fundraising dinner - 5 year Join for Joy

Join for Joy celebrated its fifth birthday on 15 April, 2016 with a benefit dinner for 130 guests. Virtually everything was sponsored needed to make the dinner a success: the presentation of the evening (Andrew Makkinga, Edith Bosch), the table decorations, the light and sound, the band, photography and catering was offered for a reduced price. Marlena Bryce has done the design for the program and menu pro bono. By all this wonderful generous support, the proceeds of the evening were maximized. KLM foundation Wings of Support made it possible to bring over one of our most loyal social workers in Kenya, Ofyn Naima. The enthusiasm, with which many befriended entrepreneurs offered their services and products, was touching. Benthe Tupker working at Christies auctioned pro bono 17 pieces, including a dinner for 18 people in the kitchen of the Rembrandt House and the limited edition XXL photobook *Before they pass away*, by Jimmy Nelson. Emelie Terwindt supported as volunteer the organization of the Fundraising dinner. The proceeds of the evening were approximately €55,000.



The following companies and persons made contributions to the Fundraising: Famous Flavors (catering); Edith Bosch (speaker); Offin Naima (speaker); Benthe Tupker (auctioneer Christies); Wilma Schwankhaus (notary); Kiki Croese (DJ); De Meisjes van de Bloemen (decoration); Pasta e Basta (entertainment); Proef Wijnwinkel (wine); Meisjes met Smaak (Oysters and service); Jimmy Nelson; Marius and Inske Den Dulk; Marjan Kuyten; Rembrandthuis; Sander Veeneman; Burgemeester van der Laan; TravelTeq; Amsterdam Boats; Rijksmuseum; Ajax; Capital Media; Fatboy; Gerard Meijer; ING; Brandt & Levie; Fruitful Office; JAN magazine; StoryTiles; OneFit; MBRZ; Duinrell; OmyBag; BearMassageCompany; Identitygames; Coty; Layka.com; DistinctlyDifferent; Vodaphone; SAT; Rollor; Wijnspijs; Bar Mick; Farm Brothers; The Penthouse; FAB; Reypenaer; Work out Amsterdam; De Groene Fles; Cécile Hair & Make up; ACE & TATE; Kids to Kids;



21 June

Every year, on the 21st of June, Join for Joy organizes its annual get-together for its network of volunteers. It is the birthday of Michiel Löwenberg, one of our founders. 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. It is also the day that the summer officially starts. Also this year friends and volunteers of Join for Joy took this opportunity to exchange ideas, share stories about their experiences as volunteer at the Kick-off camps and to celebrate life.

Materials

In 2016, like previous years, HEMA provided towels for all the children joining the Kick-off camps. Henry provided toothpaste and toothbrushes. Sport 81 offered a reduction on the purchase of materials for the game boxes.

Expertise/ orientation/ cooperation

Marije Mulder - Corporates and NGO sector

Marije van Gendt - Monitoring and evaluation (Kaleidos)

Daan Meurer - Fundraising corporates

Job Blom - Fundraising events for non-profits

Marnix huis in t Veld - Director Macheo

Rutgers - Foundation for sexual and reproductive rights and rights

Guus Eskens - Board member CARE international

Annette van Andel - Network Facilitator AgriProFocus

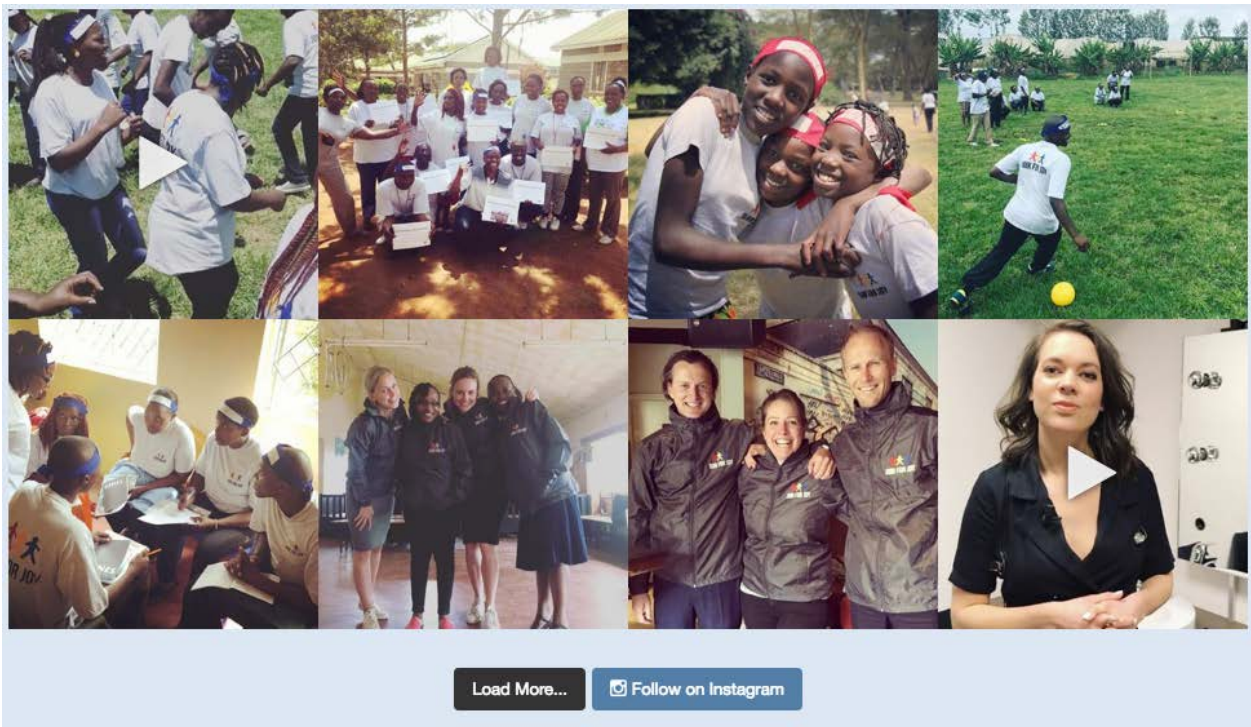
Steven vd Vijver - Associate Fellow African Population and Health research Center



Communication

Website

The website of Join for Joy is an important forum for involving the donators and volunteers of Join for Joy. In 2016 a new version of the website was launched, with possibilities to easily adjust its content and small lay out changes. It has been decided to add in 2017 a version of the website in Dutch in order to increase our brand awareness in the Dutch community. In 2016 the Instagram account of Join for Joy has been integrated in the website.





Social Media

In 2016 Join for Joy launched an Instagram campaign. On Facebook, on November 20th Join for Joy celebrated Children's Rights Day with a daily social media campaign in which Join for Joy introduced children participating in the program.

Join for Joy
Gepubliceerd door Hannah Kooren [?] · 16 november 2016 · €

Dit is Anthony. Met z'n geweldige aanstekelijke lach.

Thuis zorgt Anthony voor zijn broertjes en zusjes omdat zijn ouders ver weg op het land werken. Hij voelt zich verantwoordelijk voor het gezin. Anthony is dolblij als hij op school zorgeloos kan spelen, rennen en natuurlijk lachen!



1.081 bereikte personen [Bericht promoten](#)

[Leuk](#) [Reageren](#) [Delen](#)

[Join for Joy](#), [Lian Heinhuis](#), [Noortje Meijer](#) en 18 anderen

Join for Joy
Gepubliceerd door Hannah Kooren [?] · 19 november 2016 · €

Dit is Wanjiko. Wanjiko is een beetje verlegen.

Ze woont met haar 3 broertjes bij haar tante. Haar talent wordt helaas niet vaak gezien. Terwijl ze haar leraar verbaast met prachtige tekeningen. Als deze worden opgehangen in de klas, straalt Wanjiko van geluk!



866 bereikte personen [Bericht promoten](#)

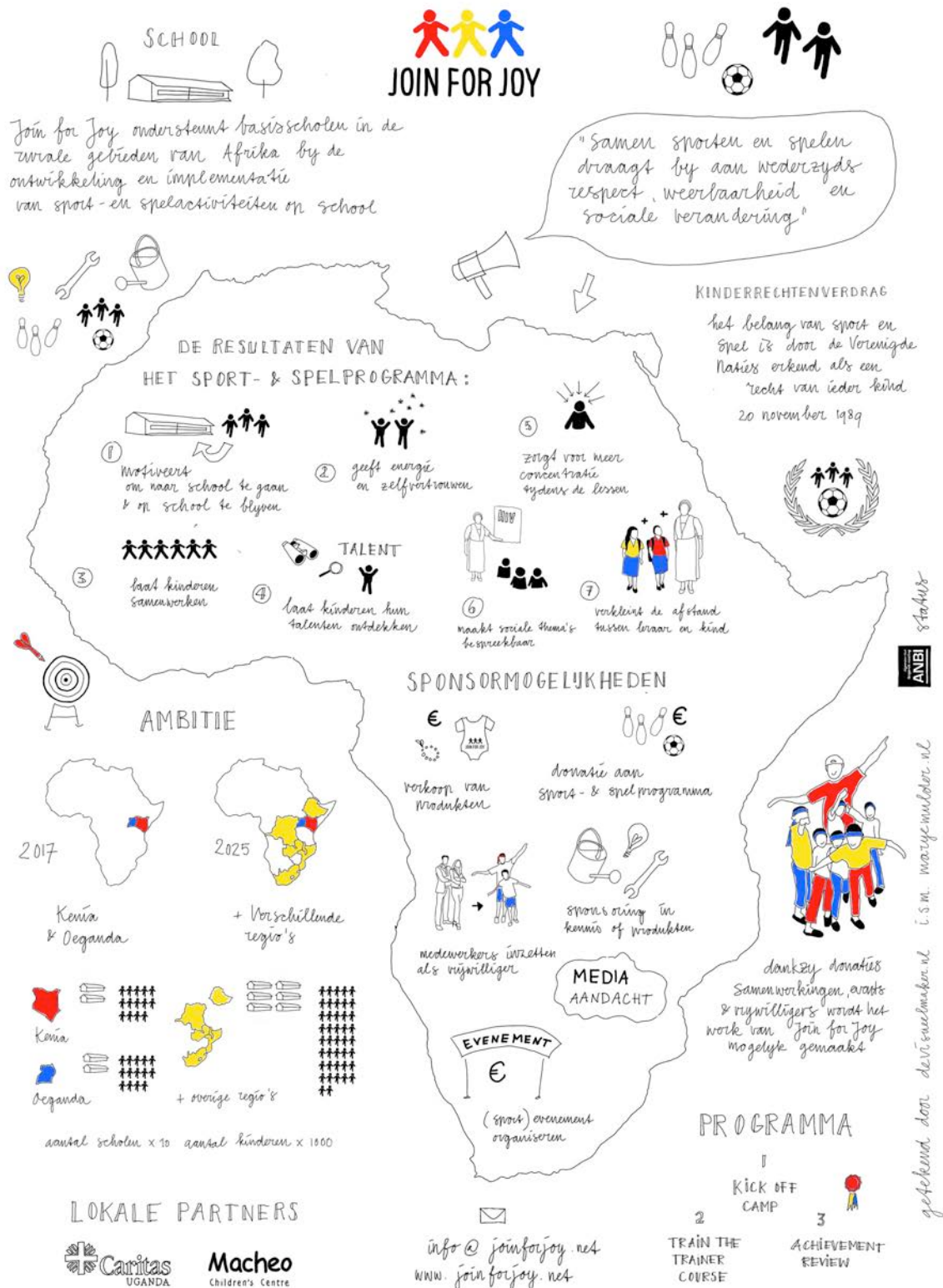
[Leuk](#) [Opmerking plaatsen](#) [Delen](#)

[Join for Joy](#), [Mugisha Biryomumaisho Bruno](#), [Alexandra Smeets](#) en 21 anderen



Exposure

A special radio spot in the context of Universal Children's Day has been developed which has been aired at several Dutch radio channels, including but not limited to Q-music and Skyradio. Join for Joy has received numerous positive reactions. A new presentation of Join for Joy's work has been made, including a hand out that summarizes Join for Joy mission and activities.





Annelies Wezenberg, filmmaker by background, and one of the volunteer trainers that led three Kick-off camps in Kenya in 2016 has made a short movie that is used to inspire new trainers to spend two weeks of their free time in Kenya/Uganda and give hundreds of children the time of their life. Annelies has also reported the fundraising diner celebrating Join for Joy's five year anniversary.

Just Another Nerd, a creative agency specialized in digital media, has pro bono created two short movies for Join for Joy in which the sports and play implementation at school and at the Kick-off camp is highlighted and in which Join for Joy visits the children that participated five years ago in the kick-off camps and their parents.



Financial Report

The year 2016 was a positive year in financial terms. Join for Joy raised a total amount of €258,910 in 2016, while it incurred total costs of €223,763, constituting an annual net profit of €35,147. The equity increased from €77,024 to €112,170, with cash reserves amounting to €133,925. With this solid cash position, combined with several long-term partnerships, Join for Joy remains financially strong and is ready for the continued upscale in its activities.

Balance sheet

The balance sheet of Join for Joy as per December 31, 2016 is as follows:

Assets		Liabilities	
Description	Amount	Description	Amount
Cash	€133,925	Equity	€112,170
Current assets	€0	Current liabilities	€21,755
Total	€133,925	Total	€133,925

The assets of Join for Joy consist of cash held in the bank account. The current liabilities consist a.o. of creditors of € 12,056, a wage tax payable to a total amount of € 7,189 and a holiday pay accrual to the amount of € 2,485.

Overview of income and expenses

Income		Expenses	
Description	Amount	Description	Amount
Sponsoring & contribution volunteers	€59,665	Kick-off camps Kenya (6x) and Uganda (6x)	€62,039
Periodic donations	€5,699	Train-the-trainer Kenya and Uganda	€10,141
Fund donations	€120,499	Sports-and-play program/days Kenya and Uganda	€11,861
Events for Joy	€65,411	Evaluation & monitoring Uganda	€3,037
Business for Joy	€5,000	Events for Joy - costs	€10,660
Other income	€2,636	Personnel costs	€107,091
		Office rent	€5,082
		Administration, IT & representation costs	€11,724
		Financial costs	€2,127
Total	€258,910	Total	€223,762



The income category ‘sponsoring & contribution volunteers’ refers to sponsoring amounts raised by volunteers that participated in the 2016 Kick-off Camps of Join for Joy (12 in total), as well as the personal contribution for camp related costs by each of these volunteers. The income category ‘periodic donations’ refers to monthly or annual donations made through the online payment system (Adyen). The category ‘fund donations’ relates to donations received from private family foundations, of which some have committed to contribute for a multi-year period. The category ‘Events for Joy’ refers to fundraising events organized for the benefit of Join for Joy. In April 2016 a charity diner was held which contributed significantly to this year’s fundraising proceeds. The costs related to organizing this event are separately reflected under expenses. The category ‘Business for Joy’ relates to the fund raising program aimed at corporates and business, which was started up in the second half of 2016. In 2017, this program is re-named ‘Partners for Joy’, in line with the goal to conclude multi-year partnerships with corporates and businesses. Finally, the category ‘other income’ includes revenues generated through other sources, e.g. the sale of Mtoto baby romper suits.

The upscale in activities (new country Uganda, implementation of new strategy, accelerated fundraising) required personnel costs to a total amount of €107,091 in 2016. The time spent by personnel on various activities can roughly be divided into: recruiting and training of volunteers (25%), strategy, planning and development (25%) fundraising (20%), marketing and communication (15%) and other administration tasks (15%). This is also included as such in the annual budgeting process.

In line with the Board’s decision to hire more manpower to better handle and be prepared for Join for Joy’s expanding activities, Join for Joy hired a total of 2.0 fte in 2016, with a temporary increase to 2.4 fte in the August-December period for developing Business for Joy. Please see the table below for more information. Note that both Hannah Kooren and Minke van Geen-Meijboom have had a period of maternity leave during 2016, for which replacement was found in the person of Margot van Westenbrugge.

	Function	Period 2016	fte
Hannah Kooren	Managing director	Jan - Dec	0,7
Minke van Geen-Meijboom	Managing director	Jan – Dec	0,7
Martine Beijerman	Communication and fundraising	Jan - Jul	0,6
Maaïke op de Coul	Business for Joy	Aug - Dec	0,4
Margot van Westenbrugge	Replacing Hannah and Minke during their respective maternity leaves	Jan – Jul Aug - Dec	0,7 0,8

The average cost per Kick-off camp amounted to €5,170 in 2016, compared to €6,090 in 2015. The cost levels in Uganda are on average lower than in Kenya. Further, by increasing the total number of camps organized, Join for Joy is benefiting from economies of scale in respect of certain fixed camp related costs.

Costs in relation to the Train-the-trainer course in Kenya and Uganda mainly include the costs for International Sports Alliance (ISA) in relation to the development of the Sports and play program and the Train the trainer course. Sports-and-play related costs include the costs for the



Sports & play coordinators in Kenya employed by Macheo, the costs for organizing six sports days in Kenya, and the costs for the sports & play coordinators as well as related materials in Uganda. The evaluation & monitoring costs relate to the trip to Uganda made by Hannah and Martine to evaluate the progress of the Sports and Play program and the partnership with Caritas Uganda.

Office rent is related to the office building at 's-Gravenhekje 1A, Amsterdam, which has good facilities for storing sports and play materials. It is a sufficient working space for the enlarged management team and it has meeting facilities for a.o. briefing the groups of volunteers and offering 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.).

The financial costs primarily relate to the costs of running and maintaining the Adyen online payment system. In 2017 a transfer will be made to a new online payment provider that will be better integrated with Join for Joy's website.



Outlook 2017

In 2017 six Kick-off camps will take place in Uganda, and six in Kenya. The first shift of schools that started in 2016 with the kick-off camps will continue the Join for Joy program with the Train the trainer program. In the first quarter of 2017 field research will be conducted to strengthen the monitoring and evaluations method and instruments and to set up a baseline. We will strengthen the sustainability of our program, by engaging the communities in our work, as stakeholders with a say in the implementation, and also economically by buying materials locally. In 2017 Join for Joy will orient itself for expansion of its program to another African region/country. When the initial (desk and field) research is successful, a pilot of two Kick-off camps will take place to test the cooperation's with the selected partner, the schools and with the campground owner.

Join for Joy will set up a media campaign to boost the flow of suitable voluntary trainers. Two ambassadors will support the Join for Joy team, both dedicated to girl empowerment by sports. One fundraising sports event will take place in 2017. Join for Joy will expand its partnerships with different sorts and sizes of companies. Promising new partnerships are on the agenda. The majority of the foundations that supported Join for Joy in 2016 have expressed their commitment to continue their support in 2017. Join for Joy will welcome Meike Smit, a graduate of the Academy of Physical Education to its team. A renewed memorandum of understanding will reinforce the partnership with the local organizations Caritas (Uganda) and Macheo (Kenya).

Above all, 2017 will be an exciting year. Join for Joy has the ambition that again many more children will be able to join sports and play at school. Of course, the board of directors and employees of Join for Joy cannot achieve this alone. Therefore, in advance we want to thank, also in name of all children participating in our program, and 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! WEEBALE! THANK YOU!



Contact

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The texts, numbers and design of this Annual Report are checked by the staff, Board of Directors and the Supervisory Board of Join for Joy. Should you have questions or come across an error, please contact us at **info@joinforjoy.net**

Stichting Join for Joy is a foundation under Dutch law, registered at the Dutch Chambre of Commerce with number 52315525. Join for joy has been recognized by the dutch tax authorities as a charitable organization with **ANBI-STATUS**.

Its head office is based in Amsterdam, The Netherlands.