

Join for Joy
Annual report 2017





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Preface

For over 6 years 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. Join for Joy, in cooperation with local partner organizations and teachers, implements Sports and play programs at school for less-advantaged children growing up in the rural areas of low-income countries.

2017 was another year of growth of our organization. We expanded our Sports and play program to Zambia. We also introduced a new form of the Kick-off, which focuses more on training of the teachers. Teachers are of crucial importance to the long-term success of our program. They are the ones that interact with the children on a daily basis, the ones that have to carry the vision of the importance of sports for the development of young children and the ones that implement it at school.

Our partnering with International Sports Alliance has led to the improvement of the quality and impact of the trainings and materials we offer to the schools that participate and allow for more local ownership of our programs. Our effort put in supporting these teachers with our expertise, and in challenging them to think about the impact of sports, has been received with enormous enthusiasm and appreciation of both the teachers and our local partners.

Following the good example of Kenya, Uganda started in 2017 with the organization of interschool tournaments, to the happiness of the community of Kabale, which is now in the position to attend a part of the sports and play program. Parents loved to watch their children competing against each other and putting their best foot forward.

The increased focus on teachers also inspired us to make a short documentary, "Through the teachers eyes" about their view on their role in the community and in the lives of the kids they teach and the impact of sports.

The support of our institutional sponsors and the continuous efforts of our volunteer trainers who passionately guided the Kick-off and the Train the trainer course were again indispensable for the successes Join for Joy booked in 2017. We would like to thank our sponsors, volunteers, our partner organizations Macheo, Caritas Uganda and Sport in Action, 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 East-Africa 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



Our Story

Sports and play have positive effects on the self-development of children, physically, mentally and socially.¹ These are important tools for the development of strong, resilient children. 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.²

In many high-income countries sports is therefore part of the compulsory curriculum. Schools offer an excellent platform, as they are a constant factor in the lives of young children. 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.³

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, abuse, gender based violence or child labor. At schools in rural areas, there is generally little attention for sports. Schools lack access to the resources and expertise needed to provide the necessary materials. Besides, sports and play activities are often not given a high priority in the school curriculum.

Contextual numbers⁴

	Kenya	Uganda	Zambia
Population living under poverty-line	43.3%	19.7%	60.5%
Population living in rural area	73.5%	83,2%	58.2%
Population between 0-14	40%	48.5%	46.3%
Population Hiv/aids infected	4.5%	6.5%	12.4%
Illiteracy	23%	21.6%	36.6%

The success of Join for Joy strongly relies on the spirit and involvement of local partners, schools, teachers, volunteer trainers, and of course the children themselves. Join for Joy plans, designs and organizes its 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, volunteer trainers are enriched with the experience of working in a culturally different context and with the experience of taking social responsibility as a global citizen.

As a result of the sustainable intervention of the school program, Join for Joy experiences a positive change in the lives of the participating children. Being

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

² World Bank. World Development Report 2007 Development and the Next Generation. Washington, DC: 2006, p. 76

³ See SDP IWG annual report of 2012 activities.

⁴ CIA the World Factbook: <https://www.cia.gov/library/publications/the-world-factbook>.



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

Primary schools function as a stable factor in the lives of many children and ensure a certain form of continuity. In all three countries primary school enrollment is obligatory. Secondary school is often a luxury many children cannot afford. Their parents need the older kids to help at home with taking care of their siblings or elders, or to help at the land to earn some extra money.

The Join for Joy primary school program consists of a Kick-off, a Train the trainer course and an Achievement review. For every individual school, the Join for Joy program takes an average of two and a half years with the main goal to support the schools with the implementation and organization of sports and play activities for their students. Teachers of primary schools are the main agents of change.

Phase 1 - Kick-off. The Kick-off starts with a two-day training for teachers. The Kick-off brings together three selected primary schools that individually send four teachers to the Kick-off. This team of four teachers will be responsible at school for the implementation of the Sports and play program. Besides being trained the Kick-off also offers the rare opportunity for the different primary schools teachers to get to know their colleagues at the other school.

Trainers with a background in working with sports and children and/or coaching *pro bono* inspire and instruct the teachers how to further develop their physical education (P.E) teaching skills. The teachers are taught the first basic didactic skills, the game manual and game box are introduced and the power of sports for development is discussed. After these two training days, the teachers, supported by their peer teachers, get the chance to try out their skills in the organization of a sports day at school. One hundred children per school take part in the sports day. The sports activities are complemented by lessons on empowerment, vocational guidance and awareness on health issues such as personal hygiene, malaria and HIV/aids.

After a successful Kick-off, the teachers receive a personal certificate that they are now equipped to implement sports and play activities at school. The school receives the bronze Join for Joy certificate. The teachers and the local school coordinators 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 coordinators check 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 a deeper 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, Boys & girls empowerment, sexual education and lessons on hygiene. After completion of the Train the trainer,



the teachers receive a personal certificate and the school receives the silver Join for Joy certificate.

Phase 3 - Achievement review. The support that schools have received during three phases consisting of the Kick-off, the manual and materials, the Train the trainer and by the continuous encouragement of the local sports and play coordinators of Join for Joy, enables schools to independently organize sports and play activities. Join for Joy and its sports and play coordinators evaluate the status of the school program and the progress they have made in implementing sports and play in their curriculum. After the 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 Join for Joy certificate.

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 community 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.



Sports and play in 2017

Thanks to the Sports and play program of Join for Joy, 27300 children now participate in the 42 participating schools. 240 trainers voluntarily participated in the program. 312 teachers participate in the program. Besides the successful implementation of the Join for Joy Sports and play program in Kenya and Uganda, in 2017 Join for Joy expanded its activities to Zambia and organized a pilot Kick-off in December.

Zambia

In March 2017 Join for Joy has made an orientation trip to Zambia. After extensive desk research and meet-ups with experts, Join for Joy decided to expand its program to Zambia. During the Needs Assessment, Join for Joy collected data among key stakeholders and leadership in Chongwe community, to get their views and understandings on sport for development projects, and also to achieve general awareness and support. The following pillars are taken into account when deciding on a new region of intervention: There should be a need for sports and play activities; the schools should be located in areas that generally receive little developmental aid, which is often the rural areas; there should be a reliable and qualified partner organization for cooperation; and the area should be relatively stable and safe in terms of political situation.

According to Moses Mawere, the Minister of Youth, Sports and Development, in the rural areas of Zambia there is a general lack of knowledge about sports for development. Join for Joy's most important findings was that, although sometimes there are opportunities for P.E. lessons, there is no diversity offered, there is little knowledge about the importance of sports for the development of children, and that there is a strong motivation of the visited schools to participate in the Sports and play program. Although the government does not put emphasis on the importance of sports and play activities at school, after meeting with the Minister of Education and the Director of Sports, there is a willingness of the government to research possibilities to implement the Join for Joy program nation-wide. In 2018 these first introductory meetings will be followed up.

Join for Joy reached out to Sport in Action (SIA) ([website](#)) as the new partner organization. SIA, in consultation with the District Education Board Secretary (DEBS) Ruth Phiri, selected eighteen public primary schools in the rural areas of Chongwe. In December the first six schools successfully took part in the Kick-off.

Kick-offs

2017 was the seventh consecutive year that Join for Joy organized Kick-offs for children from a rural area in Kenya, and the third year in Uganda. The Kick-offs, six in Kenya and six in Uganda, were held in April, August, September, November and December. Besides, in Zambia a pilot Kick-off took place in December.

In 2017 we have been working on improving the program of the Kick-off, originally offering fifty children and four teachers per school a three-night stay at a campground. The first pilots of the new Kick-offs have taken place in Zambia and Kenya, and were very positively received. In Zambia, six schools have started with



the Sports and play program in the Chongwe region. In Kenya, four schools participated in the new-style Kick-off.

The main benefits of the new form Kick-off is that the teachers gain training at the earliest stage of the Sports and play program possible in how to implement PE lessons at school. They also get the opportunity to meet other teachers from nearby schools and exchange knowledge and best practices. The teachers organize the subsequent Sports Days at the schools, for a minimum of hundred students per day, independently (with the support by trainers where needed).

In the adjusted Kick-off, much more attention is paid to the development of coaching skills of the teachers. The first two days are dedicated to experiencing how fun sports is, what it does to you mentally and physically (learning by doing) and the teachers are challenged to guide games themselves. They receive the basic knowledge about sport for development. In addition, they experience how to set learning goals that will be evaluated in the next phase, the Train the Trainer course.

These adjustments allow for more independence of the schools, involves less foreign intervention, and is more effective in the knowledge transfer. Besides, more children get introduced to the Sports and play program, and, in its form it remains closer to the way the communities live. The twenty-four trained teachers were very enthusiastic about the improved version of the Kick-off of the Sports and Games program.

Teacher Dorica Ngoma from Mpemba Primary School, Zambia, wrote in her final evaluation: "Before the Kick-off I never expected to have learned so many new and interesting games. I can now teach them all confidently without any difficulties. I also really enjoyed to interact with teachers from other schools. Sport in Action and Join for Joy really brought lots of Joy! After the Kick-off I am so much looking forward to take part in the two remaining phases. In between I will guide and coach the children at my school through all these new sporting activities."

Teacher Ayebare Bruno from Karengyere Primary School in Uganda concluded after the Kick-off: "The games were thrilling, full of fun and educative in away that they taught the children life skills like team work, team play, decision making, patience, cooperation, communication, problem solving and coping with winning and losing."



The last six years Join for Joy primarily worked with Dutch volunteer trainers. In 2017, at six of the twelve Kick-offs, the training teams consisted of a mix of Dutch volunteers and Kenyan/Ugandan volunteers that were in one way or another already involved in our programs, but now offered to act as trainer at the Kick-off too. The Kenyan and Ugandan members were extensively informed about the program in advance and their participation proved to be a huge positive addition. One of the Dutch trainers remarked that it had positive benefits for the interaction with the children.



Derrick Akuwa who participated as trainer in Uganda, concluded: "It has been a privilege to be a part of Join for Joy. To coach the teachers, and to see the children having so much fun. I have loved the experience."

Train the trainer course & Game manual

In 2017 the Train the trainer course was further developed. In corporation with ISA (International Sports Alliance) we made improvements with respect to the game manual and the game box. For more than 20 years ISA specializes in sports for development. ISA educates the trainers in the Netherlands so that they can successfully transfer their knowledge to the schoolteachers. The first Train the trainer sessions took place in April and May. The five-day curriculum alternates theory and practice. In October and November the Trainers had their last training.



Sports and Play coordinator Ann Gakubu: "It was a one of a kind experience for me where I learned and played new interesting games. This places me in a better position to engage children and teachers in the Sports and play program. I also learnt how to create awareness about HIV/aids, boy and girl empowerment and malaria through games. I got the chance to bond with teachers from the 5 schools that participated in the Train the trainer course, which will help them to cooperate during the PE lessons at school! All in one, it was a wonderful training."

Kefa Niaigua, teacher at the Kianjau Primary School: "What I have enjoyed the most during the Train the trainer course was applying life skills in sports games, all the teamwork with this great team and the critical thinking during the week. It was a great week and I'm thankful for the new friends that I have met and that the trainers were able to take us through the seminar so well."

Participating schools

Kick-off

- Kenya (April) - Athena primary school, Rubiru primary school en Silanga primary school
- Kenya (November) - Kinyangi primary school, Kitito primary school, Mianyani primary school, Thungururu primary school
- Uganda (May) - Bukoora primary school, Kachwekano en Kitagyenda Primary
- Uganda (December) - Bunyonyi primary school, Karengyere primary school, St Pauls Muchahi primary school
- Zambia (December) Chongwe Primary school, Mpemba Primary school, Mulola Primary school, Kapete Primary school, Matipula Primary school, Chainda Primary school

Train the trainer

- Kenia (April) - Garissa Road Primary School, Kianjau primary school, Oakland primary school, Itelani primary school, Mukuyu primary school, Thiririka primary school.



- Uganda (May) - Hakahumiro primary school, Kagorogoro I primary school, Katenga primary school, St Francis Xavier primary school, Kabiriizi primary school, Kishaki primary school

Tournaments

Besides the regular three phases of the Sports and play program, our sports and play coordinators organize inter-school tournaments. The teachers initiated these tournaments. They believed that the effectiveness of sports and play at school is increased when children have a higher goal in mind, when they experience competition, and when there are opportunities to meet up with the teachers and children of other participating schools. The children learn about the extra enjoyment that competition can bring to a game. Children build positive associations with outdoor games and competition. Children experience feelings of team spirit and the value of supporting and appreciating the skills of all competitors. Parents participate and by seeing the energy of the children, start to appreciate more the importance of sports in the day-to-day school life of their children. Teachers get the chance to develop and test their PE teaching skills, and are supported during the tournaments by the sports and play coordinators.

Bruno Mugisha, sport and play coordinator Uganda: "There wasn't anything more thrilling than the roar and deafening cheer of players and supporters at the moment of triumph, when a team scored a goal/earned a point. Girls exhibited immense skills, talent and passion for the games from the start up to the end of the day. They braved the rains and enjoyed the beautiful games, which had brought them to the playground."

"A highlight of the day was when the children who joined the Kick-off took on the center stage to explain the games to their fellow children. And then came the sports teachers to do the explanation for some other rounds. For the first couple rounds, we shadowed them whenever we had the chance. We were looking not just at whether they were correct or incorrect, but also at the way they presented information. After we had a rough feel for their knowledge level, we used some additional scenarios to dig a bit deeper. At the end of the day we talked about what we observed, and reminded them of a couple important things they had been too busy to note as they prepared for the games or as they happened."



Ann Gakubu, Sports and play coordinator Kenya: "During the tournaments different games were played. Teachers from these schools were very cooperative and participated in the planning of the activities that were to be carried out during the tournaments. During the tournament, they ensured that the day was successful by conducting the games fairly. The tournament presented an opportunity for children to display their various talents some in games and others in reciting poems, dancing and singing. They also had a lot of fun cheering for the other children and dancing to the background music. It also gave them an

opportunity to bond with their teachers as they played and danced together."



Game boxes and game manual



In 2017, a total of 7 boxes has been shipped to Kabale, Uganda and Thika, Kenya. Notwithstanding the generous reductions given by our sponsor Sport 81 for the sporting goods over the last years, Join for Joy decided in 2017 to support local entrepreneurs by buying all sports materials and boxes locally. Locally fabricated game boxes have been used and as much as possible locally fabricated sports goods too.

Visits

In 2017 there were a couple of important visits, besides the operational visits of the trainers. 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 program.

In November Gosse Bouma, videographer, made a beautiful video portrait of participating Kenyan teachers in which they share their personal motivations and stories what they consider the main value of Join for Joy. This short documentary has been shown in January 2018 to Join for Joy closest friends and supporters in Movie Theater the Uitkijk, Amsterdam. Gosse also made a couple of short productions for recruiting trainers and fundraising purposes. The productions can be found at the Vimeo page of Join for Joy (www.vimeo.com/joinforjoy).

Join for Joy supported Douwe van den Bogaert, a master student of Cultural Anthropology of University of Amsterdam to do evaluation research in Uganda. For three months, from March to June he conducted research for his master thesis about the assumptions and motivations underlying sport-based development practices in Elabak and Kampala, Uganda. Caritas, Join for Joy's partnerorganization hosted Douwe.

In December, Nefkens Stichting Ontwikkelingswerk (NSO), a long term sponsor of Join for Joy, visited our projects in Kabale, Uganda and spoke with all stakeholders involved, teachers, volunteer trainers, sports and play coordinators and employees of Join for Joy head office. They had the opportunity to experience the Kick-off and to see the children enjoying sports and play activities.



Partnerships and events

Join for Joy generates revenues through different channels, among others, through donations of foundations and family funds; a crowd-funding model for pro bono trainers; periodic donations, and through events, partnerships and campaigns. Some of them will be highlighted below.

Join for Joy partners with the donation- and crowd-funding platform Pifworld.com that allows each trainer to manage its own online page. Split a Gift encourages people when celebrating to choose for a donation instead of receiving gifts. 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.

And many more..

We are very grateful for the generous donations of many different organizations, foundations and companies.

Rotary Epe has selected Join for Joy as beneficiary of the revenues of their new years concert. Their support has been matched by a donation of Wilde Ganzen Foundation.

Law firm Loyens & Loeff and Koningskinderen Childcare have donated their revenues of a crowd funding as new years action. Law firm Clifford Chance has sponsored part of the projects of 2017.

There were also many valuable goods donated to Join for Joy. HEMA donated for the fifth year in a row 900 towels. Henry Schein dental, based in Amsterdam, provided

Join for Joy
Gepubliceerd door Hannah Kooren [V] · 12 april om 15:43 · €

NAïF draagt bij aan de hygiëne lessen van Join for Joy!
Voetballen, estafettes, zingen en dansen. Dat zijn de beelden van Join for Joy die je vaak terug ziet. Maar er is meer. Het Kick-off camp biedt ook een kans om de kinderen het belang van o.a hygiëne bij te brengen. De social workers op het kamp praten met de jongens en meisjes over hygiëne en de veranderingen die ze waarnemen in hun lichaam.

Bij de meisjes wordt er specifiek aandacht besteed aan de menstruatie. Dit is nog steeds voor veel meisjes een taboe-onderwerp. Maar wel één die direct samenhangt met ons doel: meer kinderen op school laten sporten en spelen. Vaak gaan meisjes tijdens hun periode namelijk niet naar school. Dat is zonde en verkleint de kansen van meisjes aanzienlijk. Voorlichting over hygiëne klinkt een stuk minder spannend dan estafettes winnen maar het is een belangrijk en vrolijk onderdeel van het Kick-off kamp.

Dit jaar sponsort NAïF alle Kick-off camps van Join for Joy in Kenia en Oeganda met shampoo en zeep en daar zijn deze meisjes ontzettend blij mee!



over 300 toothpaste and toothbrushes. Sport 81 offered a reduction on the purchase of materials for the game boxes. Naïf baby care, a brand specialized in the development of high quality skin care products, donated shampoo and wash gel. The videographer Gosse Bouma has made the documentary about the teachers involved in the Sports and play program in Kenya. Cortex has supported Join for Joy by offering safety trainings to the volunteer trainers. Eric Proper of SalarisNetwerk provides the payroll administration of Join for Joy. During the Park Run, many companies supported Join for Joy by donating products: Albert Heijn, Red Bull, Drukbedrijf, Elockers, Koeckebackers, Waterkant. Besides, Neijenrode Universiteit, Sportmomentje, De Plaatjesmaakster, White Label, and Just another Nerd offered their services to help Join for Joy. Maguire applied a non-profit reduction for their accounting services.



Join for Joy Park Run

The first edition of the Join for Joy Park Run took place on September 28th. Teams consisting of ten runners were challenged to run through four parks of Amsterdam and to solve difficult tests in every park. Companies such as ABN AMRO, Loyens and Loeff, Pilek and La Fete participated in the Run. In addition, a large number of companies have sponsored the event. Waterkant in Amsterdam offered its bar and terrace as a starting point and finish line, and for the celebratory drinks afterwards. Video Park Run (<http://www.vimeo.com/237525017>). Because of the great success, the Join for Joy Park Run will take place in 2018 again.





Ambassadors

Join for Joy proudly presents two ambassadors that started to represent Join for Joy in 2017: Suzanne Struik and Rachel Louise. Suzanne plays in the National Dutch Korfbal team and recently wrote a blog about what she likes about Join for Joy: "I am very excited about this program, especially because of the many similarities with my passion, korfbal. Korfbal is the only mixed sport in the world, which fits well with Join for Joy. Letting boys and girls play together so that they learn that they are equal to each other is one of the important values of Join for Joy. Also working together is something that is extremely important in our sport, you can not dribble or run with the ball, so you always need a teammate to score."

Rachel Louise is a singer-songwriter. She played two years in the band of Dotan and focuses on writing her own music. This month her new single 'Big Girls' has been released and she plays in pre-shows by, among others, Bløf and Racoon. As the ambassador of Join for Joy, Rachel Louise joined the Kick-off in April in Kenya and inspired many children to be proud of themselves.

**Join for Joy**
Gepubliceerd door Meike Smit [?] · 21 maart · €

Met trots mogen wij jullie kennis laten maken met [Rachel Louise](#) ! Rachel Louise is singer songwriter en vanaf nu ook ambassadeur van Join for Joy! Afgelopen vrijdag kwam haar nieuwe nummer 'Big Girls' uit! 'Big Girls' spreekt o.a. van de kracht van vrouwen. Empowerment is een belangrijk onderwerp in het Join for Joy sport&spel programma dus voor Rachel is 'Big Girls' dan ook een mooie koppeling naar Join for Joy!

In april zal Rachel deel gaan nemen aan het Kick-off camp, fase 1 van het Join for Joy programma in Kenia en zal zij daar onder andere muziek workshops gaan geven aan de kinderen.

Aankomende woensdag speelt Rachel live bij De Wereld Draait Door! Hier alvast een voorproefje! <https://www.youtube.com/watch?v=npP7OfLC17E>



Rachèl Louise - Big Girls
Gepubliceerd op 17 mrt. 2017 Rachèl Louise - Big Girls Koop hier je tickets: <http://bit.ly/ticketsbitterzoet>
Spotify: http://bit.ly/biggirls_spotify iTunes: ...
YOUTUBE.COM

Partnerships

Join for Joy strongly believes in the power of team play, not only on the field, but also as leading principle for the way we work. For years, Join for Joy can count on a loyal group of stakeholders that support our cause. Every year our network is growing. Hereunder you find some examples of partnerships we are proud of.

Given the continuous importance of volunteers for the well being of our organization, Join for Joy and Nijenrode Business University agreed that their students can spend their obligatory "sports hours" to volunteering for Join for Joy.

Better Care Network Nederland and Join for Joy have entered into a partnership in which BCN provides training on codes of conduct in working with children for the Join for Joy trainers.

There have been exploratory talks in 2017 between CompaNanny and Join for Joy, as we share our core visions and ideas about childhood and the importance of sports and play. A mutual enthusiasm has arisen for a longer-term partnership



between both organizations, starting in 2018, which indicates the anniversary year of CompaNanny.

Join for Joy was nominated again last quarter for the “What Matters to You” award from PWC. A prize-giving ceremony took place in November during which Join for Joy was given the opportunity to present itself. Join for Joy has received a donation.

Financial supporters

Join for Joy is grateful to have received 1320 payments in 2017 from its donors, ranging from monthly or long term donations to incidental donations from individuals, foundations, companies and family funds. In our Financial Report there is an elaborate overview of the income and expenses, including a balance sheet, of Join for Joy in 2017.

Volunteer trainers

One of the strong assets of Join for Joy is the intercultural cooperation between our volunteer-trainers, the sports and play coordinators of our partner organizations, and the teachers. This year 58 volunteer trainers have committed their valuable time, energy, and expertise to help making the Kick-offs and Train the trainer courses a success. Many of them remain closely connected to our organization and involved in the work of Join for Joy, be it as support at the head quarters at Amsterdam, or be it as an experienced trainer at another Kick-off of Train de trainer course.



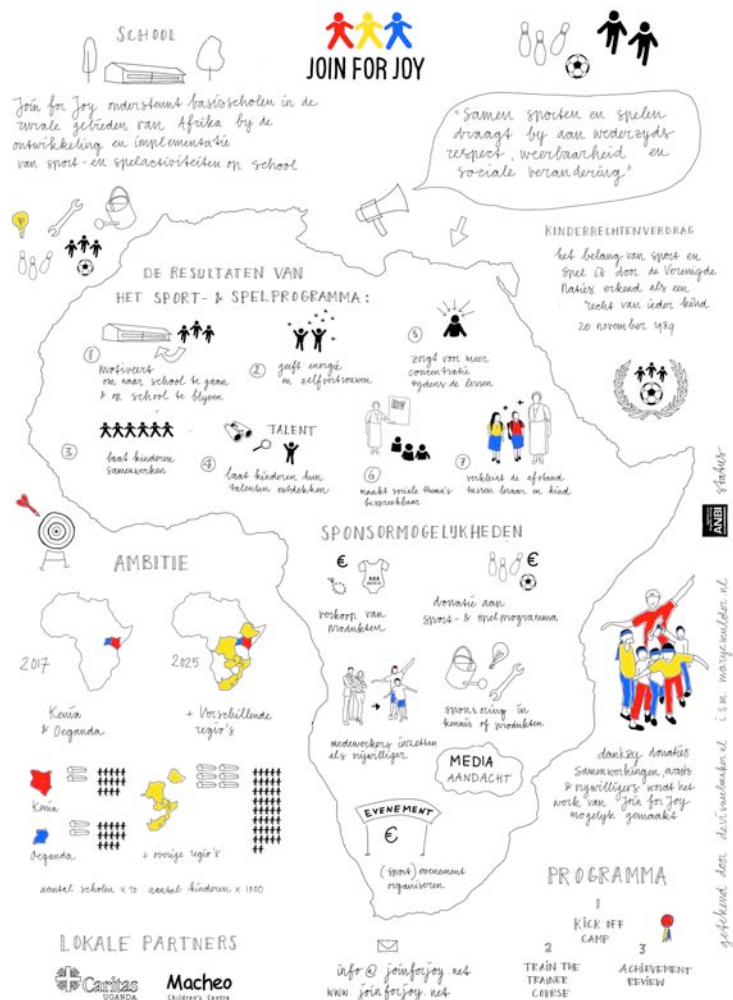
Online communication and campaigns

Join for Joy communicates with its loyal supporters, including but not limited to volunteer trainers, teachers, sports and play coordinators, monthly supporters, companies and foundations, by keeping them up to date through our website and social media account. This year, the number of visitors and likes on Instagram and Facebook has increased significantly. Communication has been facilitated by a redesign of our website that allows for more video's and background information.

Zambian National Television interviewed Minke van Geen-Meijboom about Join for Joy's support of the primary schools in Zambia with the implementation of the Sports and play program. See our Vimeo page for the interview. (www.vimeo.com/joinforjoy).

A radio spot in the context of Universal Children's Day 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.





Join for Joy has entered into a partnership with Travel Specialist Bohemian Birds. For two months, Bohemian Birds has posted several media expressions related to Join for Joy. Bohemian Birds has also made a new video from the Kick-off to make followers enthusiastic about participating in the Kick-off.

Who Cares has developed a video that has been played in a fun way on the fact that men can roll up their sleeves and are inspired by the video and motivated to participate in the Kick-off.



Join for Joy developed together with advertising agency Being There a campaign that accompanied the yearly campaign of "Veilig Verkeer Nederland" that warns road users during the first weeks of September that the schools started again. Join for Joy placed next to their posters and banners a picture of Kenyan children that would love to go to school too to raise awareness for the importance of primary school for children in low-income countries.





Organization

The founders, board members and employees of the Join for Joy foundation have different professional backgrounds (legal, finance, communication, media & sports). We all share the 'drive' and the ambition to stimulate the development of Join for Joy in order to reach our mission. This year, Meike Smit, Ann Gukubu, Ruth Mwinga, Edgar Silwimba and Sammy Thaimu have joined the team.

Office

Head quarter Amsterdam

Hannah Kooren - Managing Director
Minke van Geen-Meijboom - Managing Director
Meike Smit - Country and volunteer coordinator
Martine Beijerman - Freelancer

Macheo Kenya, Caritas Uganda & Sport in Action Zambia

Ann Gukubu - Sports and play coordinator Kenya
Ruth Mwinga - Sports and play coordinator Kenya
Hilda Mbabazi - Sports and play coordinator Uganda
Bruno Mugisha - Sports and play coordinator Uganda
Edgar Silwimba - Sports and play coordinator Zambia
Sammy Thaimu - Sports and play coordinator Zambia

Board

Michiel Schul
Paul Huizinga
Let Schutter

Board of advisors

Aart van Os
Annette van Andel
Alex Klusman



Financial Report

The year 2017 was a positive year in financial terms. Join for Joy raised a total amount of €376,455 in 2017, while it incurred total costs of €264,184, constituting an annual net profit of €112,270. Corrected for a bequest received (see below), the adjusted net profit amounts to €12,270. The equity increased from €112,170 to €224,441, with solid cash reserves amounting to €237,514 (of which €100,000 is restricted – see below).

Balance sheet

The balance sheet of Join for Joy as per December 31, 2017 is as follows:

Assets		Liabilities	
Description	Amount	Description	Amount
Cash	€137,514	Equity	€224,441
Restricted cash	€100,000	Current liabilities	€13,074
Current assets	€0		
Total	€237,514	Total	€237,514

The assets of Join for Joy consist of cash held in the bank account. This is split between freely available cash and restricted cash that was received in connection with a bequest of € 100,000 given by a private individual as part of his inheritance. The current liabilities consist a.o. of creditors of € 3,451, a wage tax payable to a total amount of € 5,585 and a holiday pay accrual to the amount of € 3,852.

Overview of income and expenses

Income		Expenses	
Description	Amount	Description	Amount
Sponsoring volunteers	€32,472	Kick-offs Kenya, Uganda and Zambia	€80,659
Bequest (restricted cash)	€100,000	Train-the-trainer Kenya and Uganda	€26,652
Fund donations	€193,778	Coordination Sports- and-play program Kenya and Uganda	€10,720
Partners for Joy	€28,174	Orientation phase Zambia	€3,636
Events	€10,940	Events for Joy - costs	€4,331
Periodic or one-time donations	€10,532	Marketing & travel costs	€12,316
Other income	€559	Personnel costs	€108,839
		Office rent	€5,853
		Administration & IT costs	€9,242
		Financial costs	€1,937
Total	€376,455	Total	€264,185



The income category 'sponsoring volunteers' refers to sponsoring amounts raised by volunteers that participated in the 2017 Kick-off camps of Join for Joy, as well as the personal contribution for camp related costs by each of these volunteers. 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 'Partners for Joy' relates to the fundraising program aimed at corporates and businesses. The category 'Events for Joy' refers to fundraising events organized for the benefit of Join for Joy. In September 2017 the first Join for Joy Parkrun was successfully held, which will be organized again in 2018. The costs related to organizing the events are separately reflected under expenses. The income category 'periodic or one-time donations' refers to donations made through the online payment system. Finally, the category 'other income' includes revenues generated through other sources, e.g. the sale of Mtoto baby romper suits.

In 2017, Join for Joy received a bequest from a private individual as part of his heritage. As the board and management of Join for Joy we are very grateful for this special gift, and we are still contemplating on how to use these additional resources to support the ideals of Join for Joy in the best way possible. Until a final decision on its use has been made, the income received will be labelled as 'restricted cash'.

The upscale in activities (new country Zambia, execution of new strategy, accelerated fundraising) required personnel costs to a total amount of €108,839 in 2017. The time spent by personnel on various activities can roughly be divided into: on-going support for and frequent presence at Join for Joy's key activities (Kick-off camps, Train-the-trainer and Sports and play program); recruiting and training of volunteers; strategy, planning and development; fundraising; marketing and communication; and other administration tasks. This is also included as such in the annual budgeting process.

	Function	Period 2017	fte
Hannah Kooren	Managing director	Jan - Dec	0,7
Minke van Geen-Meijboom	Managing director	Jan - Dec	0,7
Meike Smit	Country and volunteer coordinator		1

Office rent is related to the office building at 's-Gravenheekje 1A, Amsterdam. In the course of 2018, Join for Joy has moved to a new office Tussen de Bogen 113, Amsterdam, which has more space and better facilities. Administration costs include the costs of Join for Joy's external accountant Maguire, office costs such as hardware/software requirements and telephone costs, as well as the costs related to organizing all sorts of meetings (fundraising, networking, volunteers, etc.). Marketing & travel costs include the costs of our online and offline marketing campaigns, the costs of external support retained for this, representation costs, as well as travel costs by several Join for Joy representatives.

The financial costs primarily relate to the costs of running and maintaining the online payment system.



Outlook 2018

2018 will be marked by the implementation of the Sports and play program in Zambia. In 2018 the first schools will finish their sports and play program with the Achievement review. We will continue to engage the local communities in our work. The improved form of the Kick-off and tournaments gives a great opportunity for the parents to enjoy the team spirit of their children sporting and playing together. Join for Joy will continue to stress the importance of sports and play at governmental level in the regions in which it is active. In 2018 Join for Joy will explore the possibilities of expansion of its program to another low-income country.

Because of its success in 2017, a second edition of the Run for Joy will take place, in which businesses support teams finish a challenging park run. 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 2017 have expressed their commitment to continue their support in 2018.

Above all, Join for Joy continues to pursue its core ambition to offer many more children the chance to enjoy sports and play at school. Of course, the board of directors and employees of Join for Joy cannot achieve this alone. Therefore, we want to thank, also in name of all children participating in our program, all those involved in our work, be it as teacher, as trainer, as contributor, as social worker or as future partner organization. Because: teamwork makes the dream work.

ASANTE SANA! WEEBALE! ZIKOMO! DANKUWEL! THANK YOU!



Contact

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www.joinforjoy.net

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Bank account information

Stichting Join for Joy

IBAN: NL92RABO0118162926

Place: Amsterdam, the Netherlands

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 Chamber of Commerce with number 52315525. Join for Joy has been recognized by the Dutch tax authorities as a charitable organization with ANBI-STATUS.

The head office of Join for Joy is based in Amsterdam, The Netherlands.