

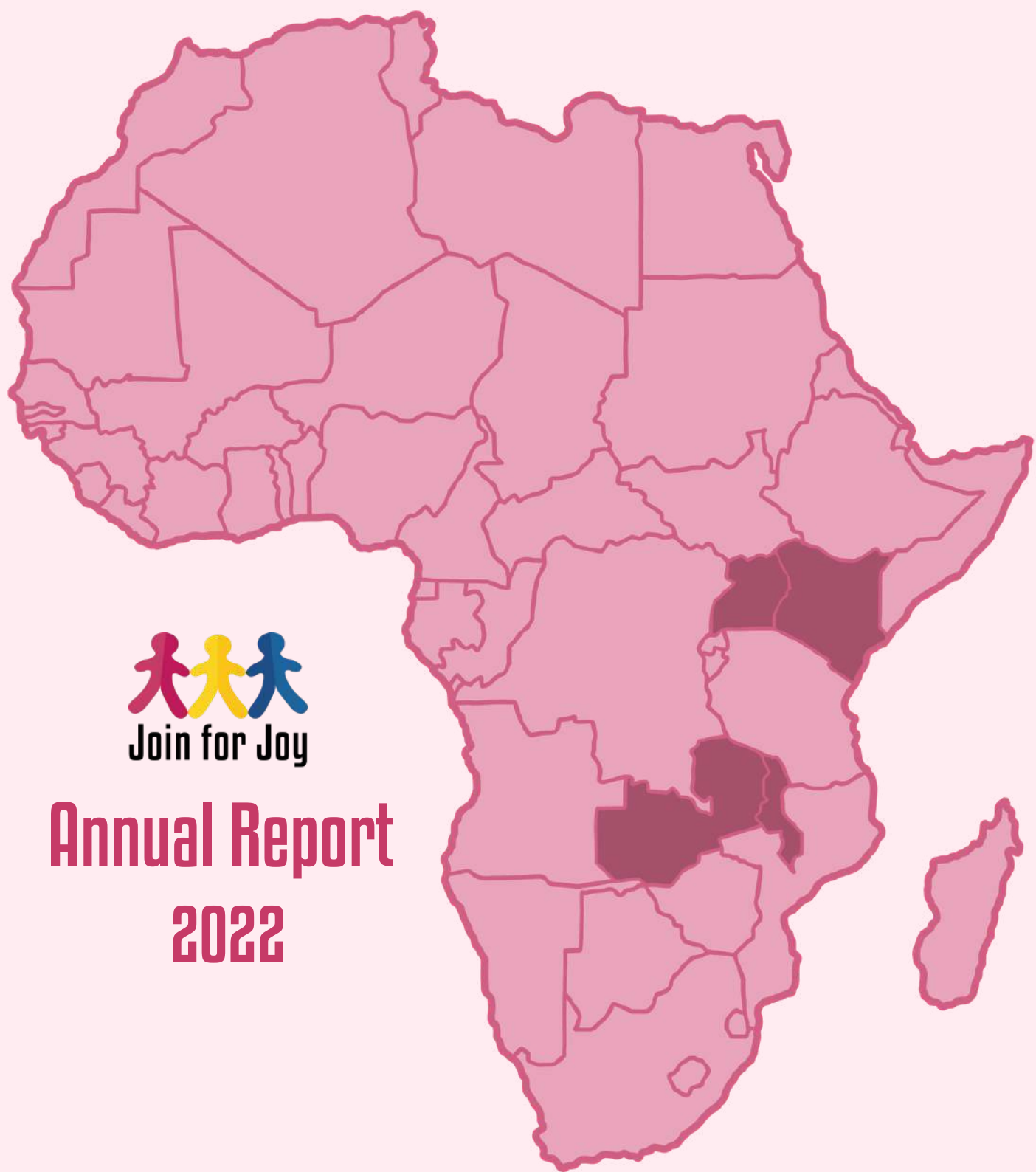




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“
Playful education
builds the next
generation.”

Preface

With great pleasure and a profound sense of accomplishment, we present the annual report for Join for Joy for the year 2022. This report outlines our achievements, challenges, and ongoing efforts in our mission to improve quality education, gender equality, and the mental and physical health of children in rural East Africa.

Like every non-profit organization, Join for Joy experienced significant global and local developments and challenges shaping our work. While the global COVID-19 pandemic continued to impact our work, Uganda declared an ebolavirus outbreak in September 2022. Moreover, we witnessed the worldwide surge of social and environmental activism dedicated to the fight against global warming, which has severely affected our communities because of rising temperatures and extreme flooding. Team Join for Joy worked closely with local communities, governments, and educators to create sustainable solutions that address the multifaceted challenges faced by the region.

This year alone, we reached over 117.000 children by implementing the Join for Joy program in primary schools. This resulted in increased school enrolments, improved teacher-student relations, equal school environments, and resilient children. Our commitment to bridging the educational gap in East Africa led us to undertake new initiatives to empower individuals and communities through knowledge and skills development, such as collaborating with teachers' colleges and universities. We also celebrated a significant organizational milestone in 2022 by setting up our first African entity in Lusaka, Zambia.

We hope to inform and engage you in the upcoming pages, which summarize 2022 and showcase the transformative power of education. We look forward to embarking on another year of impactful initiatives and fostering a brighter future for children and communities in East Africa through playful learning. Because playful education builds the next generation.

Warm regards on behalf of Team Join for Joy,

Frank van den Brink
Chair, Board Join for Joy

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“We are incredibly grateful to our supporters, ambassadors, and great partners. Together with all of you, we have achieved remarkable results and impact on children and East African communities over the past decade.

-Frank van den Brink, Chair, Board Join for Joy





Mission and approach

Our mission

To create safe and playful learning environments for children in East Africa, to ensure children come (back) to school, discover and develop their talents, work on their resilience and health through sports and play activities, and learn about social issues.

Our approach

We developed an educational program for primary school teachers in rural Kenya, Uganda, Malawi, and Zambia. Through our training program, teachers learn how to create an inclusive and (gender) equal environment, act as positive role models, and use sports and play activities to address taboo subjects with children.

Why we do this

The socio-economic conditions in rural East Africa create obstacles to equal access to education for 40% of the children. They do not, or hardly, go to school. Children often face challenges ranging from extreme poverty, (sexual) violence, and diseases like HIV/AIDS and malaria. Due to cultural norms, girls face additional challenges, such as early marriage, gender-based violence, and even more limited access to education.

Join for Joy is committed to the following United Nations Sustainable Development Goals:



An overview of our impact & results

175

Participating
primary schools

568.750+

Children reached in
schools and communities

700+

Trained primary
school teachers

04

2

Participating
universities

4.500+

Menstrual cups
distributed

Impact

Resilient
children



More children to school
and fewer dropouts



Fewer teenage
pregnancies



Improved school
performances



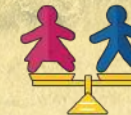
Developed
talents



Awareness
social themes



Equal opportunities
for girls and boys



Safe learning
environment



Inclusive
school system

More energetic
children



Children less
sexually active



Improved
focus



Results 2022

In 2022, Join for Joy implemented its playful learning method in a total of 36 schools in Zambia, Uganda, Malawi, and Kenya. The teachers of these schools participated in the one-year training program, consisting of three intensive training weeks, several sports tournaments, and monthly school visits carried out by the Join for Joy coaches to monitor progress and provide extra guidance where necessary.

Key learning objectives of our training program:

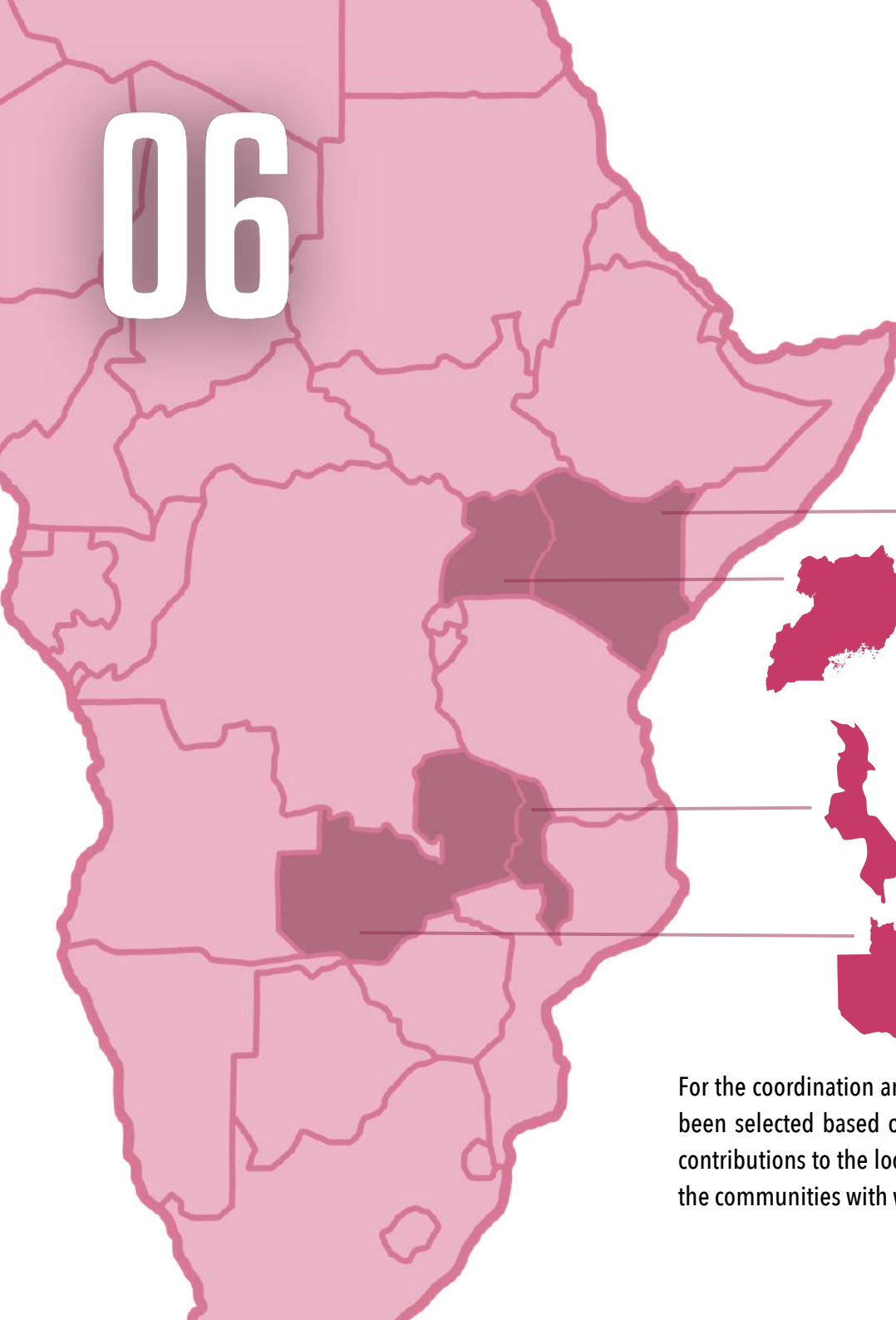
- To become acquainted with the power of playful learning for the development of children
- Recognizing, acknowledging, and breaking through stereotypes and prejudices
- How to stand in front of a classroom and be a positive role model for children
- Creating a physically and emotionally safe learning environment for children
- Creating a gender-equal environment for children
- Discussing life skills and social issues through sports and play activities
- Empowering boys and girls, recognizing and stimulating their talents

Especially at a young age, a safe environment where children get treated equally at school, feel seen and heard, and develop their talents significantly improves their mental well-being. Through the games that these teachers learn to master, children learn how to protect themselves against diseases such as malaria and HIV/AIDS, they can work on their resilience, learn to stand up for themselves, and think about the future. Playing sports together teaches boys and girls to treat each other in a friendly and respectful way, and children with physical and mental disabilities feel included and accepted.

Overall, these 36 participating schools became safer, more inclusive, and more enjoyable places for over 25.000 boys and especially girls, increasing enrollment, attendance, and school performances.



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Areas of intervention

Join for Joy works in the rural areas in Zambia, Kenya, Uganda, and Malawi, together with various partners such as NGOs, primary schools, educational institutions, and governments. As a result, our program (I) has broad support; (II) is responsive to local needs; (iii) is culturally sensitive; (III) has a great range (V); is cost efficient and (VI) sustainable.



Thika District, Kenya
Partner: Macheo Children's Center



Kabale & Rubanda Districts, Uganda
Partner: Caritas Uganda



Mchinji District, Malawi
Partner: Zikomo Foundation



Chongwe District, Zambia
Join for Joy Zambia

For the coordination and implementation of the Join for Joy program, we work closely with our partners. They have been selected based on their affinity with sports and play, with the development of children, and based on their contributions to the local communities. For example, our partners - in addition to the Join for Joy program - support the communities with water supply, food and agricultural supply, poverty reduction, and healthcare.

Social aspects of our work

Join for Joy is committed to improving children's well-being, education, and development through playful learning. Various social aspects of our work positively affect the immediate communities and society. Some of these social aspects are:

Educational support

Join for Joy integrates educational components into our playful learning programs to provide academic support, to strengthen children's learning experiences, and to make primary school more attractive.

Social inclusion

Through playful learning, we focus on involving children with disabilities, children from disadvantaged communities, and children with limited access to education. By training their teachers on implementing playful learning methods at school, Join for Joy creates opportunities for social interaction and overcoming social barriers.

Health promotion

Join for Joy is committed to children's mental and physical health and well-being. Playful learning encourages physical activity while raising awareness of important health issues such as (menstrual) hygiene, nutrition, and disease prevention. Furthermore, our program improves the emotional well-being of children.

Community development

Join for Joy strengthens social cohesion and local involvement by involving communities in planning and implementing the activities. Children's family members are regularly invited to sports tournaments and other sports and play activities at school. This way, the knowledge intertwined in the games gets shared with the community members. Teachers also organize information meetings to discuss social topics with parents/carers that affect their children, such as drug and alcohol abuse, child marriage, hygiene, and the importance of education for a child's future. Our contributions to community development improved relationships between teachers and caretakers, empowered local youth, and created a sense of pride and identity within the community.





Capacity building

Join for Joy invests in the education and training of local coaches and supervisors, enabling them to achieve sustainable impact in the long term. By building local capacity, Join for Joy increases self-reliance and develops local talents.

Most significant risks and uncertainties

There are a couple of challenges that are inherently related to our work:

Operational challenges

Implementing programs in disadvantaged communities can present various operational challenges. These may include logistical issues, infrastructure limitations, language barriers, cultural sensitivities, and navigating complex social and political contexts. Join Joy overcomes these challenges with careful planning, local partnerships, and adaptability.

Community engagement

Gaining trust and engagement from local communities is essential for the success of Join for Joy's initiatives. Uncertainties may arise regarding community acceptance, resistance, or differing expectations. Building relationships, involving community members in the program design and implementation, and understanding local dynamics are crucial to mitigating such risks. Working closely with partner organizations based in the rural areas we work in positively influences the chances of successful community engagement.

Sustainability of Impact

Ensuring that the positive impact of Join for Joy's programs continues even after their direct involvement is a challenge commonly known by many non-profit organizations. Our sustainability efforts involve training teachers, empowering local organizations, and fostering ownership of school programs to ensure long-term benefits for the children and communities we serve.

Monitoring and Evaluation:

Measuring the effectiveness and impact of our programs is challenging, as many different factors might influence positive and negative developments in our area of intervention. Join for Joy has established an appropriate theory of change and developed fitting instruments. We collected accurate data and conducted regular monitoring and evaluation to demonstrate outcomes, identify areas for improvement, and make data-driven decisions.

External Factors:

Our work may be affected by external factors beyond our control, such as political instability, economic downturns, natural disasters, or public health emergencies. These factors can disrupt our programs, impact funding availability, and create additional challenges for the organization, as we have experienced during the global COVID-19 pandemic over the past years, the extreme draught in Kenya and a new outbreak of the ebolavirus in Uganda in 2022.

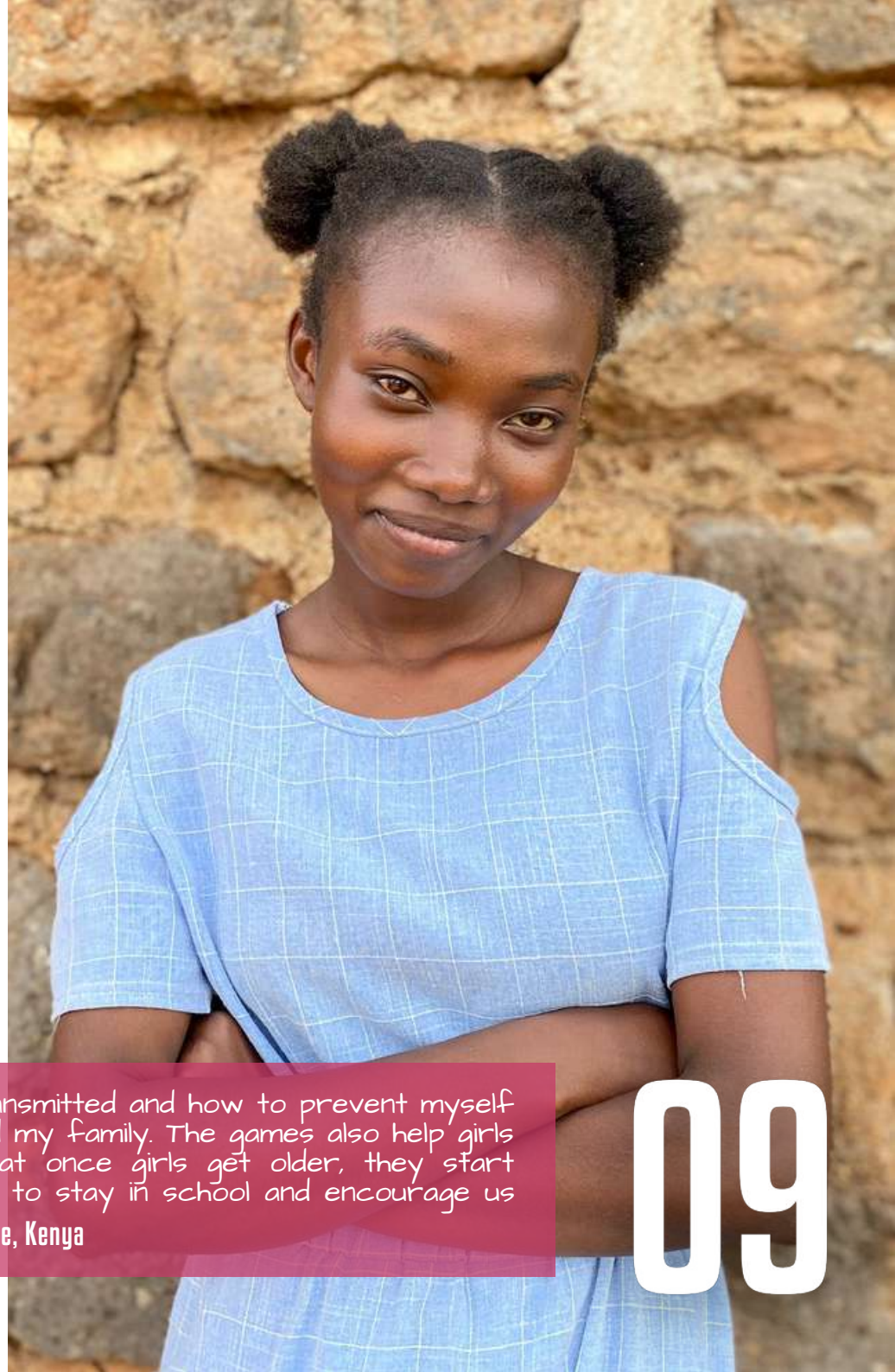
Funding and Sustainability:

Join for Joy relies on funding from donations, grants, and partnerships. The availability of funding can be uncertain and may fluctuate over time. We have experienced this during the COVID-19 pandemic and the ongoing war in Ukraine. Both disastrous events have affected the willingness of individuals and foundations to support projects focusing on the Global South. Join for Joy has maintained a sustainable financial model through the long-term support of family foundations, which are crucial for our long-term success and continuity of the programs.

“

"Through this program, I know how HIV/AIDS is transmitted and how to prevent myself from getting infected. That means a lot to me and my family. The games also help girls to make them feel empowered. You will find that once girls get older, they start engaging in sex. But these games motivate us girls to stay in school and encourage us to stand up for ourselves and our futures."

-Lizzie, Kenya



Focus areas 2022

Join for Joy has set five specific targets for 2022. This annual report will refer to all five marks individually.

1. Qualitative & sustainable playful learning in our countries of intervention
2. Partnerships with educational institutions
3. Implementation of a community-based approach
4. Girl empowerment
5. Setting up local offices

“

"I never really cared about how I talk to my pupils. Through the program, I learned that words have much power. I now choose the words that I use very carefully. I know now that every child has something inside them. So instead, I use words that encourage them, will help their self-esteem and their ego to go up. Now that the training program is done, we have been given enough facilities to continue the program ourselves. To bring more pupils to the school, and to encourage them positively.

-Teacher Paul

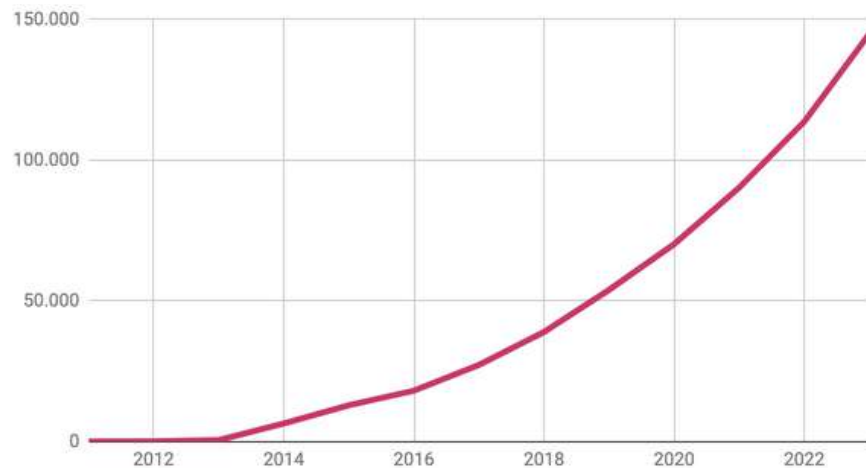


Qualitative & sustainable playful learning

Our primary task is to guarantee the quality and continuity of the Join for Joy program. The focus has been on developing a sustainable training program throughout the last years. In 2022, Join for Joy focused on growing its reach and impact by upscaling the implementation of the program at more schools regionally.

Reach Join for Joy 2012-2022

Number of children



Kenya

2022 started well, finally continuing with our regular school programs after the long COVID-19 years. Sports and play coaches Ruth Mwinga, Mary Mutisya and Simon Kamau have worked with 12 new schools to implement the playful learning method in primary schools in Thika district. Besides our regular sports tournaments, we organized multiple sports tournaments for less abled children and their parents, aiming to address stigmas.



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Uganda

Our response to the closure of many schools in Uganda during COVID-19 has led to two critical new interventions, which we further developed in 2022: the community-based approach and the pilot for training future teachers at teacher colleges. To achieve this, we organized a whole week of training to prepare all our colleagues to teach at the teaching college.

Zambia

2022 was a crucial year for team Zambia. In March 2022, Join for Joy Zambia was officially registered as an NGO with Pacra (Company Registration Bureau) in Lusaka. In October Mirriam Nanyinza joined director Mwangala Ikacana as a sports and play coach and as expert on menstrual health. Besides the activities related to setting up the first local branch of Join for Joy, (see more information under Setting up local offices), the team has implemented all activities of our playful learning program at the respective primary schools.

Malawi

In December 2022, we had an important meeting with the Ministry of Education & Ministry of Health to discuss partnership possibilities for our program focusing on training teacher colleges on sports for development and playful learning. These ambitions were positively received. Furthermore, we were able to expand our menstrual cups program to Malawi. Education officers have been actively involved during the training sessions and the school visits. Their involvement is crucial to show governmental support for the program to school directors.

“

I have been teaching for a good number of years, but what I have experienced in this year has changed me. I used to face a lot of challenges in teaching some topics and I did not love teaching very much. I never had confidence in me and learners were mainly afraid of me. Since this program started, I became a good role model, I started respecting my learners and understanding them better. They started enjoying the lessons more in such way that the attendance rates have improved.

-Teacher Sylvester, Njolwe Primary School

Partnerships with educational institutions

Join for Joy has taken steps to integrate the Join for Joy teaching method into the national education system in East Africa. By joining forces with universities and other educational institutions that offer teacher training, we can teach teachers in the field of playful learning from the 'basics,' and we can make more impact more sustainably. Furthermore, training future teachers ensures a national rollout. Two university training courses have taken place in Uganda.

Training week for the Join for Joy coaches

In preparation for this new step, all Join for Joy coaches from the various intervention countries gathered in Uganda in the summer of 2022. This training week was a critical and valuable investment to ensure the on-site team of Join for Joy can lobby the proper authorities locally to expand the number of participating educational institutions. After this training week, the first university training occurred in Uganda, where all coaches were present.

Pilot: University training at Bukinda Primary School Teachers' College

The participating students, university tutors, and Sports Education & District Education Officers responded positively to this pilot training. The local radio and TV were present to report. Because of the success of the training and this media attention, several universities have expressed an interest in training at their institution.





University training at Rukungiri Nyakaina Primary Teachers' College

After an extensive evaluation of successes and points for improvement after the pilot, the second university training took place in September 2022, this time at Rukungiri Nyakaina Primary Teachers' College. Mr. Solomon Arinatiwe, the education officer from the Rukungiri district, called on all education experts in Rukungiri to embrace the Join for Joy teaching method. His plea, in which he underlines the impact of this method on the education system and, ultimately, on every primary school student, was published in the local newspaper. There was also attention for Join for Joy on regional television after this training.

Follow-up students

The training at both institutions took place just before the start of the mandatory internship period. As a result, the students could practice their acquired knowledge at the assigned schools of their internship. Bukinda Primary School Teachers' College students have already started internships in Rukiga and Kabale districts. Like the Join for Joy program method, their tutors have monitored them through school visits. In 2023, the students will go to work at a government-assigned school. They then spread all over the country. We are currently in discussions with the educational institutions and Education District Officers to determine the appropriate follow-up and monitoring instrument to ensure that we can measure the long-term effects of university training.

Community-Based Approach

Due to the closure of schools during the outbreak of COVID-19, Join for Joy devised an alternative program with teachers to reach the students - especially in this difficult time - with sports and play activities and to promote the importance of education. We developed the Community-Based Approach (CBA) with our partner Caritas and the teachers in January 2021 and continued to do so in 2022. Involving the community promotes a participatory and inclusive approach to development. It ensures that our intervention is responsive to local needs, respectful of cultural contexts, and sustainable in the long run. By empowering the community and fostering collaboration, Join for Joy can create meaningful and impactful change that benefits the community as a whole. Twenty-five communities have benefited from this. We have reached 520 families and 2.080 children.

Discussing the importance of education

During CBA, Join for Joy coaches initiated conversations with the community's parents and caretakers. Often, parents only expect their sons to perform at school, to continue their studies, and to find a good job. Through joint discussions with teachers about the importance of education, parents understood the importance of school for their daughters' opportunities and the teacher's role much better.

Discussing taboo topics

During the CBA, we discussed daily challenges and obstacles to equal access to quality education with the community through specifically developed games. Significant obstacles for children in the rural areas of Uganda are teenage pregnancies and child marriages. Girls often have to drop out of school and are less likely to learn a trade or find a paid job later. Girls who are married off are also in physical danger.

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Kyarimpa's daughter, Kemirembe, got pregnant during the COVID-19 lockdown. Due to cultural beliefs, she thought she could never go back to school. Through the CBA intervention, Kemirembe worked on her resilience, and the Join for Joy team helped the family devise a solution. While Kyarimpa took care of the baby, Kemirembe could finish primary school for her and her daughter's future. Even as best of her class! She is currently in secondary school.



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Sexual abuse, social isolation, and domestic violence are more common in marriages where the girl is very young. Parents were often unaware of these consequences and reacted shocked during the conversations with Join for Joy colleagues. The CBA resulted in a mind switch for parents: they felt supported by the Join for Joy program and optimistic about the playful learning method introduced at school.

Life skills for the entire community

Much more happened during the CBA. Children developed essential life skills through the Join for Joy games, such as; communication, cooperation, and respect. They also played games at home with their parents, brothers, and sisters. In addition, children learned to make their own sports and games equipment, and together with their teachers, they made wicker baskets, which they then sold on the market. The schools bought new sports and play materials they could not afford with the proceeds. There was less boredom, which resulted in fewer wandering students on the street. Their behavior changed for the better. For example, our coaches noted less alcohol and drug use, (unsafe) sex, violence, and theft in the community.

Agricultural initiative for more financial independence

One of the reasons for child marriage is the lack of food. When there is not enough food in the house, some parents are forced to marry off their daughters. As a result, they receive money and can buy food for the rest of the family. As part of the CBA, the children received seeds and cuttings to make their vegetable garden, and their parents can sell the harvest at the market. CBA created better access to food for the families involved and more financial independence, leading to fewer child marriages.

Girl Empowerment & Menstrual Cup Program

Join for Joy stimulates gender equality through specifically designed games and activities daily. Despite our efforts to bring girls to school and keep them in school over the last years, we noticed that many girls still missed school because they did not have access to decent menstrual products. Alternative 'solutions' such as cloth rags or leaves are uncomfortable and unreliable. As a result, some girls missed as many as ten weeks a year due to their menstruation. The consequences? Bad grades, even more absences, and some girls dropping out altogether.

Therefore, Join for Joy introduced the Menstrual Cup Program in 2020. Handing out menstrual cups changed everything: it boosted girls' confidence and gave them a chance never to miss a school day again. That is why we continued to distribute menstrual cups in schools in Zambia. Under the guidance of our menstrual hygiene experts, the girls, their parents, and teachers received information about the cups and menstruation, in general, to break through the existing taboos.

“

Many girls stay away from school when they are on their period. They don't have menstrual products and are afraid to leak. The first time I saw the cup, I thought it would get stuck and damage me on the inside. But since I started using the menstrual cup I don't have to worry about getting embarrassed (leak) in class. I feel much more confident during my period and more comfortable knowing I will not leak and mess up.

-Isis

Watch the [full](#) interview with Isis.



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Setting up local offices: Join for Joy Zambia

The opening of the first African Join for Joy office this year was a significant milestone. This decision is essential to enhance governance structures, adhere to local laws and regulations, and foster transparency and accountability to maintain the trust and credibility of the organization within the community and with potential partners. It enables even better monitoring and evaluation of projects, ensuring more effective utilization of funds and resources to maximize impact and outcomes. Moreover, it allows for proximity to the communities and beneficiaries served. This proximity facilitates direct engagement, effective communication, and a better understanding of local needs and challenges. It also allows for quick response and adaptation to changing circumstances, ensuring timely and relevant interventions.

In March 2022, Join for Joy was officially registered as a local NGO with Pacra (Company Registration Bureau) in Zambia. After that, we worked on sound financial accountability and a business case. Since July 2022, co-founder and Head of Operations Hannah Kooren has been on site to support the Zambian team in the start-up phase of the local office. Mwangala Ikacana, former ambassador of Join for Joy and managerial professional in corporations like Vodafone and Amiran Zambia has been appointed Head of Operations in Zambia. Since October, Join for Joy Zambia has had its office building in the New Avondale district.

With an established office in the region, our colleagues can move faster towards collaborations with teacher training colleges/universities/government institutions and other local NGOs. In addition, a local entity allows the Dutch office to work slowly towards shared financial responsibility. When an NGO is not locally registered, it is usually difficult to raise funds locally. This step aligns with Join for Joy's vision to keep the team in the Netherlands as small as possible and to work towards more significant local growth, involvement, and independence.

Governance

The founders, board members, and employees of the Join for Joy Foundation all share the drive and the ambition to stimulate the development of Join for Joy to reach its mission. As they have different professional backgrounds (legal, finance, education, communication, media & sports, etc.), they work in a complementary way. It is Join for Joy's strong belief that the team in the Netherlands should remain as small as possible, while we invest in the teams in the countries of intervention. Join for Joy has a moderate wage policy for the management team, employees and freelancers and aims at salary levels and working conditions that match the responsibilities. Employees do not receive bonuses for the 13th month. Board members do not receive any remuneration for their board activities, as stated in the articles of association.

The day-to-day management and the Board meet monthly to discuss ongoing strategic, financial, or operational issues and make specific policy decisions. In addition, there is frequent contact on a more ad-hoc basis between the day-to-day management and the Board on such matters. Cash expenses related to Join for Joy's activities over €2.500 will require prior approval by the Board with a 2/3 majority.

Board

Frank van den Brink – Chairman
Michiel Schul
Arie Torres

Board of Advisors

Annette van Andel
Alex Klusman
Meike Bartles

On-site Team

Kenya

Ruth Mwinga - Sports and Play Coordinator
Simon Kamau - Sports and Play Coordinator
Naomi Ngigi – Sports and Play Manager

Uganda

Hilda Mbabazi - Sports and Play Coordinator
Boniface Byamugisha - Sports and Play Coordinator
Javira Birungi - Sports and Play Coordinator

Zambia

Mwangala Ikacana - Operational Director Join for Joy Zambia (from July 2022)
Mirriam Nanyinza - Sports and Play Coordinator (from October 2022)
Sammy Thaimu - Sports and Play Coordinator (until November 2022)
Edgar Silwimba - Sports and Play Coordinator (until April 2022)

Malawi

James Phiri - Sports and Play Coordinator
Kennedy Zakochera - Sports and Play Coordinator

Head office Netherlands (3.7 FTE)

Minke van Geen- Meijboom - Managing Director / Founder
Hannah Kooren - Head of Operations / Founder
Meike Smit - Program Manager
Daan Hardeman - Country Coordinator
Romée Nieuwland - Marketing and Partnerships Manager
Martine Beijerman - Head of Strategy (Freelance)



Fundraising

We are grateful for the continuous support of various (family) foundations. Among others: Contribute Foundation, Nefkens Stichting Ontwikkelingshulp, Michiel Löwenberg Foundation, Stichting Wees een Kans, Stichting St. Pierre Fourier, Stichting Jacoba van Wassenaer, Stichting Kamp Vierhouten, Familiefonds Wierda Baas, Hofsteestichting, and ADRA Nederland. In addition to periodic and one-time gifts from foundations, we are also grateful for the continuous support of private and monthly donors. Join for Joy also raised funds through various business partnerships and the organization of events.

Partnerships and events

The Joy Project

Ambassadors Mwangala Ikacana (former Miss Zambia) and Nanne van der Leer (founder Lief Leven) co-created The Joy Project. This project invites children to express whatever brings them joy through art. They were accompanied by filmmaker Thijmen Boet (Refined Media) and photographer Mark Engelsman (Eightynine). These volunteers did a crowdfunding campaign to cover their expenses.

▶ [Click here to watch the JOY Project video.](#)



Eightynine

We are grateful for the continuous support from Eightynine. They supported Join for Joy in 2022 through the donation of their Make The Diff sweaters, a series of portraits and footage to use on our renewed [website](#), in reports, and on social media. Eightynine also contributed to our documentary The Power of an Educated Girl, which will be launched Spring 2023.



EY

EY supported Join for Joy in advising on all personnel requirements in the start-up phase of the Join for Joy office Zambia, such as taxes, visas, and insurances for personnel abroad.

Dam tot Damloop

Even though it rained cats and dogs, 20 runners ran from Amsterdam to Zaandam during the Dam tot Damloop 2022, raising no less than € 3.265.

Innovation Boosters

The Innovation Boosters team helped Join for Joy seek more collaboration with the world of business by solving the following challenge: "How can we get businesses to contribute to Join for Joy?".

HundrED

Just like 2021, Join for Joy has been selected as one of the top 100 education innovations worldwide by HundrED. Join for Joy was chosen out of over 3.000 initiatives.



This Is What We Call a World Cup! - #ditispaseenwereldcup

During the 2022 World Cup, we launched our annual campaign to raise money for menstrual cups. This was a great success due to the many shares on social media, men and women sharing photos of themselves holding a menstrual cup and the support of blowUP Media. Due to their support, the campaign was visible on 17 digital screens in Utrecht, Amsterdam, Rotterdam, Tilburg, and Eindhoven. Our goal was set to raise 12.000 menstrual cups, and we are happy to announce that we reached our goal thanks to many donations and support from Contribute Foundation of 6.000 cups.



Ruby Cup

We partnered with Ruby Cup to fight against period poverty. Ruby Cup provides menstrual cups that are high in quality, eco-friendly, and excellent in size and usability for the young girls within the Join for Joy program in rural East Africa.

Clifford Chance

Clifford Chance has supported Join for Joy, pro bono, with legal advice.

Sport'81

For the past years, Sport'81 has been a loyal partner in providing sports and play materials at a reduced rate.

Communication with stakeholders

Join for Joy has stakeholders on two levels:

I. Community level

The stakeholders in the communities in Zambia, Malawi, Uganda, and Kenya we work with include the teachers we train, heads of schools, coaches, managers of partner organizations, district educational officials, ministries of education, and traditional chiefs. We primarily relied on direct communication with our stakeholders in the countries of intervention. This involved one-on-one meetings, weekly phone calls with our coaches, emails, and personal interactions during work visits. These meetings allow for in-depth conversations and feedback exchange. Besides, all trained teachers become part of WhatsApp groups, which enables our coaches and teachers to share important news, challenges, pictures, and videos of the implementation of playful learning at their respective schools.

II. Family foundations and individual donors

For our stakeholders who are financially supporting our work, we created four newsletters and many tailor-made reports to update them on the organization's activities, achievements, and plans. Engaging in partnerships with family foundations fostered regular communication and strengthened our relationships. We shared news updates, events, success stories, and other relevant information with the wider public through our informative website and active social media presence.



Financial report 2022

Overall, Join for Joy raised a total amount of €549.729 in 2022, while it incurred total costs of €620.202, constituting an annual net loss of €72.803. To clarify this net loss, Join for Joy covered some of the operational costs for the playful learning programs of 2023 in advance. For example, Join for Joy advanced the costs of the kick-off training in Uganda for the twelve schools taking part in the 2023 program, which already took place at the end of 2022 due to school holidays, while receiving all other training and support in 2023. Moreover, some of the raised funds allocated to the financial year 2022 were only received in the first quarter of 2023, for example, the raised funds for the menstrual cup campaign.

The equity decreased from €205.898 to €132.552. The assets of Join for Joy consist of cash assets of €48.981 and other receivables of €163.471 (other receivables consisting of grants allocated to the financial year 2022 that were paid for in January 2023).

The current liabilities consist, among others, of a wage tax payable to the amount of €4.526, a holiday pay accrual to the amount of €8.070, and accrued expenses to the amount of €3.974. A liability of € 53.935 was included for the repayment of the NOW. Join for Joy has to periodically repay the NOW subsidy, a financial regulation organized by the Dutch government to support companies and organizations suffering from loss of turnover due to the impact of COVID-19. We appealed this decision in court (with pro bono legal support, by Clifford Chance), to our disappointment, unsuccessfully. The category 'income from individuals/private donors' primarily refers to sponsoring amounts raised by monthly donations and online fundraising campaigns. Income from this category increased from €20.823 in 2021 to €54.045 in 2022.

The category 'income from companies' relates to the fundraising received from businesses. Income from this category decreased from €21.762 in 2021 to €12.670 in 2022 due to our strong and slightly shifted focus on our partnerships with family foundations instead. The category 'income from (family) foundations' relates to donations received from private family foundations. Income from this category increased from €306.286 in 2021 to €483.014 in 2022. We are incredibly grateful for the continuous support of various (family) foundations.

BALANCE AS PER DECEMBER 31, 2022

(After appropriation of result)

	12-31-2022	12-31-2021
Assets		
Fixed assets		
Tangible fixed assets	2.674	521
	<u>2.674</u>	<u>521</u>
Currents accounts		
Other receivables	163.471	7.466
Cash and cash equivalents	48.981	236.493
	<u>212.453</u>	<u>243.958</u>
Total	€215.127	€244.480

The intervention of Join for Joy required personnel costs to a total amount of €100.502 in 2021, reflecting a total of 3.3 FTE. This amount increased in 2022 to €180.222, reflecting a total of 3.7 FTE. The difference between the employee costs in 2021 versus 2022 can be explained by the reduction of costs in 2021 because of the "NOW-support" and parental leave subsidized by UWV. The increase can also be explained by investments in expanding the workforce, both in our countries of intervention and in hiring additional support at the Dutch office. These investments enabled us to double the number of participating schools in our playful learning training program in Malawi and Kenya, to set up our first local office in Lusaka, Zambia, and to introduce our program at teacher colleges. Of the total employee costs, €170.229 was allocated to mission objectives.

The work of the Dutch team consists of ongoing support for and frequent presence in the countries of intervention at Join for Joy's key activities; menstrual cups distribution and sensitization; the community-based approach continuation in Kabale, Uganda; training at teacher colleges, strategy, planning, and further development of the program; monitoring & evaluation of the activities; fundraising, including marketing and communication; and other administrative tasks. This is included as such in the annual budgeting process.

STATEMENT OF INCOME AND EXPENSES

	2022	2021
Income		
Income from individuals/private donors	54.045	20.823
Income from companies	12.670	21.762
Income from family foundations	483.014	306.286
Total income from raised funds	549.729	348.871
Total income	€549.729	€348.871
Expenses		
Playful learning program Kenya	100.893	46.175
Playful learning program Uganda	134.925	73.943
Playful learning program Zambia	154.381	74.998
Playful learning program Malawi	100.310	80.511
Playful learning development & strategy	66.940	30.438
Total program related expenses	557.449	306.065
Costs of raising funds	4.313	3.821
Management and administration	58.440	55.767
Financial income / (expense)	(2.329)	(1.419)
Statement of income and expenses	(€72.803)	(€18.201)
Appropriation of result		
Continuity reserve January 1	205.355	224.099
Statement of income and expenses	(72.803)	(18.201)
Continuity reserve December 31	€132.552	€205.898



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OUTLOOK EXPENSES 2023

Qualitative & sustainable playful learning
Training program teachers
Empowerment, equality and inclusiveness
Monitoring, evaluation and learning

Subtotal €520.000

Capability building
Support setting up legal entity Zambia
Partnerships with educational institutions
Implementation of a Community Based Approach

Subtotal €80.000

General & administrative costs
Management and administration / employees
Insurance/banking/subscriptions/IT and other office-related costs
Marketing and communication
Office rent/housing

Subtotal €90.500

Total Outlook 2023 €690.500

Outlook 2023

Our organization has set forth an ambitious plan to implement the Join for Joy program in 48 schools next year. To complement our endeavor to make a lasting impact on the educational system, we have established a strong presence at universities and teacher colleges in Uganda and Malawi. We aim to cultivate a culture of quality education and innovative teaching practices by fostering partnerships and engaging with aspiring educators.

Recognizing the challenges girls face in accessing menstrual hygiene products, our team will be on the ground, distributing 12.000 menstrual cups and education to young girls in schools.

As part of our commitment to sustainable impact, we will extend our support to the Join for Joy Zambia office. By supporting our local branch, we can maximize our reach and effectiveness in uplifting communities through physical education and play and promoting holistic development, physical well-being, and social cohesion among children in Zambia.

Moreover, we are excited to announce that we will add three new board members to Join for Joy. These esteemed individuals bring diverse backgrounds, expertise, and perspectives, enhancing our ability to drive positive change. In the summer of 2022, our co-founder and longest-serving board member Michiel Schul left for the US with his family. We are very grateful to Michiel for all the years of dedication, support, and inspiration. Fortunately, Michiel remains involved with Join for Joy.

With our current board members Arie Torres and Frank van den Brink, the new board members Anne Sallaerts, Jaap Kalverkamp, and Suzanne van Esser will form a solid team to support Join for Joy in its ambitious goals.

In the journey ahead, we remain steadfast in our commitment to improving educational opportunities, fostering empowerment, and building resilient communities. Together, we can create a future where every child can thrive because of quality education, regardless of their circumstances.



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Playful education builds the next generation.

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