



ANNUAL REPORT 2011 - JOIN FOR JOY



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1 PREAMBLE

The year 2011 was a remarkable and very successful year for Join for Joy. It was the first full financial year of the Join for Joy foundation since its formation in May 2010 and it exceeded the expectations of the foundation in many ways.

Join for Joy is very thankful for all the donations granted by many supporters of Join for Joy. These donations enabled Join for Joy to organize its first ever series of summer camps in December 2011. The Summer Camps were a success and the feedback from the local partners in Kenya was positive. The most important thing was, however, that we just saw children with huge smiles on their faces. For us this was the ultimate proof that the Join for Joy concept works. We hope to continue in 2012 on the ways we paved in this year and to learn from our experiences.

2 General information about the Join for Joy foundation

In this section we will provide you with some general information about the Join for Joy foundation. More information can be found on our website www.joinforjoy.net.

2.1 Background of the Join for Joy foundation

For a child, play is of the same fundamental importance as schooling and education. By participating in play, children develop their imagination; they grow emotionally and expand their intellectual and investigational abilities. In 1989, "play" has been recognized by the United Nations Council for Human Rights as one of the fundamental rights for a child.

In an ideal world each child should have the opportunity to play freely. Unfortunately, this turns out to be different in reality. For children in developing countries, especially those living in the slums and poor rural areas, it is often not possible to enjoy their youth without being plagued by worries. Due to crime, child labor, the loss of parents, diseases and lack of funds these children often encounter difficulties in their early life that should not be part of a childhood in an ideal world.

Join for Joy is a Dutch foundation that has been formed in May 2010 with the aim of contributing to the quality of life and the development of needy children in Kenya. Join for Joy intends to organize summer camps of four days for these children which will consist of all kinds of sports, play and other informative and creative activities.

Join for Joy did a thorough examination regarding the feasibility and need for its projects in various developing countries. It followed from this research that there is not only a need for the activities of Join for Joy in Kenya, but also that the country is relatively politically stable, that the people have a good knowledge of English, that the level of safety is relatively high in the areas where Join for Joy intends to hold the summer camps and that the infrastructure is sufficient to conduct the activities of Join for Joy. Furthermore, our team has many reliable contacts with schools, orphans houses, the Childs Department, charities and the Dutch Embassy in Kenya. Therefore, Join for Joy made the choice to organize its first summer camps in Kenya.

2.2 The Join for Joy team

The founders / board members of the Join for Joy foundation have different professional backgrounds (legal, finance, communication and media). Because of the varied composition of our team, we are complementary to each other so we can use each others qualities in the most efficient way. Albeit the fact that we have a different professional background, we share the 'drive' and the ambition to stimulate the development of the Join for Joy foundation so we can bring back the pleasure in many children's lives.

As per December 31, 2011, the team consisted of the following persons:

- 1) Hannah Kooren;
- 2) Minke Meijboom;
- 3) Michiel Lowenberg;
- 4) Gugi van der Velden;
- 5 Michiel Schul.

2.3 Core values

The Join for Joy foundation has five core values that determine the culture and soul of the organization. These core values underlie all of the projects of our organization and play an important role when selecting partners to cooperate with for the purpose of the organization of the summer camps or otherwise. Hereafter, we will shortly describe our core values:

(a) Purposive

Join for Joy is purposive in all of its actions which means inter alia that Join for Joy prefers to conduct relatively small and conveniently arranged projects. Prior to each calendar year, Join for Joy sets itself a number of achievable targets that it will subsequently execute in the most efficient manner. Furthermore, the approach of Join for Joy is flexible so that it may easily adapt itself to the specific individual needs of a specific school or orphans house. In addition, Join for Joy intends to minimize the level of overhead costs so that the money donated will be invested, to the extent possible, in the relevant projects.

(b) Professional

The approach of Join for Joy is professional. The members of the team are well-educated with a broad range of experience in the legal, financial, communication and media services industries. In addition, the members of the team have experience in organizing summer camps for children in the Netherlands.

(c) Inspiring

Join for Joy consists of a group of young passionate persons that look forward to inspiring, informing and amusing the children by means of sports and play.

(d) Ambitious

The Join for Joy team is very ambitious. When Join for Joy commits itself to something, it aims not only to fulfill its obligations, but also to do this in the most efficient way so each euro it receives can be used for the pleasure of the children. Furthermore, Join for Joy wants to learn from its experiences in order to avoid any future inefficiencies.

(v) Communicative

Finally, Join for Joy wants to distinguish itself by its fully transparent operations and by giving its network and the contributors to Join for Joy heads up regarding its projects and other relevant issues by means of periodicals newsletters and through its website. Through its transparency and its open way of communication Join for Joy aims to establish a direct connection between the contributors and the project that they support. In this way, Join for Joy aims to build long-lasting relationships with the contributors.

3 Activities in 2011

The activities of Join for Joy started in May 2010. During the period from May 2010 to the beginning of 2011 we tried to build up a solid organization in the Netherlands. The Join for Joy foundation was incorporated by passing the notarial deed, the foundation was registered with the Trade Register in the Netherlands, opened a bank account and received confirmation from the Dutch tax authorities that it qualified as a so-called ' *Algemeen Nut Beogende Instelling*' or ' ANBI'

Furthermore, the Join for Joy foundation did thorough research regarding the achievability and desirability of our projects in various developing countries. Hereafter we will inform you about the activities conducted by Join for Joy in 2011.

3.1 Orientation trip to Kenya in June 2011

In June 2011 the Join for Joy team went on an orientation trip to Kenya to lay the groundwork for the first summer camps that took place in December 2011. The purpose of this trip was to get in touch with board members of various schools and orphans houses, to see with our own eyes what the do's and don'ts are and to identify any potential problems that we may encounter when organizing the camps. Furthermore, the Join for Joy team visited future camp sites and organized the first pilot projects for the children.

3.2 The first Summer Camps in December 2011

After months of preparation, the first three summer camps were finally held in December 2011. Hereafter we will provide you with some information about the first ever series of Summer Camps held by Join for Joy.

Introduction

Sunday December 4th was a memorable day, since it was the day Join for Joy hosted the first summer camps.

The first 40 children stood waiting outside their school in the Kibera slum in Nairobi, bags packed and full of anticipation for the trip that lay ahead. Although the group proved to be streetwise it was evident they had not experienced much of their beautiful country besides the urban surroundings they grew up in. The shock and awe when they saw giraffes and zebras at the roadside for the first time was overwhelming and left them clambering over each other to find a vantage point at the windows.

In total Join for Joy hosted three summer camps, on the camping ground overlooking Lake Naivasha, in succession for children from the Kibera slum in Nairobi and from the rural area of Thika. Most children have never been far from the region they were born in and are taken slightly aback by the new impressions they are confronted with, especially when they meet the crew of 14 mzungus (white noses).

Upon arrival they received a goodie bag with towels, shoes, t-shirt, sweater and toiletries. The then still shy children were divided into groups, each with its own color and two crew members.

Join for Joy Crew

A group of 14 volunteers travelled from the Netherlands and Canada to Kenya. These volunteers were backed up by local Kenyan staff, consisting of 2 teachers from each school, a social worker, a guide, three cooks, a bus driver and two security officers.

Sports and Play

The easygoing and playful character of sports and play broke the ice and the bashful faces turned into smiles and shouts of joy all around. One of the Kenyan staff members said the following:

"When the children were shown we were going to paint, they looked puzzled. Once they understood what the canvas and the pallet were for they were mesmerized for the next two hours."

The connection children make while playing is pure and transcends all language or cultural barriers. You clearly see them in the moment and resonating with what they are experiencing.

Nature

Although they all grow up in a country with stunning flora and fauna, most of the children have never seen all that Kenya's wildlife has to offer. During a boat safari they were introduced to the largest population of flamingos in the country and families of hippos, not to mention the endless feathered friends twittering away. During the walking safari the group becomes an integral part of the beautiful backdrop made up of antelopes, giraffes, zebra's, warthogs and yellow fever acacias.

Awareness

It's not all fun and games the Join for Joy camps. During their stay the children are also taught about the importance of hygiene, the medical and social implications of HIV/Aids and made aware of environmental cautiousness. All in a very accessible and understandable way. Before every meal we all wash our hands together and in the morning and evening teeth are brushed thoroughly.

Proof of concept

Apart from the tremendous fun we had during the summer camps they served as an excellent confirmation that what we set out to do really does work. The smiles and happy faces are enough proof of that, but the inspiration and hope it instilled in the young hearts showed that it was an unforgettable and all together valuable experience.

3.3 Fund raising

Join for Joy aims to raise its funds in a variety of ways. In 2011, there have been many persons in our circle of family, friends, colleagues and other supporters of Join for Joy who have been willing to donate funds for the benefit of Join for Joy. This is very important for Join for Joy because the many donations provides for a solid basis for the financing needs of Join for Joy.

Join for Joy has reached out to the business world, one of the main sources of fund raising. The team has very good contacts in the Dutch business community and various companies have been willing to support the activities of Join for Joy.

Join for Joy engaged various charitable umbrella funds that aim to support other charities like our foundation. Furthermore, Join for Joy approached other organizations (e.g. Rotary clubs) that have funds available for charities by giving presentations about the projects organized by Join for Joy.

Furthermore, Join for Joy sought to use its own network of volunteers as much as possible and will engage all direct and indirect stakeholders to the extent possible.

Finally, Join for Joy has organized and will continue to organize various fund raising actions and events. These events are a good way to mobilize the environment and create engagement with the activities of Join for Joy. In 2011 Join for Joy organized amongst others a very successful auction for the benefit of the foundation.

4 Financial accounts

4.1 Balance sheet

The balance sheet of Join for Joy as per December 31, 2011 is as follows:

Assets		Liabilities	
Description	Amount	Description	Amount
Liquidities	€ 16,099.77	Loans	€ 6,218.36
		Equity	€ 9,881.41
Total	€ 16,099.77	Total	€ 16,099.77

The assets of Join for Joy consist of liquidities held in the bank account of Join for Joy. The loans are for the most part two bridge loans from two board members of Join for Joy that were used to give the foundation a solid starting capital. It is envisaged that the bridge loans will be repaid within a period of 3 years.

4.2 Overview of income and expenses

Income		Expenses	
Description	Amount	Description	Amount
One time donations	€ 4,226.--	General costs	€ 1,548.56
Monthly donations	€ 1,197.50	Orientation trip	€ 4,527.72
Annual donations	€ 2,500.--	Summer Camps	€ 17,687.--
Sponsoring volunteers	€ 13,450.--		
Actions / events	€ 2,140.--		
Incidental income	€ 9,500.--		
Other income	€ 631.19		
Total	€ 33,644.69	Total	€ 23,763.28

The category annual donations related to persons who committed themselves by notarial deed to support the foundation for at least 5 years. The 'sponsoring volunteers' refers to sponsoring raised by volunteers that participated in the first Summer Camps of Join for Joy. Finally, the 'incidental income' related to donations in excess of € 500. Although these persons may continue to donate in years after 2011, we have assumed for the sake of safety that these donations are incidental.

Almost all of the expenses relate to the costs of organizing the first ever Join for Joy summer camps and the orientation trip to Kenya to prepare for these summer camps.

5 Forward looking statement

The most important thing for Join for Joy is to hold a successful series of summer camps in 2012 which provides a lot of joy to the Kenyan children participating in the summer camps. Currently, it is envisaged that these camps will be held in August 2012. Join for Joy intends to build a strong relationship with its partners in Kenya. This relationship should be based on trust and responsibility from both sides. In addition, Join for Joy will try to learn from its experiences when organizing the camps and will strive to improve itself all the time.

In 2012, Join for Joy will try to solidify and extend its network of contributors. In this respect Join for Joy will seek for more continuity in the fund raising by aiming for periodic donations by an extensive network of committed supporters of the foundation. In addition, Join for Joy will raise the number of events held for the benefit of the foundation.

Furthermore, Join for Joy will strive to continue to build a more institutionalized organization structure in 2011. It wants to build a new website that would reflect the heart and soul of the foundation and that provides the supporters of Join for Joy with periodic updates regarding the activities conducted by Join for Joy. It will also seek to expand the board of Join for Joy with two enthusiastic and capable board members. After this expansion of the board, each board member will be responsible for certain predetermined tasks within the organization and will be accountable therefore.

Above all, Join for Joy hopes that the needy children in Kenya will have the time of their lives at the Join for Joy summer camps.