



JOIN FOR JOY

ANNUAL REPORT 2012 - JOIN FOR JOY



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1 PREAMBLE

The year 2012 was overshadowed by the tragic loss of our beloved founder and friend Michiel Lowenberg who passed away after a two and half year battle against cancer.

In 2009 Michiel's playful character and boundless sense of humor led him to the concept of a foundation that emphasizes the importance of play for children. He considered it a privilege to have grown up with joy, love and support in his life and felt children all over the world should experience these values. Join for Joy was founded soon after. His professional background in law and business made him a priceless fountain of knowledge to tap from. His dedicated energy, razor sharp wit and happy go lucky nature made him an inspiration to work with. A couple of years ago Michiel was diagnosed with Melanoma. Despite the severity of this type of skin cancer he was determined to overcome it. His willpower and physical strength saw him through a series of heavy treatments and operations, all the while retaining his unique character. His disease ultimately proved too taxing for his body to defeat. His lust for life lives on through his legacy. It is a privilege to have worked with Michiel, he will always remain a driving force within Join for Joy, but above all it is an honor to call him our friend. He will be deeply missed.

After such a tragic loss, it is, in our view, not appropriate to elaborate in too much detail about the achievements of the Join for Joy foundation in 2012. In short, we would like to mention that Join for Joy held its second series of Summer Camps in August 2012 and the camps were a huge success again. We feel privileged that Michiel was able to participate in this series of Summer Camps and that he had the opportunity to see with his own eyes that all the time and efforts he put in our foundation led to another successful series of Summer Camps. Furthermore, the Join for Joy foundation solidified its financial position significantly in 2012 and made important steps in building a more institutionalized organization structure in 2011.

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 educational 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, 2012, the team consisted of the following persons:

1. Hannah Kooren;
2. Minke Meijboom;
3. Michiel Lowenberg (in memoriam);
4. Michiel Schul;

5. Gugi van der Velden;
6. Jan-Willem Le Conge Kleyn; en
7. Jeroen Teeuwen

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.

(e) 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. Join for Joy aims to establish a direct connection between the contributors and the project that they support through its transparency and its open way of communication. In this way, Join for Joy aims to build long-lasting relationships with the contributors.

3 Activities in 2012

Hereafter we will inform you about the activities conducted by Join for Joy in 2012.

3.1 Summer Camps in August 2012

In August 2012 Join for Joy held its second series of Summer Camps. We are proud to mention that the Summer Camps were a huge success and were very well-received by the participating children, the local staff members involved and the volunteers from the Netherlands. Below, we will provide you with a summary of the Summer Camps to provide you with a better understanding of the content of these camps.

Introduction

On August 11th, 2012 the moment had finally arrived: the second series Join for Joy summer camps consisting of three 4 day camps. This time all the children originated from the Thika region.

The first group of children, from two different schools from the Kiandutu township, were waiting bright and early at the meeting point. We were received with loud singing. No signs of shyness with these big talk (in a good way) city children. They were screaming with excitement and their families were very interested. They were extensively taking pictures with their cell phones of the mzungu's (white noses).

The second and third group countryside children were more shy. Many of these kids have never been further from home than two kilometers but they were already settling down during the bus ride. There were even cheers when the bus left the unpaved road onto the asphalt. Their reaction when seeing a giraffe or a zebra was priceless.

Sports & Games

It didn't take a lot of time to notice how important sports & games are for the children. During the water balloon game all children relaxed and let go of their reserves. This provided us with hilarious moments. We also played games like dodgeball, tag, chair dancing (with sweaters instead of chairs), soccer, rope jumping, tip and run (cricket) and the ladle game, a knowledge quiz. By teaching the children simple games they not only have fun but they can also pass the games on to their friends at home and in school.

HIV & Hygiene education

Just like last year the children were informed and educated on hygiene and HIV. There were no sounds for the first fifteen minutes but after a while we noticed that the children had many questions. The harsh reality is that a few of the children are infected with the HIV virus. Just like last year we paid special attention to the girls. They were thoroughly informed on menstruation, what this means and how to take care of themselves. This topic is very important because it is an underexposed subject amongst Kenyan women.

What do I want to be!

A new component was the job orientation. A few locals have playfully spoken about their profession. There was a bus driver who told the children how to become a bus driver from inside his bus. The children were allowed to sit behind the wheel and of course honk the horn loudly. The chefs, the askari (security guard), the weaver, the social worker and the

teacher also took turns. Insightful and realistic information for the children. During the introduction round most kids wanted to become an astronaut, pilot or doctor. But after the information we suddenly gained a few potential bus drivers, chefs, weavers, security guards and teachers.

The team

Besides 13 enthusiastic volunteers from the Netherlands our team was supported during each camp by three Kenyan teachers, all from the same schools as the children, and a social worker from our important local partner Macheo. For Join for Joy an excellent possibility to test an important goal for the upcoming period: more involvement and cooperation with the local teachers and volunteers. During the three camps this cooperation turned out to be very successful. The teachers were actively participating and together we have further developed the program. We discussed the subject of aftercare on schools and how we can best support them with sports-and game materials. Not just the teachers were involved, even our bus driver Mozes was not immune to the contagious enthusiasm of the children and staff!

Film crew – Thika

After the first camp a few of our staff members went to Thika to visit the children's homes. In those two days we witnessed where and how the children live and grow up. We have extensively spoken to the teachers, social workers and families. It was striking how proud the children were to show us their homes. We discovered that the parents/educators are often not aware of the interests and talents of the children. Job education is therefore also very important for the parents. But the most profound realization was how wonderful and meaningful the children's time at the Join for Joy summer camps is and how grateful they were to be part of the Summer Camps.

Game box

We have also been able to see that sponsoring of sports-and game materials at schools is very important. The teachers very much want to continue the Join for Joy activities but they don't have the materials to do this. Join for Joy in cooperation with Macheo will therefore develop a program in which all schools participating in the Macheo food program (8000 children in Total) get a Join for Joy game box on loan. They can use the game box as long as they commit themselves to use the game-box within the educational program of the school and to organize a sports day between their own school and the school in the same area at least once a month.

3.2 Events in 2012

Join for Joy was involved in various events that were organized in 2012. We will hereafter mention the main events in 2012:

Sports and play programs at schools:

Jumbo, www.jumbo.eu, our biggest sponsor in toys and other playing materials in 2012, donated ten boxes stocked with playing materials to Join for Joy. These were not only for the children who participated in the Summer Camps, but also benefited the younger children from the same schools in the Thika area. In addition, we provided the children with footballs, skipping ropes, many other sporting materials and a playing guide with all kinds of games, which are easy to play for children and their teachers. These packages were brought to 6

different schools with each 250 children. In 2013, Join for Joy aims to significantly increase the scope of the sports and play programs that will be provided to the schools.

Cisco Play Session:

On Friday November 16th, 2012 20 kids from Nairobi battled in different sports, play and dancing activities against kids from Amsterdam. By making use of big video screens, placed in Amsterdam and Nairobi, network provider Cisco enabled this event for Join for Joy. The main objective: putting a spotlight on the importance of sports and leisure for every child in the world. The kids were able to see and hear each other through a live connection. As a result they had the opportunity to discuss important life issues, like sports, school, families, languages and so on.

An e-mail afterwards from Hital Muraj, working at the head office in Nairobi:

From: "Hital Muraj"

Date: 16 november 2012 16:36:49 GMT+01:00

Subject: What an amazing day!

"I had tears in my eyes saying goodbye to you all and so did the kids!

What an amazing day! They were EXTREMELY thankful and kept saying "God Bless you". This is the first time these kids have come to the Cisco office, they have never had such a great experience interacting with other kids – many of them have not even used a lift in a building! They come from a very very poor area. Thank you all for making this day a special day in their lives!"

Run for Joy:

Presenter of the AT5 program Basta, Iven Cudogham, and his team envisaged taking part in the New York Marathon on 4 November 2012 and wanted to run the most famous marathon in the world for Join for Joy. The project was called 'Run for Joy' and Iven and his team gained a lot of publicity for Join for Joy. In addition, they raised a lot of money for Join for Joy, amongst others by organizing a big event during the LatinVillage festival. Due to the tragic consequences of hurricane Sandy the organization decided to cancel the New York Marathon. Therefore, the Run for Joy team could not participate in this year's version of the marathon. Despite the cancellation, we would like to thank Iven, his team and all the sponsors for their generous donations for Run for Joy.

Event by Europa school in Amsterdam:

The 20th of December was a big day for the Europa school in Amsterdam. The children created all kinds of nice Christmas decorations for a big end of the year sales and they were able to raise a profit of almost € 1,000 for the benefit of Join for Joy. We are extremely thankful for this generous donation.

Never Ever Grow Up Week on Facebook

In the light of Universal Children's day Join for Joy came up with a huge Facebook event. We asked everyone to change their profile picture into a picture of their childhood, if they also believed every child should have a childhood full of sports and play. We were very happy to see that lots of people changes their profile picture following this event.

Radio commercial:

During Universal Children's day, the day where we celebrate children's rights, a radio commercial for Join for Joy could be heard on all the major Dutch radio channels. These radio channels recognized the importance of organizations like Join for Joy who stress important children's rights, like the fundamental right to play and were therefore willing to broadcast the commercial free of charge.

Artifest Event Paradiso:

Join for Joy held a very successful event in club 'Paradiso' during the Museumnacht in Amsterdam

Many persons sent text messages to the number 5030 and each text message equaled a donation of € 1.50 to Join for Joy.

3.3 Other important developments in 2012

The website of Join for Joy was significantly improved in 2012. The new website (www.joinforjoy.net) offers a fresh and warm but professional look. The new website has been and will be regularly updated and contains information about all the activities of Join for Joy. It enables supporters and other visitors of the website to make donations through the website.

Furthermore, Join for Joy welcomed two new board members to the Join for Joy team: Jeroen Teeuwen and Willem le Conge Kleyn. Both are extremely talented, generous and hard working boys. We are convinced that they share the values that underlie the Join for Joy foundation and that they will provide significant contributions to realizing the goals of Join for Joy in 2013 and beyond.

Finally, Join for Joy mentioned to gain significant donations from a broad variety of sponsors. Join for Joy is happy to see that many persons and companies share the belief in the activities of Join for Joy and would like to thank all sponsors for their generous support.

4. Financial accounts

The year 2012 was a very successful year for Join for Joy from a financial perspective. The income of our foundation increased with approx. 55%, whereas the costs increased with only 25%. Consequently, the financial position of Join for Joy became more solid as the equity rose from € 9,881.41 at the end of 2011 to € 33,839.92 at the end of 2012.

4.1 Balance sheet

The balance sheet of Join for Joy as per December 31, 2012 is as follows:

Assets		Liabilities	
Description	Amount	Description	Amount
Liquidities	€ 33,370.31	Loans	€ 2,500.00
Receivables	€ 2,969.61	Equity	€ 33,839.92
Total	€ 36,339.92	Total	€ 36,339.92

The assets of Join for Joy for the most part consist of liquidities held in the bank account of Join for Joy. The receivable consist almost entirely of a receivable on one of our local partners in Kenya. This receivable has been repaid in January 2013.

The Loans of Join for Joy declined by more than 50%. This was mainly due to the fact that one of the bridge loans from two board members of Join for Joy has been repaid. The bridge loans were used to give the foundation a solid starting capital. It is envisaged that the other bridge loan will be repaid in 2013. After that, Join for Joy will be entirely equity funded.

The equity of Join for Joy increased from € 9,881.41 at the end of 2011 to € 33,839.92 at the end of 2012.

4.2 Overview of income and expenses

Income		Expenses	
Description	Amount	Description	Amount
One time donations	€ 879.40	General costs	€ 2,353.63
Monthly donations	€ 3,291.50	Cost of website	€ 1,244.75
Annual donations	€ 2,500.--	Summer Camps	€ 20,709.50
Sponsoring volunteers	€ 14,031.00	Remuneration	€ 4,160.00
Actions / events	€ 6,103.29	Rent	€ 342.00
Income website	€ 4,110.15	Incidental Cost	€ 280.50
Extraordinary income	€ 10,634.00	Other	€ 500.00
Incidental income	€ 10,745.17		
Total	€ 52,294.51	Total	€ 29,590.38

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. The category 'Extraordinary Income' relates to donations received in relation to the tragic events relating to our beloved friend and founder Michiel Lowenberg. 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.

The income increased with approx 55% in 2012. This was due to our intensified focus on fund raising. Especially, in the categories 'Monthly donations', 'Actions/Events' and 'Income website', we managed to increase our income significantly.

The cost of the Summer Camps increased with approx. 17% in 2012. This was mainly due to the foreign currency exposure of the Kenyan Schilling towards the euro. Furthermore, we made significant investments in our website which resulted on more income via our website. Finally, Hannah Kooren started her activities for Join for Joy as of October 1, 2012. Hannah works 3 days a week for Join for Joy and has officially been appointed as managing director as per January 1, 2013.

5. Forward looking statement

After having realized its major goals in 2012, Join for Joy has ambitious, yet realistic plans for 2013. For 2013, Join for Joy envisages expanding the scope of its activities significantly. The frequency of the Summer Camps will increase from one series of Summer Camps in 2013, consisting of three four-day camps, to four series of Summer Camps in 2013. Consequently, more than 600 children in Kenya will participate in the Join for Joy Summer Camps. Join for Joy intends to further strengthen the relationship with local partners further and aims to involve local people as much as possible in the organization and execution of the Summer Camps. Join for Joy will try to learn from its experiences during the previous Summer Camps when organizing the camps and will to thrive to improve itself all the time.

Furthermore, Join for Joy seeks to accomplish that 8,000 children, attending 18 different schools in poor rural areas, will participate in a sports and play program. This will occur by providing the schools with sports and play materials and by educating the teachers how to incorporate these sports and play activities in their curriculum.

In order to organize the increased number of Summer Camps and the sports and play programs and provide for continuity in the organization, Join for Joy decided to appoint Hannah Kooren as its managing director. Join for Joy will enter into a 3 month employment contract with Hannah after which period the board will decide about the extension of her contract. We are convinced that Hannah will do a great job for Join for Joy and look forward to jointly realizing our ambitious goals. Furthermore, Join for Joy seeks to welcome ambassadors that are willing to promote the goals and core values of Join for Joy. Finally, Join for Joy will explore the possibility of appointing an Advisory Board consisting of experienced professionals from various industries that may be willing to share their experiences and knowledge with Join for Joy.

One of the key priorities for 2013 will be to raise the level of funding to finance the increased scope of its activities. 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.

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.