



# JOIN FOR JOY

## ANNUAL REPORT 2013 - JOIN FOR JOY





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## **1 PREAMBLE**

The year 2013 was a year of significant growth for Join for Joy. We expanded our activities in Kenya from three to twelve Summer Camps a year. This resulted in approx. 600 children participating in the Join for Joy Summer Camps in 2013. We are proud that the Summer Camps were a success and that the local staff members, the volunteers and most importantly the children were very enthusiastic about the Camps. If we would have to summarize the Summer Camps in one word, the word 'Joy' would be the most appropriate word in this respect. The smiles on the children's faces once again confirmed the importance of sports and play for children.

This increase in activities would not have been possible without Hannah Kooren, who became Join for Joy's first employee for three days a week. We are happy with her hard work, passion and dedication to bring us to the next level as an organization.

One of the main challenges for Join for Joy in 2013 was the required growth in funding for the abovementioned expansion of the activities. Join for Joy succeeded in this mission and managed to obtain the necessary funding for the twelve Summer Camps. We would like to thank our sponsors for their wonderful support in 2013. Without them and all the other supporters of Join for Joy, it would not have been possible to realize our goal of helping as many vulnerable children as possible.



## **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](http://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, 2013, the team consisted of the following persons:

1. Hannah Kooren (managing director);



2. Minke Meijboom;
3. Michiel Schul;
4. Martine Beijerman;
5. Rody Turpijn; and
6. Michiel Lowenberg (in memoriam);

### **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) Growth*

The Join for Joy team is very ambitious and seeks to expand the scope of its activities in order to help as many children as possible. The Summer Camps seek to enable the children to grow emotionally by letting them engage in sports and play activities together. In addition, we hope to achieve such growth by implementing educational elements in the Summer Camps such as information about future job opportunities.

Join for Joy also seeks to grow as an organization. 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.

#### *(b) Energetic*

The energy of Join for Joy is infectious and noticeable in all of its actions. Join for Joy seeks to bring joy to the children and to motivate the children during the Summer Camps with its energy. In addition, Join for Joy aims to achieve that all volunteers and other stakeholders in the Summer Camps use all their energy to make the Summer Camps a huge success.

#### *(c) Inspiring*

Join for Joy consists of a group of young passionate persons that look forward to inspiring, informing and amusing the children and the other persons participating in the Summer Camps by means of sports and play. Join for Joy tries to inspire these people by broadening their horizons.

#### *(d) Cheerful*

The Join for Joy foundation has a cheerful and open-minded character and seeks to facilitate joyful events such as sports and play. It is touching and disarming to see how the children enjoy the activities that we organize for them during the Summer Camps. Join for Joy seeks to be cheerful by being social, honest and joyful.



*(e) Open*

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. Join for Joy wants to be open for and inspired by other ideas, people and projects.

### **3 Activities in 2013**

Hereafter we will inform you about the activities conducted by Join for Joy in 2013.

#### **3.1 Summer Camps in 2013**

2013 was the third consecutive year that Join for Joy organized Summer Camps for children in Kenya. In 2013 Join for Joy managed to expand the scope of its activities significantly as the number of Summer Camps it organized increased from three in 2012 to twelve in 2013. Not less than 600 children participated in the Summer Camps in 2013. The 2013 Summer Camps were held in July, August, November and December of 2013.

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.

##### Sports & Games

Sports and play form the basis of the Summer Camps and you can see from the enthusiasm of the children how important and joyful sports & games are for the children. Join for Joy organizes all kinds of sports activities and games like dodge ball, 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 do not only have fun but they can also pass the games on to their friends at home and in school.

##### HIV & Hygiene education

Join for Joy informs and educates the children on hygiene and HIV. The children had a lot of questions in this respect. The harsh reality is that a few of the children are infected with the HIV virus. Just like previous years 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!

Another recurring event 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. They provided that children with insightful and realistic information. 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 12 enthusiastic volunteers from the Netherlands per camp 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. During the twelve camps this cooperation turned out to be very successful. The teachers were actively participating and together with them we managed to further develop the children. The respectful and joyful interaction between the local participants and the volunteers from the Netherlands inspires both parties. The cultural differences sometimes gave rise to hilarious events which caused heavy laughter for all of them.

The following quotes give a nice overview of the impressions of the various participants in the Summer Camps:

#### **Head teacher Mrs. Florence Nyutho of Rubiru school**

The head teacher of Rubiru school, Mrs. Florence Nyutho, told us about the impact the outing with Join for Joy has had on the children of her school. She said that those children had never seen a tarmac road before and were very surprised to see other villages and life outside their environment. It has changed their perspective and has taught them valuable lessons. As Mrs. Nyutho said:

*“When it rains, all children call the mud pools lakes. But not the children that went on the outing to Lake Naivasha. They know what a real lake is. The outing has also changed the way they feel and how they handle school and school work. They are motivated more than before and to be taken away from their oftentimes difficult home situation has changed their perspective on life. It has meant very much to them.”*

*“I wish to compliment whoever started the above program and saw it proper to give the chance to the most vulnerable children in Macheo Supported Schools. Being one of the Head teachers of one of these many schools, I wish to express my gratitude for giving my school a second chance for these most vulnerable children to participate. Among the many or uncountable things that I personally learnt was the importance of cooperation in every institution if success is expected. This I have been taught by the Join for Joy team members whom we found in the camp when we arrived in our venue at Naivasha.”*

*“The Join for Joy program was well planned every day and I learnt the importance of good planning for all events. Each team member did their tasks very well and on time. This included the bus drivers and cooks which made it easier for the tour guide to plan his lessons well.*

*“Among the many things that the children say they experienced was togetherness of both white and black people. They said they were showered with love by the team members and learnt how important it is to love and to be loved. The children experienced freedom of choice than ever before.*





*They talked of the many games they played, the endless stretch of water (the lake), the boat rides and the morning walks.”*

### **Nanning Jacobs, volunteer Join for Joy, 2-18 August 2013**

*“Even though we had full day programs, a lot of laughter and an almost fairy tale kind of nature in our direct environments, anyone would agree that it is on these special moments that you feel overwhelmed by impressions caused by the natural flow of interaction with the children. Many times a day you get to see the eyes of joy!”*

*“Time flies! The first camp has already come to an end. It was 4 days full with fun, laughter, sports and education. Apart from the fact that the children were excited by all the games they played, they also realized that all the local teachers and volunteers are equal to them. People who eat the same same food and who take care of each other. A group of 68 people including the children, teachers and volunteers were one big family for 4 days!”*

*“Together with the children we have undertaken many different activities. The main ingredient was the “entertainment factor” which allowed the children to escape from their daily routine and reality and made them laugh again as a child should be able to do at young age. In addition, the activities had to contribute to the general knowledge and development of the child. Sport and games were on the daily menu of the program. By playing, mostly in teams, the children could show and discover what talents they had already mastered in their lives. The aorta of the camp, to connect all activities of the program, was singing. The children are used to express the wisdom’s of live, praying to god, daily emotions and others through the combination of singing and dance. This generated for the kids but also for all other attendees entertaining moments and for moments of relieve in the lives of the children. On the final evening of the camp we organized a “crazy night” through which each team but also individuals were able to express their skills (on any level and of any kind). The volunteers dressed themselves up colorfully and exotic to give an extra boost to the evening.”*

### **3.2 Game Box**

We learned from our experiences during the Summer Camps that there is a need for sports-and game materials at schools. 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 has therefore developed a program for certain schools to get a Join for Joy game box on loan. Initially, this will be the schools that children participating in the Summer Camps attend. They can use the game box as long as they as long as they use it within the school program, so the children can continue with sports and play after the camps.

The sports and play materials in the Game Boxes, for an important part provided to us by our sponsor Sport 81, are not only for the children who participated in the Summer Camps, but should also benefit the younger children from the same schools in the Thika area. In addition, we provide 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.





In 2013 Nadieh Oudeman together with Noortje Janssen and Yvonne Katumbi started with a pilot for the sports and play program of Join for Joy. They started to test the program at 2 different schools in the rural area of Thika, Kenya. The program is a follow up to Summer Camps and gives the children the chance to continue with the sports and playing activities at the schools, when the camps are over. It started off with lots of fun! In 2014 Join for Joy seeks to expand the scope of its sports – and play program by providing Game Boxes to 18 schools thereby reaching 8,000 children.

### 3.3 Events in 2013

Join for Joy was involved in various events that were organized in 2013. We will hereafter mention the main events in 2013:

#### NYC Marathon

Although all events were important for Join for Joy in its own merits, we found it very special that a group of four friends successfully ran the New York City marathon in honor of their deceased brother and friend Michiel Löwenberg. In October 2012, one of our founders Michiel Löwenberg died after an unfair battle against cancer. New York was the city that stole his heart and Michiel ran the NYC marathon several times. Now his brother, together with three friends dedicated this marathon to Join for Joy. Michiel's positive attitude and energy was a great inspiration for this group of friends. Thanks to all their efforts they managed to raise a significant amount for Join for Joy. Michiel would have been proud of them and so are we.

#### Latin Village Festival

Like in previous years Join for Joy was given the opportunity to present itself and raise money for its good cause. And again, it was a great fundraiser event, our Latin Village for Joy! Limbo, Boogie, Life size Twister and Skipping Rope, everyone loved to play it. We would like to thank our ambassador Iven Cudogham, Maaike van der Linden and the other friends and volunteers of Join for Joy for making this possible.





### 5<sup>th</sup> Year Anniversary of Vrij

Event organizer Vrij celebrated its 5th year anniversary during a spectacular Happy Hardcore Karaoke Night in the vaults of the monumental “Concertgebouw”. All the revenues of this event were donated to Join for Joy.

### Join for Joy dinner

A group of friends of Join for Joy organized a wonderful dinner for the benefit of Join for Joy at the Lobster House. It was a perfect atmosphere and everyone had a great time. Join for Joy would like to thank Peter Bos and the other organizers for their efforts in making this possible.

### Holy Huba bracelets

Holy Huba was an initiative for raising funds for Join for Joy started by 2 volunteers who attend our Summer Camps last year. ‘Huba’ meaning friendship in Swahili is what we want the children to remember after spending a few days of fun and laughter at the Join for Joy Summer Camps. The Holy Huba bracelets were all handmade by Join for Joy volunteers. It worked as follows: a sponsor contributes. You contribute € 10 (€ 9 is donated to Join for Joy and € 1 is to cover the cost of the materials) and get two Holy Huba bracelets. The idea is that you keep one for yourself and that you give the other one to a child participating in the Join for Joy Summer Camps in Kenya.



### MTOTO

The year 2013 was also the start of the “Mtoto” (meaning baby) program where people can give newborns a present by making them sponsors of Join for Joy for a year. In exchange, the relevant baby will get an official Join for Joy baby supporter certificate and an infant body suit. We would like to thank Joke Löwenberg for her efforts in making this possible.

### Other

Other noticeable events were the pub quiz that was organized in Amsterdam for the benefit of Join for Joy, the online Auction for Joy where the proceeds of the auctioned items were donated to Join for Joy, the collection by Cityfilm and the proceeds of the parties that were held by the families Stapper and Schul as well as the proceeds of the wedding gift by Bas and An for their marriage.



### 3.4 Expanding the Join for Joy team

Furthermore, Join for Joy welcomed two new board members to the Join for Joy team: Martine Beijerman and Rody Turpijn. Both are extremely talented and passionate about Join for Joy. We are very happy that Martine and Rody decided to join our board in replacement of Jeroen Teeuwen and Jan-Willem le Conge Kleijn. 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 2014 and beyond. We would also like to thank Kathleen Oerlemans for her valuable contributions in 2013 to help Join for Joy grow as an organization. Finally, we would like to thank Xantoucha Touw for her great commitment during her internship.

Join for Joy decided in 2013 that it was time for an Advisory Board comprised of experienced professionals with varied backgrounds who would like to share their knowledge with us to help Join for Joy to get to the next level. We are very happy that Aart van Os, CEO of Sanquin, the biomedical blood foundation, was willing to be the first member of our Advisory Board. Aart explained his motivation to become an advisor to Join for Joy as follows:

*“I strongly support the philosophy of Join for Joy, focused on broadening children’s experiences in a challenging, fun and educational way at the same time. Where many of us in the Netherlands have great memories of “children camps” in our childhood so many kids in the world lack these experiences. I believe these events can help children to broaden their horizon, so important in their development! Being member of the advisory board of “Join for Joy” is stimulating, working with young passionate professionals who are eager to contribute beyond the country border.”*

Furthermore, Join for Joy appointed its first two ambassadors in 2013. The first one is Iven Cudogham, who has been a host, actor and producer of children programs for many years now at AT5, the local Amsterdam TV network. Iven loves to inspire both adults and children with his tremendous enthusiasm and cheerful character. Furthermore, actor Mark van Eeuwen became our second ambassador. Mark is known for movies like ‘De Eetclub, App and Fynn’ but especially for his role in ‘Goede Tijden Slechte Tijden’ as Jack van Houten and winner of ‘Strictly Come Dancing’ 2012. From his own childhood he knows the importance of playing sports and games very well:

*“I think it’s so important for a child to be able to play sports and games together with your friends. It stimulates your physical and social development, but above all it adds joy to your life. This is something that everyone deserves! As a child you need time to play and be a kid. This is the beautiful aspect of Join for Joy. It lets children experience what it’s like to play without worries. This is also important for their development: in order to know your direction in life you need to know what life has to offer. Join for Joy not only gives children the opportunity to play sports and games during the summer camps and school activities but they also teach children how to deal with difficult dilemma’s like HIV/Aids and career choice in a fun and creative manner”.*

*“I think volunteering as an ambassador for Join for Joy will be a great experience. I’m looking forward to give many more children in the world the opportunity to take part in the Join for Joy activities together with the other ambassadors and volunteers!”.*



#### 4 Financial accounts

The year 2013 was a very successful year for Join for Joy from a financial perspective. Join for Joy raised € 135,132.27 in 2013, whereas it incurred cost of only € 96,775.16. Consequently, the financial position of Join for Joy became more solid again as the equity rose from € 33,839.92 at the end of 2012 to € 72,327.42 at the end of 2013.

##### 4.1 Balance sheet

The balance sheet of Join for Joy as per December 31, 2013 is as follows:

Assets		Liabilities	
Description	Amount	Description	Amount
Liquidities	€ 71,727.60	Loans	€ 0
Receivables	€ 600	Equity	€ 72,327.42
<b>Total</b>	<b>€ 72,327.42</b>	<b>Total</b>	<b>€ 72,327.42</b>

The assets of Join for Joy for the most part consist of liquidities held in the bank account of Join for Joy. The receivable consists of a guarantee fee paid for the rent of office space. The receivable has been repaid in 2014. Join for Joy repaid its final bridge loan of € 2,500 in 2013. The bridge loans were provided by two founders to give the foundation a solid starting capital. Join for Joy is now entirely equity funded. The equity of Join for Joy increased from € 33,839.92 at the end of 2012 to € 72,327.42 at the end of 2013.

##### 4.2 Overview of income and expenses

Income		Expenses	
Description	Amount	Description	Amount
One time donations	€ 5,972.50	Summer Camps	€ 61,519.59
Monthly donations	€ 6,134.--	Game Boxes	€ 2502,96
Annual donations	€ 2,500.--	Cost of website	€ 4181.24
Sponsoring volunteers	€ 65,122.86	Salary Cost	€ 24,491
Actions / events	€ 26,590.91	Administration	€ 764.86
Extraordinary income	€ 20,000.--	Rent	€ 600.--
Other income	€ 8,812.--	Other Cost	€ 2,715.51
<b>Total</b>	<b>€ 135,132.27</b>	<b>Total</b>	<b>€ 96,775.16</b>

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 two donations received from two private family foundations.. Although these foundations may continue to donate in years after 2013, we have assumed for the sake of safety that these donations are incidental.

Join for Joy faced a massive challenge in 2013 as it had to raise at least the amount in 2012 in order to finance the expansion of the scope of its activities (i.e. increase from three to twelve summer camps per year, pilot of game boxes program, first hiring of employee to organize such activities). But with hard work and dedication and thanks to the generous support of our sponsors, we managed to exceed our own expectations. We even managed to realize a surplus of approx € 38,000 in 2013. This will be used to further solidify the financial position to shelter unforeseen expenses in the future.

The increase in income was mainly due to the incentive plan to raise sponsoring by the volunteers. Furthermore, there were various successful fundraising events for Join for Joy in 2013. Overall, we are proud to see that Join for Joy is supported by a significant number of sponsors with each of them sponsoring in its own, unique way.

Another positive development was that the cost per Summer Camp decreased from € 6,903.16 per in 2012 to € 5,126.63 per Summer Camp in 2013. This is a reduction of approx. 35%. Although such decrease related partly to positive developments of the Kenyan Schilling towards the euro, the majority of such decrease stems from a more efficient organization of the Summer Camps based on previous experiences and from economies of scale due to the expansion of the number of Summer Camps. Furthermore, we made significant investments again in our website which facilitated donations via the website and resulted in an increased amount of online donations.

## **5 Forward looking statement**

After having realized its major goals in 2013, Join for Joy has ambitious, yet realistic plans for 2014. For 2014, Join for Joy envisages organizing twelve Summer Camps again for not less than 600 children. In 2014 Join for Joy will also conduct research to the potential expansion of its activities to a second country besides Kenya.

Join to 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 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 increase the employment of Hannah Kooren from three to five days a week. Furthermore, Join for Joy seeks to welcome more ambassadors that are willing to promote the goals and core values of Join for Joy and to expand its Advisory Board with experienced professionals who are willing to share their knowledge with Join for Joy.

One of the key priorities for 2014 will be to 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.