ANNUAL REPORT
JOIN FOR JOY 2018

TABLE OF CONTENT

Preface	02
Our Story	03
Sports and play in 2018	04
Partnerships and events	15
Online communication and campaigns	19
Financial Report 2018	20
Contact	27

02

PREFACE

For over 7 years Join for Joy aims to inspire children and teachers to experience the empowering, joyful and connecting impact of sports and play. Join for Joy, in cooperation with local partner organizations and teachers, implements Sports and Play Programs at primary schools in the rural areas of low-income countries in Africa.

Since primary schools start organizing sport and play activities, children are more eager to go to school, and find fewer reasons to drop out. Even new kids start to register at school because they know that sport and play activities will be offered. This way Join for Joy contributes to the worldwide challenge to let all children enjoy their right to education. By enriching the curriculum with sport and play, Join for Joy also contributes substantively to what is called 'meaningful education': education that is active, constructive, empowering, intentional, authentic, and collaborative.

Join for Joy achieved a lot in 2018. 18 New schools started in Kenya, Uganda and Zambia with the Sport and Play Program. Over 144 teachers were trained during the Kick-off and Train the trainer sessions by dedicated teams of sports experts. In 2018, 48 teachers of the first 12 schools successfully completed the Achievement review, the final phase of their 2.5 years of training. The newly developed Achievement review was a success. It showed again the huge potential of focusing on teachers as agents of change. Teachers that start with the program in the same year establish a strong relationship and a bond of support among each other and use the program to exchange their expertise and knowledge.

We would like to thank our sponsors, volunteers, our partner organizations Macheo, Caritas Uganda and Sport in Action, including our staff at the Amsterdam headquarters for their continuous efforts to realize Join for Joy's mission. Their support was again indispensable for the successes Join for Joy booked in 2018.

Michiel Schul
Chairman Join for Joy

03

OUR STORY

Sports and play have positive effects on the physical, mental and social development of children (1). Through participation in sport and physical education, young people learn about the importance of key values such as honesty, teamwork, fair play, respect for themselves and others, and adherence to rules. It also provides a forum to learn how to deal with competition and how to cope with winning and losing. Sport and play gives children important tools to develop into strong and resilient adults.

Primary schools offer an excellent platform for sports for development. They function as a constant factor in the lives of children. Because the ability to learn is greatest at a young age, investments in helping young people to acquire good education, skills, healthy habits and a desire to participate in their community and society are likely to yield a greater return than later attempts to build these capacities (2). In many countries physical exercise is there for part of the compulsory curriculum.

Unfortunately, for children growing up in the rural areas of low-income countries, spending time on sports and play is not evident. In their private life, there are interrelated challenges such as general poverty, lack of education, poor health, abuse, gender based violence or child labor. At schools in rural areas, there is generally little attention for sports. Schools lack access to the resources and expertise needed to provide the necessary materials. Besides, sports and play activities are often not given a high priority in the school curriculum.

This is why Join for Joy steps in and offers primary schools support with the implementation of sport and play activities in their curriculum. The Join for Joy primary school Program- consists of a Kick-off, a Train the trainer course and an Achievement review. For every individual school, the Join for Joy Program takes an average of two and a half years with the main goal to support the schools with the implementation and organization of sport and play activities for their students.

(1) In appendix I, an overview of scientific studies that support the impact of sports on the development of children can be found.
(2) See SDP IWG annual report of 2012 activities

04

SPORTS AND PLAY IN 2018

In 2018, over 60 schools participated in different phases of our Sports and Play Program. The pilot in Zambia in 2017 was successfully followed up in 2018, with an increasing independent role of our Sports and Play Coordinators Sammy Thaimu and Edgar Silwimba of SIA (Sport in Action). Their expertise and knowledge in the field of sport for development were beneficial to the swift implementation of the program at the schools.

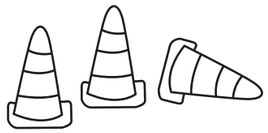
The first 12 schools in Kenya and Uganda have participated in the Achievement review, the final phase of the formal implementation of the Sports and Play Program. Their participation was proof of the quality and sustainability of the trainings offered: all schools have been able to continue to offer sports and play at school independently. These alumni schools will play a role as knowledge ambassadors for the other schools in their area that are still part of the program. Once a year, Join for Joy will organize a come back meeting for the alumni schools in order to make sure that these schools are still organizing substantive PE lessons for their students.

2018 in numbers

- 39000 children have played sports and play activities at school
- 18 new schools started the program
- 12 schools successfully completed the program with the Achievement review
- 75 teachers enjoyed the Kick-off
- 72 teachers enjoyed the Train the trainer course
- 12 volunteer sport experts were involved
- 33 bags of net/footballs, cones and ribbons were produced and bought locally for the children to play with at school
- 22 tournaments were organized.

Participating schools in Kenya

Ngelelya Primary school; Kyaume Primary school; Lembeni Primary school; Mwanawikio Primary school; Gachororo Primary school; Nyacaba Primary school; Kitito Primary School; Kinyangi Primary School; Mianyani Primary School; Thungururu Primary School; Silangi Primary School; Riburu Primary School; Athena Primary School; Oakland Primary School; Mukuyu Primary School; Kianjau Primary School; Garissa Primary School; Itetani Primary School.



SPORTS AND PLAY IN 2018

Participating schools in Uganda

Kiniogo Primary school; Kagoye Primary school; Rwamazuru Primary school; Kakore Primary school; Bwindi Primary school; St. Johnn's Ikumba Primary school; Bukoora Primary School; Kitagyenda Primary School; Kachwekano Primary School; Karengyere Primary School; Bunyonyi Primary School; St Pauls Muchahi Primary School; Hakahumiro Primary School; Kagorogoro Primary School; Katenga Primary School; St Francis Xavier Primary School; Kabiriizi Primary School; Kishaki Primary School.

Participating schools in Zambia

Lwimba Primary School; Lukoshi Primary School; Chilyabale Primary School; Kampekete Primary School; Bimbe Primary School; Chalimbana Primary School; Matipula Primary School; Chongwe Primary School; Chainda Primary School; Kapete Primary School; Mulola Primary School; Mpemba Primary School.

RESULTS

39,000 Children playing today

240+ Teachers trained

60+ Schools in training

IMPACT

- Less drop-outs
- Empowered girls and boys
- Developed talents
- Energized children
- Increased concentration
- Awareness social issues

Achievement review

In 2018, Join for Joy developed the Achievement review, in cooperation with International Sports Alliance. This resulted in a two-day session for the 24 teachers of 6 schools that already had completed successfully the previous two phases, the Kick-off and the Train the trainer course, and that have been approved by the local Sports and Play Coordinators to conclude the final phase. The first part of the Achievement review consists of a theory assessment: a written exam that the teachers take individually. The second part is a practical assessment that the teachers take in pairs but will be individually graded. The third part consists of a reflection on the individual journey of the teachers and schools, in which the teachers are asked to write down a most significant change story. The fourth part of the examination is the formulation of an Action Plan. The teachers of one school are asked to formulate a plan together how they will continue implementing the Sport and Play Program. The head teacher of the school takes part in the formulation of the action plan, in order to increase the commitment and the ownership of the school over sports and play at school. The teachers must pass the practical exam and at least two other exams. As a school 2/3 of the teachers need to have obtained their certificate and the school needs to have completed the action plan.

06

SPORTS AND PLAY IN 2018

Trainers

During the year, Join for Joy has organized many preparation sessions for the sports experts, that voluntarily support Join for Joy with giving the different trainings of the Kick-off and the Train the trainer together with our local Sports and Play Coordinators. These sessions include an introduction to the mission and working method of Join for Joy, an in-depth security workshop pro bono offered by Cortex, a cultural awareness session organized by our local Sports and Play Coordinators and a specific sports for development workshop by Join for Joy and International Sports Alliance

Zambia

2018 started off with an unforeseen challenge for Zambia. There was a severe cholera outbreak that delayed the school openings after the new-year break. Two of the six schools only opened their doors in March, due to the risk of infection. Fortunately, this set back did not prevent the schools to start with the sports and play activities and to enjoy the first results. As one of the teachers, Esther Mbewe (Mulola Primary School) stated: “We have noticed that more children attend school now they know they can play during school time. I also use some ball games in other lessons. I have noticed that children are better capable of remembering the lessons when I use games in class”.

In May, in collaboration with the Ministry of Education, the Train de trainer course in Zambia took place. Our Sport and Play Coordinators Sammy Thaimu and Edgar Silwimba and Trainers Marije Mulder and Jan Verboom focused on the importance of sport for development, life skills, role models and on the ability to create a safe space.

An impression of Trainer Marije Mulder: “During the week we alternate sports and games and activities with didactical and methodical skills on how to vary between activities, how to adjust or invent new ones, how to link these activities to developmental targets. We constantly reflect on ourselves and on the activities. What went fine, what worked, what should be changed? This constructive feedback mechanism allows us to create openness and to give each other valuable advice.”

07

SPORTS AND PLAY IN 2018

Among the other 24 teachers, two teachers work in schools for children with disabilities. By including them in the program, the other teachers could learn from their experience and together the team came up with simple and effective adjustments to the program that improves the participation of children with disabilities.

Mrs. Ruth Phiri, District Education Board Secretary and responsible for all primary schools in Chongwe: “All participants in the course were certified as they showed great understanding of all the subjects at hand had zeal of becoming great communicators through their delivery in the practical session throughout the course.”

In August the Kick-off took place in Chongwe for 24 teachers from 6 schools. It was a successful introductory training. The teachers expressed their wish to add another theory session on sport for development to the program, which will be considered for 2019.

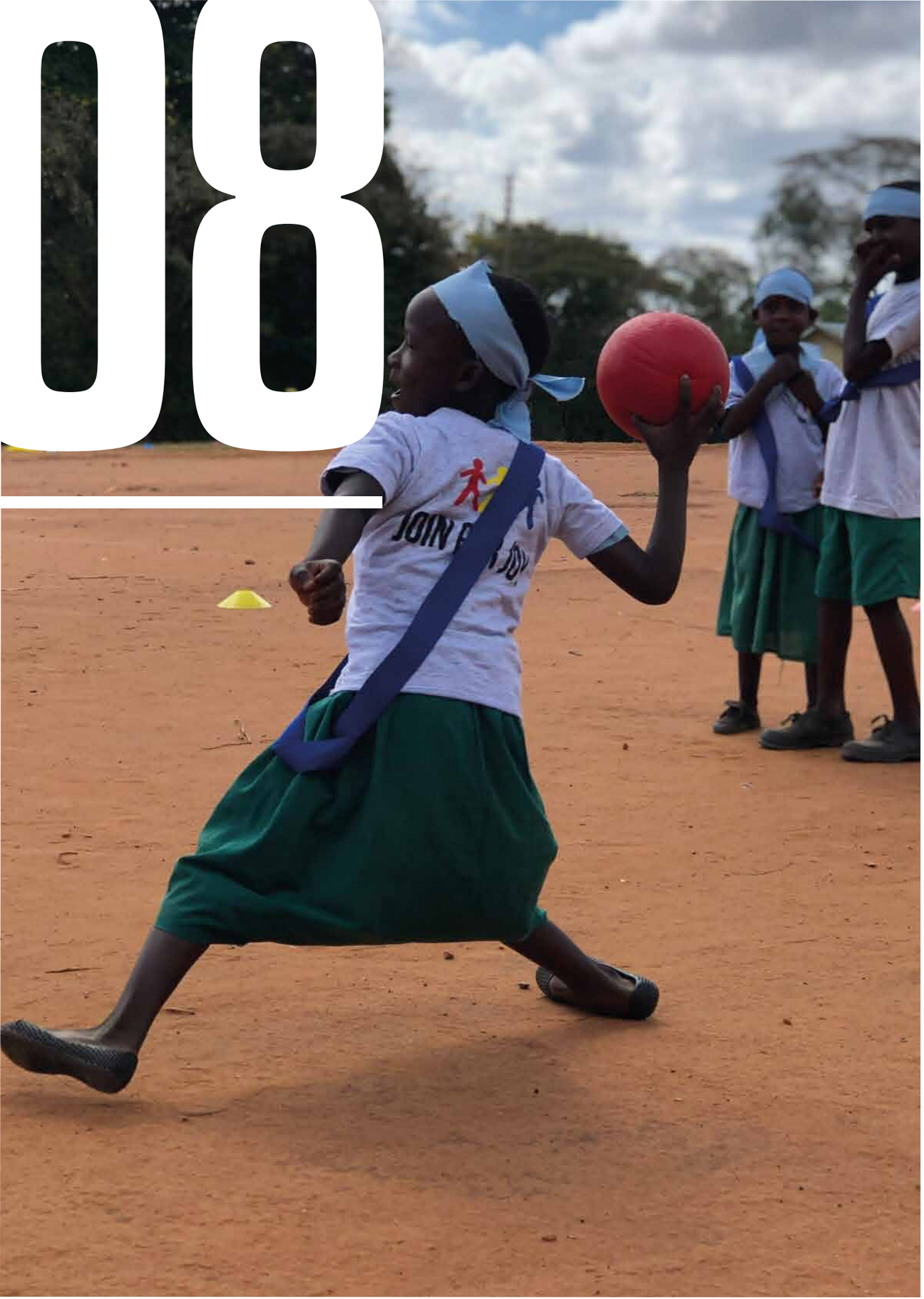
"Stream One", as our partner Sport in Action calls the first set of 6 schools that participated in the Kick-off in 2017, organized two Sports Tournaments for three different schools.

Kenya

After consulting with Macheo, our partner organization in Kenya, it was decided to expand the number of schools that participate in the Join for Joy Sports and Play Program in this region. Macheo and Join for Joy started the Sports and Play Program in 2018 with six new schools.

The implementation of the Sports and Play Program at the current 23 schools in Kenya is going well. Teachers responded very positively to some of the newly added games. Ruth Mwinga, our colleague at Macheo, realized the so-called "early morning sessions". Teachers (including teachers who are not trained by Join for Joy) are taught new games before the school starts. Seventeen teachers have been trained at one school by training each other. This is an example of how our local partners create an independent and self-learning environment for the participating schools in which knowledge transfer is key.

08



SPORTS AND PLAY IN 2018

For the first time in Kenya, teachers have taken on the role of facilitator during the Kick-off. Teachers Mr. James Nganga en Mr. Ghege Munene were selected based on their proven talent and motivation, and were trained by the Sports and Play Coordinators from Kenya. Together with the Sports and Play Coordinators Ruth Mwanga and Monica Chege, and the Dutch sports experts, they formed the facilitating team during the Kick-off. It is a promising sign that Join for Joy's interventions are not only well implemented, but also widely supported by the stakeholders involved and thus sustainable.

Join for Joy uses the power of sports to address certain issues that otherwise remain a taboo for children. Our coordinators held talks during tournaments on mutual appreciation for differences in gender, the dangers of drug abuse, sex education, HIV / Aids education, personal hygiene and the importance of education, responsibility, and motivation. The following ways of preventing children from falling in sexual abuses was taught. Also in this light, Join for Joy strives to contribute to inclusive education, also of less abled children. Oftentimes these children are left behind, and a lack of knowledge in communities makes them the outcast. In Kenya we focused on the inclusion of less abled children in the offered sports activities. 31 Children from the special need unit of the Garissa Primary School have participated in the regular PE lessons.

In November the first edition of the Achievement review took place in Kenya. Unfortunately, all public transport in Kenya was completely flat due to a national strike. As a result, only two of the five schools were able to take part in the Achievement review. The schools present were: Itetani Primary School and Oakland Primary School. The other three schools have completed the Achievement review in February 2019.

After a full day of practical and theoretical exams, the teachers reflected on day two on the future and past. The most significant change within the program for the teacher and for the students was discussed. The teachers were particularly impressed that the number of pupils going to school has increased and that teaching has a completely different dimension for them as teachers. "Teaching has simply become more fun!"

Testimonial teacher Mr. James Nganga:
"I take this opportunity to thank Join for Joy for the chance they have accorded Kenyan children to enjoy games and sports through your programs.

09

SPORTS AND PLAY IN 2018

Since the inception of the program three years ago, children have acquired life skills that have helped them develop holistically. It was not easy to embrace the whole new idea of games being part of their school program but with time parents, teachers and children have accepted games and sports as part of life. Through numerous training of teachers and children by Join for Joy and the provision of materials in the game box, the two have become agents of change in our schools and this came out very clearly during the two day review and evaluation of achievements held at Macheo Children's Centre Thika (Kenya).

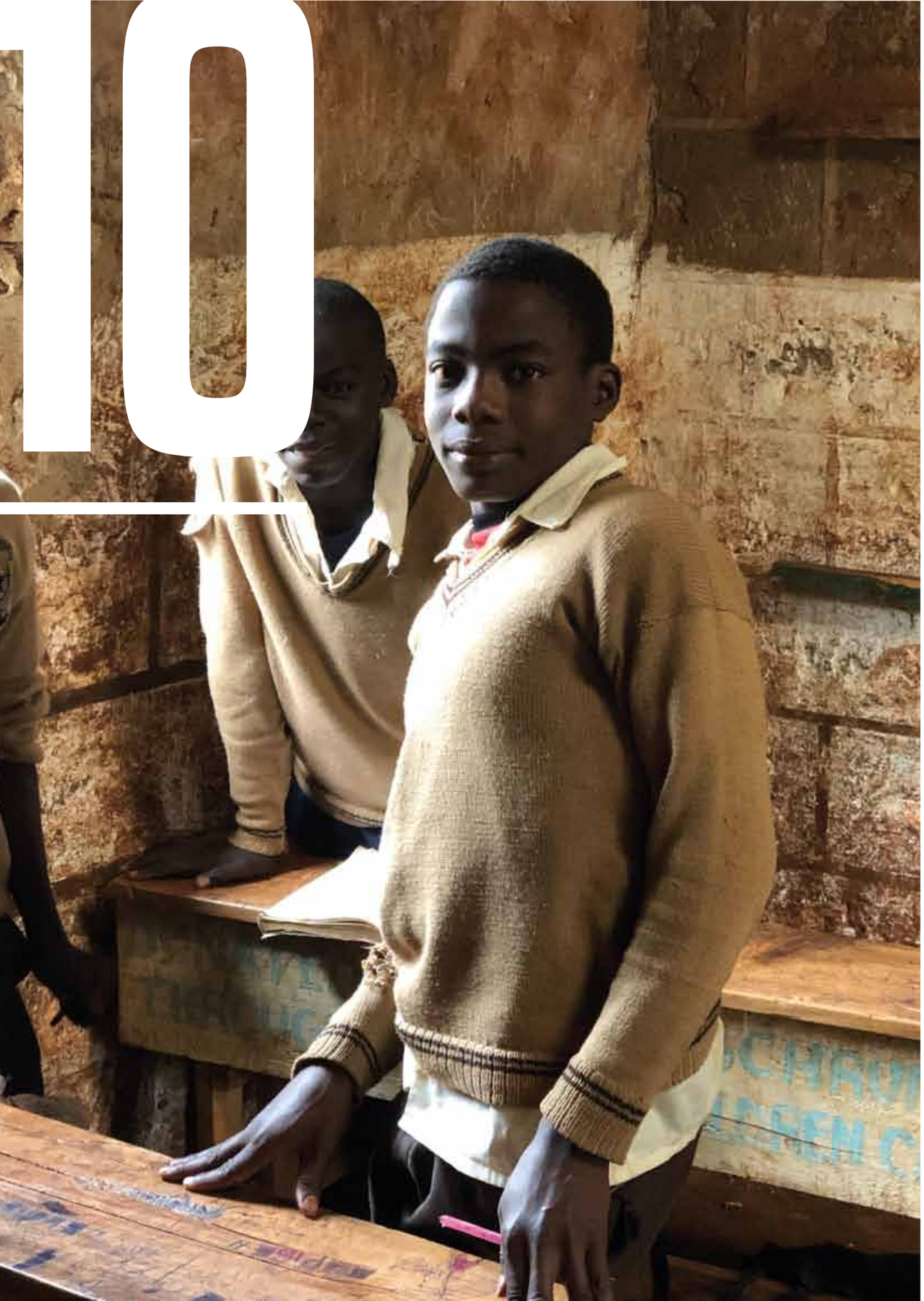
Uganda

The beginning of the year started with heavy rainfalls in Uganda, Kabale. Due to these rainfalls in Uganda, many roads were impassable. This complicated the school visits of our Sports and Play Coordinators. Nevertheless, the schools in the program have shown their enthusiasm about the sporting activities and their motivation to integrate sports and play into the curriculum. There are a number of schools where it has been decided to schedule a sports hour every day.

In May the Train the trainer course took place on Bushara Island in Lake Bunyonyi, Kabale Uganda. Because the schools in Uganda are so far apart, the 24 teachers from the six different schools stayed on the island for five days. It offered teachers, who otherwise rarely or never meet teachers from other schools, the opportunity to exchange experiences and share knowledge. Some teachers still find it difficult to discuss social themes and life skills during the activities. During the preparatory sessions of the sports experts for the Train the trainer course, Join for Joy paid extra attention to how the trainers can support the teachers in this. The training was given by our Country and Trainer Coordinator Meike Smit, sports teacher Daan Hardeman and our Sports and Play Coordinators Hilda Mbabazi and Bruno Mugisha.

The main theme of the training session was sports for development, and how to didactically implement sports and play in the curriculum. The meaning of role models and how to create a safe space were also highlighted. Teachers discussed, under supervision of the local Sports and Play Coordinators, what it takes to improve their school in order to become a safe space for all children. All participants were highly motivated and eager to learn.

10



SPORTS AND PLAY IN 2018

At the schools that started in December with the Kick-off, our Sports and Play Coordinators Bruno and Hilda have been in contact with school principals and teachers to talk intensively about the benefits of sports and play and about how to change perception and increase support from the community. Bruno and Hilda have been invited to participate in Parent Teacher Association meetings to inform parents about the benefits of sports at school, also in light of the mental development of their children.

Tournaments have been organized for 11 schools in the program 250 children and around 15 teachers participated in each organized tournament. The children enjoyed themselves by playing the different games and visibly enjoyed the excitement of competing against each other. The tournament also offered the opportunity for the students to play with children from different classes, to work with their teachers, and to increase their knowledge of different life skills. Some schools such as Karengyere and Kabirizi have taken the initiative to organize additional semi-tournaments at class level due to the limited space on their school grounds.

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

During the Kick-off in December, Hilda and Bruno formed the team together with four Dutch Trainers. All 24 teachers obtained the Bronze Join for Joy Certificate. The first two days of the Kick-off were all about sport for development. The teachers experienced for themselves what the impact of sports is on them personally, and learned the basic didactic skills of PE teaching. During the last three days the Sports Tournaments took place organized by the teachers and their fellows together. The tournaments offered the opportunity for all teachers to apply their gained knowledge in practice. 600 Students enjoyed the Sports Tournaments full of passion, encouraged by many residents of surrounding communities.

SPORTS AND PLAY IN 2018

Reproductive Health Uganda (RHU) was invited to conduct health discussions with the children and the parents about personal hygiene and sexuality during the tournaments.

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

In November Hannah Kooren and Martine Beijerman conducted the Achievement review with the first six schools that started in 2016 with the Sports and Play Program. All six schools have passed, and 21 out of 24 teachers have successfully passed the theory and practical exam. The three teachers who did not pass the exam were new to the program and therefore did not have the opportunity to participate in the Train the trainer course. These teachers are invited to the next Train the trainer and receive a resit to pass their exam.

Sports and play materials.

Locally fabricated game boxes have been distributed to the participating schools, and, where possible, locally fabricated sports goods too. Sport'81 gives Join for Joy a discount on all other sports and play materials bought in the Netherlands.

Join for Joy travelled to Kenya to discuss boys and girls empowerment through sports and play. (oid). In 2019-2021 Join for Joy commits to a further deepening of the Boys and Girls empowerment activities in the Sports and Play Program. Join for Joy has had a meeting with Teresia Ki Kariuki working at the Ministry of Health that informed us of the latest data on drugs abuse, young pregnancies, dropouts of girls at school, HIV/Aids infections and on the taboo on sexual violence among boys and girls in Thika. Join for Joy also met Ann Maina, chief Education Officer in Thika, who shared with us the current shifts in thinking about education in Kenya from more one-dimensional teaching to talent development, creativity and personal development of children.

SPORTS AND PLAY IN 2018

Another inspiring meeting took place with Vijana Amani Pamoja. Vijana Amani Pamoja is an organization based in Nairobi that is committed to making girls more resilient and giving them a chance for a positive future. We had a meeting with the director of VAP, Nancy Waweru. Join for Joy met Mr Gichuki Francis. Mr. Gichuki Francis is a well-known expert in the field of sports for development. He is recently elected to become member of the International Board of Streetfootballworld.

In Zambia Join for Joy spoke with Mrs Phiri, District Education Board Secretary about the selection mechanisms of Join for Joy for new schools to participate in the Join for Joy program. Join for Joy also visited a couple of schools that started in 2017 with the Sports and Play Program.

SPORTS AND PLAY IN 2018

Kampeteke Primary School reported the following results: "Absenteeism has been reduced, and this has improved the performance of pupils because they are ever present in classes. Pupils have been exposed to equipment that they used to see on television only. Teamwork has been instituted in the pupils. It has also helped the pupils to accept defeat in real life situations. Pupils have also been helped to acquire/ develop sporting activities as early as 7 years of age. Finally sports and play activities have been used as a tool to create awareness on the dangers of smoking, drinking beer, diseases and early marriages/pregnancies. In Zambia, local tribal chiefs are very influential. Princess Cholwe at the Royal Palace in Chongwe invited Join for Joy to talk about the impact of the Sports and Play Program in the Chongwe community."

The work visit to Kabale and Rubanda in Uganda concerned primarily advocacy meetings and school visits in order to gain governmental support for stricter oversight and support to help the rural schools with the right use of the resources and time they are required to allocate on PE education. The subsequent officials have given their commitment to support the Sports and Play Program: District education officer Rubanda - Mr Celestine Magezi; Inspector of schools - sports officer - Moses Twijukye; District education officer Kabale - Sabiti Kenneth Babo; District secretary health, education and sports - Mr Johnson Baguma. During the school visits we met and talked with school directors and teachers about the program, and what they further need in order to prioritize meaningful education. Join for Joy seeked publicity and support of the community by meeting Andrew, DJ / sport commentator of Hope Radio and involved in the NGO Soccer2Unite that supports talented young soccer players.

Monitoring, Evaluation and Learning

Since the beginning of 2018, the three partner organizations experimented to work with a set questionnaire during school visits. These questions served as a guide for the observations of the PE lessons and made it possible to map the progress per school, but also per region. A Theory of Change, including a "framework and indicators for measuring progress and results or Join for Joy and sustainability" has been formulated, in close cooperation with Join for Joy adviser Annette van Andel. Based on this discussion, it was decided to develop more creative forms of feedback and to focus on the learning aspect of monitoring and evaluation for all participating stakeholders. Join for Joy selected an external partner to develop and execute a consistent Monitoring and Evaluation Program in 2019.

14

SPORTS AND PLAY IN 2018

Join for Joy 2019-2021

The ambitions and plans for 2019-2021 have been formulated in 2018. Between 2016 and 2018 Join for Joy focused on making its interventions more sustainable. As a result, teachers started to play the central role in the Sports and Play Program. They became the agents of change for their students' mental, social and physical development. Supported by the expertise, training, materials and support of our Sports and Play Coordinators, they can bring about the change we are aiming for: a curriculum for primary schools where, in addition to education in cognitive skills, there is also room for broader talent development, physical and emotional, through sports and play. The results of the reformed set up of our interventions have been impressive: fewer dropouts, a better relationship between teacher and student, more energy and concentration in class, and more attention to social themes such as HIV/Aids and malaria.

The objectives for 2019-2021 are four-fold:
1.Quality and continuity
2.Implementation Monitoring, Evaluation and Learning
3.Program improvements
4.Building relationships with government agencies

These objectives will together sustain the quality of our program, while increasing its reach. The program improvements and investments will enable Join for Joy to offer sports and play to many more children at a reduced cost.

PARTNERSHIPS AND EVENTS

Join for Joy strongly believes in the power of team play, not only on the field, but also as leading principle for the way we work. For years, Join for Joy can count on a loyal group of stakeholders that supports our cause. Every year our network is growing. Join for Joy generates revenues through different channels, among others, through donations of foundations and family funds; a crowd-funding model for volunteer Trainers; periodic donations, and through events, partnerships and campaigns. Some of them will be highlighted below.

Join for Joy partners with the donation- and crowd-funding platform Pifworld.com that allows each Trainer to manage its own online fundraising page. Join for Joy also partners with Split a Gift, an organization that encourages people to choose for donating a special cause instead of receiving gifts when celebrating birthdays, anniversaries or other life events. Sportmomentje is engaged in the development, organization and support of various sports and play activities for primary school children in Amsterdam and surroundings. Part of their revenues goes to Join for Joy.

Join for Joy is grateful to have received 1332 payments in 2018 from its donors, ranging from monthly or long term donations to incidental donations from individuals, foundations, companies and family funds. In our Financial Report there is an elaborate overview of the income and expenses, including a balance sheet, of Join for Joy in 2018.

And many more...

There were also many valuable goods donated to Join for Joy. Sport'81 offered a reduction on the purchase of materials for the game boxes. Cortex has supported Join for Joy by offering safety trainings to the volunteer Trainers. Eric Proper of SalarisNetwerk provides the payroll administration of Join for Joy. During the Park Run, many companies supported Join for Joy by donating products: Puur Events, Albert Heijn, Waterkant, ABN AMRO, La Fête, RedBull offered their services to help Join for Joy. Maguire applied a non-profit reduction for their accounting services. Blow-Up media has provided free advertising space on various Bill Boards in Rotterdam and Amsterdam. Drukbedrijf.nl has sponsored 2500 flyers for the Park Run.

Première Through The Teachers Eyes

2018 started with the premiere of the mini documentary "Through The Teachers Eyes" by videographer Gosse Bouma in Filmtheater de Uitkijk. Gosse made pro bono a short documentary about the Sports and Play Program of Join for Joy from the point of view of two teachers in Kenya.

16

PARTNERSHIPS AND EVENTS

The main theme of the premiere was the importance of 'motivation', as main success factor of our interventions. Daan Snijders and Daan de Groot, both committed voluntary trainers, spoke vividly about their experiences and what inspires them personally to continue to commit toJoin for Joy. Meike Smit, the Country and Trainer Coordinator of Join for Joy, capitalized on the strength of the Train the trainer course and how she uses her expertise as a former sports teacher during the various phases of the Sport and Play Program. Gosse told about his motivation to make the documentary. Finally, Rachel Louise, sing a songwriter and ambassador of Join for Joy, sang her song "Big Girls" based on the girl empowerment program of Join for Joy.

Park Run

The second edition of the Park Run took place on Thursday, June 21th. This is an important date for Join for Joy because it is the birthday of one of the founders, Michiel Löwenberg. The year 2012 was overshadowed by his loss after being diagnosed with Melanoma. Every year Join for Joy reflects on this moment by organizing something special on the 21th of June. Thanks to the efforts of Puur Events, Albert Heijn, Waterkant and the enthusiastic participation of ABN AMRO, La Fête and other parties, it was a very successful evening again! Watch the after movie for an impression of the evening on the Vimeo page of Join for Joy: www.vimeo.com/joinforjoy. Kim Slaman, as our intern, helped organize the Park Run 2018. Kim studies Sport Management and Entrepreneurship.

Partnerships

Join for Joy has entered into a partnership with International Sport Alliance in the project "Sport for Development.nl 2016 - 2020, the vital power of sport" which is financially supported by the Ministry of Foreign Affairs. In this project, Join for Joy focuses on the further development of a program for girls and boys who can increase their resilience through sport.

Edgar Silwimba, our Sport and game coordinator in Zambia has trained the coaches of the Hockey Dream Foundation (HDF) on how to use sport to encourage different elements of the development of children. During a multi-day training, Edgar has taught the coaches specific skills on how to address and discuss taboo issues such as teenage pregnancies, HIV/Aids, Malaria through a game or a sport activity. Some training elements of the Join for Joy Program has been introduced to the HDF Academy.

PARTNERSHIPS AND EVENTS

CompaNanny has dedicated her 15 year anniversary to supporting Join for Joy with a nationwide campaign, the financial support of one primary school in Uganda and by making two of its employees available for volunteering in our projects.

Meetings and conferences

Join for Joy spoke with Marketing director of Justdiggit, Wessel van Eeden. Wessel is also one of the men behind the successful organization Dance for Life, which is committed to fight HIV/Aids among young people. Join for Joy was invited, among a select group of other invitees to join a meeting of the Moonshot Stories. Johnny de Mol (Movement on the Ground) and Judith Joan Walker (African Clean Energy) shared their personal experiences in realizing their entrepreneurial dream.

Join for Joy has received a very interesting training through Better Care Network about attachment problems of children and the role that parents / teachers play in this. We also participated in the "donor-oriented fundraising knowledge session" organized by Goede Doelen Nederland. In addition, we attended the Sport and Sustainable meeting Development Goals in The Hague. This meeting was organized by KNVB WorldCoaches, Right to Play, International Sports Alliance and the Ministry of Foreign Affairs.

Media, Information & Communication students have worked hard on a Storytelling assignment for Join for Joy. Join for Joy also had a meeting with the Dutch director of Right to Play, Marije Dippel. The two organizations shared our experiences and knowledge and expressed the intention to meet on a regular basis in the future in order to learn from each other and, where possible, to support each other.

In The Hague, Join for Joy had its first introduction to the Ministry of Foreign Affairs, International Sports Policy department. Eva Kernkamp has advised Join for Joy on subsidy opportunities. In light of this, Join for Joy met Leonie Hallers, director of International Sports Alliance (ISA). The last couple of years, Join for Joy partnered with ISA for the development of some of the training elements and game manuals. ISA is also the secretary of the Sports for Development steering group in the Netherlands. The steering group consists of KNVB, Right to Play and the Ministry of Foreign Affairs, among others, and decides on the distribution of the subsidy from the Department of Trade and Development Cooperation among non-profits that focus on sports for development. Join for Joy successfully submitted an application before 2019 for our Boys and Girls Empowerment program.

18

PARTNERSHIPS AND EVENTS

At the invitation of Women Win, Join for Joy attended the "Moving People - Moving Europe" Conference in Paris on Sport for development on 23 November. The conference brought together 175 participants representing 88 organizations from 32 countries. The conference underlined the value of alliances that can raise physical activity levels not only in Europe, but throughout the world.

Bas van der Veldt, CEO AFAS who supports with his family foundation Contribute four school programs, invited Join for Joy to attend the inspiring presentation of Fabio D'Agata. D'Agata encourages people to achieve personal goals through sports. Join for Joy and Agata discussed partnership opportunities for 2019.

Door Plantenga, board member of Habitat for Humanity Netherlands, advised Join for Joy on the business positioning of Join for Joy. Marc Pappelendam, former Vice President / General Manager of NIKE has proactively approached Join for Joy and he will be involved in the business proposition of Join for Joy.

Cholwe Nkomeshya, the daughter of the Chief of the Chongwe region in Zambia, visited the office for Join for Joy. In Zambia, the chief is in charge of the traditional government, a complex set of village councils and district committees, which has been operating in the same way for centuries. Their support is important for the local anchoring of Join for Joy's interventions.

19

ONLINE COMMUNICATION AND CAMPAIGNS

On November 20th Join for Joy launched an "urgency" video. The video addressess the fact that 61 million children worldwide do not go to school and demonstrates the positive impact of the Sports and Play Program of Join for Joy on the motivation of children to come to school and stay at school. You can watch the video here: **https://vimeo.com/290868020.**

Join for Joy had an exploratory talk with Go Public to create a marketing strategy for Join for Joy. Go Public is an online marketing agency that specializes in NGOs and has a lot of experience with online marketing and marketing campaigns for, for example, increasing the number of donors. A second meeting is planned for the beginning of 2019. Join for Joy also had a conversation with Maite Wetters and Matthijs Vermunt from MadMarketing. They specialize in optimizing websites, integrating social media and generating more visitors.

In 2018, Join for Joy started to use Tikkie, the online donation application of ABN AMRO. Via SMS messenger, WhatsApp or via a QR code people can easily donate to our cause. The try-out in 2018 has been very successful.

FINANCIAL REPORT 2018

We use the power of JOY to change children's lives.

Sports and play at school contributes to every child's right to meaningful education. Play creates impact on the development on a physical, social and mental level. It gives joy and motivates children to come to school and stay in school. Sport is a powerful tool for disadvantaged children to become educated and engaged members of their communities. Playful learning makes school a happier and safer place for children.

Realization of goals

2018 was another year of growth of our organization. Thanks to the Sports and Play Program of Join for Joy, 39.000 children now participate in the 60 participating schools. 240 teachers currently participate in the program. The Join for Joy Sports and Play Program is successfully implemented in Zambia at 12 schools.

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

Besides the official training program, many interschool tournaments took place, to the happiness of the communities in Kabale (Uganda), Thika (Kenya) and Chongwe (Zambia). Parents loved to watch their children competing against each other and putting their best foot forward.

Key risks and uncertainties

The rural areas in Kenya, Uganda and Zambia we are active in facing comparable challenges regarding their climate, health issues and demographics. To sum up, the communities we work with are often confronted with:

- Drought, flooding, food scarcity
- Gender inequality: teenage pregnancies, child marriages
- Growth in population. 40-45% of the population between 0-14
- 40% to 60% of population lives in poverty
- 60% - 85% works in agriculture - children needed on the field
- 7%-12% of population is infected by HIV / Aids.
- 30% of the households is uneducated

FINANCIAL REPORT 2018

The political situation and weather conditions in the countries and regions where Join for Joy implements the Sports and play program remains an inherent uncertainty. If there are safety risks for the people engaged in the work of Join for Joy, the interventions will need to be postponed. One can think of situations where teachers decide to go on strike, or floods make it impossible for our local colleagues to visit the schools for their monthly observations for example.

Another key uncertainty, inherent to the not-for-profit structure of our organization, is the dependency of external funding. The last eight years, Join for Joy was successful in building up a network of family/trust funds, in organizing fundraising events, and in facilitating and supporting the fundraising efforts by volunteers. In order to achieve the ambitions and maintaining the continuity in the organization, Join for Joy continues to work hard to establish further and more long-lasting relationships with its donors.

Financial results 2018

After several successful years in financial terms, 2018 constituted a year of negative income for Join for Joy. It raised a total amount of €228,664 in 2018, while it incurred total costs of €293,585, constituting an annual net loss of €64,921. The equity decreased from €224,440 to €159,519, with still solid cash reserves amounting to €151,951.

The assets of Join for Joy consist of other receivables of €23,410, which mostly consists of fundraising amounts due by sponsors, and cash held in the bank account. This cash is split between freely available cash of €51,951 and restricted cash that was received in connection with a bequest of €100,000 given in 2017 by a private individual as part of his inheritance. The current liabilities consist among others of a wage tax payable to the amount of €3,662, a holiday pay accrual to the amount of €3,509 and accrued expenses to the amount of €7,735.

The category 'income from private individuals' primarily refers to sponsoring amounts raised by Trainers that participated in the 2018 Kick-off or Train-the-trainer of Join for Joy. Income from this category declined from €10,532 in 2017 (corrected for €100,000 relating to the bequest) to €4,855 in 2018, mainly related to the fact that since 2018 Join for Joy has started to work less with Dutch volunteer trainers and more with local trainers, which leads to a decline in income from volunteer fundraising efforts. The choice for local trainers is based on the ambition of Join for Joy to become as sustainable as possible in its operations, and to constantly look for ways to involve the local community.

FINANCIAL REPORT 2018

The category 'income from partners & companies' relates to the fundraising program 'Partners for Joy' aimed at corporates and businesses. Income from this category declined from €28,174 in 2017 to €9,855 in 2018. The difference mainly relates to the fact that in 2017 Join for Joy received a one-time gift from a law firm that had organized a fundraising action for its employees. Such one-time income did not occur in 2018 and furthermore several fundraising efforts aimed at corporates did not materialize.

The category 'income from other non-profit organizations' relates to donations received from private family foundations, of which several have committed to contribute for a multi-year period. Income from this category remained more or less stable, amounting to €190,289 of income in 2018. The category 'income from events and other collections' refers to fundraising events organized under the name 'Events for Joy'. Income from this category declined from €43,412 in 2017 to €23,180 in 2018. The decline was mainly attributable to fiercer competition in the local fundraising area, as the amount of races and challenges organized by other non profit organizations in Amsterdam increased significantly. The costs related to fundraising are separately reflected under expenses and amount to €28,381, including €3,160 for the organization of fundraising events.

On all of its income categories, Join for Joy stayed behind on the original budgeted plan for 2018. This was a huge disappointment given the considerable effort that was put into the acceleration of Join for Joy's fundraising in 2018, e.g.: by building up relationships with interested businesses; organizing events; submitting applications to funds that were not yet familiar with Join for Joy via fondsenwervingonline.nl; the introduction of the "Tikkie" Christmas action in collaboration with ABN AMRO; enhanced relationship building and maintenance with family funds that already supported Join for Joy; and the strengthening of partnerships with other national and international non-profit organisations that offered their expertise to Join for Joy pro bono.

Join for Joy believes that fundraising requires a long-term effort and that many of the seeds planted in 2018 will develop into concrete proposals in later years. In fact, in the first half of 2019 we have already seen some concrete successes of the accelerated fundraising efforts which will lead to additional income for Join for Joy. Moreover, over a multi-year period the net income of Join for Joy is still at a positive level, despite the large growth it experienced in its operations. Join for Joy believes this will also be the case for the coming years. Its equity position is therefore expected to remain strong and at a sufficient level to support the future growth ambitions.

FINANCIAL REPORT 2018

The upscale in activities (new country Zambia, continued execution of new strategy, accelerated fundraising) required personnel costs to a total amount of €98,816 in 2018, reflecting an average of 2.4 FTE. Of the total employee costs, an amount of €68,986 was allocated to mission objectives. The time spent by personnel on various activities can roughly be divided into: on-going support for and frequent presence at Join for Joy's key activities in the countries is active in (Kick-off course, Train-the-trainer course and Sports and Play Program, etc.); strategy, planning and development; monitoring & evaluation of the activities; fundraising, including marketing and communication; and other administration tasks. This is also included as such in the annual budgeting process

Governance

The founders, board members and employees of the Join for Joy foundation have different professional backgrounds (legal, finance, communication, media & sports, etc.). They all share the drive and the ambition to stimulate the development of Join for Joy in order to reach its mission.

Charity Netherlands (Goede Doelen Nederland) & CBF seal of approval

Since 2018, Join for Joy has been mentioned on the website and in the books of Goede Doelen.nl. This facilitates potential for potential new donors via GoedeDoelen.nl. Join for Joy also made a start in 2018 on implementing the necessary adjustments to be able to receive the CBF seal of approval in 2018. From November 1, 2018, Join for Joy officially received the CBF seal of approval. Join for Joy is one of the 500 recognized charities in the Netherlands.

New office space

In February 2018 Join for Joy Head Quarters moved to: Tussen de Bogen 113, Amsterdam.

Amsterdam head quarters

The founders, board members and employees of the Join for Joy foundation have different professional backgrounds (legal, finance, communication, media & sports). We all share the 'drive' and the ambition to stimulate the development of Join for Joy in order to reach our mission. Each month the day-to-day management and the Board have a meeting to discuss strategic, financial or operational issues and make 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 issues. Cash expenses in direct relation to Join for Joy's activities in excess of €2,500, as well as cash expenses not in direct relation to Join for Joy's activities in excess of €200, will require prior approval by the Board with a 2/3 majority.

FINANCIAL REPORT 2018

In 2018, Hannah Kooren was on a 6 month maternity leave. Minke van Geen, Meike Smit and Martine Beijerman have taken over her responsibilities in this period.

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

Partner organizations & Sports and play coordinators

Ruth Mwinga	Sports and play coordinator Kenya (Macheo)
Monica Chege	Sports and play coordinator Kenya (Macheo)
Hilda Mbabaz	Sports and play coordinator Uganda (Caritas)
Bruno Mugisha	Sports and play coordinator Uganda (Caritas)
Edgar Silwimba	Sports and play coordinator Zambia (Sport in Action)
Sammy Thaimu	Sports and play coordinator Zambia (Sport in Action)

Board

Michiel Schul
Paul Huizinga
Let Schutter

Board of advisors

Aart van Os
Annette van Andel
Alex Klusman

Outlook 2019

Together with local partners we work towards a sustainable impact in the education system in order to move from policy to practice. For 2019 we have formulated four ambitions that will guide our efforts to make possible that as many children possible will enjoy meaningful education. First we focus on the integration of PE lessons into curriculum of primary schools of a high quality and high frequency. Second, we focus on the capacity building of the teachers. Through sports and play, Join for Joy trains teachers how to sensitize their pupils on social issues, life skills, and inclusion of girls and less abled children in sports and play. Third, we focus on making our program as inclusive as possible by improving gender-awareness of involved teachers and students and improving the possibilities of less abled children to participate too. Fourth we will advocate with the local (also traditional), regional, and national government for more support / monitoring on sports and play in schools.

2019 Will be marked by the implementation of the Sports and Play Program in Malawi. In 2019 another 18 schools will finish their Sports and Play Program with the Achievement review in Kenya, Uganda and Zambia. We will continue to engage the local communities in our work. The improved form of the Kick-off and tournaments give a great opportunity for the parents to enjoy the team spirit of their children sporting and playing together. Join for Joy will continue to sensitize the community (head teachers, parents) about the importance of sport and play for the development of boys and girls.

Join for Joy will expand its partnerships with different sorts and sizes of companies. Promising new partnerships are on the agenda. The majority of the foundations that supported Join for Joy in 2018 have expressed their commitment to continue their support in 2019. Join for Joy will be supported by participants of the famous Dam tot Dam loop. Join for Joy will invest in FTE that is specifically aimed for increasing its fundraising capacity.

We use the power of JOY to change children's lives

Above all, Join for Joy continues to pursue its core ambition to offer many more children the chance to enjoy sports and play at school. Sports and Play at school contributes to every child's right to meaningful education. Play creates impact on the development on a physical, social and mental level. It gives joy and motivates children to come to school and stay in school. Sport is a powerful tool for disadvantaged children to become educated and engaged members of their communities. Playful learning makes school a happier and safer place for children.

FINANCIAL REPORT 2018

Financial Budget 2019

Expense 2019	**EUR**
Sports and Play Program Kenya, Zambia, Uganda, Malawi	€ 344,500
FTE program management	€ 30,000
Insurance/banking/subscriptions	€ 9,500
Marketing and communication	€ 15,000
Office rent/housing	€ 11,800
Financial administration/expenses	€ 9,000
TOTAL 2019	**€ 419,800**

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

CONTACT

Follow JOIN FOR JOY at

Facebook.com/joinforjoy.net
Instagram.com/joinforjoy
Vimeo.com/joinforjoy
www.joinforjoy.net

General contact

Stichting Join for Joy
Tussen de Bogen 113
1013 JB Amsterdam, the Netherlands
info@joinforjoy.net
+31 617595491 or +31 641465084

Bank account information

Stichting Join for Joy
IBAN: NL92RABO0118162926
Place: Amsterdam, the Netherlands

The texts, numbers and design of this Annual Report are checked by the staff, Board of Directors and the Supervisory Board of Join for Joy. Should you have questions or come across an error, please contact us at info@joinforjoy.net.

Stichting Join for Joy is a foundation under Dutch law, registered at the Dutch Chamber of Commerce with number 52315525. Join for Joy has been recognized by the Dutch tax authorities as a charitable organization with ANBI-STATUS.

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

PL Design
visuele communicatie