Join for Joy

ANNUAL REPORT 2019

WE USE THE POWER OF JOY TO CHANGE CHILDREN'S LIVES

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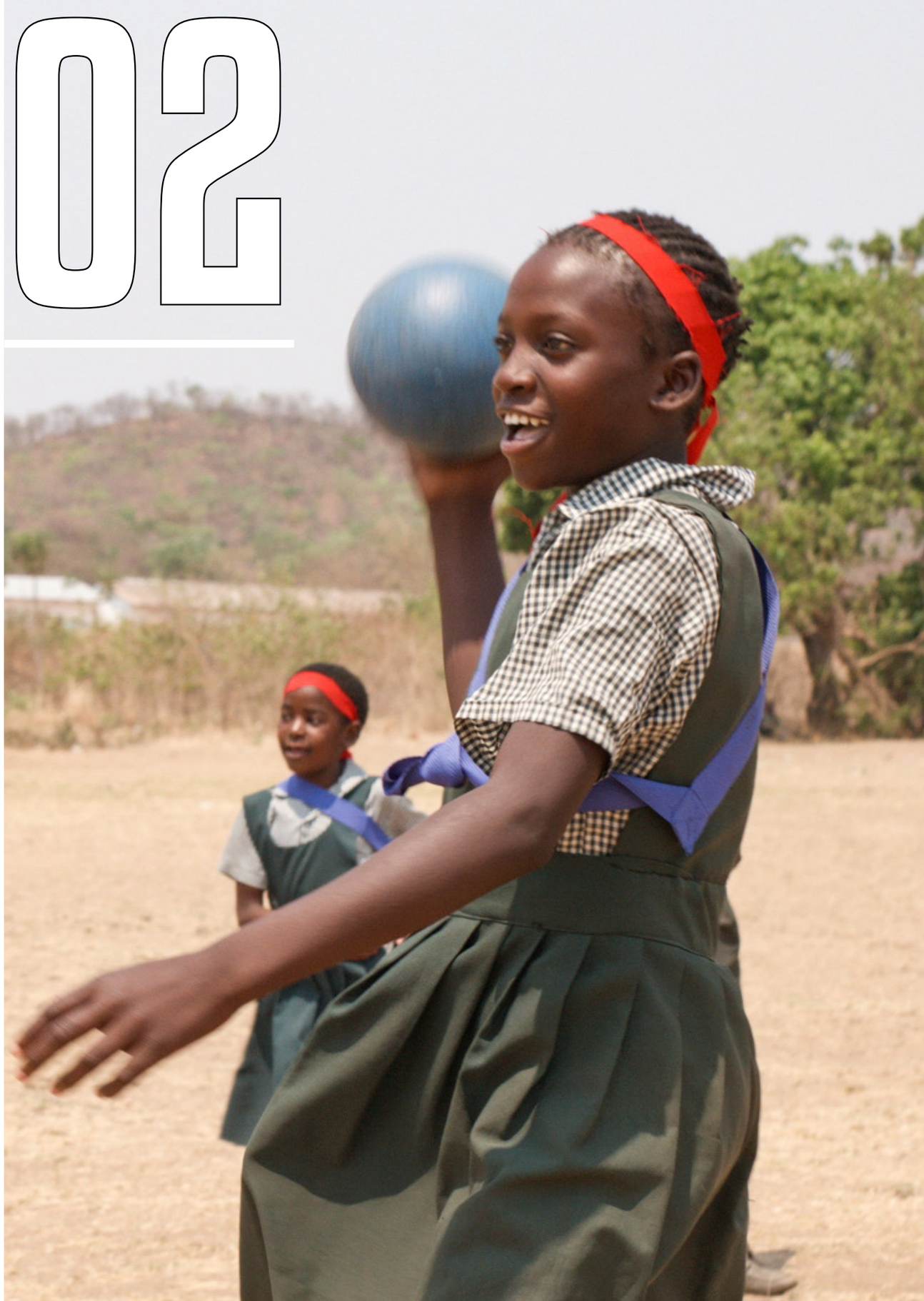
02



Preface

Sports and play at school contributes to every child's right to meaningful education. It changes lives. Sports are often the one positive thing a child looks forward to on a day or week. Play gives joy and motivates children to come to school and stay in school. Playful learning makes school a happier and safer place for children.

Join for Joy believes that the most effective way of creating a change is to "learn by doing". The teachers that participate in our capacity building training are challenged straight from the start to think about sports for development, to experience sports and playing activities themselves, to work together as a strong team and to use these sessions as an opportunity to learn from each other.

The primary school teachers are role models and have a huge impact on the development of their children. During the training we emphasize this privilege and we give them as many tools as possible to take up that role. We always select an even number in male and female teachers. Having a positive female role model is very powerful, especially for the girls.

Sports matter because they reveal and develop character. Sports matter because they can give a voice to the voiceless. Sport is a powerful tool for disadvantaged children to become educated and engaged members of their communities.

The support of our institutional sponsors and the continuous efforts of our trainers who passionately guided the Kick-off and the Train the trainer course were again indispensable for the successes Join for Joy booked in 2019. We would like to thank our sponsors, trainers, sports and play coordinators, our partner organizations Macheo, Caritas Uganda, Sport in Action and Zikomo Foundation, including our staff at the Amsterdam headquarters for their continuous efforts to realize Join for Joy's goal: Supporting schools in the rural areas of Eastern Africa with the implementation of our program, so all the children can enjoy their human right to enjoy meaningful education!

Hannah Kooren
Chairman Board Join for Joy

03

We use the power of joy to *change* children's lives

"We introduce the power of playful learning to make it more attractive for children to come to school and stay in school".

Our Story

Sports and play have positive effects on the physical, mental and social development of children. Through participation in sport and physical education, children learn about key values such as honesty, teamwork, fair play, respect for themselves and others, and adherence to rules. They learn how to deal with competition and how to cope with both winning and losing. Sports and play give children important tools to develop into strong, resilient children.

In many countries physical exercise is therefore part of the compulsory curriculum of primary schools. Because the ability to learn is greatest at a young age, investments in helping young people to acquire education, skills, good health 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*.

Unfortunately, for many children who grow up in the rural areas of low-income countries spending time on sports and play is not that evident. In their private life, there are interrelated challenges such as lack of education, poor health, abuse, gender based violence or child labor. And generally over 90% of the poor reside in the rural areas. We have chosen to focus on rural areas that are more difficult to reach due to their remoteness and therefore often receive less attention from the government and other non-profit organizations.

The success of Join for Joy strongly relies on the spirit and involvement of local partners, schools, teachers, trainers, and of course the children themselves. Join for Joy plans, designs and organizes its activities in close cooperation with local stakeholders, in order to remain close to the habits and lifestyle of local communities and their culture.

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 sports and play activities for their children. After the two and a half years of training the schools will be included in the Alumni program. Teachers of primary schools are the main agents of change.

* See SDP IWG annual report of 2012 activities.

04

Results 2019

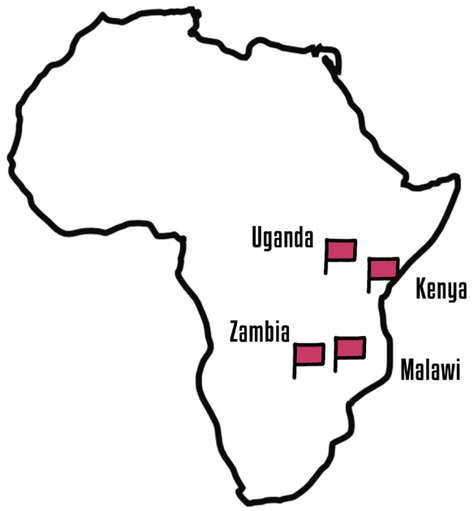
Our mission is to contribute to meaningful education with opportunities for all. We support primary schools with the integration of sports and playing activities in their curriculum to encourage playful learning. We have four strategic pillars. First, through training of the teachers, we build the capacity of primary schools. Second, we integrate Join for Joy sports and play programs in the curriculum. Third, we improve gender equality through sports and play activities. Fourth, we advocate for governmental actors on the local level to help translate policy into practice.

Where do we work?

Our programs run in the rural, hard to reach areas of Malawi, Uganda, Zambia and Kenya. The children living in these rural areas face considerable challenges regarding the 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 is between 0-14
- 40% to 60% of population lives in poverty
- 60% - 85% works in agriculture - children needed to work on the field
- 7%-12% of the population is infected by HIV / Aids.
- 30% of the households is uneducated

Join for Joy



With whom did we work together?

The Join for Joy sports and play coordinators are a crucial success factor for the program. The schools have a direct point of contact when support is needed with the implementation of the sports and play program. Join for Joy works closely together with their local partner organizations. Join for Joy therefore has the ability to keep a close eye on the progress of the schools so that they can quickly respond or adjust the activities when needed.

Kenya	Uganda	Zambia	Malawi
Macheo	**Caritas**	**Sport in Action**	**Zikomo Foundation**
Ruth Mwinga	Hilda Mbabazi	Edgar Silwimba	Kennedy Zako-chera
Monica Chege	Boniface Byamu-gisha	Sammy Thaimu	James Phiri
	Javia Birungi		

Headquarters team (2,4 fte)

Minke van Geen-Meijboom
Managing Director

Meike Smit
Program Manager

Daan Hardeman
Project Coordinator

Hendrik Hofstra
Manager Marketing and Partnerships (Jul - Dec)

Martine Beijerman
(Freelance) International Program Coordinator

We work closely together with local governmental actors, including traditional governmental actors. The district and education officer of the Chongwe region in Zambia expressed her support during the Train the trainer sessions this year. Ruth Phiri: "The approach of Join for Joy is encouraging especially because they are using sport and play as a way to improve children's academic performance. Sports and play helps the child to develop holistically: mentally, emotionally, and physically. Sport and play are key in mental development of every child that includes the less privileged. If we embrace this approach we will surely have a better tomorrow. We need a generation with a healthy mind and this program will surely help us to have less challenges in the teaching fraternity."

ADVISORS
Aart van Os
Annette van Andel
Alex Klusman
Meike Bartels

BOARD
Hannah Kooren - Chairman
Michiel Schul - Finance
Elvira de Jong

Sports and Play 2019

In 2019 we reached the milestone of 50,000 children! Thanks to the Join for Joy program now 54,600 children have the opportunity to enjoy meaningful education because of the sports and play activities that are organized by trained teachers at their school. 54,600 children that have more focus and energy in the classroom because of sports at school. About 27,000 girls are now challenged to discover and develop their talents. Over 84 schools experience fewer dropouts, and see a better relationship between the children and the teachers.

Sports and play 2019

54.000	Children have enjoyed sports and play activities at school
New schools started the program	24
18	Schools succesfully completed the program with the Achievement rewiew
Teachers enjoyed the Kick-off	96
72	Teachers enjoyed the Train the trainer
Volunteer sport experts were involved	10
24	Bags full of sports and play materials like net-, foot-, and tennis -balls, pins, ribbons, whistles and the game manual were produced and bought locally
Sport tournaments were organized for all the schools in the program	90

JAN2019

- Introduction of 12 new empowerment activities
- Start development Monitoring & Evaluation system with Avance

FEB2019

- Presentation at Africa Play Conference in South Africa
- Achievement review for 2 schools in Kenya
- Training of volunteer sports experts

MAR2019

- Tournaments in Kenya, Uganda and Zambia for physically challenged children
- Desk research and field trip to Malawi
- Free airtime on Ugandese radio to invite parents to test for health issues at tournaments

APR2019

- Train the Trainer sessions in Zambia and Kenya (48 teachers trained)
- Selection Zikomo Foundation as partner organization Malawi

MAY2019

- Train the trainer session Uganda (24 teachers trained)

JUN2019

- Official partner of Groot Nederlands Studenten Kampioenschappen
- Team training week Kenya (knowledgetransfer and Kick-off Monitoring and Evaluation)

JUL2019

- Mwangala Ikacana new ambassador

AUG2019

- Pilot Kick-off for 6 schools in Malawi (24 teachers trained)
- Kick off for 6 schools in Zambia (24 teachers trained)
- New partnership with family foundation Contribute
- Official partner EUREKA week Rotterdam

SEP2019

- Dam tot Damloop fundraising team
- Partnership Clifford Chance (pro bono legal advice) and CompaNanny

OKT2019

- Soccer player Wout Weghorst new ambassador
- Professional dancers Petit Afro and Angel Afro dance new ambassadors
- Prof Meike Bartels new advisor
- Training of volunteer sports experts
- Shooting mini documentary in Zambia
- First time alumni days – all teachers that were part of our program came together in Uganda and Kenya

NOV2019

- Milestone reached of 50.000 children playing at school
- Triathlon athlete Els Visser new ambassador
- Kick off 6 schools Kenya (24 teachers trained)
- Achievement reviews 6 schools in Kenya and Zambia (48 teachers passed their exam)

DEC2019

- Kick off 6 schools Uganda (24 teachers trained)
- Achievement review 6 schools Uganda (24 teachers passed their exam)

Focus Points 2019

1. Sustainable knowledge transfer

At Join for Joy we strongly believe in sustainable change. We work with primary schools, local government officials, and communities to bridge the glaring gap between the existence of laws and policies that prescribe PE education on the one hand, and the reality of implementation on the ground on the other. In all our interventions we ask ourselves the question: will the communities we work with feel invited and knowledgeable enough to continue offering sports and play to their children? This is why we exclusively work with schools, as we want to create a long term, sustainable impact in the regions. Schools are the most reliable, solid, and constant factor in the communities, and in the lives of the children. In 2019 we have invited and selected another 24 new schools to the program. They have successfully started the program with the Kick-off training weeks in August, November and December and will complete the program at the Achievement Review in 2021.

All schools that have started the program in the previous years are now in the different phases of our program. The schools that have successfully passed the final exams are invited to join us at a yearly Alumni day to catch up and to share experiences and best practices. This way we build strong communities of schools in order to remind all schools of the importance of sports and play for the development of their children.

Quote of teacher Bruno - Karengyere Primary School Uganda: *"Not only the school, but the whole community learned from the sports and play program. They have learned that through sports and play members can learn how to control diseases which disturb people like malaria and cholera."*

Quote of teacher Moses - Kachwekano Primary School Uganda: *"My school is now a learning centre of excellence where learners are motivated to continue learning and remain at school because of the sports and play activities that refresh their minds and give them energy."*

2. Gender inclusive approach to sports

Join for Joy has strengthened the boys and girls empowerment lessons to maintain a gender inclusive approach in sports education, with the help of the generous suport of Nefkens Stichting Ontwikkelingshulp and a grant by the Ministry of Foreign Affairs, specifically focussed on Uganda. The aim of Join for Joy is to train teachers to make girls and boys more resilient by giving them the opportunity to cooperate from an early age through sports and play, and to obtain reliable information about sexual behaviour and risks so that they are empowered to make healthy decisions.

We focused in 2019 on strengthening the knowledge of teachers in the field of girls and boys empowerment, secure emotional space and hygiene. Based on preliminary desk research, consultation rounds with partner organizations and experts in the fields, we started working together with "SPAT verandert" to strengthen the program and add elements exclusively related to gender equality .

Quotes of teachers in Zambia related to their most significant change: "*Early marriages and early pregnancies have been reduced in our school, this has been helped by empowerment programs offered by Join for Joy and life skills taught. Children are given the best opportunity to express themselves. Now when they face challenges like sexual abuse, or they are neglected at home, they can speak up for help. Also, they can speak out for their mates whenever they face challenges.''*

3. Strengthening sports expertise

In 2019 we specifically focused on how to strengthen our sports expertise. This meant in practice that we welcomed two new colleagues to our Uganda team and we selected the Zikomo Foundation in Malawi, a partner with great expertise in sports for development, as our partner in Malawi.

Focus Points 2019

We organized a training week in Kenya for the whole Join for Joy team. Despite the different agendas, travel distances and obligations, we succeeded to bring everyone who works for Join for Joy together. It was a unique week, in which we exchanged many experiences, discussed future plans, shared responsibilities, and learned from each other's expertise in areas that affect our work during the training sessions. The week served two purposes:

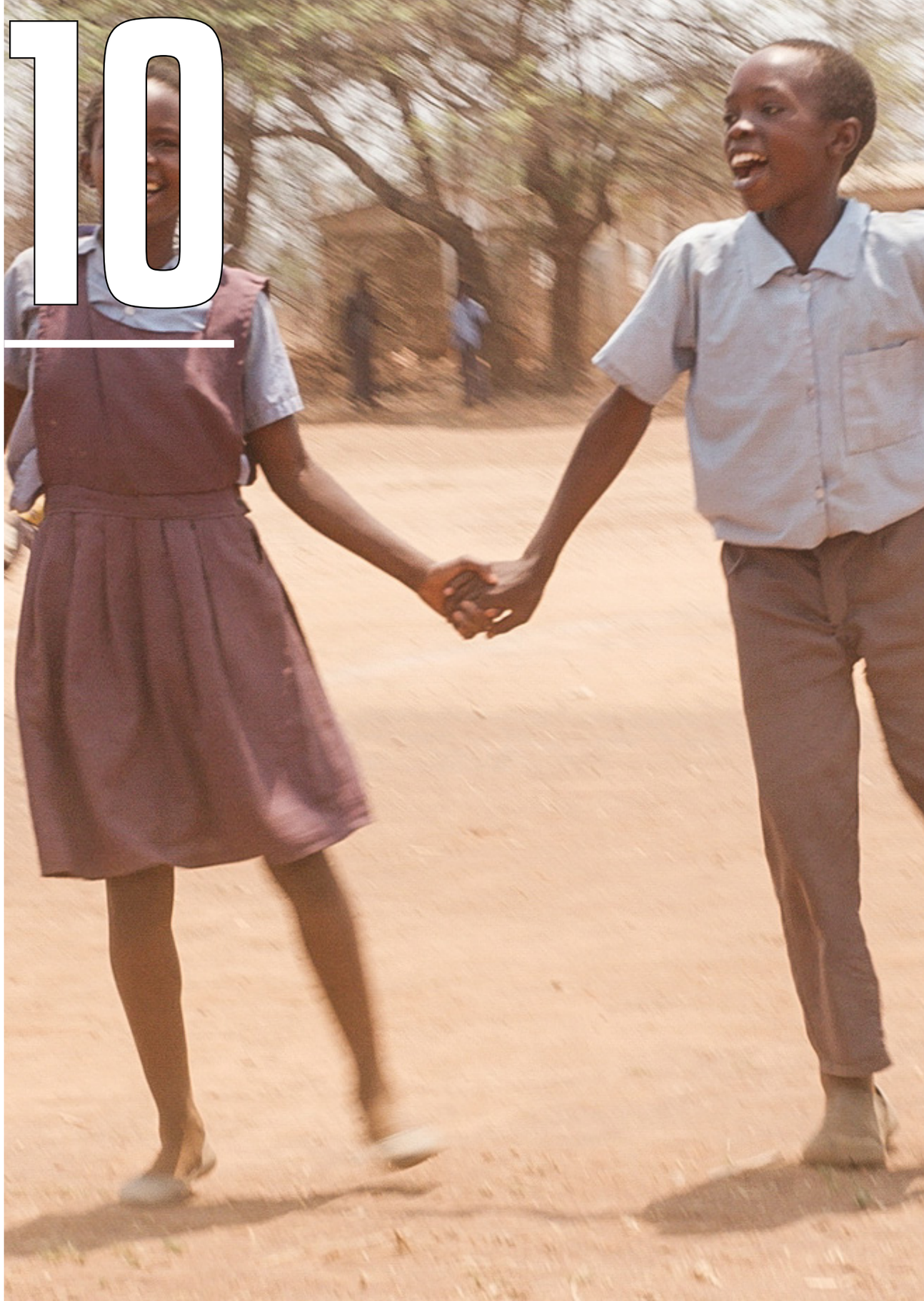
1. Learning moments in which the different sports and play coordinators shared expertise with the rest of the team on how to teach our teachers to create a safe space in sports; how to integrate life skills; what the after care of our program should look like; how we can increase our focus on empowerment of girls and boys and less abled children; how we address gender issues with children; and how to advocate for sports and play for the development of children.
2. Knowledge transfer of the games and activities developed with SPAT Verandert that functions as the framework for resilience training of the girls and boys, with a focus on assertiveness, confidence and respect.

During the year, Join for Joy has organized many preparation sessions for the sports experts that 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. The investment in the development and the launch of the Monitoring and Evaluation program, led by Avance Impact, will also increase our expertise as we will - from 2020 onwards - have a clearer image of what of our strategies and interventions work really well and how we can improve some interventions in order to achieve a better result.

4. Implementing our program in Malawi

In 2019 Join for Joy has done a lot of desk research in connection with the rollout of the Join for Joy program to a new region in Malawi. Program manager Meike Smit and country coordinator Daan Hardeman traveled to Malawi in March to investigate the area, and to speak to different parties who would be considered suitable partner organizations. Malawi is one of the poorest countries in the world. 18.57 million people live in Malawi. 65.3% live below the absolute poverty limit. The absence of minerals (although there are now some mining companies that have discovered rare earth metals and are working on the mining rights), the lack of a seaport, the traditional focus on the cultivation of tea and tobacco on plantations, together with the low education level of the population make the economic situation dramatic. In addition, an important part of the economically productive generation has been affected by AIDS. 9.11% are infected with HIV / Aids and almost 47% of the population are under 14 years old.

In August a pilot Kick-off took place with 6 schools from the Mchinji region in collaboration with the Zikomo foundation. Mchinji is a rural area, 110 km from Lilongwe. The Zikomo Foundation is selected because of their professionalism and years of experience in the field of sports for development. Zikomo Foundation selected the first 6 schools. There are 207 Primary schools in the entire region that can be reached for our program. Zikomo Foundation has introduced our program to the local government at an early stage. This enables the relevant governmental actors, such as the educational officers, to be involved as much as possible from the very start of the program. The two sport and play coordinators in Malawi that lead our operations are James Phiri and Kennedy Zakochera.



Partnerships and Events

We are very proud and happy to announce that in 2019 PetitAfro and Angel Afrodance (professional dancers), Wout Weghorst (professional soccer player), Els Visser (professional triathlon), Mwangala Ikacana (former Miss Zambia) and Meike Bartels (professor well being and happiness at Vrije Universiteit) have committed to support Join for Joy with their knowledge and their network.

"Fun as a catalyst is getting more and more attention. Prof. Dr. Meike Bartels: "Internationally, I see more and more attention for fun and happiness as a catalyst. Where we used to regard pleasure and happiness as a desirable end point, we now see it as a powerful tool. If children have fun and feel happier because teachers start working with them, the joy of children at school will increase which will ultimately help them learn better. With this there are more than two birds killed with one stone, with the children at the radiant center of all of this."

Prof. Dr. Meike Bartels
Genetics and Wellbeing - VU Amsterdam
Advisory Board

In February 2019, UNICEF, ADEA and the LEGO foundation joined forces and organized the Africa Play Conference for the first time in Pretoria, South Africa. Join for Joy has been invited to speak during this 4-day conference about the power of sport on child development: "Learning Through Play". Join for Joy gave a lecture on the importance of sports and play for children' s development and the decisive role that teachers play in this. The response from the audience was positive. People were impressed by the sustainable program Join for Joy has in place. During the informal meetings we spoke with, among others, the Senior Facilitation Manager of the Lego Foundation and with the Partnerships Manager of UNICEF. Interesting parties that we hope to be able to work with in the future.

The "Groot Nederlands Studenten Kampioenschap" (GNSK) is the largest, annually recurring multi-sport event for students from Dutch universities and colleges. It is the Olympic Games for students and was held for the 61st time this year.

On 14, 15 and 16 June 2019, 13 student cities competed for the titles "Dutch Student Champion "and" Best Student Sports City of the Netherlands"in Amsterdam. Join for Joy was chosen to be GNSK's Charity this year! This has created a lot of brand awareness among this group of young sporty students.

Join for Joy and nursery organization CompaNanny have entered into a three-year partnership. In 2018, a successful pilot took place between both organizations. At the time, Join for Joy was linked to the 15th anniversary as a charity existence of CompaNanny. In addition to financial support two pedagogical employees also attended as a Trainer to the Kick-off in Kenia. CompaNanny and Join for Joy have decided to conclude a partnership for the next three years.

Partnerships and Events

Join for Joy has been chosen as one of the charities of the new concept called Star-Flowers. Star-Flowers sells quality flowers in a box to arrange flowers yourself at home. The box is linked to a famous Dutchman and to a charity. € 5 of each box that is sold will be donated to Join for Joy.

The Eurekaweek, held in August, is the introduction week for the new students of Erasmus University Rotterdam (EUR). Join for Joy was chosen as the charity of the Eurekaweek. We got the chance to speak about our mission of sports for development to 5000 new students in Ahoy and to be present during many activities that were organized throughout the week. Sports and play coordinator Edgar Silwiz from Zambia gave an inspiring speech about the impact of playful learning. Watch the video of The Eurekaweek here. With many thanks too blowUP media we got the opportunity at the end of the week to express our gratitude to the Eureka organization on blowUP media's digital screen directly at Rotterdam Central Station.

For the first time Join for Joy participated in the yearly Dam tot Damloop, a 16 km race from Amsterdam to Zaandam. Seventeen very enthusiastic runners joined our special Join for Joy team and did a wonderful crowdfunding to support our projects in Zambia, Kenya, Uganda, and Malawi.

Law firm Clifford Chance has committed to support Join for Joy pro bono when legal advice is needed.

Online Communication and Campaigns

Join for Joy has been implementing a new online communication strategy based on the Sustainable Development Goals written by the United Nations. The identity of Join for Joy is based on the following three issues:

1. Joy - Joy stands for joyful and meaningful education
2. Gender - Gender stands for gender equality with a focus on girl empowerment.
3. Health - Health stands for the development of children's health and wellbeing.

Join for Joy has organized several online campaigns in close cooperation with our ambassadors that were focused on sharing our mission and on spreading the JOY. Wout Weghorst, Rachel Louise, PetitAfro, Angel Afrodance, and Els Visser were involved in several of them, among others: the Christmas challenge, where we invited everybody to express their gratitude to someone and stimulated our followers to make a small donation for the campaign to reach the milestone of 50.000 children within the Join for Joy program.

Zambia documentary

During one of our work visits in Zambia in November 2019, we managed to make a short documentary following up our previous documentary "Through the teachers eyes". This time we took the perspective of children to give a better understanding of what the program means for children. The short documentary will be called "Through the children's eyes". The story will be told by a young girl and boy, they both are children in the program.

References

(1) Michiel Löwenberg Foundation

Our Foundation has been supporting Join for Joy with enthusiasm for years. We are pleased to be able to provide financial support to the inspiring projects that Join for Joy continues to develop in several African countries. Transparent, without bureaucracy and with youthful creativity and a flawless sense of what really helps children to get out of poverty and despondency. With the energy and strength that sports and games provide besides education and awareness of the obstacles they encounter on their way (illness, abuse, teenage mothers, etc.), the many children that Join for Joy reaches will be better able to shape their own future. Join for Joy is on the same page with the goal of our own Foundation, which is inspired by our own Michiel Löwenberg: "helping children to develop their capacities with the objective to let them participate actively in shaping their own future". Join for Joy makes this happen.

(2) Nefkens Foundation for Development Cooperation (NSO)

We have been supporting Join for Joy's work since 2015 with three consecutive contracts. What makes the collaboration between NSO and Join for Joy special is not only the sympathetic original goal (combining sports and play with awareness activities for children of a primary school age). The collaboration was mostly special because of the pleasant interaction with the group of motivated and socially engaged young professionals, the very complete periodic reports, the continuous growth of the program in size of the activities, in collaboration with local organizations, in budget, in the evolution that went through in the set strategic goals and the successful implementation of those goals in practice. At least once a year there is interaction during a board meeting for explanation or accountability, during a discussion about the further strategic development of Join for Joy, during benefit evenings and during a visit by a board delegation to a kick-off training of the Join for Joy program in Uganda. These interactions testified to a continuous institutional and programmatic development of Join for Joy, whereby the board of Join for Joy was very open to advice. We appreciate how the aim of sports and game activities in particular has expanded through cooperation with local organizations to train teachers in the use of sports and games for personal and intellectual education and for the inclusion of sports in the curriculum of schools.

3) Contribute Foundation

We believe it is important in the foundations and projects that we potentially support that they actually make a difference, have a lasting impact, show enthusiasm and passion and that they touch our hearts. This is precisely why we love Join for Joy. They work together with great passion to get and keep these children in school with the help of a sports and play program developed by Join for Joy with intensive supervision. With this they give the children as much weight as they can to make their future as promising as possible. An important element here is also that the school can continue independently with the program after the three-year program. We are delighted that, with the partnership with Join for Joy, we have already been able to start up the program in 12 schools in Malawi, Kenya, Uganda and Zambia in the past few years and thereby give all of these children as many opportunities as possible for a better future.

Financial Report 2019 - Board

Summary report Board of Directors

Sports and play at school contributes to every child's right to meaningful education. It changes lives. Sports are often the one positive thing a child looks forward to on a day or week. Play gives joy and motivates children to come to school and stay at school. Playful learning makes school a happier and safer place for children.

Join for Joy believes that the most effective way of creating a change is to "learn by doing". The teachers that participate in our capacity building training are challenged straight from the start to think about sport for development, to experience sports and playing activities themselves, to work together as a strong team and to use these sessions as an opportunity to learn from each other.

Our programs run in the rural, hard to reach areas of Malawi, Uganda, Zambia and Kenya. The children living in these rural areas face considerable challenges while growing up.

Realization of goals

2019 was a year of growth of our organization. In 2019 we reached the milestone of 50,000 children! Thanks to the Join for Joy program now 54,600 children have the opportunity to enjoy meaningful education because of the sports and play activities that are organized by trained teachers at their school. 54,600 children that have more focus and energy in the classroom because of sports at school. Through playful learning Join for Joy encourages around 27,000 girls to discover and develop their talents. They learn how to stand up for themselves, how to use their voice and how to create a future perspective other than to get married or have children at young age. Over 84 schools experience fewer dropouts and see a better relationship between the children and the teachers.

We focused in 2019 on strengthening the knowledge of teachers in the field of boys and girls empowerment, securing emotional space and hygiene. Based on preliminary desk research, consultation rounds with partner organizations and experts in the fields, we started working together with "SPAT verandert" to strengthen our program and add elements exclusively related to gender equality.

Our efforts to support 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 inter school tournaments took place, to the happiness of the communities in Kabale (Uganda), Thika (Kenya) and Chongwe (Zambia). Parents loved to watch their children compete against each other and putting their best foot forward.

Key risks and uncertainties

The rural areas in Kenya, Uganda, Malawi and Zambia we are active in face 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 the age of 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

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.

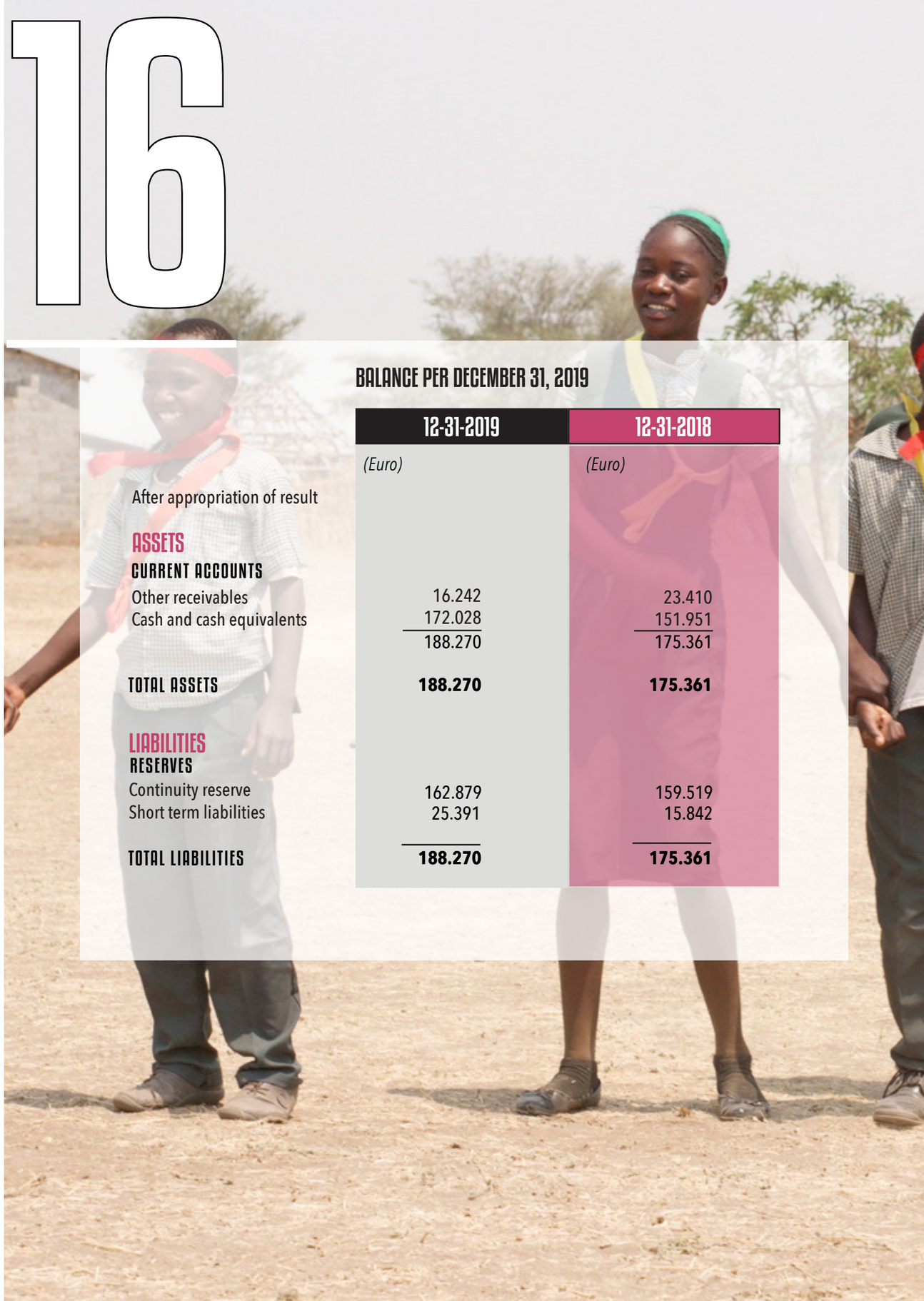
Another key uncertainty, inherent to the not-for-profit structure of our organization, is the dependency on external funding. The last eight years, Join for Joy was successful in building up a network of family/trust funds, in organizing fundraising events, and in facilitating and supporting the fundraising efforts by volunteer Trainers. 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 2019

2019 was not only a successful year by strengthening quality of the sports and play program, but 2019 has also been a successful year in financial terms. Join for Joy raised a total amount of €430,849 in 2019, while it incurred total costs of €427,489, constituting an annual net profit of €3360. The equity increased from €159,519 to €162,879, with still solid cash reserves amounting to €172,028.

The assets of Join for Joy consist of other receivables of €16,242 mainly fundraising amounts due by sponsors and cash held in the bank account. This cash is split between freely available cash of €72,028 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 €5,071, a holiday pay accrual to the amount of €5,568 and accrued expenses to the amount of €8,234.

The category 'income from individuals' primarily refers to sponsoring amounts raised by monthly donations. Income from this category raised from €4,855 in 2018 to €5,066 in 2019.



BALANCE PER DECEMBER 31, 2019

After appropriation of result

	12-31-2019	12-31-2018
	(Euro)	*(Euro)*
ASSETS		
CURRENT ACCOUNTS		
Other receivables	16.242	23.410
Cash and cash equivalents	172.028	151.951
	188.270	175.361
TOTAL ASSETS	**188.270**	**175.361**
LIABILITIES		
RESERVES		
Continuity reserve	162.879	159.519
Short term liabilities	25.391	15.842
TOTAL LIABILITIES	**188.270**	**175.361**

The category ‘income from partners & companies’ relates to the fundraising program ‘Partners for Joy’ aimed at corporates and businesses. Income from this category increased from €9,885 in 2018 to €15,156 in 2019, mainly related to the fact that Join for Joy has initiated a three-year partnership with nursery organization CompaNanny.

The category ‘income from other non-profit organizations relates to donations received from private family foundations. Income from this category increased from €190,289 in 2018 to €386,090 in 2019. We are very happy with the continuous support of various (family) foundations. Among others: Contribute Foundation, Nefkens Stichting Ontwikkelingshulp, Michiel Lowenberg Foundation, Stichting Wees een Kans, Tilly en Albert Waaijer Fonds, Goki, WM de Hoop, Sirtema, Rogaar Stichting, Kamp Vierhouten, St. Pierre Fourier, Weeshuis der Doopsgezinden and Stichting Trifid.

The category ‘income from events and other collections’ refers to fundraising events organized under the name ‘Events for Joy’. Income from this category increased from €23,180 in 2018 to €24,537 in 2019, mainly related to the first participation in the “Dam tot Dam loop” and the fact that Join for Joy was chosen as the charity project for the introduction week for students in Rotterdam, the Eurekaweek. The costs related to fundraising are separately reflected under expenses and amount to €31,827.

Join for Joy believes that fundraising requires a long-term effort and that many of the seeds planted in earlier years have developed in trustful partnerships in 2019. In 2019 we have put a lot of effort in developing a business concept called JOY at Work. Unfortunately, due to COVID-19 this is put on hold in the first half of 2020. We therefore have focussed more on traditional sponsorship in the first half of 2020.

Moreover, over a multi-year period the net income of Join for Joy is at a positive level, despite the large growth 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 solid and at a sufficient level to support the future growth ambitions.

Financial results 2019

From the total budget in 2019 a percentage of 81.3% went directly to the Join for Joy projects and 18% to the general operating expenses, management and administration.

Join for Joy had a total of 2.4FTE working from the headoffice in the Netherlands. 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. Of the total employee costs (€140,805), an amount of €114,692 was allocated to mission objectives.

STATEMENT OF INCOME AND EXPENSES 2019

	2019	2018
	(Euro)	*(Euro)*
INCOME		
Income from individuals	5.066	4.855
Income from partners & companies	15.156	9.885
Income from other non-profit organisations	386.090	190.289
TOTAL INCOME FROM RAISED FUNDS	406.312	205.028
Income from events and other collections	24.537	23.180
Other	-	456
	24.537	23.636
TOTAL INCOME	**430.849**	**228.664**
EXPENSES		
MISSION OBJECTIVES		
Kenya	51.448	48.111
Uganda	60.719	59.506
Zambia	69.270	53.756
Malawi	37.368	-
Strategy, monitoring, fundraising	128.084	59.598
Events	3.220	3.160
TOTAL	350.109	224.131
Management and Administration	76.032	68.117
Financial income / (expense)	-1.348	-1.337
STATEMENT OF INCOME AND EXPENSES	**3.360**	**-64.921**
APPROPRIATION OF RESULT		
Continuity Reserve 1--1	159.519	224.440
Statement of Income and Expenses	3.360	-64.921
CONTINUITY RESERVE 31-12	**162.879**	**159.519**

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.

The day-to-day management team of Join for Joy in 2019 consisted of 2.4 FTE:

Minke van Geen - Meijboom - Manager Director (0.7 fte)
Hendrik Hofstra – Manager marketing and partnerships (0,8 fte July-dec)
Meike Smit – Program manager (0,9 fte)
Daan Hardeman – Country coordinator (0,8 fte)

The sports and play coordinators related to Join for Joy's activities are:

Ruth Mwinga – Sports and play coordinator Kenya
Monica Chege - Sports and play coordinator Kenya
Hilda Mbabazi – Sports and play coordinator Uganda
Boniface Byamugisha – Sports and play coordinator Uganda
Javira Birungi – Sports and play coordinator Uganda
Edgar Silwimba – Sports and play coordinator Zambia
Sammy Thaimu – Sports and play coordinator Zambia
James Phiri – Sports and play coordinator Malawi
Kennedy Zakochera – Sports and play coordinator Malawi

The Board of Join for Joy consisted of in 2019:

Hannah Kooren – Chairman (July-December)
Michiel Schul
Elvira de Jong

The Board of Advisors of Join for Joy consists of:

Aart van Os
Annette van Andel
Alex Klusman
Meike Bartels

Each month the day-to-day management and the Board have a meeting to discuss ongoing strategic, financial or operational issues and make certain 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 will require prior approval by the Board with a 2/3 majority.

Outlook 2020

Together with local partners we work towards a sustainable impact in the education system in order to move from policy to practice. For 2020 we have formulated five main ambitions:

- COVID-19 awareness campaign and the back to school campaign.
- 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.
- Doubling the number of new schools entering the program in Kenya and Malawi.
- First presentation of the results from the M&E&L program.
- Introduction of JOY at work.

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. The majority of the foundations that supported Join for Joy in 2019 have expressed their commitment to continue their support in 2020.

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 contribute 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.

OUTLOOK 2020

Expense 2020	EUR
Sports and play program	€ 420.400
Kick-off Kenya, Uganda, Zambia and Malawi (36 schools)	
Train-the-trainer course Kenya, Malawi, Uganda and Zambia (24 schools)	
Achievement review Kenya, Uganda and Zambia (18 schools)	
Total sports and play program	**€ 420,400**
General & administrative costs:	
Management and administration	€ 33,600
Insurance/banking/subscriptions	€ 9,500
Marketing and communication	€ 15,000
Office rent/housing	€ 14,250
Financial administration/expenses	€ 9.000
Office costs	€ 23,000
Total overhead	**€ 104,350**
Total 2020	**€ 524,750**

General Information

General contact

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Bank account information

Stichting Join for Joy
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Place: Amsterdam, the Netherlands

Social media

Follow JOIN FOR JOY at
Facebook.com/joinforjoy.net
Instagram.com/joinforjoy
Vimeo.com/joinforjoy
www.joinforjoy.net

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. Stichting Join for Joy has “CBF keurmerk”.