



UN Women

National Committee

The Netherlands

The Hague

Annual report 2021

Table of contents

• Introduction	page 3
• Activity report	page 4
• Balance sheet	page 9
• Profit & loss statement	page 10
• Cash flow statement	page 11
• Principles of valuation and determination of results	page 12
• Notes on balance sheet	page 13
• Notes on profit & loss statement	page 14
• Signing by board	page 17
• Accountant' statement	page 18
• Budget 2022	page 19

Introduction

Enclosed you will find the annual accounts of the Foundation UN Women National Committee Netherlands. The foundation was established on August 8, 2016 and is located in The Hague. The foundation is registered with the Chamber of Commerce in Alkmaar under file number 66624525.

Activities

The foundation aims to support UN Women and the mandate and mission of UN Women and to do everything that is related to or may be conducive to the above. The foundation is a non-profit organization.

Board

The board consists of the following functions and people:

- President: M. E. Maij
- Secretary: C. C. Kinds
- Treasurer: I. Ahmed Ali

The board receives no monetary compensation.

Ascertainment of the financial statements

The board of the foundation will adopt the 2021 annual report on June 25th, 2022. The result for the 2021 financial year was € 161.440.

VanOoijen Accountants has checked the annual report and issued a compilation report.

Activity Report UN Women National Committee the Netherlands 2021

UN Women the Netherlands is a National Committee of UN Women, the UN entity dedicated to gender equality and the empowerment of women. It is a foundation under Dutch law. At present, the foundation does not have any employees on its payroll. It is mainly volunteer run. The help of paid freelancers is solicited incidentally for specific tasks, such as fundraising and ICT. Worldwide, UN Women has 60 field offices, from which programmes are implemented in 90 countries. The thematic fields of UN Women are promoting female leadership, ending violence against women, economic empowerment of women, promoting the role of women in peace and security, and offering humanitarian assistance to women and girls in crisis situations.

Goals

The primary goal of UN Women the Netherlands is to contribute to the mission of UN Women to promote gender equality worldwide. This is done by implementing international campaigns of UN Women in the Netherlands and by fundraising for the work of UN Women worldwide.

Vision

In 2019, a vision for the coming five years was formulated. By 2024, UN Women the Netherlands wants to be able to contribute substantially to the work of UN Women worldwide, as well as to contribute to the promotion of gender equality and women's rights in the Netherlands. This by emphasizing the unique qualities of UN Women as the only truly global women's organization, which combines advocacy with projects on the ground and includes men and boys wherever possible and needed.

Mission

The overall objective of UN Women worldwide is to realize equal rights and opportunities for women and girls by 2030. The five themes that UN Women are working on worldwide are:

- Female leadership
- Economic empowerment
- Violence against women
- Peace and security
- Humanitarian help

In the Netherlands, we implement these themes in an appropriate manner:

- Equal representation m/f in national, regional and local governments
- Combating violence against women, and in particular street harassment
- Stimulating gender-diverse policy in companies
- Informing citizens about the need for humanitarian aid to women and girls, including in war or refugee situations
- Involving men and boys in the fight for gender equality

All themes include a fundraising goal to contribute to the work of UN Women worldwide.

UN Women NL in 2021

In October 2021, UN Women Netherlands celebrated its fifth anniversary. In the five years that we have existed, we have already accomplished a lot. We have introduced international campaigns such as Orange the World, Safe Streets and HeForShe in the Netherlands. In addition, we have built up a large network and can now significantly contribute to the work of UN Women worldwide. We are a

thriving volunteer organization with great ambitions for the coming years: we want to connect the international with the national, stimulate international solidarity, use our knowledge and network to promote women's rights in our own country and grow into an even more professional organization.

Activities in 2021

In this second Covid-19 year, there was still a lot of attention for the increasing domestic violence due to the crisis. There were also national elections, we held a Water Challenge for Sierra Leone and the takeover of power from the Taliban in Afghanistan was an important spearhead.

March 8, 2021 - International Women's Day

On March 8, International Women's Day, the Netherlands again took part in the global campaign 'Ring the Bell', in which the gong is rang at the national stock market with a focus on women's rights and gender equality. In 2021 the gong was sounded by Enaam Achmed Ali, who is treasurer of UN Women Netherlands and the Dutch UN Women's Representative 2022. Due to the Covid-19 measures, no physical meeting could be linked to this, but the moment and the accompanying speeches were livestreamed.

March 2021 – National elections

The national elections were held in March 2021. UN Women Netherlands launched a petition to call on the coalition formers to put together a team of ministers with at least 50 percent women. The idea was to make it clear that a cabinet with predominantly men really can't do anymore in this day and age. And with success; the formation process was long, but at the beginning of 2022 a team consisting of 50% women Ministers was presented.

April 2021 - UN Women Water Challenge

During Earth Week, at the end of April, we drew attention to the consequences of climate change in Sierra Leone. Drought, floods, insect plagues and other natural disasters are the daily reality there. Women and girls are hit hardest. They are responsible for fetching increasingly scarce water, for which they have to walk further and further. The average is already walking 10 to 15 kilometers per day, with them carrying 10 to 20 liters of water on the way back.

UN Women Netherlands was asked by the UN Women field office in Sierra Leone to help them with a project. They want to raise money to dig wells and distribute water filters so that women and girls can get clean water close to home. Of course we wanted to help. That is why we launched the crowdfunding campaign 'UN Women Water Challenge'; in solidarity with the women of Sierra Leone, you walk a number of kilometers of your choosing in Earth Week with 10 liters of water, sponsored by friends, family, acquaintances and colleagues. About 20 people took part, who collectively raised more than 10,000 euros. In 2022, the construction of the first well in Sierra Leone has already started.

May 2021 - Support for India

The consequences of the Covid-19 pandemic in India are disastrous. We received an urgent request to help from our UN Women colleagues in India. Around Mother's Day we sent out a special newsletter with an appeal for financial support for UN Women India. In the first month of the pandemic, reports of violence in India had already doubled. UN Women tries to provide women with the necessary shelter and protection. We also invest in 100,000 Women Self Help Groups. The women in these groups provide training to one million Indian women on what they can do against sexual and gender-based violence. This action raised 412 euros for the deployment in India.

August to December 2021 - Recruitment for Afghanistan

With horror, the world and we in particular followed developments in Afghanistan, where the Taliban took power when the US military withdrew. The Taliban's commitment to respecting women's rights turned out to be, as we feared, a utopia. The UN Women field office in Afghanistan has remained one of the few women's rights organizations in the country after the takeover, and has even expanded to include a number of regional support centers. We sent two newsletters to draw attention to the work UN Women is doing there. UN Women stands by the women and girls in Afghanistan during these difficult times, and we remain fully committed to their security and their full and free participation in the social, economic and political life of the country. The campaign for women's rights in Afghanistan raised around 8.000 euros.

November and December 2021 - Orange the World

By far the largest campaign of UN Women Netherlands is the annual campaign Orange the world, against violence against women. In the Netherlands, UN Women Netherlands works closely with Zonta Netherlands and the Union of Soroptimist Clubs in the Netherlands, Suriname and Curaçao to coordinate the campaign. UN Women is largely responsible for national coordination, while nearly a hundred Zonta and Soroptimist clubs organize local and regional actions and encourage municipalities to participate in Orange the World.

Attention for the campaign

In 2021, the central theme of the campaign was prevention. All people, especially men and boys, were called upon to become #supporters to help prevent and combat violence against women.

The campaign was a great success. The message that everyone can do something to end violence against women and girls has reached more people than ever this year. Through the more than 200 municipalities and all provinces that took part, through the regional and local press where hundreds of reports about violence against women appeared, and through the national press where the subject was extensively covered in various talk shows. At the Covid-19 press conference on November 26, Prime Minister Rutte for the first time acknowledged that a lockdown actually makes the lives of women in a violent situation less safe. The #supporter pledge, through which people could commit themselves to preventing and combating violence against women and girls, was signed almost 2,000 times.

In addition, this year, for the first time, two professional football clubs in the second division officially took part in the campaign. FC Emmen paid attention to the campaign during their game on Monday, November 29, and Telstar from IJmuiden played in a special Orange the World kit on December 3. We hope this is the start of many more (male) athletes speaking out against violence against women.

Fundraising Goals

In addition to raising awareness in the Netherlands, the Orange the World campaign also aims to raise money to stop violence against women worldwide. Half of the money collected in the Netherlands goes to the Trust Fund to End Violence against Women, from which organizations and initiatives in more than 100 countries are supported. The other half this year will go to Sierra Leone, where the vast majority of women and girls experience violence. It will be used, among others, for 'one-stop centers' where victims can go for protection and medical, psychological and legal help and for involving men and boys in the prevention of violence.

Donations Orange the World

One-off donations, collections from Soroptimists and Zonta clubs and contributions from companies made up the majority of donations to the Orange the World campaign. Olcay Gülsen Beauty donated the entire turnover of November 23 and 24. Tony's Chocolonely also participated again, with a delicious chocolate bar especially for Orange the World. A new partner was Dings Kartonnages. They made no fewer than 30,000 Orange the World beer coasters available for free. In addition, a number of companies paid attention to the campaign by highlighting their premises in orange, raising the Orange the World flag and/or talking to staff about violence against women.

Donors in 2021

The number of donors to the work of UN Women Netherlands grew significantly in 2021. With a telemarketing campaign, one-time donors and signatories of the petition against violence against women from 2020 were approached and more people were able to find UN Women Netherlands with the aim of promoting women's rights and gender equality. As a result, the number of regular donors grew considerably. In addition, the organization received various one-off donations for the emergencies in India and Afghanistan in particular, and during the Orange the World campaign.

Growth internal organization

UN Women The Netherlands is in transition to an even more professional organization that focuses on contributing to the goals of UN Women worldwide. In the future, obtaining donations in combination with drawing attention to women's rights will continue to be the basis. The transition means that we adopt a more proactive and professional attitude and want to further increase our contribution to the goals of UN Women from the Netherlands. In 2020, the board was expanded from three to nine people. This significantly increased the organisation's clout, the benefits of which could be reaped in 2021; almost three times more funds were raised for women's rights worldwide than in the previous year.

Team

The Dutch team of UN Women Netherlands consists entirely of volunteers, including the Management Team. After Bernadette Vieverich (campaign manager) left the MT at the end of 2020, Sahar Afzal joined the MT as manager International from the beginning of 2021. Her place on the board was filled by Claudette Kinds. At the end of 2021, Aimée Vegter left the board. There were also some changes in the volunteer team. For example, there were changes within the communication team, which have been partly filled and will partly be filled in 2022.

Human Resources

Due to the Corona crisis, it was impossible to get together physically in 2021, which meant that team spirit had to be ensured in other ways. All volunteers and board members received a personal gift in October on the fifth anniversary and a digital meeting for volunteers was organized. All board meetings were held digitally. At the end of 2021, a few brainstorming sessions were organized at the kitchen table of the chairwoman, within the applicable Covid-19 rules. At the regular board meetings, a new agenda item was 'who needs extra attention'. A policy to give attention to staff members with good or bad experiences was also set up by the chairwoman and MT.

Database

A database was created in 2021 to manage the expanding list of donors and connections of UN Women Netherlands. A Salesforce database was created with the help of an external agency. In 2022, work will continue on implementing the database in the processes of the organization. In 2016 our Dutch National Committee was established. In the four years of our existence, we have reached

many accomplishments. We introduced international campaigns such as “Orange the World,” “Safe Streets,” and “HeForShe” in the Netherlands. Moreover, we have built a comprehensive network and contributed to the efforts of UN Women worldwide. We are a flourishing volunteering organization with big ambitions for the coming years: we strive to connect the international with the national, stimulate international solidarity, use our knowledge and network to improve women’s rights in the Netherlands and continue growing to increasing the professionalism of the organization.

Balance Sheet 2021

Assets

Type of asset	31-12-2021	31-12-2020
Accounts receivables	0	1.334
Cash and cash equivalents	118.276	72.474
Total assets	€ 118.276	€ 73.807

Liabilities

General reserves	33.909	17.847
Earmarked reserves		
Fundraising	0	20.704
Total earmarked reserves	0	20.704
Other Liabilities		
Accounts payable	84.367	35.256
Total liabilities	€ 118.276	€ 73.807

Profit & loss statement 2021

Income

Revenue	31-12-2021	31-12-2020
Income from individuals	118.977	29.951
Income from companies	11.564	12.468
Income from other NGO's & foundations	30.898	33.270
Subsidies	0	0
Total Revenue	€ 161.440	€ 75.689

Expenses

Expenses	31-12-2021	31-12-2020
Objective expenses		
Travel expenses	17	175
Website	1.238	819
Campaign travel expenses	261	436
Advertisement costs	1.716	1.618
Campaign organizational costs	14.027	5.330
Remitted to UN Women NY	119.252	39.401
Total objective expenses	€ 136.511	€ 47.778
Fundraising expenses		
Memberships	0,00	0
Marketing	2361	873
Transaction & organization costs	739	581
Freelancers	17739	10.425
Shipping costs	754	150
Total fundraising expenses	€ 21.593	€ 12.029
Overhead expenses		
Other costs	2.806	1.407
Representation costs	2.167	611
Management costs	109	675
Rent	272	909
Shipping costs	7	0
Bank expenses	238	428

	Office expenses	379	365
	Accountant	2.000	2.000
Total overhead expenses		€ 7.979	€ 6.395
Total expenses		€ 166.082	€ 66.201
Total profit or loss		€ -4.642	€ 9.488

Cash flow statement 2021

Cash flow from operations	31-12-2021	31-12-2020
Net income	-4.642	9.488
Net change working capital	50.445	27.930
Net cash flow from operations	45.802	37.418
Net cash flow from investing activities	0	0
Net cash flow from financing activities	0	0
Net increase in cash and cash equivalents	45.802	37.418
Cash and cash equivalents at beginning of period	72.474	35.056
Cash and cash equivalents at end of period	€ 118.276	€ 72.474

Principles of valuation and determination of results

General

The annual accounts have been drawn up in accordance with the generally accepted reporting rules in the Netherlands as well as with the annual reporting guideline C2 for fundraising institutions, considering regulations of Charity Netherlands.

The financial statements are presented in euros.

Assets and liabilities are valued at nominal value, unless another valuation basis is stated.

Income and Expenses

Income and expenses, insofar as they relate to them, are allocated to the financial year to which they relate.

The income is determined on a historical basis and allocated to the reporting year to which it relates.

Allocation of charges

The costs consist of personnel, housing, outsourced work, and office and general expenses. These costs are allocated to the objective, the acquisition of funds, and management and administration. The costs of management and administration costs are those costs incurred by the organization in the context of internal control and administration and which are not allocated to the objective or the fundraising.

Note on balance sheet

Liquid assets

The balance on the bank account amounted to €118.276 on the 31st of December 2021. Beyond that, € 84.367 is accounted for account payables, which largely is to be contributed to through remittance to be transferred to UN Women International over the year 2021.

General reserves

Since it is difficult to raise funds for operational costs, this is part of UN Women the Netherlands' own means is since then used very carefully and to both be able to continue our operations and to invest adequately in growth.

	2021	2020
January 1	17.847	14.030
Change in fundraising reserve	20.704	-6.675
Result for the year	-4.642	9.488
December 31	€ 33.909	€ 17.847

Fundraising reserve

	2021	2020
January 1	20.704	14.030
Change in fundraising reserve	-20.704	6.675
December 31	€ 0	€ 20.704

Notes on profit & loss statement

Income

Revenue	31-12-2021	31-12-2020
Income from individuals	118.977	29.951
Income from companies	11.564	12.468
Income from other NGO's & foundations	30.898	33.270
Subsidies	0	0
Total Revenue	€ 161.440	€ 75.689

Income from individuals

In 2021, we expanded our fundraising efforts. We have expanded our regular donors totaling an income of € 29.290. The received one-off donations amounted to € 27.747. There was an additional one-off major donor contributing € 36.250. And several events were organized contributing to the rest of the amount.

Income from companies

For Orange the World, we received donations from Olay Gulsen Beauty. For international women's day we received donations from 4DotNet and Foodspring.

Income from non-profits & foundations

Beyond the €30.898 has been received from the Soroptimists, Zontas, churches and various other clubs and NGOs.

Notes on profit & loss statement

Expenses	31-12-2021	31-12-2020
Objective expenses		
Travel expenses	17	175
Website	1.238	819
Campaign travel expenses	261	436
Advertisement costs	1.716	1.618
Campaign organizational costs	14.027	5.330
Remitted to UN Women NY	119.252	39.401
Total objective expenses	€ 136.511	€ 47.778

Website

The website had to be updated for the new campaigns and petitions executed during the year.

Campaign organizational costs & travel expenses

The majority of the organizational costs were spent on the Orange the World campaign.

Remittance to UN Women International

A total of €119.252 is remitted over the period of 2021. Of which, €84.367 was transferred in 2022 and has been taken up as accounts payable.

Fundraising expenses		
Marketing	2.361	873
Transaction & organization costs	739	581
Personelle	17.739	10.425
Shipping costs	754	150
Total fundraising expenses	€ 21.593	€ 12.029

Fundraising expenses

Majority of expenses have been invested in telemarketing campaign to convert one-off donors to recurring donors.

Overhead expenses		
Other costs	2.806	1.407
Representation costs	2.167	611
Management costs	109	675
Rent	272	909
Shipping costs	7	0
Bank expenses	238	428
Office expenses	379	365
Accountantscosts	2.000	2.000
Total overhead expenses	€ 7.979	€ 6.395

Overhead expenses

The biggest expenses were, next to accountant's costs, were representation costs. Due to Covid many personal circumstances have arisen within our teams of volunteers. And to ensure our appreciation of thanks to everybody we have also invested in thank you's.

Signing by board

It is proposed to use the positive balance of € 33.909 for future actions in 2022 and beyond.

These annual accounts will be adopted by the board of UN Women, National Committee of the Netherlands onJune, 2022.

M. Maij, president

C. C. Kinds, secretary

I. Ahmed Ali, treasurer

Stichting UN Women Nationaal Comité Nederland
Attn. the board
Hugo de Grootstraat 94
2518 EG 's-GRAVENHAGE

ACCOUNTANT'S COMPILATION REPORT

Dear board,

The financial statements of Stichting UN Women Nationaal Comité Nederland have been compiled by us using the information provided by you. The financial statements comprise the balance sheet as at 31 December 2021, with a total of € 118,276, and the profit & loss statement with a negative result of € 4,642 for the year 2021, with the accompanying explanatory notes. These notes include a summary of the accounting policies which have been applied.

This compilation engagement has been performed by us in accordance with Dutch law, including the Dutch Standard 4410, "Compilation engagements", which is applicable to accountants. The standard requires us to assist you in the preparation and presentation of the financial statements in accordance with the 'Richtlijnen voor de Jaarverslaggeving C2 Kleine fondsenwervende organisaties'. To this end we have applied our professional expertise in accounting and financial reporting.

During this engagement we have complied with the relevant ethical requirements prescribed by the 'Verordening Gedrags- en Beroepsregels Accountants' (VGBA, Dutch Code of Ethics). You and other users of these financial statements may therefore assume that we have conducted the engagement in a professional, competent and objective manner and with due care and integrity and that we will treat all information provided to us as confidential

Haarlem, June 13th, 2022

VanOoijen Accountants N.V.

P.J.M. van der Aar RA

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Budget 2022

Revenue	2022
Income from individuals	82.002
Income from companies	0
Income from other NGO's & foundations	33.012
Subsidies	0
Income from other	0
Total Revenue	€ 115.014

Expenses

Expenses	
Objective expenses	
Travel expenses	1000
Website	1500
Campaign travel expenses	2000
Advertisement costs	1.500
Campaign organizational costs	10.000
Remitted to UN Women NY	€ 66.000
Total objective expenses	€ 82.000

Fundraising expenses	
Memberships	0
Marketing	4000
Transaction costs	500
Personelle	25000
Shipping costs	500
Total fundraising expenses	€ 30.000

Overhead expenses	
Other costs	1.500
Representation costs	2.000
Management costs	2.000
Rent	1.000
Shipping costs	500
Bank expenses	500
Office expenses	500
Accountantscosts	2.000
Total overhead expenses	€ 10.000