



UN Women National Committee

The Netherlands

The Hague

Annual report 2019

Table of contents

• Introduction	page 3
• Activity report	page 4
• Balance sheet	page 8
• Profit & loss statement	page 9
• Cash flow statement	page 10
• Principles of valuation and determination of results	page 11
• Notes on balance sheet	page 12
• Notes on profit & loss statement	page 13
• Signing by board	page 16
• Accountant' statement	page 18
• Budget 2020	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: S.M. Afzal
- Treasurer: I. Ahmed Ali

The board receives no monetary compensation. The board was expanded in begin 2020, as specified in the report below.

Ascertainment of the financial statements

The board of the foundation adopted the 2019 annual report on June 24, 2020. The result for the 2019 financial year was € 66.426.

Van Ooijen Accountants have check the annual report and provided the accountant statement.

Activity Report UN Women National Committee the Netherlands 2019

UN Women the Netherlands is a National Committee of UN Women, the agency of the United Nations for women's rights and gender equality. 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 in a position to contribute substantially to the work of UN Women worldwide, as well as contribute to the promotion of gender equality and women's rights in the Netherlands. This by emphasising the unique qualities of UN Women as the only truly global women's organisation, which combines advocacy with projects on the ground and includes men and boys wherever possible and needed.

Mission

In order to fulfil the vision, a solid financial basis must be created. This basis should consist of a combination of a growing number of individual donors and major donors, an increasing number of corporate partnerships, and subsidies from smaller and larger funds. While higher net-worth partnerships and subsidies are expected to yield the most return on investment in the shorter term, an increasing number of individual donors will offer a more solid and structural financial base for the longer term, as well as create a broader base of support for UN Women in the Netherlands, which is vital for eligibility for larger funds such as the Postcodeloterij. Also, corporate partnerships and subsidies are most likely to yield revenue for activities in the Netherlands itself, so the focus will be on using these sources of revenue to develop campaigns that in turn offer opportunities to fundraise with individual donors for revenue that will be remitted for the work of UN Women worldwide. For the period 2019 to 2020, this means first investing in a limited number of signature campaigns, such as Orange the World and the HeForShe campaign, around which different fundraising instruments are tested and different sources of donations are addressed. Those instruments and sources that prove to yield the most return on investment and/or the most solid financial basis can then be scaled up in the future.

Achievements in the Netherlands in 2019

In 2019, UN Women the Netherlands expanded its activities considerably, in regards to advocacy, fundraising and governance. The year started off with the aftermath of the Orange the World campaign in November and December 2018. The one-off donors during that campaign were called in February and March by a professional telemarketing agency to ask whether they would consider becoming regular donors for the work of UN Women the Netherlands.

HeForShe Arts Week

Meanwhile, preparations for the HeForShe Arts Week was already in full swing. Just like in 2018, when the first Amsterdam HeForShe Arts Week took place, WeTransfer organised a wonderful opening night with experimental films and a diverse public. The week was a great success again, with a diverse programme of theatre, music, musea and debate, to undermine stereotypes of masculinity and femininity and to engage men and boys in the struggle for gender equality. The municipality of Amsterdam generously gave UN Women the Netherlands a subsidy that made the week possible, together with the contribution of WeTransfer. Unfortunately, not many funds were raised among individuals visiting the events as there was no funding to deploy professional fundraisers.

Petition for female representation in provincial government

At the end of March, provincial elections took place. While there are very active organisations in the Netherlands that call on voters to vote for women in order to make parliaments and councils more gender balanced, there was no organisation to call for equal representation in governments. After a successful petition for a 50/50 national government in 2017, a petition was launched for 50% women in provincial governments in 2019. The action was a relative success, while there were only 267 petition signatories, the action received quite some attention in the press, making equal representation in provincial governments a topic for the very first time. The intention to call those signatories who consented to be contacted, to ask whether they might want to become regular donors, could unfortunately not be realised because of a lack of funding and capacity for telemarketing at that time.

Safe Streets

The Safe Streets campaign ran throughout the year. With this campaign, municipalities are engaged to sign the Safe Streets declaration and start working on combating street harassment. In 2019, three municipalities joined the existing five Safe Streets municipalities; Amsterdam, Zaanstad and Emmen. Plans for the future are among others to create a toolkit of good practices and project ideas that municipalities can use against street harassment. While this campaign had few costs, it also yielded little revenue. It is primarily aimed at advocacy, to implement SDG 11.2.

Orange the World

The Orange the World campaign was highly successful in 2019. For the first time, all 355 municipalities and 12 provinces in the Netherlands were invited to take part, by lighting a building or landmark orange. 150 municipalities and 8 provinces heeded the call, and together lighted over 250 buildings and objects, with all kinds of accompanying events. Also a national moment was organised, with the Minister of Education, Culture and Science who lighted the canals of Utrecht orange. There was a strong press and social media coverage, reaching many people across the country. UN Women the Netherlands worked closely with Zonta the Netherlands and the Union of Soroptimist Clubs in the Netherlands, Surinam and Curacao to coordinate the campaign. These are serviceclubs, with clubs throughout the Netherlands. An Orange lapel pin was promoted, to be worn to show support to the fight against violence against women. People received a pin after donating 10 euro or more for the Trust Fund to End Violence against Women. Over 800 people made a donation, and also a small number of SMEs and churches donated to the cause. During the 16 days of the campaign, an in-house fundraising team used street marketing to raise regular donors, using funding from the Investment Fund of UN Women. This was the first time that street marketing was used, and it yielded good results; over 70 new donors joined.

Fundraising

In the first quarter of 2019, a paid freelance fundraiser was engaged to sort out the technical back-end for fundraising, such as the inking of regular donors through Buckaroo, and to set up new avenues for fundraising. This was unfortunately not very successful, and she had to be let go for lack

of reserves. A number of planned activities, mainly around the World Cup football championship, could not be implemented because of a lack of capacity. The main fundraising success of UN Women the Netherlands was during the Orange the World campaign, as described above, thanks to an investment from UN Women headquarters that was to be spent specifically on fundraising. This allowed the hiring of a new freelance fundraiser to set up a street marketing programme. It was unfortunately not possible to engage a professional street marketing agency, because most of these agencies were not reaching the targets for their existing clients by the time UN Women the Netherlands asked in October 2019, and they had no capacity to spare. Also, a one-off action without the promise of more business in the future would not be cost effective for them. Therefore, however unusual this is in the Netherlands, an in-house team of seven experienced street marketers was set up, along with a telemarketing team of two persons to do verification calls.

Types of donations

The donations received are divided into different categories, as stipulated by UN Women headquarters. Donations can be subject or not-subject to remittance. All donations by individuals and donations made by companies for the work of UN Women worldwide are subject to remittance. This means that 75% of the donation is sent to UN Women for use by the field offices to implement projects in the 90 target countries. 25% is retained for campaigns to promote gender equality in the Netherlands. Donations such as the contribution of WeTransfer for the HeForShe Arts Week and the subsidy of the Municipality of Amsterdam were specifically given for activities in the Netherlands, and are called revenue not subject to remittance.

The donations subject to remittance are divided into core and non-core donations. Of the one-off and regular donations received throughout the year for the work of UN Women in general, 75% is remitted for the core budget of UN Women. The one-off donations that are given in the context of the Orange the World campaign are non-core, 75% of those are transferred to the Trust Fund to End Violence Against Women.

Board

For most of 2019, the Board consisted of three persons; Marit Maij (President), Sahar Afzal (Secretary) and Gerard Brinkman (Treasurer). In the second half of the year, the Treasurer announced that he was resigning after over three years of service. A vacancy notice was put out for not only his function but also for a strengthening of the Board with persons who have expertise in corporate fundraising, digital fundraising, communication and ICT. While the intention was to recruit four new Board members, the quality of applicants was so high that in the end seven new members were added to the Board. Some of them already started helping during the Orange the World campaign, most started from January 2020 on. The Board now consists of: Marit Maij (President), Sahar Afzal (Secretary), Enaam Ahmed Ali (Treasurer) and Board members Jolanda Bouwen, Suzanne Edelkamp, Susan Krieger, Noemie Prent, Liesbeth Puijts and Aimee Vegter.

Team

UN Women the Netherlands consists entirely of volunteers, including the Management Team. The Management Team of two persons; Marije Cornelissen (Executive Director) and Bernadette Vieverich (Manager Campaigns) was strengthened with a new member; Josine Boven (Manager Communications). Throughout the year, around 25 dedicated volunteers are active, working on communications or on the campaigns. During the HeForShe and Orange the World campaign periods, some more volunteers and interns are active periodically. A few persons were paid on a freelance basis in 2019; the abovementioned freelance fundraisers and the in-house street marketing and telemarketing teams.

Finances of UN Women the Netherlands

Between 2016 and 2018, UN Women the Netherlands received a seed funding contribution from the municipality of The Hague. With this funding, a reserve could be built, from which among others a freelance fundraiser was hired and the expenses of volunteers, interns and Board members were paid. By half 2019, the reserves had halved. Since it is difficult to raise funds for operational costs, this part of UN Women the Netherlands' own means is since then used very carefully.

Some contributions were received for the campaigns and activities in the Netherlands in 2019. For the HeForShe campaign, WeTransfer donated € 5.000 and spent around € 2.000 on the opening night of the Arts Week, organised by them. The municipality of Amsterdam subsidised € 10.000 for the Arts Week. For the Orange the World campaign, a contribution of € 1.000 was received from the Union of Soroptimist Clubs in the Netherlands, Surinam and Curacao, mainly meant to improve the website www.orangetheworld.nl. Furthermore, a contribution of € 26.500 was received from the Investment Fund of UN Women, specifically for fundraising activities around the Orange the World campaign. Not all of this could be spent in 2019, so a part of this contribution was taken into 2020 to invest in new fundraising activities. All abovementioned contributions are 'not subject to remittance', which means that they can be spent in full on activities of the National Committee in the Netherlands.

All other donations for the cause of UN Women donated by individuals, companies, churches or organisations are 'subject to remittance'. This means that 75% of these are remitted to UN Women to use for projects by field offices elsewhere in the world. The 25% that UN Women the Netherlands retains is spent on the campaigns in the Netherlands. As most of the donations were done during the Orange the World campaign, the retained revenue was spent on the expenses of the volunteers and costs for materials during that campaign.

Goal achievement for UN Women

The 75% of donations that are remitted to the mother organisation are used for the main activities of UN Women, namely advocacy and projects on the ground. This goes for both the core funding and the funding that goes to the Trust Fund against Violence against Women. The spending of this part of the donations can be verified through the global annual accounts of UN Women for 2019, that are due to come out in the summer of 2020.

Communication with donors and other stakeholders

UN Women the Netherlands communicates regularly with its donors and other stakeholders, among others with a digital newsletter that is sent out around six times per year. In this newsletter, donors and other interested persons are informed of the activities in the Netherlands, as well as the activities of UN Women worldwide that the main part of the donations are reserved for.

Risks and mitigation

Two main, interlinking, risks were identified for 2019. The first is a lack of time and expertise, due to the fact that UN Women the Netherlands is still a volunteer-driven organisation that has experienced a fast turnover of volunteers. There is seldom a lack of people offering to volunteer, but often specific skills are needed that are difficult to engage, especially concerning fundraising and ICT. During 2019, this was mitigated by expanding the Board considerably, from three to nine persons with the required expertise in corporate and digital fundraising as well as communication and ICT skills. In the longer term, it is hoped that a paid core staff cover the specific skills needed or engage freelance paid staff to offer these, when the budget of the organisation rises.

The second risk was that efforts might not yield enough revenue to keep employing a professional fundraiser, making it more difficult to engage in fundraising activities, due to a lack of time and expertise in the organisation. While this indeed happened in the first half of 2019, leading to the postponement or abandonment of some fundraising plans especially concerning sports related fundraising, later on the the year investment in fundraising from the Investment Fund of UN Women was granted, allowing the organisation to engage a freelance fundraiser for the efforts around the Orange the World campaign. Furthermore, as stated above, the new Board members took on a part of the tasks for fundraising from the end of 2019 on.

Balance Sheet 2019

Assets

Type of asset	31-12-2019	31-12-2018
Accounts receivables	2.704	0
Cash and cash equivalents	35.056	44.166
Total assets	37760	44166

Liabilities

Earmarked reserves	31-12-2019	31-12-2018
Fundraising	14.030	0
Total earmarked reserves	14.030	0
Accounts payable	8.696	0
General reserves	15.034	44.166
Total liabilities	37760	44166

Income

Revenue	31-12-2019	31-12-2018
Income from individuals	18017	9258
Income from companies	7231	9000
Income from other NGO's & foundations	29401	0
Subsidies	10000	37500
Total Revenue	€ 64.649	€ 55.758

Expenses

Expenses	31-12-2019	31-12-2018
Objective expenses		
Travel expenses	1007	415
Website	1888	687
Campaign travel expenses	1597	1640
Advertisement costs	1835	0
Campaign organizational costs	21301	18904
Remitted to UN Women NY	15859	3077
Total objective expenses	€ 43.487	€ 24.723

Fundraising expenses

Memberships	250	0
Marketing	5.348	1.337
Transaction costs	30	0
Personnel	23.309	5.276
Shipping costs	246	0
Total fundraising expenses	€ 29.183	€ 6.613

Overhead expenses

Other costs	209	0
Representation costs	578	171
Management costs	2.169	208
Rent	1.501	2.143
Shipping costs	46	28
Bank expenses	140	105
Office expenses	438	138
Accountants costs	2.000	0
Total overhead expenses	€ 7.081	€ 2.793

Total expenses	€ 79.751	€ 34.129
-----------------------	-----------------	-----------------

Total profit or loss	€ -15.102	€ 34.129
-----------------------------	------------------	-----------------

Profit & loss statement

Cash flow statement

Cash flow from operations	31-12-2019
Net income	-15.102
Net change working capital	5.992
Net cash flow from operations	-9.110
Net cash flow from investing activities	0
Net cash flow from financing activities	0
Net decrease in cash and cash equivalents	-9.110
Cash and cash equivalents at beginning of period	44.166
Cash and cash equivalents at end of period	35.056

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, taking into account 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 costs. These costs are allocated to the objective, the acquisition of funds and to 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 €35.056 on the 31st of December 2019. Beyond that, €2.704 are accounted for account receivables, of which €2.500 of one significant donor, and the remaining €204 are from individual donations made in 2019, but only received on our account in 2020.

Earmarked reserves

In 2019, €26.500 was transferred to the foundation by UN Women International to invest in fundraising, of which €12.470 were spent on fundraising activities agreed upon in the report in 2019. The remaining amount of €14.030 will be invested in 2020 through face-to-face fundraising and online activities around Orange the World.

General reserves

Between 2016 and 2018, UN Women the Netherlands received a seed funding contribution from the municipality of The Hague. With this funding, a reserve could be built, from which among others a freelance fundraiser was hired and the expenses of volunteers, interns and Board members were paid. By half 2019, the reserves had halved. Since it is difficult to raise funds for operational costs, this part of UN Women the Netherlands' own means is since then used very carefully and to both be able to continue our operations and invest adequately in growth.

Notes on profit & loss statement

Income

Revenue	31-12-2019	31-12-2018
Income from individuals	18017	9258
Income from companies	7231	9000
Income from other NGO's & foundations	29401	0
Subsidies	10000	37500
Total Revenue	€ 64.649	€ 55.758

Income from individuals

In 2019, we have expanded our fundraising efforts. We have expanded our regular donors from 30 to 94, totalling an income of € 2.956. The received one-off donations amounted to € 12.357 from 759 different donors.

Income from companies

For HeForShe arts week, we received donations from WeTransfer and Theater Bellevue. Furthermore, we have received 3 other spontaneous donations from differing companies.

Income from non-profits & foundations

Beyond the €26.500 received from UN Women International for fundraising purposes, we have received a €1.000 from the Soroptimisten, and €1.901 from schools and churches.

Subsidies

A subsidy of €10.000 was received from the municipality of Amsterdam for the activities surrounding the HeForShe Arts Week.

Notes on profit & loss statement

Expenses

Expenses	31-12-2019	31-12-2018
Objective expenses		
Travel expenses	1007	415
Website	1888	687
Campaign travel expenses	1597	1640
Advertisement costs	1835	0
Campaign organizational costs	21301	18904
Remitted to UN Women NY	15859	3077
Total objective expenses	€ 43.487	€ 24.723

Travel expenses

This concerns the travel costs incurred by the board member and executive board to arrive at the office in The Hague.

Website

The website had to be updated, due to malfunctions in the donor registration form. This would be done by volunteers, however, due to the complexity of the task we had to hire a freelancer to execute the changes needed.

Campaign organizational costs

The majority of the organizational costs were spent on the HeForShe Artsweek. About 15% was spent on Orange the World action day in November.

Remittance to UN Women International

A total of €15.859 is remitted to over the period of 2019. Of which, €9.163 was transferred in 2019, and €6.696 is accounted for in accounts payable.

Fundraising expenses			
	Memberships	250	0
	Marketing	5.348	1.337
	Transaction costs	30	0
	Personelle	23.309	5.276
	Shipping costs	246	0
Total fundraising expenses		€ 29.183	€ 6.613

Fundraising expenses

In November 2018 we hired a freelance fundraiser that helped us further grow our donors also in 2019. A team of in-house fundraisers was set up to led by her to expand the efforts further. Also, pins and bracelets were sold online to stimulate one-off donations.

Overhead expenses			
	Other costs	209	0
	Representation costs	578	171
	Management costs	2.169	208
	Rent	1.501	2.143
	Shipping costs	46	28
	Bank expenses	140	105
	Office expenses	438	138
	Accountantscosts	2.000	0
Total overhead expenses		€ 7.081	€ 2.793

Overhead expenses

The biggest expenses being office rent and management costs. Management cost includes the costs made to have one of our board members join the CSW in New York in 2019.

SAMENSTELLINGSVERKLARING VAN DE ACCOUNTANT

Aan: Stichting UN Women Nationaal Comité Nederland

De jaarrekening van Stichting UN Women Nationaal Comité Nederland te 's-Gravenhage is door ons samengesteld op basis van de van u gekregen informatie. De jaarrekening bestaat uit de balans per 31 december 2019 en de staat van baten en lasten over 2019 met de daarbij horende toelichting. In deze toelichting is onder andere een overzicht van de gehanteerde grondslagen voor financiële verslaggeving opgenomen.

Deze samenstellingsopdracht is door ons uitgevoerd volgens Nederlands recht, waaronder de voor accountants geldende Standaard 4410, 'Samenstellingsopdrachten'. Op grond van deze standaard wordt van ons verwacht dat wij u ondersteunen bij het opstellen en presenteren van de jaarrekening in overeenstemming met de Richtlijnen voor de Jaarverslaggeving C2 Kleine fondsenwervende organisaties. Wij hebben daarbij onze deskundigheid op het gebied van administratieve verwerking en financiële verslaggeving toegepast.

Bij een samenstellingsopdracht bent u er verantwoordelijk voor dat de informatie klopt en dat u ons alle relevante informatie aanlevert. Wij hebben onze werkzaamheden, in overeenstemming met de daarvoor geldende regelgeving, dan ook uitgevoerd vanuit de veronderstelling dat u aan deze verantwoordelijkheid heeft voldaan. Als slotstuk van onze werkzaamheden zijn wij door het lezen van de jaarrekening globaal nagegaan dat het beeld van de jaarrekening overeenkwam met onze kennis van Stichting UN Women Nationaal Comité Nederland. Wij hebben geen controle- of beoordelingswerkzaamheden uitgevoerd die ons in staat stellen om een oordeel te geven of een conclusie te trekken met betrekking tot de getrouwheid van de jaarrekening.

Bij het uitvoeren van deze opdracht hebben wij ons gehouden aan de voor ons geldende relevante ethische voorschriften in de Verordening Gedrags- en Beroepsregels Accountants (VGBA). U en andere gebruikers van deze jaarrekening mogen dan ook ervan uitgaan dat wij de opdracht professioneel, vakbekwaam en zorgvuldig, integer en objectief hebben uitgevoerd en dat wij vertrouwelijk omgaan met de door u verstrekte gegevens.

Voor een nadere toelichting op aard en reikwijdte van een samenstellingsopdracht en de VGBA verwijzen wij u naar www.nba.nl/uitleg-samenstellingsverklaring.

Haarlem, 18 juni 2020
VanOoijen Accountants N.V.

P.J.M. van der Aar RA

VanOoijen
Accountants
Leidsevaart 578
2014 HT Haarlem

Postbus 538
2003 RM Haarlem
T. 023 - 544 03 83

adviseurs@ooijen.nl
www.ooijen.nl

Budget 2020

Revenue

Income from individuals	20.000
Income from other	2.000
Income from subsidies	10.000
Income from companies	5.000
Income from NGOs	2.000
Total	€ 39.000

Expenses

Objective expenses

Travel expenses	500
Website	750
Campaign travel expenses	2.000
Advertisement costs	1.000
Campaign organizational costs	25.000
Remitted to UN Women International	15.000
Total	€ 39.250

Fundraising expenses

Memberships	250
Marketing	3.000
Transaction costs	20
Personnel	15.000
Shipping costs	250
Total	€ 18.530

Overhead expenses

Other costs	250
Representation costs	2500
Management costs	1.000
Rent	500
Shipping costs	100
Bank expenses	200
Accountants costs	2000

Total € 6.550

Total expenses € 64.330

Net loss € -22.330