



UN Women National Committee The Netherlands

The Hague
Annual report 2022

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Introduction

Enclosed you will find the annual accounts of the Foundation UN Women National Committee the 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: E. Pruijs
- Secretary: C. C. Kinds
- Treasurer: I. Ahmed Ali

The board receives no monetary compensation.

Ascertainment of the financial statements

The board of the foundation adopted the 2022 annual report on June 15th, 2023. The revenue for the 2022 financial year was € 149.009.

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

Activity Report UN Women National Committee the Netherlands 2022

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 2022

In 2022, fundraising revenue far exceeded what was forecasted for 2022 in the original JPP. Compared to the latest estimates in July 2022, the actual total revenue is close to what was forecasted (especially considering that some revenue for Orange the World 2022 came in after 31 December 2022), though there is some more revenue not subject to remittance compared to revenue subject to remittance.

Regular donors

The revenue from regular donors was €45,207. This is mainly thanks to the investment funding received in 2020 and spent on telemarketing of leads gained during the Orange the World campaign. These regular donors not only increased the 2021 revenue, but with very little attrition have also contributed significantly to core revenue in 2022. In 2022, the NatCom has repeated the telemarketing effort of leads collected in 2021, paid with general reserves, also with good results in number of converted donors.

One-off donors

Revenue from one-off donors has also increased. This is mainly due to the increasing popularity of the Orange the World campaign in the Netherlands, which draws increasing numbers of one-off donors who want to contribute and who receive the Orange Pin, a lapel pin in the form of an orange hand, if they donate €10 or more. Also, the NatCom launched an appeal to fundraise for Ukraine and Moldova after Russia invaded Ukraine. With a dedicated donation form, a newsletter and appeals on social media, over €10,000 was raised for the efforts of UN Women in the war there.

Corporate donors

Unfortunately, corporate fundraising yielded less than envisioned. No one thought at the time that the pandemic would hamper in-person contacts for so long. The assumption was that by 2021 it would be behind us, while most of 2021 was also taken up with restrictive measures. This made it difficult to forge new partnerships with companies. Even so, some partnerships were started, that yielded a relatively considerable sum for revenue subject to remittance. This includes a small number of larger companies, and a larger number of SMEs that donated small sums towards the Orange the World campaign.

For the cooperation with Tony's Chocolonely, the system was slightly different than in previous years. Chocolate buyers (by boxes of 15 bars each) were invoiced by UN Women NL for the full price. UN Women NL then paid Tony's the cost price of the bars and could keep the remainder as donation.

Several new connections with companies were made in 2022 that will hopefully yield revenue in the future. This concerns mainly corporations interested in the HeForShe SDG Business Solutions programme that the UN Women NL is preparing, and cooperations around international women's day 2023. These contacts have not yet resulted in any substantial donations, but the investment of time and network will hopefully lead to revenue both subject and non-subject in the coming years.

Non-profit donations

From non-profits, we received a little over €10,000, which is a little more than forecasted. This mainly concerns donations for the Orange the World campaign by service clubs (Zonta, Soroptimists) and collections from churches.

Some of the non-profit and SME donors were adamant that at least part of their donations would be spent towards combating violence against women in the Netherlands itself. They would not have donated otherwise. Therefore, a little over €16,000 is earmarked as revenue not subject to remittance to spend in the Netherlands on a project to combat street harassment and work with municipalities. Of course, efforts will be made to use this project to gain leads for one-off and regular donorship, so that this will also go towards amplifying fundraising subject to remittance and the work of UN Women worldwide as well as the Trust Fund.

Advocacy & Communications

Most of the original goals regarding advocacy and communications were far exceeded in 2022, as far as press attention, number of influencers and growth of number of followers, subscribers and visitors is concerned.

Press attention

The Orange the World campaign continues to grow. In 2022, five leading women's magazines became official partners of the campaign and did specials on it, planning to repeat this effort in years to come. All regional newspapers, some national papers and most local papers printed one or more articles about the campaign, with a combined readership of well over 2.5 million. The campaign also figured in several talk shows on national television and multiple national radio shows, aided by Olcay Gülsen as national advocate for the campaign. The total press reach, in free publicity, is estimated at 4 million at least, among various groups of citizens.

Influencers

More influencers than ever supported the Orange the World campaign. Olcay rounded up her contacts for an influencer lunch on EVAW, and they all posted with a common reach of at least 4 million people. Also, a considerable number of local influencers were engaged by our partners, Zonta the Netherlands and the Union of Soroptimist clubs in the Netherlands, Surinam and Curacao.

Followers, subscribers and visitors

Partly due to the new influencers but mainly because of the efforts of an enlarged communications team, the number of followers on social media channels grew significantly. Nearly 1,500 new followers were recorded, mainly on Instagram, while more than 1,500 became subscribers of the newsletter, bringing the total number of subscribers to almost 6,000. For the first time, we were also able to record the number of visitors to the new dedicated Orange the World website, which was over 31,000 in the first week of the campaign, 5,700 of whom visited the website on 25 November.

Petition signers

UN Women NL continued the 2021 petition in the form of a pledge that people could sign around the Orange the World campaign, to declare themselves supporters in the struggle against violence against women (see <https://www.orangetheworld.nl/de-medestander-pledge/>). The pledge was signed by 1,789 persons in 2021 and reached over 6,000 signatories in 2022.

WEPs signatories

Five new companies signed the WEPs in the Netherlands in 2022. Cap Gemini the Netherlands, a prospective corporate partner, resigned them to renew their commitment in December 2022. There are some ambitions to increase this number significantly in the coming years, in close cooperation with UNGC. UN Women NL has started having monthly update talks with UNGC and working with them to share networks and amplify each other's messages regarding gender equality. In 2023, our organizations will cooperate again with Euronext on Ring the Bell.

Governance and Operations

As reported in July 2022, four new Board Members were engaged in 2022. Three of them now form the Corporate Partnership team, together with the President of the Board. They have started reaching out to their respective networks and have entered talks with several companies that would be interested to work with UN Women NL.

Also, a Board Member for human resources was hired. She will further develop the volunteer policy, work on an onboarding process for new volunteers and Board Members and keep in touch with the different volunteer working groups of the organisation to streamline processes and monitor volunteer satisfaction.

Implementing a CRM system remains a challenge. UN Women NL is currently looking for a CRM solution that befits its size and work field, and that is far more user-friendly, in order to generate leads lists, track donor behaviour and generate data for reporting.

Future remuneration management team

UN Women NL still mainly works with volunteers and interns, including the management team. A system was adopted by the board in 2021 that links a remuneration for the three managers to the regular donations raised. As the fundraising revenue rises, the remuneration will rise too. For the extra efforts invested in the Orange the World campaign in 2022, a separate disbursement was made to the management team. The executive director received a monthly freelance fee for her work from July 2022 on. In 2023, more of the retained revenue of the previous year will be spent on remunerating the management team. Now that UN Women NL has existed for 6 years, payment for them has become a priority to retain quality staff in the management team.

Good governance

Regarding compliance with the principles of good governance, UN Women NL still suffers from a lack of gender diversity. There are currently no men in the management team or board, and only one male intern was active for the organization in 2021 and none in 2022. Although men are specifically invited to apply for positions, no suitable male candidates have done so. As yet, the time is lacking to more proactively approach men, but hopes to do so in the future. Partially to make up for the lack of men, cooperation has been intensified with Emancipator (Dutch member of MenEngage), to include the male perspective in our work and engage men and boys in campaigns.

Another criterion that is still missing is a whistleblowing policy. In 2023, the HR Board Member will collect the necessary information from other UN Women National Committees and colleague organizations to set up such a policy.

In January 2023, the Executive Board consists of:

Liesbeth Pruijs	President (also corporate connections & sports)
Enaam Ahmed Ali	Treasurer
Claudette Kinds	Secretary

Pam van Ipenburg	Data and analysis
Colette Vermast	Human resources
Noemi Prent	Communication (press, influencers)
Jolanda Bouwens	Communication (strategy, child marriages project)
Claire Nooij	Corporate connections (Orange, Ring the Bell)
Lena Olivier	Corporate connections
Victoire Mbala	Corporate connections
Suzanne Edelkamp	Fundraising (digital and crowdfunding)
Mascha Baak	Networking
Vacancy	ICT

The Management Team consists of:

Marije Cornelissen	Executive Director
Josine Boven	Manager Communications
Sahar Afzal	Manager international and campaigns

Balance Sheet 2022

Assets

Type of asset	31-12-2022	31-12-2021
Accounts receivables	0	0
Cash and cash equivalents	94.724	118.276
Total assets	€ 94.724	€ 118.276

Liabilities

Reserves	31-12-2022	31-12-2021
General reserves	46.092	33.909
Total reserves	0	
Accounts payable	48.632	84.367
Total liabilities	€ 94.724	€ 118.276

Profit & loss statement 2022

Income

Revenue	31-12-2022	31-12-2021
Income from individuals	86.851	118.977
Income from companies	19.133	11.564
Income from other NGO's & foundations	34.458	30.898
Municipalities	8.568	0
Total Revenue	€ 149.009	€ 161.440

Expenses

Expenses	31-12-2022	31-12-2021
Objective expenses		
Travel expenses	308	17
Website	1.322	1.238
Campaign travel expenses	0	261
Advertisement costs	98	1.716
Campaign organizational costs	921	14.027
Remitted to UN Women NY	87.442	119.252
Total objective expenses	€ 90.092	€ 136.511

Fundraising expenses

Memberships	1.087	0
Marketing	13.385	2.361
Transaction & organization costs	5.563	739
Freelancers	20.394	17.739
Shipping costs	100	754
Total fundraising expenses	€ 40.529	€ 21.593

Overhead expenses

Other costs	1.906	2.806
Representation costs	1.484	2.167
Management costs	247	109
Rent	278	272
Shipping costs	8	7
Bank expenses	271	238
Office expenses	15	379

	Accountant	2.000	2.000
Total overhead expenses		€ 6.207	€ 7.979
Total expenses		€ 136.828	€ 166.082
Total profit or loss		€ 12.182	€ -4.642

Cash flow statement 2022

Cash flow from operations	31-12-2022	31-12-2021
Net income	12.182	-4.642
Net change working capital	-35.735	50.445
Net cash flow from operations	-23.553	45.802
Net cash flow from investing activities	0	0
Net cash flow from financing activities	0	0
Net increase in cash and cash equivalents	-23.553	45.802
Cash and cash equivalents at beginning of period	118.276	72.474
Cash and cash equivalents at end of period	€ 94.724	€ 118.276

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 €94.724 on the 31st of December 2022. Beyond that, €48.632 is accounted for account payables, which largely is to be contributed to through remittance to be transferred to UN Women International over the year 2022.

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.

Notes on profit & loss statement

Income

Revenue	31-12-2022	31-12-2021
Income from individuals	86.851	118.977
Income from companies	19.133	11.564
Income from other NGO's & foundations	34.458	30.898
Municipalities	8.568	0
Total Revenue	€ 149.009	€ 161.440

Income from individuals

In 2022, we further expanded our fundraising efforts. We have expanded our regular donors totalling an income of €45.267. The received one-off donations amounted to €29.560. Results from 2022 may seem lower than 2021, however this was due a one-off major donor contributing of € 36.250 in 2021. Several events were organized contributing to the rest of the amount for 2022.

Income from companies

We received donations from Olay Gulsen Beauty, as well as among others from Wigema BV and Innovatium BV.

Income from non-profits, foundations and municipalities

Beyond the €34.458 has been received from the Soroptimists, Zontas, churches and various other clubs and NGOs. The contributions of municipalities were for a majority connected to the Orange the World campaign.

Notes on profit & loss statement

Expenses	31-12-2022	31-12-2021
Objective expenses		
Travel expenses	308	17
Website	1.322	1.238
Campaign travel expenses	0	261
Advertisement costs	98	1.716
Campaign organizational costs	921	14.027
Remitted to UN Women NY	87.442	119.252
Total objective expenses	€ 90.092	€ 136.511

Website

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

Remittance to UN Women International

A total of €87.442 is remitted over the period of 2022. Of which, €48.632 was transferred in 2023 and has been taken up as accounts payable.

Fundraising expenses		
Memberships	1087	0,00
Marketing	13.385	2.361
Transaction & organization costs	5.563	739
Freelancers	20.394	17.739
Shipping costs	100	754
Total fundraising expenses	€ 40.529	€ 21.593

Fundraising expenses

Majority of expenses have been invested in telemarketing campaign to convert one-off donors to recurring donors as well as orange the world campaigns and others.

Overhead expenses		
Other costs	1.906	2.806
Representation costs	1.484	2.167
Management costs	247	109
Rent	278	272
Shipping costs	8	7
Bank expenses	271	238
Office expenses	15	379
Accountant	2.000	2.000
Total overhead expenses	€ 6.207	€ 7.979

Overhead expenses

The biggest expenses, next to accountant's costs, were representation costs. As we do not compensate most of our volunteers, we ensure an end of year gift and that we are able to host at least one drink a year, to ensure our appreciation of thanks to everybody.

Signing by board

It is proposed to use the positive balance of € 46.092 for future actions in 2023 and beyond. These annual accounts have been adopted by the board of UN Women, National Committee of the Netherlands on June 15th, 2022.

E. Pruijs, president

C. C. Kinds, secretary

I. Ahmed Ali, treasurer

Accountant' statement

Budget 2023

Revenue	2023
Income from individuals	78.800
Income from companies	20.000
Income from other NGO's & foundations	40.000
Subsidies	10.000
Income from other	13.000
Total Revenue	€ 161.800
Expenses	
Objective expenses	
Travel expenses	500
Website	1.500
Campaign travel expenses	500
Advertisement costs	500
Campaign organizational costs	1.000
Remitted to UN Women NY	90.220
Total objective expenses	€ 94.220,00
Fundraising expenses	
Memberships	1.000
Marketing	15.000
Transaction & organization costs	10.000
Personelle	25.000
Shipping costs	500
Total fundraising expenses	€ 51.500
Overhead expenses	
Other costs	1.500
Representation costs	2.000
Management costs	2.000
Rent	500
Shipping costs	100
Bank expenses	500
Office expenses	500
Accountantscosts	2.000
Total overhead expenses	€ 9.100
Total expenses	€154.820
Total profit or loss	€ 6.980