



## UN Women National Committee The Netherlands

The Hague  
Annual Report 2023

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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

In 2023 the board consists of the following functions and people:

- President: Liesbeth Pruijs
- Secretary: Claudette Kinds(until May 2023) & Suzanne van Nieuwenhuijzen
- Treasurer: Enaam Ahmed Ali(until November 2023) & Rojuette de Vries
- HR: Colette Vermast
- IT: Marita Langerak
- Fundraising & Data Analyst: Pam van Ipenburg
- Corporate Partnerships: Claire Nooij
- External Affairs: Mascha Baak
- Communication: Noémi Prent & Jolanda Bouwens(both until June2023)
- Corporate Partnerships: Lena Olivier & Victoire Mbala(both until August 2023)
- Fundraising: Suzanne Edelkamp(until September 2023)

The board receives no monetary compensation.

## Management Team

In 2023 the management team consists of:

Marije Cornelissen: Executive Director

Josine Boven(until June 2023) & Monique Jagmohansingh: Manager Communications

Sahar Afzal(until June 2023) & Iromy Mendes: Manager international and campaigns/  
events.

## Ascertainment of the financial statements

The board of the foundation adopted the 2023 annual report on May 30, 2024. The revenue for the 2023 financial year was € 152.574,94. *VanOoijen Accountants* has checked the annual report and issued a compilation report.

## Activity Report

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.

### 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:

- Promoting female leadership
- Economic empowerment of women
- Ending violence against women
- Promoting the role of women in peace and security
- Offering humanitarian help for women and girls in crisis situations.

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

- Equal representation male/female in national, regional and local governments
- Combating violence against women, and in particular street harassment
- Stimulating gender-diverse policies 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.

### 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.

### 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.

## UN Women NL in 2023

The remittance as a whole over 2023 fell a little short compared to the projections and latest estimates for the year. In the projections, the NatCom had predicted a remittance of a little over €119,000 and in the latest estimates this was almost €120,500. In reality, the remittance as a whole was almost €107,000.

### Regular donors

Gross revenue from regular donors (monthly, quarterly, yearly) grew more than expected in 2023. While in the projections a gross revenue of €40,800 was expected, and in the latest estimates a revenue of €47,000, in reality regular donors brought in almost €56,300 in 2023.

In the first quarter of 2023, a telemarketing campaign was initiated, gaining 70 new donors. This is why the latest estimates were adjusted to a higher figure. The telemarketing campaign was prepaid by the NatCom, in expectation of investment funding for this activity among others.

Also, an unexpectedly high number of regular donors spontaneously signed up through the donation form during the Orange the World campaign in the last quarter of 2023, bringing the total revenue from regular donors to around €9,300 above what was predicted.

The NatCom welcomes this development. Spontaneous regular donors tend to be more loyal than donors acquired through any other channels, and a majority of them will be expected to keep giving in the years to come, providing the NatCom with a more solid base of revenue.

### One-off donors

On the whole, the NatCom gained significantly more gross revenue from one-off donors than it expected. While in the projections €23,000 was included and in the latest estimates €32,100, in reality the NatCom received over €52,200 in one-off donations in 2023.

### Corporate donors

From companies, far less was received than expected in the projections and latest estimates. Both cite a figure of €50,000 in gross revenue. In reality, only a little over €22,000 was raised from corporate partners, either in the form of philanthropy or in cause related marketing.

Partially, this is because the NatCom had hoped to gain a corporate partner to support the water well project in Sierra Leone. There were talks with several companies, but in the end none of these came to fruition, mainly because the board member responsible for these connections suddenly left the NatCom.

Also, Tony Chocolonely stopped their cooperation with the NatCom, because of delivery problems with their chocolate bars around the Orange the World campaign. This would have accounted for a little over €6,000 in revenue.

One of the main reasons however is that a number of corporate donations have not been received yet. Flawser, the mother company of Olcay Gulsen Beauty, is again donating their full revenue for 25 November, amounting to over €14,000, but this has not been received in the NatCom's accounts yet. Also l'Oreal has promised €2,000 in philanthropy that hasn't been transferred yet, so at least €16,000 is still expected to come in in the first half of 2024 for the project on Aruba.

### **Non-profit donations**

The biggest gap between the projections and latest estimates on the one hand and the real targets met is for contributions from NGOs and municipalities. This had been expected to be €30,000 in total but amounted to only a little over €6,600.

For a small part, this could be attributed to the introduction of a CRM database in the past year. A part of the donations made through the donation forms on the NatCom's websites is done by service clubs that cooperate in the Orange the World campaign. When totals were still calculated manually, the revenue from fundraising activities of local clubs could be properly designated to this section. Now that the NatCom has professionalised and calculates the revenue through the new database, this is however no longer possible. In the increased revenue from one-off donors, there are undoubtedly a number of donations that should normally fall within this category.

As with corporate donations, some raised funds by clubs in 2023 are expected to come in in the first half of 2024. There is usually an increase in donations around the time that they need to finish their bookkeeping for the previous year in April/May, so some revenue is expected to be transferred in the coming half year.

Both reasons together however not cover the full amount of revenue predicted but not gained in 2023 from non-profits. The NatCom had expected the new partner organisations with fundraising local clubs such as Inner Wheel and VVAO to fundraise more already in 2023, but these clubs are slower than was predicted in becoming active in fundraising for the Orange the World campaign.

### **Communications**

Most of the goals regarding communications in the projections were far exceeded in 2023, as far as press attention, number of influencers and growth of number of followers, subscribers and visitors are concerned.

### **Press attention**

The Orange the World campaign is become the most iconic campaign for the NatCom, and throughout the years it has grown to become our USP. Across the country, 254 municipalities supported the campaign through regional press, activities and communication, including lighting up various buildings and landmarks in orange. 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.

From a national point of view, we had one significant additional leading women's magazine covering the campaign, namely Harpers Bazaar. Apart from a detailed interview, the editor-in-Chief attended the kick-off event and posted various messages online driving awareness and urging people to sign the pledge. National TV news show 'Hart van Nederland' also attended our kick-off event in Amsterdam, and it was broadcasted on TV the same evening.

### **Influencers**

Broad coverage on a national scale was also helped along through the support of approximately 48 Dutch celebrities and influencers, who gathered together during the Orange the World kick-off dinner hosted by our national advocate Olcay Gulsen. All attendees shared the message and urgency of the campaign via their own online platforms, which led to a significant increase in signed pledges and followers on social media. In addition, the NatCom successfully reached out to online Influencers, who also joined in creating awareness. The campaign was featured 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 4.5 million at least, among various different groups of citizens.

### **Followers, subscribers and visitors**

The number of followers on social media channels grew significantly driven behind new refreshing and engaging content for Orange the World and the successful spill-off from Influencers and our Ambassador Olcay Gulsen. It should also be noted that we have reached all-time high engagement levels when posting content in support of the situation in Gaza. Our content was shared numerous times creating a lot of activity and followers on our accounts. On social media we recorded 3,416 new followers, mainly driven behind Instagram bringing the total social media followers to 12,416. We have gained 2,416 new subscribers for the NatCom newsletter, bringing the total number of subscribers to almost 8,500. The support of the Zonta and Soroptimist clubs has added significantly to this number. Looking at the number of unique visitors for our websites we derive to 4,152 users per month, with nearly 20,000 unique visitors during the OTW November month.

### **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; reached over 6,000 signatories in 2022 and almost 9,000 in 2023.

## **WEPs signatories**

The total amount of WEPs signatories in The Netherlands in 2023 is 77; an increase of 16 companies. 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 cooperated again with Euronext on Ring the Bell.

## **Advocacy**

### **8<sup>th</sup> March; Ring the Bell for Gender Equality**

International Women's Day 2023 in the Netherlands was a great success. Similar to other countries, and together with UN Global Compact and Euronext, we have organized a Ring the Bell Ceremony for International Women's Day and a conference that was focused on putting gender equality on the map of large corporates. A diverse audience of men and women joined to listen to leaders of large Dutch corporates and leading voices in the field.

### **Inventory of action points for political parties to end violence**

In 2023, the government coalition of the Netherlands broke apart, prompting new elections that took place just before the Orange the World campaign on 22 November. This unfortunately took press attention away from the campaign, but was also used as an opportunity to take advocacy action. An inventory of political action points was made from most advocacy, research and support organisations working in the field of ending GBV in the Netherlands. This inventory was bundled and at the kick-off event on 25 November presented to the Dutch Minister responsible for gender equality and the Dutch Government Commissary for combating sexual violence. In 2024, the inventory will be presented to parties entering into negotiations for a new coalition agreement.

### **Combating trans-exclusionism**

One worrisome development is that trans-exclusionist sentiments are starting to spill over into the Netherlands, mainly from the UK, Spain and the US where they have been a feature for a while now. Among others, this manifested in unexpectedly vehement resistance to a proposed law that would ease a change in passport indications for trans persons and in an action by a US-based trans-exclusionist organisation to write to Dutch members of the national parliament, to get them to stop UN Women from supporting the human rights of trans persons. The NatCom has supported the Dutch trans organisation TNN as much as possible, published trans-supportive messages on social media and took action around the Pride Amsterdam celebrations by publishing an opinion article stating that trans rights are firmly within the remit of the struggle for gender equality and by co-organising a dialogue meeting between cis women and trans women called 'Sisterhood'.

### **Safe Streets**

The Safe Streets team have been working on creating more guidance materials for municipalities to combat street harassment. A newsletter has been created with national and international good practices, relevant current research and news and other interesting items. The first edition of this newsletter was sent in June, and plans are to send a similar letter each half year.

Meanwhile, a model Theory of Change for municipalities has been developed by the NatCom. In coming years, this should lead to an offer for municipalities to guide them with a series of workshops



in creating their own dedicated ToC. The municipality of Eindhoven may well become the pilot municipality for this, since local organisations there are planning to fundraise for the budget (not-subject) needed to implement this. If the pilot is successful, the NatCom will endeavour to submit project proposals to two funds that finance local actions; het Oranjefonds and VSB-fonds.

## Governance and Operations

### Board and Management Team

As can be read on page 3 of this report, there have been quite some changes in the board and in the management team. As per January 2024 we still have the following vacancies in the Board and Management Team:

- Board member Corporate Partnerships
- Board member Network & Advocacy
- MT Member Communication/press/influencers

### Remuneration management team

We strive to remunerate not only the executive director, but also the other MT members. Unfortunately, this has not been the case yet in 2023, although the MT members are paid the maximum annual volunteer allowance under Dutch law. Only the ED is for now remunerated on a freelance basis, for a part of her time.

### 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.

### Customer Relations Management

As planned, a CRM system was introduced and implemented: Salesforce. All donor and petition forms are being linked to the database. During 2024 we will expand working with this system. The new system will provide the NatCom with opportunities to give more accurate reporting figures in the future, although some details are currently less easy to report compared to manual counting as done in the past. This is reflected in the KPI document.

### **Working digitally**

In Office 365, a joint (digital) working environment has been implemented: Teams / Sharepoint. This helps the organisation to give structure to its documents and internal organisation, and safeguard documents even when people leave the organisation. Besides that, measures were taken in the field of privacy protection and a 2-factor authentication was introduced.

## Balance Sheet 2023

### Assets

Type of asset	31-12-2023	31-12-2022
Accounts receivables	0	0
Cash and cash equivalents	75.492	94.724
<b>Total assets</b>	<b>€ 75.492</b>	<b>€ 94.724</b>

### Liabilities

Reserves	31-12-2023	31-12-2022
General reserves	12.371	46.092
Accounts payable	63.121	48.632
<b>Total liabilities</b>	<b>€ 75.492</b>	<b>€ 94.724</b>

## Profit & loss statement 2023

### Income

Revenue	31-12-2023	31-12-2022
Income from individuals	111.713	86.851
Income from companies	19.472	19.133
Income from other NGO's & foundations	19.071	34.458
Municipalities	2.320	8.568
<b>Total Revenue</b>	<b>€ 152.576</b>	<b>€ 149.009</b>

### Expenses

Expenses	31-12-2023	31-12-2022
<b>Objective expenses</b>		
Travel expenses	85	308
Website	12.892	1.322
Campaign travel expenses	2.310	0
Advertisement costs	0	98
Campaign organizational costs	2.900	921
Remitted to UN Women NY	109.801.01	87.442
<b>Total objective expenses</b>	<b>€ 127.987</b>	<b>€ 90.092</b>

### Fundraising expenses

Memberships	532	1.087
Marketing	15.044	13.385
Transaction & organization costs	5.379	5.563
Freelancers	29.239	20.394
Shipping costs	96	100
<b>Total fundraising expenses</b>	<b>€ 50.289</b>	<b>€ 40.529</b>

### Overhead expenses

Other costs	1.448	1.906
Representation costs	1.739	1.484
Management costs	1.520	247
Rent	293	278

Shipping costs	0	8
Bank expenses	253	271
Office expenses	0	15
Accountant	2.068	2.000
<b>Total overhead expenses</b>	<b>€ 7.320</b>	<b>€ 6.207</b>
<b>Total expenses</b>	<b>€ 185.597</b>	<b>€ 136.828</b>
<b>Total profit or loss</b>	<b>€ - 33.021</b>	<b>€ 12.182</b>

### Cash flow statement 2023

<b>Cash flow from operations</b>	<b>31-12-2023</b>	<b>31-12-2022</b>
Net income	-33.021	12.182
Net change working capital	14.489	-35.735
<b>Net cash flow from operations</b>	<b>-18.532</b>	<b>-23.553</b>
<b>Net cash flow from investing activities</b>	<b>0</b>	<b>0</b>
<b>Net cash flow from financing activities</b>	<b>0</b>	<b>0</b>
<b>Net increase in cash and cash equivalents</b>	<b>-19.232</b>	<b>-23.553</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>94.724</b>	<b>118.276</b>
<b>Cash and cash equivalents at end of period</b>	<b>€ 75.492</b>	<b>€ 94.724</b>

## **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

### Balance Sheet 2023

#### Assets

Type of asset	31-12-2023	31-12-2022
Accounts receivables	0	0
Cash and cash equivalentents	75.492	94.724
<b>Total assets</b>	<b>€ 75.492</b>	<b>€ 94.724</b>

#### Liabilities

Reserves	31-12-2023	31-12-2022
General reserves	12.371	46.092
Accounts payable	63.121	48.632
<b>Total liabilities</b>	<b>€ 75.492</b>	<b>€ 94.724</b>

#### Liquid assets

The balance on the bank account amounted to €75.492 on the 31<sup>st</sup> of December 2023. Beyond that, €63.121 is accounted for account payables, which largely is to be contributed to through remittance to be transferred to UN Women International over the year 2023.

#### 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	31-12-2023	31-12-2022
Income from individuals	111.713	86.851
Income from companies	19.472	19.133
Income from other NGO's & foundations	19.071	34.458
Municipalities	2.320	8.568
<b>Total Revenue</b>	<b>€ 152.576</b>	<b>€ 149.009</b>

### Income from individuals

In 2023, we received from our regular donors a totalling income of €56.292. The received one-off donations amounted to €55.421. Total results from individuals in 2023 increased by 29% in comparison to 2022 which showcase the positive impact of our fundraising efforts and investments done.

### Income from companies

We received donations from Olay Gulsen Beauty of which we appreciate the long term relationship. Also, other companies contributed to the UN Women goals of which we are very appreciative. Overall, the income remained very stable.

### Income from non-profits, foundations and municipalities

The contributions of municipalities were for a majority connected to the Orange the World campaign. In 2023, we did not receive all income in time from NGO's and foundations, which results in a decrease in income. However, this are open to be paid in 2024 where we then will expect an increase to balance this difference.



## Notes on profit & loss statement

Expenses	31-12-2023	31-12-2022
<b>Objective expenses</b>		
Travel expenses	85	308
Website	12.892	1.322
Campaign travel expenses	2.310	0
Advertisement costs	0	98
Campaign organizational costs	2.900	921
Remitted to UN Women NY	109.801.01	87.442
<b>Total objective expenses</b>	<b>€ 127.987</b>	<b>€ 90.092</b>

### Website

We made significant investments to make changes to the website to create better and easier manners to contribute to UN Women goals.

### Remittance to UN Women International

A total of €109.801 is remitted over the period of 2023. Of which, €61.053 was transferred in 2024 and has been taken up as accounts payable.

Fundraising expenses	31-12-2023	31-12-2022
Memberships	532	1087
Marketing	15.044	13.385
Transaction & organization costs	5.379	5.563
Freelancers	29.239	20.394
Shipping costs	96	100
<b>Total fundraising expenses</b>	<b>€ 50.289</b>	<b>€ 40.529</b>

### Fundraising expenses

In line with 2022, majority of expenses in 2023 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	31-12-2023	31-12-2022
Other costs	1.448	1.906
Representation costs	2.578	1.484
Management costs	681	247
Rent	293	278
Shipping costs	0	8
Bank expenses	253	271
Office expenses	0	15
Accountant	2.068	2.000

**Total overhead expenses**

**€ 7.320**

**€ 6.207**

### **Overhead expenses**

The total overhead expenses of 2023 were relative similar to 2022. In 2023, due to the strong efforts of our volunteers which are mostly not paid, more money was spent on representation costs including dinners, one-off Christmas event and small appreciations.

### **Total Profit & Loss**

This year, we end our profit & loss statement with a loss of around 33.000. This result can be explained by the extensive but necessary investments that needed to be undertaken to improve and professionalize our way of working and ensure a better and easier manner for people to contribute. We established a CRM system (Salesforce) and payments management system (FinDock) and improved the website with our partner Bendo for better integration. In addition, as already mentioned not all contributions of foundations and NGO's for 2023 were received in that year. Also, a number of fundraising activities took place and were paid in 2023, for which the granted investment funding was received in January of 2024 and is therefore not included in the 2023 statement.

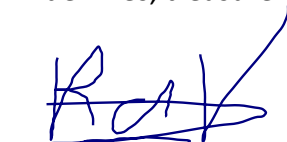
These annual accounts have been adopted by the board of UN Women, National Committee of the Netherlands on June, 20th, 2024.

E. Pruijs, president



S. van Nieuwenhuijzen, secretary

R. de Vries, treasurer



## Budget 2023

<b>Revenue</b>	<b>2023</b>
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
<b>Total Revenue</b>	<b>€ 161.800</b>

<b>Expenses</b>	
<b>Objective expenses</b>	
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
<b>Total objective expenses</b>	<b>€ 94.220,00</b>

<b>Fundraising expenses</b>	
Memberships	1.000
Marketing	15.000
Transaction & organization costs	10.000
Personelle	25.000
Shipping costs	500
<b>Total fundraising expenses</b>	<b>€ 51.500</b>

<b>Overhead expenses</b>	
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
<b>Total overhead expenses</b>	<b>€ 9.100</b>

<b>Total expenses</b>	<b>€ 154.820</b>
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<b>Total profit or loss</b>	<b>€ 6.980</b>
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**Accountant' statement**