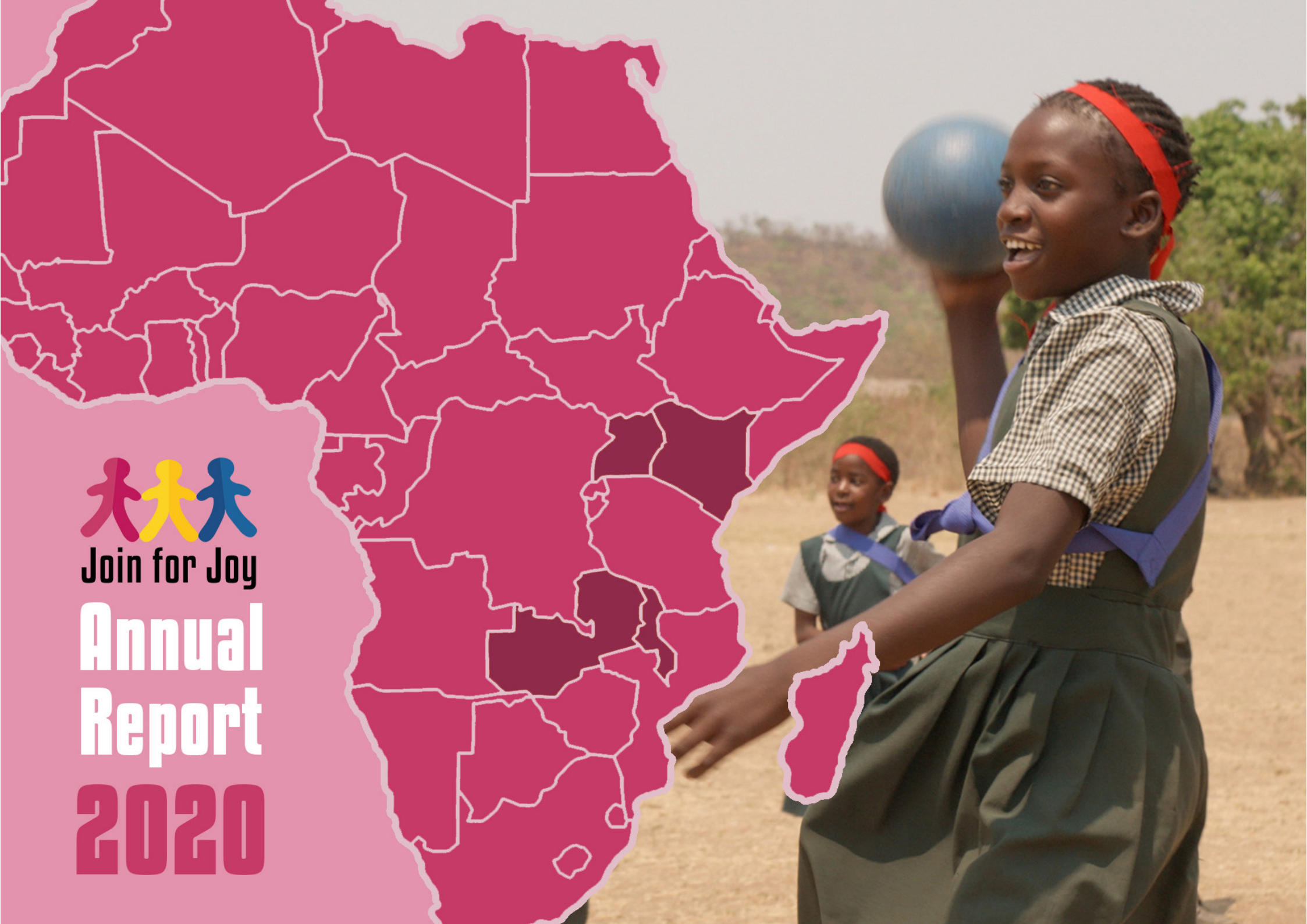




Join for Joy

# Annual Report 2020





# Table of content

Preface	03
Our Story	04
Results 2020	05
Where do we work and with whom?	06
Team Join for Joy	07
Head office NL	08
Covid 19	09
"Spread the word, not the virus"	09
Local empowerment	10
Back to school campagne.	11
Girl empowerment	11
Community Based Approach Uganda	12
Menstrual cup program/fundraising - HSHAZ	12
Focal points 2020	13
Implementing the first instruments of M&E	13
Inclusive approach	14
Partnerships and events	15
Joy at Work	16
Documentary	16
Ambassadors	17
Our impact visualized	18
#100 school	18
Growth program and organization	19
Less money more impact	19
Refrences	20
Michiel Löwenberg Foundation	20
Nefkens Foundation for Development Cooperation (NSD)	20
Contribute Foundation	20
Summary Report Board of Directors	21
Realisation of Goals	21
Financial Report 2020	22
Fundraising	24
General Risks and Uncertainties	24
Outlook 2021	25
We use the power of JOY to chance childrens lives	26
Governance	27
General Information	28

# 02





## Preface

Sports and play at school contributes to every child's right to meaningful education. It changes lives. If you would ask any child what they like most at school, 9 out of 10 will answer PE and recess. Sports and play give joy and motivate children to come to school and stay in school. Playful learning makes school a happier and safer place for children.

In the year 2020 the Join for Joy Sports and Play program again proved to be of great importance, although in a different way than all of us could have ever imagined. After setting ambitious goals last year, and starting fresh with tons of new plans, new schools, and new program elements, the Covid-19 pandemic hit hard. Schools closed, travel got restricted, and staying healthy became a more pressing issue than education. This has impacted the whole world, but for many different reasons, the rural communities we work with, even harder.



In this quite extraordinary year Join for Joy has used all its creativity to keep on supporting our communities. Join for Joy decided to focus on reliable information spreading, giving children and families at home opportunities to play, supporting girls that became more vulnerable for sexual abuse and unwanted pregnancies because of the lock down, and to do everything in our power to get all students back in school once they would open again. Our local partners and teachers involved in our program demonstrated incredible resilience. We all hope to be back on our feet next year and to be able to run all programs at maximum capacity. While it was also financially a sober year, as anticipated after the first wave of Covid-19 infections in early spring 2020, we are even more grateful to all the support we have received this year. We cannot thank you enough for your trust in our organization and mission.

Sports matter because they reveal and develop character. Sports matter because they can give a voice to the voiceless. Sport is a powerful tool for disadvantaged children to become educated and engaged members of their communities. It still is. And we will continue to fight for every child's right to have access to sports and play and to contribute to meaningful, playful education.

*Hannah Kooren*  
President Board Join for Joy





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

## Our Story

Sports and play have positive effects on the physical, mental and social development of children.<sup>1</sup> Through participation in sport and physical education, children learn about key values such as honesty, teamwork, fair play, respect for themselves and others, and adherence to rules. They learn how to deal with competition and how to cope with both winning and losing. Sports and play gives children important tools to develop into strong, resilient children.

In many countries physical exercise is therefore part of the compulsory curriculum of primary schools. Because the ability to learn is greatest at a young age, investments in helping young people to acquire education, skills, good health habits, and a desire to participate in their community and society are likely to yield a greater return than later attempts to build these capacities.<sup>2</sup>

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

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

The Join for Joy primary school program consists of a Kick-off, a Train the trainer course and an Achievement review. For every individual school, the Join for Joy program takes an average of four years with the main goal to support the schools with the implementation and organization of sports and play activities for their children. After the two training sessions that take place during the first 1.5 year and the subsequent Achievement review, the schools will be included in the Alumni program and will be monitored for another three years. Teachers of primary schools are the main agents of change.



<sup>1</sup> In appendix I, an overview of scientific studies that support the impact of sports on the development of children can be found.

<sup>2</sup> See SDP IWG annual report of 2012 activities.





## The Power of Sports and Play

At Join for Joy we believe in the power of sports and play to connect children, to teach them valuable life skills, to give children the opportunity to develop physically and emotionally, to learn how to work together. Maybe even more in uncertain times, such as during the Covid-19 pandemic. Supported by sport and play activities, children can better cope with the challenges they face on a daily basis.

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

Our program is aimed, among other things, at making social and health issues open for discussion such as gender equality, COVID-19, malaria, and HIV/aids. Sports activities have the power to break barriers and to make the playing field an open space where, guided by a game or activities, teachers can share their knowledge about





## Where do we work and with whom?

Our program run in the rural, hard to reach areas of Kenya, Uganda, Zambia and Malawi. The children living in these rural areas face considerable challenges regarding the climate, health issues and demographics.

To sum up, the communities we work with are often confronted with:

- Drought, flooding and food scarcity.
- Gender inequality: teenage pregnancies and child marriages.
- Growth in population. 40-45% of the population is between 0-14.
- 40% to 60% of population lives in poverty.
- 60% - 85% works in agriculture - children needed to work on the field.
- 7%-12% of the population is infected by HIV / Aids.
- 30% of the households is uneducated.

We work exclusively with primary schools. Join for Joy offers schools a tailor made Sports and Play program. It consists of training of the teachers with regards to sports for development, sharing of expertise on how to address social issues through sports activities, monthly support visits, inter-school sports tournaments, and a game manual with many interesting and inclusive sports activities. The alumni schools will have a yearly refreshment training in which they learn new games, share their experiences and best practices. The schools we work with are selected based on their motivation and their need.

# 06



# Team Join for Joy

The Join for Joy Sports and Play coordinators are a crucial success factor for the program. The schools have a direct point of contact when support is needed with the implementation of the Sports and Play program. Join for Joy works closely together with their local partner organizations Macheo, Carita's, Zikomo Foundation and Sports in Action. Join for Joy therefore has the ability to keep a close eye on the progress of the schools so that they can quickly respond or adjust the activities when needed.

# 07



**Ruth Mwinga**

"I am inspired by Mahatma Gandhi's philosophy that we are the change we want to see in this world. I also believe that change starts with me! I strongly believe that we will get through this crisis. And when we do, I am sure that history will be written in that we helped to bridge the world from fear to hope and from confusion to understanding. We will continue to work together aiming to save lives and serving humanity!"

## Kenya



**Simon Kamau**

"Every child was born potential, capable to make the right decisions either rich or poor. With my passion for games and sports, I have influenced and trained the teachers to change the negative to positive attitudes towards games and sports for children. They are shown the importance of holistic growth and learning through play. Making more children to be happy in school and making learning environment beautifully attractive and interactive for both teachers and pupils, leaving them highly motivated to come to school and working hard towards there achievable goal in life



**Naomi Ngigi**

"Don't let what you cannot do interfere with what you can do. Set your goals high and don't stop till you get there, champions! Keep playing until they get it right."

## Zambia



**Edgar Silwimba**

"Sports and play is a lifestyle I would love to pass on to the next generation of children"



**Sammy Thaimu**

"I believe in the power of Join for Joy because it creates a platform for young people to share positive behaviors in great fun."



## Uganda



**Boniface Byamugisha**

"The Sports and Play program has a lot of long term effects the children such as, physical fitness, gaining various life skills, and creating friends. There are long term effects for the teachers as well such as, physical fitness, gaining skills of leading a sport activity, and also creating friendships. Join For Joy creates awareness about social issues such as malaria and HIV/ AIDS. Through CBA Join For Joy has made Community sensitisation aiming at overcoming redundancy among children in the community rather teaching them how to get involved in productive activities such as making play material and vegetable growing"



**Javira Birungi**

"By continuously using Join for Joy activities in teaching/learning processes we promote the six 'f's' of a happy life: Friendship, Fairness, Fitness, Freshness, Fruitful playing and Final correct judgement."



**Kennedy Zakochera**

"Join for Joy has ignited amazing excitement among learners. Playful learning has attracted a lot of children who are eager to come to school, and don't want to be left out. There is a drastic reduction in the numbers of drop-outs and absenteeism in the schools where join for joy is active."



**James Phiri**

Join for Joy is important among children and communities in general as it has created equal opportunity and rights among boys and girls and access to information through sporting activities and fun. They also develop important life skills that enables them to harnessing hidden talents and create a better future.



**Hilda Mbabazi**

"Join for Joy through sports has built the confidence of learners that they can be their best in life through coaching and encouragement from their teachers. Teachers widened their relation circles through interactions in trainings and their communication has improved as they give "tips and tops": they have learnt to give and accept feedback which has led to personal growth. On social issues, the number of children that miss school due to malaria have dropped. Children are well informed about the causes of malaria and HIV and are mindful about the effects of dropping out of school."







## Head Office NL



**Minke van Geen-Meijboom**  
Managing director



**Meike Smit**  
Program manager



**Daan Hardeman**  
Country coordinator



**Hendrik Hofstra**  
Manager Marketing and Partnerships (Jan -Oct)



**Martine Beijerman**  
International program coordinator (Freelance)

### Board

Hannah Kooren - Chairman  
Michiel Schul - Finance  
Elvira de Jong

### Advisors

Annette van Andel  
Alex Klusman  
Meike Bartels

Our team, and in particular our Manager Marketing and Partnerships has been assisted by Veerle Lunter and Romée Nieuwland in 2020. We work closely together with local governmental actors, including traditional governmental actors.



# 08





**“Waking up to news, messages, video and audio clips of how many new cases and new deaths have come with the COVID-19 pandemic is tear dropping. It’s a situation I have never thought was possible. It’s a new normal that is difficult to embrace. I am thinking of my family and friends.”**

**– Kennedy Zakochera, Sports and play coordinator Malawi.**

## Covid-19

Join for Joy had high ambitions for 2020. The plan was to implement our program at 12 new schools in Kenya and Malawi and at 6 new schools in Uganda and Zambia. Unfortunately no new schools could start in Kenya because of the lock down. In the months of January and February, the entire team has been busy with the preparations for all training weeks in the different countries. These weeks would take place in April and May. The Dutch trainers had already been selected and prepared through the sports instruction and safety training. Flights, accommodations and visas had already been applied for.

At the end of March, the corona pandemic interrupted the education of about 1.6 billion students in 191 countries. Never before have we witnessed an educational disruption on such a massive scale. Join for Joy has responded to this crisis in the following ways. In view of the changed circumstances, we made an alternative planning and cancelled as many costs as possible, such as accommodations and flight ticket vouchers. All trainers are committed to do the training as soon as our programs are able to take place again. We have created a new schedule in which the April and May training courses were postponed and took place at the end of the year and to intensify the school visits for the schools as soon as they will open up. Because of the challenges we faced during the worldwide Covid-19 pandemic, in the end 24 schools were able to start with the program.

As a result of the lock downs and travel restrictions Join for Joy has focused on five interventions we were able to implement:

### 1. “Spread the word, not the virus”

After discussions with our local partners, we learned that there was a great need from the communities for more information about what COVID-19 actually entails. Especially in rural areas where many families do not have a telephone, the lack of clarity on the causes, symptoms and consequences was very frightening. Especially for children. Even so, these rural communities are at risk of fake news, resulting in stigmatization and fear. In response, Join for Joy developed a flyer in English, French, Swahili, Luganda, Chiche-wa, Nyanja and Dutch to inform children in a responsible and playful way about taking preventive measures to prevent the spread of the COVID-19 virus.

In the handout we explain with drawings what the Coronavirus is, what the symptoms are and how you can prevent the virus from spreading. We also offer two memorable and fun activities the “Dab & Sneeze dance” and “Happy hands song” that actively teach the children what they can do themselves to prevent further spread. Our partners distributed the handouts together with soap by car and with a megaphone to repeat the important message of how to stay safe and how to protect themselves. Families also gathered on open fields while social distancing to receive the hand outs.

# 09







Even the distribution has been challenging in some of the countries we work. In Uganda and Kenya specifically the official restrictions were too strict to send out our partners to distribute, the handout was shared via whatsapp and email instead. In Zambia however we were very effective with this information campaign. In collaboration with the Ministry of Health in Zambia and our partner Sports in Action, the handout is distributed by the traditional leaders and by the employees of the district commissioner's office in Chongwe. Prime Television Zambia has dedicated a news item about our response to the Covid-19 virus. Join for Joy ambassador Mwangala Ikacana and our colleague Edgar Silwimba share in this news story why these handouts are crucial for children and their families. In Malawi our partner organization drove through all communities with a megaphone to spread awareness and flyers.

## 2. Local empowerment

Given the circumstances, no Dutch trainers to support our local trainers could join the training weeks. Nevertheless, this was a blessing in disguise to some extent. Our long-term ambition to make our interventions as sustainable as possible and to rely as much as possible on local trainers has been pushed to the forefront! In Malawi, Zambia and Uganda our local team was very successful in running the training independently, guided and supported by our headquarters as much as possible. We decided to select the most talented alumni teachers of schools that have finished the Sports and Play program and teach them how to become a trainer for our program.





### 3. Back to school campagne.

**“As Uganda battles to combat the disease, health has taken priority over education.”  
- Hilda Mbabazi, Sports and Play  
Coördinator**

As soon as the schools opened again (Zambia September, Uganda and Malawi October 2020, Kenya will reopen in January 2021), Join for Joy started a ‘back to school’ campaign. This was initiated as a response to the shared concern of our partners that because of the lockdowns children may not return to school. It is - specifically in the rural areas of East-Africa - always a challenge to encourage all kids to go to school, since many parents rely on their children to help out on the land or to take care of the other siblings. Especially after months without the routine of school, we saw the need to focus on how to reach out to parents to emphasize the importance of school attendance. One of the main motivators for kids to go to school is PE. Therefore we organized events with sport and play activities in order to invite children back and get them excited to return to school. In addition, we informed parents by means of meetings to share and discuss the benefits of education for their own children but also for the community at large.

### 4. Girl empowerment

A significant number of young girls in Kenya have become (unwanted) pregnant during the lockdown. Since the containment measures in Kenya, including closing schools and restricting movement, have made it a major challenge for girls and women to access information and services on sexual and reproductive health and rights.

In addition, girls are less tempted to engage in sexual activities when they go to school. Sports and Play coordinator Ruth Mwinga has guided 38 girls in the Thika region in preparation for young motherhood and in helping them shape their future. 21 of the 38 girls have now returned to school. 12 young mothers and their parents receive guidance in parenting. Parents of the young mother are pointed out, among other things, to the importance of completing primary education for their daughter. 5 girls are still receiving medical support due to the medical complications that occurred during childbirth.

**“The mother of a less-abled child neglected her and left her behind with her grandmother. I have been working hard to build a relationship between the teen mother and her kid. “As a result of the outbreak of COVID-19, many girls deal with unwanted pregnancies. Over the past months, I have been guiding teen moms to make them more resilient and to help them obtain the life skills motherhood requires. Through motivational talks and psychological support, girls learn that early pregnancies are no excuse to give up on their future, but an extra motivation to push forward. It’s only through education that these girls can create a better life for themselves and their children. I use sports and play activities to make girls believe in the power of education and to stimulate them to go back to school after their babies are born.”  
- Ruth Mwinga**





## 5. Community Based Approach Uganda

The consequences of the lockdown are huge in Uganda. The number of teenage pregnancies has risen alarmingly. Alcohol and drug use among boys and girls has increased, more girls are married off at a young age so that there is a little money for food for the rest of the family. In addition, there is much more violence in the communities. Our coordinators in Uganda noticed that because of the lockdown, boredom within the communities has struck now that the schools are still closed. Young people seek pleasure in physical rapprochement, resulting in (unwanted) pregnancies and illnesses. As a response to this, In November and December our coordinators in Uganda, together with the trained teachers, formed one team to develop a specific program to reach twenty four communities, where a total of 1200 families and 7200 children live.

They developed the following activities that will take place from January 2021;

- Organizing anti-boredom workshops (with sports and play activities and making materials of found objects)
- Introducing Boy & Girl empowerment games.
- Coaching of pregnant teenage girls with resilience training.
- Teaching Parents activities to play with their children at home.
- Having conversations with parents so that they increased their awareness of the importance of staying active for their children, mentally and physically, the importance of education, and where important issues will be discussed such as child marriage teenage pregnancy and hygiene.

This program has already started in six communities.

**"It is touching to listen to the stories from parents about the current situation in the communities. After the workshop ended, they told us they were happy with the introduction of the Community Based Approach program, because they now see the importance of education and know how they can keep their children positively busy at home."**  
- Boniface Byamugisha

## 6. Menstrual cup program/Fundraising - HSHAZ

1 in 10 African schoolgirls do not go to school when she has her period. That means girls have to miss school one whole week a month. In fact, it is so bad that sometimes girls have to take a whole year because they have their period in exam week and do not show up at school. Simply because they do not have decent menstrual products. Many of these girls end up dropping out of school altogether, increasing the likelihood of teenage pregnancies, marriage and financial dependence. In Zambia, we focused on the education and distribution of menstrual cups for (teenage) girls in the communities around the schools that participate in the sports and play program. Our on-site coordinators; Edgar Silwizen Sammy Thaimu, have linked a team of 7 medical students and 1 doctor to this project. They visit girls in the communities every week to educate them. Girls get more self-confidence through the cups, which contributes to their general resilience. In addition, it increases the chance that they will soon return to school. In total we distributed 3792 cups to the girls in the communities of Chongwe. One simple menstrual cup gives girls the chance to stop missing a day's school. It makes girls resilient and confident. It gives girls a future!

# 12



Before scrolling any further, will you take a moment to change a girl's life?

DONATE A CUP



A single menstrual cup can be used up to 10 years and prevents a girl from dropping out of school and disrupting her future.

Our goal is to give 18.000 girls in our program a menstrual cup this Christmas.

DONATE A CUP



## Focal points 2020

The Covid-19 pandemic gave room for creativity and hope. This year we took the setbacks as experienced because of Covid-19 as a chance to learn how to improve our intervention. The Join for Joy team challenged itself to find creative ways to support the communities we work with. It was a steep learning curve, and the insights we gained moved us to more sustainable interventions in a couple of different ways. First of all, we created more ownership at the level of our partners for the implementation and execution of our program. Slowly we moved from a co-production with 50% Dutch colleagues and 50% local colleagues, to a supervising role for Join for Joy headquarters and 100% responsibility for the execution of the training at the partner level. We put into practice our ambition to invest in teachers that have proven to be talented. When a teacher of a school has finished the Sports and Play program he or she may apply for a trainer position and support the knowledge transfer at new schools.

In response to the new reality, all Join for Joy employees started to work from home and instead of meeting in the field we had to rely on ZOOM.

### 1. Implementing the first instruments of M&E

In 2019 Join for Joy developed a monitoring and evaluation system, supported by Avance Impact. Based on the theory of change that was developed together with all Join for Joy employees, we have developed different instruments to monitor and to evaluate our impact.

Our partners have selected 50 children that we will follow for three years as part of our developed Monitoring and Evaluation program. The data we can collect from the two-yearly surveys give us a unique insight on how this group of 200 children in different countries respond to the increase in sports and play activities at school, and whether our expectations regarding the long-term effects of our program are being met. The partners also selected 12 teachers per region to follow for the three consecutive years, leading up to data based on the experience of 48 teachers. In addition, our sports and play coordinators will - as soon as the schools can open again - use an observation survey during their school visits. Schools are all asked to fill out a survey at the beginning and end of the year. Parallel to the surveys, Join for Joy has started deep interviews with experts in the field of education and gender issues at different East-African universities.





## 2. Inclusive approach

We worked hard on our ambition to contribute to gender inclusion by strengthening the resilience of girls in our program. In collaboration with our partner Spat Verandert, we have supplemented the Train the Trainer manual with new activities and games that are specifically aimed at increasing girls' ability to set their boundaries and respond adequately to unwanted events. In the first few months of 2020, we completed the implementation of these new program components.

In light of Join for Joy's ambition to focus more on inclusion of children that are physically and/or mentally challenged, we made content adjustments to the program. Children with disabilities in Sub-Saharan Africa are among the most marginalized groups in the world. Due to a significant shortage of knowledge, medical facilities and financial resources, these children do not have a fair chance to be part of society. Stigmas lead to children with disabilities being hidden and locked up by their parents because they are ashamed and they believe that a child with disabilities is a punishment from God, possessed by the devil or a result of witchcraft. Parents do not dare to seek medical help and if they do, they may be refused by doctors.

School should serve as a safe haven for every child. School is not only a place that allows the development of cognitive skills,

but also a place where children find protection against the challenges they face in their home town, such as violence, child labor, teenage pregnancy, child marriage, disease and gender inequality. Yet this is not the case: children with a disability are often not allowed to go to school by their parents and when this is the case, they are left to their own devices at school. When they raise their finger in class, they are structurally skipped and during PE lessons they are sidelined by the teacher.

Our vision is to introduce every child in Sub-Saharan Africa to the power of playful learning. To be able to have uninhibited fun, to discover and develop talents, to learn about disease prevention, inclusivity, gender equality and to work on his / her physical health and social resilience. By means of a challenging and sustainable training program, taboos about, among other things, physical and mental disabilities are broken and primary school teachers are trained how to act as role models for their students. They learn how to create a safe environment for children on both the sports field and in the classroom. Fun and equality are paramount. In this way, all boys and girls in our program, with or without disabilities, can develop into resilient children with a positive perspective on the future.





## Partnerships and events

The year 2020 was also financially challenging. We are very grateful to all our partners that support Join for Joy financially with partnerships among others: Contribute Foundation, Nefkens Stichting Ontwikkelingshulp, Michiel Löwenberg Foundation, Stichting Wees een Kans, De Johanna Donk-Grote Stichting, Rogaar Stichting, Sirtema Stichting, Pierre Fourier, Stichting Jacoba van Wassenauer, Weeshuis der Doopsgezinden, Stichting Kamp Vierhouten, Willem Meindert de Hoop Stichting.

Join for Joy would not have been able to operate in the way we do without the help of our very close partners: Cortex, SalarisNetwerk, Maquire Tax & Legal, Clifford Chance, WildWoootz, Lief Leven, CompaNanny, EY, Upstarter, AH&BC and Do Nation.

We partnered up with different student sports associations last year. Because, like no other, associations such as U.S.S.V. Softijs, Tri Move, Okeanos and SKITS understand the impact of sports and play on the younger generation. They came up with creative fundraisers, such as the Valentine's Day rose sale organised by U.S.S.V. Softijs, the Move-A-Thon organised by Tri Move, or the AMPA Race hosted by SKITS. We are very grateful to these associations for devoting their time and effort to organizing these successful fundraisers.

Unfortunately this year has not been successful in attracting new foundations - contrary to previous years. The financially unstable situation due to the pandemic led many foundations to a risk-averse strategy to only support the non profits that already relied on their financial resources. Also many events such as the Dam tot Dam loop - classic fundraising opportunities - were cancelled. Join for Joy was eligible for "Tijdelijke Noodmaatregel Overbrugging Werkgelegenheid", a contribution of the Dutch government to support businesses and foundations during Covid-19.

Join for Joy has started a school campaign for a number of primary schools in the Netherlands that would start their own crowdfunding as part of the Dutch King's Day celebration. Join for Joy also organized a 'stay at home sports challenge' on social media for all children - including Dutch children - to continue to exercise during homeschooling, which was a huge success. At the end of the year, Join for Joy organized an online social media campaign to raise funds for the menstrual cups we distributed in Chongwe, Zambia.

# 15







## Joy at Work

SPAT Verandert and Join for Joy have joined forces and founded the concept “Joy at Work” in 2020 to help increase happiness at work for employees. With the Joy at Work program we challenge employees, teams and the entire company to get started with team building, positive energy and fun to boost happiness at work within organizations, and the proceeds will go to our projects in East Africa. Studies, by A.T. Kearney among others, show that 90% expect to experience happiness at work and only 35% actually think so. This is called “the joy gap”. Join for Joy has been the JOY expert in the field of playful learning in Africa for ten years and Spat Verandert is the expert in the field of intelligent movement. Since last year we have been using our expertise together to help Dutch companies find happiness at work during the lockdown caused by Covid-19, through experiential learning, together with other members of the team. On the website [www.joy-at-work.nl](http://www.joy-at-work.nl) you can read more about it.

## Documentary

Videographer Quinten Jacobs made footage of the communities in Chongwe. In 2020 Quinten completed a short documentary “Through the Children’s Eyes”. This is a sequel to the mini-documentary “Through the Teachers Eyes” that was made pro bono in 2018 by Gosse Bouma. The material of Quinten Jacobs is also used to visualize which Social Development Goals, the objectives formulated by the United Nations, Join for Joy contributes to.



## Ambassadors



**Nanne van Leer**

Founder of @liefleven (284.000 followers) and author of the book "Licht Leven". Just like us, Nanne believes in the power of sports and play. Nanne focusses on Join for Joy's network in the Netherlands and supports the Joy at Work project.

"I believe we from the West too often forget to simply have fun. When I had contact with Join for Joy I thought: this is it! They help children in Sub-Saharan Africa to become more resilient through sports and play, it motivates them to stay in school and discuss difficult (but oh so important) topics, while the children teach us to dance again in Joy, out loud. Howling with laughter and being thankful for the little things. We help each other and make the world a bit more beautiful together!"



**Wout Weghorst**

Wout Weghorst is a soccer player for the German soccer team Wolfsburg, and plays for the National Dutch team.

"I am an ambassador for Join for Joy because sport has always been very important to me as a child. I think sport inspires, motivates and brings out the best in yourself. I hope I can only contribute a small part or percentage to the happiness of students in East Africa."



**Rachel Louise**

Rachel Louise is singer songwriter and ambassador for Join for Joy.

"I've always believed in the work of Join for Joy, but since I've seen it in practice in Africa in several countries, I realize even more what an impact the program has on child development. Learning through play brings back the fun but also a chance for a future for these children who previously had little prospect of a future at all."



**Mwangala Ikacana**

Mwangala Ikacana is former miss Zambia.

Why are you a Join for Joy ambassador?

Many people in Zambia have often asked and wondered why many children in rural areas are never filled up in classes but ever filled up at community play grounds; Never present during personal trainings but excited to show up and participate at market road shows and events. My answer is this, A child will always be available for anything that excites them and gives them joy. This is why I am an ambassador of Join for Joy. J4J has spear headed the initiative of using the right tools to keep children in schools and offer life lessons in a manner that they will undoubtedly want to participate in, Sport and Play."

The idea is not to have children gather, burn out their energies and let them go home exhausted. The idea is to have them present, teach them without them even realizing that a lesson has been carried out and have them return home with lifelong new ideas and understanding of what is right and wrong.

Why you are a role model for the children and especially the influence on girl empowerment? "Females and Children are considered to be a in the most vulnerable category. In the animal world, that would be at the bottom of the food chain. Imagine then where a girl-child is placed. So far under the line that it is in most times a challenge to define. To be able to have the capacity, strength and passion to help define that line is my main reason of being a role model for children and influence girl empowerment. I understand the power that association and relations can have in my country and culture. I choose to be an individual who will associate themselves to children and be a related experience to the girl child. That way, silence is broken, walls are pulled down and lines are clearly defined.





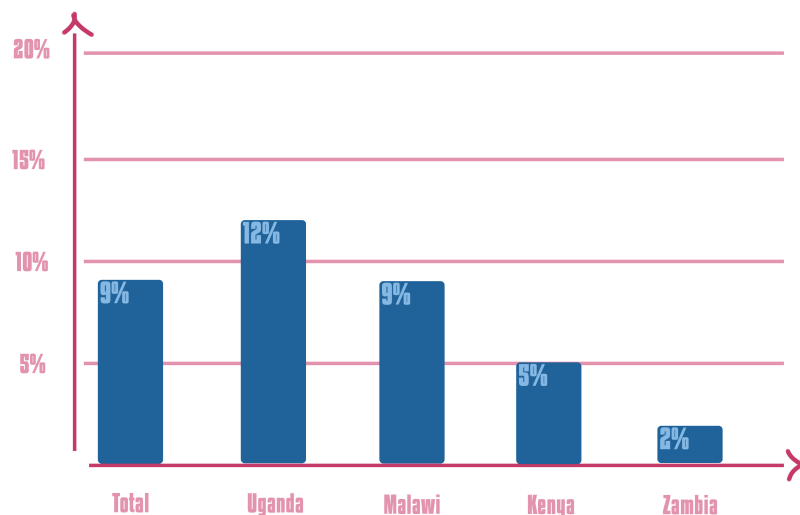
# Impact Visualized

## School #100

We are incredibly proud to announce that despite the pandemic the 100th school joined our program! We have trained over 400 teachers and more than 325,000 kids enjoy sports and play at school, every single day. Up to the next 100!

Another couple of highlights we have accomplished over the last few years we would love to share: The implementation of the Sports and Play program at a primary school results in an increase in the number of students, at some schools even 25%. The main reason for this increase in school attendance rates is the implementation of the Sports and Play program at schools. The teachers use the sports and play activities not only during PE (Physical Education) classes but also during all other subjects. This ensures that the lessons are a lot more attractive for the children. The children's learning environment has been safer since the introduction of the program. This improves the transfer of knowledge from teachers to the children. This is also reflected in the results.

## Increase of Children in Schools



The teachers start each morning with an energizer in the classroom. This gives the children a huge energy boost before they start the lesson. The teachers see a big difference in concentration among the children. The children have fun and participate actively in the lesson. The games played during PE lessons are also used in the classroom. Take for example the "Brain Game". The Brain Game is a kind of quiz. Questions are asked and the team that first hits the pan with the ladle may give the answer. If the answer is correct, the team gets a point. This creative and playful way of testing knowledge really appeals to the students in class and makes it more attractive to memorize knowledge and to share it.

# 18



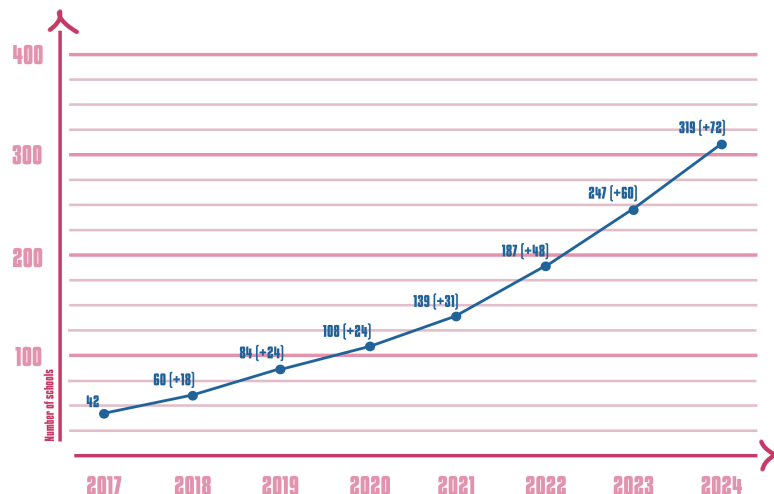


19

## Growth program and organization

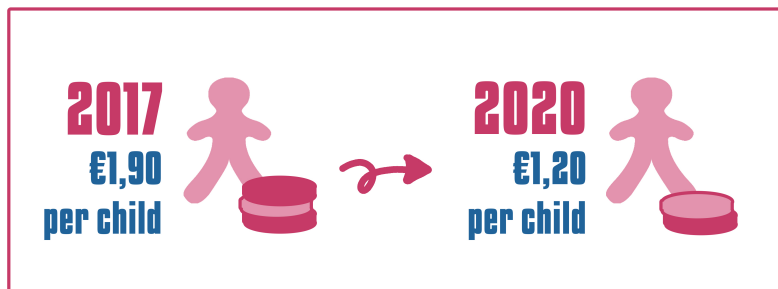
Join for Joy has invested in the development of a high-quality and sustainable training program for teachers in recent years. Thanks to this investment in the quality of the program, we can and want to grow in quantity. Join for Joy opts for controlled growth, so that we as an organization do not lose the short lines of communication we now have with our participating schools. We have the ambition to have made 1.2 million children playfully resilient by 2024. Below is an explanation of the growth and ambition of Join for Joy, as seen from 2017.

## Increase number of schools



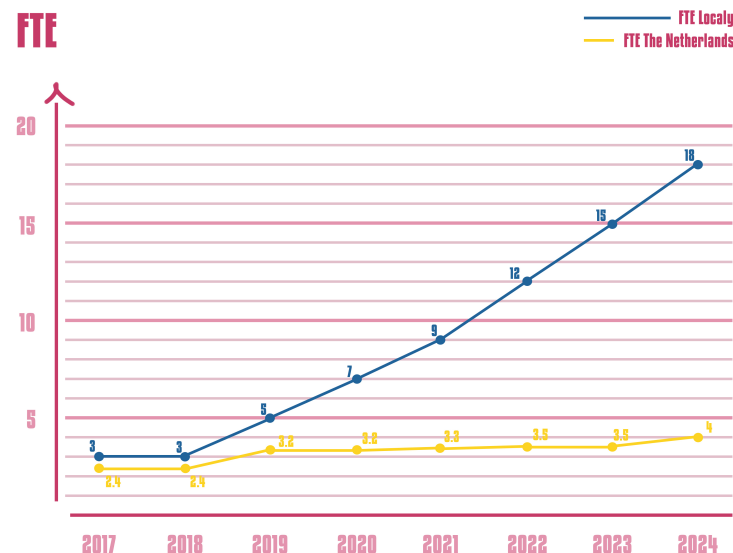
## Less money more impact

Join for Joy is continuously working to work as cost-effectively as possible without losing the quality of the program. Every year we want to try to make more impact with less money. Thanks to our established relationships and activities over the past 10 years, we are able to conclude long-term partnerships with, for example, training locations. Due to the certainty that we can offer the location in terms of occupancy, we as an organization receive a discount. The same applies to larger quantities that we can order in one go, such as the Join for Joy T-shirts and the printing of the manuals. In addition, we always try to obtain as much of our sports and play materials locally as possible.



## FTE Africa vs FTE Netherlands

To be able to ensure the sustainability of our interventions we aim to grow more in the countries where we operate and to limit our growth of FTE in the Netherlands:





# References

## 1. Michiel Löwenberg Foundation

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

## 2. Nefkens Foundation for Development Cooperation (NSO)

We have been supporting Join for Joy's work since 2015 with three consecutive contracts. What makes the collaboration between NSO and Join for Joy special is not only the sympathetic original goal (combining sports and play with awareness activities for children of a primary school age). The collaboration was mostly special because of the pleasant interaction with the group of motivated and socially engaged young professionals, the very complete periodic reports, the continuous growth of the program in size of the activities, in collaboration with local organizations, in budget, in the evolution that went through in the set strategic goals and the successful implementation of those goals in practice. At least once a year there is interaction during a board meeting for explanation

or accountability, during a discussion about the further strategic development of Join for Joy, during benefit evenings and during a visit by a board delegation to a kick-off training of the Join for Joy program in Uganda. These interactions testified to a continuous institutional and programmatic development of Join for Joy, whereby the board of Join for Joy was very open to advice. We appreciate how the aim of sports and game activities in particular has expanded through cooperation with local organizations to train teachers in the use of sports and games for personal and intellectual education and for the inclusion of sports in the curriculum of schools.

## 3. Contribute Foundation

We believe it is important in the foundations and projects that we potentially support that they actually make a difference, have a lasting impact, show enthusiasm and passion and that they touch our hearts. This is precisely why we love Join for Joy. They work together with great passion to get and keep these children in school with the help of a sports and play program developed by Join for Joy with intensive supervision. With this they give the children as much weight as they can to make their future as promising as possible. An important element here is also that the school can continue independently with the program after the three-year program. We are delighted that, with the partnership with Join for Joy, we have already been able to start up the program in 22 schools in Malawi, Kenya, Uganda and Zambia in the past few years and thereby give all of these children as many opportunities as possible for a better future.

# 20



# Summary report

## Board of Directors

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

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

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

## Realisation of goals

The whole world has experienced the dramatic consequences of Covid-19. So did the communities Join for Joy work with. No access to school, no travel, inequality grew, for many people living in the rural communities we work with the pandemic meant no work, because they rely primarily on informal markets. The lockdowns in the countries have resulted in a significant increase in unwanted pregnancies and child marriages. Kids

have found (illegal) ways to make money by hustling on the streets. All schools within the Join for Joy program have reopened after the lockdown. However, they face the tragic result of the lockdown; many children have not returned to school.

This uncanny situation requires flexibility and creativity from our teams in both East Africa and The Netherlands. Despite facing big challenges, the Join for Joy team is more energetic and driven than ever! We have taken this challenging time to look at each region closely and review the greatest current needs within the communities we are active in. Therefore we have developed outreach campaigns to support the rural communities in Thika (Kenya), Chongwe (Zambia), Mchinji (Malawi) and Kabale (Uganda), such as the information flyer Covid-19; the distribution of menstrual cups; support programs for pregnant teenagers; programs to encourage community involvement in sports and play activities at home, the "Community Based Approach Program", and the "Back to school campaign" to invite all children to come back to school after the lockdowns.

Of the planned 36 schools that were supposed to start with our Sports and play program, 24 actually started. The reason for this is that due to the restrictions according to Covid-19, no training was allowed to happen in Kenya. Therefore we were unable to start with new schools within the Join for Joy program in Kenya, while we wanted 2020 to be the first year to double the number of starting schools in Kenya. So instead of 12 new schools, 0 new schools were able to start.





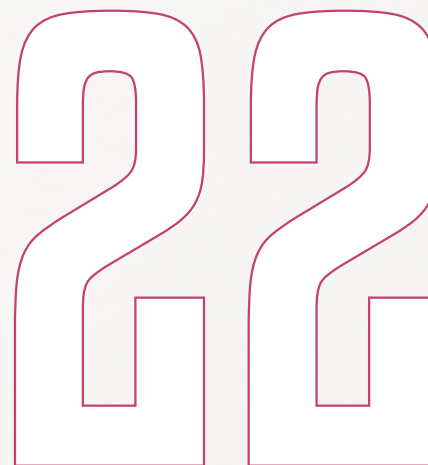
# Financial results 2020

In the fiscal year 2020, Join for Joy has had to deal with the consequences of the Covid-19 virus. This has resulted in a decrease in turnover because of the fact that anticipated fundraising events, such as the ones related to the European Championship and the Olympic Games, and our effort to organize a grassroots fundraising at primary schools in the Netherlands, were cancelled. The “Dam tot Damloop”, scheduled for September 2020, in which a fundraising team of runners on behalf of Join for Joy would participate has also been cancelled.

Due to the COVID-19 related restrictions, less costs have been incurred than previously predicted. Travel costs have of course decreased, but unfortunately, we also had to postpone a number of training courses that should have taken place in 2020 to 2021. Many of the budgeted costs are therefore postponed to 2021.

Join for Joy raised a total amount of €403,416 in 2020, while it incurred total costs of €341,081, constituting an annual net profit of €61,220. Join for Joy received €11,917 from NOW2 which is deducted from the total wage costs. Join for Joy needs to repay the amount of €32,235 that we have received from NOW1. The equity increased from €162,879, to €224,099.

The assets of Join for Joy consist of cash assets of €262,447. In view of the fact that the NOW compensation applied for was an advance based on our estimated loss of turnover it was decided to set aside the amount of €44,000 as a prudential measure as the NOW may have to be paid back. It turned out that Join for Joy has to pay back an amount of €32,235 from the NOW1. Join for Joy applied for NOW subsidy in 2020, which was based on an estimated decrease in donations in 2020. The advance was granted and received in 2020. The final NOW calculation over 2020 resulted in a difference of € 32,235 which needs to be paid back to the government (UWV). This amount is reserved by Join for Joy at its Rabobank account xxx 496.



## Balance per December 31, 2020

(After appropriation of result)

12-31-2020

12-31-2019

### Assets

#### Fixed Assets

Tangible fixed assets

694	-
694	-

#### Current Accounts

Other Receivables

11.009	16.242
--------	--------

Cash and equivalents

262.447	172.028
273.456	188.270

### Total

€ 274.151	€ 188.270
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### Liabilities

#### Reserves

Continuity reserve

224.099	162.879
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#### Short-term Liabilities

50.052	25.391
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### Total

€ 274.151	€ 188.270
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Join for Joy has other receivables of €11,009 which mainly consist of fundraising amounts due by sponsors and cash held in the bank account.

The current liabilities consist among others of a wage tax payable to the amount of €5,052, a holiday pay accrual to the amount of €4,352 and accrued expenses to the amount of €4,349. A liability of € 32,235 was included with respect to the repayment of the NOW.

The category 'income from individuals' primarily refers to sponsoring amounts raised by monthly donations. Income from this category rose from €5,066 in 2019 to €34,046 in 2020.

The fact that this amount has increased in this significant way, is partly due to a wonderful gift from our ambassador Wout Weghorst. In addition, Join for Joy held a social media fundraising campaign at the end of the year. For €5, Join for Joy collected menstrual cups so that girls can also go to school during their period. This action has proven to be very successful by raising €12,500.

The category 'income from partners & companies' relates to the earlier mentioned fundraising program 'Joy at Work' aimed at corporates and businesses. Income from this category decreased from €15,156 in 2019 to €10,070 in 2020 mainly due to the effect of the restrictions related to COVID-19.

The category 'income from other non-profit organizations' relates to donations received from private family foundations. Income from this category decreased from €386,090 in 2019 to €359,300 in 2020. We are very happy with the continuous support of various (family) foundations. Among others: Contribute Foundation, Nefkens Stichting Ontwikkelingshulp, Michiel Löwenberg Foundation, Stichting Wees een Kans, Rogaar Stichting, Sirtema Stichting, Stichting Pierre Fourier,

Stichting Jacoba van Wassenaer, Weeshuis der Doopsgezinden, Stichting Kamp Vierhouten, Willem Meindert de Hoop Stichting, De Johanna Donk - Grote Stichting.

The category 'income from events and other collections' refers to fundraising events organized under the name 'Events for Joy'. Due to COVID-19 no income was generated from events. So, the income from this category decreased from €24,537 in 2019 to €0,00 in 2020.

Join for Joy believes that fundraising requires a long-term effort and that many of the seeds planted in earlier years have developed in trustful partnerships and extra support of our partners in 2020. Moreover, Join for Joy has generated positive income in virtually all preceding years, despite the large growth experienced in its operations. Join for Joy believes this will also be the case for the coming years. Its equity position is therefore expected to remain solid and at a sufficient level to support the future growth ambitions.

The upscaling in activities (12 new schools started in Malawi, continued execution of new strategy, accelerated fundraising) required personnel costs to a total amount of €166,457 in 2020, reflecting a total of 3.2 FTE. Of the total employee costs, an amount of €140,294 was allocated to mission objectives. The time spent by personnel on various activities can roughly be divided into: on-going support for and frequent presence at Join for Joy's key activities in the countries is active in (Kick-off course, Train-the-trainer course and Sports and play program, etc.); strategy, planning and development; development of the COVID 19 related community activities, monitoring & evaluation of the activities; fundraising, including marketing and communication; and other administrative tasks. This is also included as such in the annual budgeting process.

## State of Income and Expenses 2020

	2020	2019
<b>Income</b>		
Income from individuals	34.046	5.066
Income from partners and companies	10.070	15.156
Income from other non-profit organisations	359.300	386.090
<b>Total Income From Raised Funds</b>	<b>€ 403.416</b>	<b>€ 406.312</b>
Income from events and other collections	-	24.537
Other	-	-
<b>Total Income</b>	<b>€ 403.416</b>	<b>€ 430.849</b>
<b>Expenses</b>		
<b>Mission objectives</b>		
Kenya	30.122	51.448
Uganda	44.431	60.719
Zambia	56.893	69.270
Malawi	60.175	37.368
Strategy, monitoring, fundraising	86.023	128.084
Events	196	3.220
<b>Total</b>	<b>€ 277.840</b>	<b>€ 350.109</b>
Management and Administration	63.241	76.032
Financial income/(expense)	(1.114)	(1.348)
<b>State of Income and Expenses</b>	<b>€ 61.220</b>	<b>€ 3.360</b>
<b>Appropriation of Result</b>		
Continuity reserve January 1 <sup>st</sup>	162.879	159.519
State of Income and Expenses	61.220	3.360
<b>Continuity Reserve December 31<sup>st</sup></b>	<b>€ 224.099</b>	<b>€ 162.879</b>



## Fundraising

We have worked together with the entire team on how, given the current crisis, we can still ensure that Join for Joy keeps its head above water financially. Given the cancelled events and the economic misery that many companies are now experiencing, we have decided to fully focus on fundraising through family funds/foundations in 2020. Traditionally, family funds have been the most reliable source of fundraising for Join for Joy. We are proud of the long-term relationships we have built with the funds.

In the last quarter of 2019 and the first quarter of 2020, Join for Joy made the strategic decision to design a new fundraising concept called JOY at work. With the JOY at work program Join for Joy works together with SPAT Verandert, to offer companies a chance to increase the energy, happiness and satisfaction level of their employees. Because of the social distancing restrictions caused by Covid-19, companies and their separate teams could not get together, as a result of which many planned agreements were cancelled. Besides, because of the fact that many companies also suffered from financial instability caused by the pandemic, “social responsibility” became less of a priority. Join for Joy has the hope and expectation that the “JOY at work” program will start off successfully in the second half of 2021.

Clifford Chance has supported us pro bono with the changes to the notarial statutes, in line with our changed organizational structure. Clifford Chance is also assisting us in the application of NOW (Temporary Emergency Bridging Measure), which was initiated by the Dutch government to support companies and foundations that are experiencing a decrease in income due to the Corona crisis.

## General risks and uncertainties

The rural areas in Kenya, Uganda, Zambia and Malawi we are active in face comparable challenges regarding their climate, health issues and demographics. To sum up, the communities we work with are often confronted with child labour, drought, flooding, food scarcity, gender inequality, teenage pregnancies, child marriages, poverty, and HIV/aids infections. The political situation and weather conditions in the countries and regions where Join for Joy implements the sports and play program remains an inherent uncertainty. If there are safety risks for the people engaged in the work of Join for Joy, the interventions will need to be postponed. One can think of situations where teachers decide to go on strike, or floods make it impossible for our local colleagues to visit the schools for their monthly observations for example.

Another key uncertainty, inherent to the not-for-profit structure of our organization, is the dependency on external funding. The last nine years, Join for Joy was successful in building up a network of family/trust funds, in organizing fundraising events, and in facilitating and supporting the fundraising efforts by volunteer Trainers. In order to achieve the ambitions and to maintain the continuity in the organization, Join for Joy continues to work hard to establish further and more long-lasting relationships with its donors.

This year the main uncertainty was the spread of the Covid-19, the subsequent lockdowns and travel restrictions, and the side effects of the pandemic: increase in domestic violence, and poverty.

# 24





25

## Outlook 2021

Together with local partners we work towards a sustainable impact in the education system in order to move from policy to practice.

For 2021 we have formulated the following main ambitions:

- Back to school campaign.
- New schools start earlier in the year with the Kick-off. We have seen that the number of children going to school increases after the implementation of the sports and play program. In order to get as many children as possible back at school again we will reschedule the Join for Joy calendar from 2021 onwards and start with the Kick-off at the beginning of the year.
- More focus on girl empowerment.
- We focus on capacity building of the teachers. Through sports and play, Join for Joy trains teachers how to sensitize their pupils into social issues, life skills, and inclusion of girls and less abled children in sports and play.

- Join for Joy is celebrating her 10th year in 2021. Hopefully we are allowed to celebrate that with all stakeholders.
- First presentation of the results from the M&E&L program. Since the schools were mainly closed in 2020, we have been unable to monitor and evaluate the program in the way we had planned. Therefore, we are looking forward to the first results in 2021.
- Join for Joy will continue to sensitize the community (head teachers, parents) about the importance of sport and play for the development of boys and girls.
- We will continue with the development of the Community Based Approach.
- Kick-off: 31 new schools.
- Train the trainer: 61 schools.
- Achievement Review: 54 schools.
- Alumni Program: 36 schools.

### Outlook 2021

#### Expenses 2021

EURO

#### Sports and play program

Kenya, Uganda, Zambia and Malawi

Kick-off (31 schools)

Train the Trainer course (61 schools)

Achievement review (54 schools)

Alumni program (36 schools)

Implementation Sports and play program

**TOTAL Sports and play program**

**EUR 482,000**

#### General & Administration costs

Management and Administration

Insurance/banking/subscriptions/IT

Marketing and communication

Housing

Other

**TOTAL OVERHEAD**

EUR 35000

EUR 22000

EUR 15000

EUR 15000

EUR 5000

**EUR 92000**

**TOTAL 2021**

**EUR 574.000**



## We use the power of JOY to change childrens life

Above all, Join for Joy continues to pursue its core ambition to offer many more children the chance to enjoy sports and play at school. Sports and play at school contribute to every child's right to meaningful education. Play creates impact on the development on a physical, social and mental level. It gives joy and motivates children to come to school and stay in school. Sport is a powerful tool for disadvantaged children to become educated and engaged members of their communities. Playful learning makes school a happier and safer place for children.



Join for Joy will expand its partnerships with different sorts and sizes of companies.

The majority of the foundations that supported Join for Joy in 2020 have expressed their commitment to continue their support in 2021.



## Governance

The founders, board members and employees of the Join for Joy foundation have different professional back- grounds (legal, finance, communication, media & sports, etc.). They all share the drive and the ambition to stimulate the development of Join for Joy in order to reach its mission.

### **The day-to-day management team of Join for Joy in 2020 consisted of 3.2 FTE**

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

### **The sports and play coordinators related to Join for Joy's activities**

- Ruth Mwinga – Sports and play coordinator Kenya
- Simon Kamau- Sports and play coordinator Kenya
- Naomi Ngigi – Sports and Play manager Kenya
- Hilda Mbabazi – Sports and play coordinator Uganda
- Boniface Byamugisha – Sports and play coordinator Uganda
- Javira Birungi – Sports and play coordinator Uganda
- Edgar Silwimba – Sports and play coordinator Zambia
- Sammy Thaimu – Sports and play coordinator Zambia
- James Phiri – Sports and play coordinator Malawi
- Kennedy Zakochera – Sports and play coordinator Malawi

### **The Board of Join for Joy in 2020**

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

### **The Board of Advisors of Join for Joy**

- Annette van Andel
- Alex Klusman
- Meike Bartles

Each month the day-to-day management and the Board have a meeting to discuss ongoing strategic, financial or operational issues and make certain policy decisions. In addition, there is frequent contact on a more ad-hoc basis between the day-to-day management and the Board on such issues. Cash expenses in direct relation to Join for Joy's activities in excess of €2,500 will require prior approval by the Board with a 2/3 majority.

# 27





# 28

## General Information

### General contact

Stichting Join for Joy  
Molenpad 5, 1016 GL, Amsterdam  
info@joinforjoy.net  
+31 617595491 or +31 641465084

### Bank account information

Stichting Join for Joy  
IBAN: NL92RABO0118162926  
Place: Amsterdam, the Netherlands

Stichting Join for Joy is a foundation under Dutch law, registered at the Dutch Chamber of Commerce with number 52315525. Join for joy has been recognized by the Dutch tax authorities as a charitable organization with ANBI status.

