



# UN Women

## National Committee

The Netherlands

The Hague  
Annual report 2021

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## Introduction

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

## Activities

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

## Board

The board consists of the following functions and people:

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

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

## Ascertainment of the financial statements

The board of the foundation adopted the 2020 annual report on June 15<sup>th</sup>, 2021. The result for the 2020 financial year was € 75.689.

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

## Activity Report UN Women National Committee the Netherlands 2020

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

### Goals

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

### Vision

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

### Mission

In order to fulfil the vision, a solid financial basis must be created. This basis should consist of a combination of a growing number of individual donors and major donors, an increasing number of corporate partnerships, and subsidies from smaller and larger funds. While higher net-worth partnerships and subsidies are expected to yield the most return on investment in the shorter term, an increasing number of individual donors will offer a more solid and structural financial base for the longer term, as well as create a broader base of support for UN Women in the Netherlands, which is vital for eligibility for larger funds such as the Dutch Postcode Lottery. Also, corporate partnerships and subsidies are most likely to yield revenue for activities in the Netherlands itself, so the focus will be on using these sources of revenue to develop campaigns that in turn offer opportunities to fundraise with individual donors for revenue that will be remitted for the work of UN Women worldwide.

For the period 2020, this means first investing in a limited number of signature campaigns, such as Orange the World and the HeForShe campaign, around which different fundraising instruments are tested and different sources of donations are addressed. Those instruments and sources that prove to yield the most return on investment and/or the most solid financial basis can then be scaled up in the future.

### UN Women NL in 2020

In 2016 our Dutch National Committee was established. In the four years of our existence, we have reached many accomplishments. We introduced international campaigns such as "Orange the World", "Safe Streets" and "HeForShe" in the Netherlands. Moreover, we have built a comprehensive network and contributed to the efforts of UN Women worldwide. We are a flourishing volunteering organization with big ambitions for the coming years: we strive to connect the international with the national, stimulate international solidarity, use our knowledge and our

network to improve women's rights in our own country, and grow towards being a professional organization.

### **Internal Growth**

UN Women NL is in the process of becoming an even more professional organization that aims to contribute to the goals of UN Women worldwide. In the future, the basis of our operations will be obtaining donations in combination with drawing attention to women's rights. The transition involves more proactive and professional conduct from us as well as expanding our contribution to UN Women from the Netherlands. In 2020 we focused on the reinforcement of our internal organization, while simultaneously continuing our outreach. At the beginning of 2020, the board was extended to 9 persons. The board in 2020 consisted of: Marit Maij (chairwoman), Sahar Afzal (secretary) (in June 2021 Claudette Kinds became secretary), Enaam Ahmed Ali (treasurer) and board members: Jolanda Bouwens, Suzanne Edelkamp, Susan Krieger, Noémie Prent, Liesbeth Pruijs and Aimée Vegter.

### **Team**

The team of UN Women NL, including the Management Team (MT), consists entirely of volunteers. At the end of 2020, Bernadette Vieverich (manager campaigns) left the MT, and the position was taken over by Sahar Afzal, who was previously a member of the board. Moreover, we have a loyal group of approximately 25 volunteers, each with their own tasks and responsibilities. Paying attention to internal communication is crucial for an organization that consists of volunteers and is also important to ensure the volunteers feel involved with the work of UN Women. This is given substance in a variety of ways. Even though meeting in person was challenging during 2020 due to the Covid-19 pandemic, UN Women NL organized two volunteer meetings via Zoom. Moreover, an internal newsletter was created to involve and engage volunteers with the messages from the UN Women Headquarters in New York.

The board members are proactively updated via mailings and app groups. In addition, we started using Microsoft Office including Microsoft Teams, which facilitated and simplified digital cooperation.

### **Operations in 2020**

Besides the internal affairs, we also continued our work externally in 2020. Partly because of the COVID-19 crisis, our focus throughout the year was on increasing awareness and our advocacy efforts with regards to combatting violence against women.

The overall goal of UN Women worldwide is to establish equal rights and opportunities for women and girls in 2030. The five themes of operation for UN Women worldwide are:

- Female leadership
- Economic empowerment
- Violence against women
- Peace and Safety
- Humanitarian aid

In the Netherlands we gave shape to these themes in 2020 in the following way:

- Equal representation m/f in government and municipal councils
- Stimulate gender diverse policies in companies
- Combat violence against women, specifically street intimidation
- Inform about the necessity for humanitarian aid for women and girls, including war and refugee organizations

- Involve men and boys in the fight for gender equality

All these aims go hand in hand with fundraising goals to contribute to the work of UN Women worldwide.

### **UN Women Emergency Fund**

In 2020, the Covid-19 pandemic had disastrous consequences for women and girls worldwide. For most of the year, our communications were dedicated to emphasizing this. Through our newsletters and social media channels we structurally brought UN Women Emergency Fund to people's attention. This fund provides emergency aid for women and girls. For example, by ensuring that marginalized women were informed about what they could do to preventive measures, by providing medical materials for women who gave birth and by making sure that survivors of domestic violence have a safe space

### **International Women's Day**

Three of the main events in 2020 occurred around International Women's Day. We marched at the Women's March in Amsterdam, representing UN Women days before the lockdown was announced in The Netherlands. Additionally, board member Aimée Vegter rang the opening bell at Euronext Amsterdam. Finally, director Marije Cornelissen contributed to a meeting of Esprit about empowerment, where we presented our slogan "UN Women Versterkt Vrouwen" (UN Women Strengthens Women) for the first time.

### **Orange the World**

One of the main campaigns of UN Women NL is the yearly Orange the World campaign, which aims to stop violence against women. In the Netherlands, UN Women NL closely cooperates with Zonta Nederland and the Union of Soroptimist clubs in the Netherlands, Suriname, and Curaçao to coordinate the campaign. We co-led the national coordination of the campaign, and almost a hundred clubs of Zonta's and Soroptimists organized local and regional actions and encouraged municipalities to participate in the Orange the World campaign.

The theme of the Orange the World Campaign this year was "Everyone should be able to report violence, everywhere and always." This was implemented in several ways.

In October, we launched the website [Geweldtegenvrouwenmelden.nl](https://geweldtegenvrouwenmelden.nl) (report violence against women). This website explains the different forms of violence against women and contains information about hotlines, organizations, campaigns, tips and an overview of national and international policies with regards to ending violence against women.

Additionally, we launched a petition to call on the government to take action to ensure the presence of:

1. Easy and accessible reporting of all forms of violence
2. Personalized help for all forms of violence

Because of the cabinet's resignation, the petition will be handed over in May 2021 to the Permanent Chamber Committee of Health, Wellbeing and Sport who is responsible for this topic.

Despite the limitations on in-person gatherings, Orange the World 2020 was a great success. Approximately 230 municipalities illuminated buildings in orange. For the first time, UN Women NL partnered with Tony's Chocolonely chocolate bars to raise funds but also awareness by including information on how violence can be reported on the wrappers of the chocolate bars. Furthermore, we continued the successful action of previous years of promoting the Orange Pin for fundraising purposes, where people wear the pin during the 16 Days of Activism against Gender-Based Violence.



Two municipalities (The Hague and Hoogeveen) signed the Safe Streets declaration during the Orange the World campaign. UN Women NL was planning to organize its first Orange Walk as part of the Orange the World campaign. Unfortunately, this first protest to end violence against women and girls in the Netherlands had to be cancelled because of the Covid-19 pandemic. Instead of the Orange Walk, we organized an online noise protest at the same time as the testing of the air raid alarm on the first Monday of December in which approximately 100 women participated.

### **In the media**

From the radio to newspapers and from television to magazines: in 2020, the work of UN Women was present in the Dutch media. The most important theme about which UN Women NL was consulted was gender-based violence.

The peak of media attention was reached in the period between the 10th and the 19th of November, during the Orange the World campaign. UN Women NL director Marije Cornelissen was interviewed by several magazines (OPZIJ, Grazia and CosmoGIRL!) and newspapers (De Limburger and De Stentor) about gender-based violence and the campaign.

Additionally, the Orange the World ambassadors appeared in the media on behalf of UN Women NL. For example, producer Olcay Gülsen, who appeared on the talk show Beau and former Miss Nederland Tatjana Maul who spoke on behalf of UN Women in magazine Viva about the urgency of ending violence against women.

Moreover, during the Orange the World campaign in 2020 UN Women NL appeared frequently in the news, and was mentioned by approximately 40 regional newspapers and news outlets.

### **Types of donations**

The donations received are divided into different categories, as stipulated by UN Women Headquarters. Donations can be subject or not subject to remittance. All donations from individuals and donations made by companies to UN Women's global work are subject to remittance. This means that 75% of all donations UN Women NL receives is transferred to UN Women field offices to implement projects in the 90 target countries. The remaining 25% is retained for campaigns to promote gender equality and women's rights in the Netherlands. Donations that were specifically given by partners for activities in the Netherlands for a specific campaign are not subject to remittance.

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

### **Finances of UN Women the Netherlands**

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

In 2020, UN Women NL received € 1.000 from the Zontas and € 1.000 from the Soroptimists to organize the Orange the World campaign. Furthermore, a contribution of € 20.704 was received from UN Women's Investment Fund, specifically for telemarketing activities to convert one-off leads from

the Orange the World campaign to regular donors. These funds were received in December 2020 and will be utilized in 2021. All the above-mentioned contributions are 'not subject to remittance', meaning that they can be spent on activities of the National Committee in the Netherlands.

### **Goal achievement for UN Women**

The 75% of donations that are remitted to the UN Women's Headquarters are used for the main activities of UN Women, including advocacy and projects in multiple countries with the most urgent needs. This is applicable to both the core funding and the funding that goes to the Trust Fund against Violence against Women. The spending of this part of the donations can be verified through the global annual accounts of UN Women for 2020, which are due to be shared in the summer of 2021.

### **Communication with donors and other stakeholders**

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

### **Risks and mitigation**

The two key and interlinking risks were identified from experience in the past years. The first risk was a lack of time and expertise, due to the fact that UN Women the Netherlands is still a volunteer-driven organisation that has experienced a high turnover of volunteers. There is seldom a lack of people offering to volunteer, but often-specific skills are needed that are difficult to engage, especially concerning fundraising and ICT. In the fall of 2019, expanding the Board from three to nine persons, with the required expertise in corporate and digital fundraising as well as communication and ICT skills, mitigated this. This strategy has paid off; the newly acquired Board Members have taken on diverse specialist tasks and increased the reach of the National Committee greatly. In the longer run, we hope to hire paid core staff with specific skills or engage freelance paid staff to when the budget of the organisation will increase

The second risk identified was the lack of funding to continue engaging in fundraising activities. During the Orange the World campaign in 2020, the remainder of investment funding received from UN Women Headquarters was used for face-to-face fundraising. However, the National Committee itself did not have the funds to engage a telemarketing company to convert the many leads that shared an interest in our work during the Orange the World campaign to regular donors. Happily, later in the year, a new contribution to invest in fundraising was granted by the Investment Fund of UN Women, allowing the organisation to engage in telemarketing from January 2021 onwards.



## Balance Sheet 2020

### Assets

Type of asset	31-12-2020	31-12-2019
Accounts receivables	1.334	2.704
Cash and cash equivalents	72.474	35.056
<b>Total assets</b>	<b>73.807</b>	<b>37.760</b>

### Liabilities

Earmarked reserves	31-12-2020	31-12-2019
Fundraising	20.704	14.030
<b>Total earmarked reserves</b>	<b>20.074</b>	<b>14.030</b>
Accounts payable	35.256	8.696
General reserves	17.847	15.034
<b>Total liabilities</b>	<b>73.807</b>	<b>37.760</b>

## Profit & loss statement 2020

### Income

Revenue	31-12-2020	31-12-2019
Income from individuals	29.951	18.017
Income from companies	12.468	7.231
Income from other NGO's & foundations	33.270	29.401
Subsidies	0	10.000
<b>Total Revenue</b>	<b>€ 75.689</b>	<b>€ 64.649</b>

### Expenses

Expenses	31-12-2020	31-12-2019
<b>Objective expenses</b>		
Travel expenses	175	1.007
Website	819	1.888
Campaign travel expenses	436	1.597
Advertisement costs	1.618	1.835
Campaign organizational costs	5.330	21.301
Remitted to UN Women NY	39.401	15.859
<b>Total objective expenses</b>	<b>€ 47.778</b>	<b>€ 43.487</b>
<b>Fundraising expenses</b>		
Memberships	0	250
Marketing	873	5.348
Transaction costs	581	30
Personnel	10.425	23.309
Shipping costs	150	246
<b>Total fundraising expenses</b>	<b>€ 12.029</b>	<b>€ 29.183</b>
<b>Overhead expenses</b>		
Other costs	1.407	209
Representation costs	611	578
Management costs	675	2.169
Rent	909	1.501
Shipping costs	0	46
Bank expenses	428	140
Office expenses	365	438
Accountants costs	2.000	2.000
<b>Total overhead expenses</b>	<b>€ 6.395</b>	<b>€ 7.081</b>
<b>Total expenses</b>	<b>€ 66.201</b>	<b>€ 79.751</b>

Total profit or loss	€ 9.488	€ -15.102
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## Cash flow statement 2020

	31-12-2020	31-12-2019
Cash flow from operations		
Net income	9488	-15.102
Net change working capital	27.930	5.992
Net cash flow from operations	€ 37.418	€ -9.110
Net cash flow from investing activities	0	0
Net cash flow from financing activities	0	0
Net increase in cash and cash equivalents	€ 37.418	€ -9.110
Cash and cash equivalents at beginning of period	€ 35.056	€ 44.166
Cash and cash equivalents at end of period	€ 72.474	€ 35.056

## **Principles of valuation and determination of results**

### **General**

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

The financial statements are presented in euros.

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

### **Income and Expenses**

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

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

### **Allocation of charges**

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

## **Note on balance sheet**

### **Liquid assets**

The balance on the bank account amounted to €72.474 on the 31<sup>st</sup> of December 2020. Beyond that, €1.334 are accounted for account receivables, which are from individual donations made in 2020, but only received on our account in 20201.

### **Earmarked reserves**

In 2020, €20.704 was transferred to the foundation by UN Women International to invest in telemarketing in 2021, to convert leads from Orange the World campaign to frequent givers.

### **General reserves**

Between 2016 and 2018, UN Women the Netherlands received a seed funding contribution from the municipality of The Hague. With this funding, a reserve could be built, from which among others a freelance fundraiser was hired and the expenses of volunteers, interns and Board members were paid. For the first time, we have been able to grown these reserves by €2.813 between 2019 and 2020. Since it is difficult to raise funds for operational costs, this part of UN Women the Netherlands' own means is since then used very carefully and to both be able to continue our operations and invest adequately in growth.

## Notes on profit & loss statement

### Income

Revenue	31-12-2020	31-12-2019
Income from individuals	29.951	18.017
Income from companies	12.468	7.231
Income from other NGO's & foundations	33.270	29.401
Subsidies	0	10.000
<b>Total Revenue</b>	<b>€ 75.689</b>	<b>€ 64.649</b>

### Income from individuals

In 2020, we have expanded our fundraising efforts. We have expanded our regular donors from 94 to 146, totalling an income of € 11.787. The received one-off donations amounted to € 18.164 from 1.550 different donors.

### Income from companies

For Orange the World, we received donations from Sitra N.V. and Axis. Furthermore, we have received a donation from Phillips based on an employee campaign.

### Income from non-profits & foundations

Beyond the €20.704 received from UN Women International for telemarketing purposes, the rest has been received from the Soroptimists, and from churches.



## Notes on profit & loss statement

### Expenses

Expenses	31-12-2020	31-12-2019
<b>Objective expenses</b>		
Travel expenses	175	1.007
Website	819	1.888
Campaign travel expenses	436	1.597
Advertisement costs	1.618	1.835
Campaign organizational costs	5.330	21.301
Remitted to UN Women NY	39.401	15.859
<b>Total objective expenses</b>	<b>€ 47.778</b>	<b>€ 43.487</b>

#### Travel expenses

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

#### Website

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

#### Campaign organizational costs

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

#### Remittance to UN Women International

A total of €39.401 is remitted to over the period of 2020. Of which, €28.756 was transferred in 2021 and has been taken up as accounts payable.

<b>Fundraising expenses</b>			
	Memberships	0	250
	Marketing	873	5.348
	Transaction costs	581	30
	Personelle	10.425	23.309
	Shipping costs	150	246
<b>Total fundraising expenses</b>		<b>€ 12.029</b>	<b>€ 29.183</b>

### Fundraising expenses

In 2018 we hired a freelance fundraiser that helped us further grow our donors also in 2019, and has continued to do so successfully in 2020. A team of in-house fundraisers was set up to led by her to expand the efforts further. Also, pins, bracelets, flags and chocolate were sold online to stimulate one-off donations.

<b>Overhead expenses</b>			
	Other costs	1.407	209
	Representation costs	611	578
	Management costs	675	2.169
	Rent	909	1.501
	Shipping costs	0	46
	Bank expenses	428	140
	Office expenses	365	438
	Accountant's costs	2.000	2.000
<b>Total overhead expenses</b>		<b>€ 6.395</b>	<b>€ 7.081</b>

### Overhead expenses

The biggest expenses were, next to accountant's costs, and notary expenses to update the statutes of the Foundation in order to be able to register the new and expanded board of the Foundation. This cost has been assigned within the other cost bucket.

## **Signing by board**

It is proposed to use the positive balance of € 74.474 for future actions in 2021 and beyond.

These annual accounts have been adopted by the board of UN Women, National Committee of the Netherlands on June 15th, 2021.

M. Maij, president

C. C. Kinds, secretary

I. Ahmed Ali, treasurer

Stichting UN Women Nationaal Comité Nederland  
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## ACCOUNTANT'S COMPILATION REPORT

Dear board,

The financial statements of Stichting UN Women Nationaal Comité Nederland have been compiled by us using the information provided by you. The financial statements comprise the balance sheet as at 31 December 2020, with a total of € 73,807, and the profit & loss statement with a positive result of € 9,488 for the year 2020, with the accompanying explanatory notes. These notes include a summary of the accounting policies which have been applied.

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

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

Haarlem, June 15, 2021

VanOoijen Accountants N.V.

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## Budget 2021

Revenue	2021
Income from individuals	40.000
Income from companies	15.000
Income from other NGO's & foundations	15.000
Subsidies	0
Income from other	0
<b>Total Revenue</b>	<b>€ 70.000</b>

### Expenses

#### Objective expenses

Travel expenses	500
Website	750
Campaign travel expenses	2.000
Advertisement costs	1.000
Campaign organizational costs	5.596
Remitted to UN Women NY	41.371
<b>Total objective expenses</b>	<b>€ 46.967</b>

#### Fundraising expenses

Memberships	250
Marketing	2.000
Transaction costs	600
Personnel	12.000
Shipping costs	400
<b>Total fundraising expenses</b>	<b>€ 15.000</b>

#### Overhead expenses

Other costs	1.500
Representation costs	1.000
Management costs	4.000
Rent	900
Shipping costs	0
Bank expenses	400
Office expenses	400
Accountantscosts	2.000
<b>Total overhead expenses</b>	<b>€ 10.200</b>

<b>Total expenses</b>	<b>€ 72.167</b>
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<b>Total profit or loss</b>	<b>€ -2.167</b>
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