



Niños en Contacto

Annual Report 2010



Amsterdam, May 2011

Donors and sponsors

NCDO

1% Club

Foundation Katholieke Jongerenbelangen

Mr. Francesco Minafra

Community Cashback RBS NV

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1. Foreword

This is the second annual report of the foundation and I hope there will be many more to come. The report describes the organization and its goals, the motivation of the board members and the way we set up our work, it outlines our activities and gives an account of the financial situation.

The year 2010 was both difficult and productive: the foundation received support from the NCDO, Foundation Katholieke Jongerenbelangen and, as we were finalizing this report in May 2011, we received another grant from the Foundation Eureka Achmea. Young professional volunteers made a video of the project and designed T-shirts for the foundation. At the same time our partners in Colombia made some progress in bringing the project preparations closer to the opening of the computer class. However despite all the efforts on both sides, the deadlines had to be pushed back yet again.

The year was definitely a very intense and full of learning points for the Board of Trustees in the Netherlands. While it keeps surprising people who we approach during our fundraising and promotional activities why well-educated, driven, ambitious people would spend time, energy and own money on doing volunteer work for someone somewhere far, we realized how privileged indeed we in the Netherlands are to be able to dedicate our free time and resources to this work. The contrast with our partners in Colombia was the more remarkable - since often volunteering for the project was simply not possible for them due to the necessity to earn a living. A realization that underlines the necessity of our work!

Attempts to help partners in Colombia professionalize their work certainly did help to make their volunteering more effective. But it could not take away all the obstacles in, for example, finishing a comprehensive sustainability plan for the future of the project. Also local fundraising got slowed down significantly: first potential local donors want to see the result, a success, and only then would they consider support. A very pragmatic and sensible approach taking into consideration that Colombian economy is less stable and people live there day by day.

To summarize the year, the main result is the wealth of knowledge and experience that we as an organization have acquired and continue building. Our confidence that we will succeed in 2011 was boosted by the recognition of the donor organizations and all the volunteers and people who support us of our ability to deliver. And of course the genuine surprise and appreciation that we get from the people at events, fairs and on the street for our good will and altruism inspires and motivates us too!

Kind regards,

Tatiana Kalinina

President

2. About the Foundation Niños en Contacto (FNeC)

The Foundation Niños en Contacto (FNeC) was established in 2008 with the goal of helping disadvantaged children in Latin America build a better future by giving them access to additional education: computer literacy and basic knowledge of the English language.

Vision

The Foundation bases its vision on a strong belief that children in Latin America can improve their life conditions and develop better if they are computer literate, have access to Internet and have knowledge of the English language. The Internet is becoming more and more important in a globalizing world so that by teaching children how to work with computers and giving them access to the Internet, as well as teaching them English, the foundation can help them get in contact with the rest of the world and expand their educational and job opportunities.

Mission

To promote education for disadvantaged children and youth in Latin America through setting up computer classes and English language courses in cooperation with local partners.

Board and volunteers

The Foundation is governed by the Board of Trustees that in 2010 consisted of Ms. Tatiana Kalinina as the President, Ms. Gabriela Quiroga as the Secretary, Ms. Julia Skinner as the Fundraiser, Mr. Arjen van Loenen, as the Treasurer, Ms. Myrna Maat and Mr. Roy Captijn as Public Relations and Communications Officers. Both Myrna and Roy had to step down to pursue new study and working careers at the end of 2010.

The Board in its work relies on the help of two groups of volunteers. The first group has many different functions: providing expert advice on various matters such as project management, relationship with the partners, monitoring and evaluation. These are the Foundation's advisors and are: Ms. Karin Stibbe, Mr. Jan Melis, Mr. Jan Beerenhout and Mr. Cees de Wit. The second group of volunteers regularly helps with the promotion of the foundation and its fundraising activities. There are also volunteers who help occasionally with different tasks ad hoc (i.e. translating documents). In 2010 the group of volunteers consisted of Ms. Emma Brands, Ms. Angelique Kroon, Mr. Sébastien Choy, Ms. Isis Alvarez, Ms. Claudia van der Rijst, Mr. Ronnie Zeemering, Ms. Jakobien van der Weijden, Mr. Martijn Nijmegen and Mr. Jaime de la Fuente.

In 2010, the Board continued to focus its work on four main issues already identified in 2009: professionalization of the organisation, improving communication and strengthening its relationship with its partners in Colombia; finalizing the project proposal for Colombia and fundraising for the project.

The Foundation continued to hold regular monthly general meetings as well as a number of meetings devoted to specific issues e.g. drafting a Marketing and Communication Plan. Tools such as the Skype Conferences in the Netherlands and Hotmail Messenger with the partners in Colombia were used to facilitate meetings. This all allowed the board, the partners and Foundation volunteers to coordinate efficiently different activities efficiently.

3. Activities During 2010

To generate income and publicity the Foundation planned and executed a number of activities throughout the year. A detailed report of the fundraising activities is provided below.

3.1 Fundraising activities

Zumba Marathon

This activity was organized together with Gym Palestra and Salsa School Extremos in Amsterdam West on January 24. Several Zumba instructors gave in total 5 hours of work-out (Latin step, zumba and salsa). It had about 25 attendees.

Bowling for Colombia

On Saturday 27th February FNeC organized a fundraising event to meet with friends and celebrate its second anniversary. Friends and volunteers of the Foundation went bowling in de Knijn in Amsterdam. Many enthusiastic people raised their glass to the Foundation for many more years of productive and successful work.

Queen's Day sale in Amsterdam

On April 30th, two Board members and two volunteers sold secondhand items which had been collected as donations from friends, family and supporters of the Foundation. All items - clothes, books, plates and decorative objects, toys, lamps and an inflatable bed - were sold on Westerstraat in the Jordaan, where the Foundation had an easily identified spot with a tent and a banner "Niños en Contacto".

Houtfestival Haarlem

On 20th June The Foundation participated at the Houtfestival held in the Millenniumplein in Haarlem. Together with the Hirda Foundation from Amsterdam, Niños en Contacto represented the United Nations Millennium Development Goals (MDG) 2: Achieve universal primary education.

There was a lot of interest from visitors in the MDGs. FNeC, apart from giving information, organized a face painting competition for children, who could paint themselves, each other or their parents. The kids were very creative and painted faces in the World Cup theme. There were three rounds of competition, at the end of each of which the winners received a nice Colombian souvenir as a prize.

Colombia Cultural

On July 18th FNeC was present again at the "Colombia Cultural" festival which is organized annually to celebrate the Colombian Independence. At the festival people can enjoy Colombian food, music, dance and receive information about development projects for Colombia. Many people showed their interest in the foundation and supported it with a donation. FNeC sold souvenirs from Colombia: T-shirts, pendants in the form of popular carnival masks, bracelets, "ponchos" and typical Colombian bags.

World Cup Pool awards picnic

In June and July the foundation held a World Cup Pool with about 40 participants. On July 19th the winner was announced at a special World Cup picnic in Westerpark in Amsterdam. About 30 people attended and enjoyed tasty Colombian snacks, sun, music and salsa dancing. And of course the winner received a prize while the rest of the money raised went to the Foundation.

1% Club

The Foundation registered its project on 1% Club. Besides fundraising opportunities, 1% also offers various events, that members of the board and some volunteers of the Foundation attended to meet interesting people, get feedback on the idea of promoting a song to fundraise, hosted a brainstorming session on viral marketing, showed the

animation for the project, talked to a lot of people and possibly got new connections in South Africa, Kenya and Netherlands. Through one of the partners of 1% Club – Mambapoint TV – FNeC arranged for a short promotional video.

'Dam tot Damloop'

Dam tot Damloop is a very popular event with over 35,000 participants. It provides various charitable organizations with a unique opportunity to raise funds through participation in the run from Amsterdam to Zaandam. According to Le Champion, the organization behind this event, in 2009 50 charitable organizations participated in the run and altogether raised around 35,000 euros.

Although only the Treasurer ran for the children in Colombia on September 19th 2010 the Foundation is determined to have a big group of supporters run for its project in 2011.

Salsa Workshop

On the 18th November 2010 in café-club Zink in Amsterdam, FNeC organized a workshop entitled "Introduction to the Basics of Latin Dancing" to let complete novices taste the flavour of different Latin dances and practice some basic steps and turns. Of course the event was also organised to inform about and promote the Foundation and its project. A one-hour workshop was attended by 10 brave people.

Sinterklaas Salsa Party

On 5th December 2010 together with the Rotterdam salsa school El Yoyo, FNeC organized a Sinterklaas party in one of the night clubs in Rotterdam. The foundation managed to find two of Santa's helpers - "Zwarte Pieten" - to distribute the *pepernoten*, sweets and the foundation's flyers. The evening started with a workshop of salsa and volunteers made and sold tortillas and sangria. The "Zwarte Pieten" distributed little presents from Sint Nikolaas and received donations for the project.

Donation by Royal Bank of Scotland (RBS) Employees

RBS supported the Foundation because it was sensitized by its project proposal and its goals. They have a policy to support its employees' involvement in charitable causes and one of our board members is an employee of this bank.

Individual donors

Thanks to the solidarity of some individuals the foundation collected additional donations.

3.2. Participation in events and conferences

NCDO Debate

The FNeC President attended a debate organized by the National Commission for Sustainable Development (NCDO) on February 10th 2010. The WRR-report (WRR stands for Scientific Council for Government Policy) "Less Pretention, More Ambition" was analyzed and discussed by international professionals and representatives from different development cooperation organizations. The report was very critical of Development Cooperation in the Netherlands and the progress being made towards achieving the Millenium Goals.

The debate was a good opportunity to discuss the situation around charitable work, its future and involvement of the government in this area. Many concerns were voiced in response to the Report's conclusions. It was also a good moment to network.

COS Course in Alkmaar

FNeC President attended a course organized by the Local Commission for Development Cooperation (COS Noord-Holland) in March and April 2010. Its title was 'Develop your Organization' and it consisted of four three-hour evening seminars. It was conducted by Movisie, the national institute for social development and consultancy.

It covered such areas as how to manage an organization of volunteers, professionalization of voluntary work and practical tips for leaders of such small organizations.

Wilde Ganzen Dag 2010

On October 9th Wilde Ganzen and NCDO organized for the sixth time a KPA (Small Individual Initiatives) day in Amersfoort. Here also changes in development cooperation were discussed. There were several workshops on fundraising, volunteering, sponsorship and project evaluation for charitable organizations. FNeC was there to distribute flyers and meet people.

3.3 Other activities

Facebook, LinkedIn and Hyves

The Facebook, Hyves and LinkedIn groups of FNeC were all either created or revived in 2010. These new media channels are becoming increasingly important to the Foundation for communication and raising support for its activities. On these web pages the Foundation posts updates, initiates discussions related to the organizational issues (especially through the LinkedIn group).

Video of the project

Schwung Visuell, a professional bureau that creates video, motion graphics and live visuals made an animation video to promote the project in Colombia. Is available at: <http://www.youtube.com/watch?v=zQeutaqBL80>

T-Shirts

A professional designer, Claudia Van der Rijst, created a T-shirt design for the Foundation.

4. Project and Partners in Colombia

4.1. Main goal of the project

The main goal of the Foundation in 2010 was to finalize the project proposal and secure initial funds to set up its first project in the impoverished neighborhood called Rebolo in Barranquilla, Colombia. The project includes an educational center with Internet connection where lessons in computer literacy and English language will be offered to disadvantaged children and youth aged 8 to 18 who come from poor families.

4.2. Partners in Colombia

The Foundation's local partners in Colombia are the organizations 'Jovenes en Contacto' (JeC) and 'La Gloria Postrera' (GP).

JeC was founded on April 30th 2008 and is registered in the Barranquilla Chamber of Commerce. It was created in order to help promote and give cultural, ecological and medical support to young people from the most vulnerable sectors of the population. JeC aims to empower children and young people through training in computer literacy, in English as a second language, in first aid, in disaster prevention and in conservation of natural resources.

The organizational structure of JeC consists of the Board with a president, secretary, treasurer and a general board member.

GP was founded on September 17th 1995 and was legally constituted and registered in the Chamber of Commerce on March 10th 1997. It was created to give specialized care to people with a range of problems such as drug addiction, alcoholism, abuse, abandonment and displacement. In addition it provides support to the community with regard to social problems such as domestic violence, malnourishment of children, illiteracy, and abuse and abandonment of elderly people.

To date they have built a home for children, youth, men, women and the elderly. They have also established a child development center. These activities were executed in cooperation with other local, national and international entities.

The organizational structure of GP consists of a director, a secretary, a treasurer, a therapist, 2 group leaders, 2 internal coordinators, public relations, psychologist and 4 external coordinators – therapists.

4.3. Strengthening of the collaboration with the partners

The project was designed to be implemented with the collaboration of the two local partners offering complementary skills and resources that in principle complemented each other. On the one hand, GP is a well established organization with years of experience and professional staff very interested in hosting the project. On the other hand, JeC is a group of young people with the energy and drive to execute the project.

To support JeC and strengthen the collaboration between the two local partners' organizations, several advisory missions and training activities were carried out during 2010. The two missions were undertaken by Mr. Cees de Wit, an independent advisor for the foundation and a former executive of Philips and by Mrs. Julia Skinner, fundraiser and member of the Board of Trustees of the FNeC. Both of them came back with the same main conclusions:

- lack of real interaction and collaboration between the two partners JeC and GP;

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- lack of capacity of JeC to manage the project; and
 - insufficiently developed sustainability plan which will allow the project to continue after its third year using only local sources of financing.

The Board of FNeC was very concerned with these conclusions. By the end of 2010 and beginning of 2011 it had to (re)assess the project planning and capacity of both local partners to deliver the project. It also started working on scaling down the project and launching a probationary period before starting the main activities to see if the project can be managed by GP alone.

At the same time, the fundraising activities in the Netherlands were rather successful and stayed on track. With a slight delay FNeC managed to secure a grant of 20,750 euros from NCDO and 4,000 euros from the foundation Katholieke Jongerenbelangen. Both funds will show on the balance sheet of the foundation in 2011. FNeC also submitted a subsidy application for 40,000 euros to the Eureka Achmea foundation which eventually granted subsidies in the first quarter of 2011. Finally, the Foundation received a number of donations through 1% Club (please see financial statement for details).

5. 2010 FNeC Evaluation

During the last board meeting in 2010 the Board members evaluated the foundation's performance during the year. Find below the views of the board and volunteers.

Tatiana Kalinina – President



"good to have new people; (...) regular monthly meetings are very helpful (skype helps a lot for the ones that can't come to Amsterdam); would like to have committees to advance by issues (i.e. organisation and coordination of activities); hope to have more structured work with volunteers (i.e. contracts); more structured work in general should be a focus for the coming year; would like to use the website more actively: updates and reports on how do we spent the money, more interesting and relevant information on Colombia, a forum and reports from people that travelled to Barranquilla"

Arjen van Loenen – Treasurer



"lots of work last year (...); we need assistance on the website; finance is good".

Julia Skinner – Fundraiser



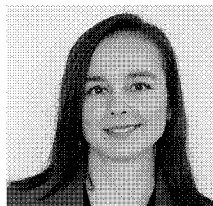
"(...) many things are very active in the FNeC; we have to make a decision with our partners; we have been more productive lately; new people put lots of efforts and energy; our internal communication is good; but communication with the partners did not improve much, whatever we agree they often don't do"

Gabriela Quiroga – Secretary



"the foundation is a very open space, honest and transparent; we need to keep working on the professionalization of the FNeC; teambuilding is important; we need to organise more activities to raise funds"

Angelique Kroon – Volunteer



"the foundation needs to finally start the project and make sure that deadlines don't get postponed (...). It would be good to have more active board members (...) to cover also Communication and other areas. More professionalism and possibly some compensation for work would be advisable. Also priorities should be set very clearly and everyone should be regularly updated on the situation with the project and what steps should be taken to achieve the goals".

6. FNeC – Looking Ahead

In 2011 the Foundation will continue to focus on the professionalization of its work and strengthening its network. One of the priorities is engagement with volunteers: this has to be more structured and embedded in a clear policy. This policy will include for example a simple but streamlined selection and recruitment process to ensure the Foundation finds motivated people with relevant skills; and contracts to enhance responsibility. The foundation will also look into facilities that it could offer volunteers to enhance the effectiveness of their work, e.g office space if necessary or insurance if feasible. Having said this, the Foundation will continue to adhere to the principle of keeping its overheads to the minimum.

Involving more volunteers is necessary to successfully execute fundraising activities and to extend the network of support. With a good policy in place it will also help to make the Foundation more attractive to potential donors and sponsors. Overall this will contribute significantly to sustainability and increase capacity of the Foundation to deliver.

Launching the project in Colombia has always been a top priority for the Foundation. 2011 is going to be the year of the project, all the preparatory work and efforts put into strengthening communication with the partners in Colombia and their capacity to manage the project will finally deliver the results of all the hard work. And FNeC will keep investing in building a strong professional cooperation with its partners, making sure it conforms to the standards sponsors and donors in the Netherlands expect.

As soon as the project is launched FNeC will focus on monitoring and evaluating its progress, reporting to the stakeholders in the Netherlands. It will also continue to organize activities that will include communication of progress in Colombia and eventually dissemination of the results. Fundraising is another priority area. The Foundation already has a Marketing and Communication plan which was prepared in 2010; now it will concentrate on executing it.

Summing these points up, the Foundation is looking forward to another exciting year of hard work!

7. Financial Report 2010

Balance of the foundation for 2010

Balance per 31 December 2010			
Debit	282,00	Capital	1.838,00
Liquidity	2.676,00	Credit	628,00
		Net income	492,00
TOTAAL	2.958,00	TOTAAL	2.958,00

Income and Expenses 2010

Income*	Subsidies***	0	
	Donations	582,45	
	Interest	4,33	
	1% Club	1.591,88	
	Miscellaneous	283,00	
	Activities	1.007,50	
			3.469,16
Expenses**	Bank account services	138,19	
	Marketing / PR	348,08	
	Activities	293,10	
	KvK fee	32,14	
	Office supplies	26,69	
	Project Colombia	570,00	
	Travel Colombia	680,00	
	Travel expenses NL	485,58	
	Miscellaneous	403,40	
			2.977,18
Net Income			491,98

**Income is generated through:*

Fundraising activities

In 2010 the foundation organized a number of various activities and raised in total 3.182,38 euro for the foundation and the project.

Donations through 1% Club

With registering the project on the website of 1% club the foundation received an opportunity to raise donations and receive advice or volunteer help in a structural way.

***Expenses:*

Besides administrative expenses the foundation spent money on organization of various activities with children, meetings with partners, training of partners and networking with various entities in Colombia. This was done during the visit to Colombia by the Fundraiser of FNeC in August 2010.

Another important post of expenses is travelling of the Board members in the Netherlands to attend meetings, participate in events and in fundraising activities.

****Subsidies:*

In 2010 the Foundation received a grant from NCDO of 20.750,00 euro. However this money was not yet transferred to the bank account of the foundation and therefore does not show on the balance sheet.