Niños en Contacto

Annual Report 2009

Amsterdam, April 2010

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1. Foreword

The Foundation Niños en Contacto (NeC) was founded 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. In a world where the Internet is becoming more and more important and globalization opens new opportunities for development, not everybody gets the same chances to benefit from it. The founders of NeC believe that teaching children and youth how to work with computers and giving them access to the Internet, as well as teaching them English, will help them get in contact with the rest of the world. It will also enable them to compete in the labor market, get stable and well paid employment and, in the long term, it will help them and their families improve their living conditions.

The Foundation is governed by the Board of Trustees that at this moment consists of six persons. The Board has put a lot of work and effort during the past two years into making the foundation a professional organization and preparing the project proposal for its first project in cooperation with its two partners in Colombia. The first year of this 3 year project will start in September 2010. At the moment the main priority of the foundation is to raise sufficient funds for the project.

In this report you will read about the activities and work of the foundation in 2009.

We would like to thank our advisors, friends of the foundation, volunteers and donors for their support and belief in us and our cause. We would also like to thank our partners in Colombia for all the work they have done so far to prepare the project.

Board of Trustees of the Foundation Niños en Contacto

Tatiana Kalinina
Arjen van Loenen
Julia Skinner
Myrna Maat
Vanessa Hoen
Roy Captijn

Our Advisors:
Karin Stibbe, Jan Melis, Jan Beerenhout.

Friends of the Foundation:
Marijke van der Galiën, Rosalina Mendez, Wendy van Trigt, Hilde van der Pas, Emma Brands, Yvon Reuver, Angelique Kroon

We would like to express our gratitude for their support also to

1% Club: www.1procentclub.nl
Niels Jansen
Bart Lacroix
Margreet van der Pijl
Nadia van Emmeriek
Annemarie Appelman

Salsa School Extremos in Amsterdam: www.extremos.nl
Jennifer Benavidez
Zayaad Rahamal

Fitness Club Palestra, Amsterdam: www.palestra-amsterdam.nl
Mounir Lagha
Eva van Driel

Ballet School in Amersfoort: www.class-ballet.nl
Tatiana Shevtsova

Foundation La Vecina (Cartagena)
Gerard and Nathalie

Plan International Cartagena
Shirley Navarro Perez

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Bartolo Pype Hoffmann

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Firuza Hakani

2. Organization

The foundation has formulated its vision, missions and goals and established a clear defined structure.

Vision
The foundation is based 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 knowledge of English language. The Internet is becoming more and more important in a globalizing world, but not everybody gets the same opportunities to benefit from it. By teaching children how to work with computers and giving them access to the Internet, as well as teaching them English, we can help them get in contact with the rest of the world and expand their educational and job opportunities.

Mission
Our mission is 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.

Goals
The main goal of the foundation is to set up our first project in Colombia. This implies setting up an educational center with Internet connection where lessons in computer literacy and English language will be offered to disadvantaged children and youth from poor families. In the course of 2 years this classroom should evolve into a Cultural Educational Center, and besides lessons, different educational, cultural and sport activities will be organized here on a regular basis. The Center then should evolve into a cultural and educational focal point not only for the locals, but also for tourists and volunteers from other countries, who come to visit Barranquilla.

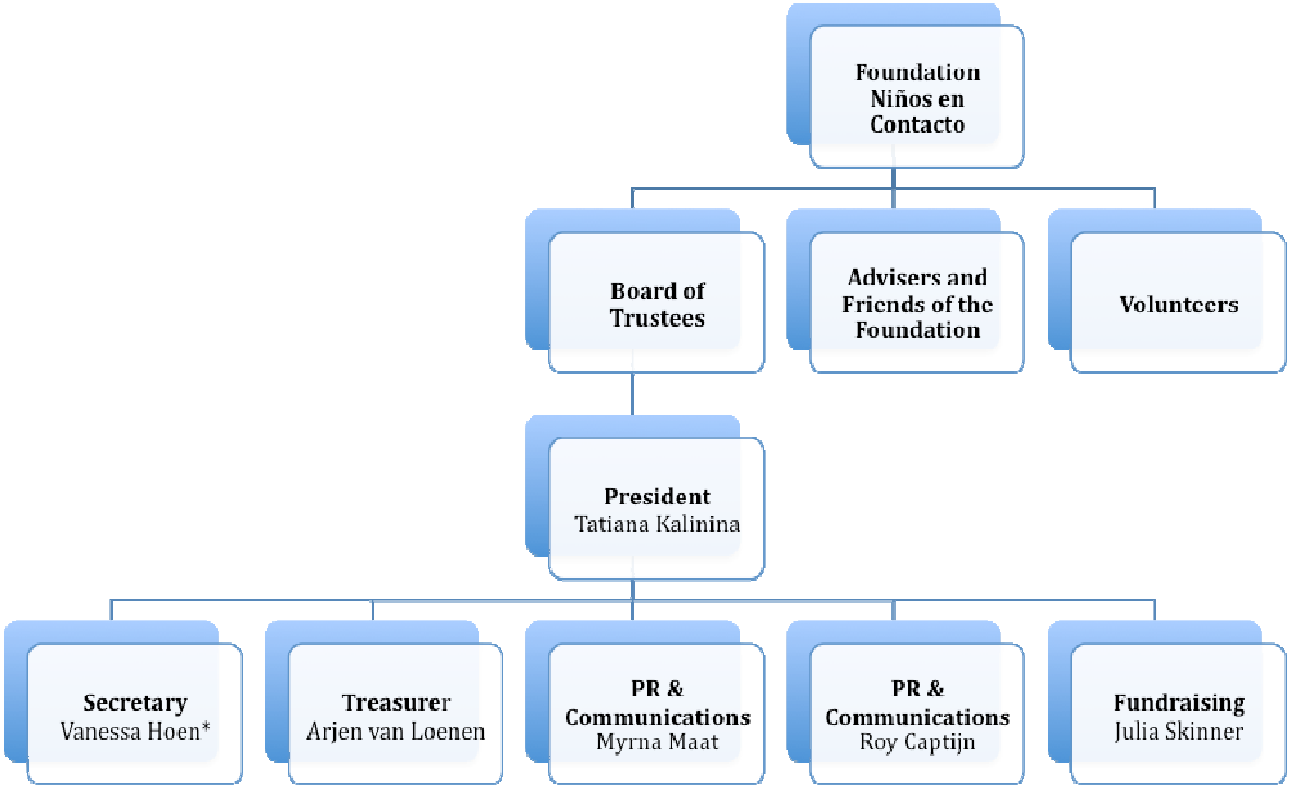
Consequently similar computer classes or cultural educational centers can be opened in other cities and countries of Latin America. And as the number of them will grow, they will be united into a network throughout the continent in support of quality education, cultural exchange and vocational training.

Board and volunteers
From the moment of its foundation, NeC was conceived as a small organization with flat hierarchy and short communication links. The foundation is governed by the Board of Trustees. Every board member has a specific function next to his/her function within the Board. Originally the Board consisted of five persons with an option of increasing the number to nine. At the moment there are six Board members working on a volunteer basis.

The Board in its work relies on the help of two groups of volunteers. The first group of volunteers provides expert advice on various matters and is often present at the Board meetings. These are the Advisors of the foundation. The other group of volunteers regularly helps with preparations of promotion or fundraising activities. This group we call Friends of the foundation. There are also volunteers that help with different tasks and activities occasionally.

In the future to further strengthen the advocacy campaign and networking efforts of the Board, it would be desirable to involve so-called ambassadors, former government officials and representatives from NGO's to represent, lobby and advocate on behalf of the foundation.

An organigram of the organization is presented below



* Vanessa Hoen stepped down in December 2009 as a secretary of the foundation, she stayed on Board as a general member.

3. Project

Our first project will take place in the Colombian city of Barranquilla. Here in an impoverished neighborhood Rebolo together with two local partners the foundation NeC will set up a computer class that should gradually evolve into an Educational Cultural Center. This is an international collaborative effort to provide trainings in computer literacy and English language to disadvantaged children aged 8 to 18. But it also aims to bring international experience to the neighborhood.

Project summary
The project will take 2 years to establish the center and one year to become self-sufficient and managed independently by the local partners: foundations 'La Gloria Postrera' and 'Jovenes en Contacto'.

The project focuses on training in basic computer literacy and English language. This training is additional to the general secondary education and does not substitute it. The training will provide children with essential competences and enable them to achieve success in further education and eventually future employment. The project's raison d'être is the lack of computer knowledge among our target group and of knowledge of the English language in Colombia in general. This is recognized by the Colombian government that introduced a special policy intended to promote knowledge of English language "Colombia Bilingual". Furthermore computer literacy and English became a 'sine qua non' condition for economic development and can give disadvantaged children from impoverished areas a necessary jump-start to improve their socio-economic situation and improve consequently the situation in the neighborhood.

Initially the project will include 84 pupils and benefit in total 168 children in the first 3 years of the project. Consequently the number of pupils will constitute 168 yearly.

The activities will not be limited to training in computer literacy and English language. Various educational, cultural and sporting activities will be organized and will involve besides the pupils of the center also other social groups in the area: family members, schools, business representatives, international volunteers.

The project will generate own publicity and raise funds as well as organize commercial activities to generate income in order to finance its work. Among financial activities are the use of the computer class as an internet-café when it is vacant and courses for commercial companies.

Local partners
Our local partners are the organizations 'Jovenes en Contacto' and 'La Gloria Postrera'.

JOVENES EN CONTACTO (JeC)

This organization was founded on April 30th 2008, and is registered in the Chamber of Commerce in Barranquilla, Colombia. It was created in order to help promote and give cultural, ecological and medical support to young people from the most vulnerable sector of the population. In order to achieve that, the foundation will implement projects and enter into contracts with local and central government to carry out civil works. 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. The foundation also has a lawyer and an accountant.

LA GLORIA POSTRERA

This organization was founded on September 17th 1995 and was legally constituted and registered in the Chamber of Commerce in Barranquilla 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 elderly. They have also established a child development center. This center is currently helping 120 young children aged between 5 and 12 years in the various aspects of their psychological, educational and nutritional well-being. These activities were executed in cooperation with other local, national and international entities.

The organizations staff consists of director, secretary, treasurer, therapist, 2 group leaders, 2 internal coordinators, public relations, psychologist and 4 external coordinators – therapists.

Capacity building and networking partners
The project united two local partners that complement each other: La Gloria Postrera is a well established organization with years of experience and professional staff that does not have spare capacity to run the project, but is very interested in hosting it. JeC is a group of young people with the energy and drive to execute the project, but they need supervision and training in order to do the job properly. Therefore the project includes an element of capacity building and training for the JeC.

Another important point of attention in the preparation of the project is active liaison with other developmental organizations (both international and local) as well as with the local authorities in order to promote the project and get support. This issue is equally relevant for both partners and the intention of NeC is to encourage and assist them in finding and maintaining the necessary contacts and to expand their network.

4. Activities

To generate financial income for our foundation and our first project, and to generate publicity and support we organized several activities. In the future the funds will also be raised through subsidies and corporate sponsorship. Besides this, the President of the foundation traveled to Colombia in March 2009 to finalize the cooperation agreements with the partners and the main points of the project proposal.

Sell at Queens Day in Amsterdam
On the 30th of April of 2009 we sold mostly secondhand stuff that we previously collected from friends to raise money for the foundation. We managed to find a good spot on the corner of Westerstraat and Noordermarkt in the Jordaan. Due to good weather there were many people and the sale went well. Among other things, we sold clothing, books and games. Besides selling we approached the people with flyers and told them about the foundation and the project. At the end of the day we collected about 400 euro.

Concert Grupo Tambó from Colombia (Amsterdam and Utrecht)
In May we organized information stands and souvenir sells at the concerts of Grupo Tambó from Colombia in the KIT Tropentheater in Amsterdam and at RASA in Utrecht. Grupo Tambó is a folkloristic band that plays traditional Colombian music. It is very interesting that this group is from Barranquilla, the cultural capital of the Caribbean coast in Colombia, the city where the project takes place. Every year in February the streets of the city become an open air dance floor for the second biggest Latin America Carnival – Carnival in Barranquilla. The Carnival lasts almost a week and has a lot of different activities. Grupo Tambó is a celebrated band here and it gives an annual concert on one of the nights in the center of the city, the so-called Night of Tambó. All members of this group play multiple instruments and know the Afro-Colombian folklore very well.

In May 2009 Grupo Tambó came for the first time to the Netherlands and we were honored to have an information stand during two of their concerts in Amsterdam and Utrecht. With the help of Grupo Tambó we raised about 160 euros and informed over 100 persons about the foundation and the project.

Charity Performance Class-Ballet (Baarn)
In June the ballet school Class-Ballet from Amersfoort organized a final annual concert of the students in Theatre 'de Speeldoos' in Baarn as a charity performance for the foundation Niños en Contacto and donated the proceeds of the concert to the foundation. The concert consisted of two parts with different age groups of students performing for their parents and relatives. At the end of each part the foundation NeC presented itself and told the audience about the project in Colombia. The foundation also had an information stand with pictures and flyers of the project.

The children of the ballet school were asked to make drawings for the children in Colombia. The winners of this drawing contest were announced after the performances and got nice gifts from Colombia. A selection of these drawings will be sent to Colombia to decorate the classes there once they are ready.

The concert of Class Ballet was attended by about 200 family members of 60 children that performed in the concert. It generated 300 euro for the foundation.

Colombia Cultural (Amsterdam)
In July we presented our foundation and our project at the Colombia Cultural festival in Amsterdam. This festival is organized yearly to celebrate the Independence of Colombia. This year it took place in the club The SAND in Amsterdam Sloterdijk and was attended by about 1500 people. At the festival people can enjoy Colombian food, music, dance and an information market about cultural, developmental and environmental projects in and for Colombia. We had an information stand about our project, where people could submit for our electronic newsletter, buy souvenirs and donate money. The proceeds from the festival were about 150 euro.

'Dam tot damloop' (Amsterdam)
Together with 1% Club we organized a 'Dam to Dam run' in support of the project. 'Dam to dam run' is a very popular event with over 35000 participants. The organizer, Le Champion, gives various charitable organizations a possibility to raise funds during this event by reserving places for participants who run for the charities and by putting information about the participating charities under the attention of the runners and viewers. The intent is that charities themselves are also actively involved in the recruitment of participants for sponsorship commitment through for example ambassadors of their organization. In 2009, 50 charitable organizations participated in the run and raised altogether around 35,000 euro.

In the coming years the foundation plans to get its share of this money raised by its supporters. In the mean time NeC only recruited several people to run and raise money with Dam tot Dam run and the total amount was about 170 euro.

Sale of PC's (Amsterdam)
This year, we started cooperation with a high school in Amsterdam, the Wellant College. The school replaced old PC's for new ones and donated the second hand PC's to the foundation. We sold the second hand PC's to raise money and provided the buyers with information about the project as well. In the coming year the cooperation with Wellant College will be extended further. There are plans to organize a benefit lunch and dinner and have other fundraising activities organized by the pupils of the school in support of the project.
The sales of the donated PCs delivered 590 euro.

5. Strategy 2010

In 2010 the foundation will continue its work on a new strategy for the years 2010 – 2014. The experience of 2009 taught us that the foundation needs a clear, tightened and more effective policy to achieve its goals. The main points of the new policy are to professionalize the foundation, to start the first project and to expand our network. The policy is described in detail in the Policy plan (Beleidsplan) 2010-2014, which is being finalized at the moment of this writing.

In 2010 a number of trainings in project administration and fundraising for both the board of the foundation of Niños en Contacto as the partner foundation Jovenes en Contacto in Colombia are planned. Marketing and communication strategy is sharpened through developing professional promotion materials and organization of more activities directed at creative and more effective fundraising. We also intend to attend various gatherings and events where we can expand our network.

To obtain more funds we will also approach possible donors in a more active way. We will try to make them commit to our foundation through a so-called Friends card and fun activities. Besides this, we prepared subsidy applications, which we will send out in May and June of 2010.

In the coming three years the goal is to obtain 115,000 euro for the project in Colombia. This will be more than in the past years, but we will have a bigger and more professional organization, that we worked on building in 2009. Also the capacity of our partners to manage and run the project will increase trough trainings and involvement of experienced board members and volunteers together with active networking and lobbying with the local government. A well-defined and effective Policy plan and Marketing and communication strategy give the foundation good tools and set clear targets to archive the goals in a structured professional way.

Estimated Budget 2010

Expenses 2010		Income 2010	
Project	€ 42.000,00	General reserve	€ 1.740,00
Volunteer compensation *	€ 420,00	Donations	€ 1.000,00
Accountant	€ 200,00	Subsidies	€ 26.500,00
Promotion materials	€ 400,00	Activities	€ 5.000,00
Activities	€ 1.000,00	Sponsors	10.000,00
Miscellaneous expenses 0.5 %	€ 220,00		
Total	€ 44.240,00		€ 44.240,00

* Volunteer compensation covers travel expenses and necessary trainings.

6. Financial Report 2009

Balance of the foundation for 2009

Balance per 31 December 2009			
Debet	0,00	Capital	983,00
Liquidity	1.124,00	Credit	141,00
TOTAAL	1.124,00	TOTAAL	1.124,00

Income and Expenses 2009

Income*	Subsidies	0	
	1% Club	1.039,45	
	Activities	1.451,00	
			2.490,45
Expenses**	Bank account services	72,95	
	Marketing / PR	91,64	
	KvK fee	26,14	
	Office supplies	33,93	
	Project Colombia	677,24	
	Travel expenses Board	403,12	
	Miscellaneous	160,00	
			1.465,02
Net Income			**1.025,43**

**Income is generated through:*

Fundraising activities
In 2009 we organized a number of various activities and raised in total 1451 euro for the foundation and the project.

Donations through 1% Club
With registering the project on the website of 1% club we 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 of the president of the foundation in March 2009.

Another important post of expenses is travelling of the Board members in the Netherlands.