

SOLidariidade

ANNUAL REPORT 2014 Summary



SOLidariidade is committed to the future of youth in Brazil.

TO STAY SMALL

Preface by Director Anouk Cleven

Start small and stay small. That was our goal when we established **SOLidariëdade** in 2012.

"To stay small" is almost impossible when the Dutch national broadcasting company makes three television reports of our work, when another broadcasting company wants an interview for a news item in Brazil and when a large article about our work is issued in the Dutch newspaper De Telegraaf. All the media attention, which surrounded the World Cup in Brazil, was very positive for the publicity of **SOLidariëdade**.

It is hard "to stay small" when projects develop well and people experience and value our efforts. However, it is only the two of us working locally and that implies a limit in what we can do. We have to make choices to ensure that the ongoing activities continue and, when possible, improve.

In 2014 we succeeded "to stay small" in regards to the costs for administration, communication and fundraising. For every Euro donated, 95 Euro cents were spent on the project.

We did not "stay small" in regards to the commitment of volunteers. Our five board members perform their work free of charge. They all extended their administration terms till 2016. During fundraising activities in the Netherlands, we can always count on a group of people who support the work of **SOLidariëdade**: in April, 65 volunteers participated in a charity run for **SOLidariëdade**.

We do not want to be "small" in our attention, care and dedication to the children for which we work. Their cordiality, enthusiasm, gratitude, joy and love provides tremendous energy. We are proud that we can make a "small difference" for them.

We thank you for your commitment and support in 2014, Mark & Anouk.

THANKS TO ALL INVOLVED

Preface by President Godelieve de Heij-Lenoir

The past year has seen global high- and lowlights. Worldwide conflicts, natural disasters and poverty affect many people. All over the world, there are places where people do not have the safe and comfortable lives that we have in the Netherlands. Thanks to a large number of enthusiastic volunteers, children have more hope for a better future. Mark and Anouk are part of this group of people. They ensure that children receive, through education, more opportunities for the future. In this annual report, you can read what great results were accomplished through the energy that Anouk and Mark put in their project. We are very proud of the girls and boys who have obtained a certificate from the computer course and the children who can now write a Christmas card in English.

The work of **SOLidariëdade** is receiving more and more publicity. In 2014, during the World Cup in Brazil, a special edition of the NOS youth channel broadcasted a report on its work.

The work of Anouk and Mark is only possible through the support of many donors. Without these donors, the foundation cannot do its work. **SOLidariëdade** maintains a high standard of transparency, which means that donors can see how their donations are spent. In 2014, 95% of the donations went to the future of the children in Alvorada and Canoas.

By reading this annual report, we hope that you will be proud of your contribution. We also hope that you keep supporting **SOLidariëdade** in the future.

Together we can ensure a better future for the children.

HIGHLIGHTS 2014

On December 16th, 12 students received a certificate for the Windows 8.1 and MS Office 2013 basic course.



65 people, including Mark joined the **SOL** charity walk on April 19th. Together they collected 6.026 Euros for **SOLidariidade**.



SOLidariidade developed a 5-year business plan for the improvement of the Centro Franciscano.

In 2014 less than 0,5% of the expenditures were spent on administration and maintenance.

In collaboration with the management, **SOLidariidade** created an annual budget for the Centro Franciscano.

Marjan Brugmans created a logo with the slogan of **SOLidariidade**. This way it is even clearer what **SOLidariidade** stands for.



In 2014, 95% of the expenditures were spend on the project.

The Feliz Natal action was a big success! More than 100 Christmas boxes were donated to the families of the children who visit the Centro Franciscano.



During the World Cup in Brazil, the Dutch NOS Jeugdjournaal (youth channel) made three reports within and around the Centro Franciscano.



The first project in Canoas was successfully completed. On a weekly basis, 65 children received English lessons for two years.

De Telegraaf (A Dutch national newspaper) published an interview with Mark and Anouk. Following this interview **SOLidariidade** received a donation of 1.000 Euro from the Wereld Winkel in Andijk.



In June **SOLidariidade** was the charity of the month of the Goede Doel Shop.



In cooperation with the Centro Franciscano, **SOLidariidade** created a job description for ten different job positions.

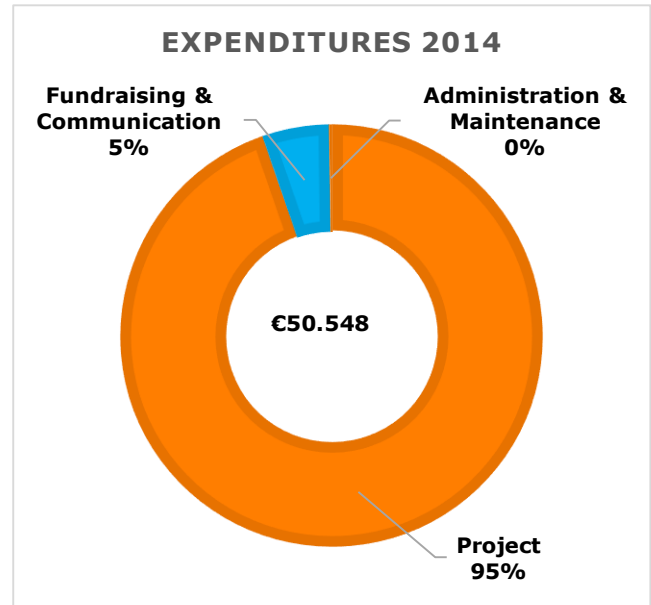
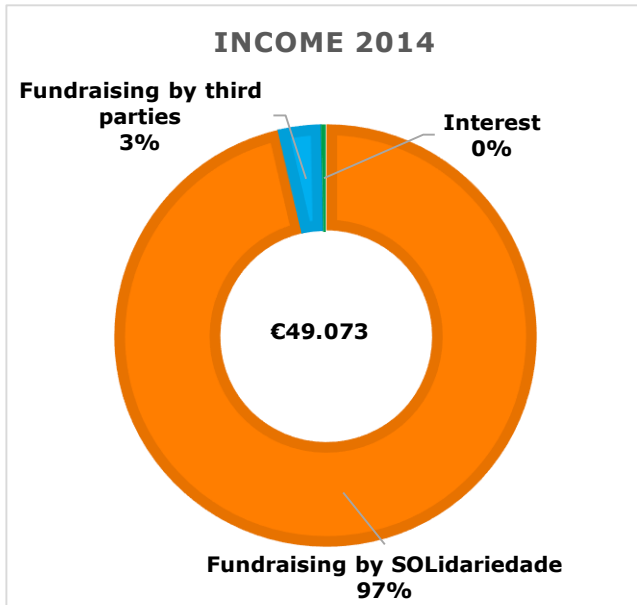
24% of the income was collected through fundraising activities organised by **SOLidariidade**.

All computers in the Centro Franciscano received an official version of the program MS Office 2013 through a donation of TechSoup.



FINANCE 2014

On December 31, 2014 the total of assets of **SOLidariidade** was €19.763,-.



Overview income SOLidariidade 2012-2014 (in Euros).

	2014	2013	2012
Fundraising by SOLidariidade	47.283	34.757	58.718
Fundraising by third parties	1.636	629	1.515
Interest	154	264	165
Total	49.073	35.650	60.398

Overview expenditures SOLidariidade 2012-2014 (in Euros).

	2014	2013	2012
Project	47.795	44.803	26.465
Fundraising & Communication	2.638	3.961	1.781
Administration & Maintenance	115	108	313
Total	50.548	48.872	28.559

THE END

The complete annual report 2014 is published on the [website](#) of **SOLidariëdade**. It is available only in Dutch.

If you have any comments or suggestions regarding the contents or design of this annual report, please pass them along.

Please e-mail: stichtingsolidariedade@gmail.com

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