

Stichting Empower Amsterdam

Its time to thrive!



Annual Report 2017

www.empoweramsterdam.com

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Foreword by the Chairman

2017 was a year full of many successes and lessons learned. We held our first fundraiser event to gather the needed funds to pay for the legal fees and, with the support of our network, Empower Amsterdam was officially born, as a Stichting.

We believe that nothing is more overwhelming or scary than not knowing how to pay for food or basic needs. While having some source of financial support, for example from the UWV, is essential, not having a job leaves one with a lot of uncertainty about the future. Our mission is to help people who are in this desperate state with regards to their livelihood; we want to offer them the chance to take action and control about their situation through coaching.

Our first challenge was letting them know that we were here to help them, and that we could do that.

Our marketing department grew from one to six by the end of 2017, and with some trial and error, we doubled our visibility on social media.

We have been lucky to attract many people who believe in the power of coaching and the effects it can have. We started out with three coaches and grew to nearly 20 multilingual coaches and still growing. We helped more than 70 clients by the end of 2017 and saw many of them return to work in a short time.

Our main challenges revolve mostly around having the space to provide workshops; which we solved by partnering with Post Oost, who allowed us to use their space to offer workshops free of charge to our clients during the daytime. Unfortunately in 2018 Post Oost is no longer available free of charge, and affordable space during the daytime continues to be a struggle that we hope to solve by having our own venue.

In 2018, we want to grow strategically with our partnerships and our financing. We hope to attract partners that support our overall objectives, and that share our passion for helping others. We intend to scale professionally and build on what we have already achieved in 2017.



1. Report from the Board

We conceived Empower Amsterdam in the middle of 2016. Our goal then was to simply offer free coaching to unemployed internationals in Amsterdam to help them back into work.

We quickly grew our team of volunteer coaches from an initial pool of the three founders to the number of volunteers we have now.

We were also encouraged by the UWV to develop further by offering workshops and they suggested we used Participatie Centrum Post Oost who were willing to offer the workshop space free in 2016 and moving forward into 2017.

Our research showed there was definite demand for our coaching and workshop services and Empower Amsterdam was set up as a stichting in April 2017. In 2017 the stichting was entirely self-funding.

1.1 Activities

1.1.1 - Fundraiser TOON Amsterdam

In order to become a Stichting we needed to pay the legal fees so we organised a fundraiser in January 2017 at TOON Amsterdam and invited people to enjoy an evening of networking Salsa dancing and a raffle of donated items. This event was very successful and we were able to raise the funds for the legal fees and add a little float to the petty cash of Empower Amsterdam.

1.1.2 - Coaching Activities

Since Empower Amsterdam was conceived we have been able to offer free coaching sessions to unemployed internationals in Amsterdam and have seen a steep increase in the uptake of these sessions, as well as a steady rise in the number of coaches willing to volunteer pro bono hours to EA.

In 2016 our coaches were able to help 24 clients, and of these 12 got back into employment, one opened a stichting themselves and one other was accepted on an internship.

In 2017 the numbers of clients being helped by Empower Amsterdam increased to 39 and to date 17 have been able to get back into employment.

In the last months of 2017 Empower Amsterdam acquired Dubsado – Client management system and there is now a coach portal where progress between coach and client can be recorded and monitored in a private and secure environment.

1.1.3 - free workshops at Participatie Centrum Post Oost

We have used this location to hold free job search workshops both before the set up of the stichting and after. These free workshops have been very well attended, and each event was sold out.

Lana Jelenjev presented '4 Steps to Reframing Your Meaning of Success' on Oct 26 2016

Jenni Ryyänen from IONIMAGE presented 'Present your best self' on Nov 28, 2016

Villia de Koningh presented her 'core values workshop' on May 19 2017

Jane Stephenson presented 'your 1 page CV workshop' on June 23 2017



1.1.4. Paid workshops in 2017

We also presented 2 paid workshops in 2017, partly as a way to raise funds, and partly to pay for venues when Post Oost was not available.

Patra Fisher presented “LinkedIn for Empower Amsterdam” in April 2017 at restaurant 1st Klas in Amsterdam and we had very good attendance out which paid for the venue and beverages for all.

In November Lana Jelenjev of Co-Lab presented “Envision Workshop - the 90 day action planner” at The Thinking Hut. Again well attended, and more funding for Empower Amsterdam.

1.1.5 Pop up Coaching Events

Empower Amsterdam developed the concept of pop up coaching sessions as a method of creating awareness for the benefits of coaching and raising the profile of Empower Amsterdam as an organisation.

In 2017 we had 2 free pop up coaching events. Both at Participatie Centrum PostOost. One was in July, 2017 and the other in September, 2017. Both events were attended by people interested in finding out more about coaching and delivered new Empower Amsterdam clients.



2. Future

In 2018 the policy of Empower Amsterdam is to continue to grow in terms of coaching sessions offered and workshops delivered with the aim to reduce unemployment amongst internationals living in the Netherlands.

2.1 Activities

2.1.1 – number of clients helped through coaching

We want to achieve a 50% increase in the number of people we can get back into work through free coaching and with the support of free workshops.

2.1.2 – workshop location

We have been offered the use of the meeting rooms at Circl restaurant, Gustav Mahler Plein 10, Amsterdam (and initiative of ABN AMRO). We can hold an event once a week in the evening. We want to leverage this generous offer to help increase operating funds for Empower Amsterdam.

Our goal is to hold 3 pop up coaching events and 6 evening workshops in 2018.

2.1.3 - expansion to new cities

We would like to expand to at least 2 other cities in the Netherlands in 2018: Utrecht and Den Haag.

2.1.4 – subsidy from City of Amsterdam

The free daytime workshop were such a success at Participatie Centrum Post Oost in 2016 and 2017 that we would like to continue these. Unfortunately we do not have free use of that space any more. And we would like to apply for a subsidy to allow us to offer free workshops without draining our operating funds

2.1.5 – ANBI Status

We will apply for ANBI status so that donations made by organisations can be considered deductible for tax purposes.

2.1.5 – Grants application

The impact of Empower Amsterdam can be demonstrated and we want to continue to increase the impact. Self-funding does not allow us the reach we would like and we would need to receive support to expand the work we do now. We intend to apply for seed money in order to set up a Social Enterprise where money from this will support Empower Amsterdam.



3. Organisation

Stichting Empower Amsterdam was founded on March 23rd 2017.

The chamber of Commerce registration number – known in the Netherlands as the KvK nummer is 68372027

The Fiscal number – known in the Netherlands as RSIN is 857416595.

One of our aims in 2018 is to apply for ANBI status

If you want to contact us you can email in the first instance with info@empoweramsterdam.com

3.1 Board members

Chairperson: mevrouw Tisha-Shea Harty
Treasurer: mevrouw Amanda Jane Stephenson
Secretary: Mevrouw Flor de Maria Jesus Paredes Mattos

3.2 Volunteers

Empower Amsterdam Stitching does not have any employees but we have a strong pool of volunteers.

At the end of 2017 we had

21 Volunteer coaches

[A volunteer coach will generally offer 3 to 5 sessions to each EA client they work with. And will chose how many clients they will take on as pro bono work.]

6 Volunteers on the marketing team

And one administration volunteer



4. financial report – Balance Sheet and Income and Expenditure Report for the year to December 31st 2017

		Actuals 2017
Income		
income – fundraiser	€	810,80
income workshop	€	379,72
income donations	€	384,00
income incidental	€	21,00
Total income	€	1.595,52
Expenses		
legal fees - stichting set-up	€	427,00
coffee to celebrate stichting set-up	€	15,60
Bank charges	€	85,89
event room rental	€	391,20
Stationery/sundries	€	21,66
website costs	€	-
CSM Package costs	€	82,94
KvK	€	57,00
Advertising	€	-
fundraiser costs	€	54,00
workshop costs	€	53,45
additions to reserves	€	406,78
deductions from reserves		
total expenses	€	1.595,52
Balance 31-12-2017		
assets		
current account bank balance	31-12-2017 €	381,33
cash in hand	31-12-2017 €	25,45
Total Assets	€	406,78
Liabilities		
current account bank balance	1-1-2017 €	-
cash in hand	1-1-2017 €	-
Reserves en fondsen	€	406,78
Totale Liabilities	€	406,78



Signed for agreement by the board

Chairperson:

A handwritten signature in blue ink, appearing to read "Tisha-Shea Harty".

mevrouw Tisha-Shea Harty

Treasurer:

A handwritten signature in blue ink, appearing to read "Amanda Jane Stephenson".

mevrouw Amanda Jane Stephenson

Secretary:

A handwritten signature in blue ink, appearing to read "Flor de Maria Jesus Paredes Mattos".

Mevrouw Flor de Maria Jesus Paredes Mattos



5. Budget

As we discussed in the chapter Future, we have plans for this year which need to be supported financially.

Our income is derived from income from donations and income from paid workshops.

5.1 Subsidies

We would like to apply for a subsidy to fund 10 free workshops and pop up coaching sessions to be held at Post Oost Participatie Centrum. The subsidy will pay for the room rental at Post Oost.

Project gemeente subsidy for foundation Empower Amsterdam request for rental costs for workshops and pop up coaching sessies in 2018

Budget		Eur
amount requested	€	1.000,00
room hire at Post Oost in 2018	€30 per uur	
6 workshops (3 hours each time)	€	-540,00
4 pop up coaching sessions (4 hours each time)	€	-480,00
Small loss on project	€	-20,00

NB

the small loss will be picked up from donations.

5.2 Paid Workshops and Pop up coaching events

We are now partnered with ABN AMRO and have been granted free use of their meeting room at CIRCL Restaurant for one evening per week.

We are considering running up to 6 paid workshops at this venue throughout 2018 and charging an entrance fee of €20 to participants. We would like to have around 12 participants at each workshop. And anticipate funds raised from these activities to be around €1,000.

We also would like to run 3 pop up coaching events with a fee of €10 to participants. We would like to have around 10 participants at each event, raising funds of €300.

5.3 Donations and reserves

We have reserves of over €400 at the moment and anticipate receiving more funding from the workshops, as well as marketing activities and donation drives.

We need funds to run the foundation, basic costs need to be covered as well as expenditure on new activities:

Basic costs include:

bank charges,

CSM package costs

Website hosting and maintenance costs

Zoom pro

Further costs:

Business cards for all volunteers

Empower Amsterdam reusable Banner for events

We would also like to reward volunteers in some way:

Treating them to events – the first of which will be the New year borrel on January 26 2018

New activities in 2018

Expanding into new cities: Den Haag, Utrecht, and supporting people on the ground there to run events