

Annual Report 2019



Empower Amsterdam

“Working with Empower Amsterdam was extremely powerful in shifting my situation into one in which I felt in control and able to make choices for myself.”

- Empower Amsterdam Client Testimonial



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Foreword

Summary of 2019

As we write this summary, it's currently 2020. In Europe, we're slowly ending a pandemic that scientists believe will return in the fall/winter and protests against racism are going on in every country. It feels like the beginning of many historical moments. It's the perfect time to reflect back to 2019 and all that we have already accomplished.

We started off 2019 with the mission to obtain funding through government agencies within the Netherlands and the European Union. As the year progressed it became clear that we would not be able to receive funding through those channels...yet. We knew we would have to do something, but at the time we didn't know what that would look like. Instead we focused on what new workshops we could provide to help our clients move forward. We offered more day time workshops, with the support of Atlassian and WeWork at their offices. ABN Amro Circl continued to sponsor our evening workshops. We added more workshops and more events than previous years. We had our first program, Career Roadmap, which helped several clients redefine their career goals. We could see the growth potential but it wasn't enough to sustain the foundation. Something had to change.

Toward the end of the year, we launched our social enterprise to fully support our foundation and its endeavors. We are entering uncharted territory as a board and as a team. It's both scary and exciting. We also began looking for a physical office space not only for **our** activities but also to bring together our coach community. A unique space that provides something for both people who are unemployed as well as the coaches that want to help them.

Goals for 2020

Our goals for 2020 will focus on growing our Empower community - creating spaces both online and offline where people can gather to connect and learn. Due to the pandemic, so many people find themselves lost and unemployed. Our goal is to be a choice of support not only for individuals but also for the companies that have to make the difficult decision to make their people redundant.

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Activities

Coaching



Events

Marketing



Coaching

One of Empower Amsterdam's core activities is offering free 1:1 coaching for international, unemployed individuals looking for support during their job search. Since 2016, we've served 359 clients with an estimated 1436 donated coaching hours from our volunteer coaches. Of clients that reported back to us, almost 50% said that they were back to work or in the hiring process before their coaching finished.

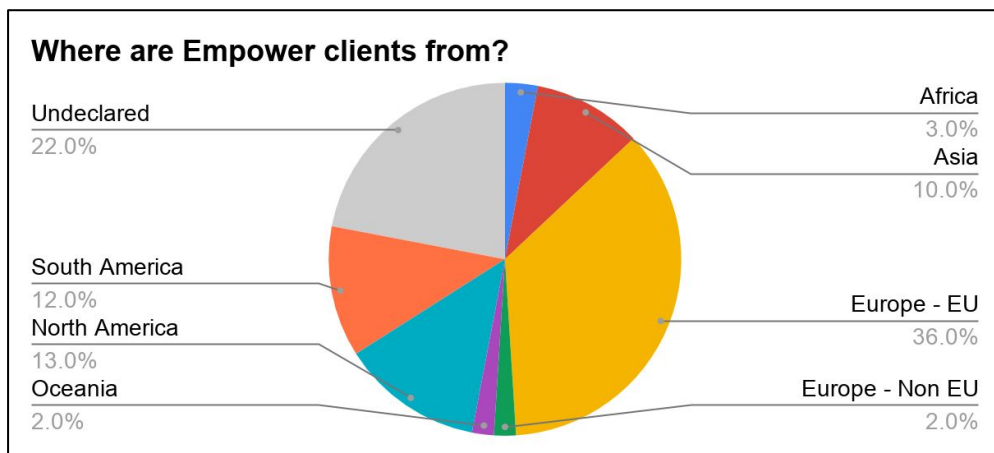
A majority of our clients are women between the ages of 31-40 (about 31%). We serve clients from 31 different cities in the Netherlands and even have a few clients from Germany, Ireland, and Portugal. Clients usually find us via a friend/coach recommendation (31%), but many also hear about Empower's services through Facebook (18%) or via an internet search (9%).

172 clients

Received coaching in 2019

688 hours

Donated coaching hours
by volunteer coaches



Average rating of coaches by clients:

4.9 ★ ★ ★ ★ ★

"Working with a Coach was probably one of the best decisions I ever made. In a transitional period it is incredibly useful to have an external voice of reason that helps you navigate and prioritise. I came out of quite a toxic job and I didn't feel myself. The Coach helped me to reconnect to my intuition and gave me the confidence to follow through with my professional ambitions."

- Empower Amsterdam Client Testimonial

Events

We finished our 2019 workshop program at the end of November, and with spectacular results. There are two aims of our events and workshops:

- To raise revenue
- To further our reach and impact

Aim #1: Raise revenue

€2,694

Gross from paid events up 144%
from 2018

Aim #2: Further reach & impact

12

Paid events

3 pop-up coaching
9 workshops

167

Event attendees

120 paid tickets
47 volunteer tickets

Besides offering paid workshops, we also participated in **4 different fairs/conferences** to extend our reach.

20

website sign-ups

Feel At Home
in the Hague
(February 2019)



50

website sign-ups

Expatica
- I am not a tourist
(October 2019)

26

speed coaching sessions

WiT Regatta Mothership Event
(October 2019)

7

speed coaching sessions

Expat Family Market
(November 2019)

Marketing

Empower Amsterdam's marketing is run by a dedicated team of volunteers that use their talents to enhance our social media presence and create engaging content. Our main goal for 2019 was to grow the organic awareness of Empower Amsterdam's brand on social media. Our main platforms we use to do that are Instagram, LinkedIn, and Facebook. Here are the data for 2019:



Grew the number of followers by 86%

- Feb 2019: 400 followers
- Feb 2020: 742 followers
- Posts containing tips and quotes are the most liked



Grew the number of followers by 112%

- Feb 2019: 216 followers
- Feb 2020: 458 followers
- LinkedIn engagement rate: 8.51% (competitor – 4.58%)



Grew the number of followers by 40%

- Feb 2019: 754 followers
- Feb 2020: 1063 followers

Finances

Balance Sheet and Income & Expenses report 31 December 2019

		2019	2018
Income			
Income - fundraiser		€ -	€ -
Income events	<i>note 1</i>	€ 2,694	€ 1,100
Income donations		€ -	€ 135
Total income		€ 2,694	€ 1,235
Expenses			
Volunteer expenses	<i>note 2</i>	€ 400	€ 316
Bank fees and handling fees		€ 400	€ 284
Event costs	<i>note 3</i>	€ 1,340	€ 447
Professional fees		€ -	€ -
Administration costs	<i>note 4</i>	€ 554	€ 85
Additions to reserves		€ -	€ 103
Deductions from reserves			€ -
Total Expenses		€ 2,694	€ 1,235
Balance sheet		12/31/2019	12/31/2018
Assets			
Reserves at bank	12/31/2019	€ 500	€ 499
Cash	12/31/2019	€ 10	€ 10
Total Assets		€ 510	€ 510
Liabilities			
Reserves and funds		€ 510	€ 407
Addition to reserves		€ -	€ 103
Total Liabilities		€ 510	€ 510

Notes:

Note 1 – Income: 2019 income was derived from the entrance fee for events

Note 2 – Volunteer Expenses: These are mainly expenses incurred by volunteers to attend events and also includes several gatherings marking significant events

Note 3 – Event Costs: includes room hire, pre-event meeting costs, and promotion costs

Note 4 – Administration Costs: includes office location costs

“Coaching has opened the door for me to see new opportunities I could not see before and to find connection with myself and my true purpose of finding a job.”

- Empower Amsterdam Client Testimonial

