

Annual Report 2020



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 2020

What a year! 2020 really threw us off track at first. We were not sure what to do but we knew the people we wanted to help needed us. So we quickly went online. As coaches and facilitators we were already comfortable with Zoom. Luckily Zoom continued to increase its capabilities, allowing us to do create more opportunities for learning and CONNECTION. Our goal this year was to create community. The pandemic made it easier to reach people beyond the Netherlands.

We held weekly Zoom sessions around topics regarding career and personal development. Attendance at our sessions ranged from 5 to 65 with people coming from as far as Chicago and Australia. We discussed communication, visualization, interviewing, networking, and everything in between to help foreigners living in the Netherlands.

Although, we did not bring in as much revenue as we did in 2019, we gained a larger audience online. We increased our visibility locally and internationally. And we will continue to build on the work we have done so far.

Goals for 2021

If 2020 taught us anything it is to be prepared for anything which is much like what foreigners have to realize when they move to a new country. You can have everything in order and suddenly things shift. So for 2021, we want to focus on two areas 1) increasing the feeling of community and belonging, and 2) expanding beyond the Netherlands. In these two areas, we expect it will not always be easy and there will be unexpected challenges but we are ready to grow further.

**Amanda Jane
Stephenson**

Board member

jane@empoweramsterdam.com

Shea Harty

Board member

shea@empoweramsterdam.com

**Flor de Maria Jesus
Paredes Mattos**

Board member

flor@empoweramsterdam.com

Events

We finished our 2020 workshop program at the end of December, 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

€1.198

Gross from paid events down 55%
from 2019

Aim #2: Further reach & impact

20

Paid events

66% increase from last year's
12 paid events

875

Event attendees

286 for paid events
589 for free events
400% increase from 2019 of
167 attendees

Besides offering paid workshops, we also participated in 1 **different fairs/conferences** to extend our reach, Feel at Home in the Hague which was an online event.

Finances

Balance Sheet and Income & Expenses report 31 December 2020

		Actuals 2020	Actuals 2019
Income			
income - fundraiser		€ -	€ -
income workshops / pop up coaching	<i>note 1</i>	€ 1,198	€ 2,694
income donations		€ 126	€ -
Total income		€ 1,324	€ 2,694
Expenses			
Volunteer Expenses	<i>note 2</i>	€ 207	€ 400
Bank fees and handling fees		€ 251	€ 400
Event costs	<i>note 3</i>	€ 83	€ 1,339
Professional fees			
Administration costs	<i>note 4</i>	€ 660	€ 554
Addition to reserves	<i>note 3</i>	€ 123	€ -
Total expenses		€ 1,324	€ 2,694
Balance Sheet			
assets			
cash in bank	31-12-20	€ 366	€ 500
cash in hand	31-12-20	€ 10	€ 10
Total Assets		€ 376	€ 510
Liabilities			
Reserves and funds	01-01-20	€ 253	€ 510
Addition to reserves	31-12-20	€ 123	€ -
Totale Liabilities		€ 376	€ 510

Notes:

Note 1 – Income: 2020 income was derived from the tickets fee for workshop

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 social enterprise 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

