

## Board report 2019

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## Index

Board report 2019 .....	1
Index .....	2
Board report KidsRights 2019.....	4
Objectives 2019: Advocacy .....	4
International Children's Peace Prize .....	4
The KidsRights Youngsters.....	9
The Children's Rights Lesson Package.....	12
Target activities 2019: Action.....	13
Projects.....	13
Care and Study Fund.....	15
The KidsRights Changemakers Movement .....	16
The State of Youth .....	17
Objective activities 2019: Research.....	18
KidsRights Index.....	18
Campaigns: Information and fundraising .....	20
Campaigns .....	20
KidsRights communication.....	21
Business operations .....	23
Organization structure.....	23
Board members .....	23
Separation of functions .....	25
Stakeholders.....	27
Effectiveness of spending.....	29
Reserves .....	29
Key Figures .....	31
Appendix A: Budget 2020.....	32
Appendix B: Annual accounts 2019 KidsRights Foundation .....	33
Balance December 31th, 2019.....	34
Statement of benefits and expenditure for 2019.....	35
General notes and accounting policies .....	36
General.....	36
ANBI status.....	36
Principles of validation .....	36

Reserves and Funds.....	38
Principles for determining the result.....	38
Explanation to the balance.....	40
Explanation of the statement of income and expenditure.....	44
Signing board.....	47
Other information.....	48

## Board report KidsRights 2019

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KidsRights stands up for the wellbeing of vulnerable children around the world and the respect for their rights. KidsRights sees children as changemakers in this process and believes in the capacity for change of young people to improve the situation regarding children's rights.

KidsRights draws attention to children's rights with the aim of improving them. KidsRights regularly conducts research to gain insight into the status of children's rights. In addition, the foundation finances local projects aimed at improving children's rights and stimulating child participation.

The International Children's Peace Prize is one of the most important stages that KidsRights facilitates. As Desmond Tutu, Nobel Peace Prize Winner and Patron of KidsRights says, "KidsRights seeks to give a voice to the voiceless."

Worldwide there are many talented children with promising initiatives. Within the KidsRights Changemakers Movement and State of Youth we connect, inspire and activate all young people worldwide to bring about positive change. By sharing and supporting their changemaking initiatives, young people inspire and mobilize each other. They are the global community of changemakers.

## Objectives 2019: Advocacy

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KidsRights supports children in their fight to improve children's rights. Together with children, we speak up to world leaders, influence policy and mobilize a global audience. We do this by giving changemakers an international stage and a voice and by supporting their initiatives. Together we stimulate public and political debate and inspire a worldwide audience to take action with us. The use of different communication channels and campaigns increases the reach and the involved supporters and thus the impact of these initiatives and the work of KidsRights.

### International Children's Peace Prize

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The International Children's Peace Prize is awarded annually to a child who has valiantly worked for the rights of the child, wherever in the world. The prize is an initiative of Marc Dullaert, founder and president of KidsRights and was launched by KidsRights in 2005 during the World Summit of Nobel Peace Prize Winners at the Capitol in Rome, under the personal chairmanship of Mikhail Gorbachev. Since then, the prize has been presented by a Nobel Peace Prize winner.

## **Nomination process**

The winner of the International Children's Peace Prize is selected each year from nominations from all over the world. An independent Expert Committee assesses the applications and selects the winner. Very special, but often still unknown, brave children were given a podium thanks to the annual nomination process. The message of the young winner has a huge impact year in, year out, showing millions of people worldwide that change is possible.

The winner will receive the "Nkosi" statue, which depicts a child moving the world. In addition, the winner will receive a scholarship and a global platform to advance his or her ideals and goals in the field of children's rights. Finally, KidsRights invests € 100,000 every year in the winner's country in projects within the winner's children's rights theme.

In 2019, 137 children from 56 different countries were nominated for the International Children's Peace Prize. Nominations were judged by the independent Expert Committee.

On October 4, KidsRights announced the two winners: 15-year-old Divina Maloum who is committed to peace in her country Cameroon and 16-year-old climate activist Greta Thunberg from Sweden.

## **The winners: Divina and Greta**

- **Divina Maloum**

Divina Maloum, 15, lives in Cameroon, a country plagued by violent extremism, radicalization and cultural conflict. Struck by the devastating effects of this struggle on the lives of children, Divina has worked for change. In just five years, she has built a youth-led movement of about 100 permanent members in 10 regions of Cameroon. The movement reaches more than 5,000 children a year and tells them they have a choice: "that they can say no to violence and build lasting peace". Divina has big plans for the future and will not stop advocating for the right of children to live in peace.

- **Greta Thunberg**

What started as a lonely school strike on Friday, August 20, 2018 has grown into the worldwide movement Fridays for Future. Greta Thunberg from Sweden, 16 years old, has mobilized more than 1.4 million children around the world to follow her lead and strike for climate justice and the living planet. Greta's message to the world is simple: everyone is always talking about the climate, but no one is doing anything. She invites people to "share the panic" and take action. Greta inspires both children and adults; she speaks to politicians and world leaders, joins youth rallies and has more than a million followers on her social media.

## **International Children's Peace Prize presentation**

The International Children's Peace Prize was awarded in the Ridderzaal in The Hague on 20 November 2019 (International Day of the Rights of the Child). The International Children's Peace Prize 2019 was awarded by Nobel Peace Prize Winner Kailash Satyarthi from India. During the awards ceremony, Divina stated that Africa is suffering from an escalation of violence and insecurity from terrorist groups such as Boko Haram and many others. In her country Cameroon, unspeakable horrors are being inflicted on children and thousands are forced to flee their homes in inhumane conditions. In Cameroon, children are the biggest victims of terrorist attacks.

Greta accepted the International Children's Peace Prize while sailing the Atlantic Ocean to the UN Climate Change Conference in Madrid. Greta's speech was delivered at her request by Luisa Neubauer, the German president of the Fridays for Future movement. Greta said, "I am incredibly grateful and honored for the International Children's Peace Prize. This prize is for the entire Fridays For Future movement." Luisa added, "We will continue until national and international politics listens to the science, takes a critical look at the magnitude of this emergency. We will continue until prizes are awarded to governments for policies that listen to science."

The ceremony was attended by prominent guests from all over the world and a large number of foreign ambassadors representing more than 160 countries. The Netherlands was represented by Her Royal Highness Princess Laurentien and President of the House of Representatives, Mrs. Arib.

## **Campaign International Children's Peace Prize 2019**

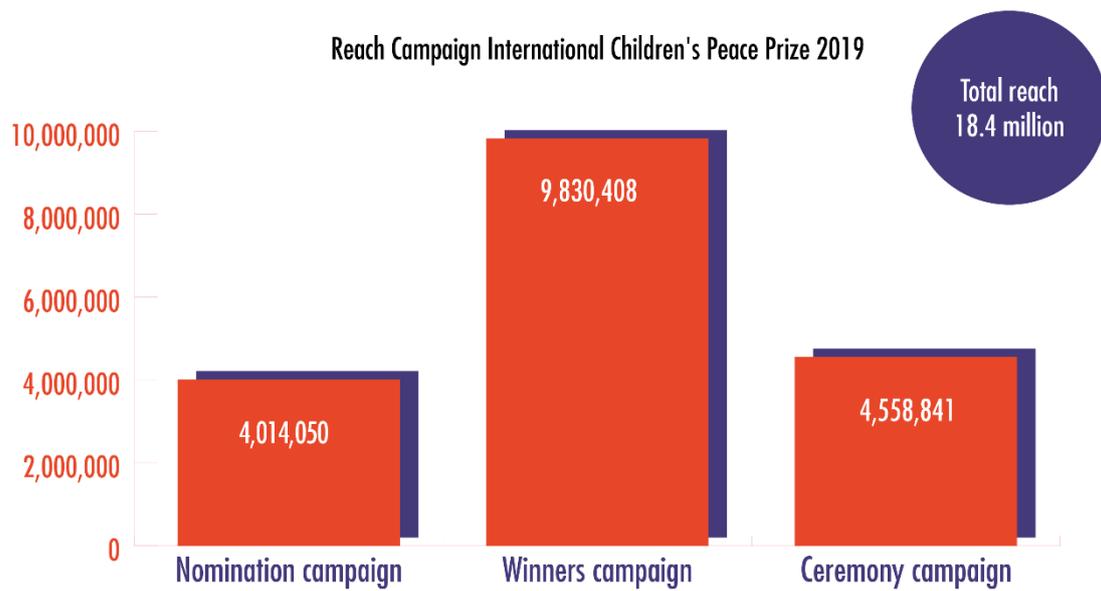
### **Strategy**

The International Children's Peace Prize campaign aims to create attention for each phase:

- Attention to the nominees - always choosing 20 nominations to highlight
- Attention to the winners
- Attention to the ceremony itself - where we highlight the event and the winner's videos

### **Range**

Through its own campaign (website, newsletter and Facebook), 18.4 million people were reached in 2019. That is an increase of 46% compared to 2018. The chart below shows the distribution of the reach per phase. The winner's campaign did an excellent job.



### Traffic

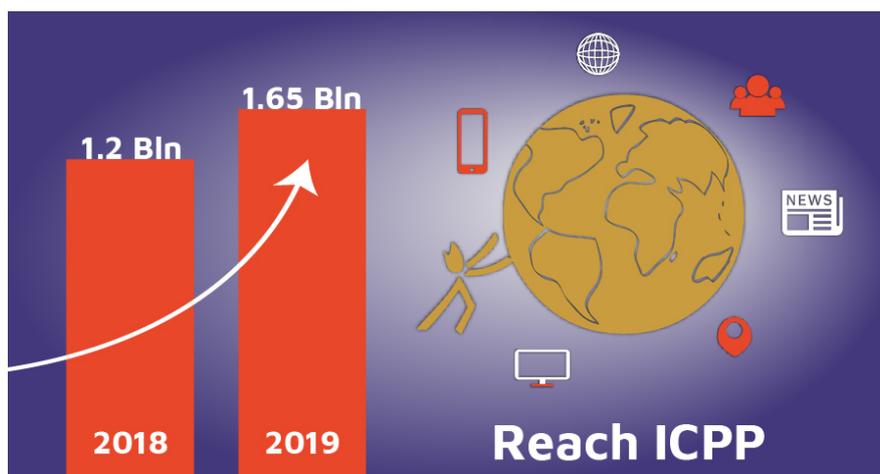
392k visitors came to the website through our campaign. That's an increase of almost 239% from last year (115k clicks). The ceremony campaign in particular did an excellent job. This can partially be attributed to the use of a video highlighting the success stories of Greta and Divina that invited viewers to click through to the website and read Greta's and Divina's stories there.

Website visitors Campaign International Children's Peace Prize 2019



### Reach

With a record number of impressions of more than 1.6 billion reach, KidsRights has more than achieved its goal of giving children who stand up for their rights a worldwide stage and reach.



## The KidsRights Youngsters

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In honor of the 10th anniversary of the International Children's Peace Prize, the platform of The KidsRights Youngsters was launched in 2014. The International Children's Peace Prize winners have joined forces to urge world leaders to uphold children's rights and work with children.

KidsRights supports the KidsRights Youngsters in various ways. Firstly, as International Children's Peace Prize winners, they receive financial support from the Care and Study Fund; for their own education, and in some cases for that of siblings as well. In addition, KidsRights provides direct support for changemaking actions in the environment and influencing policy internationally, by closely involving parents or appointing mentors.

Also, in 2019 the KidsRights Youngsters made their voices heard on international stages.

### **WE day – Baruani (London, UK)**

WE Day was organized in London on 6 March. Baruani was invited by the organization to speak at this event with 10,000 young people. He talked about his life as a refugee and called on young people to become a changemaker: *Don't let your age limit you in the fight for your rights and the rights of others. The world needs your voice and your power to bring change in your life, community, country, continent and the world.*

### **UN High Level Political Forum – Kehkashan (New York, USA)**

Since 2017, KidsRights has had an ECOSOC status, which means that KidsRights as an NGO can send a delegate to certain UN conferences to attend and speak here. The UN High Level Political Forum was organized from 9 to 18 July with the theme of the agenda and follow-up of the Sustainable Development Goals. Kehkashan Basu (winner International Children's Peace Prize 2016) spoke at this conference on behalf of KidsRights.

On July 9, Kehkashan took part in a panel discussion on the theme "Young Leaders for Sustainable development" which was led by the Youth Envoy Ms. Jayathma Wickramanayake. Kehkashan concluded the panel with a message for all young people: *"It is time for us young people to step out of our comfort zones and take that extra step and walk that extra mile to get the future we want. We cannot just blame others anymore. We have that potential within ourselves and we need to use that. Together we can and we will achieve a sustainable future."*



### **World Summit Nobel Peace Laureates – Mohamad MFOL (Mérida, Mexico)**

The 17th edition of the World Summit of Nobel Peace Prize Winners took place in Mérida, Mexico from September 19-22. This World Summit is a unique annual gathering for peace, bringing together Nobel Peace Prize winners, world leaders, (youth) organizations, academics and many students from all over the world. It kicked off with a youth day on September 18.

This year, International Children's Peace Prize Winners Mohamad Aljounde (2017) and March For Our Lives (2018) attended the summit to promote the power of children and young people as changemakers for peace. International Children's Peace Prize winners Chaeli, Kehkashan and Baruani were also present.

This World Summit was very special because KidsRights launched State of Youth there.

The State of Youth is the first online State made up of children and young people between the ages of 13 and 24 only, and which represents the voice of children and young people around the world (more information can be found on page 15).

### **UNGA (UN General Assembly)**

Following the Summit in Mexico, the Youngsters attended the UNGA in New York and gave various presentations about their work, ambitions and their dreams.

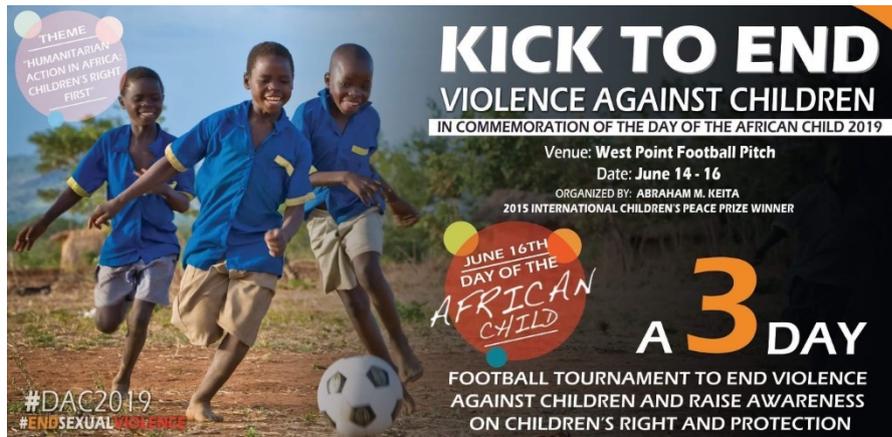
### **Local Changemaking activities**

In 2019, the KidsRights Youngsters also did local changemaking.

### **Gharsah Sweden Art exhibition – Mohamad (Zweden)**

The Gharsah Center in Lebanon was founded in 2014 by Mohamad and his family. The Center aims to help refugee children access the Lebanese school system and empower families, especially women and mothers. Gharsah Sweden, the Swedish branch of Gharsah organized an art exhibition in Almhult, Sweden in June to August. The exhibition featured portraits and paintings made by Syrian children visiting the Gharsah Center in Lebanon.

### Kick to end violence against children – Keita (Liberia)



From June 14-16, Keita hosted a three-day sporting event to raise awareness of violence against children in Liberia. The event ended on June 16, African Child Day. On the last day there was a meeting for children and young people to activate them to become a

changemaker. More than 500 children were directly reached by this event.

### Empowering youth on statelessness – Francia (Dominican Republic)



KidsRights and the Institute on Statelessness and Inclusion have facilitated a collaboration between Francia and a young changemaker Angelo. Together they have visited schools and communities in the Dominican Republic to distribute the book "The girl who lost her country". Printed 700 times, this book is about the importance of having a name and nationality, by telling about the adventures of Neha, a girl who travels the world while discovering her own nationality.

The book can be downloaded [here](#).

## The Children's Rights Lesson Package

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KidsRights finds it important that all children, also in the Netherlands, are aware of their rights. KidsRights has developed teaching materials about children's rights especially for groups 7 and 8 of primary education and the seventh grade (8-13 years) in the Netherlands. The children's rights lesson package informs children about what children's rights entail and why they are important for both children worldwide and children in the Netherlands. KidsRights also wants to create awareness with regard to the lives of their peers worldwide and mobilize young people to stand up for children's rights through the teaching package.

In the 2019-2020 school year, September to December 2019, 762 teaching packages were ordered by 261 different schools. 8 guest lessons were given by a guest teacher. In total there are 15 active voluntary guest lecturers.

### Results Children's rights lesson package 2019:

- 60% of the teachers would certainly like to teach the Children's Rights Lesson Package annually after adding a new winner.
- 60% of the teachers are sure that the teaching materials stimulate interest in children's rights among the students.
- 80% of the teachers find the material both informative and interactive.
- All teachers would recommend the curriculum to others and see it as a valuable addition to their classes.
- The students are clearly inspired by the guest lesson:
  - It is discussed and good questions are asked.
  - An average of 24 students are present during a guest lesson.
  - Pupils are very fascinated by the teaching materials, especially the videos make a huge impression.
  - More than half of the pupils are inspired by the stories of the International Children's Peace Prize winners.

### Quotes from teachers

*"It is nice to see that children become aware of the influence they have on the world."*

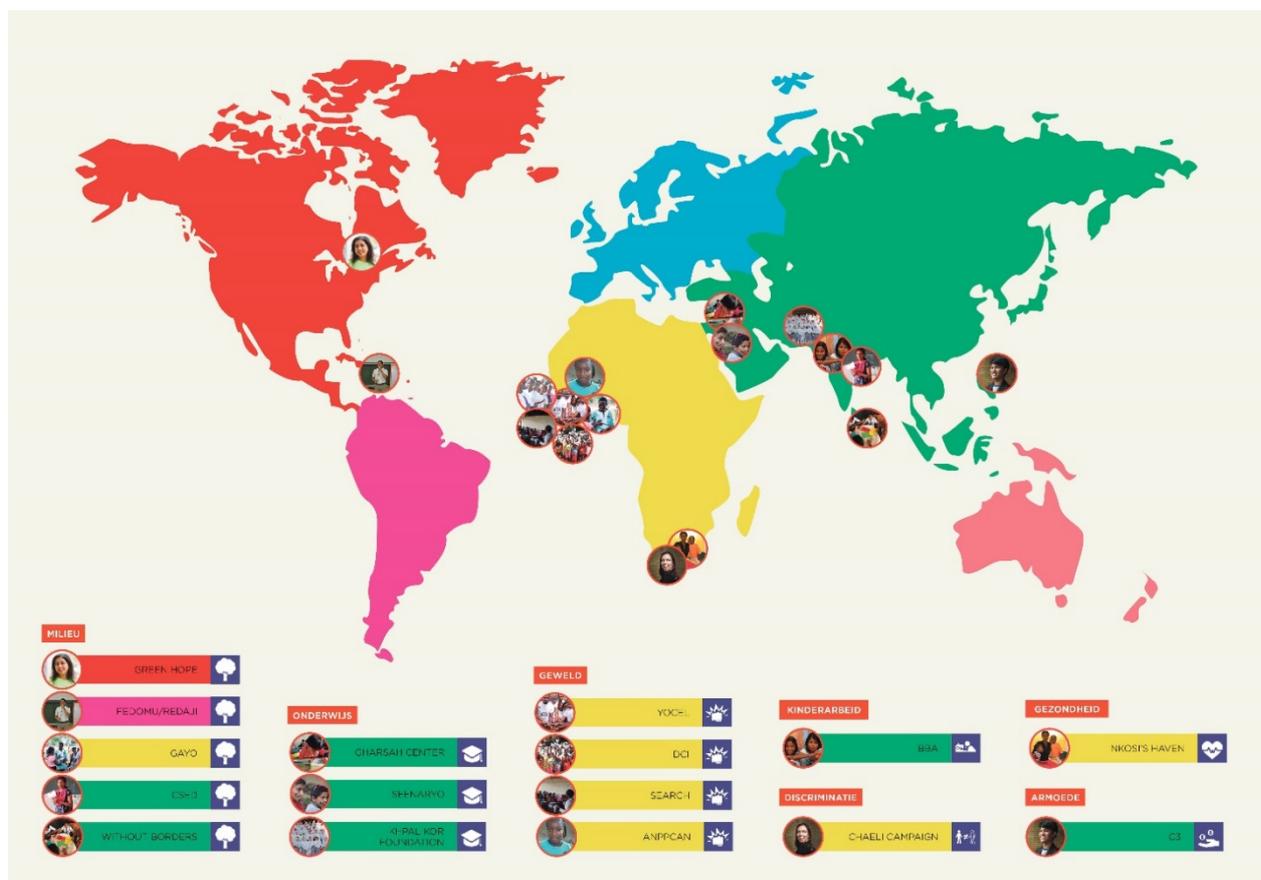
*"Children start to think in a different way."*

## Target activities 2019: Action

Children are changemakers and able to move the world. KidsRights takes action together with children to realize immediate child participation and children's rights. KidsRights supports local projects and young *changemakers* with project partners to enable children to participate and improve children's rights worldwide.

### Projects

KidsRights invests in projects related to the themes that the winners of the International Children's Peace Prize compete for. The projects focus on putting into practice, promoting and enforcing children's rights. We thereby contribute directly to the **improvement** of the **local environment** of children and **their position**. Children are involved in both the content and the implementation of the projects. KidsRights recognizes the power of children and stimulates child participation in all projects. In 2019, KidsRights supported **eighteen projects** spread over **twelve countries** and reached **almost 20,000 children**. The projects are selected according to a fixed procedure and criteria. The KidsRights' goal in the projects is to locally strengthen elements such as child participation and sustainability and to directly promote the children's rights themes of the International Children's Peace Prize winners.



As a result of the project fund 2017 with the theme education for refugee children and project fund 2018 with the theme safe schools and communities, KidsRights supported the following projects, in addition to other ongoing projects:

### **Gharsah Center – Libanon**

Many refugee children do not have access to education. There are many factors that prevent child refugees from going to school. For example, children end up in a country where they speak a different language and children from war zones often have a "gap" in their education because they have been unable to go to school for a period. This makes it very difficult and often impossible for these children to go to school.

In the Children's Program, the Gharsah Center focuses on three different parts: Get Ready, Keep Going and The Arrival. With the Get Ready program, children between the ages of 4 and 6 receive an education, so that they can transfer to public Lebanese schools as soon as they reach compulsory school age. With the Keep Going program, Gharsah supports children of 10 years and older who are already in Lebanese schools with tutoring in mathematics and English, so that they can keep up with the Lebanese curriculum. And when they are in public schools, The Arrival helps with the transportation costs to go to these schools.

## **BRAVE- USA**

BRAVE, which stands for "Bold Resistance Against Violence Everywhere", is a youth violence prevention group founded in 2009. The aim is to train young people in promoting peace and preventing violence in their neighbourhood.

The I Care for Peace Movement is a youth-led series of activities and events that promote peace for youth in the local community. They host anti-violent rallies and they organize local events to bring the community together and create a safe and empowering environment. The activities are mainly aimed at young people aged 6-19 from different backgrounds.

## **Creative Acts - USA**

Creative Acts is an organization that aims to amplify the voices of the most marginalized young people. The aim is to use the power of art for adults or children who are in prison, especially girls. They make use of art workshops in juvenile prisons. Within the Art Attacks project, Creative Acts gives workshops to young people in prison. These young people often come from underprivileged backgrounds and grew up with a lot of violence. The aim of the workshop is to teach these young people that their voice is important. Creative Acts teaches young people to express themselves and to draw attention to their right to vote through creative art exercises. After each workshop, they register to vote.

## **Care and Study Fund**

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In 2019, there were no major changes within the Care and Study Fund. In 2019, KidsRights supported 14 International Children's Peace Prize winners with their studies and some with the costs of the education of their brothers and / or sisters.

<b>Winner</b>	<b>Study</b>
<b>Om Prakash</b>	MBA
<b>Thandiwe</b>	Secondary Education
<b>Baruani</b>	English Education
<b>Francia</b>	International Relations
<b>Kesz</b>	International Baccalaureate (UWC Maastricht)
<b>Malala</b>	Philosophy and Economics
<b>Neha</b>	Medical School
<b>Abraham</b>	Law School
<b>Kehkashan</b>	Environmental Studies
<b>Mohamad</b>	International Baccalaureate
<b>Bria</b>	Journalism and Film
<b>Jaclyn</b>	Government and Economics
<b>Jammal</b>	Film/Design
<b>Zion</b>	Business Administration

## The KidsRights Changemakers Movement

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The Changemakers Program is part of the Changemakers Movement. With this program KidsRights supports young people between the ages of 12 and 24 who are organizing a project or activity. The project or activity must be related to children's rights.

The Changemaker Program consists of three parts

### **Action Developer.**

In this phase, the changemaker receives support from KidsRights through feedback on his or her project plan, tips & tricks and a place on the platform. This phase is also intended to get to know the changemaker and his / her project.

### **Fund Catcher.**

In the Fund Catcher phase, the young people can also apply for a small fund to improve or expand their project. KidsRights will also help the changemaker in this phase by improving the project plan (also through digital coaching) and publishing it on the platform.

### **Dreaming Big.**

The third phase is intended for young people who want to set up or develop a youth organization. They receive professional support from KidsRights and a fund.

In 2018, the Changemakers Program started a pilot with a number of projects. In February 2019, the Program was opened to all young people 12 to 24 years old worldwide. More than 100 projects were started in 2019 and about half of these have already been completed. In total, the completed projects reached approximately 30,000 children and young people worldwide in 2019. When all the projects started in 2019 are completed, the expected reach is more than 100,000 children.

In 2019, the Changemakers Program was also improved in terms of content and organization. A substantive improvement is, among other things, providing tips & tricks in which certain stumbling blocks that many young people encounter, such as setting clear and feasible goals, are dealt with in one document. This makes it easier to deal with frequently asked questions. Another example of a substantive improvement of the program is step-by-step plans based on successful projects. These step-by-step plans make it easy for young people to set up their own project, based on these successful projects. There has also been much organizational improvement in the program. Communication with the changemaker now goes through one channel: the changemaker website, which is hosted by One Community. By merging different information flows, work is now more efficient, changemakers are answered faster and a better overview of impact is possible.

## The State of Youth

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A new initiative from KidsRights, which started in September 2019, will help grow and strengthen the KidsRights Changemakers Movement: The State of Youth. The State of Youth aims to form an optimal synergy between advocacy and action. The State of Youth is the first online State made up of children and young people between the ages of 13 and 24 only, and represents the voice of children and young people around the world. In 2019, we reached more than 101 million young people.

Adults have split the world into nation-states with names and nationalities and geographic boundaries, country by country. Young people today, however, look beyond borders. They deal with specific themes and form global communities around those themes. Their world is virtual and online and is not limited by national borders. All over the world, youth movements are emerging that demand to be heard. The State of Youth aims to bring young people from all over the world together and make sure they are heard. It allows children and young people worldwide to participate and take part in decisions. Through referenda, young people can give their opinion and that message from millions of young people, supported by KidsRights, is presented to the world by young people.

More than 10,000 young people from all over the world have expressed their views on climate change and possible solutions. 91 percent of young people indicate that climate change is a serious problem and that additional measures to combat it should be taken now. Young people could vote for 16 different possible climate measures. The top 3 consists of:

1. Clean production (processes): companies must switch to sustainable energy and limit their pollution.
2. Stricter laws: governments must tighten their laws (or their implementation) in order to prevent pollution of the environment.
3. Waste reduction: consumers should recycle as much as possible.

The survey also collected hundreds of suggestions for new solutions, policies and actions for citizens themselves to create impact, including, for example, an app with which they can measure their own carbon footprint.

The outcome of the referendum has been sent to world leaders of various countries.

The State of Youth aims, together with the KidsRights Changemakers Movement, to lead to a generation of children and young people who not only participate, but also participate in the discussion and make decisions.

Facebook has decided to use its channels to optimally support the State of Youth / Changemakers Movement. Therefore, we expect a huge influx to State of Youth, who will then become new Changemakers! Through this partnership we can reach millions of children worldwide, including those living in remote areas.

We started with zero followers in September 2019, and ended 2019 with 41,600 followers on Instagram. The website is immediately the most visited platform of all KidsRights channels with 243,000 visitors. Within State of Youth we work with a different theme every quarter, based on the SDGs. In 2019, we paid attention to climate and sustainability.

## Objective activities 2019: Research

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KidsRights conducts research to provide information about children's rights. The research provides a scientific background to our programs to improve international children's rights.

### KidsRights Index

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The KidsRights Index 2019 was published worldwide on May 14, 2019. The Index charts how countries comply with children's rights and to what extent they are equipped to promote children's rights in their own country. The KidsRights Index is an initiative of KidsRights, in collaboration with the Erasmus School of Economics and the International Institute of Social Studies of Erasmus University Rotterdam. The Index includes a ranking of all UN member states that have ratified the UN Convention on the Rights of the Child and for which sufficient data is available: 181 countries in total in 2019.

#### Results 2019

As the leader of the KidsRights Index 2019, Iceland is the successor to Norway, which is only in 16th place this year. The Icelanders are followed in the top 5 by Portugal (2), Switzerland (3), Finland (4) and Germany (5). Countries where children's rights are very insufficiently protected are Afghanistan (181), Sierra Leone (180), Chad (179), Equatorial Guinea (178) and the Central African Republic (177).

Many countries around the world are not making enough use of the resources they have to invest in the rights of their youngest generation. For the United Kingdom (170) and New Zealand (169) this resulted in a remarkably low position. In addition, it is striking that economic growth does not always lead to a better children's rights situation. China, Myanmar and India, the three countries with the greatest economic growth in the period 2010-2016, deteriorated in the rankings. Thailand (14) and Tunisia (15), on the other hand, score relatively well worldwide on children's rights in relation to their economic status. For example, they introduced new regulations, so that their national legislation is more in line with the Convention on the Rights of the Child (CRC).

#### The Netherlands

The Netherlands maintained its sixth place in the KidsRights Index 2019, but can expect very critical questions from the UN Committee on the Rights of the Child due to the substandard measles vaccination coverage. The fact that the Netherlands scores worse than before in the field of health on the KidsRights Index has to do with the relatively low percentage of infants who received the first dose of measles vaccination. In recent years, the vaccination rate in our country has dropped to 92.9 percent. As a result, the Netherlands has been performing below the critical limit of 95 percent set by the World Health Organization (WHO) for four years in a row. The KidsRights Index 2019 also shows that child poverty is an important point of attention in the Netherlands. According to the Social Cultural Planning Office, 280,000 children in our country still live below the poverty line. Child participation is also below par. The Netherlands nevertheless retains the 6th position in the Index, mainly due to the protection and education of

children. For example, the Netherlands is one of the countries with the lowest number of teenage mothers in the world. All births are also registered in our country and girls receive the most education on average: for 18 years.

## Campaigns: Information and fundraising

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KidsRights supports children in their fight to improve children's rights. We do this by giving a voice to *changemakers* and supporting their initiatives to bring about positive change worldwide.

### Campaigns

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#### **'Make Some Change... For Safe Schools '**

RTL Concentrate & KidsRights have launched a campaign together. From February 27 to March 1, the influencers Kaj Gorgels, Bobbie Bodt, Qucee, Sophie Milzink, Gio Latooy, Hanwe, Igmar Felicia and Jeroen Holtrop took action together with young people throughout the country, with one common goal: **'Make Some Change... For Safe Schools Worldwide '**.

During these 3 action days they went across the country to motivate the participating young people and to help them with their cool actions to raise as much money as possible for KidsRights. This campaign has reached more than a million young people.

## KidsRights communication

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The use of different communication channels and campaigns increases the reach and the involved supporters and thus the impact of these initiatives and the work of KidsRights. The focus within the KidsRights channels is here on the organization website and social media channels.

### Website

#### 1. Kidsrights.org:

In 2019, we set up a new website for kidsrights.org. We manage this website ourselves, which gives us more flexibility to adjust things ourselves without the intervention of an agency (and therefore unnecessary extra costs). This conversion took place in September.

The number of visitors amounted to 99,500 in 2019. That is lower than in 2018 (155,000); in September and October a measurement error was found due to the transition to the new website, while a traffic peak was visible in connection with the International Children's Peace Prize. So, we miss those figures in total. The website thekidsrightschangemakers.org has grown rapidly. Young people now know how to find the website. That compensates for the loss on kidsrights.org

The largest share of visitors comes via organic search traffic or directly. The share of Dutch visitors fell further from 15,000 in 2018 to 8,500 in 2019.

#### 2. Kidsrightsindex.org:

In 2019 we had 27,000 visitors to the website Kidrightsindex.org (an increase of 170% compared to 2018 (10,000)). The main channels here are social media and organic search traffic.

#### 3. Thekidsrightschangemakers.org:

In 2018, 60,000 visitors visited this website; in 2019 this was almost 209,000. A growth of 250%. Most visitors come to this website via social media or direct traffic. The top 5 visitors in terms of countries consists of: India, Bangladesh, Pakistan, United States and the Netherlands. 3.8% of the visitors speak Dutch and 1.9% Spanish.

#### 4. Stateofyouth.org

Newly launched in September 2019, but already the most visited platform of all Kidsrights channels with 243,000 visitors. This of course also has to do with the large share of the campaign funded by Facebook Ad Credits.

### Social media

#### 1. Facebook – KidsRights:

As of December 31, 2019, we had nearly 173,000 followers. That is almost stable compared to 2018: we started the year with 171,000 followers.

## 2. Instagram

1. **KidsRights:** At the beginning of 2019 there were 1,900 followers and we ended 2019 with 4,900. This platform is becoming increasingly relevant for our young international target group, but strong growth can only be achieved here through campaigning. The strongest growth was therefore realized at the beginning of 2019 by the large changemakers campaign quiz.
2. **State of Youth:** we started with zero followers in September, and ended 2019 with 41,600 followers. An enormous growth, made possible by the use of Ad Credits provided by Facebook.

## Business operations

### Organization structure



### Board members

#### Marc Dullaert

- Chairman of the board of KidsRights
- Supervisory director NV Bergkwartier
- Chairman of the Supervisory Board of the Trimbos Institute
- Chairman G4 Motor Group Educational Care

#### Hans Geels

- General director Dille & Kamille
- DGA Geels Beheer BV
- Shareholder bureau Vakwerk
- Chairman of the Board of Make-A-Wish The Netherlands

#### Jacqueline Ruepert

- Student Commissioner at home
- Commissioner of PNO Consultants
- Board member VVE Schoolse Duinen

- Director-owner Conduco Consulting Group BV
- Director-owner Teamwerk

#### **Scipio van der Stoel**

- Director 50% shareholder of Zumpolle van der Stoel B.V. in Amsterdam

#### **Cindy de Visser**

- Head of fundraising and development - TU Delft University Fund

#### **Hans Borghouts (until September 2019)**

- Partner PwC

#### **US board – Friends of KidsRights**

Chair        Ms. Elizabeth van Schilfgaarde  
Secretary   Mr. Jack Kerr  
Treasurer   Ms. Sally Rocker

## Separation of functions

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### A - Board - Supervision

The KidsRights Foundation has a board model, in which the board members bear ultimate responsibility. The board is appointed on nomination. Board members are appointed for a period of 5 years and are eligible for re-election. The board has established profiles for its members, so that it is guaranteed that different portfolios are represented within the board.

Directors are generally expected to:

- think autonomously and be independent
- have administrative experience
- have a positive, critical view and act with integrity
- be a team player
- be actively deployable
- adopt a loyal attitude
- have sufficient time

The board is informed about the affairs at KidsRights by:

- monthly and quarterly reports on the realization of the objective, the expenditure of resources, the fundraising and the functioning of the organization
- written and oral explanation by the operational management during all meetings.

Annually recurring subjects on the agenda of the board are:

- approval of a financial multi-year estimate, budget and reports
- approval of annual plans and multi-year plans
- assessment and adoption of the annual report
- evaluation of the cooperation of the members of the Board and the evaluation of the cooperation of the Board with the operational management
- evaluation of the functioning of members of the Board and evaluation of the functioning of director operations
- approval of projects

The meetings of the board take place at least once every six weeks, with the exception of the summer period. The meetings of the board are recorded in minutes. Minutes and underlying documents are transparent to the operational management.

The director operations is responsible for day-to-day management, is responsible for the implementation of the adopted annual plans and ensures that the strategy and the policy pursued are evaluated by the board. As much as possible on the basis of a report to be measured. The operational management draws up a multi-year plan. Vision on policy and objectives of the organization are laid down in the multi-year plan. A financial multi-year estimate is attached to the multi-year plan. An annual plan is drawn up on the basis of the multi-

year plan and the financial multi-year estimate, including the objectives and financial framework for the coming financial year.

Based on the results of the annual plan evaluation, the operational management writes an annual plan for the coming year. The progress of the annual plans is mirrored in what is stated in the multi-year plan. In the first quarter, a review takes place and the MT assesses the organizational plan of the previous year on the objectives achieved.

The board regularly evaluates its performance, both during board meetings and outside.

#### *Risk policy*

A financial audit is performed annually.

The Child Protection Policy (CPP) has been drawn up for the members of the board, all employees and volunteers of KidsRights; a code of conduct in relation to children involved in the projects and other activities of KidsRights. The Child Protection Policy applies to all employees, volunteers, board members and other persons associated with KidsRights and is also part of the Employment Conditions Handbook.

The director operations is responsible for day-to-day management, is responsible for the implementation of the adopted annual plans and ensures that the strategy and the policy pursued are evaluated by the board. As much as possible on the basis of a report to be measured.

The operational management draws up a multi-year plan. Vision on policy and objectives of the organization are laid down in the multi-year plan. A financial multi-year estimate is attached to the multi-year plan. An annual plan is drawn up on the basis of the multi-year plan and the financial multi-year estimate, including the objectives and financial framework for the coming financial year.

The current annual plan is evaluated by the operational management in July of each year. During the closing estimate, the budget for the current year is adjusted if necessary, on the basis of the annual plan evaluation. Based on the results of the annual plan evaluation, the management team writes an annual plan for the coming year. The progress of the annual plans is mirrored in what is stated in the multi-year plan. In the first quarter, a review takes place and the management team assesses the organizational plan of the previous year against achieved objectives.

The board regularly evaluates its performance, both during board meetings and outside.

## **B - Daily Execution**

Individual employees provide written input to the annual plan in their area of responsibility. The annual plan describes concrete activities with results and budgets to be achieved.

The operational management individually coordinates budgets and annual plans with its employees. During joint consultations, an inventory is made of the progress and status of projects, activities and budgets.

Every month, the operational management delivers a report in which all sub-budgets are displayed with the status, both monthly and cumulative, of the income and expenditure. In addition, the statement of income and expenditure is included, showing the CBF percentage for fundraising and percentage management and administration. The operational management discusses the monthly figures at the organizational level with each other and bilaterally with the financial manager.

Every quarter, the operational management submits a report to the board describing the progress of the goals described in the annual plans.

## **Stakeholders**

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### **KidsRights has the following groups of stakeholders:**

The children & parents / guardians involved in the International Children's Peace Prize.

The winners will receive additional support from KidsRights in the field of study and care. There is regular contact with them.

### **The project partners abroad that KidsRights supports**

Annual contracts are drawn up with the project partners regarding the financial support from KidsRights and the activities and support that the project partners provide to the children present in the aid projects. Based on the contracts, the project partner provides two progress reports per year: an interim report and a final report.

There is regular contact with the project partners via email and telephone. There is also (preferably) an annual monitoring visit to the largest aid projects of KidsRights. In addition, KidsRights organizes an external audit of the largest aid projects by a renowned accountancy company once every 2-3 years. In September 2017, the "Chaeli Campaign" project in South Africa was visited. During this visit, the development & progress of the program was discussed, including the analysis of financial figures.

### **The knowledge partners of KidsRights**

An annual research plan is drawn up with knowledge partners such as Erasmus University and Leiden University. Subsequently, regular consultation takes place to implement this plan.

**The other stakeholders in the presentation of the International Children's Peace Prize**

Organizations such as the World Summit of Nobel Peace Laureates are closely involved in the presentation of the International Children's Peace Prize. There is regular and personal contact with the World Summit.

**Who support KidsRights?**

KidsRights is supported by donors and sponsors from the business community for the various activities of KidsRights.

Donors of KidsRights receive a newsletter four times a year and a request for an extra gift and a newsletter by post up to twice a year. Much information can also be found on the website [www.kidsrights.nl](http://www.kidsrights.nl) and in the annual report that is available online or sent on request.

Sponsors from the company members are regularly kept informed through the means of communication of KidsRights and through personal meetings. In addition, an annual plan is drawn up with these sponsors, where desired, with objectives, activities and results to be achieved.

**Comments and complaints procedure**

KidsRights has a complaints procedure that states how, by whom and within what period a complaint must be handled and how it must be registered. Complaints provide valuable information from society.

**Child Protection Policy**

KidsRights targets very vulnerable children anywhere in the world from 0 to 18 years old, with some flexibility in their age to complete their secondary school. Very vulnerable children are children who do not have the opportunity to develop fully.

This means that the utmost care is required of all employees, volunteers, board members and other persons associated with KidsRights when dealing with and communicating about these children. The KidsRights Child Protection Policy has been drawn up for this purpose. The Child Protection Policy applies to all employees, volunteers, board members and other persons associated with KidsRights.

**KidsRights employees and board members**

Employees in the office are kept informed through regular formal and informal consultation. The members of the board are kept informed via the regular board meetings as well as in the interim on sub-topics, provided there is reason or a wish to do so. In addition to the regular board meetings, the MT consults with the chairman at least once a month.

### **Confidential counselor**

Employees have access to a confidential advisor external to the Health and Safety Service. Employees can contact these confidential advisers if they have to deal with undesirable behavior of colleagues.

### **General Data Protection Regulation - GDPR**

The GDPR took effect on May 25, 2018. At the beginning of 2018, KidsRights mapped out the phases to be completed in collaboration with consultancy firm Privy. Actions and process descriptions have emerged from this. For example, laptops and folders on the server have been cleaned up and secured, and several internal sessions have taken place regarding awareness and adjustment in the way of working. For example, personal data is not shared without a password and passports cannot simply be stored. Sensitive data is kept behind closed doors and access is limited to the employees who have to work with the data in the first instance. Processing agreements have been drawn up with suppliers and partners and retention periods for documents containing personal data have been drawn up and enforced. Finally, the privacy statement has been amended and the cookie policy tightened. The drafting and refining of processes are constant.

## **Effectiveness of spending**

### **Reserves**

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#### **Continuity reserve**

A continuity reserve is formed to cover risks in the short term and to ensure that KidsRights can meet its obligations in the event of discontinuity.

The standard set by the board for the size of the reserve deemed necessary is € 200,000. This standard is related to the total costs for personnel, outsourced work, housing and office.

#### **Earmarked Fund**

The designated fund concerns the project fund made available at the International Children's Peace Prize ceremony and other monies received with a purpose to spend in a future year.

#### **Award of result**

The result from the statement of income / expenditure is divided within the reserves as follows. The KidsRights board has decided to deduct € 325,934 from the designated fund, and to add the remaining amount of € 158,271 from 2019 to the continuity reserve.

#### **Risks and control measures**

Operations and processes

All relevant business processes, such as Finance, IT, HRM, are monitored by the management and periodically evaluated. A manual has been drawn up for internal control measures in which

the work process is described for the aforementioned points for attention and the division of duties is expressed.

### **Financial**

The biggest financial risk that the KidsRights Foundation runs is the disappearance or substantial decrease of donations. In order to meet its obligations in such a scenario in the short term, a continuity reserve has been formed, the desired amount of which is periodically determined. The board also ensures that no multi-year project obligations are entered into and that the project obligation can always be met from income already pledged by donors. In 2019, a risk analysis will be performed again for the standardization of the continuity reserve. This standard is related to the total costs for personnel, outsourced work, housing and office.

As described under §1 board, KidsRights works with a multi-year policy plan in which vision and objectives for the coming 3 years are set.

The progress of income and expenditure is measured by means of periodic reports. If expenditure threatens to exceed the established budget, the board must approve that expenditure. If necessary, the budget can be adjusted during the close estimate.

The Administrative Organization of KidsRights describes the procedures with regard to financial flows, the authorities and the controls.

## Key Figures

Financial year	Financial year	Budget	2018
	2019	2019	
Total target spends in% of sum of benefits	85,7	95,4	89,1
Total target spends in% of Total charges	79,5	79,6	75,2
Own fundraising expenses in% of Sum of benefits	20,8	23,1	18,0
Expenditure management & administration in% of Total charges	1,25	1,4	9,7

## Appendix A: Budget 2020

	<b>Budget 2020</b>	<b>2019</b>
<b>Benefits</b>		
Benefits of private individuals	678.500	761.643
Benefits of companies	301.720	974.291
Benefits from other non-profit organizations	1.764.400	340.440
	<u>2.744.620</u>	<u>2.076.374</u>
Benefits in return for the delivery of products and services	25.008	85.000
<b>Sum of benefits</b>	<u><b>2.769.628</b></u>	<u><b>2.161.374</b></u>
<b>Management and administration</b>		
Projects	531.716	464.406
Information	657.513	1.387.126
	<u>1.189.229</u>	<u>1.851.532</u>
<b>Recruitment benefits</b>		
Cost of own fundraising	348.074	450.429
Management and administration	22.369	27.076
Sum of expenses	<u><b>1.559.672</b></u>	<u><b>2.329.037</b></u>
<b>Balance of financial income and expenses</b>	-	-
<b>Result</b>	<u><u><b>1.209.956</b></u></u>	<u><u><b>-167.663</b></u></u>

## Appendix B: Annual accounts 2019 KidsRights Foundation

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Registered office:  
Address:

Amsterdam  
New Yorkstraat 2-08  
1175 RD Lijnden

## Balance December 31th, 2019

(After proposal for result allocation)

### Assets

	<u>2019</u>	<u>2018</u>
(in euros)	€	€
<b>Fixed assets</b>		
<b>Intangible fixed assets (1)</b>	13.722	37.682
<b>Tangible fixed assets (2)</b>	7.255	5.670
	<u>20.977</u>	<u>43.352</u>
<b>Receivables (3)</b>	311.869	213.971
<b>Cash and cash equivalents (4)</b>	420.378	590.212
<b>Total assets</b>	<u><u>753.224</u></u>	<u><u>847.535</u></u>

### Liabilities

#### Reserves and funds

##### Reserves

Continuity reserve (5)	311.756	171.997
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##### Funds

Earmarked funds (5)	211.398	518.820
	<u>523.154</u>	<u>690.817</u>

<b>Current liabilities (6)</b>	230.070	156.718
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<b>Total liabilities</b>	<u><u>753.224</u></u>	<u><u>847.535</u></u>
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## Statement of benefits and expenditure for 2019

	Financial year 2019	Budget 2019	Financial year 2018
(in euros)	€	€	€
<b>Benefits (7)</b>			
Benefits of private individuals	761.643	764.456	860.807
Benefits of companies	974.291	734.039	384.937
Benefits from other non-profit organizations	340.440	218.000	438.154
Sum of the revenues raised	2.076.374	1.716.495	1.683.898
Benefits in return for the delivery of products and services	85.000	85.000	99.375
<b>Sum of benefits</b>	<b>2.161.374</b>	<b>1.801.495</b>	<b>1.783.273</b>
<b>Charges</b>			
<b>Spend on purpose (8)</b>			
- Information and research	1.387.126	1.136.684	1.065.792
- Aid projects	464.406	581.718	522.868
<b>Recruitment benefits (8)</b>			
- Cost of own fundraising	450.429	415.273	320.308
<b>Management and administration (8)</b>			
- Management and administration costs	27.076	24.629	204.704
<b>Sum of expenses</b>	<b>2.329.037</b>	<b>2.158.304</b>	<b>2.113.672</b>
<b>Balance for financial income and expenses</b>	<b>-167.663</b>	<b>-356.809</b>	<b>-330.399</b>
- Balance of financial income and expenses	-	-	391
<b>Balance of income and expenditure</b>	<b>-167.663</b>	<b>-356.809</b>	<b>-330.008</b>
<b>Destination balance 2019 (2018)</b>			
	Financial year 2019		Financial year 2018
	€		€
Continuity reserve	158.271		78.447
Earmarked Fund	-325.934		-408.455
	-167.663		-330.008

## General notes and accounting policies

### General

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The KidsRights Foundation draws attention to children's rights with the aim of improving them.

KidsRights was founded on June 27, 2003 and is registered in the trade register of the Chamber of Commerce under number 34192528. The foundation currently has its office at 2 New Yorkstraat in Lijnden.

The annual accounts have been prepared in accordance with the Guidelines for annual reporting 650 Fundraising Organizations.

The RJ 650.312 prescribes that an analysis of the budget and the actual figures must be included in the annual report or the explanation of the statement of income and expenditure. This analysis will be included in the annual report.

### ANBI status

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The tax authorities designate the KidsRights Foundation as a General Benefit Institution (ANBI)

### Principles of validation

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#### **Financial instruments**

Financial instruments include receivables under current assets, cash and cash equivalents and current liabilities. All financial instruments are initially recognized at fair value, including directly attributable transaction costs. After initial recognition, financial instruments are valued at amortized cost, being the amount received, taking into account premiums or discounts less transaction costs. If there are no premium or discount or transaction costs, the amortized cost price is equal to the nominal value. The KidsRights Foundation does not have any derivative financial instruments.

#### **Continuity**

The annual accounts have been prepared on the basis of a going concern assumption.

#### **Foreign currency**

The annual accounts are drawn up in euros. Receivables, debts and obligations are converted at the exchange rate on the balance sheet date. Foreign currency transactions during the reporting period are processed in the financial statements at the exchange rate on the transaction date. The exchange differences arising from the conversion are included in the statement of income and expenditure.

#### **Exemption from consolidation obligation**

The KidsRights Foundation makes use of the exemption from the obligation to consolidate the data of Friends of KidsRights US Foundation if the entity to be included in the consolidation has a financial significance that is negligible for the whole of the KidsRights Foundation (RJ 217.304).

### **Estimates**

When applying the principles and rules for the preparation of the annual accounts, the board of the foundation makes various judgments and estimates that may be essential for the amounts included in the annual accounts. If it is necessary to provide the required insight, the nature of these judgments and estimates, including the associated assumptions, is included in the notes to the relevant financial statement's items.

### **Intangible assets**

Intangible fixed assets for business operations and purposes are valued at cost (acquisition price or manufacturing price) less cumulative depreciation and cumulative impairment losses. Depreciation is based on the estimated economic life and is calculated on the basis of a fixed percentage of the acquisition price, taking into account any residual value. Depreciation is applied from the moment of commissioning.

### **Tangible fixed assets**

The tangible fixed assets for the business operations and objectives are valued at cost (acquisition price or manufacturing price) less accumulated depreciation and accumulated impairment losses. Depreciation is based on the estimated economic life and is calculated on the basis of a fixed percentage of the acquisition price, taking into account any residual value. Depreciation is applied from the moment of commissioning.

The foundation assesses at each balance sheet date whether there are indications that a fixed asset may be subject to impairment.

An impairment loss is recognized directly as an expense in the statement of income and expenditure while simultaneously reducing the carrying amount of the asset concerned.

### **Progress**

Receivables are initially recognized at fair value and subsequently valued at amortized cost. Provisions deemed necessary for possible losses due to bad debts are deducted. These provisions are determined on the basis of an individual assessment of the receivables.

### **Liquid assets**

Cash and cash equivalents consist of bank balances with a term of less than twelve months and, unless stated otherwise, are at the free disposal of the foundation. Current account debts with banks are included under debts with credit institutions. Cash and cash equivalents are valued at nominal value.

## Reserves and Funds

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### *Continuity reserve*

The continuity reserve is formed to cover possible risks in the short term and to ensure that KidsRights can also meet its obligations in the future.

### *Destination reserve*

The part of the equity that is separated because it has been given a more limited spending option than would be permitted in view of the objectives of KidsRights, and this limitation has been introduced by the board.

### *Zoning fund*

The part of the equity that is separated because it has been given a more limited spending option than would be permitted in view of the objectives of KidsRights, and this limitation has been applied by third parties.

### *Current liabilities*

The liabilities are initially recognized at fair value and subsequently valued at amortized cost.

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## Principles for determining the result

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Income and expenditure are allocated to the period to which they relate in the statement of income and expenditure. A steady line of conduct is followed in the allocation. This means that the balance sheet takes into account amounts attributable to a period that have been or will be received or paid in another period. All revenues are included under income for the gross amount, unless explicitly stated otherwise. Costs required to realize certain benefits are presented as an expense in the statement of income and expenditure.

### **Benefits**

Income is recognized in the year to which it relates. Income is understood to mean the amounts received or promised from sponsors, donors and “friends of KidsRights” during the financial year.

Any estates and promised bequests, etc., are recognized in income when the amount can be determined with reasonable certainty. Gifts in kind are stated at fair value.

### **Benefits with a special purpose**

Income to which a special purpose has been designated and which has not been spent in full during the year under review is added to the appropriated reserve and the appropriated fund respectively via the appropriation of the result. Withdrawals from the appropriated reserve or the appropriated fund are recognised as an expense in the statement of income and expenditure, as well as in the appropriation of the result in the year in which the withdrawal took place.

**Charges**

The organizational costs, direct recruitment costs, as well as the costs for information are determined with due observance of the aforementioned principles of valuation and allocation to the reporting year to which they relate. Costs spent on projects are taken into account when the commitment is entered into.

The other income and expenses are allocated to the reporting period to which they relate.

**Employee benefits**

Wages, salaries and social security contributions are included in the statement of income and expenditure on the basis of the employment conditions insofar as they are owed to employees.

The pension scheme is completely outsourced. Pension obligations included under personnel costs are limited to the annually agreed premium.

**Depreciation**

Depreciation is based on the estimated economic life and is calculated on the basis of a fixed percentage of the acquisition price, taking into account any residual value. Depreciation is applied from the moment of commissioning.

**Financial income and expenses**

Interest income and expense are recognized on a time-proportionate basis, taking into account the effective interest rate of the relevant assets and liabilities. The recognized transaction costs on the loans received are taken into account when processing the interest charges.

Exchange differences that occur in the settlement or translation of monetary items are recognized in the profit and loss account in the period in which they arise, unless hedge accounting is applied.

## Explanation to the balance

### Intangible assets (1)

The development in 2019 is shown as follows.

	<b>2019</b>	2018
	€	€
Financial year January 1st	37.682	59.559
Investments	-	-
Depreciation	23.960	21.877
Financial year December 31th	<u>13.722</u>	<u>37.682</u>
Stand per December 31th		
Purchase value	71.967	71.967
Accumulated Depreciation	58.245	34.285
	<u>13.722</u>	<u>37.682</u>

This concerns the activation of the new website and the customization of the CRM module. The investment is amortized over 36 months.

### Tangible fixed assets (2)

Movements in other fixed operating assets in 2019 are shown as follows.

	<b>2019</b>	2018
	€	€
Financial year January 1st	5.670	6.303
Investments	3.723	1.120
Depreciation	2.138	1.753
Financial year December 31th	<u>7.255</u>	<u>5.670</u>
Stand December 31th:		
Purchase value	19.739	16.016
Accumulated Depreciation	12.484	10.346
	<u>7.255</u>	<u>5.670</u>

When calculating the depreciation, an economic life of 5 years is taken into account.

### Progress (3)

The receivables on the balance sheet date are specified as follows.

	<u>2019</u>	<u>2018</u>
	€	€
Debtors	211.774	17.723
Sales tax	17.502	24.738
Other advantages	82.593	171.510
Total	<u>311.869</u>	<u>213.971</u>

The short-term receivables have a term of less than one year.

No provision is necessary for the debtors.

### Liquid assets (4)

The liquid assets are at the free disposal of the foundation :

	<u>2019</u>	<u>2018</u>
	€	€
ABN AMRO Bank	83.705	29.443
ING Bank	336.673	560.769
Total	<u>420.378</u>	<u>590.212</u>

## Reserves (5)

The reserves as at the balance sheet date are specified as follows :

	January 1st 2019	Mutations	December 31st 2019
	€	€	€
Continuity reserve	153.485	158.271	311.756
Earmarked Fund	537.332	-325.934	211.398
Stand December 31th, 2019	<u>690.817</u>	<u>-167.663</u>	<u>523.154</u>

### Continuity reserve

The standard set by the board for the size of the reserve deemed necessary is at least € 200,000. This standard is related to the total costs for personnel, outsourced work, housing and office. The established standard falls well within the standard of a maximum of 1.5% of the costs of the work organization in accordance with the GDN guidelines.

### Earmarked Fund

The development of the designated fund is as follows:

	January 1st 2019	Mutations	December 31st 2019
	€	€	€
Reservation for the benefit of Project funds KVP 2016	15.075	-15.075	-
Reservation for the benefit of Project funds KVP 2017	50.000	-20.000	30.000
Reservation for the benefit of Project funds KVP 2018	100.000	-25.000	75.000
Reservation for the benefit of Project funds KVP 2019	-	100.000	100.000
Reservation for the benefit of Gift Nederlandse Postcode Loterij	353.745	-353.745	-
Reservation for the benefit of Running Projects	18.512	-12.144	6.398
	<u>537.332</u>	<u>-325.934</u>	<u>211.398</u>

The designated fund concerns the project funds made available during the International Children's Peace Prize Award ceremony. These project funds are spent on an objective that is in line with the activities of the winner of the International Children's Peace Prize, to promote children's rights. Earmarked donations, which have not been fully spent within the financial year, are also added to the reservation for current projects.

## Current liabilities (6)

This item can be specified as follows.

	<b>2019</b>	2018
	€	€
Creditors	114.743	43.930
Holiday allowance / vacation days reservation	12.354	13.782
Income tax	14.105	11.948
Pensions	-	10.000
Costs yet to be paid	50.368	45.218
Aid projects	38.500	31.840
	<u>230.070</u>	<u>156.718</u>

Short-term liabilities have a term of less than one year.

## Aid projects

	<b>2019</b>	2018
	€	€
BRAVE USA	25.000	-
Chaeli Campagne	7.500	-
Green Hope	2.000	-
Without Borders	2.000	-
Ruma Faye	2.000	-
KVP projectfunds 2012	-	5.000
De Kleine Ambassade	-	6.840
Gharsah Libanon	-	20.000
	<u>38.500</u>	<u>53.420</u>

## Rights not shown on the balance sheets

### *Gifts in Kind*

The donations in kind relate to the use of the KidsRights office location, amounting to approximately € 25,000. The use can be tacitly renewed annually at the end of the financial year.

### *Long-term commitments*

The Jochnick Foundation has made a pledge of € 405,000 to be spread over the years 2018, 2019 and 2020 (135,000) per year.

## Explanation of the statement of income and expenditure

	2019	2018
	€	€
<b>Benefits (7)</b>		
Benefits of private individuals	761.643	860.807
Benefits of companies	974.291	384.937
Benefits from other non-profit organizations	340.440	438.154
Sum of the revenues raised	2.076.374	1.683.898
Gifts in kind	85.000	99.375
Total benefits	<u>2.161.374</u>	<u>1.783.273</u>

The decrease in the item Income from other non-profit organizations is mainly caused by revenues from a Gala in 2018 that was not held in 2019.

### ***Earmarked benefits***

Income from own fundraising also includes earmarked income. Below is the earmarked income and expenditure on these projects in 2019:

	2019 contribution	2019 expense
	€	€
Earmarked contribution to Changemaking Program	37.500	37.747
Earmarked contribution to BBA	33.898	30.000
Earmarked contribution to Nkosi's Haven	24.910	30.000
Earmarked contribution to Zorg en Studiefonds	18.000	71.745
Earmarked contribution to Liberia	12.500	10.000

Most earmarked gifts for projects within the 2019 financial year were largely spent on the projects concerned. The earmarked contributions for BBA and Liberia have not been fully spent in 2019. The remaining amount for these two donations is € 6,398 and has therefore been included in the designated fund.

## Explanation of burden allocation (8)

	Objective			
	Help Projects	Information and research	Recruitment benefits	Cost management and administration
	€	€	€	€
Subvention and contribution	296.504	-	-	-
Publication and comm.	-	982.526	198.576	-
Personnel costs	99.083	238.764	148.624	15.978
Housing costs	4.930	11.880	7.395	795
Depreciation and interest	7.494	18.058	11.241	1.208
Overheads costs	56.395	135.898	84.593	9.095
	<u>464.406</u>	<u>1.387.126</u>	<u>450.429</u>	<u>27.076</u>

	Totaal		
	Total 2019	Budget 2019	Total 2018
	€	€	€
Subvention and contribution	296.504	428.984	401.343
Publication and communication	1.181.102	954.809	848.600
Personnel cost (8.1)	502.449	506.448	532.363
Housing costs	25.000	25.000	25.000
Depreciation and interest	38.001	35.587	40.607
Overhead costs (8.2)	285.981	207.476	265.759
	<u>2.329.037</u>	<u>2.158.304</u>	<u>2.113.672</u>

The distribution of the costs is determined on the basis of the personnel input for the various cost types. The breakdown in 2019 is as follows: Aid projects 19.72% (2018: 14.07%), Information and research 47.52% (2018: 35.79%), Recruitment income 29.58% (2018: 26.44 %) and Management and administration costs 3.18% (2018: 23.70%). The differences between 2019 and 2018 are mainly caused by a different composition within the workforce, whereby more staff members are directly deployed for objectives and fundraising.

Subsidy and contribution are lower than budgeted; this is mainly caused by lower expenditure on study funds and project funds.

Publication and communication turned out to be higher than budgeted. There has been more expenditure on the new changemaking platform than budgeted. This has been made possible by extra donations from partners.

	<b>2019</b>	2018
	€	€
<b>Personnel costs (8.1)</b>		
Salary costs	388.703	421.632
Social costs	74.157	67.849
Pension costs	1.087	11.707
Other costs	38.502	31.175
	<u>502.449</u>	<u>532.363</u>
<b>Employees average</b>	fte's	fte's
	<b>13,0</b>	<b>11,2</b>

There are no employees working abroad.

#### Remuneration of directors

The members of the Board did not receive any remuneration or expense allowance during the financial year.

	<b>2019</b>	2018
	€	€
<b>Other general costs (8.2)</b>		
Office costs	3.975	2.776
Non-deductible sales tax	145.937	123.450
Trademark registration	4.329	5.897
Cost automation / database	44.033	38.638
Consultancy costs	10.023	25.000
Financial services	49.661	52.574
Other items	28.023	17.424
	<u>285.981</u>	<u>265.759</u>

#### Events after the balance date

There are no events after the balance sheet date that affect the figures for the 2019 financial year.

## Signing board

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Foundation KidsRights

Amsterdam, June 30th, 2020

Marc Dullaert  
chairman

Scipio van der Stoel  
secretary

Hans Geels  
board member

Jacqueline Ruepert  
board member

Cindy de Visser  
board member

## Other information

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### **Auditor's report**

- The auditor's report is included on the following page.