

**She Matters Foundation Annual Report 2018** 



## EMPOWERMENT THROUGH EMPLOYMENT **She Matters**



## She Matters Foundation Annual Report 2018



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## **Report from the Founder & Managing Director**

A new beginning

I'm thrilled and extremely proud to present the first Annual Report of She Matters Foundation, as it reflects an important new journey in my life.

The foundation was incorporated in August 2017, but started its activities in 2018.

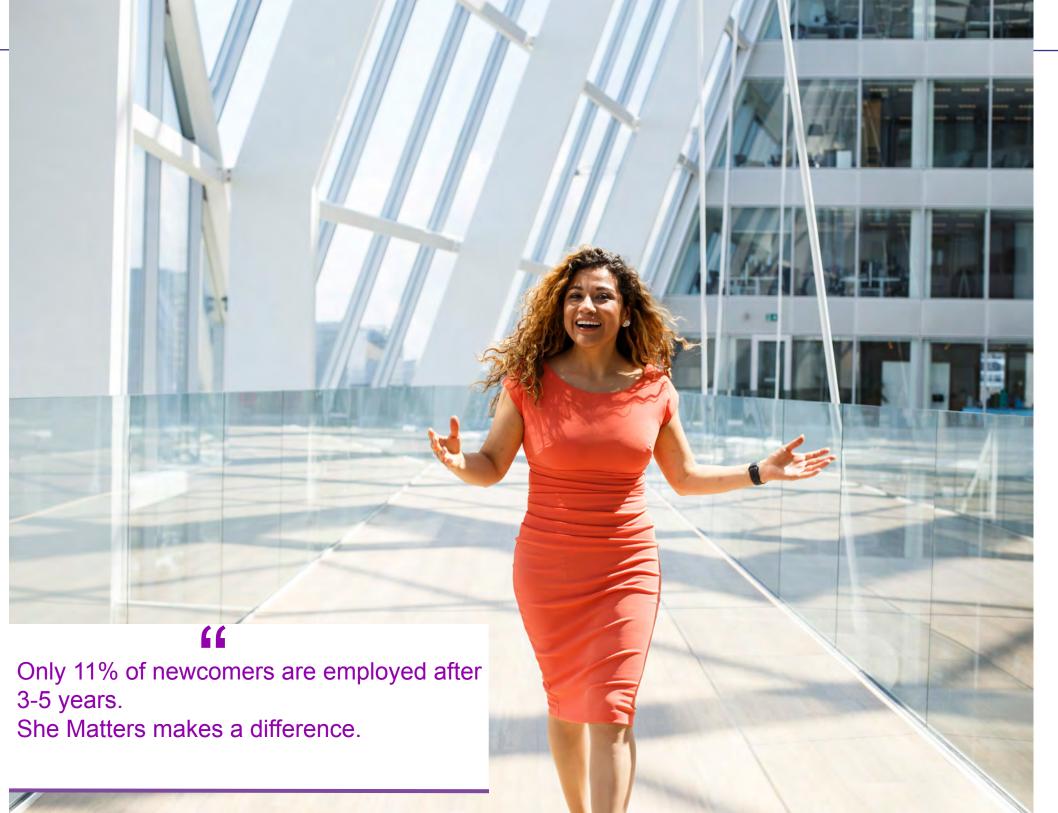
In my own life, I've learned that it's not always easy to overcome obstacles when wanting a better life for yourself and your family. When I was a teenage mother, I discussed my working possibilities with my caseworker at the social welfare office. She asked me what my preferred career would be and I enthusiastically answered, 'I always wanted to be a lawyer!'. She responded with laughter and said that it wouldn't be possible for me. She advised that I apply for a cashier position at Walmart. This event had a tremendous impact on me and changed the course of my life.

It took years of hard work and study before I finished my law degree and started my career as a lawyer. I was an international human rights lawyer, practicing in The Hague, the city of peace and justice.

My background and career are now fertile ground for launching great ideas to help other women who are currently in a similar position as I once was.

In my own research, I found that only 11% of newcomers are employed in the Netherlands. And in mapping the various organisations who support newcomers, there is no comparable initiative in the Netherlands.

Against this background, I left my career as a lawyer, took out my savings and started the foundation.





At the start, I had high hopes for helping only a handful women. But the need was much larger than I had anticipated, to which I wholeheartedly dedicate my life to support.

In this management report, I look back on this first year and conclude that we definitely have made a successful entrance.

We managed to receive a good first amount of donations from various sources.

The funds were attributed to the cause to a large extent and resulted in the fulfilment of two training programmes in 2018, which included 17 participants. We also have to grow further and make good improvements along our growth path.

My sincere gratitude is to be extended to all the donors in 2018. They really helped us to get a head start. I'm so happy that they believe in our mission and vision.

Big appreciation for the candidates who did a fantastic job in following the full course that we provided. Their input, feedback and motivation during the programmes helped us improve as we further developed.

I also would like to thank our corporate partners for their financial support, contributions in kind, as well as the those who saw the great potential of our candidates by hiring a few of them.

Finally, a very special thank you to our group of volunteers, mentors, coaches and advisors around the foundation. Their support was invaluable.

Rotterdam, 30 June 2020

Christina Moreno, Founder & Managing Director

## Foundation profile



#### Governance

#### **PURPOSE AND AIM**

She Matters Foundation has the goal to contribute to:

- Strengthening the position of female newcomers
- Eliminating barriers between them and employment opportunities
- Realising their human rights, and
- Achieving gender equality

#### **ACHIEVED BY**

The foundation attempts to reach these goals by:

- Initiating, organising, guiding and supporting educational activities in the field of engineering, business services, ICT, such as classes, courses and workshops
- Establishing and fostering the connection between students of educational activities and companies from the industries listed above
- Establishing and fostering the connection with third parties as long as they
  may be meaningful and for the foundation

#### **MISSION**

Our mission is to empower female newcomers to build their social and economic capital, boost their self-confidence and become leaders in their homes, businesses and communities.

#### VISION

We envision a world where the economic empowerment of all women isn't just a dream, but a norm.

#### MOVEMENT

As a foundation, we work hand-in-hand with the private sector to develop hidden and diverse talents.











#### **MANAGEMENT BOARD**

The foundation is governed by a board of management in line with regulations and in accordance with the Foundation's own statutory directives. Currently there is only 1 board member.

The foundation's Articles of Association dictate that the foundation has a board of at least 3 board members. Therefore, 2 positions are still vacant. In 2020, a full board composition is foreseen.



#### **Christina Moreno**

Founder & Managing Director In position as of 11 August 2017

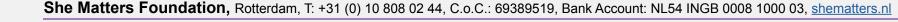
Christina Moreno is an international lawyer who overcame poverty as a teenage mother in the United States.

After seeing that refugee women were not being supported in their host countries, she left her job as a lawyer and dedicated her life to supporting these extraordinary women with regaining control of their lives.

Prior to establishing She Matters, Christina worked as a legal associate at an international legal partnership specialising in on-the-ground international humanitarian and human rights issues in conflict affected areas.

She was also with HiiL Innovating Justice, where she worked to improved access to justice across the globe.

Christina is a Thomson Reuter's Foundation Trust Conference Scholar for her work on women's empowerment, and was named among the Top 10 Persons to Watch for Justice Innovation in 2018 by HiiL's Innovating Justice Accelerator.











Our signature Lotus Flower Programme is a 12-week employment journey aimed to provide both hard and soft skills.

We carefully select 8-10 women who receive career guidance, weekly workshops and mentorships – all with the aim of preparing her for the labor market.

The programme is sponsored and hosted by our corporate partners and is meant to provide emotional support, sharpen skills and teach new ones – the kind of skills that are expected in the Dutch labour market.

The She Matters' model was specifically designed to form pathways of cooperation and rally the private sector behind our mission

We offer a variety of packages that are designed to connect businesses with diverse talent and female newcomers with employment.

At the end of the programme, the aim is to assist our candidates in finding permanent/fixed-term hire depending on the availability of vacancies and match with their education and skills.



#### Programme scope

The Lotus Flower Programme is a dedicated gender-specific training programme for the upskilling of female newcomers who are graduates or trained professionals specialising in roles such as engineers, architects and business professionals, civil, electrical, mechanical engineers, project managers, design and site engineers and ICT.

The group of candidates is diverse in nationalities and backgrounds. Each participant must meet the following criteria:

- Graduate or trained professional specialising in Engineering or Business Services;
- Pending or approved application for asylum in the Netherlands;
- At least A2 level Dutch and/or level 2 Business English, confirmed by us by completing a written and spoken interview;
- A relevant graduate degree or equivalent, and have significant and specific occupational experience;
- A clear personal motivation to successfully complete the programme;
- Reside within the Randstad.

#### 12-week employment journey

For 12 weeks, the selected candidates go through a transformative experience, learning new hard and soft skills in bi-weekly workshops led by employees of our business partners at their facilities.

The curriculum is designed to address the specific skills of their profession and to build on existing skill sets. The candidates and their female mentors also meet bi-weekly at a time and place of their choosing.

The aim is to provide both emotional and practical support on the journey, and most importantly, friendship and camaraderie.

#### PILOT: MARCH - MAY 2018

We launched our first Lotus Flower Programme: our pilot, at The Hague Humanity Hub, The Hague.

The programme started in March 2018 with a variety of workshops, which were held every Monday for 10 weeks.

The programme comprised a wide range of workshops focused on the improvement of the candidates' CV, networking skills, social influencing, public speaking, personal branding and gender equality.

For the pilot programme, we selected only 7 participants, all being refugees from countries such as Syria and Afghanistan.

With the exception of 2 workshops, all participants attended the workshops. All participants completed the programme.

We succeeded in matching two of our graduates directly with employment.

One of the graduates stayed on with She Matters as a volunteer for the next Lotus Flower Programme. Another enrolled in university.

Our pilot was largely supported by a team of volunteers.

We received financial support from Foundaion Haëlla.

Canon Europe was our first corporate partner and sponsored the programme, in that their Human Resources Business Partner, Liubi Bosenko, facilitated almost half of the workshops.

## **GALFORCE: OCTOBER '18 - JANUARY '19**

Our second Lotus Flower Programme was set up in collaboration with Salesforce in the South of Amsterdam. It was further developed together alongside Salesforce and was rebranded as 'Galforce'.

The workshops were again focused on the training of soft skills but we also incorporated a workshop on Trailhead, which is a specific programme developed by Salesforce.

Additionally, we incorporated a workshop with JUNO Self Defense, a company owned by the first female Krav Maga instructor in the Netherlands, Synthia Stoffer.

The aim was to boost our candidates' self-esteem by providing a workshop that taught the basic fundamentals of self-defense.

This was the first programme in which we incorporated mentors for our participants. We tapped into the Women's Network at Salesforce, and matched women from that network with our candidates.

We continued to rely mostly on volunteers and interns.

For this programme, 8 candidates were selected.

Their backgrounds vary from interior designer, MBA student, Medical Laboratory Professionals to teachers. The candidates originated originally from Eritrea, Syria, Sudan and Bangladesh.

All candidates successfully completed the programme, and their accomplishments marked by a graduation ceremony.







## **Fundraising**

We believe it is the private sector's responsibility to train and employ diverse talent.

The Lotus Flower Programme model was specifically developed to form pathways of cooperation and to rally companies behind our mission and commit them to inclusive change.

Companies who partner with us donate funds in order to have a scholarship created in their name.

These scholarships enable a select number of future students to go through the Lotus Flower Programme depending on the size of the donation.

It is the final responsibility of the Chairperson to create scholarships with companies who are willing to invest in social impact.

As part of the Lotus Flower Programme, companies with a commitment to social impact are free to onboard a student to further help teach hard skills and a professional work attitude that ultimately increases the students' employability.

This is strictly not a work agreement.

It is meant to commit companies to invest resources in empowering female newcomers.

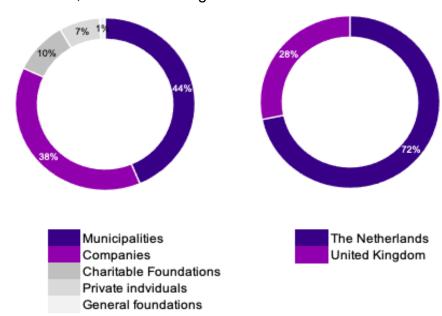
Candidates of the programme continue improving their hard and soft skills at the company, surrounded by experienced professionals.

# She = MATTERS

## Financial analysis

#### Income

In our first year of operation we managed to receive € 22,900 in donations, with the following distinctions.



Nearly half of the donations (44%) was contributed by the municipality Amsterdam in the Netherlands.

Another 38% was donated by various companies. Around 10% of the donations was attributed by Foundation Haëlla.

All donations in 2018 were provided for the activities in that year.

The majority of funds were received from parties in the Netherlands. This amounted to 72% of total donations. The remainder came from the United Kingdom.

#### Costs for Lotus Flower Programme

The costs that have been spent for the Lotus Flower Programme amounted to € 23,559 in 2018 and surpassed the amount of income by 3%.

The total of dedicated costs therefore equals to 103% of total donations and shows the high level of dedicated expenditures in relation to total donations.

The foundation had no staff employed. Workshops were given by externally hired experts and was further based on the input of various volunteers.

With 17 applicants in 2018 and a 12-week course, the costs for the Lotus Flower Programme per applicant amounted to a total of € 1,385.

#### General costs

The general costs in 2018 amounted to € 1,288, which was only 6% of total donations. The general costs included administration expenses, office expenses and other general costs.

#### Result

The foundation's result ended the year at - € 1,947, which demonstrates that donations were used to the maximum.





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#### Financial outlook

The foundation has developed a long-term growth strategy, which is aimed to accelerate the programme over time.

The focus is set to further grow the oganisation and make smart improvements to become more professional by supporting long-term growth and success.

The foundation has defined its goals for 2019 as follows:

- Retrieve new funding for our programmes;
- Successful completion of 2 Lotus Flower Programmes;
- Place candidates into employment;
- Secure partnerships with corporate partners for hosting the programmes and for hiring graduates.

## Risk analysis

This is the first year of the foundation.

While we started with a great idea, it also means that we have to find our way and have to cope with various start-up effects.

Our risks assessment and mitigating of risk is segmented in the following areas.

#### Income risk

In order to further our mission, we were in need of donations.

We were able to find good donors and with that we could make a good head-start for which we managed to successfully complete two programmes in 2018.



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We recognise that the foundation continuously needs to make efforts to find donors and hence it has made investments in setting up a good website and social media platforms.

We will further try to enhance our relationship with other promotors of our idea.

#### Liquidity risk

Due to the loss in 2018, the foundation was not able to make contributions to its own reserves within equity.

The foundation's primary focus is to spend the donations as much as possible to the cause.

A secondary aim is to strengthen the foundation's balance sheet structure and make contributions to foundation's reserves more specifically a continuity reserve in a way that the continuity of the foundation is more secure.

#### Placement risks

The foundation's aim is to offer dedicated training programmes particularly designed for women with a refugee or migrant background.

Whereas the foundation was definitely successful in this aim, more fulfilment would be achieved when we see participants actually acquire permanent jobs.

This has led to the set-up of She Matters B.V. by the founder of the Foundation. This company is incorporated in 2018 with the purpose of executing an employment agency.

Through this company, an independent attempt shall be made to place the various candidates in the labour market.





## Balance sheet (before result appropriation)

note	31-12-2018	Equity and liabilities	note	31-12-2018
		Equity	2	
		Result current year		-1,947 <b>-1,947</b>
1		Short-term liabilities	3	
	1,268 7,778 <b>9,046</b>	Creditors Payable to She Matters B.V. V.A.T. payable		1,280 7,734 1,979 <b>10,993</b>
	0.040	Total equity and liabilities		9,046
	note 1	1 1,268 7,778	Result current year  Short-term liabilities  1,268 Creditors 7,778 Payable to She Matters B.V. 9,046 V.A.T. payable	Result current year  Short-term liabilities  1,268 Creditors 7,778 Payable to She Matters B.V. 9,045 V.A.T. payable  Tetal positioned liabilities

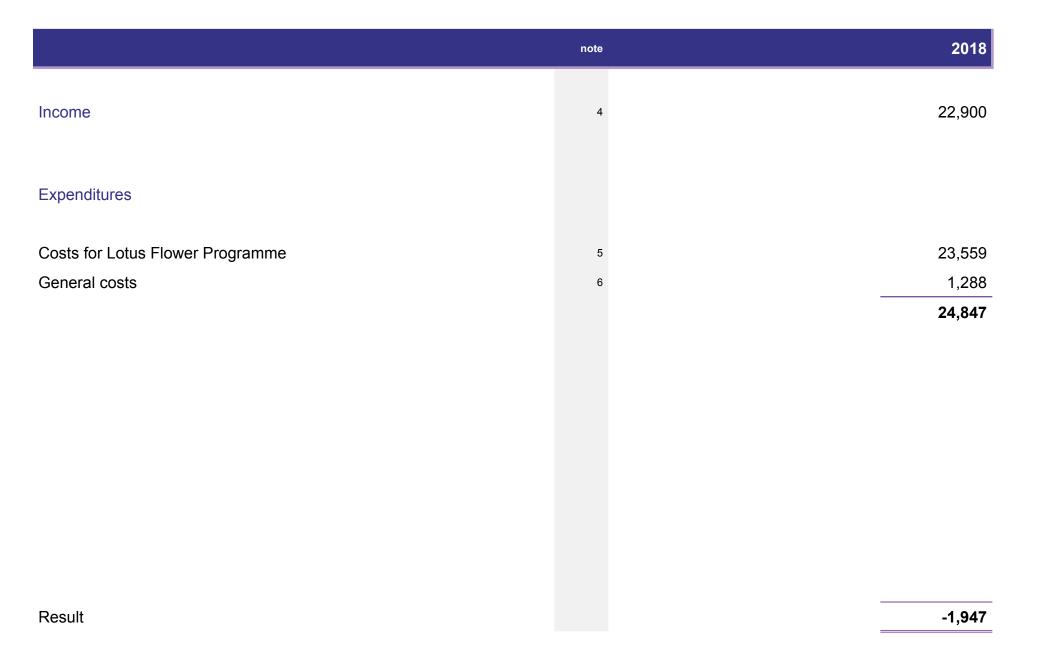
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## Statement of income and expenditures



#### Notes to the financial statements

She Matters Foundation was incorporated on 11 August 2017, under the laws of the Netherlands.

The registered address is Stationsplein 45, 4th floor, 3013 AK Rotterdam. The Foundation is registered with the Chamber of Commerce under number 69389519.

In accordance with its Articles of Association, the mission of the foundation is to provide services that strengthen the position of female refugees and migrants, to promote the realisation of their human rights, and attempt to achieve gender equality. In practice, the foundation's activities comprise of offering a dedicated training programmes, known as the Lotus Flower Programme, that's tailor-made for women with a refugee or migrant background. The execution of this programme is made available by receiving donations or in kind services form corporate partners. The foundation is set up as a non-profit organisation.

The managing director of the foundation is Ms. C.L. Moreno. In this position she is responsible for the preparation and fair presentation of these financial statements. The Articles of Association dictate a board of three people. Such composition is foreseen in the course of 2020.

Although the foundation was incorporated in 2017, there were no activities in 2017. The organisation's activities started in 2018 and hence this is the first financial year of the foundation. The statement of income and expenditures for 2018 reflects a full year.

#### **General accounting principles**

The financial statements have been prepared in accordance with Title 9 Book 2 of the Dutch Civil Code and in accordance with the RJ 650 and RJ 640 guidelines, as set by the Dutch Council for Annual Reporting.

The financial statements are prepared on the basis of the historical costs. All amounts are in euros.

According to Dutch Civil Code the foundation can be classified as a small company and is therefore exempted from external auditing.

#### Principle of valuation of the balance sheet items

Assets and liabilities are stated at nominal value or at the lower present value, as of the effective date.

Profits are only recognised to the extent to which they have been realised on the balance sheet date.

Liabilities and possible losses originating before the end of the financial year are taken into account if they were known before the financial statements were prepared.

#### Principles for the determination of the result

The foundation undertakes charitable activities. The income therefore includes donations from third parties, which are mostly exempted from V.A.T. Income is recognised when the foundation has entitlement to the funds.

The expenditure is determined on a historical basis and are attributable to the reporting year to which they relate.

Due to the potential V.A.T. exemption on income, V.A.T. on expenditures may not be deducted.

The non-deductible V.A.T. (mainly 21%) is separately recorded under general costs.

With the foundation's aim of operating a non-profit organisation, there is no corporate income tax applicable.

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#### Notes to the individual balance sheet items

1. Current assets	31-12-2018
Other receivables Bank	1,268 7,778 <b>9,046</b>

#### Other receivables

The other receivables comprise accrued payments at year-end.

#### Bank

The bank position reflects the positive and free bank balance at year-end 2018.

The foundation maintains a bank accountant at ING bank in the Netherlands, with bank number NL54INGB0008100003

2. Equity	31-12-2018
Result current year	-1,947
	-1,947

With 2018 being the first operational year, the foundation was not able to make a reservation to its general reserves yet.

The result over the year 2018 is to be transferred to the Foundation's general reserves, as per 1 January 2019.

3. Short-term liabilities	31-12-2018
Creditors	1,280
Payable She Matters B.V.	7,734
V.A.T. payable	1,979
	10,993

#### Payable She Matters B.V.

With 2018 being the first operational year, the foundation was not able to make a reservation to its general reserves yet.

The result over the year 2018 is to be transferred to the Foundation's general reserves, as per 1 January 2019.

### Notes to the individual income and expenditure items

4. Income	2018
	·
Donations by:	
Municipalities	10,000
Companies	8,736
Charitable foundations	2,250
Other foundations	230
Private individuals	1,684
	22,900

Donations were received from various sources in the Netherlands, but also from donators in other countries in Europe. Substantial donations came from the "Gemeente Amsterdam".

5. Costs Lotus Flower Programme	2018
Programme management costs	15,000
Hired experts for workshops	645
Expenses for volunteers	1,065
Rent meeting rooms	623
Service costs	541
Reimbursed travel costs	3,733
Reinbursed other costs	107
Catering/banqueting	281
V.A.T. non-refundable	312
Various other costs	1,252
	23,559
In % of income	103%

In 2018 there was no remuneration for Board members.

Expenses for the programme management is reimbursed on the basis of effective production and underlying support.

There was no staff employed.

6. General cost	2018
Administration costs	908
Office costs	191
Various general costs	189
	1,288
In % of income	6%

Rotterdam, 30 June 2020

**Board of Directors** 

C.L. Moreno, Founder & Managing Director

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## Contact

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