2016

Annual report and annual accounts

FREE A GIRL

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CBF ERKEND GOED DOEL

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FOREWORD

2016 was a year of reflection, cooperation and laying foundations for the future. Where do we want to go, and how are we going to get there?

We had to bid farewell to our largest rescue partner organisation in India, but this led to more rigorous financial monitoring of our partners. Thanks to our cooperation with the Down to Zero coalition partners and the Dutch Ministry of Foreign Affairs, we are constantly improving our management of larger programmes. This has resulted in our developing a new programme strategy. In accordance with the Down to Zero strategy, we are designating a lead organisation in each country that will develop and implement a programme in partnership with other NGOs. This will promote cooperation and efficiency.

The problem of child prostitution is a global problem, and with international financial support we can have an even greater impact. For this reason, we have been travelling extensively to find new partners in countries such as Hong Kong.

We are extremely proud that the Free a Girl Movement has been established in India and that its first campaign will be launched in 2017. After all, sustainable change has to come from within a country itself.

In 2016 we invested in new partnerships in the Netherlands, a good example being the Soroptimists Clubs. We are proud that we will be their national charity for three years, starting in 2017.

We have spent time reflecting on the fundraising concepts that we will launch in 2017; concepts that will once again be innovative, activist and original. After all, these qualities form part of our DNA.

We were pleased to welcome Thomas Berge as a new ambassador, and he and I were able to make a special trip to Brazil together. Tim Hofman made a fantastic documentary about our work in India and subsequently joined us as an ambassador. We thus have two new ambassadors of whom we are very proud, as they will help us reach out to new target groups.

We continue to work on rescuing girls from child prostitution and will expand our teams in the coming years. We are training the teams in new investigative techniques, because human traffickers are also adapting their methods. Involving boys in our interventions will help us to achieve behavioural change and will make them part of our fight against child prostitution.

We want to use education to protect the children of prostitutes in red light districts, so they are not forced to sell their bodies in future; an aim that we are working to achieve in partnership with the Malala Fund.

It’s been a year of hard work and dedication: hundreds of girls have been rescued, hundreds of girls have been trained, and we’ve prevented thousands of girls from ending up in prostitution. Once again, we’re proud of the results that we’ve achieved in the past year. We look forward to seeing the fruits of our labour in 2017.

Evelien Hölsken
Director/co-founder, Free a Girl

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1 VISION, MISSION, CORE VALUES AND AIMS

1.1 Vision

Every child and every young person has the right to grow up in a safe environment. Children and young people must be protected from violence, exploitation, abuse and discrimination.

1.2 Mission

Free a Girl wants to fight the prostitution of children and the forced prostitution of young people aged 23 and younger in Asia, Brazil and the Netherlands.

1.3 Core values

In pursuing our aims, Free a Girl works on the basis of the following four core values:

1. The girls are at the heart of what we do: the projects focus on them, so we believe that their input should count and that they should have a say when possible.
2. Focus on action: this is key to our way of working and that of our partners.
3. Fair: in how we communicate and in what we expect from our partners, but also as motivation for our work. We consider it unfair that girls are being exploited.
4. Eager to learn: we want to keep learning in order to improve the effectiveness of our organisation.

1.4 Aims

The organisation focuses on three important aims:

1. Fighting child prostitution.
2. Raising societal awareness of the existence of child prostitution and the need to fight and prevent it.
3. Funding local partners to implement our aims in programme countries, using resources that have been obtained locally or in the region.

2 AIM 1: Fighting child prostitution

2.1 Thailand

Trafficking, particularly the commercial sexual exploitation of children, is a well-known problem in Thailand. In 2014 it was found that a third of victims of human trafficking were victims of sexual exploitation. The majority are girls from Thailand and Laos, who are usually lured under coercion and with false promises about the employment opportunities that await them. The greatest part of this human trafficking is facilitated by individual and local networks, including family members, friends of victims and former victims themselves. As the girls know the human traffickers, it is often the case that trafficking begins with the girls' voluntary migration.

Free a Girl's partner organisation in Thailand is combating trafficking with a particular focus on border regions: Chiang Rai (the region bordering Myanmar, Shan State and Laos), Ubon Ratchathani (the region bordering Laos and Cambodia), Songkhla (the border with Malaysia) and Nong Khai (the border with Laos). It focuses on improving preventive and protective activities in Thailand, aimed at high-risk children and victims of trafficking for sexual exploitation. Our partner also lobbies the Thai government to develop child-friendly approaches, so that victims can once again put their trust in the Thai government's protective measures. The programme in Thailand is funded by the Down to Zero programme, which is in turn funded by the Dutch Ministry of Foreign Affairs.

Results of the extended 2015 programme (extended for three months in 2016)

- 4 girls and 1 woman who would have been trafficked were intercepted at the border crossing
- 85 victims were given legal support
- 27 perpetrators were arrested and are being prosecuted
- 93 victims received rehabilitation assistance, including activities to build self-confidence and sessions on alternative careers
- 18 victims were repatriated

Down to Zero Results[1]

- 165 victims received help: rehabilitation, education, career support, legal help and assistance during court cases, protection during repatriation, victims identified at the border or in detention centres and taken to safety.
- 2,683 children and young people took part in 109 events to raise awareness about safe migration, trafficking, self-protection and children's and women's rights, held at border check-points, immigration detention centres, government shelters and in migration regions.
- A 'child-safe' area has been established on the border between Thailand and Malaysia.
- The project ensured that female researchers and immigration officers are now being deployed in 5 cases involving children and the sexual exploitation of children.

Prevention	2,683
Rescues	14
Rehabilitation	196
Legal support	110
Reintegration	55

[1] These activities were financed by the Dutch Ministry of Foreign Affairs' Sexual and Reproductive Health and Rights (SRHR) Partnership Fund.

Case story

Anong: 'I was thirteen when a man from my village trafficked me and a girl from my village to Malaysia. I was shut up in a house and was not allowed to go outside. I had to have sex with men all the time. My boss told me that if I ever wanted to go home, I would have to pay a very large sum of money. I didn't have the money, of course, so I had to work for him.'

Free a Girl's partner organisation took Anong into sheltered accommodation, took legal steps to get her back to Thailand, provided care and reunited the girl with her family in Chiang Rai.

2.2 Brazil

At present, Fortaleza is one of the cities with the highest number of reports of child prostitution and other forms of sexual abuse in Brazil, amounting to almost 395 reports a month. This is a crime that is committed openly on the streets, where hundreds of girls offer sexual services.

Adolescents and children who fall victim to prostitution or sexual exploitation often end up on the streets, where they sell their bodies in order to survive. A large proportion of these girls fall pregnant as a result. In Fortaleza, 20.4% of births in the public healthcare system are to teenage mothers.

Existing healthcare services are failing to reach the girls, and health staff are not providing the specific guidance that these victims need. For this reason, the contribution of organisations that know how to access government services and that also offer their own services is sorely needed.

In 2016, we ended the partnership with one of our partners. We concluded that Barraca's programme was failing to reach enough minors in prostitution – our most important target group.

Human Rights Fund Results 2016[2]

- 44 activities carried out that focused on preventing and identifying (sexual) violence against children (in schools and in the community)
- 4,133 people in total took part in this
- 1,223 girls completed vocational training
- 172 girls received social and legal assistance
- 62 street investigations carried out, leading to:
  - 78 young people being put in touch with social workers
  - 36 young victims of sexual exploitation identified
  - 15 young people rescued from situations of sexual exploitation
- 32 institutional contacts established to facilitate girls' access to government agencies
- 15 official documents sent out, such as birth certificates, work permits and proof of identity
- 32 family visits made to strengthen family ties

Shelter results 2016

- 33 situations identified of sexual violence against girls
- 10 of these girls were taken into the shelter for care
- 80% of the girls (aged between 7 and 18 years) who were taken into the shelter for victims of child prostitution and other sexual violence are now able to read, write and do basic arithmetic
- 102 legal documents were arranged for the girls (including ex-residents)
- 156 medical treatments performed
- 42 cultural, leisure or artistic activities organised
- Social guidance for high-risk families
- 190 family visits held

Prevention	4,133
Rescues	-
Rehabilitation	1,389
Legal support	289
Reintegration	222

Case story

Luana: 'I was often left alone at home. For two years, I was abused at home by my godfather; he would threaten me with a knife. I wasn't allowed to tell anyone what he did to me, otherwise he would actually use the knife.'

[2] These activities were funded by the Dutch Ministry of Foreign Affairs' Human Rights Fund.

Luana has been given shelter and psychological, social and legal support. During her stay, she attended school, received vocational training and took part in programmes to strengthen family ties and increase her prospects in the labour market.

2.3 India

As thousands of underage girls are still being exploited in brothels, massage parlours, private homes and other places in India, our fight – and that of the rescue teams – continues. These teams work to rescue girls and spur the police into action, and provide rehabilitation services such as counselling and vocational training. In addition, they work to counter impunity by helping the girls to bring court cases against their traffickers. They also provide follow-up care for the girls, so they can stand on their own feet again. In some cases, this means that the girls can return home, whereas in others, the girls need alternative care and guidance.

Boys and men are rarely included in campaigns to stop child prostitution, despite the fact that they play a key role in preventing and combating child prostitution. We have begun a pilot partnership to gain more insight into how to work with boys to change behaviour. Research is being done in communities with a high rate of trafficking, and we are looking at how campaigns involving boys could be set up there.

Following troubling reports and a detailed legal investigation, Free a Girl decided to bring an immediate end to our partnership with the Rescue Foundation in India. To our deep regret, we had to conclude that the Rescue Foundation's operational management did not satisfy the requirements we make of our local partner organisations in relation to transparent financial reporting and the separation of tasks (supervision, management and implementation).

In the case of the Rescue Foundation, Free a Girl had invested in various forms of capacity-building, but there was no follow-up in areas needing improvement. Free a Girl thus considered further investment in the Rescue Foundation's activities to be so risky that we were compelled to terminate our relations with the organisation.

Results 2016

- 47 raids successfully carried out
- 145 girls rescued
- 45 of these girls were minors
- 87 suspects arrested
- All of the girls were given legal assistance
- 11 trafficking networks are being prosecuted
- 158 girls received guidance as part of aftercare
- 13 girls received vocational training in the government shelter and in the jewellery workshop
- All of the girls received counselling
- 31 follow-up and home visits were made to check how safe it would be to return
- 42 victims were reintegrated after staying in shelters (of whom 4 were repatriated; 3 to Bangladesh and 1 to Nepal)
- 14 HIR (Home Inquiry) investigations carried out

Results of work with boys:

- 19 boys took part in an intensive 30-hour training programme (Foundation programme) that focused on reflecting on male-female relations in their community, developing new attitudes to girls and women, and learning about violence against women and the role that boys and men can play to prevent this
- 32 boys campaigned at home or in the community to denounce gender-related violence and discrimination against women after following the Action programme (follow-up to the Foundation programme)
- 15 boys followed separate leadership training in order to learn how to get violence against girls and women onto the agenda
- Exploratory research was carried out, which concluded with options and recommendations for a programme to combat child prostitution involving boys and young men in communities with high rates of girl trafficking

In cooperation with the Malala Foundation and a local partner

- 1,217 children took part in the 'Empowering Girl Children Through Promoting Education' programme. The film 'He named me Malala' was screened at schools and shelters housing victims of child prostitution, and in drop-in centres in red light districts. Following the film, a day-long programme was held for the schoolchildren, discussing the importance of education and the right to education. For the children in the shelters, there was a four-day programme focusing on the importance of education, games, storytelling, role-play to raise self-awareness and discussions about the roles of girls and boys in society.

Down to Zero Results[3]

- 84 victims of child prostitution received various services, including rescue, care, rehabilitation, education, legal advice, healthcare and assistance with integration
- 100 children at risk of becoming victims were giving training on child prostitution and how to report possible cases
- 160 people in regions with a high rate of trafficking in girls took part in awareness-raising events on girl trafficking
- 6 meetings with government officials held to lobby on policy in relation to reintegration, child prostitution and human trafficking
- 80 police agents and members of the Border Security Force were trained in human rights and child prostitution
- 2 lobbying and advocacy documents (on reintegration and rehabilitation) presented to government officials from the Women and Child Development department and the State Child Protection Commission.

Case story

Putri: 'I was fourteen when I was forced into prostitution in a brothel in Mumbai. In the brothel, I was abused by customers and by the brothel keeper. When I was rescued, I had lots of injuries.'

Someone from the rescue team went undercover to the brothel, posing as a client. The brothel keeper had acquired a false ID card for Putri. With the help of the police, Putri was rescued. She was placed in a shelter and is working on her recovery.

[3] These activities were financed by the Dutch Ministry of Foreign Affairs' Sexual and Reproductive Health and Rights (SRHR) Partnership Fund.

Prevention	1,759
Rescues	170
Rehabilitation	230
Legal support	229
Reintegration	87

2.4 Bangladesh

Child prostitution and the sexual exploitation of girls is a serious problem in Bangladesh. One major problem underlying child prostitution, exploitation and trafficking is that children are often unaware of their rights or feel that they are unable to exercise their rights. Underage girls frequently form a vulnerable group and there tends to be little support for these girls. Trafficking is particularly rife in regions close to the border with India, where girls have few economic prospects and poor schooling. Victims of human trafficking need a place to stay and proper care before they can return to society.

Child marriages heighten the risk of being trafficked for child prostitution. At the end of 2016, the Bangladeshi government proposed a new law that would make the minimum age for child marriages more flexible – a change that would make girls even more vulnerable to being married off. Troubling developments such as these underline the fact that there is still much to be gained from raising awareness about protecting children's rights.

Human Rights Fund Results 2016[4]

- 8 children were rescued from situations of sexual exploitation.
- 7 cases were registered (6 cases of trafficking and 1 of sexual violence)
- 27 children were reintegrated with their families
- 1 parent (counselling) meeting was organised
- 46 children took part in a visit to a playground and various cultural events
- 46 children were cared for in shelters, given counselling and medical check-ups (11 children received extra medical care based on their needs)
- 37 children were given informal education
- 4 children were given formal education
- 21 children received internal vocational training in the shelter
- 10 children were given external vocational training by the UCEP training centre and 8 of them subsequently found work
- 2 girls were helped with making a living (e.g., sewing machine)

Down to Zero results[5]

- 181 schoolchildren in target areas were given an introduction and training on child prostitution, children's rights, human trafficking, awareness-raising and how to report cases
- 8 victims of child prostitution were repatriated from India and given the care they needed to be reintegrated successfully into their communities and families
- 6 community groups were formed to encourage campaigning in the community and protect children. A total of 118 members were trained on how to take responsibility for protecting children against prostitution and trafficking
- 5 meetings were held in which 168 children and adults participated, providing training on how to report cases and the services that are available for victims
- 8 anti-trafficking committees were formed in 8 different unions, responsible for protecting women and children against trafficking
- 217 members of these committee have been trained in raising awareness, child-friendly procedures, preventing child prostitution and trafficking

[4] These activities were funded by the Dutch Ministry of Foreign Affairs' Human Rights Fund.
[5] These activities were financed by the Dutch Ministry of Foreign Affairs' Sexual and Reproductive Health and Rights (SRHR) Partnership Fund.

Case story

Iaboni: 'I lived in a house made of bamboo and clay. We never had any money at home. For that reason, I stopped going to school when I was seven. I wanted to do something for my poor family. Someone in the neighbourhood offered me a job with a good salary. Before I knew it, I had been sold to a brothel in India. It felt like my life was over. I thought I'd never be able to escape from the brothel.'

Iaboni was rescued after a few days. She was taken into care and contact was sought with our Bangladeshi partner organisation, which arranged the papers she'd need to return to Bangladesh.

Our partner organisation in Bangladesh placed her in a shelter close to the border. Researchers checked that it would be safe for her to return to her family, and she was helped to prepare herself for reintegration. She is now home.

Prevention	684
Rescues	8
Rehabilitation	51
Legal support	7
Reintegration	80

2.5 Nepal

Poverty, illiteracy and natural disasters have left girls in Nepal vulnerable to trafficking. Nepal is primarily seen as a destination or transit country for child trafficking. Children are trafficked internally from rural to urban areas such as Kathmandu, or they are taken across the border to other countries in Asia (especially India) and the Middle East. The open border between Nepal and India covers over 1,600 km of land, and with just 14 checkpoints, it is an easy way for traffickers to smuggle people. Free a Girl supports two organisations in Nepal that work on preventing trafficking and child prostitution by means of the following activities: providing legal support to uphold victims' human rights, providing institutional care, demanding justice, fighting against social norms that discriminate against women, and, in particular, helping victims to gain the skills and capacities that will allow them to become financially independent.

Results 2016

- 32 girls received shelter, psychosocial support, medical help, legal assistance and vocational training
- 4 cases of human trafficking prosecuted
- 13 girls followed vocational training, 4 of whom found a job after completing the training
- 7 victims of trafficking repatriated from India to Nepal
- 12 girls and women were reintegrated into their families and 3 girls were taken to other organisations to receive long-term care
- 20 girls were trained by international hairdressers, to help them pursue careers as professional hairdressers

Human Rights Fund Results[6]

- 419 girls received support in their legal cases (domestic violence, rape, trafficking), in the form of psychosocial and legal assistance
- 39 of these cases were prosecuted
- 240 women and children were intercepted at the border between India and Nepal and 7 women and children were rescued from exploitative situations
- 135 victims of trafficking and gender-related violence were given shelter, psychosocial support, medical help and vocational training
- 63 girls followed vocational training, 48 of whom found a job after completing the training
- 245 girls and women were reintegrated into their families
- 14,298 people crossing the border at Kanchanpur were given information about safe migration, and 5,000 informative flyers on safe migration were distributed in nearby villages

Case story

Nazia: 'A boy used to call me regularly on the phone. After we'd talked a lot, I fell in love. We wanted to get married. He suggested that we get married in India, but once I was there, he and his friend sold me to a brothel.'

Nazia was rescued by our partner organisation, which also helped to prosecute the perpetrators. They were sentenced to twenty years in prison and had to pay a fine to the court and to the victim; a great victory, because victims seldom get compensation.

[6] These activities were funded by the Dutch Ministry of Foreign Affairs' Human Rights Fund.

Prevention	14.298
Rescues	247
Rehabilitation	250
Legal support	423
Reintegration	267

2.6 The Netherlands

More and more child victims of human trafficking are being registered every year in the Netherlands; in 2014, there were 1,561 (potential) victims of human trafficking, 283 of whom were minors. It is thought that the real number is even higher. These underage victims mainly come from West African countries, China, Eastern Europe and the Netherlands. The exploitation of children is a serious form of human rights violation. The UN Convention on the Rights of the Child (UNCRC) requires states to protect these children against all forms of exploitation and, if necessary, to give them the protection and support they need in order to promote their physical and psychosocial recovery and social reintegration. Unfortunately, we do not always see compliance with these laws in the Netherlands. Free a Girl's partner organisation has set up a help desk that provides legal support to Dutch and foreign victims of human trafficking. In addition, the signals from the help desk are used to identify lobbying targets.

Results 2016

- 36 cases of minors in situations of exploitation (as the main theme) reported and offered legal help
- 32 cases involved foreign (non-EU) victims and 4 cases involved victims from EU countries other than the Netherlands (particularly Eastern Europe)
- 10 cases involved demands for general information by municipal officials or aid workers, for example
- Good working relations established with the Red Cross and its project on supporting victims of human trafficking (Ondersteuning Slachtoffer Mensenhandel, OSM)

Case story

Zarina: 'I was thirteen when I was brought to the Netherlands from Nigeria. I was held in a flat in Amsterdam's Bijlmer neighbourhood and raped by men. After a year, I managed to escape. I ended up in the care system. Because I had once given a false identity, I wasn't able to get a residence permit. When I turned 21, by which time I had a five-year-old daughter, I ended up on the street. We move from home to home, spending a few weeks at each, partly in exchange for certain services.'

This is by no means an exceptional case, which is why our Dutch partner formulated an appeal in 2016 (in collaboration with the centre against child trafficking (CKM) and UNICEF Netherlands) with a ten-point strategy to provide better protection for foreign underage victims of human trafficking in the Netherlands. It proposes that a national action plan should be drawn up for this specific group of victims. The appeal is supported by fifty Dutch organisations (including Free a Girl), lawyers and academics. The appeal was presented to the Dutch Minister of Security and Justice, Ard van der Steur, in December 2016.

Prevention	10
Rescues	-
Rehabilitation	-
Legal support	36
Reintegration	-

3

AIM 2: Raising awareness

By means of various communications projects, Free a Girl works to achieve our second aim: raising societal awareness of the existence of child prostitution and the need to combat and prevent it.

3.1 Target group for communications

The primary target group for communications is mothers aged between 30 and 55. Despite the massive distances between mothers worldwide, the feeling of 'being a mother' is universal. Although everyone is concerned about the plight of girls in brothels, this is something that is felt by mothers in particular. Our secondary target group is that of all Dutch adults who are concerned about the fate of the trafficked girls and their desperate parents.

3.2 Reflection on the 2016 Annual Plan

In 2016, PR focused on achieving this aim by organising events and using ambassadors in the media. Looking back on the Annual Plan, a few things turned out differently in practice. The PR campaign for the Free a Girl Movement/School of Justice will now be held in 2017, for instance, as the opening will take place in April 2017.

We have been working hard to develop the 'Sexting' campaign, and this will go live in 2017. Together with Help Wanted (part of the EOKM expert agency on online child abuse) and Fier, Free a Girl is campaigning to discourage the circulation of messages with sexual overtones. The GH+O advertising agency is responsible for the concept and creation.

3.3 Alliances and consortia

Down to Zero

Together with Terre des Homes, Defence for Children/ECPAT, ICCO and Plan Nederland, Free a Girl is participating in the 'Down to Zero' alliance. This alliance is committed to combating the commercial exploitation of children in eleven countries in Asia and Latin America. Free a Girl is the lead organisation for Bangladesh and India and is also implementing the programme in Thailand. The 'Down to Zero' programme has a budget of 15 million euros from the Dutch Ministry of Foreign Affairs over a period of five years, and will run until 2020. The partnership was announced in a joint press release. In addition, all of the NGOs' social media channels are being used to inform our supporters about 'Down to Zero'.

In order to be able to communicate clearly about the shared goal of the five NGOs, each of which has its own house style, it proved essential to develop 'Down to Zero' branding. In 2016 Free a Girl took the lead in developing this branding, and it will be completed for the various stakeholders in 2017.

Awareness-raising campaign 'Don't look away'

Just as in 2015, the 'Don't look away' awareness-raising campaign was again held in 2016. The campaign focuses on providing information about the sexual exploitation of minors in holiday destinations. An appeal is made to travellers via social media and adverts and at airports to report any suspicions they might have at meldkindersekstoerisme.nl. The hashtag #dontlookaway was used on Twitter almost 7 million times, partly thanks to the Thunderclap campaign. Free a Girl runs the campaign in partnership with Plan Nederland, Defence for Children/ECPAT, Terre des Hommes, the EOKM expert agency on online child abuse, the TUI travel group, ANVR tour operators, the Dutch Ministry of Justice and the Royal Netherlands Military Constabulary.

3.4 Event-related communication

In order to draw attention to Free a Girl's events and to boost fundraising, we frequently use our own communication channels, which include Facebook, Twitter, Instagram and our newsletter. Additional means of communication and PR activities are devised and rolled out for our own events, such as Lock me Up – Free a Girl.

The Lock me Up – Free a Girl activities focus on participating restaurants, participants, donors and volunteers. The campaign produced revenues of half a million euros and generated media value through free publicity of €600,000.

Crowdfunding
In 2016 we built our own crowdfunding platform that runs on the freeagirl.nl website. The first campaign to be launched was for the reopening of the closed Casa de Betania shelter in Fortaleza.

To mark the International Day of the Girl Child, Free a Girl called on supporters to take part in our social media campaign using the 'Thunderclap' tool. On 11 October, a message drawing attention to the crowdfunding campaign was automatically added to the timelines of those taking part in the Thunderclap campaign. With a social reach of 600,000, an interview with Yolanthe Sneijder Cabau in Metro (circulation of 98,000) and a unique online reach of 1 million via metro.nl, this was undoubtedly a successful crowdfunding campaign.

metro

Schrijf een lezerscolumn!

ALLES BINNENLAND BUITENLAND SHOWBIZZ KOFFIEPAUZE EXTRA AMSTERDAM ROTTERDAM LIFESTYLE XL

Yolanthe zag meisjes in hokken in bordelen

10 oktober 2016 om 23.00 door Erik Jorik

Yolanthe liet zich eens opsluiten om aandacht te vragen voor Free a Girl. / Sander Koning | ANP

Het is dinsdag Wereldmeisjesdag. Een interview met Yolanthe Sneijder – Cabau die zich met Free a Girl nu acht jaar inzet om meisjes uit de prostitutie te halen.

Wat was je reden om in 2008 met anderen stichting Stop Kindermisbruik op te richten, nu Free a Girl?

Eerder dat jaar was ik in India geweest. Om met eigen ogen te zien of de verhalen die ik had gehoord over kinderprostitutie waar zijn. Ik werd geconfronteerd met heel jonge meisjes die in bordelen in hokken werden gestopt van 1 bij 2 meter en dagelijks werden verkracht door tientallen mannen. Het was nog erger dan ik me had voorgesteld. Ik vond het zo verschrikkelijk en vond dat het moest stoppen.

POPULAIR

Haar van jong meisje wemelt van de hoofdluizen

Verplichte verschoonplek voor baby's in herentoilet

Seksrel Transavia: sekspartners openbaren of niet?

Jongeren mishandelen RET-controleur bij buscontrole

AL 26 JAAR DE BESTE TECHNIEKMATCHES

Techniek Bedrijven brengt studenten en bedrijven samen. Op 18 november organiseren zijn het jaarlijks carrière event voor techniek- en bètastudenten.

Wil jij meer weten over werken in de techniek?

In dit speciale dossier lees je onder andere de volgende interviews van twee young professionals bij NS en Tata Steel.

LAATSTE NIEUWS

10.29 Oepa! Bankmedewerker stuit vrouw op in kluis

10.00 Trump maakt weer rusie, maar niet met Clinton

In December, we achieved our target of €25,000 and the shelter was reopened in the same month. Together with Evelien Hölsken, ambassador Thomas Berge was able to welcome the girls. The Dutch broadcaster SBS dedicated an item on its 'Shownieuws' programme to the opening. The news was also shared on shownieuws.nl, the site of the Dutch newspaper Algemeen Dagblad and various social media channels. The total media value exceeded €200,000.

3.5 Societal debate

Free a Girl wants to keep encouraging and fuelling social debate in the Netherlands about human rights and the prostitution of young girls around the world. Members of the public can be made further aware of the gravity of the problem of human trafficking and child prostitution, and social debate will help to achieve this. What's more, such debate contributes to the positioning of Free a Girl on the theme.

In press releases and when giving interviews, Free a Girl has called on the media to address the problem. For example, Vice magazine asked for our response to the new prostitution law, the newspaper Het Parool published a report on our work in Brazil, and we have given many interviews on all of the Dutch national radio stations, including Radio 1 and 3FM.

VICE

Joamy Tounkara, van noodhulporganisatie Free a Girl

Joamy Tounkara werkt bij Free a Girl, een organisatie die jonge meisjes uit de gedwongen prostitutie bevrijdt

VICE: Free a Girl heeft ijverig samengewerkt met Gert-Jan Segers om deze wet tot stand te laten komen. Waarom?
Joamy Tounkara: Omdat we veel situaties tegenkomen waarbij er geen wet is om hoerenlopers aan te pakken. Neem bijvoorbeeld het 16-jarige **meisje in Valkenburg.** Als ze twee jaar ouder was geweest hadden de mannen die haar verkrachtten er makkelijk mee weg kunnen komen onder het mom van 'ik wist het niet'.

HET PAROOL

NIEUWS 9

BrazilIË Kinderprostitutie is het standaardverdienmodel

Hier maakt prostitutie alles kapot

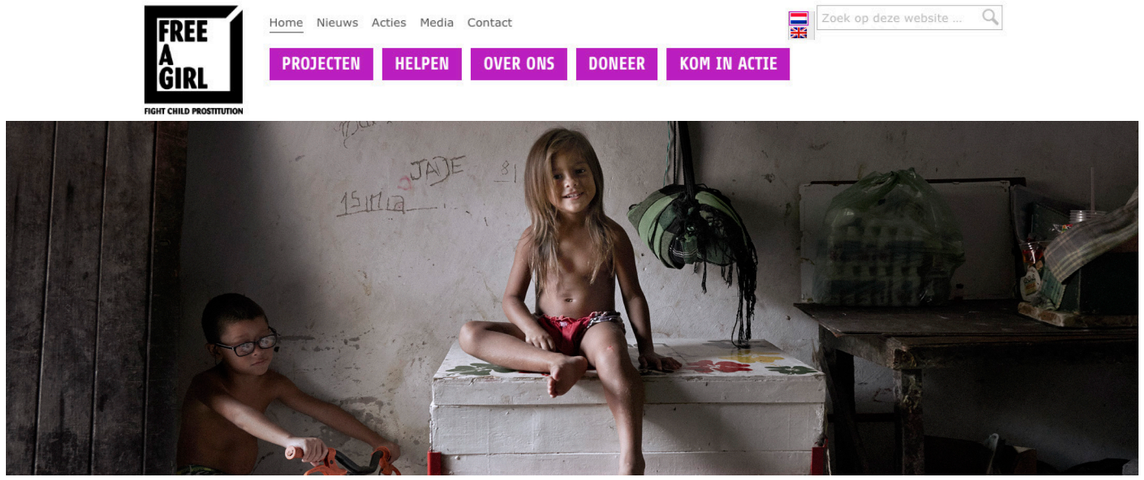
Anneke de Bundel en fotograaf **Nicole Franken** trokken door de favela's van Fortaleza, in het noordoosten van Brazilië, om de wereld rond kinderprostitutie in beeld te brengen.

Hun moeder raakte steeds vaker buiten westen, dus vergrepen de mannen zich aan Rafaela en haar zus

3.6 Online communication and free publicity

Webite

We use the website freeagirl.nl to provide information about the current progress of projects and campaigns and to raise funds. The corporate annual report is also published online. In 2016, the website had almost 10% more unique visitors than in the previous year: 164,289.



Social media

Free a Girl uses Facebook, Twitter, Instagram, LinkedIn and YouTube to develop our social media activities, to give our national and international public insight into our work, and to build support for what we do. The messages relate to the projects in countries where Free a Girl works and to campaigns and activities in the Netherlands.

Communicating via social media gives Free a Girl the opportunity to be transparent, to post 24/7 on activities relating to the foundation's work, to engage directly with sponsors and other stakeholders, and to get feedback. Our presence on social media means that Free a Girl is always reachable. The foundation communicates accessibly and interactively with anyone who wants to respond.

Number of followers

- Facebook: 7,358 (rise of 53%)
- Twitter: 4,479 (rise of 4.6%)
- YouTube: 86 (rise of 34%)
- LinkedIn: 644 (rise of 36%)
- Instagram: 1,014 (launched at the end of 2015)

Total number of followers in 2016: 13,581

PR

The foundation regularly appears in the press, as a result of distributing press releases and actively approaching specific press contacts, and thanks to help from third parties. The latter include participants in the Lock me Up – Free a Girl campaign, business sponsors and individuals who carry out their own fundraising activities for the foundation.

After making a pitch, Free a Girl has been working with the MediaXplain* PR agency since June 2016. MediaXplain* ensures that Free a Girl appears in the media twice a month. The agency also has the in-house tools to calculate media value. In 2016, the generated media value came to over 1.2 million euros. The PR highlights for 2016 are set out in the annex.

Free a Girl's ambassadors are Dutch celebrities with many followers on social media and a high level of media coverage. By giving interviews and participating in fundraising activities, they helped to put Free a Girl and the problems associated with forced prostitution on the map in 2016.

Name	Facebook	Twitter	Instagram
Anna-Alicia Sklias	7,296	16,337	1,242
Bridget Maasland	2,621	23,086	55,400
Dave Mantel	4,899	11,160	12,100
Glennis Grace	35,036	91,484	33,100
John Ewbank	1,081	15,851	23,300
Jojanneke van den Berge	53	3,886	0
Thomas Berge	17,469	61,274	35,000
Tim Hofman	12,000	57,812	173,000
Wimmy Hu	0	2,969	204
Wesley Sneijder	5,413,472	4,048,853	1,600,000
Total	**5,493,927**	**4,332,712**	**1,933,346**

3.7 Highlights

Two particular highlights were the 'Travel Special' edition of BNN's programme on sex and drugs, 'Spuiten en slikken', and winning an award for the 'Goede doelen voor een doel [Charities for a cause]' campaign.

On 30 May, BNN broadcast a 45-minute programme on the problem of child prostitution in India and human trafficking from Nepal. In striking fashion, the programme revealed the role played by Free a Girl in combating child prostitution. After making the programme, presenter Tim Hofman decided to become an ambassador for the foundation.

The 2015 campaign ‘Goede doelen voor een doel’ was awarded the highest possible distinction by the Art Directors Club Nederland (ADCN): the Grand Prix. For fifty years, the ADCN’s ‘lamp awards’ have been the leading awards for creative communications in the Netherlands. In April, in addition to the main prize, we also won bronze, silver and gold for various categories. What’s more, the campaign drew attention during the international ‘Cannes Lions’ advertising festival and made the shortlist a number of times.

3.8 Complaints procedure

Free a Girl is committed to maintaining good relations with our donors, sponsors and other relations. This includes handling complaints and suggestions in a proper, timely and serious manner. We see complaints as an indication that there are things we could be doing better. When necessary, we take measures to improve our services.

AIM 3:
Implementation in programme countries

4

4.1 The Free a Girl Movement

The Free a Girl Movement is a coalition of local organisations that are managed by Free a Girl. The aim of the Free a Girl Movement is to further develop our new strategy, whereby we want to create more awareness and raise funds in the programme countries.

The Free a Girl Movement India was set up in 2016, and consists of an office with two employees who are paid by Free a Girl. All of the coalition partners are Indian partner organisations.

The Free a Girl Movement’s first campaign will be the School for Justice. The campaign and the programme were conceived by the JWT advertising agency, in close cooperation with Free a Girl.

The School for Justice
In order to break the current impunity for perpetrators of child prostitution, draw attention to the wider problem and make a real difference, the Free a Girl Movement is launching a ground-breaking new initiative: the School for Justice. This will be the first school in the world where girls who have been rescued from prostitution are trained as lawyers and prosecutors, so that they can change the system themselves – for they have the passion and the willpower to combat child prostitution. In this way, we are playing to the girls’ strengths and giving them control over their own futures and those of other victims. It is a solution that will change the Indian legal system from the inside. In order to ensure that the girls get a high-quality education, the School for Justice is working with one of the best legal universities in India. The girls will be trained for five years. The first class consists of 19 girls, and the Free a Girl Movement is already working on selecting the class for 2018.

The School for Justice will be opened in India on 6 April 2017.

Dolon: ‘My family comes from a small village. I always did my best at school, but I had to help with the family finances. I took advantage of an opportunity to work in Calcutta. When I arrived, I was sold by human traffickers. I was locked in a brothel in New Delhi and mentally and physically abused. Now that I’m free, I’m determined to go back to school and become a lawyer, so that I can fight back. I want justice for the victims of child prostitution.’

5 FUNDRAISING

2016 was an eventful year for fundraising. The two departments of Communications and Fundraising merged to form a single Marketing and Communications department. Everyone had to get used to their new place in the team. We took on two new employees and bid farewell to two others.
This would be the first year in which Free a Girl would organise its own benefit dinner, and it would also be marked by the launch of our international fundraising drive.

Unfortunately, the revenues proved disappointing in 2016, because the benefit dinner was postponed at the last minute and we again failed to get funding from the Dutch National Postcode Lottery. Growth in the business market was also slow, because less time was invested in this than planned – partly as a result of the reorganisation. Fortunately, we can now report that the benefit dinner will be held in 2017 and that we have since become beneficiaries of National Postcode Lottery funding.

The Free a Girl Foundation stands out from other charities in relation to the source of our revenues: the greatest share of our financial support comes from our own events, then from the business market and major donors, and finally, from private individuals.

For every partnership, something is always agreed in return. This ensures that every partnership is a win-win situation for both parties and that sufficient attention is paid to Free a Girl's vision and mission. We also ensure that no children are involved in the production processes of any of our commercial partners.

We see a trend in relation to financing from funds and gifts from major donors. In 2016 we saw substantial growth in the number of donations from funds; over €100,000 more than had been budgeted. We have one permanent employee who actively searches for appropriate funds and writes proposals for them.

Major donors are often individuals with their own companies. They do not necessarily support Free a Girl as a commercial strategy, but out of a sense of personal involvement or the connection they feel with Free a Girl. This leads them to use their business network and capital to raise funds for our organisation. One such example is described in the section on sponsorship.

5.1 Donations and gifts

We have a number of donors who give a fixed sum each month. Together, they contribute around €9,000 per month. As mentioned above, this is not our largest source of income, partly because we have not yet invested financially in recruiting new donors. We try to encourage people to give by means of publications about our activities, interviews and awareness-raising campaigns.

An increasing number of businesses and individuals are making spontaneous donations or gifts on their own initiative, without asking for something in return. This, too, is due to the relatively high level of media coverage that Free a Girl received in 2016.

5.2 Fundraising by individuals

More private fundraising activities took place last year as a result of the launch of our 'Take action' page, where people can set up their own personal fundraising activities and contacts can sponsor them directly online.

There was also a rise in the number of schools that organised fundraising activities for Free a Girl. The most successful of these was the Christmas campaign by the Stedelijk Gymnasium school in Leiden, which raised no less than €34,786.38.

Christmas campaign
Every year, the fourth-year pupils organise a Christmas campaign in the week before the Christmas holidays. For three days, all kinds of activities are held in and around the school to raise money for a good cause.

Christmas Eve and the dazzling Christmas theatrical production are probably the creative highlights of the week. The campaign is concluded in splendid fashion with a large-scale, sociable Christmas breakfast and traditional community singing with the whole school.

Link to the school's video: https://youtu.be/XlY-KtOroJw

5.3 Our own fundraising events and campaigns

We aim to hold two of our own events every two years: the Lock me Up – Free a Girl campaign and the benefit dinner.

Lock me Up – Free a Girl

The Lock me Up – Free a Girl campaign was held between Tuesday 17 May and Sunday 22 May. More than 220 participants volunteered to be locked up in restaurants, in cages measuring 1 m by 2 m. These cages symbolise the cubicles in which girls are imprisoned in Indian brothels. Each participant had their own sponsorship page and the target of raising at least €2,500. In 2016, Lock me Up – Free a Girl was again a huge success, bringing in €500,000. The final €10,000 was generously donated by the Vroeger beach club in Bloemendaal, which also hosted the sponsored closing festivities, so that a cheque for half a million euros could be presented.

Benefit dinner

Unfortunately, the benefit dinner that had been planned for 19 November had to be postponed. For many years, Wimmy Hu had organised the benefit dinner for Free a Girl, but she did this for the last time in 2015. Free a Girl was to have organised the benefit dinner in 2016, and had sought a partner for this: the Global Gift Foundation. This is an international organisation with many global celebrity affiliates, including Eva Longoria and Ricky Martin. Eva was to have been our guest of honour, but she was unfortunately unable to attend at the last minute. We therefore decided to move the date of the benefit dinner to April 2017.

5.4 Sponsorship

Oranje Casino, our loyal partner since 2012, was still our main sponsor in 2016. Oranje Casino funds a significant proportion of our activities. In 2016, it looked as though betting and gaming legislation would be liberalised and we would be able to market our partnership openly. The changes were postponed, however, meaning that we do not communicate actively using our main sponsor's logo.

A few examples of the ways in which businesses sponsor Free a Girl:

- Clients at Oranje Casino can donate their bonus points to two charities. As a result, we received funding of €227,000 – a record sum!

ORANJE
• CASINO •

- TW Real Estate Investment Management celebrated its fifth anniversary on 1 July 2016. To mark this, it asked its business relations to support Free a Girl, specifically to fund the Teresa Academy in Nepal for one year. The Teresa Academy provides formal schooling for over 400 pupils a year, from nursery level up to Year 10 of secondary school. The academy allows disadvantaged children from the local community in Kathmandu to follow and complete their education. This gives them access to the School Leaving Certificate (SLC) exams, with the prospect of going on to further education. By appealing to his network and doubling the amount himself, this fantastic initiative by business owner Willem Hendrik van de Wetering raised €18,000, allowing 100 children to attend school for another year.

Personal appeal on behalf of the Teresa Academy by ambassadors Dave Mantel and Anna-Alicia Sklias:
https://youtu.be/rvqq7hL7-BY

5.5 Subsidies

The five-year Down to Zero programme was launched in 2016. Free a Girl receives an annual sum of €431,000 from this programme.

Together with the Dutch Ministry of Foreign Affairs, Free a Girl, Terre des Hommes (secretary), Plan Nederland, Defence for Children/ECPAT and ICCO Cooperation are combining their specialist knowledge, forces and experience to eradicate commercial sexual exploitation in eleven countries in Asia and Latin America. Free a Girl is the lead organisation for Bangladesh and India and also implements the programme in Thailand.

5.6 Legacy donations

The number of reports of legacy donations to Free a Girl rose in the past year. We are often left material goods rather than financial resources, however, and because we are unable to take these on, we often have to forgo legacy donations.

5.7 Fundraising activities by third parties

This year, we again submitted one-off and multi-annual proposals to the Dutch National Postcode Lottery. Unfortunately, the 2016 applications ended in disappointment and we were not granted funding. At the time of writing, however, we can reveal that we have since been awarded funding – something of which we are extremely proud!

5.8 International fundraising

Combating child prostitution requires an international approach. For this reason, Free a Girl has developed a strategy for expanding our international activities, and we developed a number of partnerships based on this strategy in 2016.

Networks

In order to succeed internationally, it is essential to network and develop relations. Free a Girl is not well known beyond the Netherlands, meaning that potential donors have yet to learn about our work. For this reason, co-founders Evelien Hölsken and Arjan Erkel are focusing their efforts on developing international contacts.

In 2016, Free a Girl became affiliated with the following international networks:

- the International Education Funders Group (IEFG): a network on education and vocational training. During the meetings, which are held twice a year, Free a Girl can network with other NGOs and potential donors.
- the Professional Women's Network: an international network of businesswomen.
- Chime for change: an initiative by Gucci, which is promoting two of our projects on its website.
- Global Giving: an international fundraising platform. Free a Girl is the only Dutch NGO to have two projects on this platform.

Global Gift Foundation USA

In 2016, the singer Ricky Martin presented Arjan Erkel with the Global Gift Award in Mexico – an event that suddenly put Free a Girl on the international map. We are now exploring further possibilities for cooperation with the Global Gift Foundation.

International ambassador: Conchita Leeflang

During the Global Gift ceremony in Mexico, Free a Girl came into contact with Conchita Leeflang, an actress and singer who lives in Los Angeles. Conchita became an ambassador for Free a Girl in 2016. She will highlight Free a Girl's work in America and will form a key link to international celebrities and American funds.

The Malala Fund

In 2016, Free a Girl received a donation from the Malala Fund for an education programme to be carried out in collaboration with one of the partner organisations in India. We worked together to develop a programme proposal for funding from the Dutch National Postcode Lottery. By the time of writing this report in 2017, this proposal had been honoured.

The Marbella Dutch Business Club

Our three-year collaboration with the Marbella Dutch Business Club was launched in 2016, during the annual party to celebrate the herring harvest. There are plans to organise a joint gala in Marbella for Free a Girl in 2017.

6 LOOKING AHEAD TO 2017

Free a Girl is anticipating growth of €800,000 in 2017 as a result of the rise in the number of business partners, the revenues from the 'Week against child prostitution', funding from the National Postcode Lottery and international fundraising.

Free a Girl is anticipating growth of €800,000 in 2017, as a result of a rise in the number of commercial partners, revenues from the 'End Child Prostitution' campaign week, the National Postcode Lottery and international fundraising. The grant that we received from the Dutch Ministry of Foreign Affairs' SRHR Partnership Fund amounts to €3 million and will be spread over five years (2016-2020).

7 ORGANISATION

7.1 Personnel

In 2016, the organisation had a staff of almost 9.44 FTE, supplemented by interns and volunteers. In the 2016 financial year, the organisation had an average of 8.3 employees, based on a 36-hour working week (2015: 7.8; 2014: 5.75).

The employees receive a salary or remuneration for interns/volunteers. Expenses are also reimbursed on the basis of itemised claims. Free a Girl wants to minimise its overheads, but not at the expense of its employees. In the first three years, we made the decision to restrain wages and limit secondary benefits. Now the employees of Free a Girl earn salaries that are comparable with the average salaries at other charities of a similar size, based upon the salary scales provided by the Dutch government (Civil Servants' Pay Decree/BBRA).

The foundation's remuneration policy and the terms and conditions of employment are set out in our benefits package, a package that also applies to the director. A pension scheme was agreed in 2012.

7.2 The Executive Board

The Executive Board consists of the director. The director of Free a Girl works 32 hours a week (0.83 FTE). The director consults with the Management Team every two weeks.

7.3 The Supervisory Board

Binnen de Raad van Toezicht worden in ieder geval de volgende aandachtsgebieden onderscheiden:
The Supervisory Board focuses on the following areas of attention:

Finance
Human resources
Communication
Fundraising
Projects

Each member of the Supervisory Board has extensive expertise in at least one of these substantive focus areas. Each has a large, relevant network, but board members are not permitted to hold positions in the foundation's partner organisations. Members of the Supervisory Board do not carry out any activities other than monitoring and advising the organisation and approaching their own networks. They do not receive any remuneration, but they can declare expenses. Members of the Supervisory Board are appointed for five years and can be re-appointed once after that period has expired. After that, they may not serve on the Supervisory Board for at least two years.

The Supervisory Board monitors the Executive Board and has a number of specific competencies. For example, the Supervisory Board approves the policy plan, the annual plan, the budget and the annual accounts and appoints the Executive Board. The distribution of competencies is set out in the foundation's statutes and regulations.

The members of the Supervisory Board are:
Mrs J.E. Steenveld - member - COO, Olympia employment agency
(reappointed on 1 September 2013)
Mrs F. Mather - member - Group Accounting and Reporting Manager at GrandVision
(reappointed on 1 May 2014)
Mr J.G. van Aartsen - member - Project manager for projects WATCH Netherlands/Stop the Baby Trade and communications advisor at Terre des Hommes
(reappointed on 1 October 2015)
Mrs Y. Sneijder Cabau - honorary member - co-founder of Free a Girl - actress - model - presenter (appointed on 1 July 2012 and eligible for reappointment)
Mr H.G. Klinkhamer - chair – Managing Partner of the Apartments Group Ltd
(appointed on 16 April 2014 and eligible for reappointment)
Mr M. Witvliet – member - retired

7.4 Transparency

Free a Girl is a transparent organisation that is actively open about its activities and the state of affairs within the organisation. Free a Girl meets the requirements set by bodies including the Dutch Central Bureau on Fundraising (CBF-Keur), the Dutch tax authorities (ANBI status) and various funds in the Netherlands and beyond.
This means that Free a Girl:

- Spends a maximum of 25% of the funds that it raises on fundraising.
- Ensures that there are no family or comparable relations between and within the Executive Board and the Supervisory Board.
- Is open about revenues obtained, expenditure incurred and the remuneration of its directors.

Free a Girl has the status of a public benefit organisation (ANBI status) and bears the hallmark of the Dutch Central Bureau on Fundraising (CBF-Keur).

7.5 Risk analysis

If we consider the risks that Free a Girl is facing, these are a fall in income and fraud/corruption.

We have covered ourselves against a fall in income by minimising our overheads. We have no office rental costs, for example, and only six of our staff have permanent contracts. Our financial resilience should come to 50% of total annual overheads. Although Free a Girl has not achieved this yet, there is no reason for concern. The percentage of the continuity reserve will be re-specified in 2017.

Fraud is a risk to which we pay continuous attention, not only here in the Netherlands, but also abroad, where projects are carried out using funds from Dutch donors, sponsors and funding institutions. In the Netherlands, our internal system has been set up in such a way that fraud is almost impossible. The director, the deputy director and the office manager all participate in monitoring the correct management and spending of funds. There are separate processes for preparing, authorising and paying invoices. Each year, an external accountant audits the annual reports and the applicable procedures. An identical system is in place for project partners, whereby the head of projects and the director monitor the descriptive and financial aspects of project reporting. The project partners are also visited every year, so that we can personally check whether everything has been implemented as described in the reporting. As of 2017, all projects will be subject to an external audit by a company that is appointed by Free a Girl. Every partner signs Free a Girl's anti-fraud and corruption policy, and we apply strict partner criteria at both the organisational and the project levels.

7.6 Finances

At Free a Girl, we want as many resources as possible to be spent on our target groups, but at the same time we will need to invest in the growth and development of our organisation in the coming years. In 2016, Free a Girl invested 86% of the revenues we raised in projects. Fundraising costs amounted to 11%.

8

ANNUAL ACCOUNTS

8.1 Balance

Balance sheet per 31 December 2015 (after profit appropriation).

ASSETS	31.12.2016	31.12.2015
Material fixed assets		
Inventory and automation	7.599	27.752
	7.599	**27.752**
Debtors	77.364	223.532
Accounts receivable	91.266	146.689
Cash at bank and in hand	498.049	68.487
	666.679	**438.708**
TOTAL ASSETS	**674.278**	**466.460**

LIABILITIES	31.12.2016	31.12.2015
Reserves:		
Continuity reserve	124.716	135.160
Appropriated reserve	0	0
	124.716	**135.160**
Short-term liabilities	**549.561**	**331.300**
TOTAL LIABILITIES	**674.278**	**466.460**

8.2 Statement of income and expenditure

STATEMENT OF INCOME AND EXPENDITURE	Actual 2016	Budgeted 2016	Actual 2015
INCOME			
Income from own fundraising	2.014.218	2.875.000	2.240.322
			0
TOTAL INCOME	**2.014.218**	**2.875.000**	**2.240.322**
EXPENDITURE			
Spent on objectives	1.697.326	2.241.875	1.916.629
Expenditure for raising income	215.076	304.500	292.424
Costs management and administration	112.260	175.000	77.306
SUM OF EXPENDITURE	**2.024.662**	**2.721.375**	**2.286.359**
Balance of income and expenditure	**-10.444**	**153.625**	**-46.037**
Appropriated balance			
Added/withdrawn:			
Appropriated reserve			0
Credit: Not for sale	0	153.625	0
Debit:	0	0	-70.000
Total added to appropriated reserve	**0**	**153.625**	**-70.000**
Continuity reserve			
Credit: balance after addition to appropriated reserve	-10.444	0	23.963
Total added to continuity reserve	**-10.444**	**0**	**23.963**

KEY FIGURES	Actual 2016	Budgeted 2016	Actual 2015
cost of own fundraising as % of income own fundraising (excl. government subsidy)	11%	11%	16%
expenditure on objectives as % of total income	81%	78%	86%
expenditure on objectives as % of total expenditure	83%	82%	84%
costs of management and administration as % of total expenditure	6%	6%	3%

8.3 Cash flow statement 2016

CASH FLOW STATEMENT 2016	31.12.2016	31.12.2015
Cash flow from operational activities		
Balance of income and expenditure	-10.444	-46.037
Adjustment for interest received/paid	4.358	2.630
Adjustment for depreciation	20.153	20.153
	14.067	**-23.254**
Change in working capital		
Short-term receivables	201.591	20.461
Amounts payable	218.261	21.993
	419.852	**42.454**
Changes in business operations		
Interest received/paid	-4.358	-2.630
Cash flow from operational activities	429.561	16.570
Cash flow from investment activities		
Investment in material fixed assets	0	-22.795
Net cash flow	**429.561**	**-6.225**
Opening cash position	68.487	74.712
Cash mutations	429.562	-6.225
Ending cash balance	**498.049**	**68.487**

8.4 Basis of assets and liabilities

General

The Free a Girl Foundation is established on Henrik Figeeweg 3-G10, Haarlem, The Netherlands. The foundation has its registered office in Amsterdam. The foundation is registered with the Chamber of Commerce, number 34308169.

The annual accounts are presented in accordance with accounting principles that are generally accepted in the Netherlands. The annual accounts have been drawn up in euros. Assets and liabilities have been valued at nominal value, unless a different accounting principle is stipulated. The accounting principles that have been applied are the same as those used in the previous year.

The annual accounts are presented for the financial year from 1 January 2016 until 31 December 2016, in conformity with the Guidelines for Financial Reporting RJ650 for ‘Fundraising institutions’.

Material fixed assets

The material fixed assets are valued at the acquisition price reduced by linear depreciation, based on the purchase value and the expected economic life span.

Accounts receivable
Accounts receivable are recorded at nominal value. Allowance has been made for accounts receivable on the basis of anticipated doubtful debts. The accounts receivable are used for business operations and directly used in the context of the objectives.

Cash at bank and in hand
Cash at bank and in hand consists of cash and bank balances with a term of less than twelve months. The cash at bank and in hand is used for business operations and directly used in the context of the objectives. The cash at bank and in hand is at the disposal of the legal entity.

Continuity reserve
The continuity reserve can be used to guarantee the continuity of the foundation if there is a temporary fall in fundraising.

Appropriated reserve
The appropriated funds were set up because amounts that had been pledged could not be converted into awards within the financial year.

Amounts payable
The liabilities in the balance sheet have a term of less than one year and are valued at nominal value. Project obligations consist of actual subsidies received in advance that relate to 2017 and projects that still have to be contracted out, which were awarded in 2016 but not yet spent in full.

8.5 Basic principles for determining the result

General
In principle, income and expenditure have been allocated to the periods to which they relate.

Income
Income from own fundraising is defined as the funds received and/or pledged in the financial year by sponsors, donors, financial funds and own events.

Donations and gifts
These revenues are accounted for in the year in which they are received.

Sponsorship in kind
Sponsorship in kind is accounted for as income from fundraising and the associated costs at real value. These incomes and costs are only accounted for insofar as Free a Girl would have purchased these services had they not been offered free of charge. Sponsorship from Google is an exception; these costs have been included at a cost price of 43%.

Subsidies
Income from subsidies is allocated in proportion to progress with the activities for which the subsidy has been granted. Government subsidies are fully included as income in the statement of income and expenditure in the year to which they relate.

Distribution of expenses
The distribution of organisational costs as ‘costs own fundraising’, ‘costs for raising other income’, ‘costs of management and administration’ and ‘costs objectives’ is made on the basis of the actual attachment of these costs and a substantiated allocation of the number of hours spent.

Employee benefits
Wages, salaries and social insurance contributions are included in the statement of income and expenditure on the basis of employment conditions, to the extent that these are payable to employees.

Financial income and expenditures
Interest income and income expenditure are included in proportion to time, taking account of the effective interest rate.

Basis for the overview of cash flow
The cash flow statement has been prepared using the indirect method. The funds in the cash flow statement consist of cash at bank and in hand.

8.6 Notes on the balance sheet

MATERIAL FIXED ASSETS	Inventory	Automation	Total
Purchase value 1.1.2016	41.973	18.487	60.460
Cumulative depreciation	-20.384	-12.324	-32.708
Book value 1.1.2016	**21.589**	**6.163**	**27.752**
Investments 2016	0	0	0
Depreciation costs 2016	-13.990	-6.163	-20.153
Mutation 2016	-13.990	-6.163	-20.153
Purchase value 31.12.2016	41.973	18.487	60.460
Cumulative depreciation	-34.374	-18.487	-52.861
Book value 31.12.2016	**7.599**	**0**	**7.599**

The material fixed assets consist of office inventory and items used for the Lock me Up activities (inventory) and investments in the website (automation). Depreciation for both will take place in three years (33%).

DEBTORS, OTHER ACCOUNTS RECEIVABLE AND ACCRUED INCOME	2016	2015
Debtors	77.364	223.532
Amounts due	32.000	141.669
Interest due	0	132
Sales tax due	909	1.142
Other accounts receivable	8.357	3.746
Prepaid GADs	50.000	0
	168.630	**370.221**

Amounts due entail income due from activities by third parties, subsidies and sponsorship for which a payment request has already been sent, but has not yet been received by Free a Girl.

CASH AT BANK AND IN HAND	2016	2015
Rabobank, current account	236.947	0
Rabobank, savings account	150.000	
Triodos Bank, current account	10.557	14
Triodos Bank, account return	100.646	60.001
Triodos, account benefit	-102	0
Van Lanschot Bank	0	8.472
	498.049	**68.487**

The cash at bank and in hand is at the disposal of the foundation.

CAPITAL	1.1.2016	Mutation	Total
Continuity reserve	135.160	-10.444	124.716
Appropriated reserve	0	0	0
Reserves as of 31 December	**135.160**	**-10.444**	**124.716**

The board's aim is for the continuity reserve to contain funds that are sufficient to cover the foundation's fixed annual costs for at least six months. This is so as to guarantee the continuity of the foundation in the case of a temporary fall in fundraising.

RESERVE FOR HOLIDAY PAY, HOLIDAYS AND ANNUAL BONUS	2016	2015
Reserve for holiday pay, holidays and pension scheme	24.750	23.597
	24.750	**23.597**

TAXES AND SOCIAL INSURANCE CONTRIBUTIONS	2016	2015
Payroll tax	33.724	29.987
	33.724	**29.987**

OTHER LIABILITIES	2016	2015
Project obligations	390.630	224.490
Accountant	8.961	7.445
Accounts payable	81.711	17.351
Other accrued liabilities	9.786	28.430
	491.087	**277.716**

The liabilities to partner organisations include contracts that were agreed in 2016, but should in fact be carried out in 2017, and the remainder is the result of activities carried out in 2016

Obligations that are not apparent from the balance sheet
The rental costs for the office are € 2,000 per month (this is linked to a donation of the same amount by the owner of the office). Free a Girl has concluded a lease obligation for a vehicle. The annual lease cost for the car, which was present on 31 December 2016, is € 5,729. The long-term part of the lease obligation runs for 14 months and amounts to € 6,684. The lease agreement will run until May 2019.

8.7 Notes on the statement of income and expenditure

INCOME FROM OWN FUNDRAISING	Result 2016	Budget 2016	Result 2015
Donations and gifts	870.254	1.125.000	994.914
Sponsorship in cash	302.745	300.000	326.772
Sponsorship in kind	224.263	300.000	501.177
Financial funds	168.702	50.000	17.209
Government subsidies	431.126	400.000	400.000
Income from third-party activities	0	500.000	250
International fundraising	17.128	200.000	0
Total donations	**2.014.218**	**2.875.000**	**2.240.322**

In 2016, income was lower than had been budgeted. In particular, this was because the annual benefit event did not take place and because the grant from the Postcode Lottery was not awarded (income from third-party activities). Income from international fundraising was lower because it will take some time to build the Free a Girl brand at the international level. Much energy was devoted to applying for donations from financial funds and this resulted in a much higher yield than had been budgeted.

EXPENDITURE ON OBJECTIVES	Result 2016	Budget 2016	Result 2015
Projects, Free a Girl	709.511	560.000	797.203
Projects, Partner organisations	987.815	1.681.875	1.119.426
	1.697.326	**2.241.875**	**1.916.629**

A shift occurred in spending on Free a Girl projects and partner organisation projects. Because the revenues were disappointing, this led directly to a lower contribution to the partner organisations in the field. However, a great deal was invested in Free a Girl projects in order to further increase brand recognition and to raise awareness in the Netherlands of the existence of child prostitution. These costs were sponsored, for the most part.

EXPENDITURE FOR RAISING INCOME	Result 2016	Budget 2016	Result 2015
Costs own fundraising	215.076	304.500	286.790
Costs third-party activities	0	0	5.634
	215.076	**304.500**	**292.424**

COSTS MANAGEMENT AND ADMINISTRATION	Result 2016	Budget 2016	Result 2015
Costs management and administration	112.260	175.000	77.306
	112.260	**175.000**	**77.306**

8.8 Distribution of expenses

Destination	Objective			Management and administration	Total 2016	Budgeted 2016	Total 2015
	Projects Free a Girl	**Projects Partner Organisations**	**Own fundraising**				
Expenditure							
Subsidies and contributions	217.690	757.242	325	-	975.257	-	1.462.290
Subcontracted work	38.464	8.974	13.407	2.370	63.215	-	65.295
Publicity and communications	158.207	26.474	4.526	27.562	216.769	-	113.584
Personnel costs	193.084	127.649	128.756	53.858	503.347	-	422.486
Housing costs	14.631	9.672	9.756	4.081	38.140	-	37.926
Office and general costs	87.435	57.804	58.306	24.389	227.934	-	184.778
Total	**709.511**	**987.815**	**215.076**	**112.260**	**2.024.662**	**2.721.375**	**2.286.359**

The costs have been divided over the various components (Objectives, Fundraising, Management and Administration) on the basis of actual deployment. The distribution of expenditure is based on time per person per destination. The personnel costs are divided per person in accordance with an estimate of the time allocated.

The amounts for the housing costs, office costs and general expenses cost types have been divided on the basis of the same distribution as the personnel costs. These percentages are set for 2016 as follows:

	2016	2015
Projects, Free a Girl	38,36%	37,95%
Projects, Partner organisations	25,36%	31,66%
Own fundraising	25,58%	21,70%
Management and administration	10,70%	8,68%

The percentage of spending on the objective as a percentage of total expenditure is 84% (2015: 84%).

8.9 Personnel costs and remuneration

PERSONNEL COSTS	2016	2015
Wages & salaries	407.018	341.828
Social insurance costs	75.701	38.914
Pension costs	0	0
Other personnel costs	20.629	41.744
	503.347	**422.486**

In agreement with the personnel, a whole or a half month is paid out as pension provision.

Average number of employees
During the 2016 financial year, there were an average of 8.3 employees on the basis of a 36-hour working week (2015: 7.8 ; 2014: 5.75).

The result
Free a Girl's result for the 2016 financial year was a negative amount of € 10,444. This amount in its entirety was withdrawn from the continuity reserve.

The rise in wages and salaries is attributable to the additional personnel who were employed by the projects department in connection with the government subsidy and the establishment of local fundraising programmes.

Fiscal position
The tax authorities categorise Free a Girl as a Public Benefit Organisation (ANBI organisation). The foundation is exempt from corporation tax.

SPECIFICATION OF DIRECTOR'S SALARY	2016
Function	E. Hölsken Director
Employment	
Type	Indefinite
Hours	40,00
Part-time percentage	0,80
Period	1/1-31/12
Salary	
Annual income	
Gross income/salary	66.147
Holiday pay	4.569
Year-end bonus	0
Pension	5.292
Total	**76.008**
SI employer's share	9.661
Taxable fee/addition	2.064
Total salary 2016	**87.733**

The taxable fee refers to the addition for private use of the lease vehicle. Members of the Directorate have not been granted any loans, advances or warranties. The director's gross monthly salary amounts to € 6,257.60.

No loans, advances and/or warranties have been granted to members of the Supervisory Board and the Directorate; members of the Supervisory Board can claim reimbursement for travel expenses.

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