



IT
WORKS!

A line graph with a dark green line on the left and a blue line on the right, both showing an upward trend. The lines are positioned behind the text 'IT' and 'WORKS!'.

100WEEKS
ANNUAL REPORT 2017

**GIVE MONEY DIRECTLY TO PEOPLE
LIVING IN POVERTY**

-

**“This simple idea can turn upside down
99% of development aid”**

*de
Correspondent*

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Vision

**A world where those who are determined
to escape poverty are given the opportunity
to do so, on their own terms.**

Mission

**We connect people living in poverty
with people who care.
Through direct, unconditional cash transfers.**

We do this by

- **Providing weekly cash donations
and financial training for a period of 100 weeks.**
- **Measuring impact through mobile surveys
and share the data with donors.**
- **Utilising a platform and digital innovations.**

FOREWORD THE SUPERVISORY BOARD

Last year 100WEEKS proved that the concept of direct unconditional cash transfers and coaching works. The first batch of women graduated from the program. The results are impressive. This is great news for development, as inhumanely deep poverty is still widespread, despite significant progress on the Sustainable Development Goals. Most aid does not reach the poorest people. And cynicism amongst the population in donor countries about the practices and effects of development aid is deeply rooted, despite continued support for the cause. The recent scandals triggered by news on NGO's practices in Haiti doesn't help - to state it mildly.

100WEEKS provides a fresh perspective on aid. Its founders proved that mobile technology allows for direct cash transfers to the poorest of the poor, with feedback on its impact in return. Their model cuts costs and creates transparency in ways previously unheard of. Providing women in Rwanda and Ghana with 8 euro's every week through their mobile phones and financial training, for a defined period of 100 weeks, no strings attached, emerges to be a winning formula that gets these women and their families to stand on their own feet literally.

This is a great result. Now you can help a person out of deep poverty for only 200 euro, if you count families of three children. A humble sum compared to its impact: the first group that graduated from the program last year reports, one year after the 100WEEKS program ended, two daily meals compared to one before they started, schoolbooks and vaccines for the children, bank accounts and investments like buying plots of land and livestock.

100WEEKS is a platform, not just another NGO. This is possible because of the reach of mobile technology, even in the poorest areas on our planet. This means low cost. This means two-way interaction. This means that Gitte and Jeroen, its founders, enable you to act, rather than acting for you. No wonder that a wide range of partners, including PwC and the Chocolonely Foundation have joined up with 100WEEKS. And this is just the beginning. This year we need to get the IT platform and communications ready to scale up. I am proud to be part of this. What can you do?

Ellen Kooij
Chair of the Supervisory Board
June 2018



100WEEKS women register themselves at the Tigo Cash agent in week 0.

FOREWORD FOUNDERS

Today it is hard to believe that it was only two years ago that Liberata struggled to provide food for her two children. She now owns several small plots of land on the edge of her hometown Musanze and employs women to work on her land. Not only has she successfully escaped poverty, she is helping fellow members of her community to do the same. The other women have started small agricultural enterprises growing mushrooms that they sell to hotels.

Liberata is an inspiring example of the success 100WEEKS has achieved in permanently changing lives through unconditional cash donations and financial training. She is only one of the hundreds of women who now lead better lives thanks to the financial support they received from donors in the Netherlands.

2017 saw an important milestone in the development of 100WEEKS as the first women graduated from the program. It was only two years earlier that we had set out on this journey, using our own money and small donations from friends and family to fund the first group of ten women. The time in between has been spent fine-tuning our model to the point that we felt confident it really worked and could be rolled out on a larger scale. Now that moment has come. Last year the number of participants, donors, partners and the amount of money changing hands all grew exponentially.

The past years have shown us what defines 100WEEKS as an organisation. Unconditional cash gifts lie at the core of our programme, but other important elements that make 100WEEKS unique include financial coaching, relatively small regular donations (as opposed to one or two lump sum donations), weekly meetings of the programme-participants and the direct connection between donors and the women. We believe this specific mix makes the 100WEEKS model more effective and engaging than other programs. This is an assumption which we hope to put to an empirical test by comparing our method with other comparable programs.

Our main ambition for the near future though is to scale up. Now that we have demonstrated how much lives can be improved through modest sums of cash we want to nurture unconditional cash transfers into a global force. Within five years we want to have 20.000 women enrolled in the 100WEEKS program, on a continuous basis. Including their relatives this means that 50.000 people move out of poverty each year.

We believe we are on the eve of a revolution in development aid. For more than a decade direct cash transfers have been around as an obvious solution to combat entrenched poverty. But now, because of digital innovations, we are convinced the shift in development aid in this direction will prove unstoppable.

We like to be a trailblazer, but of course we are not alone. Our donors and partners are unmissable allies in our fight against poverty. You can join us too. Liberata's success story is inspiring, but it is also an indication how much potential out there remains untapped. Together we can unlock the talents of women living in poverty. A little money and a little time is all we need to change their lives for good.

Jeroen de Lange & Gitte Büch
Founders 100WEEKS

“100WEEKS is a way of helping others
that really speaks to me.
It’s direct and cuts out costly intermediaries.
Most importantly, 100WEEKS puts
faith in people in need,
trusting they now best how to spend
the money they receive to solve their problems.”

—
Kluun, writer

1. THE 100WEEKS PROGRAM WORKS





100WEEKS country manager Fabrice explains the use of the mobile phone to Esther to receive mobile money via 100WEEKS.

1. THE 100WEEKS PROGRAMS WORKS

1.1 RWANDA PROGRAM

More and more women take part in the 100WEEKS program

In 2017 we started to seriously grow the 100WEEKS program. During the first two start up years of 100WEEKS, 2015 and 2016, we focussed on developing the program: we learned by experimenting and we adapted the 100WEEKS program accordingly. The first group of 10 women with whom we started the program in January 2015 graduated out of the program in December 2016. In January 2017 there were 40 women taking part in the 100WEEKS program. Over the course of 2017 5 new groups of each 20 women started their journey out of poverty. The funding came from many new private donors (individuals) and from two foundations. At the end of 2017 there were 140 women in Rwanda taking part in the 100WEEKS program.

Who are the women in the program?

- Average age: 36 years
- Average family: 5 persons, 75% of the households consist of a woman and her husband living in the same house
- 20% of the women has never been to school. Of all the women who attended school, 78% has finished primary education only

Income and poverty situation at the start of the program ¹

- 94% of the families eat one meal a day, 6% eat two meals a day
- 92% of the families own a small house, 8 % of the families rent a small house
- 60% of the women own a small plot of land, mostly around their houses
- 40% of the families have debt. The average debt is RWF 48830 (47 euro)
- The women on average earn RWF 4588 per week (around 4,5 euro)
- Men and women together earn on average per person: RFW 3636 per week (3,68 euro)
- A family spends per week on average RWF 6620 (6,71 euro) on food items. This means that most of the money they earn per week is spent on food, which leaves almost no money for education, health care and investments in land, livestock or instruments like a sewing machine. This is called the poverty trap: there is no way these women can escape from poverty.

Financial inclusion at the start of the program

- 47% of the women is member of a savings group and 5% do already have a bank account

Results of the 100WEEKS program after 20 weeks

Most of the groups of women that take part in the program have finished the first 20 weeks. A lot happens during these first months. When we look at the data of all groups (120 women) combined during the first 20 weeks we see the following results:

- 12% of the families eat one meal a day
- 54% of the families eat two meals a day
- 32% of the families eat three meals a day

1. The data are based on 100 women (families) who took part in the program in 2017.

- 2% of the families eat four times a day
- 100% of the women attend the weekly coaching meetings. 90% of the women indicate that they benefit from these meetings. They learn basic bookkeeping skills by using financial diaries and they increase their social network because they get to know more women who are in the same situation as they are.
- The women have invested in livestock.
- The women indicate that they feel mentally stronger.
- 42% thinks they can overcome their worries (13% at the baseline)
- 41% does not sleep well because they worry (90% at the baseline)
- 92% have a basic health insurance (68% at the baseline)

Results of the first group that completed the 100WEEKS program

The 100WEEKS program has had a measurable impact on the lives of the first ten women. All families increased their food intake by eating twice instead of once a day and all family members are now covered by basic health insurance. The occurrence of illness decreased considerably. All children of school age were sent to school, houses were renovated and the women started investing in livestock and other income generating activities. The incomes of most participating women have grown substantially and the women started to save through savings groups. The post program survey of the first group of women show that the program has had lasting impact. Data collected in November 2017, 1 year after the direct cash transfers stopped, indicate that the women were able to continue this upward trend. Most families now even enjoy three meals a day. The women continued to send their children to school and continued to invest in livestock. Without our support the ten women increased the number of livestock they owned from 37 by the end of their 100WEEKS program to 59 a year later. Furthermore, out of the 10 women 3 owned a plot of land by the end of the programme. In the last year all other women also managed to obtain their own plot of land. They also increased their contribution to savings groups and 7 of the women now have a bank account.

Lessons learned and ambition

Based on the data we gathered and interviews with the women we consolidated our program and positioned 100WEEKS in the vanguard of innovative aid organisations. It became very clear in 2017 what differentiates 100WEEKS from Give Directly, a US based NGO that gives as well unconditional cash transfers: direct cash transfers in many small instalment instead of two big lump sums, training and coaching in financial literacy and other basic entrepreneurial and life skills, and embedding the intervention in local structures and communities.

We firmly believe that giving small instalments, over the course of 100 weeks, has a more transformative impact on the lives of the women than two big lump sums of 500US\$ with three weeks in between, i.a. because they learn to save money and plan. We are convinced as well that poverty has many causes. It is not just lack of money. In order to become successful with their income generating activities the women want to become better at bookkeeping, they want to learn basic entrepreneurial and life skills.

Our own findings are supported by research into the so called graduation approach to help people move sustainably out of extreme poverty. The graduation approach combines direct cash, training and coaching. This method has been developed first by BRAC² in Bangladesh and later on it has been further developed by the organisation CGAP³. Now the UNHCR uses this method as well⁴.

Our ambition is to scale the graduation approach using IT and working with local partners. Because even in a country like Rwanda there is now 4G, it is now possible to onboard many more women, send them mobile money and collect data using mobile surveys, and provide them with an online learning environment that will assist the coaches in teaching the women the skills they yearn to acquire. In 2017 we improved as well the format of the financial diaries. Each week the women write in their financial diaries what they have earned, how much money they saved or borrowed, and on which items they spent money. The financial diaries were used by all the groups. In 2018 we will have the capacity of having weekly digital recordings of all the financial diaries. This will give us a unique insight in how the women spend their money and how they grow their small livelihoods and businesses.

Based on the survey data we see three levels emerging of long term impact of the 100WEEKS program:

Level A: Women have sustainably moved out of extreme poverty: all their children go to school, they have at least two meals a day, all family members have health insurance, clothes and shoes. Their house is stable. They have bought assets like land and livestock and/or equipment. These women are good entrepreneurs. They keep on growing their small business/livelihoods and because of the training and assets they have built up - which can serve as collateral - they are ready for their first microcredit.

Level B: Women have sustainably moved out of extreme poverty: all their children go to school, they have at least two meals a day, all family members have health insurance, clothes and shoes. They own their house which has been renovated. They have bought assets like land and livestock and/or equipment. Because of the assets they do not have to pay rent and/or lease anymore. Their weekly purchasing power has sustainably increased.

Level C: These women struggle with many challenges. All kinds of shocks hit them very hard. Without the 100WEEKS program they would have been sleeping in the streets and begging for money to survive. An example is Jeanne. Her husband left her with her four kids. Later on he made her pregnant again. With the support from 100WEEKS she owns now a small house and has her own plot of land. She would need a more permanent safety net to give her 5 children the chance to go to school. It is too soon to know what the percentage division between the A, B and C categories is of the long term impact of the 100WEEKS program. Our ambition is that out of each group of 100 women, 80 remain sustainably out of poverty with their families after the programs ends. Probably around 20 women will be better off because of the 100WEEKS program, but unfortunately will not remain sustainably out of poverty, because they are hit by too much bad luck.

2. www.brac.net 3. www.CGAP.org 4. www.unhcr.org/graduation-approach-56e9752a4.html

Amongst the 80 women, there is a group of women who are born entrepreneurs. A micro credit at a reasonable interest rate would help them keep moving forward. We foresee that based on the impact data and financial diary data we can show micro finance institutions that these women have a very low risk profile and should therefore get a lower interest rate on their first micro credit.

It would be easy for us to improve our long term impact scores by selecting women who are at the beginning of the program already more or less stable. But we want to support the women who live in extreme poverty. That means that not all women will reach level A or level B. But still, as we learn from Jeanne's example, the money is well spent.

1.2 GHANA PROGRAM

In late 2017, we started preparations to launch our operations in Ghana. Funded by the Chocolonely Foundation, the 100WEEKS Ghana programme will initially include 100 women in the Suhum area where Tony's Chocolonely sources cocoa beans. These women typically do not own their own cocoa plantation.

In Ghana, just like in Rwanda, it is key to have a strong and reliable implementing partner on the ground who knows the local context well. After some searching, we partnered up with AG Care, a church-based NGO with a long and successful track record of working to improve the lives of some of the most vulnerable and marginalized groups in Ghana. As a result of their ongoing involvement in the specific target communities (13 villages scattered around the central village of Aponoapono), AG Care has built robust trust relationships with local stakeholders such as the target area's cocoa farmers' cooperative ABOCFA. This makes them an excellent implementing partner for our activities in Ghana. To further strengthen our local presence, we also brought on board Diana Akrong, who lives in Accra and oversees activities as 100WEEKS country manager. To tailor the 100WEEKS approach to the specific context, a coaching curriculum was developed by our country manager in cooperation with AG Care that would most benefit the women in their efforts to escape poverty. Depending on the specific topic, the coaching material will be delivered either by our country manager herself, an AG Care representative, or a third party (such as a local health representative).

In order to monitor the progress that the women are making, we set up a tablet-based pop-up call-centre at the AG Care Accra offices to conduct regular phone surveys. As power cuts are common even in Accra, we made sure to design our technical infrastructure in such a way that interviews could continue even if power and landline internet connection at the AG Care offices would collapse.

Four interviewers were hired to conduct the surveys. As we discovered during our scoping mission in the communities, not all women within our target group speak Twi (the most common language in Ghana). When recruiting our interviewers who conduct the phone surveys (as well as the baseline survey during the onboarding process), we therefore had to ensure that at least some of them are also able to converse in Krobo (a local language).

For the mobile cash transfers we partnered up with Vodafone Ghana. Through this partnership, we were able to get a waiver of all transaction costs that would typically be charged when sending money to the women. In addition, Vodafone ensures that one of their cash agents will come to the villages so that the women can withdraw money from their mobile accounts, without having to travel to the city of Suhum.

During our scoping missions in the field and many discussions with our local partner, it became clear that the selection procedure would need to be as locally-embedded and transparent as possible in order for the programme to be successful. AG Care therefore developed a process to involve all relevant local stakeholders in the selection of the actual beneficiaries. This process is structured such that the eligibility of a woman to enter the programme is assessed jointly by a representative of 100WEEKS, AG Care, the farmer's cooperative, religious authorities, the Major's office, as well as women's leaders. This ensures a fair and formalized selection procedure and minimizes the risk of favouritism and corruption.

By March 2018, the first group of 20 women has started. By the end of May, the remaining 4 groups, with 20 women each, will have been added to the programme.

1.3 JORDAN PILOT

In 2017 we started a small pilot project in Jordan with a grant from a Dutch foundation. The goal of this pilot project is to find out how the 100WEEKS program could be used to support Syrian refugees living in Jordan and Lebanon. Direct cash transfers are used at a large scale by humanitarian organisations. However, there are no direct cash programs that link private donors with refugees. And the UN organisations that support refugees have an enormous funding gap, so new sources of finance need to be found. Permanent crowdsourcing, as 100WEEKS is doing, is one way to collect more funds to support refugees. Through a local Dutch volunteer 100WEEKS supports 5 very vulnerable Syrian women and their children who have no clear legal status in Jordan. This means they are not eligible for UNHCR support.

The price level in Jordan is much higher than in Rwanda. They receive a weekly direct cash donation on their mobile phone of 50 euro. The families use this cash mainly to pay for their basic needs: food, clothes and housing and to pay emergency health expenses. In 2017 we have learned already many things about the pitfalls and practicalities of supporting refugees with direct cash using mobile money in Jordan.

“The poor know best.
Recipients are not just given money,
they are given trust.
To me, the beauty of 100WEEKS is
encapsulated in this belief and approach.
It is high time for a new way of giving.

–
Justus van Oel,
script writer, performer, columnist

2. THE 100WEEKS MOVEMENT IN THE NETHERLANDS GROWS



The first group of women just received its 100WEEKS mobile phones. They are so happy that the program starts soon.

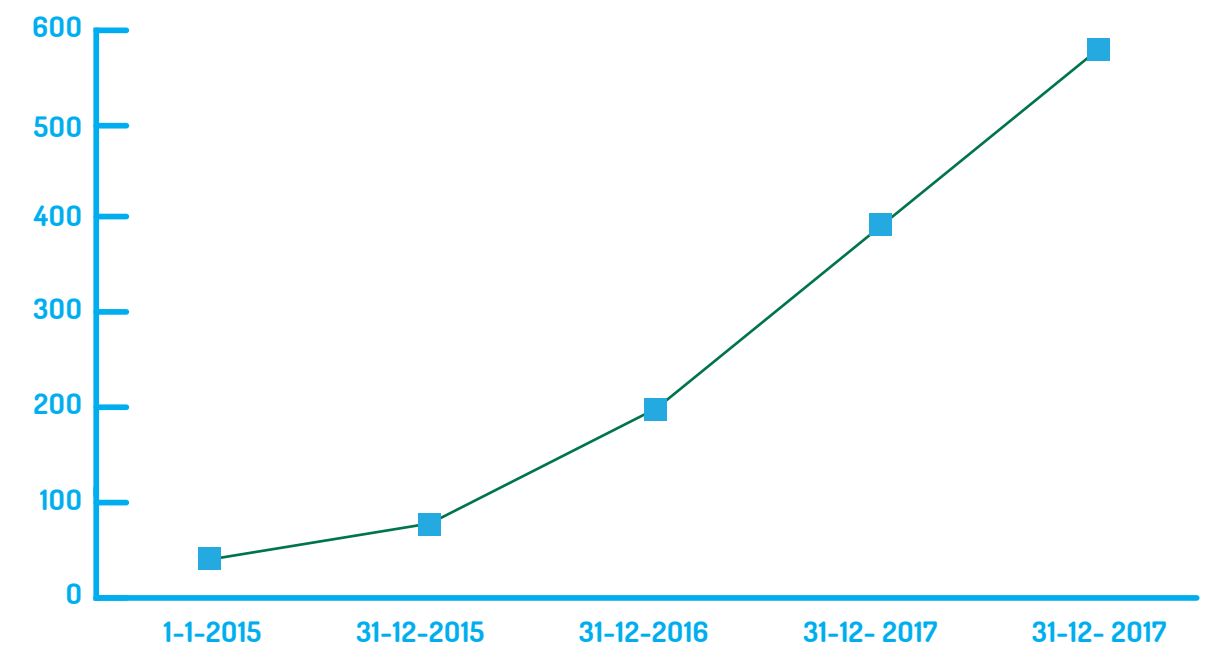
2. THE 100WEEKS MOVEMENT IN THE NETHERLANDS GROWS

2.1 THE 100WEEKS MOVEMENT TAKES OFF IN THE NETHERLANDS

We aim to create a global movement of people who believe in direct and unconditional giving. People who believe that it is effective and efficient to give money directly to people in need and trust that they themselves now best how to escape from poverty. Up until now 100WEEKS has grown mainly by word of mouth. We get however more and more media attention. In 2018 we'll start to actively approach the media ourselves and engage donors.

Growing number of private donors

In 2017 the number of funds and donors increased tremendously. We started off in 2015 with money from the proverbial 'friends, families and fools'. In 2017 the 100WEEKS movement really started to grow. This is happening without a marketing budget, exclusively through word of mouth. It strengthens our belief that 100WEEKS is fulfilling a need and therefore has the potential to scale exponentially. Almost 600 donors have donated to women via 100WEEKS. In 2017 they contributed €75.000.



The number of donors has grown exponentially. This is the result of free publicity and word of mouth. We expect to continue this growth pattern as we start with marketing activities in 2018.

Growing number of institutional donors

Giving money without conditions to poor women is a new way of thinking. It runs counter to the current paradigm in development aid. We find that institutional donors are excited by the concept but sometimes think it sounds a bit crazy. Although there are piles of research that prove the effect of unconditional cash transfers, the 100WEEKS model is new, as is the brand. In 2017 the first institutional donors came through.

We are happy to see that they, like us, are eager to learn from the impact data we collect. They want to learn about the effectiveness of cash transfers. With their funds we are scaling the programme in Rwanda, have expanded to Ghana and improved the monitoring and evaluation system.

Foundations

Rwanda	Ghana	Jordan
Sint Antonius Stichting	Chocoloney Foundation	Anonymous Foundation
Fred Foundation		
Stichting het Tiende Kind		
Anonymous Foundation		

Working with companies on products and processes

We have been very fortunate to work with great corporate partners. They told us they like the concept of direct giving and the scalability of the model. The opportunity to contribute to a new way of poverty reduction and fundraising is appealing to them. The value of their contributions is estimated to be 380.000 euro.

We have achieved the following with their in-kind contributions:

- **With the PwC team** (and research professional Tineke Janssen) we have held focus groups with donors which provided **insights for marketing and communications**. Also, the AO/IC has been finalised and an information memorandum developed to engage big donors.
- **The Google** grant made it possible to **increase online visibility** and organise our **online office facilities** and helped host the groups sessions with donors.
- **The Karma Brothers** delivered the concept and script of the film, contributed to copywriting for the new website and developed a communication and marketing strategy.
- **A short film** has been produced together with production company **Dare Creative**. They filmed in Rwanda at their own expense. The film will be launched in 2018.
- **Studio Stomp** worked on the **new website in 2017**, which launched in 2018. The design includes a crowdfunding bar.
- **The annual report** 2015-2016 was designed by **Stradford Design**.
- The impact measurement and evaluation system has been improved using software developed by **Nebu**.

- Fintech company **Adyen** has offered its support by waiving a monthly minimum fee, helping to keep costs low.

2.2 DEVELOPING THE 100WEEKS SERVICE BASED ON THE NEEDS OF DONORS

Focus group sessions facilitated by PwC and hosted by Google

We designed the 100WEEKS service (a radically new user experience of doing good) according to the needs of donors. The competition in the fundraising market is fierce. It is essential to deliver a service that perfectly fits with the needs and expectations of donors. To understand these needs, facilitated by PwC, we've held two focus groups sessions with potential donors. We learned that donors feel that the direct connection with a group of (20) women they support is an amazing and unique proposition. To actually see who receives your money makes it not only personal but also transparent. They told us to make this direct connection as authentic and fun as possible. The outcomes of the sessions have been translated into briefings for product design (e.g. website, news-updates). This process of co-creating and improving the service with donors is an ongoing process.

2.3 TELLING THE STORY

Media outreach

100WEEKS appeared in several media. The media approached us asking about this new idea of direct giving. NRC Handelsblad was interested specifically in the low cost aspect of delivery of donor money to the women compared to other forms of development aid. .

- Radio 1 VPRO Bureau Buitenland: In 100 weken uit de armoede⁵ (March 13)
- PwC Inzake: Innovatief extreme armoede te lijf (March)
- NRC: Liever geld dan een voedselpakket⁶ (May 31)

On the road

Throughout the year the 100WEEKS team has been on the road giving presentations, participating in discussions about direct unconditional cash transfers and raising funds:

- Hackathon for Humanitarian Aid (February)
- The Next Web (TNW) conference (May)
- Golfclub Gulbergen in Nuenen (July)
- Hogeschool van Amsterdam (October)
- Network Les Feminin Pluriel (December)

5. www.vpro.nl/programmas/bureau-buitenland/speel-RBX_VPRO_7903352-in-100-weken-uit-de-armoede-.html

6. www.nrc.nl/nieuws/2017/05/31/liever-geld-dan-een-voedselpakket-10723667-a1561033



Gitte receives a donation from the golfclub in Nuenen (August, 2017).

Gitte speaks to students from the University of Applied Sciences in Amsterdam about giving directly to women living in poverty (October, 2017).



Jeroen and Johannes meeting ICT professionals interested in the 100WEEKS platform at the Next Web Conference (May, 2017).

2.4 COMMUNICATIONS IMPROVED

Donors and the women being connected for 100WEEKS

Unique to the 100WEEKS concept is that donors and women living in poverty are connected via the 100WEEKS platform. This means that in the course of 100 weeks the women receive money and the donors who gave this money receive data about the way the donations are being spent. We worked hard to make the financial and communications aspects of this process work. Not an easy job but it was worthwhile; the system is now running and the donors are satisfied.

Donors received the following information about their group of women:

- A welcome email after having donated via the website
- An email introducing the women who receive their money with pictures and short biographies
- An impact infographic every three months
- An infographic showing the permanence of the impact, one year after the 100 weeks have ended

Donors and other interested parties received the following communications about the progress the women and 100WEEKS make;

- Website: information and news about 100WEEKS
- A thrice-yearly newsletter about the progress 100WEEKS is making.
- A Facebook post once every three weeks.
- Tweets about 100WEEKS and cash transfers in general

New website: in 2017 we developed a new website which has been launched in 2018. It is designed in the 100WEEKS branding style and it has a crowdfunding bar. This is a first step towards a platform with a crowdfunding bar for each country in which we operate and for each group (sport-club, school, friends, family) that wants to crowdfund themselves for a new group of women. Every step we take is a step towards a globally functioning platform connecting people in poverty with people who care.

Social media: on the 100WEEKS Facebook page we shared stories about the women and their families. We increased the number of posts in comparison to the previous year. On Twitter we share more academic information about cash transfers in general.

“I enjoy working with 100WEEKS,
an organisation that is willing to learn
and adapt to new technology
and online developments.
100WEEKS understands perfectly
what people want:
transparent communication
and a personal approach.”

–

Rianne van der Loo,
Industry Manager for Google

3. THE 100WEEKS CREW

3. The 100WEEKS CREW

THE TEAM HAS GROWN

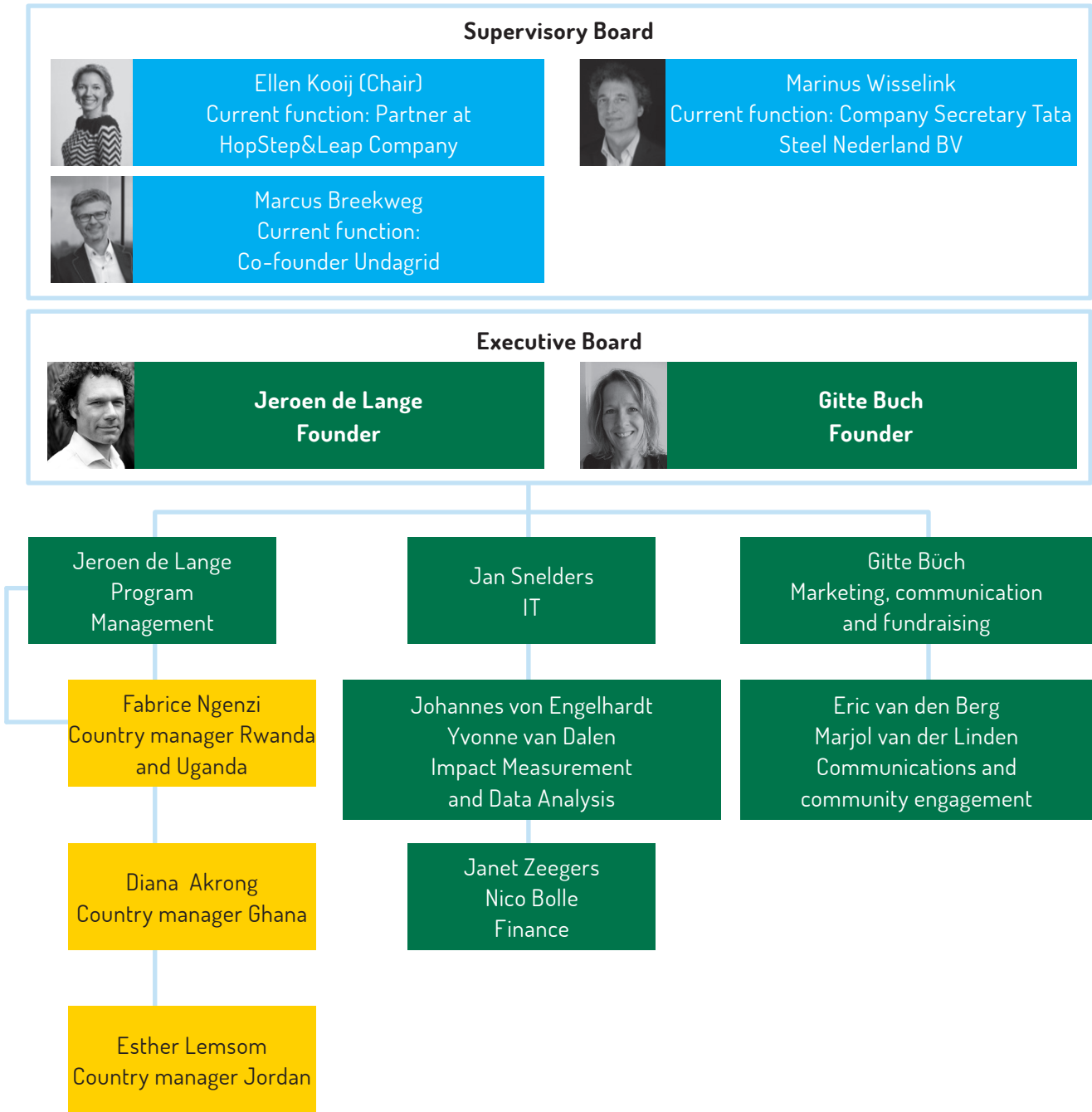
The team has grown tremendously. We started out with three (Jeroen, Gitte and Fabrice), and currently our team consists of twelve dedicated people. In 2017 most worked on a voluntary basis (including the founders). We have extended the team with professionals in research and data analysis, in communications and community engagement and ICT and finance. Last but certainly not least we were proud to welcome very competent country managers in Ghana and in Jordan to the 100WEEKS team.

LOCAL IMPLEMENTING PARTNERS

100WEEKS always works with local implementing partners that know the local context and communities well. They are responsible for selection and coaching of the women. In Rwanda we collaborate with Caritas. Theoneste Munyankindi, director of Caritas Ruhengeri Diocese, is invaluable as our local partner. We profit tremendously from the advice and support Gaspard Ndagijimana, a local senior consultant, is giving us. He will as well join the 100WEEKS Board of Advice.

In Ghana we partner with AGCare to implement the 100WEEKS program. AGCare has very competent staff who know the local communities well. Stephen Abarika leads the AGCare team with whom we partner. We are very happy as well to benefit in Ghana from the advice of Glowen Kyei Mensah, a local senior consultant.

Structure of the organization



“100WEEKS is a radical innovation
in development aid:
giving money to women directly
and letting them decide for themselves
how to spend it. This is so obvious
that it makes you wonder why
we haven’t been doing it all along.”

–

Marcia Luyten, journalist
and anchor TV program Buitenhof

4. ANNUAL ACCOUNTS



4. ANNUAL ACCOUNTS

4.1 MANAGEMENT SUMMARY

2017 was an exciting year for 100WEEKS. Overall our income increased with 417% to EUR 223,256. Donations were received from individual private donors, institutional funders and companies.

100WEEKS received a grant from the Chocolonely Foundation to start supporting women in Ghana. In 2017 we started the preparations to launch the program in 2018.

We further almost doubled our income from individual donors, enabling us to support 5 groups in 2017 and to start another two groups in the beginning of 2018.

A Dutch Foundation provided funding to extend the support to the pilot-group in Jordan.

On a more practical note, in 2017 we transferred the bookkeeping to Exact Online ensuring all processes are auditable.

4.2 FINANCIAL STATEMENT 2017

2.1 Balance sheet as per 31 December
(After appropriation of results)

in EUR	31/12/2017	31/12/2016
Assets		
Shares call centre	1,660	0
Receivables	17,257	35
Liquidities	166,477	22,159
Total assets	185,394	22,194
Liabilities		
Funds		
Designated funds	154,233	21,852
Total funds	154,233	21,852
Liabilities		
Loan	30.000	
Creditors	171	342
Invoices to be received	990	
Total liabilities	31,161	342
Total liabilities	185,394	22,194

STATEMENT OF INCOME AND EXPENDITURE

In EUR	FY17 Act	FY16 Act
Income own fundraising (Individuals)	75,313	43,111
Income own fundraising (Foundations)	132,943	0
Income own fundraising (Companies)	15,000	0
Share in actions of third parties	0	0
Other income	0	0
Sum of income	223,256	43,111
Income to designated funds	-154,233	-22,159
Available income current financial year	69,023	20,952
Programme and project activities	64,715	39,663
Expenditure on the objective	64,715	39,663
Cost of own fundraising	464	176
Cost of obtaining third party grants		
Cost of obtaining government grants		
Expenditures on fundraising	464	176
Management and administration	3,844	3,272
Sum of expenditures	69,023	43,111
Sum of income and expenditures	0	0
As % of income		
Income own fundraising	100%	100%
As % of expenditures		
Objective related expenditures	93.8%	92.0%
Fundraising expenditures	0.7%	0.4%
Management and administration	5.6%	7.6%
Total % of expenditures	100.0%	100.0%

4.3 GUIDING PRINCIPLES

100WEEKS Foundation

The 100WEEKS foundation has been established in 2014 and is registered with the Chamber of Commerce under number 6438070. The Foundation is located at Valeriusstraat 227 II in Amsterdam.

The Dutch Tax and Customs Administration has designated 100WEEKS as an 'Institution for General Interest' (Algemeen Nut Beoogende Instelling, ANBI). Therefore, 100WEEKS is exempt from gift tax and inheritance tax in the Netherlands. Dutch donors to 100WEEKS can deduct their donation from their income taxes or corporate taxes (within legal limits).

Accounting principles

General

The accounting concepts applied to the value of assets and liabilities are based on historical costs. Revenue and expenses are allocated to the period to which they are related.

Reserves and funds

The reserves consist of freely disposable capital and designated funds. The freely disposable capital provides security for the continuation of the organisation in order to capture unforeseen deficiencies and thus provide a guarantee for the continuity of the foundation. At this moment, the organisation does not yet have any freely disposable capital.

Designated funds are funds that are allocated to specific activities by contract or general regulations (designated fund assets). Designated funds that have not been used during the financial year are transferred to the next year.

Result

The determination of the result is linked to the valuation of assets and liabilities. Donations and gifts are accounted for in the year in which they were received, insofar as the related expenses are included in that year. Expenses are attributed to the year to which they relate.

Other information

The board of 100WEEKS.org consists of two members, the founders Gitte Buch and Jeroen de Lange. Board members are not remunerated, but may claim compensation for reasonable expenses. They meet three times a year.

The supervisory board consists of three members.

- Ellen Kooij (chairperson) Partner with HopStep & Leap Company
- Marinus Wisselink Company Secretary Tata Steel Nederland BV
- Marcus Breekweg Co-founder Undagrid

4.4 EXPLANATORY NOTES TO THE BALANCE SHEET

Means of liquidity

100WEEKS is established in 2014. The first financial activities took place in 2015. The value of the means of liquidity has increased from 2016 to 2017 from € 22,159 to € 166,477. This is caused by donations from individual donors for groups which have not yet started. It is further related to work advance payments from institutional donors.

Debtors

This is related to receipts from individual donors, received by the website payment hub but not yet transferred to the 100 WEEKS bank account.

Designated funds

Designated funds are funds that are allocated to specific activities by contract. The funds that have been donated by private individual donors, institutional donors, and companies that have not yet been used for groups disbursements and/or support have been transferred to the next financial year.

Liabilities

- Loan: A loan was received from PwC. This loan needs to be repaid in 5 years' time;
- Creditors: This relates to office rent for the month of December 2017 which was paid beginning of 2018;
- Invoices to be received: This relates to costs from 2017 for which the invoices were only received in January 2018.

4.5 EXPLANATORY NOTES TO THE STATEMENT OF INCOME AND EXPENDITURES

Income

A total of EUR 223,256 was received in donations from individual donors, institutional donors and companies. This is an increase in comparison to 2016 of 417%. Donations from individual donors almost doubled, and 2017 was the first year in which donations were received from different institutional donors and companies.

Income to designated funds

The funds that were not allocated to cash transfers to the women or to support costs have been allocated to the next financial year through designated funds.

Program and project activities

The cash transfers to women and local management and support costs are allocated to program and project activities. In total EUR 64,715 was spent. This is an increase of 63% in comparison to 2016 (EUR 39,663). 100WEEKS only starts transferring cash to the women when the full amount for the transfers for 100 weeks has been committed.

During 2017 the program in Ghana supported by the Chocolonely Foundation has been set up, selecting women, developing monitoring tools, and develop money transfer systems. Actual payments to groups will start in 2018.

Costs of own fundraising

A relatively small amount has been allocated to the costs of own fundraising. These costs are made to obtain funding and are mainly for the website of 100WEEKS.

Management and administration

These costs are related to the management of the organization in the Netherlands and mainly consists of rent, software licenses etc.

Result

The result over 2017 has been zero.

In kind donations

The following in kind donations were received in 2017:

	Occurrence	Value in EUR
PwC	One-off	140.000
Google grants	Annually	132.000
Dare Creative		50.000
Brand &marketing advice freelance creatives	Ongoing	50.000
Nebu	Annually	7.300
		Total 379.300,-

4.5 RISK MITIGATION

A0/IC developed

The core of our work is about international cash transfers and collecting data. We need to ensure the money goes to the selected women and that they receive the money timely. To control and monitor the cash and data flows in 2017, with the support of PwC, we described all processes including task and responsibilities. All has been documented in an A0/IC (description of administrative organisation and internal controls). In 2018 the A0/IC is being implemented.

100WEEKS has a contract with the local money provider. In case money has disappeared from our mobile money account , the mobile money provider is accountable.

ANNEX 1: IMPACT DATA

Transparent and direct reporting about impact to donors
Donors receive impact data about the group of twenty women they financially support.



ANNEX 2: 100WEEKS IN THE MEDIA



ANNEX 3: PARTNERS, VOLUNTEERS AND DONORS

Thanks to the inspirational input from the organisations and people below, who invest their time and brains, 100WEEKS has been growing professionally and quickly.

Scato van Opstall (Karma Brothers):	Concept and strategy
Raoul Kuipers (Karma Brothers):	Online concept and strategy
Kluun:	Branding and marketing
Michel Stomp:	Web design, strategy and development
Miriam Rapon:	Film production
Justus van Oel:	Branding and marketing
Tineke Janssen :	Research and customer insights
Karan Sharan:	Digital strategist from PwC
Nathalie van leeuwen:	Online copy
Marcia Luyten:	Media advice
Steven Collet:	Advice on strategy
Maarten Muijsser:	Website development
Albert Gast:	Ultimate customer experience



CONTACT

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100WEEKS heeft ANBI status

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