

MOVING OUT OF POVERTY IN 100 WEEKS



FROM CONCEPT TO ACTION

**ANNUAL REPORT
2015 - 2016**

100WEEKS helps women and their families move out of poverty worldwide by connecting them to people who care, through an online platform which enables unconditional, peer-to-peer donations on an exponential scale.

CONTENTS

FOREWORD BY THE SUPERVISORY BOARD	4
INTRODUCTION BY THE FOUNDERS	6
1. 100WEEKS PROGRAM MOVING OUT OF POVERTY	8
2. DONORS IN THE NETHERLANDS	18
3. WHO WE ARE	24
4. ANNUAL ACCOUNTS 2015 AND 2016	30
ANNEX 1: FIRST IMPACT DATA OF THE PROGRAM: THEY ARE 100WEEKS COMMUNITIES	37
ANNEX 2: 100WEEKS IN THE MEDIA	39
ANNEX 3: COMMUNICATIONS MEANS	40
ANNEX 4: DONORS, PARTNERS, VOLUNTEERS: THEY ARE 100WEEKS IN THE NETHERLANDS	41

FOREWORD BY THE SUPERVISORY BOARD

The last decades millions of people have moved out of poverty. Economies have grown but the rising tide has not lifted all boats: close to one billion people are left behind in miserable deep poverty often in hard to reach places. Half of them live in Sub-Saharan Africa. They have no access to health care or education. Every day is a survival. Every day they experience stress because they do not know whether they will have some food to feed their kids. They feel worthless and see no way out of their situation ¹.

The founders of 100WEEKS are driven by a purpose: to use new technologies and methods to reach out to these people and give them too a chance to move out of poverty. They believe no one should live in misery in the 21st century.

That's why they founded 100WEEKS: a platform where people living in extreme poverty and people living in wealthy countries can meet. People share similar aspirations for themselves and for their children, wherever they live. In our world of rising inequality well to do people can support people living in poverty via the 100WEEKS platform.

The 100WEEKS proposition is compelling for three reasons:

In the first place 100WEEKS radically innovates the fight against poverty by simply giving money to the poor and fully trusting them to know what is best for them – a method proven by multiple studies ². The international community has committed itself to end extreme poverty by 2030. 100WEEKS contributes to this goal. It provides an answer to the pertinent question of how to reach the poorest of the poor in a context of reducing development assistance budgets.

Secondly, 100WEEKS provides private do-gooders in The Netherlands (and why not beyond) with an adequate response to their needs for transparency and evidence, as expressed in multiple studies ³. 100WEEKS is a fully transparent platform, providing honest and low cost means to reach the poorest, and building a relationship with full clarity on mutual expectations from the start.

Last but not least: 100WEEKS is technology driven to keep costs as low as possible and to be able to scale up fast. The ambition of the founders is not to help lift hundreds of women out of poverty but tens of thousands.

The Supervisory Board of 100WEEKS is proud to be part of the drive and professional commitment of Jeroen and Gitte, its founders. We are impressed by the dedication of the team that works with them, mostly on a voluntary basis. Fabrice is the country manager in Rwanda, who connects the supporters of 100WEEKS with the women in the country side, in close cooperation with the Rwanda based charity organisation Caritas. A very similar model will be applied and scaled up in the next countries where 100WEEKS will be active: Ghana and Uganda. Johannes ensures evidence-based operations and impact feedback to the donors.

Then there are the experts that all donate their time to 100WEEKS because they recognize its game-changing potential: individuals with solid backgrounds in advertising, accounting, and IT. Very encouraging is also the increasing number of partners that give in kind support, including PwC, Google, REGGS, the Karma Brothers, Dare Creative and Tigo Telecommunications in Rwanda. Last but not least we mention those 400+ private individuals that have contributed the necessary finances to support 70 women and their families through 100WEEKS to date. It is very encouraging indeed to realise through their contributions that people are anxious to help their fellow human beings, even if they live across the globe. These good-doers got 100WEEKS the confidence and credibility required to now take the next steps.

The Supervisory Board was established in 2016 when 100WEEKS complied with ANBI status. Members are Ellen Kooij (chair), Marinus Wisselink and Marcus Breekweg. It met twice, both on the strategy of the organisation and approving its budget.

2017 will be the break-through year for 100WEEKS. We are confident that this year will bring the investors required to move from start-up to grow-up. It is our pleasure to be part of this next phase, that will bring a disruptive innovation to the Dutch aid-scene, to the benefit of all.

Ellen Kooij
Chair of the Supervisory Board
June 2017

1. Deepa Narayan: 'Can anyone hear us? Voices of the poor,' World Bank, 2000.
2. J.Hanlon, A. Barrientos and D. Hulme. Just give money to the poor. The development revolution from the south. 2010.
- C.Blattman and P. Niehuis. Show them the money. Why giving cash helps alleviate poverty. Foreign Affairs, May 2014.
3. Oxfam Novib and Motivaction. Influencing the development debate in the Netherlands. 2014.
- NCD0. Nederlanders en draagvlak voor ontwikkelingssamenwerking, een verdiepende studie. 2013.

INTRODUCTION BY THE FOUNDERS

January 2015 we flew to Rwanda to give money without conditions to ten women living in poverty. We knew giving money to the poor directly is an effective and efficient way to help lift them out of poverty. Piles of research have proven this. We also knew that Rwanda would be a conducive environment to test the waters: many rural poor, availability of mobile money, and we know our way, thanks to our previous lives working on poverty reduction in Eastern-Africa.

These 10 women were supported by a group of families and friends in the Netherlands. We linked them online. We provided simple cell-phones to the women and conducted a baseline, as the start of their 100WEEKS journey. We established working relations with Caritas and Tigo Telecommunications, and asked Fabrice to be 100WEEKS's very first country manager.

Then we started. We learned by doing, transferring 9 euro every Monday morning to these 10 women through mobile money that they could exchange for cash at local Tigo Cash outlets in their villages. A fixed amount every week, for 100 weeks, with a hard stop at the end. Without any conditions, because we would not know better how to spend the money than they would. Finding out how to transfer the money in an automated way. Anxiously waiting for Fabrice's reports on their progress against the baseline. Looking for additional funding, as the numbers of potential women to help are so much bigger than what we can deliver.

And it worked! Our assumptions, based on the literature and vast experiments with unconditional cash transfers, all turned out right. After one year we started with a second group of ten women. We applied the learnings from the first group to improve the journey out of poverty of these ten new women. After the first group terminated their 100 weeks, we came full circle, nervous to stop the funding routine we had established with our first 10 women and their families. We went back to Rwanda to see how they would take it, at the same time starting the next cycle with 20 new families. And we were delighted to experience that 100 weeks has been just right. The pattern was as it has been ever since, also with the next groups: First these women secure their basic needs, like an extra meal (from one) a day. Then they spend the money on school books and uniforms, plus the vaccinations that they couldn't afford before, securing a healthy future for their kids. Having this secured, funding becomes available for economic activities, including buying a goat for milk, meat and income, bringing produce to a bigger market further away, expanding a shop or buying a plot of land. After 100 weeks most of these women have been able to build up assets that can serve as collateral for microloans if desired later on.

We saw that the women came together learned to support each other, and that they appreciated the financial coaching to make them financially more literate. The women did not mind to share their stories and feedback with us on the 100WEEKS platform.

In the meantime, an increasing number of private sponsors showed interest, beyond the group of people we know, thanks to the media-attention that we managed to attract surprisingly easy, through social media, OneWorld, NRC and VPRO radio 1.

In fact, we found out that we are at the right time and the right place, for our initiative. That many are eager to write about it, to contribute to it, way beyond a weekly donation. The sensation is like being part of a movement, slowly but steadily building up our infrastructure, to keep pace of the confidence bestowed on us by both the African families and their Dutch counterparts.

In 2 years' time we have established 100WEEKS as a new kid on the block in the aid market, not as the next NGO, but as a new, fully private way to connect, along the same principles as other social enterprises in the sharing economy: we are a platform, not an organisation that you can fund.

We learned that this is essential, not only for our thinking, or for our competitive edge, but more fundamentally for solidarity and the sense of connectedness. And this then logically links it to scalability.

We are building a platform with its core assets being the personal connection between the families and donors, and the wealth of data one can derive from this, way beyond the scope of our 100WEEKS.

We have now come to a phase that the model will need to scale and that we reach the limits of what a small group of people can do on a fully voluntary basis. We won the 2016 PwC Social Impact Award that has given us access to a rich support base, including the formulation of a state-of-the-art funding pitch book. We have received funds from the Chocolonely Foundation to engage with cocoa communities in Ghana. We are experimenting with our mobile money model in Jordan, supporting Syrian refugees, potentially opening up a resource base that otherwise would have required scarce ODA means to fill the gap.

In fact, we are now confident that we can do this. The next step is finding the funding to become sustainable as a platform, including securing the necessary means for ourselves to continue working on this fantastic endeavour for the time to come. We have piloted and improved our concept, and now we are eager to scale up. .

Outlook 2017

This year we will focus on scaling. The aim is to raise the number of women and their families receiving money and to raise funds to invest in the team and ICT. We will be starting programs in Ghana and Uganda. And we will continue the pilot in Jordan providing money to refugees.

We look forward to meet with people who believe that we can eradicate extreme poverty by wiring money to the extreme poor and giving them basic financial training. And that technology provides us the tools.

Let's join forces!

Jeroen de Lange & Gitte Büch

Founding members, Executive Board 100WEEKS



1. PROGRAMME MOVING OUT OF POVERTY



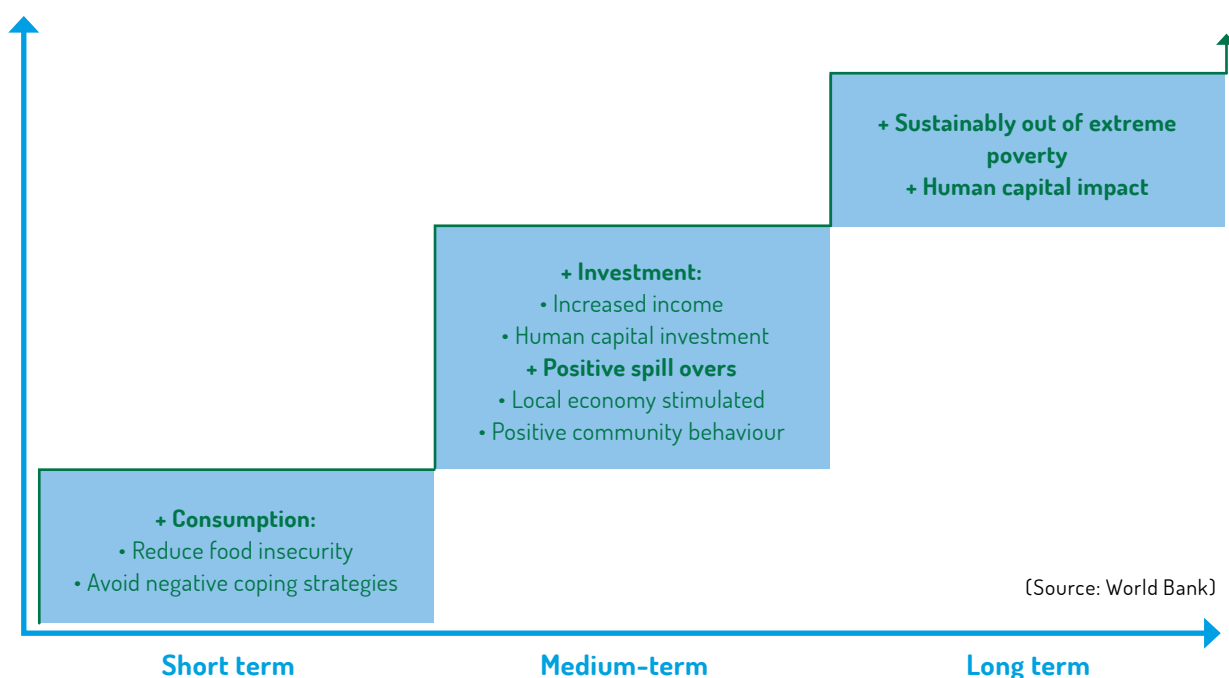
Jacqueline Uwimana receives money via 100WEEKS since October 2016. Her income has risen because she invested in tomatoes.

1. PROGRAMME MOVING OUT OF POVERTY

1.1 The 100WEEKS Theory of change

We started our first program in January 2015 based on the proven concept of unconditional cash transfers. However since that first group of women started their journey of 100WEEKS out of poverty we have learned a lot and adapted our program and theory of change accordingly.

Our current theory of change is based on academic literature and our own research. There are three phases of positive change in the lives of women who get the weekly cash transfers, training and coaching. These phases constitute the 100WEEKS graduation model of moving out of poverty.



Phase 1: Consumption: taking care of basic human needs. The cash transfers make it possible to have two meals a day, repay debts, pay school fees and drugs and have clean drinking water. Families get out of the survival mode, regain hope that they can move out of poverty. Their planning horizon becomes longer.

Phase 2: Productive investments and spill overs. After about three months the women start investing in assets (land, house, and livestock) and income generating activities. Their weekly purchasing power increases. They start saving money. In case a large group of women receives regular cash payments demand increases in the local economy which has a multiplier effect.

Phase 3: Human capital impact and poverty impact. The families are healthier because of enough food and clean drinking water, children go to school and the women get more skills because of the training (they become more financial literate).

At the end of the program the weekly purchasing power of the women has sustainably increased and they are ready for their first micro credit. Not all women will be successful in sustainably increasing their weekly purchasing power. We will be surveying the long term impact of our program to be able to determine the long term success rate. Based on our first impact data and academic research we aim to have a sustainably positive impact on the lives of 70/80% of the women.

1.2 The 100WEEKS intervention

From our first programs we learned that direct cash transfers are most effective in combatting extreme poverty when they are combined with training in financial literacy and community building. This is shown as well by evaluations of DFID's cash transfer programmes. That's why the 100WEEKS program consists of the following three components that are mutually reinforcing:

Increasing purchasing power of selected women. During 100 weeks we increase the weekly purchasing power of women by giving them unconditional cash transfers. We use mobile money. By helping one woman we reach 5 people because on average a woman has one husband and three children. A local partner of 100WEEKS is responsible for selection of the poorest women (they are in the lowest income quintile). Another selection criteria is that the women need to be economically active.

Training in financial literacy skills and coaching. The women come every week together in a self-help group. In this group they are being coached and trained in financial literacy by a volunteer of our local organisation. The women help each other and give each other advice. This increases the likelihood that the income generating activities of the women are successful. All the women become member of a savings and credit association. At the end of the 100WEEKS programme the women are introduced to a micro finance institution.

Giving the women a voice, learning and feedback to donors. After a baseline is made every three months a mobile impact survey is conducted. In this way we learn about the needs and challenges of the women and about the impact of the 100WEEKS programme. Our local partner uses these data to give the women a voice. Based on the data we collect, donors receive regularly infographics about the impact of their money. We keep the donors updated about the changes in the lives of the women via stories and pictures as well. Donors thus follow the journey out of poverty of the women they support during 100 weeks.

1.3 The women taking part in the 100WEEKS programme

After we started with our first group of women we saw a difference between the women based on their initial attitude and whether or not they were already economically active before the start of the program. Based on these insights we decided to add another criterium to the selection process: not only would we support the poorest women, but they had to be economically active as well. There are many women living

in extreme poverty. We can only support a fraction of them. We became convinced that the 100WEEKS program would be most successful when we would work with active women, who were nonetheless very poor as well.

In 2015 and 2016 three groups of women started their 100WEEKS journey: in January 2015 10 women started the program, in January 2016 another 10 women started the program and in July 2016 20 new women started with their journey of 100WEEKS. The first group terminated the 100WEEKS program in December 2016.

These groups of women got 9,15 Euro mobile money per week. This amount was based on 10US\$ per week, which doubles their weekly purchasing power. In total Euro 17.063 was transferred via the 100WEEKS platform in 2015 and 2016 combined, which reached in total 40 women: Euro 9.125 was transferred to group 1, Euro 4471 was transferred to group 2, and Euro 3468 was transferred to group 3. Both groups 2 and 3 are still in the program. Group 2 will terminate their journey in December 2017.

Because each woman has on average one man and three children a total of 200 people were reached with the 100WEEKS program in 2015 and 2016.

We did an impact survey to measure the results the women of group 1 had achieved after 100 weeks: all families have now two meals a day, all family members are now covered by basic health insurance, people are less ill and thus more productive. All children have now shoes and at least two pairs of clothes. Four women bought a plot of land to build their own house and three bought a piece of farmland. This means they do not have to pay rent or lease anymore. This saves up money which they can spend on food or education. One woman invested in a sowing machine, another in her business of shoe repairing. One woman uses part of her newly built house to rent it out to make money. One woman invested in her assets to brew local beer which she sells.

The assets the women acquired help them to be sustainably better off than they were before the start of the programme. All of the women said they regained their self-worth. Poverty means living in shame. "Maintenant je suis quelqu'une", now I am somebody, one women told us. "Now I dare to go into church, normally the neighbours used to laugh about me, because my kids had no shoes". Regaining dignity is perhaps the most invaluable impact of the 100WEEKS programme.

See annex for the impact infographic of group 1

1.4 Working with local partners

100WEEKS has the ambition to be an exponentially growing platform. We want to operate in a lean and cost efficient manner. This means that we have to leverage the capabilities of local partners with whom

we team up. The 100WEEKS program is implemented by a local partner, and the program is perceived by the women as a program of that partner, supported by 100WEEKS. In Rwanda we started to work together with Caritas.

After a first period of piloting we signed a Memorandum of Understanding to formally enter into a partnership. Since 100WEEKS has not yet a legal structure in Rwanda, Caritas is as well our legal representative in Rwanda.

We select our local partners based on the following criteria: (1) locally rooted in communities, (2) having a professional implementing capacity and local staff, (3) having local legitimacy to operate, (4) sharing the same mission and basic values as 100WEEKS: eradicating extreme poverty, transparency, trust, accountability.

1.5 Training and community building

We learned from group 1 that it would be crucial for the impact of the 100WEEKS program to bring the women together in a group so they could support each other and be coached and trained to make them more financially literate. That's why we started to work with local Caritas volunteers who coach and train the groups. These coaches get a small monthly incentive. As input for the training we use a financial diary.

We have begun with a financial literacy training syllabus that we are constantly improving based on feedback from the coaches and the women.

The women have constantly surprised us with the initiatives they undertook together: for example they started so called tontines: little savings groups amongst themselves. And they decided to give on a weekly basis a little support to other families living in extreme poverty who do not take part in the program. Another very encouraging development is that women who have terminated the program or who are already half way, pass on knowledge to women who are about to start the program. We aim to recruit new coaches from the women who have successfully terminated the program. This will help us scale up. And we plan to make some successful women role models. This has a psychologically empowering impact on women living in extreme poverty: "She managed to move out of poverty, look where she is now, I can do this too!"

No longer being lonely – many poor women feel lonely – , because they have become part of a larger group, has turned out to be very meaningful for the women. We had not anticipated that it would be that important, but it is.

1.6 Mobile money

Back in January 2015 Fabrice, our now regional country manager, started to send mobile money from his own phone to 10 women. This way we learned a lot about the functioning of mobile money.

We then met the Tigo Cash country team and pitched 100WEEKS to them. We agreed to start a partnership. Tigo reduced with 75% the mobile money transfer costs. We now have access to an online mobile money bulk payment platform. This means that we can send mobile money to the women from everywhere. Every week we receive a report from Tigo cash with a financial overview of money received from us, and mobile money transferred to the women. The payment process did not always work flawlessly, so Fabrice had to trouble shoot sometimes. Now the platform is stable and we are ready to scale up. Based on the new administrative organization and internal control processes of 100WEEKS we will move towards a system where a local manager prepares the payments in the platform, and the controller in the Netherlands checks whether all mobile phone numbers are okay, before the payment is authorized. In this way we can send money to thousands of women and have an audit trail of the individually targeted micro payments.

1.7 Impact measurement

When the first group started we made a baseline based on a standard World Bank poverty questionnaire using the survey application Magpi. Since then we have observed many positive changes in the lives of the women that were not yet captured by our questionnaires.

Johannes von Engelhardt started to support the 100WEEKS team. Johannes is a freelance research consultant and teaches statistics and social science methodology at the University of Amsterdam. Based on our qualitative findings and with input from the World Bank and the Free University of Amsterdam he improved the 100WEEKS questionnaires and started to use the survey application Kobo from the Harvard Humanitarian Initiative. We have now four modules of survey questions based on our theory of change. After the baseline eight surveys are taken during the program, and two after the program has ended to measure long term impact. We have started to use the impact data to make infographics.

We will be moving towards open data: we will put all our survey data on our website in a dashboard. Our next step is to set up simple pop up call centers to be able to scale up our capacity to do mobile surveys.

1.8 Storytelling and self-ethnography

Each woman who moves out of poverty going through the 100WEEKS program has a particular story to tell. A story of desperation, feeling stuck, of stress to survive and shame. And a story of a chance to move out of misery and daily survival. 100WEEKS is a platform. That's why we want to let the women tell their own stories, as they perceive their own lives. We gave the women throw-away-camera's to take pictures of their lives. We shared these pictures with the donors of that group. The pictures were very touching because they were very real. We get more and more stories of the women via the coaches which we relay to the donors of a particular group of women. We will experiment with new methods of self-ethnography. What do the women want to tell us? The 100WEEKS platform will let their voices be heard.

1.9 Risk mitigation

Tensions between people

Distributing a fair amount of money to a selected group of people might increase tensions between neighbours or between husband and wife. To mitigate these risks we work with local partners like Caritas in Rwanda. These organizations have a local license to operate. Often the community is itself involved in the selection process to enlarge the local legitimacy of the choice of the women who will take part in the programme. With survey questions we monitor whether there are serious problems like gender based violence in the families. Whenever problems occur they are raised with our local partner, the local church, community leaders and local government officials to come to a solution. If needed 100WEEKS uses a local Legal Aid organisation to give legal aid to a woman. We offered this service to two women in 2016 in Kibuye, Rwanda, although the reason for the tension between these women and their respective partners most likely was not the money provided.

Cyber security risks

The impact data, financial data and project administration data are stored in the cloud using tools like Kobo, Exact Online and Dropbox. The number of people that have access to the data is currently limited. In 2017 and 2018 we will further work on increasing our understanding of 'data security' and improving our systems to exclude the possibility that the data will be hacked. Our guiding principle is that the privacy of the women and donors always comes first.



These pictures are taken by Providence (group 1) who proudly shows the bricks she bought from the 100WEEKS money to renovate the house. (2016)



2. DONORS IN THE NETHERLANDS



Jacqueline Nikuze receives mobile money via sms for the first time. She is the first women to receive money via the 100WEEKS platform from donors in the Netherlands.

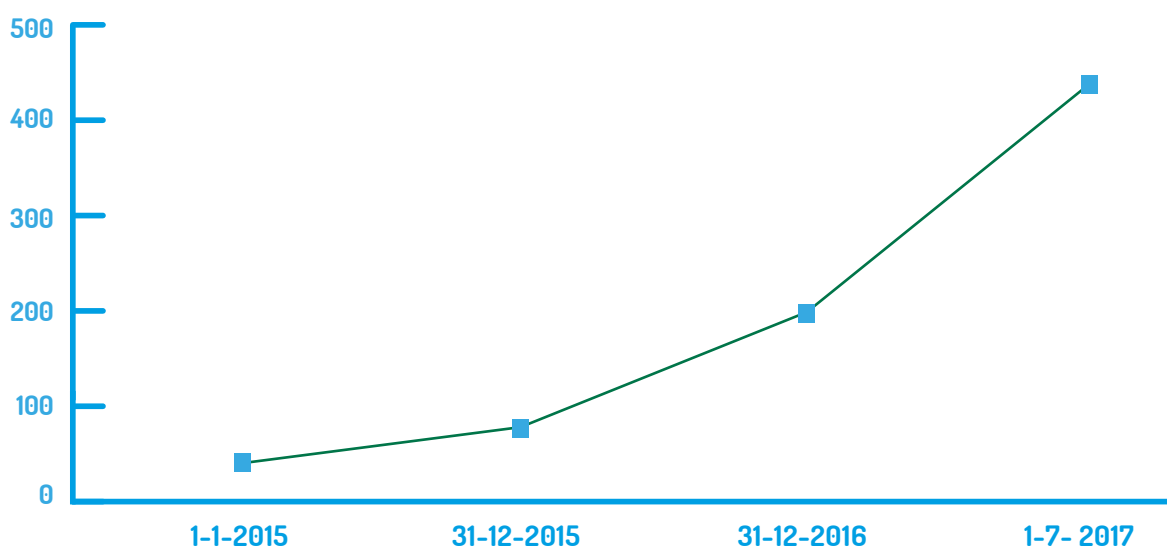
2. 100WEEKS AND DONORS IN THE NETHERLANDS

2.1 GROWING NUMBER OF DONORS

Family, friends and fools

In 2015 the first group of women started their 100 weeks receiving money from the founders, and their family and friends. The second group followed suit. Without spending money on marketing the group of people supporting women via 100WEEKS is growing. More than 250 donors have together contributed 50.000 Euro. In 2017 the number of donors is growing quickly. Even without campaigning. At this moment almost 450 people have given money directly to poor women via 100WEEKS.

Number of donors



Without marketing budgets 100WEEKS has proven to be able to exponentially increase its donor base. This has happened through word of mouth and free publicity. The exponential growth is proof of the 100WEEKS concept.

Research shows there's a fanclub out there

In 2015 research company Motivaction has tested the 100WEEKS proposition among a representative panel of 1.100 Dutch households. People were asked what they thought of the concept of direct giving to poor people without conditions and if they would donate. The results show that 20% of the panel members are positive to donating and 9% answered that they would certainly donate when asked to. This is a good score for an unknown brand and innovative, radical proposition. According to the mentality model of Motivaction the 20% fans are cosmopolitans (higher educated, global orientation). In our marketing efforts (in 2017) the focus will be on targeting this group.

2.2 100WEEKS GROWS BECAUSE OF COMMITTED PARTNERS

Enthusiastic about the innovative 100WEEKS model for poverty reduction and fundraising a great number of organizations and individuals have contributed cash and/or in-kind contributions. It is not only inspiring to work with these dedicated and professional partners, it also shows that the concept of peer to peer giving and unconditional cash-transfers is appealing and fulfilling a need felt by professionals from both non-profits, businesses and individuals.

In 2016 we won the PwC Social Impact Lab competition. The prize was that PwC provides us with 1400 hours of consultancy to build the AO/IC, legal structures, bookkeeping system, project administration, automation of processes and the user experience on the website and app.

The following has been achieved with in-kind contributions: (see annex for list partners and volunteers):

Branding: Kluun, The Karma Brothers and Michael Janssen (creative director a.i. JWT) form the creative team who build the 100WEEKS brand. They came up with the name and tagline, and are involved with developing the marketing strategy, copy writing and making communication materials.

Online marketing: We received the Google grants for non-profits, online marketing advice and free G-Suite.

Logo and branding: Design bureau **REGGS** designed the visual identity i.e. logo and brand guide and wireframe of a new website.

Film: Production company **Dare Creative** filmed in Rwanda and developed a short film for marketing purposes.

Impact measurement: 100WEEKS uses survey questionnaires to measure the impact of our program with input from the World Bank and the Amsterdam Free University, faculty of development economics.

Easy online payments: Together with Fintech company **Adyen** we work on making online payments as easy as possible. Adyen contributes in kind to 100WEEKS by not asking a minimum monthly fee.

Testing the concept: Research agency **Motivaction** conducted research to test the concept among Dutch Households.

Besides these organizations 100WEEKS could not have grown so quickly and professionally without the contributions of a huge group of individuals who developed the financial bookkeeping system, brought together more than forty new donors to start a new group of women, developed the website, developed content for communications, facilitated market research, supported the design of the customer journey, and so on. The value of their contributions can't be measured. Working with these wonderful people makes us grateful to have embarked upon this amazing journey.

2.3 TELLING THE STORY: 100WEEKS IN THE MEDIA

In 2016 different media, from sustainability platforms to corporate magazines, from radio to newspapers put the spotlight on 100WEEKS. We think this is because of the disruptive character of 100WEEKS which is appealing to all sorts of media. We expect to generate quite some free publicity the next year when we actively approach the media. All media were positive about the idea of direct giving and the way we aim to achieve our ambition.

Online platform OneWorld:

Chief editor Lonneke van Genugten visited women of the 100WEEKS program in Rwanda. She wrote a beautiful story about it.

TED talk PwC Transparant Prijs 2016:

Gitte introduced 100WEEKS to people from the development sector.

Maatschappij wij:

Gitte about why she founded 100WEEKS

WhoCares:

Jeroen about the new to be developed 100WEEKS App

Radio 1 VPRO Bureau Buitenland:

Jeroen about 100WEEKS

PwC online magazine Inzake:

filmed Jeroen and interviewed Gitte

NRC:

article about cash transfers showcasing 100WEEKS as an example

2.4 DEVELOPING COMMUNICATION MEANS TOGETHER WITH DONORS

Facilitated by PwC and a professional market-researcher and hosted by Google we have held two focus group sessions with potential donors (private individuals). The goal was to design an 'ultimate customer experience of doing good' for donors. This can only be done when it is based on their needs. The almost direct connection between the women and the donors is an unique starting point for this. We asked the participants how they want to be engaged and informed. We develop the communications means based on the insights, ideas and needs that came out of this session and our continuous personal conversations via e.g. Facebook.

A growing group of people receive our newsletters and visit our website and Facebook page.

Website: In 2015 a new website has been developed by volunteers. The plan is to develop a new website at the end of 2017 based on donor needs and expectations. Up to 2017 we have registered more than 1.200 website visits.

Newsletters: Three times per year a general newsletter has been sent to donors and those who have subscribed via the website. Donors who support a specific group have received updates about 'their' group. Currently close to 400 people receive the newsletter.

Social media: We developed a Facebook page and a Twitter account. On Facebook we provide updates about the women and the developments of the organisation. On Twitter we focus more on the academic side of cash transfers globally.



4. WHO WE ARE



Bonifride Nirere receives money via 100WEEKS since January 2016.

3. WHO WE ARE

Vision and Mission

We believe people know best what is good for themselves. We all are able to shape our own future when we are given the means. But close to a billion people live in deep poverty and lost control over their lives. Every day is a survival. Technology paves the way for radical innovations to help them back on their feet.

100WEEKS helps women and their families move out of poverty worldwide by connecting them to people who care, through an online platform based on radical innovations which enables unconditional, peer-to-peer donations on an exponential scale.

Our aim is to help raise 100.000 people out of poverty during the next 5 years.

The team

In the course of 2015 and 2016 a strong professional team was formed. Our team has the mix of experience and competencies to make 100WEEKS a success. It includes on the ground experiences with poverty reduction in Africa, a deep knowledge of development assistance and research, a sound understanding of and experience with donor markets, and the technical (ICT) and business skills required. The team members are well-recognized leaders in their respective fields and know each other for a long time. Except for the country manager the team has not received financial compensation.

Jeroen de Lange (founder): as a former diplomat he lived and worked in Rwanda and Uganda. He worked for the World Bank as senior economist and was Member of Parliament. He taught public innovation and lean start-up methods at thnk.org. He oversees programme development and implementation and the development of the platform.

Gitte Büch (founder) is former head communications at War Child - won PwC's annual report transparency award and coolest brand award. She developed corporate partnerships for UNICEF in Vietnam and lived and worked in Tanzania. She has a strong media and NGO network. She is determined to offer donors an ultimate experience of doing good. Besides she oversees support operations.

Fabrice Ngenzi is our local hero managing the program in Rwanda and later this year in Uganda. He studied business management in The Netherlands for a couple of years. He knows the local context, understands well what kind of information donors want and his entrepreneurial skills fit well with the start-up approach.

Johannes von Engelhardt is a statistician and researcher and responsible for the data and impact analysis within 100WEEKS. He published a report with the World Bank about mobile surveys. We are proud to now have a strong impact measurement methodology which he developed. It makes possible to collect data easy and present them to donors.

Janet Zeegers takes care of the finance. She has worked as head of finance for Mama Cash and Artsen zonder Grenzen. She set up the book keeping system and makes sure the money of donors is going to the right women.

Jan Snelders is responsible for the development of the platform. He is an experienced software architect and successfully led major greenfield projects for European Associations and is leading IT projects for Netherlands largest credit card issuer. The development of the platform is in good hands with him.

Frank Bakx has many years of professional experience working for the Rabobank Foundation in several African countries. Frank specialised in supporting small scale entrepreneurs and micro credit institutions. Within 100WEEKS Frank oversees the financial training methodology and the financial diaries.

The Supervisory board

We are very pleased to have a board with members who have a background in business and the corporate world. This is in line with our growth strategy: exponential scaling based on the lean start-up methodology. The supervisory board performs its duties unpaid.

The supervisory board consists of three members.

Ellen Kooij (chairperson), Partner with HopStep & Leap Company

Marinus Wisselink, Company Secretary Tata Steel Nederland BV

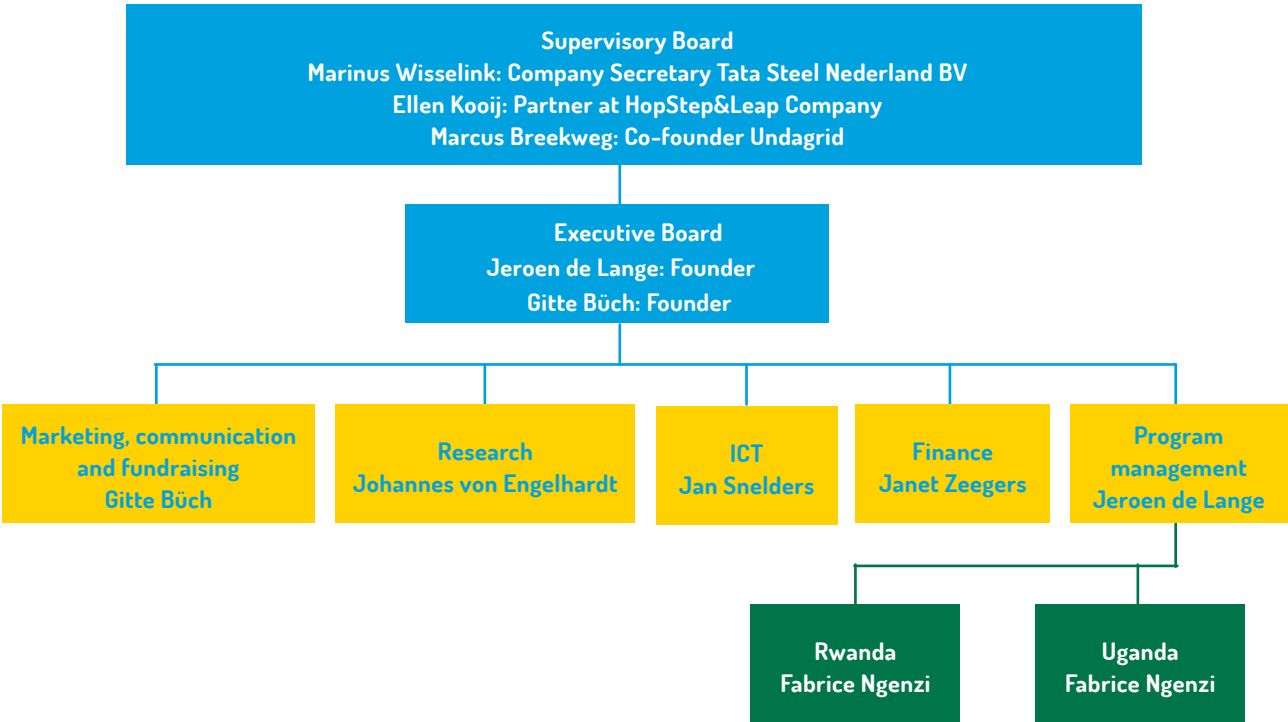
Marcus Breekweg, Co-founder Undagrid

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 exempted 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).

Structure of the organization





4.

ANNUAL ACCOUNTS

4. ANNUAL ACCOUNTS

4.1 100WEEKS FINANCIAL STATEMENT 2015 AND 2016

Balance sheet	2016		2015	
	Debit	Credit	Debit	Credit
Means of liquidity	22,159		5,717	
Debtors	35		0	
Creditors		342		2,556
Income received in advance		21,852		3,161
<i>Result</i>		0		0
Total Balance	22,194	22,194	5,717	5,717

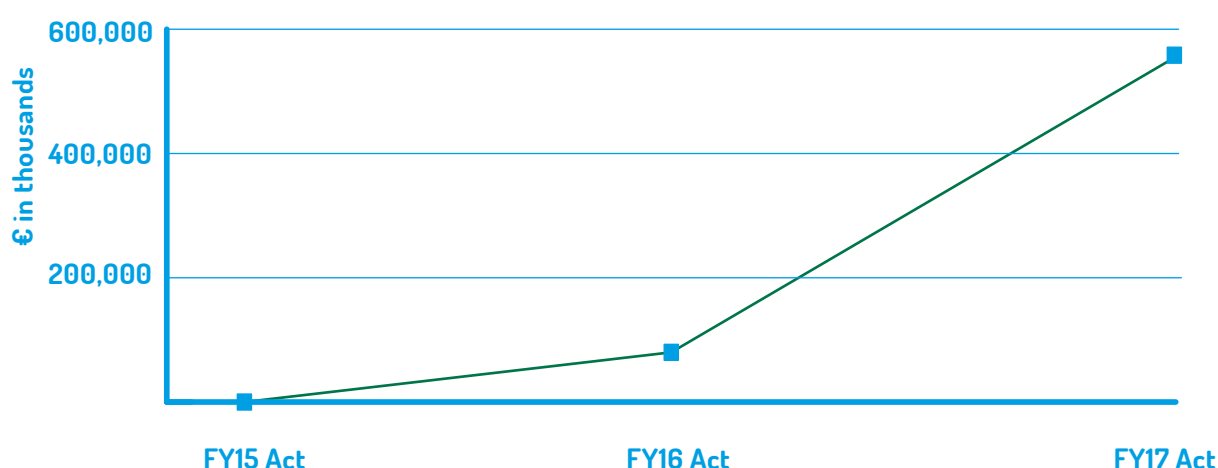
Profit & Loss	2016		2015	
	Debit	Credit	Debit	Credit
Office costs	2,052		0	
Operation costs	1,236		152	
Communication costs	224		0	
Travel costs	3,908		1,674	
Cash transfer costs (women)	14,522		5,950	
Country management costs	2,480		1,028	
Donations		24,420		8,803
<i>Result</i>		0		0
Total Profit & Loss	24,420	24,420	8,803	8,803

Income and Expenditure in 2015 and 2016

In 2015 and 2016 we received €11,964⁴ and € 43,111 respectively in income. Total income has increased with 360%. This result has been established without specific campaigns or intensive fundraising. It is the expectation that income will grow exponentially in the coming years as a result of increased brand awareness, campaigns and fundraising capacity in the team.

- Income comes from two foundations the employees of a company (PwC) and over two hundred individual donors.
- In 2015 we used 98% and in 2016 86% on the 100WEEKS programme.
- The balance sheet includes a line 'Income received in advance'. This relates to income received for the support to specific women groups. The expenditure related to these groups take place over a period of two years' time. Therefore related income has been transferred to the next financial year (during which the expenditures will actually take place).
- The other expenses mainly relate to travel and staying costs in Rwanda and a financial contribution to the local country manager. If cash transfers will increase the related costs will not increase proportionally as a result of the use of mobile money.
- The team of 100WEEKS in the Netherlands did not receive any financial contribution in 2015 and 2016. The long-term goal is to provide the core team with a remuneration to ensure the continuation of 100WEEKS.

Income out of fundraising



This figure shows donations received until June 2017. Donations from foundations and individuals have been growing from July onwards.

4. The difference with the amount on the Profit & Loss statement is the income specifically donated to a group of women which is transferred to the next financial year, which is € 3,161 in 2015 and €21,852 in 2016.

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, 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 consists of two members, the founders Gitte Buch and Jeroen de Lange. Board members are not remunerated, but may claim compensation for reasonable expenses.

Supervisory board members are not remunerated, but may claim compensation for reasonable expenses.

4.2 EXPLANATORY NOTES FOR 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 2015 to 2016 from € 5,717 to € 22,159.

Debtors

This is related to committed donations received through the website at the end of 2016 but which were not yet received.

Creditors

This relates to 2015 expenditures, which were advanced and paid back in 2016. In 2016 creditors relate to office rent for the months of November and December which were paid beginning of 2017.

Income received in advance

Individual donors sponsor women in different ways. Donors transfer the contribution for 100WEEKS in one transfer or make their contribution available through monthly transfers. The contribution to the women 100WEEKS supports are attributed to the year in which these costs are made. The contributions to women which have been transferred in one instalment have been included in 'Income received in advance' in as far the contribution has not yet been paid to the women.

Result

In 2015 as well as 2016 neither a positive result nor a negative result has been established.

4.3 RISK MITIGATION

Developing risk mitigation guidelines, checks and controls

Basically, 100WEEKS is about transferring money to Africa and sending data back to the Netherlands. Currently the numbers are still small but this will change the coming years. It is therefore important to have a risk management system in place securing money is distributed to the right people at the right time, the privacy of the women is maintained and the impact data are valid and secure.

Together with PwC we started describing all processes (based on the RACI model: Who is Responsible, Accountable, Consulted, Informed for each process) related to fundraising and transferring of the money, selection and onboarding and coaching of the women, gathering and transferring of the data. It describes who is responsible for what, which checks and balances and controls need to be in place and how to respond when calamities might occur. In 2017 this process description will be finalised and formalised in an AO/IC (description of administrative organisation and internal controls). We already started implementing parts of it.

Excluding fraud with money

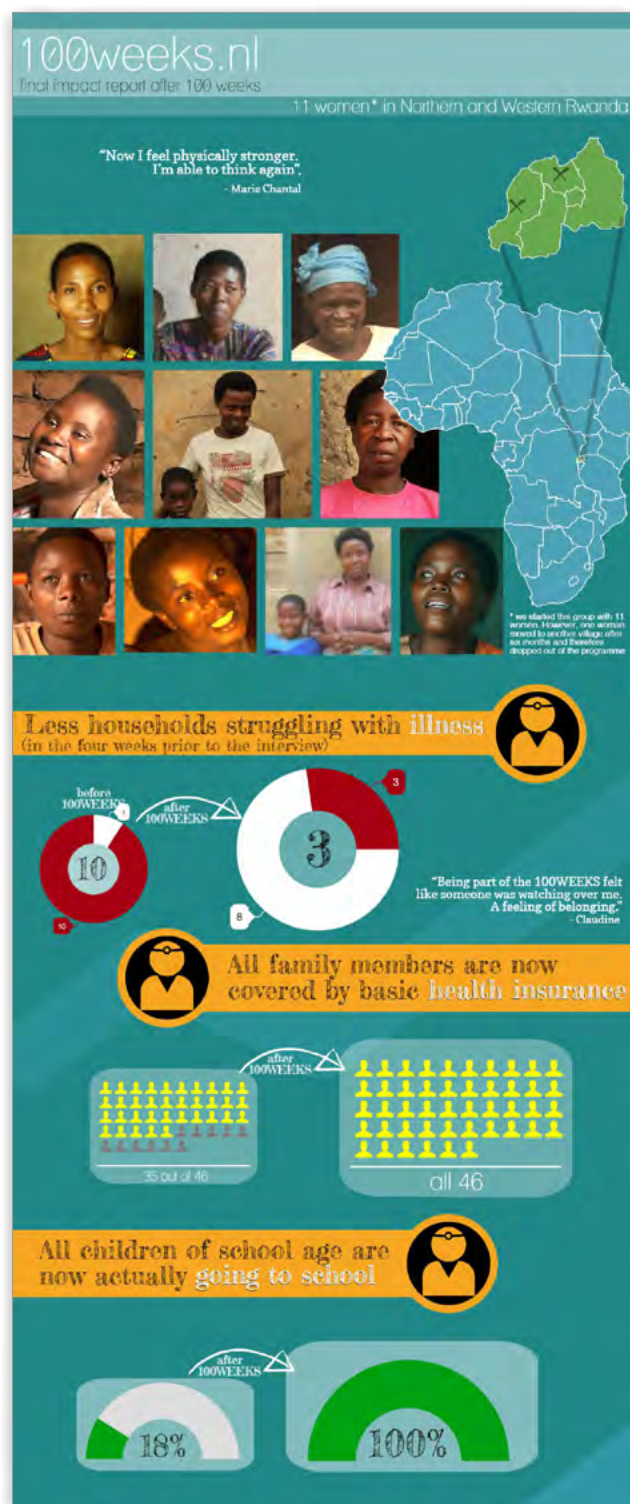
To exclude fraud with money from 2015 onwards 100WEEKS has been using the closed mobile money system of a local Telecoms provider. The payments are done using the 100WEEKS mobile money account via a web interface. We get weekly statements of money transferred to each mobile phone. The whole money transfer from donor, to the 100WEEKS bank account, to the mobile money provider, and finally to the women is now being described in the 100WEEKS administrative organisation with internal controls. This will enable a yearly external audit.

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



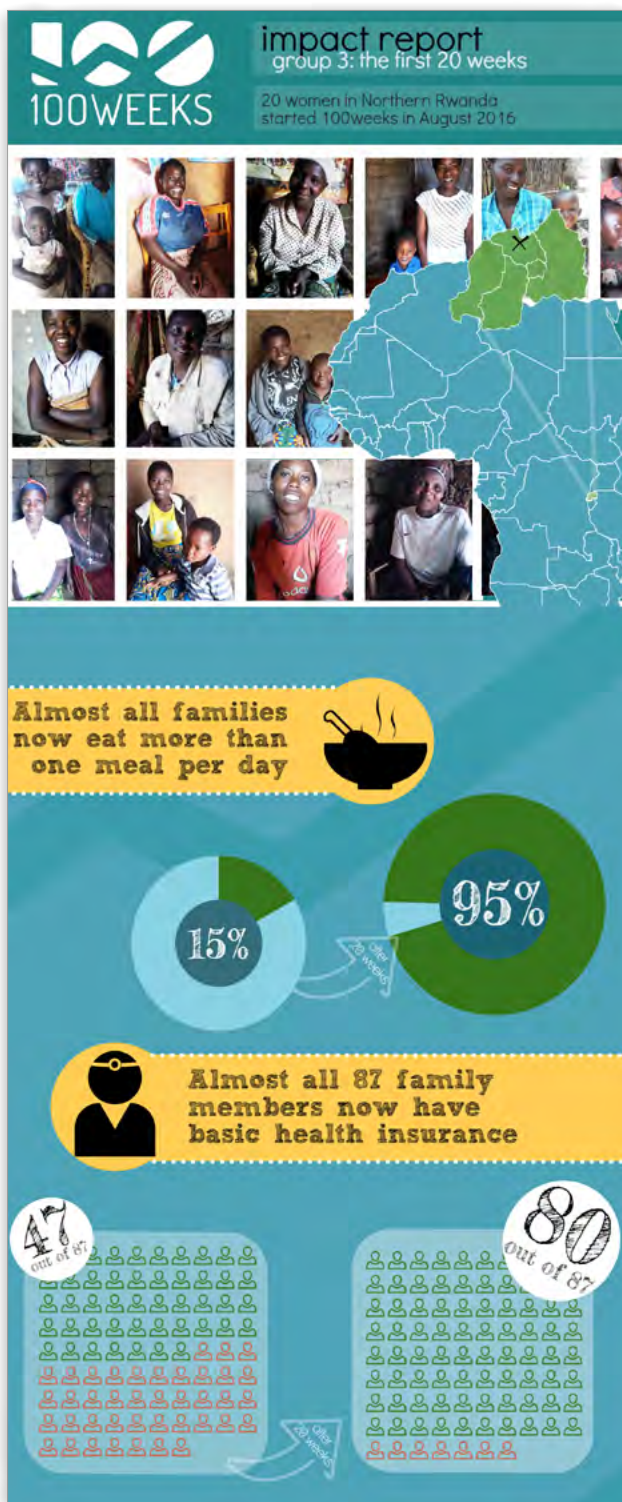
Francoise Nukamana bought a sewing machine and followed lessons to start her own sewing shop.

ANNEX 1: FIRST IMPACT DATA OF THE PROGRAM : THEY ARE 100WEEKS COMMUNITIES

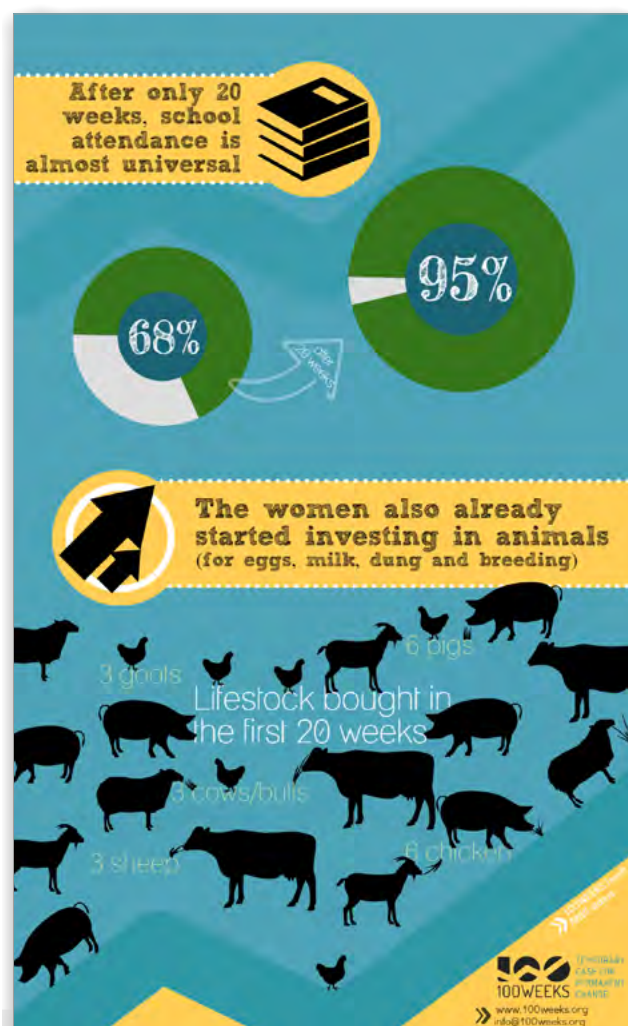


GROUP 1 IMPACT ACHIEVED IN 100 WEEKS

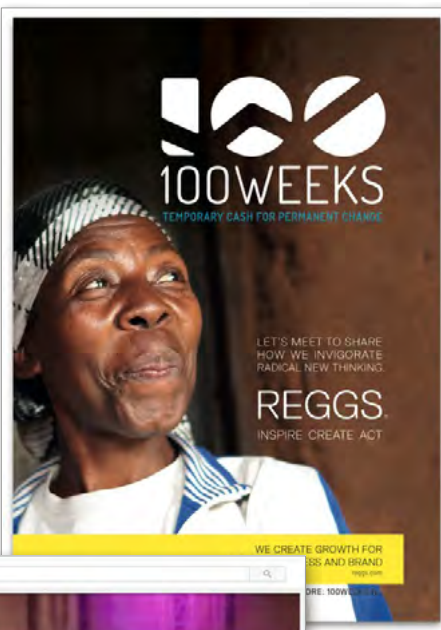




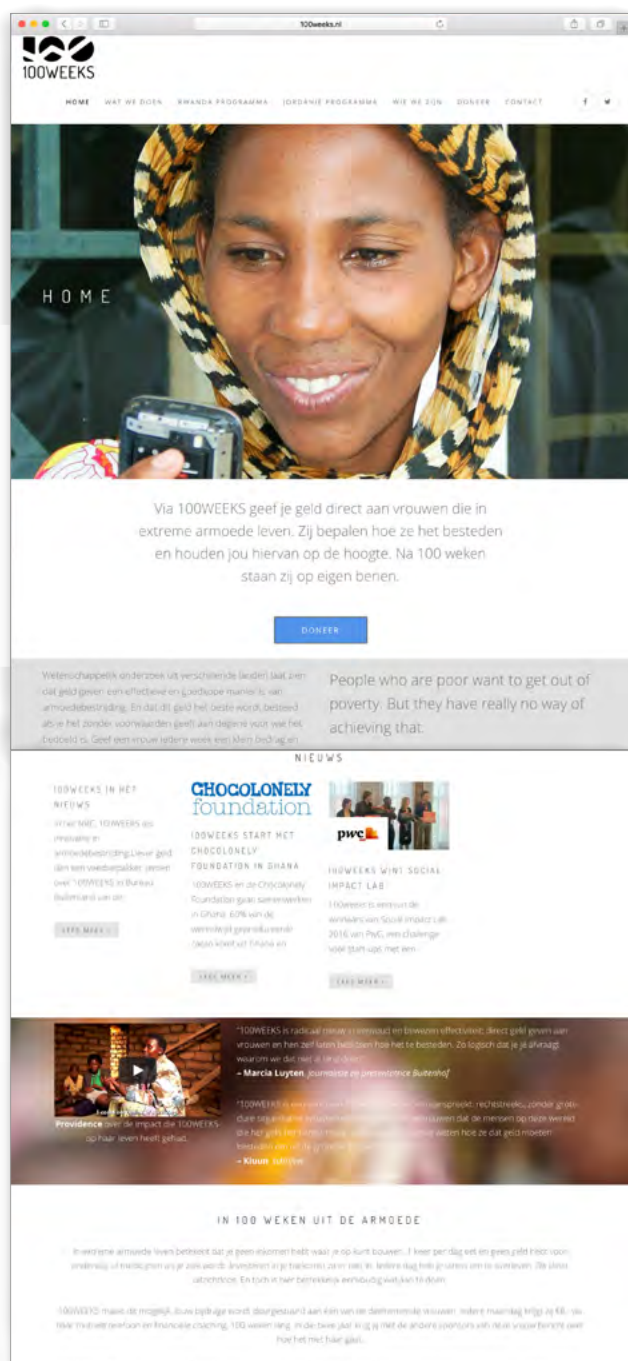
GROUP 3: IMPACT IN 20 WEEKS ACHIEVED



ANNEX 2: 100WEEKS IN THE MEDIA



ANNEX 3: COMMUNICATION MEANS



Website

E-mail



Facebook



ANNEX 4: DONORS, PARTNERS, VOLUNTEERS, THEY ARE 100WEEKS IN THE NETHERLANDS

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

Kluun: branding and marketing
Scato van Opstall (Karma Brothers): concept and strategy
Raoul Kuipers (Karma Brothers): online concept and strategy
Micheal Jansen: branding, concept and strategy
Justus van Oel: branding and marketing
Eva de Lange (Stratford Design): design
Tineke Janssen: research and customer insights
Karan Sharan: digital strategist from PwC
Nathalie van Leeuwen: online copy
Ravianne van Vliet: donor communications
Marcia Luyten: media advice
Steven Collet: advice on strategy
Maarten Muijsser: website development
Albert Gast: ultimate customer experience



CONTACT

WEBSITE

www.100WEEKS.nl

FACEBOOK

[100WKS](#)

TWITTER

[100wks](#)

POSTADRES

Valeriusstraat 227- II

1075 EZ Amsterdam

info@100weeks.nl

REKENINGNUMMER

NL53 RABO 0307191311

t.n.v. Stichting 100WEEKS

FOUNDERS

GITTE BUCH

gitte@100weeks.org

+31 (0)6-41.70.25.80

JEROEN DE LANGE

jeroen@100weeks.org

+31 (0)6-30.60.00.39



Jeannette Uwamahoro invested 100WEEKS money in beans to sell on the market

