

## **1. Introduction**

This annual report reflects and documents the winding up of an important phase in the life of the Stichting WFT-NL, formerly also known as WFT International, since 2009-2014. This winding up simultaneously opened doors to explore new approaches in order to acknowledge and build on the work done and experiences gained for the purpose of moving WFT-NL's objectives forward and thus also WFT's vision and mission.

To do justice to this turning point in time, this annual report 2014 presents:

- Main reasoning for remodelling the Stichting WFT-NL: the six main reasons are being explained, which led to the decision to undertake a remodelling exercise, which became the major focus of the Workplan 2014 of the Stichting WFT-NL;
- Summary overview 2014: five major events are being lifted out to document the implementation process before, during and after the remodelling decision was taken;
- Activities: this overview provides a more practical and in-depth insight on what needed to be done to transition into a new stage;
- Challenges, Lessons learnt and the Way forward.

## **2. Main reasoning for remodelling the Stichting WFT-NL**

- 2.1 It is good to keep a successful initiative alive and kicking especially when it has been so solidly build over the last five years with commitment, care and dedicated work. This is for sure the case with the Stichting WFT-NL;
- 2.2 WFT's proof of concept and performance in Tanzania is there for all to see. The Stichting WFT-NL can be rightly proud to have been able to so closely support this unique, innovative and successful African initiative. It has been doing this mainly from a behind the scenes/backstage position. The Stichting's support is fully in line with its constitutional goal, i.e. "Raising resources, goods and services to support WFT's implementation in Tanzania";
- 2.3 Since its registration in November 2009, the structure of the Stichting WFT-NL has been further developed in order to first of all access the fulltime technical services of WFT's Co-founder/ International Director, Marije te Riele (from now on called 'director'), who was based in The Netherlands. These services contributed significantly to develop WFT's source documents, to prospect for and build relations with donors, to develop and submit proposals, to build strategic alliances, to work on WFT's profiling, visibility and institutional development;
- 2.4 It can therefore be concluded that WFT-NL has made a successful and substantial contribution to the coming into existence of WFT in Tanzania and thus to the building/creation of the first Women's Rights Fund in the country. WFT in Tanzania is now a growing and robust funding mechanism with hands-on implementation capacity in place in all its 5 programming areas of grant making, capacity strengthening, resource mobilization, strategic alliance building and institutional strengthening. WFT plays an increasingly successful and strategic role in supporting local women's rights initiatives all over Tanzania and in supporting the building of a strong women's movement(s) in the country especially through initiating and facilitating the building of strategic coalitions, such as the Women and Constitution/ Elections Coalition and the Anti Sextortion Coalition;

- 2.5 It is important to spell out the type of support, in whatever way, which the Stichting WFT-NI has managed to mobilize over the past years. This will make all resources visible, especially the immaterial ones without a direct monetary value. Having started without any prior funding in place, it is important to note that all support has been benefitting/facilitating both the work of the Stichting WFT-NI and WFT's implementation in Tanzania:
- The Stichting WFT-NI's direct fundraising support needs to be seen against the background of the director's work on initial relationship-building with a wide variety of potential international donors next to preparing/submitting successful project proposals outside Tanzania; accessing small municipal grants and individual donations, and supporting small fundraising campaigns in The Netherlands;
  - A major support has been the human resources which the Stichting WFT-NI has managed to mobilize in the form of precious and voluntary time: board members, part-time volunteers and advisors of WFT-NI, and obviously the director's fulltime technical services;
  - As regards supporting the implementation of WFT in Tanzania: between 2010 and 2013, the Stichting WFT-NI has been paying all costs related to the director's work equipment and working visits to Tanzania, Kenya, Uganda, South Africa, Ghana and Turkey and contributed small amounts to e.g. travel expenses for local women in different events, profiling costs during WFT's launching. In 2014, implementation costs to enable the director's relocation to Tanzania (August 2014) and the finalisation of the remodelling assignment (February 2015) were paid for as well;
  - Last but not least, over the years a variety of goods and services were obtained for free or for reduced prices (e.g. laptop, service contract, digital camera, tablet, paper cutter, external harddisk, stamps, banners, brochures and business cards);
- 2.6 The Stichting WFT-NI is well-equipped, has a solid structure in place, has obtained a good reputation (e.g. as a member of International Platform Deventer) and a ANBI-status (tax-exemption certificate for donors). It has all it needs to further develop into an opportunity/window in the North to target the Dutch market (to start with) for mobilizing resources through social media campaigns, individual givers, crowd funding, philanthropists and the private sector.

### **3. Summary overview 2014**

- 3.1 In December 2013, the Board of WFT in Tanzania approved and in January 2014, the Board of the Stichting WFT-NI in the Netherlands supported this decision to have the director working directly under the Board of WFT Tanzania as per 1 January 2014 pending her relocation to Tanzania in August 2014;
- 3.2 Both Boards further approved/ supported respectively that until her relocation in August 2014, the director's main focus would be on remodelling the Stichting WFT-NI in line with WFT's Resource Mobilization Strategy;
- 3.3 Furthermore, the remaining period of WFT's Strategic Plan 2013-2015 would be taken into account allowing sufficient time for changes to take full effect, whilst enabling insightful monitoring, learning and evaluation. This will guide the way towards informed decision-making on how to continue after 2015;
- 3.4 After her relocation to Tanzania mid August 2014, the director was appointed WFT's Program Manager Resource Mobilization given her present focus on networking and relationship building, communication, prospecting for potential donors and fundraising/resource

mobilization. Besides , the director continued and stepped up her direct involvement in building, expanding and maintaining relationships with strategic alliances, in supporting WFT's institutional development , in providing hands on training next to providing and mentoring (young) staff members in WFT's back office;

- 3.5 Thus, her support to WFT-NI became an extra challenge because of her numerous work commitments in Tanzania. The commitment and input of WFT-NI's web care volunteer has been crucial to keep the work of the Stichting WFT-NI going after the director's relocation to Tanzania.

## **4 Activities**

### **4.1 INSTITUTIONAL DEVELOPMENT**

#### Board Composition:

1. A new board secretary joined the Board in August 2014 to replace the outgoing secretary;
2. Consultations on the new composition of the Board were held with all board members. It was agreed and welcomed that the non-Dutch speaking members would step down and the director would represent WFT-Tz as a new board member. Brainstorming and discussions have been ongoing on the desirability of a more executive board and how to reinforce/support the board to take up this role.

#### ANBI Status:

1. ANBI stands for Algemeen Nut Beogende Instelling (Institution which Aims to serve the General Good). This status needs to be deserved and serves as a kind of a hallmark / quality branding for nonprofit / voluntary organisations in the Netherlands. It is being issued by the Dutch Revenue Authority and allows givers to make their gifts tax-deductable and receivers to be exempted from paying tax over these gifts. WFT-NI obtained this status early 2011;
2. New ANBI-criteria were introduced in January 2014. Information was prepared to meet these new criteria and uploaded on the official site of the Dutch Kennisbank Filantropie (Knowledge Bank Philanthropy). Also a domain name was opened for WFT-NI's Dutch website with Hostnet.

#### Human Capital:

1. Three vacancies were composed for Board Secretary, Webcare Volunteer and RM Volunteer;
2. Intensive networking took place (also see Strategic Alliance Building) to mobilize new volunteers to reinforce the Stichting WFT-NI;
3. At the end of 2014, the results of getting new volunteers on board were: a webcare volunteer for at least one day per week since March/April; voluntary technical assistance since July in developing the Dutch web presence; a new board secretary in August.

#### Annual Accounts and Audit:

1. The books are being kept updated by the director. After closing the books for 2013, they were presented to WFT's financial volunteer for preparing the annual accounts 2013 (balans and staat van baten en lasten);
2. The same procedure applies to 2014, although this will be finalised during the first half of 2015.

#### Archiving and Documentation

The hardcopy and digital archiving and documentation system has been adjusted and updated to suit the new situation, including a weekly download on an external harddisk.

#### Automation Equipment and Services:

1. In May, after the official expiry date of Windows XP, a new laptop, location computer and 2 external hard disks were purchased for reduced prices from Staples.
2. WFT-NI entered into a service contract for automation with Berkay ICT. This company provides hands on assistance through phone/skype worldwide.

#### Budget 2014

1. It is encouraging to realize that WFT-NI still managed to move on in this year of transition. It illustrates that both financial and immaterial resources contribute to WFT-NI's success;
2. In 2014, for the last time in this year of transition, a small portion of Mama Cash's grant was allocated to help cover basic running costs in the Netherlands (as had been the case for 2011-2013);
3. Two modest grants were received from the Deventer Municipality to support travel and project costs;
4. A modest regular monthly cash flow from individual givers has been realized next to some one-time donations.

#### **4.2 STRATEGIC ALLIANCES BUILDING**

1. Networking continues to be a key strategy for building relationships and strategic alliances for the purpose of connecting with people who are willing to think along and support WFT-NI in different ways;
2. Quite a few people have all contributed to think along on remodelling the Stichting WFT-NI and/or on providing hands on advice/support on practical issues, such as the search for new volunteers and contacts, for financial administration and auditing, for exploring new ways of resource mobilization and for technical skills in IT, printing and design;
3. As an active member and together with four other members of the Periodiek Overleg Internationale Samenwerking Deventer (Platform International Cooperation Deventer), the director co-composed a position paper, which was presented in April 2014 to the new Municipal Council of Deventer. As in 2013, the Platform thus managed to support the avoidance of budget cuts in the municipal budget for international cooperation.

#### **4.3 RESOURCE MOBILIZATION**

##### Promotional Material/ Visibility/ Communication:

1. Banners, brochure, business cards, poster, printed textile were either developed, readjusted and/or printed;
2. WFT-NI's web presence is alive and kicking: website, LinkedIn page, Facebook page and Twitter account were developed and were being kept updated actively by the web care volunteer;
3. Content (text and visuals, web search for information) is ongoingly being prepared.

##### Local Resource Mobilization:

###### 1. Private Sector:

- Efforts to raise funds for relocation costs through a fundraising excursion for the private sector unfortunately were put on hold;

- Efforts to find a warm contact with KLM are still ongoing. The idea is to request free tickets to alleviate WFT's international travel costs;
2. Deventer Municipality: as in the period 2011-2013, also in 2014 two modest grants were realized to support travel and project costs;
  3. Mobilion: it was decided not to renew WFT-NI's contract (December 2014) for their social media fundraising concept 'iGive' (since early 2013) as it had proven to be too expensive for us;
  4. Stichting Geef Gratis: after intensive research, we joined this fundraising platform late 2014 and tried out some initial and successful fundraising initiatives through their donation concept for actions (for instance: 'Kerstactie: Hohoho, geef meiden in Tanzania een drama voorstelling kado')(Geef samen) and for individual donations (Geef gratis);
  5. Additional Campaigns: two private campaigns were organized: a sponsored run in February and a benefit dinner in April;
  6. Individual Givers: a still modest, but regular cash flow from 11 individual givers has been realized during the year topped up by occasional one time Gifts;
  7. Contributions in Kind:
    - Time, contacts, skills and thinking capacities have been received from a variety of sources: board members, volunteers, private sector advisors and entrepreneurs;
    - Material support has been received for banners, brochures, business cards, printed textile, laptop, computer, computer installation and work space;
    - Deductions, reduced prices and/or free services were received from a variety of wellwishers.

#### International Resource Mobilization:

1. With the help of the director's services numerous international funds have been raised since 2010.. All funds from international donors are directly being transmitted into WFT's bankaccount in Tanzania in line with donor'regulations;
2. Although not directly on WFT-NI's plate any longer in 2014, it is important for the complete picture to sum up the director's varied support which still went on alongside the remodelling agenda of WFT-NI. Apart from assistance as per request from WFT Tanzania, her main support focussed on building/maintaining relationships and mobilizing resources from current, new and potential WFT-donors in Tanzania and beyond. This ranged from specific inputs on content, editing, strategic thinking, relationship building, websearch, proposal development and on-line application with Oak Foundation, European Union, Ford Foundation, AWDF, GFW, INWF, Mama Cash, UN Women, OSIEA, Oxfam Tanzania, DFID, Corona, UNDEF, Bill & Melinda Gates Foundation and Amplify Change Foundation.

### **5 Challenges and lessons learnt leading to the way forward**

- 5.1 Windows for opportunities: WFT-NI considers challenges as windows for opportunities. They are welcome to guide and inform us on how best to go with the flow of WFT in Tanzania through responding with effective planning and practical action;
- 5.2 Going the extra mile: a major challenge in 2014 has been the time needed for doing the work. It left little time for the director to join forces with WFT in Tanzania in the way she was used to in previous years. After her relocation to Tanzania in August 2014, the same applied but now the other way round. In WFT's learning by doing-approach, this hectic period seemed somehow unavoidable in making both the remodelling of the Stichting WFT-NI and the director's relocation to Tanzania happen. Balancing energies remains a lesson we are practising daily;

- 5.3 Do not change a winning team: it is good to keep a successful initiative such as the Stichting WFT-NI alive and kicking. Especially when it has been so solidly build over the last five years with commitment and dedication and with all the possibilities in tact to support WFT in Tanzania to move its vision and mission to greater heights;
- 5.4 Nothing can beat personal interaction: networking continues to be key for building relationships with potential volunteers, donors, campaigners, etc. It is crucial to keep on connecting with people who are willing to think along and support WFT-NI in a variety of ways;
- 5.5 Acknowledge, acknowledge, acknowledge: we (WFT in Tanzania and WFT-NI) have learnt over the years to count our many blessings and be grateful for all support which has come our way in whatever shape and however modest it may appear. These are true gifts which make a world of difference for WFT's growth and development;
- 5.6 Voluntary Services: WFT-NI depends completely on volunteers. Their services are a first prerequisite for any other action to take place. The process of acquiring such services can be best described as intensive and lengthy with often unexpected twists and turns, demanding a tailor-made approach and follow up, and without guaranteed results;
- 5.7 Without a webpresence we don't exist: apart from all previous efforts since 2008, it is only in 2014 that WFT-NI succeeded in creating a clear and inspiring web presence. This is because we got a volunteer on board who took on this assignment;
- 5.8 Measuring success: mostly we are used to measure success in terms of how much money has been raised. We have learnt that success does not only depend on money. On the contrary. A question worth further exploring is: 'How do we make visible/ measure/ give monetary value to our immaterial successes?';
- 5.9 A regular cash-flow makes a huge difference: although still modest, WFT-NI managed to get a regular cash flow going from a small group of individual givers. It is more than worthwhile to explore how to increase this flow so that WFT-NI can project its annual budget on a reliable monthly cash flow, which can cater for at least its running costs and for a minimum amount per year to support WFT's implementation in Tanzania.