2020

ANNUAL REPORT

STICHTING AWE FOUNDATION

AWE

OUR MISSION

AWE EMPOWERS WITH SOCIAL IMPACT POWER
BY CREATING AWARENESS AND FUTURE PROOF
EMPOWERMENT WORLD WIDE

OUR MISSION

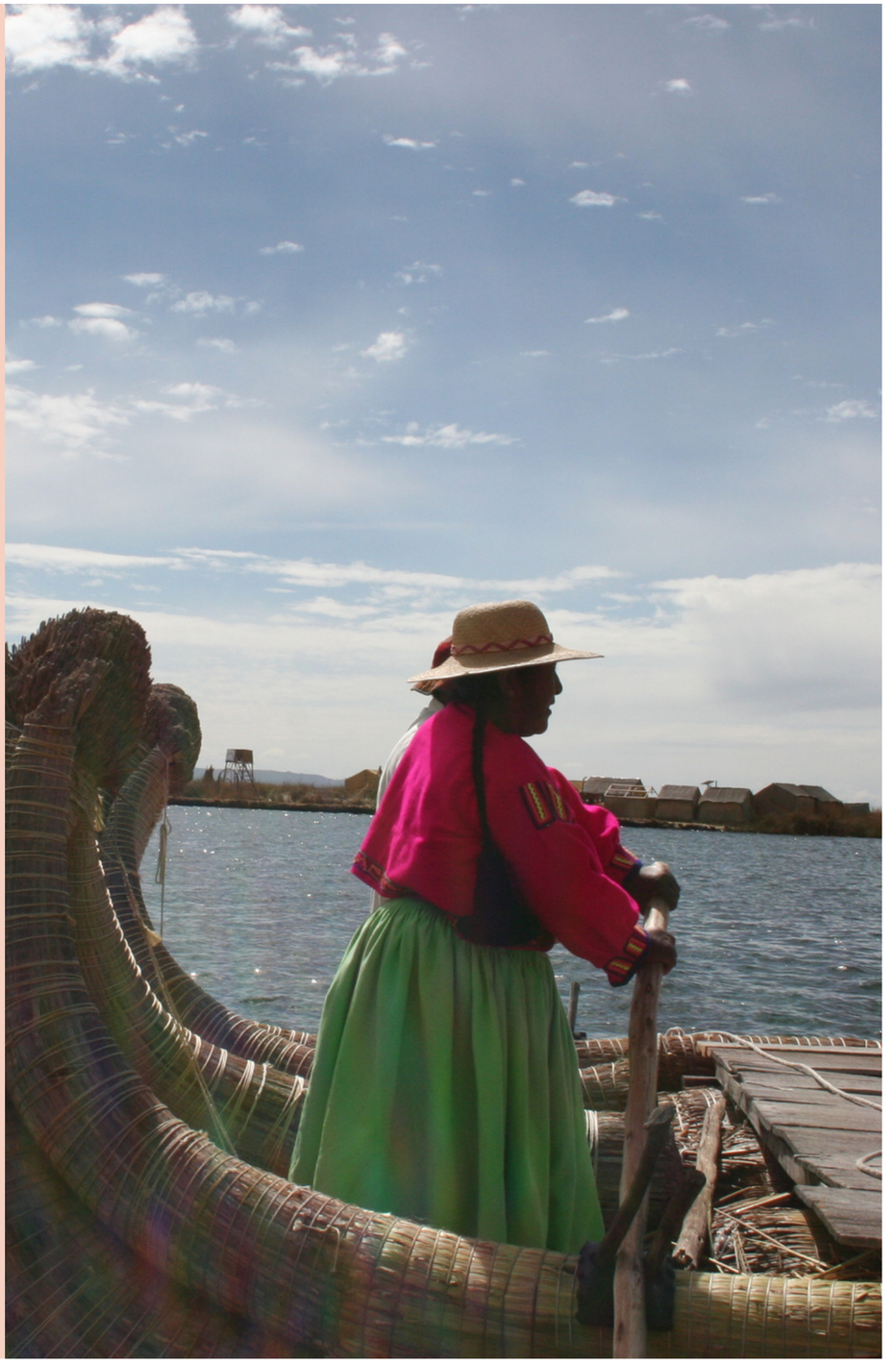
WHAT DOES DEVELOPMENT WORK CHANGE...
WHEN WE DON'T UNDERSTAND THE CHALLENGES?

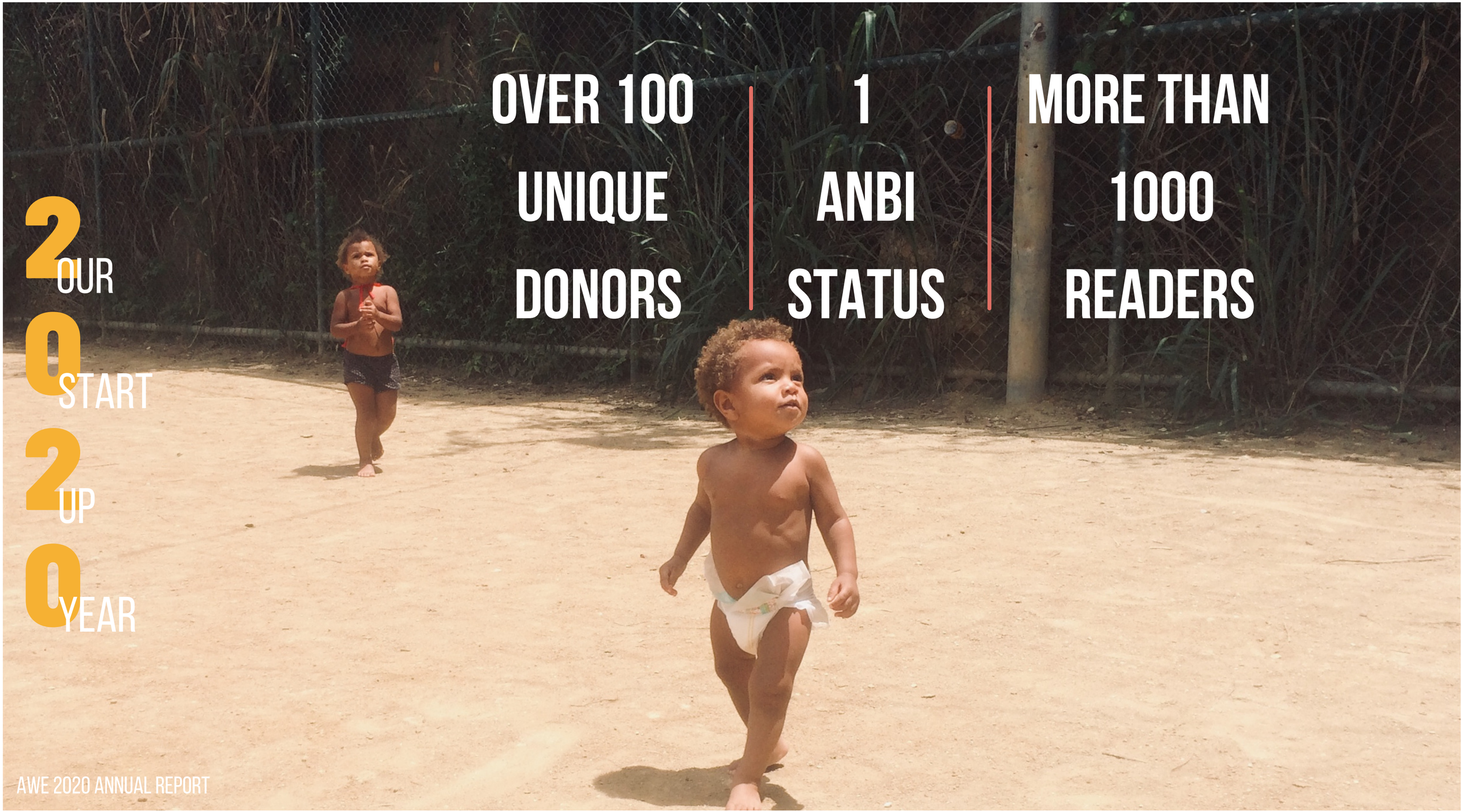
WHEN YOU WANT TO HELP, YOU HAVE TO UNDERSTAND THE SITUATION FIRST.
WITH THE CORRECT KNOWLEDGE, LEARN THE WEST TO PROVIDE THE RIGHT TOOLS SO PROBLEMS CAN BE FIXED LOCALLY. THAT IS WHAT AWE DOES, TOGETHER WITH YOU.

WE START WITH CREATING AWARENESS, BY TELLING YOU STORIES ABOUT THE WORLD & PROBLEMS THAT ARE BEING FACED. WHAT IS ACTUALLY GOING ON?

THEN TOGETHER WE EMPOWER. LOCAL ENTREPRENEURS WHO CHANGE THE COURSE OF THEIR COMMUNITY, CITY OR COUNTRY. THEY HANDLE THEIR PROBLEMS AND WE HANDLE OURS.
NO FOREIGN INFLUENCE, NO HEAD QUARTERS ABROAD, NO FLIGHTS TO HELP OUT BECAUSE THEY DO NOT NEED US. THAT IS AWE HER NEXT GENERATION DEVELOPMENT PLAN.
JUST INVESTING MONEY & RESOURCES DIGITALLY AND VIRTUALLY AND EMPOWERING THE NEXT GENERATION.

THAT IS ALL. THAT IS AWE.





2020 OUR START UP YEAR

OVER 100
UNIQUE
DONORS

1
ANBI
STATUS

MORE THAN
1000
READERS

2020 - THE START UP YEAR OF AWE.

WE CAMPAIGNED FOR THE EDUCATIONAL HEALTH KITS PROJECT IN NEPAL.
WE PUBLISHED 9 STORIES ABOUT THE PPG FAVELAS IN RIO, BRAZIL AND
CONTINUED TO DEVELOP PLANS FOR THE FUTURE OF AWE.
LOOKING CRITICALLY AT OUR ACTIONS AND TRYING TO KEEP BEING AS INNOVATIVE AS POSSIBLE TO DO THE UTMOST WE CAN DO WITH AWE.

IT WAS A YEAR TO REMEMBER.
MORE THAN A 100 UNIQUE DONORS SUPPORTED AWE AND
MORE THAN 1000 PEOPLE DECIDED TO READ AWE HER STORIES.
A POWERFUL START IT WAS BUT WE ALSO HAD TO PRACTICE OUR PATIENCE. IMPLEMENTING OUR FIRST PROJECT IN NEPAL WHICH WE CAMPAIGNED FOR COULD NOT HAPPEN IN 2020 DUE TO COVID-19.

THIS YEAR SHOWED US THAT AWE CAN CONTINUE NO MATTER WHAT HAPPENS. AWE IS COMPLETELY VIRTUAL AND DIGITAL AND WE WILL STAY THAT WAY. NO NEED FOR AIRPLANE RIDES, SENDING PEOPLE ABROAD OR FANCY OFFICES. AWE WORKS LOCAL, ONLINE AND FROM HOME.

THAT IS ALL WE NEED. THAT IS AWE.

WHERE AWE EMPOWERED IN 2020

FOUNDED AND GROWING IN THE NETHERLANDS WITH A GLOBAL TEAM.

ABLE TO SUCCESSFULLY CAMPAIGN AND DELIVER FOR 400 EDUCATIONAL HEALTH KITS TO CHILDREN IN NEPAL

9 STORIES WITH MORE THAN A 1000 READS ABOUT LIFE IN THE PPG FAVELA IN RIO, BRAZIL

LET'S CALCULATE

INCOME & EXPENSES 2020

INCOME

PRIVATE DONATIONS	€1943.42
ORGANISATION DONATIONS	€90.00 +
	€2033.42

EXPENSES

COSTS CREATIONS	€159.20
COSTS PROJECTS	-
COSTS ORGANISATION	- +
	-€159.20
	+
BALANCE	€1874,22

*OUR BANK ACCOUNT WAS OPENED IN MAY 2020, THEREFORE WE HAVE NO NUMBERS FROM 2019

INCOME & EXPENSES 2020

AWE IS OVERJOYED BY THE RESULTS OF THE FIRST TIKKIE CAMPAIGN THAT WAS HELD IN MAY 2020 AND THE OVERALL SUPPORT THAT HAS BEEN GIVEN TO THE FOUNDATION. OVER 100 UNIQUE DONORS TRUSTED AWE WITH THEIR MONEY. DUE TO THE COVID 19 RESTRICTIONS AWE WAS NOT ABLE TO SUPPORT ANY PROJECTS IN 2020 BUT WAS ABLE TO INVEST IN AWE HER FIRST CREATION. THE MONEY THAT WAS GATHERED FOR THE PROJECT IN NEPAL HAS BEEN WAITING PATIENTLY AT OUR BANK ACCOUNT. LUCKILY WE CAN ALREADY CONFIRM THAT AT THE BEGINNING OF 2021 WE WERE ABLE TO START THE SUPPORT OF THE EHK PROJECT IN NEPAL. DUE TO THE COVID 19 HINDRANCE THE EXPENSES ARE LOW THIS YEAR BUT WE ARE PREPARING OURSELVES FOR 2021 WHERE WE CAN OPERATE AND IMPLEMENT ON FULL SPEED.

OUR PROGRAMMATIC PILLARS

SUSTAINABLE

LOCAL

FUTURE PROOF

THE BOARD

DIRECTOR:

IRIS FERWERDA

SUPERVISORY BOARD:

LAURA VAN DER HOEVEN, CHAIRPERSON

ARON VIJZELMAN

CHANTAL VAN DEN BRINK

THE EDUCATIONAL HEALTH KITS PROJECT IN NEPAL

IN THE MIDST OF THE CORONA CRISIS AND LOCKDOWN AWE STARTED ITS FIRST CAMPAIGN FOR THE EDUCATION HEALTH KITS IN NEPAL. A PROJECT THAT IS DESIGNED TO TEACH CHILDREN ACROSS NEPAL ABOUT PERSONAL HYGIENE AND MENTAL HEALTH.

THE PROJECT WAS STARTED BY STUDENT NURSES WHO NOTICED THAT A SIMPLE INSTRUCTION AND SOME BASIC SUPPLIES CAN CHANGE THE LIVES OF THE KIDS FOR THE BETTER. LEARNING A NEW HABIT AND THEN GIVING THEM THE TOOLS TO APPLY IT AT HOME.

IN 1 MONTH WE RAISED MORE MONEY THAN OUR GOAL FOR 300 KITS. THE TRUST IN AWE AND THE PROJECT WAS VISIBLE.
AFTER GATHERING THE MONEY PATIENCE WAS NEEDED AS THE NUMBER OF COVID CASES KEPT GROWING IN NEPAL AND ALL THE MISSIONS WERE ON HOLD. ONLY AT THE BEGINNING OF 2021 THE PROJECT WAS ABLE TO START AGAIN AND THE MISSIONS THAT AWE CAMPAIGNED FOR STARTED.

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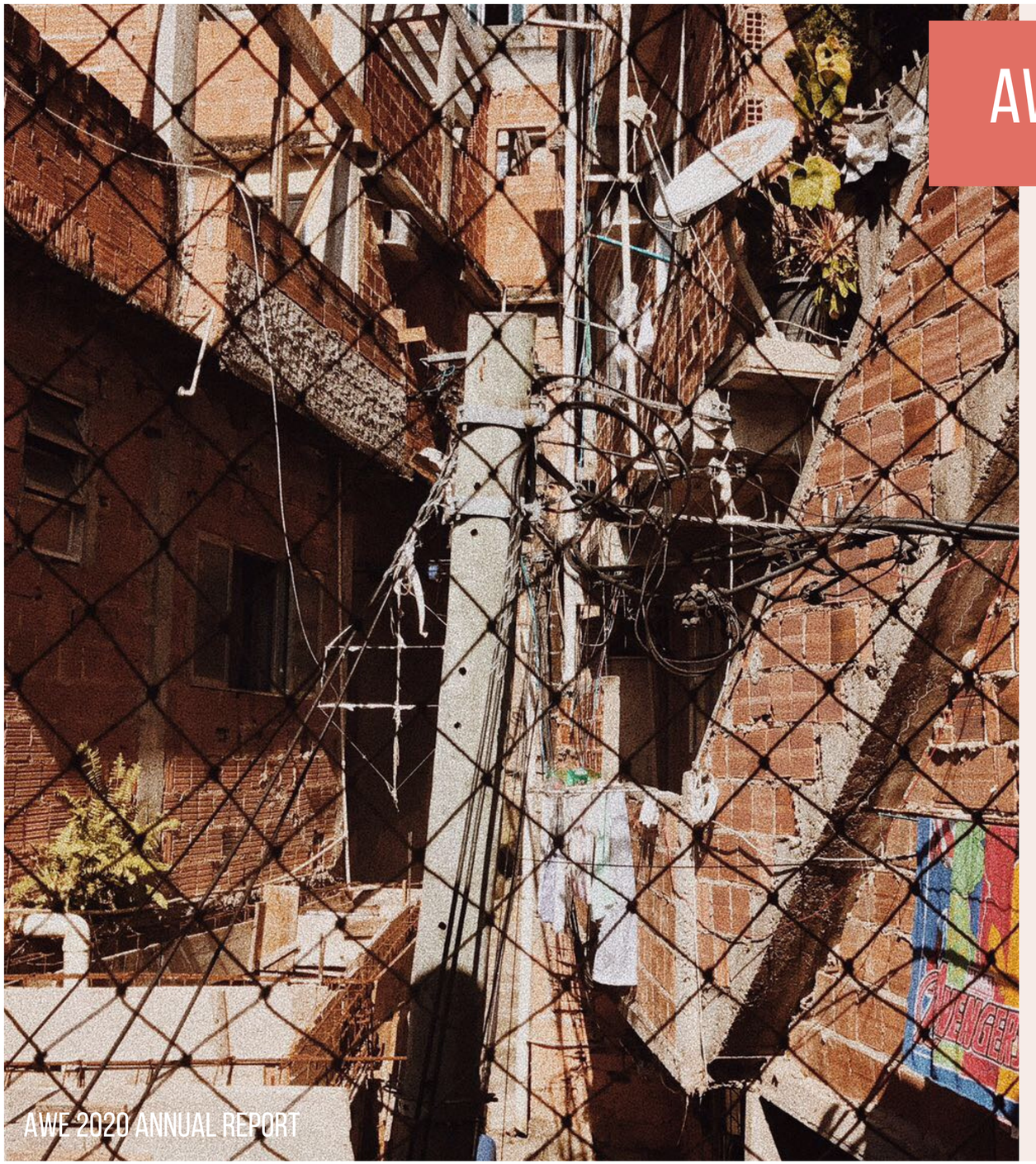

AWE X LISA WEEDA: PPG FAVELA RIO, BRAZIL

IN 2017 THE FOUNDER OF AWE, IRIS AND WRITER LISA WEEDA COLLECTED STORIES IN THE FAVELA PPG IN RIO DE JANEIRO. AT THAT TIME IRIS WAS WORKING FOR THE EDUMAIS PROJECT AND SHE TOOK LISA ALONG TO EXPERIENCE AND WRITE ABOUT THE COMMUNITY AND THE HAPPENINGS.

WHEN AWE WAS STARTED IN 2019 LISA AND IRIS DECIDED TO PUBLISH THE STORIES ON THE AWE WEBSITE AS THE FIRST AWE CREATION. IT BECAME A COLLECTION OF 9 STORIES THAT REPRESENT LIFE IN THE FAVELAS PPG.

IN 2020 IT WAS PUBLISHED IN DUTCH BUT THERE IS THE WISH FOR IT TO BE PUBLISHED IN ENGLISH IN THE FUTURE TO REACH THE GLOBAL AUDIENCE. THERE WERE OVER A 1000 READERS. IT WAS AMAZING TO WITNESS HOW, PEOPLE BECAME MORE AWARE OF THE SITUATION ELSEWHERE AND TO SEE HOW THE STORIES OF THE COMMUNITY TOUCHED THEIR HEARTS.

2021

2021 WILL BE THE YEAR WHERE AWE IS GETTING READY FOR THE NEXT STEPS. WE STARTED WITH A TRIAL OF OUR PLAN AND CRITICALLY LOOKED AT HOW IT TURNED OUT.
THE VERDICT: CHANGES ARE NECESSARY. WE DECIDED TO SPECIFY AND ADJUST OUR TWO MAIN FOCUS POINTS.

S.I.P.

1 PROJECTS WILL BECOME SIP (SOCIAL IMPACT POWER).
WITH SIP WE WILL HELP ENTREPRENEURS TO GROW OR START THEIR BUSINESS. BUSINESSES THAT ALSO SERVE THEIR COMMUNITIES.

A.A.F.

2 CREATIONS WILL BECOME AAF (ALL ABOUT THE FUTURE)
WITH AAF WE OFFER LESSON KITS TO SCHOOLS IN THE NETHERLANDS AND ABROAD, SHARE STORIES AND INSPIRE THROUGH DIFFERENT MEDIA TO SEE THE WORLD IN A POSITIVE WAY, WHICH OFFERS HOPE!

1 SOCIAL IMPACT POWER

WHY DID AWE DECIDE TO SWITCH FROM LOCAL PROJECTS TO LOCAL ENTREPRENEURS WITH SOCIAL IMPACT IN 2021?

WE BELIEVE THAT THE GLOBAL SOUTH SHOULD BE INDEPENDENT, WITHOUT WESTERN HELP OR WESTERN PROJECTS GLOBALLY. WE REALISED THAT LOCAL PROJECTS ARE NOT THE SOLUTION AS WESTERN MONEY WAS NECESSARY TO KEEP TO THE LOCAL PROJECTS GOING. WE COULD NOT ARRANGE THE INDEPENDENCE WHICH WE WANTED TO CREATE BY SUPPORTING LOCAL NON-PROFITS.

WE FOUND A WAY TO SUPPORT ONCE AND CREATE A LONG TERM AND FUTURE PROOF CHANGE:

ENTERPRISES WHO SERVE THEIR COMMUNITIES

S.I.P.

TO HANDLE AND SOLVE PROBLEMS SUSTAINABLY, ONCE AND FOR ALL.
WE ARE IN COLLABORATION WITH SEVERAL ORGANISATIONS TO DEVELOP A STRATEGY FOR SIP.

2 ALL ABOUT THE FUTURE

WHILE RAISING AWARENESS THROUGH CREATIONS FOR THE GLOBAL SOUTH, WE REALISED THAT WE WERE FORGETTING THE MOST IMPORTANT PEOPLE OF ALL.

THE CHILDREN, OUR NEXT GENERATION.
THEY NEED TO BE AWARE OF WHAT THE WORLD IS ALL ABOUT. BEING AWARE MORE THAN ANY OF US WHY THE GLOBAL CHALLENGES PREVAIL AND HOW NEXT GENERATION COULD BE PART OF THE SOLUTION TO SUCH CHALLENGES. WITHOUT THEM, THERE IS NO NEXT GENERATION DEVELOPMENT AND THEREFOR

WE DECIDED TO DEVELOP AND SPREAD LESSON KITS.

TO MAKE THE NEXT GENERATION, THE CHILDREN, AWARE OF THE WORLD.
FIRST WE WILL DO A TRIAL IN COLLABORATION WITH DR. MONK, A SOCIAL INNOVATION AGENCY BASED IN AMSTERDAM, BY GIVING TWO INTERACTIVE LESSONS ABOUT THE CLIMATE CHANGE.