



Netherlands Charity Association

President's Report 2014

COMMITTEE 2014

President: Ineke van Praag
Vice President: Jolijn Heine
Treasurer: Annette Smith
Secretary: Melinda Klanderman

Committee members:

Catherina van Beek
Pleun Brevet
Lisette Davis
Annette Kunst
Nicoline Ris
Astrid Seegers

Consultants: Corine Regelink (Layouts for all Public Relations materials)

Honorary Members: Soraya Werner-Mackertich

Presidents Comments on 2014

This being my last year as President, I would like to start with thanking the committee members and volunteers who helped the Netherlands Charity Association over the years that I was fortunate enough to be your President. It was a pleasure working with you all, your enormous drive and enthusiasm makes all the difference. I am convinced that under the new leadership the NCA will grow into an even greater Charity with more visibility and more support.

This was another good year for us. We have had an increase in awareness for who we are and what we do both within and outside the Dutch community via various advertisements in local newspapers and (Dutch) magazines.

The publicity we received has helped to increase our revenues, as more people visited our annual Charity Christmas Fair in November and sent us requests for Christmas cards and other orders for NCA products as well as spontaneous financial gifts via Singapore Gives.

This year we again were invited to have a free table at various expat fairs to sell our products. We have sold an incredible amount of merchandise at these Fairs as well as in the shops.

We designed six new greeting cards this year, one being a special Christmas card and one Chinese NY card that sold out by our last fair in 2014.

Membership 2014

Last year we received a total amount of **\$6400** from **82** members, and this number included 12 new members and 27 cancellations. We have introduced paypal as an option to pay for membership, this has speed the process and resulted in less administration.

In 2014 we rolled out corporate memberships starting at S\$500 per year, specifically during an information session for Dutch corporations at the home of the Dutch Ambassador. This resulted in a few companies signing up for membership as well as some orders for cards. We plan to increase corporate memberships in 2015.

Corporate and Other Sponsorship

The NCA feels fortunate to have found the following corporate sponsors who generously donated funds during the past year:

Van Oord
Savitar
European Bedding
Asian Tigers Mobility
Hollandse School Limited

Besides financial support, the NCA also received support in kind from the following organizations:

KLM Royal Dutch Airlines donated one return ticket Singapore- Bali (for the ADB Lucky Draw) and one return ticket Singapore-Amsterdam (for our Annual Christmas Fair Lucky Draw).

Air France KLM CARGO transported the Dutch food products from Holland for the May Fair and our Annual Charity Christmas Fair.

Hollandse Club allows us to use their premises for our annual Charity Christmas Fair, our workshops throughout the year and our Garage Sale.

Hollandse School Limited allows us to have an NCA table at school during their bigger school events.

ADB (Association of Dutch Business People) has made the NCA the beneficiary of their Dinner and Dance for the third year in a row. During the event, tickets were sold for many lucky draw items. This was a great success and was well received by the ADB members.

HP has printed various new 2014 greeting cards and other printed matter.

Nespresso, Philips, Chang Antiques and Mesa Stilla has donated a number of items for our two lucky draws (ADB Dinner and Christmas Fair).

Events and Workshops organized in 2014

We organised several workshops throughout the year to cater to a wide range of interests:

- Chinese Art workshop
- Chinese Tea Ceremony
- Black & White Home Tour
- Camera Workshop
- Makeup / Beauty workshop

Total proceeds in 2014 amounted to just under S\$2.000 for the workshops, and we would like to thank Pleun Brevet and Annemarie van Keulen and everyone else who worked hard behind the scenes to make these workshops a success.

We tested the waters by having an additional second Garage Sale this year, which doubled our proceeds, totalling a whopping S\$6.000.

Publicity 2014

The **Hollandse Club** includes the NCA flyers in their membership packages and gives the NCA the possibility to advertise and publish news articles in their Club magazine free of charge. Also the NCA Memory games, NCA playing cards, NCA placemats and other NCA merchandise are displayed and for sale at the Hollandse Club Entrance.

The **Hollandse School Limited** has sent promotion materials (flyers for workshops, the Christmas Fair, and the Garage Sale) to the parents of their students by e-mail.

HOI has promoted all of the NCA events in their monthly Newsletters that reach their wide database of Dutch expats here in Singapore.

The ADB places our ads and activities in their magazine as well as NCA articles and interviews.

Asian Tigers Mobility included articles in their 2014 Newsletters about our Charity Christmas Fair in 2013 and our Garage Sale.

The Finder has for the past several years put our Charity Christmas Fair Flyer as an ad in their magazine and in their on-line calendar free of charge in October and November.

Expat Living Magazine has for the past several years put our Charity Christmas Fair Flyer as an ad in their magazine and in their on-line calendar free of charge in November.

DutchCham advertises our annual Charity Christmas Fair on their website.

Anglo-Info has done free electronic advertising for our events throughout the year.

Since 2011 the NCA website has a link to the **Dutch Embassy** website as well as to both the Dutch Chamber of Commerce and the ADB in Singapore websites and to different sponsor organizations.

The *Straits Times* Newspaper advertised both our Garage Sale and our Charity Christmas Fair free of charge in their Newspaper - helping to spread the word about these events to the local community.

In 2014 the NCA has been invited to participate in many more commercial *Expat Fairs* to sell the following items all designed by the NCA: My Singapore Memories Game, various holiday and blank all-occasion cards and our Events calendar as well as NCA playing cards, fridge magnets, NCA note blocks and pens and NCA placemats.

In 2014, no members utilized our *Fun & Shop* fundraising option where charitable donations are given in someone's name rather actual gifts. This is something we have reviewed in 2014 and will start in 2015 in the form of a web shop, where donations can be specified and bought for special occasions or as gifts.

Donations made by the NCA in 2014

The organizations below received a sizable donation from the NCA in 2014. Details can be found in our audited Financial Statements.

- Breadline
- Good Shepherd
- H.O.M.E.
- Sanctuary House
- SILRA

In addition, MINDS received donations in kind, being all 2nd hand items not sold at both Garage Sales, that they then sell in their own thrift shops around Singapore. Sanctuary House and Breadline both received laptops generously donated by the Dutch Embassy for charity use.

In 2014 we have made a one-time donation to Willing Hearts for a dental chair for their new dental clinic. We plan to organize at least one event there in 2015 and hope that many of our members (and their friends/family) will want to come to provide a helping hand in their soup kitchen and see first hand what wonderful things are being accomplished at Willing Hearts. Seeing is believing.

In addition, the NCA receives many emails from people looking to donate items and we provide them with contact info for Sanctuary House, HOME, Breadline and others. We are proud to say that in 2014 we were able to facilitate the donation of 12 computers and 10 giant filing cabinets from companies to the organizations we support.

Volunteers NCA

The NCA had a stable group of volunteers to give us a helping hand with the events organized in 2014. We participated in an incredible number of Expat Fairs and earned a record S\$13000 at Expat Fairs over the year. We are very grateful to everyone who volunteered - many of you came to help us over and over again - and we could not have gotten the great results we did without your dedication!

Outlook 2015

This year the NCA will be focusing again on our annual events, as they are a steady source of revenue. The proceeds from participating in various Expat fairs are often quite good given the small time investment. Also the more fairs we participate in, the more funds we receive and more awareness we create.

In 2015, we will focus on even more awareness for the goals we have and in addition start up our new and improved web-shop.

This year we are pleased that we have found a dedicated person for Merchandise. Her goals are to develop ideas for new merchandise, find new retail and other outlets (such as schools) for our merchandise and be responsible for the stock.

We have also found a dedicated person who will have more regular contact with the charities so that our gifts and volunteering can be better synchronized.

Upcoming Events in 2015

Workshops
Annual General Meeting
May Fair
Garage Sale
Annual Charity Christmas Fair
Expat Fairs

NCA COMMITTEE 2015

President: *Ineke van Praag/ leaves mid 2015 Jolijn Heine will take over*
Vice President: *Jolijn Heine will be succeeded by Lisette Davis*
Treasurer: *Annette Smith*
Secretary: *Melinda Klanderman will step down at AGM, looking for a successor*

Committee members:

Catherina van Beek
Sheila Bouwman
Pleun Brevet
Mariska Keesom
Annette Kunst
Nicoline Ris
Astrid Seegers

Consultants: *Corine Regelink*
Honorary Member: *Soraya Werner-Mackertich*