

HOCKEY DREAMS



ANNUAL REPORT **16** | **17**



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# Colofon



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Foreword	4
Summary	6
<b>1. About Hockey Dreams</b>	<b>8</b>
1.1. The kick-off	8
1.2. Our dream	9
1.3. Theory of change	10
1.4. Our programs	12
1.5. Where it happens	15
1.6. SWOT analysis	16
<b>2. Meet the team</b>	<b>18</b>
2.1. Local coaches	18
2.2. Operational team	19
2.3. The board of directors	21
2.4. Country coordinators	22
2.5. Ambassadors	22
2.6. Volunteers	23
<b>3. What we achieved</b>	<b>24</b>
3.1. Coaches	25
3.2. Children	27
3.3. Hockey Stixx	29
3.4. Fundraising	29
3.5. Ambassadors' impact	30
<b>4. Communication</b>	<b>31</b>
4.1. Policy on telling ethical stories	32
4.2. Transparency	33
4.3. Stakeholder communication	33
<b>5. Preview 2017/2018</b>	<b>34</b>
<b>6. Financial report</b>	<b>36</b>
6.1. Director's report	36
6.2. Financial statements	38
6.3. Other information	44
<b>7. Friends of Hockey Dreams</b>	<b>46</b>
7.1. Partners	46
7.2. Sponsors	46
7.3. Suppliers	47
7.4. Club links	47
7.5. Thank you!	51







Writing this preface is a unicum since it is the 5th annual report and thus the first lustrum for Hockey Dreams Foundation. An idea conceived in the mind of our founder, Gijs Hardeman, started and developed out of his living room and it is now a small-scale but professional ANBI Foundation five years later. I'm proud to see what has been achieved so far. Three sustainable operating sport communities in underprivileged areas of the countries they are situated in, 23 coaches working on their future in the communities, 33 African schools linked to our projects, about 2.000 kids playing hockey and having fun in our clinics and camps, almost 2.700 hockey sticks and lots of other materials transported to the communities and over 35 sponsors, suppliers and business partners involved. But we are not finished yet, 100 coaches in 10 countries is still our goal.

After Zambia and Malawi, we have added Uganda, as a third country, to our communities this year. Uganda, also referred to as the Pearl of Africa, requires a very different approach from Zambia and Malawi. In Zambia, we focus on the training of our coaches, so they can develop themselves and act as role models for the children. In Malawi, the current batch of coaches are a little further in their personal development, so we focus on increasing the reach of the programs offered to children. Uganda will be a mix of these two strategies - we've started with one coach who is tasked with building the coach team, and we intend to support the team's personal development and their efforts to expand their work in the communities.

The visit to Zambia with the entire 1st ladies team of Hockeyclub Amsterdam (AH&BC) is a highlight of the past year. Perhaps the best club team in the world, the hockey players visited one of our communities, gave clinics to hundreds of children, trained together and experienced with their own eyes how our coaches manage their projects. The team's activities in Zambia gave elevated exposure to Hockey Dreams Foundation's work. For us, this is a reason to start offering such team trips to other hockey clubs in order to increase awareness of our programs even faster.

We also had a Hockey Dreams Trip this year. Ulemu Ngwira from Malawi was in the Netherlands for a month during which he attended an internship at Sportways, had a backstage experience at various hockey clubs and visited the European Championships hockey in Amsterdam. The experiences and knowledge that he took back home have benefited his community. We would like to continue facilitating the realisation of such hockey dreams annually.

But without the efforts of dozens of volunteers who helped us again this year, we could not have written this annual report. A big "thank you" for all those people who have contributed in any way to our 5th year, therefore, is in order. THANK YOU!

5 years later...

Then, of course, we hope to still be here. Larger, stronger and even more successful in more countries and communities, with more dreams and realities and more happy children, we can continue to meet our goal: a future through hockey! Are you investing with us?

**Jan Willem Bredius**

*Chairman Hockey Dreams Foundation*

# Summary

Hockey Dreams Foundation (HDF) is a Dutch-based organisation with the mission to create a better future through sport. By way of play, the children in our programs improve their physical, psychological and social health - benefits that last into adulthood. The foundation supports the personal development of young local coaches, most of whom only have a basic education. In the Hockey Dreams communities people get the chance to create their own future!

## Achievements so far

<b>3</b> Hockey Dreams communities	<b>2672</b> Pieces of equipment transported	<ul style="list-style-type: none"> <li>+ We launched our 3rd Hockey Dreams community, this time in Uganda, as a result of a successful grant application at Wings of Support. It is an initiative by KLM employees which supports children in countries the airline flies to.</li> <li>+ With the onset of our 5 year anniversary, last year we sharpened our strategy taking into account the lessons learnt so far. As a result, we now have a clear theory change and an operational blueprint.</li> <li>+ Our coaches did not only benefit from the College Fund but, with the financial backing of a microcredit loan from the foundation, one coach also recently opened a brand new barbershop.</li> <li>+ Last year, we welcomed more children into our Kids Clinics and Hockey Camps. We are particularly pleased to report that some of our coaches now work with children with impaired hearing.</li> <li>- Our fundraising income decreased over the last year due challenges in identifying steady and continuous funding sources. For the next year, we have confirmed the entry of new corporate and business fundraising partners, and are looking to also approach charities and institutional funders.</li> </ul>	
<b>23</b> Hockey Dreams coaches	<b>839</b> Children participating in biweekly clinics		
<b>33</b> (Local) schools involved	<b>1460</b> Children participating in yearly hockey camps		
<b>35</b> (Local) partners involved	<b>27</b> Participants in the African Hockey Experience		
<b>637.450</b> Social media reach		<b>€34.205</b> Total incomes	<b>€41.978</b> Total expenses
		<b>70,2%</b> from consumers <b>16,4%</b> from companies <b>13,4%</b> from subsidy from governments	<b>50,5%</b> on programs <b>45,6%</b> on fundraising expenses <b>3,9%</b> on general and administrative expenses







# 1. About Hockey Dreams



Hockey Dreams Foundation aims to create a better future through sport. We stimulate the development of young coaches who, besides their coaching roles, also get the opportunity to finish their education and attend college. Armed with new capabilities, these youth coaches secure their entry into the labour market and serve as role models, consequently becoming productive members of their communities. Overall, we nurture a healthy sporting community in order to improve the physical, psychological and social health of the coaches and the children they mentor.

## 1.1 The kick-off

Hockey Dreams Foundation, formerly known as the Kadish Foundation, was founded by Gijs Hardeman in April 2012. He started the organisation after setting up a half year project in Zambia on behalf of the Dutch Hockey Association. Invited by the International Olympic Committee, that project supported a hockey program at a new artificial grass pitch in Lusaka whereby local coaches introduced the sport to the community. When this project ended, Gijs decided to start a foundation which would continue with its objectives.



## 1.2 Our dream

### A future...

Our dream is to work in ten different developing countries. We would like our coaches to find jobs which enable them to take care of themselves and their families. It would be amazing if the coaches could keep the organisation alive by: a) pursuing local sponsorships to finance their local projects and; b) passing on their skills to a new generation of coaches. This would complete our cycle of sustainable change. The Hockey Dreams Foundation headquarters in the Netherlands would, in that case, slowly handover all major operational matters and support from the sidelines.

### ...through hockey...

#### OUR MISSION

Hockey Dreams aims to create a better future through sport. We stimulate the development of young coaches who – besides being a coach – also finish high school and have the opportunity to attend college. We create a healthy sport community, enabling coaches to make their dreams come true and support others' personal, social and sport needs. Our dream is to work in different developing countries and train dozens of coaches who keep hundreds of children active.

### ...for every coach...

#### OUR VISION

We are committed to providing opportunities for a better future for every coach and child in our programs irrespective of origin, belief, race or nature. Our aim is to achieve this through sport, and more specifically through our local coaches, because they form the foundation of the hockey communities. We provide the young coaches with opportunities for personal development and support them in their bid to achieve their ambitions. We in turn expect them to serve as role models who give back to their communities. It is every coach's job to create a safe sport environment where children can play and have fun. Through play, the youth coaches and the children in our programs are kept busy, develop a healthy lifestyle, learn good values and evolve mentally.

### ...by striving to achieve...

#### OUR VALUES

Our dreams, mission and vision are grounded in purposeful core values, which express our beliefs and what we support. On a daily basis, we keep these in mind when making choices, communicating and working on our projects.

**Sustainability** - By investing in sustainable goods, services and relationships we are able to continue providing the best help we can.

**Innovation** - We aim to constantly think 'out of the box' to derive the best solutions for the problems we encounter.

**Intrinsic motivation** - Loyalty and trust are central themes. Our approach is positive and we believe in second chances.

**Role models** - We strive to be exemplary.

**Adaptation** - We don't tell others what to do, but give room for ideas.

### ...a better quality of life.

#### OUR CONTRIBUTION

Our mission supports the United Nations Global Goals, aspiring to make the world a better and more sustainable place by 2030.





## 1.3 Theory of change

The Hockey Dreams methodology revolves around our local coaches. We lay the emphasis on the development of their educational, personal and social skills because they are the pillars of the Hockey Dreams communities. Through them we can reach so many others.

### A sustainable community

We believe in setting up local communities organised by local people. We identify local coaches who eventually set up and manage a local NGO to ease operations in their respective countries. We share our knowledge with them, provide opportunities to continue with their education, and provide equipment. Each coach is assigned a project and responsibilities. All the coaches receive an allowance when they perform their tasks. We find that this is the best way to maintain their commitment and retain their knowledge and skills in the long-term. The coaches choose their successors when a coach spot is available. It is also their responsibility to train their replacements. In this way, the knowledge is transferred from one coach to the next with little intervention from abroad (the headquarters in the Netherlands).

### Young professionals

Hockey Dreams' aspiration for local coaches is that they work their way into careers that allow them to provide for

their families. The foundation facilitates this by providing opportunities to complete high school, learn the English language,

follow computer courses and possibly attend college. We want the coaches also develop personally and become

role models because of their exceptional achievements.





# 10

**Ten coaches** - from underprivileged areas - in every community each running a registered, active hockey club. These clubs oversee: training, competition, equipment and other matters that are common in sport organisations.

# 100

**Hundreds of children** mentored on and off the pitch by our coaches. The children learn the importance of cooperation, how to respect each other and how to set goals. Other subjects covered include health and hygiene. The coaches motivate the children to play in a safe environment and, by example, demonstrate that anyone can have a bright future despite where they come from.

# 1000

**Thousands of people** are reached through the programs facilitated by Hockey Dreams Foundation - not only coaches and children. By creating a healthy and safe sport community we stimulate parents, family members, friends and other athletes to be part of this developed, self-sufficient and sustainable community.





## 1.4 Our programs

### Coaches

#### **Coach Program: from volunteer to professional**

This program emphasises on training and guidance for the local coaches who also serve as the best role models for their peers and the children in their communities. By setting up their own projects in the various children's programs, coaches develop various useful skills, such as entrepreneurship, responsibility and collaboration. Coaches grow from volunteers, to advanced trainers with an allowance, and eventually to educated professionals in the areas they choose to work in.

#### **College Fund: pathway to a career**

Education is the key to a better future. Based on each local coaches' motivation and growth, and the foundation's budget, we facilitate the opportunity for further education, even after high school. This increases the coaches' chances of securing good careers which will set them apart as role models in their communities.

#### **Hockey Dreams Trip: an internship in the Netherlands**

For exceptional coaches, international internships provide an opportunity to further develop their hockey skills and their ability to organise children's clinics and camps. The knowledge and expertise the coaches acquire by participating in the SportWays Hockey Camps, training with Dutch hockey teams and visiting different hockey clubs are applied in their local communities upon their return.

#### **Super 5's: super fast and super cool**

Adopting the 5 vs 5 hockey format by the International Hockey Federation (FIH), Hockey Dreams Foundation sponsors regular tournaments within the countries it works in. These tournaments are organised by the coaches who get to practice their organisational skills. The 5 vs 5 hockey format requires 10 players and a smaller pitch than usual, thus more players can participate.

Super 5's is also a great way for the coaches to introduce hockey to the youth and attract new members to the hockey clubs they run. Consequently, it has become an effective way of growing the Hockey Dreams communities.





## Children

### Kids clinic: long-term training with a coach

Children in the areas where the Hockey Dreams communities are situated do not always have the opportunity to exercise because their schools lack the resources to sustain sports programs. As a result, many regularly attend the on average bi-weekly trainings offered by our local coaches. These clinics rarely occur on hockey pitches - some of the training takes place in school compounds, while yet other times the teams carry the equipment to other available spaces, for instance a field covered with sand or overgrown grass. Through the hockey clinics the coaches reach, inspire and motivate the children, demonstrating that with hard work and determination they too can create their own future. We are particularly proud of our one of the clinics in Zambia, which in agreement with a local school, trains children with impaired hearing.

### Hockey Camps: one hundred kids at camp

150 kids, 20 staff members, 3 days of hockey. Approximately twice or even six times a year, the coaches from each Hockey Dreams community organise three-day hockey camps which bring together all the children in their projects and interested first time participants. The coaches are in charge of all the preparations, including budgets, invitations, planning, logistics and catering for more than 170 people. Although hockey is the main theme, the camps also set aside time for games, dancing, singing, counseling on sexual and reproductive health, hygiene, public speaking and motivation. Our Hockey Camps are accessible for a lot of children, and therefore play a big role in the growth of the community.

### Girls First: who run the world?!

In the areas we operate in, girls often have less opportunities and few are involved in sports. As a result, some of our Hockey Dreams communities have dedicated coaches who motivate girls to participate in the sport. The coaches organise special girl camps, where aside from hockey, special attention is given to social skills, girl empowerment, independence and the prevention of HIV/AIDS.

### LAB: proud of our own production

In keeping with the foundation's aspirations of sustainability and innovation, LAB enables our communities to make and create some of the hockey equipment that they may need but don't have. For example, instead using old shin pads shipped from the Netherlands, the coaches and children recycle flip-flops and used plastic into shin pads. Although in its nascent stage, this program sparks innovation and creativity. It also encourages: a) a sense of responsibility and pride and; b) an awareness of local production and the benefits of recycling.





**Hockey Stixx: no hockey without equipment**

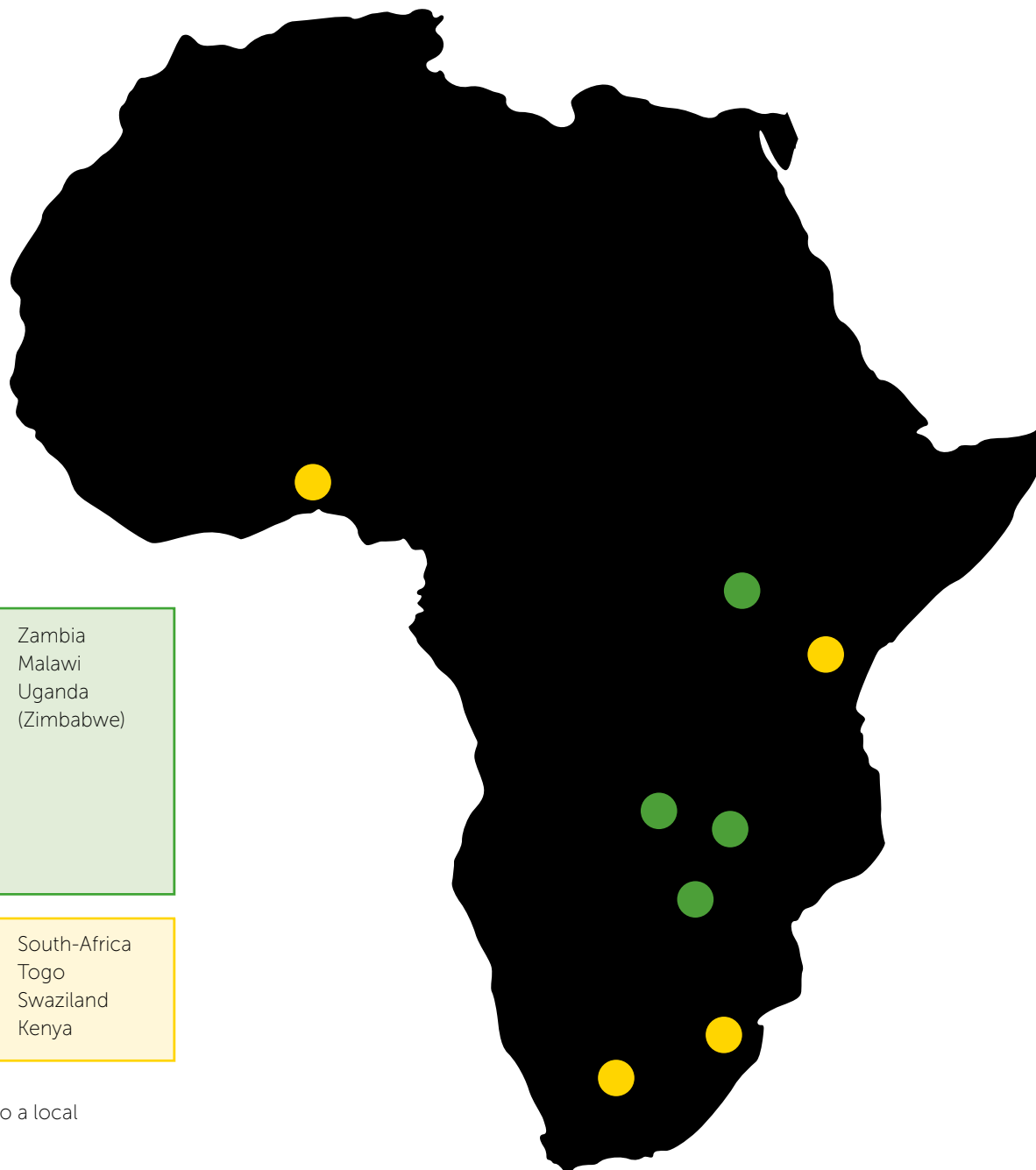
Our equipment program extends beyond the Hockey Dreams communities to serve a network of existing projects in a number of developing and middle income countries. We collect mildly used hockey equipment, affordably ship them to the projects and finance their maintenance.

We affirm that Africa is not a dumping ground for second-hand goods, and that the sports merchandise segment of local economies should not be undercut with free products. To that end, we have a set of criteria that guides the Hockey Stixx program. In part, it specifies that the foundation only sends materials in good condition, to projects and situations which have unmet needs and can't otherwise afford to buy the locally available equipment.



## 1.5 Where it happens

Our work is focused on the developing regions in the world where sport expansion is low, with a specific focus on Africa until 2022. The foundation actively develops and sustains communities where we roll out our programs, and offers basic support to local networks of external projects.



<b>Communities</b>	<ul style="list-style-type: none"> <li>• All programs for coaches and children</li> <li>• Knowledge sharing</li> <li>• Monitoring and evaluation</li> <li>• Financial support</li> <li>• Capacity building</li> <li>• Long-term cooperation</li> <li>• To facilitate operations, they are either legally registered as NGOs or in the process of being recognised as legal entities</li> </ul>	Zambia Malawi Uganda (Zimbabwe)
<b>Local networks</b>	<ul style="list-style-type: none"> <li>• External initiative</li> <li>• Hockey Stixx: equipment program</li> <li>• Knowledge sharing</li> <li>• Can grow into a community</li> </ul>	South-Africa Togo Swaziland Kenya

We hope to soon develop our activities in Zimbabwe, transforming it into a local community, subject to funding availability.



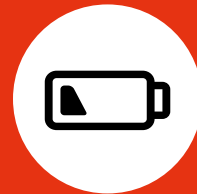
## 1.6 SWOT analysis

Every year, Hockey Dreams Foundation uses a strengths, weaknesses, opportunities and threats (SWOT) analysis to determine the factors that influence our operations.



### Strengths

1. Good objectives; there is a clear and realistic vision, mission and goals
2. Simple communication and decision making structure
3. An extensive network
4. Up to date knowledge of hockey on a technical, social and developmental level



### Weaknesses

1. Insufficient structural revenue stream (balanced out with a structural spending flow)
2. Limited name recognition
3. Limited number of volunteers
4. Small 'core group' running the organization



### Opportunities

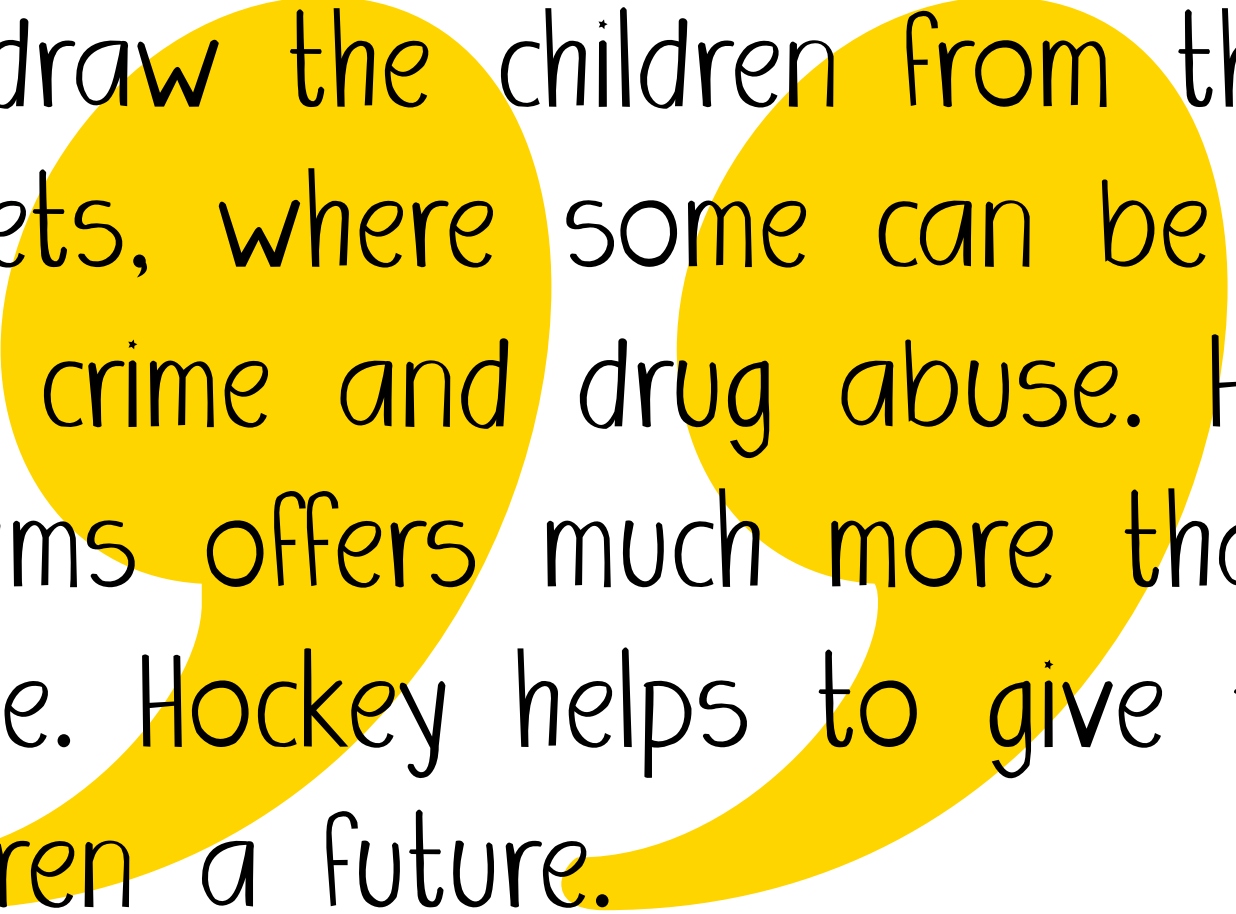
1. Collaboration with (top class) clubs
2. Collaboration with international organizations
3. Collaboration with organisations that host (hockey related) events
4. Collaboration with (international) ambassadors



### Threats

1. Competition from groups with larger fundraising options
2. Competition from organisations that can reach a broader public and therefore have a higher donation pool
3. Competition from organizations that have existed for a long time and enjoy greater brand awareness
4. Competition from organisations that educate coaches/trainers abroad



Two large, overlapping yellow speech bubbles are positioned behind the text. The bubble on the left is slightly larger and overlaps the bubble on the right. Both bubbles have a soft, hand-drawn appearance with a slight gradient.

We draw the children from the streets, where some can be tempted into crime and drug abuse. Hockey Dreams offers much more than sports alone. Hockey helps to give the children a future.



## 2. Meet the team

Last year, the Hockey Dreams operational team consisted of five members with complementary competencies. The foundation also worked with a network of local and international partners to get more done with the few resources at its disposal. In this section, we present our team of coaches, operational staff, board members, country coordinators, ambassadors and volunteers.

### 2.1 Local Coaches

#### Zambia:



Andrew



Brenda



Elvis



Floyd



Kelvin



Lombe



Martha



Martha



Ritah



Samuel



Shadrick



Miss Makayi

#### Malawi:



Benjamin



Chisomo



Esnarth



Geoffrey



Levi



Lilian



Temwa



Ulemu



Ulemu



Geoffrey

#### Uganda:



Innocent

## 2.2 Operational Team



**Gijs Hardeman** | Founder & Advisor |  
gijs@hockeydreams.nl



**Sebastiaan van de Kastele** | Community Manager |  
sebastiaan@hockeydreams.nl



**Malou Janssen** | Communication & PR |  
malou@hockeydreams.nl



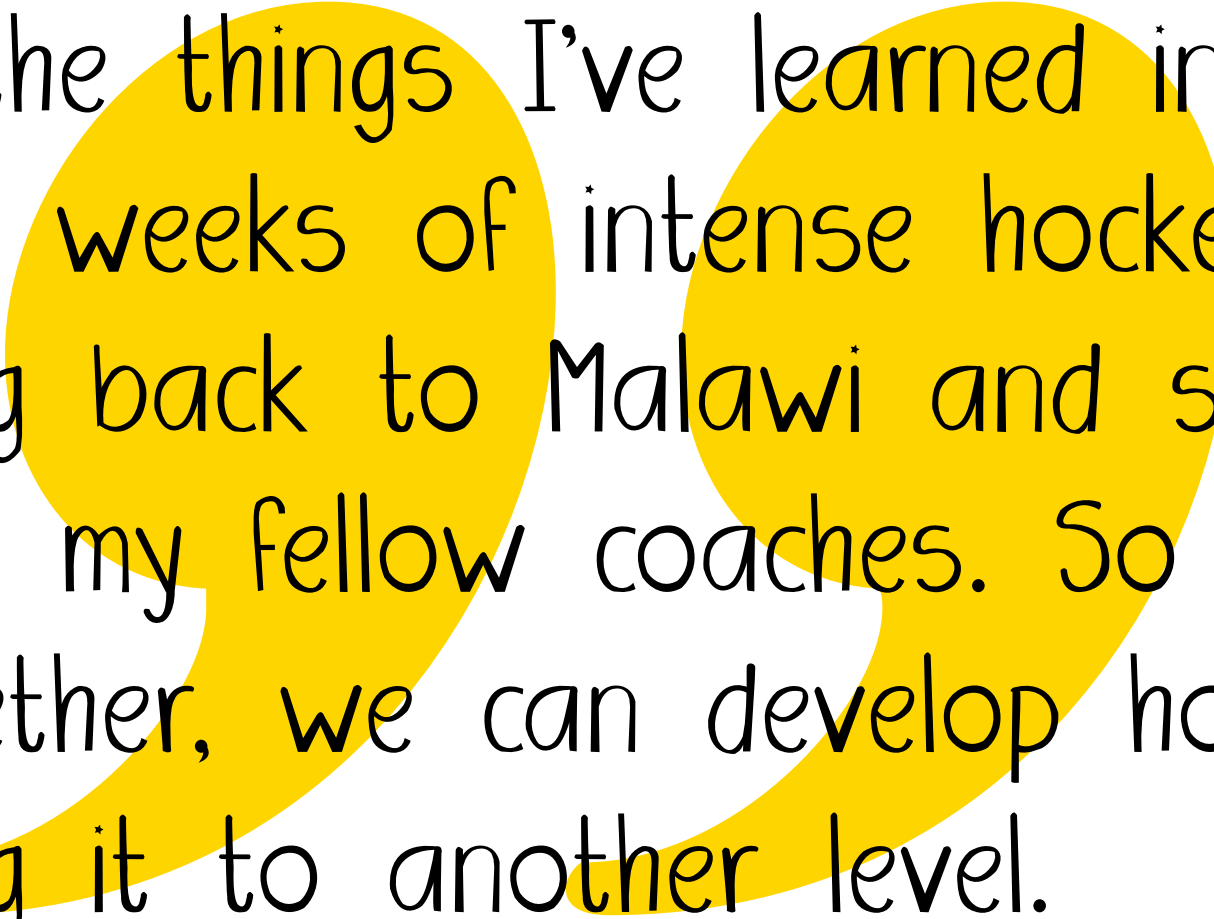
**Ray van der Klis** | Acquisition |  
ray@hockeydreams.nl



**Lotte Mout** | Translations







All the things I've learned in these two weeks of intense hockey, I will bring back to Malawi and share it with my fellow coaches. So that together, we can develop hockey and bring it to another level.

## 2.3 The Board of Directors

The Board of Directors ("The Board") is responsible for supervising the foundation's general affairs and facilitating Hockey Dreams' relationship with supporting networks. The Board also acts as a sounding board for the management. In 2016 two regular meetings with the Board were held. At these meetings, both financial and strategic program development was discussed. These included matters like fundraising activities, cooperation with partners, budgets and the general progress of the organisation. The minutes of the meetings were shared internally. The Board approved the following decisions:

- Approval annual report and financial report 2016/2017
- Approval year plan and budget 2017/2018



**Jan Willem Bredius** | Chairman | janwillem@hockeydreams.nl

Started as a volunteer and infected with the unimaginably HDF virus, he now is active as chairman of the Board. After 25 years of working as an insurance broker, Jan Willem decided to "free" himself for other issues in life. In addition to investment in real estate and small startups, he is also interested in youth coaching and various administrative board functions - issues that are also relevant for HDF. At the foundation, Jan Willem focuses mainly on funding and networking and he is a regularly available at the HDF headquarters.



**Claudia Makumbe** | Secretary

After having worked in South Africa, Claudia returned to the Netherlands with her Zambian husband in 2004. Since then Claudia has worked for two Universities of Applied Science and volunteered with several NGOs. This past year she has been the secretary of HDF. She enjoys volunteering at Hockey Dreams because she believes that lives can be influenced through sport.



**Tjarko Tadema** | Treasurer

A finance manager with experience in accounting, auditing and finance management, Tjarko is the current finance manager at the Meemaken B.V.

Group. Previously he was a financial analyst experience with Bose Corporation. He also has audit experience with PwC Netherlands.



**Hugo van Donselaar** | Board member

In his daily life, Hugo is the general manager at campspace.com. Together with Gijs, Hugo has been involved with HDF since the very first moments of the foundation. He started as an intern at the then Kadish Foundation during which he set up the fundraising project Score 4 Kadish. As a board member, Hugo focuses on activating the Dutch hockey network to advance the foundation's collection and connection to resources.



**Freek Tönis** | Board member

An entrepreneur owning two companies, Freek felt a deep connection with Africa during his past work experiences in the continent. where he realised that to change in Africa has to be driven by local input. "We from the western world can't dictate from our own region how to do it, it has to be done locally and with a lot of enthusiasm," he says. That is why Freek supports the Hockey Dreams foundation. Freek focuses on exploring funding opportunities for HDF.



## 2.4 Country Coordinators



Ineke Botden | Community Zambia



Jelle Rowold | Community Malawi



Corine Oudewaal | Community Malawi



Josefien de Ridder | Community Uganda

## 2.5 Ambassadors

Since the beginning of 2017, two Dutch international hockey players have joined the Hockey Dreams Foundation team. **Maria Verschoor** and **Bjorn Kellerman** are known for their skills on the hockey pitch and their strong belief that the world can be a better place through sports.

They have increased the foundation's reach by publicly endorsing its mission and using their influence in the media to raise awareness for Hockey Dreams programs, inspiring others to support HDF in different ways. Welcome aboard Maria and Bjorn!



Bjorn: "Every kid should have the opportunity to play sports. We go even a step beyond by providing them chances to develop them on a social level."

Maria: "By letting the kids play hockey, they stay away from bad behavior on the streets. You learn them to play together, and let them have fun."

## 2.6 Volunteers

Hockey Dreams Foundation works with many volunteers who assist the operational team on an unpaid basis. Their passion for change, wide range skills, interests and experiences have been invaluable to the organisation. We express our heartfelt gratitude to all our volunteers who give their time and talents to advance the dream of a better future through hockey!

In 2016/2017, Hockey Dreams Foundation celebrated her 5-year anniversary. Together with our partners, sponsors and friends we organised a traditional African barbeque on the rooftop of our headquarters office in Amsterdam.





### 3. What we achieved





## 3.1 Coaches

Last year, the coaches made great strides in their personal development, the progress of their communities and the growth of Hockey Dreams Foundation. As a result, almost all the coaches have advanced to the next level of their education, the structure and management of the communities has started to assume a more professional format, and the level of inter-country team spirit has significantly improved. Two coaches have also achieved some level of financial independence; one started his own business and the other now has a job as a hockey coach at a private school in Lusaka. These gains demonstrate that the communities are on the right track towards self-sufficiency.

Four new coaches joined the foundation last year. Out of 24 active coaches, 11 received an allowance. The other coaches from the communities in Malawi and Uganda didn't receive any allowance due to financial deficits. However, the foundation covered their transport fees to and from their project locations and is currently pursuing opportunities to avail allowances in the next operational year.

The foundation has also accelerated its adoption of a positive approach to coach evaluation in order to standardise the quality of coaching on issues like feedback and motivation. We are happy to report that all coaches have developed positively over the past year on at least one of their learning goals.

### Quality of hockey

With the entry of Hockey Dreams Foundation, hockey is becoming a fast growing sport in the underprivileged areas where our programs are based. For example, it is the best-organised sport at the Olympic Youth Development Center in Lusaka primarily because the foundation: a) collaborated with others in laying of the center's hockey pitch, and b) has developed an active hockey community led by local coaches, therein improving the popularity of the sport.

In addition, Hockey Dreams Foundation supports training sessions for local coaches by Dutch hockey players and trainers. These training sessions take place in the local communities and, for exceptional local coaches, in the Netherlands. As a result, our coaches are often hired by private schools as trainers and in Zambia almost all of them have qualified to join the National Africa Cup 2017 team. Besides, the coaches in Malawi all have a Coaching Course diploma from the FIH (International Hockey Federation): six coaches are in level 1, three coaches in level 2 and one coach in level 3.





### 1 | College Fund

Last year, 13 coaches in Zambia (11 in high school and 2 in college) benefited from the College Fund. Of the eleven, Hockey Dreams Foundation is glad to report that eight progressed to the next grade. The two coaches in college had previously completed their high school education with support from the foundation's college fund. They are now studying Hospitality Management and last year successfully secured internships in hotels in Lusaka.

We are particularly happy to report that another coach in high school is not only benefiting from the College Fund. With the financial backing of a microcredit loan from the foundation, he has recently opened a brand new barbershop - something he has always dreamed of!

The foundation is currently engaged in conversations with the coaching teams in Malawi and Uganda in order to determine how best to support their education goals, pending availability of funds.

### 2 | Hockey Dreams Trip

Coach Samuel Tagwireyi (Zambia) achieved his Hockey Dream in 2016 through a three month internship in the Netherlands. At various Dutch hockey clubs, he trained with successful Dutch teams and offered clinics to junior teams. He has since returned to Zambia and has been sharing this knowledge with the Hockey Dreams community there. On a personal level, Samuel was offered a well-paid job at a private school in Lusaka (LICS) because of his newly acquired skills. In the summer of 2017, coach Ulemu Ngwira (Malawi) also earned the opportunity to travel to the Netherlands under the Hockey Dreams Trip program. It was a very special experience for the coach and it gave a huge boost to the community in Malawi. So far, 8 coaches have benefited from this program.

### 3 | Super 5's

There were three Super 5's tournaments last year: two in Zambia (72 & 100 players) and two in Malawi (96 & 110 players). We see that more and more kids and coaches are attracted to either play in the tournament, or watch from the sidelines. As a result, the tournaments are a good promotion for hockey in the community and grow it even more.



## 3.2 Children

Hockey Dreams Foundation does not only have impact on the coaches, but also on the kids involved in our programs. Last year, the coaches improved their ability to monitor the projects that they manage. As a result, this year we are able to provide a more clear picture of the impact of our kids' programs.

### Kids Clinics

Many children receive hockey training from our coaches on a frequent basis (on average, twice per week). We are proud to report that 23 schools, drawn from the vicinity of our Hockey Dreams communities, have training agreements with our coaches.

Number of kids participating in kids clinics every week:

**534** Zambia **225** Malawi  
**80** Uganda



### Hockey Camps

The Hockey Camps were very popular amongst the children in the Hockey Dreams communities. Occasionally, more children than expected signed up. Also, for the first time, children with impaired hearing participated in one of our camps in Zambia. It was a huge accomplishment for the foundation, as both the coaches and the children, with and without hearing challenges, invented a way to play together on the same pitch. (children with hearing impairments wore yellow bands for easy recognition).

Number of kids participated in hockey camps this year:

**730** Zambia **580** Malawi  
**150** Uganda



**Girls First**

The girls program by Hockey Dreams was further rolled out last year. Two girls' only camps were organised in Zambia (180 girls) and Malawi (130 girls). In Zambia, the program is offered in cooperation with the Divine Diva Centre, an organisation which provides information about sexual and reproductive health to girls.



### 3.3 Hockey Stixx

With a large collection of equipment already in our communities due to efforts from the year 2015/2016, and faced with less opportunities to transport large freight, there was a decline in the number of shipments delivered locally last year. The foundation also sent laptops to the local communities to boost computer literacy, administrative efforts and professionalism.

#### Results equipment

2015/2016: 3.603 materials transported to communities and local projects

2016/2017: 1.163 materials transported to communities and local projects

### 3.4 Fundraising

Hockey Dreams Foundation's operations in 2016/2017 were financed by the following categories of funding sources:

#### Consumer donations

Funding from the wider public is triggered through social media campaigns, personal relationships, network meetings, presentations etc. We establish personal contact with every individual and keep them informed of our progress. In May 2017 we started using a new crowdsourcing platform called [www.pifworld.com](http://www.pifworld.com) to promote our ongoing projects and campaigns among potential donors. Currently, we update our donors on the projects they support through this multimedia platform. Hockey Dreams Foundation also relies on fundraising initiatives by members of the public who believe in our mission. By organising events at hockey clubs, schools and other meeting places, they take the lead in driving up support for the foundation's work.

#### African Hockey Experience

This is a yearly fundraising trip organised by Hockey Dreams Foundation. Last year, the experience featured two trips to Zambia: one a team trip for the 1st ladies team of Hockeyclub Amsterdam (AH&BC) and; the other an individual trip for five people. Since the AHX trip in January 2017, other hockey teams have expressed their interest in taking part in the African Hockey Experience.

#### Companies

Hockey Dreams Foundation has developed symbiotic corporate partnerships with a number of successful like-minded companies who support the different programs in local communities in various ways. For instance, while some companies champion our young coaches' personal development by giving to the college fund, others take on children's right to play by giving to the kids Hockey camps. We are enthusiastic about exploring financial and non financial avenues of support that are mutually beneficial for the companies and Hockey Dreams Foundation.

#### Grant applications

Last year we received a second grant from Wings of Support for the organization of hockey camps in Zambia. In addition, our request for a first grant application in Uganda has also been approved by Wings of Support. With this request, we want to take a first step in building the community in Kampala.

Results			
Consumer donations	African Hockey Experience	Companies	Grant applications
€ 9.034	€ 14.976	€ 5.600	€ 4.595

In 2016/2017, we didn't manage to increase our income from all sources. See on the right our results for 2016. Total own fundraising in 2016/2017 amounts €34.205, we aim to keep the percentage of income spent on own fundraising costs below 25%. This is the total amount of committed funding of which part is secured for the coming years.



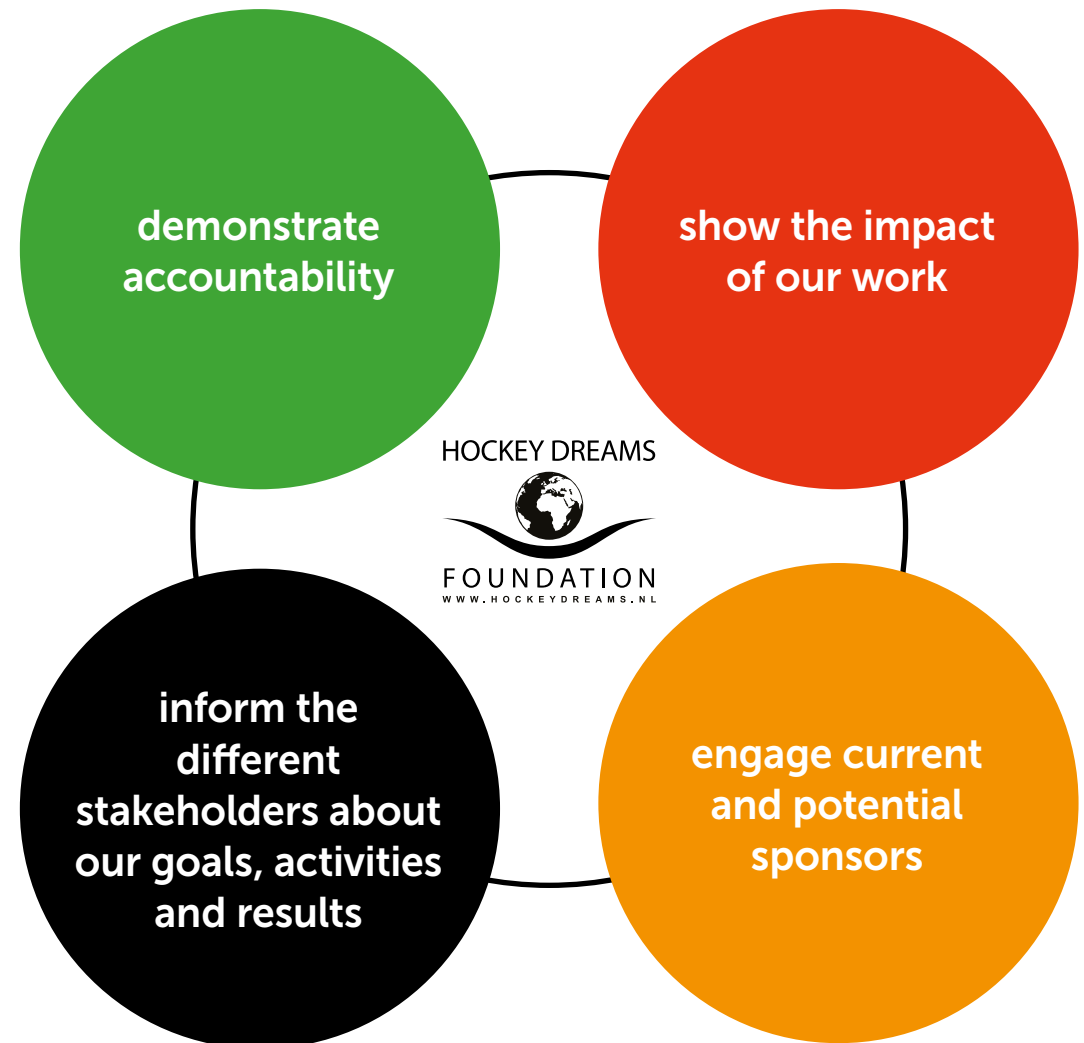
## 3.5 Ambassador's impact

While our ambassadors work for the organisation on a voluntary basis, they successfully generated a considerable amount of publicity for the foundation last year. They appeared regularly in the media and played an important role in the foundation's promotions and special events. They also advertised and promoted Hockey Dreams' work on their personal websites and social media channels. In January 2017, Maria initiated her hockey team's, the 1st ladies team of Hockeyclub Amsterdam (AH&BC), decision to carry out their team building mission in Zambia as part of Hockey Dreams' African Hockey Experience. The team connected with our community in Zambia, leaving an indelible mark on the local coaches and the children. This trip drew a lot of attention to the foundation's programs by generating online, TV and radio coverage. In addition, a few thousand euros in fundraising income was collected for our programs and there were also several private donations. Next year, we plan to: launch targeted campaigns with our ambassadors; invite them to more events and; explore the possibility of collaborations with their network for fundraising.



## 4. Communication

We communicate through various channels with our stakeholders (i.e. consumers, companies, foundations, sponsors, followers, alliance partners, project partners, media partners, and our ambassadors), each requiring a different kind of communication format and approach. Hockey Dreams considers it important to communicate clearly with all stakeholders in order to involve them in our work, and more specifically, to give a transparent accountability of revenue vis-a-vis spending and the progress in our communities. Our most important communication goals are to:







## 4.1 Policy on telling ethical stories

As a foundation that works in underprivileged societies, we refer to the International Guild of Visual Peacemakers' Visual Code for a set of ethical considerations that guide us from storytelling mistakes that reduce individuals to their problems. For example, we believe that words and images that elicit emotional responses through their sheer shock value (an over-emphasis or exaggeration of a deplorable situation), are harmful, because they exploit the subjects' condition in order to generate sympathy for increased, mostly financial, support. For this reason, as indicated in the International Guild of Visual Peacemakers' Visual Code, we:

- research and respect the culture we are documenting
- value our subjects by taking measures to interact with or involve them, and by treating storytelling and image-making as a collaboration
- use discernment in candid photography and videography, and all published material, because another's dignity and honor matters to us
- inquire about how others are impacted by our images, examining the actual results of our best intentions
- are intentional about highlighting common humanity through images and storytelling
- explore both macro and micro factors that affect a place or people in an effort for multidimensional coverage
- refrain from making an image if asked not to
- foster the courage to delete some images that may reinforce destructive stereotypes, or publish them only along with other images that tell a more complete story
- refine and upgrade our own vision, because well-crafted images have greater potential for effective visual peacemaking
- live generously by helping others around us, wherever we are, and by volunteering to support the visual peacemaking movement with our talents and resources.



## 4.2 Transparency

### ANBI

Hockey Dreams Foundation is recognised as an ANBI (Algemeen Nut Beogende Instelling) or Public Benefit Organisation, rendering its donations, in principle, as tax deductible.

### Directive 650

Hockey Dreams Foundation's financial statements have been prepared in accordance with the Dutch Accounting Standard for Fundraising Institutions (RJ 650), as published by the Dutch Council for annual reporting. This directive provides a clear criteria for assessing fundraising cost ratios and the expenditure of funds in relation to the goals for which they were intended.

## 4.3 Stakeholder communication

In 2016/2017, we communicated through a variety of channels to reach our stakeholders.

### Website

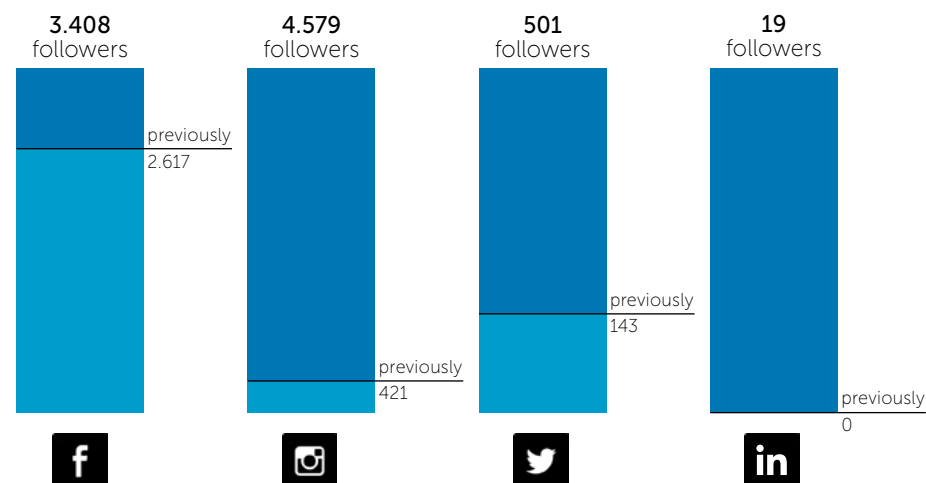
In January 2017, we launched our new website ([www.hockeydreams.nl](http://www.hockeydreams.nl)) and started posting blogs and news items on [hockeydreams.nl/news](http://hockeydreams.nl/news) with an average frequency of once per month. We started analyzing our traffic, criteria of visitors and views through Google Analytics at the beginning of May 2017. Website reach: 959 unique visitors / 2.497 pageviews. We also changed our website from being Dutch-only to English.

### Email

We can be reached through our email address [info@hockeydreams.nl](mailto:info@hockeydreams.nl). Our incoming mail varies from donation related questions and queries about our projects, to announcements of fundraising events and idea sharing. Each mail is responded to within 1-3 working days.

### Social Media

On an average we published a few posts per week, and made use of a small advertising budget. Hockey Dreams has seen a significant increase in its number of followers over the last year (as indicated below). Overall, we had a reach of over half a million people; 528.558 users saw and / or interacted with our social media publications last year.



### PR

Hockey Dreams Foundation was featured in different news items, articles, interviews and press releases last year. There was a strong focus on publicizing the name change, from Kadish Foundation to Hockey Dreams Foundation, and the team trip by the 1st ladies team of Hockeyclub Amsterdam (AH&BC). Overall, there was a peak in brand awareness, evidenced by increased mail and online messages, new fundraising initiatives by small groups in the Netherlands, and more unsolicited mentions of two issues from members of the public at events attended by Hockey Dreams' representatives. In total, we reached 4.269.630 people at no financial cost to the foundation, an impact which would otherwise translate to a media value of €21.733,15 and a PR value €35.199,45.

### Newsletter

Last year, we didn't make use of our MailChimp newsletter facility, choosing instead to focus the foundation's resources on building our social media network.

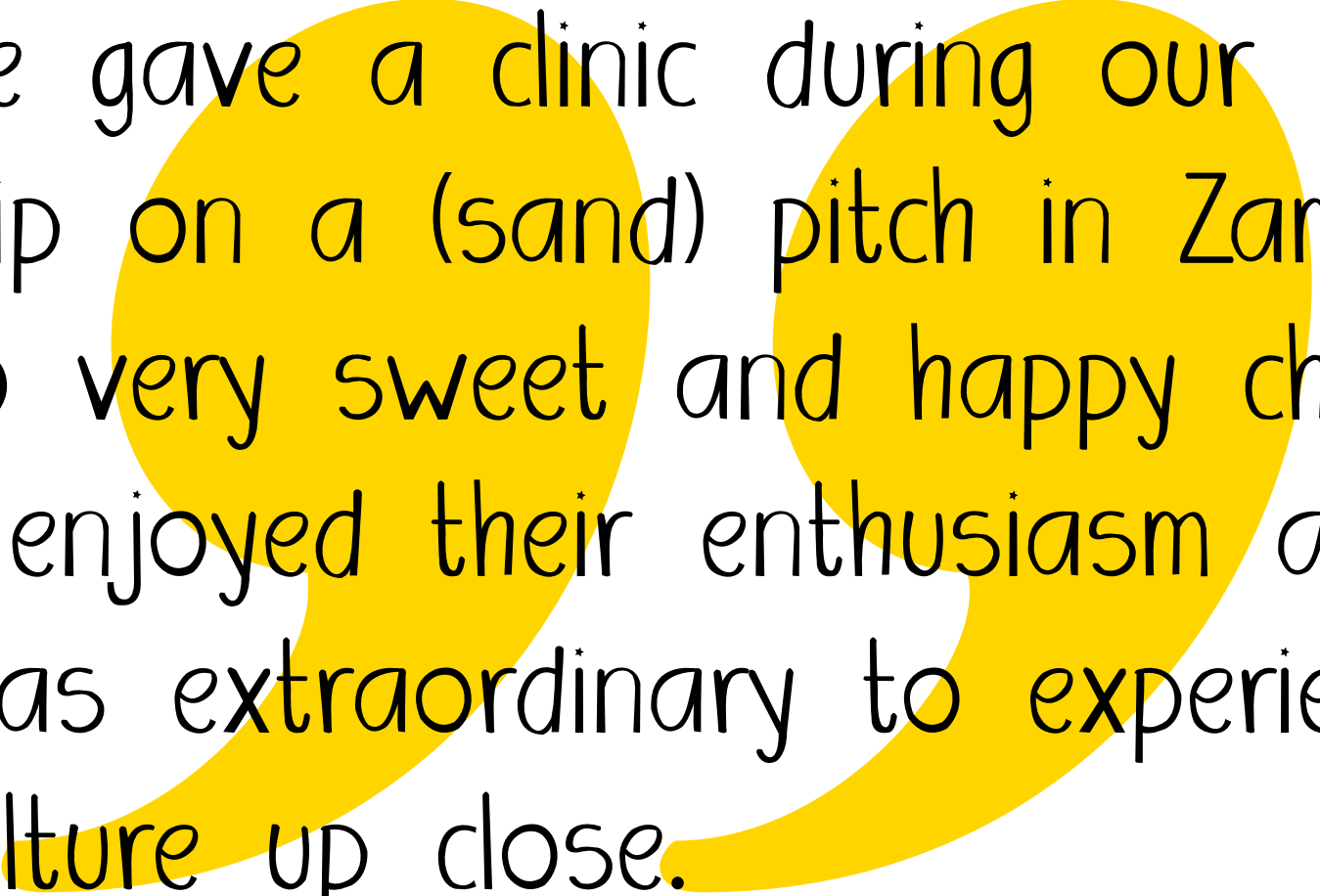




## 5. Preview 2017/2018

In 2017/2018, we are stepping up on several fronts to improve our performance in the coming year. Our most important priorities will be to:

- develop a Hockey Dreams community in one new country
- professionalize our existing communities by creating MoU's, having more coaches to receive an allowance, searching for possible collaborations with local hockey associations and better managing by standardised operations through a country manager
- have two coaches enter society as educated professionals by securing a good career and to provide two coaches with facilities of further education through our College Fund program by letting them apply for it
- create an even bigger Hockey Dreams following through our social media and website pages, and exposure in the traditional media. This includes activating new campaigns set up by our (new) ambassadors, reviving our blogs feature on the website and linking it to our newsletter facility, and boosting our PR values in order to reach more people
- grow our donor base of non-institutional sponsors to include the entry of new, individual, corporate and business fundraising partners, explore the inclusion of charities and institutional funders, including those based abroad
- grow our volunteer team significantly with qualified volunteers
- implement our new impact metrics framework to demonstrate our impact on the development of our communities, coaches and children



We gave a clinic during our team trip on a (sand) pitch in Zambia to very sweet and happy children. I enjoyed their enthusiasm and it was extraordinary to experience the culture up close.



# 6. Financial report

## 6.1 Director's report

Hockey Dreams Foundation ("the foundation") is based in Amsterdam and has its registered office in Enschede. For the preparation of the financial statements, the foundation uses a broken financial year that runs from 1 September to 31 August. This financial report aims to provide more insight into:

- objectives, strategy and policy;
- financial policy and financial accountability.

Our primary goal is to support sport volunteers in development countries with their primary needs. From this objective we want to create a better future through sport. For additional understanding on our dreams we refer to paragraph 1.2..

### Risks and uncertainties

From our experience we are dealing with several risks and uncertainties that can interrupt our dreaming. We have performed an extensive analysis to identify these risks and uncertainties, but also our strengths and opportunities. For the extensive SWOT analysis reference is made to paragraph 1.6..

### Achieving the dream

We strive to spend the money following our goals and in line with our dream. The following paragraph presents the financial statements showing where each euro is spent. Of course, we incur costs in business operations, and we intend to keep this cost pattern as low as possible to ensure we are able to spend as much as possible on our dreams. The past year has been a challenging year resulting in a loss. Also considering the foundation remains to be very dependent on its people and a decreasing investment in fundraising ultimately caused a lower income. Nevertheless, we have been able to lower our G&A expenses (compared to budget) and focus on our dreams and maintain the same level of program expenses compared to prior year. So we have been able to spend more on our programs compared to prior year, however we are keen on improving this ratio as also presented in our budget for 2018. For several financial ratios reference is made to the financial statements and for more information on our achievements we refer to chapter 3.

### Financial policy and accountability

The foundation has implemented a completely transparent financial policy. Continuity, integrity, accountability and full transparency are central. Of course, taking into account adequate financial management and the interests of all stakeholders in the organization. Below are the foundation's areas of focus in relation to this policy.

### Expenditures

The foundation's goal is to spend at least 90% on the overall utility. Earmarked gifts and donations remain earmarked. A financial surplus on completed programs will be devoted to more or less similar projects.

### Budget

We use a conservative budgeting policy. When drawing up budgets, the precautionary principle is applied to our expected income.

### Capital

The Board nor Board members may invest excess cash in interest-bearing loans, securities, derivatives or other securities.

### Overhead expenses

High quality management and transparency involve (relatively) high costs. Considering it is our goal to spend as much as possible on our programs, we apply the following measures:

- the cost level is critically reviewed periodically;
- the internal policy is set at a maximum of 20% of total expenses;
- the overhead costs are covered as much as possible by sponsored donations from sponsors;
- Internet, Facebook and email are used as much as possible for communication purposes;
- service providers and partners provide services at reduced rates to ensure independence and objectivity;
- the annual report is also used as promotional material instead of brochures and expensive campaigns
- Board members receive no salary

### Cost of own fundraising

The CBF applies a standard of up to 25% on average in 3 years. Past year we have not been able to reach this goal mainly due to the investment we need, to maintain a stable income from fundraising. As we can see this year, a decrease in investment in own fundraising will result in a decrease in fundraising.

### Reserves

According to the 'Richtlijn financieel beheer van VFI brancheorganisatie' the continuity reserve should not be more than 1.5 times the annual cost of fundraising and G&A. For 2017 this is EUR 31.186 (2016: EUR 34.121). For 2017 we are in line with the "Richtlijn". The capital ratio for this year decreased slightly due to the loss for the year. However is still at 42%. The minimum continuity reserve for 2017 is EUR 10.494 which is approx 40% of the current reserve level. Therefore we consider the foundation to be in a healthy financial situation.

### General and administration expenses

This concerns costs the foundation has to make in the context of management, administration and accountability to third parties. Attribution to objectives or fundraising is not allowed.

### Governance

The Board of Directors consists of a variety of competences developed through experience in development countries, entrepreneuring and finance.

Function	Name	Daily activities
Chair	Jan Willem Bredius	Entrepreneur by heart and daily involved in the foundation
Secretary	Claudia Makumbe	Education manager for the sport management course at the Haagse Hogeschool
Treasurer	Tjarko Tadema	Finance manager at Euro-Rigging B.V. and BeOne Development B.V.

In the event of a vacancy in the board of directors, the remaining members of the board will be promptly provided by appointment of a new board member. Retiring board members are always eligible for reappointment. Due to the limited size, complexity and available budget, there is no supervisory board in place. During the past year, the Board of Directors supervised the operational team in achieving the goals and the dream by periodical meetings and furthermore the chair of the Board has been highly involved in the day to day operations. For our communication policies reference is made to chapter 4.

### Future

Our ultimate dream is to be able to create a better future for 100 coaches in 10 different countries through hockey. Based on this goal, we have prepared the budget for 2018 in which we intend to increase our income through donations from companies and achieve 75% of all expenses spent on our programs. Among other operational decisions, we have attracted two new board members for 2018 to assist us in achieving our goals.

### Budget 2018

	Budget 2018 EUR
<b>Income</b>	
From consumers	0
From companies	34.000
From subsidy from governments	10.000
<b>Total income</b>	<b><u>64.000</u></b>
<b>Expenditures</b>	
<b>Program expenses</b>	
- HDF Coach	29.205
- Hockey Stixx	2.350
- Hockey Dreams Program	2.500
- Hockey Camps	10.500
- Super 5's	3.150
	47.705
<b>Fundraising expenses</b>	13.350
<b>General and Administrative expenses</b>	2.945
<b>Total expenditures</b>	<b><u>64.000</u></b>
<b>Result before financial income / (expenses)</b>	€ -
Financial income / (expense)	0
<b>Result</b>	<b><u>€ -</u></b>
<b>Distribution of result</b>	
<b>Addition/extraction of:</b>	
Unrestricted net assets	€ -



## 6.2 Financial statements

	Ref.	31 august 2017 EUR	31 august 2016 EUR
<b>Assets</b>			
Receivables		0	4.200
Cash and cash equivalents	A	<u>26.683</u>	<u>30.251</u>
		26.683	34.451
<b>Total assets</b>		<u><u>26.683</u></u>	<u><u>34.451</u></u>
<b>Net assets</b>	B		
Restricted net assets		0	0
Continuity reserve		<u>26.683</u>	<u>29.301</u>
		26.683	29.301
Designated funds		-	5.150
<b>Total liabilities and net assets</b>		<u><u>26.683</u></u>	<u><u>34.451</u></u>

<b>A) Cash</b>	<b>EUR</b>
ABN Amro*	26.683

*\*Cash is at free disposal of the company*

B) Net assets	EUR	Total	Restricted	Continuity reserve	Designated funds
Balans 31-08-2016		34.451	-	29.301	5.150
Result for the year		-7.768	-	-7.768	-
Transfer to reserves		-	-	5.150	-5.150
Balans 31-08-2017		26.683	-	26.683	-



Income	Ref.	Actual 2017 EUR	Budget 2017 EUR	Actual 2016 EUR
From consumers	C	24.010	47.500	29.151
From companies		5.600		11.444
From subsidy from governments	D	4.595	5.000	5.150
<b>Total income</b>		<b><u>34.205</u></b>	<b><u>52.500</u></b>	<b><u>45.745</u></b>
<b>Expenditures</b>				
<b>Program expenses</b>				
- HDF Coach		13.716	8.860	12.412
- Hockey Stixx		1.163	1.980	1.654
- Hockey Dreams Program		1.345	2.000	1.018
- Hockey Camps		4.761	7.500	3.717
- Super 5's		202	750	205
		21.187	21.090	19.006
<b>Fundraising expenses</b>	E	19.159	26.238	21.126
<b>General and Administrative expenses</b>	F	1.632	2.550	1.621
<b>Total expenditures</b>	G	<b>41.978</b>	<b>49.878</b>	<b>41.753</b>
<b>Result before financial income / (expenses)</b>		<b><u>-€ 7.773</u></b>	<b><u>€ 2.622</u></b>	<b><u>€ 3.992</u></b>
Financial income / (expense)	H	5	-	9
<b>Result</b>		<b><u>-€ 7.768</u></b>	<b><u>€ 2.622</u></b>	<b><u>€ 4.001</u></b>
<b>Distribution of result</b>				
<b>Addition/extraction of:</b>				
Unrestricted net assets		-€ 7.768	€ 2.622	€ 4.001







<b>C) Income from consumer</b>	<b>2017</b>	<b>2016</b>
	<b>EUR</b>	<b>EUR</b>
Donations	9.034	12.902
African Hockey Experience	14.976	16.249
	<u><b>24.010</b></u>	<u><b>29.151</b></u>
<b>D) Income from subsidy from governments</b>	<b>2017</b>	<b>2016</b>
	<b>EUR</b>	<b>EUR</b>
Incidental subsidy	4.595	5.150
<b>Total Income from subsidy from governments</b>	<u><b>4.595</b></u>	<u><b>5.150</b></u>
<b>E) Fundraising expenses</b>	<b>2017</b>	<b>2016</b>
	<b>EUR</b>	<b>EUR</b>
African Hockey Experience	4.638	10.203
Travel costs	-	88
Printing	763	70
Allowances	12.935	7.946
Marketing & Communication	736	297
Sponsoring & Events	87	2.521
<b>Total fundraising expenses</b>	<u><b>19.159</b></u>	<u><b>21.126</b></u>
<b>F) G&amp;A expenses</b>	<b>2017</b>	<b>2016</b>
	<b>EUR</b>	<b>EUR</b>
Housing	76	22
Bank costs	379	435
Administration cost	177	145
Shipping cost	6	36
Insurances	413	413
ICT services	-	303
ICT General	581	267
<b>Total G&amp;A expenses</b>	<u><b>1.632</b></u>	<u><b>1.621</b></u>

G) Total expenditures	Spent on programs					Fundraising	G&A	Actual	Budget	Actual
	HDF Coach	Hockey Stixx	Hockey Dreams Program	Hockey Camps	Super 5's			2017	2017	2016
Program	13.716	1.163	1.345	4.761	202			21.187	21.090	19.006
Purchases						4.638		4.638	8.500	10.203
Communication						823		823	2.000	2.819
Personnel		-				12.935		12.935	15.488	7.946
Housing	-	-					76	76	250	22
Office and General	-	-				763	1.556	2.319	2.550	1.757
<b>Total G&amp;A expenses</b>	<b>13.716</b>	<b>1.163</b>	<b>1.345</b>	<b>4.761</b>	<b>202</b>	<b>19.159</b>	<b>1.632</b>	<b>41.978</b>	<b>49.878</b>	<b>41.753</b>

H) Financial income / (expense)	2017 EUR	2016 EUR
Interest income	5	9
<b>Total financial income / (expense)</b>	<b>5</b>	<b>9</b>

Spend in % of total expenses	Budget 2018	2017	2016
Program expenses	75%	50%	46%
Own fundraising expenses	21%	46%	51%
<b>G&amp;A expenses</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>

Other Ratio's	Budget 2018	2017	2016
CBF*	27%	65%	58%
Capital ratio**	42%	64%	70%
Minimum continuity reserve***	€ 16.000	€ 10.494	€ 10.438

\* Own fundraising expenses / Own fundraising income

\*\* net assets / total expenses

\*\*\* 3 months organisational costs



# Disclosure notes to the financial statements

## Accounting Principles

### General

The financial statements are drawn up in accordance with the provisions of Title 9, Book 2, of the Dutch Civil Code and the Dutch Accounting Standards applicable to small legal entities, as published by the Dutch Accounting Standards Board ('Raad voor de Jaarverslaggeving').

The financial statements are also in accordance with the "Richtlijn 650 Fondsenwervende Instellingen" en the financial statements have been prepared in consideration with the recommendations from the "Vereniging voor Fondsenwervende Instellingen (VFI)" and the "Centraal Bureau Fondsenwerving (CBF)". Assets and liabilities are generally valued at historical cost, production cost or at fair value at the time of acquisition. If no specific valuation principle has been stated, valuation is at historical cost. In the balance sheet and profit and loss account, references are made to the Notes.

### Comparison with previous year

The valuation principles and method of determining the result are the same as those used in the previous year, with the exception of the changes in accounting policies as set out in the relevant notes.

### Foreign currency

#### *Functional currency*

Items included in the financial statements of the Hockey dream Foundation are valued with due regard for the currency in the economic environment in which the company carries out most of its activities (the functional currency). The financial statements are denominated in euros; this is both the functional currency and presentation currency of the Hockey Dreams Foundation.

### Transactions, receivables and liabilities

Transactions in foreign currencies are stated in the financial statements at the exchange rate of the functional currency on the transaction date.

Monetary assets and liabilities in foreign currencies are converted to the closing rate of the



functional currency on the balance sheet date. The translation differences resulting from settlement and conversion are credited or charged to the profit and loss account.

Non-monetary assets valued at historical cost in a foreign currency are converted at the exchange rate on the transaction date.

Non-monetary assets valued at fair value in a foreign currency are converted at the exchange rate on the date on which the fair value was determined.

## Principles applied to the measurement of Assets and Liabilities

### Accounts receivable

Receivables are initially valued at the fair value of the consideration to be received, including transaction costs if material. Receivables are subsequently valued at the amortised cost price. Provisions for bad debts are deducted from the carrying amount of the receivable.

### Cash and cash equivalents

Cash and cash equivalents represent bank balances and deposits with terms of less than twelve months. Overdrafts at banks are recognised as part of debts to lending institutions under current liabilities. Cash and cash equivalents is valued at nominal value.



## Equity

### *Continuity Reserve*

As Hockey Dreams Foundation is largely dependent on project funding, it needs a capacity to deal with cash flow distress. Therefore the HDF, hold a minimum position of the continuity reserve. The continuity reserves are meant to cover short term risks and to ensure that the organisation has a buffer to respond to its obligations in the long term. The minimum position of the continuity reserves, based on analysis of the risks, is determined at the level that it allows for payment of 3 months (25%) of the annual fixed organisational cost and the return payment of the allocated cash and banks. With this we want to achieve a healthy cash and bank position which covers at least the return payment of allocated cash positions, the payment of the short term receivables and liabilities and the payment of 3 months (25%) of the annual fixed organisational costs.

Based on the Annual Accounts 2016-2017, the determined minimum continuity reserve is € 10.494,- for the foundation. Furthermore the reserves are savings that are used to invest in strategic and institutional development. In this we follow the VFI guidelines of not having a reserve that extends 1,5 times the annual fixed organisational cost. The above policy will be adapted annually through approval from the Board of Director's.

## Principles for the determination of the result

### **General**

Income and expenses are allocated to the reporting period in accordance with their agreements and contracts and attributed to the reporting period which they relate. The result on transactions are recognised in the year they are realised. Contributions and donations are presented in the reporting period as they are received on the bank-account of the foundation.

### **Subsidies**

Operating subsidies are recorded as income in the income statement in the year in which the subsidised costs were incurred or income was lost or when there was a subsidised operating deficit. Income is recognised when it is probable that it will be received.

### **Benefits and allowances**

The benefits and allowances payable to personnel and volunteers are recorded in the income statement on the basis of the employment conditions.

### **Interest Income and Interest expenses**

Interest income and expenses are recognised on a pro rata basis, taking account of the effective interest rate of the assets and liabilities to which they relate. In accounting for interest expenses, the recognised transaction expenses for loans received are taken into consideration.



## 6.3 Other information

### Independent Auditor's Report

In accordance with art. 2:396, section 7 BW the foundation is relieved from presenting an independent auditor's report. Therefore there is not such report included in the annual report.

### Annual Reporting Result

The board recommends the net result -/- € 7.768 to be deducted from the continuity reserve.

### Events after accounts closing date

Next to all sections presented in this annual report, there are no events with material impact on the accounts to be mentioned in this report.



Dreams can come true at Hockey Dreams Foundation. This project is very much in line with International Hockey Federation's 10-year Hockey Revolution strategy, specifically in line with one of its Big Goals to increase the degree of professionalism in the sport.

Sarah Juggins, Journalist  
International Hockey Federation  
(FIH) and Planet Hockey Magazine



## 7.1 Partners



## 7.2 Sponsors



## 7.3 Suppliers



## 7.4 Club links





I knew that when the funding stopped, the sport would stop. The equipment would wear out, so all the work on developing people to become coaches would be wasted. Hockey Dreams Foundation was born.











A. Blokzijl, African Hockey Federation, Agnes Egmond, Agnes Penaat, Ali & Esmer, ALLsportsradio, Andrew Moyo, Angèle Bartels, Anne Veenendaal, Anne-Frans de Vink, Annebies, Anneke de Vink-Ottow, Annet & Folkert van den Tol, Anniko Kanthers, Arthur Glaser, Babette Bevelander, Baobab College, Baron van Vulpen, Bart, Ilse, Anouk & Thijs van Dijkman, Benjamin Chaura, Bennebroek Heren 1, Bjorn Kellerman, Blessings Lowole, Bouke Hoving, Brenda Kalunga, Britt Bakker, Bronwen de Gaay Fortman, Cedric Coenraad, Cedric, Liesbeth, Charlotte Vega, Chill in Brazil, Chilo Oostergetel, Chimwemwe, Chisomo Jamali, Christian van Hoeve, Clinic Voordaan, Corine Oudewaai, Corry Zagt, Cynthia Geurten, Daan Hupler, Daan Ketelaars, Daisy Veltman, Danielle & Jeroen, Danielle Coster, Danielle Elenga, Danielle, Deliverance Church Field Hockey Club Uganda, Demi Jägers, Demi, Dick & Joke van Zadelhoff, DITA Hockey, Dominiek Buckers & Marcel Reinartz, Ed Gonzalez-O'Mahoney, Ellen Harmsen, Ellen Hoog, Elly van de Vinne, Els Berentzen, Elsbeth Tolboom, Elvis Bwalya, Eric Benjamins, Eric, Esnarth Linyama, Etienne Overbeek, Etty Bel, Ewout Pahud de Mortanges, Fabienne Sternfeld, Fam van der Wart, Familie Kockmann, Familie Nanninga, Familie van Duuren, Felice Albers, Felix Timmermans, Florian Scheffer, Floyd Chomba, Freek Joosten, Fulco Blokhuis, G. 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all the people around the world who showed their enthusiasm about Hockey Dreams,  
all the people who cheered on the side of our pitches for every goal,  
all the local school that participated in our program,  
all our volunteers,  
and all the kids.





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