



# FairFight

Annual Report

**5<sup>th</sup> August – 31<sup>st</sup> December 2015**

**Date:**

4<sup>th</sup> January 2016

**Author:**

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# Executive Summary

## Summary of Activities

- Handover from EUCSA
- Zimbabwe project
- India project
- Fundraising

## Key Issues Addressed

- Finances
- Volunteers
- Exposure/networking
- Communication

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# Annual Overview

## Handover from EUCSA

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The handover of FairFight activities from EUCSA to Stichting FairFight was completed on August 5th, 2015, the official start date of FairFight as an independent Non-Profit Foundation (Stichting). All leftover funds in the EUCSA bank account were transferred to FairFight. Alex Whitcomb initially stepped in as treasurer but was replaced by Simone Punzo in September 2015. All paperwork related to the founding of the Stichting and its board was completed in good form.

Outstanding issues:

- Elections (when, how, who votes, who can apply to be a board member?)
- Supervisory board? Did we decide anything on this?
- Who should have access to:
  1. Minutes of board meetings
  2. Annual Report
  3. Financial Report

# Annual Overview

## Core activities

### **Zimbabwe project:**

Stichting FairFight (SFF) inherited the Martial Arts component of the EUCSA Zimbabwe Study Trip. All martial arts related activities in Zimbabwe are now under SFF's management. The following notable events happened since August 5th:

- 15 girls graduated with a yellow or yellow-stripe belt from Nagle House. Gerald Muusha, our local partner and on the ground coordinator, paid and was reimbursed via the Whitcomb family.
- Five girls took part in the national kumite championships, winning one gold medal.
- Nagle House agreed to let Sensei Gerald teach twice a week instead of once.

Target for 2016:

- Consolidation of Nagle House Project 3
- Opening St. Francis Project
- Keep relations open with Monte Cassino
- Keep relations open with ZKU
- Keep relations open with Peterhouse. Get more paid hours of work for Sensei Gerald at Peterhouse
- Begin inquiries for Dojo Project 2017

### **India project:**

Despite initial good progress during a visit to Bangalore of Ginie Servant in July 2015, progress stalled afterwards. These were the agreements made in July:

- Vidya Niketan School (VNS) in Bangalore to house and feed two volunteers (same gender) without charge in exchange for three-week training programme (martial art not specified).
- Parikrma Foundation in Bangalore to make time for FairFight two times every week for three weeks for karate & self-defence programme.

By the end of 2015, progress was looking bleak so the FairFight team began looking for alternative option in India, which materialised in 2016 with the Ashadiya Foundation in Varanasi.

### **Finances:**

Report of income and expenses given by Treasurer on page 13.

The largest share of the expenses for this year went on martial arts equipment for Zimbabwe.

# Annual Overview

## Volunteers

In 2015, we recruited four permanent volunteers:

1. Alex Whitcomb, who handles Zimbabwe logistics for us.
2. Laurent Masson, who handles Social Media and PR for us.
3. Mathieu van Kooten, who handles the Website and Video & Photo media.
4. Floris Eland, who runs local fundraising and awareness raising events at EUC, in and around Rotterdam.

We recruited two per-project volunteers:

1. Mark Caddy, for teaching karate, general MA skills and self-defence in Zimbabwe.
2. Pearla Papiernik, for teaching karate and general MA skills in Zimbabwe.

(Note, Floris was originally recruited on a per-project basis but soon moved to the permanent roster)

Volunteer training needs to be taken into serious consideration in 2016.

# Annual Overview

## Fundraising

We held various fundraising events, with more or less success in terms of attendance and cash intake, listed from most cash to least cash brought in. For total amount raised, please refer to the Financial Report:

### **1. Aikido Dordrecht Fundraising Event – 12 December 2015**

Aikido Dordrecht organised a 'sponsored roll' event at their headquarters in Dordrecht. Aikidoka could ask for a specific amount to be donated to FairFight per roll accomplished on the tatami while food and drinks were sold on behalf of FairFight. This event was very well attended, many young children and their parents participated, which means that the food and drinks sold well. At the end of the fundraising, FairFight was handed a cheque for €1750, which was later complemented by further donations to our bank account. The traction and success of this event can be explained by its embeddedness within a large, well-established and tight knit martial arts community.

### **2. Jindokai Online Fundraiser – Sept – Dec 2015**

This was an online fundraiser, based on Mark Caddy's long established pre-existing martial arts community and community of friends, mainly within the Jindokai dojos network. Mark used the website 'gofundme' to organise his campaign and promoted it on Facebook and LinkedIn. He also arranged for an interview with a local newspaper in which a link to the gofundme page was provided. Although there was a small fee to be paid for using the online service, over the course of the campaign, he was able to collect \$1400, \$400 of which he handed to FairFight in Zimbabwe and \$1000 of which he kept to support Gerald Muusha's training visit to Jindokai's US Headquarters in summer 2016.

### **3. Rotaract Fundraiser – Oct – Dec 2015**

Rotaract are the youth branch of the Rotary Club in Rotterdam. In September 2015, they volunteered to organise their annual Sinterklaas bake sale to raise funds for FairFight. They went both door to door and send e-mails to the various organisations (such as EUC) with which they had contacts to sell 'banketletters' at €5.95 a piece. The total profit from their sale was €600, which they donated to FairFight via their board member Marie van de Graag.

### **4. Equipment Collections in Dojos**

We contacted several dojos within our network to obtain second hand equipment to take to Zimbabwe. In order of donations: - Morêt sur Loing SEPAM karate: 19 gis and pants (about 14 useable), belt rolls of each colour. - Delft Karate Club: 10 gis, about 7 useable, including a number of white, blue, green, brown belts. - Jundokan France, 6 useable gis - Jindokai, 3 useable gis - Dordrecht Aikido, assorted gi pants (tops were provided too but being judo tops, are not suitable for karate)

The quality of gear we get is quite variable. Ranging from high quality fabric in the right sizes to dirty, oversized outfits, or judo outfits which we cannot use for karate / TSD and are too heavy for tropical climates. We donated to clothing banks equipment that was not suitable.

# Annual Overview

## Fundraising

### **5. Sophie van de Vorst EUCSA fundraising**

The members of the EUCSA study trip to Zimbabwe were required to fundraise a minimum of €350 to finance their creative activities projects at the Musha Wevana orphanage and Ida Wekwako old people's home. One of the nine students, Sophie van der Vorst, raised substantial amounts through directly contacting large companies. Given that the EUCSA target was reached and largely superseded she donated €250 of this amount to FairFight.

### **6. Self-defense seminars**

We organised two self-defense seminars, one at EUC and one at EUR. The EUC seminar was advertised through posters and emails to the staff and students, while the EUR event was advertised through e-mails to students. We created a Facebook event for each of the seminars. Floris and Ginie ran both seminars with a mix of striking and locks-based techniques.

Our experience has been that although fun, these seminars are time consuming and yield little exposure and little cash inflow. The seminar at EUC had a mandatory fee of 15 euros, and brought in a dozen staff who paid either in cash or through the bank account. The seminar at EUR did not have a mandatory fee and brought in students, so donations were very low.

Our expectation is that unless we are able to guarantee attendance of at least 30 people willing to pay 15 euros per person, self-defense seminars yield little financial return. The only way to guarantee such attendance would be to organise these seminars within organisations, companies, charities etc.

### **7. Maarten's cookie challenge**

For the second year running, Maarten Frens asked the EUCSA Zim team to bake cookies for his birthday for the sum of €200 (incl. costs). This was organised by Floris, done at the student hotel and the cookies were delivered to EUC on the day of the Dean's birthday.

### **8. Emma's sponsored tournament**

Emma asked friends and family to sponsor her participation to a Tae Kwon Do tournament in South Korea. The event was publicized on Facebook and brought in over €100.

### **9. Documentary Screening**

We organised a screening of the FairFight documentary at EUC with a Q&A with Alex and Ginie at the end while the EUCSA team organised a bake sale outside the screening hall. The event was promoted within EUC through e-mail and on the electronic display boards, and on Facebook. Around 40 people attended, including the EUCSA team. The event yielded a lot of interest in FairFight's work, but the fundraising was limited to €75, principally caused by a misjudgement on the cost of the bakesale.

### **10. Direct contact with companies.**

We sent letters to seven major sports companies and got only one response, from Adidas / Reebok, who turned down the offer of collaboration on the grounds that they were submerged by requests of this kind. It became apparent that unless we know people within the companies, this



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## Fundraising

kind of cold calling is not very successful.

### *Lessons Learnt*

- The most successful fundraising events are those organised by large dojos and organisations who have a wide network of people to tap into.
- The least successful events are those advertised only to individuals through email and Facebook.
- The costs of organising Fundraisers should be carefully considered when planning.
- To successfully work with large organisations and dojos requires increasing our networking and exposure.

### Outstanding points:

- How to we create more opportunities for high yielding events / fundraisers?
- What do we do about low-yielding events?
- How do we establish links with large foundations / companies?

# Annual Overview

## Exposure/Networking

In 2015 we had the following exposure:

- Contact established with Zonta International who would like to promote us and work with us in Rotterdam in 2016-17.
- Rotaract were interested in running a project with us in 2016 but ran into some problems internal to their organisation. We do not expect further collaboration with them.
- Ginie Servant gave a TEDx talk at Erasmus University in October 2015, the video is available on the TEDx channel and can be used for awareness raising purposes.
- Although we cannot screen the documentary on Internet, the documentary screening was a successful event in terms of outreach. This could be repeated.

Outstanding points:

- We need to increase our exposure, in particular with target large organisations. How do we do this? How do we do this without losing control of our own message?
- How do we maintain interest of partner organisations once it has been raised?

# Annual Overview

## Communication

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Communication & task management is much improved since our early beginnings, but we still have some improvements to make.

### **External Communication**

We have used five media for external communication: e-mail, Facebook, website, phone and face-to-face meetings.

E-mail: We use a joint e-mail [info@fairfight.nl](mailto:info@fairfight.nl) which the Board and Laurent Masson have access to. Laurent Masson is the first line of contact, and he is then supposed to notify the relevant people if e-mails relevant to them arrive.

Facebook: Laurent Masson is in charge of managing the Facebook page. Although others have access to it, they should not post anything without notifying Laurent first. Website: our website is managed by Mathieu van Kooten, and hosted by his web design company. The website contains basic information about us, links to external media such as videos on youtube and photos, and information on how to donate. However, we face the challenge of our website often running behind events and being out of date almost all the time.

Phone: We do not have a centralised phone number for FairFight, neither is it practical to have one given that we have no fixed room within the EUC building. We've been using our own phone numbers. What we could do though is to set up a FairFight skype account with Skypeout enabled and paid for by FairFight.

Face-to-face: where possible (usually in the Netherlands) we have arranged face-toface meetings with partners, like Zonta and the Gemeente. Limiting factors are geographic range and language, meaning that Emma usually has to be present at face-to-face meetings to enable communication in Dutch. Emma and Laurent made a very useful paper presentation of FairFight in Dutch. It would be useful to have such materials translated into English.

### **Internal communication**

We use five media for internal communication: WhatsApp, Trello, Facebook, E-mail and face-to-face / phone.

WhatsApp: We have several WhatsApp groups: one for the Board, India, Marketing, and a general one set up for event planning. While WhatsApp is a free and efficient way to get a hold of people, the brevity of messages often fails to convey the full meaning intended, generating some confusion at times. It would be useful to more regularly use voice messaging or calling to supplement WhatsApp conversations.

Trello: Trello is a task and project management tool. While it has allowed us to streamline task management, it has been a little unwieldy for some people to be asked use yet another platform, and we have not been very diligent with keeping things updated. but it does mean that the project manager can keep a close eye and a good overview of what still needs to be done, and remind / ask / suggest / re-allocate accordingly. Overall we would like to keep using this tool but must be

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## Communication

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more diligent about it.

Facebook: It remains a quick and easy tool for general announcements or discussions, but it is not very good for day-to-day task management and long-term project management. In particular, it seems some people do not always read what's on Facebook.

E-mailing: Generally only used for sending documents. We could also switch to using Trello to upload documents to avoid losing them in mail boxes.

Face-to-Face: Given that FairFight does not have a designated office space within the EUC building, and that members often have challenging diaries, it is sometimes difficult to meet face-to-face with the entire group. We can and should promote more small group meetings though and accept that we cannot always have everyone there.

### **Communication with our projects**

Communication with Gerald Muusha is much improved since he has been equipped with a 3G enabled smartphone. He usually responds within one or two days. Emailing is still challenging as it requires him to find an internet café.

Communication with India is challenging due to the poor quality of communication infrastructure in Varanasi, but Meera Rana is very responsive and can be reached by cell phone.

Outstanding issues:

- How much should be communicated just with the board vs. with the other volunteers vs. with the public?
- How to communicate with occasional volunteers, such as project-specific volunteers? - Better communication with Zimbabwe on the ground?
- Should we still be using EUC as HQ?

# Financial Report

Dates: XXXX - XXXX

|                                  | Intermediary Items | Total Amounts |
|----------------------------------|--------------------|---------------|
| Opening Balance                  |                    | €93.55        |
| Income                           |                    |               |
| - Self Defense (SD) Seminar #1   | - € 190.00         |               |
| - SD Seminar #2                  | - € 36.00          |               |
| - Dean's Birthday                | - € 200.00         |               |
| - Documentary Screening (DS) #1  | - € 114.77         |               |
| - Loan / Donation (Sophie)       | - € 250.00         |               |
| - Rotaract Donation              | - € 600.00         |               |
| - Aikido Dordrecht               | - € 1750.00        |               |
| - Aikido The Hague (Hagukumi)    | - € 125.00         |               |
| - Miscellaneous Donations        | - € 220.00         |               |
| Total Operating Income           |                    | € 3,485.77    |
| Expenses                         |                    |               |
| - KVK registration fee           | - € 50.00          |               |
| - Belt Exam #1 Zimbabwe          | - € 73.00          |               |
| - T-Shirts for Zimbabwe          | - € 502.15         |               |
| - Movie Screening costs          | - € 50.52          |               |
| - Cookies fundraiser ingredients | - € 22.35          |               |
| - Equipment Order Zimbabwe #1    | - € 754.05         |               |
| - Equipment Order Zimbabwe #2    | - € 153.50         |               |
| Total Operating Expenses         |                    | € 1,605.57    |
| Total Money Left Over            |                    | € 1973.75     |