



Annual Report

Stichting Ashoka Nederland

FY 17 (Sept. 2016 to Aug. 2017)

(Unaudited draft)

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Introduction

Purpose / Scope

This report is intended to provide a summary of activities in the Fiscal Year 2017 for Stichting Ashoka Nederland that runs from the 1st of September 2016 till 31st of August 2017.

Meet Ashoka

Ashoka is the global association of the world's leading social entrepreneurs - men and women with system-changing solutions for the world's most urgent social problems. Bill Drayton founded Ashoka in 1980, around the idea that the most powerful force for good in the world is the individual social entrepreneur: a person driven by an innovative idea that can help correct an entrenched global problem. We call these sorts of ideas system-changing, because they permanently alter existing patterns of activity, as opposed to simply adding in minor fixes. Bill Drayton comments "once we realized that social entrepreneurs were the key to making the world a better place, we decided that the most important thing we could do was identify the best of them and help them excel."

Since 1980 we have elected more than 3,000 leading social entrepreneurs as 'Ashoka Fellows', providing them with living stipends, professional support and access to a global network of peers in 85 countries. Our Fellows inspire others to adopt and spread their innovations -demonstrating to all citizens that they too have the potential to be powerful changemakers. Ashoka believes that large scale solutions require focus on innovation and entrepreneurship. This focus on the entrepreneur is consistent with Ashoka's vision of change. Through identifying and investing in the boldest actors of our time Ashoka has demonstrated since its establishment that a small direct investment in social entrepreneurs leverages their work enormously, seeding powerful ideas and creating a high return on initial investment.

Officially opening the Ashoka Nederland office early 2015, Ashoka Nederland has started its work as one of 35 Ashoka country offices, in the Netherlands.



How we work

Our vision and understanding of the world comes from Ashoka's experience in pioneering the field of social entrepreneurship over the last 35 years—finding, selecting, and supporting the world's leading social entrepreneurs (Ashoka Fellows). The network of Ashoka Fellows is worldwide implementing system-changing solutions to human and environmental problems.

The ideas of Ashoka Fellows today will point to the areas for greatest collective impact tomorrow. We are investing in the people and patterns of collaborative entrepreneurship that are necessary in an everyone a changemaker world.

Mission , Vision & Goals

At Ashoka, strive to build towards a world where every young person grows up to become a changemaker, capable of taking creative action to solve social problems; a world where the development of young changemakers and the practice of changemaking are the norm. Through the promotion and support of social entrepreneurs and agents of change at different levels (formal education system, social organizations, governments and companies), our work creates stories and examples of impact in a wide variety of fields within societies in the Netherlands, and supports those in the rest of the world as well, as being part of the Ashoka global network.

Mission: “Everyone a Changemaker society”

vision:

Change the number of changemakers through a wide variety of programs

Strategic pillars

Changemaker
champions
(Fellows)

Changemaker
skills

Changemaker
alliances

Goals:

The ideas of Ashoka Fellows today will point to the areas for greatest collective impact tomorrow. We are investing in the people and patterns of collaborative entrepreneurship that are necessary in an everyone a changemaker world. The goals we set focus on the following three pillars: Venture and Fellowship, Changemaker Youth, and Impact Partnerships.

-1-

Goal Ashoka Nederland: Grow the changemaker community by selecting and supporting 3 new Dutch Fellows. Foster engagement as changemakers, by develop & implement Fellowship program, delivered partly with the support of Dutch ASN & partners.

-2-

Goal Ashoka Nederland: Extend the changemaker community with Changemaker Schools by (funding &) implementing the Changemaker School Program, fostering engagement by developing

and implementing CMS support activities and network; Exploring other opportunities for Ashoka Youth Years programs in the Netherlands.

-3-

Goal Ashoka Nederland: Growing and increasing engagement of the changemaker community, partly by implementing launching partnership impact plans, showcasing impact of Changemaker events with ASN, companies and other stakeholders, and growing Dutch Ashoka Support Network (ASN) members and businesses network.

Achievement of goals

In FY2017 Ashoka Nederland reached all the above mentioned goals. Two new Ashoka Fellows were selected and one candidate that had gone through the process in the previous year, was finally approved by our global colleagues as well. Throughout the year, the Ashoka Fellows were supported by our ASN members and partners based on their individual needs, moreover, Ashoka Nederland organised a set of support workshops and programs throughout the year, that were open to the larger community. For example: the two-day storytelling workshop for Changemaker Schools and Ashoka Fellows.

The Fellowship program was developed and implemented, mainly with support of our corporate/launching partners and Ashoka Support Network. The Social Reporting Standard Workshop was adapted and pursued with the support of PwC. For Venture we extended our nominator network, and used our social mapping technique, to receive insights and foster collaborations in the field of refugee integration. These were brought to life during the two-day ReThink Refugees Festival, organised with the support of the Municipality of The Hague and other many partners, where international Ashoka Fellows explored opportunities for scaling their innovations to the Netherlands and where local social entrepreneurs collaborated on their solutions for the integration and participation of refugees in Dutch society.

The Changemaker Schools community grew and connected. Ashoka Nederland organised the first Changemaker Innovation on Education in September 2016. International Ashoka Fellows Mary Gordon and Bart Weetjens attended, as well as guests from all over the Netherlands and as far as South Africa. During this inspiring day in Driebergen, participants sat together, were inspired by each other's' work, and collaborated on shared themes of interests. The organisation for a similar event the following year, started soon after. Ashoka provided individual support to the newly elected Changemaker Schools, for example through small-scale get togethers as well as through the European Changemaker School Summit in Ireland in October 2016. At the same time, Ashoka Nederland pursued the election of a new group of schools. In May 2017, three new schools were elected Ashoka Changemaker School.

In June 2017, with the support of founding partner Van Lanschot Bankiers, Ashoka Nederland organised the celebration of the newly elected Ashoka Fellows and Changemaker Schools in the Van Gogh Museum in Amsterdam. This was the first introduction of the new Changemakers to the larger Dutch community.

Solidifying the partnership with Philips in the previous year, in October 2016 the Globaliser on Health & Lighting took place in Eindhoven. A truly collaborative effort, this event saw participation from Ashoka Fellows, and high-level players from all over the world.

The Dutch Ashoka team also attended the European All Staff meeting, hosted by Ashoka Spain, to connect on international collaborations and European strategy developments as well as focus on the team's sustainability and structure.

Communication with Stakeholders

Main channels of Ashoka Nederland to communicate with the community are through social media, the Ashoka website and the online newsletter. And of course, events such as the Innovation on Education Day, and Induction. In FY2017 a couple of Ashoka Support Network member gatherings took place, every couple of months, which were seized as moments of communication with our ASN. This same structure was put in place for regular contact with the Changemaker Schools. Ashoka Fellows communication is not structured along any format, but because we are such a close community, Ashoka Nederland and the Fellows are in touch regularly.

Financial overview: FY 17

Budget Ashoka Netherlands FY 2017	
Description	Amounts in Euros
Revenue	
Corporate Partners	210000
Ashoka Support Network	159000
Funds from Ashoka Global (Stipend)	55000
Contributions from Foundation	95000
Total Revenue	519000

Expenditure	
Partnerships (SC90)	119670
ASN engagement (AS)	13260
Empathy (EE)	50760
Changemaker Schools	50760
Venture	55760
Fellowship (VN30, 40)	53260
HR, FIN, Admin (SC40,50)	41630
Media & Comm (SC20)	50000
Total expenses	435100
Global shared cost (18%)	78318
Total expenditure	513418

Actuals FY 2017	
Description	Euros
Total Income	452843
Total expenditure	369493
Global shared cost	66509
Profit	16841

A large part of the income, €110k, comes from Corporates, which includes our launching partners Van Lanschot Bank and PwC. Another €75K comes from the Ashoka Support Network, Rest of the funding comes from Foundations for specific programs such as the Empathy Initiative, Changemaker Schools, Fellow selection etc.

Risks & Remarks

By the end of this fiscal year, August 2017, Ashoka Netherlands finds itself in the challenging situation to perform an audit, similar to the previous year. While Ashoka Global Finance process related to NetSuite are not finalized nor yet ready to properly register intercompany transfers, Ashoka Netherlands does need these for the local financial reporting. The Global office is transitioning to the SAP accounting system, to provide these details and make this possible going forward.

Looking forward

For the next fiscal year, 1st of September 2017 to 31st of August 2018, Ashoka Nederland expects to keep working in the same strategic pillars as described for the previous year, resulting in the following goals:

- 1- Goal Ashoka Netherlands: Select and support three new Dutch Fellows, and provide support with partners and ASN. Moreover, we aim to integrate the Changemaker School community with the wider Dutch network and collaboratively focus our attention to Young Changemakers.
- 2- Goal Ashoka Nederland: Further develop the Changemaker School / Youth Years Program to fit within the Global Change Leaders network and extended effort of Ashoka internationally. As well as providing a stage for and supporting transformative innovation in the education field in the Netherlands
- 3- Goal in Ashoka Netherlands: Setting up at least two more strategic partnerships with companies, as well as at least four more Ashoka Support Network (ASN) members, and hosting events with companies and other stakeholders to showcase the impact of collaborative action.

To achieve all the above described goals, Ashoka Nederland aims to reach the following main organizational milestones:

- develop the next 3-year business plan Ashoka Nederland (FY18-20)
- getting the full Ashoka Netherlands team to pass the Ashoka Global hiring process
- growing the team towards a fully self-steering operation
- recruiting additional supporting volunteer staff members
- increase the impact of the Ashoka Netherlands Board

Board of Directors

The composition of the board of Stichting Ashoka Nederland for the period of FY 2017, is as follows:

- Mark Cheng, member of the Leadership Group at Ashoka, as Europe Director
- Felix Oldenburg, European Director and Director Ashoka Germany
- Arnaud Mourof, European Director and Director Ashoka France