



ANNUAL REPORT DANCE4LIFE 2013

Together with young people towards a world without AIDS

dance



life

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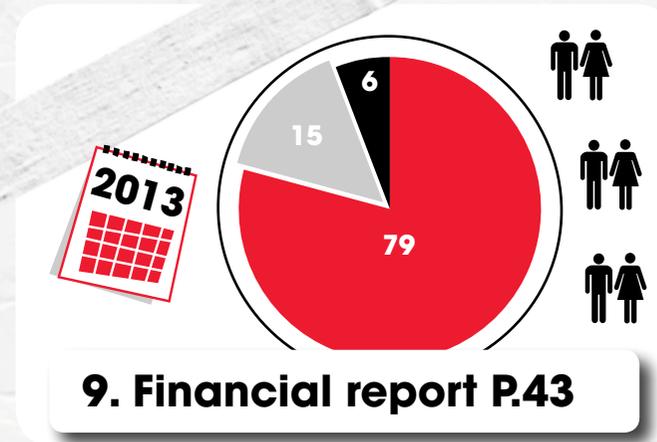
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1. Introduction

Raziya is from the South of India. And she's a girl with a story. A story that she shared, in 2013, as part of the Dutch dance4life schools programme team. Raziya's words made a deep impression on many students. And on me. During dinner at my house one evening, she told me about her childhood. And how it was for other girls growing up in India. I was shocked: that there are still women who simply don't know how you get pregnant. And that so many young people still don't know how to protect themselves from unwanted pregnancies or HIV.

With this in mind, the figures presented by the World Health Organization in November 2013 aren't actually that surprising. In the last 10 years, whilst the total number of AIDS related deaths has decreased by 30%, the number of young people dying has actually doubled. Young people are being forgotten by the policy makers. They are slipping through the cracks. They are not getting the information they need and have no access to sexual healthcare – in many

countries you can't take an HIV test without the permission of a parent, or buy condoms if you are under 18.

I'm disappointed that in the last decade we haven't been able to turn this situation around for young people. But saying this, a lot has been done. Thanks to global achievements, the annual number of new HIV infections is 33% lower than it was in 2001. And this is why we have to continue our work. In 2013, we have reached another 191,480 young people in 22 countries with our programmes, leading to improved knowledge and skills about HIV and sexuality. In Tanzania for example, 60% of the young people who had participated in the programme showed increased capacity to make safe and informed decisions: an increase of 42% compared to the start of the programme in 2011.

So, what kind of year was 2013 for dance4life? It was challenging, particularly from a fundraising perspective. As a consequence of this

we weren't able to reach quite so many young people as we had planned. But it was also a really fruitful year. A new Supervisory Board was installed and we improved our programmes, with a big focus on monitoring and evaluation. I'm proud of the work we are doing in the two alliances we are part of: it shows that working with different partners in-country increases our reach and our impact. And I'm even more proud of the fact that, after 10 years, dance4life is still dance4life. We haven't lost our identity. On the contrary! We are still as rebellious, energetic and progressive as we were when we started in 2004.



Eveline Aendekerk,
executive director
dance4life

2. Summary: 2013 in a nutshell

dance4life works with young people towards a world without AIDS. We do this through sex education in schools, using music and dance to involve and inspire young people. Furthermore, dance4life motivates young people to take action to stop the worldwide spread of HIV and AIDS.

The urgency

 Every **14 seconds** someone is infected with **HIV**.

Pregnancy is the leading cause of death for **young girls** between **15 and 19**.



 Only **34%** of young people have accurate **knowledge** of HIV

Results

In 2013, we reached a total of **191,480** young people in **22** countries through our programmes. **61,185** young people became agents4change in 2013. These agents4change in turn share their knowledge with, on average, 5 other people, bringing the indirect reach to over **300,000**.



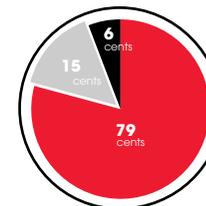
The total number of agents4change since dance4life started in 2004 is now over **580,000** and the total reach is fast approaching **1.6 million** young people! Our indirect reach is around **3 million**.



Finance

79 cents of every euro go towards our objective - a world without AIDS - and **6 cents** of every euro towards management and administration. In addition, **15 cents** are spent on fundraising, and bringing in that one euro.

(based on our numbers over the last three years).



“ I believe, with small efforts, I can bring a positive change to people's lives

Rawal, 19, Pakistan

”

Highlights: in 2013

We started implementing our new strategy in the countries, including a new Planning, Monitoring, Evaluation and Learning system, focusing on measuring young people's behaviour change.

We started the ASK programme, together with the SRHR Alliance, to improve the SRHR of millions of young people (10-24 years) in eight countries. This programme is led by RutgersWPF.

We wrapped up the programme funded by the Dutch Postcode Lottery, which ran in five Asian countries and reached over 250,000 young people with sexuality education!

We welcomed four new Dutch ambassadors: Toprak Yalçiner, Anouk Maas, Eva Simons and the world's number 1 DJ, Hardwell!

We installed our new Inspirational Board, a network of leading figures from a range of disciplines - a source of inspiration and advice for dance4life.

We extended our partnership with the National Postcode Lottery for another five years.

We successfully worked with Vodafone in several areas: from creating an app for our Dutch programme together, to motivating Vodafone employees to get into action for dance4life.

Selling products took on an increasingly prominent role in our fundraising strategy. Scarf brand POM Amsterdam launched two scarves, with all profits going to dance4life, and ambassador Nikkie Plessen did the same with a special dance4life t-shirt.

We demonstrated how young people are dance4life's driving force, by giving seven young people a platform to share their stories at the International Meeting. A new annual event has been born!

Challenges: In 2013

We faced quite some challenges fundraising wise. As a consequence of this our budget was tight, which led to a slightly lower reach of young people than we had planned.

We decided to not continue our programmes in Thailand and Zimbabwe.

The start-up of the ASK programme suffered some delays, meaning that we didn't reach all our targets that we had set for this year, especially in Africa.

Glossary

Agents4change: all young people who are motivated by dance4life to take positive action, to make a difference in their community

ASK: Access, Services and Knowledge programme, a programme implemented by the SRHR alliance in 8 countries

Heart Connection Tour (HCT): the inspire part of our program - local dance4life teams inspire young people through music and dance

Life skills programme: the education part of our program

NCO: National Concept Owners this is how we call our local partner organisation

SRHR: Sexual Reproductive Health and Rights

SRHR Alliance: a collaborative framework of five Dutch organisations (AMREF, Choice, dance4life, RutgersWPF, Simavi) and 52 partner organisations

WHO: World Health Organization

3. Mission and approach

The past few years have shown a lot of progress in improving young people's Sexual and Reproductive Health and Rights (SRHR). But in 2013, the world was faced with a huge setback: reports from The World Health Organization (WHO) reported that millions of young people are at risk of HIV infection. Too few young people have access to youth appropriate HIV testing and counselling services, and there is too little support to remain in care and adhere to HIV treatment. The failure to support 10 to 19 year olds has resulted in a 50% increase in reported AIDS related deaths among this age group between 2005 and 2012. This is shocking, particularly because AIDS related deaths among the general population have decreased by 30%. Most of the new infections occur among young women, who are up to three times more likely to get infected than young men – due in part to their lower social status in some countries.

The WHO report demonstrates that the work of dance4life is still very much needed. Every 14 seconds someone is infected with HIV. Pregnancies are the leading cause of death for young girls between 15 and 19. And only 34 % of young people have accurate knowledge of HIV.

To achieve our mission – to bring an end to AIDS, unplanned pregnancies and sexual violence - we'll be focusing on two areas up until 2016: healthy young people and a youth friendly society. Providing comprehensive sexuality education, and pushing for youth friendly services for all young people. By working with evidence and rights based approaches, and behaviour change models, youth everywhere will have the self-esteem and skills to make effective, informed, healthy choices. But changing young people's behaviour alone is not enough. Without a supportive environment, a youth-friendly society, change simply won't last. Society needs to believe in young people. Because only a society that wholly believes in young people, regardless of their background, sexual orientation, gender or social status, will nurture a powerful generation of young people.

To achieve all of this, our energetic, inviting, experiential, inspirational and progressive approach is crucial. From advocacy to fundraising activities, and from educational programmes to mobile phone apps, the dance4life DNA shines through. Attracting, and connecting to, young people. Appealing to (potential) partners, ambassadors and donors.



3.1 How we do it

dance4life is an international initiative, consisting of the dance4life foundation in Amsterdam and our local partner organisations across five continents – our national concept owners (NCOs). Together with our national youth councils, the NCOs develop the country programmes based on the local context. The dance4life foundation supports the NCOs, giving them the right to use the brand and the concept. The best word to describe these dynamics would be a 'friendly franchise'. Although adapted to the country context, the dance4life concept has the same 4 steps in each country:

1

Firstly, our local teams **INSPIRE** young people through music and dance. They get young people talking about sexuality and HIV and inspire them to join our programme.

2

Young people are encouraged to become educators and to **EDUCATE** their peers. Increasing both their self-esteem and knowledge about SRHR, HIV and AIDS. Teaching them what they need to know – the information and the skills.

3

Once inspired and educated, many young people are motivated to take positive **ACTION**, to make a difference in their community. We call these young people Agents4change.

4

To **CELEBRATE** their achievements, young people worldwide dance together on World AIDS Day to inspire and gain support from the rest of the world.

The agents4change become part of the dance4life movement, pushing back HIV and standing up for their SRHR. Passing it on.

4. Our organisation

4.1 The team

In 2013, the dance4life organisation consisted of three important pillars: programmes, fundraising and communication. The new programmes director and marketing & communications director joined the management team in 2013. Together with the executive director and the managing director, they form the MT.

4.2 Board

After the successful merge of dance4life Nederland and dance4life international in 2012, the term of the (temporary) Supervisory Board that was set up during the merge came to an end. This Supervisory Board consisted of: Peter Dirks (chairperson), Jochem Voorink and Edward van der Marel. Marjolijn Aernoudse continued for several months to ensure a successful transition and transfer of knowledge to the new Supervisory Board, until December 2013.

The members of the new Supervisory Board are: chairperson Thérèse van Schie (Independent consultant), Joris Aperghis (Chief Marketing Officer at WE Fashion), Tex Gunning (CEO at TNT Express) and Jacobina Brinkman (Partner at PWC).

4.3 Inspirational Board

In the last few years, dance4life has accumulated a network of inspiring individuals around us: since the end of 2013, we call these individuals collectively our Inspirational Board. The members of the Board are a source of inspiration for dance4life, they give us both invited, and uninvited advice, they explore specific topics with us, and of course are important ambassadors of dance4life. The following leading figures, from a range of disciplines, and all with their own expertise and experience, make up the Inspirational Board:

- Frank Houben: Global Brand Director KLM
- Duncan Stutterheim: Founder ID&T
- Erica Terpstra: former Olympic swimming champion, state secretary, member of parliament and chairperson of the NOC*NSF.
- James Veenhoff: co-founder of the Amsterdam Fashion Week, founder of the House of Denim foundation, founder Jeans School and partner at Fronteer Strategy.
- Menno Wagenaar: Global Business Partner Facebook
- Ralph Wisbrun: Managing Partner at JWT Amsterdam

In 2014 we're planning to expand the Inspirational Board, particularly with people from the SRHR field.

5. Results and activities in 2013

A lot happened in 2013. Let's have a quick run through:

We started with the implementation of the strategy in all dance4life countries, developed a new Planning, Monitoring, Evaluation and Learning system focusing on measuring young people's behaviour change, we were part of a UNAIDS campaign called ACT2015!, with loveLife in South Africa we developed and implemented a manual for the Educate step, reaching 700,000 young South Africans, and we wrapped up the programme funded by the Dutch Postcode Lottery, which ran in five Asian countries and reached over 250,000 young people with sexuality education!

We also started implementing the Access, Services and Knowledge (ASK) programme, a programme implemented by the SRHR alliance, of which dance4life is a member. The large programme, led by RutgersWPF, received a grant from the Dutch Ministry of Foreign Affairs of almost 30 million euros. The overall objective of the programme is to improve the SRHR of millions of young people (10-24 years) in eight countries, by increasing young people's direct access to SRH services.

Unfortunately, the start-up of the ASK project suffered some delays, meaning that we didn't reach all our targets that we had set for this year, especially in Africa.

This ground however, will be recovered in 2014.

We also decided to not continue our programmes in Thailand and Zimbabwe. Zimbabwe because the local partner did not live up to our contractual agreements, Thailand because the local partner's new longer term strategy did not match with our strategic direction anymore.

2013 was mainly a year where we strengthened our approach. The implementation of the strategy required clear targets to be set and new tools to be developed. Now this has happened, we are ready to go full throttle in 2014!

5.1 An interview with Jael van der Heijden

Jael van der Heijden, director of programmes at dance4life, tells us about the implementation of the new strategy.

Can you tell us a little more about the 'clear' targets?

'We realise that our targets up to 2016 are really ambitious. The last ten years have taught us what works and what does not, and it's time for us to take the next step. Time to grow up. And part of growing up is having some clear ambitions. In the next three years, we want to double the number of young people that we have reached in the last ten years with our programmes. And the quality of our programmes will also be improved: by taking into account the context in which a young person is living and working on behavioural change, we will really make a difference.'

How is that going to happen?

'2013 was geared towards the

implementation of our ambitious targets. Making ideas operational, making agreements, evaluating. What are we good at? What can be improved? Based on all of this, we started with strategy workshops and training sessions with our local partners. Together, we developed new tools to increase quality of the programmes, and we improved our monitoring system. This helps us to see exactly what the impact of our programme is on young people's behaviour, and where we could make improvements.'

You put a lot of emphasis on working together with the local partners. Tell us a bit more.

'The implementation was indeed a real collective effort - with our NCOs and young people - and certainly not just something pushed through by head office. And this is exactly what dance4life stands for: we work with local partners,

NCOs, in all the countries where we are active, who after all know the context of their own country like no other. They are aware of the biggest issues that young people face and where they can actually make contact with these young people. This goes for young people too; and that's why we invited three young people to our international meeting, for example, where we completed all the tools together. This not only logical for dance4life, but it increases the impact of the programme. Looking at our strategy, setting targets and developing tools with our NCOs and young people is simply a natural process.'



5.2 Results

In **2013**, we reached a total of **191,480** young people in **22** countries through our programmes. **61,185** young people became agents4change in 2013.*



The total number of agents4change since dance4life started in **2004** is now over **580,000** and the total reach is fast approaching **1.6 million** young people! The agents4change share their acquired knowledge with an average of five people, meaning that dance4life has indirectly reached **3 million** individuals.

*This is slightly lower than we planned, mainly because of the challenges we faced on the fundraising side.

Results per country

Argentina

Implementing partner: Fundación Huesped
Starting year: 2009
Results 2013: 2655 youth reached in HCT/1322 received life skills lessons/418 became agents4change
Planned Reach 2014: 4500 HCT/1300 agents4change

Barbados

Implementing partner: dance4life Barbados
Starting year: 2009
Results 2013: 2500 youth reached in HCT/1300 became agents4change
Planned Reach: 3270 HCT/1404 agents4change

Ethiopia

Implementing partner: Youth Network for Sustainable Development
Starting year: 2011
Results 2013: 2500 youth reached in HCT/2500 received life skills lessons/ 2500 became agents4change
Planned Reach: 12650 HCT/4528 agents4change

Ghana

Implementing partner: Curious Minds
Starting year: 2013
Results 2013: 25954 youth reached in HCT/6445 received life skills lessons/10 became agents4change (rest will follow in 2014)
Planned Reach: 10875 HCT/8568 agents4change

Kenya

Implementing partner: Africa Alive! Kenya
Starting year: 2006
Results 2013: 12170 youth reached in HCT/9686 received life skills lessons/6732 became agents4change
Planned Reach: 30948 HCT/14972 agents4change

India

Implementing partner: Restless Development India
Starting year: 2010
Results 2013: 40318 youth reached in HCT/90696 received life skills lessons/15645 became agents4change
Planned Reach: 18000 HCT/10000 agents4change

Indonesia

Implementing partner: Rutgers WPF Indonesia
Starting year: 2010
Results 2013: 14020 youth reached in HCT/13308 received life skills lessons/2904 became agents4change
Planned Reach: 40000 HCT/13333 agents4change

Kyrgyzstan

Implementing partner: Reproductive Health Alliance Kyrgyzstan
Starting year: 2009
Results 2013: 480 youth reached in HCT/418 received life skills lessons/53 became agents4change
Planned Reach: 2700 HCT/700 agents4change



Results per country



Mexico

Implementing partner: Mexfam

Starting year: 2007

Results 2013: 8000 youth reached in HCT/6000 received life skills lessons/500 became agents4change

Planned Reach: 16000 HCT/4000 agents4change

Nepal

Implementing partner: Restless Development Nepal

Starting year: 2010

Results 2013: 6320 youth reached in HCT/6729 received life skills lessons/1844 became agents4change

Planned Reach: 9000 HCT/4000 agents4change

Netherlands

Implementing partner: dance4life Netherlands

Starting year: 2004

Results 2013: 10350 youth reached in HCT/10350 received life skills lessons/3000 became agents4change

Planned Reach: 18000 HCT/6000 agents4change

Pakistan

Implementing partner: Rutgers WPF Pakistan

Starting year: 2011

Results 2013: 15784 youth reached in HCT/13437 received life skills lessons/9781 became agents4change

Planned Reach: 22000 HCT/14000 agents4change

Peru

Implementing partner: APROPO

Starting year: 2011

Results 2013: 1360 youth reached in HCT/1103 received life skills lessons/495 became agents4change

Planned Reach: 1260 HCT/378 agents4change

Russia

Implementing partner: Social Development and Public Health Foundation "FOCUS-MEDIA"

Starting year: 2005

Results 2013: 17067 youth reached in HCT/5826 received life skills lessons/2490 became agents4change

Planned Reach: 15000 HCT/5250 agents4change

Serbia

Implementing partner: JAZAS –Association against AIDS

Starting year: 2008

Results 2013: 290 youth reached in HCT/380 received life skills lessons/100 became agents4change

Planned Reach: 500 HCT/500 agents4change

Spain

Implementing partner: ACCAS

Starting year: 2008

Results 2013: 0 youth reached in HCT/0 received life skills lessons/0 became agents4change because of lack of funding

Planned Reach: (Implemented by new partner, to be announced in 2014) 1500 HCT/600 agents4change

Results per country

Tanzania

Implementing partner: Restless Development Tanzania

Starting year: 2005

Results 2013: 6450 youth reached in HCT/9042 received life skills lessons/2700 became agents4change

Planned Reach: 9696 HCT/3636 agents4change

Thailand

Implementing partner: Path2Health

Starting year: 2012

Results 2013: 2774 youth reached in HCT/410 received life skills lessons/1232 became agents4change

No new program in 2014

Uganda

Implementing partner: Restless Development Uganda

Starting year: 2007

Results 2013: 5193 youth reached in HCT/9904 received life skills lessons/5196 became agents4change

Planned Reach: 29541 HCT/12825 agents4change

USA

Implementing partner: Philadelphia FIGHT

Starting year: 2008

Results 2013: 1200 youth reached in HCT/598 received life skills lessons

Planned Reach: 2000 HCT/630 agents4change

Zambia

Implementing partner: Family Health Trust

Starting year: 2007

Results 2013: 1595 youth reached in HCT/276 received life skills lessons

Planned Reach: 3000 HCT/1690 agents4change

Zimbabwe

Implementing partner: Restless Development Zimbabwe

Starting year: 2007

Results 2013: 14500 youth reached in HCT/4286 received life skills lessons/4286 became agents4change

No new program in 2014



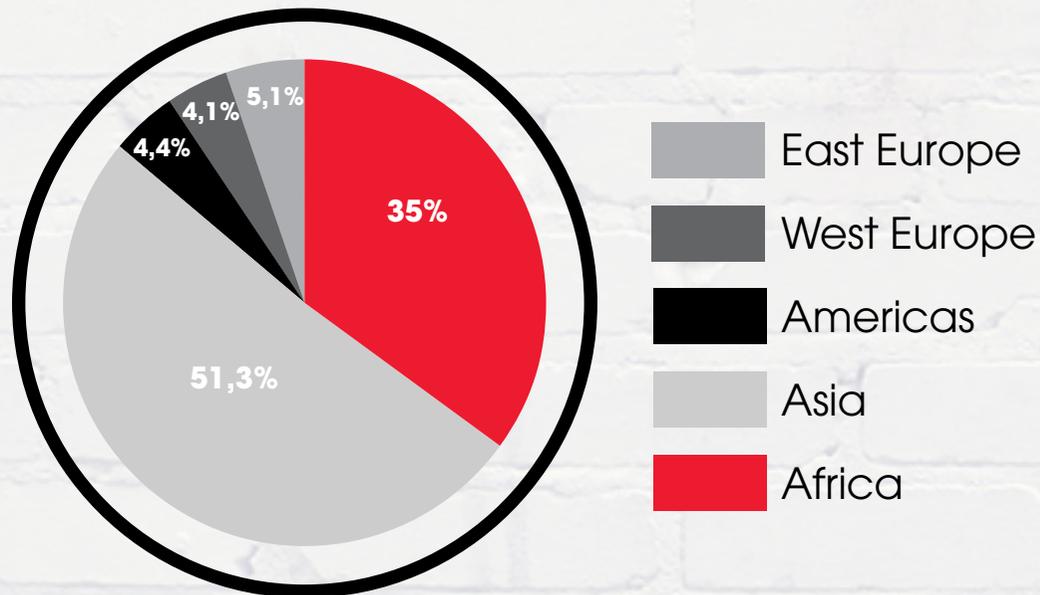
NOTE

Because the Heart Connection Tour is a onetime event, chances are that not all young people within a community participated. Therefore numbers can differ from the Inspire step (HCT) to the Educate step (life skills lessons).

agents4change

agents4change per continent

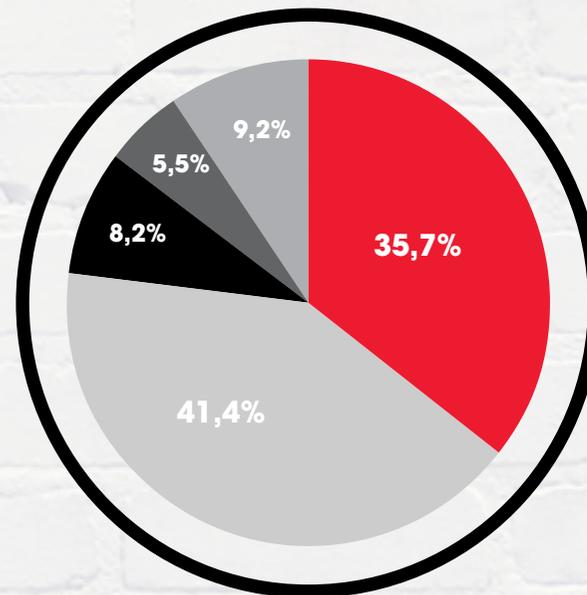
agents4change	2008	2009	2010	2011	2012	2013
Africa	121,980	31,788	30,550	10,080	12,518	21,424
Asia	2,400	1,350	14,154	28,145	35,017	31,406
Americas	1,678	1,000	3,273	8,373	2,723	2,713
Western Europe	21,296	14,982	32,730	21,690	13,176	2,543
Eastern Europe	3,109	16,071	9,650	15,487	8,558	3,100
Totals	150,463	65,191	90,357	83,775	71,992	61,186



Heart Connection Tour

Heart Connection Tour participants per continent

HCT participants	2008	2009	2010	2011	2012	2013
Africa	192,587	60,124	124,579	41,813	40,381	68,362
Asia	2,600	4,950	56,230	97,636	95,103	79,216
Americas	3,019	4,456	9,051	18,243	9,579	15,715
Western Europe	38,443	20,008	70,208	48,742	29,012	10,640
Eastern Europe	23,079	44,784	44,317	44,407	48,260	17,547
Totals	259,728	134,322	304,385	250,841	222,335	191,480



5.3 Success stories

The figures are of course important. But to get a real idea of what we are doing at ground level, we need some actual stories. Examples of change. Commitment. And creativity. dance4life in action.

Tanzania: back to school

In Tanzania, many young girls are simply refused entry to school after having been pregnant. A survey in 2011, conducted in 125 primary schools and 48 secondary schools, showed that 90% of the girls that dropped out of school were not allowed to return¹, despite a government policy granting teenage mothers this right. The survey also established that many girls between the ages of 14-17 had dropped out of school to work as housemaids. Our local partner, Restless Development Tanzania, decided to use the dance4life programme in Iringa to make sure that this government policy is implemented as it should be, and that teenage mothers are allowed to get an education. They developed

a strategy aiming for three things: to improve the policy that addresses SRHR issues for young people, to increase the availability and accessibility to comprehensive sexuality education for young girls to prevent pregnancies, and to document lessons learnt and best practices for other regions in Tanzania.

So far this strategy has already had some remarkable successes. 50 girls who were refused entry back to their school were welcomed by private institutions, and SEGA secondary school agreed to enrol more young mothers to ensure they have a secure, successful future where they can make independent, informed choices about their own lives. And this is only the start.

¹ State of youth in Tanzania, Annual Report 2011, Youth-led Research in Action

Nepal: dance marathon

In Nepal, dance4life started with a new concept to raise funds. A concept combining dance, young people and our message for sexuality education: the dance marathon. For 8 hours, 8 minutes and 8 seconds, 95 young people danced to raise awareness and money for sexuality education for Chepang Girls. The Chepang are an indigenous people, living in a remote area in Nepal, which makes them very hard to reach. 75 young people managed to keep dancing for the whole time, raising 200,000 Nepalese Rupees (1,500 euros).

“

I am committed to the cause and I am proud I survived till the end.

- Sunisha, 19, Nepal

”

Argentina: take responsibility for life

When dance4life Argentina started, they knew that there was only one way to truly tackle the problems young people in the low-income neighbourhoods of Buenos Aires face: to involve those very young people in the design and organisation of the programme.

They knew that involving them would provide a way to give safe sex information in a way that appeals to young people. Information that is badly needed. Major problems faced by young people include teenage pregnancies and STIs (including HIV/ AIDS). The only way to combat these issues are by giving access to condoms, to information on how to use them, and empowering the young people themselves to negotiate their use.

So what did they do? They started working with a network of young volunteers, a group of around 200 boys and girls between 13 and 29 years old. They were made responsible for the design, organisation and implementation of the school programme.

And with success! Many young volunteers really enjoyed participating. It was life changing for many of them to experience the responsibility of organising dance4life and inspiring others. And thanks to the young people's innovative ideas and active participation, dance4life Argentina developed into an energetic, cool and attractive programme. The young people know what's going on, how to reach their peers, how to use the right language or social media channels, and what methods work best. As a result, dance4life Argentina has grown to reach more than 10,000 young people with condoms and information about safe sex, increasing their chances to make responsible choices and lead a healthy life.

“ I joined dance4life because I attended some of the workshops and I liked learning through music, dance and games. Now I'm in the youth network, people come to me with questions about prevention of diseases and how to be careful in sexual relationships. When I give information about this, I really like it, because I know that together we can make a change.

- Jaqueline, 17, Argentina -

”

Russia: dance4life for orphans

There are over half a million orphans in Russia. More than 100,000 of them live in orphanages or special boarding schools. These children are particularly vulnerable – they face the threat of sexual violence and abuse, STIs and HIV, alcohol and drug addiction, and crime. This is due to the way the orphanage system is set up. The system is focused on fulfilling the basic physical and educational needs of the children. However, it neglects to provide them with parental care and essential knowledge and skills, skills that are essential for giving young people knowledge on sexual health, STIs, HIV and AIDS, as well as self-management and leadership skills.

With the support of Achmea Foundation and their Russian counterpart Oranta Insurance, dance4life Russia has conducted a programme for 1,000 young people (between 11 and 17 years old) from three orphanages, two boarding schools, and five regular schools. This programme aims to help the orphans integrate more successfully into society, by providing them with knowledge and skills on SRHR, and allowing the children to mix with regular schoolchildren.

The pilot was a success. Real changes have been made in the lives of the orphanage children. The dance4life team had to include new activities and skills to help the orphans develop critical thinking and become more independent. The peer-to-peer approach of dance4life included talking about role models that the orphans could relate to, and exercises helped the orphans to be able to express their opinions, and become proactive. It taught them to find their voice and use it. As a result, 230 orphans became agents4change: they have participated, together with students from regular schools, in volunteer activities, initiated their own projects and even made a trip to Moscow to be part of the celebratory event visited by Dutch dance4life ambassador and DJ Erik Arbores!

“It was an incredibly interesting and rewarding experience. When you see that they really need this information, they are truly involved and absorb the information you give - it gives so much energy and inspiration!”

- Nastya, 20, Russia



5.4 The impact of our programme

dance4life and the SRHR Alliance have conducted Outcome Measurements in all the countries where the alliance is present. These outcome measurements are a valuable tool for our programmes - they show the impact of what we do. In these measurements we dig deeper into our programmes, answering questions such as: do young people who participate in dance4life truly learn more about STI and HIV/AIDS? Do young people change their behaviour? And do young people have the capacity to address their needs?

The outcomes will be used to see what dance4life is doing right, but more importantly, where we need to strengthen our programme so that our impact is even bigger than it is now. In the coming years, dance4life plans to have outcome measurements like this, in every country where we work, every two years, so that we gather all the input we need to further strengthen our programme. But for now, we can already give you some insights on our impact in the countries where dance4life works with the SRHR alliance.

Successes



Knowledge

- In India, participating in the programme increases young people's knowledge on how to prevent unintended pregnancies from 47% at the start of the programme, to 60% at the mid-way point.
- Results in Indonesia show that students at schools where the dance4life programme took place show a 32% increase in SRHR knowledge.
- In India, knowledge among young boys and girls about Sexually Transmitted Diseases has increased from 55% to 78.4%.
- In Tanzania, 60% of the young people who had participated in the programme showed increased capacity to make safe and informed decisions. This was an increase of 42% compared to the beginning of the programme in 2011.



Confidence

- In Pakistan, we found that teaching SRHR information and skills at school makes young girls and boys more confident about issues they may be facing relating to puberty, helping them to identify and deal with them.
- In Indonesia, over 68% of young people in 2013 know that having sex (or not) is actually a choice, compared to only 12.8% in 2011.
- In Tanzania, 37% of young people actually reported experiencing sexual violence. Compare this to 2011, when only 16% took the step to report such incidents. This means an increase of 21%, indicating that young people are feeling more empowered to speak out on taboo issues like sexual violence.
- In the focus group discussions with young people in Indonesia, we found that girls feel increasingly empowered to say NO to unsafe sex.



Attitude

- In Indonesia, over 85% of young people in 2013 believe it is not okay to have non-consensual sex, compared to only 44.6% in 2011. There is also a 39% increase in positive attitude towards HIV positive people and the LGBT population, while teachers are accepting condom use by sexually active youth.

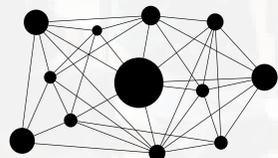
Challenges

We also acknowledge that of course, there are challenges too that need to be addressed.



Methodology

The outcome measurement process in Kenya and Ethiopia demonstrates that the methodology we use to measure the effects of our programme needs to be further improved. Rather than give an answer that they fully stand behind, many young people give an answer they feel to be socially acceptable, which makes the findings of the research unreliable. We will work with the local partners to improve the methodology, also by sharing how the research was done in other countries.



Programme

The reports show that we need to link the dance4life programme to proper referral systems and services, including counselling. This lesson is already being followed up with the ASK programme, in which linking to services has a prominent place.

The advocacy glossary

ACT 2015: an advocacy initiative from PACT to gather the input from youth at community level around SRHR and HIV issues and connect this to the post-2015 development framework discussions .

CPD: Commission on Population and Development. The CPD plays the primary role in the follow-up to the implementation of the agreements made during the International Conference on Population and Development (ICPD)

ECOSOC: Economic and Social Council of the UN that focuses on the world's economic, social and environmental challenges.

EuroNGO's: European network of SRHR organisations

ICPD: International Conference on Population and Development. The ICPD took place in 1994 in Cairo. During this conference the Programme of Action was agreed upon; a revolutionary, rights-based development framework. 179 countries committed to its ultimate goal for a period of 20 years (until 2014); improving people's daily lives.

MDG's: Millennium Development Goals

PACT: a cooperation between 25 HIV youth-led and youth-serving organisations in collaboration with UNAIDS

YAF: Youth Advisory Forum UNAIDS

UN: United Nations

UNAIDS: Joint United Nations Programme on HIV/AIDS

5.5 Advocacy

The intensification of our advocacy activities continued in 2013. We welcomed extra team members, and the scope of our activities increased. In 2013, dance4life was active creating change through political advocacy at the international, regional and national level.

But what does this actually mean? With ICPD agreements ending in 2014 and the MDG's in 2015, everyone is very busy discussing and plotting out how the future will look. A lot of evaluation and preparation processes have taken place, looking at what had happened up to now, and how this can be further built upon. dance4life participated in several of these processes at different levels and through different fora. Together with the SRHR alliance we followed, monitored and reacted to the vision of the Dutch government on the 2015 development agenda. We wanted to ensure strong rights based language. With the EuroNGOs network, we strategised around the link between ICPD beyond 2014 and the post 2015 framework. Our partners participated in national and regional consultations around the ICPD and MDGs and at

an international level, we strived, together with other progressive SRHR organisations, for strong commitments on youth, SRHR and HIV/AIDS during the CPD 2014 and the UN Special Event around the MDGs. At the start of 2013, dance4life was selected to be part of the UNAIDS Youth Advisory Forum (YAF) and of PACT, a cooperation between 16 youth-led and youth-serving organisations. Being part of these bodies is huge for us – it provides an opportunity to influence UNAIDS policies and programmes on youth and HIV/AIDS. It also provides an opportunity for young people in the communities to be part of an advocacy campaign around the MDGs, called ACT 2015. This campaign was launched towards the end of 2013, and will continue in 2014.

Knowing that we were going to work more intensively on international advocacy, we applied for obtaining consultative status to the Economic and Social Council (ECOSOC) of the UN. After a lengthy process dance4life is being granted this status in 2014, which allows us to take a more formal role in UN deliberations.

Advocacy on country level

At the Dutch national level a lot of things happened. It was a challenging year. A severe budget cut for International Development Aid was announced, as well as the Minister of Foreign Trade and International Development looking into a new model for cooperation with NGOs. During the year, dance4life was invited to give input into a consultation around the new model, to represent the development sector in a meeting with the Prime Minister, and to share our vision on international cooperation. Additionally, with the SRHR alliance, we briefed members of the Multi Party Initiative on HIV/ AIDS and SRHR on important policy developments, we sent input to members of parliament regarding budget and policy, spoke with different people on the importance of good SRHR policy for sustainable development, and provided input in various ways to the ministry on the important role of civil society,

particularly when it comes to SRHR. When it comes to linking advocacy to the dance4life programme in the countries, big steps have been taken in 2013. A baseline study, executed in 2013, shows that a great number of our partners are actively lobbying their government for better SRHR policies in their countries, or the implementation of good SRHR policies. In a growing number of countries, this is happening with the young people who take part in the dance4life programme. Some examples: in Pakistan youth from the dance4life youth council in 5 districts were trained to develop an advocacy campaign and implement it. In Uganda and Argentina they participated in the national and regional consultations on the post 2015 development framework and the ICPD beyond 2014 process. And in India they advocated for more meaningful youth involvement towards decision makers at district level. The young people are standing up for their rights to make sure their voices are heard at every level.

5.6 Youth talks at the International Meeting

Young people are dance4life's driving force. They of course are the target group of our programmes, but most of all they are the ones who are driving change in their community. Young people are not only our future leaders, as often said, but also our current leaders, who know best their generation's reality and what they need to change. When given the platform, they are also the ones who know best to voice this. And that is why dance4life invited seven young people from different regions around the world to share their story at the International Meeting (annual meeting with our colleagues from around the world). A story on how they, in their own ways, create change in their environment.

Varying from supporting peers to become independent citizens in a conservative society, challenging taboos around sexuality and HIV, using music and radio as a connecting force, to questioning gender norms by walking the talk, all stories and all presenters showed that if you do something with passion, if you really believe in your cause and understand that it is bigger than you alone, it will give you the power to go on. The power to stay positive, confident, and create that change you are striving for!

A strong message from these seven young people that went straight to the hearts of the audience and left them inspired and moved by the power of youth. Definitely an experience worth repeating for all involved. And that's why a new annual event has been born!



“

So from that day I wanted to do something to make the situation better, I realised that young people need help; they need information, they need guidance and they need freedom. And I believe, with small efforts, I can bring a positive change to people's lives.

- Rawal, 19, Pakistan

”

5.7 Dutch programme

In the Netherlands, where our head office is located, we implement the dance4life programme, but with a slightly different set-up. The Dutch programme is really a test case for new concepts and a test case for what the programme could be like in other Western countries. The participants are still young people, but the content is focused less on sex education, and more on awareness about the situation of their peers worldwide. Furthermore, our Dutch programme is an important source of fundraising for the other countries where we are active – a source that will only continue to grow in the coming years.

The schools programme 2013

In 2013 the Dutch programmes team focused on implementing the new strategy and started to design a new school programme. There's an exciting urgency at dance4life the Netherlands to innovate and implement a new schools programme that fits the Dutch context. We want to meet the needs of the target group more effectively and, more importantly, continue to inspire young people to take action in an ever-changing society.

In 2013 we focused mainly on optimising the content and introducing new elements to the schools programme. We reached over 10,000 young people in 20 schools. Almost 60% of the participants were newly recruited schools. The participants raised an amazing 90,198 euros for their peers in India and Nepal. We also raised 10,870 euros from institutional funding via local government. Thanks to these funds, young people in India and Nepal will be able to protect themselves, make safe sexual choices and bring an end to unwanted pregnancies and sexual violence.

Some new and noteworthy elements to highlight:

- ☐ We will bring our HCT into the classrooms. In the past, the HCT was in a central location in a school, and reached up to 350 students at a time. We will now scale it down, into the actual classroom, with smaller groups (25 students). By doing so, we believe that the message will be more one on one, impacting each individual more directly, and so inspiring them more to get into action. In 2014 we plan to reach around 18,000 young people in 80-100 schools.
- ☐ We will organise our activate component differently. The young people will be asked to sell dance4life branded gadgets. It gives them a concrete goal, whilst making it easier for teachers to stimulate youngsters to get active. And, of course, for dance4life to help meet its fundraising targets.
- ☐ In collaboration with our corporate partner Vodafone, we improved the dance4life app, based on our experiences and evaluation of 2012. The new dance4life app in 2013 was a project app (targeting the participating young people, featuring information about the programme). It was informative and interactive, also incorporating the fundraising tool. Results: an increase of 50% in the amount of downloads in comparison to 2012 (2,100 in total), an increase of 35% in usage of the app and more positive feedback of the users.

Although we booked many successes, we also stumbled upon some challenges along the way:

- ☐ It was more difficult to get schools to participate in the programme. Mainly because of the intensity of the programme.
- ☐ Getting young people to organise fundraising activities themselves. Maybe because we are still dealing with an economic crisis, and facing ever-increasing competition from other charities. But it did teach us that we need to be a lot clearer and come up with a more concrete Activate concept.

These challenges, combined with the results of evaluations with many stakeholders, made it clear to us that a change is needed in the way we organise the programme. The four dance4life steps will still be leading, but the content and format will be altered and be the showcase for other Western country programmes.

Two important changes are:

- ☐ We will bring our HCT into the classrooms. In the past, the HCT was in a central location in a school, and reached up to 350 students at a time. We will now scale it down, into the actual classroom, with smaller groups (25 students). By doing so, we believe that the message will be more one on one, impacting each individual more directly, and so inspiring them more to get into action. In 2014 we plan to reach around 18,000 young people in 80-100 schools.
- ☐ We will organise our activate component differently. The young people will be asked to sell dance4life branded gadgets. It gives them a concrete goal, whilst making it easier for teachers to stimulate youngsters to get active. And, of course, for dance4life to help meet its fundraising targets.

6. Fundraising & communications

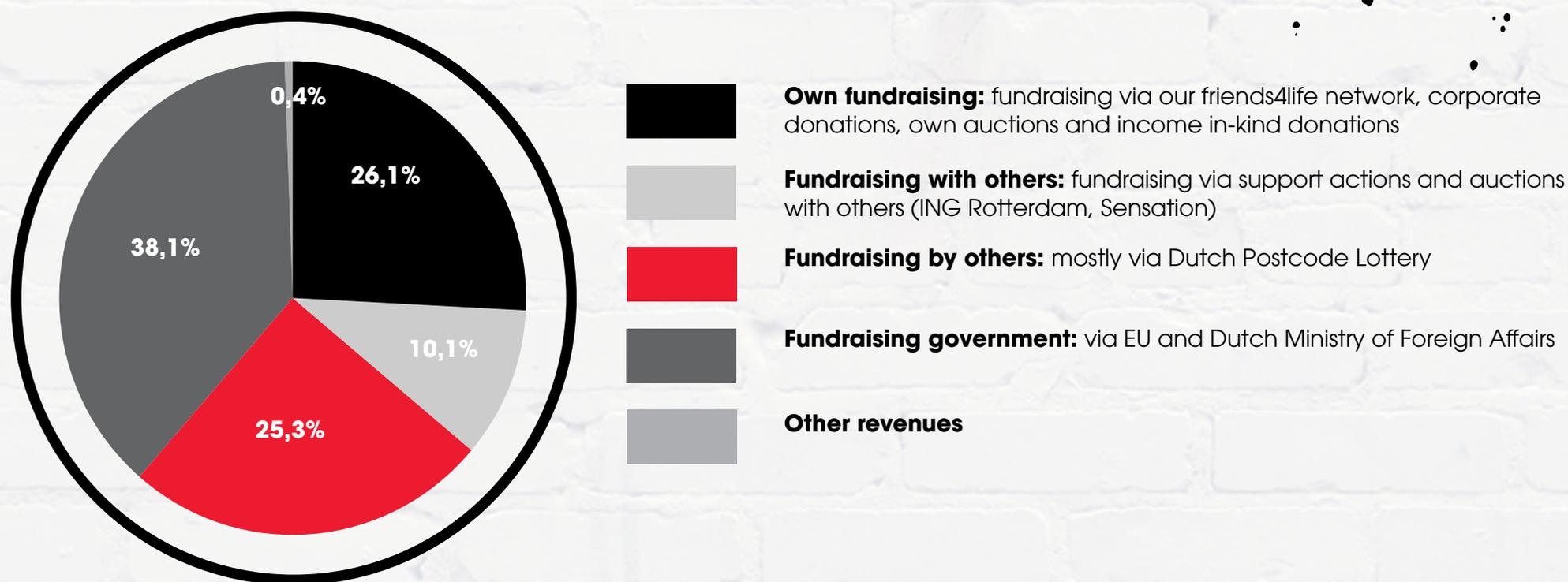
2013 proved to be a challenging year from a fundraising perspective. Fundraising among corporates and the general public proved especially difficult.

dance4life deliberately maintains a diverse fundraising portfolio with many different activities from many sources (companies, private donors, foundations, governments, the general public, etc. For further explanation see page 30). At the moment, all sources of fundraising are under pressure. This means that we need to work (even) harder to achieve our fundraising targets. At the end of 2013 a fundraiser for private major donor fundraising was added to the team, and a strategy for private major donors was developed.

dance4life has a number of long term donors, including the Dutch Postcode Lottery and the Dutch Ministry of Foreign Affairs, that enable us to sustain our programmes. The majority of our fundraising income is still coming from the Netherlands, although the proportion of direct fundraising in the countries in which we work is ever increasing, and will continue to grow in the years to come.

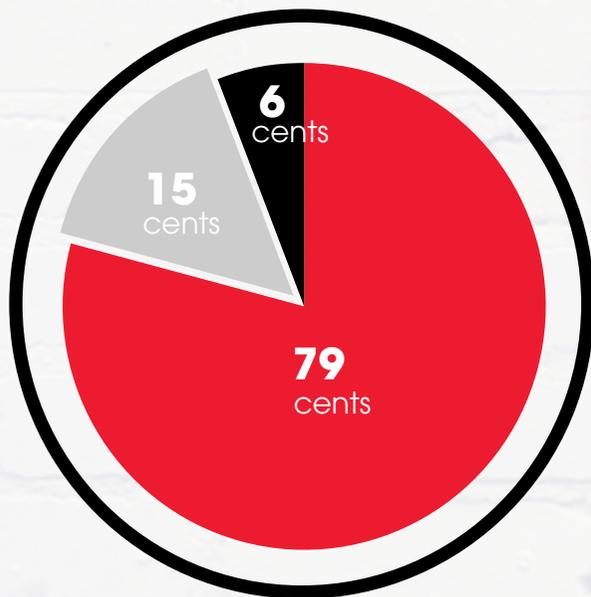


6.1 Fundraising sources



6.2 How dance4life spends every euro

We are extremely grateful for every donation, and transparency about how the donations are spent is very important to us. Based on our numbers over the last three years, 79 cents of every euro go towards our objective - a world without AIDS - and 6 cents of every euro towards management and administration. In addition, 15 cents are spent on fundraising, and bringing in that one euro.



This is how we
spend every euro



6.3 Fundraising cases

Dutch Postcode Lottery

For many years, the Dutch Postcode Lottery has been one of our most important partners. At the start of 2013, the partnership was extended for five years, ensuring an annual contribution of 500,000 euros until 2017. In 2013 we rounded off the project that, thanks to the donation from the 13th draw in 2010, allowed us to offer educational programmes in five Asian countries (Indonesia, India, Nepal, Pakistan and Thailand). In four of these five countries, the projects will be continuing after 2013.

Sensation

2013 was the last year of a five year, extremely successful partnership with Sensation. In total, Sensation donated more than one million euros to dance4life, coming from a proportion of the ticket sales for editions in over ten different countries, and the joint organisation of dinners and auctions for our friends4life. We are extremely grateful for this contribution, that over the years has enabled over 55,000 young people to participate in the dance4life programme. We will continue to work with Sensation organiser ID&T – for example, in 2014 they will support us in the production of our anniversary event DANCE4LIFE 10 YEARS.

Vodafone

Vodafone and dance4life have been working together successfully for years. Vodafone believes in the dance4life approach of working with young people towards a world without AIDS. In 2013, Vodafone supported dance4life financially, by motivating its employees to take action and by offering in-kind support. Vodafone also helped dance4life to connect with young people with the use of mobile technology. A good example is the mobile app that was developed for the Dutch schools programme. And that's not all - at the end of 2013 dance4life was surprised by the generous Christmas donation of €50,000!

ING Rotterdam

ING Rotterdam have been organising a fundraiser for dance4life on World AIDS Day for a number of years now. The 2013 auction, including a dinner and performances on board of the Captain Cook ship, with prominent guests from the Rotterdam business world, raised 82,000 euros for dance4life programmes worldwide; a fantastic result.

Achmea Foundation

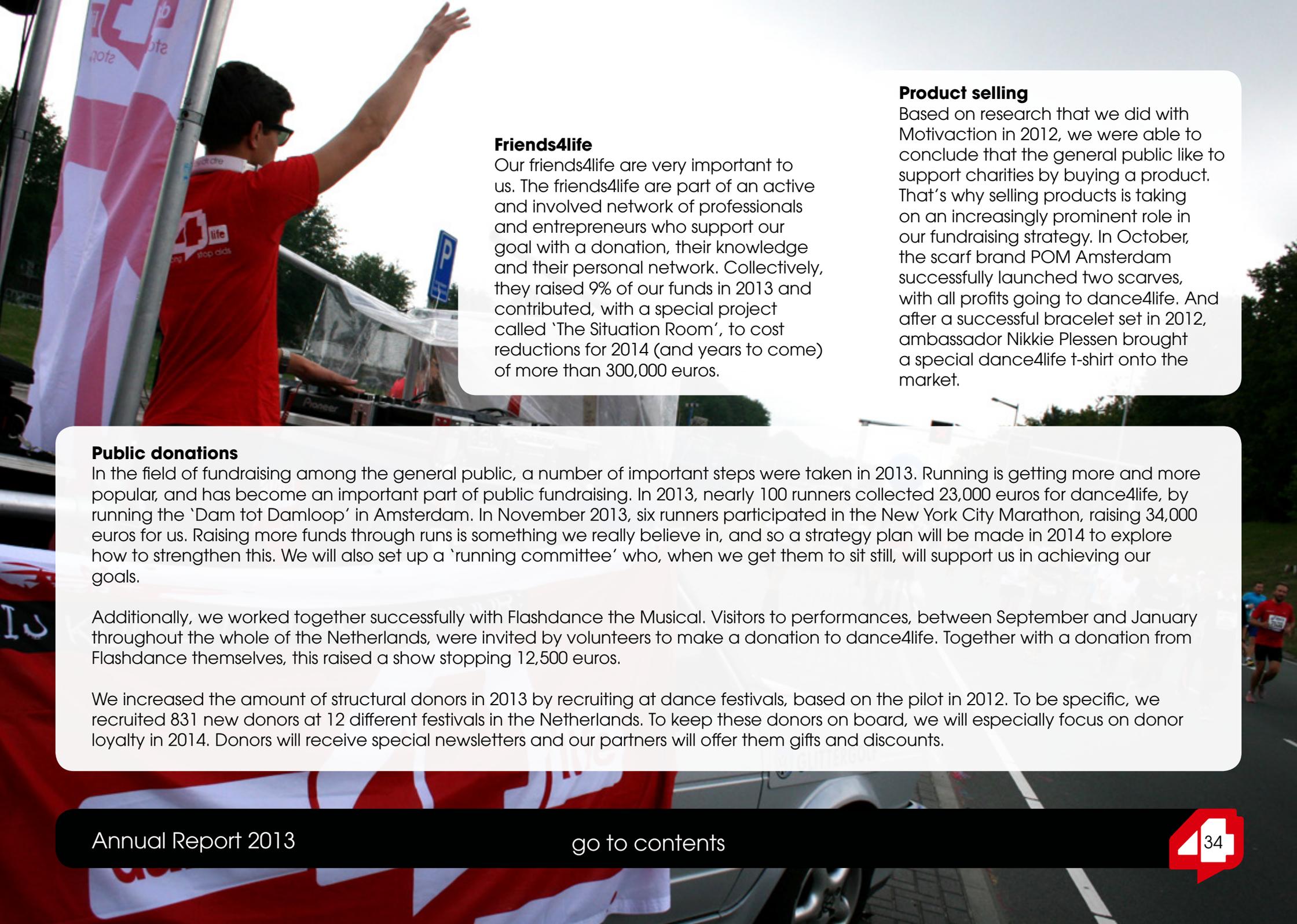
In April 2013, we were delighted to receive a donation of 100,000 euros from the Achmea Foundation for our projects in Russia. Ambassador Erica Terpstra accepted the check from Paul Overmars, chairman of the foundation. The projects financed focused on the successful integration of Russian orphans into society. The results, detailed earlier in this report, illustrate the success of this project.

Macintosh Fashion Group

"Goed doen met je oude schoen" ("Do something good with your old shoes") was a 2013 campaign where the different brand stores of the Macintosh Fashion Group asked their public to hand in their old shoes. For each pair, Macintosh gave a discount to the customer and a donation to dance4life. By partnering with dance4life, Macintosh created a large influx of people to its stores, a traffic generating concept. At the same time, Macintosh supported dance4life: we received a cheque worth more than 40,000 euros at the end of 2013!

GOGO

Just like dance4life, GOGO - a youth travel organisation - finds it very important that young people around the world get the right information about sex, HIV and other STDs. Also - or especially - when young people are on holiday. In 2013, dance4life received a donation of 25,000 euros. The collaboration also included joint (online) activations in which we reach out to young people. The GOGO tour guides who work at the GOGO holiday locations were trained by dance4life to get the right information about sex and sexuality, and a donation party was held in Lloret de Mar.



Friends4life

Our friends4life are very important to us. The friends4life are part of an active and involved network of professionals and entrepreneurs who support our goal with a donation, their knowledge and their personal network. Collectively, they raised 9% of our funds in 2013 and contributed, with a special project called 'The Situation Room', to cost reductions for 2014 (and years to come) of more than 300,000 euros.

Product selling

Based on research that we did with Motivaction in 2012, we were able to conclude that the general public like to support charities by buying a product. That's why selling products is taking on an increasingly prominent role in our fundraising strategy. In October, the scarf brand POM Amsterdam successfully launched two scarves, with all profits going to dance4life. And after a successful bracelet set in 2012, ambassador Nikkie Plessen brought a special dance4life t-shirt onto the market.

Public donations

In the field of fundraising among the general public, a number of important steps were taken in 2013. Running is getting more and more popular, and has become an important part of public fundraising. In 2013, nearly 100 runners collected 23,000 euros for dance4life, by running the 'Dam tot Damloop' in Amsterdam. In November 2013, six runners participated in the New York City Marathon, raising 34,000 euros for us. Raising more funds through runs is something we really believe in, and so a strategy plan will be made in 2014 to explore how to strengthen this. We will also set up a 'running committee' who, when we get them to sit still, will support us in achieving our goals.

Additionally, we worked together successfully with Flashdance the Musical. Visitors to performances, between September and January throughout the whole of the Netherlands, were invited by volunteers to make a donation to dance4life. Together with a donation from Flashdance themselves, this raised a show stopping 12,500 euros.

We increased the amount of structural donors in 2013 by recruiting at dance festivals, based on the pilot in 2012. To be specific, we recruited 831 new donors at 12 different festivals in the Netherlands. To keep these donors on board, we will especially focus on donor loyalty in 2014. Donors will receive special newsletters and our partners will offer them gifts and discounts.

6.4 Communications

Communication, and establishing a strong brand, is essential for dance4life. It not only ensures that we get young people involved in our work, but also make us interesting (and irresistible) to partners. The brand proposition within our target group (12 -25 years) was 35% in 2013, with our brand awareness at 56%. This last figure is a little lower than a year earlier. 2013, (because of necessary savings) was a year without a large scale public campaign, unlike 2012 when our MY story campaign lifted storytelling to a new level.

Because of this however, we have been able to move forward in terms of quality in 2013 (online, partnerships). We will see the benefits of this in 2014, our 10th anniversary year, which we will of course be celebrating in style.

In 2013, dance4life had a total media reach of 105 million and a media value of € 5.883.772,-

<i>Sponsored * & earned media</i>	<i>72,7 million</i>
<i>Own channels</i>	<i>30 million</i>
<i>Channels of partners</i>	<i>2,3 million</i>
Total	105 million

* All media buying of dance4life in 2013 was sponsored by our media partners.

Ambassadors

We are continually grateful for our ambassadors, who commit themselves to supporting dance4life, helping us to reach out and connect to young people and raising awareness about the work we do.

2013 was a successful year in terms of the support we received from our ambassadors, new and old. And here are just a few examples of what we mean...

In May, Toprak Yalciner (actress on Dutch soap 'Goede Tijden, Slechte Tijden') was introduced as a dance4life ambassador. Together with Erik Arbores, she travelled to Uganda to visit dance4life programmes. This resulted in a lot of free publicity and two ambassadors who are even more committed to supporting the work of dance4life. They both played a big role during the schools programme (i.e. with various short video clips, opening the HCT at a school with a surprise performance and performing/presenting at the event) and Toprak became the model in the POM Amsterdam for dance4life campaign.

Another ambassador was launched in September: Anouk Maas, lead actress in Flashdance the Musical. After the great success of Nikkie Plessen's dance4life bracelet in 2012, this year she launched the dance4life 'Choose Love' t-shirt. At the dance4life event in November, dance4life introduced another new ambassador: Eva Simons, a real power woman.

And just before the end of the year, we had yet another reason for a (private) party: Hardwell, the world's number one DJ, told us that he was only too happy to become an ambassador of dance4life. In 2014, just before the publication of this annual report, we announced this major news.



7. Future plans

2013 was the year of sharpening our focus. Crossing the t's of strategy. And now it's time to start reaping the benefits. And what could be a better moment to start this than in our anniversary year? Because 2014 marks dance4life's 10 year birthday!

We'll of course seize the occasion to celebrate our successes. So far we've reached 1.6 million young people in almost 30 countries, and over 600,000 young people have taken action for a world without AIDS. Through global efforts, the number of new HIV infections is 33% lower than it was in 2001.

But 2014 is a year with a twofold message. The WHO figures we mentioned earlier in the report show us that young people have been forgotten by policy makers over the last 10 years.

But enough is enough: during the next 10 years (and beyond), young people will be in the spotlight! We are passionate about empowering young people to seize what is rightfully theirs. To encourage them to be healthy, informed individuals. Excited and inspired to walk strong into their futures. To create change in their environments and become part of a global youth movement. We also understand that young people alone will struggle to create sustainable change. Society needs to change with them, nurturing and supporting young people, and encouraging them to stand up for their SRHR.

This means: there's a lot to do! But we will stride forward, with energy, confidence and the positivity that symbolises dance4life. But above all, we will move forward with ambition. Ambition to grow, together with our local partners. To reach even more young people. And to really make the world a youth-friendly place.



In the next three years:

- 📍 dance4life will have directly reached 3 million young people in total (35% of them will have become agents4change);
- 📍 75% of the young people that took part in the inspire and education parts of the programme will show a measurable positive change in knowledge;
- 📍 The agents4change movement will have contributed to the social environment becoming youth-friendlier;
- 📍 dance4life will have had an active role in ensuring that young people's SRHR are on top of the UN agenda (our new ECOSOC status will certainly be useful).

To achieve these ambitious goals, our annual budget needs to grow. We're aiming for a significant increase, to 10 million euros in 2016. The majority of the funding in the coming years will be Netherlands based: we're so grateful that premium brands like Vodafone, foundations such as the Dutch Postcode Lottery and ambassadors like Hardwell will stand at our side. Form a united front. But we will also continue, with our NCOs, to look increasingly to the countries in which we are active for fundraising possibilities. Because together we are stronger. Together we can put young people in the spotlight. Together we can empower young people to make safe sexual choices and bring an end to AIDS, unplanned pregnancies and sexual violence.

8. Appendix

Ambassadors



Text: dance4life & Natasha Barton (natashabarton.com)

Design: dance4life

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Premium Partners



Main Partners



Premium event partners



Partners

Albert Verlinde Entertainment
Axendo
Axoff
BloemBloem
BNR Nieuwsradio
Brothers Festival Dome
CASA400
De Lichtfabriek
Denit / Easyhosting
DLA Piper
Doornbos
Dutchband
Easy
Excellent Fair
Gebo Tours
Getlogic
Het Financieele Dagblad
HITKRANT
LENN
JBL
Lucas Bols
Les Mills

Mercure Hotel Amsterdam
aan de Amstel
Mise en Place
Mojo Barriers
Momentum
Motivaction
MSN
Ondertussen.nl
Phocabby
Postillion Hotels
Responsible
Sendsteps
SEOshop
Slimdruk
Stayokay
The Security Company
Ticketmaster
Quince
VIVA
Walibi
Xeed

And of course, our friends4life!

Content partners

dance4life is a member of the SRHR Alliance, together with:

RutgersWPF
AMREF Flying Doctors
CHOICE
SIMAVI
STOP AIDS NOW!
IPPF

dance4life is a member of the Dutch HIV/AIDS platform and works closely on different projects with:

STOP AIDS NOW!
AIDS Fonds
AFEW
ICSS
GNP+
COC
Mainline

dance4life is also part of several networks: UNAIDS Youth Advisory Forum, PACT, EuroNGOs, Partos and Sharenet.

Attention for the gambling sector

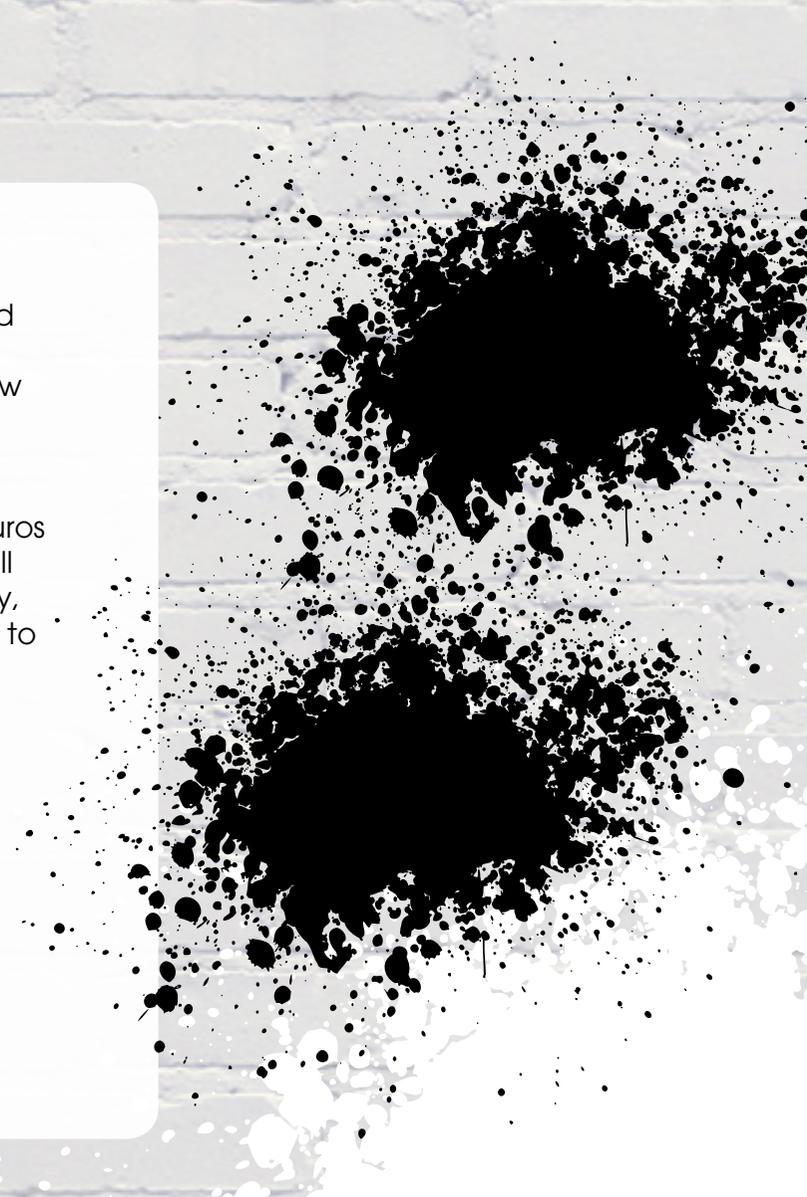
With the major cut-backs that the cabinet is committed to, the importance of private fundraisers such as the Dutch Postcode Lottery is increasing. The charity lottery is a proved and successful fundraising resource. The contribution of the lottery to its participants is unique, as this is not only multi-year, but also allows the charities themselves to decide how to spend the money, based on their own expertise.

Currently, around 400 million euros are raised for charities by the charity lotteries (Dutch Postcode Lottery, BankGiro Lottery and Friends Lottery), which is more than one million euros per day. This makes the charity lotteries the largest fundraiser in the Netherlands: 25% of all private gifts in the Netherlands come from the participants of the charity lotteries. Monthly, 3.5 million households play these lotteries, with half of the price of their ticket contributing to a better world.

The mission of the three lotteries is to support charities that work on:

- a fair and green world: Dutch Postcode Lottery;
- culture and preserving cultural heritage: BankGiro Lottery;
- improving welfare and health in the Netherlands: Friends Lottery.

The current cabinet has indicated that they want to modernise the gambling policy. We hope that the proposed changes in gambling policy gives the Dutch Postcode Lottery sufficient space to continue fundraising successfully at this level. Without the Postcode Lottery and its participants, we would be unable to realise a large proportion of our initiatives.



9. Financial Report 2013

1.1 General

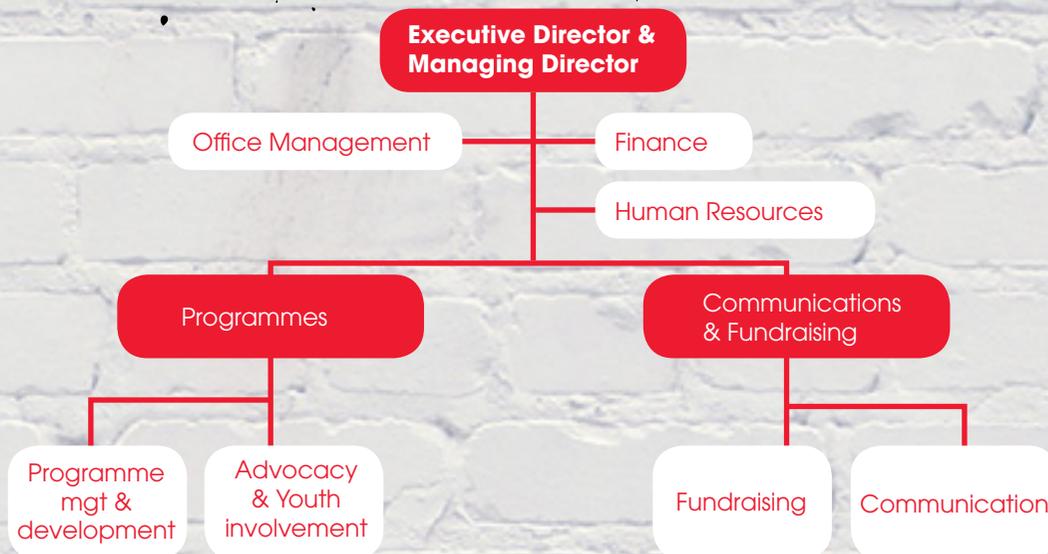
The dance4life foundation is the owner of the dance4life brand and concept. Its most important task is to ensure that the dance4life concept effectively reaches young people and empowers them to make the right choices that lead to safe sex.

dance4life guides and manages relations with many stakeholders, the most important ones being dance4life national concept owners (NCOs), the implementing partners in the participating countries. National concept owners sign a license agreement with dance4life which gives them permission to use dance4life in their territory. dance4life guides the implementation and protects the brand and concept on an international level.

At the dance4life office in Amsterdam a lot of effort is also put into fundraising for our international programmes and on communications and branding of the dance4life programs on both national and international level as well as on advocating young peoples sexual and reproductive health and rights. dance4life also implements the program in Dutch schools.

1.2 Organogram dance4life

The structure of the organisation in 2013 is depicted in the diagram below



1.3 Organisation in 2013

Statutory, dance4life is a foundation registered in Amsterdam, The Netherlands, as "Stichting dance4life" with Chamber of Commerce number 34197379. The objective of the foundation is stated as "to initiate an international movement, which involves especially young people in an appealing way with the fight against and the prevention of HIV and aids".

Eveline Aendekerk is the executive director of dance4life foundation and Margot Gerené is the managing director. Together they form the board of directors.

After a successful merger of the two foundations dance4life Nederland and dance4life International in 2012, the organisation has said goodbye in April 2013 to the (temporary) supervisory board consisting of: Peter Dirks (chair), Jochem Voorink and Edward van der Marel. Marjolijn Aernoudse stayed in function until December 2013 to secure a successful handover and transfer of knowledge to the new set supervisory board. This new board consists of: Thérèse van Schie (chair), Joris Aperghis (Chief Marketing Officer at WE Fashion), Tex Gunning (CEO at TNT Express) and Jacobina Brinkman (Partner at PWC).

Supervisory board members are appointed for a four year period; resigning members are immediately eligible for another period of four years. As in previous years, the board received no emoluments.

During 2013 the supervisory board has met seven times; in this period the board has held midterm and endterm evaluations with both the executive and managing director.

1.4 Operations 2013

Result

The dance4life foundation realised a loss of EUR 85.077 before appropriation. The result of dance4life in 2012 was a loss of EUR 9.587.

Financial position

The financial position of the dance4life foundation is healthy. The foundation can meet its payment obligations in the short and in the long term. The current ratio of the dance4life foundation is expressed by dividing the current assets by the liabilities. The ratio expresses whether the foundation can meet its payment obligations at short notice without the continuation of the foundation being in danger.

Current assets December 31, 2013: EUR 1.812.014

Current liabilities December 31, 2013: EUR 1.173.469

The current ratio on December 31, 2013 was 1.54
(in 2012: 1.28)

The dance4life foundation did not experience any cash flow problems throughout the year.

1.5 Prognosis 2014

In 2013 we have finalized our strategy 2013-2016 and we are ready to start 2014 with a growth ambition.

In the next three years:

- dance4life will have directly reached 1,4 million young people (35% of them will have become agents4change);
- 75% of the young people that took part in the inspire and education parts of the programme will show a measurable positive change in knowledge;
- The agents4change movement will have contributed to the social environment becoming youth-friendlier;
- dance4life will have had an active role in ensuring that young people's SRHR are on top of the UN agenda (our new ECOSOC status will certainly be useful).

To reach these ambitious targets our annual budget needs to grow. As described in the Strategy Paper 2013-2016 we're aiming for a growth in 2014 towards a € 5,4 million budget. The biggest part of the fundraising will be realized in the Netherlands, but we also actively explore the possibilities to fundraise together with our NCO's in the countries where we are active.

The budget for 2014 can be found on page 48. For 2014, the financial prognosis is reasonably good. The Dutch Ministry of Foreign Affairs will continue to support dance4life through the SRHR alliance of MFS2 and ASK up till 2015. The Dutch Postcode Lottery has extended its grant of EUR 500.000 per year for another 5 years. The 10th anniversary of dance4life offers many opportunities to cooperate on special funding opportunities with our friends4life and corporate partners. By the end of February 2014, 49% of the budget (agreed by the board in December 2013) is covered.

Balance Sheet

	DECEMBER 31, 2013		DECEMBER 31, 2012	
	EUR	EUR	EUR	EUR
Assets				
Tangible fixed assets		10.357		8.384
Long term loan	51.454		140.341	
Financial fixed assets		51.454		140.341
Subsidies to be received	0		52.229	
Taxes and social securities	13.869		25.196	
Debtors	163.982		462.309	
Other receivables, prepayments and accrued income	100.441		89.664	
RECEIVABLES		278.292		629.398
CASH AT BANKS AND IN HAND		1.533.722		1.417.826
		1.873.825		2.195.949

	DECEMBER 31, 2013		DECEMBER 31, 2012	
Equity and liabilities				
Continuity reserves	357.420		465.594	
Allocated funds	95.597		72.500	
RESERVES		453.017		538.094
Tax provision		205.885		109.000
Loan	41.455		62.868	
LONG TERM LIABILITIES		41.455		62.868
Creditors	135.437		111.603	
Taxes and social securities	0		9.629	
Other liabilities, accruals and deferred income	1.038.032		1.364.756	
CURRENT LIABILITIES		1.173.469		1.485.988
		1.873.825		2.195.949

Result

	Realisation 2013	Budget 2013	Realisation 2012	Budget 2014
Own fundraising	873,246	1,103,475	1,610,543	1,948,978
Fundraising with others	338,547	620,000	130,978	633,000
Fundraising by others	847,529	763,750	1,292,254	756,582
Fundraising government	1,275,541	1,288,228	1,082,754	2,035,902
Other revenues	11,938		16,977	
Total revenue	3,346,801	3,775,453	4,133,506	5,374,462
Implementing D4L - DAC countries	1,627,855	1,643,698	1,791,648	2,583,919
Implementing D4L - Non DAC countries	527,488	697,710	832,290	761,540
Building the Movement	339,636	607,236	616,221	909,091
Total costs objectives	2,494,978	2,948,644	3,240,158	4,254,550
Costs Own fundraising	488,529	420,543	483,836	499,120
Costs Fundraising with others	123,985	82,662	52,744	281,978
Costs Fundraising by others	41,855	58,233	43,343	77,353
Costs Fundraising government	84,197	60,718	54,153	87,865
Total costs fundraising	738,566	622,156	634,076	946,316
Organisation & administration	198,334	204,652	268,859	173,596
Result	-85,077	0	-9,587	0
Allocation Result				
Added to continuity reserve	-108,174		-82,087	
Deducted from allocated funds	-72,500		0	
Added to allocated funds	95,597		72,500	
Total allocated result	-85,077		-9,587	