

GOODGET

IMPROVING DAILY LIFE

Annual Report Goodget Foundation 2014



www.goodget.org

‘Goodget’:

a proven, practical, cost-effective and sustainable solution, that addresses issues related to well being. Goodget helps people in specific poverty related issues such as environmental degradation, pollution, shortage of water, housing, energy supply and health care.

Goodget: Improving daily life

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Foreword

2014 was a special year for Goodget Foundation, because for the first time, all new activities were linked to the social enterprise Goodget, which started up its ‘last mile distribution’ activities in February 2014 in pilot country Ghana.

In The Netherlands there is no legal entity that covers all activities of a social enterprise. Because of this, the commercial activities of Goodget are all concentrated in the BV (similar to an Ltd.), and the profit of the commercial enterprise is used to pay for social activities - like training and marketing support for local entrepreneurs- which are executed by the Foundation.

Goodget is a start-up, so the commercial activities did not generate any profit yet. This means the Foundation had to raise funds in other ways: we organized a successful crowd funding campaign, and participated in several contests.

Besides initiating activities linked to Goodget, the Foundation also aims to improve intercultural communication. In the light of this goal, we finalized the production process of a documentary written and directed by Arjan Erkel about successful immigrants.

Our activities in 2014 have been modest but relevant. We hope to expand our activities in 2015 by co-operating with strategic partners in The Netherlands and abroad.

I hope you enjoy reading about our accomplishments and new strategic goals in this annual report.

Elvira de Rooij, Founder/Director of Goodget Foundation



Mission and Vision

Goodget is a social enterprise, founded by Elvira de Rooij. Because there is no legal entity yet for social enterprises in The Netherlands, operations are divided between a foundation and a BV (the Dutch equivalent of an Ltd.). Goodget Foundation manages the not-for-profit activities of the enterprise such as the training of local entrepreneurs and all other activities related to poverty reduction.

Goodget Foundation strives to create the best symbiosis possible of the three elements People, Planet and Prosperity. Therefore, the activities of the Foundation are aimed at improving intercultural communication, sustainable development, inclusive entrepreneurship, protection of natural resources, ending poverty, and all other activities that can be of help to reach our goal.

Goodget Foundation reaches its goals by:

- a. offering (international) training programs in the fields of intercultural communication, entrepreneurship, sustainable development & transition.
- b. collection of knowledge on intercultural communication and sustainable development & transition.
- c. development and production of relevant media projects.
- d. improving access to means of communication (including training) and the debate in the media, with the aim to improve sustainable development, democratization, mutual understanding and social integration.
- e. all other means and methods that lead to relevant outcomes when it comes to reaching our goals.

Goodget works with volunteers from Enactus Ghana, Technical University Delft, Rotterdam School of Management, Enviu, Hogeschool Rotterdam, Accenture, Schiphol Group, Frog Design, FMO, and many more. Also, as the organization is starting to grow, Goodget works closely with consultants from Eenhoorn Sustained Effect and Global Projects.

There is 1 vacancy in the board of the foundation, which is currently made up by Joachim Ramakers (Chairman and Secretary ad interim) and B.A. de Rooij (Treasurer).

Members of the board do not receive any payment for their work, other than reimbursements of expenses made for the foundation (travel costs, printing costs, stamps, stationary etc).

Besides activities related directly to Goodget, Goodget Foundation can start or coproduce not-for-profit projects related to poverty reduction and intercultural communication with other parties in The Netherlands or abroad. Activities in the past include setting up a computer center with our local partner in Senegal, setting up a newspaper run by street children in Senegal, and producing films and TV series about intercultural topics. Current activities include the training of local entrepreneurs in Ghana (funded by Yente Foundation, 1%Club and FMO) for Goodget International, and the production of a TV series 'Mijn land is Jouw Land' (translates: My country is your country) with Arjan Erkel.

Goodget Foundation is registered at the Chamber of Commerce in The Netherlands under number 34213135, and holds an ANBI status.

Activities in 2014

Activities related to Goodget International

Goodget is an award winning social enterprise that brings a range of innovative and life improving products – not gadgets, but goodgets – to underserved markets in developing countries. Goodget has been developed with the help of the Technical University Delft, the Rotterdam School of Management, Enactus Ghana, 1%Club, Enviu and many more inspiring organizations.

The enterprise focuses on environmentally conscious and durable products that can deliver high social impact such as allowing users to work or study longer, thereby enabling them to gain a higher income.

The products we sell have been invented all around the world to help solve daily problems like energy shortages, water pollution and inadequate sanitation. Selling these products takes more effort than just putting them on the shelves of stores across the country. Often, products - such as solar lamps, adjustable eyeglasses and water purification devices are unknown to end users in Africa, and need to be explained and actively promoted by local entrepreneurs.

Training and supporting local entrepreneurs are therefore key factors in distributing goodgets to remote, underserved BoP markets. Together with our partners, Goodget wants to offer local women entrepreneurs the unique opportunity to take part in a training scheme that will ultimately train them not only in renewable techniques, but also in growing their business.

Goodget believes that women entrepreneurs play a key role in development: investing in women means investing in the well-being of their families, their employees and their communities.

Investing in women's capabilities and empowering them is not only valuable in itself, but also a proven way to contribute to economic growth and overall development.

In the past year, we did research in Ghana to formalize the training of local entrepreneurs to equip them with everything they need to start up and grow a successful business.

During our research we found that there is no organization or business centre yet in Ghana focussed on supporting and growing women entrepreneurs. The women we are focussing on are not necessarily running the most innovative, high potential startups; there are enough incubators in Ghana for these kind of startups. The women we focus on run small and medium size enterprises (SMEs); they are hairdressers, market women, restaurant owners etc. etc. who form the backbone of the local economy.

Goodget started up in February 2014 in Ghana, our pilot country. There were many challenges in this first year - amongst others strong devaluation of the local currency, and quality issues with our best selling product - and there was no profit yet.

This means that we had to raise extra funds for our social mission. We successfully applied for funding at Yente Foundation, a Dutch organization that supports women entrepreneurs worldwide. Also, we ran a successful crowd funding campaign on the platform of 1%Club. The special 1%Club Cheetah Fund tripled our income from crowd funding, and made it possible for us to start the production of the first formal training module: book keeping.

Besides these fund raising activities, we also profited in 2014 from winning two major awards in the last quarter of 2013 for our project in Ghana. We won the E&Y (Ernst&Young) Sustainable Hero

Award 2013, and the award for Most Promising Social Enterprise from investment bank FMO. These awards came with free consulting (E&Y) and prize money (FMO) for setting up our social enterprise.

We found local partners who are very keen to help us set up a Training Program for Women Entrepreneurs. The curriculum for 2015 - 2016 will consist of the following training modules:

- * *Book Keeping* - outcome = a simple bookkeeping system the women can use to gain insight in their business.
- * *Business Plan Writing* - outcome = a business plan the women can use to get a loan or investment.
- * *Renewable energy and Sustainability* - outcome = the women are fully qualified to sell solar lamps, solar charging systems, cookstoves and other sustainable products.

Other activities

In 2014 we finished the production process of the documentary 'Mijn Land is Jouw Land' (My Country is Your Country) written and directed by Arjan Erkel. This documentary takes a closer look at the growing group of successful multicultural young people aged between 18 and 40 in the Dutch city of Rotterdam. They are often second or third generation migrant children, who grew up in the same society as their Dutch peers. But did they face the same challenges on the road to success, or were they confronted with discrimination and cultural differences, did the heritage of their parents or grandparents play a big role in the choices they made along the way, and how do these Young Ethnic Professionals (or Yeppies) see self-reliance? Can a migrant really become Dutch, and what can be done to improve this process?

The documentary was shot in Rotterdam, Russia and Turkey, and premiered at a special theme night at the Hogeschool Rotterdam in June 2014. The documentary has also been aired by regional tv-station TV Rijnmond, and participated in a variety of filmfestivals in The Netherlands and Turkey.



Future Objectives

In the coming year, we will actively look for more (local) partners and build our network in Ghana. Besides growing entrepreneurs, the focus will be on sustainability: WASH and renewables. We think that there is a world to be won in these fields, and we see a lot of potential there.

Formalizing the training together with these organizations and women's networks, and looking into the future possibility to set up a training centre for women entrepreneurs in Ghana would be a big opportunity, not only for Goodget and all the formal stakeholders, but first and foremost for the women entrepreneurs.

Also, a future training centre can become an incubator for entrepreneurial talent. This pool of local talent can be tapped when producers of for instance goodgets want to open a

production facility in Ghana. Local production is a very real and necessary possibility in the near future for some of the products in our portfolio to lower the prices of our products, and to create local jobs and production capacity.

Our biggest challenge at the moment is the devaluation of the Ghana Cedi, but we hope the downfall of the local currency can be stopped in the near future. We are taking measures to make sure that the products we sell will not become too expensive for our end users. These measures consist of finding partners who are willing to sponsor part of the purchasing price, finding locally produced goodgets, and setting up local production facilities for the products we sell. Training local women entrepreneurs to run these production facilities was already one of our objectives, but is becoming a serious need soon.

More Information and Contact details

Please check the film on our website www.goodget.org for a good impression on how Goodget operates.

For more information, please contact Elvira de Rooij, CEO of Goodget International elvira@goodget.org, or Georgina Danso, Country Manager Ghana georgina@goodget.org



Event organized by Goodget at the Royal Netherlands Embassy to establish the needs of women entrepreneurs in Ghana. This event was attended by women entrepreneurs, local investors, and other stakeholders.

Financial Report

Balance Sheet	31-12-2014	31-12-2013		31-12-2014	31-12-2013
Assets	€	€	Liabilities	€	€
Cash money	50	50	Current liabilities	494	3.024
Bank account ING	314	8.237	Current Account Goodget	-85	5.204
Savings account Triodos	71	71	Balance 2004-2013	130	130
			Balance 2014	-104	
Total	435	8.358		435	8.358

Note on the balance sheet per 31-12-2014

Liquid resources € 435

The liquid resources, made up of the cash money and the balance at ING and Triodos bank, are at free disposal.

Current liabilities € 494

The specification of these liabilities is as follows: De specificatie van deze schulden luidt:

. Banking costs 4 th quarter 2014	€	30
. Remaining grant Mijn Land is Jouw Land	€	464

	€	494

Balance 2004 t/m 20012 € 154

Balance 2013 € -/- 24

Balance 2014 € -/- 104

A balance of € 26 remains.

Income & Expenditure	Budget 2014	Results 2014	Results 2013
Income			
Donations	50		
Grants		15.000	5.204,10
Other assets			71
Total assets	50	15.000	5.275,10
Expenditure			
Office costs	100	104	95
Project organisation & coordination		15.000	5.000
Total expenditure	100	15.104	5.095
Balance	-50	-104	180,10