



JUSTDIGGIT

If we can warm up the earth,
we can also cool it down.

Annual report 2017

COLOFON

This annual report is published by Justdiggitt.

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FOREWORD

Foreword CEO Olivier Maes

2017 was an important year for Justdigg.it. For the first time in our history, we develop two large-scale programs to restore an area the size of the Netherlands in the coming years, mobilizing 2 million people in Kenya and Tanzania to manage land more sustainably. After six months of development and preparations, we started the first interventions on the ground in these two countries in Q4 2017. The programs are part of our Kilimanjaro Hydrological Corridor and will last several years. We are building a flagship program which combines all aspects of an integrated system approach, including technical, inspirational, financial and social

elements critical to the success of a program at that scale. As the programs gets bigger, more planning and design time is required. This means we re-greened less hectare of land in 2017 than expected, but we will catch up in 2018 as we execute the programs we designed in H2 2017. A true green revolution in the make!

The new programs come as a result of a great win in the summer of 2017. Justdigg.it, together with Havas/Lemz, Wageningen University and Universal Music, won the Rabobank competition to give new social relevance to the bank. Of the 198 contenders, our “Planet Bank” coalition with its “Growing a Better World” content was the winner. Land-

**“WE DARE TO DREAM
BIG WITH BOTH FEET
ON THE GROUND AND
AS IT LOOKS NOW,
OUR DREAM IS SET
TO HAPPEN.”**

scape restoration is one of the four major themes to tackle the food problem in this partnership with Rabobank for the countries Kenya and Tanzania. The exact scoping and outline of our partnership with Rabobank is being developed to accommodate a multi-year program.

In Morocco we had a setback as several external political factors (mainly due to a new government) delayed the signature of our contract. Luckily, we have all the commitments to restart the program. Patience and persistence pay off and we are still very excited to start this new partnership.

On the movement side, we developed a new campaign with national and international coverage thanks to our media partners who donated again millions of euros in free media exposure and content development for us. This includes two beautiful documentaries about our impact in Kenya.

It has also been a special year on the fundraising side, with an increasing number of partnerships with the private sector companies such as the largest Dutch supermarket chain Albert Heijn, Rabobank and others. Our marketing and communication impact is an asset raising the interest of companies with a SDG focus. Most of these partnerships require substantial business development effort as we engage in multi-year programs. We experienced a temporary decrease in our private sector funding, because we focused on the development of multi-year partnerships which will grow every year as we build confidence and track

record with our corporate partners.

Our Rainmakers' community supported us again in 2017. Thanks to these philanthropists, we cover most of the overhead and fundraising costs of the organization, allowing the (consumer) donations to flow directly to our core activities in the field. We are extremely grateful for their support as we work towards a self-funding model.

Finally, in 2017 we have been selected to become a portfolio start up in the innovative Singularity University Venture program, giving us access to network, innovation, technology and funding network in California and the Netherlands. The Singularity University has the mission to tackle world problems with the help of exponential technology and innovation. We plan to leverage these innovations in our programs to accelerate our impact.

All in all, a year of upscaling and strategic cooperation, which makes us optimistic about reaching our ambitious goals in the coming years.

We thank all our donors and partners who support us and believe in us. We dare to dream big with both feet on the ground and as it looks now, our dream is set to happen!

Olivier Maes
CEO Justdigg.it

“WE TOOK A DEEP DIVE INTO SEVERAL SCENARIOS TO PREPARE FOR A GROWING ORGANIZATION.”

Foreword Chair Jenny Elissen

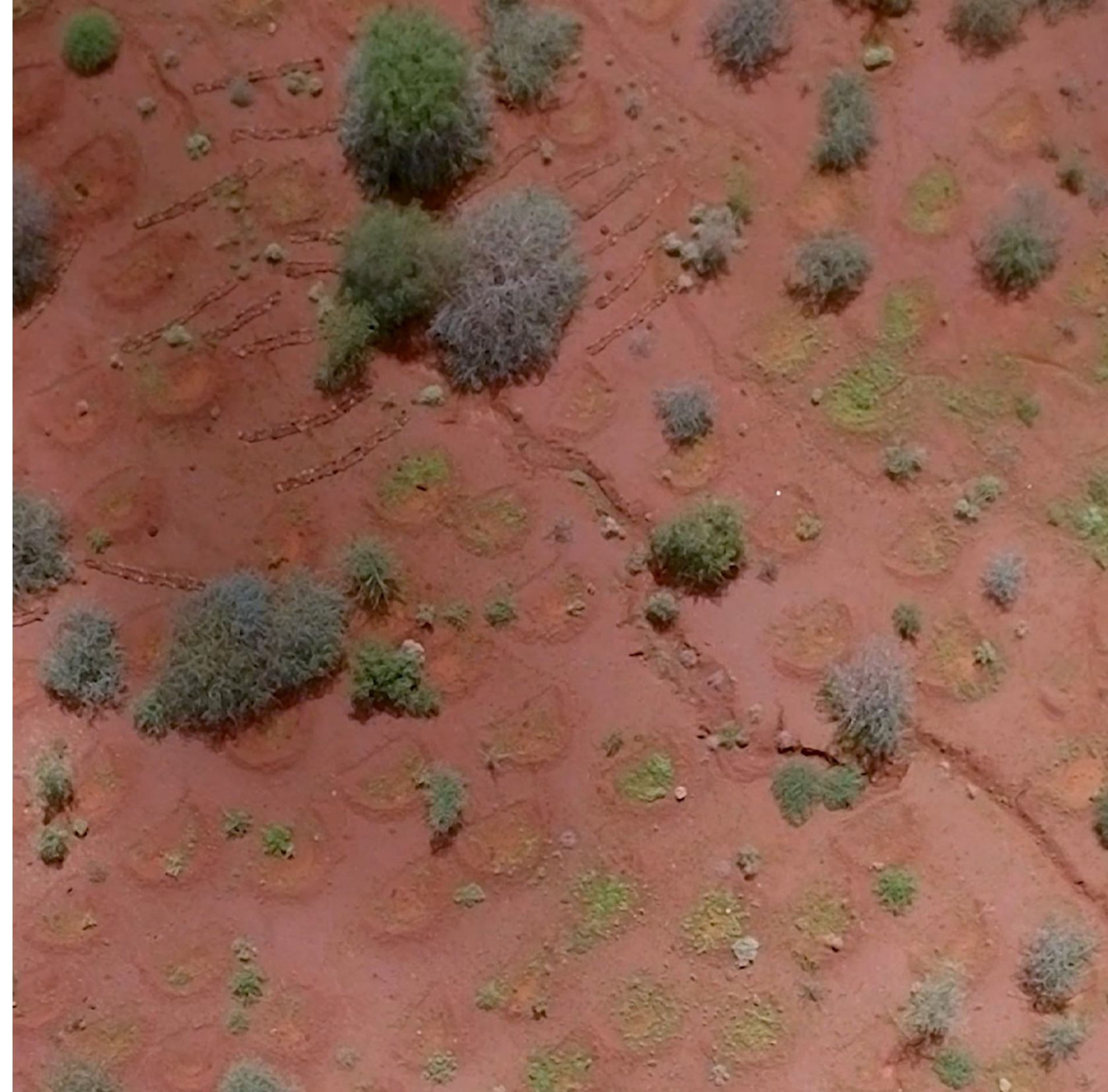
“The Supervisory board of Justdiggitt looks back at 2017 as a transition year to prepare for leveraging scale and stepping into a new phase. Next to our existing programs, our communication strength start to expand beyond our own programs and technology and innovation can play an important role to further increase our impact.

To prepare for the future we challenged the governance and stress levels of the organization. We reviewed our strategy with the management team and a number of external experts. We took a deep dive into several scenarios to prepare for a growing organization. We prepared profiles for the strengthening of the Management team and the renewal of the board.

We thank Hans Bruggink for his valuable support and welcomed Erik Hallers as a new member to the supervisory board.

We thank you in joining us in our pursuit to cool down the planet.”

Jenny Elissen
Chair Justdiggitt



A photograph of three people, likely Maasai, standing in a vast savanna field of tall grass. They are wearing traditional clothing, including beaded shukas and headwraps. The scene is set at sunset, with the sun low on the horizon to the right, casting a warm glow. In the background, a large mountain, possibly Mount Kenya, is visible under a cloudy sky. A green rectangular box is overlaid on the image, containing the text '1. OUR PROGRAMS' in white, bold, sans-serif font.

1. OUR PROGRAMS

1.1 HOW WE WORK

JustdiggIt believes in low-cost, community based restoration. Our re-greening techniques are based on rainwater harvesting, agro-forestry and soil improvement.

We want to show the world that systematic change including interventions at large scale can work. That is why we are setting an ambitious target for our new programs in Tanzania and Kenya: in both cases, we aim to restore an area half the size of the Netherlands. In the future, we want to have five of these programs throughout the African continent. The size determines the impact on the regional climate. That is how we connect land, water and climate impact in our Hydrologic Corridor program.

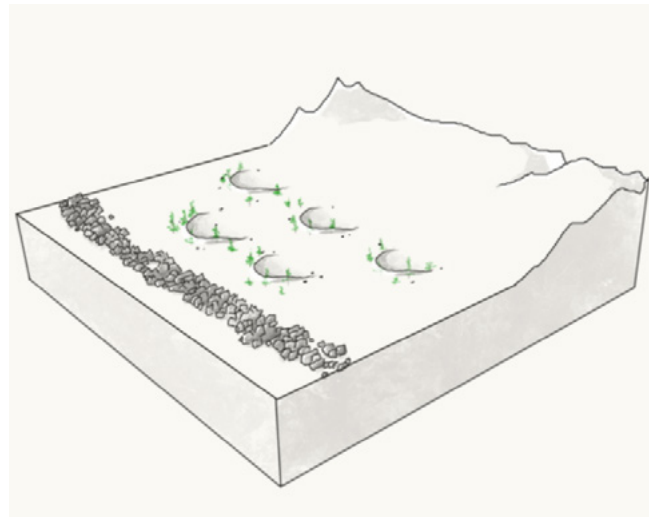
We work with local partners, who are strongly

embedded within the local communities. These partners are responsible for the on-the-ground delivery of our program objectives, working closely together with the JustdiggIt program and movement team. In 2017 we also worked for the first time with the Young Expert Program (YEP). This allowed us to embed two young experts, one Dutch and one Tanzanian, to our Tanzanian program.

They have an assignment of two years and are a great asset to the program. In the near future, we aim to do the same in Kenya and other countries. In 2017 we also decided to combine the strength of our projects and movement within the programs, using the power of inspiration and communication to mobilize people to restore their land. First steps have been made, and we will see the results of this in 2018!

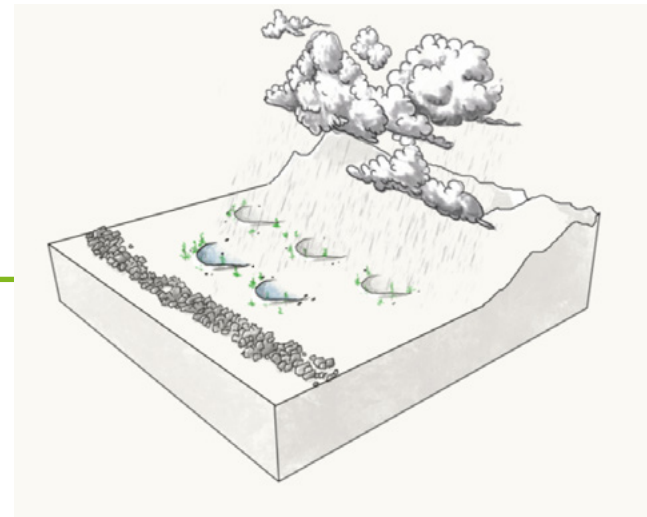
**“WE WANT TO SHOW
THE WORLD THAT
SYSTEMATIC CHANGE
INCLUDING INTER-
VENTIONS AT LARGE
SCALE CAN WORK.”**

1.2 HOW IT WORKS



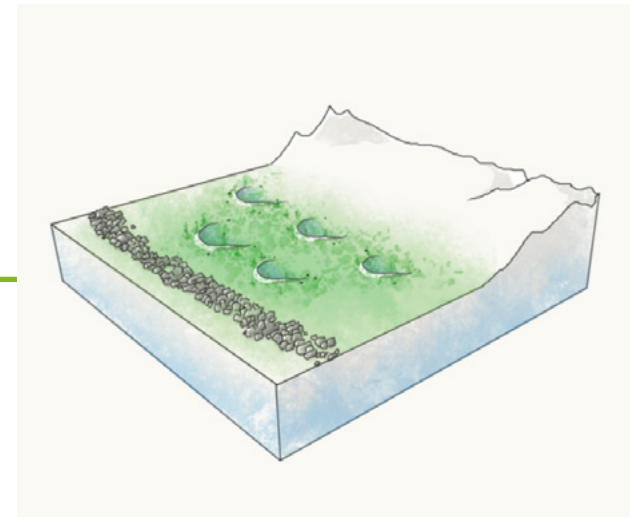
Landscape restoration

Water, soil and climate: the Hydrologic Corridor. Our approach to restore land is called the Hydrologic Corridor. It starts with the principle that our earth can be restored with a little kickstart from human interventions on land. Our programs influence the regional climate by capturing CO2, reducing local temperature and creating local rains.



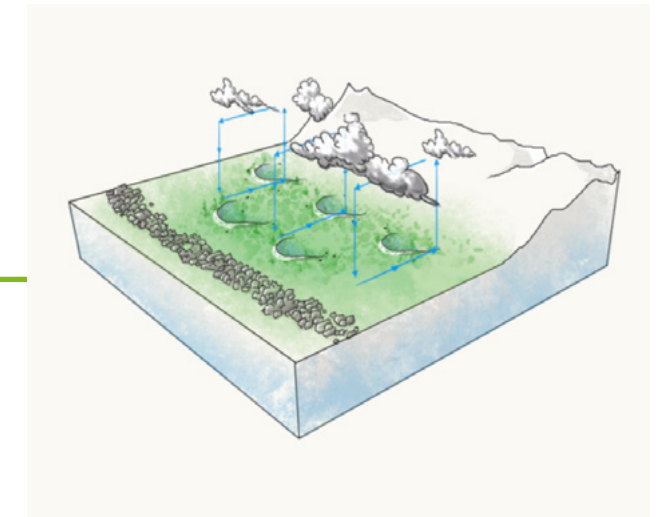
Make best use of the water

Almost everywhere on our planet it rains, even in dry areas. Using ancient water harvesting techniques and recent innovations rainwater can enter the ground again. We work with many different techniques that jumpstart mother nature and re-green the land.



More vegetation means more rains

By allowing rainwater to infiltrate into the soil, seeds will sprout and vegetation returns. To increase biodiversity and improve the livelihood of communities we complement this with planting trees, improved agriculture and agroforestry.



An upward spiral

The restored vegetation brings more moisture into the air, which helps to create clouds and restores the water cycle.

The image shows a wide expanse of bright red, sandy soil. In the center, there is a large, dense patch of green, leafy vegetation. To the right of this patch, a low, curved border made of dark, flat stones is visible. The background is filled with more scattered green shrubs and trees under a clear sky. The overall scene suggests a natural or semi-natural environment, possibly a savanna or a dry forest.

**“WE WORK WITH MANY DIFFERENT
TECHNIQUES THAT JUMPSTART MOTHER
NATURE AND RE-GREEN THE LAND.”**

1.3 WHAT IMPACT

DID WE HAVE IN 2017



Kenya

We have implemented different projects in both the Amboseli National Park and the Kuku Group Ranch, that are part of the multi-year-program



Tanzania

In 2017 we started a new dynamic partnership in Tanzania with the local partner, the LEAD Foundation.



Morocco

Due to political developments we were not able to start in 2017. Fortunately, we now have all the necessary commitments to restart the program as soon as funding is secured.

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SEE THE CHANGE





IMPACT 2017 KENYA

We recorded the impact we made in Kenya in 2016 and the first half of 2017 in the second part of our documentary series:

From the second half of 2017 we started with the design, planning and development of our multi-year program to re-green 20,000 km² (half the Netherlands!) and thus improve the lives of nearly one million Maasai people. In the fourth quarter of 2017 we started several projects as part of this program.

Program 2017-2020

Together with our local partners, we started developing, planning and designing a 20,000 km² restoration program. Within this program, we want to re-green the South Rift and Amboseli ecosystems by using community-based restoration techniques, such as rainwater harvesting and grass seed banks. Detailed planning has been done for the first group ranch in which we plan to start: Olgulului-Ololarash.

6,000 WATER BUNDS

Olopololi plot of 404 hectare in the Imbirikani Group Ranch, combined with 6,000 water bunds. An olopololi is a large area which is designated as a dry season grazing reserve for the livestock. Grazing is only allowed during specific periods of time (typically at the end of the dry season when there are fewer other places to graze) or for certain animals (e.g. calves).

72HA WOOD PLOT

Exclosure in Amboseli National Park, restoring a 72 hectare wood plot at Oltukai. This exclosure temporarily prevents elephants from entering this area, giving the trees the chance to restore themselves.

2 GRASS SEED BANKS

Two new grass seed banks in the Kuku Group Ranch. A grass seed bank is a fenced olopololi which is used to grow grass seeds. The land is ploughed, grass seeds are sown and harvested to be sold. This empowers local Maasai women who can increase their household income by 30% with the revenues of these grass seed banks.



IMPACT 2017 TANZANIA

The Dodoma region is about the same size as the Netherlands and ninety percent of the people depend on the land for their existence.

These are mostly small holder farmers who produce food on their small piece of land for themselves and their families. However, due to poor land management, the yield of the land is low, fertile soil washes away and more and more farmers struggle to produce sufficient food for their families. Land degradation is a major problem affecting their lives and the ecosystem.

Co-development

We co-developed a program with the LEAD foundation to show how to improve their land productivity: with simple interventions that cost little or no money and effort, farmers can improve their crop yields, the land will be restored and re-greened. At the same time they will have a positive impact on their environment and the regional climate as we reforest large areas.

The interventions range from simply ploughing in a different way, applying rainwater harvesting techniques to retain more rainwater, to promoting 'Farmer Managed Natural Regeneration' (FMNR) where trees that naturally arise are protected and cared for, also called 'Kisiki Hai'.

Per village, we teach a number of champion farmers these techniques, who continue to spread this to their fellow villagers. But we also reach people directly. With the help of a traveling video caravan, we pass through the various villages where we show an inspiring educational film on a large screen, which we have specially created for this purpose in the native language of the villagers.



1,200 FARMERS



Training and educating 1,200
champion farmers

20,000 KM²



Development, planning and design
20,000 km² program

14,000,000 TREES 900,000 PEOPLE



180,000 hectares under FMNR x 80
trees/ha = 14 million trees!



300 communities = 180,000 families =
900,000 people

1.5M TON CO₂



Recovery of the water cycle and temperature reduction: The increased vegetation cover also increases the amount of evapotranspiration and thereby the moisture in the air. This causes local cooling and changes in air circulation. All these processes can increase local cloud formation and rainfall.

24B LITERS



24 billion liters of water is retained instead of washing away the fertile soil and causing flooding and erosion. The water infiltrates into the ground for te benefit of the population, soil, agriculture and animals.

CLOUD FORMATION



Recovery of the water cycle and temperature reduction: The increased vegetation cover also increases the amount of evapotranspiration and thereby the moisture in the air. This causes local cooling and changes in air circulation. All these processes can increase local cloud formation and rainfall.

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IMPACT 2017 MOROCCO

In 2016 we developed and finalized the design of the project and started the community meetings. During the climate summit (COP22), our program received an official COP label and we were ready to start with the interventions. Due to political developments we were not able to start in 2017 as we missed a few important signatures from new ministers. Fortunately, we now have all the necessary commitments to restart the program as soon as funding is secured.

It was a laborious process, but the budgets have been assigned and we have a strong team with the Ministries of Water, Agriculture, the Environment and the local government as partners.

1.4 MONITORING AND EVALUATION

For monitoring and evaluation, we work together with MetaMeta, a research and consultancy service in water governance and a close partner of us.

In 2016 we developed a new impact metrics model which we will apply to all our projects. The model shows the most important metrics for Justdiggit projects and programs. This model has been further refined on a practical level and in 2017 has been used in our projects for the first time.

Before the start of every project we determine the expected impact of our projects. During and after completion of the project the actual impact is evaluated to determine if the goals are achieved. The methodology is specified in the [monitoring framework](#).

For every project we will measure the impacts on:

- Water: the volume of water retained by the program (liters).
- Vegetation (and soil): the surface area of sustainably 're-greened' and restored land (ha).
- People: the number of people benefiting directly from the implementation of our program.
- Climate: the above leads to a positive impact on the local and regional climate (temperature and rainfall).

**“BEFORE THE
START OF EVERY
PROJECT WE DETER-
MINE THE EXPECTED
IMPACT ON WATER,
VEGETATION, PEOPLE
AND CLIMATE.”**

“WE ARE COOLING DOWN THE PLANET.”



2. OUR MOVEMENT

COOLING DOWN THE PLANET

JUSTDIGGIT.ORG



TARBUCKS
COFFEE

2.1 COMMUNICATION

We create positive global on- and offline awareness campaigns and education programs to inspire, unite and activate an entire generation to cool down our planet. We communicate through various channels with our stakeholders: Consumers, companies, foundations, sponsors, rainmakers, followers, alliance partners, project partners, media partners, and our ambassadors.

These stakeholders are reached through various channels and each of these require a different kind of communication form and approach.

**“WE CREATE POSITIVE
GLOBAL ON- AND OFFLINE
AWARENESS CAMPAIGNS
AND EDUCATION PROGRAMS
TO INSPIRE, UNITE AND
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The channels we use to spread our movement are:



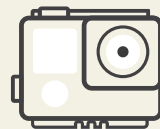
WEBSITE

In 2017 we posted news updates on [Justdigg.it.org/news](https://justdigg.it.org/news) with an average frequency of two times a month.



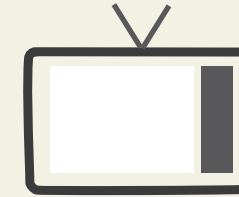
NEWSLETTER

The newsletter is sent to all the people who subscribed through the website or through partner networks. In 2017 we have sent an update in Dutch and English to inform our subscribers about programs and campaign developments every two months.



CINEMA

The commercial has been broadcasted several weeks in cinemas.



TELEVISION & RADIO

We reached people through our radio commercial and our broadcasted commercial. The 2017 Justdigg.it commercial showing the impact at one of our projects in Kenya, with the voice over of our Dutch ambassador Floortje Dessing.



OUTDOOR MEDIA

Our campaign has been printed and rolled out on sign posts/ bus shelters all through the Netherlands and Ireland. Besides the printed roll (limited due to paper reduction) we have been broadcasted on a wide range of digital screens.



MAILINGS

We can be reached for everyone through the e-mail address info@justdigg.it.org. The incoming mails vary from donation related questions to questions about job vacancies/internships/ thesis/volunteering to proposing partnerships and sharing tips and ideas.



SOCIAL MEDIA

Social Media agency Timm&Pimm started supporting Justdigg.it free of charge from the second half of 2016 with the strategic and day-to-day posting on Justdigg.it's social media channels: Facebook, Instagram & Twitter. On an average of 2 posts a week with a small advertisement budget Justdigg.it has seen a significant increase of its followers.



2.2 WHAT DID WE ACHIEVE IN 2017

Some highlights

Rainmakers II: Seeds of Change

In 2017 we released the second part of our documentary series: [Rainmakers II: Seeds of Change](#) which clearly shows the re-greening results of our projects and the positive impact of our projects on humans and animals. The documentary premiered in The Netherlands' most famous movie theatre: the Tuschinski.

Award for Rainmakers I

What once began as a way to capture our projects, our documentary 'Rainmakers I' delivered us an award at the [My Hero International Film Festival](#).

Co-production Documentary Follow the Wind

Together with Red Bull Media House, Merrell, Eyeforce Productions and Jerrie van der Kop - one of the best kite surfers in the Netherlands - we produced the action [documentary Follow the Wind](#): A journey to raise awareness for the degraded ecosystems around the Mount Kilimanjaro. This documentary is being broadcasted on Red Bull TV global with a reach of more than 1,3 million viewers.

Website

New bilingual website developed which is sponsored by our new partner Lama Lama.

Education program

Our free Dutch education program was supplemented with [new videos, assignments and experiments](#).

Exhibition of our shovels

Project eARTh: the iconic shovels were exhibited in San Francisco with 6 new American artists!

E-rally event

As in recent years Foundation E-rally supported us in our mission with a 200 km tour for full electric vehicles. Our ambassadors Amara Onwuka and Reinier van den Berg, participated in this event and thereby raising awareness and money for the Justdiggit projects.

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3. JUSTDIGGIT ORGANIZATION



3.1 THE TEAM

The Netherlands

We welcomed two new team members in 2017. The Justdiggit team consisted of 10 team members and an intern in both semesters of last year. All team members have a private sector background, which is reflected in our start-up culture. We decided to invest in seasoned professionals with complementary competencies and the ability to work with a network of local and international partners to get more done with fewer own resources.

The team is organized around the following core activities:

Fundraising

Campaign
& education

Program
development

Governance &
operational excellence

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THE AFRICAN TEAM



Lana Muller
Project Coordinator Kuku,
Kenya



Njamasi Chiwanga
Program Manager Dodoma
Tanzania



Benson Leyian
Project Coordinator Amboseli
Kenya



George munyao King'ola
Project Coordinator Kuku
Kenya

THE DUTCH TEAM



Wessel van Eeden
Marketing & Communications



Niels Dierckx
Programs



Sander de Haas
Technology & Projects



Olivier Maes
CEO



Nadia de Waal
Marketing & Communications



Lieke Hulshof
Monitoring & Evaluation Tanzania



Roos Willard
Governance & Finance



Dennis Karpes
Co-founder/ Creative director



Margot Frederiks
Organization, Communication
& Administration



Wessel Koning
Business Development

3.2 SUPERVISORY BOARD

To have a clear division between the executive and supervisory responsibilities, JustdiggIt has a Supervisory Board in place. JustdiggIt's Supervisory Board is responsible for supervising and acting as a sounding board for management, supervising general affairs and for entry to supporting networks. The Supervisory Board appoints members of the Executive Board and sets their remuneration and other conditions of payments.

In 2017 four regular meetings with the Supervisory Board have been held. During these meetings both financial and content program progress, movement activities as for example campaign topics, fundraising activities, cooperation with partners and progress on the organization and budgets is discussed. The quarterly progress report presented by the Board is shared as preparation for these meetings.

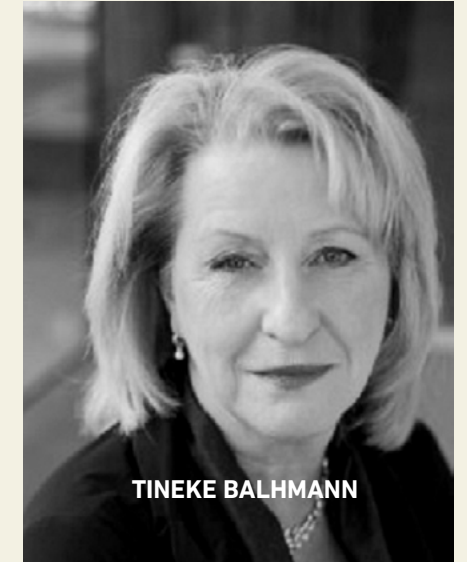
The Supervisory Board approved the following decisions:

- Approval annual report and financial statements 2017.
- Approval year plan and budget 2018.

All Supervisory Board members work on a voluntary basis. They are responsible for filling Supervisory Board vacancies but only after the co-founder of the organization has been heard. All members have specific experience and expertise to contribute to JustdiggIt. The constitution of the Supervisory Board is included in the organization's statutes.



EDDY MOORS



TINEKE BALHMANN



JENNY ELISSEN



HANS BRUGGINK

3.3 VOLUNTEERS AND GRADUATES

Several voluntary workers and two dedicated students made a significant contribution to our organization within the last year. It means that we can do more than with the current team setting without any extra costs.

Attribution of our volunteers:

- The development of a Travel & Safety Policy for every person that travels to the project areas on behalf of JustdiggIt (Koen de Brauw);
- Monitoring and Evaluation Framework studies (Lara Aelen and Lieke Hulshof);
- Designing a sustainable Time Lapse Camera holder (Wester Barendregt).

Furthermore the work varied from desk research, writing, filming, designing to photography.



“VOLUNTEERS HELP US TO DO MORE.”

3.4 CO₂

NEUTRAL

We calculated the Justdiggitt organization carbon footprint in 2017 which we compensate through our own programs by allocating part of the carbon stock for our own organization footprint.

For 2017, our CO₂ footprint is determined at 99 ton.
The calculation is performed based on the method of klimaatplein.com.



04

4. BUSINESS DEVELOPMENT & NETWORK



4.1 BUSINESS

DEVELOPMENT AND PARTNERSHIPS

In 2017 we have seen a very positive movement in the private sector with regards to implementing sustainability and interest in the Justdiggit proposition.

Over one third of the large global corporations and brands have embraced the Sustainable Development Goals (SDGs) as part of their Strategy and Business activities and this is a growing trend. We have laid the foundation for future partnerships and met with decision makers in the Sustainability area of large (global) brands in the US and EU/NL. The Justdiggit programs directly impact 8 SDGs incl Climate (SDG 13), which create multiple angles for companies to invest in Justdiggit and shared value for multiyear partnerships. While active partnerships and funding relations with companies as Tony's Chocolonely, VandeBron continue,

Justdiggit entered into a number of strong new partnerships with companies and other organizations in 2017, amongst others:

Air Miles

Justdiggit became an official partner of Air Miles, the largest loyalty program in the Netherlands with millions of savers and members. By simply shopping or other expenses, people can save Air Miles which they can spend or donate to just four charities. For every 6 euros in Air Miles people are already re-greening more than 100 m2. Since the beginning of June 2017, nearly 4 million Air Miles have already been collected for Justdiggit. [Have a look at the Air Miles Justdiggit website.](#)

Albert Heijn

The largest supermarket chain in the Netherlands, Albert Heijn, part of Ahold Delhaize and Justdiggit are committed to re-green by involving AH's customers. AH had launched a digital campaign to enable their best Bonus card customers to re-green the world through Justdiggit.

BioCanna

In 2017, Canna, a market leader in plant nutrition, decided to support Justdiggit with significant funds for the projects with a commitment of multiple years linked to its international biological productline BioCanna. Their team launched the We Choose Nature partner platform to raise awareness across the globe

for Justdiggit projects and impact.

Sustainable Development Goals (SDGs)

In 2017 Justdiggit also joined the [SDG Charter](#) as a partner.

The Sustainable Development Goals are defined by the United Nations as goals for sustainable development worldwide. Justdiggit impacts directly 8 SDGs. By restoring the ecosystem we have an impact on water, food, biodiversity and poverty alleviation.

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Sustainable Development Goals Justdiggit impacts:



4.2 POWER OF THE NETWORK

Supporting

These partners provide their services pro-bono regarding finance, legal and governance support.
PwC
Allen & Overy

Alliance

These partners participate in the design and monitoring and evaluation of our programs:
Wageningen University
Acacia Water
MetaMeta
SamSamWater Foundation
Aqua for All
Natuurverduubelaars (N2)
Alterra Wageningen

Education

These partners supported us by developing and distributing our education program completely without any costs.
NMCX Centrum voor Duurzaamheid
Kennisnet
Wikiwijs

Special

Air Miles
Misho Art Gallery
Groasis
Netherlands Water Partnership
Young Expert Programmes (YEP)
United Nations Convention to Combat Desertification
SDG Charter

Science & Innovation

These partners participate in the scientific validation and innovation within our hydrologic corridor programs.
Wageningen University
Singularity University
– Mountain View California

Media

These partners create the Justdiggit campaigns, from design through implementation.
Van Hulzen
Lama Lama
Altermedia
Studio De Keuken
Raúl & Rigel
BlowUP media
MediaMonks
Imagery
Jean Mineur Mediavision
Havas Lemz
Expand online
Timm & Pimm
Stroom
BrandDeli
Kinetic
Yune

Project

These partners ensure commitment at the community and national level for our projects. They are also contributors in kind and expertise to our projects.
LEAD Foundation
Maasai Wilderness Conservation Trust (MWCT)
Kenya Wildlife Service (KWS)
Amboseli Conservation Program (ACP)
African Conservation Centre (ACC)
Amboseli Ecosystem Trust (AET)

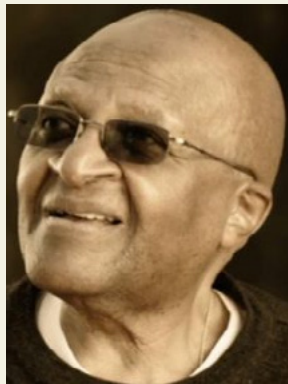
Funding partners

Family foundations
Individual Philanthropists
Sibelco
Swarovski Foundation
Tony's Chocolonely
BIOCANNA
Evi / Van Lanschot
Foundation E-rally
Getaway Travel
Nationale Postcode Loterij
PWN
MountGreen
Geefeenboompje.nl
Gezondheidscentrum Voorschoten
PURE Quality Products
IXL Hosting
Dutch Flower Foundation
Landgoed Groenendaal

Ambassadors

Our ambassadors continued their enthusiastic support by promoting JustdiggIt.

Desmond Tutu



André Kuipers



Floortje Dessing



Reinier van den Berg



Jonathan Karpathios



Amara Onwuka



Advisory board

The Advisory Board members provide knowledge, advice, expertise and their network.

Dennis Kuperus

Titus Eikelboom

David Wyler

Robin Millington

Olivier Karg

Jim Fournier

Ignace Schops

Bert Amesz

**“DIG DEEP WITHIN YOUR HEART AND JOIN
ME IN STARTING A GREEN REVOLUTION.
JUSTDIGGIT!”**

- Desmond Tutu

A savanna landscape at sunset. Two elephants are visible in the foreground, one on the left and one on the right, both facing right. A white bird is in the center of the frame, between the elephants. The background features a large acacia tree on the right and a hazy horizon under a sunset sky. A green rectangular box is overlaid in the center, containing the text "5. STRATEGY".

5. STRATEGY


5.1 MISSION AND VISION

MISSION:

We restore degraded landscapes by applying rainwater harvesting, soil improvement and vegetation recovery practices whilst mobilizing the world for positive climate action and awareness.

VISION:

People will positively impact the regional climate by restoring degraded ecosystems through landscape restoration.

A wide-angle landscape photograph of a savanna. In the foreground, there is a grassy hillside with some small trees and a large, dark, textured rock formation on the left. A winding river or stream flows through the middle ground, surrounded by lush green vegetation and scattered acacia trees. The background shows a flat expanse of land with more trees and a distant horizon under a sky filled with soft, white clouds. The overall scene is peaceful and natural.

**“WE WILL INSPIRE THE WORLD TO
TAKE CLIMATE ACTION THROUGH PO-
SITIVE CAMPAIGNING AND EDUCATION
ABOUT CLIMATE SOLUTIONS.”**

5.2 THEORY OF CHANGE/ OUR APPROACH

Our Theory of Change consists of combining proven landscape restoration techniques with community based initiatives to drastically increase size and speed of landscape restoration programs and create climate resiliency at regional level. In addition, we will inspire the world to take climate action through positive campaigning and education about climate solutions.

HYDROLOGIC CORRIDOR PROGRAMS

We develop landscape restoration programs storing carbon, replenishing water, restoring ecosystems and mitigating temperature rise. A holistic approach to ecosystem restoration is vastly complex and by modelling and doing, we provide valuable data and best practices for others to build upon. To generate momentum behind our Hydrologic Corridor approach, we need to show the world that our

program approach works and involve local communities and local governments in the co-creation of our Hydrologic Corridors.

We therefore have 2 major focus areas:

1. Our first focus is to build multiyear Hydrologic Corridor programs to create the systematic change we believe is possible. These Hydrologic Corridors are impacting the regional climate and local ecosystems. These flagship programs are fully managed by JustdiggIt to gather enough experience, scientific data and secure the quality level to guarantee the success. In the process we develop a knowledge base to scale our approach through partner organizations in Africa and other continents. We are convinced that hands on

proven programs will inspire others to replicate the Hydrologic Corridor approach, which will drastically increase the scale of landscape restoration programs.

2. Our second focus is to build the platform for replication of our flagship programs, combining marketing, communication, inspiration, education and innovation to mobilize African countries and the rest of the world. We will achieve this rapid growth through partner organizations for which we develop this platform and mobilization programs. By then we have enough field experience and data to inspire other organizations and NGOs to pick up the shovel and initiate their own Hydrologic Corridor programs.

Campaign & Education

We create an international awareness and education platform through campaigning, sponsorships, education and events. We reach out and create awareness on the importance of ecosystem restoration showing the world that solutions are available and achievable for all. We focus on what can be done, rather than the issues.

Our campaigns inspire the world through the impact we make with our projects. We inspire the world to pick up the (digital) shovel. Till 2020 we will focus on internationalization, the launch of campaigns in ten different countries/ states in Europe, USA (states) and Africa.

5.3 STRATEGY

We have developed a strategy to rapidly engage with countries on actionable programs and limited our focus to 5 countries on the African continent. In 2020, we will have developed a knowledge base to scale our approach through partner organizations in Africa and other continents. We are convinced that hands on proven programs will inspire others to replicate the Hydrologic Corridor approach.

**“WE ARE CONVINCED
THAT HANDS ON
PROVEN PROGRAMS
WILL INSPIRE OTHERS
TO REPLICATE THE
HYDROLOGIC CORRIDOR
APPROACH.”**

5.4 RISK MANAGEMENT

As mentioned in the 2016 Annual Report, we prepared an Internal Control Framework together with PWC, which includes process description, risk analyses and control measurements.

We categorized the following risks:

1. Fundraising and reputational risk;
2. Financial and fraud risk;
3. Project implementation risk;
4. Organization risk.

Both the accountant's audit and PWC's risk assessment followed a number of recommendations and actions for each risk, that have been implemented in 2017.



RISKS

1. Fundraising and Reputational Risk mitigation:

- An income forecast is created by the CFO. It includes an cost overview which is updated based on current information. Furthermore, on a monthly basis, the income forecast is discussed with the CEO. On a quarterly basis, the forecast is discussed with the Supervisory Board. Projected income is not included as confirmed in the income forecast.
- Standard contract templates (drafted by Allen & Overy) are used for all donors contracts. Contracts are drafted by the Commercial & Support Manager, reviewed by the CFO and signed by the CEO and Co-founder.
- Invoices are created by the Commercial & Support Manager based on agreed upon contracts with donors and approved by the CFO.
- Payment terms are used. The Commercial & Support Manager checks on a weekly basis whether payments are received timely. When payments are not received on time, the CFO asks the responsible manager to follow up with the donor.

2. Financial and Fraud Risk mitigation:

- The administration of Justdiggit is organized with different checks and balances. This four-eye-principle requires that a business transaction must be approved by at least two individuals. It includes an administration authorization within the internet banking system.
- Invoices are reviewed before it is sent and invoices are reviewed for correctness prior to payment.
- On a monthly basis, the Commercial & Support Manager proceeds the basic bookings in the program E-Boekhouden; invoices (A/R), salaries tax and bank payments (A/P). On a monthly basis - during month end - the CFO checks the correctness of booking classifications, account receivable, account payables, short term liabilities and new contract appointments in the system. A couple of checks are performed on a monthly basis to check the correctness of the administration system; some monthly checks are performed by the Commercial & Support Manager and double checked by the CFO.

- Furthermore, every month the bank statement sheet is sent to the marketing and program manager with the allocation of the costs, including an analysis on how the costs deviate from the budget.

- In 2018 an audit committee will be established in which two members of the Supervisory Board cooperate with the Managing Director to supervise financial affairs and governance and a number of other Supervisory Board cases.

“The administration of Justdiggit is organized with different checks and balances. This four-eye-principle requires that a business transaction must be approved by at least two individuals.”

3. Project Implementation Risk mitigation:

- Each project is initiated by a financial assessment, communication plan, financial design and project initial document to be approved by the Program Board.

- Program managers periodically report project status and financial updates to Justdiggit for its review.

4. Organizational Risk mitigation:

- A new management model has been set up with a Management Team consultation on a monthly basis. This helps to make strategic choices and other important decisions with input from the various disciplines in the organization. This ensures that authorizations are better distributed.
- All authorities of steering, primary and supporting processes are summarized in a RASCI-matrix. Separate authorities are defined for the administration, bank payments and contract signing.
- As a small foundation, we are limited in the number of employees we can afford. Therefore we expanded and invested in our network of external partners, volunteers and students.

A green shovel is stuck vertically into dark, rich soil. A bright green rectangular banner is superimposed over the middle of the shovel. The background is a soft-focus outdoor scene with green foliage and a bright sky.

6. FUNDRAISING

6.1 RESULTS

2017

In 2017, we continued to develop our existing funding streams. All income sources remained steady, except our private sector funding which shows a dip in 2017 due to longer business development cycles as we seek for multi-year partnerships with larger corporations. These will yield results in 2018 and beyond.

**“OUR CONSUMERS
DONATIONS INCREASED BY
282% AFTER A SUCCESSFUL
NEW CAMPAIGN WITH OUR
AMBASSADOR ANDRÉ
KUIPERS.”**

Private sector companies

Companies are approaching us as they recognize the JustdiggIt brand from our campaigns. We offer them various ways of supporting us, from carbon offsetting schemes, co-marketing activities to corporate social responsibility funding. In 2017, Rabobank was our biggest corporate win.

Non institutional funders (foundations)

We target water, climate and ecosystem restoration foundations. We have identified a shortlist of foundations with whom we maintain close relationships. We have submitted three requests in 2017 (Fonds Duurzaam Water, Nationale Postcode Loterij and DOB Ecology) which were unsuccessful unfortunately. We were granted 60,000 EUR from the Otterfonds.

Individual philanthropists

To cover our organizational costs, we focus on individual philanthropists (Rainmakers), who we reach through various networks, fundraising dinners, etc. We establish personal relationships with every Rainmaker and keep them personally informed of our progress. Our CEO and co-founder are managing the relationships and recruiting new Rainmakers as part of their fundraising role.

The overall Rainmakers donation increased slightly compared with 2016 with a total amount of 637,267 EUR.

Consumers

Funding from consumers is triggered by powerful media campaigns we receive mostly pro bono. We are actively driving campaigns on all sorts of media, with donations requests on our website and all other campaign media. Our consumers donations increased by 282% after a successful new campaign with our ambassador André Kuipers. We are also launching our campaigns internationally in Europe and plan to expand to the USA to reach a broader set of consumers.

Our marketing team is in charge of co-developing and managing all our campaigns.

Events and sponsorship from brands

We again got sponsored by different brands. In 2017 we are approached by a few organizations (as Gezondheidscentrum Voorschoten, Pure Quality Products, Chaletsplus) who – after seeing the campaign of JustdiggIt - wanted to start sponsoring us. At the end of every quarter or every six months we receive a donation, depending on the donation agreement.

Furthermore, we engaged again with the E-rally Foundation, which generated 7,000 EUR.

A group of approximately ten people, including men, women, and children, are walking across a dry, open landscape. They are wearing traditional African clothing, such as colorful patterned shawls and headwraps. The background features a vast savanna with scattered trees and distant mountains under a blue sky with white clouds. A green rectangular banner is overlaid on the image, containing the text "7. PREVIEW 2018".

7. PREVIEW 2018

7.1 PROGRAM STRATEGY

To demonstrate our ability to develop large scale community based ecosystem restoration programs, we will roll out two new programs in Tanzania and Kenya impacting millions of hectares of degraded lands, home to 2 million people from communities most impacted by climate change.

GOALS 2018

- Tanzania: start a 4 year scaling program in Dodoma region, targeting 180,000 farmers and directly impacting 180,000 ha of degraded farmland. This will have a positive impact on the wider ecosystem of almost 2 million hectares. Partnership with Rabobank, NMB Tanzania, LEAD Foundation, Havas Tanzania and many others. Integrate program approach with Tanzanian movement to create a maximum effect.
- Kenya: start a multi-year scaling program in the Amboseli ecosystem and eventually the South Rift ecosystem based on our successful projects. These ecosystems consist of almost 2 million hectares of primarily rangeland and are home to the Maasai. Partnership with Rabobank, African Conservation Centre, Amboseli Ecosystem Trust, Maasai Wilderness Conservation Trust, Conservation International and several other parties.
- Morocco: re-launch landscape restoration program in Rehamna region in partnership with Ministries of Agriculture, Water, Environment and local county of Marrakesh-Safi.
- Implement our new impact monitoring framework in all our programs.
- Co-create a bidbook (benchmark and effectiveness report) with 3R partners and Aqua for All funding (Return on Impact).

A man in a yellow t-shirt and dark trousers stands in the center of a dry, hilly landscape. The ground is reddish-brown soil with sparse, dry vegetation. In the background, there are rolling hills under a bright blue sky with scattered white clouds. The text is overlaid on the image in a bold, white, sans-serif font.

**“WE WILL ROLL OUT TWO NEW
PROGRAMS IN TANZANIA AND KENYA
IMPACTING MILLIONS OF HECTARES OF
DEGRADED LANDS, HOME TO 2 MILLION
PEOPLE FROM COMMUNITIES MOST
IMPACTED BY CLIMATE CHANGE.”**

7.2 CAMPAIGN STRATEGY

In 2018, we will evolve our national campaign (The Netherlands) to an international platform through partnerships with international media partners and globally relevant and inspiring content. We will also play a leading role in the activation of the AFR 100 initiative in partnership with WRI and launch a Justdiggitt movement in Tanzania first, followed by other countries to mobilize local communities to join our re-greening efforts.

GOALS 2018

- Develop international media partnerships with Havas Global and several global media partners (e.g.: National Geographic, Red Bull media, BBC, etc.) for content distribution.
- Launch Justdiggitt campaign in Tanzania. Integrate this with Tanzanian program to create a maximum effect.
- Launch Justdiggitt campaign in US.
- Develop new campaign for NL.
- Upgrade all digital content for communication and fundraising purpose (B2B and B2C).
- Develop strategic partnerships to drive communication and marketing beyond Justdiggitt own programs (e.g.: WRI for AFR 100 initiative).

7.3 FUNDRAISING STRATEGY

In 2018, we will focus on building out our corporate income sources, maintain our Rainmakers community, increase our consumer donations and win at least one grant from non-institutional donors.

GOALS 2018

- Corporations: whilst securing our partnership with Rabobank, we will continue to expand the network of corporate funders by creating shared value aligned with the SDG focus of each company. We will focus on multiyear partnerships to develop deep relationships involving employees, customers, corporate social responsibility and marketing/communication propositions.

We will leverage the Singularity University (SU) network in the United States and the Netherlands to engage with corporations through the SDG agenda and the speaking opportunities provided by the SU program.
- Consumers: we will launch a new donation platform to connect donors with African farmers in the most transparent impact relationship ever.
- Rainmakers: We will maintain our existing Rainmakers to fund our organization costs and focus on recruiting a few new strategic Rainmakers.
- Foundations: we will target several foundations with a program proposal (DOB Ecology, NPL, Good Energies, Caterpillar Foundation, Conservation International).

7.4 BUDGET

2018

Income		2018	
Rainmakers	€	650,000	We believe that we can slightly increase our Rainmakers donations.
Consumer donations	€	170,000	Our consumer donations are steadily increasing every year.
Companies	€	1,500,000	Rabobank, Sibelco, Tony's Chocolonely, EVI & Biocanna will be our main income contributors in 2018 from a companies income stream. We will contract new partners which will generate revenu in 2019 and beyond.
Sponsoring and events	€	40,000	E-Rally will be our biggest event again.
Non-institutional donors	€	350,000	
Total income	€	2,710,000	We believe we can win 1 or 2 grants in 2018.
Expenses			
General organization costs	€	60,000	General organisation costs will generally remain flat.
Fundraising costs	€	65,000	Our fundraising team consists of 2 FTEs. We are not planningto hire new fundraisers in 2018.
Salary costs fundraising	€	215,000	Our general management costs will remain flat in 2018.
Salary costs general management	€	130,000	
Justdiggit organization expenses	€	470,000	
Program execution costs	€	1,110,000	Focus is on spending in Tanzania & Kenya.
Salary project team	€	190,000	The project team will expand in Africa with several YEP and local program managers.
Program expenses	€	1,300,000	
Campaign production & expenses	€	120,000	The Justdiggit campaign will be rolled out in Africa and we'll develop a new farmer application to connect donors directly with farmers.
Salary movement	€	198,000	
Movement expenses	€	318,000	Our Marketing & Communication team will be strenghtened with 1 or 2 new hires.
Total expenses	€	2,088,000	

A savanna landscape with a bright sun and clouds in the background, and a green rectangular box containing the text '8. FINANCIALS'.

8. FINANCIALS

8.1 GENERAL

Already operating under the brand name Justdiggitt, we changed the statutory name ‘Stichting Naga Foundation’ into Stichting Justdiggitt Foundation in 2017.

Due to renovation of our previous office we moved to a new central office location in Amsterdam (Prins Hendrikkade 25) which we can rent for a relatively low price compared to the normal rent prices.

By statute the foundation aims at reversing the process of global desertification and developing a sustainable, viable, ecological and economic

perspective for the local and regional communities and consequently the international community. Activities are focused on developing ‘Hydrological Corridor’ programs in countries most impacted by climate change and the creation of a global social movement for climate action. The Foundation is a non-for profit organization registered at the Chamber of Commerce in Amsterdam, registration number 51457008.

Boards

In 2017 the Executive Board of the foundation was formed by Mr. Olivier Maes and Mr. Dennis Karpes.

Justdiggitt Foundation has a Supervisory Board responsible to oversee the general affairs of the Foundation and for the supervision of the Executive Board’s management and policies. In 2017 a new member Erik Hallers entered the Supervisory Board, by the end of the year the Supervisory Board consisted of five members. Stichting Justdiggitt Foundation is not liable for corporate tax, neither for value added tax.

ANBI

As per December 8th, 2010 our foundation has been identified by the Dutch Tax Authority as an ‘Algemeen Nut Beogende Instelling’ (ANBI). As

per December 8th, 2010 all donations are deductible from the taxable income as long as the foundation is identified as an ANBI.



“ACTIVITIES ARE FOCUSED ON DEVELOPING ‘HYDROLOGICAL CORRIDOR’ PROGRAMS IN COUNTRIES MOST IMPACTED BY CLIMATE CHANGE.”

8.2 NOTES TO THE FINANCIAL STATEMENT

General

The financial statements are drawn up in accordance with RJ 650 of the Dutch Accounting Standards, as published by the Dutch Accounting Standards Board ('Raad voor de Jaarverslaggeving') and cover the period from January 1st, 2017 to December 31st, 2017.

Valuation of liabilities and determination of the result take place under the historical cost convention, unless presented otherwise. Liabilities and any losses originating before the end of the financial year are taken into account if they have become known before preparation of the financial statements.

Comparative figures

The financial statements of the previous year also have been prepared in accordance with RJ 650.

Currency

The annual accounts are presented in Euro's, which is the functional currency of the organiza-

tion. Presented total amounts can deviate by a maximum of € 1 due to rounding differences.

Accounting principles in respect of the valuation of assets and liabilities

Accounts receivable

Upon initial recognition the receivables are valued at nominal value. Provision deemed necessary for possible bad debt losses are deducted. These provisions are determined by individual assessment of the receivables.

Foreign currency

Monetary assets and liabilities in foreign currencies are converted to the closing rate of the functional currency on the balance sheet date. The translation differences resulting from settlement and conversion are credited or charged to the Statement of income and expenses.

Continuity reserve

To guarantee the continuity of Justdiggitt Foundation for one year during unexpected circumstances, the Board of Justdiggitt Foundation believes it is necessary to put aside a part of the general reserve into the continuity reserve.

Cash at bank

Cash and cash equivalents are valued at face value.

Current liabilities

On initial recognition current liabilities are recognised at nominal value. All current liabilities fall due in less than one year.

Appropriation Funds

In the appropriation funds all donations with a specific objective given by the donor, that have not been realized in the current year, are included. The balance of the appropriation funds will be spent on Justdiggitt programs in the future. Accounting principles in respect of Statement of income and expenses

Accounting principles in respect of Statement of income and expenses

Income

Unconditional donations and gifts are included in the statement of income and expenditures when they are received. When the donation is meant for several years the total donation is included for the related in the corresponding year.

Contributions of donors to specific projects, which have not yet been realized completely are added to the appropriation fund.

Realized and unrealized exchange rate and bank interests results are included in the statement of income and expenditure in the year they relate to. Profit is only included when realized on balance sheet date.

Cash flow Statement

The Cash flow Statement has been prepared using the indirect method. The cash items disclosed in the cash flow statement are comprised of cash and cash equivalents and there are no deposits or other investments. Cash flows in foreign currencies have been converted at the applicable exchange rate.

Expenditures

Expenditures of conditional project agreements are included in the year they incur. The own fundraising, management and administration costs are included as spent in a year. Costs are allocated to Programs, Campaigns, Fundraising, Management and administration costs. All direct attributable costs are allocated directly. All personnel expenses are allocated to the activities based on an estimation of FTE's per activity.

Both income and expenses are accounted for on accrual basis.

8.3 BUDGET & CASH FLOW STATEMENT

Cash flow Statement (in Euro's)	2017	2016
Gross cash flow from operational activities		
Result	€ 61,929	€ 1,354,891
Cash flow from changes in working capital:		
(Increase)/ decrease in accounts receivables	€ (13,468)	€ 55,000
(Increase)/ decrease in other receivables	€ (316,587)	€ (1,386,848)
Increase/ (decrease) in accounts payable	€ 54,477	€ (24,366)
Increase/ (decrease) in other short-term liabilities	€ 22,174	€ (7,883)
	€ (253,404)	€ (1,364,097)
Net cash flow from operational activities	€ (191,475)	€ (9,206)
Cash flow from investment activities:	€ (11,206)	€ -
Cash flow from finance activities:	€ -	€ -
Cash flow	€ (202,681)	€ (9,206)
Balance cash at bank and in hand January 1st	€ 598,860	€ 608,067
Balance cash at bank and in hand December 31rd	€ 396,180	€ 598,860
Cash flow	€ (202,681)	€ (9,206)

8.4 STATE OF INCOME & EXPENSES

Statement of income and expenses as per 31-12-2017	Realized 2017	Budget 2017	Realized 2016
INCOME			
Income from consumers (8.6.1)	€ 774,603	€ 820,000	€ 690,820
Income from companies (8.6.2)	€ 550,027	€ 1,805,000	€ 1,326,000
Income from other fundraising organisations (8.6.3)	€ 31,217	€ -	€ 438,244
Total income	€ 1,355,847	€ 2,625,000	€ 2,455,064
EXPENSES			
Spent on objectives			
Campaign (8.6.4)	€ 180,762	€ 240,954	€ 206,582
Projects (8.6.5)	€ 638,428	€ 1,478,308	€ 514,490
	€ 819,190	€ 1,719,262	€ 721,072
% Of income spent on objectives	60,4%		29,4%
% Of expenditures spent on objectives	63,3%		65,5%
Costs of fundraising (8.6.6)	€ 275,392	€ 346,032	€ 227,606
% Of expenditures spent on fundraising	21,3%		20,7%
Costs management and administration (8.6.7)	€ 198,760	€ 178,221	€ 151,973
% Of expenditures spent on management and administration	15,4%		13,8%
Total expenses	€ 1,293,342	€ 2,243,515	€ 1,100,651
Result before financial income and expenses	€ 62,505	€ 381,485	€ 1,354,413
FINANCIAL INCOME AND EXPENSES			
Interest bank and similar income	€ 367	€ -	€ 1,163
Banking costs	€ 943	€ 900	€ 686
Result of financial income and expenses	€ (576)	€ (900)	€ 477
Net result	€ 61,929	€ 380,585	€ 1,354,890
Appropriation of results			
Additions to and withdrawals from the reserves			
Continuity reserve	€ -		€ 65,000
Other free reserve	€ 383,668		€ 1,448,836
Appropriation funds	€ (321,739)		€ (158,946)
Net results	€ 61,929		€ 1,354,890



8.5 NOTES TO BALANCE SHEET

Balance sheet as per 31-12-2017	31/12/17	31/12/16
ASSETS		
Fixed assets		
Tangible fixed assets (8.5.1)	€ 11,206	€ -
Current assets		
Receivables (8.5.2)	€ 1,972,657	€ 1,642,602
Cash at bank and in hand (8.5.3)	€ 396,180	€ 598,860
	€ 2,368,837	€ 2,241,462
Total assets	€ 2,380,043	€ 2,241,462
LIABILITIES		
Foundation capital		
Continuity reserve (8.5.4)	€ 235,000	€ 235,000
Other free reserve (8.5.5)	€ 1,841,122	€ 1,457,454
Appropriation funds (8.5.6)	€ 140,000	€ 461,739
	€ 2,216,122	€ 2,154,193
Short term liabilities (8.5.7)	€ 163,921	€ 87,269
Total liabilities	€ 2,380,043	€ 2,241,462

8.5.1 Tangible fixed assets	2017	2016
Balans as at January 1st	€ -	€ -
Movements		
Investments	€ 11,206	€ -
Depreciation	€ -	€ -
Balance	€ 11,206	€ -
Balance as at December 31st	€ 11,206	€ -
These fixed assets are the costs of furniture for our new office.		
As they were purchased in December 2017, we did not yet write off any value of these assets in 2017.		

8.5.2 Receivables		31/12/17	31/12/16
	Receivables own fundraising	€ 1,942,683	€ 1,386,098
	Accounts receivables	€ 13,468	€ -
	Receivables and prepayments	€ 16,138	€ 255,341
	Other accounts receivable	€ 368	€ 1,163
		€ 1,972,657	€ 1,642,602
		Receivables own fundraising: includes all contractually agreed donations for which part of the agreement has been committed for the coming years. Main contracts are Vandebron, EVI, Biocanna, Sibelco, Tony's Chocolonely en Rabobank. Our partnership with Vandebron signed in 2016 did not yet materialize in the expected revenue. We will evaluate our contract and take the necessary steps to mitigate any income risk associated with the contract.	

8.5.3 Cash in hand and at bank		31/12/17	31/12/16
	Rabobank savings account	€ 349,983	€ 251,320
	Rabobank current account	€ 25,376	€ 248,631
	Rabobank KES account	€ 10,129	€ 93,019
	Rabobank glass project account	€ 4,561	€ 3,086
	Paypal account	€ 5,343	€ 2,360
	Cash	€ 788	€ 444
		€ 396,180	€ 598,860

8.5.4 Continuity reserve		31/12/17	31/12/16
	Balance as at January 1st	€ 235,000	€ 170,000
	Addition	€ -	€ 65,000
	Balance as at December 31st	€ 235,000	€ 235,000
		The continuity reserve is kept in order to ensure the continuity of Justdiggit Foundation when income is less than expected. The balance makes it able to pay the salaries of fundraising and general management staff at a part-time percentage of 50% during a year as well as the costs needed to operate the business such as website hosting (as budgeted in coming year, 2018). Costs of other staff is budgeted for in the expenditures spent on objectives.	

8.5.5 Other free reserves		31/12/17	31/12/16
	Balance as at January 1st	€ 1,457,454	€ 8,618
	Addition	€ 383,668	€ 1,448,836
	Balance as at December 31st	€ 1,841,122	€ 1,457,454
		Free reserves are funds freely available to spend on the objectives of the Justdiggit foundation.	

8.5.6 Appropriation of reserves		31/12/17	31/12/16
	Balance as at January 1st	€ 461,739	€ 620,685
	Withdrawal during the year	€ (401,739)	€ (440,358)
	Addition	€ 80,000	€ 281,412
	Balance as at December 31st	€ 140,000	€ 461,739
		80,000 EUR additional commitment from Tony's Chocolonely. Otterfonds (60K EUR) has not yet been spent as we await contract signature with Morroco. All other funds from the appropriation funds have been spent on objectives.	

8.5.7 Short term liabilities		31/12/17	31/12/16
	Personnel costs	€ 35,691	€ 20,364
	Audit costs	€ 6,500	€ 7,000
	Accounts payable	€ 71,973	€ 39,087
	Wage taks	€ 21,591	€ 19,673
	Other	€ 28,166	€ 1,145
		€ 163,921	€ 87,269
		Holiday allowances and vacation days are included in Personnel costs	
		Accounts Payables include payments to MWCT (Kuku project), Meta Meta Monitoring & Evaluation and other open invoices.	

8.6 NOTES TO STATEMENT OF INCOME & EXPENSES

8.6.1 Income from consumers	31/12/17	31/12/16
Rainmakers	€ 637,267	€ 600,000
Consumers	€ 137,336	€ 90,820
	€ 774,603	€ 690,820

Income from Rainmakers include philanthropists or private foundations and increased slightly in 2017 with mostly the same list of donors. Consumer donations increased in 2017 due to succesfull campaigning and program results in Kenya & Tanzania.

8.6.2 Income from companies	31/12/17	31/12/16
CSR Companies	€ 550,027	€ 1,326,000
	€ 550,027	€ 1,326,000

Income from companies was below budget and dropped versus 2016 due to extensive business development activities for multi-year agreements with larger corporates. Main new income comes from Rabobank and an increase from Tony's Chocolonely donations.

8.6.3 Income from other fundraising organisations	31/12/17	31/12/16
Donations from foundations	€ 610	€ 365,394
Donations from sponsoring and events	€ 30,607	€ 72,850
	€ 31,217	€ 438,244

E-rally and Getaway Travel represent our main sponsoring & events income.

8.6.4 Campaign	31/12/17	31/12/16
Direct Campaign expenses	€ 33,630	€ 62,874
Personnel expenses	€ 138,829	€ 136,102
Travel expenses	€ 6,450	€ 6,498
Other personnel expenses	€ 1,853	€ 1,108
	€ 180,762	€ 206,582

Direct campaign expenses are production costs & expenses related to content creation for our campaigns. Includes website, print costs for campaigns and production costs for commercials. These costs are minimal compared to the in kind donations of 7 million EUR in free media creation & distribution. Personnel costs include the marketing team personnel.

8.6.5 Projects	31/12/17	31/12/16
Direct Project expenses:		
Kuku Kenya		
Research costs	€ 3,530	€ 28,720
Execution costs	€ 101,576	€ 166,635
Monitoring and design costs	€ -	€ 4,126
	€ 105,106	€ 199,481
Amboseli Kenya		
Research costs	€ -	€ 6,606
Start-up costs	€ -	€ -
Execution costs	€ 40,169	€ 38,329
Monitoring and design costs	€ 9,195	€ 3,925
	€ 49,364	€ 48,860
Morocco		
Research costs	€ 1,161	€ 1,566
Start-up costs	€ -	€ 14,376
Execution costs	€ (3,000)	€ 41,343
Monitoring and design costs	€ 4,373	€ -
	€ 2,534	€ 57,285
Tanzania		
Research costs	€ 14,196	€ 8,450
Start-up costs	€ -	€ 6,910
Execution costs	€ 87,275	€ -
Monitoring and design costs	€ 117,513	€ -
	€ 218,984	€ 15,360
India		
Start-up costs	€ -	€ 3,028
	€ -	€ 3,028
Other Programs	€ 59,583	€ 34,703
TOTAL direct project expenses	€ 435,571	€ 358,717
Personnel expenses	€ 194,125	€ 148,875
Travel expenses	€ 6,692	€ 5,664
Other personnel expenses	€ 2,040	€ 1,234
TOTAL Personnel expenses projects	€ 202,857	€ 155,773
	€ 638,428	€ 514,490

The execution costs for Kuku are the costs made to deploy grass seed banks and execute the Quick impact projects in Kuku area.

The Execution costs in Amboseli are expenses for the Kenya Quick impact projects. Both projects are part of the 2 large scale restoration programs we developed in H2 2017 after winning the Rabobank competition. The projects will further expand in 2018.

In 2017 no significant costs were made in Morroco due to the delay in contract signature. We spent some budget on design of the program but did not start the interventions on the land yet. Program is expected to start in H2 2018 after all funding is secured.

Research costs include mainly travel expenses & costs for Justdiggit program team members to develop the program.

In Tanzania, most execution costs are payments to the LEAD Foundation, who is our local NGO partner. The costs are part of the first phase of a large Farmer Managed Natural Regeneration program co-funded by Rabobank. LEAD delivered trainings & education to the trainers who will reach 300 villages in the coming months. Monitoring & Design costs are all the travel expenses, program design costs and the development of the Justdiggit campaign in Tanzania. We spend 6 months designing the program to impact 20,000 km2 and 900,000 farmers in the coming 4 years.

In 2016 we have decided not to pursue India, therefore we did not make any expense in 2017.

Includes Ghana & Ethiopia Quick scan expenses for 6,000 EUR (costs to develop new programs), the development & roll out of the Monitoring & Evaluation framework (45,500 EUR), several infrastructure costs (heat camera's) , consultation from Acacia Water (5,000 EUR) .

8.6.6 Costs of fundraising

31/12/17

31/12/16

Fundraising costs	€ 40,046	€ 26,675
Justdiggitt USA	€ 28,008	€ 33,241
Personnel expenses	€ 191,520	€ 102,762
Travel expenses	€ 6,778	€ 7,087
Hired staff	€ 1,904	€ 50,836
Other personnel expenses	€ 6,616	€ 5,363
Costs of actions third parties	€ 520	€ 1,642
	€ 275,392	€ 227,606

Fundraising costs include the costs associated with a field visit of Rabobank to Kenya, which were reimbursed by Rabobank.

Justdiggitt USA costs include the expenses related to the remaining period of fundraising in the USA (external consultants for 22,000 EUR) and Dennis Karpes.

Personnel expenses increased significantly due to a new hire in Business development and salary increase of the existing fundraising team.

8.6.7 Costs of management and administration

31/12/17

31/12/16

Personnel expenses	€ 117,507	€ 84,435
Travel expenses	€ 6,326	€ 4,151
Hired staff	€ 1,904	€ 549
Other personnel expenses	€ 2,512	€ 2,761
Housing expenses	€ 28,049	€ 18,549
Office expenses	€ 11,147	€ 17,837
Administrative costs	€ 8,351	€ 2,536
Accountancy costs	€ 10,661	€ 10,669
Professionnal fees	€ 1,287	€ 506
Other expenses	€ 11,016	€ 9,980
	€ 198,760	€ 151,973

Personnel expenses increased as we hired Margot Frederiks as office manager & operations support.

Housing expenses increased as our office rent went up.

Administration costs increased as we outsourced some financial work for the financial annual report 2017 to an external partner.

8.7 PERSONNEL

During the year 2017 9.36 FTE were employed by Justdiggitt Foundation. At December 31st 2017 the Executive Board consisted of Mr. Olivier Maes (CEO) and Mr. Dennis Karpes (Creative Director).

The remuneration of the Board during 2017 including Holiday allowances and social securities were € 82,276 for Olivier who works on a part-time basis of 32 hours and € 87,197 for Dennis who works fulltime. The remuneration is determined by the Supervisory Board.

Reward Supervisory Board:
No remuneration was offered to Supervisory Board members and no loans, advances or guarantees were given.

REWARD EXECUTIVE BOARD:	31-12-2017	31-12-2016
OLIVIER MAES		
Hours a week on parttime basis	32	32
Parttime percentage	80%	80%
Gross salary	€ 67,200	€ 62,400
Holiday allowance	€ 5,152	€ 4,992
Social securities	€ 9,924	€ 9,840
	€ 82,276	€ 77,232

REWARD EXECUTIVE BOARD:	31-12-2017	31-12-2016
DENNIS KARPES		
Hours a week on parttime basis	40	40
Parttime percentage	100%	100%
Gross salary	€ 72,000	€ 61,560
Holiday allowance	€ 5,273	€ 4,925
Social securities	€ 9,924	€ 9,840
	€ 87,197	€ 76,325

8.8 NOTES TO

THE ALLOCATION OF EXPENDITURES

Allocation	Objectives		Cost of fundraising	Cost of management and administration	Total 2017	Budget 2017	Total 2016
	Projects	Movement					
Projects	€ 435,571	€ 33,630	€ 68,574	€ -	€ 537,775	€ 1,367,585	€ 449,908
Personnel expenses	€ 202,857	€ 147,132	€ 206,818	€ 128,249	€ 685,056	€ 815,825	€ 590,665
Office and other general expenses	€ -	€ -	€ -	€ 70,511	€ 70,511	€ 60,105	€ 60,078
Banking costs	€ -	€ -	€ -	€ 943	€ 943	€ 900	€ 686
TOTAL	€ 638,428	€ 180,762	€ 275,392	€ 199,703	€ 1,294,285	€ 2,244,415	€ 1,101,337



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INDEPENDENT AUDITOR’S REPORT

To: The members of the Board and the Supervisory Board

A. Report on the audit of the financial statements 2017 included in the annual report

Our opinion

We have audited the financial statements 2017 of Stichting Justdiggit Foundation, based in Amsterdam.

In our opinion the accompanying financial statements give a true and fair view of the financial position of Stichting Justdiggit Foundation as at 31 December 2017, and of its result for 2017 in accordance with RJ 650.

The financial statements comprise:

- 1 the balance sheet as at 31 December 2017;
- 2 the statement of income and expenses for 2017;
- 3 the cash flow statement for 2017; and
- 4 the notes comprising a summary of the accounting policies and other explanatory information.

Basis for our opinion

We conducted our audit in accordance with Dutch law, including the Dutch Standards on Auditing. Our responsibilities under those standards are further described in the ‘Our responsibilities for the audit of the financial statements’ section of our report.

We are independent of Stichting Justdiggit Foundation in accordance with the Verordening inzake de onafhankelijkheid van accountants bij assurance-opdrachten (ViO, Code of Ethics for Professional Accountants, a regulation with respect to independence) and other relevant independence regulations in the Netherlands. Furthermore we have complied with the Verordening gedrags- en beroepsregels accountants (VGBA, Dutch Code of Ethics).

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

B. Report on the other information included in the annual report

In addition to the financial statements and our auditor’s report thereon, the annual report contains other information that consists of:

- The board’s report;
- Other information as required by RJ 650.



Based on the following procedures performed, we conclude that the other information:

- Is consistent with the financial statements and does not contain material misstatements;
- Contains the information as required by RJ 650.

We have read the other information. Based on our knowledge and understanding obtained through our audit of the financial statements or otherwise, we have considered whether the other information contains material misstatements.

By performing these procedures, we comply with the requirements of the Dutch Standard 720. The scope of the procedures performed is substantially less than the scope of those performed in our audit of the financial statements.

The board is responsible for the preparation of the board’s report in accordance with RJ 650 and other information as required by RJ 650.

C. Description of responsibilities regarding the financial statements

Responsibilities of the board for the financial statements

The board is responsible for the preparation and fair presentation of the financial statements in accordance with RJ 650. Furthermore, the board is responsible for such internal control as the board determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

As part of the preparation of the financial statements, the board is responsible for assessing the foundation’s ability to continue as a going concern. Based on the financial reporting framework mentioned, the board should prepare the financial statements using the going concern basis of accounting unless the board either intends to liquidate the foundation or to cease operations, or has no realistic alternative but to do so.

The board should disclose events and circumstances that may cast significant doubt on the foundation’s ability to continue as a going concern in the financial statements.

Our responsibilities for the audit of the financial statements

Our objective is to plan and perform the audit assignment in a manner that allows us to obtain sufficient and appropriate audit evidence for our opinion.

Our audit has been performed with a high, but not absolute, level of assurance, which means we may not detect all material errors and fraud during our audit.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. The materiality affects the nature, timing and extent of our audit procedures and the evaluation of the effect of identified misstatements on our opinion.

We have exercised professional judgement and have maintained professional skepticism throughout the audit, in accordance with Dutch Standards on Auditing, ethical requirements and independence requirements. Our audit included e.g.:

- Identifying and assessing the risks of material misstatement of the financial statements, whether due to fraud or error, designing and performing audit procedures responsive to those risks, and obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;



- Obtaining an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the foundation’s internal control;
- Evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the board;
- Concluding on the appropriateness of the board’s use of the going concern basis of accounting, and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the foundation’s ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor’s report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor’s report. However, future events or conditions may cause a foundation to cease to continue as a going concern;
- Evaluating the overall presentation, structure and content of the financial statements, including the disclosures; and
- Evaluating whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant findings in internal control that we identify during our audit.

Volendam, July 10, 2018

NBC Audit Services B.V.

W.J.T. Jonk RA



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