

Yayasan  
**PEDULI  
ANAK**



## Peduli Anak Foundation Annual Report 2009

[www.pedulianak.com](http://www.pedulianak.com)



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# Introduction

## TO OUR DONORS, COLLEAGUES AND FRIENDS.

As 2009 ended, Peduli Anak Foundation continued to deliver education, health care and a safe living environment to more than 65 children in Lombok, Indonesia. Every employee, every donor, every volunteer worked individually and collectively to make Peduli Anak a stronger foundation, a leading advocate for children in need and a powerful partner for achieving change in their lives. In 2009, we have successfully built a new primary school which will be opened in 2010, providing free quality education for all Peduli Anak children and later also for underprivileged children throughout the island. With the constant increase of children under our care, another shelter was an inevitable need. The third shelter was built and dedicated to our female children. With all three shelters combined, we are able to provide a safe environment for up to 150 children. We are indebted to our faithful donors; they enable Peduli Anak to realize our missions and projects. Those donors - individuals, foundations, governments, and corporations - gave generously in 2009, despite the volatile economic climate. We ended our fiscal year on December 31 with Euro 189.151 in contributions. We are very grateful to have earned their trust. In return, we offer our donors an uncompromising commitment to stewardship, accountability and transparency. All of us at Peduli Anak Foundation fundamentally believe that working together with communities and government to foster hope and build a brighter future for children is the essence of our cause and our calling. As we face - and meet -

the daunting challenges ahead, we take heart in knowing our work is focused on children. They are the future. Within every child is an irrepressible belief in a better tomorrow. That's why, in every aspect of our work, we strive to encourage, empower and connect children and their communities to the knowledge, resources and relationships they need to create that "better tomorrow".



Together with the children and communities with whom we work, Peduli Anak has found courage and hope in a time of hardship and difficulties. We hope those qualities, and our commitment to serve, shine through in this report of our year.

**Martina Natratilova**

Public Relations

# Foreword

## ECONOMIC TURMOIL AND VALUABLE LESSONS



2009 was the year of global financial crisis and economic turmoil. Individual donors gave less to NGOs and companies were less willing to make long term commitments. The crisis also had a strong impact on the foundation. We had to fight for every penny and had to pull the strings of our loyal donors in order for us to finance our operations. On one hand, economic turmoil is bad for an organisation, on the other hand we have learned a lot from it. Our relationship with corporate donors became more intense and we have tested the boundaries of our foundation. Our largest conclusion: even when the economy shakes and volatility of markets is enormous, Peduli Anak and the team stays on course. The risk of declining funds will continue in 2010, as well as the risk of a devaluation of the Euro, which is the main currency of donations but not our operational currency (which is the Indonesian Rupiah). Peduli Anak recognises the stronger need for a reserve fund in order to cope with a decline in funding. Since we are still in the growth phase, there is no not yet the opportunity for such a fund. Since January 2006,

Peduli Anak has been characterised by stable growth in capacity in the fields of shelter, education and medical care. Developing a foundation goes hand in hand with increasing operational costs. Relatively, operational costs become less, but on an absolute scale they increase. That's why Peduli Anak, on the way to become a mature organisation, will put a strong focus on creating a reserve fund in the near future. The Business & Charity Concept, the fundament of Peduli Anak, proved its strength over 2009 due to the fact that we gained the attention of several potential business partners, who offered the idea of combining their current operations in Asia with support of the foundation. In more detail: we intend to develop a commercial real estate project (we have accumulated valuable experience in this field over the last 4 years) in Indonesia which will deliver a return on investment to both the investors and Peduli Anak.

**Bjørn Dudok van Heel**

(Co-founder and Commissioner of the Peduli Anak Foundation)



# CHILD SPONSORSHIP

Child sponsorship remains one of the foundation's child-focused approaches to development. Through Peduli Anak's 'Support a Child' plan, we give every child a chance to experience life in all its fullness: to be cared for and protected, to enjoy good health, to be educated in life skills, and to be connected to the community.

## SPONSORSHIP IS A LONG-TERM RELATIONSHIP

The sponsor commits to support one or more children on a monthly basis. By combining the funds of many sponsors and other donors in the project area, Peduli Anak exists to care and educate the children until they are independent and can take full responsibility for their life. By the end of 2009, all of our 65 children had sponsors.

## CHILDREN'S PROGRESS MONITORED AND REPORTED

A sponsored child's progress within the foundation's development is monitored by the child's mentor and the Peduli Anak staff. Sponsors receive regular updates via the membership area on our website. This monitoring allows Peduli Anak to evaluate its programs and make adjustments in order to maintain its effectiveness. Thanks to our loyal sponsors, no child in Peduli Anak was left unsponsored in 2009.

## Explore Ways to Help Peduli Anak...

COMPANIES CONTRIBUTE TO PEDULI ANAK IN THEIR OWN UNIQUE WAY



Besides our 'Support a Child' plan and Membership program, which target mainly individual sponsors, Peduli Anak also attracts many corporate sponsors under its CSR (Corporate Social Responsibility) program. Peduli Anak provides a way for companies who want to give back to people and makes it work in a sustainable way, not only by funding the CSR program, but also by ensuring the recipients apply the lessons learned by extending them to society.

WE GIVE EVERY CHILD A CHANCE TO EXPERIENCE LIFE IN ALL ITS FULLNESS

## Child Sponsor Testimonial

I work as a child therapist in Holland. Here, children who are abused, have trauma and mental illness get the best help and care they need. Unfortunately, similar children in Indonesia don't get such privileges. In 2007, I saw a video about Peduli Anak and its founder. I was moved by it and since then I decided to support the foundation because they help underprivileged children, mainly street children, to get a better life, education, and even opportunities to express their feelings in music, paintings, drama which I think are universal. I'm a proud sponsor of a little girl named Marni. I had a chance to visit Marni and I was happy to see how well she is. She showed me her room, told me about her school and friends, and how she felt safe living there. Peduli Anak really spends every euro I send for her wellbeing.

**Annemarie Vrouwe**

Volunteer



Throughout 2009, the Koolhaas Alphen company provided rice for our children. Thésor built 4 extracurricular classrooms and many other companies contributed to Peduli Anak in their own unique way. In 2010, Peduli Anak expects to welcome more new companies into its CSR program by offering more opportunities and projects in which corporations can partake in line with their own characteristics. Peduli Anak's approach to development initiatives implemented in sponsorship programs is described in more detail in the 'Outlook for 2010' part of this report.





## Company Highlight

Thanks to the Koper Family of P.J. Koper Vastgoed BV, Peduli Anak will soon have its own school! In September 2009, Peter Koper, the owner of the construction company, agreed to fully support the building of the Peduli Anak elementary school. He believes that education plays a significant role in changing children's life for a better future.

# EDUCATION

## Reaching a child's full potential

Education transforms minds in a way that no person, poverty or unfortunate circumstance can take away. For children who work and live on the streets, in parentless homes and in impoverished communities, a day in a classroom provides a safe haven and resources to face the future with courage, hope and optimism. Peduli Anak is committed to ensuring that each child we serve, reaches his/her full potential by developing confidence, leadership and knowledge through formal and informal learning environments.





# Vocational School

We will prepare the children in the foundation and the neighboring villages for their future with the necessary skills and knowledge



The vocational school has been running for almost one year, focusing on life skills such as tailoring, mechanics, carpentry, English, computer, art and music. In order to develop the school, Peduli Anak employs two experienced headmasters to oversee the programs and take them to the next level. Mr. Soehardi has more than 30 years of experience in education training and management. He participated in an Indonesia-Australia technical and vocational education project organized by the Northern Territory Department of Education. Assisting Mr. Soehardi is Mr. Muchammadun, who graduated from Wageningen University, Holland and has seven years of experience in school and education management.

Furthermore, he is also active in conducting education research and professional development. With the vast experience and leadership of Mr. Soehardi and Mr. Muchammadun, we are convinced that the quality education and life skills training will prepare the children in the foundation and the neighbouring villages with the necessary skills and knowledge for their future. In 2009, the vocational school determined what kind of courses would be effective for the students and also improved its students recruitment system. The teaching and learning process was also improved in accordance with the guidelines from the Ministry of National Education on Non Formal Education. Also, this year, the school recruited not only Pedull Anak children but also children from surrounding villages for its two-semester courses. By the end of 2009, 58 children graduated from Peduli Anak Vocational School.

**THERE ARE MILLIONS OF CHILDREN TODAY WHO DON'T ATTEND SCHOOL. HOWEVER, EDUCATION IS THE ONLY WAY TO GET AHEAD IN THIS COUNTRY.**



## Smartkid Program

### Access to High Standard Education.

Since we rolled in the SmartKid Program in 2008, we've had high hopes that this program would benefit greatly to its current participants like Alwan, Sugeng, Tina, Doni, Suhirman, Rahman, Nurdin, Ibrahim, Suryadi, Dayat and Sandy. All of them go to Sekolah Nusa Alam, an international standard school in Lombok. The school combines national and international curricula delivered by local and foreign educators. It's been more than one year since the implementation of the program and we have seen promising progress from the children, both from an educational point of view and a cognitive and social point of view. They learn more compared to other children who go to village schools, their English is improving and, in general, they are more active and confident in socialising with people from different backgrounds, thanks to the multicultural environment of the school. Thank you to all the sponsors of this program, such as Stichting RSM International and Marijke Dieperink. This success has inspired us to build our own primary school so that all children in Peduli Anak have access to high standard education.

## Construction of Four Extracurricular Classrooms

Thésor, an independent organization that specializes in the execution of treasury services for third parties, donated to help us build four extracurricular classrooms and toilets. Thésor decided to support us because they believe that good education will make a difference for street children. They specially chose Peduli Anak because they were happy with our work and know that every euro they spend goes to the children. The additional classrooms will be used by students to learn informal skills and activities through our extracurricular programs. This generous support by Thésor will surely benefit not only the children but also the society when the children apply their knowledge and contribute to their local community.

# Peduli Anak School

As we set a high standard of education for our school, we also aim to have the best professional educators



Peduli Anak Elementary School is scheduled to open in mid 2010. The school, built in October 2009 with the help from P.J. Koper Vastgoed B.V., has six new classrooms, an auditorium, a football field and a basketball field, which add to the existing facilities such as classrooms, swimming pool, playground and so on. The school staff and educators are all locals, however in the future we expect educators from English-speaking countries to volunteer or work with us, as it is our long-term goal to make Peduli Anak school an international standard school.

## SPECIAL EDUCATION SCHOOL

The first school we started was the Special Education School, which we built in 2007 with full support from the Turing Foundation. It aims to help children who are left behind in their formal education due to lack of educational experiences, dropping out or no schooling at all. In 2009, about 50 children attended the Special Education School and undertook knowledge assessment in preparation for their return to mainstream school and knowledge assessment. They are also given a recommendation to continue at either regular school or vocational school.





# R I G H T S , INCLUSION & PROTECTION

## Keeping children safe

Peduli Anak works tirelessly to protect children from violence and exploitation. By the end of 2009, data from the Social Affairs Ministry showed the number of street children in Indonesia has reached 147,000 and that there are 4.8 million abandoned children. In Lombok alone, a survey conducted by Peduli Anak in cooperation with the Social Agency showed that there are hundreds of street children in Mataram, the capital of West Nusa Tenggara province. It is estimated that there are thousands of street children and abandoned children throughout the province. Dysfunctional families, poverty, and lack of education are the main reasons children, either voluntarily or by force, work and/or live on the streets.

## Peduli Anak's Child Protection Policy

### CHILD PROTECTION IS OUR TOP PRIORITY

As an organisation whose mission is to promote street children's welfare, Peduli Anak helps children to meet their basic needs and expands their opportunities to reach their full potential. In doing so, Peduli Anak revised its Child Protection Policy to consist of updated procedures and a code of conduct in order to ensure the safety of all parties in Peduli Anak, including children and adults in the foundation. The Child Protection Policy warns about the dangers of child abuse, exploitation and child labor. Local employees, who work with children, have been trained to identify problems with vulnerable children and are able to rule out solutions under the policy. They are also able to offer safe alternatives through education and life-skills training.



# COOPERATION

## THE GOVERNMENT AND PEDULI ANAK WORK TOGETHER

Peduli Anak and the local social government initiated a street children program in 2009. For the start of the program, Peduli Anak and the Social Agency of West Nusa Tenggara province conducted a survey to find out the number of street children and the criteria to be applied. Once we determined the criteria and level of urgency, we decided the best way to help. The government will take care of street children who still have parents and children who choose to roam the streets. Peduli Anak will help the government, through its boarding house approach, in cases where the children's parents/guardians are no longer able to provide protection for them. With this mutual collaboration, Peduli Anak and the government share a vision and a mission to reduce the number of street children. In 2009, Peduli Anak received Rp. 200.000.000 subsidy from the government.

## Child Advocacy

Throughout the years, we have encountered various children's issues such as child abuse, child exploitation, children involved in crime and so on. Here in Peduli Anak, we have a team of advocates of children's rights that will help children who are in trouble with the law or who are victims of the violation of children's rights.



# HEALTH CARE

Improving children's health  
to reach their full potential.



Health is the first thing we notice when a child is admitted to Peduli Anak. Often the immediate care we give to a child is health-related. Tough circumstances on the streets or even at home have exposed the children to unsafe and unhealthy living conditions, and access to medical care is limited in rural areas. Peduli Anak ensures its children to receive proper care, balanced nutrition and medical attention at all times. Happy and healthy children can realize their potential and develop the capacities that allow them to interact successfully with their biological, physical and social environments.

## Clinic for Street Children

Our clinic is equipped with standard medical equipment that enables us to provide on-site medical treatment for our children. We have a doctor and nurse coming regularly to check the children. Furthermore, the clinic is also open to our surrounding community and it is free of charge.

## Dental Checks

Hygiene is often overlooked until terrible toothache takes place.

In our local community, dental health and hygiene is often overlooked until terrible toothache takes place. We believe that education about dental hygiene should start from an early age and regular dental checks are necessary for children. Every year, dentists and dental assistants from Dental Development Foundation Indonesia (DDFI) come to Peduli Anak to give free dental treatment to our kids. This year, the dentists, led by Huub van 't Veld, performed standard dental

treatments such as examinations, cleanings, fillings and extractions. In addition, they also showed our children how to brush their teeth correctly. The children showed mixed reactions towards the dental check-ups. Of course, just like most children, they were terrified at the idea that the dentist might take their teeth out, but some were also happy to know that they would receive a small present once they had sat on the dentist's chair. Finally, 65 children received dental care.



## CHILDREN WITH MEDICAL EMERGENCIES

Direct support is needed

What is often forgotten when we talk about Peduli Anak is that many children in Indonesia need urgent medical help. In recent years, our employees have experienced many terrible situations with children where we needed to provide

immediate medical attention. Again in 2009 we have helped many children and their parents in guiding and obtaining medical care, surgery and medication.



# LIFE AT PEDULI ANAK

## Creating a safe and pleasant environment for children



For more than four years since its establishment, Peduli Anak has created a new home for street children and disadvantaged children. Peduli Anak constantly improves its facilities to accommodate all the staff and children who live or work in the foundation. With an additional shelter and

a new school for formal education in process, Peduli Anak area is like a little town. In addition, throughout the year we regularly held events that brought together people and children in the foundation and the surrounding communities.

## The Third Shelter: Girls

IT IS VERY IMPORTANT FOR THE GIRLS TO HAVE THEIR PRIVATE LIVING ARRANGEMENT.

In 2009 we added a new shelter for girls only. We believe it is very important for the girls to have their own living arrangements, taking into account their dark experiences on the streets. By building a new shelter exclusively for girls and supervised by female counsellors, we provide a comfortable and fun place to live where the girls feel more relaxed and safe doing their daily activities. The shelter has 6 bedrooms, 2 bathrooms, 1 pantry, and 1 common area to accommodate 30 children.





## Prison visits

By visiting the prison we try to make our teenage boys aware of the possible results of criminal behavior.

## Peduli Anak CUP 2009

Peduli Anak Cup 2009 is one of the most anticipated events of the year. The football tournament for 2009 was sponsored by a group of students from Maastricht University, the Netherlands. Sixteen schools from our district competed to win the prestigious tournament trophy and prizes. Peduli Anak team won the tournament after defeating last year's champions SDN 1. Langko.



Having lived on the streets and being accustomed to a rule-free life has not only made street children become victims of criminal acts, but also quite often the perpetrators. In Peduli Anak, our children follow house rules and a reward and punishment system so that they know what we expect of them and understand the consequences of their behavior. However, this is not enough. Once they graduate from our foundation, they have to deal with society and live by the rules there. In 2009, we started a Prison Visit program for our teenage boys. We took 10 boys to a correctional facility in the city. They admitted that this visit was an eye opening experience for them and encouraged each of them to be a better person.



# FUNDRAISING

Promoting good initiatives,  
improving donor relationships  
and experiences



Peduli Anak supporters hold a vital role in bringing about change to the lives of street children and disadvantaged children in Indonesia. Peduli Anak's fundraisers, from all walks of life, have greatly contributed to our existence and the success of our work. From raising a few euros to many, they work together to turn dreams into reality. Be inspired by some fascinating fundraising events in 2009.

For two years our loyal sponsor, Rotterdam School of Management (RSM) of Erasmus University in Holland, has supported Peduli Anak Foundation in many different ways. Here are their fundraising stories in 2009. Jana Nevrlkova, Jeroen van den Heuvel (EMBA '09), and their partners Roland and Carrie, participated in the Wonders of Waste Cooking Oil race. The challenge was to drive a cooking oil fueled car from Rotterdam to Rome. During the two-day journey, they collected € 4,895 for Peduli Anak.



Anton Mints (EMBA '09) donated €140 to Peduli Anak by creating and selling a video of The EMBA '09 study tour in Tokyo. An excellent MBA gala dinner, held at the Golden Tulip Hotel in Rotterdam, raised € 1,735 for Peduli Anak, courtesy of generous auction winners.

## Fundraising by school children

### SHARING THE JOY OF HOLIDAYS WITH PEDULI ANAK

Children from an elementary school in Zeeland, The Netherlands, opened a Christmas market to celebrate the Christmas Holiday. Our friends, Ron and Ike, set up a small stand to promote Peduli Anak. The children also helped with distributing brochures and explaining to their parents about helping less fortunate children in another part of the world. Together they collected € 480 for Peduli Anak.



# NEWS & PUBLICATIONS

## Making headlines, extending goodwill

News & Publications lead the way in the dissemination of news and programs created by Peduli Anak's community. They are also a prominent way to communicate to our stakeholders, sponsors and the general public. In 2009, we took this matter seriously by producing a new promo film,

contributing news and articles in local media, and also refining our quarterly newsletter. All of this intensive effort brought in tremendous results with Peduli Anak being recognized as one of the most outstanding non-profit organizations in Indonesia.



## News articles in local tourist newspaper

### THE LOMBOK TIMES

Ever since Peduli Anak was recognized by the local government and the public as a leading non-profit organization on the island of Lombok, our programs and activities have often attracted attention from local media and public. In 2009, Peduli Anak's founder, Chaim Fetter, was asked to write a regular column in a monthly tabloid,

The Lombok Times. We see this as an excellent opportunity for the foundation to gain publicity and to invite more people to visit us and join our work. The monthly column tells of important events and projects of Peduli Anak as well as Mr. Fetter's fascinating experiences in developing the foundation.

# Film Little Treasures of Lombok



Filmmaker Gilles Frenken came to Lombok in 2007 to witness the horrid reality of street children and made a film about the life of two 10-year-old street boys and the work of the Peduli Anak Foundation. He followed their everyday life and struggle for over two years until 2009. This film is called “Little Treasures of Lombok”. It premieres on 27 October 2010 at the Cinekid International Film Festival in Amsterdam. Little Treasures of Lombok is a documentary film about two street children, Man and Sugeng, who struggle to survive on the streets of Lombok (Indonesia). In the film, Man and Sugeng retell and re-enact their stories of living and working on the streets. They explore the two most common areas where street children make their living, the streets and beaches. Man wanders around the streets trying to survive by working as a public transportation conductor while Sugeng sells souvenirs to tourists on the beach. Somehow their different paths of life bring them together.

**Genre:** Documentary film (Age +11)

**Website:** [www.littletreasuresoflombok.com](http://www.littletreasuresoflombok.com)

**Runtime:** 75 minutes

## Film I Want to be a Doctor

In order to promote Peduli Anak’s work to a worldwide audience, Chaim Fetter and Martina Natratilova made a short promotional film, “I Want to be a Doctor”, showing the daily life of a child in the foundation. Despite their lack of experience, crew members, and minimum budget, they were able to produce a twenty-minute film representing Peduli Anak as an organization that strives for the betterment of street children and the hard work that we have put into caring for the children who are now living in the foundation.

In the film you will be taken on a ‘tour’ around our premises by our very own talented kid, Sugeng. He will tell a story about his daily activities in the foundation whilst showing the facilities provided for our children here. Since the film was uploaded on the web, we have received abundant positive feedback and recognition.

**Watch this film on [www.pedulianak.com](http://www.pedulianak.com)**



# STEWARDSHIP

We abide by the Convention on the Rights of the Child to protect and ensure our children's rights.



Non-governmental organizations (NGOs) have in recent years begun to claim significant influence on the world stage. As a developing foundation, Peduli Anak takes an important role and works side by side with the government to overcome social problems involving children. Peduli Anak recognizes this emerging role and the accompanying responsibilities we have to our stakeholders, including our donors, staff members, children and government. Operationally, we adhere to internationally recognized business and accounting standards that set standards and benchmarks for governance, management and partnership, ensuring donated funds and products are directed to where they have the greatest impact. We abide by the Convention on the Rights of the Child to protect and ensure our children's rights. Internally, our Child Protection Policy and Protocol guide our staff and child

counselors to collaborate closely to improve the wellbeing of children. All of our staff are local people, mostly from our surrounding neighborhoods. This contributes significantly to the integrity of our programming. Peduli Anak employees know the local cultures, as well as the residents, who place in us an overwhelming trust by inviting us into their communities. That trust is founded on accountability and transparency. In addition, we also receive significant help and new insights from several volunteers who constantly come from all over the world, offering their expertise and vast experience. We monitor and evaluate our work in a continual effort to improve programs and therefore seek to demonstrate the difference our donors' investments are making. We owe to those who invest in our work a commitment to honor their investments.

In 2009, Peduli Anak Foundation received monetary and non-monetary support from the following companies and partner foundations:

- Yayasan Peduli Anak , Indonesia
- Ministry Of Social Affairs, Indonesia
- Stichting RSM International Charity, the Netherlands
- Koolhaas Alphen BV, the Netherlands
- Rotary Heerhugowaard Langedijk, the Netherlands
- Rotary Club Rotterdam, the Netherlands
- Children's Choice, the Netherlands
- Exact, the Netherlands
- 6.12 Outsourcing, the Netherlands
- Veneti Capital, Singapore
- Pix2paint, Singapore
- LLINK, the Netherlands
- Cecile van Eeden, the Netherlands
- Stichting Join!forkids, the Netherlands
- Pay for People, the Netherlands
- NSV2-Pieterbende Biezenmorte, the Netherlands
- Winitu Consulting B.V., the Netherlands
- Stichting 1Procentclub, the Netherlands
- Stichting Bergen Verzetten, the Netherlands
- P.J. Koper Vastgoed BV, the Netherlands
- Thésor Treasury Outsourcing, the Netherlands
- Wishes For Children Foundation, Australia
- Joinforkids, the Netherlands
- Louisa Foundation, the Netherlands
- Ergomotion, United States
- Craftmatic, Australia
- Anderson and Associates., Australia
- Slice advertising, Australia
- Lombok Times, Indonesia
- Medico Japan, Japan

Thank you to all our many sponsors, including those not listed here. We thank you all for your sincere and generous contributions.



## To all our supporters, “Thank You!”

To all our supporters, we would like to say “Thank You!” As a non-profit organization, your support allows us to provide free shelter, education, health care, community programs and other projects, all dedicated to help street children and other disadvantaged children and empower the local community on Lombok island, Indonesia.



# OUTLOOK 2010

2010 will be a year of operational and financial improvements for Peduli Anak



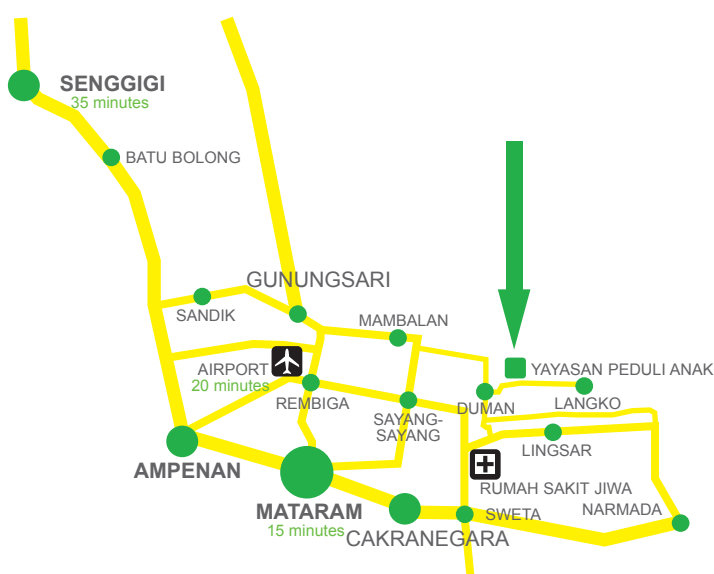
From the operational point of view, we will work on the efficiency of our field workers. More work with a minimum amount of resources is an operational key success factor for Peduli Anak. Besides that, we will work on building a stronger relationship with the Indonesian government. Over the last four years, we have built the first foundations in this field. However, since the Indonesian Minister of Education and Governor of Lombok have shown high interest in Peduli Anak and our way of work, we have decided to intensify our contacts with the local and central government. Peduli Anak identified other social projects which can be enrolled under the Peduli Anak umbrella. One of them is the creation of a Drop-in Centre, where we can observe

street children and the need for the services of Peduli Anak. The other one is the implementation of the Family Care Program, which supports impoverished families with their search for work and a normal living environment (so they have the chance to support their children). Other operational outlooks are a stronger focus on education, since we already have 3 schools which are built and operated by Peduli Anak. In the financial field, Peduli Anak is working on the creation of a Reserve Fund in order to cope with any unexpected decline in funding due to factors such as the financial crisis of 2008-2009. Part of the income of Peduli Anak will flow into this fund and will be used in times of need.

# Where Peduli Anak Works

West Nusa Tenggara on the Indonesian Island Lombok next to the Island Bali.

West Nusa Tenggara (Indonesian: Nusa Tenggara Barat) is a province in south-central Indonesia. It covers the western portion of the Lesser Sunda Islands, except for Bali. A 2002 United Nations Development Programme report classified West Nusa Tenggara as the least-developed province in Indonesia. The two largest islands in the province are Lombok in the west and the larger Sumbawa island in the east. Mataram, on Lombok, is the capital and largest city of the province. The province is administratively divided into eight regencies (kabupaten) and two municipalities (kotamadya): Lombok is mainly inhabited by the Sasak ethnic group, the majority of Lombok's population is Muslims, with a minority Balinese population, and Sumbawa is inhabited by Sumbawa and Bima ethnic groups. Each of these groups has a local language associated with it as well. The population of the province is 3,821,134; 71 percent of the population lives in Lombok (As at 2000).



## Mataram City

The main capital of the Province of West Nusa Tenggara (Nusa Tenggara Barat) is Mataram. The city is situated within Lombok Barat Regency (Kabupaten Lombok Barat) and lies on the western side of the island of Lombok, Indonesia. It is also the largest city of the province, and has a population of around 362,243 (estimated in 2008).

In addition to serving as the provincial capital, Mataram has also become the center of government, education, commerce, industry and services. Three towns constitute the Mataram area; from west to east, these are Ampenan, Mataram, and Cakranegara. They are distinct towns, but run together. Broadly, Ampenan is an aging port city, Mataram is the governmental and office center for the province and Cakranegara is the major commercial center on the island.





# FINANCIAL REPORT 2009





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## Balance sheet as at 31 December 2009

ASSETS	31-12-2009	31-12-2008
	EUR	EUR
<b>Fixed assets</b>		
<b>Financial Fixed assets</b>		
Investment	1	-
<b>Current assets</b>		
<b>Receivables</b>		
Interest to be received	827	501
Other receivables	31.428	-
	<u>32.255</u>	<u>501</u>
<b>Cash at banks</b>		
Postbank Account 1816	12.273	2.912
Postbank Rentemeerrekening 1816	14.708	33.508
ABN-AMRO account	-	381
	<u>26.981</u>	<u>36.801</u>
	<u>59.237</u>	<u>37.302</u>
<b>LIABILITIES</b>		
<b>Equity</b>		
- reserves for projects	17.143	-
- free available reserves	32.420	37.146
	<u>49.563</u>	<u>37.146</u>
<b>Current liabilities</b>		
Accrued expenses	9.674	156
<b>Total</b>	<u>59.237</u>	<u>37.302</u>

## Statement of profit and loss for the year 2009

	2009	2008
	EUR	EUR
<b>INCOME</b>		
Income from own fundraising	189.151	141.369
Less: costs of own fundraising	4.603	14.186
	<u>184.548</u>	<u>127.183</u>
In % of income from own fundraising	97%	91%
Local gifts and donations	-	7.470
Indonesian Government donation	14.285	1.033
Other income	827	501
<b>Total nett income</b>	<u>199.660</u>	<u>136.187</u>
<b>EXPENSES</b>		
Operational costs	74.040	80.364
External costs	112.611	49.324
General costs	592	359
<b>Total expenses</b>	<u>187.243</u>	<u>130.047</u>
Result of investment		
<b>Result for the period</b>	<u><u>12.417</u></u>	<u><u>6.140</u></u>

## Cashflow statement for the period ended 31 December 2009

	<u>2009</u>	<u>2008</u>
<b>Cashflow from financing activities</b>		
Result of own fundraising	189.151	141.369
Donations from Indonesia	14.285	8.503
<i>Other income</i>	<u>827</u>	<u>501</u>
<i>Nett cash flow form financing activities</i>	<u>204.263</u>	<u>150.373</u>
<b>Cashflow from operating activities</b>		
Operational costs	-74.040	- 80.364
Other costs	-592	-359
Costs of own fundraising	-4.603	-14.186
Change in working capital	<u>- 22.236</u>	<u>3.887</u>
<i>Nett cash flow from operating activities</i>	<u>- 101.471</u>	<u>-98.796</u>
Subtotal	<u>102.792</u>	<u>51.577</u>
<b>Cashflow from investing activities</b>		
External costs	-112.611	-49.324
Investments	<u>- 1</u>	<u>-</u>
<i>Nett cash flow from investing activities</i>	<u>- 112.612</u>	<u>-49.324</u>
Nett increase/decrease in cash at banks	<u><u>-9.820</u></u>	<u><u>2.253</u></u>
	<u>2009</u>	<u>2008</u>
Cash in banks as at 1 January	36.801	34.548
Cash in banks as at 31 December	<u>26.981</u>	<u>36.801</u>
<i>Movement of cash in banks</i>	<u><u>-9.820</u></u>	<u><u>2.253</u></u>



# Notes to the financial statements for the year ended 31 December 2009

## 1. General

The foundation was established in The Netherlands in January 2006 and the activities are carried out in Lombok (Indonesia). The activities take place in the Indonesian foundation (Yayasan). The Dutch Peduli Anak foundation funds the operations of Yayasan Peduli Anak in Indonesia.

Peduli Anak foundation is acknowledged by the Dutch tax administration as a 'public benefit aiming organisation'. Peduli Anak foundation meets the condition for financial accountability set out by the Dutch tax administration for ANBI's. This means that Peduli Anak foundation does not have to pay taxes on income and that donations to Peduli Anak foundation can be subtracted for income tax or turnover tax purposes by the sponsor.

## 2. Principles of valuation of assets and liabilities

The financial statements are prepared in accordance with accounting principles generally accepted in the Netherlands. Goal-related costs of programme activities are processed directly in the costs as soon as they are legally enforceable by third parties because of contracts or externally communicated commitments.

Assets and liabilities are included at their face values unless otherwise stated. Amounts in foreign currencies are converted to Euro at the year-end rates. Transactions in foreign currencies are recorded using the rates at the date of the transactions. Gains or losses on transactions are included in the statement of income and expenditure.

## 3. Principles of determination of result

### 3.1 General

The result represents the difference between the income from gifts, donations and other income and the costs for the year. The gifts and donations are recognized in the year they are realised; losses are taken as soon as they are foreseeable.

### 3.2 Recognition of income

Income is recognised upon receipt of funds from sponsors. Such transfers of funds are guided by approved work plans.

### 3.3 Recognition of costs

Operational expenses are recognised as soon as they can be estimated and are legally enforceable by third parties through contracts or externally communicated commitments. Costs are recognized at historical cost convention and are allocated to the reporting year to which they relate. Tangible fixed assets (land, buildings, furniture and equipment) are all funded by sponsors. Any assets purchased are expensed in full on the acquisition date and presented as external costs.

### 3.4 Taxation

Peduli Anak foundation is not liable for corporate income tax in the Netherlands.

## 4. Comparative figures

The principles of valuation and determination of results remain unchanged from the previous year. However, the presentation of the comparative figures has been changed compared to last year to give more transparency.

## 5. Notes on the balance sheet as at 31 December 2009

### 5.1 Financial fixed assets

As per 31 December 2009 Peduli Anak Foundation acquired 5% ownership of Pix2Paint for an amount of Eur 1. The investment is valued at cost.

### 5.2 Receivables

#### 5.2.1 Other Receivables

The other receivables contain the intercompany account with Yayasan Peduli Anak in Indonesia which relates to the income from the Indonesian Government and the reserves for projects.

### 5.3 Cash in banks

Cash in banks is available on demand. The interest on the bank accounts varies between 1,25% and 1,8%.

### 5.4 Equity

#### 5.4.1 Reserves for projects

The reserves for projects relates to the salary costs of the teachers of the vocational school for the coming 3 years.

	2009	2008
	EUR	EUR
Balance as at 1 January	-	-
Transfer from free available reserves	17.143	-
Balance as at 31 December	<u>17.143</u>	<u>-</u>

#### 5.4.2 Free available reserves

These reserves relate to gifts and donations from sponsors which are allocated to future projects.

	2009	2008
	EUR	EUR
Balance as at 1 January	37.146	31.006
Result for the year	12.417	6.140
Transfer to reserves for projects	-17.143	-
Balance as at 31 December	<u>32.420</u>	<u>37.146</u>

### 5.5 Current liabilities

#### 5.5.1 Accrued liabilities

The accrued liabilities contain costs relating to school buildings which to be paid in 2010.



## 6. Notes on the profit and loss statement for the year 2009

### 6.1 Income from own fundraising

The foundation had several sources of income during 2009 which added up to Euro 189.151, an increase compared to 2008 which is mainly caused by sponsor income for the school buildings. Individual corporate and institutional donations are responsible for the largest part of the funds which are raised by the foundation. Schools and universities also supported us and brought in not only monetary assets but also non-monetary assets like knowledge and experience.

The income from fundraising in 2009 was as follows:

	2009	2008
	EUR	EUR
Child Support Plan	31.007	20.434
Membership	7.347	2.408
Koper Vastgoed B.V. relating to school buildings	37.186	-
Thesor Treasury B.V. relating to extra classrooms	15.000	-
Join!ForKids Foundation	9.260	5.638
Koolhaas-Alphen B.V.	7.000	8.500
RSM Charity Foundation	5.800	14.000
Children's Choice Foundation	4.200	6.500
Geef Gratis Foundation	3.165	1.930
Winitu consulting B.V.	2.500	-
Fundraising Rotary Club Rotterdam	1.750	-
1Procentclub Foundation	1.639	-
Nijmeegse school vereniging II	1.370	2.326
Charitas Foundation Eindhoven	-	7.500
NCDO Foundation	-	2.500
Health Insurance	-	1.860
Gifts (individuals, companies and institutions)	61.927	67.773
	<u>189.151</u>	<u>141.369</u>

## 6.2 Indonesian Government donation

In April 2009 Yayasan Peduli Anak received Rp. 200 million from the Social Department of the Indonesian Government which was spent on the children's needs in 2009.

## 6.3 Costs of own fundraising

The costs of fundraising in 2009 were as follows:

	2009	2008
	EUR	EUR
Sponsoring Cost	3.157	7.426
Office Costs	256	741
Contribution Volunteer Costs	-	1.068
Cost of promotion film	1.190	1.369
Website <a href="http://www.pedulianak.com">www.pedulianak.com</a> dev. Costs	-	3.582
Total	4.603	14.186

The cost of raising funds added up to € 4.603 and stayed below the 25% norm of the Central Bureau of Fundraising in 2009. Reducing costs is one of the secondary targets of the foundation and fits in the business approach of development work.

## 6.4 Operational costs

	2009	2008
	EUR	EUR
Food	13.007	13.699
Salaries and wages	32.168	33.003
Children's Education	15.854	17.494
Utilities	2.671	2.782
Children's Savings	1.681	1.329
Transportation	-	3.221
Treatment and medicine	-	898
Other Operational Costs	8.659	7.938
Total	<u>74.040</u>	<u>80.364</u>

The average number of children for the year 2009 amounts to 60 (2008: 47)

## 6.5 External costs

	2009	2008
	EUR	EUR
<i>Building Projects:</i>		
- Elementary school building with auditorium	37.809	-
- Extra-curricular classrooms	18.286	-
- Shelter 3	12.974	-
- Wall extension	12.525	-
- Others	-	2.063
<i>Equipment, Tools and Furniture:</i>		
- Children's Homes	5.213	8.525
- School	6.246	5.504
- Kitchen	-	6.245
- Cleaning	4.475	-
- Office	-	1.512
Internet Installation	-	2.227
Storage costs	1.926	5.748
Uniform for teachers and school children	-	5.444
Advertisement to recruit volunteers and employees	-	1.047
Administration & Local Transportation Costs	4.388	6.667
Research and Education	-	1.079
Other external costs	8.769	3.263
	<u>112.611</u>	<u>49.324</u>