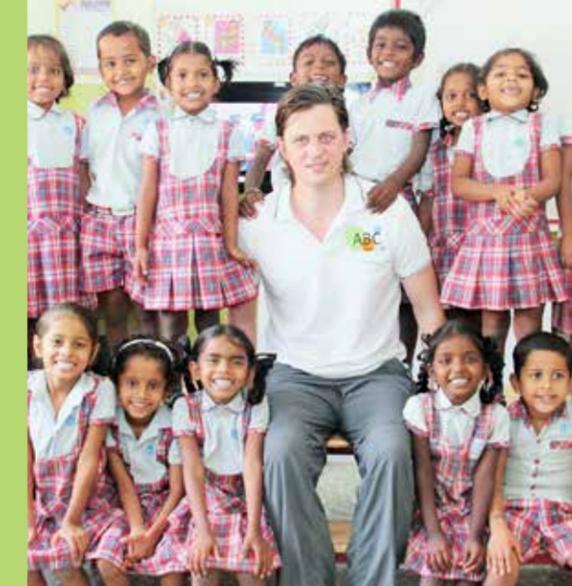


AlphaBetClub

Annual Report 2015



Letter from the Founder

We're very pleased with our 2015 activities and the results, as we've seen substantial growth and impact in various areas that we consider important to the overall success of our operations and the impact we're having in other's lives.

We're happy to share that in 2015, with your support, the AlphaBet Club:

- Opened a New School! Gardenia ABC's 5th School, the 3rd in India. 40 students, after 2+ years actively working on project to benefit one of the largest slums in Bangalore
- 2015 has been the year with the biggest charity impact in the history of ABC, with a record total investment to our charity projects of 65.402 Euros
- Surpassed 263,000 nutritious meals, served free of charge to students that attended schools ABC has funded opening with a total of 74,163 nutritious meals served in 2015
- 1,023 children benefiting from 5 ABC School projects in India, Laos & Cambodia
- 284 children living in slums in India attended our schools 5 to 6 days a week
- Funded the New Principal's Office at Edelweiss School and the addition of CCTV Security Monitoring Systems for Edelweiss and Gardenia
- Implemented new project funding assessment program and evaluated various new educational infrastructure projects as well as partners to fund them
- Maintained active membership in the Bangalore Effective Education Task Force of 35+ organizations to Bridge Gaps in Education to ensure Quality Education for Every Urban Underprivileged Child in Bangalore
- Celebrated our 9th Anniversary and 130th ABC Event
- A record of 15 ABC [FUN]draising events: 7 in Amsterdam, 6 in Madrid, 2 in Phoenix

Thank You! We are very thankful for all the support we've received. Special thanks to ABC Ambassadors for volunteering their gifts and passion; our donors for their financial support, and to our ABC friends, who attended the events and supported our projects.

Troy Swanson / Founder AlphaBet Club

We are eager to keep you informed about AlphaBet Club projects successes and students:

Website	www.AlphaBetClub.org
Facebook Global Projects	www.facebook.com/theAlphaBetClub
Facebook Amsterdam	www.facebook.com/ABCAmsterdam
Facebook Madrid	www.facebook.com/MadridABC
Blog	www.AlphaBetClub.org/blog
Twitter	www.twitter.com/AlphaBetClub
Instagram	www.instagram.com/AlphaBetClub
LinkedIn	www.linkedin.com/AlphaBetClub

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Share our story

Who we are

AlphaBet Club Board

Troy Swanson Brian van Daal Inge Kuijper

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Giles Bones Daniela Felletti Patricia Limón Ana Noain
Marco de Panfilis Diego Guerra Ana Lopez Laura Peral
Remi Escande Sabrina Isaac Francesco Malatesta Lucila Pérez
Sarah Tritant

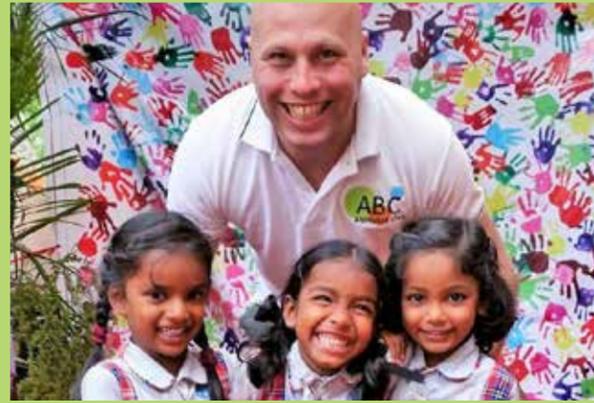
AlphaBet Club Amsterdam Stichting Board

Brian van Daal Yana Kaloshina Carlo Canova

Amsterdam

Alisa Alka Silvia Giorgetta Tamara Molinas Nisha Soundararajan
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Eugenio Galdon Cristina Mello Danielle Smissaert





AlphaBet Club
volunteers at
school projects
in India

AlphaBet Club's Educational Infrastructure Projects in Cambodia, India, and Laos educated 1,023 children with students receiving free 74,163 nutritious meals in 2015...





What we do

Projects

Since 2010, AlphaBet Club (ABC) has partnered with Building Blocks (BB) -- a non-profit organization located in India -- to achieve the common goals of opening and operating new schools next to large, urban slums in Bangalore, India.

School Project Beneficiaries

The children living in the slums in Bangalore are amazingly bright, vivacious and loving children, who are unfortunately impoverished, illiterate, and many malnourished. A typical ABC student has migrant parent(s) (from another State in India, where they speak a language different than in Bangalore) aged 20-25, with multiple siblings, and often times an irregular and unhygienic diet. They have little-to-no education, and live in an approximately 9m²-sized home with asbestos roofing, and no running water.

School Staff

Each school directly provides employment to 8 women to administer the school in roles of Centre Head / Principal, Teacher, Assistant Teachers, Cook and Cleaner. With additional employees aiding with partial support split amongst other schools for Marketing, Finance, Social / Slum Community and Parental Engagement and Teacher Training.

Volunteers

Forty volunteers are to thank for the operations of AlphaBet Club - hosting events, and providing their specialized skills to ensure quality, transparency and execution of organizational objectives and project impact.

Local ABC Communities, Sponsors, Donors & Partners

- A. "Have Fun. Make a Difference" The local independent AlphaBet Club organizations host various fundraisers every one to two months in Amsterdam and Madrid where community members are able to offer their financial contribution towards the ABC cause by simply purchasing an entrance ticket to the event.
- B. AlphaBet Club receives donations and collaborates with various organizations, individuals, sponsors, and partners with objectives of Educational Infrastructure for underprivileged children.
- C. Some of our former and current partnerships include: Alternatives 4 Children, Bangalore Effective Education Task Force (BEETF), Noble Cause Club, Rotary Club Amsterdam International and Wilde Ganzen.

Our Schools

ABC-BB Schools - 340 students were enrolled at ABC-BB schools, where children between ages 3 and 5 receive an education six days a week for a full, 11-month academic year. Classes run Monday through Friday from 9:00am until 1:30pm with a half-day on Saturdays and After School Program classes operate in the evening, five days a week, from 4:00 pm to 6:00 pm. Class instruction is in English, where children are taught sight-reading, simple arithmetic, writing and motor skill development. Extracurricular activities include drama, art, music and dance. Students receive a nutritious breakfast, lunch and snacks during school hours, and all materials are provided, free of charge.



Our Education Program

Curriculum The children at ABC-BB schools are offered three years of quality education that focuses on well-rounded, overall development for each child. Math and Social Science subjects are included in the curriculum, and students begin as early as K3 level (children aged 3). A vast subject matter is covered under these two subjects in the three years of education that is provided at ABC Schools.

Language program ABC-BB schools have English as primary instruction medium, It also teaches the children to speak the State's local language (typically not spoken by migrant parents at home). It lays out a solid foundation of the English language for 3 years, creating the necessary steps for enrolling these children into English Medium Schools, post ABC-BB graduation. 'Jolly Phonics' and 'Genki English' programs are implemented, providing assorted lessons, books as well as flashcards and computer programs (including educational exercises and songs).

Physical & character development The advancement of motor skills through activities such as drama, music, art, dance, and physical education is crucial for a child's development, and is exercised daily at all ABC-BB schools. Gender, race and social class equality are practiced regularly at schools, as they are the key components of character formation. Schools have playground areas and classes are taken daily to freely enjoy some physical education and movement.

Materials All school materials for the year are provided to children free of charge with School uniforms funded by parents.

Nutrition Program ABC-BB Schools emphasize the importance of nutritional and vitamin-rich meals, since many of their new students in early developmental stages are diagnosed with possible parasite infections, malnutrition and subsequent growth stunts. Breakfast and lunch is provided to students Monday through Friday, with an additional breakfast on Saturday. Graduate students who attend the After School Program, also receive a snack/meal daily. There were 74,163 nutritious, complimentary meals served to children in 2015 at the Edelweiss, Freesia and Gardenia Schools.

Hygiene Many of the families living in the slums lack hygiene awareness, and the slums they live in have water from local wells that can be polluted.

This can easily lead to the spreading of various diseases and viruses. ABC-BB schools implement various practices to help combat sickness. Children learn a 7 step hand-washing process that they practice up to 7 times per day to wash their hands. They also have lessons on brushing their teeth, tying their shoelaces and wearing clothes appropriately.

Annual Festivities Children's Day celebration, Birthday celebrations, 'Gifting Day' (gifts for the children and parents donated from external organizations), India Day, Holi, Ugadi, Christmas, Valentine's Day and Diwali

Excursions Many ABC-BB students have never left the slum. School field trips to the zoo, a restaurant, or an event at a hotel are all very unique and new experiences. For some, the commute to the destination is half the excitement, as it is the first time they get to ride in a moving vehicle, elevator, or an escalator.

Parental engagement & education Educational community meetings are hosted two-to-three times per year, hosted by ABC-BB social workers to cover topics such as punctuality, absenteeism, cleanliness and hygiene, nutrition, helping children with homework, television moderation and appropriate sleeping patterns. Apart from this, parents are invited twice a year to the ABC-BB school's parent-teacher meetings. Each parent is informed about their child's academic progress, including specific areas where they may be falling behind or excelling.

Graduation Ceremony A very special day is held for all the K5 children and their parents. Our outgoing children, the K5 who have typically been in the school for 2 years, are given Kindergarten Diplomas on this day. The venue for graduation is typically the slum from where the children live. A large tent, about 13m by 20m covering, is put up in an open place in the slum a stage for the children and speakers to stand and make give Academic Awards, Diplomas and thank all Staff and Partners.

Post-Graduation After having the child in our school for 2 to 3 years, 6 days a week, for 11 months, and having many conversations with their parents about investing into their children's future education, most all of the children go on to an English Medium School from 1st Grade onwards as they are in the 90th Percentile in English. Some of the children are sponsored for tuition by a Building Blocks program for up to 10 years. A big focus of our program is to help parents and students understand that a continuing quality education is an investment in improving their financial and educational outcomes, to hopefully break the cycle of poverty.

Edelweiss School **ABC's 3rd School Project**

Location	South Bangalore, India (Jayanagar Area)
Project Start Date	December 2010
Day Program (age: 3-5)	Monday to Friday : 9:00 AM to 1:30 PM Saturday : 9:00 AM to 11:30 AM
After School Program (age: 6+)	Monday to Friday : 4:00 PM to 6:00 PM
Number of Students Enrolled December 2015	
Day Program	104 students
After School Program	38 students
Number of Students Graduated May	38 children
Nutrition Program	39,616 meals served (163,073 meals since start)
Number of Staff	8: principal; 5 teachers; cook; cleaner + various operations partial support staff resources

2015 Contributing Funding Partners

Alternatives for Children, Noble Cause Club, Run for Teachers and AlphaBet Club

Additional Project Contributions throughout the year

Teddy Bear giveaway for every child. UPS Backup Power Supply donated to support the 2nd floor classrooms and Manager's office

2015 Highlights

- Funded new Principal's office and installation of CCTV Cameras
- Library stocked with 500 books
- Journal writing for K5 (aged 5) kids
- Morning messages implemented into curriculum
- Increased parental engagement
- Early Year Foundation Stage (EYFS) founded to assess the gap between teaching and learning in classrooms
- New admission screening test for prospective K3 (aged 3) students
- Key Result Area (KRA) implemented to measure and improve school operations

Detailed Updates with photos online

www.AlphaBetClub.org/EdelweissSchool

Freesia School **ABC's 4th School Project**

Location	North Bangalore, India (Benson Town Area)
Project Start Date	March 2013
Day Program (age: 3-5)	Monday to Friday : 9:00 AM to 1:30 PM Saturday : 9:00 AM to 11:30 AM
After School Program (age: 6+)	Monday to Friday 4:00 PM to 6:00 PM
Number of Students Enrolled End of 2015	
Day Program	88 students
After School Program	15
Number of Students Graduated May	59 children
Nutrition Program	31,057 meals served (96,707 since start)
Number of Staff	8: principal; 5 teachers; cook; cleaner + various operations partial support staff resources

2015 Contributing Funding Partners

Rawal family, Rotary Club Amsterdam International, Wilde Ganzen and AlphaBet Club

Additional Project Contributions throughout the year

Teddy Bear giveaway for every child

2015 Highlights

- Moved into a new building
- Curriculum 'Reflection Sheets' introduced to obtain feedback from teachers
- Morning messages implemented into curriculum
- New admission screening test for prospective K3 (age 3) students
- Early Year Foundation Stage (EYFS) implemented to assess the gap between teaching and learning in classrooms
- Journal writing for K5 (aged 5) kids
- Increased parental engagement
- Key Result Area (KRA) implemented to measure and improve school operations

Detailed Updates with photos online

www.AlphaBetClub.org/FreesiaSchool

Gardenia School ABC's 5th School Project

Location North Bangalore, India (DJ Halli Slum Area)

Project Start Date July 2015

Day Program Monday to Friday : 9:00 AM to 1:30 PM
Saturday : 9:00 AM to 11:30 AM

Number of Students Enrolled end of 2015

Day Program 41 students

Number of Students Graduated May 38 children

Nutrition Program 5,793 meals served

Number of Staff 5: principal; 2 teachers; cook; cleaner
+ various operations partial support staff resources

2015 Contributing Funding Partners

Casa Foundation, AlphaBet Club and Sunshine for School

2015 Highlights

- Opening the doors of the brand new Gardenia School
- Recruitment, acceptance and on-boarding of new students
- Hired and provided quality training for new teachers
- No rental expenses incurred as land owned by partners
- Library fully stocked of books

Detailed Updates with photos online

www.AlphaBetClub.org/GardeniaSchool





Additional ABC Projects & Donations

AlphaBet Club Madrid signed an agreement with La Moraleja Green (Shopping Mall in the north of Madrid) to run a campaign during the Christmas period to collect toys for our projects, thanks to “Ñ” team (marketing company). Additionally, we hosted a Three Wise Men Party where requirement to attend was to bring a toy. As a result, we managed to collect over 3,000 (three cubic meters of) toys that ABC Madrid volunteers packed, classified and prepared for delivery by clearing all customs requirements.

Toys were sent to two different projects. One was to our Freesia School project in Bangalore (India). The other was through the NGO - ACOES that delivered remaining toys for students at Santa Teresa de Jesus school and several kindergartens in Tegucigalpa (Honduras).

Earlier ABC Projects

Charity foundations that received donations from AlphaBet Club Madrid Event proceeds in 2015 and prior

- Acción Contra El Hambre
- (Nepal in 2015 - Phillipines in 2014)
- Acnur
- Aladina
- Caritas
- Fundación Deportes y Desafío
- Fundeso
- Fundación Lucas Koch
- Fundación Maria Ayuda

The third Educational Infrastructure project that AlphaBet Club funded was in November 2010 the Edelweiss School of Building Blocks in Bangalore, India.

Since the start AlphaBet Club has also been funding the operational expenses of running the school.

The first two Educational Infrastructure projects that AlphaBet Club funded were with Room to Read Foundation:

- 2010** Library for Hun Sen Koang Kang Primary School, Cambodia (see picture above)
- 2009** Primary School: 172 Children Phiangdokkham, Laos
- 2009** Toy donations to 25 school children Goa, India
- 2009** 10 years of school for a girl in Vietnam

Additional Value ABC Provides

AlphaBet Club not only funds Educational Infrastructure projects, It also actively works with local implementation partners to aid in building out their capacities and in the overall sustainability of our joint project and their organization.

This is done by daily interaction with the partner to monitor the progress of each project, as well as onsite visits in India for up to 3 months. The reason for this is to not only ensure operational excellence of projects, but to also identify areas in which the projects can have a greater impact on each child, or can be extended to add value to more children.

Specific areas in which we add non financial value to our projects and partners are: donor communications - video, photographic, and written; financial reporting in addition to community; and volunteer and partner engagement.

Having a strong relationship and consistent communication is a key pillar for us in the success of our projects. This enables us to see how we can give a non financial added value to the project. This takes place via email, phone/video, and on-site project visits.



ABC is an active member of the Bangalore Effective Education Task Force (BEETF); a volunteer consortium of 35 Corporates, NPO's/NGO's and individuals who work in the space of education for the underprivileged. Active participation enables us to meet and work with other organizations in our space to provide additional services of education and nutrition to our students, as well as aid other organizations and beneficiaries as possible.

For our current projects we are supporting Building Blocks / FDS, an independent nonprofit organization, based in Bangalore (India), that has been opening and operating Schools in India for 10+ years now.

How we raise funds

AlphaBet Club is receiving donations from organizations and individuals, these go to our projects and are used for our operations. Key donors and partners we'd like to thank for their 2015 contributions are: AlphaBet Club Amsterdam, AlphaBet Club Madrid, Alternatives for Children, ING Employees and Accenture.



Per December 2014 the fundraising events are split from AlphaBet Club charity and are organized and hosted by separate ABC organizations/entities (i.e. ABC Amsterdam, ABC Madrid and ABC Phoenix). These entities act as donor to AlphaBet Club charity.

Profit & Loss of the fundraising events are not incorporated anymore in the financial statement of AlphaBet Club charity as they are managed in a separate entity. The donations made by these ABC entities are visible in the financial statement.



...emphasis is put on English language skills, character development and nutrition for children living in slums with over 70,000 nutritious meals being served to students free of charge yearly

Transparency & Accountability

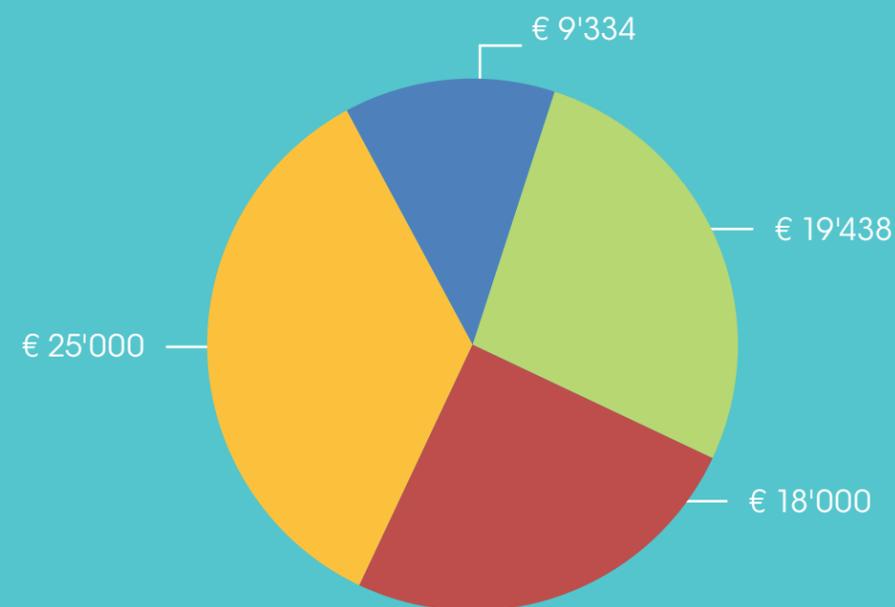
2015 Money raised for Charity

€ 71.772

2015 has been a very strong fundraising year for AlphaBet Club! The donation made by ABC Madrid is the biggest positive change to the previous year. ABC Amsterdam is substantial as every year. The total amount of 71.772 Euros raised is a record, AlphaBet Club never received these amounts of funds in a year.

We are very proud to have Alternatives 4 Children as a very strong partner in supporting and funding the operational expenses of Edelweiss School.

This is the 4th year that ING Employee Foundation has been supporting AlphaBet Club by donating to our cause. Also Accenture has been a strong supporter in 2015.



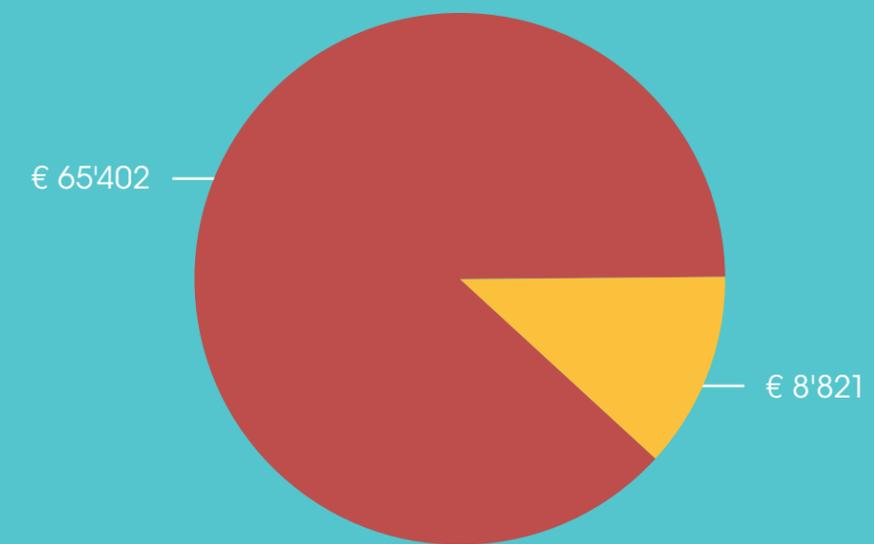
- AlphaBet Club Events Amsterdam
- AlphaBet Club Events Madrid
- Alternatives 4 Children Foundation
- Donations Others (i.e. ING Employee Foundation, Accenture, individuals)

2015 Expenditures

€ 74.223

In 2015 AlphaBet Club donated a record amount of 65.402 Euros to its projects in India! We are very proud of the achievements in India and that we are impacting so many children's lives!

We are happy to see that we were able to decrease the Supporting Services expenses a great deal even while we created more impact in India and have been investing in recruiting more volunteers. Due to the split and now having separate entities we were able to decrease the accountant costs for AlphaBet Club charity.



- Educational & Nutrition projects Edelweiss Freesia & Gardenia school
- Supporting Services

Financial Statement 2015

Balance

Assets		Liabilities & Foundation Capital	
Fixed Assets		Foundation Capital	
Fixed Assets	€ 1.595	Capital	€ 4.937
	€ 1.595	Curr. Year / India Fam. Devel. (2014 & 2015)	€ -95.313
Current Assets		Previous year net income	€ 127.728
Accounts Receivable	€ 3.212	Result previous year	€ -28.590
Other short term accruals	€ -1.012	Result current year	€ 62.951
	€ 2.200		71.713
Cashflow		SHORT TERM DEBT	
Bank accounts	€ 67.865	Outstanding taxes	€ -53
	€ 67.865	Creditors	€ 0
			€ -53
Total Assets	€ 71.660	Total Liabilities & Foundation Capital	€ 71.660

Profit and Loss

Operating Revenues & Gains	
Donations	€ 71.772
Expenses	
Supporting Services	€ -8.821
Net Income	€ 62.951
India Family Development	€ 65.402



Funds Invested in Charity Projects

2010	India - Building Blocks/FDS	€ 11.087
2011	India - Building Blocks/FDS	€ 20.932
2012	India - Building Blocks/FDS	€ 32.769
2013	India - Building Blocks/FDS	€ 53.032
2014	India - Building Blocks/FDS	€ 29.911
2015	India - Building Blocks/FDS	€ 65.402
	Total invested in projects	€ 213.133

Details

Legal name AlphaBet Club Stichting (short: ABC)

Country of registration The Netherlands

Type of entity Stichting (Foundation / Charity)

KvK number 34348300

Description entity AlphaBet Club Stichting is an organisation Incorporated on July 7, 2009, but operational since January 19, 2006. ABC is registered at the Netherlands Chamber of Commerce. Our Financial Statement and reporting is done by MBS Accountants. AlphaBet Club is ANBI certified by the Dutch Tax Authority. To become ANBI certified the organization needs to be compliant to the ANBI criteria on organization structure, activities and costs. Gifts to ANBI certified organizations are eligible to be tax deductible in the Netherlands.

Looking forward to 2016...

- AlphaBet Club's 10th Year Anniversary
- Gardenia School first graduating class
- Surpassing 200,000 Meals served at Edelweiss
- 300,000 Meals Served at the Schools since Opening
- Potential funding of New School Projects in Nepal & India

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