



annual report dance4life 2014

dance



life

Introduction

Aisha is an 18 year old girl from Pakistan. Despite her young age, she's been through a lot. At 12, she was raped by a friend of her uncle. She didn't understand what happened to her; the perpetrator told her she mustn't tell her parents. She was afraid. Time passed, and she decided to tell her friend, Muneeb, what had happened. After hearing about this terrible experience, Muneeb felt the need to do something. To make a difference. Not only for Aisha, but for all young people. And so he became a peer educator for dance4life in Pakistan and later even ambassador. As a musician, he is using his talents to create change in his society.

Initially, I was shocked when Muneeb told me this story at our annual international meeting in October last year. I was once again confronted with the fact that young people are still so very vulnerable – not only in Pakistan, but all across the globe. In many countries, young people are not getting the sexuality education they need and are entitled to, they can't talk about sex, and are being forgotten by policy makers. Sadly, this story demonstrates the great urgency of our work, even today. But encouragingly, it's also a great example of how young people can, and want to, make a difference. And so I'm proud that in almost 20 countries, together with our national concept owners, dance4life was able to reach over 250,000 young people in 2014. Not only giving them the information and skills they need to protect themselves, but also motivating them to involve their peers and actually create

change in their communities. Together with these young people and our local partners, we also directed our efforts towards national and international policy makers. Ensuring the creation of a youth-friendly environment, without which change simply won't be sustainable.

Thanks to our 25% growth in income, we were not only able to involve 30% more young people compared to 2013, but were also able to further improve the quality of our programs. Making an even bigger impact on young people's knowledge, skills and behavior with regard to HIV, AIDS and sexuality.

All of the above happened in a very special context, as dance4life celebrated its 10th anniversary in 2014. On one hand, a great success, as we made a difference to so many young people's lives in those 10 years – almost 1,9 million and counting. But on the other hand, a harsh reminder of the reality: our work is still badly needed, maybe now even more than ever.

Eveline Aendekerk
Executive director
dance4life





Glossary

agents4change:

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

Heart Connection Tour:

the Inspire component of our program, in which we engage young people through dance, music, and personal stories

NCO:

our National Concept Owners, who develop and implement our programs in-country

SRHR:

Sexual and Reproductive Health and Rights

Colofon

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1. Summary: 2014 in a nutshell

What's going on in the world?



AIDS is the **#2** cause of death among young people between **10 and 19**



Complications related to **pregnancy** and **childbirth** are the **second** cause of death among girls between **15 and 19**



35% of girls and women have been victims of **sexual violence**

How is dance4life changing this?

It is dance4life's mission to bring an end to AIDS, unplanned pregnancies and sexual violence. We do this by empowering and educating young people - using the power of music and dance - and we aim to make a visible difference in their environment, by advocating for their rights towards parents, teachers and governments.

What did we achieve in 2014?

2014 was a year of growth, in numbers, quality and impact.



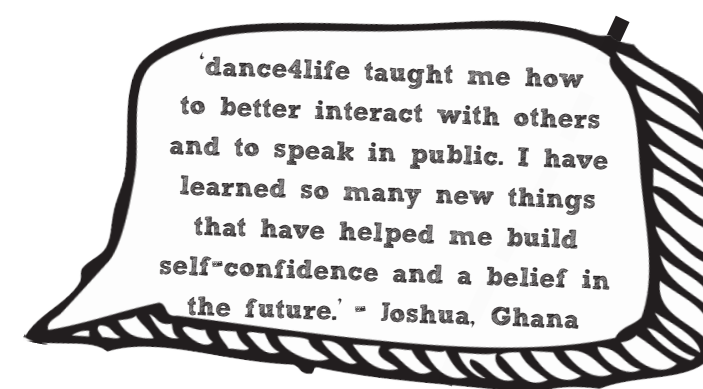
We reached a total of **250,000** young people in **18 countries** through our programs, which is over **30%** higher than in 2013.



138,000 young people became agents4change. This is more than **twice** as many as in 2013.



We made significant **impact** on these young people's knowledge, attitudes, behavior and skills with regard to **HIV, AIDS and sexuality**.

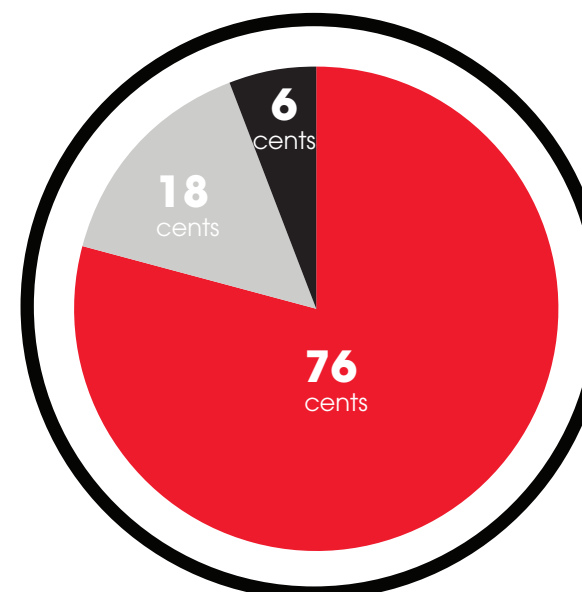


Who's involved?

Working as a social franchise, our programs are developed and implemented on the ground by our local partners in almost 20 countries. They are supported by our 28 employees (22,5 fte) working in our central office in the Netherlands.

Who made our work possible?

Thanks to the support of Dutch Ministry of Foreign Affairs, the Dutch Postcode Lottery, our ambassadors, friends4life, corporate partners and donors our income grew to €4,2 million, an increase of 25% compared to 2013. And this is how we spend every euro:



- Our mission: a world without AIDS, unplanned pregnancies and sexual violence.
- Fundraising
- Organization

2. Mission & approach

2.1 Our mission

It is dance4life's mission to bring an end to AIDS, unplanned pregnancies and sexual violence. We do this by empowering and educating young people. We provide young people with the knowledge, skills and confidence to protect their health and promote safe sexual choices. We are a non-profit that believes in the power of an attractive brand to create impact. We use the universal language of dance and the positive energy of music to connect with young people as equals: we're in it together.

Together with our peer educators, we mobilize hundreds of thousands of young people every year to join dance4life and take a leadership role in their societies. We call them agents4change: young leaders that shape the future of their generation through positive behavior change. dance4life has built a global community of agents4change that is helping us spread our message all across the world and turn the situation around.

2.2 Our vision

We envision a world in which all young people can be sexually healthy. A world in which young people are able to make informed decisions. We support the building of societies that enable young people to protect themselves from disease and abuse.

By releasing their leadership potential, dance4life stimulates youth to become part of the solution. Together, we help societies acknowledge the need to invest in a healthy future and remind them that the voices of young people need to be heard. We believe that sexual and reproductive health is a right for all young people.

2.3 The urgency

Unprotected sex is one of the largest health risks for young people globally. In many countries, sexuality education is limited or non-existent and young people do not have access to condoms, contraceptive methods and health care services like testing.

Although significant progress has been made and the number of new HIV infections continues to decline, most efforts have failed to specifically address the explicit needs of young people.

As a result:

The number of **young people** under the age of 25 that died of **AIDS related** causes increased by **50%** between 2004 and 2014

AIDS is the **#2** cause of death among young people between **10 and 19**

Almost **6,000** people are infected with **HIV** every day

Every year, a total of **7,3 million** teenage girls give **birth**, **2 million** of whom before they turn **15**

Complications related to **pregnancy** and **childbirth** are the second cause of death among girls between **15 and 19**

35% of girls and women have been victims of **sexual violence**.





2.4 Our approach

With our local implementing partners (National Concept Owners or NCOs) in almost 20 countries, dance4life works to involve as many young people as possible. Our strategy is built around two pillars: young people's behavior and a youth-friendly society.

To create behavioral change, we use a four step concept founded on evidence of our work in the last 10 years and our philosophy that peer-to-peer communication is the best way to connect with young people.

Inspire

we engage young people through dance, music, and personal stories;

Educate

we inform young people about HIV/ AIDS, sexual health and reproductive rights, and provide them with skills to apply their knowledge;

Activate

we empower young people as agents4change to inspire and educate their communities and create change;

Celebrate

we celebrate young people's achievements in raising public awareness and political support.

Focusing on young people's behavior alone is not enough. Without a supportive environment, in which young people can make safe sexual choices and have access to services like condoms and testing, change simply won't last. That's why we aim to make a visible difference in their environment, by advocating for their rights towards parents, teachers and governments. And we always involve young people, in their own community and at regional, national and international level. As dance4life we participate with our partners in strategic international meetings to ensure that international agreements and policies meet young people's needs. Moreover, dance4life representatives play a role in holding governments to account, that international agreements are also translated into national policies.

We try to make our programs as effective as possible, in the following ways:

Keep the local dynamics in mind

We are a social franchise. From our central office in Amsterdam, we work with local partners in almost 20 countries around the world to develop and implement their programs. In each location, our partners tackle the most significant problems, tailoring the content of our four step concept to the local dynamics. In doing so, young people's most pressing needs are always addressed, and each program is as context-specific as possible while still representing our core philosophy.

Measure the impact

We are continually working to better understand the specific factors that can prevent risky behaviors and promote safe choices. We measure the impact of these approaches to build even stronger connections with young people and make our programs as effective as possible. We carry out both internal and external evaluations to monitor our progress and assess behavior change. We have a specific timeframe for measuring change in the behavioral determinants of our agents4change. We do a baseline measurement at the beginning of the program – before 'Educate' starts – and measure their determinants again, when they finish the Activate step. These evaluations are done with both quantitative measures (i.e. surveys) and qualitative measures (i.e. focus group discussions, interviews and by collecting stories).

Read more about the behavioral determinants we measure in the Appendix.

'As a member of dance4life's tour team, I have been able to use my talents - singing and dancing - to inspire my peers and provide them with the knowledge to positively change their lives' - Haji, Tanzania



Work in alliances

To increase our reach and impact, we work with several other NGOs in alliances. In the United For Body Rights program (UFBR), Rutgers, Simavi, AMREF Flying Doctors, CHOICE for Youth and Sexuality and dance4life join forces to improve the SRHR situation of young people. In the Access, Services and Knowledge program (ASK) the same organizations are joined by STOP AIDS NOW! and IPPF for a similar program, with a special emphasis on services for young people and direct access to information for young people without the interference of (often more conservative) intermediaries such as teachers. The two programs together aim to improve the lives of millions of young people in eleven countries in Africa and Asia (dance4life is active in eight of them) and is supported by the Dutch Ministry of Foreign Affairs.

Raise funds and build our brand

The positive vibe of our brand, the use of dance and our famous ambassadors ensure that dance4life is attractive to young people. We are fun to be part of, which in turn strengthens the effect of our programs. Communication and building the dance4life brand is also important, since companies like to collaborate with strong brands. We finance our programs worldwide with money that we raise with our fundraising activities.

2.5 Where we work

In 2014, dance4life worked in 18 countries, spread over 5 continents: Africa, Asia, Europe, South America and North America. Our local partners develop and implement our programs on the ground.





3. Our work in 2014

3.1 Program results

In line with our 2013-2016 strategy, we took great steps forward in 2014 in both the quantity and quality of our programs. We reached more young people than in 2013 and made a significant impact on their behavior, according to several researches (see page 17). The programs we implemented as part of our two alliances – the earlier mentioned UFBR and ASK programs – enabled us to scale up. We doubled our reach in Africa and even tripled the amount of agents4change. And also in Asia and the Americas, more young people participated in our programs and were empowered to make a change in their community.

As always, we also worked on increasing the quality of our programs, together with our NCOs. An important development was our NCOs taking increasingly more ownership of the program in their country. To support them in this, we gave a range of training courses to our NCOs and peer educators – for example in the area of advocacy – and researched how we could better involve young people in the third step of our approach (Activate). On top of that, we introduced a new way to quickly and easily measure the impact of our lessons with smartphones, and launched an online platform for young people in Kenya, Youth4life. Two of our NCOs – in Kyrgyzstan and Serbia – were no longer able to meet our quality standards, meaning that we ended the partnership with them in 2014.

Our reach



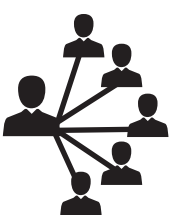
In 2014, we reached a total of **250,000 young people** in 18 countries through our programs, which is over **30%** higher than in 2013.



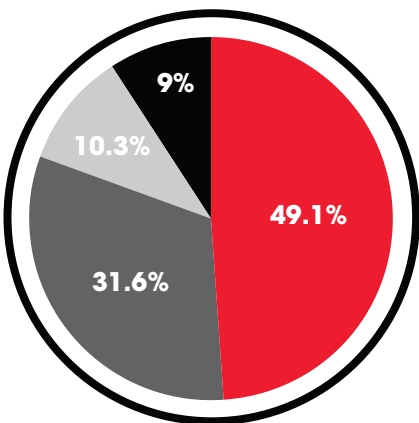
138,000 young people became **agents4change** in 2014, making a significant change in their community. This is more than **twice** as many as in 2013.



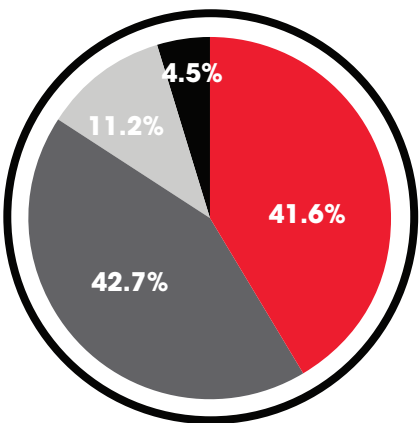
The total number of agents4change since dance4life started in 2004 is now over **720,000** and the total reach is fast approaching **1,9 million** young people!



We know that the agents4change share their acquired knowledge with other people and estimate this number to be around **five people**, meaning that dance4life has indirectly reached **3,6 million** individuals.



young people reached per continent
Total = 250,219
Europe - 22,498
Americas - 25,814
Asia - 79,131
Africa - 122,776



agents4change per continent
Total = 137,970
Europe - 6,081
Americas - 15,425
Asia - 59,024
Africa - 57,440

Please find a more detailed overview of our reach per country in the Appendix.

Our impact

We continually measure the impact of our programs to ensure we contribute to our vision: a world in which all young people can be sexually healthy. But what is our impact exactly?

Young people's behavior

In 2014, we conducted two independent studies in Serbia and Argentina to evaluate the dance4life program, giving us important insights in both the way the programs are carried out in-country and the way we achieve change in the lives of young people.

Results demonstrated positive outcomes of the dance4life program on young people's knowledge, attitudes, behavior and skills compared to their non-dance4life peers. dance4life participants are for example more consistent in condom use with irregular

partners than their non-dance4life peers (81% compared to 32%); they demonstrate more developed skills of correct condom use (82% versus 26%), better knowledge regarding prevention and misconceptions on HIV transmission (57% versus 38%), and better knowledge about risks related to the HIV infection (60% compared to 24%).

In addition to knowledge about HIV and sexual and reproductive health being high, positive changes in attitudes resulting from the program were also reported in relation to sexuality, HIV and sexual and reproductive health in general. Pre-post surveys in Indonesia for example, showed that young people who were educated by dance4life scored over 40% higher on questions about knowledge, risk-perception and attitudes (87.5% versus 46.5%) compared to before they participated.

	dance4life peers	non-dance4life peers
Consistent condom use	81%	32%
developed skills of correct condom use	82%	26%
knowledge regarding prevention and misconceptions on HIV transmission	57%	38%
knowledge on risks related to HIV infections	60%	24%

Besides these evaluations, we also examined our Activate step. This not only provided valid input to improve this component, but also assessed the impact the dance4life program has had on the lives of young people. The findings encourage us in using our four step concept: all elements – Inspire, Educate, Activate and Celebrate - are important in motivating and activating young people. Interviews with young people showed that agents4change gained more knowledge and skills and their self-esteem had grown. Both girls and boys grew more aware and self-confident during the dance4life program and in particular during the process of organizing an activity. Furthermore, audiences of these activities adopted a more positive view on the role young people can play in their society and appreciated the young people's knowledge and skills.

“I like it: it makes me feel really good. I can go to schools, help people, and answer their questions. That's what I like about it, and what I like about being an agent4change.”
- agent4change, Argentina

Youth-friendly society

When talking about advocating for the rights of young people, 2014 was a crucial year. In the consultations about the international development agenda after 2015 (the so-called **Post 2015 Framework**) dance4life focused on getting attention for young people's SRHR and highlighting the importance of youth involvement in such processes. You can't talk about young people without talking and listening to young people. With regard to the Post 2015 Framework, dance4life monitored the processes and provided input, together with alliance partners and youth organizations. Through the **PACT** collaboration, dance4life made a strong appeal to UNAIDS, urging the inclusion of references to adolescents and young people in their decision points. The process is still in full swing and agreements and attention for young people's SRHR and involvement in current documents need to be much stronger. In 2015 dance4life is therefore joining a global campaign (with many other organizations) focused at young people's SRHR in the post 2015 framework, to give it a last push.

At national level, dance4life and our partners have also been very active. The **Youth and ICPD program** really took off: structures for youth groups have been strengthened in four countries and the foundations laid for sustainable involvement of young people in national policy making. In other countries, young people and partners have joined forces to develop campaigns and meet with policy makers, local stakeholders and district

officers for the acceptance and inclusion of comprehensive sexuality education into their national curricula. Few Southern governments are open to this call and/or willing to implement such a policy, but by keeping the dialogue going, and young people sharing their reality, small steps are being taken.

In the Netherlands we - as part of the SRHR alliance - followed, monitored and reacted to the Dutch policy on International Development Cooperation to ensure sufficient funds and quality of investments in SRHR. We provided input to parliament on policy and budget issues, the international processes, and monitored the vision of the Dutch government around the **CPD** and the post 2015 development agenda.

CPD:

Commission on Population and Development

PACT

a cooperation between 16 youth-led and youth-serving organizations supported by UNAIDS

Post 2015 Framework

the follow up to the Millennium Development Goals

ICPD

International Conference on Population and Development

Youth and ICPD program

an initiative set up by the Netherlands Ministry of Foreign Affairs, CHOICE for Youth and Sexuality and dance4life, to ensure the involvement of young people in efforts around the ICPD

‘The dance4life program definitely gave me more confidence to talk about gender and sex.’ - Abdul (14), Pakistan

3.2 Fundraising results

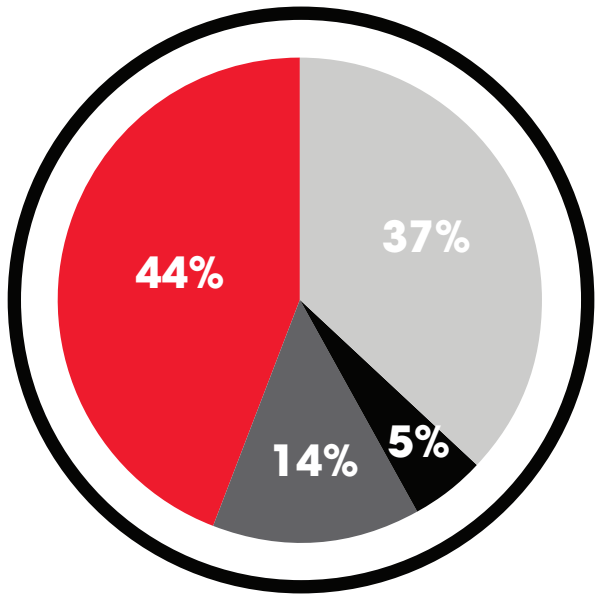
In terms of fundraising, 2014 was a pretty good year for dance4life. Our total income grew by 25% to €4,2 million - partly due to our successful anniversary event DANCE4LIFE 10 YEARS. Besides this event, that raised €542,000, a large part of our income came from long-term donors such as the Dutch Ministry of Foreign Affairs and the Dutch Postcode Lottery. The renewed format of our Dutch schools program (see 3.4) also made a major contribution to our growth in income, just as support activities like the New York Marathon.

The majority of our fundraising income is still generated from the Netherlands. We work hard to support our local partners to look for local fundraising possibilities, because we believe that long-term, this is the most successful and sustainable strategy.

Investment

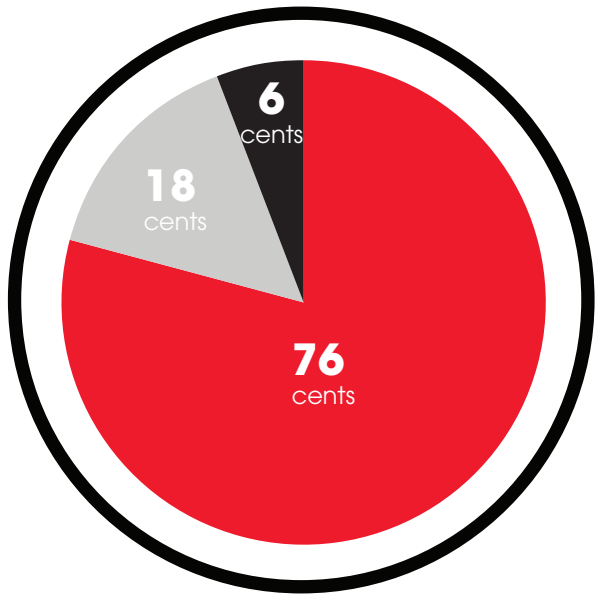
In 2014, we put a lot of effort into developing relationships with private major donors and US foundations and wrote a number of large proposals. We have also developed a number of online tools, which will make it easier for people to get into action for, and donate to, dance4life. We also prepared ourselves for a new major public fundraising event in the Netherlands, the Danceathon. All this ties in well with the expected growth of support activities in 2015.

We expect these investments will start to pay off in 2015. The very first month of 2015 even brought two successes: our application to the Dutch Postcode Lottery for a project in Nepal was accepted and the Dutch Ministry of Foreign Affairs selected the Right Here Right Now alliance, of which dance4life is part of, for a strategic partnership until 2020. With this partnership we want to make sure that young people have access to better education and good health care, through sustainable policy change.



Where our money comes from

- ▲ Fundraising with others: via New York Marathon and product collaborations
- ▲ Fundraising by others: via Dutch Postcode Lottery and NGOs
- ▲ Own fundraising: via our friends4life network, corporate donations, own auctions and, in-kind donations and support activities
- ▲ Fundraising government: via Dutch Ministry of Foreign Affairs



How we spend every euro

- ▲ Our mission: a world without AIDS, unplanned pregnancies and sexual violence.
- ▲ Fundraising
- ▲ Organization

3.3 Communication results

Communication wise, 2014 was also a significant year for dance4life. In 2013, due to necessary savings, we had to put certain things on hold, which caused a slight decline in brand recognition. We more than made up for this in 2014 with, amongst other things, a large scale public campaign in the Netherlands, lots of attention for our 10th anniversary and the announcement of a new ambassador: the world's number one DJ, Hardwell.

Brand and proposition awareness in the Netherlands

Thanks to increased visibility, the brand recognition of dance4life within our target group in the Netherlands (aged 12-25) increased from 56% to 60%. This number is even higher, if we only look at young people aged between 18 and 25: 74%. Compared to 2013, the younger section of this target group (aged 12-18) is more aware of dance4life's mission: the number of young people that associate dance4life with tackling AIDS increased from 33% to 51%. This contributes to the willingness of this group to get into action for dance4life: this has doubled in respect to 2013!

Source: Motivation, 2015

Media reach in the Netherlands

In 2014, dance4life realized a total media reach of 143 million people in the Netherlands via our own online channels and those of our ambassadors, earned media and sponsored media. The total value of this media reach was €4,900,000. We are grateful that we can rely on the support of our media partners, such as Exterion Media and SLAM!FM.

Channel	Reach
<u>Sponsored</u> Ads & TV commercials	41 million people
<u>Earned</u> PR via print & TV	19 million people
<u>Online</u> Earned, own social media & social media of ambassadors	83 million people
Total	143 million people

Communication with stakeholders in the Netherlands

Besides building the strong brand, it is hugely important for us to keep our stakeholders involved. We interact with them via social media (Facebook, Twitter, Instagram and LinkedIn – together over 60,000 fans) and e-mail. In 2014 our (potential) donors and partners received 6 digital newsletters, containing information about our global projects and activities in the Netherlands. We also sent out specific mailings to students, supporters and volunteers. Our friends4life - dance4life's private business network - received 6 (sponsored) hardcopy newsletters with relevant information about our work and events.

Communication with stakeholders outside of the Netherlands

At the moment, our communication and fundraising activities are primarily focused on the Netherlands. Eventually we want to establish a strong brand in every country where we are active, in order to be more attractive to young people and create more impact. In 2014 we already made progress, with the introduction of a buddy system: from our head office in Amsterdam we actively advise a number of local partners on communication topics. An example is dance4life India, where Bollywood choreographer Terence Lewis became our first ambassador in India and who is currently campaigning against child marriage.



3.4 Success stories

To give more insight in what our program, fundraising and communication results actually mean, here are a few success stories.

Program innovations

Since the start, dance4life has always been an innovative organization. Innovation is part of our DNA, and really does take us further, as these three examples demonstrate.

Reaching out to Kenyan youth online with Youth4life

In collaboration with Vodafone and IICD, and with input from many Kenyan young people, dance4life Kenya developed a web-based and mobile learning platform, Youth4life. The platform provides young people with direct access to SRHR information and linkage to

youth-friendly health services. The platform embraces youth culture by packaging sensitive SRHR information in infographics, videos and music and can be viewed from a wide range of gadgets, including laptops, tablets and mobile phones (both smart and feature phones).

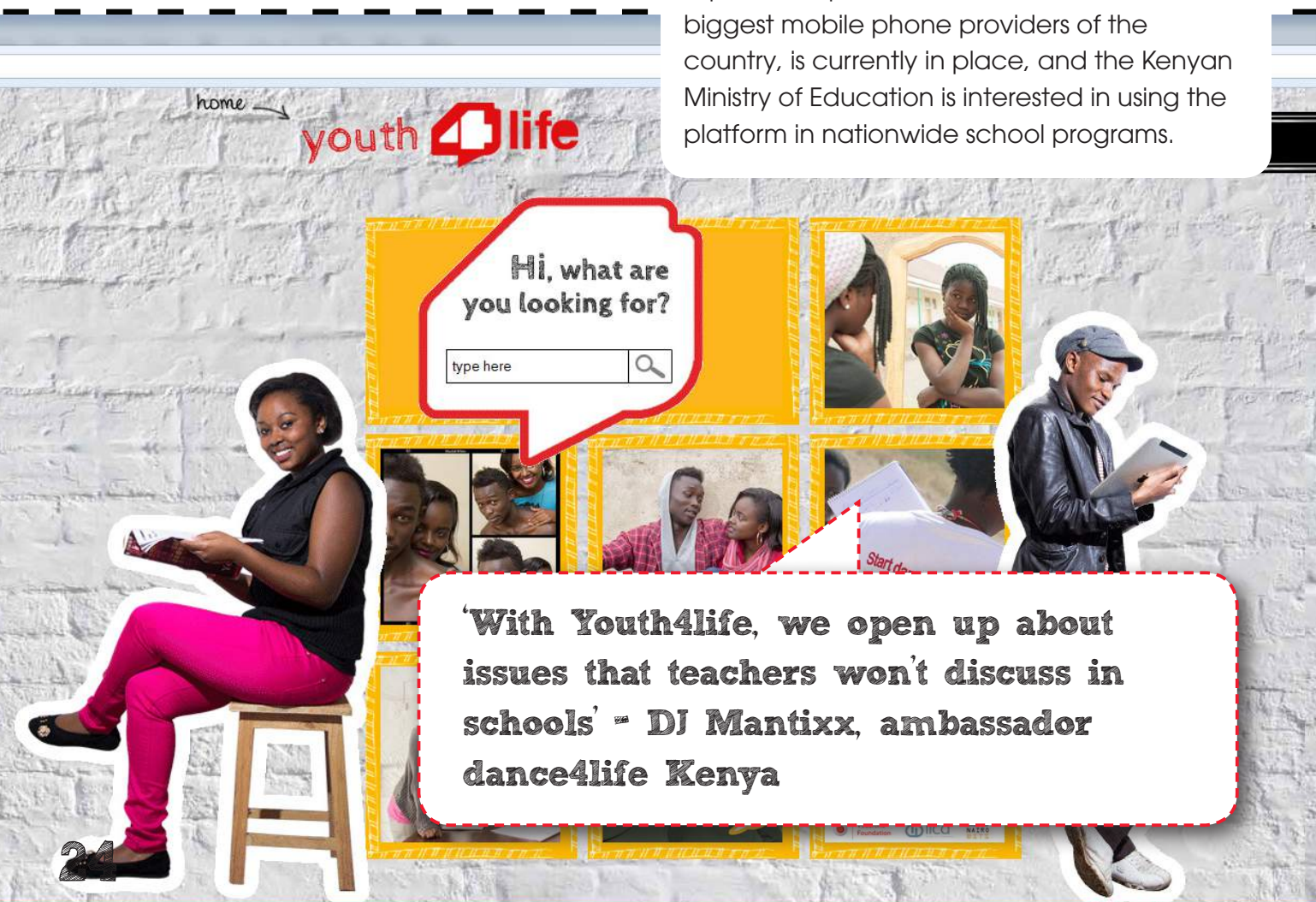
Since the platform went live, it has been a huge success. It has attracted over 30,000 users, with numbers still increasing. Preliminary research shows that young people especially like and need the information on sexual health checks, relationships between boys and girls and HIV/aids. Furthermore, young people have a positive attitude towards the referral system to youth-friendly services and 95% of the participants said they actually would visit one of the clinics if needed. Other organizations are interested in partnering up and investing in the vision of the platform. A partnership with Safaricom, one of the biggest mobile phone providers of the country, is currently in place, and the Kenyan Ministry of Education is interested in using the platform in nationwide school programs.

Revising our Dutch schools program

In 2014 dance4life implemented a revised version of our Dutch schools program. The world around us has changed drastically since we started ten years ago: fundraising results were on the decline, and it was harder to convince schools to invest time in an intense, extra-curricular program. We needed to come up with a new program to fit the Dutch context, meet the needs of the target group and, more importantly, to allow us to inspire even more young people.

The program, with more focus on HIV and AIDS related issues in the context of global citizenship, was received positively by both young people and teachers alike.

2014 saw us reaching 14,500 young people in 70 schools throughout the Netherlands. The most significant change, a new interactive and engaging inspire dance4life lesson, proved to have a positive effect on both the knowledge and attitude of the young people. The more personal approach has also led to more young people taking action than in previous years to help their peers in Sub Saharan Africa (with a three times higher fundraising result than in 2013: €273,000).



Getting smart with smartphones

By measuring both outputs and outcomes, we improve the quality of information we have about the impact of our programs. To facilitate collecting this essential and valuable information, a new smartphone data collection tool has been introduced in two pilot countries: Kenya and Uganda. This tool enables the collection of data through digital surveys. Once the surveys have been completed, the smartphones can be connected to the internet and the data imported to a personal online database. Here, surveys can be developed, data can be viewed, graphs or diagrams can be requested and data exported to excel (even with basic analysis already completed).

A three day training course to train both staff and dance4life peer educators in the use of the tool was set up in Uganda and Kenya. The introduction was a success, and during 2015, dance4life teams in Kenya and Uganda will train their fellow team members. The plans are to roll this project out in more countries, allowing us access to increasingly more, vital information to assess our program's impact worldwide.

The voice of young people

dance4life believes that it's crucial to involve young people and let their voice be heard. Locally in our programs, but also in international decision making processes. Here are three examples illustrating how we gave young people a voice in 2014.

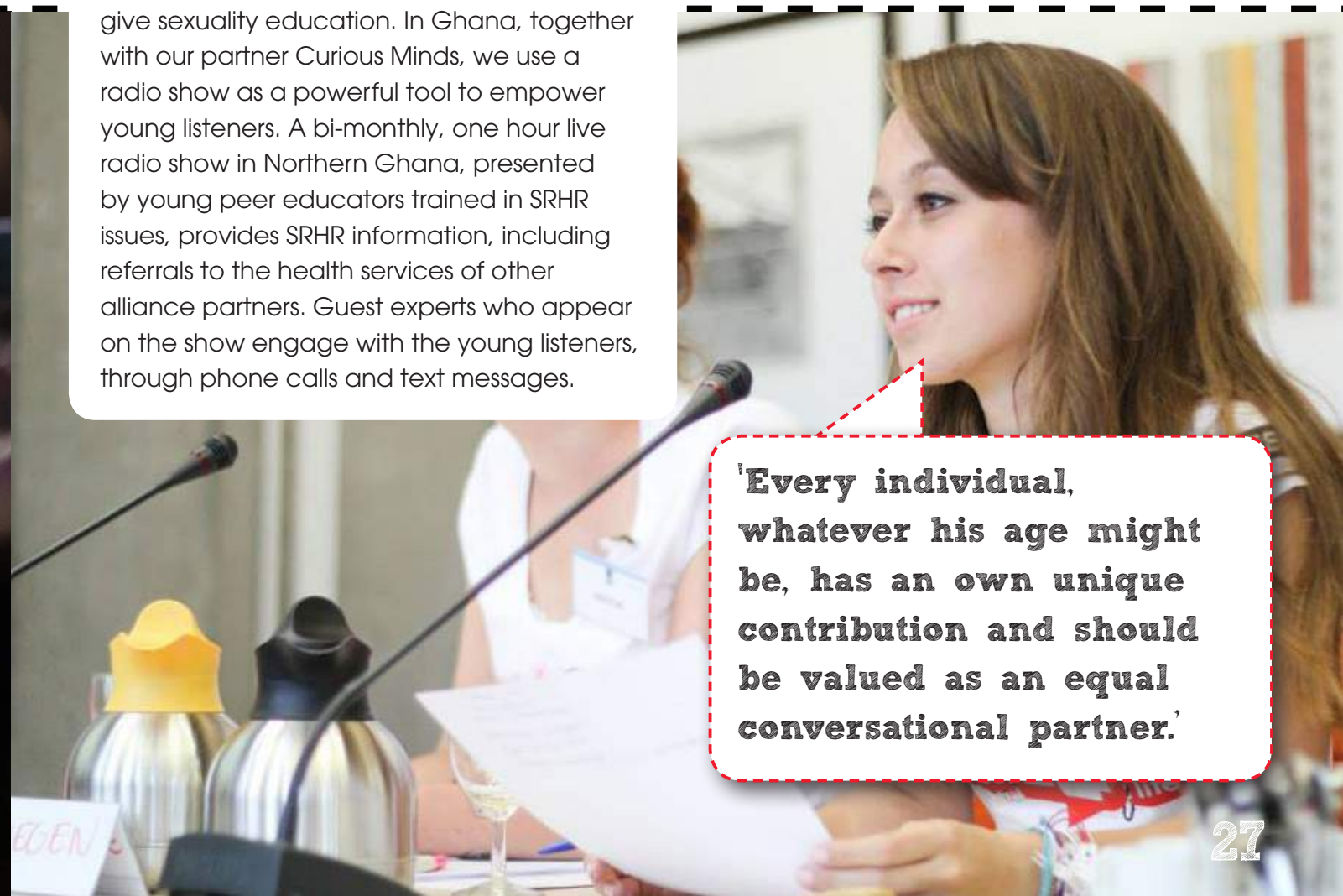
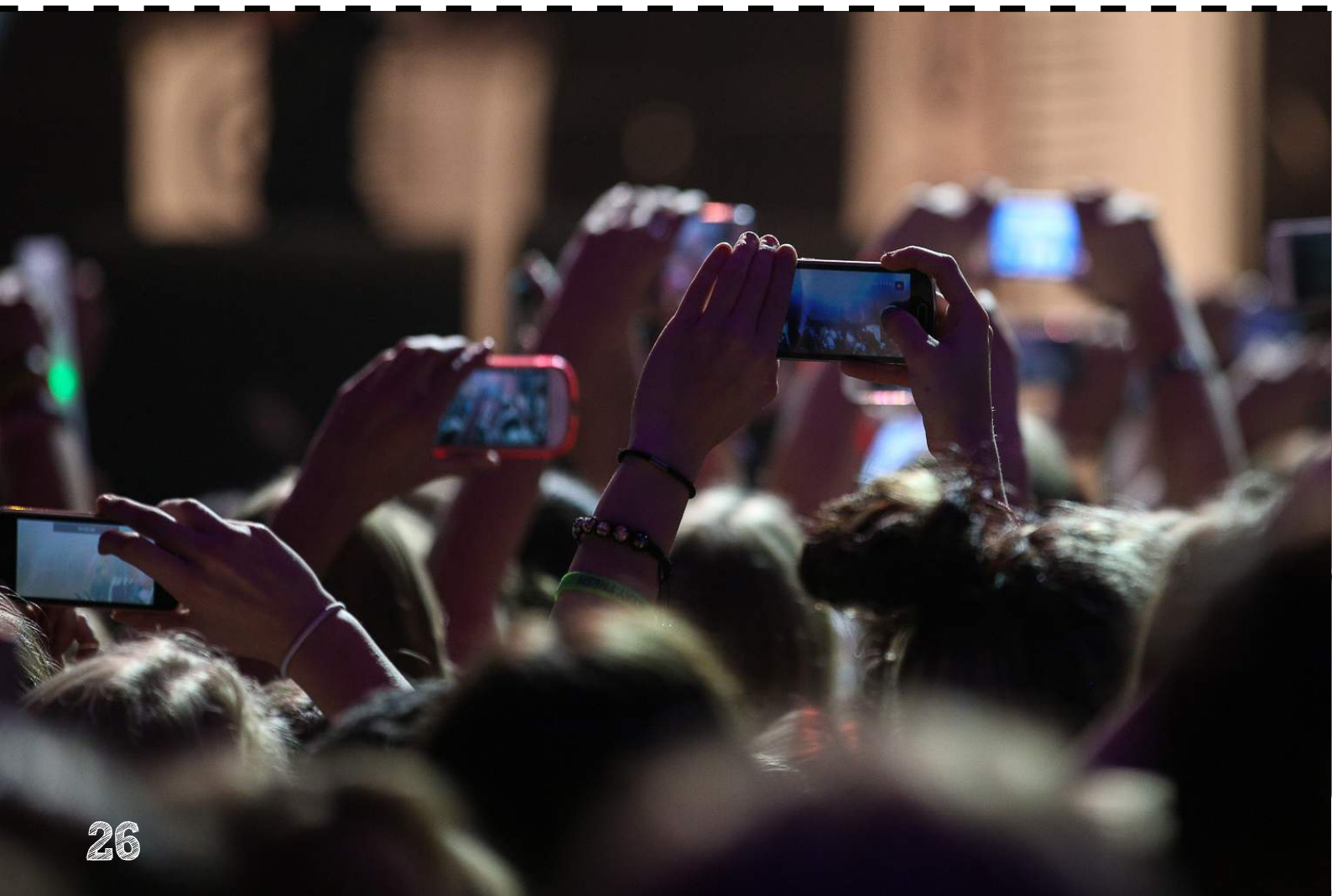
Youth involvement at an international level

We organized two successful side events as part of the Youth and ICPD Partnership at both the UN Commission of Population and Development and at the 2014 International AIDS Conference. Both events featured the experiences of youth advocates and UN and government staff, and provided the large and diverse group of participants with inspirational insights.

Creating change through radio in Ghana

Because of its ability to reach a wide audience, radio is a cost effective way to give sexuality education. In Ghana, together with our partner Curious Minds, we use a radio show as a powerful tool to empower young listeners. A bi-monthly, one hour live radio show in Northern Ghana, presented by young peer educators trained in SRHR issues, provides SRHR information, including referrals to the health services of other alliance partners. Guest experts who appear on the show engage with the young listeners, through phone calls and text messages.

Each show reaches an estimated 25,000 listeners, many of whom are young people, although policy makers, teachers and adults are also engaged. An unexpected and encouraging outcome is the many young people who have approached Curious Minds expressing their interest in becoming a radio peer educator themselves, inspired by hearing their peers on the radio. A clear demonstration of how the show is unlocking leadership in young people to take action. The radio show has also achieved a lot in the area of advocacy. Through awareness raising and consultations on radio, young people are involved in shaping Youth Policies, such as the Plan of Action for the National Youth Strategy that is currently going through approval in the Ghana Cabinet.



'Every individual, whatever his age might be, has an own unique contribution and should be valued as an equal conversational partner.'

dance4life unplugged

If we talk about giving young people a stage, then the newly launched dance4life unplugged is a great example. dance4life unplugged is an intimate event for and by young people, with inspirational young speakers and music. A showcase for the leadership role that young people have in society, and a source of inspiration.

Although speakers and musicians came from different countries, including Pakistan, the Netherlands, Nepal and Liberia, they all had one thing in common: a commitment to using their talents and passion to create a change in today's world.

In true dance4life style, the talks ended with some serious fun – dancing to the beats of DJ and dance4life ambassador Erik Arbores.

From the first brainstorm, the development, the implementation, and the presenting at the evening itself, young people were always at the helm. We tested this concept in 2013 and kicked-off publicly in 2014 in the Netherlands, with plans to roll it out in other countries where we work.

Innovative fundraising

Just as with our programs, we are always looking to innovate our fundraising activities. It fits our progressive DNA and is simply imperative to growth.

DANCE4LIFE 10 YEARS

On the 6th of June we celebrated dance4life's ten years anniversary in the Concertgebouw in Amsterdam, where hundreds of prominent guests experienced a very special evening, with a show featuring the highlights of ten years of dance4life, and a successful auction. Afterwards, the Concertgebouw doors were opened for a dance party, with performances including dance4life ambassadors Hardwell and Fedde le Grand. Besides the huge fundraising success – thanks to table sales, ticket sales and the auction - DANCE4LIFE 10 YEARS also ensured plenty of media attention. It was the first time we organized an event like this and the next one, in 2015, is already being planned.

In search of cost-reductions

At the end of 2014 we again successfully went in search of cost savings in the Situation Room, an initiative of our friends4life network. Seven business professionals locked themselves up for 24 hours in one room, using their own network to realize as many cost savings as possible for dance4life. With success: they ensured savings for dance4life totaling €350,000, from t-shirts and transport for our peer educators to computer expenditure.

"If we take our responsibility and raise our voice, we can stop sexual violence and inequality in the Nepali society" – Rekha, peer educator dance4life Nepal & speaker dance4life unplugged

Win-win corporate partnerships

dance4life is always looking for collaboration with partners who fit. We carry out joint activations, to ensure both parties can benefit optimally. An example is our collaboration with travel agency GOGO. They support dance4life financially (annually with €25,000), and also recognize the added value of collaboration for their own objective: an unforgettable holiday for young people. Together, we provide these young people with information about sex, HIV and AIDS, so that they can keep a cool head, even when on holiday, and make safe sexual choices. Trained by dance4life, the GOGO travel guides are able to give information and distribute condoms. GOGO and dance4life were jointly nominated for the 'Sponsoring' in 2014, a Dutch award for innovative collaboration between non-profits and businesses.

New York Marathon: fundraising on the run

Over the years we have learnt how the general public wants to do something active for a charity, preferably combined with a unique experience. And so we successfully built on our experiences from 2013, when six runners completed the New York Marathon for dance4life. On the 2nd of November 2014, 24 heroes ran the marathon of all marathons for dance4life, together raising €120,000 for our programs. A personal approach to really get the runners involved in our work proved crucial.

'I'm so proud I completed this exciting and unique mission, together with an amazing group of people.'
Bart, NY Marathon runner

Ambassadors

In 2014, dance4life was able to count on the amazing support of our ambassadors again. Top model Doutzen Kroes dedicated her birthday to dance4life's tenth anniversary, singer Eva Simons visited our education program in Tanzania, and The Partysquad were all over the dance4life event on World AIDS Day. And then there was Hardwell, the world's number one DJ and our newest ambassador.

On the 3rd of April, Hardwell, or Robbert van de Corput, announced his ambassadorship with a surprise performance in front of the Concertgebouw in Amsterdam (the same place where two months later we would celebrate the ten year anniversary). Besides having an enormous reach among young people, Hardwell has committed himself to dance4life in several ways: he is making a donation from every ticket sold for his 2015 I AM HARDWELL tour and motivates his Facebook followers to take action for dance4life.

'My motto is 'if you can dream it, you can do it'. I recognize that in dance4life. In ten years, the initiative has grown into an international organization that has educated more than one and a half million young people in the fight against AIDS. I am really proud that I can now contribute something to that.'
Hardwell





3.5 Challenges

We are proud of our achievements in 2014, but success doesn't come without challenges, and we certainly faced some difficult ones in 2014.

More conservative societies

We have huge trust in our progressive partners, but during the past year we have noticed that the world has become increasingly conservative. Partners are facing difficulties executing their program, even sometimes putting their own safety at risk by working in the SRHR sector.

Take for example the conservative, Muslim environment of Pakistan, where young people's sexuality is considered a taboo topic and sexuality is simply hidden from young people. Or Uganda, where rights for LGBTs and young people are heavily violated since President Yoweri Museveni signed the Anti-Homosexuality Act and the Ugandan Parliament passed the HIV Prevention and Control Act. The situation in Russia also remains prohibitive, with very little trust from the government in NGOs working on HIV prevention and with vulnerable groups. The state has even adopted controversial and counterproductive laws hampering us in gaining access to schools and other educational institutions.

Despite these barriers, our partners continue to do everything in their power to make a change for young people in these conservative environments. We are also grateful for the way in which the Dutch Ministry of Foreign Affairs is supporting us in this area.

Quality vs quantity

As we are always looking for the most impactful approach, we sometimes face challenges in terms of efforts and resources. In 2014, an evaluation of two dance4life implementing partners in Indonesia was carried out by the UFBR alliance. Findings clearly highlighted that the Educate step only has an impact once it is conducted comprehensively as part of the complete program. A multi-session sexuality education curriculum, in combination with the other dance4life steps, proved to have a much bigger impact than its counterpart, which comprised solely a two hour lesson on sexual health. These results have only strengthened our belief that a comprehensive sexuality curriculum is vital in order to achieve the change we envision. Although a challenge in terms of effort, and resources, a full, comprehensive program is essential if we are to provide meaningful sexuality education in all of our countries.





Less income than planned

Although our revenues increased with 25% to €4,2 million, we didn't reach our planned budget. This is, for the main part, caused by the challenges we faced around building partnerships.

Corporates

That the field of corporate fundraising has been changing rapidly in recent years is nothing new. One can no longer budget with the expectation of a simple donation - collaborations with NGOs are becoming increasingly commonplace, based around the core business of a company, and with activations set up to jointly achieve socially responsible objectives. The trend is for companies to commit products and services rather than a fixed, guaranteed donation. This results in some great collaborations (as described in the previous paragraph), but it remains challenging to get sufficient funding for our programs from the corporate sector.

Private major donors & US foundations

A new focus point of our fundraising strategy is the collaboration with private major donors and US foundations. The most significant challenge we faced is just how time-consuming building relationships is. 2014 consisted mainly of establishing important contacts and building long-term relationships. This has not yet led to financial support, but we are confident of the opportunities in this sector and expect our investments to start paying off in 2015.

Media

We also found RTV media partners less willing to help us for free. A challenge for dance4life, as we fully rely on media engagement through their channels. Despite this however, we are grateful for a number of valuable collaborations. Exterion Media, for example, has been providing free outdoor advertising to dance4life for several years now.

Awareness & perception

In the field of communication, awareness in the Netherlands about AIDS is currently our biggest challenge. Although AIDS is still the number two cause of death for young people globally, we notice that less people see the real urgency of the problem (and thus our work). Additionally, the enormous number of charities in the Netherlands is challenging for us, with many fishing the same waters when it comes to fundraising and communication. On top of this, due to several incidents, the image of the charity sector has known better times among the Dutch general public. It's up to dance4life to continue to stand-out in a positive manner, to keep explaining our impact in the world and the urgency of our work, and to always be transparent regarding our expenses.



4. Organization

4.1 Social franchise

As mentioned earlier, we are a social franchise. From our central office in Amsterdam, we work with local partners in almost 20 countries around the world that develop and implement our programs. By sharing our concept, experience and best practices, we strengthen the capacity of our partners to engage youth through more innovative solutions. In each region, our partners tackle the most important problems, using their existing networks of schools, clinics and grass roots organizations that are experienced in implementing youth programs. This approach allows for each program to be as context-specific as possible, while still representing our core philosophy.

Our social franchise model has enabled a number of our programs to become self-sustainable (in Argentina, Barbados, Mexico, Nepal, Peru and Spain). Once the foundations of a program have been built and a local community has committed to our work, our NCOs can work independently with Ministries of Health and Education, UN organizations and health experts in their regions. Established dance4life communities in one location can then use their model to inspire other communities to join our program, creating a spillover effect that helps us reach as many young people as possible through existing infrastructures.



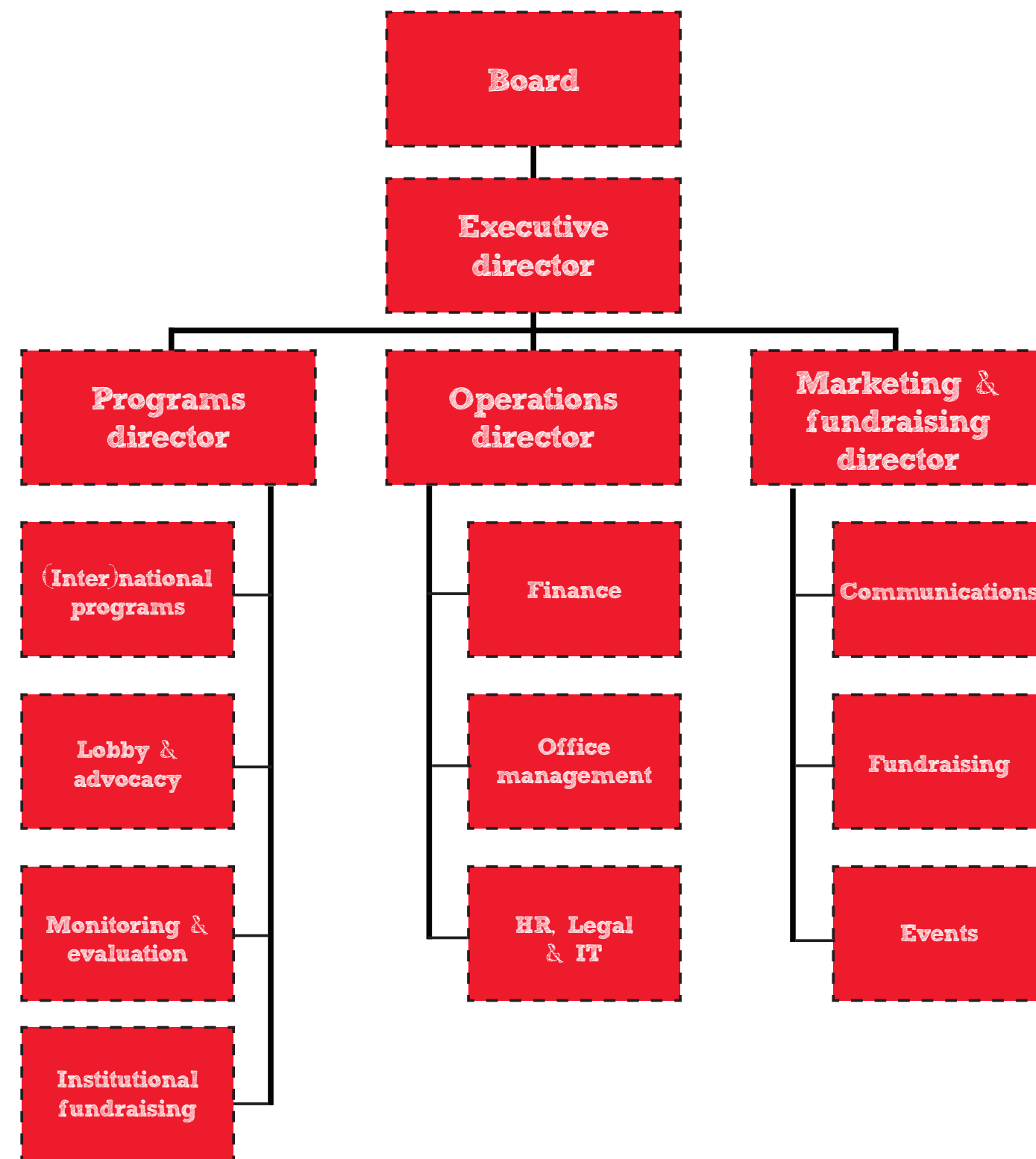
4.2 Team

From our Amsterdam office, our team supports the NCOs in developing and implementing the programs, measuring the impact and advocating for young people's rights. There is also an important objective to fundraise in order to be able to execute these programs. The team in Amsterdam also develops and implements the schools program in Dutch schools.

In 2014, several changes took place at dance4life's central office in Amsterdam. The communication and fundraising departments were merged, and a new position of operations director was created in order to give more clarity on authorization and responsibility within the organization. As shown in the organogram below, the operations, program and marketing & fundraising directors all report directly to the executive director. The four directors together form the daily management team of dance4life.

The organization per 31st of December consists of 30 employees, two of which work in Kenya as part of Vodafone's World of Difference program. In total 22,5 fte (23,6 fte in 2013) work at our central office. We're very happy that we can also count on the support of many volunteers and trainees, especially during fundraising activities.

Organization chart



Developments

Ensuring employee satisfaction is crucial for dance4life's success and we've therefore focused in 2014 on investing in our team. We improved our evaluation system, held an employee satisfaction survey and invested in (mostly) organization-wide training such as: a personal leadership trajectory for the entire team, offered to us by the Future Firm, and team training on seven habits of effective leadership, offered to us by FranklinCovey. We also explored a suitable pension plan for our employees (implemented as of the 1st of January 2015), and we looked for a better and cheaper office space; as a result we moved our office in March 2015 to the Keizersgracht 177, Amsterdam.

Challenges

The sick-leave percentage at the dance4life office was, on average, high. This figure is due to long-term sickness. In 2014, the sick-leave percentage stood at an average of 5,4%, higher than the 2013 figure of 4,9%. Our objective is to reduce the sick-leave percentage of our employees to a maximum of 5%.

Executive director

Our executive director, Eveline Aendekerk, is end-responsible for designing, developing and implementing strategic plans for the organization in a cost-effective and time-efficient manner. She is also responsible for the day-to-day operation of the organization. This includes managing the MT, as well as developing business plans. The executive director is accountable to the chairman of the Supervisory Board and reports to the board on a regular basis. Her earnings were €70,315 (based on 0,8 fte) in 2014, which is below the maximum of €126,400 (0,8 fte) as stipulated in the Code of Good Governance.

4.3 Board

The Supervisory Board is responsible for supervising the planned activities and budget of dance4life and evaluating dance4life's executive director. The board meets six times per year and members are appointed for a period of (max. two terms of) four years. As in previous years, the board received no emoluments.

Composition of the supervisory board;

- Thérèse van Schie (chairperson), independent consultant
- Joris Aperghis, CEO at WE Fashion
- Tex Gunning, CEO at TNT Express
- Jacobina Brinkman, partner at PWC
- Laura Lasance, child participation and advocacy manager at KidsRights

Laura Lasance joined the board in 2014. She has a background in conflict studies and human rights and has been working for the last 10 years on supporting youth in youth leadership, in relation to human rights issues.

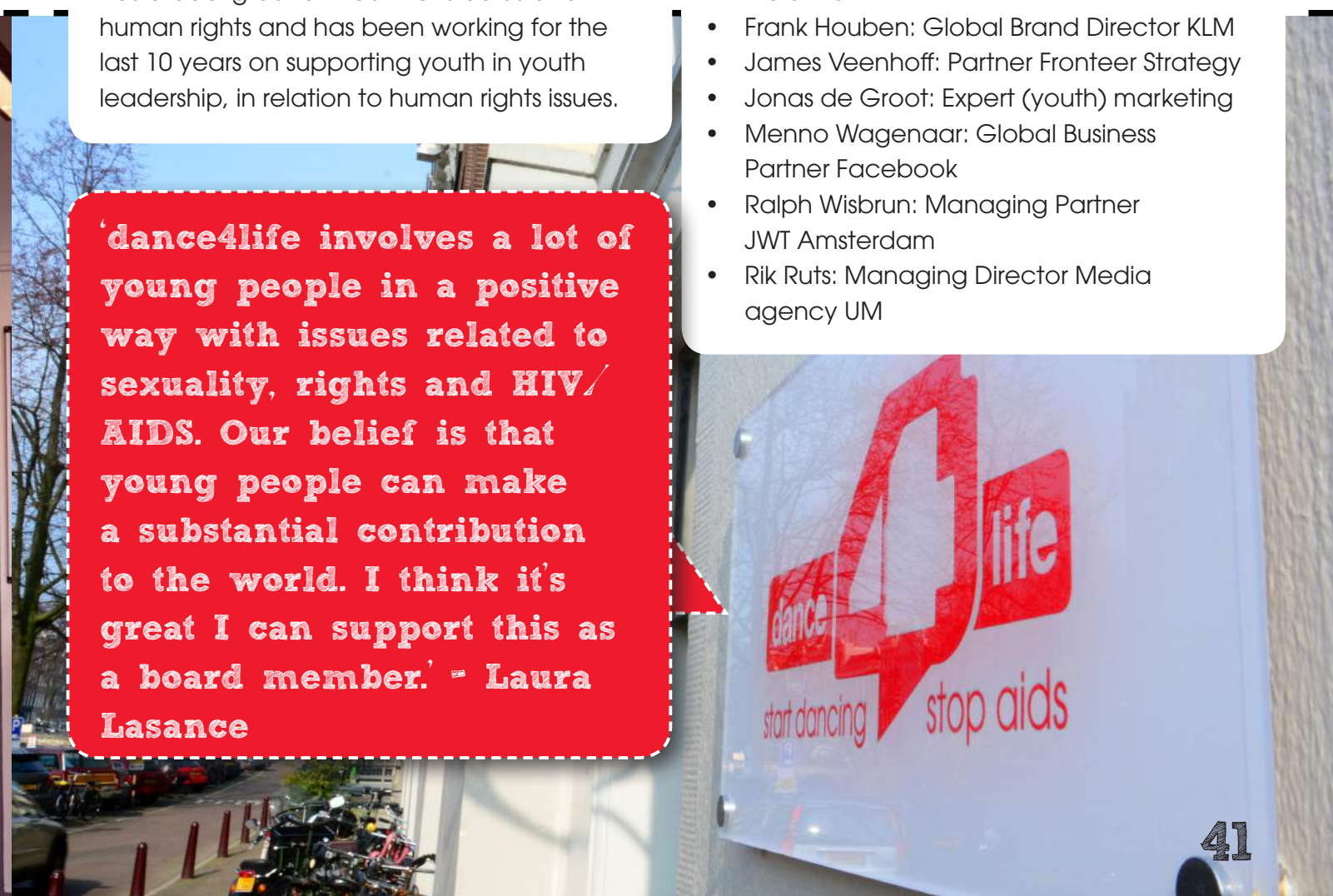
'dance4life involves a lot of young people in a positive way with issues related to sexuality, rights and HIV/AIDS. Our belief is that young people can make a substantial contribution to the world. I think it's great I can support this as a board member.' - Laura Lasance

4.4 Inspirational Board

During the last few years, dance4life has accumulated a network of inspiring individuals around us: since the end of 2013, we've been calling these individuals collectively our Inspirational Board. The members of the Board are a source of inspiration for dance4life, they give us both invited, and uninvited advice, they explore specific topics with us, and of course are important ambassadors of dance4life.

Composition of the Inspirational Board:

- Duncan Stutterheim: Founder ID&T
- Erica Terpstra: Former Olympic swimming champion, state secretary, Member of Parliament and chairperson of the NOC*NSF
- Frank Houben: Global Brand Director KLM
- James Veenhoff: Partner Fronteer Strategy
- Jonas de Groot: Expert (youth) marketing
- Menno Wagenaar: Global Business Partner Facebook
- Ralph Wisbrun: Managing Partner JWT Amsterdam
- Rik Ruts: Managing Director Media agency UM



5. Finance

5.1 Overview

Our total income in 2014 was €4,2 million. This is a growth of 25% compared to 2013. Although we didn't reach our planned budget, we see a trend in our growth and plan to increase our budget by another 28% in 2015.

We're planning a growth in activities, but limited increase in our fundraising or overhead costs. In general we try to reduce our communication, office and fundraising expenses by having these sponsored as much as possible. Our team and office as it is now, is sufficient enough to support more activities and therefore absorb more funding.

We have to work more efficiently; we are planning to support this with the relevant quality accreditations.

In 4 years' time, it is our aim to spend 86 % of our total income on our objectives – at the moment this is 76 % - a maximum of 10 % on fundraising and 6 % on our organization. We also want to build up a healthy reserve of €800,000, to cover program activities for at least 6 months. In 2014 our reserve was €342,135.

5.2 Balance sheet

	December 31, 2014		December 31, 2013	
<u>Assets</u>				
Intangible fixed assets		39,333		0
Tangible fixed assets		9,370		10,357
Long term loan	41,454		51,454	
Financial fixed assets		41,454		51,454
Subsidies to be received	0		0	
Taxes and social securities	28,398		13,869	
Debtors	163,944		163,982	
Other receivables, prepayments and accrued income			100,441	
	162,458			
Receivables		354,800		278,292
Cash at banks and in hand		918,106		1,533,722
		1,363,064		1,873,825
<u>Reserve and liabilities</u>				
Continuity reserves	342,135		357,420	
Allocated funds	140,000		95,597	
Reserves and funds		482,135		453,017
Provisions		182,811		205,885
Loan	41,454		41,455	
Long term liabilities		41,454		41,455
Creditors	183,468		135,437	
Taxes and social securities	0		0	
Other liabilities, accruals and deferred income	473,197		1,038,032	
Current liabilities		656,665		1,173,469
		1,363,064		1,873,825

5.3 Budget

	Realisation 2014	Budget 2014	Realisation 2013	Budget 2015
Own fundraising	1,550,902	2,248,978	954,211	2,177,839
Fundraising with others	194,668	333,000	257,582	480,000
Fundraising by others	601,505	756,582	847,529	562,499
Fundraising government	1,841,903	2,035,902	1,275,541	2,163,657
Other revenues	3,298	0	11,938	0
Total revenue	4,192,276	5,374,462	3,346,801	5,383,996
Implementing dance4life in DAC countries	2,168,756	2,583,919	1,627,855	2,611,441
Implementing dance4life in Non-DAC countries	479,601	761,540	527,488	710,413
Building the Movement	505,186	909,091	339,636	676,445
Total costs objectives	3,153,544	4,254,550	2,494,978	3,998,298
Costs Own fundraising	535,866	499,120	495,029	442,452
Costs Fundraising with others	94,493	281,978	117,485	447,004
Costs Fundraising by others	46,202	77,353	41,855	68,475
Costs Fundraising government	70,091	87,865	84,197	95,983
Total costs fundraising	746,652	946,316	738,566	1,053,915
Organisation & administration	262,962	173,596	198,334	231,783
Result	29,118	0	-85,077	100,000
Allocation Result				
Added to continuity reserve	-15,285		-108,174	
Deducted from allocated funds	-95,597		-72,500	
Added to allocated funds	140,000		95,597	
Total allocated result	29,118		-85,077	

6. Future plans

Unfortunately dance4life still has to make plans for the future. The situation for young people hasn't improved in recent years. In fact, young people have been forgotten by policy makers: in many countries, sexuality education is limited or non-existent, and young people don't have access to condoms, contraceptive methods and health care services. This is why 2015 (and the years following) will be crucial for dance4life, as we plan to continue our growth, both in numbers and in impact, in line with our 2014-2016 strategy.

By the end of 2016:

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

Our advocacy work will play a significant role in this growth, thanks to our new strategic partnership with the Dutch Ministry of Foreign Affairs.

We're proud that we've been chosen for this partnership, until 2020, in an alliance with Rutgers, Hivos, Choice and three Southern networks (ARROW, IPPF AR and LACWHN). This enables us to focus on improving the sexual rights and health of young people in Africa, Asia and South America. Through sustainable policy change, we want to make sure that all young people have access to better education and good health care. This is especially important at the moment, because the international Post 2015 Framework – the 'new' Millennium Development Goals – devotes less attention to this young target group. We will have to fight harder for the rights of young people. And we can, thanks to this strategic partnership.

We will also continue to strengthen the way we work together with our local partners: our social franchise concept. As mentioned earlier, they are taking more and more ownership, and it is our ultimate goal to work with partners that are strong and independent in different areas. Not only in developing and implementing the education program, but in fundraising and communication too. In 2015 we will evaluate our social franchise model together with our NCOs, make new agreements and set out the future steps. Together we will increase our impact and empower more young people to make safe sexual choices. Together we will bring an end to AIDS, unplanned pregnancies and sexual violence.

7. Appendices

Appendix I - Reach per country

Argentina

Implementing partner: Fundación Huésped
Starting year: 2009

Results 2014: 1075 youth reached in heart connection tour/ 530 received life skills lessons/ 263 became agents4change

Planned reach 2015: 1000 heart connection tour/ 500 agents4change

Barbados

Implementing partner: dance4life Barbados
Starting year: 2009

Results 2014: 3310 youth reached in heart connection tour/ 3310 received life skills lessons/ 1500 became agents4change

Planned reach 2015: 3787 heart connection tour/ 1727 agents4change

Ethiopia

Implementing partner: Youth Network for Sustainable Development
Starting year: 2011

Results 2014: 15132 youth reached in heart connection tour/ 10992 received life skills lessons/ 8950 became agents4change

Planned reach 2015: 11900 heart connection tour/ 8279 agents4change

Ghana

Implementing partner: Curious Minds
Starting year: 2013

Results 2014: 8053 youth reached in heart connection tour/ 3000 received life skills lessons/ 2900 became agents4change

Planned reach 2015: 6000 heart connection tour/ 2600 agents4change

India

Implementing partner: Restless Development India
Starting year: 2010

Results 2014: 23799 youth reached in heart connection tour/ 122633 received life skills lessons/ 33189 became agents4change

Planned reach 2015: 15000 heart connection tour/ 14000 agents4change

Indonesia

Implementing partner: Rutgers WPF Indonesia

Starting year: 2010

Results 2014: 25,785 youth reached in heart connection tour/ 24,194 received life skills lessons/ 6,092 became agents4change

Planned reach 2015: 29500 heart connection tour/ 14800 agents4change

Kenya

Implementing partner: Africa Alive! Kenya
Starting year: 2006

Results 2014: 37,503 youth reached in heart connection tour/ 19,334 received life skills lessons/ 19,334 became agents4change

Planned reach 2015: 22500 heart connection tour/ 17500 agents4change

Mexico

Implementing partner: Mexfam
Starting year: 2007

Results 2014: 20789 youth reached in heart connection tour/ 16000 received life skills lessons/ 13433 became agents4change

Planned reach 2015: 20000 heart connection tour/ 10000 agents4change

Nepal

Implementing partner: Restless Development Nepal

Starting year: 2010

Results 2014: 7803 youth reached in heart connection tour/ 6716 received life skills lessons/ 4682 became agents4change

Planned reach 2015: 12500 heart connection tour/ 7500 agents4change

Netherlands

Implementing partner: dance4life Netherlands

Starting year: 2004

Results 2014: 14,500 youth reached in heart connection tour/ 14,500 received life skills lessons/ 5,500 became agents4change

Planned reach 2015: 36000 heart connection tour/ 12000 agents4change

Pakistan

Implementing partner: Rutgers WPF Pakistan
Starting year: 2011

Results 2014: 21744 youth reached in heart connection tour/ 16501 received life skills lessons/ 15061 became agents4change

Planned reach 2015: 24500 heart connection tour/ 14700 agents4change

Peru

Implementing partner: APROPO
Starting year: 2011

Results 2014: 640 youth reached in heart connection tour/ 630 received life skills lessons/ 229 became agents4change

Planned reach 2015: 640 heart connection tour/ 230 agents4change

Russia

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

Starting year: 2005

Results 2014: 7072 youth reached in heart connection tour/ 1878 received life skills lessons/ 581 became agents4change

Planned reach 2015: 11000 heart connection tour/ 1600 agents4change

South Africa

With our partner loveLife in South Africa we developed and implemented a manual for the Educate step, reaching 700,000 young South Africans.

Spain

Implementing partner: Apoyo Positivo
Starting year: 2014

Results 2014: 926 youth reached in heart connection tour/ 566 received life skills lessons/ 0 became agents4change

Planned reach 2015: 3500 heart connection tour/ 500 agents4change

Tanzania

Implementing partner: Restless Development Tanzania

Starting year: 2005

Results 2014: 13600 youth reached in heart connection tour/ 10713 received life skills lessons/ 2880 became agents4change

Planned reach 2015: 17600 heart connection tour/ 6640 agents4change

Uganda

Implementing partner: Restless Development Uganda

Starting year: 2007

Results 2014: 46549 youth reached in heart connection tour/ 30137 received life skills lessons/ 24276 became agents4change

Planned reach 2015: 24000 heart connection tour/ 12000 agents4change

Zambia

Implementing partner: Family Health Trust
Starting year: 2007

Results 2014: 1939 youth reached in heart connection tour/ 1135 received life skills lessons/ 0 became agents4change

Planned reach 2015: 4000 heart connection tour/ 2000 agents4change

Appendix II - Reach since 2004

Year	Direct reach	agents4change
2004	63.000	22.000
2005/2006	110.000	30.000
2007/2008	260.000	150.000
2009	180.000	75.000
2010	306.184	90.357
2011	250.841	83.755
2012	222.335	71.992
2013	191.480	61.185
2014	250.219	138.870
TOTAL REACH 2004-2014	1.834.059	723.159

Appendix III - The way we measure

Our theory of change

dance4life continually works to provide evidence of how our approach has a positive impact on the health outcomes of young people. We measure our effectiveness by analyzing the decisions that are responsible for behavior change: how do young people decide whether they use protection or not? How do knowledge, self-confidence and the social environment determine sexual health outcomes? dance4life performs impact studies that integrate quantitative and qualitative methods – surveys, group discussions, consultation rounds and in-depth interviews – to build a stronger body of evidence for behavior change approaches targeting youth. In 2014, dance4life introduced a new Monitoring & Evaluation framework, founded on the Theory of Planned Behavior, a social cognitive concept that establishes a link between beliefs and human behavior: how do the decisions that result in behavior come about, and what factors determine each of these decisions? Our framework aims to measure our impact in every country and provide more insight into the underlying dynamics of our methodology.

Behavior change

We have identified five key determinants as the most important drivers of behavior change among our target audience:

- Knowledge: a better understanding of sexual health issues provides a greater chance at safe choices
- Risk Perception: insight into the consequences of sexual decisions increases the likelihood of better health outcomes

- Attitudes: ideas about sexuality, intimacy and identity determine major life decisions related to sexual health
- Social Influence: the dominant values and normative beliefs in the environment shape
- behavior change
- Self Confidence: a greater sense of empowerment and self-efficacy helps young people in standing up for themselves and seek the support they need

2015 - 2017

Over the next three years, we will implement our new Monitoring & Evaluation framework in the 18 countries where dance4life is currently active. By the end of 2015, our model will be fully operational in at least 50% of our programs.

What we measure

Concretely, we measure our impact along the three pillars in our mission:

Healthy young people

Young people make informed decisions to protect their sexual health, they only engage in safe and consensual sex and are able to seek treatment and advice from health services. Based on the five key determinants and how they affect young people's behavior, we collect baseline data before and after exposure to dance4life's Four Step Concept. We measure the knowledge levels of sexual health issues and analyze existing attitudes, risk perception, social influence and self-confidence with different sets of questions. Pre and post tests reflect the changes in all these factors

and provide insight into how a dance4life program has affected our target audience, and how we can become even more effective.

Youth-friendly society

The social environment of young people respects and supports their sexual and reproductive health rights, the leadership potential of young people as agents for social change is acknowledged and cultivated by their environment, and these values are taken up and promoted by international advocacy organizations. We measure the changes in attitudes and behaviors of parents and teachers – or gatekeepers – that shape the behaviour of young people. We map all dance4life activities that seek to create a more youth-friendly society, including advocacy efforts, public campaigns, and youth-led initiatives in international coalitions that promote meaningful youth involvement in issues related to sexual health.

Organizational efficiency and effectiveness

dance4life and our National Concept Owners continually work to become more effective and efficient in improving the sexual and reproductive health situation of young people. We track the progress of each of our National Concept Owners in implementing evidence and rights based interventions, in establishing linkages between the program of dance4life and health services to make sure that supplies of commodities and information meet the demand of young people, increased use of new technologies, as well as improvements in our overall cost efficiency and effectiveness.

External evaluations

In addition to impact studies, every dance4life program is thoroughly evaluated by an external team of researchers. External evaluations occur every three to five years, and are always carried out by an independent research team that is experienced in sexual health issues and interventions that seek to change the behaviors of young people. An external evaluation seeks to measure the overall quality and progress of a dance4life program and gain more insight into its strengths and opportunities for improvement. External evaluations also help us in better understanding how the results of each program have contributed to the strategic goals of dance4life globally. We match the outcomes of the external evaluations against existing health statistics regarding incidence of new HIV infections and unplanned teenage pregnancies among our target audience, reported cases of sexual and gender-based violence, visits to health clinics and uptake of commodities. The external evaluations are instrumental in reviewing and improving our program and shape the strategic goals and plans of the organization.

Appendix IV

Attention for the gambling sector

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

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

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

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

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

Appendix V - Our partners



22tracks
Andaz Amsterdam
Axendo
Axoff
Bain & Company
Caviar
CASA400
Clublife Magazine
Codename Future
CoolCat
CS Digital Media

De Lichtfabriek
DJ Mag
DLA Piper
Easyhosting / Denit
Easy
Gebo Tours
Head tot Head
Hide & Seek
ID&T
Motivaction
Ondertussen.nl

POM Amsterdam
Phocabby
Quince
Selmore
SEOshop
Shop & Share
Stayokay
The Student Hotel
Ticketmaster
The Ambassadors
WeTransfer

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

Rutgers
Amref Flying Doctors
CHOICE for Youth and Sexuality
SIMAVI
STOP AIDS NOW!
International Planned Parenthood Federation

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

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

dance4life is also part of several networks:
Coalition for Adolescent Girls, PACT,
EuroNGOs, Partos and Sharenet.