



SOUNDS OF CHANGE

ANNUAL REPORT 2021





SOUNDS OF CHANGE



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INTRODUCTION

From standstill and a rethink, to new growth, 2021 turned out to be a year in which the coronavirus virus largely dictated our work. But unlike last year, it also turned out to be a breeding ground for many new activities.

During the first lockdown travel, physical training and workshops became impossible but we continued our work by improvising online. We kept rowing with hastily made oars!

In the past year, we have developed a fully-fledged and professional online music workshop manual, which we can use not only as a full alternative to physical training, but also as an enriching supplement to live training.

We have made the proverbial virtue of the covid emergency. We now have a flexible online learning environment that we can customise for each cooperative partner. Exercises, songs

and music are available without restriction and are regularly updated or supplemented, serving as an online treasure chest in addition to the tangible 'Magical Suitcase' that all of our international partners receive.

In 2021, a long sought-after wish was also fulfilled when we launched the pilot edition of the Sounds of Change Academy. This is a practical course for musicians and music teachers who want to use music to bring about connection and change in their own professional practice or as a prospective trainer with Sounds of Change. The number of registrations far exceeded the number of available training places, so there will certainly be a follow-up to the pilot.

Thank you!

Thanks to all companies, funds, individuals and organisations that gave us a donation or a compliment and supported us in their own way.

A special 'thank you' goes to the Vivace Foundation and the BBT Fund, whose contributions made possible the development of the online manual and the pilot of the Sounds of Change Academy respectively.

Last but not least, thanks for the tokens of appreciation we received for our work which arrived in various forms. These came at difficult times and if we had to cancel a workshop our hearts sank for a while.

The Board and team of Sounds of Change
January 2022

**"THE WORLD NEEDS MUSIC
NOW MORE THAN EVER"**



2 SOUNDS OF CHANGE SONG

HAN (Here and Now) released this track in 2021. A song about the power of music, written by Sounds of Change trainer Han van 't Land.

In this video made by Hermen van de Waal, you see children and adults from all over the world experiencing and being touched by the power of music. Many images come from our work in conflict areas.

Music can have a wonderfully positive impact on people's lives, which is why we do what we do; using music as a tool to create awareness, connection, joy and social change.

Han - [Here and Now - Sounds of Change song](#)



3 ACTIVITY REPORT 2021

General

Sounds of Change uses music to move and change people, groups and communities.

All over the world, Sounds of Change trains local aid workers, teachers, social workers and musicians to become 'Change Makers.' Professionals who use the power of music as a connecting and transforming tool in their work with traumatised children and young people in refugee camps, asylum seekers' centres, disadvantaged neighborhoods and former war zones

El Ezbah - Cairo



ACTIVITY REPORT 2021

Training of Facilitators (TOF)

In a 'TOF' session we train people (teams or individuals) to use the power of music themselves during their work with groups of children, young people and adults. We do this through our own methods, which are based on:

- **Content**

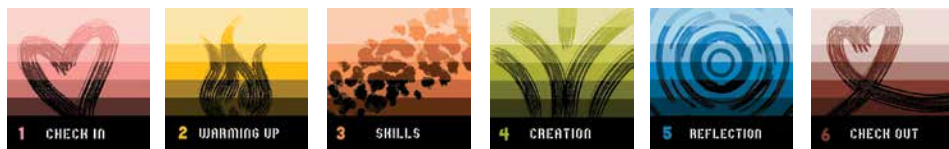
Learning and experiencing various creative musical methods, exercises and activities that are applicable within the target groups with which the trainees work. This includes access to our library of tools and content (hybrid online manual)

- **Workshop structure**

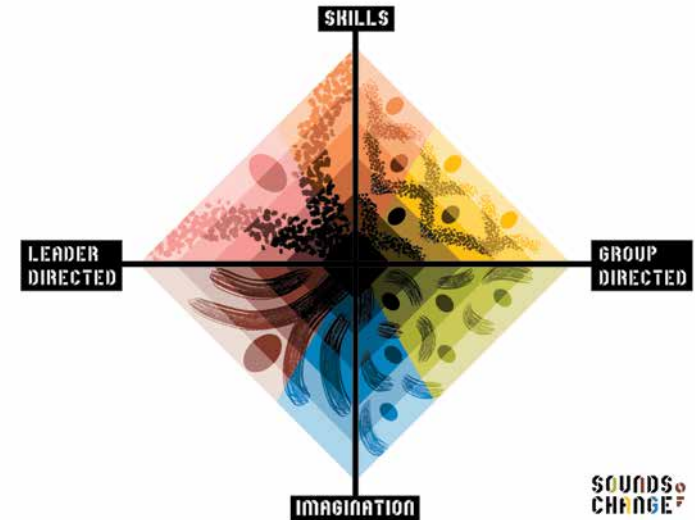
Using our 6-step system, trainees learn to design creative music sessions

- **Mindset**

The mindset of a creative facilitator. This includes leadership, conducting exercises, activities and creating a safe space. Training the mindset also includes reading the group and making sensitive choices in the moment (improvisation) that serve the needs and context (living environment, age, background, culture) of the group(s) with whom the trainees work.



6-step system



training model

Training of Trainers (TOT)

In a 'TOT' session we train people who have mastered the above and already gained experience in the field. During a 'TOT' trainees learn to train facilitators themselves. Providing TOT training requires experienced leadership qualities and a complete mastery of the SOC material (content, structure and mindset).

A Sounds of Change TOT session is easier to carry out with participants who already have a musical background, which is why our TOT sessions also pay a lot of attention to musical skills such as improvising and leading this with groups.

In some cases we work with TOF and TOT training courses that are in line with existing programs. In these cases we try to connect as closely as possible to the methodology of the existing programs. With regard to our TOF and TOT training courses, we mainly focus on leading music activities, work forms and exercises.

ACTIVITY REPORT 2021

Partners: **SEED – Northern Iraq/Kurdistan**



Northern Iraq/Kurdistan

SEED is a local NGO in the Kurdish region of Iraq committed to protecting, empowering and supporting the recovery of survivors of violence and others at risk. Their approach to this mission is integrative and holistic; they provide comprehensive, high-quality services, including:

- Mental health and psychosocial support (MHPSS)
- Legal protection and reception services
- Training and education for those working to protect and serve survivors
- Policies and advocacy to strengthen laws
- Policies, practices and protections for vulnerable people, and to promote social change

In 2021 Sounds of Change trained the PSS coordinators (PSS = Psycho Social Support) and community activators of SEED and youth leaders from four different refugee camps to use the power of music in their beautiful and important work with vulnerable groups of children, young people and women.

The training program was entirely online (a four day pilot followed by a sixteen day training program) including practical assignments that the trainees could physically perform during and between the online sessions. None of the trainees had a musical background so the training covered all aspects of the Sounds of Change method: basic musical knowledge, songwriting, workshop design, facilitation skills, guiding and performing creative musical games, exercises and activities and the use of musical instruments from the Magical Suitcase.

As a follow-up to this training, we will visit the SEED team in 2022.

SEED - Kurdistan



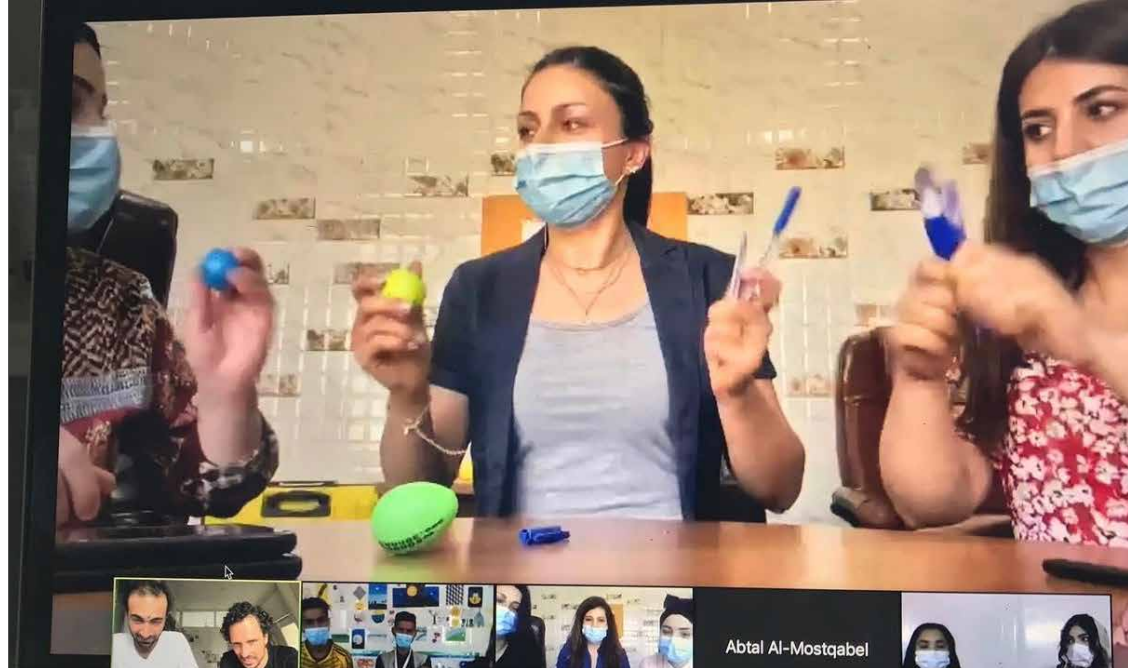
ACTIVITY REPORT 2021

Interview with SEED's PSS (Psycho Social Support) advisor and program manager Joshua Lee.

"SEED works in four camps. Three of the camps - Bersive 1, Chamishko, and Qadia - are primarily Yezidi; internally displaced persons (IDPs). Bardarash is a refugee camp for Syrian refugees who were recently displaced by the Turkish bombings at the end of 2019.

SEED is running a variety of activities in these camps, based on community needs and interests. This might range from a short baking project with a group of women to dance groups with adolescents. The current trainees (Community Coordinators and Mobilizers) are also facilitating structured PSS sessions focused on adolescent girls and helping them better understand their rights and protect themselves from gender based violence.

The overarching objective of SEED's PSS programming is to foster individuals' resilience through strengthening their emotional wellbeing, social wellbeing and connectedness, and access to information and knowledge. Each PSS session and activity works towards lowering stress, helping participants to connect to each other, and learn something new that could add to their lives. This is in recognition that participants are set within the context of their social relationships and their environment. By fostering new relationships or strengthening existing ones, the goal is to build participants' social safety network and their ability to participate actively within their communities.



SEED - Kurdistan online meeting

Sounds of Change and its methodology adds a whole new element to SEED's programming. It creates a venue for creative expression through music that is entirely new for SEED's PSS and for the communities SEED works with. Music is an important part of the culture in the communities SEED works with, so being able to offer fun, engaging, and meaningful music activities is invaluable. Communities are always expressing their desire for more creative and engaging activities. The training sessions with Sounds of Change will enable SEED to deepen its engagement with the community and offer a breath of fresh air not just for participants but also SEED's PSS staff.

ACTIVITY REPORT 2021

The facilitation tools and skills that are ingrained within Sounds of Change methodology are already having an impact across SEED's PSS programming! Trainees are already applying check ins and check outs in other PSS activities and finding that it is deepening the emotional connections formed within our programs. Trainees are able to do this due to the highly experiential training sessions and seeing how sessions, regardless of the activity, can be structured to foster connection and expression."

A few reactions from our SEED trainees:

-
"We felt comfortable during the training and it's beautiful to see how everyone was accepting the different opinions of the team members, and giving each person a chance and space for expression."

-
"The instruments had a big success and fame in the community. Some other people wanted to have them. Traditional instruments are known. Community members got excited when they saw something new."

SEED - Kurdistan



-
"I am not here to make them become professionals using instruments, but to laugh and have this moment of fun."

ACTIVITY REPORT 2021

Partners: **Connect by Music – Greece**

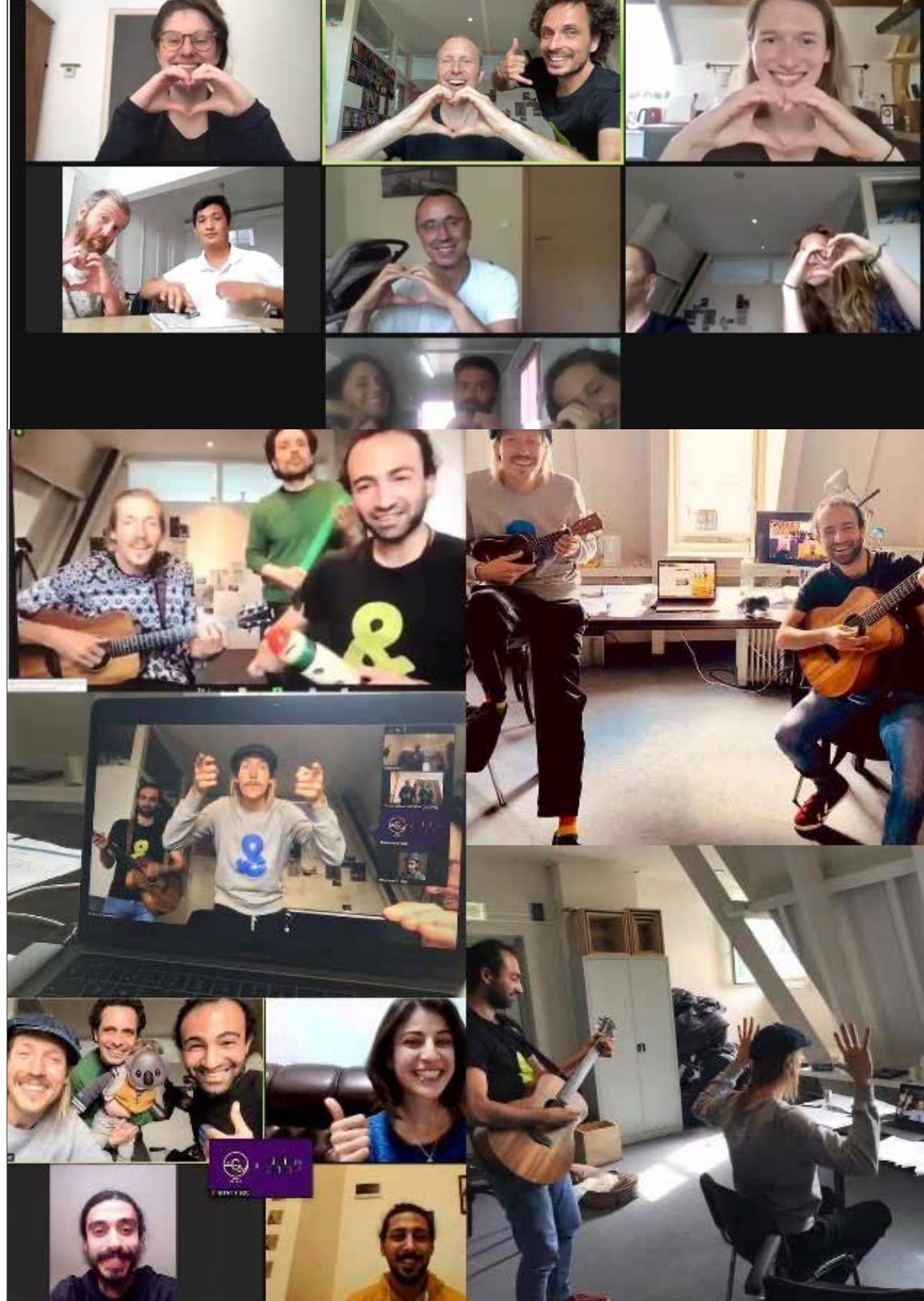


Greece

Connect by Music is an organisation that provides music lessons to children and young people in refugee camps on Lesbos and mainland Greece.

We trained the Connect by Music team online for four days in designing music workshops, songwriting, community music and using the Safe & Sound intervention, developed by Sounds of Change trainer and music therapist Sander van Goor.

As a follow-up to this training we will visit the Connect by Music team in 2022, to work with them on-location for a further three days. We also visit their locations on Lesbos and mainland Greece.



ACTIVITY REPORT 2021

Partners: **Medearts - Jordan**



Jordan

MedeArts is based in Irbid and is committed to, among other things, making art and culture play a greater role in society in Irbid. To improve the position of artists outside Amman and to give them tools to initiate meaningful creative projects.

The training sessions we have done so far with the musicians involved in MedeArts had a major impact on the group, consisting of both professional and amateur musicians from various cultural backgrounds (Iraq, Egypt, Syria, Yemen, Palestine, Jordan). A deep emotional connection developed between them by sharing their personal stories through music.

Two of our trainees, Mido and Rawan, have started their own local initiative in Jordan, called BITAT, using the Sounds of Change method. This new organisation gives creative music workshops to children and young people in various locations in Jordan. During these workshops they help the participants to write their own songs before making a video clip together.

In 2021 we trained and coached BITAT online for six days in designing and executing their first solo project.

This is what BITAT founder Rawan said about the Sounds of Change training she attended:

“What I learned about myself is how to use the deep down memories inside of me - the sad ones - in a good way. To create something beautiful from it and get rid of it. To take the memory and turn it to something beautiful and to feel more comfortable with that. I want to do my work in the future like this. I want to challenge myself to break the boundaries between how I feel inside and how I express myself outside. (...)

I found that there’s others here in the group, that have common feelings and issues, that’s what made us create what we wrote together.”

- **Rawan, Medearts**

Irbid - Jordan



ACTIVITY REPORT 2021

Sounds of Change Academy - the Netherlands



the Netherlands

We kicked off October 2021 with the first edition of our Sounds of Change Academy in the Netherlands, featuring eight fantastic and inspiring participants; Nour, Tijmen, Odai, Anna, Hibbe, Yannick, Julie and Judith.

Across four weekends we trained these future musical Changemakers to work according to the Sounds of Change method and built their 'toolbox' with musical games, activities and creative exercises.

As part of the Academy program, the Academy participants will apply their newly learned skills and mindset in the Netherlands during practical projects in 2022. Here, under the guidance of our trainers, they will give six weekly music workshops to children and young people in four AZCs (asylum seekers' centres) in Den Helder, Amersfoort, Delfzijl and Almelo. We do this in collaboration with Stichting de Vrolijkheid.

Starting a Sounds of Change Academy in the Netherlands has been a dream of ours for a long time because we also believe that there is much demand for musical Changemakers in the Netherlands.

Documentary maker Joris Postema is currently making a short film about the pilot of our Academy.

Sounds of Change Academy – the Netherlands





4 IMPACT

We know what the effects and impact of our training courses are from the stories and reactions of our target group and co-operative partners. Since 2019, we have therefore worked hard on a monitoring & evaluation (M&E) program in order to make the impact transparent for our donors and supporters in the Netherlands.

We evaluated ourselves with our participants and partners in the form of interviews and group discussions, but – partly due to the coronavirus intervention – not all evaluations were carried out with the same depth and scope.

In 2021 we combined the data from the evaluations and again contacted cooperative partners from previous years, in order to fully assess the effects of our activities. Based on the results of this impact study, in 2022 we will be able to set goals for the coming years and provide even better customisation to our partners based upon their needs.

An impact study was also started in 2021 for the pilot edition of the Academy. In the practical sessions of the Academy, trainees in the AZCs using various aspects and effects of creating a ‘safe space’ as the starting point for a music workshop are measured. This is a specific trademark of Sounds of Change and can be performed by every (aspiring) trainer in his/her own way, depending on the group that is being worked with. The results of this research are part of the evaluation of the pilot edition of the Academy and will be available mid-2022.



5 SUPPORTING PROJECTS

Instruments for Change

This project is a collaboration between MassiveMusic, Deep House Amsterdam and Sounds of Change. Instruments for Change is a software package and sample pack for DJs and producers, with which they can integrate sounds from the Middle East in their compositions and productions. For this project we have included five musicians from Syria, Turkey and Senegal. The software package and sample pack can be downloaded on a donation basis. The proceeds of this benefit our international training program.

In 2021 we were able to give a presentation and concert at the Grachtenfestival, where Ud player/singer Nawras Altaky and Ney player/singer Sinan Arat performed with DJ Noraj Cue. For more information visit www.instrumentsforchange.nl



Sounds of Change at Work

On our new website www.soundsofchangeatwork.com you can find the full range of training courses and workshops for business. We offer programs in leadership, team building and creativity. We use the proceeds from these activities to finance part of our work in the Middle East.

6 BUSINESS REPORT

Organisation

Sounds of Change is a young organisation, founded in 2017. The foundation board bears ultimate administrative responsibility and has delegated the daily management to the Director and founder of Sounds of Change, Lucas Dols.

The organisation also consists of a business leader, the trainers/workshop leaders, and employees for marketing and promotion, impact measurement, network management and fundraising. In order to operate as flexibly as possible, Sounds of Change hires the Director and employees on a contractual basis.

The board meets with both the Director and the Business Manager at least four times a year to determine the financial and substantive frameworks: the substantive and business policy, financing, annual plan/multi-year plan, budget, annual accounts and other affairs.

The management duties, responsibility and authority are partly laid down in the articles of association and further elaborated in the management statute and the management regulations. A retirement schedule is in place.

Sounds of Change operates at the intersection of charities and social entrepreneurship. Because many cooperative partners are recognised charities, we strive for the (financial) transparency that is expected from recognised charities in order to be a reliable cooperative partner.

BUSINESS REPORT

Board

The board fulfils its duties in a responsible, transparent and independent manner, and in doing so follows relevant laws and regulations. We actively monitor the prevention of (undesirable) conflicts of interest.

The board members are experienced managers and policy makers with a strong commitment to the objective of Sounds of Change. The composition of the board strives for a balance between gender, age, experience and ethnic background.

Membership of the board of the Sounds of Change Foundation is an honourable but unpaid position. If desired, board members can declare the costs of exercising their board membership.

Members are appointed for a term of three years and can be reappointed a maximum of three times. There is a roster of resignations; Grietje de Vries was appointed in November 2021 for a second three-year board term.

In 2021, the board met seven times with the Director and Business Manager. The board members met once for a self-evaluation

In 2021 the composition of the board was as follows:

- **Jan-Willem Dol**, *chairman* - Member since 2017 (second term)
Amnesty International – campaign coordinator
- **Grietje de Vries**, *treasurer* - Member since 2018 (second term)
Paid position: Protection officer, mentor, trustee.
Additional positions (unpaid): Board member of the Goois

Women's Choir, Member of the Supervisory Board of the Library and Volksuniversiteit Hilversum

- **Ad van Roosmalen**, *secretary* - Member since 2017 (second term) Specialist in (online) collaboration and participatory organisational development
- **Essam Zaki**, *board member* - Member from February 2020 to November 2021. Artist and community arts
- **Caro Nieuwenhuis**, *board member* - Member since October 2017 (second term) Change consultant and leadership coach
- **Imre Vellenga**, *board member* - Member since December 2021 (first term) Social deal maker (Society Impact)

Core team

- **Lucas Dols**, *general/artistic director*
- **Gusta Korteweg**, *business leader*
- **Lidy Ettema**, *coordinator education (network)*

Trainers

- **Lucas Dols**
- **Sander van Goor**
- **Hashem Kabreet**
- **Marijn Korff de Gidts**
- **Han van 't Land**
- **Loes van Hapert**

BUSINESS REPORT

Other employees and volunteers

- **Rachelle Traboulsi**, *impact measurement general activities*
- **Floortje Du Fossé**, *research impact Sounds of Change Academy*
- **Marieke de Beurs**, *design*
- **Arron Storey**, *translations*
- **Paul Pennarts**, *optimisation online advertising*
- **Doris Gottlieb**, *coaching*
- **Blanche Voorneman**, *international development advice*

The board has an assignment agreement with the Director and periodically holds progress discussions with the Director. There is a management statute, in which the division of tasks and powers of the board and artistic director is laid down.

The other freelance employees work on a project basis and report to the director.

Sounds of Change functions in an extensive network of professionals, which means that tailor-made advice or services can be obtained and deployed quickly. Often at a reduced rate or completely free of charge, because many people have a warm heart for the work of Sounds of Change

Risk management

- Because only freelancers are associated with Sounds of Change, the foundation has no employer obligations.
- The foundation has no fixed office space and has no inventory or stock, so it saves on fixed costs and insurance.

- The organisation is hybrid and can easily adapt to changing environmental factors, so that the activities can continue, whether or not in an adapted form.
- The foundation has an adequate freely disposable financial reserve to be able to absorb unforeseen setbacks.
- Administrative office OZCAR in Amsterdam checks the financial administration and compiles the annual accounts.
- The treasurer approves the results, the invoices and declarations of the Director on a quarterly basis.
- Mixed financing: Sounds of Change tries (and has improved since 2018) to create a stable base through multi-year support from funds and private individuals. In addition, Sounds of Change receives varying contributions and gifts from individuals, companies and partners. Sounds of Change also generates income from corporate training, crowdfunding and the sale of products such as t-shirts.
- Activities that cannot take place (in an adapted form) due to measures related to Coronavirus are shifted as much as possible, so that the estimated income is not lost.

BUSINESS REPORT

Good commissioning

Fair pay

The foundation is committed to fair payment of its employees, taking into account the nature of the organisation.

A daily allowance for the trainers and other freelancers of Sounds of Change is €250 excluding VAT.

When it comes to training abroad, most of the local trainers who contribute to the Sounds of Change activities there are associated as employees or volunteers with the local partner organisations. Where this is not the case, Sounds of Change will offer a fair fee based on the local reimbursement standard.

Inclusion

Sounds of Change strives to compose the team of employees and volunteers in such a way that there is a good balance in terms of age, gender and cultural background (also taking into account the demand from cooperative partners).

In the selection of the Academy trainees, we also chose four people who, for various reasons, have less easy access to the labour market.

Safety

In terms of content, the work of Sounds of Change can entail a certain risk, because we often work with a target group that suffers from psychological trauma to a greater or lesser extent. The Sounds of Change trainers are trained to deal with this.

Furthermore, we ensure that the workplace (including foreign locations) do not pose a direct physical threat to the well-being and/or health of Sounds of Change trainers.

The Sounds of Change trainers work according to a Code of Conduct and can submit a VOG. Sounds of Change is actively committed to a working climate in which people work with trust and respect.

There is a complaints procedure in place to be able to report undesirable behaviour and violations of integrity to the board, and preparations are being made for the appointment of a confidential adviser.

The personal data in the possession of Sounds of Change (including data from volunteers, employees, donors, sympathisers and subscribers to the newsletter) are stored in a secure environment and not made available to third parties.

Personal development

Despite the lack of employer responsibility, Sounds of Change strives to deploy the best person in the best place. The organisation is prepared to invest in the developmental needs of its freelance employees, in the perspective of a sustainable relationship as a client, and does so. Among other things, by offering coaching and training opportunities.

Sounds of Change also invests through the Academy in the training of people who, for various reasons, find it less easy to access the labour market, including status holders, starters and people with a physical disability. In addition, we made a 'scholarship' available for four trainees which consisted of full

BUSINESS REPORT

compensation of the tuition fees and the opportunity to receive a contribution towards the travel costs of completing the Academy programme.

Sustainability

With the training courses that Sounds of Change provides to the teams of our foreign cooperative partners, the organisation strives for a sustainable working method. Instead of making the organisation dependent on the arrival of Sounds of Change trainers, the trainers transfer their working methods to local aid workers and musicians. They can then continue independently with periodic online support and workshops for children. In this way, the return for the collaboration partner is much greater, as is the impact on the community involved. Sounds of Change has had this working method anchored in its statutes since 2021.

Sounds of Change tries to keep its carbon footprint as small as possible. This is taken into account when travelling by minimising air and car travel and using public transport where possible. Sometimes flying is unavoidable in order to continue our work on location qualitatively. In this case Sounds of Change transfers 50€ per ticket to Treesforall to compensate for the CO2 emissions. The payment of this compensation is financed through the sale of merchandise.

We contribute to sharing and recycling by encouraging employees to use refurbished materials and to share facilities with others.

Fairtrade, 'green' products and services are given preference and are actively sought as a conscious and responsible alternative.

Finance

Diverse Income Streams

Sounds of Change's income largely comes from donors and funds who make a gift or donation on an incidental, but also structural basis to support general work or specific projects. In addition, Sounds of Change generates its own income by selling merchandise, organising interactive concerts and workshops for businesses.

- In 2021 there were 130 members of the Orchestra of Change-makers, our monthly donors. Sounds of Change aims to grow this number annually.
- Sounds of Change was financially supported in 2021 by Stichting Vivace, Triodos Foundation, Umoja Fund, BBT communities, Massive Music, Stichting Musica Favela, MassiveMusic, Chor-dify, Teufel Audio and Cargill B.V.
- By facilitating workshops for the business community, organising performances, crowdfunding campaigns and by selling merchandise, Sounds of Change generates an increasing amount of its own income.

In 2021 Sounds of Change gave creative workshops and training courses to organisations such as de Hoorneboeg, Better Future, Amnesty International, the Ricciotti ensemble, Wonderfeel festival, Oorkaan, ARTEZ, the Grachtenfestival, AIOS, Hoge School Windesheim, Hoge School Leiden and Team-Up.



Nahr el Bared camp - Lebanon

- From cooperation with international partner organisations, Sounds of Change receives annually varying income as compensation for the training activities delivered. This fee partially covers the costs of our training activities.

Financial result

In 2021, the turnover amounted to 151,250€.

The annual accounts close with a net income of 25,445€.

The appropriated reserve for the Lebanon/Jordan project was completely written off in 2021 because the project reached completion. The remaining amount of the contribution from the BBT communities fund will be added to the appropriated reserve for the SoC Academy in order to complete the 2021 course in 2022. The reserve for the SoC Academy therefore amounts to 28,000€.

From the equity capital, 25,000€ has been used as an appropriated reserve for 'Foreign projects'.

The remaining amount of the operating result (2,445€) has been added to the general reserve.

The general reserve amounted to 47,849€ at the end of 2021. The total of the reserves on December 31 2021 amounted to 100,849€.

The resilience (in relation to the total income) amounts to 0.67%. The management costs and the recruitment costs together amount to a maximum of 20% of the annual turnover, so that at least 80% of the resources directly benefit the design and implementation of the goals. This balance is monitored quarterly. The management costs in 2021 amounted to a total of 24,246€, of which 2,326€ was allocated to recruitment. Compared to the turnover, this is 16%.

The financial report can be downloaded [here](#).

Sponsors

In the field of musical instruments, Sounds of Change has two sponsor partners.

- **RBI Music/Rhythm Band** – Boomwhackers
- **Goldon Music Instruments**

Communication

Sounds of Change moves completely in the digital domain for communication with its target groups and supporters. Social media offers powerful channels for achieving national and international reach, whether it concerns the announcement of activities or a recruitment campaign. One wish for the near future is research into the output of the various channels, so that expressions and resources can be used even more efficiently.

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- Since 2021, Sounds of Change has been working together with PR agency 2Twintig in Rotterdam. This PR agency helps us to develop and implement a communication plan around our activities.

- **Website**

In 2021 we made a number of updates to our website. In addition, all our new letters can now also be read on the website.

For more information, see: soundsofchange.org

- **Newsletter**

In 2021 we regularly kept our supporters informed about our work. As a result, the number of subscriptions to our newsletter has grown by more than 25%. Our newsletters can be read here on the website.

- **Social Media**

Sounds of Change is active on Facebook, Instagram and LinkedIn. We keep our followers informed of our work and call a few times a year for subscriptions to our newsletter, crowd-funding or membership of our Orchestra of Changemakers.



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