



# SOUNDS OF CHANGE

## ANNUAL REPORT 2022





# SOUNDS OF CHANGE



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# 1

## INTRODUCTION

In 2022, Covid19 no longer seemed to impose restrictions on our business or personal lives and most preventive measures were lifted at the beginning of the year.

But then war broke out in Ukraine and a new socially and economically disruptive situation arose in Europe.

### **Traveling again**

With the disappearance of Coronavirus measures, requests for training courses in our own country and abroad have also resumed at full speed. This resulted in working visits to Greece, Lebanon (x2), Jordan and Cyprus. Additionally there have been many activities in the Netherlands including at PABOs (teachers' college for primary primary education), conservatories, corporate events and at AZCs (asylum seekers' centers).

### **Webinars for aid workers in Ukraine**

A group of Ukrainian psychologists and therapists (with whom we had previously worked at Kyiv University in 2016/17), reached out when the war started. Shortly after the outbreak of war and at their request, we started giving webinars focused on trauma-sensitive work and trauma support using music and art. This was unique in the history of Sounds of Change, which until that point had mainly worked in the reconstruction phase of a society or organisation, but now offers support in a current war situation.

### **Academy**

The Sounds of Change Academy completed its first pilot with eight participants in spring 2022 and delivered a second edition with twelve participants in autumn 2022.

## **Impact**

We have had the impact of our foreign activities mapped out in recent years and have sought advice on making improvements to the method of impact measurement. In addition, Floortje de la Fossé conducted research into the impact of our music workshops in asylum seekers' centers in the Netherlands.

## **Birthday!**

In 2022 we celebrated our fifth anniversary in the company of more than a hundred regular donors, partners and friends. In Paradiso Tolhuistuin in Amsterdam, music and stories were used to look back on five eventful years. We received two Sounds of Change trainees and one of our trainers Amjad al Mestarihy from Jordan, we had various speakers including Eduard Nazarski (former director of Amnesty International) and Anne van den Ouwelant (Trauma Company). A logo was designed especially for the anniversary by Amjad al Mestarihy, Sounds of Change trainer and graphic designer.

*Amjad al Mestarihy*







This is what we do with Sounds of Change;  
We train people to facilitate creative processes.

### Movie

Filmmaker Joris Postema and his team followed the training process of our Sounds of Change Academy in the Netherlands in 2021/22. He followed the Academy trainees learning the Sounds of Change method and filmed them giving six weekly music workshops at four Dutch AZCs before finally making a catchy [movie](#) about the experience.

Board and team of Sounds of Change  
January 2023

# SOUNDS OF CHANGE



## 2

# ACTIVITY REPORT 2022

## General

Sounds of Change uses music to move and empower people, groups and communities, enabling them to create psychological and social change.

At various global locations, Sounds of Change trains local aid workers, teachers, social workers and musicians to become changemakers. Professionals who use the power of music as a connecting and transformative tool in their work with young people and traumatised children in refugee camps, asylum seekers' centres, disadvantaged neighbourhoods and former war zones.

In addition, we support partner organisations with the design and development of workshops, teaching programs and PSS (psychosocial support) curricula.

*Ruwwad Egypt*



# ACTIVITEITENVERSLAG 2022

## Training of Facilitators (TOF)

In a TOF we train both teams and individuals to use the power of music during their work with groups of children, young people and adults. We do this using our own working method, which is based upon:

- **Content**

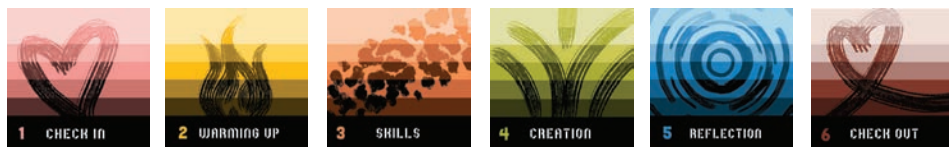
Learning and experiencing various musical creative exercises and activities that are applicable to the target group with which the trainees work. This also includes access to our hybrid online manual, which is a library of tools and content.

- **Workshop structure**

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

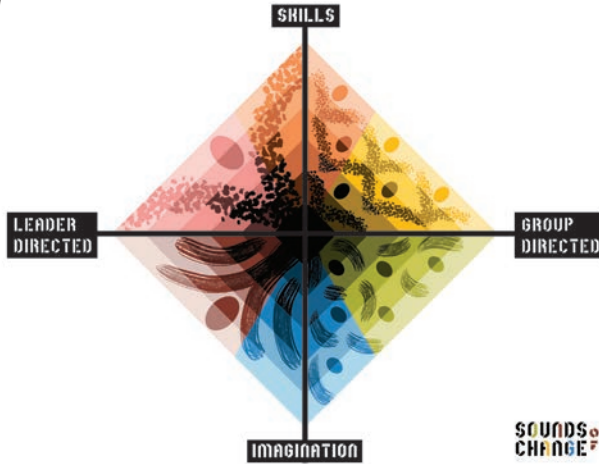
- **Mind set**

This includes trauma sensitive work, leadership and leading exercises, activities and creating a safe space. Training the mindset also includes 'reading the group' to make informed, improvised choices to match the group's needs and context. Factors can include living environment, ages, background and culture.



*6-step system*





## Training of Trainers (TOT)

In a TOT we train people who have already mastered the above and gained experience in the field. During a TOT we train participants to run their own TOF sessions - to effectively 'train trainers'. Providing TOT training requires experienced leadership qualities and complete mastery of the SOC material (content, structure and mindset).

A Sounds of Change TOT is easier to deliver with participants who already have a musical background, which is why our TOT workshops focus on working with and developing group musical skills such as improvisation.

In some cases we work with TOF and TOT training courses that connect to existing programs. In these cases we try to connect as closely as possible to the methodology of the existing programs, focussing on leading music activities, working methods and exercises.

# ACTIVITY REPORT 2022

Activity:

## Trauma Support Ukraine (TSU)



Ukraine

In 2016 and 2017 Sounds of Change was a guest at the University in Kyiv. There was interest in the application of music in working with traumatised children and young people. As part of the masterclass that Sounds of Change provided, the students visited an orphanage, where the psychology students could put what they had learned into practice. The children were victims of the armed conflict that has gripped the country since 2014.

In 2022, the existing conflict degenerated into war and some of the psychologists we had worked with at the time contacted us. They asked for support in working with people with acute trauma. Sounds of Change started the Trauma Support Ukraine team together with trauma expert Anne van den Ouwelant (Trauma Company / Trauma International) and music therapist Sander van Goor (Safe & Sound).

On Friday 4 March, one week after the start of the war and four days after the request for help, the team organised the first online training session on 'trauma-sensitive support' for 125 Ukrainian psychologists. The webinars became weekly meetings in which the psychologists were given practical and theoretical tools to stabilise and support children, young people and adults.



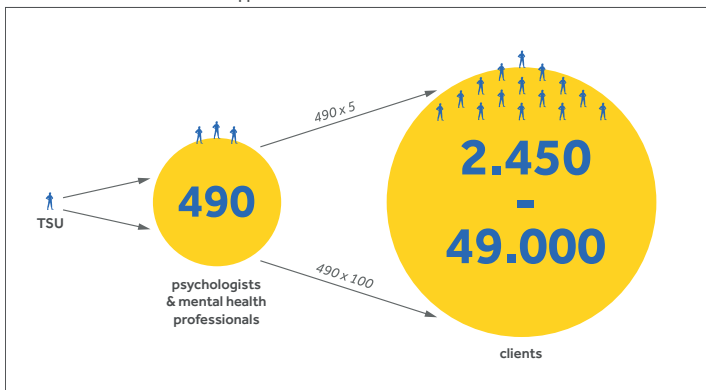
*From left to right: Anne van den Ouwelant, interpreter Natalia Slipenko and Sander van Goor*

In addition, the webinars serve as self-care moments for the psychologists themselves. During the year, the group expanded to include a team of teachers, who also attended the webinars. The webinars have been recorded and made accessible online as part of a growing online library of exercises and information.

The webinars were made financially possible by MedAir in 2022.

TSU has reached over 490 psychologists in the past year. Each of them works with between 5 and 100 people meaning that several thousand Ukrainian children, young people and adults have already been reached through these webinars.

The estimated reach of Trauma Support Ukraine



# ACTIVITY REPORT 2022

## Activity: **War Child Lebanon**



**Lebanon**

We facilitated a training program for the War Child Lebanon team, with two working visits and online coaching sessions. Various musical activities (tools, games and exercises) were used and the possibilities were explored with the team to incorporate these into existing PSS (Psycho Social Support) programs and educational pathways. We also let the team experience our Sounds of Change working method and together they composed new interactive children's songs.

The 'homework' of the trainees was incorporated into the second working visit. Namely the development of a new PSS program with plenty of room for creativity, music and interaction.







**Activity:** **War Child Cyprus**



**Cyprus**

The first training session with the War Child Cyprus team took place in 2022. Training focused on accessible musical and creative activities, facilitator skills and learning to work with the Sounds of Change '6-Step' method.

The Safe & Sound intervention, resilience and trauma-sensitive work were also discussed.

This was the first of two team practices. During the second training (in 2023) the integration of creative and musical components to the existing PSS programs will be central.





Activity:

## 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 and community music. We also used the Safe & Sound intervention developed by Sounds of Change trainer and music therapist Sander van Goor. As a follow-up we paid a working visit to the Connect by Music team in Athens to work with them on location for another three days in June.



# ACTIVITY REPORT 2022

## Activity: **EDU Syria – Jordan (Zaatari)**



### Jordan

We trained approximately 45 students and young people living in the Zaatari refugee camp in Jordan. Participants learned to compose and improvise music together; to use their own stories and identities as a starting point for their creative processes. The Zaatari camp has around 80,000 inhabitants and has grown from a tent camp into a semi-permanent city.





# ACTIVITY REPORT 2022

## Activity: **Support local entrepreneurship**

Since 2022 we have been financially supporting projects of Sounds of Change trainees. For example, trainee Ahmad al Dalati has been giving theatre and music workshops to a group of 25 young people in Lebanon for a year. In this way he supports them in discovering their talents and contributes to a more positive image of the future for the young people.

*Trainee Ahmad al Dalati in Lebanon*







*Trainee Juliana Hahn in AZC in the Netherlands*

**Activity:** **Trainees at work**

The trainees of our Academy, in collaboration with the Refugee Work Foundation, provided weekly workshops and a program for families at four different AZCs in the Netherlands.



# 3

# IMPACT

We know the impact of our training courses from the feedback provided by our target group and collaborating partners. We have invested in a monitoring and evaluation (M&E) program to provide insight into the impact for our donors and supporters in the Netherlands.

An impact study has also been started for the pilot edition of the Academy. Focussing on the Academy's practical sessions and AZC trainees the study measured various aspects of creating a 'safe space' as the starting point of a music workshop. This is a specific feature of Sounds of Change and can be performed by every aspiring trainer in his/her own way, depending upon the group they're working with. The results of this research by Floor-tje de la Fossé can be read [here](#).





**MUSIC CHANGES THE WORLD  
BECAUSE IT CHANGES PEOPLE**

*Passed! Sounds of Change Academy; trainers and trainees*



# 4

## 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 into their compositions and productions. For this project we included five musicians from Syria, Turkey and Senegal. The software package and sample pack can be downloaded on a donation basis and the proceeds from this benefit our international training program.

For more information: [www.instrumentsforchange.nl](http://www.instrumentsforchange.nl)

The logo for 'Instruments for Change' is displayed on a black rectangular background. The word 'INSTRUMENTS' is written in a bold, white, sans-serif font, with each letter containing a different colored vertical bar: 'I' (yellow), 'N' (blue), 'S' (red), 'T' (green), 'R' (white), 'U' (white), 'M' (white), 'E' (white), 'N' (white), 'T' (white), 'S' (white). To the right of 'INSTRUMENTS' is the word 'FOR' in a smaller, brown, sans-serif font. To the right of 'FOR' is the word 'CHANGE' in a bold, white, sans-serif font, with each letter containing a different colored vertical bar: 'C' (yellow), 'H' (blue), 'A' (red), 'N' (green), 'G' (white), 'E' (white).



## Sounds of Change at Work

On our website [www.soundsofchangeatwork.com](http://www.soundsofchangeatwork.com) you can find the range of training courses and workshops available to the business community. We offer programs in the fields of leadership, team building and creativity and use the proceeds from these activities to part-finance our work in the Middle East.



# 5

# BUSINESS REPORT

## Organization

Sounds of Change was founded in 2017. The foundation board bears final administrative responsibility, and has delegated the day-to-day management to the Director and founder of Sounds of Change, Lucas Dols.

The organisation consists of a Business Leader, the trainers/workshop leaders, and employees for (among other things) marketing, 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 contract basis.

The board meets with the Director and Business Manager at least four times a year to establish the financial and substantive frameworks: the substantive and business policy, financing, annual and long-term plans, budget, annual accounts and other matters.

The board's duties, responsibilities and authority are partly laid down in the articles of association and further elaborated in the management charter and board regulations.

Sounds of Change is a non-profit organisation that operates at the intersection of charities, culture and social entrepreneurship. In order to remain a reliable cooperation partner and because of how many of our partners are recognised charities, we strive for (among other things) the level of financial transparency that is expected from all recognised charities.

## Board

The Board fulfils its duties in a responsible, transparent and independent manner, while adhering to relevant laws and regulations. We actively monitor the prevention of unwanted conflicts of interest.

The board members are experienced managers and policy makers with a strong commitment to the objectives 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 for exercising their board membership.

Members are appointed for a term of three years and can be reappointed a maximum of three times. A rotation schedule is used.

In 2022, the board met six times with the Director and Business Leader. In addition the board members met once for a self-assessment and swot analysis.

In 2022, the composition of the board was as follows:

- **Jan-Willem Dol**, *Chair* - Member since February 2017 (second term) Amnesty International – Campaign Coordinator
- **Grietje de Vries**, *Treasurer* - Member since November 2018 (second term)

# BUSINESS REPORT

Paid function: Protective administrator, mentor, curator.  
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 from February 2017 to June 2022. Genuine Contact, Consultant in online communication
- **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)
- **Anouk Nijman**, *secretary* – Member since August 2022 (first term) Consultant Cyber Strategy at Deloitte.

## Kernteam

- **Lucas Dols**, General Manager / Artistic Director
- **Gusta Korteweg**, Business Manager
- **Lidy Ettema**, Education (network) Coordinator

## Trainers

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

## Overige medewerkers en vrijwilligers

- **Floortje de la Fossé**, *impact research, Sounds of Change Academy*
- **Marieke de Beurs**, *design*
- **Arron Storey**, *translation*
- **Paul Pennarts**, *optimising online advertising*
- **Doris Gottlieb**, *coaching*
- **Ad van Roosmalen** (*from July to December*) *project leader*
- **Casper Weekhout**, *community building research*

## Pro bono collaboration

- **PR agency 2Twintig**
- **Law firm Ploum**
- **Barbro van der Ham** (via The Present Movement), *financial/strategic advice*



# BUSINESS REPORT

## Good Commissioning

### Fair pay

The foundation is committed to fair payment of its employees, considering the nature of the organisation.

A daily allowance for the trainers and other freelancers of Sounds of Change is 300€ excluding VAT.

As far as training abroad is concerned, most of the local trainers who contribute to Sounds of Change activities are connected to local partner organisations as employees or volunteers. When this is not the case, Sounds of Change offers a fair fee based upon standard local remuneration rates.

### Inclusion

Sounds of Change strives to assemble 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 consideration the demand from the cooperation partners).

In the selection of Academy trainees, an explicit choice is also made for a number of people who, for various reasons, may have restricted 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 traumas to a greater or lesser extent. The Sounds of Change trainers have been, and continue to be trained to deal with this. We also ensure that the foreign workplace does 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 provide a VOG when they work directly with minors. Sounds of Change is actively committed to a working climate in which people work with trust and respect.

There is a complaints procedure for reporting undesirable behaviour and integrity violations to the board, and an external confidential adviser has also been appointed.

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



# BUSINESS REPORT

## **Personal development**

Despite the lack of an employer's responsibility, Sounds of Change strives to deploy the best person in the best position. The organisation is ready to invest in the development needs of its freelance employees, from the perspective of a sustainable client relationship. It achieves this through offering regular coaching and training opportunities.

Via the Sounds of Change Academy, the organisation invests in the training of people who (for various reasons) may find it less easy to access the labour market. This can include status holders, starters and people with a physical disability. In addition, a 'scholarship' is available to a number of trainees, consisting of a full or partial-compensation of the tuition fees, and the possibility of receiving an allowance for the travel costs incurred by going through the Academy's programme.

## **Sustainability**

With the training courses that Sounds of Change provides to the teams of foreign partners, the organisation strives for a sustainable working method. Instead of making the organisation dependent on the arrival of the Sounds of Change trainers, the trainers transfer their methods and working practices to local aid workers and musicians. They can then independently, with periodic online support, continue with workshops for children and young people. In this way, the return for both the cooperation partner and local community is much greater.

## Funding mix

Sounds of Change's income largely comes from donors and funds, who on an incidental, but also structural basis, support the general work or specific projects. In addition, Sounds of Change generates its own income through the sale of merchandise, the organisation of interactive concerts, and workshops for the business community.

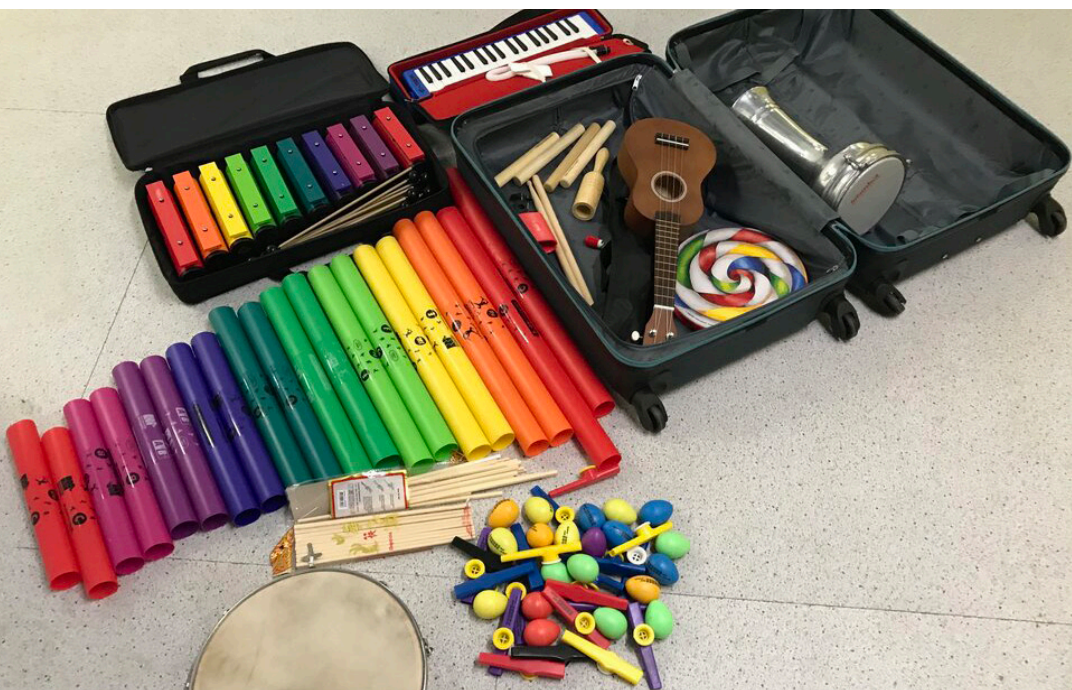
- In 2022 there were approximately 130 members of the Orchestra of Changemakers, our monthly donors. Sounds of Change strives to grow this number every year.
- Sounds of Change received financial support in 2022 from BBT communities, MedAir, Massive Music, Chordify and Repeat Audio, among others.
- By facilitating workshops for the business community and organising performances, crowdfunding campaigns and by selling merchandise, Sounds of Change generates a growing amount of its own income.

In 2022, Sounds of Change gave creative workshops and training to, among others:

Present Movement, Ricciotti Ensemble, Oorkaan, Humanity in Action, Artez, Society of Arts, Morgens, Libre Foundation, Conservatorium van Amsterdam, Amnesty International (Amsterdam).

- From the cooperation with international partner organisations, Sounds of Change receives annually-varying income as compensation for the training activities provided. This fee partially covers the costs of our training activities.
- In the field of musical instruments, Sounds of Change has two sponsoring partners: RBI Music/Rhythm Band – Boomwhackers and Goldon Music Instruments.

*Magical Suitcase*





## Risk management

- Because only freelancers are affiliated with Sounds of Change, the foundation has no employer obligations.
- The foundation has no permanent office space, inventory or stock, saving on fixed costs and insurance.
- The organisation is hybrid and can easily adapt to changing environmental factors, so that activities can always continue, even if in an adapted form.
- The foundation has an adequate freely disposable reserve to be able to absorb unforeseen setbacks.
- Folgerts Financial Diensten checks the financial administration and compiles the annual accounts.
- Every six months, the Treasurer approves the results booked, the invoices and declarations of the Director.
- The board annually adopts the budget as a framework for the activities of the following year and is informed by the Director and Business Manager about progress and realisation.

## **Financial result**

In 2022, the turnover amounted to 190,306€.

The annual accounts close with a negative result of 51,838€. The earmarked reserves that were built up during the corona years due to the lack of activities were completely released in 2022 because many activities took place abroad again. Additionally the Academy pilot was completed in 2022, with a second edition also being realised.

The general reserve amounted to 49,011€ at the end of 2022.

The management costs and the recruitment costs together amount to a maximum of 25% of the annual turnover, so that at least 75% of the resources directly benefit the design and implementation of the goals. This balance is monitored quarterly.

The management expenses in 2022 amounted to a total of 42,279€, of which 3,245€ was attributed to recruitment costs. This is 22% of turnover. The abbreviated annual accounts are included in this report as an appendix.

## **Communication**

Sounds of Change operates entirely in the digital domain for communication with its target groups and supporters. Social media accounts are powerful channels for achieving national and international reach. Whether it concerns the announcement of activities or a recruitment campaign. In the near future we aim to carry out a study into the output of the various channels, so that expressions and resources can be used even more efficiently.

- In order to help us develop and implement a communication plan for our activities, Sounds of Change worked with Rotterdam-based PR agency 2Twintig.

- **Website**

In 2022 we implemented updates to our website.

In addition, all previous newsletters can now be read on the [website](#).

For more information, see: [www.soundsofchange.org](http://www.soundsofchange.org)

- **Nieuwsbrief**

In 2022 we regularly kept our supporters informed of our activities. As a result, the number of subscriptions to our newsletter has grown by more than 25% and all previous newsletters can be read on the [website](#).

- **Social Media**

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

## 6

## APPENDIX

## Financial statements 2022 (in Dutch)

## Stichting Sounds of Change te Hilversum

## 2.1 Balans per 31 december 2022

(Na resultaatbestemming)

	31 december 2022		31 december 2021	
	€	€	€	€
<b>ACTIVA</b>				
<b>Vlottende activa</b>				
<i>Vorderingen</i>				
Handelsdebiteuren	[1]	18.523	1.684	
Belastingen	[2]	13.790	8.095	
Overlopende activa	[3]	<u>300</u>	<u>118</u>	
		32.613		9.897
<i>Liquide middelen</i>	[4]	23.023		111.553
<b>Totaal activazijde</b>		<u><u>55.636</u></u>		<u><u>121.450</u></u>
<b>PASSIVA</b>				
<i>Vrij besteedbaar vermogen</i>				
Stichtingskapitaal	[5]	49.011	47.849	
Bestemmingsreserves	[6]	<u>-</u>	<u>53.000</u>	
		49.011		100.849
<b>Kortlopende schulden</b>				
Handelscrediteuren	[7]	2.865	19.163	
Overlopende passiva	[8]	<u>3.760</u>	<u>1.438</u>	
		6.625		20.601
<b>Totaal passivazijde</b>		<u><u>55.636</u></u>		<u><u>121.450</u></u>

## Stichting Sounds of Change te Hilversum

### 2.2 Staat van baten en lasten over 2022

		2022	Begroting 2022	2021
		€	€	€
Opbrengsten uit activiteiten	[9]	60.425	55.000	14.322
Bijdragen internationale partners	[10]	20.150	30.000	8.000
Bijdragen uit private middelen	[11]	57.393	90.000	60.028
Bijdragen van private fondsen	[12]	500	60.000	68.900
Totaal baten		<u>138.468</u>	<u>235.000</u>	<u>151.250</u>
<b>Bruto exploitatieresultaat</b>		<b>138.468</b>	<b>235.000</b>	<b>151.250</b>
Beheerslasten personeel	[13]	31.655	39.000	42.915
Beheerslasten materieel	[14]	7.379	11.000	9.037
Activiteitenlasten personeel	[15]	109.895	144.000	51.172
Activiteitenlasten materieel	[16]	38.132	41.000	17.979
Marketing, promotie en werving	[17]	3.245	-	4.702
Totaal lasten		<u>190.306</u>	<u>235.000</u>	<u>125.805</u>
<b>Exploitatieresultaat</b>		<b>-51.838</b>	<b>-</b>	<b>25.445</b>
<b>Resultaat</b>		<b>-51.838</b>	<b>-</b>	<b>25.445</b>
<b>Resultaat</b>		<b>-51.838</b>	<b>-</b>	<b>25.445</b>
Bestemming resultaat:				
Stichtingskapitaal		1.162	-	2.445
Bestemmingsreserve 'Sounds of Change Academy'		-28.000	-	10.000
Bestemmingsreserve buitenland training		-25.000	-	25.000
Bestemmingsreserve Vivace Libanon/Jordanië		-	-	-12.000
		<u>-51.838</u>	<u>-</u>	<u>25.445</u>





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