IMPAGI REPORT

Project Fearless



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Throughout our courses, we do "anonymous notes of support" where girls write notes to each other. Keep an eye out for them in this report!



YOU COACHES HAVE HELPED ME THROUGH A TOUGH TIME AND ARE SO HELPFUL, CARING, WONDERFUL, SMART AND FUNNY. THANK YOU FOR EVERYTHING YOU'VE DONE!!! AND THANKS FOR THE SNACKS.

- FEARLESS GIRL, AGE 11

A LETTER FROM OUR FOUNDER... ON THE POWER OF SNACKS

We know them and we love them. Snacks are awesome. But, as the Fearless years roll on, I've gained a whole new appreciation for 99-cent granola bars and kinderappels. For their ability to give us time to pause and connect without pressure; to bring us together across another difficult, at times very isolating, Covid year.

My realisation came from post-course surveys from the kids who joined us this year. Unanimously, snacks were rated capital V Very important. Another stand-out response was that 4.75 out of 5 kids feel Project Fearless is a place they can be themselves. Now, those two things might seem totally unrelated — but I see a delicious link

Snack time is an in-between moment, a moment of relaxation — the kind we so often take for granted, but that are key to connecting us. Not all the kids will ace a new boxing move or skate trick that day, or have their experiment go just right. But during snack time we can all pause, take a breather and absorb what we've just been doing. We can step back from our individual focus on trying, and relax into the process of learning in a supportive group. All without even realising it.

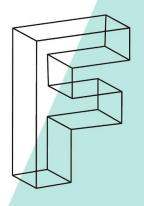
It's a time to connect without needing to do anything other than enjoy each other's company, coaches and kids alike. Sometimes, it's also a strategic transition from the physical, high-energy side of our courses to the calmer, more cerebral side. It's the snack break that unspokenly reinforces the safe, supportive atmosphere we strive to create in our courses each week. Letting the freedom that the kids experience when they're moving, experimenting and creating smoothly transition into the more serious conversations we have. So they feel they can truly be themselves, share honestly, ask questions, get things wrong and learn from this and from each other.

Over our courses this year, we've heard comments that ranged from "What did you do this weekend?" (girl to girl) to "I'm so stressed with maths right now, my teacher is so unsupportive. I'm really scared I'm going to fail. Have you ever failed a class?" (girl to coach); "I feel like none of my friends at school are actually my friends." (girl to coach); "What does the LGBTQ+ community mean?" (kid to kid); "Sometimes I like boys and sometimes I think I like girls, is that okay?" (girl to coach); "The other day I just started crying out of nowhere. Have you ever felt sad or angry for no real reason?" (girl to coach); "You were really brave out there." (girl to girl).

It's in these bite-size, low-key moments that our crew connects in a different way. More emotionally; more personally. When our coaches take a step back from being "the coach", and step into their "accessible role model" shoes. Where we can talk about our days, our thoughts, our wins, our failures, our "I'm not doing so well"s. Where everyone can share their experiences, laugh and commiserate together. Where they can truly be themselves.

After a year like 2020-2021, with all the challenges and setbacks it brought, I'm proud that we've continued to create this space where kids can feel utterly at ease. And we have the humble snack to thank: a small but mighty connector that gives us space and time to reflect, and to enjoy the simple things... say a 99-cent granola bar and a smile with a friend.

P.S. We're seeking a snack sponsor for 2021-2022... so if you want to make a BIG lasting impact on Fearless futures, let us know!





A NOTE ON WORKING FOR INCLUSIVE LANGUAGE

Project Fearless is committed to a path of listening, learning and developing when it comes to our use of language, with the aim of being as open-minded, inclusive and welcoming an organisation as possible.

We want to ensure we recognise that each and every person's experience is different, but equally valid. Within that context, it's important for Project Fearless to particularly focus on the female experience, while openly acknowledging that the female experience is itself varied and fluid.

Above all, we want to create a safe and inclusive community at Project Fearless. We welcome girls between the ages of 9-14 who identify with our mission and values to join our programs, including gender fluid,

polygender and gender non-conforming people, as well as those who are currently discovering their identity. We're aiming to build a truly open and accepting environment, so we ask all our participants to share their pronouns at the start of each course. That way, the whole Fearless crew can be addressed how they feel most comfortable.

We are continually evolving our approach and invite others to share their experiences around what language they find best represents and includes them. Please consider this an open and ongoing conversation to which you are welcome to contribute your own experiences, ideas and resources; we are hugely grateful to everyone who has shared their time, energy and insight so far.

2021

OUR FEARLESS JOURNEY

#mannentoeslag partnership with De Koffiejongens

OCTOBER 2021

First-ever winter programs start with 2 new courses

Project Fearless

Founding of

JUNE 2019

5 spring programs go virtual due to Covid-19

MARCH 2020

How To Be A Roll Model released

FEBRUARY 2021

SEPTEMBER 2021

NOVEMBER 2021

Autumn courses expand to Zuidoost and Nieuw-West

JUNE 2021

Received Nike Community Impact Grant to launch our programs in Zuidoost and Nieuw-West **DECEMBER 2021**

Officially partnered with Nike through their Made to Play commitment to get kids moving

SEPTEMBER 2019

First 3 courses launched with 30 girls

SEPTEMBER 2020

The start of our first-ever teen mentor program

FEARLESS NUMBERS



60%

brand new programs

return rate

courses ran over spring, summer, autumn and winter

new winter season added

21%

kids from historically underrepresented groups*

kids on a full or partial scholarship

^{*} Project Fearless is proud to be a place that welcomes each kid who joins us for who they are. For this reason, alongside a wider appreciation of the fluidity of individual experience, we don't specifically ask about the kids' self-identification or orientation. However, our coaches do often naturally become aware of this information through the conversations they have with the kids in our safe, trusting program environment.

volunteers

new neighbourhoods

DEMOGRAPHICS WHO ARE WE REACHING?

free/donationbased events with 158 attendees

30K

raised in corporate donations

With thanks to: Ladies, Wine & Design Amsterdam, 72andSunny, Nike, Oatly and PVH

links evolved

With local sports organisations: Sportpark de Eendracht, Beta Boulders and F45 Training

ongoing partnerships

With the Openbare Bibliotheek Amsterdam where we hosted our ARTivism classes and our Mentor Program, as well as with Jeugdfonds Sport which meant that Amsterdam-based families with a Stadspas could join our programs free of charge for up to a year.

new partnerships

With De Koffiejongens, dentsuACHTUNG!, VANS and Nike Made to Play



EMPOWERING FUTURES IN NIEUW-WEST AND ZUIDOOST

WHY THESE NEIGHBOURHOODS?

Nieuw-West is a large, diverse neighbourhood comprising many different demographics, cultures and religious communities. Zuidoost is home to the largest Surinamese and West-African communities in Amsterdam, with a large youth population.

With generous support from the Nike Community Impact Fund, we've launched free courses in both these neighbourhoods so that we can expand our reach, ensure that finances aren't a barrier for any girl who wants to join us, and welcome more girls to our empowering programs. Where they can play without the pressure of perfection, break free from societal pressures they may face, learn from accessible role models and find their unique voice in a safe, supportive environment.

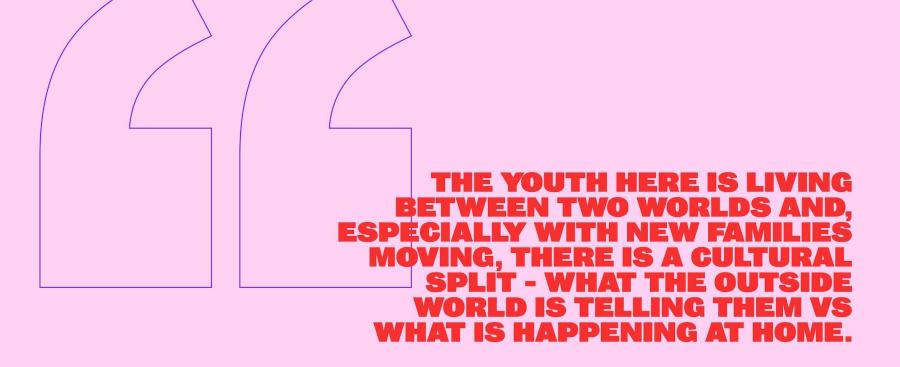
Building on the success of these initial free courses, we're thrilled to be expanding our Nieuw-West programs in partnership with Made to Play, Nike's commitment to get kids moving!

We're stoked to be working with Nike, as they're a company who share and support our values: playing for the fun of it, without the pressure of perfection; celebrating each other's falls and wins, while building resilience and self-confidence; enabling kids to learn from accessible and diverse role models, so they're inspired for their own futures; and moving past outdated stereotypes and narratives that tell kids what they should be or do, and instead allow them to carve their own path.



YOU (PROJECT FEARLESS) WOULD TRULY BE PIONEERING OUT HERE. IT'S VERY MUCH NEEDED BUT THE STEPS SHOULD BE SMALL AND CONSCIOUS.

NIEUW-WEST COMMUNITY LEADER



NIEUW-WEST COMMUNITY LEADER



BUILDING FRESH FEARLESS COURSES

ARTIVISM 2.0

— BY POPULAR DEMAND!

Created specifically for returning ARTivism kids, covering climate topics with new experiments and artistic change-making so they can deepen their learning and jump into action!

BOULDERING

Reaching new heights while learning how to problem-solve through focus, body awareness and appreciation, creativity and self-confidence.





FUTURE FEARLESS

Designed to empower the next generation of fearless creatives as they learn songwriting, recording, video production and AR skills from accessible role models in the creative industry.

TOUCH FOOTBALL

A fast-paced, exciting sport building teamwork, communication and resilience on and off the field, as well as creating space to touch on topics like fear of failure and breaking stereotypes.



EXPANDING OUR REACH WITH NEW EVENTS



This deliciously fun intro to <u>coding</u> was perfect for getting a taste of a great new skill. Girls from our ARTivism, Run Club and Boxing courses got involved, as well as some new faces!

CREATIVE VISUALISATION WORKSHOP WITH SKETCH EXPERT TAMAR HAREL

Tamar guided the kids through drawing techniques to communicate their ideas, as well as discussing comfort and growth zones and how we all digest and express information differently.

THE CLOTHING FABRIEK WITH PVH AND TOMMY FOR LIFE

30 girls joined us for a fashion sustainability workshop, slicing, dicing and upcycling deadstock youth clothing to get rid of perfectionist thinking and jump into creating one-of-a-kind pieces!

This event was inspired by a concept created by our Fearless ARTivists. Find out more!



EXPANDING OUR REACH WITH NEW EVENTS

SPORTS DAYS IN NIEUW-WEST AND ZUIDOOST

In the run-up to launching new courses in these neighbourhoods, we introduced ourselves to the local communities and spread the word about Project Fearless with come one, come all Touch Football, Self-Defence, Kickboxing, Run Club and Skateboarding try-outs!



EXTERNAL COACHING WITH GIRLS FORWARD

Our founder Mérida was invited to guest coach a <u>workshop series</u> on setting boundaries and recognising emotional exhaustion, mixing hands-on boxing games with group conversations.

SETTING BOUNDARIES IS JUST AS IMPORTANT AS SETTING GOALS. IT'S HARD TO REACH YOUR GOALS IF YOU ARE DEPLETED.

— MÉRIDA, FOUNDER OF PROJECT FEARLESS

A NEW FEARLESS FOCUS: REACHING ADULTS, TO REACH MORE GIRLS

FEARLESS FIELD TRIP: BUILDING RESILIENCE IN 2021

Inspired by our Fearless girls' resilience through the trials of 2020, we shared our learnings in our first interactive virtual event for adults worldwide: featuring relatable role models and the chance to Build, Make and Be — Project Fearless style.

KICKBOXING AND SELF-DEFENCE WORKSHOP FOR NIEUW-WEST WOMEN

Creating a supportive, women-only safe space for fun, fitness and new skills — which sparked amazing enthusiasm and momentum for our outreach and new courses in this community!



IMPACT AREA 1

Adolescence is the period where we question and shape our identities. This starts from becoming aware of both our internal psychological traits and who we are in relation to others.

In our pre- and post-course surveys, we ask the kids to choose a few words to describe themselves. After joining a Project Fearless program, 68% of the kids changed one of these words to a trait more linked to benefitting others, rather than themselves as individuals: being 'positive', 'friendly' and 'funny'.

Q: What is one thing you learned about yourself from this course?

I'm able to be myself and let others know I'm not scared to speak up. Also I'm special and wonderful (so is everyone else in the course).

— FEARLESS GIRL, AGE 11

This other-oriented behaviour can favour prosocial traits, such as helping, comforting, sharing and caring¹. As developing prosocial behaviours is key as peer relationships become more intimate and supportive at this age², we're seeing that participating in our programs gives the kids a supportive space to develop behaviours that positively build both their sense of self and of how they can coexist with others in a supportive community — creating space for everyone, rather than feeling the need to compete for the limelight.



GIVEN THAT YOUNG PEOPLE ARE MORE SELF-CONSCIOUS AND CONCERNED WITH THE OPINION OF THEIR PEERS, IT'S IMPORTANT THAT THEY CAN BUILD A HEALTHY CONCEPT OF THEMSELVES WITH ACTIVITIES THAT PROMOTE EMBRACING 'FAILURES' AND MISTAKES AS THEY MOVE TOWARDS WHO THEY WANT TO BE.

EVELINE CRONE, PROFESSOR

Professor of Developmental Neuroscience in Society at the Erasmus University Rotterdam and Professor in Neurocognitive Developmental Psychology at Leiden University

IMPACT AREA 2

BUILDING SELF-CONFIDENCE



While young people tend to seek new experiences and engage in risk-taking activities during adolescence³, they often feel "afraid" when faced with experiences or activities that take them out of their comfort zone or place expectations on them.

After completing a Project Fearless course, 1 in 3 kids said they were less afraid to try a new activity. Post-course, the number of kids who thought that "being fearless" was the best compliment someone could give them also notably increased!

These responses show that our ethos of playing without pressure, moving away from perfectionist thinking and allowing kids to embrace "mistakes" or "failures" as part of the bigger picture of learning and growing is helping them develop a healthier, less fearful attitude to trying new things — building fearless, fulfilling futures.

I think it's really good to get out of your comfort zone and try new things, even if it's hard. I think it's important to try because when you get older and you are nervous about something you can look back and see 'Oh I've done so much before, I can totally do this!' Because you know you've gotten through so much and learned from it.

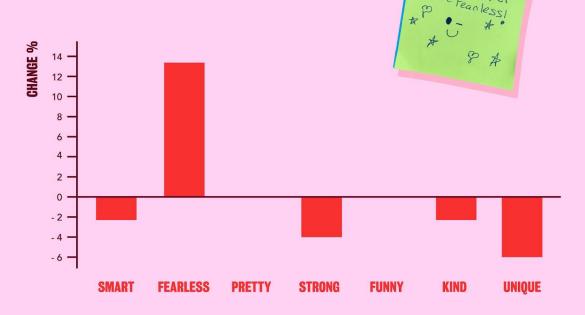
— FEARLESS GIRL, AGE 12

IMPACT AREA 2

BUILDING SELF-CONFIDENCE

THE BEST COMPLIMENT SOMEONE CAN GIVE ME IS TO TELL ME I AM...

Here we see the percentage of change regarding which complimentary adjective the kids preferred pre- and post-course. "Fearless" is the only one that went up in popularity!



THANK YOU FOR WHAT YOU ARE DOING FOR OUR GIRLS! MINE IS BECOMING MORE CONFIDENT, HAPPIER AND FEARLESS (HER OWN DEFINITION BEING: 'TRY SOMETHING NEW, AND DON'T BE SCARED TO FAIL — NOBODY IS PERFECT').

SHE CURRENTLY IS IN A GOOD PLACE, SHE IS MORE CONFIDENT, STRONGER AND I KNOW HER SKATING COURSES WITH PROJECT FEARLESS ARE REALLY HELPING.

FEARLESS PARENT, AUTUMN 2021

IMPACT AREA 3 URSELF

0: PROJECT FEARLESS IS A PLACE **WHERE I CAN BE MYSELF** 6% 'Definitely' Between 'somewhat' and 'definitely' 'Somewhat' 29% Between 'not at all' and 'somewhat' 62% 'Not at all'

3%

Given that the majority of mental health problems (such as depression, anxiety, eating disorders, schizophrenia and substance abuse) start in adolescence⁴, it's vital that young people experience safe, supportive social environments that accept them just as they are.

Providing this environment is a leading aim of our programs, so we're thrilled that 97% of the kids let us know in their post-course surveys that they felt Project Fearless was a place where they could be themselves, with 0% answering that it wasn't at all. This underpins our aim to provide a space where kids can shed who they think they "should be" and instead discover who they are on their own terms; to find their voice and know that their path in life is theirs to choose.

Feeling emotionally "safe" in an environment helps adolescents to also feel "safe" in other contexts where they might not experience as much emotional support. It strengthens their resilience.

— MARIEKE BOS, ASSISTANT PROFESSOR

Assistant Professor, Developmental & Education Psychology, Leiden University and Principal Investigator at CHANGE research platform, Leiden University

BEING YOURSELF IS COOL AND FUN.

— FEARLESS GIRL, AGE 10

I CAN BE MYSELF AND FEEL PROUD ABOUT IT.

— FEARLESS GIRL, AGE 13



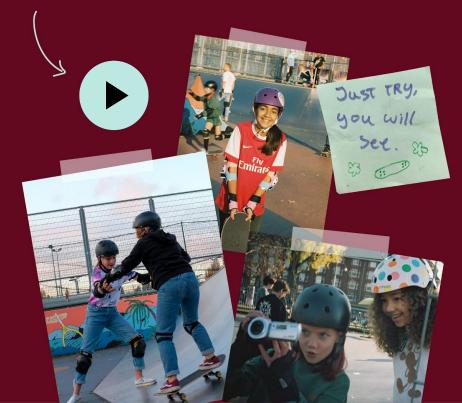
A SKATE FILM MADE BY GIRLS, WITH GIRLS, FOR GIRLS

In the lockdown of spring 2020, our skate coaches wanted to send the girls videos to watch, learn from and stay inspired. But they soon noticed a problem: there's a real lack of content out there featuring accessible role models that would speak to our crew's soul.

There was only one thing for it — making our own! On our autumn 2020 Skate & Create course, we produced a how-to video featuring our very own Fearless girls.

Directed, created and shot by a female and non-binary team headed up by director Al Lewis, 'How To Be A Roll Model' put the girls at the centre of their skating story. It also gave them hands-on insights into professional filmmaking, learning from relatable female and non-binary role models throughout the creative chain.

With a premiere on <u>Girls Are Awesome</u>, features in <u>It's Nice That</u>, <u>Yeah Girl</u>, <u>Skateism</u> and <u>Monster Children</u> and screenings in Australia and the USA, we're stoked that the film's message of encouragement to skate, create, take up space and explore new-found confidence has reached girls far beyond Amsterdam!



SUSTAINABLE GROWTH

Achieving ANBI Status approval for Stichting Project Fearless.

Find out more here.

Seeking sustainable partners aligned with our values to support us as we expand and welcome more girls to our programs. We're thrilled to already be offering new free-of-charge courses in Nieuw-West with support from Made to Play, Nike's commitment to get kids moving.

Co-creating exciting new Project Fearless programs with like-minded sponsors and supporters. On the horizon for 2022: our first Entrepreneurship course in collaboration with De Koffiejongens and ARTivism in collaboration with VANS. Watch this space for more!

SPONSORED

COURSES

ANBI STATUS

LONG-TERM PARTNERS



OUR NEXT CITY

TEAM TRAINING

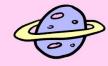
Running regular Team Days for the full Project Fearless crew (our coaches and behind-the-scenes team), as well as providing our coaches with training days and detailed course curricula.

COACHING DECKS

Creating streamlined, cohesive onboarding for all new Fearless coaches as we expand. Including our Coaches Theory and comprehensive material to support planning courses that align with Project Fearless' vision.

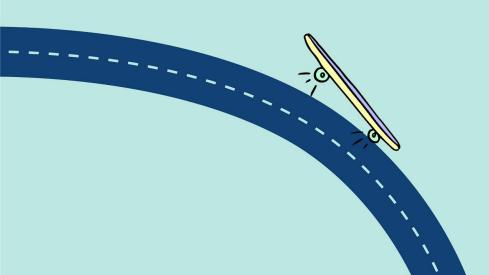
EXPANDING TO A NEW DUTCH CITY

Our biggest expansion goal! Broadening Project Fearless beyond Amsterdam to reach more girls, families and communities in the Netherlands.





REACHING MORE FAMILIES IN NIEUW-WEST & ZUIDOOST



COMMUNITY-FIRST: CONTINUING TO BUILD KEY RELATIONSHIPS

Mindful of each community's cultural nuances and specific needs, we'll continue to partner with local community leaders and lean into the great work our team has already done. Through new events and collaborative workshops, we're excited to see how we grow from here.

EXPANDING OUR NIEUW-WEST PROGRAMS WITH NIKE MADE TO PLAY

We're thrilled that the uptake on our Nieuw-West programs means we already have enough sign-ups to double our Football and Kickboxing courses! And we have bigger plans as well, aiming for a total of 12 Nieuw-West programs in 2022.

UNDERSTANDING BARRIERS TO JOINING AND RETENTION

Furthering our knowledge of the cultural, practical and emotional factors preventing youth from joining and staying with Project Fearless and evolving our programs and ways of working in response.

FEARLESS FINANCIALS

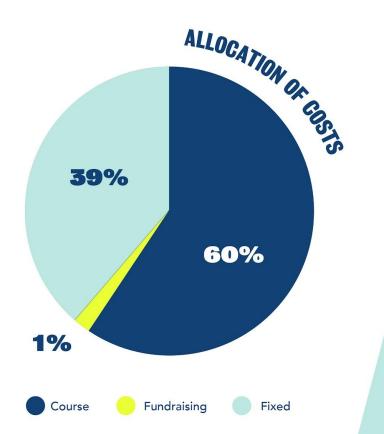
Our largest revenue streams in 2021 were tuition fees and corporate donations. We saw an overall 8k EUR loss, finishing break-even in terms of cash.

Our fixed costs % was higher than expected, due to one-off consulting costs (ANBI application and BTW recovery).

N.B. The impact of our recent partnership with Nike Made to Play is not reflected here, as it falls within the 2021-2022 period. Keep an eye out for it in next year's Impact Report!

* Our 2021 financial report will be available in May.

To review our past annual reports, please click here.





FINAL WORDS

We're so proud of how far we've grown from welcoming those first 30 girls to our 2019 programs to wrapping up 2021 (through a pandemic, lest we need a reminder!) with over 444 girls and non-binary kids in our courses. Not to mention their friends, families and others that Project Fearless has reached – we've truly seen that empowered people empower other people in turn.

None of this would have been possible without the dedication and love of our volunteers and incredible support from our community and Fearless friends.

THANK YOU!

COURSE COACHES

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OBAmsterdam
Sportpark de Eendracht
Jeugdfonds Sport & Cultuur
Amsterdam Touch
De Koffiejongens
Nike, EMEA

FRIENDS OF FEARLESS

Rhian Ravenscroft
72andSunny
En Route Cycling Cafe
Oatly
The Arch family
PVH
dentsuACHTUNG!
Ladies, Wine & Design Amsterdam
annenbritt Studio
F45 Training Frederiksplein
Beta Boulders Amsterdam

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[3] National Academies of Sciences, Engineering, and Medicine; Health and Medicine Division; Division of Behavioral and Social Sciences and Education; Board on Children, Youth, and Families; Committee on the Neurobiological and Socio-behavioral Science of Adolescent Development and Its Applications. (2019). The Promise of Adolescence: Realizing Opportunity for All Youth. Backes EP, Bonnie RJ, editors. Washington (DC): National Academies Press (US.).

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Project Fearless