

ANNUAL REPORT



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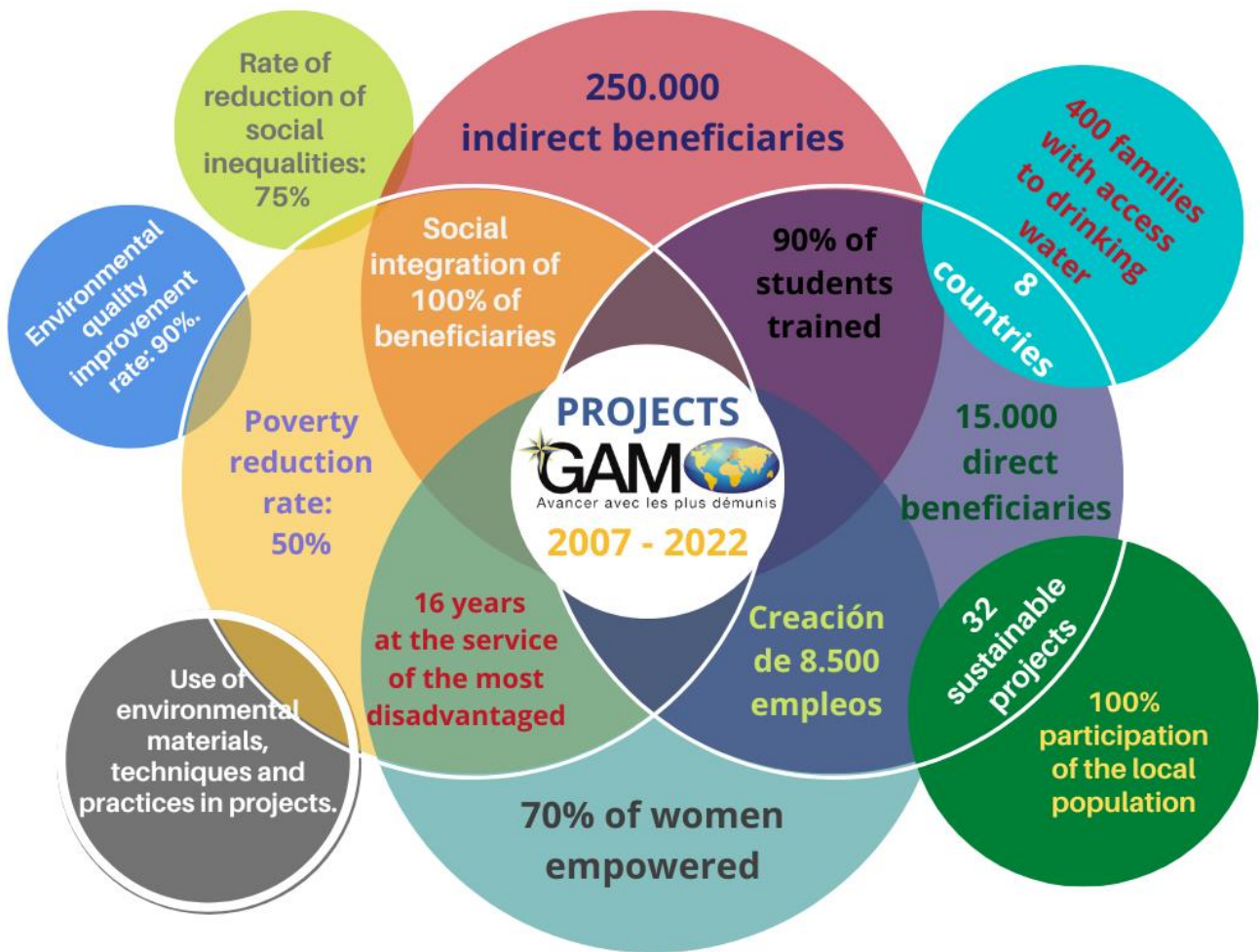
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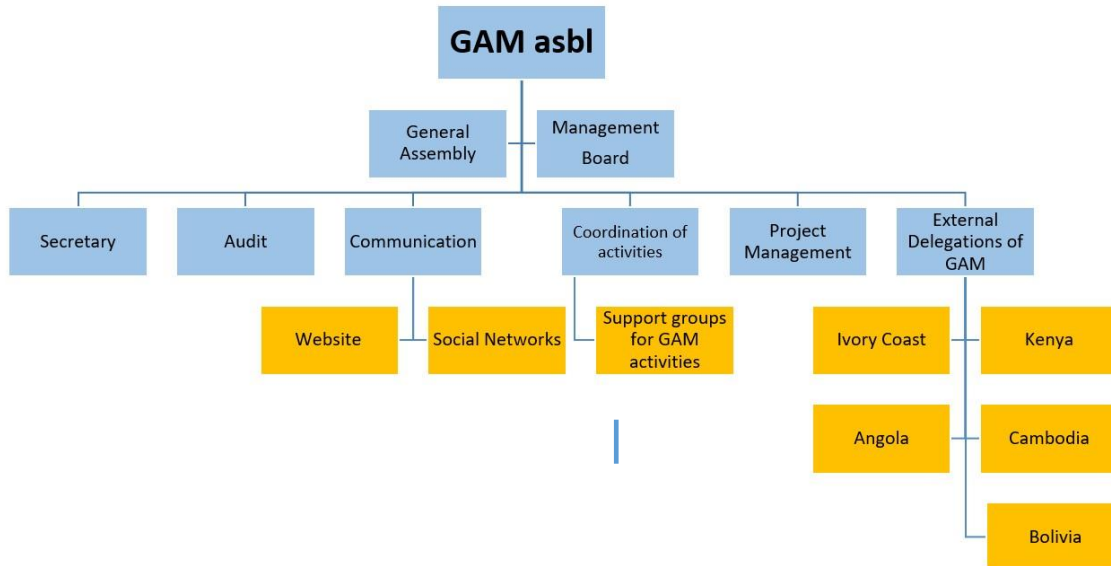


1. INTRODUCTION

GAM asbl is a non-profit association whose objective is to contribute to the fight against poverty in the world through sustainable projects of human promotion, which aim to achieve the well-being of the most disadvantaged. GAM strives to achieve its social and human development goals, also in cooperation with other associations.

In 2022, we were able to resume GAM's activities, which resulted in increased fundraising for projects, but with little difference from the previous year. In 2022, GAM supported 3 projects, two in Kenya, in Lodoung'okwe ("3rd phase of the Samburu women's literacy programme" and "Rehabilitation of the multi-purpose community hall") and one in Ivory Coast, in Kounahiri ("Drilling and construction of a drinking water well"). All three projects were implemented and completed on time and on budget.

1.1. Organization Chart of GAM asbl



1.2. Meetings of the GA and the Board of Directors:

- The annual General Assembly of GAM asbl of 2022 took place in June.
- The first Board meeting of 2022 took place in June.
- The second meeting of the 2022 Board of Directors took place in November.

2. GAM Projects in 2022

2.1. Description of GAM Projects in 2022

“Literacy programme for women of the Samburu people (3rd phase)”

Location: Lodung’okwe (Kenya)

Year: 2022 (3rd project phase)

Objective: Provide education for Samburu women to enable them to develop a family business and to meet their children’s schooling needs. Empowerment of Samburu women.

Direct beneficiaries (2020-2022): 200 Samburu women

Total budget (2020-2022): 15,017.38 €

GAM funds: 5,005.78 €

SDG: 1, 2, 4, 5, 8, 10

Link to Flickr: <https://www.flickr.com/photos/191991705@N04/albums/72157718124300473>

“Refurbishment of the community multi-purpose hall”

Location: Lodung’okwe (Kenya)

Year: 2022

Objective: Equipping and repairing the facilities of the community multi-purpose hall for training and human promotion sessions, as well as to facilitate meetings of the local communities.

This is an unprecedented project in the region.

Direct beneficiaries: 900 people

Total budget: 7,218.73 €

GAM funds: 6,616.03 €

SDG: 1, 2, 3, 4, 5, 8, 10, 13, 15, 16, 17

Link to Flickr: <https://www.flickr.com/photos/191991705@N04/albums/72177720295787124>

“Water for all: Drilling a borehole for drinking water”

Location: Kounahiri (Ivory Coast)

Year: 2022

Objective: Supply drinking water to the reception centre, supported by GAM in 2019, and to part of the population of Kounahiri. Improve the living conditions of the local population.

Direct beneficiaries: 500 people

Total budget: 6,030 €

GAM funds: 5,700 €

SDG: 1, 2, 3, 6, 8, 10, 11, 12, 13, 17

Link to Flickr: <https://www.flickr.com/photos/191991705@N04/albums/72177720295787488>

2.2. Applying for funding from other organisations:

The association "Mission Langues" was wound up in 2022 and its Board of Directors asked GAM to present several projects for 2022 and 2023, for which GAM received a donation from "Mission Langues" worth 22.000€, in order to guarantee their implementation and results in time and form.

We are still looking for other similar organisations to support us in funding the projects, to complement the private donations that GAM receives from its benefactors and donors.

3. GAM Events

3.1. 2nd GAM meeting with its Southern partners: 28 February 2022



On 28 February 2022, GAM held its 2nd (virtual) Meeting with its Southern partners.

This meeting allowed GAM partners in Brussels and those working and implementing GAM projects in the destination countries to exchange new proposals for collaboration in order to help GAM projects reach our beneficiaries more precisely and efficiently.

The Delegates of GAM in the destination countries informed us about how the 2022 projects were being launched, the difficulties they were facing in implementing them, but they also proposed solutions to be able to develop the projects as planned during 2022.

We pointed out that the EU call for proposals issued by the EU delegation in Kenya required beneficiary organisations to be registered or domiciled in the country, which made it impossible for GAM to participate, at least for the time being.

The meeting was very enriching and allowed for a dynamic exchange of diverse views and expectations between partners from different regions, creating a more holistic, complementary and enriching vision in

which North-South relations will be strengthened and the effectiveness of our GAM partnership's work and support to the most vulnerable populations will be enhanced.

3.2. 1st edition of “TAPAS y ALEGRÍA”: 19 March 2023



TAPAS y ALEGRÍA

GAM asbl is organising a Spanish dance show to raise funds to support its sustainable human development projects in 2022.

Saturday, 19 March 2022,
at 19:30.

Location: "Cercle paroissial Ste. Gertrude"
6, Rue Doyen Boone - 1040 Etterbeek

Bus: 27, 36, 80
Tram: 81, place St. Pierre
M: Merode

- From 12 years old -

<https://www.gam-asbl.com/>
info-gam@gam-asbl.com



 **Contact: 02 307 55 95**
BNP Paribas Fortis
BE21 0015 3692 6503

Price: 25 €
- show, tapa and drink -





After two cancellations of the event, we were finally able to hold "Tapas y Alegría" on 19 March 2022. At that time we still had to control the capacity as an anti-COVID measure, so it was not possible to fill the hall to its maximum capacity. Despite this, the permitted capacity was reached and the event was a success, although we should think about some organisational aspects for the next edition. The funds raised far exceed the money invested in the organisation of the event and help to raise funds for GAM's 2023 projects.

3.3. 2nd GAM Volunteers' Meeting: 15 May 2022



This event brought together all the volunteers of the association. It took place in Brussels, at the GAM headquarters. This was the second time that this meeting was organised and it was once again an opportunity to bring together GAM volunteers and to strengthen the links with the association.

3.4. BBQ GAM 2022: 11 June 2022

FR

Gam asbl vous invite au

BBQ ANNUEL

ADULTES
PAF
20€

ENFANTS
PAF
10€

CARTE
SOUTIEN
20€

Apéritif, brochette de bœuf et poulet + P.D.T à la vapeur, salade et du pain.
Brochettes supplémentaires à 4€. CUISINE OUVERTE DE 12H00 À 18H00
*Menu enfant <= 12 ans : Saucisse et son accompagnement

11 | JUN | 22

DE 12H00 À 20H00

PARTICIPEZ AUSSI DANS LA
SUPER TOMBOLA !

LES BILLET S'ÉCOULENT VITE !

GAM 15 ans au service des moins favorisés par des projets durables. Soutenez GAM asbl et ses projets 2022 en Côte d'Ivoire et au Kenya.

BNP PARIBAS IBAN : BE21 0015 3692 6503

Lieu : 6, rue Doyen Boone 1040 Etterbeek. "Cercle Paroissial Sainte Gertrude"
BUS : 27, 80, 36 - TRAM : 81, place St. Pierre - METRO : Merode
Contact : info-gam@gam-asbl.com - Tél: 02 307 55 95
<https://www.gam-asbl.com>



After two years without being able to organise the GAM barbecue, it finally took place this year. The turnout was not the same as in previous years, probably due to the number of events organised at the same time on those dates, but expectations were met. The money raised will be used to finance GAM's projects in 2023.

On this occasion, a small tombola was organised to the delight of the volunteers and supporters of GAM who attended our traditional barbecue.

3.5. 16th Annual Lunch: 12 November 2022

EN

16th ANNUAL LUNCH

12-NOV-22 AT 13H00 & 19H30

TICKETS SALES

Registration forms available on the website:

WWW.GAM-ASBL.COM

BNP PARIBAS FORTIS

BE21 0015 3692 6503

PRICE

25€ Aperitif + main course + dessert

15€ Young People < 12 years

20€ Paella to take away

20€ Support card

WE CELEBRATE

15

YEARS

PLACE: CERCLE PAROISSIAL
SAINTE GERTRUDE

MORE INFORMATION :

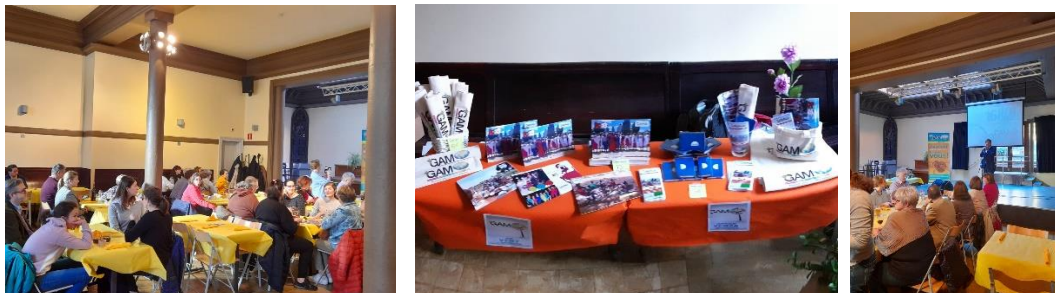
CONTACT : info-gam@gam-asbl.com - TEL: 02 307 55 95 - [WWW.GAM-ASBL.COM](http://www.gam-asbl.com)



On 12 November, we organised the 16th annual GAM lunch to raise funds for GAM's projects in 2023. On this occasion, it was decided, thanks to the collaboration and efforts of the volunteers, to organise two sessions: a lunch at noon (13:00 h.) and a dinner in the evening (19:30 h.).

There was no raffle this year either, as the organisation of two sessions made it difficult.

Both sessions were well attended. GAM products were sold.



3.6. 1st Christmas Market 2022: 10 December 2022

This is the first time that GAM asbl has participated in a Christmas market, organised by the Pastoral Unit of Etterbeek, in the premises of rue Nothomb 50. It took place on Saturday 10 December 2022, from 10.00 to 17.00. The participation was good, but less than expected.

Next year, the emphasis should be on publicity before and during the event in order to attract a wider audience.



4. OTHER FUNDRAISING ACTIVITIES

4.1. GAM promotional material

This year we continued to sell GAM promotional material: cloth bags and notebooks.



4.2. Lotería Nacional de Navidad

In September, we started to sell for the second time a number of the national Christmas lottery. We put 150 tickets on sale, at a price of 23 euros each. The draw took place on 22 December 2022. Unfortunately, the number did not win. We will try again next year.



5. AWARENESS-RAISING ACTIVITIES

5.1. Newsletter GAM

The GAM newsletter has been published monthly throughout 2022. In FR / ES / EN version. It has always been sent at the end of each month by Mailchimp to all GAM supporters and benefactors and has been distributed via the association's website and GAM's social networks.



5.2. Website GAM asbl

The GAM website <https://www.gam-asbl.com/> is updated regularly, at least twice a month.

17, rue Sainte Gertrude – 1040 Bruxelles (Belgique)

<https://www.gam-asbl.com/> info-gam@gam-asbl.com

Pour soutenir nos projets : BE21 0015 3692 6503 (BNP PARIBAS FORTIS)

Current information is uploaded and project data is updated. The aim is to channel the most relevant information from MAG and make it known in the most transparent way possible.

However, we have noticed a low number of visits to the page. We are analysing new lines of action to improve GAM's dissemination channels.

The website, available in French, Spanish and English, is divided into three main sections: PROJECTS (current projects, past projects, partners, Agenda 2030, statistics and infographics); EVENTS, NEWS (newsletter, testimonials). It also has a homepage and a section where it is possible to make donations.

Thanks to the contact form available on the site, anyone can contact the association to ask a question, make a comment or sign up to receive the newsletter.

5.3. Social Networks

GAM is present on several social networks. On each of them, its profile has a different objective.

On Facebook, Twitter and Instagram, GAM regularly posts information about its projects, activities, etc. On LinkedIn, it presents itself as a non-profit organisation in order to seek alliances with other organisations and also to promote its activities.

On LinkedIn, it presents itself as a non-profit association in order to seek alliances with other organisations and also to receive information on activities carried out by similar entities.

Flickr contains photos of all its projects, which in turn are linked to the "projects" section of the GAM website.

YouTube contains all GAM's videos, both events and videos sent by our partners in the destination countries, which show images and messages from the beneficiaries of GAM projects.



@GAMFundacion



@gam_asbl



@GAM_asbl



GAM Asbl



gamasbl



GAM Asbl

5.4. GAM 2023 Calendar

In order to give visibility to the 2022 projects and to raise awareness of the GAM, 200 copies of the GAM 2023 calendar were printed this year and put on sale in September. Eighty percent of the copies printed were sold.



5.5. Information flyer on GAM projects in 2022

The updated information brochure on GAM projects has been published and distributed in FR/ES.

The image shows a collage of several information flyers for GAM projects in 2022. The flyers are organized into columns and contain the following information:

- Project 2022-1:** "Projet de formation des jeunes de la Région de l'ouest". Location: Kisumu, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-2:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-3:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-4:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-5:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-6:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-7:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-8:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-9:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-10:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-11:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.
- Project 2022-12:** "Projet de formation à la culture de la femme dans la communauté d'Opini". Location: Opini, Kenya. Dates: 15-17 Mars 2022.

6. RESULTS FINANCIAL YEAR 2022 (until 18 May 2022)

RÉSULTATS ACTIVITÉS ET DONS >18.05.2022

	RESULTAT		
PAELLA 2022	0,00		
BARBECUE 2022	0,00		
CALENDRIERS 2022 (nb NEGATIF)	-355,45		
TAPAS & ALEGRIA 2022	2620,95		
ARTICLES PROMOTIONNELS GAM 2022	190,50	nb	2457,59 depuis 2020
LOTERIE NOEL 2022	0,00		
DONS 2022	4495,00		
TOTAL	6951,00		

