



**2024**

# IMPACT REPORT

▲ Build. Make. Be.

**Project  
Fearless**

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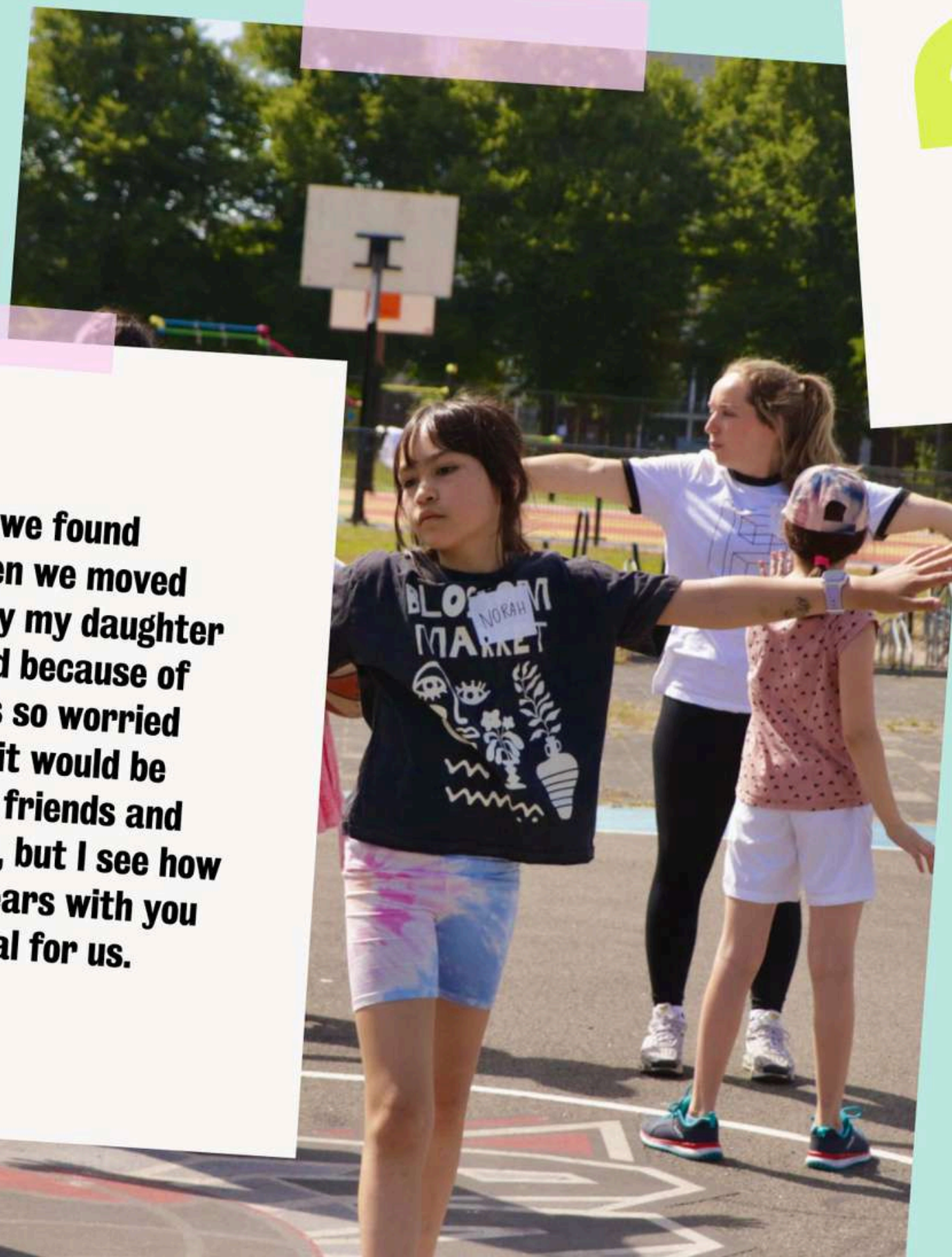




“

I'm so grateful that we found Project Fearless when we moved here. I know I can say my daughter had a great childhood because of your programs. I was so worried when we moved that it would be hard for her to make friends and find things she enjoys, but I see how happy she is. These years with you all have been so special for us.

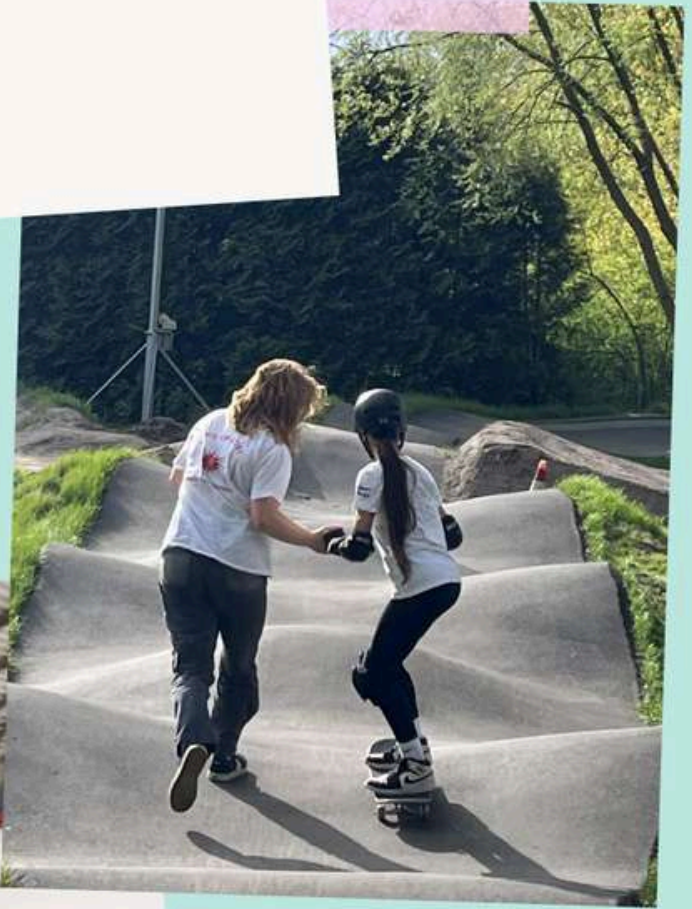
— FEARLESS PARENT



“

I learned that I don't have to be good at everything immediately, and that I can progress my skills.

— FEARLESS KID



**A LETTER FROM**

**OUR FOUNDER**



# THE POWER OF THE TEAM



Founding Project Fearless in June 2019 was a leap of faith. But if it failed, I told myself, at least I'd have tried.

And we have almost failed. Plenty of times.

In spring 2020, Covid hit our barely started non-profit. But our Coaches moved programs online, kept our kids connected and created a beautiful, unique impact.

By summer 2021, our funding was running out. We were facing closing our doors that December, with way more still to give. Then, after 7 stressful months, a new partner meant we'd last another year.

2022 came fast and furious, but our team was still just me and a volunteer crew. It was terrifying to say no to chances we might never get again, but I had to. So that we could start saying yes again, I hired our first employee in summer 2022.

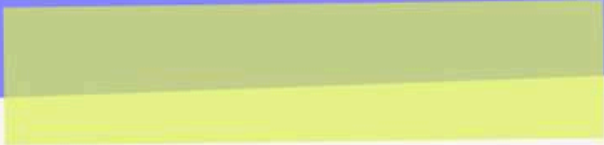
2023 brought stability, finally! Our team was finding balance... but the comfort didn't last long. 2024 saw big changes: adding 2 paid team members and launching in Rotterdam. It was a great year for impact, team growth and opportunities, but it nearly burned me out. Managing everything across multiple neighbourhoods was nearly impossible, and I felt like I was failing my team.

Learning to separate your personal life from work you're so passionate about is hard, and takes its toll. I'm so grateful for this team that took the reins so I could rest. The ownership and Fearless fire I saw in them mean I can balance out my founder role with the rest of my life, knowing we're in good hands.

Our incredible staff, volunteers, Coaches and board mean we're ready for the growth, impact and challenges the future will bring. From these years of failures and learning, I know that — just like the kids in our programs — our team has built the confidence and resilience for the next 5+ years of Fearless. Failures, bumps, mistakes and “*I need a rest*” will continue; that's the start-up rollercoaster. But as long as our team is Fearless in our work and our rest, we're ready for anything.

**Fail early. Fail often. Stay Fearless.**

*hugs & high fives,  
Mérida*



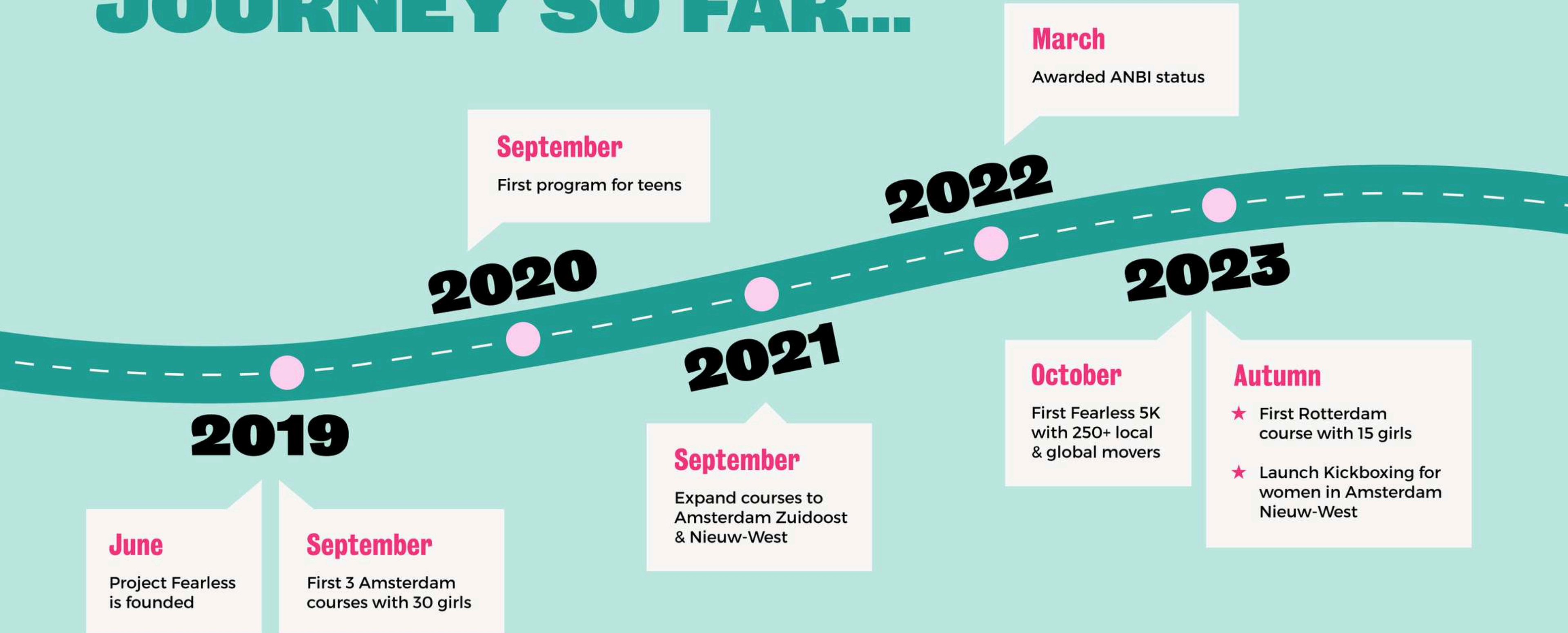
# A NOTE ON INCLUSIVE LANGUAGE

Project Fearless listens, learns and develops when it comes to our use of language, as part of being an open-minded, inclusive and welcoming organisation. We work to create a safe community that's open to everyone. And our programs welcome girls and kids aged 9-17, including gender-fluid and polygender people, as well as kids who are discovering their identity.

We'll keep evolving our approach, and we invite you to share what language best represents and includes you. It's an open and ongoing conversation, and you're welcome to contribute experiences, ideas and resources. We're grateful to everyone who's shared their time, energy and insight so far.



# OUR FEARLESS JOURNEY SO FAR...



# OUR FEARLESS JOURNEY THIS YEAR

## From winter to autumn

5 training events for our Fearless Coaches

## From spring to winter

Skate & Bouldering events in Rotterdam

### February

Release our Made to Skate short film

### April

Launch our Youth Advisory Board

### May

Open skate day for all our Coaches, led by our Skate & Create coaching crew

### Summer

Summer Football program in Rotterdam

### June

- ★ 5 years of Fearless!
- ★ First Basketball event in Amsterdam Nieuw-West

### September

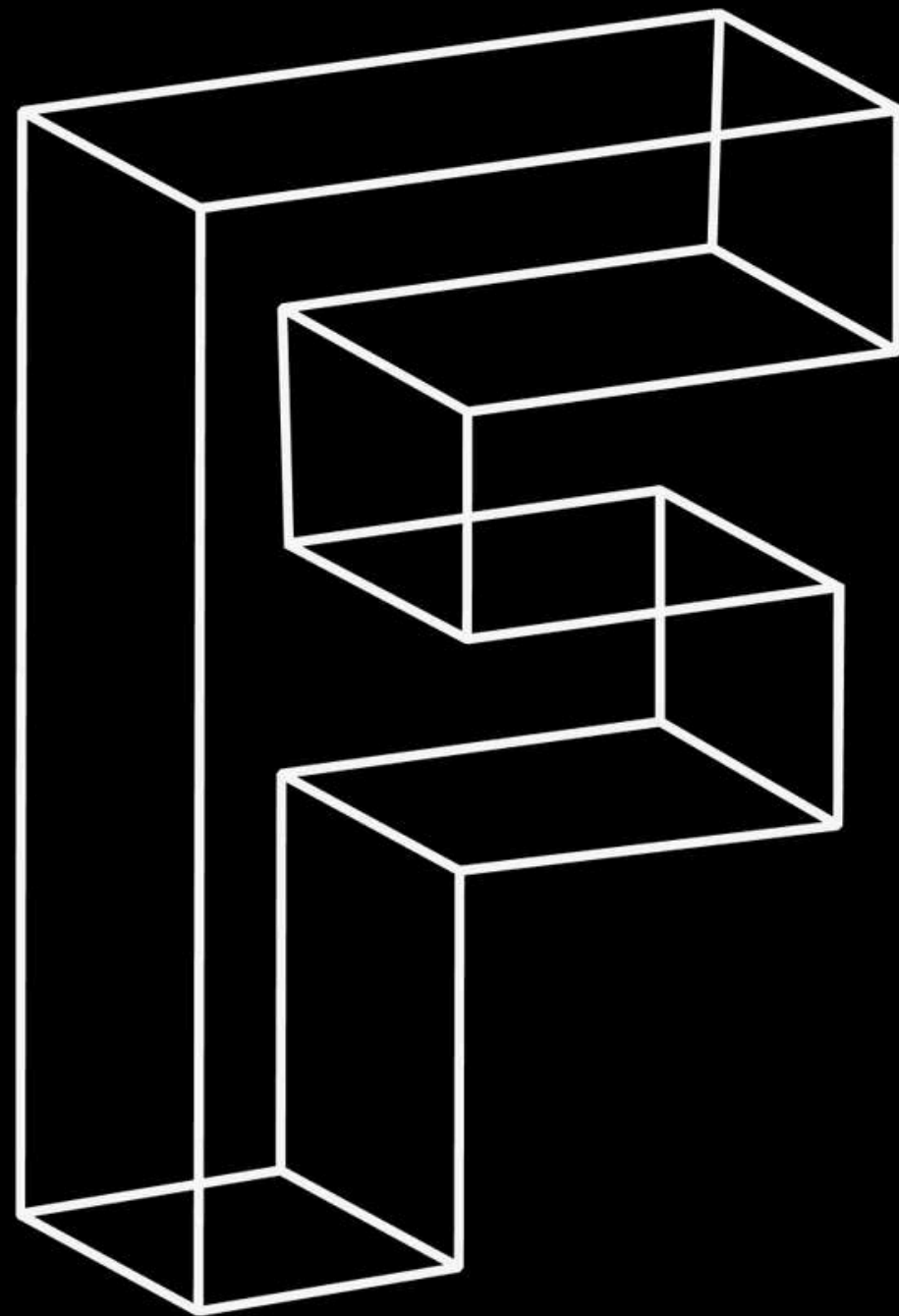
- ★ First Rethink Fashion program in Rotterdam (with a second edition in winter 2024)
- ★ Snowboarding event with 15 girls from Amsterdam Centrum / Nieuw-West & Rotterdam (our first time bringing together all cities & neighbourhoods!)

### October

Second Fearless 5K with 430 local & global movers

### November

Sport hijab workshop in Amsterdam Nieuw-West, in collab with Nike



# **NUMBERS SINCE 2019**

**2045 PARTICIPANTS  
178 PROGRAMS**

**45 EVENTS** with  
**1515 PARTICIPANTS**

# FEARLESS BY THE NUMBERS IN 2024

# 547

participants joined our  
2024 programs

# 51

programs ran over spring,  
summer, autumn and winter

# 57%

return rate across Fearless  
kids and Junior Coaches

# 7

events in Amsterdam,  
Rotterdam and beyond

# 528

kids & adults joined  
our 2024 events

# 2

brand new programs  
in Rotterdam: Football  
and Rethink Fashion

# 66%

participants on sponsored  
programs (55.6%), full or  
partial scholarships (8.2%)  
and Stadspas (1.8%)



**115**

volunteers

**39**

courses sponsored

**71**

Coaches (30 new!)

**6**

course partners  
/ sponsors

**14**

teens on our Junior  
Coaches program

Here To Be Grant,  
Nike, Stryker, Subsidie  
Couleur Lokale,  
The Athlete's Foot and  
The Athlete's Foot  
Rotterdam – with big  
thanks to you all!

**5**

Coach development  
training sessions



# DEMOGRAPHICS

WHO ARE WE REACHING?



**AMSTERDAM**



**ROTTERDAM**

# ALL THE PROGRAMS & EVENTS WE RAN IN 2024

**Amsterdam  
Centrum**

**ARTivism  
Bouldering  
Kickboxing  
Run Club  
Skate & Create  
Sustainable Sewing**

**Amsterdam  
Centrum**

**Fearless 5K fundraiser with The Athlete's Foot  
Project Fearless Youth Advisory Board workshop  
Snowboarding event for girls from Amsterdam  
& Rotterdam with Bataleon & SnowWorld**

**Amsterdam  
Nieuw-West**

**Football  
Kickboxing  
Kickboxing for women  
Skate & Create**

**Amsterdam  
Nieuw-West**

**Basketball event with Nike  
Sport hijab workshop with Nike**

**Rotterdam**

**Football  
Rethink Fashion**

**Rotterdam**

**Bouldering event at Neoliet Rotterdam  
Skateboarding event with The Athlete's Foot**

MILLESTONNES

**2024**

▲ **Build. Make. Be.**

SEINOULSETTW



**CREATING  
FEARLESS  
SPACES IN  
ROTTERDAM**

# FOOTBALL: BELONGING, CONFIDENCE AND PRIDE

We ran our Football program in a neighbourhood where girls were rarely seen outside or on the pitch. Our Football crew included Muslim girls, girls of colour and girls who were searching for a sense of belonging because they didn't feel supported in other parts of their lives (at school, for example).

Over the 8-week season, the girls built up not just their football skills but their confidence and team spirit, too. Their parents were thrilled with the program's impact and asked us lots of times if we could extend it, so we're working on making that happen for this community.

We rounded up the season by giving each girl a personalised medal for what they were especially good at – and the pride on their faces was unforgettable.

**Summer 2024**

**Rotterdam Noord**



**17** **girls**  
joined the  
free program

**8** **weeks**  
of Football – 1 season,  
fully sponsored by  
The Athlete's Foot

**3**  
**Coaches**  
trained and paid

My daughter really wants to play football but there are no girl teams in the area. With all my other kids it is not a possibility for me to drive far or to let my daughter go there on her own. That's why I was so happy when I saw this happening right in our front yard!

– **Fearless mother**

It is such a fun group. They are so energetic and really want to get better.

– **Fearless Coach**



# GIRLS GO SKATE EVENT: REPRESENTATION, SKILLS AND OWNERSHIP

Around International Women's Day, we organised Girls Go Skate to encourage more girls to join the skateboarding scene. They're often underrepresented at the skatepark, so we created a safe, supportive environment for them to step out of their comfort zones and try something new.

Whether it was standing on a skateboard for the first time or landing their first trick, every kid found their way to be Fearless. By the end of the day, the girls were feeling more confident, proud of their progress and more connected to the skateboarding community. And the atmosphere at the skatepark shifted – it felt like a space that belonged to them, too.

March 19th, 2024

Skateland, Rotterdam

Check it out on socials →



# 14

**girls**

joined the free event, thanks to The Athlete's Foot

# 9-14

**years age range**

# 3

**Coaches**

trained and paid



# LAUNCHING RETHINK FASHION WITH GEMEENTE ROTTERDAM

In autumn, 11 kids joined us to learn how to use a sewing machine to make bags and bucket hats from scrap fabrics. The kids made new friends from the neighbourhood and bonded over helping each other out, and our Coaches were awesome role models for them — they rocked up to the course wearing their own creations, which our Fearlessers loved! We launched a second free season of Rethink Fashion in winter '24, for kids to learn how to make upcycled sweaters and hoodies.

**Autumn & winter 2024**

**Rotterdam**



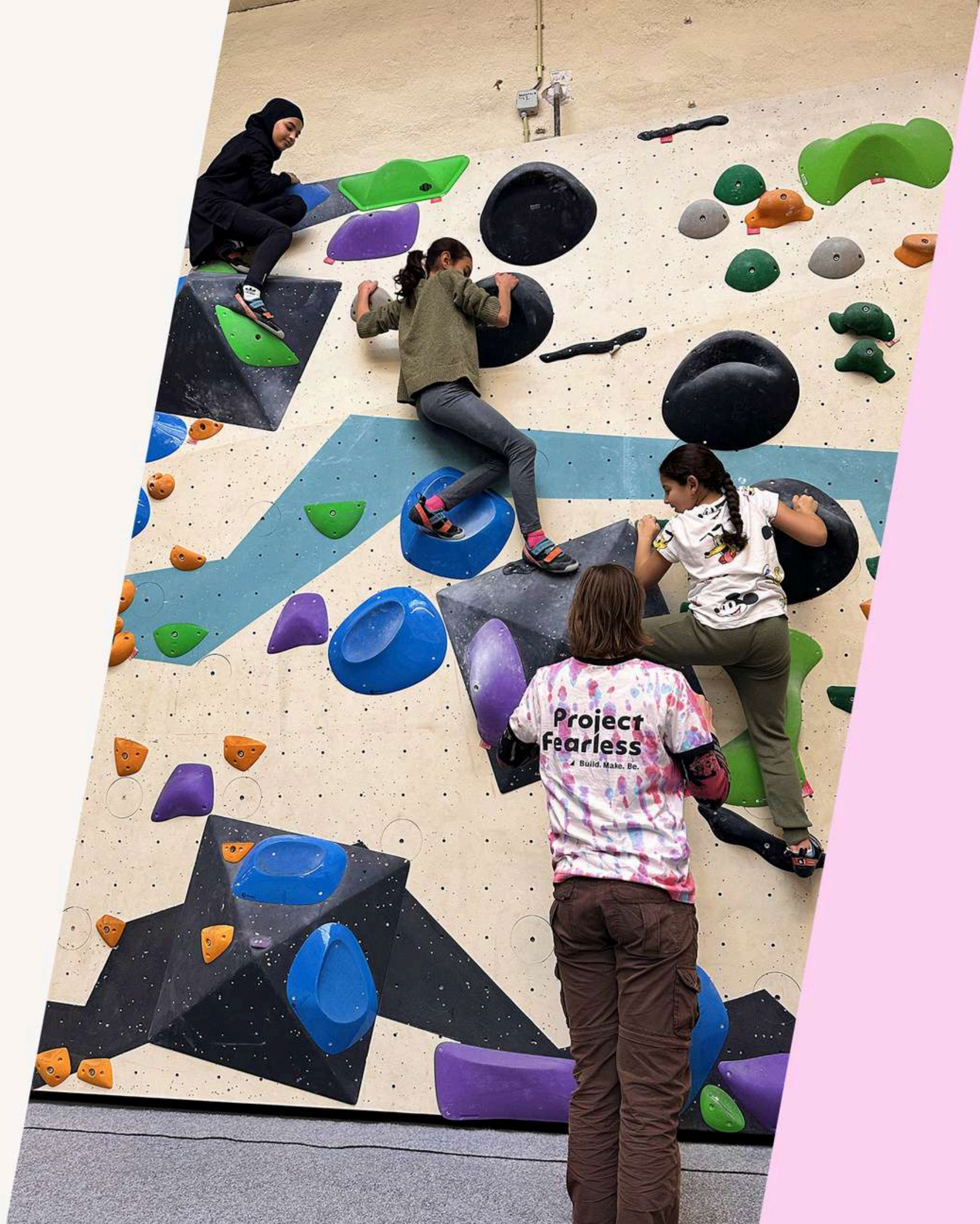
# GETTING BOLD IN ROTTERDAM

In winter, we ran our first Bouldering event for the city in collab with Boulder Rotterdam. And it was truly Fearless — just look at those climbs and smiles! None of the girls who joined us had ever been to a climbing wall before, but after just a few minutes they were reaching the top like pros.



Winter 2024

Rotterdam





# FEARLESS 5K 2024

# FEARLESS 5K: MOVE WITHOUT LIMITS

The Fearless 5K was our highlight event of the year, bringing together all ages and genders to raise funds for our work. We designed it as an inclusive, community-focused 5K for people to move however they want: using the Fearless vibes to get a new PB, cheering on their friends and family or turning up for fresh air, gentle movement and a friendly crowd.

Ever since we launched our Run Club program in 2019, it'd been our founder Mérida's dream to grow the 5K that the kids work towards each season into a bigger community event. Our event sponsor, The Athlete's Foot, helped us make that a reality for the 2nd year in a row, proving the power of sport to connect people from different backgrounds and shape a powerful community feel.

October 14th, 2024

Amsterdam

Watch the aftermovie →



# €13000

raised to fund Fearless futures

# 430

local & global movers

# 49

remote movers in Europe,  
the UK, the US and Australia

run club selfie!

Great job everyone!! It was my first 5K  
with Project Fearless and I had a BLAST

— **Fearless Junior Coach**

Awesome morning. What a great  
setup and congratulations to all  
the runners!! Well done 🙌

— **Fearless parent**

Huge well done to all our runners today  
— so many words of encouragement  
and positive vibes from everyone until  
the last second! 💪🌈 Proud Coaches!!

— **Fearless Coach**







# TRAINING OUR TEAM

# COACH TRAINING

## Connection, knowledge and pure enjoyment



FEBRUARY & SEPTEMBER

43 ATTENDEES

# 2 COACHES DAYS

## for skills development

Our Coaches Days are for connecting our whole coaching crew to our Fearless ethos, the methodology behind our Coaching Playbook and the emotional learning themes we weave through our programs each season.

2024 had our highest Coaches Days attendance yet, which is awesome. It helps us make sure our Coaches are experiencing the full value of volunteering at Project Fearless, with thorough onboarding and community learning opportunities.

See more on Insta →

# 2 COMMUNITY DAYS

## for team bonding in Amsterdam Nieuw-West

We realised most adult Coaches want the same things from Project Fearless as the kids do, so these Nieuw-West Community Days were basically a regular Fearless course session, but for Coaches. They were especially impactful because our coaching crew could make Fearless friends, learn new skills and practise the joy of playing.

21 ATTENDEES

MAY & SEPTEMBER

NOVEMBER

17 ATTENDEES

# 1

# SPORTS BODY CONFIDENCE TRAINING

## for coaching style

We ran an online workshop on how body confidence applies to sports settings, and how our Coaches can evolve ways of speaking to and motivating Fearless kids to help them build a strong sense of self-worth and enjoy moving their bodies.

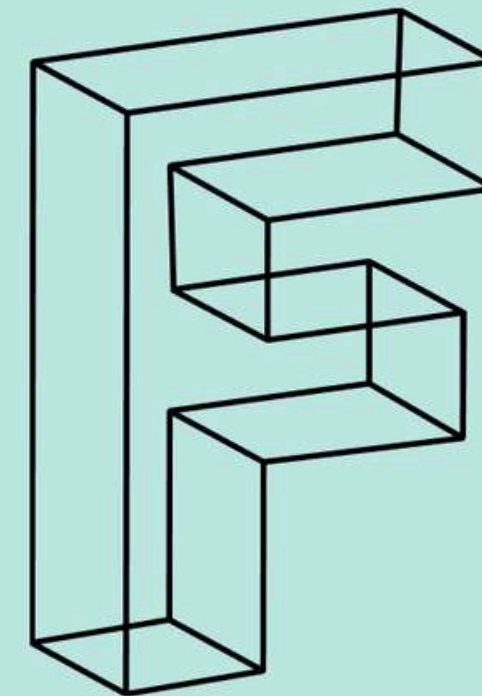


## **4 COACHING PLAYBOOKS**

featuring 32 weeks of resources for 2024

## **4 COMMUNITY NEWSLETTERS**

sent to our Coaches in 2024  
(September - December)





# OH HI, JUNIOR COACHES

# JUNIOR COACHES

We renamed our program for teens this year, from Role Models to Junior Coaches. After talking to our teen volunteers and adult Coaches, we realised the program needed a fresh, simpler name that made it clear where the teens sit in our Fearless coaching ecosystem.

## Special shout-out to the two Junior Coaches on our autumn '24 Bouldering program:

They added valuable impact to the course experience, not just for the Fearless kids but for our Head and Assistant Coaches, too. And when we asked for feedback about their way of working, this coaching crew was super committed to their productive, tight-knit teamwork.

Our Junior Coaches program gives girls and kids aged 14 - 17 the chance to volunteer and coach our younger Fearless girls, to build their skills and confidence, develop their leadership style and create meaningful connections.



I loved joining the course at the end of a long day, it filled my cup to be at Project Fearless.

– **Fearless Junior Coach**



**AND BEYOND  
OUR PROGRAMS**



# LAUNCHING OUR YOUTH ADVISORY BOARD

In April 2024, 10 Fearless kids and Junior Coaches aged 10 - 15 joined us to share their feedback and feelings on Project Fearless, so we can shape its future together. Our Junior Coaches said they love being part of an empowering, women-led organisation that's being built for and with them.

## DISCOVERING LAW AT CRAFTY FEST EUROPE 2024

Our Junior Coaches got the chance to meet in-house lawyers from all over Europe, jumping into workshops, listening to panels and flexing their networking skills. Representation and accessible role models matter so much, so having our Junior Coaches welcomed into a professional space of empathy, innovation and creativity was brilliant.

Big thanks again to the Crafty Fest team!

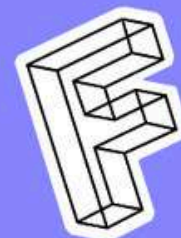
I'm already considering  
a career change 😂

– **Fearless Junior Coach**

# TIKTOK CREATORS

Our Junior Coaches Sophie and Zoe pitched us the idea of running our **TikTok account** – an exciting step up for them and a new chance for us to empower teens at Project Fearless.

Working with our creative team, they've started figuring out what works for our brand as they build our TikTok presence. We love this example of the skills-building, confidence and innovation mindset we work on in our programs coming full circle!



It makes me feel good about the fact that I am helping and inspiring young girls.

– **Fearless Junior Coach**

I'm so impressed by the amount of powerful women I've met by being a part of Project Fearless. I'm so grateful for the experience to meet these women who have helped me and are role models for many aspects of my life, and want to help me with my future.

– **Fearless Junior Coach**



I love meeting people, listening to their stories, connecting with them. The community of Project Fearless is so strong, it's amazing.

– **Fearless Junior Coach**



**OUR**

**IMPACT**

# LEADERSHIP FOR POSITIVE IMPACT

2024 was the year of Fearless Futures. Every 8-week season, we guided the kids to learn forward-thinking leadership skills: collaboration and communication, empathy, innovation mindset, adaptability and creativity, embracing challenges and more.





I learned that I can be more comfortable in a group.

– Fearless kid

I learned that I can be a leader but I can also listen to other people.

– Fearless kid

Project Fearless gives me...

# POSITIVE LEADERSHIP SKILLS

After finishing our 2024 courses, Fearless kids said they were **more likely** to share their ideas and be problem-solvers in a group setting. They also rated their honesty and listening skills higher, and were **less likely** to think of themselves as followers.



Project Fearless gives me...

# POSITIVE LEADERSHIP SKILLS

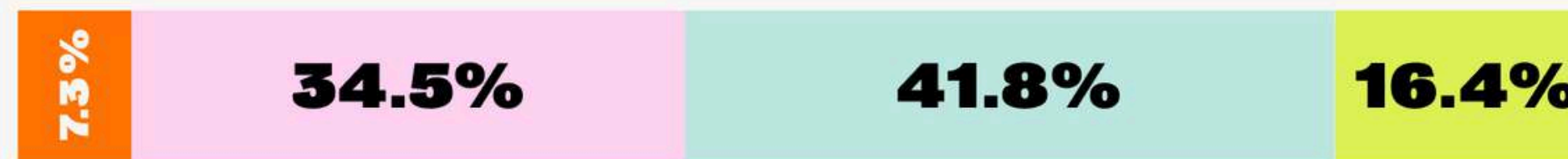
“When I have an idea, I feel comfortable sharing it with others in a group”

 always

 often

 sometimes

 rarely / never



Before 8 weeks with Project Fearless



After 8 weeks with Project Fearless

I learned that I have more confidence than I think.

– Fearless kid

I learned to be confident and brave.

– Fearless kid



2

Project Fearless gives me...

# SELF-CONFIDENCE & SELF-EXPRESSION

Over the summer 2024 season, we talked to our Fearlessers about leaning into the unknown, resilience and learning together.

After the 8 weeks, the kids' confidence had grown: **100%** said they felt confident at least sometimes – meaning none were never or rarely confident!

And **55%** of kids said they never or rarely found it difficult to express their feelings to others (a 7% increase since the start of the season).

OUR IMPACT

Project Fearless gives me...

# SELF-CONFIDENCE & SELF-EXPRESSION

## “I feel confident in myself”

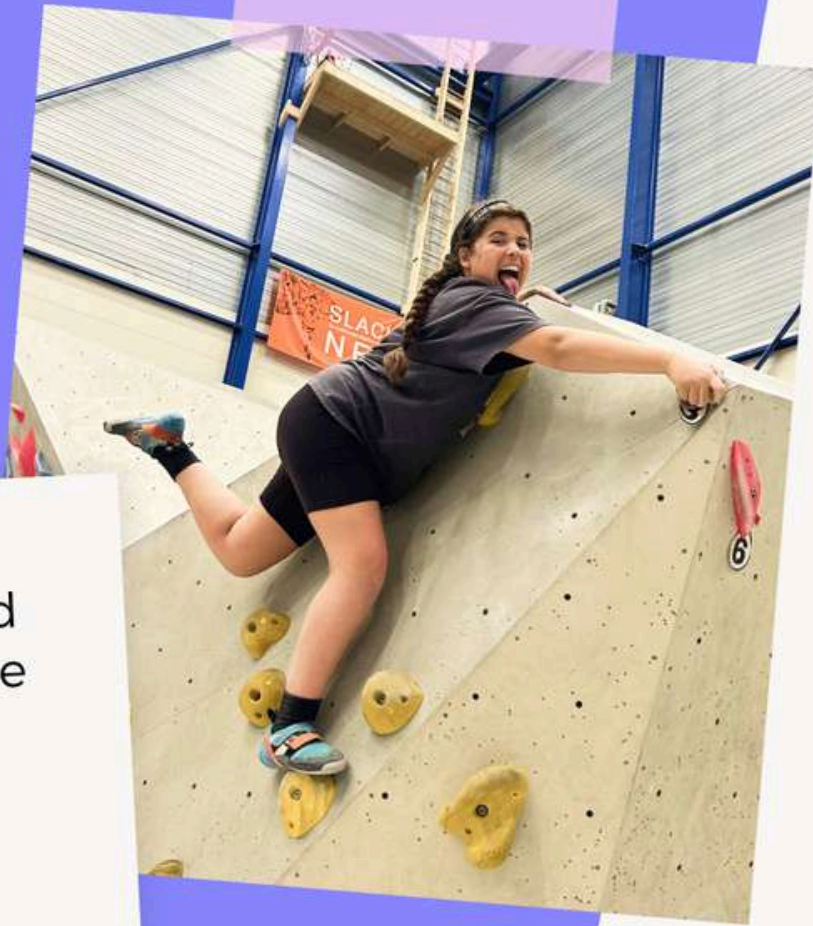


I can be myself and I am good and amazing, and it has made me more confident.

– Fearless kid

My favourite part about Project Fearless is that it always makes people feel welcomed and valued.

– Fearless kid



**Project Fearless gives me...**

## **A PLACE TO BE MYSELF**

Project Fearless is, above all, a place that accepts girls and kids just as they are, so they can find their voice, their way.

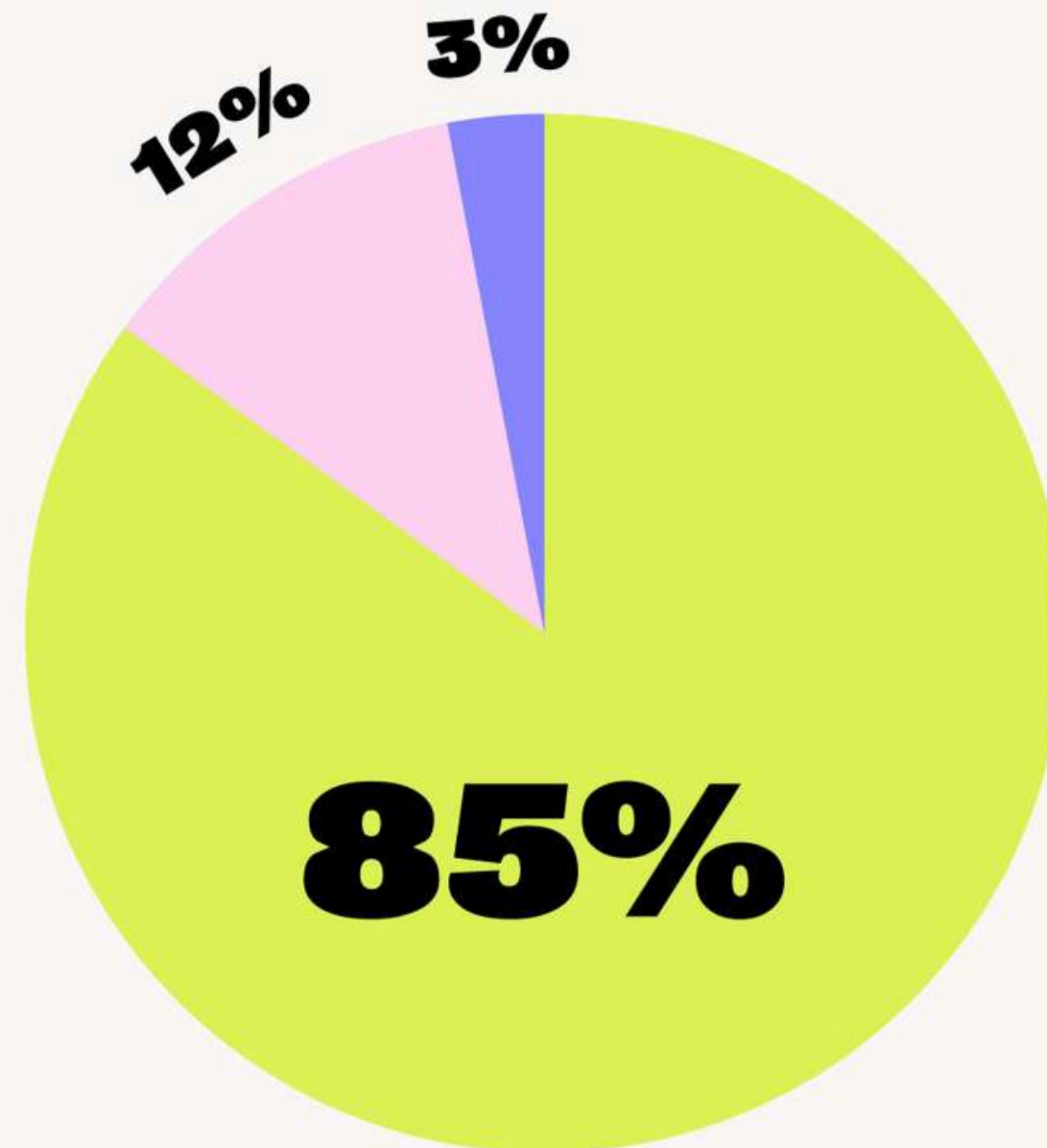
In 2024, **97%** of kids said that Project Fearless was a place where they could be themselves (with **85%** saying they felt like this always or often).

Project Fearless gives me...

# A PLACE TO BE MYSELF



-  **always / often**
-  **sometimes**
-  **rarely / never**



**OUR  
GOALS**

# WHAT WE ACHIEVED IN 2024:

## TEAM

Our team grew faster than ever in 2024, welcoming:

Vanessa as our **Partnerships & Funding Manager**  
Sophie as our **Rotterdam Operations Coordinator**  
Susan and Nalan as **HR volunteers**  
Gabi as a **Finance volunteer**  
And Tesja and Zoey as **Dutch Copy volunteers**

## PROGRAMS

We grew in Rotterdam and ran the most sponsored programs yet in Amsterdam.

We added a part-time Rotterdam Operations Coordinator role, which was a major growth moment for us. Since hiring our teammate Sophie, she's been thriving on grassroots networking and welcoming new kids into our programs 🙌

## SCALING

# LOOKING TO 2025

## STORYTELLING

We'll keep evolving how we talk about the impact we're making (and have made in the past), online and in person.

Speaking of... we released a short film about our awesome Nieuw-West skate crew in February 2024, which helped convince local parents to let their girls give skating a go.

Directed by Aarathy Balasingam, the girls shared what skating's helped them realise about goals and growth, and – most importantly – how they're defining progress and success on their terms.

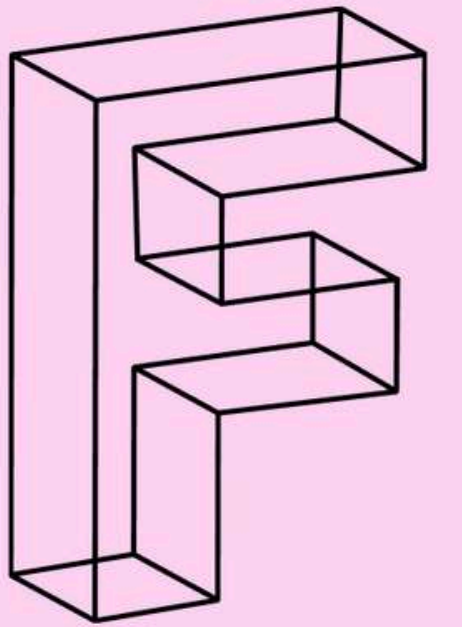
[Watch it here](#) →

## STRUCTURE

We're updating our Fearless crew's roles and remits to give our team opportunities to build skills, stretch their comfort zones and – very importantly – to rest.

## SUSTAINABLE GROWTH

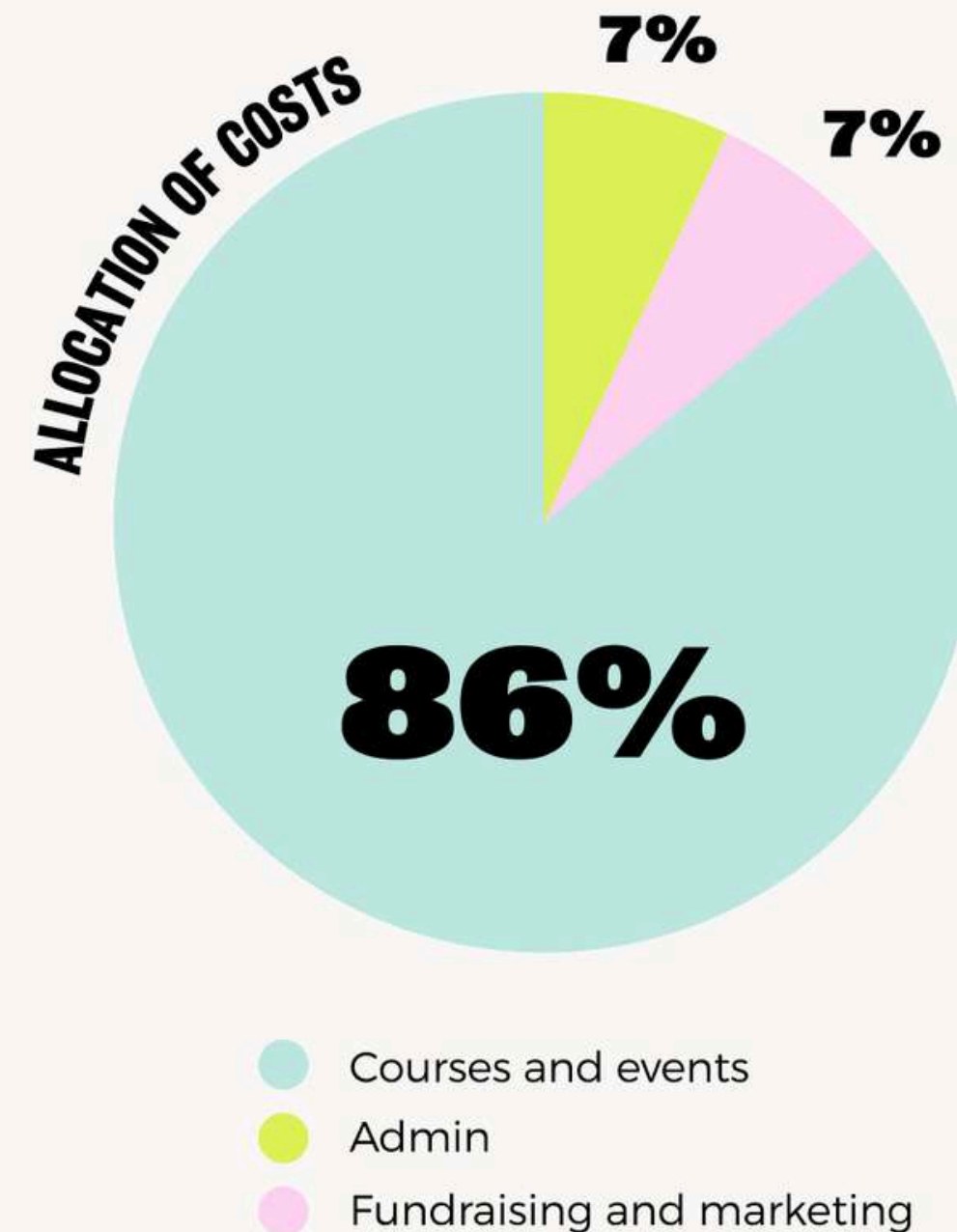
Once we've settled into our updated structure, we'll be ready to focus on scaling over the next 5 years.



# FEARLESS FINANCIALS

Our largest revenue streams in 2024 were corporate partnerships and course sponsorships / grants. We had an overall 29k EUR loss, mainly due to a provision for unpaid invoices. Our admin cost % was lower in 2024 due to a higher proportion of spending on program costs, including personnel costs.

Our ANBI status enables our current and future donors and partners to deduct their contributions to Project Fearless from income or corporate tax. It also exempts donations from inheritance and gift tax for private donors.



# FINAL WORDS

We're so proud of how our community grew in 2024,  
across Rotterdam and Amsterdam.

From those first 30 girls in 2019, we've now welcomed over 2040 girls,  
kids and women to our programs.

None of this would be possible without the dedication and love of our team,  
and incredible support from our community and Fearless friends.

So as you head through this year and everything it'll bring you,  
keep that innovation mindset: **fail early, fail often, stay Fearless.**

THANK YOU!

## **COURSE COACHES**

Alex Bozuwa  
Amber van Vliet  
Amélie Visch  
Angela Albers  
Anne Butzelaar  
Bea Comez de Silva  
Catherine Gambriere  
Cathy Sorbara  
Charlotte Davidi  
Chetana Pai  
Cleo Sardelis  
Ekta Thawani  
Eline List  
Emily Walkin  
Emma De Haan  
Emma Shiffman  
Eva Sierksma  
Fleur Vlaskamp  
Frances Wong  
Genevieve Stride  
Ghizlan Hayouf  
Grace Pulsford  
Hiltrun Dreyer  
Iman Djebari  
Irum Javed  
Jaleesa Talloway  
Jasmin van der Woude  
Jeanie Edwards  
Jennie Holmes  
Kamini Solanki  
Karen Reeves  
Lieneke Leep

Madelief Van Duiven  
Mareka Stake  
Marta Bankowska  
Mawuena Rondeel  
Meike Nefkens  
Mérida Miller  
Miriam Loos  
Mona Bien  
Natalia Gil  
Nisrine Elhaichar  
Nisrine Hajjab  
Noa Ijdo  
Noa Mulock  
Sam Devrieze  
Sanne Buis  
Sarah Tekath  
Shade Iro-Omo  
Soumia Majait  
Tabea Pawar  
Tamara Jempormiasse  
Victoria Bruno  
Wahiba Zaidi  
Yasmina Sina  
Zaina Alami

## **GUEST & EVENT COACHES**

Hannah Whiteley  
Emma De Haan  
Carlijn Smit  
Chris A Pitti  
Aarathy Balasingam  
Dominique Danco  
Eva Van Ee  
Humeyra Sipahi  
Katja Sauter  
Maja Brouwer  
Olivia Benecke  
Pip Williamson  
Pippa van Wees  
Romee Raalte  
Soumaya Ikli  
Tess De Rooij  
Theresa Bouffier  
Zoë Jaspers  
Luca Deutinger  
Rachida Aoulad  
Maggie Leon  
Anouk Donker

## **JUNIOR COACHES**

Zoe Harlander  
Sophie Whitworth  
Teresa Campos  
Clara Cadariu  
Caitlin Stride  
Indy  
Anika Hess  
Mahi Deshpande  
Laura Galbes de Almeida  
Prado Guimaraes  
Dora Debesset  
Maria Campos  
Jenny Schwartz

## **BOARD & ADVISORS**

Soraya Ramdin  
Kim Statie  
Margaret Price  
Nick Clayton  
Anja Jäger

## **OPERATIONS / COMMS TEAM**

Nalan Akyurek  
Hannah Hansen  
Iris de Bruin  
Vanessa Guinadi  
Elizabeth Evans-Kiikka  
Emma Argüelles  
Aruna Narandran  
Chloe Raymond  
Emily Walkin  
Eva Vilachá  
Ayanna Colden  
Giulia Borgia  
Aarathy Balasingam  
Sophie Wodzikova  
Abi Malins  
Sara van Loon  
Catherine Sorbara  
Irum Javed  
Mérida Miller  
Susan van der Meulen  
Minnie Hannuksela  
Gabi Verstappen  
Tesja Bonnie  
Pablo Chiapetta  
Kirstie Crail  
Luca van Opstal  
Zoey Rogaar  
Kim Donaldson  
Samantha Figueroa

## **FRIENDS OF FEARLESS**

HIIT FIT  
Be Boulder  
Ars Donandi Fund  
House of Urban Sports  
Sportpark de Eendracht  
Gemeente Amsterdam  
Favela Street  
't Nozepadje Rotterdam  
VF Foundation  
Tartan Army Sunshine Appeal  
Neoliet Rotterdam  
Bataleon  
Project 44  
Crafty Counsel  
Fashion For Good  
Ready for Female  
Leadership Foundation

**All those Fearless 5Kers  
around the world!**

## **PARTNERS**

OBA Amsterdam  
Equals Amsterdam  
Jeugdfonds Sport & Cultuur  
Nike  
The Athlete's Foot  
Gemeente Rotterdam  
Stryker Women's Network

**Project  
Fearless**