

# **Final report - Yazidis crowdfunding**

*Technasium for Global Human Rights Defence*

**Client:** Global Human Rights Defence - Mr. Sradhanand Sital

**Made possible by:** Technasium Amsterdam - Calandlyceum

**Teachers:** Anton van den Berg & Gerard van Soelen

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**Deadline on:** 13/06/2021 - Amsterdam

# Information

The writers of this Final report are Safae Boussanna, Ana Giljaca and Milly Brumwell.

At the time of writing this Final report they are all in the fifth grade of VWO.

The clients of this project are Sradhanand Sital and Marc Wortman.

Sradhanand Sital is the chairman of Global Human Rights Defence and the official client of this project. Marc Wortman is guiding the group during this project, he is the counselor.

This Final report was submitted on June 13th, 2021.

# Summary

The group's project has been assigned by the non-governmental organization named Global Human Rights Defense. This assignment consists of several sub-assignments that will be completed throughout the year.

This team is the only one of the fifth grade to participate in a year long assignment.

This means that they will carry out this assignment under the supervision of the same client during an entire school year, in their case for Global Human Rights Defense.

Normally this is not the proposition, seeing as all the teams are supposed to do two assignments in the fifth grade, meaning they all need to have contact with two clients.

But because of the quality of this assignment, the group has decided together with their teachers, to make it a full year project.

The first main deliverable planned is a research report, in which the team will find out information about various minority groups. Based on this information, the rest of the project will be focussed on the minority the team chooses. This deliverable is due at the end of March.

Secondly the team will focus on organising, promoting and hosting a crowdfunding event in order to support the chosen minority group. This will all take place around April and May.

Furthermore the team would like to attend events originally planned, though these plans are still uncertain because of the Covid-19 situation currently occurring.

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# Foreword

This project is made possible by Technasium Amsterdam and the non-governmental organization Global Human Rights Defense (GHRD).

A special thanks to the client Sradhanand Sital and the counselor Yasmine Khamma, for giving the team such great opportunities during the project.

And of course a big thanks to the teachers, Anton van den Berg and Gerard van Soelen, for guiding the team during this project at school.



# Introduction

Human rights violations are happening everywhere around the globe, yet there is still lack of awareness for most of the cases.

Starting from discrimination, poverty to entire wars and genocides.

Some governments know about what is happening in the world, but for some reason choose to do nothing about it.

Sometimes it has to do with lack of money, interest or even opportunity to power.

There are a lot of organisations doing their best to change the world for the better, giving everything they have for the people in need.

Nonetheless it is far from enough to help everybody, which is almost impossible.

Nowadays almost every individual has a phone with a camera and microphone, which can easily be used to spread more awareness.

The team's assignment is to show the world how easy it is to spread awareness about the cases you find important.

It will be done by making small documentaries about divergent cases and organising several events with important individuals within the human rights world.

The second important aim during this project is to get to know the world around them better. They have to do a lot of research on different kinds of minorities. And eventually help them by communicating and crowdfunding.

The team will use the right resources and education provided by the technasium department of CalandLyceum to push the limits and make the most out of this project.

The target is to bring a positive change to the world with the ability to expand even further and inspire other people to spread awareness over all the human rights violations happening everywhere.

## Our client

Shri Shradhanand Sital is the Chairman of Global Human Rights Defense.

This is an international human rights organization based in the Netherlands.

Global Human Rights Defense fights for human rights in countries where population groups have no rights and are victims of poor living conditions.

Global Human Rights Defence is an international human rights organization with the objective of promoting human rights for those areas where severe violations have victimized relatively large populations. Up until date millions of people continue to live in the margin of society lacking effective attention from the perspective of governments, development aid, human rights organizations and media authorities, in spite of mankind's joint effort to build a detailed human rights legal framework, based on the Universal Declaration of Human Rights (UN 1948) and followed by covenants, treaties and implementation mechanisms.

Marc Wortman is head of Marketing at Global Human Rights Defense. He will be guiding the group during this project.



# The assignment

The team has received several small partial assignments for this project. The assignments together should ultimately ensure more recognition of human rights among young people. The different assignments are all linked.

## **Research rapport**

The team will research which minority group they want to collect money for. They will investigate what the best way is to offer their help. The team will also research which marketing strategy is the best to use for crowdfunding, this way it will be most effective. The deadline for the research rapport is March 26.

### ***What are the requirements?***

- Who is this minority?
- What is their origin?
- Whom or what are they threatened by? And what are the motives for threatening?
- Why does this minority need our help?
- How, and with the help of which strategy, can we help this minority the best?

## **Host crowdfunding event**

After deciding which minority group to raise money for, the team will host a crowdfunding event. The marketing team at GHRD will help them to promote this event to ensure they get the best result possible. The team hopes that it doesn't have to be a virtual event because of corona, but even if it will be a virtual event they will make the best out of it.

### ***What are the requirements?***

- The crowdfunding event will last 35 days. This is the most optimal time for a campaign. These 35 days will be divided into 10 day phases.
- The team thinks 500 euros is a realistic goal to collect.
- The team will use multiple platforms to notify people about the crowdfunding event. First, they will use GHRD's resources, such as their TV channel and their website. Second, they will have a site specifically for collecting money {not yet selected}. The link to this site will be posted on all other platforms. Finally, the team will use their own social media to reach family and friends.
- The team will use step-by-step communication. They will start with their personal circle. The family and the friends of the team will donate 20% of the total money donated. Then only the 'fools' remain. These are people who are not related to the team and are therefore reached through social media. They will collect the largest amount, namely 80%.
- The team aims to reach 300 people, among which family, friends and strangers.
- Because the team will use step-by-step communication, the team will use multiple means to reach people. They will start with their personal circles. They will then start promoting



their campaign on social media. In the final phase, they will also get started with the offline campaigns to reach multiple circles.

- After the crowdfunding event, the team will keep the people who have donated informed about where the money is going. The team will of course be transparent about this.
- The team will design a poster and social media posts for the campaign. The layout of this will be attention-grabbing, but there will also be something about the minority group for which the money is collected.
- The team will investigate affordable consideration for the people who have donated. It is not yet certain whether this is achievable.
- The team will film a pitch explaining why the minority group needs help. The pitch aims to motivate people to donate.

## The issue

The aim of this research is to understand how crowdfunding can help the Yazidis, an endangered minority from Iraq. The group hopes, by raising resources for them in the form of money, to help the Yazidis and provide them with a better future, as far as we can.

In this study will come clear to what extent crowdfunding can have a positive and effective effect on achieving a certain amount for this minority.

The main question of this research is therefore: *How effective can crowdfunding be in raising money for the minority: Yazidis?*



# Literature research

## Appendix 1 - The Yazidis

### 1. Who are the Yazidis and what happened to them?

Yazidis are one of the oldest ethnic and religious communities indigenous to the Middle East.<sup>1</sup> The community suffered a history of persecution, numerous episodes of mass killings, including targeted attacks.<sup>2</sup> In August 2014, the Islamic State of Iraq and Syria (ISIS/ISIL)<sup>3</sup> also known as (Da'esh) took control over large amounts of territory of Iraq and Syria. After conquering key cities such as Mosul Da'esh unleashed a wave of genocidal campaigns against several of the most vulnerable religious and ethnic minorities of northern Iraq, and attacked the Yazidi ancestral homeland in northwest Iraq around the town of Sinjar.<sup>4</sup> In 2014, around 30.000 Yazidis took refuge on Mount Sinjar, after which Da'esh cut off their means of escape from the mountain, with the result of no access to water and food and many Yazidis died of starvation. This event led to the authorisation of U.S airstrikes against Da'esh as an attempt to 'save lives' of Yazidis. The community leaders expressed their frustration at the lack of action, support and protection by the government and the international community since the attack.<sup>5</sup> The misery of the females who suffered and are still suffering the most is certainly a central aspect of the Yazidi genocide.<sup>6</sup> The UN has stated that Da'esh murdered, tortured, raped and kidnapped members of the Yazidi community. Specifically, during the attack on Mount Sinjar in 2014, Da'esh killed five thousand Yazidi men and kidnapped, raped and sold Yazidi women as slaves to Da'esh fighters.<sup>7</sup>

### 2. What crimes are committed against the Yazidis?

Da'esh committed crimes of genocide, multiple crimes against humanity and war crimes against the Yazidi and constitute all of the objective elements of the crime of genocide listed in Article II of the Genocide Convention and Article 6 of the Rome Statute.<sup>8</sup> The UN stated that Da'esh has been torturing, kidnapping, raping and murdering members of the Yazidi community.<sup>9</sup>

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<sup>1</sup> Jalabi, R. (2014) who are the Yazidis and why is Isis hunting them? *The Guardian* Retrieved May 20, 2017, <https://www.theguardian.com/world/2014/aug/07/who-yazidi-isis-iraq-religion-ethnicity-mountains> see also: Fuccaro, N. (1997). Ethnicity, State Formation, and Conscriptation in Postcolonial Iraq: The Case of the Yazidi Kurds Of Jabal Sinjar. *International Journal of Middle East Studies*, 29(4), 559-580. See also: Zoonen, D. V., & Wirya, K. (2017). The Yazidis - Perceptions of Reconciliation and Conflict. *The Yazidis - Perceptions of Reconciliation and Conflict*. (pp. 7).

<sup>2</sup> Jalabi, R. (2014) who are the Yazidis and why is Isis hunting them? *The Guardian* Retrieved May 20, 2017, <https://www.theguardian.com/world/2014/aug/07/who-yazidi-isis-iraq-religion-ethnicity-mountains>

<sup>3</sup> Hereinafter referred to as Da'esh.

<sup>4</sup> Nicolaus, Peter, & Yuce, S. (2017). *Sexual Slavery: One Aspect of the Yazidi Genocide*, 21(2).

<sup>5</sup> UN General Assembly, 43 sessions, Report of the Special Rapporteur on minority issues on her mission to Iraq, A/HCR/34/53/Add.1 (New York, United Nations, January 9, 2017) (para. 43).

<sup>6</sup> Office of The United Nations High Commissioner for Human Rights. (2016). A Call for Accountability and Protection: Yazidi Survivors of Atrocities Committed by ISIL. (pp.14-16).

<sup>7</sup> Ibid.

<sup>8</sup> Office of The United Nations High Commissioner for Human Rights. (2016). A Call for Accountability and Protection: Yazidi Survivors of Atrocities Committed by ISIL. (pp.14-16). See also: Zoonen, D. V., & Wirya, K. (2017). The Yazidis - Perceptions of Reconciliation and Conflict. *The Yazidis - Perceptions of Reconciliation and Conflict*. (pp. 5)

<sup>9</sup> Office of The United Nations High Commissioner for Human Rights. (2016). A Call for Accountability and Protection: Yazidi Survivors of Atrocities Committed by ISIL. (pp. 14-16).

According to a report of the UN's Independent International Commission of Inquiry (COI) on the Syrian Arab Republic, the crimes committed by Da'esh against the Yazidi minority amount to genocide.

Moreover, The Human Rights Watch has stated that Da'esh abuses against Yazidi women and girls, including abducting them and forcing them to convert to Islam and forcibly marrying them, is categorised as genocide against this community.<sup>10</sup> Da'esh aimed to destroy the Yazidis through killings; sexual slavery of women; enslavement, torture and inhumane degrading treatment, forcible transfer causing serious bodily and mental harm, the infliction of conditions of life that bring about a slow death; the imposition of measures to prevent Yazidi children from being born, including forced conversion of adults, separating Yazidi men and women, transfer of Yazidi children from their families and placing them with Da'esh fighters and cutting them off from their own religious community by forcing them to convert to Islam.<sup>11</sup> These crimes fall into the definition of Article II of the Genocide Convention and therefore need to be prevented and punished.

According to a report of the UN's Independent International Commission of Inquiry (COI) on the Syrian Arab Republic, the crimes committed by Da'esh against the Yazidi minority amount to genocide.

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See also: Human Rights Council. (2016). *"They came to destroy": ISIS Crimes Against the Yazidis*. (Para. 106-149)

<sup>10</sup> Ibid.

<sup>11</sup> UN General Assembly, 43 sessions, Report of the Special Rapporteur on minority issues on her mission to Iraq, A/HCR/34/53/Add.1 (New York, United Nations, January 9, 2017) (Para 61-62). See also: Human Rights Council. (2016). *"They came to destroy": ISIS Crimes Against the Yazidis*. (Para 106-149)

<sup>12</sup> Ibid.

<sup>13</sup> UN General Assembly, 43 sessions, Report of the Special Rapporteur on minority issues on her mission to Iraq, A/HCR/34/53/Add.1 (New York, United Nations, January 9, 2017) (Para 61-62). See also: Human Rights Council. (2016). *"They came to destroy": ISIS Crimes Against the Yazidis*. (Para 106-149)

# Crowdfunding

What is crowdfunding?

The term crowdfunding means seeking to raise money (“funding”) through the general public and certain organisations (“crowd”) instead of opting for going to a bank.

There are four types of crowdfunding<sup>14</sup>;

- Loan-based
- Investment-based
- Reward-based
- Donation-based

The team is mainly interested in donation-based crowdfunding as the other forms require a certain form of payback.

How does donation-based crowdfunding work<sup>15</sup>?

Donation-based crowdfunding requires a group of people or organisations to donate money to the specific cause. This type of crowdfunding implies that the receiver does not necessarily owe the funder anything. Sometimes there is a small gift in return for the donation, in which case the worth of the donation still outways the gift financially. For instance, some charities sell something like bracelets, and the profit goes to the cause. In other cases, there is no gift, just a donation.

What are the steps to donation based crowdfunding?

### **(1) Defining the crowdfunding goals and questions:**

- What will the funding be used for?
- Which group of people or organizations will be likely to donate?
- When are the funds needed?

### **(2) Finding a platform that suits the crowdfunding goals and signing up. For instance:**

- <https://www.gofundme.com/>
- <https://www.firstgiving.com/>
- <https://www.crowdfunder.com>

### **(3) Marketing and sharing the crowdfunding project:**

Aside from having or being part of a platform where the donations are collected, it is also important to have a social media presence promoting the cause. This is where all the potential donors get interested in the cause.

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<sup>14</sup> [https://ec.europa.eu/growth/tools-databases/crowdfunding-guide/what-is/explained\\_en](https://ec.europa.eu/growth/tools-databases/crowdfunding-guide/what-is/explained_en)

<sup>15</sup>

<https://www.investopedia.com/terms/d/donationbased-crowd-funding.asp#:~:text=Donation%2Dbased%20crowdfunding%20is%20a,size%20of%20the%20donation%20increases.>

## **Appendix 3 - Our Crowdfunding**

### ***What are the requirements?***

- The crowdfunding event will last 35 days. This is the most optimal time for a campaign. These 35 days will be divided into 10 day phases.
- The team thinks 500 euros is a realistic goal to collect.
- The team will use multiple platforms to notify people about the crowdfunding event. First, they will use GHRD's resources, such as their TV channel and their website. Second, they will have a site specifically for collecting money {not yet selected}. The link to this site will be posted on all other platforms. Finally, the team will use their own social media to reach family and friends.
- The team will use step-by-step communication. They will start with their personal circle. The family and the friends of the team will donate 20% of the total money donated. Then only the 'fools' remain. These are people who are not related to the team and are therefore reached through social media. They will collect the largest amount, namely 20%.
- The team aims to reach 300 people, among which family, friends and strangers.
- Because the team will use step-by-step communication, the team will use multiple means to reach people. They will start with their personal circles. They will then start promoting their campaign on social media. In the final phase, they will also get started with the offline campaigns to reach multiple circles.
- After the crowdfunding event, the team will keep the people who have donated informed about where the money is going. The team will of course be transparent about this.
- The team will design a poster and social media posts for the campaign. The layout of this will be attention-grabbing, but there will also be something about the minority group for which the money is collected.
- The team will investigate affordable consideration for the people who have donated. It is not yet certain whether this is achievable.
- The team will film a pitch explaining why the minority group needs help. The pitch aims to motivate people to donate.

# Research methods

The team had to research several things. They had to determine for which minority they wanted to raise money and what the money would be used for. They also had to determine which platform to use to collect the money for the crowdfunding. Lastly they had to research how they were going to reach the most people.

After about a month of starting this project, the team had decided to raise money for the Yazidis. They had already gathered a lot of information about this minority group in the first half of the project. This was convenient, because they could immediately investigate what the money would be used for. For the use of the money, the team decided to contact Yazidi Legal Network. The team thought this was the best idea, because this way they were sure that the money would be used for a good cause.

Deciding which fundraising platform the team wanted to use was a bit challenging. They had to take a number of things into account. The platform had to be reliable and easy to use. Also, there were some fundraising platforms that cost money. The team didn't know how much money they would raise so they preferred to use a platform that was free. After looking at multiple fundraising platforms, they decided to use GoFundMe. This was a site that was easy to use, free and also reliable.

Yazidi Legal network has not only helped the team decide where the money goes, but also with the promotion of the crowdfunding. The team was able to use Yazidi Legal Network's resources to promote their crowdfunding and reach more people. GHRD put the team in touch with Marc Wortman. He is a crowdfunding specialist. He gave the team a lesson on how to organize a crowdfunding (see requirements).

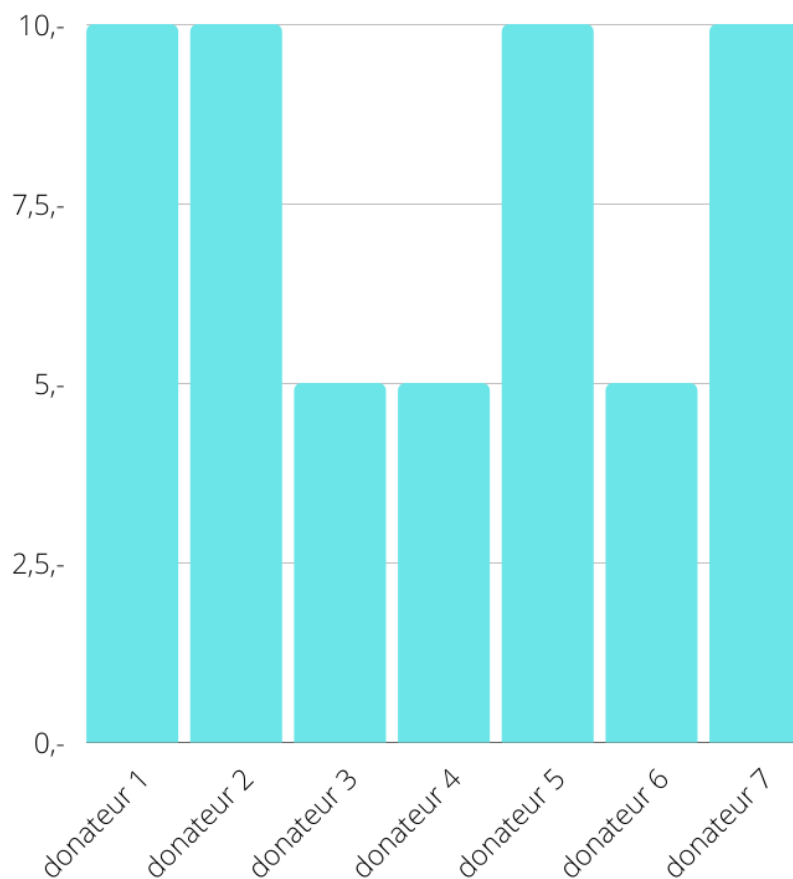
# Results

Next to organising and hosting the crowdfunding named 'Steun de Jezidis!', this group also conducted research on how effective crowdfunding can be in raising money for the Yazidi minority.

The main question of this research rapport is therefore: *How effective can crowdfunding be in raising money for the minority: Yazidis?*

In the first statistic it becomes clear how many donors there are and how much money (in euro) every donator has donated. We can conclude, according to the statistics, that the average donation per person is around 7.85,- euro.

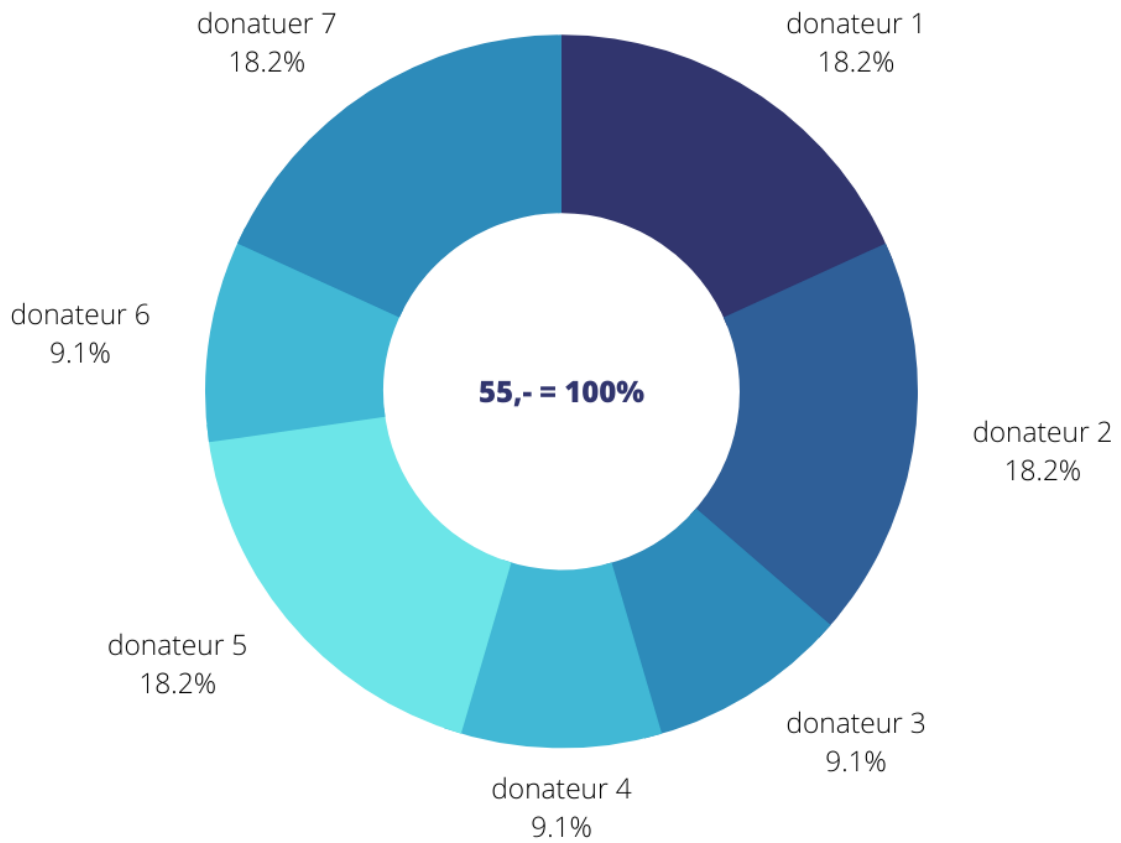
The results from this statistic are therefore marginal.



(statistic 1)



The second diagram clearly shows how much money has been donated in total and how much each donor contributed, in percentage, to the total collected amount.



(diagram 2)

# Conclusion

After the group conducted this research based on their own crowdfunding, it can be concluded that the group has not reached their final target of 400.- euros.

The conclusion made, based on the results on the statistics and diagram, is that crowdfunding was not the most effective way for the group to collect the desired and drafted amount of 400,- euros.

However, this does not mean that the project has not been successful, because achieving the desired amount was not the only goal during this project.

The group has hosted a crowdfunding and learned a lot about different types of crowdfunding. They can also proudly say that they have created awareness for a group of people who desperately need this attention; the Yazidis minority.

Despite not achieving the desired amount, they can still donate a nice amount of money to the organization Yazidi Legal Network, that they will eventually use for the annual Yazidis commemoration, which will take place on August 3, 2021.

The conclusion that can ultimately be drawn from this research is that although the target of 400,- was not achieved, the group can still make a nice contribution to the Yazidi minority. And that they can now say their vision on human rights and current problems in the world has become much bigger after carrying out this project.

# Discussion

The research question for this project was: *How effective can crowdfunding be in raising money for the minority: Yazidis?* This specific crowdfunding did not reach its total goal, but that does not mean this is always the case. There are aspects of the reliability and success/failure of the research that can be questioned and discussed.

To which extent did the team represent other groups attempting to crowdfund (for the Yazidis)? To answer this question the factors need to be compared. This crowdfunding only lasted a few weeks, whereas The Yazidi Justice Campaign for instance has been running since december 2020. So concerning duration, most crowdfunding projects last longer than this one. According to Startups.com<sup>16</sup>, the average successful crowdfunding takes at least 9 weeks after its start.

Resources are also a factor. Most NGOs that crowdfund have already built a social media platform and thus have more contacts. This project relied on a group of pupils without an existing platform, so a lower success rate is expected.

Finally, the method of crowdfunding is also a factor. This project used a similar method to most other groups interested in crowdfunding for charity. Mainly approaching family and contacts, then trying to reach larger groups of people online and offline. In this sense the project was representative.

This project was representative of an average crowdfunding for the Yazidis, but on a smaller scale. There was less time and less resources, but the strategy was overall the same. The answer to the research question (*How effective can crowdfunding be in raising money for the minority: Yazidis?*) is as follows: Crowdfunding for the minority Yazidis, can be effective. A future crowdfunding project would require more time after the launch, and a greater social net. The team noticed that confronting people live (at the Technasium parade for instance) also helps. So a real life crowdfunding event would be useful to launch the project and gain contacts. If these changes were to be applied, a crowdfunding campaign for the Yazidi minority could be highly effective.

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<sup>16</sup> The startups team (3, December, 2018), Key crowdfunding statistics: <https://www.startups.com/library/expert-advice/key-crowdfunding-statistics#:~:text=On%20average%2C%20it%20takes%2011,are%20more%20likely%20to%20succeed.>

# Recommendations

The investigation could be further examined.

For example, the research could be divided into age category sections. It could be investigated whether age therefore influences the fact that someone donates and / or how much that person donates.

It could also be further explored how big the influence of a particular topic is to encourage people to donate. And for which subjects people, on average, donate the most money.

Research into how much is donated on average per region or city could also serve as an extension of our research. By examining this, you may be able to identify which area is very much alive according to the principle of charity.

# Epilogue

We would like to thank all parties involved in this project.

Without our client Mr. Sradhanand Sital, Chairman of the non-profit organization Global Human Rights Defence, this project would not be possible. He has given us the opportunity to gain a broader view of human rights and real problems in the world, which are currently too little paid attention to.

We also want to thank our supervisor; Yasmine Khamma, for the good and professional treatment during this project. We had a lot of communication with each other and she taught us a lot. Because of her our vision has certainly expanded.

In addition to Global Human Rights Defence, we also came into contact with a second organization during this project, which focuses in particular on the head subject of our crowdfunding campaign; the Yazidi minority. We would like to thank them for the cooperation and the help they have provided us in promoting our crowdfunding on their social platforms.

Finally, we would like to thank our teachers, Gerard van Soelen and Anton van den Berg, for their support during this project at school.

The logo for Cqland Lyceum, featuring the word "cqland" in a pinkish-red color and "lyceum" in a yellowish-orange color, both in a lowercase, sans-serif font.

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# Attachments

## Attachment 1 - Pop Ana

Leerling- en projectinformatie	
Naam	Ana Giljaca
Team	Safae Boussanna & Milly Brumwell
Project	Global Human Rights Defence
Startdatum project	januari 2021
Einddatum project	juni 2021

SMART leerdoelen (opstellen bij start project)	
<p><b>Specifiek leerdoel voor dit project:</b> Welke vaardigheden? (2 leerdoelen per project) Noteer hierbij uit het Excel- document Competentiemonitor, per leerdoel:</p> <ol style="list-style-type: none"><li>1. Competentie</li><li>2. Code leerdoel</li><li>3. Zin leerdoel</li></ol>	<ol style="list-style-type: none"><li>1. Zelfvertrouwen</li><li>3. Leren vertrouwen op de kwaliteiten van een ander. Durf een taak uit handen te geven.</li></ol> <hr/> <ol style="list-style-type: none"><li>1. Gespreksvaardigheid en communicatie</li><li>3. Werken aan hoe je een spontaan en vloeiend gesprek kan voeren (zonder spanning); ook logisch overkomen en krachtiger achter eigen meningen staan tijdens zo'n gesprek. Tevens een goede vraagstelling opbouwen.</li></ol>



<b>Meetbare resultaten</b> (2 tot 5 resultaten per leerdoel)	1. (zelf) vertrouwen & gespreks ontwikkeling - Je team vragen om zichtbare verbetering. (2x) - Twee gesprekken opnemen; 1 in het begin van dit project en de tweede aan het eind. Deze twee vergelijken en dan beoordelen of de competentie verbeterd is.	
<b>Acceptabel?</b> Is het leerdoel uitdagend? Biedt het mogelijkheid tot ontwikkeling?	De leerdoelen zijn zeker acceptabel. En ook uitdagend, aangezien ik mijn op die gebieden nog erg kan ontwikkelen.	
<b>Realistisch?</b> Geef voor minimaal één teamgenoot aan hoe hij/zij je gaat helpen bij het werken aan dit leerdoel	<naam teamlid>: Safae Boussanna	Zij gaat mij helpen om te werken aan mijn zelfvertrouwen en vertrouwen in een ander. Door mij te laten inzien welke kwaliteiten andere binnen het team hebben.
	<naam teamlid>: Milly Brumwell	Zij gaat mij helpen door zijn sociale vaardigheden met mij te delen. Hierdoor leer ik meer trucjes om een gesprek vlotter te laten lopen & werk ik dus aan mijn 2e leerdoel; gesprek ontwikkeling.
	Evt. overige opmerking:	
<b>Tijdgebonden:</b> deadlines specifiek voor het POP (o.a. evaluatiemomenten)	26 april: onderzoeksverslag af 1 mei: crowdfunding beginnen	

De volgende tabel gebruik je voor je tussen-evaluatie, halverwege je project

Tussenevaluatie Moment	
Datum tussen-evaluatie moment	26 maart 2021
Wat zijn de vorderingen tot nu toe? (Specifiek + meetbaar)	Wij hebben het plan van aanpak opgesteld en de planning. Dus wij zijn klaar voor te start. Het is wel zo dat er een toetsweek zit aan te komen, dus die periode gaat wel van ons project tijd af. Maar dat is niet erg, want hiermee houden wij rekening in onze planning.
Welke obstakels ben je tegengekomen? Denk aan de samenwerking met het team!	Soms misschien het plannen en afstemmen met elkaar. het kan voorkomen dat onze agenda's te erg verschillen waardoor we vertraging oplopen. Maar meestal is deze vertraging makkelijk in te halen / weg te werken, dus zo een groot obstakel is het niet.
Wat heb je daarvan geleerd?	Dat we onze agenda's wat vaker naast elkaar moeten leggen en we bij het maken van de planning beter rekening met elkaar moeten houden.
Hoe ga je nu verder?	Wij gaan verder met het onderzoek over minderheden in de wereld. Daarna kiezen wij één minderheid uit en gaan we hiervoor een crowdfunding houden met de passende organisatie.

De volgende tabel gebruik je voor de eindevaluatie.

Eindevaluatie project	
Datum eindevaluatie	5 juni 2021
Wat zijn de meetbare resultaten wat betreft je leerdoelen?	Meetbare resultaten binnen mijn opgestelde leerdoelen zijn dat ik na dit project kan zeggen dat ik meer zelfvertrouwen heb gekregen in mijn eigen plannen. Ik durf nu te gaan voor een moeilijker plan, waarbij de uitwerking 'sneller' kan mislukken, dan voorheen; waar ik eerder zou kiezen voor een makkelijker plan waarmee je gegarandeerd succes boekt. Deze ontwikkeling zorgt voor persoonlijke groei; en leert je meer dan de makkelijkere weg, naar mijn mening.
Blik terug op hoe je aan je leerdoelen hebt gewerkt. Kies voor minimaal één van je leerdoelen een situatie uit waarvan je veel hebt geleerd en reflecteer hierop met behulp van de STARR methode: ( <b>S</b> ituatie, <b>T</b> aak, <b>A</b> ctie, <b>R</b> esultaat en <b>R</b> eflectie) Wat was hierbij de rol van je teamgenoten?	<p><b>Situatie:</b> We beginnen met crowdfunding, maar waar gaat het geld heen? Moet het naar de opdrachtgever of bepalen wij zelf wie het geld verdient.</p> <p><b>Taak:</b> Onze taak op dat moment was om uit te zoeken welke organisatie het beste doel had voor het opgebrachte geld. Een doel waarmee je weer meer mensen kan werven om geld te doneren.</p> <p><b>Actie:</b> Actie ondernemen tijdens een crowdfunding is erg noodzakelijk. Je actie moet namelijk gezien worden als belangrijk. Als organisator moet je zoveel mogelijk mensen proberen te bereiken die daadwerkelijk willen doneren. Want alleen zo behaal je het bedrag dat je in gedachte had. Actie kun je voeren door middel van social media, het benaderen van kranten (schoolkrant / lokale krant) en reclameren in real life; denk daarbij aan posters.</p> <p><b>Resultaat:</b> Het resultaat van onze crowdfunding zullen wij door middel van statistieken weergeven in ons eindverslag.</p> <p><b>Reflectie:</b> Ik geloof erin dat wij als team goed gehandeld hebben voordat we begonnen zijn met het voeren van de crowdfunding; want wij hebben een mooi doel gevonden waar het geld heen kan; de jaarlijkse jezidi herdenking.</p>
Wat betekent dit voor het volgende project? Aan welke leerdoelen wil je gaan werken?	<p>Leerdoelen waar ik voorheen totaal niet bij stil stond.</p> <p><b>Productgerichtheid</b> is een leerdoel waar ik heel graag aan wil werken in de zesde klas. Ik wil een product ontwerpen die daadwerkelijk gericht is op de realiteit; met andere woorden.. een product die echt functioneel kan zijn binnen onze samenleving.</p>

**Attachment 2 - Pop Safae**

Leerling- en project informatie	
Naam	Safae Boussanna
Team	Ana Giljaca, Milly Brumwell
Project	Global Human Rights Defence
Startdatum project	Januari 2021
Einddatum project	Juni 2021

SMART leerdoelen (opstellen bij start project)	
<p><b>Specifiek leerdoel voor dit project:</b> Welke vaardigheden? (2 leerdoelen per project) Noteer hierbij uit het Excel- document Competentiemonitor, per leerdoel:</p> <ol style="list-style-type: none"> <li>1. Competentie</li> <li>2. Code leerdoel</li> <li>3. Zin leerdoel</li> </ol>	<p><b>Plannen en organiseren</b> Deze competentie hoort bij de cluster projectmatig. Ik heb hier een score van 56 opgehaald. Ik ben zelf verrast door het resultaat. Ik plan mijn dagelijkse leven namelijk ook uit. Ik ben hier toen over gaan nadenken en herinnerde dat dit mijn vierde O&amp;O project. Ik geloof wel dat er ruimte is voor verbetering als het hierop aankomt. Het leerdoel van deze competentie is het bepalen van doelen en prioriteiten en vervolgens de daarvoor benodigde middelen inplannen zoals tijd, middelen en mensen om het gewenste resultaat te behalen.</p> <p><b>Resultaatgerichtheid</b> Deze competentie hoort bij de cluster projectmatig. Ik heb hier een score van 67 opgehaald. Het leerdoel van deze competentie is tijdens het proces realistische doelen te stellen en hiernaar toe te werken.</p>
<p><b>Meetbare resultaten</b> (2 tot 5 resultaten per leerdoel)</p>	<p><b>Plannen en organiseren</b></p> <ul style="list-style-type: none"> <li>- Opnieuw de competentietest maken aan het einde van het project.</li> <li>- Mijn teamleden aan het eind van het project vragen wat zij van mijn vaardigheden vinden op dit gebied.</li> </ul> <p><b>Resultaatgerichtheid</b></p> <ul style="list-style-type: none"> <li>- Opnieuw de competentietest maken aan het einde van het project.</li> <li>- Checken of ik dit project succesvol is verlopen aan de hand van het programma van eisen.</li> </ul>

<p><b>Acceptabel?</b> Is het leerdoel uitdagend? Biedt het mogelijkheid tot ontwikkeling?</p>	<p><b>Plannen en organiseren</b> Ik vind dit leerdoel niet super uitdagend. Vooral het plannen is voor mij best wel vanzelfsprekend. Ik zal er de komende wel extra op letten.</p> <p><b>Resultaatgerichtheid</b> Ik vind dit leerdoel wel uitdagend. Dit project sluit ook erg aan op deze competentie. Het biedt ook zeker mogelijkheid tot ontwikkeling. Doordat er een programma van eisen is zal ik hier extra op kunnen letten.</p>	
<p><b>Realistisch?</b> Geef voor minimaal één teamgenoot aan hoe hij/zij je gaat helpen bij het werken aan dit leerdoel</p>	<p>&lt;naam teamlid&gt;:</p>	<p>Ana: Ik was eindverantwoordelijke voor het programma van eisen. Ik weet dus erg goed waar we ons op zullen focussen dit project. Ana zou me kunnen helpen door er bijvoorbeeld op te letten dat we ons aan alle eisen houden en er naartoe werken om alle eisen te behalen.</p>
	<p>&lt;naam teamlid&gt;:</p>	
	<p>&lt;naam teamlid&gt;:</p>	
	<p>Evt. overige opmerking:</p>	
<p><b>Tijdgebonden:</b> deadlines specifiek voor het POP (o.a. evaluatiemomenten)</p>		

De volgende tabel gebruik je voor je tussen-evaluatie, halverwege je project

Tussenevaluatiemoment	
Datum tussen-evaluatie moment	25 maart 2021
Wat zijn de vorderingen tot nu toe? (Specifiek + meetbaar)	<p><b>Plannen en organiseren</b></p> <ul style="list-style-type: none"> <li>- Mijn score op de competentietest was aan het begin van het project 56. Op dit moment is mijn score 70</li> <li>- Het is ons tot nu gelukt om alles op tijd in te leveren.</li> </ul> <p><b>Resultaatgerichtheid</b></p> <ul style="list-style-type: none"> <li>- Mijn score op de competentietest was aan het begin van het project 67. Op dit moment is mijn score 79.</li> <li>- Bij het schrijven van het PVA hebben mijn team en ik realistische doelen opgesteld.</li> </ul>
Welke obstakels ben je tegengekomen? Denk aan de samenwerking met het team!	<ul style="list-style-type: none"> <li>- Soms heeft een van ons een idee, maar vindt de ander het niet echt realistisch of haalbaar. We komen er meestal uit door dit met de opdrachtgever te communiceren en zijn mening te vragen.</li> </ul>
Wat heb je daarvan geleerd?	Dat je er wel uitkomt zolang je met elkaar blijft communiceren.
Hoe ga je nu verder?	Ik ga extra letten op het resultaat van het product en hoe we dat het beste kunnen behalen. Ook is er een event dat we binnenkort moeten gaan organiseren, dus ik kijk ernaar uit dit te doen.

De volgende tabel gebruik je voor de eindevaluatie.

Eindevaluatie project	
Datum eindevaluatie	4 juni 2021
Wat zijn de meetbare resultaten wat betreft je leerdoelen?	<p><b>Plannen en organiseren</b></p> <ul style="list-style-type: none"> <li>- Mijn score op de competentietest is op dit moment 75.</li> </ul> <p><b>Resultaatgerichtheid</b></p> <ul style="list-style-type: none"> <li>- Mijn score op de competentietest is op dit moment 80.</li> </ul>
<p>Blik terug op hoe je aan je leerdoelen hebt gewerkt. Kies voor minimaal één van je leerdoelen een situatie uit waarvan je veel hebt geleerd en reflecteer hierop met behulp van de STARR methode: (<b>S</b>ituatie, <b>T</b>aak, <b>A</b>ctie, <b>R</b>esultaat en <b>R</b>eflectie) Wat was hierbij de rol van je teamgenoten?</p>	<p><b>Resultaatgerichtheid</b></p> <ul style="list-style-type: none"> <li>- Wij waren erachter gekomen dat ons contactpersoon binnen de organisatie waarmee we samenwerken, daar niet meer werkte. De deadline van ons project was ook best wel dichtbij. Wij hebben toen besloten een andere organisatie te contacteren, zodat we ons project toch nog konden afmaken met de juiste hulpmiddelen. Achteraf gezien was dit zeker wel de juiste keuze. We hebben de middelen van deze organisatie kunnen gebruiken en dit was ook super effectief.</li> </ul>
<p>Wat betekent dit voor het volgende project? Aan welke leerdoelen wil je gaan werken?</p>	<p>Voor het volgende project wil ik aan de leerdoelen besluitvaardigheid en creativiteit werken. Mijn team en ik hadden eerder een besluit moeten nemen. Ik vind dat ik mezelf op creatief vlak nog wat meer kan uitdagen.</p>

**Attachment 3 - Campaign poster**

*This is the campaign poster we have been using for the promotion of our crowdfunding.*



**calandlyceum**

TECHNASIUM CALANDLYCEUM  
GLOBAL HUMAN RIGHTS DEFENCE  
YAZIDI LEGAL NETWORK

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RIGHTS  
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**Attachment 4 - Pictures taken during this project**

These images were taken during the visit to our client Global Human Rights Defense, in The Hague. Source: [Ana Giljaca](#)

