



## **Stichting Foundation 3iMOOX**

**Rotterdam  
The Netherlands**

### **2019 Annual Report**

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## 1. Annual Report

### 1.1 Statutory Information

Stichting Foundation 3iMOOX.org was registered at the Chamber of Commerce in Rotterdam, the Netherlands on the 17<sup>th</sup> December 2018 with number 73363839.

### 1.2 Description of the objective

The objective as described in the constitution is to serve the public good and to promote the health and wellbeing of the general public by offering people courses on meditation and other self-development topics and by promoting education in spiritual and moral understanding, principles and values.

### 1.3 Composition of Management

#### Board

<b>Name</b>	<b>Role</b>	<b>Date appointment</b>
Ms Cherie Chin-A-Fo	Chairperson	12 December 2018
Mr Sreekanth Beeram	Treasurer	12 December 2018
Ms Sonal Shah	Company Secretary	12 December 2018
Mr Arnoud van Rens	Board Member	28 April 2019

### 1.4 Management Report

In January 2019, we signed a MOA with The Brahma Kumaris Australia. During the year, we focused on the improvement of existing MOOCs, research in best practice in

Teaching and Learning and on the design of a new Mastery Learning System for the Brahma Kumaris.

During 2019, 400 participants from +/-20 countries took part in the MOOCs and we doubled our Facebook Post Reach to 132K on average in the last quarter of 2019.

Our focus in 2020 will be to continue to work on an improved curriculum and subsequent design and development of courses that allow the learners to build knowledge, skills and dispositions that are relevant in our modern world.

## 1.5 People and Organisation

3iMOOX has no employees and the Board does not receive salaries. To date, all activities including the creation of videos, marketing and moderation of the discussion forums have been undertaken by volunteers who are seasoned meditators and highly experienced meditation instructors.

## 1.6 Financial Result 2019

The financial result for 2019 is nil. All costs incurred to develop the MOOCs, all costs have been covered by donations from members of the Board and volunteers. Due to the number of participants during the year, the open-edx platform on which the MOOCs run is free of charge.

In the future, when all required processes are in place, we will allow participants and other people to contribute to our cause through monetary donations.

## 1.7 Budget 2020

The budget for 2020 is as follows:

INCOME	€'000	€'000
Grants	62.5	
Donations	<u>28.4</u>	
Total Income		90.9
COST		
Office costs	3.9	
Marketing	62.5	
MOOC Activities	<u>24.5</u>	
Total Costs		<u>90.9</u>
Budget result 2019		<u>0</u>

February 2020, London  
Cherie Chin-A-Fo, Chairperson

## 2. Annual Accounts

### 2.1 Balance sheet as of 31 December 2019

Amounts in Euro's

<b>Assets</b>		<b>Equity and Liabilities</b>	
<i>Shortterm Receivables</i>		<i>Reserves</i>	
Bank	€0	Result for the year	€0
	<b>€0</b>		<b>€0</b>

### 2.2 Statement of Income and Expenditure 2019

Amounts in Euro's

<b>Income</b>	<b>2019</b>	<b>2018</b>
Donations	€12,797	€2,723
<b>Total Income</b>	<b>€12,797</b>	<b>€2,723</b>
<b>Cost</b>		
Legal costs	€0	€559
Administration	€2,663	€403
Marketing	€0	€949
R&D	€10,134	€812
<b>Total Costs</b>	<b>€12,797</b>	<b>€2,723</b>
<b>Operational result</b>	<b>0</b>	<b>0</b>

## 2.3 Notes to the balance sheet and statement of Income and Expenditure

### General

3iMOOX designs, develops and provides Massive Open Online Courses (MOOCs) on the subject of Meditation and related topics. These Online Courses allow participants to study whenever, wherever, from anywhere in the world and at the learner's own pace. Participants have that flexibility and still benefit from the experience of other learners, with the guidance of the best and most experienced teachers in the world.

General principles applied to the preparation of the annual accounts

The annual accounts have been prepared according to the Guidelines for Annual Reporting, specifically RJK C2 applicable to small fundraising organisations.

Historical costs are used in the valuation of assets and liabilities and the result of the year. Unless stated otherwise, assets and liabilities are recognized at nominal value.

Income and expenses are allocated to the year to which they relate. Profits are only included insofar as they have been realized on the balance sheet date. Obligations and possible losses that originate before the end of the year under review are taken into account if they have become known before the preparation of the annual accounts.

## 2.4 Events after Balance Sheet date

After the balance sheet date, no events have occurred that affect the image of these Financial Statements.

## 2.5 Adoption and approval of the Annual Accounts

### The Board

<b>Name</b>	<b>Signature</b>	<b>Place and date</b>
Ms Cherie Chin-A-Fo		London, 10 May 2020
Mr Sreekanth Beeran		Hyderabad, 10 May 2020
Ms Sonal Shah		Nairobi, 10 May 2020
Mr Arnoud van Rens		Hilversum, 10 May 2020



