

Dr Klown - Annual Report 2015



Summary

In 2015 Dr Klown progressed on all major fronts. The efforts of the previous year 2014 to increase awareness paid off in the number of volunteers who effectively joined the Association, the support of the general public as well as from groups, clubs and companies, the attention we got in the media. It was a successful year. One concern remains: to find a proper way to plan our services in such a way that we can fulfil our major goal, to visit *Every Child, Every Week* with our volunteers, most of whom have a full time job. We only missed a few weeks, but we regret every one of them.

The major goal for 2016 is the strengthening of the bond between the volunteers through further professional development and team building activities.

Achievements compared to the major objectives of 2015

OBJECTIVE 1, OPERATIONS: TO VISIT HOSPITAL EVERY WEEK

Our Klown Doctors visited the hospitalised children on average 1.5 times per week in 2015, honouring our aim of *Every Child, Every Week*. However, the months of June and September require our special attention, as we missed out three weeks during these months in 2015, as we did last year. We have to discover the cause of this problem and plan ahead to prevent this from reoccurring. A new way of planning is being tried since October 2015, but this is still not fully satisfying, mainly due to frequent system breakdowns.

This year the NGO has welcomed **11 newly trained volunteers** in December, who will add manpower to our team to deal with our vulnerability in this area.



Our newly certified KlowN Doctors at the end of their final training Seminar

OBJECTIVE 2, INTERNAL STRUCTURING: SET UP OF A SUPPORT TEAM

The back office of the association has been strengthened by setting up a well functioning group of 8 dedicated volunteers, taking care of administrative tasks, PR, promotion and fund raising and IT. The fast growth of the association, counting 51 volunteers at the end of 2015, required decentralisation of a number of activities, which will continue in 2016.



Our Support Team with Committee members Claire and Scott

OBJECTIVE 3, FINANCES: STRENGTHEN THE SUSTAINABILITY OF OUR SERVICES

It was our goal to build up sufficient reserve funds to be able to continue our services for at least one year regardless of the fluctuations in funds raised. We largely surpassed this goal in 2015, due to the success of our Wedding Donations, sale of key rings and the generosity of benefactors and sponsors. We are now in a position to further develop the professionalism of our KlowN Doctors without the insecurity of possible dips due to possible economical fluctuations or

temporary decrease in "popularity". However, we need to safeguard this position by relentless innovation in our fund raising efforts and continue to maintain the goodwill of the public and sponsors. We are aware that we need more long term sponsorships, not only one-off donations; our only such agreement is actually with the HSBC Foundation Malta, sponsoring 5 Klown Doctors for 3 consecutive years.

A special mention is deserved by the Playmobil WE Fund: Their volunteers devoted their personal time to develop and produce a unique key ring for Dr Klown which was offered to us for the second year in a row and was a big hit with the Maltese public and collectors worldwide online.

We also want to express our gratitude to the Malta Community Chest Fund, which is generously supporting our training efforts in a co-financing agreement starting October 2015, to continue in the years 2016 and 2017.



The funds of the NGO were used as follows in 2015:

1. **Direct Operational** expenses of the hospital Klown visits: **71%**
 - Of which
 - a. Training: 37%
 - b. Props and give-aways: 22%
 - c. Team Building: 12%
2. **Awareness** Building and PR: **12%**
3. **Organisational** and **Administrative** expenses: **17%**.
(Office supplies 7%, Equipment 3%, General 7%)

OBJECTIVE 4: BUILD UP FURTHER PUBLIC AWARENESS

In 2015 we have again gained popularity by coverage in 9 TV features, several radio interviews plus news items on TVM and interviews in daily papers and magazines.



<<< Dr Gerfex and Dr Heidi "on the phone panel" of I-Istrina

Our page-likes on Facebook rose to over 5,000 - and counting. Several major schools held an awareness activity in favour of Dr Klown. We are planning a second Brand Name Awareness Survey in Summer 2016 to measure and analyse the progress made compared to 2014.

Goals for 2016

1. NEW HRM AND PLANNING SYSTEM

We have started to look at different options to select a system that requires little maintenance, which integrates all HR data and operational activities (visits to hospital), with proper reporting possibilities and an easy-to-use flexible planning procedure for the Klown Doctors. We aim to have this system tested and running by May 1.

2. FUNDRAISING

Besides continuing our successful Wedding Donations scheme, *NoseOn!* and key ring sales, we schedule a major fundraising event in 2016:

More Common Sense, the second book by our Committee member Edward Curmi, will be launched at San Anton Palace. The book will be published by Dr Klown, whilst the author is offering his rights to Dr Klown and all proceeds after production costs will go to our NGO. The book contains practical advice, based on solid scientific findings and his practical insights as a clinical psychologist, on all kind of situations one may encounter in daily life. A must read for everyone; the book will be offered at a discounted price for organisations who would like to give a morale booster to their employees.

If we find a sponsor, we would like to set up a “*mobile Circus*”, with professional artists performing once a month in the children’s wards, which will at the same time serve as a puppetry theatre for use by the Klown Doctors.

3. TEAM BUILDING FOR OUR EXTENDED GROUP OF VOLUNTEERS

Our troupe consists of 26 Klown Doctors who were certified in 3 different groups (2011, 2014 and 2015) as well as Support volunteers who formed a team in 2015 and a Steering Committee with 6 members. We feel the need to further integrate all members to give them the feeling they belong to the same *family* and get to know and appreciate each other by understanding each others’ contribution better. Our work for Dr Klown rarely brings them together, since we all have different responsibilities and work in small teams, especially the Klown Doctors who mainly work in pairs and almost never interact with the other volunteers.

4. STREAMLINE TRAINING

Looking back at almost 5 years experience, we think we can now improve our training programme by putting more emphasis on essential attitudes and skills and eliminate topics that have proven to be of little relevance. We have identified areas and methods that are most relevant for our volunteers Klown Doctors and will give these due priority.

The Dr Klown Manual, an internal guidebook of techniques and procedures re hospital clowning within our NGO, should be distributed in printed format by end of June.

5. NEW WEBSITE

At the time of writing the Annual Report 2015, our new website is up and running, thanks to the professional approach of our volunteer Maurice Aquilina (M7 Alpha Creative Studios). This will require active maintenance as well as news feeds and details of Dr Klown events.

6. BACK UPS

We want to be able to sustain the Dr Klown services to children in MDH regardless of the actual volunteers who are now devoting their time to the organisation. The NGO is vulnerable if it is dependent on specific individuals for key responsibilities. Therefore we need to start installing back ups for all key positions, mainly in support and management positions, to become less dependent on individual volunteers. This may be a process taking several years to accomplish.

7. FIVE YEARS Dr KLOWN

We are celebrating our first 5 years. This calls for a whole year of festivities culminating in a special edition of *Kids&Klowns Day* in October at MDH!

The Malta Community Chest Fund is supporting our Training & Development efforts from 1 October 2015 until 30 September 2017

Malta Community Chest Fund



First Call – Social Projects

Projects part-financed by Malta Community Chest Fund

Co-financing rate: 90% MCCF funds. 10% Beneficiary's funds

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Registered with the Commissioner of Voluntary Organisations as VO/0582

Links to videos about Dr Klown

Dr Klown ***Happy*** musical video 2015

Go to our website www.drklown.org and the video starts automatically after 15 seconds.

Dr Klown ***Christmas*** video 2015

<https://www.facebook.com/196065513804350/videos/903383233072571/?theater>

Madwarna Dr Klown video 2015 (Salvu Mallia)

<http://youtu.be/aVN80roCVnQ>

Newsbook video 3 jan 2016

<http://www.newsbook.com.mt/artikli/2016/1/3/filmat:-%22ma-nafux-kif-imma-fejjaqtuha%22.40258/>

If you feel like organising an event in your group, team or company in support of Dr Klown, please contact us to see how we can join forces to turn it into a success for all involved.