



1/2 ANNUAL REPORT

2023 / 2024



Amsterdam
E-mail: info@asianborrelclub.nl

Creating memorable
experiences since 2020



THANK YOU FOR YOUR SUPPORT!

We proudly share with you our first annual report, which covers the period between 21/09/2023 – 21/01/2024 Asian Borrel Club wants to be transparently accountable by annually reporting on its progress and past periods. It is also required for recognition among the UvA, VU and HvA. We will check and measure to what extent the agreed goals in the policy plan have been

achieved. There are a set questions we ask ourselves: How were the activities carried out? What are the results of the objectives? Have the goals been achieved? Should objectives go up/down? Should we add, remove and or adjust goals & objectives? Is the organizational structure and the way in which it operates effective for the things it wants to achieve? Based on the conclusions of this report and the financial report which illustrates the financial health and approach, the outgoing board may make recommendations after which the new board may implement these accordingly in an adjusted policy plan.



**ASIAN
BORREL
CLUB**

SEMI-ANNUAL REPORT

CONTENT

02

MESSAGE FROM
THE CHAIRMAN

08

MILESTONES

16

OBJECTIVES &
RESULTS

28

PORTFOLIO
ALLOCATION

04

BOARD OF
2023-2024

10

STRATEGY

24

GENERAL
MEMBERS

06

ABOUT ABC

12

GOALS &
RESULTS

26

OUR PARTNERS





MESSAGE

FROM THE CHAIRMAN



A Journey of Unity and Growth

As I continue to serve as the Chairman of Asian Borrel Club throughout the 23/24 academic year, the journey has been an incredibly enriching experience. ABC remains more than a student association — it's become a family for me filled with warmth and *gezelligheid*, a place where everyone is not just a member but an integral part of a close-knit community; it truly warms my heart to see how our bonds have deepened over time. The shared moments of joy, laughter, and collaborative efforts within our ABC family has made this journey immensely rewarding.

In my ongoing role as Chairman, I am dedicated to maintaining a welcoming environment and inclusive environment for everyone. The continuous dedication of our board and each of the active members contributes to the ABC family. This unique energy is the driving force that keeps us growing. Despite the challenges we have encountered, our shared commitment always strengthened our bonds. I acknowledge that our collective strength is not solely derived from our shared joys but also from our capacity to confront challenges as a team. The tenacity displayed by both our board and active members in the moments of demanding situations continues to be a fundamental source of inspiration. Seeing new faces join us throughout our events further fuels our excitement and enthusiasm.

Amidst the dynamic landscape of the student life, ABC has emerged as an oasis where shared experiences surpass the limits of a student association. It goes beyond being an association; it is a space where diversity coalesces into unity, fostering an environment where everyone feels valued and connected. This sense of belonging is the cornerstone of our journey, defining the ABC family and creating lasting impressions that extend far beyond the borders of campus life.

Looking ahead, I am excited about the potential for growth and continued unity within our ABC family. The upcoming months offer us an opportunity to create new memories, organize exciting events, and further strengthen the ties that bind us. With your sustained support from all members and the infectious *gezelligheid* that defines ABC, I am confident that this academic year will be marked by even more profound connections and unforgettable experiences.

In closing, I extend my heartfelt gratitude to each member of the ABC family for contributing to the vibrant energy of our shared journey. Together, let us embark on the forthcoming academic year with enthusiasm, unity, and of course the spirit of *gezelligheid* that defines our beloved Asian Borrel Club.

David Law

BOARD OF 2023-2024

BOARD 23-24

DAVID LAW
CHAIRMAN



TAWNY SLEEBOS
VP - SECRETARY
HEAD OF SPORTS



TIMOTHY TAN
TREASURER
HEAD OF TRIP



XIU TEN HAVE
HEAD OF EVENTS



SAMANTHA SCHOOLCRAFT
HEAD OF INTRODUCTION
HEAD OF INTERNAL



KEVIN HANG
HEAD OF IT
HEAD OF MERCH



YING YANG
HEAD OF MARKETING



ABOUT

ASIAN BORREL CLUB

ABOUT US

HISTORY

Asian Borrel Club (ABC) started as an idea of Daniel Li, founder and first President of the student association ABC. On his vacation in summer 2020 in Albufeira, he was questioning why there weren't any parties in Amsterdam for students. He stated there was no real student association in Amsterdam for them, which made the student life for him somewhat underwhelming. So, with that feeling lingering around for some time he decided that it was time for change - a change that would ultimately benefit all the students in and around Amsterdam.

After gathering some great minds among his friends, Christine Li, Jacky Cheng, Kenneth Chin, Kevin Liu, Lian Su, Ryan Zhang, Sofia Chong, with later Matthijs Fok and Yenly He joining, who were willing to participate in his ludicrous yet passionate idea of starting a student association out of scratch, they began planning, doing research and started envisioning what ABC could be.

Given that the idea of ABC emerged amidst Covid-19 and the subsequent measurements, hosting physical events was impossible. Despite these measurements, they agreed that there were solutions and that there were possibilities to foster interaction among students. The only way to organise events in a hard lockdown was through hosting and organising them online. As such, ABC persistently started organising online events to promote brand awareness in preparation for the transition to becoming a fully-fledged student association.

The full commitment to organise sixteen online events in 32 weeks paid dividends at last; a returning audience was established - an audience that would become vital for the first few physical events. As soon as the green light was given by the government to organise physical activities,



ABC is a student association that organizes events which radiate an airy, cozy and warm atmosphere. The people we want to reach are students and young professionals from various cultural backgrounds, who enjoy the Dutch Asian "gezelligheid".

More than 30 unique activities are organised every academic year. These activities include borrels, parties, workshops, online gaming, international trips, sports tournaments and many more fun events!

every opportunity - within the limits of the measurements - was seized and hosting physical parties, borrels and fun events finally became the main focus. The envisioned association started taking shape - an association that organises events, borrels and parties for students and

young professionals from various cultural backgrounds, who can enjoy the Dutch Asian "gezelligheid" and meet and befriend new people and make countless memorable memories.

Now, we can all agree that if it wasn't for Daniel having the guts to come up with such an insane idea, we wouldn't have had all these priceless experiences and memories.

VISION



Embodiment of Dutch Asian Gezelligheid

ABC as a student association, envisions to become the embodiment of Dutch Asian "gezelligheid" by creating memorable experiences for everyone. We radiate a certain coziness (gezelligheid) when we are together at our activities - activities where it is important that our participants feel welcomed and comfortable and with that, can make their memorable experiences and friendships.

VALUES



Friendly and welcoming atmosphere

Here at ABC, an open and friendly and welcoming atmosphere is the norm at all times. We also expect everyone to be respectful towards each other regardless of their background, this will make communication with one another more approachable and fun. At last, it is very important to realize that we are a student association. Everyone that participates in the events is there to have a good time and to make memorable memories. We want everyone to have a chance to experience this, so we do not tolerate and/or encourage bullying.

MISSION



Set up an open and cozy association

ABC strives to set up an open and cozy association where students and young professionals - from or around Amsterdam - have the opportunity to meet each other and can enjoy the Dutch Asian "gezelligheid". This student association has to remain friendly, light hearted and welcoming, while it reaches new heights. To that end, the organizational structure and -approaches are set professionally and all the active members have to find a balance where they perform their duties and remain involved with the general members.

ASIAN BORREL CLUB'S MILESTONES



Exciting developments were made within this past half year, which have benefited all of our members.

21/09/2023 Handover New Board

At the first General Members Assembly of the year, the 22/23 board officially handed over their responsibilities to the new 23/24 board, marking a new era.

18/10/2023 Committees Complete

The committee member recruitment for 2023 was popular, with more applicants than expected. After two rounds of recruitment, we welcomed 55 committed individuals to join our team, showing encouraging interest in contributing to ABC's vision and growing the manpower behind our events.

01/11/2023 Halloween + 3rd Anniv. Party

Our annual halloween and anniversary party was sold out by 404 tickets. We celebrated our amazing three years of existence and danced the night away with various DJ's at Bitterzoet.

17/11/2023 Active's Weekend

ABC hosted its annual Actives Weekend for the active members, with its purpose of being the ultimate bonding weekend. It was packed with fun events, including games, cooking, a dance battle and of course partying all through the night, making it an exciting opportunity for active members to get to know each other better.

09/12/2023 FoodCrawl

ABC's annual foodcrawl was another great success. We explored ABC's various partners during the FoodCrawl. Our tummies and hearts were full by the end.

31/12/2022 15 Partners!

ABC re-established the various partnerships and was proud to announce the addition of our latest partner, Bitterzoet, which brought our total partnerships at the end of our half year to 15.

13/09/2023 Back to School Party

ABC's opening party of the year took place at Bitterzoet, which later became our official partner. 373 people purchased tickets to attend this highly anticipated event, setting the tone for sold-out events for the rest of the year.

26/09/2023 First Borrel of the Year

The first borrel of the year was held at Coco's Outback, where a total of 223 people purchased a ticket. The evening was a success, seeing many new faces.

28/10/2023 Football Tournament

ABC Sports kicked off the Sports events with their biggest and most successful event: the Football Tournament. Changing up the tournament proved to be a great success and lots of fun and exiting games were played.

14/11/2023 IntroBorrel + Start IntroGroups

Our intro groups initiative started strong at the intro borrel. Members got to know each other through conversation, quizzes and games. Capture the flag proved to bring out the competitive spirit of our members.

29/11/2023 Holiday Borrel

At our Holiday Borrel, we were amazed by the creativity of all the Gingerbread house builders. The winners took home a voucher for Bar-B! We loved seeing everyone show up in their holiday sweaters and bask in the holiday vibes with ABC.

17/12/2023 Ice Skating

To end 2023, ABC organized its first ever Ice Skating event. The sun shined down on us, as we glided on the ice together.

17/01/2024 Lunar New Year Gala

ABC started 2024 with its annual gala, including a fancy dinner at Sea Palace and a dazzling party at Bitterzoet, with a total of 464 tickets sold.

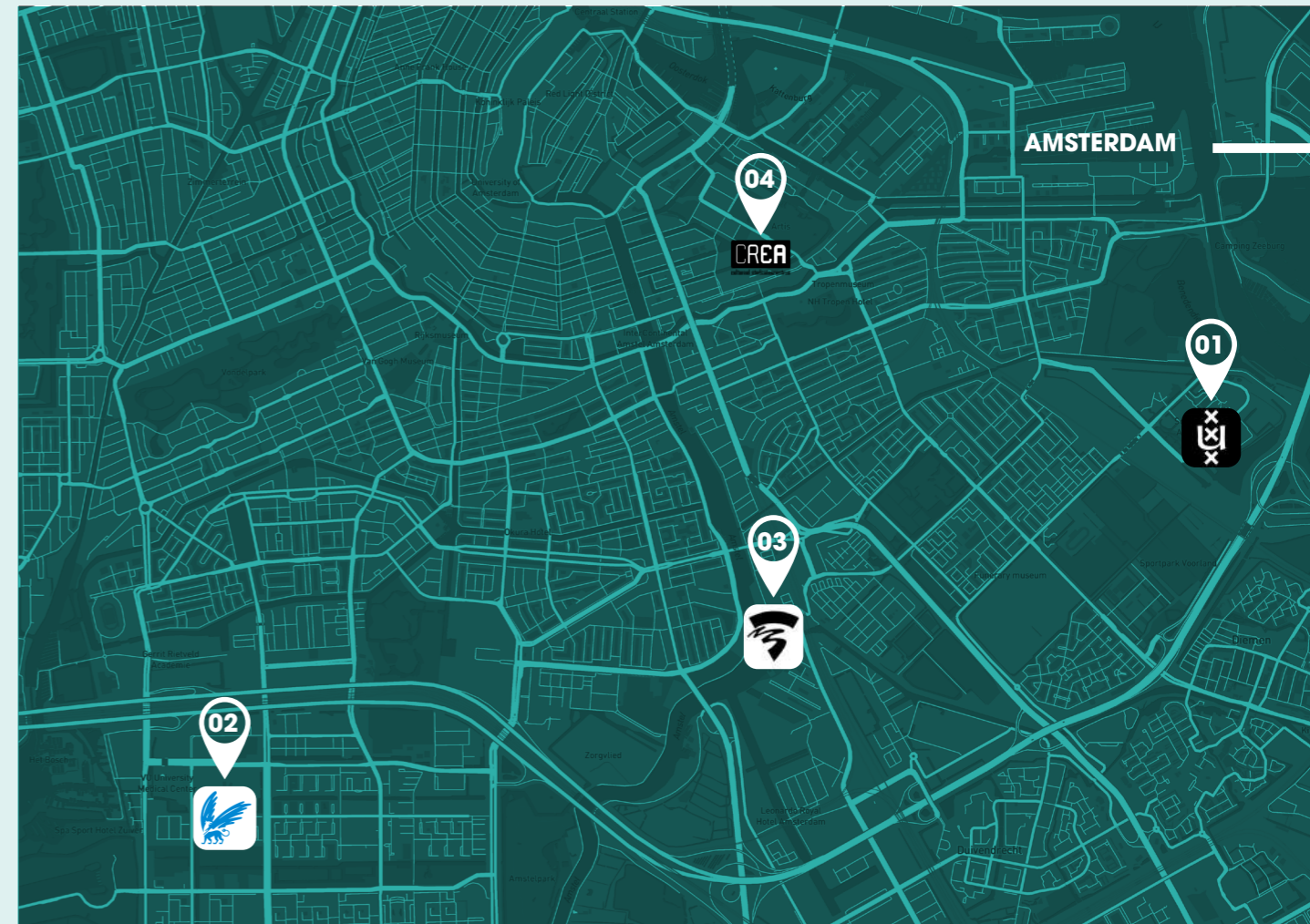
OUR STRATEGY

ABC is an Asian-oriented student association based in Amsterdam. ABC envisions capturing the essence of Dutch Asian gezelligheid. Our fundamental goal is to establish and retain a welcoming and inclusive association, providing a space for students and young professionals from Amsterdam and its surroundings to come together, build relationships, and experience the warmth of Dutch Asian gezelligheid through memorable moments.

our members discover comfort and happiness in one another's presence, transcending cultural differences. Our core vision revolves around fostering an atmosphere that not only welcomes diversity but thrives on it, erving as a platform where cultures meet, bonds grow, and lasting memories are forged. Our goal extends beyond being just an association; we aim to stand as a symbol of gezelligheid, a place of comfort for students and young professionals in Amsterdam.

At ABC, connecting with our stakeholders is more than a mere strategy; it is at the heart of what we do. Our vision and goals match what our members want and dream about. While actively engaging with our members, we listen to their voices and insights. This collective approach ensures that our initiatives, events, and activities are finely tuned to meet the needs and desires of our members.

ABC's vision is deeply rooted in the aspiration to embody and radiate the essence of Dutch Asian gezelligheid. Gezelligheid, a Dutch term often associated with coziness, warmth, and companionship, serves as our guiding light. We aspire to build a warm and dynamic community where



TARGET OFFICES

01 UNIVERSITEIT VAN AMSTERDAM

02 VRIJE UNIVERSITEIT AMSTERDAM

03 HOGESCHOOL VAN AMSTERDAM

04 CREA

GOALS & RESULTS

Policy plan 23/24 has four broad goals supporting the mission

1. STREAMLINING OPERATIONAL PROCEDURES

At the start of the academic year, the Asian Borrel Club Student Association faced significant challenges with our member sign-up processes and the management of new members. The manual tasks required for each new member – such as assigning discount codes on Eventix, integrating them into our MailChimp newsletter with their unique discount, and updating our records on a Google Sheet – were both time-consuming and error-prone. This lack of efficiency not only consumed valuable time but also led to disorganization, with discount codes scattered and no clear system in place.

This automated solution has not only freed up our board members to concentrate on more strategic tasks but has also significantly reduced the likelihood of human error. Moreover, it has greatly improved the user experience for our new members, who now enjoy immediate access to their benefits within seconds without the wait time previously required for manual processing. This enhancement marks a significant step forward in our commitment to providing an efficient, welcoming, and error-free onboarding process for all members.

See figure 1

Recognizing these issues, our IT committee dedicated itself to enhancing our operational efficiency through automation. The committee's efforts culminated in the development of a new member management system, utilizing Retool, which revolutionized our approach to member administration. This innovative application houses a comprehensive database of all members, complete with relevant metadata and unique discount codes.

The introduction of this system has significantly streamlined our workflow. Upon a member's successful payment completion, the system now automatically performs several critical functions:

- Registers the member in our database, capturing all relevant details.
- Connects with Eventix to generate a unique discount code specifically for the new member.
- Integrates with Mailchimp, ensuring the member receives the appropriate newsletter along with their assigned code.
- Dispatches a welcome email using SendGrid that includes the member's discount code, making for a seamless onboarding experience.
- If the member was previously registered, the system automatically updates their record by removing any old discount codes.

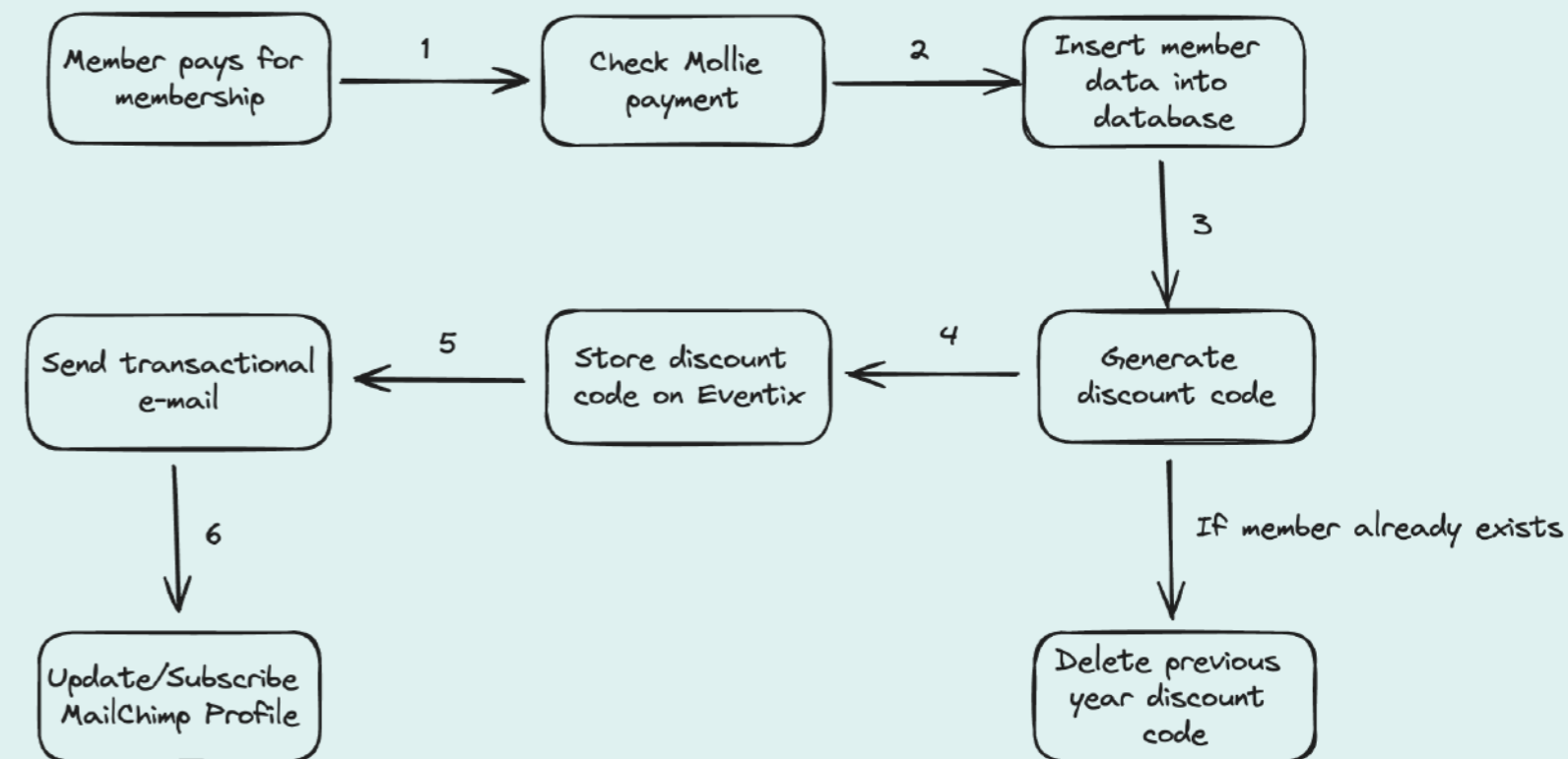


Figure 1. New member sign up workflow

GOALS & RESULTS CONTINUED

2. COMMUNICATION

Effective communication is the lifeblood of any successful organization, and as a student association, the importance of clear and efficient communication cannot be overstated. Our ability to convey information, share ideas, and connect with our members directly impacts our association's cohesiveness, engagement, and overall success. ABC has already improved the quality of our email communication and therefore enhanced engagement with our members,

Furthermore, establishing good communication between our partnerships, sponsors and collaborations between other student associations has also been a key priority. We focused on re-establishing our partnerships before pursuing new partners. The familiarity and existing connections can streamline negotiations and discussions, allowing the student association to allocate resources more efficiently. This is particularly important in a student setting where time and resources are often limited. Actively seeking to re-establish partnerships demonstrates loyalty and commitment to long-term relationships. It sends a positive message to previous partners that their collaboration is valued and sought after. In the first half year we have re-established relations with 13 of our previous partners and added 2 new partners. Therefore, we can note that improving communication with our partners has to some extent been achieved. As our partnership have now been established, we will continue our focus on improvement for the second half of the year.

While pursuing new partnerships is essential for growth and diversification, re-establishing previous partnerships holds strategic advantages rooted in trust, shared history, and efficiency. Balancing both approaches, where appropriate, can contribute to a well-rounded and sustainable partnership strategy for the student association.

As we strive to be an association of inclusivity, we are making a concerted effort to establish English as our principal language for communication. Periodic reminders have been sent out during official meetings and events, to shift the conversation back to English.

3. APPRECIATION FOR OUR COMMITTEE MEMBERS

Building on the initiatives started by Board 22/23 we wanted to give more appreciation to our active members, as they are the backbone of ABC's functioning. Several commendable initiatives were set in motion during the previous academic year to recognize and celebrate their dedication. Building upon these foundations, we have taken the conscientious step of formalizing this process in the current year, thereby demonstrating our commitment to ensuring that the efforts and commitment of our active members are not only acknowledged but also duly institutionalized within the framework of ABC. This formalization underscores our profound appreciation for their support and their indispensable role in shaping the vitality and success of our organization.

Appreciation contributes to the development of a positive organizational culture. When committee members feel acknowledged and supported, it creates a collaborative and inclusive environment. This, in turn, fosters teamwork, communication, and a sense of belonging. We have successfully progressed into reaching our goal. By sending out semi-annual feedback forms we have been able to recognize the strengths and weaknesses of each committee. Overall the satisfaction has been positive. Where weaknesses were noted, we will focus on resolving them during the latter half of our year.

4. FINANCES

ABC's financial report underscores a strategic and proactive approach to strengthening its core operations and promoting sustainable growth. The prudent management of cash resources, as seen in the increase of €9,868 in the ABN AMRO bank account, coupled with a pending allocation of €6,000 from the VU, reflects a diligent financial strategy, ensuring liquidity while addressing key financial commitments and maintaining a focused approach to sound financial management. In terms of income, the emphasis on recurring membership contributions through the introduction of SEPA Direct Debit signifies a commitment to building a stable financial foundation. The successful execution of events, particularly parties that exceeded budgeted amounts, demonstrates the organization's core strength in event management and effective partnerships. Despite a strategic loss in internal activities, the commitment to subsidizing for member satisfaction reveals a core focus on fostering a sense of community and engagement among active members. The report overall showcases ABC's dedication to its core competencies, prudent financial management, and a strategic approach to organizational growth and sustainability.



SIZE
740
GENERAL MEMBERS



ACTIVITIES
11
PHYSICAL EVENTS



HUMAN RESOURCE
55
ACTIVE MEMBERS



COMMERCIAL NETWORK
15
PARTNERS

OBJECTIVES & RESULTS

01 MEMBERSHIP SYSTEM

Following the successful streamlining of our operational procedures, we have been able to gather essential data, enabling the creation of a comprehensive database. This database serves as the foundation for a new member management portal, designed to simplify and enhance the way we interact with our members. Through this portal, board members gain instant access to a detailed overview of all registered members. This includes crucial information such as university affiliations, unique discount codes, upcoming automatic payment dates, and much more.

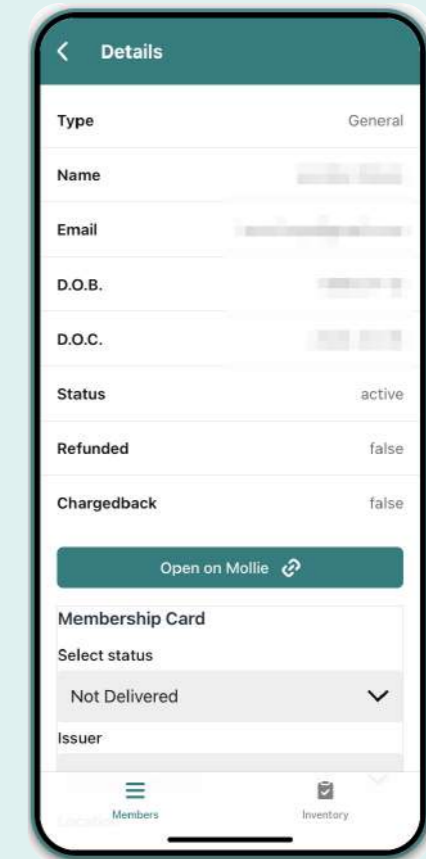
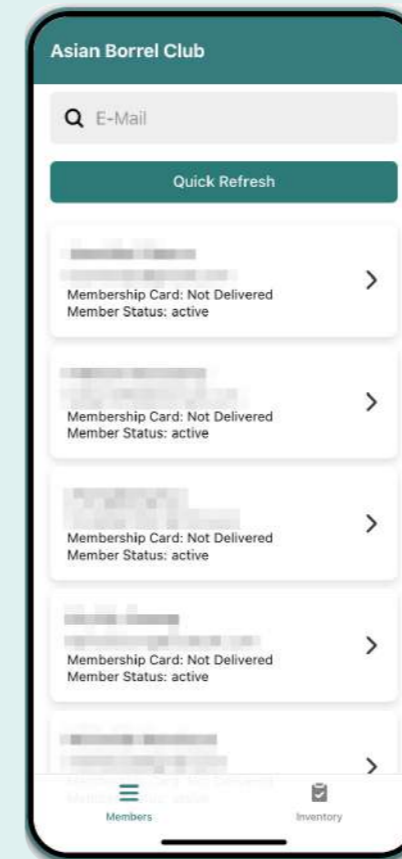
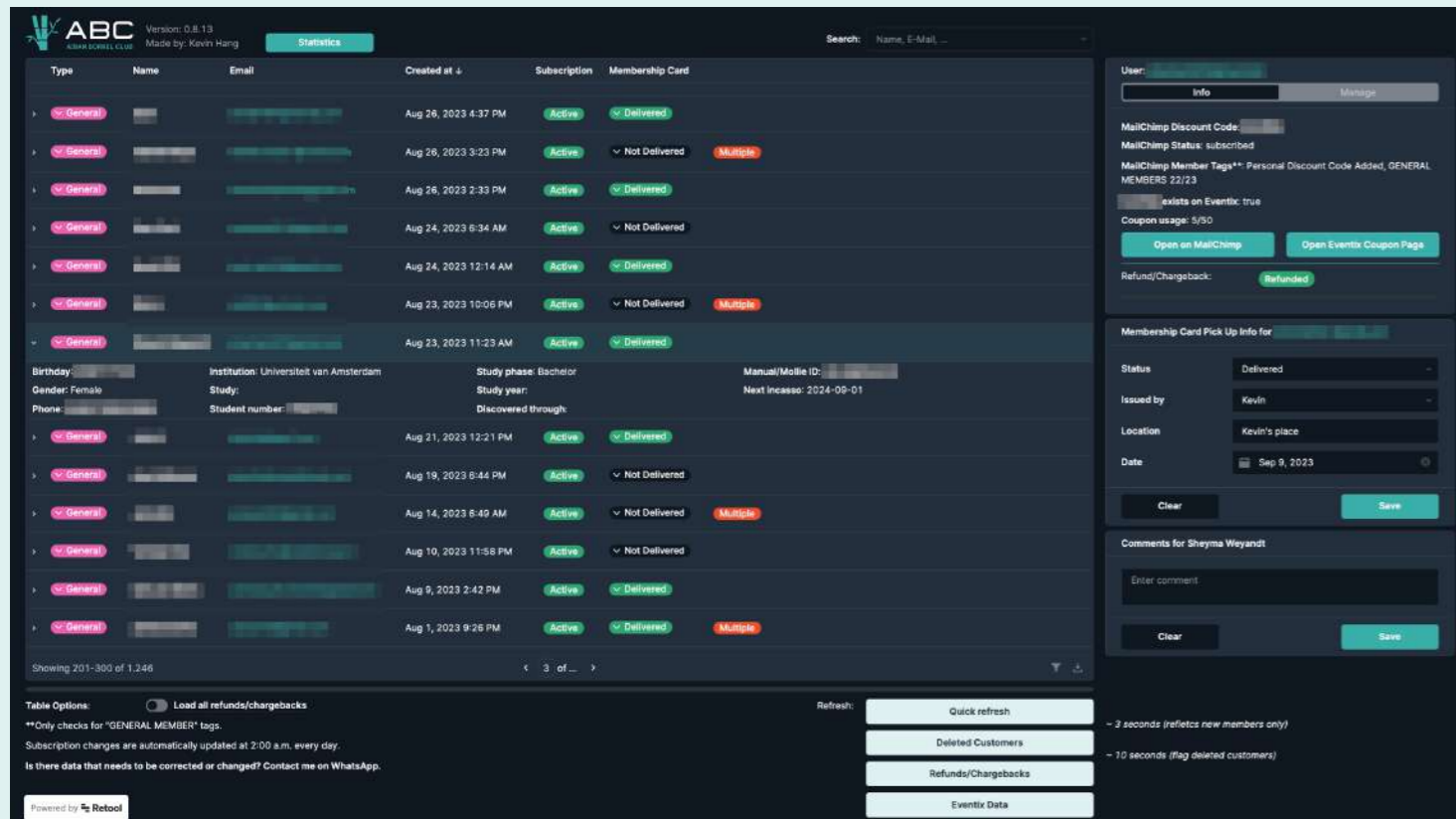
The portal is not just about viewing information; it's also a powerful tool for managing members effectively. We can now easily reassign new discount codes and resend welcome emails with the correct discount codes

attached, ensuring our members always have access to their benefits. Additionally, the system is invaluable for monitoring members' payment statuses, including identifying cancelled automatic payments and handling refunds and chargebacks efficiently.

A particularly noteworthy feature is our ability to track the delivery status of membership cards. Once a member has received their membership card, we can update their status directly in the portal. This feature, along with most of the portal's functionalities, relies on real-time data. We've set up scheduled updates to ensure all information is current, providing a seamless and efficient management experience.

To further our commitment to accessibility and efficiency, we introduced a mobile app. This app allows us to access key member information on the go and update the membership card delivery status directly from our phones. The app's design focuses on simplicity, ensuring that even the most essential tasks can be performed quickly and easily, without the need for complex navigation or procedures.

This enhanced membership system represents a significant leap forward in our ability to serve our members effectively. By leveraging technology, we have not only improved the accuracy and reliability of our member data but also enriched the overall experience for both our members and board members alike.



OBJECTIVES & RESULTS CONTINUED

For the second quarter, we've taken significant strides towards further enhancing our operational efficiency by developing a membership area on our website. This new feature is designed to empower our members, giving them direct control over their membership details. By logging in with the email address used during their initial membership purchase, members gain access to a personalized dashboard.

This dashboard is the hub for all membership management needs. Here, members can view their current membership status and manage their automatic payments with ease. This includes the ability to cancel these payments without the need to go through a board member or email our secretary for assistance.

This development is a key part of our ongoing efforts to streamline operational processes. By providing members with direct access to their information and self-service options, we reduce the workload on our board members and eliminate unnecessary steps for our members. This not only improves efficiency but also enhances the overall member experience by offering immediate access and control over their membership details.

Membership

Automatic Payment:

Next Automatic Payment:

Member Since:

STATUS:

Active Until:

[Cancel Automatic Payment](#)

Automatic Payment Cancellation Request

After submitting your cancellation request, you will receive an update within 10 minutes. If not, please contact us.

Reason for cancelling (optional)

How can we improve?

I agree to the [terms and conditions](#)

Submit

02 SECURITY ADVANCEMENTS

Recognizing the importance of data security, we have made significant advancements in safeguarding our sensitive information this year. In the past, our approach to password and data protection did not meet the high standards we strive for. To address this, we have made a substantial commitment to enhancing our security protocols.

We have chosen to invest in a password management solution specifically designed for small businesses and teams, which is now being used by all executive board members. This tool allows us to securely store and manage passwords, ensuring that sensitive information is kept safe and accessible only to those who need it. We also made it a habit to enable 2FA whenever possible.

The password manager comes with features that greatly improve our security practices. Board members can now share passwords and sensitive data securely, thanks to measures like email whitelisting and the ability for passwords to be visible only once when shared. This ensures that our critical information is accessible in a controlled manner, significantly reducing the risk of unauthorized access.

By adopting this password manager, we are not only protecting our own data but also demonstrating our commitment to the privacy and security of our members' information. This step forward in our security measures represents our ongoing dedication to maintaining the highest standards of data protection and integrity within our association.

03 REIMBURSEMENT POLICY

In our ongoing commitment to fostering consistency and maintaining the highest standards of financial transparency, integrity, and accountability, we are pleased to announce the initiation of our inaugural House Rule amendment. This newly instituted reimbursement policy is specifically crafted to streamline and formalize the reimbursement process for expenditures incurred by our active members while fulfilling their responsibilities.

It is important to highlight that reimbursements were implemented in the previous academic year. However, recognizing the need for continuous improvement, the introduction of this House Rule and the accompanying policy marks a significant step forward in enhancing the clarity and efficiency of our reimbursement procedures. This is an ongoing process, and we anticipate making further improvements in the remaining academic year to ensure a seamless and effective reimbursement experience for our active members.

04 E-BOEKHOUDEN ACCESS

Our data security and management strategy heavily relies on well-defined access rights within E-Boekhouden. In order to enhance the efficiency and security of our system, we have implemented a practice of establishing multiple accounts, each with viewer rights, instead of sharing a single account with all-encompassing privileges. This strategic approach acts as a protective measure, enabling designated individuals, such as the audit committee, to access crucial data without the risk of altering or compromising its integrity.

By restricting access to viewing privileges only for specific accounts, we not only reinforce data protection but also guarantee the preservation of critical information in its original state. This intentional strategy is integral to maintaining the integrity of our administrative software, providing controlled access exclusively to authorized personnel. Ultimately, this contributes to a more resilient and secure administrative process. It is important to note that we continually fulfill this policy to ensure ongoing adherence to these data security measures.

OBJECTIVES & RESULTS CONTINUED

05 BRIDGING THE GAP: BOARD & ACTIVES

Effective communication lies at the heart of our collaboration. Regular meetings, transparent updates, and open channels of communication facilitate the exchange of ideas and ensure that both the board and committee members are aligned in their vision and objectives. This shared understanding is fundamental to creating a cohesive and united front within the association. This objective has been achieved differently in each committee, but has been overall successful and achieved through committee bondings and internal events, such as our successful actives weekend. For the next half year we will continue to improve.

06 TRANSPARENCY TOWARD MEMBERS

Two interview rounds were organized to recruit new committee members. To our surprise, the number of applications exceeded the statistics from previous year. Quick and timely communication was proudly achieved, despite the high number of applicants. Transparency is a cornerstone of trust within our association. We want to provide clear and accessible information to all our members. This includes sharing key decisions, financial reports, and updates on our activities. By promoting transparency, we empower our members to make informed choices and feel confident in their association. Including a timely announcement of the Semi-Annual GMA, by promoting transparency, we empower our members to make informed choices and feel confident in their association. This further included informing members promptly of the GMA's and important information, which we are pleased to report was achieved.

07 EMBRACING LANGUAGE INCLUSIVITY

We have identified a recurring issue within the association—Dutch frequently becomes the default language, inadvertently alienating international students who are not familiar with it. Given that we are situated in Amsterdam, the tendency is understandable, yet we aspire to be a diverse and inclusive association. To that end, we are making a concerted effort to establish English as our principal language for communication. Periodic reminders are sent out, especially during official meetings and events, to shift the conversation back to English. While it is not within our purview to enforce language choices, we believe that this initiative is pivotal for ensuring an inclusive atmosphere. By prioritizing English, we aim to create a more accessible and welcoming environment for both local and international members.

This is an ongoing process, however, we can report English has been prioritized and continuous reminders have been shared during conversations.

08 STRENGTHENING RELATIONSHIPS WITH PARTNERS

The main priority of the External Committee was to reestablish our previous partner relations. Strengthening relationships with partners is integral to the success and sustainability of a student association. Collaborating with external partners offers a multitude of benefits that contribute to the overall growth and effectiveness of the association. During the first half year we have re-established relations with 13 of our previous partners and added 2 new partners. Therefore, we can note that improving communication with our partners has to some extent been achieved. As our partnership have now been established, we will continue our focus on the improvement of our relations and communication for the second half of the year.

09 CONNECTING AND DEEPENING OUR BONDS WITH ASSOCIATIONS

Due to unforeseen circumstances our own Constitutional Borrel (CoBo) had to be rescheduled to February. However, the board has put in significant time and energy to attend CoBo's organized by other associations, connecting with new associations and deepening our bond with other associations, such as CSA. Thus, we can report that our objective has been somewhat achieved.

10 ACTIVES T-SHIRTS

We have continued the tradition of providing committee members with one free committee t-shirt to increase ABC's visibility and brand recognition during events. Not only do these t-shirts serve ABC, but they are also a great way to show off our partners. To express our heartfelt gratitude for the invaluable contributions of our active members, we offer each of them a complimentary t-shirt as a token of our appreciation. We hope the t-shirt will remind our committee members of the growth we realized as ABC and that we could not have done it without them.

For the latter part of our term we want to enforce more visibility of the actives tshirts through reminding our actives to wear them during events. This way our general members also know who to reach out to for any help or questions.

11 FREE MEMBERSHIP

We place a high value on our active members. We have continued the tradition of offering our committee members a free membership for the academic year 23-24. As mentioned, we deeply appreciate all our committee members and their contributions to our association. We could not have organized all these amazing events without them. As a token of appreciation, ABC has successfully covered the costs of their membership for the academic year 2023-2024.

12 EXCLUSIVE ADMISSION TO EVENTS

As we are a tight-knit community, we try to help each other out when needed. It is our policy that ABC will cover the associated admission costs for the events where committee members will help out. This way we hope to not only give back to those willing to help out but also to encourage the team spirit and community.

ABC is pleased to report that this objective has been successfully realized.

13 SPORTS EVENTS

To give back to the committee members who have helped out at the organized sports events, the Sports Committee has ensured that there was extra play time available for the helpers at the end of our events.

ABC is pleased to report that this objective has been successfully realized at already our first Sports event of our year; the Indoor Football Tournament. For our next big event, Basketball, the Sports Committee has also reserved extra time for helpers to enjoy and play a game of Basketball.



13 ACCESS TO EXCLUSIVE ACTIVES ACTIVITIES

To strengthen the bonds between active members and foster communication, we have aimed to place a greater emphasis on internal and bonding activities within the committees. Each head has been responsible for organizing regular committee bonding events and based on our results of the Committee Feedback, there has been an overall satisfaction. In addition, we have organized Internal bonding events, where feasible. We have successfully organized an actives weekend where new bonds between the various committees have been made. These active events and bondings act as a thanks to our active members for the hard work they do and foster a close environment between active members.

The Internal Committee has organized five Internal events, and is already planning a next actives weekend as a token of appreciation and to end the year of hard work with a celebration.

14 BIRTHDAY AWARENESS

We believe in celebrating the special moments in our active members' lives, and what better occasion than birthdays to show our appreciation? At ABC, we make it a point to extend our warmest birthday wishes to our active members, deepening the connections we share with them. It is a gesture of gratitude for being part of our ABC family and for the contributions they make to our association. Every Committee Head has been appointed the responsibility to keep track of their Actives' birthdays and share their warmest wishes on the days of celebration. To ensure birthday awareness, Board has created a shared agenda where everyone's birthdays have been added.

16 INVESTING IN ABC'S CORE VALUES

As we steer through the ongoing process of crafting our annual budget, ABC remains steadfast in realizing its profound vision centered on Dutch Asian gezelligheid. Gezelligheid, epitomizing warmth, camaraderie, and comfort, forms the bedrock of our association's ethos. This financial planning, seamlessly aligned with our vision, channels resources towards nurturing a vibrant and inclusive community. Our focus in the coming academic year centers on initiatives that bolster our core values of diversity, inclusivity, and fostering lasting connections. ABC's financial initiatives serve as a beacon of gezelligheid, providing a haven for students and young professionals in Amsterdam to flourish in cultural exchange and forge meaningful bonds. Beyond being a financial blueprint, our annual budget is a tangible manifestation of our unwavering commitment to infusing every aspect of our association with the spirit of gezelligheid. This dedication will continue to shape our financial strategies and endeavors throughout the remainder of the academic year.

17 INVESTING IN STREAMLINING PROCESSES

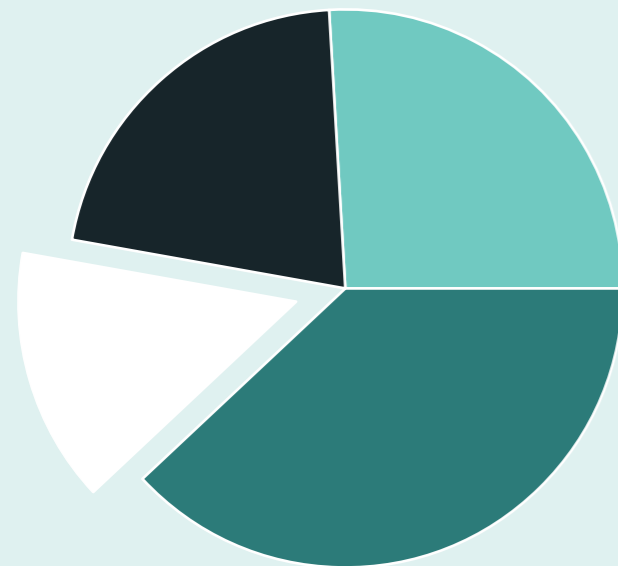
In adherence to our gezelligheid vision, we acknowledge the perpetual need for improvement and operational efficiency. Within our annual budget allocation, we significantly prioritize investments aimed at streamlining our operations. This commitment to efficiency is an ongoing endeavor that extends throughout the remaining academic year. Our overarching goal is to enhance the quality of experiences for our members while maximizing the impact of each allocated fund. Whether integrating digital tools for administrative simplification, optimizing event planning workflows, or refining communication strategies, these efficiency-focused investments are vital to our unwavering dedication to provide a seamless and enriching journey for our community. Our budget not only attends to the immediate needs of ABC but also establishes a groundwork for a more adaptable and responsive organization. The objective is to be better equipped to meet the evolving expectations of our members and further embody the spirit of gezelligheid. This sustained commitment to efficiency remains integral in our pursuit of realizing ABC's profound vision deeply rooted in Dutch Asian gezelligheid, and it will persist as a guiding principle throughout the ongoing academic year.



GENERAL MEMBERS

DEMOGRAPHY

Per 21 January, 2024 ABC has 740 general members. As there was no previous proper data collection our statistics reflect only the new members since 12 February 2023 which can be divided into four different categories:



- 50% UvA | 80
- 15% VU | 24
- 10% HvA | 16
- 25% Other | 40

Upon analyzing the government-provided information about our target audience, ABC made a forecast to determine the number of individuals who would be interested in our student association's activities. Based on our analysis, we estimated that around 7,000 Asian students in Amsterdam would be interested in our cause. However, we acknowledge that our actual target audience would be students or young professionals with an interest in an association that promotes a diverse community and embraces the Dutch Asian "gezelligheid."

Drawing from the experience of the previous board, we made the decision to actively promote our association during the Introweek of three universities in Amsterdam - The Amsterdam University of Applied Sciences (AUSA), The University of Amsterdam (UvA), and The Vrije Universiteit Amsterdam (VU). During this week, the universities hosted a gathering for various student associations to showcase their offerings to incoming students. Given our successful recruitment efforts from the previous year, we recognized this as an ideal opportunity to attract new members. With much enthusiasm, ABC created a distinctive booth with unique features designed to capture the attention of prospective members. This promotional approach always proves to be a success.



GENDER

50% of the members are female, leaving a remaining 50% males.

In addition, ABC has recognized the importance of utilizing social media platforms to reach our target audience. We have established a strong presence on Facebook, Instagram, and TikTok, which have proven to be effective in attracting new members and engaging with our current ones. Our social media strategy includes regularly posting updates on our events and activities and creating visually appealing content. As social media continues to evolve, ABC is dedicated to staying up-to-date with the latest trends and best practices to ensure that we effectively communicate our mission and values to our community.



- 174 Bachelor | 62.4%
- 47 Master | 16.8%
- 7 Pre-Master | 2.5%
- 51 Other | 18.3%

OUR PARTNERS

Partners and sponsors play a crucial role in ABC's success. ABC consists of three primary components in its view: ABC as a student association, members, and businesses. Through a collaborative effort, ABC has established partnerships with a variety of businesses in order to support each other, while members receive exclusive perks such as discounts and vouchers that can be redeemed by presenting their membership cards at these businesses. These types of collaborations are mutually beneficial and help to strengthen the community.

By partnering with businesses, ABC receives funding, resources, or services that help support its activities and events. In return, businesses can benefit from exposure to ABC's membership base, as well as potentially increase their customer base through the exclusive benefits offered to members.

For members, having access to exclusive discounts and vouchers can be a great incentive to join and remain part of ABC. This can also help to build a sense of community among members, as they can potentially share their experiences and recommendations with each other.

It's important for ABC to ensure that the businesses it partners with align with its values and mission. This helps to maintain the integrity of the partnership and ensures that it benefits all parties involved. Additionally, clear communication and guidelines are established to ensure that the partnership is well-defined and mutually beneficial.

In an effort to support our cause, we have reached out to several Asian-related businesses to explore potential collaboration opportunities. By December 2023, we successfully established and maintained collaborations with 18 businesses.

We are deeply grateful for the support of our partners and sponsors, as their contributions have been instrumental in enabling ABC to introduce students and young professionals to our association, helping us with hosting a variety of events, borrels, and parties. Through these gatherings, people from diverse cultural backgrounds are able to come together and experience the unique Dutch Asian "gezelligheid."

Our members have played an integral role in supporting our cause and helping us achieve our objectives. We want to thank our members for their belief in our mission, their invaluable contributions and helping us in achieving it. Without our members, we would not have been able to accomplish all that we have, and we are excited about the possibilities that the future holds with their continued participation.



PORTFOLIO ALLOCATION

ALLOCATION

Special thanks to our committee members!

PARTY COMMITTEE



Head: Xiu ten Have

The Party Committee is the driving force behind the creation of the most unforgettable and lively parties that elevate the entire study association experience. Their dedication to crafting memorable events not only entertains but also brings a unique dimension to our association. These parties act as a vital bridge between our members and the rich tapestry of cultures, allowing us to appreciate, celebrate, and learn. The party committee is dedicated to create highly memorable experiences for everyone.

- Daniel Kim
- Hani Nguyen
- Jiali Zheng
- Jia Yin Zheng
- Long Jiang

MARKETING COMMITTEE



Head: Ying Yang

The Marketing Committee at ABC is a key component of the association, composed of a team of creative individuals who work together to come up with innovative and effective marketing strategies, they are responsible for the promotion and advertisement of all the activities and events hosted by ABC. The Marketing Committee focuses on crafting tailored content that highlights the unique journeys and experiences of our active members. This provide them with a platform to express what it truly means to be a part of ABC.

- Alisha Gemmaputri
- Arianna Zhou
- Deon (Ignis) Pedro-David
- Huong van Grinsven
- Margriet Brandse
- Martha Koomen
- Phuong Ho
- Thao (Karolina) Szymanowska-Dao
- Travis Nguyen
- Yili Char
- You Chang

INTRODUCTION COMMITTEE

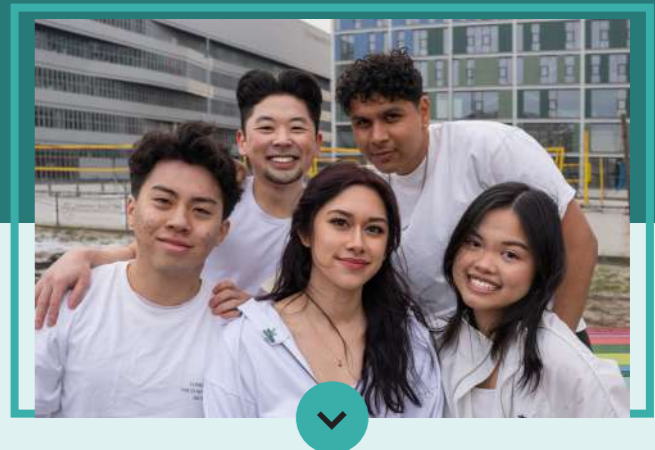


Head: Samantha Schoolcraft

The Introduction Committee is the face of ABC to our new and incoming members. The goal of Introduction is to ensure that our new members can find their place and feel welcome in the association. Introduction focuses on bringing people together through shared interests and experiences and helps our members make memories of their time with the association.

- Jeffrey Yong
- Jenny Zhou
- Jonathan Van de Groep
- Lucy Filip
- Magali Cho Lin Wing
- Zheng En Lin

SPORTS COMMITTEE



Head: Tawny Sleebos

The Sports Committee at ABC is dedicated to organizing various sporting events and creating a fun experience for all. The Sports Committee takes extra care by offering a wide range of events, making it accessible for the casual player and combining fun and competition. Overall, the Sports Committee plays a vital role in promoting physical health and well-being while fostering a sense of community and team spirit within ABC.

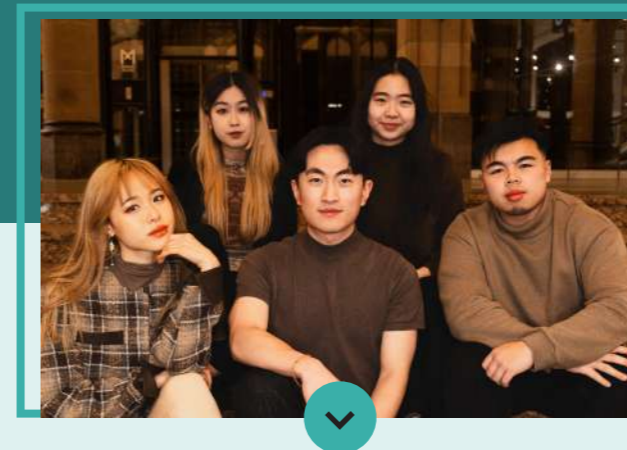
- Anh Vu
- Natsuki Saraya
- Sergi Calor
- Vuong Pham

EXTERNAL COMMITTEE

SOCIAL EVENTS COMMITTEE

MERCHANDISE COMMITTEE

IT COMMITTEE



- Anass Zaoujal
- Jimmy Zhuo
- Naomi Nguyen
- Perry Tran
- Sam Law
- Shine Djojosoetirto

The External Affairs Committee is responsible for engaging with external parties. Their primary objective is to broaden the network of ABC by establishing partnerships with businesses that share an affinity for Asian culture and a desire to support its respective communities. While striving to provide benefits to ABC's members, such as giving discounts to our partners or sponsoring ABC's events, this committee also serves as the primary point of contact between businesses and ABC, placing great emphasis on nurturing strong relationships between ABC and their partners.

- Head: Xiu ten Have**
- Arya van Ede
 - Linh Nguyen
 - Thanh Tran
 - Xi (Momo) Zeng
 - Yuki de Groot

The Social Events Committee plays an instrumental role in shaping the very essence of our organization. Committed to infusing the spirit of celebration and cultural diversity into the heart of our community, the social events committee is at the forefront of planning and executing our most memorable events. In essence, the social events committee works tirelessly to create unforgettable moments that strengthen our bonds, enrich our perspectives, and make each gathering a truly remarkable and inclusive experience.

- Head: Kevin Hang**
- Jesse Huang
 - Mee Wei Fan
 - Mei Feng
 - Wenyuan Zhang

The Merch Committee assumes a pivotal role within ABC, acting as the creative driving force behind the development of our distinctive branded items. Their primary objective is to craft designs that are not only unique but also visually captivating, with versatile applications ranging from giveaways to marketing and promoting the association's mission. In sum, the Merch Committee plays an instrumental role in elevating the association's visibility and resonance, marking a significant stride towards advancing our profile to a heightened level of prominence and distinction.

- Head: Kevin Hang**
- Colin Busropan
 - Duong Vu Hai
 - Pedro Escobin

The IT Committee serves as the technical backbone of the student association and is responsible for maintaining and updating the website, email systems, and payment systems. They facilitate the computer-related tasks of other committees by automating repetitive and time-consuming tasks to the best of their ability. They handle essential datamanagement tasks, maintain databases of members and stakeholders, and offer valuable analytics for data-driven decision-making.

TRIP COMMITTEE

GAMING COMMITTEE

INTERNAL COMMITTEE

AUDIT COMMITTEE



Head: Timothy Tan

- Eric Kim
- Gwendolyne Cheung
- Jorine Ogay
- Sheyma Weyandt

The Trip Committee at ABC holds a pivotal role in the organization, orchestrating the eagerly anticipated annual trip for our members. This event offers a golden opportunity for members to embark on thrilling adventures, explore new horizons, and forge lasting bonds. The committee's responsibilities encompass destination selection, itinerary planning, accommodations, and transportation logistics. Their dedication ensures that each trip becomes a cherished memory and strengthens the connections within our ABC community, making it an exceptional and unforgettable experience.

- Lisanne Ouwehand
- Nathan Phang

The Gaming Committee at ABC is dedicated to providing an exciting and engaging experience for members who are passionate about gaming. With the popularity of competitive games like Valorant and League of Legends, the committee's main focus is organizing online gaming tournaments that bring members together and allow them to showcase their skills. In addition to our online events, we desire to implement offline gaming events as well. These offline events will provide a unique opportunity for our members to come together in person, fostering a sense of community among gaming enthusiasts.

Head: Samantha Schoolcraft

- Alivio Effendi
- Almira Tertia Rekamasanti
- Kaylee Wu
- Kenny Wu
- Lucia Scotto

The Internal Committee aims to foster a sense of belonging and unity within our organization, ensuring our members feel like a part of a close-knit family. Internal organizes periodic social gatherings, cultural events, and activities for our active members designed to encourage interaction and build strong relationships amongst members. The members will maintain open and accessible channels for them to share their ideas, concerns, and suggestions related to strengthening connections.

KEVIN LIU
TREASURER 20/22

HONG QUYNH LE
TREASURER 22/23

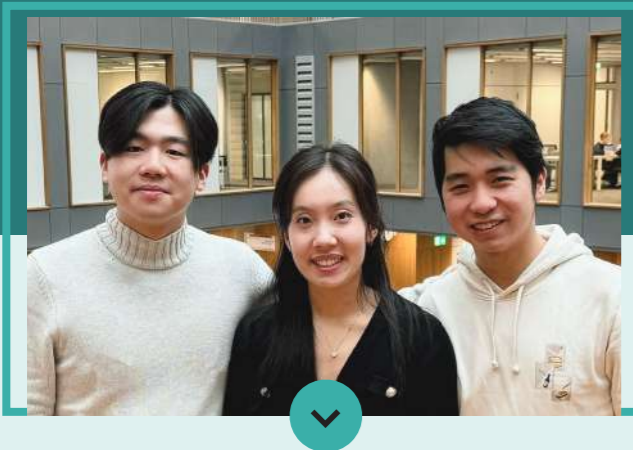
TIEN HUNG NGUYEN
EXTERNAL
COMMITTEE
22/23

The Audit Committee (AC) oversees ABC's financial health and - integrity. AC is tasked with ensuring the association operates with transparency and adheres to financial regulations, contributing significantly to its long-term success and financial sustainability. They conduct three audits during the academic year, examine cash flows, and inform the treasurer of their upcoming responsibilities. Additionally, the committee ensures transparency by communicating financial information to the General Members Assembly (GMA) alongside the treasurer.

ADVISORY BOARD

SUPERVISORY BOARD

EXECUTIVE BOARD



YENLY HE
MARKETING 20/22
CHILOK MAO
SECRETARY 22/23
DION XU
EXTERNAL 22/23

The Advisory Board (AB), evaluates the initiatives of the executive Board to ensure that both short-term and long-term goals remain feasible and well-aligned. The role of AB members is seen as supportive, providing guidance and advice when requested, with feedback on our events, both positive and constructive, being invaluable. AB undergoes approval at the GMA and is appointed for one academic year.

CHRISTINE LI
EVENTS 20/22
MATTHIJS FOK
SECRETARY 20/22
RYAN ZHANG
IT 20/22
CECILIA CHIA
INTRO COMMITTEE 22/23
KAY DJOEHARI
EXTERNAL COMMITTEE 22/23

The Supervisory Board (SB) bears the responsibility of overseeing the activities of the association. To fulfill this role, the Supervisory Board conducts regular assessments of the policy framework, ensuring that the Executive Board adheres to the established policies and properly executes additional activities. Annually, the Supervisory Board provides recommendations concerning new Board members, which can be either accepted or contested during the General Members Assembly (GMA).

DAVID LAW
CHAIRMAN
TAWNY SLEEBOS
VP & SECRETARY
TIMOTHY TAN
TREASURER
XIU TEN HAVE
EVENTS HEAD
SAMANTHA SCHOOLCRAFT
INTRO HEAD
KEVIN HANG
IT & MERCH HEAD
YING YANG
MARKETING HEAD

The Executive Board takes ABC to greater heights while ensuring a safe, fun and unbiased environment. It shows professional working conduct, while ensuring transparency and integrity. It leads and motivates committee members to fulfill ABC's vision, mission, goals and objectives. The board will have to feel as approachable as possible to the members - the members need to understand that the board exists to make a difference, connect people and does not exist so that students can be board members.



**DUTCH ASIAN
GEZELLIGHEID**



TAWNY SLEEBOS
SECRETARY

Copyright © 2024 Asian Borrel Club, Amsterdam

Besides legal exceptions nothing in this publication may be copied and/or made public without prior permission from the publisher. We have taken the utmost care in compiling this publication. However, we are not responsible for errors or incomplete information.



Amsterdam
E-mail: info@asianborrelclub.nl
