

DONADARIA



Dona Daria

“Together we can change”

Introduction



- Centre for emancipation, participation and social inclusion
- Established in 2006 through a merge of 6 organisations with different cultural roots
- Profound knowledge and experience on the most vulnerable citizens in Rotterdam

About us

Our mission is to raise awareness, inspire both men and women to take action and grow, and to bring people together.

That, we do by developing communication materials, programs and tools that stimulate our target groups to make their daily live choices more independently.

Themes of expertise

- Gender equality
- Empowerment
- Integration and social inclusion
- Participation
- Self-determination
- Domestic violence
- Health issues

System approach



Individuals and their social environments are inseparable.

Therefore, all our programs have a system approach build on 3 pillars:

- Personal attitude of the client
- Social influence on the client
- Self-efficacy of the client

Special focus: Economic independence



- Increases opportunities for women to shape their own lives
- Increases their opportunities for personal development
- Extends their social network
- Makes them less vulnerable to domestic violence

Special focus: Economic independence



Facts and figures

- Only 44% of the women in Rotterdam is economically independent
- From all migrant groups, Turkish and Moroccan women are the least economically independent
- Most working women work parttime, in average 20-24 hours a week.
- Dutch women tend to pause their career from the moment they give birth until their children are at age 4.
- Other Dutch women keep working after giving birth, but change their schedule from fulltime till parttime working hours.

Special focus: Economic independence



The parttime culture seems pretty unusual in other European countries.

That makes us wonder if the reason lies in:

- Dutch norms and values on parenthood
- Opportunities for professional childcare

Yet we aim to inspire parents to sit down and talk about a more equal balance between work and parenting, in which mothers and fathers have more equal chances on personal development, earning and spending money and care for the child(eren) and the household.

Special focus: Economic independence



Target group differentiation:

1. Women with a long distance to the labour market:
Program “Money and happiness”
2. Women with a short distance to the labour market:
Program “Money and work”

Money and happiness program



Money and happiness program



Aims to make women aware of the positive effect economic independence would have on their personal development, their social network and ultimately their happiness.

Participants:

- Do not have any work experience
- Barely participate as volunteers
- Barely participate in social work-activities
- Often have language problems
- Often experience stress related health problems
- Gain income by welfare benefit or totally rely on their partners income

Money and happiness program



Method: Personal intake + 7 week training program (in groups) + counterpart activity

Themes in the training program:

- Happiness
- Talents and competences
- Daily structure and timemanagement
- Gain and manage money
- Working/volunteering opportunities
- Social influence and resistance
- Roadmap to money and happiness (clients actions towards work or voluntary work for the coming 6 months)

Money and happiness program



Counterpart activity:

In return for their free of costs participation in the training program, participants give something back to society.

For example:

- Clean up the community center
- Serve a meal for lonely elderly
- Organize an activity for other women in similar circumstances

Participant quotes

“The program made me realize how much time I was wasting helping anyone but myself. When I started to draw boundaries and spend some me-time, my headaches disappeared and I gained lots of energy. I volunteer at my daughters school now, and I absolutely love it.”

“I am definitely feeling better about myself because of the training. Before, I was so stressed out about money that I wouldn’t open the bills anymore. Now I got myself professional help to get rid of my debts. Because it helped me out, I try to motivate women in similar circumstances to participate in the training.”

Money and work program



Money and work program



Aims to support women in their search for a job or their struggle towards entrepreneurship, by helping them gain confidence and strengthen their (business) communications skills.

Participants:

- Have work- or voluntary work experience
- Level of education is minimum the so called start-qualification
- Master the Dutch language on a working proficiency level
- Are strongly motivated to get a job, gain income by being an entrepreneur or change their job.

Money and work program



Program activities:

- 5 week training program
- 6 month mentoring program
- Short internship-like opportunities to gain work experience
- Job events
- Cooperation with the Rotterdam Kracht on Tour 2.0 program from the Rotterdam municipality and several commercial partners.
- Participants counterpart activities

Money and work program



Themes in the training program:

- Communication styles
- Talents, competences, challenges and allergies
- Coping strategies
- Network- and presentation skills
- Roadmap to work or entrepreneurship (contains participants actions for the coming 6 months)

Money and work program



After the training program:

at least 20 women proceed in our mentoring project

at least 10 women proceed in short interships to gain work experience

when possible, women get mediated towards jobs provided by commercial partners in the Rotterdam Kracht on Tour program

Apart from the training program we organize 2 job events with workshops, motivational speakers and meet and greets with employers.

Participant quotes



“ I signed up for the training to find a job. In the end, it turned out I’ve found myself. Now, 2 months later, I started my own business in job services for the logistics industry, and I have enough work to provide income for the next 3 months. I feel great! ”

“The training and mentoring program made me see my job opportunities in a whole different light. I’m not there yet, but I am confident I will be soon. At least now I know why I wasn’t happy in my previous jobs and I have a pretty good idea where to look for a job that fits my personality.”

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Thanks for your attention