



Annual Report & Accounts 2024

Open your eyes to the world as diverse as it is – established by Xueli

April 2025

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Preface

In this 2nd annual report we elaborate on the activities undertaken in 2024 and what we aim to achieve with the foundation.

The activities of the foundation are targeted on:

1. Raising awareness
2. National and international Projects
3. Education and training
4. Research/studies
5. Organising and attending events

An important pillar of the activities for the foundation is the appointment of founder Xueli Abbing as UNESCO Goodwill Ambassador. She was inaugurated to this position on the International Albinism Awareness Day, June 13, 2022. The position was prolonged in 2024 for another two years until the end of July 2026. Being closely connected with UNESCO provides a global platform to raise awareness of the Open Eyes Foundation's message. It also gives access to a large network of people who are all passionately working to promote mutual understanding between people, with respect for our planet.

The Open Eyes Foundation aims to increase the impact of its activities through meaningful collaborations with partners in the Netherlands and internationally. The 2024 Annual Report provides an overview of our campaigns and projects and of the contacts we established.

The foundation seeks to contribute to an inclusive society where everyone has the same rights, access to education and work and can live a full life without being excluded or discriminated against

About the Open Eyes Foundation

The Open Eyes Foundation was created in 2022 by Xueli Abbing, a young person with albinism (20) who is passionate about ending discrimination and combating racism. Originally Chinese, Xueli has grown up in the Netherlands. Since an early age, Xueli has spoken up for the rights and safety of persons with albinism and promoted inclusivity, tolerance and embracing difference and diversity. Over the years, Xueli's work as an international model has grown into a platform of international collaboration against all types of discrimination and has become more prominent due to her nomination as UNESCO Goodwill Ambassador for the fight against racism and discrimination and is enhanced through the Open Eyes Foundation.

The Open Eyes Foundation promotes inclusivity and diversity through advocacy and awareness creation, and citizen's education for youth. It promotes inclusion of vulnerable youth in society and it builds bridges between adults and youth, duty bearers and rights holders, for the creation of societies in which everyone matters equally. It currently supports the work of and collaborates with other like-minded organisations in Europe, Africa and Latin America, and plans to further expand its network to Asia in 2025.

Our vision and mission

Our vision is an inclusive society where everyone has the same rights and everyone can live a full life without being excluded or discriminated against.

Discrimination and exclusion create inequality and have life-long and trans-generational social and economic impacts on the lives of people. We believe that sustainable development and leaving no one behind begins with each one of us. By recognising harmful social and cultural practices and speech that fuel exclusion and discrimination and by speaking out and standing up for those discriminated against, we can create positive change towards societies where everybody has a chance to thrive.

Guided by the international human rights treaties and through human rights-based approaches, we combat discrimination and advocate to end racism, and work towards a more inclusive society where everyone has equal opportunities, access to education and work.

Our overall goals

1. Promote rights, welfare and interests of vulnerable and marginalised groups, particularly vulnerable youth.
2. Empower young people to speak up and promote inclusion, and to end discrimination and racism.

Furthermore, the Open Eyes Foundation contributes to the 17 Sustainable Development Goals (SDGs) the UN created, which range from nature conservation to promoting education for women and girls. These goals form the 2030 agenda by which time poverty should be eradicated in the world.

The Open Eyes Foundation contributes in particular to¹:

- Goal 3 “Good Health and Wellbeing”
- Goal 4 “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.”
- Goal 5 “Achieve gender equality and empower all women and girls.”
- Goal 10 “Reduce inequality within and among countries”

Our objectives

Through our work, we want to ensure that:

1. More young people recognise, denounce and act upon racism and exclusion in their communities;
2. More young people become change agents for tolerance, non-discrimination and inclusion;
3. Participation of young people, especially from marginalised groups, in democratic spaces and public discussions is increased.
4. Adults take into consideration youth’s needs, particularly of those who are vulnerable, and take responsibility to ensure that everyday living environments of youth are open to participation and this also includes access to education, healthcare and jobs.

How do we make it happen?

We work with young people aged 15 to 30 years, especially with young people from vulnerable groups and persons with disabilities. Our key actions include:

1. *Promoting equality, non-discrimination and diversity*
 - Annual campaigns to celebrate The International Albinism Awareness Day (13 June).
 - Participation in consultations and events with stakeholders to raise awareness and promote human rights education.

¹ Source: <https://sdgs.un.org/goals>

For terminology please also refer to the glossaries below:

<https://unterm.un.org/unterm2/en/>

<https://www.who.int/publications/m/item/glossary-of-terms-used-for-health-impact-assessment-hia>

- Speak in schools to increase tolerance, embrace individual differences and stop bullying.
 - Close collaboration with UNESCO through the chairperson as Goodwill Ambassador.
2. *Building of a community of young change agents for equality, tolerance and diversity and for combating discrimination*
 - Create content and produce videos, interviews and talks on albinism, anti-discrimination and anti-racism.
 - Manage the “Albinism Talks” YouTube and podcast channels.
 - Develop and launch the “Racism Talks” platform for sharing and collaboration between young change agents.
 - Design and implement educative and collaborative social media campaigns.
 3. *Contributing to the protection of vulnerable and marginalised groups, particularly people with disabilities and with a focus on persons with albinism*
 - Initiate, develop, implement and support projects enhancing health and wellbeing of persons with albinism.
 - Support initiatives aiming at increasing physical, non-physical and digital accessibility to decision-making structures and public life.

Child safeguarding policy

The Open Eyes Foundation works with young persons and persons under 18 years old and is committed to ensuring dignity of and respect to those we work with. Adhering to the United Nations Convention on the Rights of the Child, we recognise that particularly children, every person under 18 years old, have the right to protection. This child safeguarding policy outlines our operational principles and proactive measures to ensure that all persons whom we work with are safe and free from abuse, and that their freedom of expression is respected. We are committed to the ‘do no harm principle’, collaboration and sharing, and privacy of our partners and collaborators. Our overarching ethical principles are based on UNICEF ethical standards.

Our Activities in 2024

The activities of the Open Eyes Foundation are targeted on raising awareness, projects, education and training, research/studies and events.

Raising Awareness – through targeted (social) media campaigns, podcasts and videos

We contributed to fighting against racism and discrimination through the organisation of various projects, speaking at events, awareness raising, online

campaigns and the organisation of International Albinism Awareness Day in Rotterdam (NL). We are grateful and proudly present our highlights of 2024:

UNESCO events

Our chairperson, Xueli Abbing, UNESCO Goodwill Ambassador for the fight against racism and discrimination, was invited as a speaker at several UNESCO events:

- **UNESCO 30th Anniversary of the Salamanca Statement on inclusion, High-level Conference and the Global Inclusive Schools' Forum (Paris 13 - 15 March 2024)** Xueli spoke about her personal experience with the education system and special and regular education and how schools can become more inclusive.
- **UNESCO Masterclass the fight against racism and discrimination (Paris 3 April 2024)**
Xueli Abbing also attended the Masterclass involving the most popular TikTok star Khaby Lame and participated in the forum discussion with influencers from across the world about experiences with racism and discrimination and how to make best use of social media to share these important stories and messages.



- **UNESCO Global Forum for the fight against racism and discrimination & special edition of the Masterclass (Barcelona, 10 – 11 December 2024)**



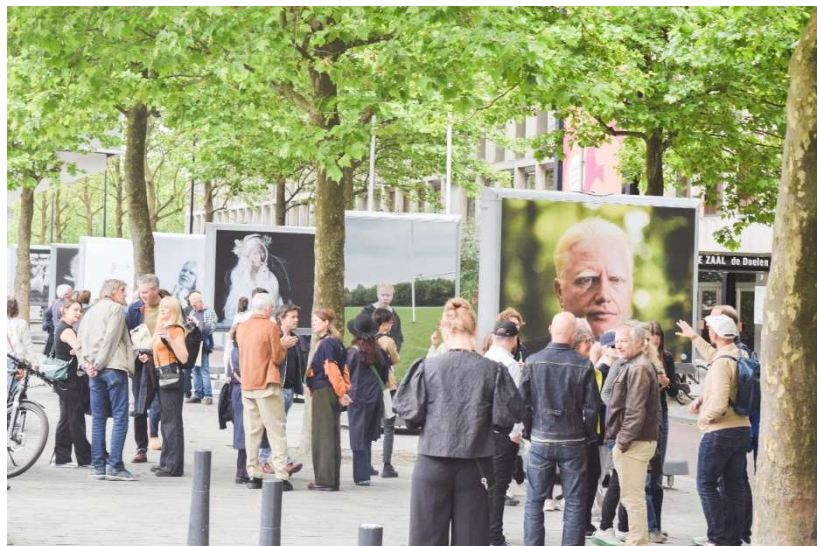
Xueli spoke about the importance of all young people better understanding the pain of racism, discrimination, exclusion and the need for them to speak out when they experience or witness discrimination at schools, sport clubs, or work.

She also contributed to the session about the critical importance of the inclusion and representation of persons with disabilities in society. Xueli highlighted how educational and societal initiatives can be designed to address disability discrimination. She also spoke about her own experience as a person born with albinism and being visually impaired.

Projects

International Albinism Awareness Day 2024: Eyes On Us

For the 10th International Albinism Awareness Day, celebrated on 13 June 2024, the Open Eyes Foundation organised the exhibition 'Eyes On Us' in Rotterdam. We presented 20 large photographs of persons with albinism of various ages, genders, ethnicities on billboards, to raise awareness. The images were taken by 13 different photographers from Rotterdam.



At the Erasmus Medical Centre (EMC), a second exhibition was featured where artists showed their work inspired by albinism. The IAAD event took place at the EMC and we learned more about the genetics and skin dangers related to albinism and the importance of respecting human rights.

We want to thank the inspirational speakers, EMC, Netherlands UNESCO Committee, the city of Rotterdam, the sponsors, the co-organisers, the artists, photographers, designers, catering, technicians, the billboard company and of course the audience for making this such a special event.

We want to express our gratitude for your valuable support. We feel inspired by your positive responses and energised to continue our work in 2025.

'The Outlet' funded by the European Solidarity Corps

Founder Xueli submitted a project idea to the European Solidarity Corps, which was approved in December 2023. In 2024, a project team worked on the 'UITLAATKLEP', a project which aimed at raising awareness on discrimination. The project team wanted to allow young persons to share their experience with discrimination. The problem is that it is difficult to talk about these problems and it can be very challenging to share your story openly. The project team designed and build a kind of photo booth with recording equipment in which young people could share their stories.



By providing a platform to young people to share their experience, other youngsters will better understand how painful and unnecessary discrimination and exclusion is. Some of these stories will also be used for the E-learning module we are working on.

Development of an E-learning course on discrimination

The project aims at developing an E-learning module on discrimination for children between 12 and 18 yrs old by engaging as many young people as possible in the fight against discrimination, and to do social media campaigns. In the past year, we focused on finding the right collaboration partners and explored these possible partnerships. The outline for the course has been finalised. It is envisaged to secure funding for this project in 2025.

Education and Training

As one of the main aims of the foundation is to facilitate access to education and training, we explored a collaboration with the Josephat Torner Foundation to take over their scholarship programme and continue to honour the work Josephat Torner has done for persons with albinism in Tanzania for years. We are committed to further develop the scholarship programme in 2025, subject to funding.

There were several other projects under development in 2024 on which we will report in 2025.

Results

In terms of concrete achievements in 2024, we can report that the foundation:

- Successfully finalised the EU project 'The Outlet' funded by the European Solidarity Corps. A key output of the project is a short video with stories of young people who experienced discrimination and racism. The project allowed for a conversation among generational peers about discrimination and exclusion in an accessible way.
- Successfully organised the 10th International Albinism Awareness Day, on 13 June 2024 in Rotterdam. The exhibitions were interesting both from the artistic perspective as well as the content, as it demonstrated what the condition of albinism means in a person's life. At the event at the Erasmus Medical Center (EMC), inspiring speakers shared information on the genetics, eye condition and skin risks related to albinism, and the importance of respecting human rights.
 - o Based on indications of followers and reach per post, the direct and indirect reach via (social) media amounted to at least 465,000 people.
 - o The number of visitors (employees/patients/visitors) to the exhibition in the EMC was approx. 5,000 people.
 - o The number of people who saw the exhibition in Rotterdam was estimated to range between 40,000-60,000.

- In participating in the UNESCO events, which were broadcasted in live streams and shared on the website of UNESCO, the Open Eyes Foundations reached a public worldwide.
- Through the social media campaigns aimed at the general public, and more in particular persons of the age group between 15 and 35, the foundation and its followers raised awareness on discrimination and racism.

Collaborations 2024

The Open Eyes Foundation actively seeks collaboration with experts and organisations, among which Dutch organisations such as the UNESCO Commission of the Netherlands, the Dutch Ministry of Education, Culture and Science, and the Ministry of Foreign Affairs and its ambassadors and consuls network, Nederlandse Stichting Gehandicapte Kind (NSGK), Anne Frank Foundation, Liliane Fonds, Nationaal Coördinator Racisme en Discriminatie (NCDR), Municipality of Rotterdam, RADAR anti-discrimination agency/IDEM, MEE, and further developed relations with international organisations such as UNESCO HQ, the African Albinism Network, the Global Albinism Alliance, national associations for persons with albinism across the world and local CSOs in various countries in Africa, schools and universities, and the UN Independent Expert on Albinism.

The Open Eyes Foundation received donations from and created collaborations with various companies.

A brief outlook for 2025

Our concrete priorities for activities in 2025 include:

- Develop an awareness raising project in the Netherlands focused on inclusion of young persons with disabilities. This project will be funded by the city of Rotterdam.
- Develop and seek funding for a projects on increasing access to education, healthcare and jobs for persons with albinism in some specific African countries where the myths around albinism are a serious problem.
- Further develop the scholarship programme and organise a social media campaign for raising funds.
- Produce the E-learning module for teenagers on the effects of discrimination.

Communication strategy

The Open Eyes Foundation is finalising its communication strategy, relating to the overall strategy of the Foundation for the forthcoming years 2025-2030. The communication strategy and plan will be discussed among the Board members and approved by mid 2025.

Information on the foundation can be found via:

Website

<https://openeyesfoundation.nl/>

Social media

Instagram: <https://www.instagram.com/the.open.eyes.foundation/>
https://www.instagram.com/xueli_a

YouTube:

<https://www.youtube.com/channel/UCqHsjO76cKCOGDPzrzHuwNA>

Facebook: <https://www.facebook.com/TheOpenEyesFoundation>

Buzzsprout: <https://www.buzzsprout.com/2013277/>

LinkedIn:

<https://www.linkedin.com/company/theopeneyesfoundation/posts/?feedView=all>

Media exposure

On International Albinism Awareness Day, Xueli did an interview for Low Vision Moments, it was a special episode dedicated to International Albinism Awareness Day, where several people with albinism were interviewed about their work, and she also spoke about the work of the foundation.



https://www.youtube.com/watch?v=4d35iY_c-uo

Xueli's contribution can be seen at: 47:43

Xueli was also featured in the documentary, Xueli: 'Anders kijken' produced by Ruben Sloop and Manon Koekkoek.

[XUELI: anders kijken \(2024\) | Officiële documentaire - English subtitles](#)

IAAD Publications in newspapers: AD, Dagblad van het Noorden.

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In 2024, the Open Eyes Foundation further explored ways to develop a funding strategy. We prepared proposals for small and manageable grants, in the framework of international donor programmes, national and local funds. The Open Eyes Foundation is also exploring the possibilities for funding by private donors.

Annual accounts Open Eyes Foundation 2024 (year 2)

Profit & Loss (in euros)		
Costs	38,326.34	
Donations/ Subsidies		37,505.94
Loss		820.40
Total	38,326.34	23,326.34

Balance (in euros)		
Bank	2,803.25	
Debt		10,476.45
Capital	7,673.20	
Total	10,476.45	10,476.45

ANBI Status

The Open Eyes Foundation has been granted the ANBI status. In Dutch, ANBI stands for 'Algemeen Nut Beogende Instelling' (Public Benefit Organisation). This designation is only issued to organisations which meet the required criteria.

Advantages:

- The foundation does not need to pay heritage or gift tax to the authorities.
- In certain countries you may deduct your gift from the income/turnover depending on the rules in your country.
- Tax statements to confirm gifts can be provided for.

Organisational structure

The Open Eyes Foundation is growing organically and employs secretariat staff as of 2025. In 2024, the organisation fully depended on the voluntary work of our board members.

The Board Members are drawn from a wide field of relevant experience, including human rights, gender equality and women's rights, minorities/vulnerable groups, development collaboration, SDGs, organisation strategy, international project management, media and communications, finance and contract management, fundraising, and quality assurance:

Xueli Abbing (NL), founder and chairperson of the Open Eyes Foundation, and UNESCO Goodwill Ambassador for the Fight against Racism and Discrimination. Xueli is an International model and has modeled for several international brands and campaigns including Adidas, Etnia Barcelona, Kurt Geiger, Instagram, and was featured in Vogue magazine (June 2019). Through her modeling work she started to raise awareness for the situation of persons with albinism in many countries.

Yara Abbing (NL), secretary, researcher Department of Criminology at the University of Leiden. She obtained a master's degree in Gender Studies (2020 – 2021) at Utrecht University (cum laude) and studied sexology at the KU Leuven (Belgium). In 2024, she finalised a study on social safety in prisons in the Netherlands for Leiden University.

Jia Li Puma Stehlik (US), emergency medical technician (based in the USA). She is currently enrolled in Drexel University College of Nursing and Health Professions and is doing a Bachelor of Science in Nursing.

Catherine Essoyan (US), previously Thematic Program Manager Conflict and Fragility and Governance and Financial Flows at Oxfam Novib (Netherlands). She has worked for Oxfam Novib for 29 years, in various positions among which as Regional Manager and Programme Officer and contributed to Oxfam global campaigns, for example against inequality, violence against women and to promote the rights of people, particularly women, in contexts of conflict, and to champion civic space and voice.

Dr. Riina Pilke (FI), anthropologist . She holds a Ph.D. in Economic Sociology with over 15 years of experience working overseas and in Europe. She is an expert on social inclusion, reducing discrimination and inequalities, and improving the human rights of those whose voices are not heard. She has extensive experience in designing and managing development programmes, research, donor relations, proposal development, and in policy and advocacy on children's rights, fundamental rights and citizenship and gender equality. She is working as Senior Project Manager/Consultant for Intend Business Development and Radar Europe on Gender equality, women's and minority rights.

Edward Sloan (US/FR), Research/M&E CoordinatorResearch/M&E Coordinator at Geneva Call (GC) in Kyiv, Ukraine. GC is an international NGO that aims to enhance armed groups' compliance with international humanitarian law (IHL). As Research Coordinator, Edward's role is to measure the impact of GC's interventions in Ukraine. Edward also worked as a Research and Assessment Specialist (in Tunisia) where he was responsible for research conducted as part of the "MENA Atrocity Prevention" programme. The aim of this programme is to better understand patterns of violence and discrimination against minority

groups in Yemen, Libya, Morocco and Tunisia, and design and implement relevant programmes to assist vulnerable populations.

Esther Davidson (NL), Executive Secretary at the Royal Academy of Arts in The Hague. For the Open Eyes Foundation, she has been involved in several youth projects as coach and project manager in the Netherlands. She brings her extensive experience with quality management to the foundation.

Joeke Abbing, (NL) treasurer, extensive experience in international programme/project management, contracts & finance, fundraising/business development. Joeke is director/owner of Intend Business Development (NL/UK), director at Radar Europe BV, and member of the Board of Directors of Radar Groep BV.

The Open Eyes Foundation Board ensures that all activities are within Dutch law and agreed charitable objects and is responsible for the strategy, policies, oversight of, and agreeing and approval of the financial plan for its activities/projects.

Epilogue from the Board

The Board approved the annual report and accounts 2024 of the Open Eyes Foundation in April 2025.

The Board is currently working on finetuning the Foundation's mission and strategy to enable the Foundation to steadily grow both in terms of activities and finances.

We thank the donors who made our work possible. We are grateful for your support and will continue our efforts in 2025 to our best ability.