

# Annual Report 2017



SQPN Europe (Stichting SQPN)



## Table of Contents

Table of Contents .....	3
Preface .....	5
Activities.....	7
Productions .....	7
Video via Social Networks .....	7
Podcasts.....	7
Office Remodelling.....	8
Productions for third parties.....	8
Dutch Public TV: KRO-NCRV Broadcasting Company .....	8
Kansfonds .....	8
Publicity.....	9
External Contacts .....	9
KRO-NCRV .....	9
Kansfonds.....	9
SQPN, Inc. (United States of America).....	9
Internal organisation.....	11



## Preface

2017 has been a busy year. Last year, our focus was on restructuring the organisation and breaking in a new board. This year we focused on production development and building the Trideo platform.

We formulated our focus and vision. Primarily, we make productions for an audience that is not involved in the world of church and faith. We build bridges to the church from our society making productions with a low threshold. An example of this is the short LEGO videos that explain topics of faith in one minute. We also want to connect people with each other on social media.

To provide a solid financial basis for this, we made several productions for third parties using the same theme of building bridges from our society to the world of faith.

In this Annual Report, SQPN Europe's board of directors wishes to be held accountable for 2017's policies and their results.

On behalf of SQPN Europe's board of directors,

Mr. J.J. van de Pas MSc (chair)\*

Rev. R.E. Vonhögen M.A. (secretary)\*

\*) This is a translation of the Dutch original and therefore not signed.



## Activities

### Productions

2017 started off well. In January, Trideo was present at the National Association of Pilgrimages (Dutch: VNB) trade show. We had our own booth and distributed flyers with information about our activities to the attendants. Fr. Roderick Vonhögen was also present signing the Dutch version of his book *Geekpriest*. The proceeds benefitted SQPN Europe.

#### Video via Social Networks

For Ash Wednesday 2017, we shared a LEGO video on Facebook and YouTube. It was well received. We answered questions about fasting and abstinence in the comment sections of both networks.

Fr. Roderick Vonhögen walked the Camino de Santiago in the months of April and May. Our community on Facebook, Twitter and YouTube virtually walked this ancient pilgrimage with him. When the internet connectivity in Spain permitted, we uploaded small video updates ('vlogs') and photos daily. Judging from the enthusiasm in the comments and the views, it was a great success. It inspired a number of people to start preparing for a Camino of their own.

#### Podcasts

Podcasts have been a staple ingredient in our production schedule since our founding, when it all began with the *Catholic Insider* in 2005.

In 2017 we made 21 episodes of *The Break with Fr. Roderick*, 13 episodes of *Geek Week* and 27 episodes of *The Walk*. Our supporters at Patreon provided the funds for these shows.

#### **The Daily Breakfast**

At the beginning of Advent, we started a daily podcast called *The Daily Breakfast*. All our existing shows merged into this format. Instead of weekly one-hour shows, we transitioned to daily 10-minute shows using a video-first format.

The topics discussed are the same, but they are recorded in such a way that it remains possible to subscribe to them as podcasts, even when video is the primary distribution method.

The first reactions were positive:

*“Love the new Daily Breakfast, I have switched from the podcast to watching online!! So awesome!”*

*“This ‘Daily Breakfast’ series is absolutely wonderful! Thanks Father Roderick!”*

*“Sometimes it’s so easy to think of priests as above us and too holy and very strict but this Chanel [sic] makes me realize priests are humans, too.”*

## Office Remodelling

Early in 2017 and facing an increased workload, we realised that we needed more space. After some orientation and planning, volunteers started renovating some old rooms in the rectory next to Holy Cross Church in Amersfoort that had not been in use for decades.

Everything needed to be redone because of the state the rooms were in. Our volunteers installed new ceilings with LED light panels, new wiring for data and electricity, put wallpaper on the walls and painted the interior while Fr. Roderick was walking his Camino.

We now have rooms for meetings, administration work, an editing room, and a green-screen studio.

## Productions for third parties

Dutch Public TV: KRO-NCRV Broadcasting Company

To cover overhead costs, third parties can hire Trideo to make productions for them. We made a total of 14 television episodes for the programme *Roderick Zoekt Licht* (Translation: “Roderick Searches for Light”) for the KRO-NCRV broadcasting company. This programme, hosted by Fr. Roderick Vonhögen, is a series of 25-minute documentaries that tell stories of faith and hope everywhere in Dutch society.

## Kansfonds

Kansfonds is a Dutch Catholic non-profit organisation that sponsors diaconate projects throughout the country. We created 10 short videos for Kansfonds, featuring these projects in the same style as our television episodes, named *Roderick Zoekt Kansen* (Fr. Roderick Looking into Opportunities). The videos were shared on social media and YouTube, reaching large audiences.

## Publicity

Fr. Roderick Vonhögen is a familiar face on Dutch TV because of his television work, and he receives invitations for talk shows and interviews on a regular basis. This is an opportunity to talk about SQPN Europe's activities as well.

Newspapers *Algemeen Dagblad* and *De Telegraaf* ran articles about Star Wars on their websites, and some radio programmes interviewed him about his experiences during the Camino de Santiago.

## External Contacts

In the past year, we had contacts with the following external organisations:

### KRO-NCRV

Trideo is one of the partners participating in the production of the television programme *Roderick Zoekt Licht*. We created 14 episodes for this show in 2017. We have a good relationship with the network, and we receive positive feedback from listeners via our social media channels.

### Kansfonds

We started a new relationship with Kansfonds in the past year, making 10 short videos for them. This was a new approach both for us and for them. We are still learning to optimize the production and cooperation. Even though making these short clips was a lot more work than initially anticipated, our working relationship with Kansfonds is good.

### SQPN, Inc. (United States of America)

Since the founding of SQPN Europe, we have had a good relationship with our American sister organisation, SQPN, Inc. Both organisations have a similar mission and vision, albeit with slightly different approaches.

The American non-profit focuses on 'New Evangelization', making shows that appeal to a large audience on the crossroads between faith and pop culture, hoping to bring

lapsed Catholics back into full communion with the Catholic Church. Their focus is on audio productions ('podcasts').

Trideo focuses on telling stories of faith, hope and love, sharing these with a mostly secular society. The focus is on video.

Both organisations started to collaborate on the Trideo platform in the last quarter of 2016. The idea was to bring podcasts and video together on this platform avoiding duplication of efforts. It seemed like a natural fit.

After evaluating this collaboration in the beginning of the last quarter of 2017, we both concluded that despite the similar missions and our long-term relationship, our differences, especially culturally, were too big to make a long-term cooperation work.

We both decided to focus on what each organisation does best and announced to our audiences that we would continue our work on our own separate platforms. SQPN, Inc. continues to produce podcasts "where faith meets pop culture" on SQPN.com tailored to an American audience. Trideo continues to produce videos that tell "stories of faith, hope and love" on Trideo.com for an international audience with a special place for the Dutch audience on the Dutch part of the site, Trideo.nl.

To prevent confusion about both organisations among our listeners, SQPN Europe's board agreed to change the European foundation's name to Stichting Trideo.

Even though we couldn't work our long-time relationship into a long-time collaboration, both organisations maintain the good relationship we have had since our founding.

## Internal organisation

SQPN Europe's organisation consists of a Board of Directors and an operational team.

The Board of Directors' focus is on developing a long-term vision and creating the means to transform this vision into tangible projects. It has delegated the day-to-day affair of running the organisation to the operational team.

The board meets once every quarter and more frequently when needed. Its members do not receive compensation for their activities, but occasionally get reimbursed for things like travel and other costs they incur for the foundation.

The 2017 board of directors consisted of Jacques van de Pas (chair), Pim van Stolk (treasurer), Roderick Vonhögen (secretary) and Annette Ursum (member).

The operational team, consisting of Roderick Vonhögen and Inge Loots, focuses on the creative process and coordination of the productions itself: content, production, editing and publication of both audio and video. Inge is on SQPN Europe's payroll as a part-time employee (50%).

In addition, several volunteers assist where needed. A few Holy Cross parishioners refurbished the Trideo offices in the past summer and Mr. Terry Akkers donated his expertise in business process optimisation, allowing us to work more efficiently.

We want to thank both our volunteers and donors for their support: we can't do what we are doing without them.