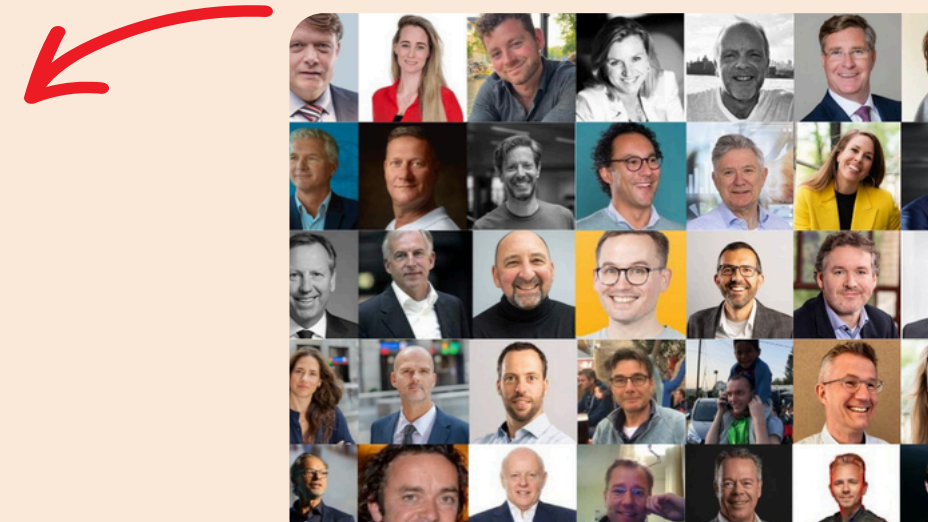


The power of connection

Impact report 2024



The perfect match





The power of connection

Foreword

What happens when you are truly connected with each other? When you look beyond your own world? When you decide not only to give, but also to listen, to learn and to move forward together?

At Net4kids, we once again experienced in 2024 what the power of connection means. In big changes, but also in very small, personal moments. A girl in India presenting her first website, built with skills she learned thanks to her IT training. A school principal in Sri Lanka proudly showing the renewed schoolyard. A local partner passionately telling about the difference he makes every day for his community.

But here in the Netherlands too, we see connections growing. During the Investors Meet Up, where entrepreneurs engaged in conversations about what impact truly means. For themselves. For their company. At the very first edition of the Impact Fair, where we created live connections between young people on the exhibition floor and in South Africa and Ghana. In the Net4kids500 community, where entrepreneurs strengthen each other and our projects.

It is precisely that connection that Net4kids makes possible. Between entrepreneurs and changemakers. Between employees and talented young people. Between dreams and action. We are proud of our role as matchmaker. We bring companies, charitable foundations and passionate project partners together. Not only to contribute, but to be truly involved. We build bridges between worlds. From trust, from equality, and always with the goal of enabling sustainable change.

This approach works. We see it in every project, every journey, every encounter. Like in India, where we saw up close with a group of investors what happens when young people are given opportunities. Where a simple classroom and a passionate teacher can make the difference between surviving and developing. What we get back from this connectedness is so much more than what we give. The stories, the encounters, the mutual learning - they move us. And they motivate us. Because especially when we are confronted with the harsh reality of inequality, poverty or climate challenges, we also see the power of entrepreneurial thinking. We do not ask ourselves whether we can do something, but how we can create more impact together.

With this Impact Report we look back on the results of the past year. In total we reached 22,631 people in our projects, of which 8,461 children and 14,170 parents, teachers and other people involved in their families and communities. The figures provide insight. But it is the stories in between that show the real value. Stories of collaboration, of growth, of opportunities. That good education does not only give one child a chance, but sets their whole environment in motion.

We hope that this annual report inspires you to keep connecting. To keep learning from others. And to build together a world in which all children have the chance to make their dreams come true.

Annelieke Brackel
Managing Director Net4kids





20 years of Net4kids

A personal reflection

In 2024, Net4kids celebrated its twentieth anniversary, a special milestone worth reflecting on. Throughout the year, we highlighted this anniversary in various ways, both in our communications and in meetings with our network. During the Investors Meet Up I shared my personal journey of the past twenty years, we marked the occasion at our annual golf day and we ended the year with a festive garden party full of family and friends.

What we once started as a small volunteer organisation, together with Veronika Uhl, Hugo Lingeman and my husband Loek, has over the years grown into a professional NGO. In 2024 our team consisted of Annelieke Brackel (Managing Director), Sandra Kooijman (Project Manager), Rieteke Roelofs (Fundraising), Anne-Marijn Bentum (Marketing and Communications), Jorim de Kroon (Account Management and Fundraising) and myself as founder. Each of us brings our own expertise, but we all share the same goal: creating sustainable impact for children worldwide.

Much has changed over these 20 years. We have grown, learned and continued to innovate, in our way of working, our processes and the way we build connections. What has not changed is our mission and the way we carry it out: transparent, committed and personal. Net4kids is still all about creating true engagement between investors (companies, professionals and foundations) and the child aid projects they support. For example, by connecting employees directly with young people in our projects, through masterclasses or one on one conversations.

Net4kids has become the go to matchmaker for companies and family foundations, where commitment, transparency and clear reporting remain central.

An indispensable role in this growth and professionalisation has, for twelve years now, been played by our ambassadors. Without their dedication, expertise and network, we would not be where we are today.

I am extremely proud that in twenty years, together with our partners, we have been able to give more than 300,000 children a chance for a future, and that we have built a healthy organisation with a team of six passionate members who, together with local heroes, give children the opportunity to build their future.

Anke van den Boog
Founder Net4kids

Looking ahead to 2025

In 2025 we welcome Philomena Kafui Darku as project manager in our team, a valuable addition that will allow us to further strengthen our connection with the projects.



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About Net4kids

A better world starts with children.
We believe that every child should have the opportunity to build their own future. But we do not believe in old school charity. Net4kids chooses a business driven approach that directly aligns with the social goals of organisations, companies and foundations.

Our mission

Every child healthy at school in a safe environment

Net4kids office

At Nest, in Amstelveen



16 project partners

Consistently referred to by us as local heroes



22.631

Number of people helped in 2024, of which 8,461 were children and 14,170 were families



€672.618

Total investment in our projects in 2024



5 employees (2.8 FTE)

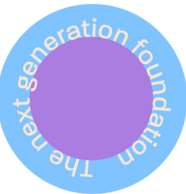
And 5 ambassadors, 3 board members and 5 regular volunteers

148 investors

Companies, family foundations, private investors

Active in 9 countries

India, Nepal, Vietnam, Sri Lanka, Ghana, Tanzania, Rwanda, Kenya, South-Africa



Highlights in 2024

What truly stood out for us this year? An overview of the highlights of 2024.

January

New addition

Jorim de Kroon joined as account manager.



March

Investors Meet Up

A successful 5th edition with 65 guests and 3 speakers.

April

Impact Fair

Europe's largest event where companies, investors and charities meet to create sustainable impact.



July

Safe water project

The first BAR filters are being installed in Tanzania to provide clean drinking water.



August

Net4kids 20 years

Celebrated with family and friends that we have been giving children a better future for 20 years.



August

Team outing

Work hard play hard!
Padel tournament with the team!
#everyonecompetitive

September

Golfday

Raised €32,200 with 47 participants.



November

Project trip

A week-long trip to India and Sri Lanka with 11 investors to visit 4 projects.



November

Net4kids500

The first real Net4kids500 event: 34 guests, 1 tour, 3 speakers, at The Valley, Zuidas Amsterdam.



December

Christmas campaign

Proceeds: €10,754
Number of investors: 21



**Our impact
in numbers**



All-inclusive proceeds

2020	2021	2022	2023	2024
560.013	623.146	643.295	714.600	1.462.000*

*due to the new Partnership Foundation Designated Fund (see also p.12)



Project expenditure

2020	2021	2022	2023	2024
542.587	622.856	594.034	670.266	672.618



Number of countries

2020	2021	2022	2023	2024
8	7	9	9	9



Number of people reached

2020	2021	2022	2023	2024
7185	7250	6678	8009	22.631*

*Of which 8,461 are children and 14,170 are parents, teachers and other people involved in their families and communities.



Investors

2020	2021	2022	2023	2024
90	130	122	136	148



Number of projects

2020	2021	2022	2023	2024
17	21	27	27	23

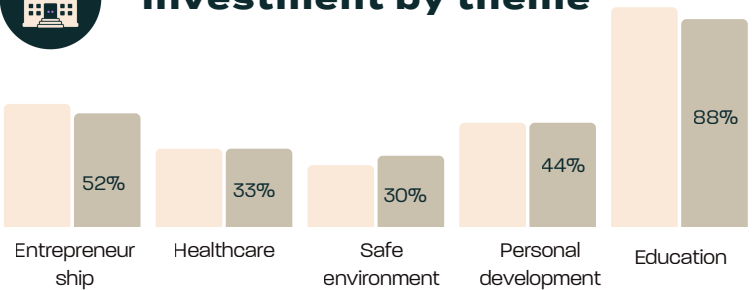


Number of local partners

2020	2021	2022	2023	2024
12	12	16	17	16



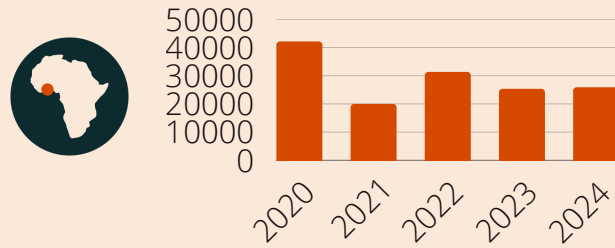
Investment by theme



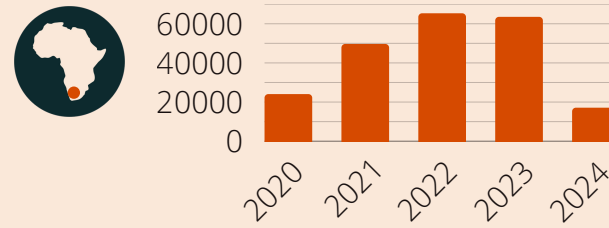
Project expenditures

How much we have invested in the projects per country

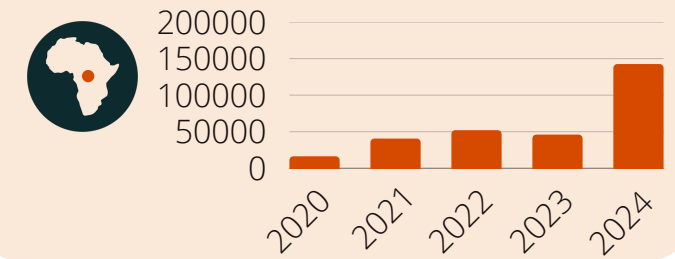
GHANA (2 projects)



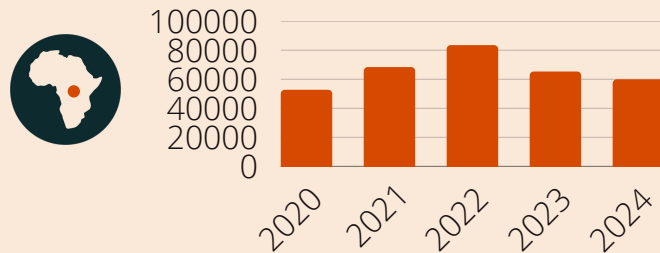
SOUTH-AFRICA (2 projects)



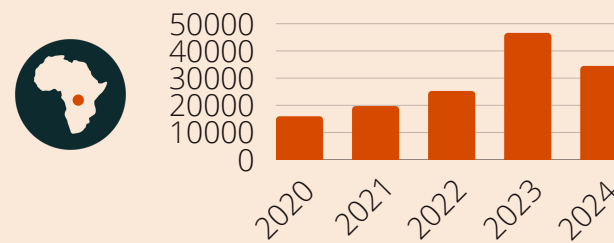
TANZANIA (4 projects)



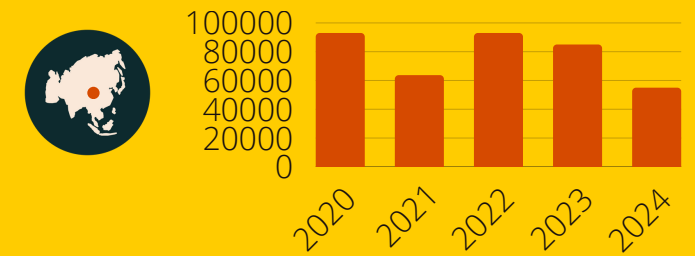
KENYA (3 projects)



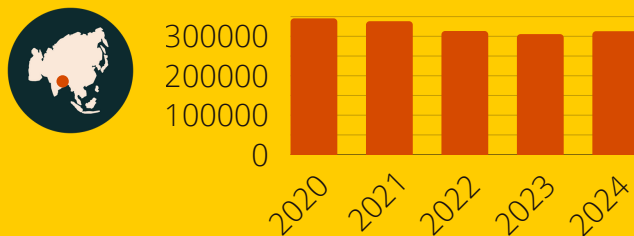
RWANDA (3 projects)



NEPAL (2 projects)



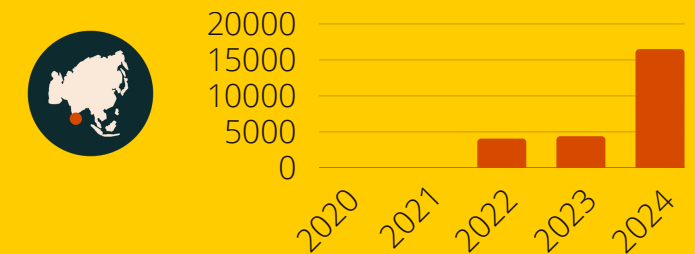
INDIA (5 projects)



VIETNAM (1 project)



SRI LANKA (1 project)



Theory of Change

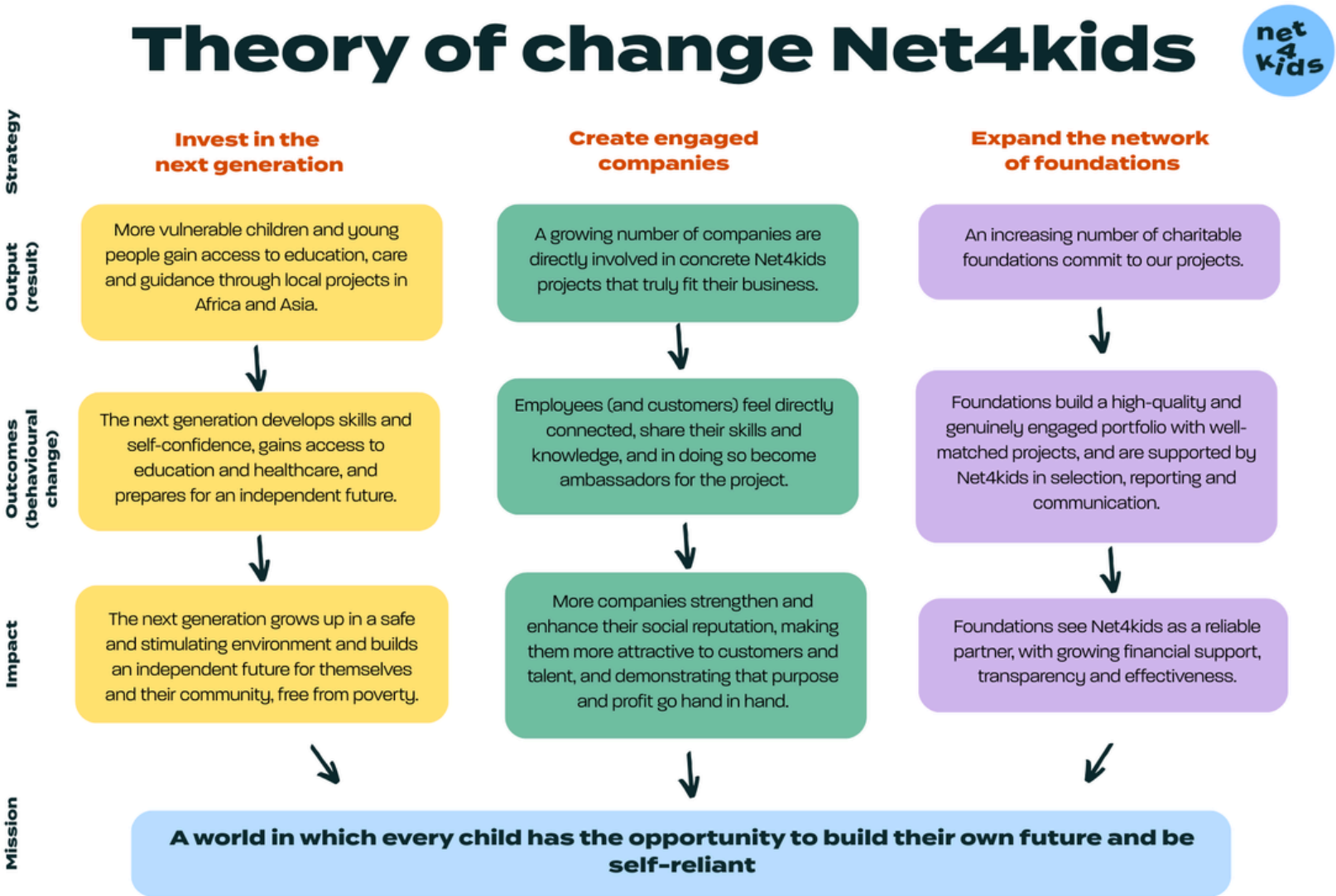
From strategy to impact

The Theory of Change of Net4kids shows how our approach contributes to a world in which every child has the opportunity to build their own future and be self-reliant. Our strategy is built on three pillars: investing in the next generation, creating engaged entrepreneurs and companies, and expanding the network of charitable foundations.

With concrete projects in Africa and Asia we ensure that vulnerable children gain access to education, healthcare and skills. At the same time, we connect companies and foundations to these projects in a way that fits their business and identity. Our perfect match.

This approach leads to tangible results (output), such as more healthy children going to school, more companies actively committed to the world and in particular this young generation, and foundations with a well-matched project portfolio. The involvement of all these parties then creates sustainable change (outcomes): children build a better future, companies increase their social impact, and foundations experience professional support and relief.

The ultimate goal (impact) is that children grow up in a safe and stimulating environment, companies strengthen their social reputation, and foundations recognise Net4kids as a reliable partner to help many more children.





Net4kids & Partnership Foundation

A new chapter for street children in India

Since 2004, we have been working closely with the Partnership Foundation (PF) to give street children in India a safe home through the Rainbow Homes programme. The collaboration originated from the passion of PF founder Ferd van Koolwijk, who passed away in 2013, and who was admired by our founder, Loek van den Boog, for his vision and drive:

“Ferd was a passionate social entrepreneur who succeeded in creating a groundbreaking vision for how the complex and immense problem of street children around the world can be addressed in an innovative, effective and scalable way. The successful translation of that vision into the Rainbow Home programme in India has made it the largest and most effective street children programme in the world, while retaining all the warmth of small-scale solutions. The programme has now been fully adopted by the Indian government. I admired Ferd for his vision and drive. It has been an honour and a pleasure to work with him, and I am happy to continue doing so with his team.” - Loek van den Boog

After many years of investing together with our network of companies and foundations in various Rainbow Homes (including in Calcutta and Delhi), in 2022 the collaboration shifted directly to the local Indian Rainbow team, Rainbow Foundation India (RFI), in order to further strengthen local ownership.

The impact is impressive. By the end of 2024, the network counted 23 Rainbow Homes in seven cities. Together with Community Care Centres, hostels and the Futures programme, RFI provides shelter and guidance to 4,671 children. Including alumni, a total of 15,233 girls and boys have now been

supported on their way to an independent life. Children who once lived on the streets now have a future full of opportunities.

From transition to sustainable growth

Because PF will be dissolving in 2025, its board has decided to entrust the remaining funds to Net4kids, a choice that stems from many years of close collaboration and shared trust in our vision and approach. We will take on the guidance of three new projects in India as well as the financial monitoring, to ensure that every euro retains its maximum impact.

The Working Capital Fund serves as a financial buffer for the central Rainbow organisation and several local partners. This allows temporary cash flow shortages to be bridged so that essential care for children can always continue.

Through the Rainbow Infinity Project we support all local implementation partners in strengthening their long-term strategy, governance and local fundraising. This helps them to continue and further develop the Rainbow model independently. The Academic Development Fund focuses on young people from the Rainbow Homes who want to pursue further education.

Through interest-free study loans, coaching and network support, we guide them towards obtaining a diploma and securing their first job. In this way, they build economic independence and will, in time, be able to give back to their community.

What does this mean for Net4kids?

This additional investment increases our capacity for action. We strengthen the continuity of the programme, build strong and independent organisations in India, and invest in the future of the young people themselves. It is exactly what Net4kids stands for: empowering children and young people to change their own lives and those of others.

We are proud of the trust that Partnership Foundation places in us and look forward to writing this new chapter together with Rainbow Foundation India.



SDG's

The Sustainable Development Goals (SDGs) of the United Nations are a set of 17 goals aimed at addressing global challenges such as poverty, inequality, climate change, environmental degradation, peace and justice. Companies can link their investments in child support to specific SDGs in order to clarify and strengthen their impact. Net4kids focuses on the following SDGs.



1. No poverty

Initiatives: Investments in child support can focus on providing basic needs such as food, clothing and shelter to children living in poverty.

Impact: By reducing child poverty, companies directly contribute to the first SDG, which aims to end poverty in all its forms.



2. Zero hunger

Initiatives: Companies can support programmes that provide healthy food and nutrition education to children.

Impact: This helps eradicate hunger and malnutrition among children, which is essential for their growth and development.



3. Good health and well-being

Initiatives: Investing in healthcare for children, such as vaccination programmes, medical check-ups and access to health services.

Impact: Promoting good health and well-being among children contributes to improving overall quality of life and reducing child mortality.



4. Quality education

Initiatives: Supporting education programmes, school infrastructure and scholarships for children.

Impact: Access to quality education enables children to gain the skills and knowledge they need for their future.



5. Gender equality

Initiatives: Specific programmes focused on the education and empowerment of girls.

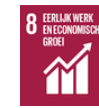
Impact: Equal access to education and opportunities for girls helps reduce gender inequality and strengthens the position of women in society.



6. Clean water and sanitation

Initiatives: Companies can invest in projects that improve access to clean drinking water, such as building wells, water filtration systems and rainwater harvesting systems.

Impact: Access to clean drinking water reduces water-related diseases, improves children's overall health and supports their ability to attend school and actively learn.



8. Decent work and economic growth

Initiatives: Programmes that protect children from child labour and prepare them for the labour market through internships and vocational training.

Impact: This promotes decent work and economic growth by ensuring that children develop the skills needed for future employment.



10. Reduce inequalities

Initiatives: Supporting children in marginalised and disadvantaged communities.

Impact: By reducing inequality in access to basic services and opportunities, this helps narrow the gap between different social groups.

By linking child support initiatives to the SDGs, companies can not only meet CSRD requirements but also clarify and strengthen their contribution to global sustainability goals. This helps build a positive reputation, attract investors who value sustainability, and create a tangible, positive impact on society.



Entrepreneurs in the spotlight

Carteman Ventures & the Safe Water Project in Tanzania

Technological innovation with social impact

If there is one entrepreneur who shows how technological innovation and social commitment can strengthen each other, it is Marcel van der Schaaff. With his investment company Carteman Ventures, he focuses on sustainable energy solutions that can be applied worldwide. His involvement in the Safe Water Project in Tanzania is a concrete example of how technology can directly contribute to social change.

Clean drinking water through sustainable technology

The project provides access to clean drinking water for local communities in Tanzania through a combination of solar energy, electric pumps and innovative filtration systems. The use of sustainable technologies leads to direct improvements in health, hygiene and educational opportunities. The first installations are now operational, giving children and families in the region access to safe drinking water, with a lasting impact on their daily lives.

Scalable collaboration

The collaboration between Carteman Ventures and Net4kids shows how technical expertise can be combined with local implementation. This makes the model scalable to other regions within and beyond Tanzania. In addition to the creation of infrastructure, the project also contributes to entrepreneurship, local ownership and a sustainable future perspective.

From sustainable energy to sustainable development

By linking technological innovation to sustainable development goals such as Clean water and sanitation (SDG 6) and Affordable and clean energy (SDG 7), Carteman Ventures contributes to structural progress at the community level. This collaboration shows how entrepreneurship can make a real contribution to a fairer and more sustainable world.



Marcel van der Schaaff



Schoolkids in Tanzania



BAR filter demo in Tanzania

Ygrec Finance & Girls Empowerment in Nepal

Structural support for equal opportunities for girls

Ygrec Finance, led by CEO Arjan Baar, has been structurally connected to Net4kids for many years. The involvement originated from an existing collaboration through former partner Bart de Goede and was immediately continued under Arjan's new leadership. With their expertise in financial services, Ygrec focuses on investments with social impact. Within Net4kids this has been translated into support for the Girls Empowerment Project in Nepal.

Investing in girls for sustainable impact

The project provides girls in Nepal with access to education, training and guidance on their path to an independent life. Investing in girls is a proven effective strategy for structural development: educated girls lead to better health in their families, lower child mortality and economic growth. Since they reinvest on average 90% of their income back into their community, a multiplier effect is created that helps break cycles of poverty. In this way, Ygrec directly contributes to Sustainable Development Goals such as quality education (SDG 4), gender equality (SDG 5) and reduced inequalities (SDG 10).

Connection through visibility and engagement

In addition to their structural support, Ygrec is actively visible at Net4kids events, including the annual Golf Day. During last year's edition, the company won the use of a Birō for a month, branded with both the Ygrec and Net4kids logos. A playful moment that at the same time strengthened the visibility of the partnership.

Transparency as the foundation for trust

For Ygrec, the transparency of Net4kids regarding impact and expenditures is an important principle. Clear communication makes it possible to invest with focus and confidence in projects that deliver tangible results. The collaboration reflects the vision of Ygrec Finance: socially responsible entrepreneurship with an eye for the next generation.



Girls with learning materials at school



Arjan Baar



Ygrec team with Birō

Kevlar & Rwanda Family Business for education

Collaborating for female entrepreneurship

Kevlar is not an ordinary company. They are masters at winning tenders, but since 2024 also at enabling a better future for mothers and children in Rwanda. With the support of Net4kids, they deliberately chose the Family Business for Education project, implemented by our local partner organisation UNM. This programme gives young mothers the opportunity to start their own business, follow financial training and use seed capital to get their enterprise off the ground. In this way, they not only create an income but also the opportunity to send their children to school. The project is a perfect fit for Kevlar, a company where strong women form the beating heart.

Focused on sustainable impact

Driven by the desire to do business with more involvement, Kevlar turned to Net4kids. “We were immediately touched, but also motivated. The local, sustainable approach aligned seamlessly with what we believe in,” says Stephana Verswijveren, owner of Kevlar. With their contribution to the project in Rwanda they are now helping three families towards an independent future. Children who would otherwise fall outside the education system now have the chance to develop their talents. This is not only valuable for them, but also strengthens their entire community. And it works: 90% of the families remain able to independently cover school costs after completing the programme.

“Take the story of Esther, mother of seven children. She used to sell vegetables from home, with few customers and hardly any income. Thanks to the Family Business for Education programme she was able to expand her assortment, save for a spot at the market and now sells other food as well. She saves every month and her children go to school. Stories like Esther’s show exactly why this programme is so valuable. As a team we feel connected to these mothers and are happy to contribute: entrepreneurship that leads to education.” – Stephana Verswijveren.

A beginning that calls for more

The first step has been taken, but Kevlar is already looking ahead. Because in addition to financial support they also see opportunities to use their knowledge and network. Think of inspiration sessions for their own team, sharing stories with clients, or even visiting the project in Rwanda. The ambition is clear: creating structural engagement that goes beyond donating. Exactly the kind of partnership that Net4kids is built on.



Schoolkids



Stephana Verswijveren



A mother from the programme with her own shop

Community building through collective giving

The giving circle concept

Net4kids deliberately chooses partnerships that go beyond one-off support. The giving circle concept, in which a group of entrepreneurs or professionals jointly invests in a project and remains involved for several years, fits perfectly with this approach. By pooling financial resources, brainpower and networks, not only is greater impact created, but also stronger connections between the investors themselves.

Kiruani Board

In addition to the Net4kids500 (read more on page 21), the Kiruani Town Advisory & Funding Board is a giving circle within Net4kids. In 2020 a group of entrepreneurs and professionals started this five-year journey to jointly invest in the development of the village of Kiruani in Tanzania, with a focus on education, healthcare and self-reliance. Several meetings took place during the programme. In the second year part of the group visited the project on site, and three years later a second trip followed to experience the progress. These visits strengthened the commitment and underlined the power of long-term collaboration.

Insights

This form of collective investing brought valuable insights: multi-year collaboration with a fixed group not only ensures financial continuity but also creates genuine engagement. The combination of committed professionals and entrepreneurs led to meaningful conversations, new connections and surprising perspectives. At the same time, the giving circle also required considerable effort: it was quite a lot of work, with much coordination, creativity and alignment. But it was precisely this intensity that brought passionate entrepreneurs together and generated new insights, ideas and energy.

Looking ahead to 2025: new connections

In 2024 new members joined the giving circle, further expanding the network. The project visits offered the group the opportunity to experience the impact of the project up close, and at the same time build a bridge towards future involvement. The positive experiences and results achieved mean that we will continue this giving circle model in 2025, allowing us to keep building long-term collaborations that not only strengthen projects but also structurally engage investors in our mission.



Visit Kiruani Board in Tanzania



Children from Kiruani Primary School fetching water



From capital to structural change

Creating impact together with charitable and family foundations.

To sustainably increase our impact, we are working more and more closely with charitable and family foundations. These foundations are looking for a high-quality and personal child support portfolio, in which engagement goes hand in hand with independent and sound management. This is precisely where the strength of Net4kids lies.

We provide a clear infrastructure, many years of experience and a carefully selected project portfolio in Africa and Asia. Each project is matched to the objectives and criteria of the foundation. When a project has the potential to scale, we secure additional financing from our network of companies and foundations. And when a foundation wishes to phase out financing, we guide the process to ensure the impact is preserved.

In 2024 we worked with 14 charitable and family foundations. Together, these partnerships accounted for 26% of our total donation income. Since Net4kids itself was founded as a family foundation by entrepreneurial philanthropists, there is strong alignment in vision and approach. We are happy to share the lessons we have learned in 20 years of Net4kids and contribute to an approach that fits the values and goals of each foundation.

We are also intensifying our collaboration with charity offices of financial institutions. In 2024 this cooperation resulted in two new partnerships and growing visibility among this target group. Thanks to a family foundation we were able to complete the financing of the wonderful project of our partner KOTO in Vietnam. Here, disadvantaged young people participate in an intensive hospitality programme each year, enabling them to take control of their future again. For our partner Watoto Wema in Kenya, thanks to the generosity of a family foundation, we were able to bridge an urgent funding gap in one go. As a result, the shelter, guidance and reintegration of former street children in Nairobi remained secured.

Foundations value our personal approach, transparency and focus on measurable impact. We guide them from the very first introduction through to reporting and evaluation, with room for involvement on their own terms: from data to stories, from impact measurements to organising a project visit on site. In short, we take care of everything.

In 2025 we aim to further grow the number of engaged charitable and family foundations so that together we can give even more children access to education, healthcare and a safe living environment. The opportunities for expansion are there, and the need remains as urgent as ever. You can read more about this in the vision for the future from our chair on page 37.



Net4kids500

Full speed ahead

What a year 2024 was for the Net4kids500. This year the Net4kids500 grew from an idea into a powerful community. A network of entrepreneurs and committed professionals who do not just want to talk about impact, but actually make it happen. We started the year with 28 members. We ended with more than 50. And the energy? That doubled as well. The Net4kids500 has by now become much more than just a list. It is a collective of people who believe that business and social responsibility go perfectly hand in hand. People who engage in real conversations at gatherings, share ideals and take concrete action for children worldwide.



Network

We believe in the power of relationships. In knowing each other, inspiring each other and strengthening each other. That is why in 2024 we organised two gatherings where members came together: ahead of the Investors Meet Up in March, and in the autumn at The Valley in Amsterdam. Both were packed with inspiration, substance and connection (read more on the next page).

We learned from changemakers, listened to stories that touched us, and went home with new insights and new connections. The Net4kids500 is not anonymous. It is personal. And more and more members contribute to growth by introducing someone themselves or activating their network.

Results that count

- 🌟 more than 20 new members joined in 2024
- 💰 €21,000 raised for the SAVE project in India
- 👶 65 children from migrant families gained access to education and healthy food
- 🧠 Teacher training and awareness activities set up, including around child labour.

This impact does not come out of nowhere. It is the direct result of the commitment of the members. The €500 contribution is not a donation, it is an investment. In children, in the future, in real change.

Scan the QR code to read more about the Net4kids500



The power of a network

Highlights of our community in action

Meeting 1

Prior to the Investors Meet Up

Location: Design Thinking Centre - Amsterdam

Date: 21 March 2024

Our very first official Net4kids500 session became a reality. In an intimate setting we sat down with founder Loek van den Boog and Alef Meulenberg, founder of Rhiza in South Africa, to explore the personal motivations behind their impact work. No frills, but an honest table conversation about choices, failure, courage and simply getting started. Along the way, the first connections between members emerged, planting the first seeds of a true community.

Meeting 2

The Valley, Amsterdam Zuidas

Location: Hamelink & Van den Tooren @The Valley - Zuidas

Date: 21 November 2024

With a view over the Amsterdam skyline, we gathered in the ultimate icon of sustainability: The Valley. Emile van de Klok (Empactify) showed how tech can contribute to social change. Ingmar Barendregt (Element15) shared his entrepreneurial story about water filters in Tanzania and building a profitable, scalable model for real impact. The energy? Present. The conversations? Deeper. The connections? Stronger than ever. There was laughter, learning and drinks. And: members brought guests along - because that is the true strength of this community.

Net4kids500 in action

🚀 The Net4kids500 community grew to more than 50 members in 2024.

💬 Engagement is increasing. Members shared their stories on social media, invited others to join and actively contributed ideas.

📢 In June we launched a recruitment campaign: 20 new members for 20 years of Net4kids. From personal invitations to LinkedIn posts.

✈️ Four members (Theo, Floris, Hugo and Jaco) travelled to India to see with their own eyes what their contribution means.

On to 2025

📈 Growth is accelerating. In 2024 more than 20 members joined. In 2025 we want to double that pace.

📖 The very first Net4kids500 magazine is on its way. With the full members list, stories from the field and a glimpse of where we are growing together.

🎯 Goal: 100 members. Even more connected with each other and with our projects.

🕒 Direction: 500.

🌟 Energy: tangible.



A group of approximately 12 children and one adult male are posed in a dry, open landscape with mountains in the background. The children are wearing red soccer uniforms, except for one girl in a white hijab and purple skirt, and one boy in a green uniform who is crouching in the foreground. The adult is wearing a green soccer jersey. Two children are holding colorful posters. The scene is brightly lit, suggesting a sunny day.

Local heroes in the spotlight

We often talk about our projects: about the children, the schools, the results. But behind every project are the people who make it possible. Local heroes whom we know personally. Who are on the ground every single day. Often in the background, not always visible. In this part of the report we put them in the spotlight. Because they are the ones making the difference. And that deserves to be highlighted.



Lazaro Andrew Urio

Organisationmanager at FTK in Tanzania

At Net4kids we know our project partners personally. Not through reports or annual statistics, but because we are in regular contact, think with them and implement the projects together. We have been working with FTK in Tanzania for 15 years now, and for 2 of those years with Lazaro Urio. In his role at FTK and the TPC Hospital he is committed every day to improving the living conditions of children and families in the Lower Moshi region. Below he shares about his work, his motivations and what collaboration means to him.

How did you get into this line of work?

I joined TPC in 2021 as the TPC Hospital Manager. TPC Hospital provides medical services to the Lower Moshi community, treating around 40,000 patients a year. Before that, I worked in education and health projects, which is how I got to know FTK. I was especially interested in supporting FTK's work in all five of its focus areas, particularly those involving children.

What drives you to do what you do every day?

Both TPC Hospital and FTK serve people who are in desperate need. At the hospital, we treat people with serious medical conditions. At FTK, I serve a community facing the highest levels of poverty. What touches me the most is when I visit schools and meet children who depend entirely on the school lunch program. For many of them, that's the only meal they'll get that day.

Can you share a moment you felt particularly proud of?

Visiting Kiruani village after Net4kids installed water filters really moved me. Before, people drank water with high fluoride levels,

which made it unsafe. After the filters were installed, the fluoride levels dropped, and the water became safe. My family now uses that same water and I see the difference in their health.

How has your work improved the lives of children and families?

A few examples:

- In education, pupils now have better school experiences and support their families after graduation.
- In health, we introduced dispensaries, deworming programmes, and ultrasound scans for pregnant women. Today, many mothers give birth to healthy babies.
- Single mothers received training, counselling, and capital to start small businesses.
- In agriculture, we supported school gardens so children can eat what they grow.
- In infrastructure, we've drilled boreholes to provide clean water for both people and livestock.

What would you like Net4kids' investors to know?

Every euro you invest makes a real difference. Kids are passing exams because they're healthy and fed. Single mothers live with dignity. And most importantly: communities are awake now. They're active, earning, and building their own futures.

“Work in partnership and trust the process. Celebrate small successes, learn from your mistakes and never lose hope. Your support goes a long way.”





A.Viyakula Mary

Executive Director at SAVE India

Twenty years ago Mary walked into SAVE as a volunteer. She came from the world of software and computer education, but the confrontation with the reality faced by women, children and workers in vulnerable positions touched her deeply. She stayed. SAVE fights against child labour, exploitation and human trafficking, and provides children and families in need with a safe foundation to rebuild their lives. Since then she has guided, protected and sheltered thousands of children, giving them a future. “Every morning I ask myself the same question: how many lives can I touch today?”

Her motivation is rooted in her own childhood. Born the second daughter in a family that would have preferred a son, she grew up with pressing questions that still drive her today. Why is a girl considered less valuable than a boy? Why are children robbed of their childhood? Why do women and workers receive so little appreciation while contributing equally to the success of a society?

Mary deals with these questions every day. Her work as director of SAVE is rarely limited to office hours. She is a mentor, social worker, policy influencer and emergency hotline all in one. Like that time on Christmas Day when she heard through a network about a girl who had been taken away under false pretences. Her identity had been falsified, she was working under coercion in a factory deep in the vast Tirupur area. Mary mobilised everything: staff as translators, local contacts, government officials. For sixteen days she fought, until the girl was back home, just in time for her exams.

This is not an exception. It is her daily work.

What inspires Mary most is not a hero or an icon, but the quiet resilience of those she supports: a girl who dares to dream again, a mother who holds her daughter in her arms once more, a worker who stands up for himself. “My life gains meaning because I can help them.”

SAVE’s impact goes beyond shelter and education. More than 3,000 children have grown up through the organisation to become independent, loving adults. “For a child who has felt unwanted for years, being able to freely choose a partner is a profound victory.”

Mary also makes a difference at the systemic level. She contributed to a government protocol for safe working environments in an industry rife with structural exploitation. Her own personal development reflects this commitment: three master’s degrees and ongoing PhD research on gender equality in the textile sector, “not out of prestige, but out of urgency.”

What makes her proud are not the numbers, but the change. Children who were once invisible are now building their future. And together with Net4kids and its investors, Mary makes that possible. “Your investment does not only mean safety or education,” she says. “You are helping to rewrite lives.”

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“This is not charity; it is a meaningful, measurable, and lasting impact.”



Jimmy Pham

Founder of KOTO in Vietnam

When Jimmy Pham returned to Vietnam in 1996, he did not yet know that an encounter with four street children would change his life — and that of thousands of others — forever. What began with handing out food and offering a listening ear grew into KOTO: Know One, Teach One. A social enterprise that has since trained more than 1,700 young people from vulnerable situations in Vietnam to become confident, independent professionals in the hospitality industry.

“Give a man a fish, and you feed him for a day.
Teach a man to fish, and you feed him for a lifetime.”

That old saying became the foundation of Jimmy's mission. Not charity, but empowerment. Not temporary aid, but a life full of choice and dignity. In the 24-month KOTO hospitality programme, young people learn not only how to cook or serve. They learn English, digital skills, social resilience and, above all, to discover their own strength.

The Covid pandemic brought KOTO to the brink of collapse. Tourists stopped coming, the restaurant had to close and Jimmy watched with sorrow as 100 young people faced the possibility of ending up back on the streets. But then something remarkable happened:

“The KOTO family rallied. Alumni (once the very kids we had helped) stepped up. A third of our operating budget during the crisis came from their support. In that moment, I realized something deeply important: this was never just about a restaurant or a training program. This was about people. About the community. About legacy.”



The strength of the KOTO model lies in this cycle. The young people who were once supported return as mentors, donors and employers of the next generation. More than 80 percent of the graduates remain actively involved in their community and support their families, often even financially. Almost all of them earn above the national minimum wage. One third have now taken on a leadership position.

That this model works is shown not only by the stories, but also by the results. All KOTO graduates find stable jobs, often in four and five-star hotels. Many move on to leadership positions or start their own business. Many alumni return to KOTO to guide the next generation. They actively share their success, support their families and invest in their communities. This circle of reciprocity is the essence of KOTO. Not a temporary safety net, but a sustainable wave of change.

But it is not the scale that makes Jimmy most proud. It is the principle that his approach, once considered idealistic, is now being adopted by others:

“The day I saw our model being adopted by others, when our way of doing things was no longer seen as naïve, but necessary, that was a moment of quiet, overwhelming pride.”

What moves Jimmy most deeply is the quiet transformation he sees happening time and again. Not a spectacular turnaround, but that moment when a young person stands tall and realises that they have been helped and that now it is their turn to help.”



Nellie Ekua Kirschner-Timmer

Founder of To Be Worldwide in Ghana

The power of connection lies deep in Nellie's roots. Born in Ghana to a Ghanaian mother and Dutch father, she grew up between two worlds. As a child she saw the stark differences between growing up in Ghana and in the Netherlands. It sparked a fire in her: every child should have access to knowledge, opportunities and a safe place to learn. Not temporarily, but structurally. "In the Netherlands, children have direct access to the tools and resources they need to build their future. That should be self-evident for every child, no matter where they are born."

In 2002 she founded To Be Worldwide: educational centres where children between the ages of 6 and 15 can access books, computers and programmes after school that help them build skills and self-confidence. Today there are two centres in Ghana and more than 19,000 children have been reached. "Children in Ghana are so eager to learn. They literally ask for involvement, for knowledge. And I gain so much fulfilment from responding to that call."

What moves her most? The lasting connection with the children. "I have been working with children for more than twenty years, and many of those who started with us in 2004 are now young adults. One of my proudest moments was when a group of alumni raised money on their own initiative to support a programme at the centre. That was such an emotional moment."

The impact of To Be Worldwide goes beyond learning to read or working with computers. In projects like Nose for Plastic, children inspire their parents to handle waste and plastic use differently. Some families have stopped burning plastic in their gardens and now bring their own containers to the market. Education creates awareness, and also drives action.

The collaboration with Net4kids runs like a common thread through Nellie's story. "We have been working together for more than twenty years and it feels like family. There is genuine understanding for each other's motivations. And I strongly believe that what we are building here can also be valuable for other partner organisations." Her message to investors is warm and clear: you are more than welcome to come and see for yourself, but even without a visit you can be sure that your investment makes a lasting difference.

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“Even a small contribution can make a difference. There are so many children who just need that little extra push. And who knows, they may be the ones to pass it on later.”





Dieudonné Gakire

Director at Dusego Empowerment Hub in Rwanda

When Dieudonné was two years old, he survived the genocide in Rwanda. The community he grew up in was broken. There was poverty, violence, no electricity, no clean water. Many children did not go to school. From a young age he knew: this has to change. He dreamed of a place where children feel safe, where they can play, learn and hold on to hope for a better future.

Years later he founded the Empowerment Hub in his home village of Dusego: a safe place for children and young people, where they can go after school to learn, explore, relax and grow. In an environment where structural opportunities are often lacking, Dieudonné built a centre full of energy, trust and perspective. Children gain life skills there. They are listened to, taken seriously and motivated to dream.

When asked who inspired him most, his answer is his father. “He forgave the people who killed his family in the 1994 genocide against the Tutsi in Rwanda. He helped people in our community. He gave free milk to children who had no food. He used traditional medicine to help people with eye problems. His kindness and strength still guide me today.”

He needed that same strength in the summer of 2024, four months after his father's passing. The grief weighed heavily. During the annual summer camp at Dusego, he even considered stopping. But when he saw the children laughing, dancing, and heard them say that the Empowerment Hub was their second home, he remembered why he does this work. He realised that his dream had become reality. A safe place that changes lives. Just as his father once did.

What drives him every day is the need to give hope. He sees children and families who are struggling, who are on the verge of giving up. With the Empowerment Hub he wants to show that something is always possible, no matter how hopeless it may seem. It starts small: by listening, guiding and making children feel that their voice matters.

The impact is tangible. Children learn skills they often do not have access to at school or at home. Parents notice that their children are growing, becoming more open, developing self-confidence. The Hub is more than a programme. It is a community of people building something better together.

What Dieudonné values most about the collaboration with Net4kids is the space and trust. No outside control, but genuine support. “They believe we know what is best for our people.” It is this reciprocity that forms the foundation for lasting change.

What he most wants to convey to investors is this: when you help one child, you help a family, a community and ultimately a country. Supporting small but powerful initiatives like the Dusego Empowerment Hub carries forward into our next generations.

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“Some people live in very hard conditions and feel like giving up. I want to help them believe again.”

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Campaigns

Campaigning can take different forms. Through our crowdfunding page, where the campaigner(s) can set up their action and receive donations, but also directly from within a company. Here are some examples of campaigns in 2024.

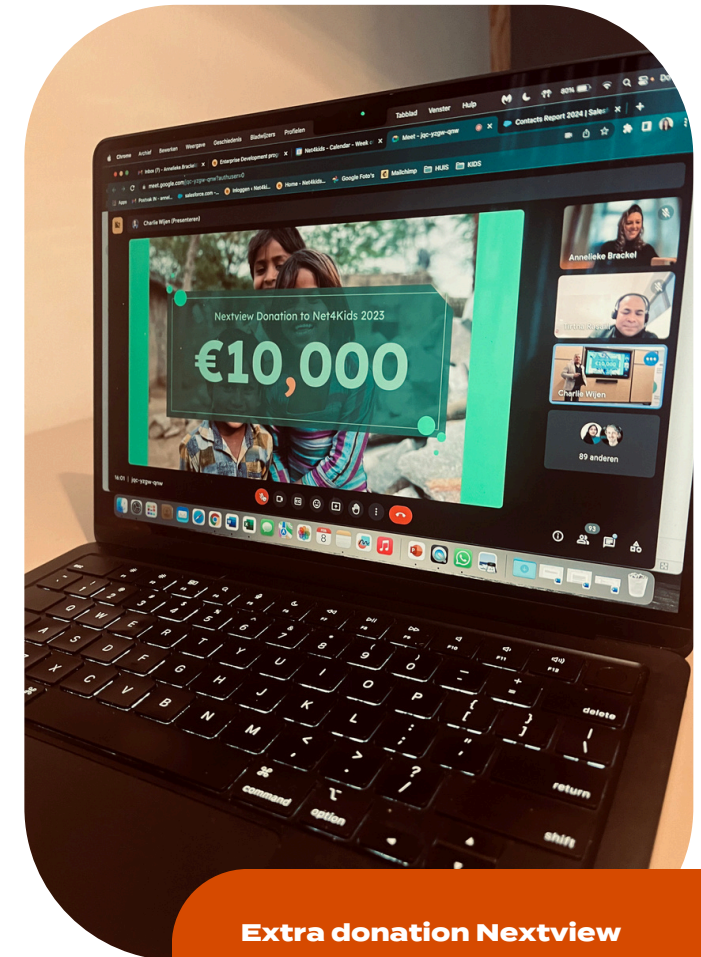


Amstel Gold Race

Led by Mario Huibers, the [Bluefootfamily](#) team cycled the Amstel Gold Race for Net4kids for the third year in a row! With a team of 9 people they raised €2,790 for the Watoto Wema Centre project in Kenya.

Let girls shine

With the Christmas campaign in December 2024 we called on people to give girls around the world the chance to shine. Under the theme "Let girls shine" we highlighted projects that give girls the opportunity to go to school, build self-confidence and take their future into their own hands. This campaign brought light, both literally and figuratively, into the lives of girls in Nepal, India and Kenya. The campaign raised a wonderful amount of €10,754.



Extra donation Nextview

At Nextview Consulting it is not only about numbers and growth, but about designing better business: entrepreneurship with positive impact. During their annual meeting we, together with our local partner Child Watabaran Centre-Nepal (CWCN), were invited to share about our collaboration. At the end of the day came a wonderful surprise: an additional donation of €10,000!



Partner Navigator Achievements

Nextview Consulting ★★★★★ 253

Salesforce Expertise

Category	Expertise Level	Integration	Integration Level
Customer 360 Platform	★★★★★	Integration	★★★★★
CRM	★★★★★	Marketing Cloud	★★★★★
Commerce Cloud	★★★★★	Sales Cloud	★★★★★
Industry Products	★★★★★	Service Cloud	★★★★★

Van kansarm naar kansrijk

Van kansarm na kansrijk voor a %.

Events

Net4kids organises events to connect, inspire and activate our community of investors, partners and engaged entrepreneurs. These gatherings provide a valuable opportunity to share knowledge, hear stories from the field and reflect together on how we can increase our social impact.



Investors Meet Up

Design Thinking Centre, Amsterdam

On 21 March 2024 more than sixty engaged entrepreneurs came together at the Design Thinking Center of Nextview Consulting in Amsterdam for the annual Investors Meet Up. Central to the event was the question of how companies and entrepreneurs can make a concrete impact for the next generation.

The afternoon opened with a musical performance by Jorim de Kroon, followed by inspiring stories from Nynke Geus - van den Broek on how we can tackle big problems within our own sphere of influence, Kim Paardekooper on the challenging road to making an entire production chain sustainable, and Alef Meulenberg on the importance of simply getting started, learning from mistakes and finding fulfilment in social engagement. An afternoon full of insights, inspiration and new ideas on how companies can contribute to creating opportunities for young people worldwide.



Impact Fair Jaarbeurs Utrecht

At the Impact Fair we showed that you really can make a difference. While the world is confronted with challenges such as floods, inequality, war and climate change, awareness and the will to take action are also growing. More and more people, companies and educational institutions are committing themselves to equal opportunities, sustainability and fairness for all. At the fair we highlighted and connected this positive movement. In our “matchmaking Birō” visitors engaged in live video conversations with young people from our projects in Ghana and South Africa. This created valuable encounters between Dutch students and their South African peers, and between entrepreneurs here and young entrepreneurs there. Through personal conversations across borders the world suddenly felt a little smaller and the impact a lot greater. The power of connection was tangible.



Golfday

BurgGolf de Purmer, Purmerend

On Friday 4 October 2024 the ninth edition of the Net4kids Golf Day took place. A day of golf with a wonderful group of engaged entrepreneurs at BurgGolf de Purmer in Purmerend. This year for the first time featuring the "Ron de Mos Challenge," named after the person who year after year brings the most golfers to this event. It was fantastic to see everyone's enthusiasm again, and the beautiful weather was an added bonus. But more importantly, together we achieved an amazing result of €32,200! Thanks to this amount we can, together with our local partners, structurally improve the lives of vulnerable children.



Trips

Net4kids offers (potential) investors a unique opportunity to see with their own eyes how the local project organisations work. The goal of such a trip is to provide an educational and inspiring experience and to show how Net4kids gives disadvantaged children the chance of a brighter future. With the contribution of the participants, Net4kids is able to monitor and document our projects locally, allowing us to create the greatest possible impact while keeping organisational costs low.



India

Land of opportunities?

In December 2024 a group of engaged investors travelled with Net4kids to India. The purpose of this trip was to experience how our local project partners work every day to build a better future for children and young people. India is a country of contrasts, with impressive economic growth and deep inequality. During this journey it became clear how opportunities are being created in circumstances where they are far from guaranteed.



The group visited projects in which children and young people are guided from vulnerable circumstances towards strength and independence. Girls who once worked in quarries and factories now shared how, thanks to education, they dare to speak out their dreams. Local leaders spoke about the importance of structural collaboration and creating safe learning environments where children can grow and thrive.

What made this trip special was the personal encounter with the people behind the project work. The participants experienced up close what investing in education, safety and personal development means for a community. Not in numbers, but in stories. In the strength of a girl who has taken her future back into her own hands. In the pride of a father who sees his daughter succeed where he never had opportunities. In the belief of a teacher that every child can make a difference.

The trip made it clear that our projects in India do not only provide aid, but also perspective. And that collaboration between local organisations, young people, parents and investors is the path to sustainable impact.

During this journey India revealed itself as a country full of contrasts, but above all as a country full of hope and opportunities. For the participants it was a confronting and inspiring experience that deepened their engagement with Net4kids and made the importance of our shared work tangible.

Sri Lanka

Progress in the tea plantations

In November 2024 Net4kids visited Sri Lanka to monitor our newest project in the tea plantations of Deniyaya. For the first time we met our local partner, the Sevalanka Foundation, which has been deeply rooted for many years in the development of local communities and sustainable agriculture. It was inspiring to speak personally with these dedicated local heroes and to experience the impact of their work up close.

The project, launched in February 2024, focuses on improving access to water, sanitation, healthcare and education for vulnerable communities in the region. Sevalanka strongly emphasises raising awareness about the importance of education. Thanks to our financial support they organise seminars and interactive sessions in the villages, reaching hundreds of parents and children. Infrastructure at Early Childhood Development Centres has also been improved, enabling young children to learn and play in a safe and stimulating environment.

We saw how newly installed water systems and toilets at preschools provide clean drinking water and improved hygiene for hundreds of children and their families. At the same time, in the line houses on the tea plantations, it became clear how vulnerable the living conditions still are. Meeting a tea plucker gave us a glimpse of the harsh reality of daily work and underlined the urgent need for fair wages and a more sustainable tea supply chain.

The biggest challenge in this region remains breaking the vicious cycle of poverty in which the children of tea pluckers are often trapped: limited access to quality education, responsibilities at a young age, combined with the poor working conditions of their parents.

It is precisely in this context that collaboration with a strong local partner like Sevalanka is so valuable. By working closely together on practical solutions and raising awareness within the community, we are taking steps towards structural change. Not only for today's children, but also for the generations to come.



Investors

Enthusiastic stories are contagious



Vision for the future

A bigger role for business. But how?

It is our mission to give as many disadvantaged children as possible a future and help them become self-reliant. We do this by working with local project organisations and supporting these heroes in realising their goals and dreams. Our focus is international, which means we are committed to disadvantaged children outside the Netherlands.

It is our vision that the business sector has an enormous opportunity to make a difference. That is why we focus on companies (and family foundations with an entrepreneurial background) and connect them with successful local projects. The power of combining enterprises with local project organisations generates maximum impact and is of decisive significance for the lives of many disadvantaged children.

Our long-term goal is to be the number one child support organisation for businesses and entrepreneurs. These stakeholders invest in change and opportunities for children, which is why we call them investors.

Our vision, mission and goals will remain unchanged in the coming years, although the emphasis may shift in response to current developments. These include, first, the continued erosion of international cooperation and development aid, and second, the large amounts of capital that will be released by the baby boomer generation.

The phasing out of development aid is becoming increasingly evident. The de facto dismantling of USAID, according to experts, results in an additional one million deaths per year, mainly children. Dutch policy to make aid primarily serve economic returns also harms projects that support children. In addition, wars lead to increased emergency aid at the expense of long-term projects.

The question is: who will step into that gap? In our vision we see an increasingly important role for business to make a difference, precisely where governments are failing. We expect these developments to be a catalyst for businesses to take the initiative. The fact remains, however, that many companies do not know where to start or how to generate maximum impact.

That is why we will continue to support these companies in their ambition to do good and to implement programmes that maximise their impact. In our vision, connection is key, and we will continue to strive for direct connections between companies and our local project organisations, creating synergy through a perfect match between company and concrete projects.

The second development, the availability of enormous amounts of capital from the baby boomer generation and their children, indirectly leads to much more capital becoming available for doing good. We see a trend in which (former) entrepreneurs in particular allocate part of their wealth to a foundation or fund in order to give back in a targeted way — whether in a separate foundation, managed by a family office, or as part of succession planning to the next generation. Over the past years we have already supported many of these (former) entrepreneurs in realising their goals. This trend will continue to grow. We are eager to keep supporting this group with tailor-made solutions, with one guiding principle: perfect match and maximum impact.

All these developments strengthen our conviction and long-term strategy more than ever: to help companies and entrepreneurs do good by directly connecting them with local projects from our own portfolio, projects that have proven to deliver concrete, maximum impact and that are a perfect match with their own objectives. At the same time, we will ensure sufficient diversity in the themes of our project portfolio so that we can continue to connect with our investors.

In doing so, we will help more and more disadvantaged children to shape their own future.

For the Next Generation. Always.

Loek van den Boog
Chairman



Thank you

This annual report was made possible thanks to our pro bono professionals:

Branding

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Financial annual report

The financial annual report of Net4kids can be found at www.net4kids.org/jaarrekening-2024

Net4kids Annual report 2024

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Want to know more about Net4kids?
If you have a question or comment, please let us know.
You can send an email to info@net4kids.org
Also take a look at:





www.net4kids.org

