

Movement

Impact report 2025

The next generation foundation
**net
4
kids**



Creating a movement

When does a contribution become more than a financial donation? When does one person inspire another? And when does a network grow into a movement?

We live in a world where a promising future is still far from guaranteed for many children. That is precisely why it inspires me to see how many people choose not to stand on the sidelines.

As the world around us becomes increasingly complex, I see more and more people wanting to make a difference. People who want to do more than simply make a financial contribution. They want to be involved. To experience the impact of their support. To share their insights and inspire others. They want to be part of a movement that creates opportunities for children together.

That is exactly what I have seen happening at Net4kids over the past year.

This movement became visible in many different ways. Within the Net4kids500, which has grown into a close-knit community of entrepreneurs. Within the Kiruani Board, where members joined our journey to Tanzania and returned as passionate ambassadors for Net4kids, going on to launch a new Giving Circle. And during the Impact Fair, where I once again witnessed the energy that is created when people not only talk about change, but take action themselves.

We see this same movement reflected in our projects. We believe in local heroes who have a vision for their community and the ability to inspire others to join them. By investing in them, something emerges that is greater than any single project. A teacher who inspires colleagues. A (football) coach who helps young people believe in themselves. A young entrepreneur who creates employment opportunities for the community. And ultimately, children who discover that they too can shape their own future.

That is what Net4kids stands for. We believe that lasting change begins with people who inspire others to join them. That is why we invest not only in projects, but above all in people. In investors, entrepreneurs, local heroes, teachers, coaches and young people who, each in their own way, go on to inspire others.

Of course, not everything went according to plan. This year, too, we experienced that not every initiative immediately becomes reality and that circumstances can change. Sometimes this puts funding under pressure. It is precisely in those moments that the strength of the relationships we have built together becomes clear. People remain committed, think along and work together to find new opportunities.

In this Impact Report, you will read what this has achieved over the past year. You will find figures, results and stories. But above all, it shows how a financial contribution can grow into genuine involvement. How one person inspires another. And how a network grows into a movement that creates ever more opportunities for children.

My sincere thanks to everyone who contributed to this over the past year. Because every movement ultimately begins with one person who chooses to believe in someone else.

Annelieke Brackel
Managing Director, Net4kids



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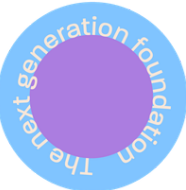




About Net4kids

A better world starts with children

We believe every child should have the opportunity to build their own future. But we do not believe in old-fashioned charity. Net4kids takes an entrepreneurial approach that aligns directly with the social ambitions of companies, organisations and charitable foundations.



Our mission

A world where every child has the opportunity to build their own future and become self-reliant.

Net4kids office

Nest, Amstelveen



16 project partners

The local heroes we proudly work with



19.984

19,984 people reached in 2025, including 8,653 children

€994,089

Total investment in our projects in 2025



5 employees (2.8 FTE)

Supported by 4 ambassadors, 3 board members and 5 volunteers

141 investors

Companies, (family) foundations and private investors

Active in 9 countries

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



The people behind Net4kids

Net4kids may be small in size, but it is big in commitment. In addition to the team, ambassadors and volunteers also contribute to the organisation. Together, they help make opportunities for children visible and possible.



Anke



Annelieke



Anne-Marijn



Jorim



Philomena



Isa (vanaf december 2025)



Marcel



Jaco



Mario



Evelien



Hugo



Emile



Niels



Floris



Rieteke

Team

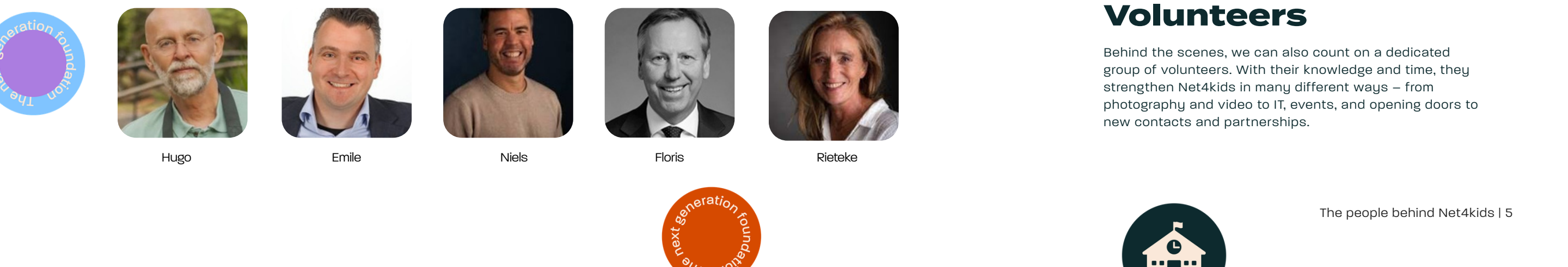
The Net4kids team works every day to connect investors with projects, support partnerships and make impact visible. From relationship management and fundraising to communications, events and project coordination, together we turn ideas into real opportunities for children.

Ambassadors

Our four ambassadors are closely involved with Net4kids. They help shape the organisation's direction and use their networks to create new opportunities and meaningful connections.

Volunteers

Behind the scenes, we can also count on a dedicated group of volunteers. With their knowledge and time, they strengthen Net4kids in many different ways – from photography and video to IT, events, and opening doors to new contacts and partnerships.



Highlights of 2025

What truly stood out for us this year? A look back at the highlights of 2025.

March

Kiruni gathering

A gathering with the Kiruni Board at Fort de Gagel.



April

Magazine launch

We proudly launched the very first edition of the Net4kids500 magazine! 🌟



April

Impact Fair

A Net4kids stand at the Impact Fair and a Net4kids500 gathering with a quiz and networking drinks.



April

Cooking with Marco

A farewell dinner for our ambassadors Ron de Mos and Marco Gianotten.

May

Projectpartner Workshop

Project manager Philomena brought our project partners together for an online workshop.

May

New ambassador

We welcomed our new ambassador, Evelien Sanders.





May
NNEK Quiz

A fantastic €5,221 was raised for Net4kids!



May
Trip to Tanzania

The second trip to Kiruani, Tanzania with the Kiruani Town Advisory & Funding Board.



July
Meet&Greet with projectpartner

Our Rwandan project partner, Dieudonné, presented his work to our investors.



August
Active Campaign

Migration from Mailchimp to ActiveCampaign with the support of MassInfra.



September
Bouwmeesters Golfday

Our investor Bouwmeesters organised a golf day, raising funds for Net4kids. ❤️



September
Amsterdam Bussiness Forum

Together with the Net4kids500, we attended an inspiring talk by Simon Sinek.



November
KNVB/ WorldCoaches

Presentation of our new partnership with WorldCoaches at the KNVB Campus to the Net4kids500.

November
Tanzania reunion

Mario cooked the most delicious curries during the Tanzania reunion.



December
Advertorial

Together with Insinger Gilissen, Anke van den Boog was featured in Het Financieele Dagblad with the article: 'Doing good is the new being rich.'



December
New addition

Isa Patist joined Net4kids as project manager. 😊



December
Impact Shop launch

Christmas campaign
Amount raised: €4,401
Number of investors: 16





**Our impact
in numbers**



Total amount raised

2021	2022	2023	2024	2025
623.146	643.295	714.600	1,437.224*	593.871

*Due to the new Partnership Foundation designated fund.



Project expenditure

2021	2022	2023	2024	2025
622.856	594.034	670.266	870.160	994.089*

*Including Partnership Foundation funds.



Number of countries

2021	2022	2023	2024	2025
7	9	9	9	9



Number of people reached

2021	2022	2023	2024	2025
7250	6678	8009	22.631	19.984*

*Including 8,653 children and 11,331 parents, teachers and other members of their families and communities.



Investors

2021	2022	2023	2024	2025
130	122	136	148	141



Number of projects

2021	2022	2023	2024	2025
21	27	27	23	24

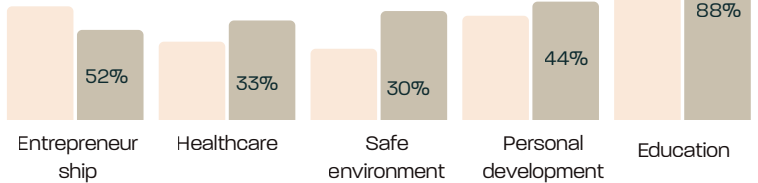


Number of local partners

2021	2022	2023	2024	2025
12	16	17	16	16



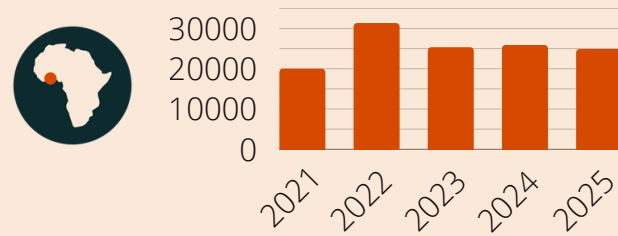
Investment by theme



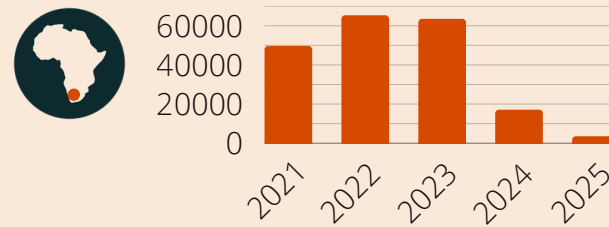
Project expenditure

How much did we invest in projects in each country?

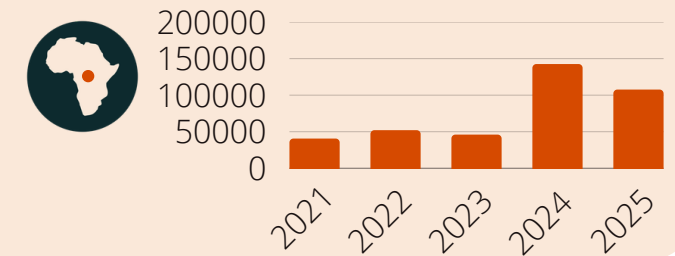
GHANA (2 projects)



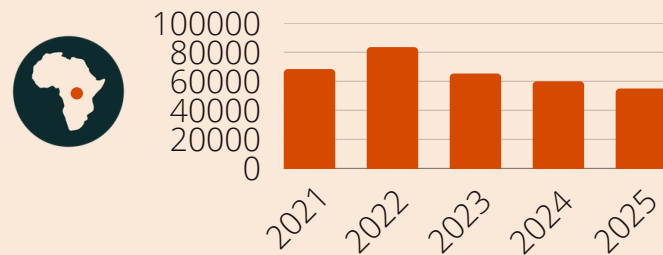
SOUTH-AFRICA (1 project)



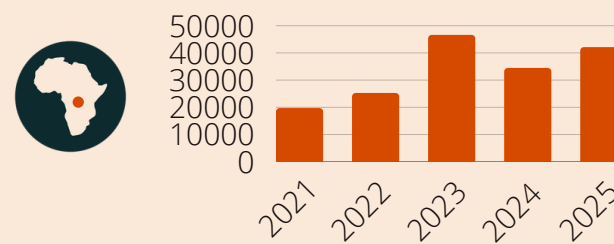
TANZANIA (4 projects)



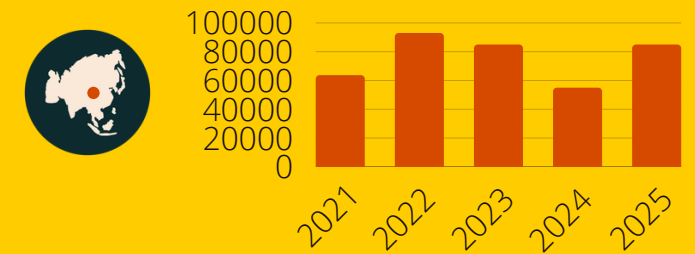
KENYA (2 projects)



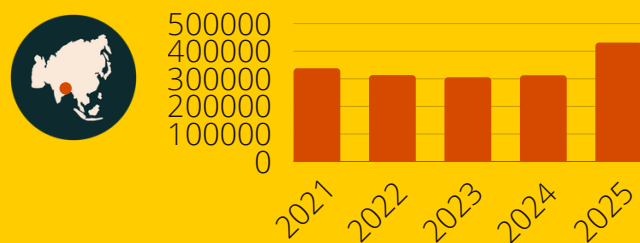
RWANDA (3 projects)



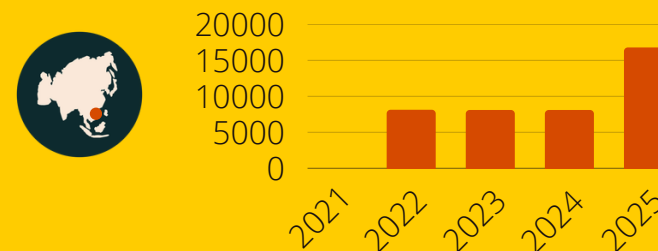
NEPAL (2 projects)



INDIA (7 projects)



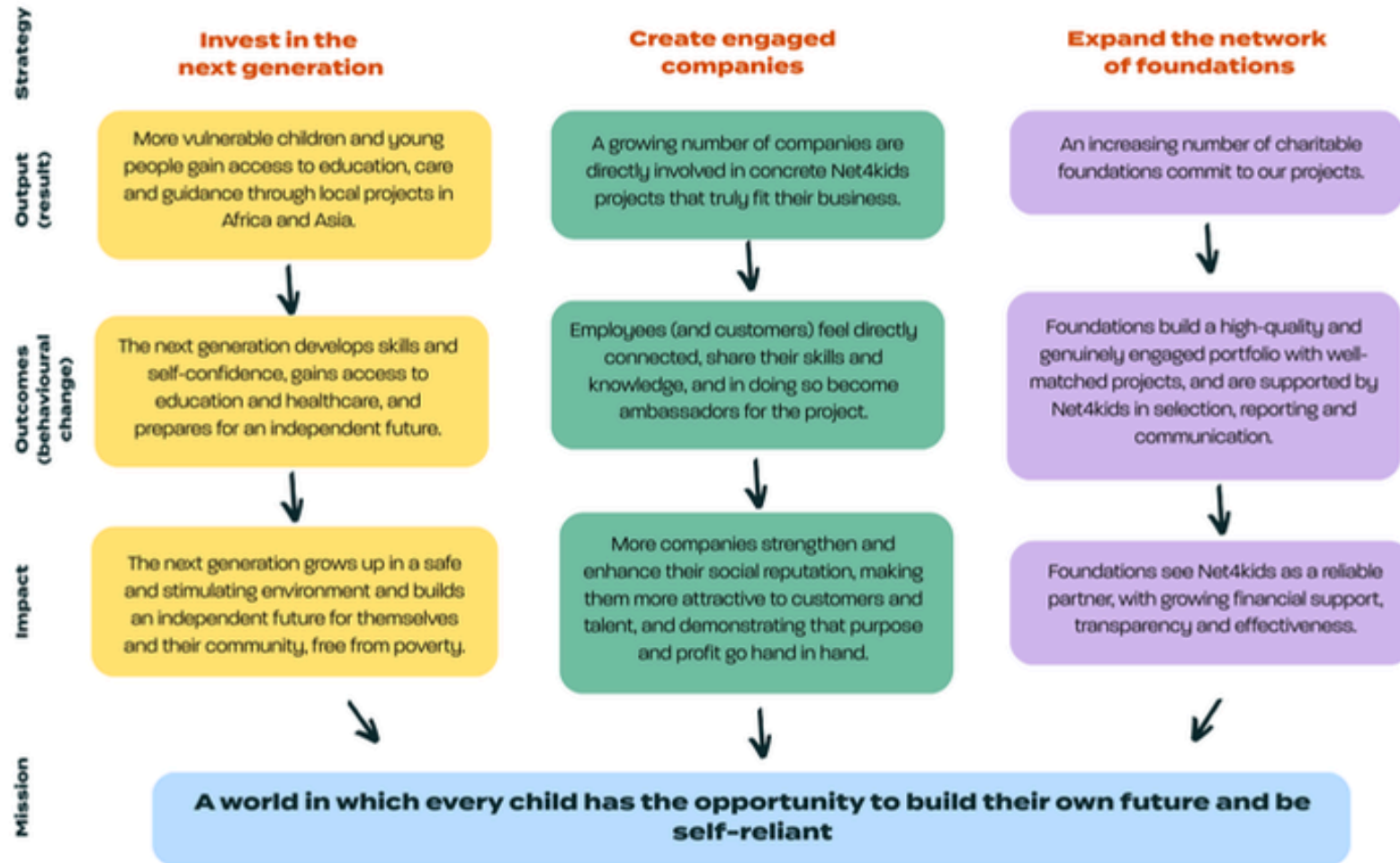
Vietnam (2 projects)



Sri Lanka (1 project)



Theory of change Net4kids



From strategy to impact

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

Through concrete projects across Africa and Asia, we help vulnerable children gain access to education, healthcare and essential life skills. At the same time, we connect companies and foundations with these projects in a way that aligns with their purpose, values and business objectives. Our perfect match.

This approach leads to tangible outputs, such as more healthy children attending school, more companies actively contributing to a better world and investing in the next generation, and foundations with project portfolios that match their goals. The commitment of all these stakeholders then creates lasting outcomes: children build a better future, companies strengthen their social impact, and foundations benefit from a trusted partner that provides professional support.

Our ultimate impact is a world in which children grow up in a safe and supportive environment, companies strengthen their social reputation, and foundations recognise Net4kids as a trusted partner in helping many more children build a better future.



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.

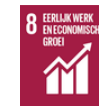
Impact: Equal access to education and opportunities for girls helps reduce gender inequality and strengthens the position of women in society.



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.



Investment partners

Net4kids connects investors with local projects based on shared ambitions and values. In this chapter, we highlight three investment partners who, in 2025, found a project that truly matched their goals.

TUI Care Foundation

Opportunities for youth in tourism

Project partner: KOTO Vietnam
Investor: TUI Care Foundation
Duration: 2025–2027
Reach: approximately 100 young people per 2 years



A career starts with an opportunity

Every career starts with an opportunity. For approximately 100 young people, the TUI Academy Hanoi offers that chance. Driven by the belief that tourism can change lives, TUI Care Foundation invests worldwide in initiatives that give young people access to education, work experience, and a better future.

A world of possibilities

Since 2025, TUI Care Foundation has supported the TUI Academy Hanoi through Net4kids. Net4kids established this partnership by connecting the goals and wishes of TUI Care Foundation with the expertise and approach of KOTO. As a link between both organisations, Net4kids serves as the point of contact for the donor and is responsible for monitoring and reporting on the programme. Within this programme, approximately 100 vulnerable young people annually follow a two-year training in the hospitality sector. In addition to professional knowledge, they work on personal development, self-confidence, and skills needed to independently find their way in the job market. The participants are young people from vulnerable situations, often from poor families or with a history of street life, neglect, or school dropout. For many of them, the TUI Academy is a unique opportunity to still pursue an education and build an independent life.

Learning by doing

What makes this partnership special is the strong connection between learning and doing. Through restaurants, catering activities, and internships, young people gain direct practical experience in a professional environment. This creates a natural bridge to employment, giving participants not only a diploma but above all a perspective on a sustainable future. Many graduates subsequently find jobs within hotels, restaurants, or other parts of the fast-growing hospitality sector in Vietnam.

Room to grow

The ambition extends beyond the current group of participants. TUI Care Foundation and KOTO share the desire to further expand the programme in the coming years, so that even more young people get the chance to develop their talents. In doing so, they invest not only in individual young people, but also in a new generation of professionals who contribute to the development of their community and the Vietnamese tourism sector.



Every career starts with an opportunity.
For approximately 100 young people, the TUI Academy Hanoi offers that chance.



Stichting de Nieuwe Haven

From factory to school

Project partner: SAVE, India
Investor: St. de Nieuwe Haven
Company: Modehuis blok
Reach: 1200+ children
Focus: Education, protection and awareness

Clothing and children's rights

In 2024, Net4kids came into contact with Stichting De Nieuwe Haven. A conversation about the Bridge Schools programme of SAVE in Tirupur, India quickly emerged. For a fund with roots in the fashion world, the connection to this region was particularly relevant. Tirupur is known worldwide as a major centre for the textile industry, but behind that economic growth lies another reality: thousands of children of migrant workers grow up without access to good education and are at risk of child labour.

Education as an alternative to child labour

With support from Stichting De Nieuwe Haven, more than 500 children were able to participate in the Bridge Schools programme of SAVE in 2025. Through seven learning centres spread across Tirupur, children who have never been to school or have missed education get the chance to catch up. In addition to education, they receive healthy nutrition, medical guidance, and personal support, so they can successfully transition to regular education.

Looking at the root cause of the problem

What appealed to Stichting De Nieuwe Haven about this project is that SAVE looks beyond just the child. The organisation works on raising awareness about child labour, actively involves parents in education, and seeks collaboration with schools, employers, and local authorities. This means working not only on the future of individual children, but also on structural change in a region where education is still far from self-evident for everyone.

Growing trust

The collaboration was not limited to India. In 2025, Stichting De Nieuwe Haven also decided to support projects in Nepal and Kenya. This grew the relationship from one project to a broader involvement in the mission of Net4kids: giving children worldwide the chance to grow up healthy, safe, and with perspective.



Alphatron Foundation

From dry land to a thriving food forest

Projectpartner: Feedback to the Future, Kenya
Investor: Alphatron Foundation
Project period: 2025-2026
Reach: 60 children and their families (approximately 300 people)
Focus: Climate action and food security

ALPHATRON



A project that reflects their DNA

The Alphatron Foundation is committed to strengthening communities, tackling climate change and reducing poverty. The Foodforest Learning Program brings these three ambitions together. That is why, out of three proposed projects, the foundation chose this initiative in Kenya. Here, children and their families learn how sustainable agriculture can not only strengthen their environment, but also improve their future prospects.

Learning from nature

In the dry region of Kilome, many families struggle with failed harvests, food insecurity and the effects of climate change. The Foodforest Learning Program shows that there is another way. By creating food forests, children and parents learn how to work with nature rather than against it. These food forests restore the soil, increase biodiversity and provide a more reliable food supply.

Knowledge that lasts for generations

The programme is about much more than planting trees. Children and their parents receive training in sustainable agriculture, biodiversity, nutrition and entrepreneurship. The knowledge they gain remains within families and communities and is passed on to future generations. In this way, the impact extends far beyond the project itself.

Building resilience together

The Foodforest Learning Program shows how poverty reduction, climate action and entrepreneurship can go hand in hand. Families improve their food security, gain access to new income opportunities and become less vulnerable to drought and failed harvests. An investment that not only creates impact today, but also helps build a resilient community for the future.



“What appealed to us was the practical, local approach: children in Kilome not only learn about climate action and food security, but immediately apply that knowledge within their own community. That is the kind of impact that lasts.”

Anna Sophie Slingerland,
head of Impact at Alphatron







**INSINGER
GILISSEN**
A QUINTET PRIVATE BANK

**Meer dan geld geven: goed
doen is het nieuwe rijk zijn**

'Filantropie hoeft niet altijd groots te zijn.
Een klein gebaar doet al veel.'

Lees het nu

From giving to engagement

Philanthropy is changing. More and more entrepreneurs and families want to do more than make a financial contribution. They want to use their knowledge, networks and entrepreneurial spirit to create meaningful social impact.

This shift is also reflected within the Net4kids network. Entrepreneurs increasingly want to use their knowledge, networks and entrepreneurial mindset to create lasting change. At the same time, a new generation of philanthropists is looking for ways to connect their wealth with meaningful social impact.

This aligns closely with the vision of Net4kids. For more than twenty years, we have connected entrepreneurs, companies and investors with local projects that create opportunities for children. Not through a traditional donor-recipient relationship, but as partners working together to create lasting impact.

The greatest impact is created when people and networks come together.

In 2025, Net4kids and Insinger Gilissen found common ground in this shared vision. A partnership centred on philanthropy, entrepreneurship and meaningful connections. This was reflected in a joint advertorial in Het Financieele Dagblad and during the annual Corporate Power event, where discussions focused on the role wealth and entrepreneurship can play in driving positive social change.

For Net4kids, this partnership confirms what we have believed for many years: the greatest impact is created when financial resources, knowledge, experience and personal commitment come together. By connecting people, networks and opportunities, we can create lasting change for the children who need it most.

Read the full FD interview

In 2025, Net4kids founder Anke van den Boog and Hanneke Verburg of Insinger Gilissen discussed the changing role of philanthropy and the power of engaged giving.

[Read the full FD interview](#)

Projects

Net4kids works with local partners who are creating lasting change for children and their communities. In this chapter, we highlight three projects that demonstrate what that change looked like in 2025.





“

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



Mkalama

A village at the beginning of change

A new village, a new beginning

In 2025, Net4kids and project partner FTK launched a five-year journey towards self-reliance in Mkalama, a village in northern Tanzania with nearly 4,000 residents. Like in the other villages where FTK works, the programme is built on one core belief: lasting change does not come from the outside, but is created together with the community itself.

Listening first, then building

Before the first activities began, an extensive assessment was carried out to identify the community's greatest challenges and opportunities. FTK spoke with hundreds of households and organised meetings with village leaders and residents. Based on these conversations, a shared five-year development plan was created. The findings showed that many families depend on agriculture, while poverty, limited access to healthcare and a lack of economic opportunities are part of everyday life. At the same time, they revealed the wealth of knowledge, energy and ambition already present within the community.

The first steps have been taken

Although 2025 was primarily a year of preparation and collaboration, tangible results were achieved from the very beginning. More than 1,000 pupils received school meals, four volunteer teachers were recruited, and 346 children received medical care during a medical outreach camp. In addition, single mothers took part in entrepreneurship training and received start-up capital, while local farmers participated in training programmes on sustainable farming and livestock management.

Ownership as the key to success

What sets FTK apart is its focus on local ownership. Together with FTK, community members decide which steps are needed to further develop their village. Village committees were established, local leaders received training, and residents were actively involved in creating plans for the years ahead. As a result, not only does the village grow, but so does the confidence that lasting change is possible when the community takes the lead.

Project partner: FTK
Location: Mkalama, Tanzania
Project start: 2025
Community: 3,914 residents
Approach: Education, healthcare, livelihoods and infrastructure
Goal: A self-reliant community within five years

2025 in numbers:

1,346 children | 20 mothers | 80 farmers | 4 teachers

Society Serving Humanity

A long-standing partnership

Twenty years of building brighter futures

When Net4kids partnered with SSH in the Namakkal region of southern India in 2007, HIV/AIDS was one of the greatest challenges facing many families. Children had lost their parents, families were excluded from their communities because of the stigma surrounding the disease, and access to education was far from guaranteed. It was for these vulnerable children that the Foster a Child Programme was established, with the aim of providing access to education, healthcare and a brighter future.

Opportunities that changed lives

Over the years, hundreds of children gained access to education, healthcare, nutritious meals and personal guidance. The impact of this is reflected in the stories of former participants. Take Ajithkumar, who was able to complete his education through the support of SSH, received computer training and went on to build a career in the IT sector. Or Shobidiana, who lost her mother at a young age and was given the opportunity to continue her education through SSH. Today, she works as a nutritionist at a hospital in Namakkal. Children who once depended on support have become nurses, IT professionals and entrepreneurs. Their success shows what is possible when children are given the opportunity to develop over many years.

A chapter we close with pride

In 2025 and 2026, Net4kids and SSH are gradually bringing their partnership to a close. Not because its impact has diminished, but because the project has achieved what it was originally created to do. What began as a small-scale programme grew into an initiative that helped thousands of children build an independent future. In that sense, an important mission has been accomplished.

At the same time, Net4kids has further refined its approach in recent years. We increasingly invest in projects that place local ownership, innovation and financial sustainability at their core. After nearly twenty years of collaboration, we believe SSH has built a strong enough foundation to continue growing with new partners and new sources of funding.

"The children I met in Namakkal often had very little, but they had dreams. What I find most inspiring is that so many of them have gone on to make those dreams come true."

- Anke van den Boog, founder Net4kids



Projectpartner: Society Serving Humanity
Location: Namakkal, Tamil Nadu, India
Project period: 2007-2026
Focus: Education, healthcare and social development
Targetgroup: Children and families affected by HIV/AIDS
Status: Phased completion



From then to now:

- **2007:** Start of the partnership between Net4kids and SSH
- **More than 6,000 children supported**
- Children progressed to secondary education, vocational training and employment
- The programme expanded from supporting children to empowering women, families and entire communities
- **2025/2026:** The conclusion of a twenty-year partnership, leaving a lasting impact on thousands of children and families

Gaafaade

A promising initiative that proved to lack the right foundation

Why this project appealed to us

Through Monique van Dam of OneWorld Citizens, Net4kids was introduced to the Living Legends: a network of young entrepreneurs from countries including Rwanda, Ghana, Nepal and Kenya, all working to create social change in their own communities. Within this network, we met Jean Paul from Rwanda. Through his Gaafaade initiative, he aimed to support teenage mothers in Rusizi by providing vocational training, sexual health education and entrepreneurship skills, enabling them to earn their own income and take control of their future. The combination of social impact and entrepreneurship aligned closely with Net4kids' mission and also resonated with our investors.

A project in two locations

Together with two family foundations, Net4kids made it possible to launch the project. In Rusizi, work began on a training centre for teenage mothers, where they learned sewing skills and produced simple products to generate an income. At the same time, the Gaafaade clothing brand was being developed in Kigali, with the ambition of creating a commercial brand whose profits would be reinvested in the programme in Rusizi. The result was an ambitious model in which social impact and entrepreneurship were intended to reinforce one another.

A foundation that proved too fragile

During implementation, it became clear that the project was vulnerable on several fronts. The development of the Gaafaade clothing brand in Kigali struggled to gain momentum, partly due to Jean Paul's personal circumstances and a lack of sufficient commercial and organisational capacity. In Rusizi, it also became clear that the support offered to the teenage mothers did not adequately match the complexity of their situation. Many of these young women were dealing with trauma, social exclusion and a lack of support systems. The training alone was not enough to prepare participants for independent entrepreneurship, while professional psychosocial support was also lacking. At the same time, the business model failed to deliver. The quality of the collection, market demand and the commercial strategy proved insufficient to build a sustainable clothing brand.

A project that also taught us valuable lessons

Based on these experiences, Net4kids decided to discontinue its support for Gaafaade. This decision reflects not only the project itself, but also the way we continue to learn and evolve as an organisation. Gaafaade showed us that a strong idea and a passionate founder are not always enough. Especially when working with vulnerable groups, it is essential that solid support and implementation capacity are in place from the very beginning. This experience has reinforced the importance of assessing not only the social urgency of a project, but also the expertise of the implementing organisation and the viability of its business model when selecting new initiatives.

Projectpartner: Gaafaade
Location: Rusizi en Kigali, Rwanda
Period: 2024-2025
Focus: Vocational training, entrepreneurship and economic self-reliance
Targetgroup: Teenage mothers in vulnerable circumstances
Status: Discontinued



Projects in development

Alongside our ongoing projects, we also worked in 2025 on several new initiatives that will be launched in 2026.

Skills for Employment and Entrepreneurship Project (SEEP), Nepal

Preparing young people for an independent future

The Skills for Employment and Entrepreneurship Project (SEEP) supports young people aged 15 to 25 in making the transition from education to employment or entrepreneurship. The programme addresses not only the skills gap, but also the lack of access to opportunities. By combining entrepreneurship, financial literacy, career development, practical work experience and connections to the labour market, SEEP enables young people to discover their talents, develop their potential and turn it into a sustainable income and a brighter future.



After School Food Forest Learning Program, Kenia

Learning to grow with nature

Due to drought and depleted farmland, many families in Kenya struggle to grow enough food. Through the After School Food Forest Learning Program, children and their families learn how to cultivate food in food forests that work in harmony with nature. The project combines education with hands-on training, helping families improve food security, health and household income. Within two years, a large proportion of participating families establish their own food forest.



Women's Empowerment for Sustainable Change (WESC), Kenia

Empowering women, strengthening communities

In and around the Kalobeyei and Kakuma refugee settlements, many women have limited access to income, education and leadership opportunities. The Women's Empowerment for Sustainable Change programme supports women through training, coaching and mentoring to help them start businesses or social enterprises. In doing so, it strengthens economic independence, self-confidence and collaboration between refugees and host communities. A unique element of the programme is Reemar, its own e-commerce platform, which gives women entrepreneurs access to a broader market.



WorldCoaches, Ghana

Sport as a driver of development

Sport is about much more than physical activity. Through WorldCoaches Ghana, young people are trained to become coaches and role models within their own communities. They help children develop essential life skills such as teamwork, respect, self-confidence and perseverance. Thanks to the partnership between KNVB/WorldCoaches and Net4kids, children gain access to sports activities that support their personal development. At the same time, a local network of young coaches is being built, ensuring that the impact continues for years to come.





Investing together

Net4kids brings together people who believe that greater impact is achieved by combining knowledge, networks and resources. In this chapter, we show how investing together has grown into engaged communities that are building lasting impact.

Part 1: Kiruani Board (completion)

Five years of building self-reliance (2021–2025)

In 2025, a remarkable journey came to an end. For five years, the Kiruani Town Advisory & Funding Board invested in the development of Kiruani, a village in Tanzania with more than 4,000 residents. Their contribution went far beyond financial support. They also shared their knowledge, networks, ideas and personal commitment.

What began with a group of entrepreneurs who believed that lasting change is only possible when a community takes ownership of its own future grew into a collaboration involving 35 entrepreneurs and professionals. Together, they invested more than €270,000 in the future of Kiruani.

What we achieved together

- 35 entrepreneurs actively involved
- €270,000 invested
- 4,000 community members reached
- School building and sanitation facilities renovated
- 5,500 people gained access to clean drinking water
- 50 household water filtration systems installed across five villages
- New medical clinic established
- 1,200 water bunds constructed to support climate-resilient farming
- 10 bicycles provided for students travelling 10 km to school each day



Part 2: Building the future together

If you want to go fast, go alone. If you want to go far, go together.

From Kiruani to Nepal

What made the Kiruani Board so special was not only the impact achieved in Tanzania, but also the commitment of the people involved. During the second project visit to Tanzania in the spring of 2025, participants experienced first-hand what years of working together can accomplish. At the same time, a new question emerged: what if we continued this way of giving and connecting through a new project?

It was during that journey that the first idea for what would later become SEEP Circle Nepal was born. Inspired by their experiences in Kiruani, Rosalie Urselmann, Martijn Vlek, Linda Verweij and Yvon Mullink began exploring what a new giving circle could look like.

Their enthusiasm quickly became contagious. What started as an idea during a project visit grew into a new initiative in which participants once again wanted to invest, learn and build together. In the end, everyone who joined that second Tanzania trip also became a member of the new giving circle.

In this way, Kiruani became more than a successful project. It became the starting point of a new movement.

From network to movement

2025 was a remarkable year for the Net4kids500. What began as an ambition to connect 500 committed entrepreneurs, professionals and organisations continued to grow into a movement of people using their knowledge, networks and entrepreneurial spirit to create opportunities for children around the world.

The community grew from 50 to 72 members. But the greatest growth was not reflected in the numbers. It was reflected in the connections. Members came together at events, shared their stories in the first edition of the Net4kids500 magazine, introduced new members and inspired others within their own networks. Together, they built an ever-stronger community of people who believe that entrepreneurship and social impact go hand in hand.

Highlights of 2025

📖 **Launch of the first Net4kids500 magazine**

The stories, motivations and ambitions of our members brought together in our very first magazine.

👉 **Net4kids500 gathering at the Impact Fair**

An inspiring afternoon of connection, new encounters and meaningful conversations.

🗝️ **Amsterdam Business Forum**

Together at Amsterdam's leading business event, made possible by one of our own members.

⚽ **KNVB/WorldCoaches gathering**

An inspiring introduction to the power of sport as a driver of social change.

📈 **Growth to 72 members**

More and more entrepreneurs and professionals joined the movement.

"I used to dream of making it onto the Quote 500. That never happened - and to be honest, that ambition has faded. Today, I'm proud to be part of a far more meaningful list: the Net4kids500. It's where real impact is made."

- Jordi Bron (no.28).



Discover the
Net4kids500



The Net4kids500 is more than a membership community. It is a movement of people who are building opportunities for children around the world, together.

The power of connection

In 2025, the Net4kids500 came together on several occasions. Not only to hear inspiring stories, but above all to connect with one another. Behind every contribution is an entrepreneur, professional or organisation with unique knowledge, experience and ideas. It is when these people come together that something truly special happens.



The Impact Fair

During the Impact Fair, members from across the network came together for an afternoon of inspiration, meaningful connections and new opportunities. The highlight was the launch of the very first Net4kids500 magazine, featuring the stories, motivations and ambitions of our members.

Read more on page 30.



Amsterdam Business Forum

At the Amsterdam Business Forum, world-class speakers showed how optimism, leadership and human connection can drive positive change. At the Net4kids500 Impact Table, conversations began that continued long after the event had ended.

Read more on page 31.



KNVB/WorldCoaches

During a special WorldCoaches gathering, members experienced the power of sport as a catalyst for social change. It was another inspiring evening that demonstrated the value of bringing together entrepreneurs from different backgrounds around one shared mission.

Read more on page 32.

72 MEMBERS

1 MAGAZINE

3 EVENTS

DOZENS OF NEW CONNECTIONS



Bringing people together

Net4kids creates opportunities for investors to connect. In 2025, this included events such as the Impact Fair, the Amsterdam Business Forum and the KNVB Campus.

Impact Fair

An exhibition stand and a Net4kids500 gathering

In April, Net4kids took part in the Impact Fair. At our own exhibition stand, we spoke with visitors about the power of local projects and entrepreneurship. One of the highlights was our rickshaw and the Net4kids Phone Booth, where visitors could make live video calls with one of our local project partners. It was a unique way to give the people behind our projects a voice and to bring the worlds of the Netherlands and our project countries a little closer together.

During the fair, the Net4kids500 also came together in the Net4kids greenhouse on the exhibition floor. The afternoon was opened by Micha van Hoorn, founder of the Impact Fair. The highlight of the gathering was the launch of the very first Net4kids500 magazine—a publication filled with the stories, motivations and ambitions of our community members. The first copy was symbolically presented to Floris Mutsaerts, one of the driving forces behind the network. With the launch of the magazine, the Net4kids500 quite literally got a face. After an interactive quiz and a joint visit to the Impact Fair, the afternoon concluded with networking drinks. The gathering demonstrated that the Net4kids500 has become much more than a membership community. It is a growing network of entrepreneurs and professionals who use their knowledge, connections and commitment to create greater impact together.





Amsterdam Business Forum

Net4kids500 at the leading leadership event

In September, members of the Net4kids500 came together at the Amsterdam Business Forum 2025. Thanks to Net4kids500 member Stefan van der Spek of DenkProducties, members were able to attend this leading leadership event at a significantly reduced rate.

The theme of the day was Optimistic Leadership - a topic that perfectly reflects what the Net4kids500 stands for. To us, optimism means believing that change is possible and being willing to take responsibility for making it happen.

Speakers including Simon Sinek, Sanna Marin, Peter Hinssen, Neil Pasricha and Dr Eliza Filby shared their perspectives on leadership, social change and the role of human connection in a rapidly changing world. Despite their diverse backgrounds, they all returned to the same message: in times of uncertainty, optimism and connection make the difference.

Between sessions, Net4kids500 members gathered at the dedicated Impact Table, creating space for inspiring conversations and new connections. The day reaffirmed what we see time and again within the Net4kids500: real change begins with people who believe a better future is possible - and who are willing to work together to make it happen.

Optimism as a catalyst for action. Not waiting, but taking the initiative.





KNVB/WorldCoaches x Net4kids

Introducing our new partnership

Football brings people together - everywhere in the world. That is why, in 2025, Net4kids and the KNVB joined forces to help children grow stronger, both on and off the pitch. During a gathering at the KNVB Campus in Zeist, Net4kids500 members were introduced to WorldCoaches: a programme that uses football to inspire children in the areas of health, personal leadership, teamwork and inclusion. These are values that help children grow not only as athletes, but also as individuals. The partnership began in Ghana at the Takoradi Education Centre, a project that has been part of the Net4kids portfolio for many years. Here, young people are trained as WorldCoaches before passing on their knowledge and skills to children in their own communities, creating lasting change from within. What made the evening especially meaningful was that it did not stop at inspiration. A group of no fewer than 13 entrepreneurs and professionals decided on the spot to become season ticket holders, committing themselves to support the initiative. In doing so, they formed a new community of supporters who believe in the power of sport as a catalyst for development.

More moments of connection

Alongside the major events, countless smaller gatherings took place throughout 2025. Around project visits, shared interests and new initiatives, investors, partners and ambassadors came together to exchange experiences, inspire one another and develop new ideas. It is in these personal encounters that the strength of the Net4kids community continues to grow.

Final gathering of the Kiruani Board

In March, the Kiruani Town Advisory & Funding Board gathered for the final time at Fort de Gagel in Utrecht. Led by initiators Paul Joosten and Rex Vermeulen, the programme featured a roundtable discussion with a live connection to Tanzania. Together with the local team, board members reflected on the progress made in Kiruani and the results achieved over five years of working together. Conversations about education, healthcare, entrepreneurship and access to clean water continued well into the shared dinner that followed.



Roundtable with Marcel

In May, another Roundtable session took place, this time at Valley on Amsterdam's Zuidas. In an intimate setting, entrepreneurs came together to discuss entrepreneurship, philanthropy and how business leaders can contribute meaningfully to social change. Host Marcel van der Schaaff, a Net4kids ambassador, shared his own entrepreneurial journey and spoke about the Safe Water Project in Tanzania, which he supports together with Net4kids. It is precisely the small scale and open exchange of ideas that make these annual gatherings so valuable.



Cooking with Marco

In April, the Net4kids team and its ambassadors came together at the Private Kitchen of Hofman du Jardin, where Marco Gianotten prepared dinner for the group. The evening was an opportunity to reflect on the years they had worked together. We said goodbye to Ron de Mos and Marco Gianotten as Net4kids ambassadors and welcomed Evelien Sanders as our new ambassador. It was an evening that marked both the close of one chapter and the beginning of another within the Net4kids community.



Meet & Greet with Dieudonné

In July, we welcomed Dieudonné Gakire, one of Net4kids' project partners in Rwanda, for an intimate Meet & Greet with members of the Net4kids500. It was a special opportunity for investors not only to learn about a project, but also to meet the person behind it. Dieudonné shared the story of the Dusego Empowerment Hub, where young people work on their personal development, leadership skills and future opportunities. His inspiring story brought the Rwanda project to life in a direct and personal way.



Campaigns



Amstel Gold Race

Led by Mario Huibers, the Bluefootfamily team took on the Amstel Gold Race in support of Net4kids - for the fourth year in a row! Together, this dedicated team raised €1,560 for the Watoto Wema Centre in Kenya.



Christmas campaign

In December 2025, we launched a special Christmas campaign: the very first Net4kids Impact Shop. Instead of giving traditional gifts, supporters could give the gift of impact. From clean drinking water and schoolbooks to vocational training, nutritious meals and computer lessons, every gift represented a real opportunity for a child or young person. With this campaign, we wanted to show that the most meaningful Christmas gift is not found under the tree, but in the lasting difference it can make in someone else's life. The Impact Shop raised €4,026 for our projects. It will continue to be an important part of our campaigns in the years ahead. Curious about the Impact Shop? Visit: net4kids.org/impactshop



Anniversary auction

In 2025, the student society Panikh organised an anniversary auction, with all proceeds going to support the girls of the Rainbow Homes in India. The auction raised an impressive €7,500 for the project. The connection to the project was especially meaningful because Lara Mutsaerts, a member of Panikh, had previously joined her father, Floris, on a project visit to India, where they visited the Rainbow Homes in person.



Project visits

Net4kids offers (potential) investors a unique opportunity to experience first-hand how our local project partners work. At the same time, these visits are an important part of our monitoring approach, allowing us to evaluate progress, strengthen relationships and support the long-term impact of our projects.



Rwanda & Tanzania

Anke van den Boog's first time in East Africa

In January, the Net4kids team travelled to Rwanda and Tanzania to visit our projects and local partners. Once again, the journey demonstrated the importance of seeing our work first-hand rather than relying solely on reports. Remarkably, it was Anke's first visit to both countries, even though they have been part of the Net4kids project portfolio for many years. It was a meaningful journey that brought the stories, challenges and opportunities behind our projects to life.

In Rwanda, we visited UNM and the Dusego Empowerment Hub. A visit to the informal settlements of Kigali showed that, although living conditions in some areas may appear better than in parts of India or South Africa, many families continue to live in deep poverty. Through UNM, women are supported in starting small businesses. Whether it is a sewing machine or a small soap-making business, relatively modest investments enable children to attend school and help families build greater financial security. At the same time, the impact of the 1994 genocide is still deeply felt. Many adults continue to live with the psychological consequences of that traumatic past. At the Dusego Empowerment Hub, we saw how much difference one dedicated local changemaker can make. The hub offers after-school activities, mentoring and vocational training for young people, but still faces challenges due to a lack of basic infrastructure, such as reliable electricity.

The journey continued to Tanzania, where we joined one of our investors as they visited the village they support through Net4kids. The encounters were both personal and profound. We met project partners, visited families and schoolchildren, and spoke with leaders of the Maasai community. Women welcomed us into their homes for tea and openly shared their stories. One theme emerged everywhere we went: the importance of clean water. Without it, health, education, agriculture and economic development are all affected. Fortunately, improving access to clean water is one of the areas in which we continue to invest.

Throughout the journey, the focus was on learning and strengthening our relationships with local partners. These conversations went far beyond what is possible through a screen. We witnessed the strength, resilience and potential within these communities, and we remain committed to investing in people who are building a better future for their children from within.

The journey at a glance

Date: January 2025

Destinations: Rwanda & Tanzania

Projects visited: UNM, Dusego Empowerment Hub (Rwanda) and FTK (Tanzania)

Participants: 2 investors and 2 Net4kids colleagues



Tanzania

From investor to ambassador

At the end of May, eleven investors and two Net4kids colleagues travelled to Tanzania for a project visit to the villages supported by our local partner FTK. The purpose of the journey was simple: to give investors the opportunity to see for themselves how their support contributes to lasting change.

During the visit, we experienced communities at different stages of development. From Mtakuja, a village that has now become fully self-reliant, to Mawala, where residents are working towards the final steps of independence. In Kiruani, it became clear just how much can change in five years. Thanks to investments in education, entrepreneurship and access to clean water, the community has made significant progress. At the same time, it was evident that challenges remain, including the completion of the local health clinic and further improvements to the water supply.

The contrast with Mkalama could hardly have been greater. This village is only just beginning the programme. Schools are in poor condition, access to clean water is limited and basic facilities are lacking. Yet this also highlighted the strength of FTK's approach: communities take ownership themselves, develop their own plans and build their future step by step.

This was the second project visit of the Kiruani Town Advisory & Funding Board, the giving circle that has supported the development of Kiruani over the past five years. Seeing the project in its final phase gave participants a clear picture of how much can be achieved in a relatively short period when a community takes the lead and receives long-term support.

For many participants, the journey felt like the closing of one chapter, but at the same time the beginning of another. The energy, commitment and strong connections within the group were so inspiring that every participant decided to join our new giving circle initiative, which was still in development at the time and would later become SEEP Circle Nepal. They returned home not only as investors, but also as ambassadors for an approach in which people work together to create lasting change.

The journey at a glance

Date: June 2025

Destination: Lower Moshi, Tanzania

Projects visited: Mtakuja, Mawala, Kiruani and Mkalama

Participants: 11 investors and 2 Net4kids colleagues



"Seeing the important work of Net4kids and Lazaro Andrew with my own eyes during our visit to Kiruani in early June was truly inspiring. I can honestly say that every euro invested reaches the right place and makes a real difference."

- Linda Verweij, participant in the 2025 Tanzania project visit

Investors

Together with 141 investors, we are creating opportunities for children around the world.



Vision for the future

All eyes on entrepreneurs?

Our mission is to help as many vulnerable children as possible build their own future and become self-reliant. We do this by partnering with local project organisations and supporting these local heroes in achieving their goals and fulfilling their ambitions. Our focus is international, meaning that we work for vulnerable children outside the Netherlands.

We believe the business community has a unique opportunity to make a real difference. That is why we work with companies, entrepreneurs and family foundations with an entrepreneurial background, connecting them to successful local projects. The combination of entrepreneurial thinking and strong local organisations creates maximum impact and plays a decisive role in improving the lives of vulnerable children.

Our long-term ambition is to become the leading children's charity for businesses and entrepreneurs. We see them not simply as donors, but as investors in change and opportunity. While our vision, mission and long-term ambition will remain unchanged, we do expect to shift our focus in response to the major changes taking place in corporate social responsibility.

Three developments stand out. First, the continued erosion of international cooperation and development aid. Second, the renewed emphasis on shareholder value at the expense of the broader societal role of business. And third, the unprecedented transfer of wealth to the baby boomer generation and those who follow.

The first development has become increasingly visible in recent years, leading to a dramatic decline in development aid. One of the clearest examples is the dismantling of USAID, with devastating humanitarian consequences, many of which affect children. In the Netherlands, too, the trend of reducing development aid has yet to be reversed. Beyond the fact that improving local living conditions also helps reduce migration,

it is once again children and young people who bear the greatest burden. At the same time, the wars currently taking place around the world are shifting funding priorities towards emergency relief, often at the expense of long-term development programmes for vulnerable children.

So who will step in?

If governments withdraw, only NGOs and the business community remain. And NGOs cannot do it alone. From the very beginning, Net4kids has believed in the power of combining entrepreneurial strength with local NGOs. That is why connection was the central theme of our work last year—and why it has always been an integral part of our vision.

Today, more than ever, the business community must take the lead. Over the years, we have demonstrated that this is not only socially responsible, but also makes business sense. Companies whose activities have a negative impact on society—such as fast fashion or certain social media platforms—are increasingly viewed with scepticism by consumers. In our view, both consumers and employees still underestimate the influence they have in encouraging companies to change course. Consumers often lack transparency about products and supply chains, while employees are becoming increasingly aware of the role businesses play in society when choosing where to work.

We see a new generation of entrepreneurs who are deeply aware of this responsibility and strongly motivated to do the right thing when making strategic and operational decisions. And if those choices do not align with the priorities of shareholders focused solely on profit maximisation, they take action themselves. Some do this individually, while others join forces with like-minded entrepreneurs through giving circles or communities such as the Net4kids500. That is why Net4kids continues to have meaningful conversations with companies about shaping their social impact, while increasingly working directly with individual entrepreneurs and family foundations who want to make a difference in their own way.

This is reinforced by the enormous financial strength of this generation of entrepreneurs. Many have built successful businesses themselves, while others are continuing the entrepreneurial legacy and capital of previous generations.

That is why we believe the entrepreneurs of today deserve our full attention. They are the changemakers.

Net4kids is uniquely positioned to help them turn their ambitions into action and maximise their social impact. Alongside connection, movement has therefore become a central theme in our vision. We will continue to create direct connections between companies, entrepreneurs and family offices on the one hand, and our local project organisations on the other. By creating the perfect match between an investor and a project, we help people take action and create lasting synergy.

These developments reinforce our long-term conviction more than ever. We will continue helping companies and entrepreneurs make a difference by connecting them directly with proven local projects from our own portfolio—projects that deliver measurable impact and align closely with their own ambitions. At the same time, we will continue to build a diverse project portfolio, ensuring that we can offer meaningful opportunities for every investor.

So that together, we can help more and more vulnerable children shape their own future.

For the Next Generation. Always.

Loek van den Boog
Chairman



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The Net4kids financial statements are available online at:
net4kids.org/jaarverslagen/jaarverslag-2025/

[Net4kids Impact Report 2025](#)

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Want to learn more about Net4kids?

If you have any questions or comments, we'd love to hear from you.

You can email us at info@net4kids.org.

Or visit our website or socials:





www.net4kids.org

