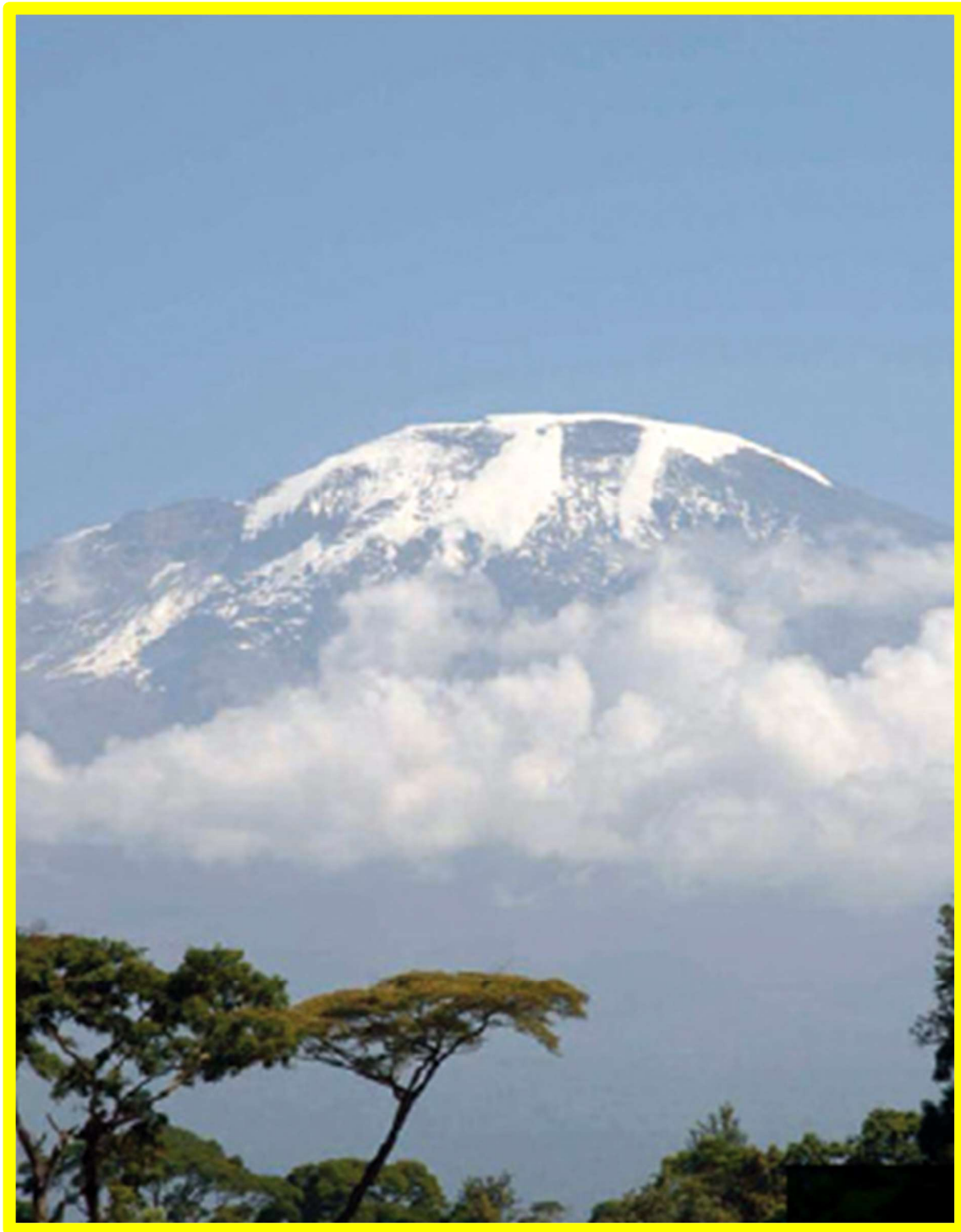


ANNUAL REPORT 2022

GREENMANJARO FOUNDATION THE NETHERLANDS



1. MESSAGE FROM THE TEAM

*“There is no time to waste.
We must either unite or perish.”*

Julius Nyerere, First President of Tanzania

An engaging annual report is a powerful communication tool. Our team has made special efforts this year to format the annual report. We hope that this increases its readability, giving us the opportunity to highlight our nonprofit wins or return on impact - ROI as they say, express gratitude to supporters and inspire potential donors into action.

For a few years, we have fully adopted this magnificent region of Kilimanjaro, its iconic mountain and its beautiful people. We know the challenges are sometimes more formidable than anywhere else. The poverty in lower Moshi, surviving the droughts, food insecurity, economic lethargy, neglect of the environment, the negative impact of severe climate change, and the impossibility of accessing funds for development. We cannot continue like this: deforestation, encroachment for agriculture, illegal logging, wood fuel collection. Children without breakfast or lunch at school, water emergencies...

And so we contribute and act, focusing only on the future, hoping for a brighter future for the younger generation, fully geared towards solutions for their problems. This is the real challenge of our work!

The year 2022 was a challenging year. We have initiated several new projects and are grateful for the fruitful cooperation with our local partners and look forward to expanding our projects with them. Thanks, girls and guys!

Our work is in its early stages, but we are enthusiastic about this year's progress.

Until today, Greenmanjaro was largely funded by board members and close friends. Now that we know that we are well settled and doing quality work in Tanzania, the time has come to start more public-oriented fundraising actions in 2023.

We thank you all for your immense interest and support. Asante sana.

Enjoy the reading. On behalf of our team,

Hans Korteweg, Chairman

2. A LUCID MANIFESTO

“Pamoja, sisi unaweza hoja milima.”

Meaning in Kiswahili 'Together we can move mountains.'

MOUNT KILIMANJARO is the highest mountain in Africa and the highest freestanding mountain in the world. Threatened in its beauty, threatened to lose its eternal snows by climate change and deforestation... Neglected by the human needs of the poor, and by agricultural wrongdoing. If the trend is not reverted, the loss of more than 1/2 metre thickness each year will lead to the complete disappearance of Kilimanjaro ice fields in less than 10 years.”

(UNESCO World Heritage Centre)

Kilimanjaro is located in the area where the first humans lived. Due to the melting ice cap, the pinnacle has become a symbol of climate change. Massive deforestation has occurred over the years resulting in poor living conditions. Tourists leave tons of waste behind, and the local people are still unaware or unconscious of the negative environmental impact.

That's why we want to improve the living environment in this iconic location with various actions and projects. Some years ago, we therefore initiated "The Kilimanjaro Climate Care Projects by Kids", to contribute to reversing the negative spiral.

“Mradi Wa Utunzaji Uoto Asili Wa Kilimanjaro.”

We combat plastic waste; we reforest and grow trees and vegetables, educate and inspire schoolchildren and their parents.

Together with school children, we can change the world. We can move mountains!



VISION AND MISSION

"It takes a village to raise a child"

African proverb.

Our vision is a Kilimanjaro area where no one is hungry. Where all good people from the world offer a dime to support local social and economic development and fight negative impact from climate change. Where we do 'good' as a team through humane and effective action. Where our educational and climate care projects create resilience and a new awareness about taking your own future in hand, among the Chaga people and their kids.

GM has the following mission:

- Obtain international donations, sponsorships, grants and funds for the benefit of supporting all initiatives leading to reforestation, planting and managing seedlings and trees, starting recycling and social awareness projects, education, water supply projects, all projects and activities and whatnot moreover, directly and indirectly, that can contribute to an improved economic, climatic and social environment around the Kilimanjaro area in Tanzania.
- Ensuring effective, impactful and ecologically responsible use of funds and services obtained, both in Tanzania through cooperation with suppliers, government and non-governmental organizations, and with private individuals and companies in the Netherlands and abroad.
- Initiate or participate in awareness campaigns and marketing, offline and online activities that contribute to the goals set above.
- And create an international circle of ambassadors, scientists, politicians, stakeholders and professionals who explore the Kilimanjaro issue and represent and promote the Foundation to the general public or in local communities.



3. WHERE WE ARE NOW

“ Education is the most powerful weapon which you can use to change the world”

Nelson Mandela

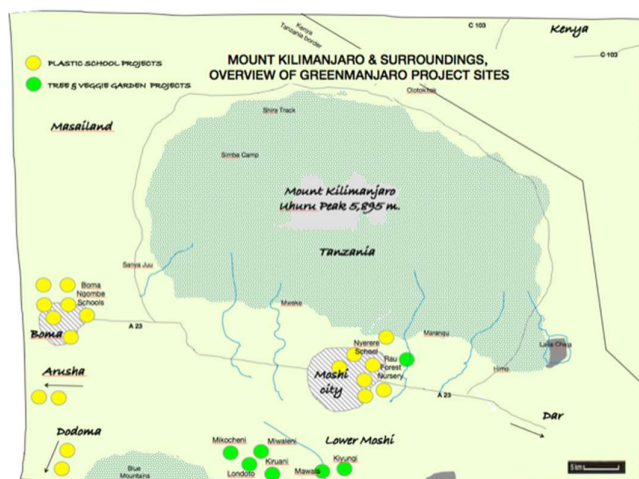
The year was exceptionally challenging. 2022 was as difficult as they come - after the pandemic, strong climate changes, drought and rain flooding's, the gap for poverty and economic development widening again, so many youngsters in Tanzania jobless.

COVID-19 impacted many non-profits' revenue streams and ability to implement their programs. Fortunately, Greenmanjaro was able to keep its pace of change and innovation. More than ever, our focus could remain on the kids at school. On the one hand, by consolidating and continuing our Plastic-to-Plastic project efforts, on the other hand by introducing no less than 3 new "green" projects around the city of Moshi, thanks to the generosity of our own new donors.

Our accomplishments in the year under review were significant: from new plastic recycling machines to special indigenous tree seedlings, given to school kids so excited to start up their own climate care projects.

We have new team members and a strong end of year financial position, but remain vigilant. We must be careful about fluctuating currency exchange (= in our advantage this year) and inflation of costs (= fundi cost and building material). But also keeping an eye on the wellbeing of our partners and on political stability in the country (= beneficial since the arrival of president Samia Suluhu Hassan).

As of the end of December 2022, a total of 25 locations has Greenmanjaro projects and more than 2,500 school children are involved one or the other way in our projects. The table below shows the locations of the plastic and tree planting & school veggie garden projects.



■ PLASTIC-TO-PLASTIC

18 LEADING PUBLIC SCHOOLS 1,000 SCHOOLCHILDREN

2022 HAS BEEN A YEAR OF GROWTH FOR THE PLASTIC RECYCLING PROJECT

Tons of discarded plastic bottles and waste seriously soil the iconic Kilimanjaro area. Plastic litters the streets, contaminates rivers and ruins the landscape. For the love of Kilimanjaro, our mission is to raise awareness among schoolchildren; change the mindset of the future generation concerning plastic pollution in their environment through knowledge, compassion, and action. The Greenmanjaro Foundation supports children's education to remove plastic waste, supplying the machinery for children to create new sustainable products for their families and community.

After a positive review of the pilot project at Boma secondary school (Hai district), Greenmanjaro in collaboration with our partner Roots & Shoots of the Jane Goodall Institute Tanzania, we decided to continue the project and build two more workshops. In 2022, the building of the 2nd workshop and the installation of 2 recycling machines took place in Moshi. The 3rd workshop in Arusha started in November, its estimated completion is April 2023.

The number of participating schools has grown to 18 this year, including three so-called "hub" schools. Hub schools have a workshop with recycling and extruding machines, the use of which they share with surrounding schools participating in the plastic recycling program. This program consists of two phases and is now available at schools in Boman'Gombe, Moshi, and Arusha.

The first phase is the introduction of Happy Green Tanzania, our learning method about waste and its environmental impact, into the school curriculum. This method teaches children about waste, its environmental impact and how to change to make a positive impact on the environment. Our aim is to create awareness and change the mindset of children.



The second phase of the project is the introduction of the Skills & Development program by Roots & Shoots. This program teaches the students how to handle the recycling machines, stimulates creative thinking, problem-solving, entrepreneurial skills and designing plastic sustainable products. The aim is to empower the youth to stand up for themselves and learn that every individual action matters to make the world a better place. Due to our recycling centres, not only the youth but also their communities' attitudes towards plastic waste and single-use plastic have changed.

In November, many local authorities and governors attended the graduation ceremony where 100 school kids received our “Kili Club” certificate. The kids were happy to receive this reward for their work. The teachers and officials were very enthusiastic about the message and content of the plastic recycling program.

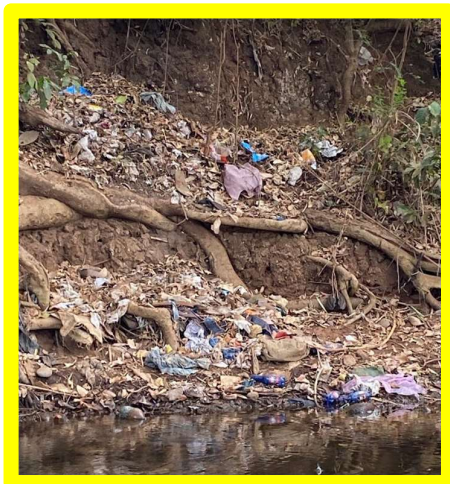
The older students play a vital role, strongly supporting the project to motivate their fellow pupils; they spread the word and play a key role in designing new products. Some of them were rewarded with attendance at the Youth Innovative Summit in Dar es Salaam organized by The Roots & Shoots movement.



In 2022 we faced several challenges. The Kilimanjaro region suffered water shortages and power cuts. (Electricity is generated by hydrogen power stations). This has affected the use of recycling machines. With our local partner, we are looking for other options, like solar panels.

This year, qualitative and financial reporting was a focus point. Our partner Roots & Shoots, Erasto Njavike, and his team, are fine-tuning these two tools. Greenmanjaro will receive a Financial- & Project progress report twice a year.

The Greenmanjaro Team and 100 school children initiated an OPERATION CLEAN UP DAY event in Rau Forest and Rau River last November. It was a great success; we collected many huge bags of plastic litter.



We welcomed three new big sponsors; we thank them for their trust and support for the Plastic Recycling Project.

In summer 2022, we were fortunate to conduct our first consumer funding campaign. This was an initiative of SEADS Global and SWEATCOIN and in addition to funding we were able to collect new email addresses. A campaign to be repeated.

■ TREES

POOR CHAGA PEOPLE OF THE KILI FELL TREES, MAKE CHARCOAL AND SELL IT ALONG THE ROADS.



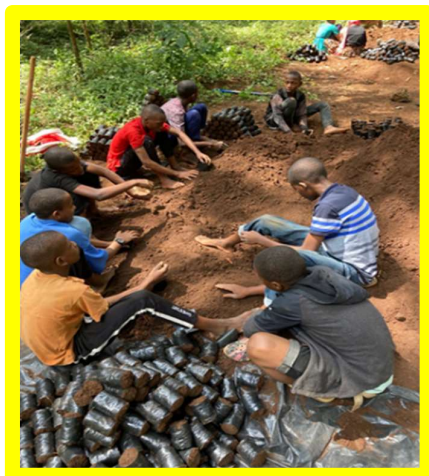
We call for an end to the random felling of trees and burning forests around the Kili, mainly done for charcoal and timber, practices that led to the

destruction of some 15 per cent of forests in Tanzania between 1976 and last year and result in desertification of the soil, lower yields, increased poverty and greater risk of flooding during heavy rains.

In 2022, Greenmanjaro has undertaken 3 new projects with a “green” focus, being:

- ✓ Rekindling Rau Forest
- ✓ Planting and growing trees in schools and villages of Lower Moshi
- ✓ Creating school vegetable gardens in Lower Moshi.

REFORESTING RAU URBAN FOREST: a kick start with 16,000 seedlings



Located right next to the city of Moshi in the Kilimanjaro region, Rau Forest is one of the few urban rainforests in Africa. Over the years, large-scale deforestation has affected this unique spot, with trees mainly chopped down for household purposes (e.g. firewood). The forest is safeguarded by the government to avoid forest encroachment and deforestation.

In 2022, we worked with our local partner, Roots & Shoots, the youth program of Jane Goodall Institute (www.janegoodall.org), to set up a nursery next to the Rau Forest.

GM Team provided the finances, and the youth from various primary and secondary schools in Moshi worked hard in their spare time on a voluntary base to first clean the area and prepare the soil to grow the seeds and then produce the seedlings.

Despite the water scarcity caused by less rain in March-April, Roots & Shoots stated that the youth successfully managed to grow 16,000 healthy seedlings of 14 different indigenous species of shade, fruit and medicinal trees. The first replanting of the tree seedlings in the Rau Forest will take place in Spring 2023.

The young people, who are active in this project, have deliberately chosen this. They are hungry for more knowledge about the origin of the jungle, which trees are indigenous and how to return it to its original state as much as possible. Experts will provide background lessons.

The nursery will increasingly serve as an information/educational centre for environmental awareness & reforestation activities, warmly supported by the local government.

Currently, one of the principal project challenges is the lack of facilities on the nursery ground; there are no storage/office and toilet facilities available. There is a building in poor condition due to years of neglect. We are now looking for funds to renovate and expand this building, adding an outdoor education space in order to accommodate workshops and presentations to groups.

During the year the Greenmanjaro team meets regularly with Roots & Shoots representatives. Reporting on project progress and finance is done according to an agreed schedule.

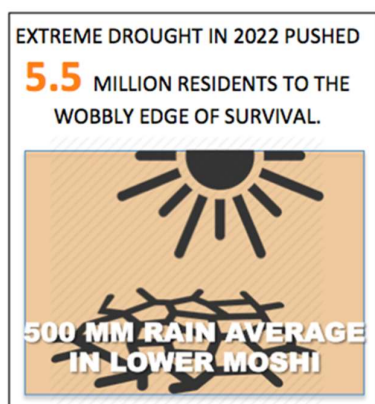
GROWING TREES IN LOWER MOSHI: 6 schools & 1 village



In Lower Moshi, living conditions are very difficult. Deforestation has led to sandy plains, a lack of shade and poor crops to harvest for food or income. In 2022, together with our local partner FT Kilimanjaro, we first started to select schools and their villages to plant

shade and fruit trees. The shade trees allow kids to play outside, and the fruits from the trees will enrich their lunches.

We ordered 2400 high-quality seedlings for planting on the school grounds in Londoto, Mawala and Kiruani. Unfortunately, exceptional circumstances led to a drastically revised planting schedule. The extreme drought in 2022 turned the soil into dust and increased the alkaline salt levels of the underground in such a way that plants at Mawala could not handle the stress and dried up. At the other schools, it soon became apparent that looking after and protecting the plants from goats required a lot of attention from the children. In good consultation with the schools and heads of villages, we decided to leave the seedlings at the nursery for longer so that they are more robust when planted, reduce the tree numbers per school, and added other schools and village grounds. We adjusted the type of indigenous trees to even stronger species. With this year's lessons learned, we have drawn up a challenging but achievable tree-planting program for 2023.



Recently, Tanzanian schools have been asked to focus on environmental education. The government does not provide educational materials. Greenmanjaro has ensured that the Happy Green Tanzania teaching method has been made available at three schools in Lower Moshi.

In each school, the responsibility and care for the trees lie with the children in the environmental class. In December, the end of the Tanzanian academic year, "Kili Club" certificates and a seedling to take home were awarded to the students who have taken care of the tree planting this year. Since then, the applications for the environmental classes have surged!

Due to success, the demand for proper tree planting materials, irrigation tools and also teaching materials is increasing in Lower Moshi. We will strive to raise sufficient funds for the expansion of the tree planting project to other schools and villages.

The Greenmanjaro team and FT Kilimanjaro, our local partner in all "green Lower Moshi projects", have frequently contact during the year. FT Kilimanjaro provides status reports per project site on a quarterly base.

SCHOOL VEGGIE GARDENS IN LOWER MOSHI: more to come

Lower Moshi has large areas of unutilized land, mostly due to the climate and degraded soils.



For kids living in Lower Moshi, their school lunch is often the only daily meal. Nutrition is vital to improve learning. Together with our local partner FT Kilimanjaro (www.ftkilimanjaro.org), we create school vegetable gardens. These are gardens at the school compound where vegetables are grown by pupils. The kids learn about agriculture and the importance of a diverse diet. It is not only beneficial for their health and learning capacities but also provides a motivating out-of-classroom activity.

We provide: Irrigation & fences (against hungry goats), garden tools, healthy seeds & seedlings and training by local agricultural and nursery experts: “how to make a successful vegetable plot in a sustainable and planet-friendly way”.

Once the school vegetable garden is up and running, the school bears the maintenance and other future costs. Schools with a vegetable garden at their disposal become largely self-sufficient for school lunches, which means significant cost savings.

Summer 2022, we joined FT Kilimanjaro in the creation of a veggie garden at the new nursery school in Miwaleni. There is a waiting list of schools wanting their own vegetable garden, we aim to set up more next year.



4. FINANCIAL HIGHLIGHTS

■ GENERAL PRINCIPLES FOR DRAWING UP THE ANNUAL ACCOUNTS

The annual accounts have been prepared on the basis of RJ 650 Fundraising organizations. This guideline is effective for fiscal years beginning on or after January 1, 2017.

Accounting principles

The valuation of assets and liabilities and the determination of the result are based on historical costs. Unless stated otherwise, assets and liabilities are stated at nominal value. Income and expenses are allocated to the year to which they relate.

Reserves

In accordance with the VFI guideline 'Reserves Charities', a distinction has been made within equity between reserves, special-purpose reserves and special-purpose funds.

The reserve is the freely disposable capital of the Foundation. Appropriated reserves are funds earmarked by the Board of Greenmanjaro for specific purposes. Appropriated funds are resources received from third parties to which a specific spending obligation is linked.

The VFI is the branch organization of recognized charities in the Netherlands. The provisions of the VFI guideline "Reserves Charity" are in line with the relevant provisions as they appear from the RJ 650 Fundraising Organizations.

Income and Expenses

The Income is determined on the basis of (the pro rata part of) the year to which it relates. The Income of the Foundation consists of income from individuals, companies and other non-profit organizations.

The Expenses consist of the expenditure on the objective, and the costs attributable to this (such as travel and accommodation costs due to working visits to Tanzania), recruitment costs, management and administration costs and financial income and expenses.

Taxes

Pursuant to Article 24 of the Inheritance Act and the Corporate Income Tax Exemption Decree, the Foundation is exempt from inheritance and gift duties and corporate and turnover tax, respectively.

Financial and investment policy

Any reserves of the Greenmanjaro Foundation (hereinafter also referred to as GM) are held in the form of freely withdraw-able deposits and in regular savings accounts. The policy is emphatic not to tie up the financial reserves for a longer term or to invest in illiquid or higher-risk investment categories.

■ BALANCE SHEET (AFTER PROFIT APPROPRIATION)

Balans (na resultaatbestemming)	31-12-22	31-12-21	31-12-20	31-12-19
	€	€	€	€
Activa				
Current assets				
Claims			-	-
Liquid assets General	486	39.511	572	4.622
Liquid assets Plastic	39.692			
Liquid assets Trees	492			
Total Assets	40.671	39.511	572	4.622
Liabilities				
Reserves & fondsen				
Destination reserve		37.011	572	4.622
Short-term debts				
Amounts still to be paid		2.500		
Total Liabilities	40.671	39.511	572	659

■ STATEMENT OF INCOME & EXPENDITURE

Datum: 20-01-2023

Profit & Loss 01-01-2022 t/m 31-12-2022 (36)

Code	Ledger	Loss	Profit
3001	Bankkosten Project Plastic	€ 100,00	
3003	Jane Goodall MoU Plastic	€ 4.279,28	
3007	Mark Njavike BOMA Plastic	€ 12.446,23	
3013	Zenith Media	€ 697,36	
3501	Bankkosten Trees	€ 125,00	
3502	Jane Goodall MoU Trees	€ 5.741,16	
3503	Mitimangi Nurseries	€ 1.116,45	
3504	Miwaleni Kindergarten Watersupply	€ 3.445,00	
3505	Donatie lesmateriaal Trees	€ 1.715,21	
4001	Bankkosten Generiek	€ 227,25	
4002	ANBI kosten	€ 28,92	
4003	Wervingskosten	€ 822,80	
4004	Kosten website	€ 1.422,60	
4810	Accountants- en administratiekosten	€ 80,50	
	Income		€ 33.380,32
	Balance Profit	1.132,56	
		32.247,76	33.380,32

■ EXPLANATION ON FINANCIAL DATA

Liquid assets: Freely absorbable.

Explanation of the various items in the Statement of Income and Expenditure:

Benefits:

This year a lot of time has been spent on further developing our identity and website and developing our focus project "Plastic to Plastic". Also, the project Trees was started. As a result, the income was much higher than budgeted as less money was spent and more funds were raised.

Donations to projects: These are the first costs for the "Plastic to Plastic" and "Growing Trees" project. Overhead cost (of

Travel and accommodation: The travel and accommodation costs of the board to Tanzania (3 trips with a total amount of approximately EUR 12,000) have been incurred this year at own expense of board members.

Cost management and administration: Communication/relationship management. Overhead cost spent in the Netherlands (in the amount of € 561,67) represented a marginal 1,74 % of total cost. However, the cost for website updates was above budget at € 1.422, 60.

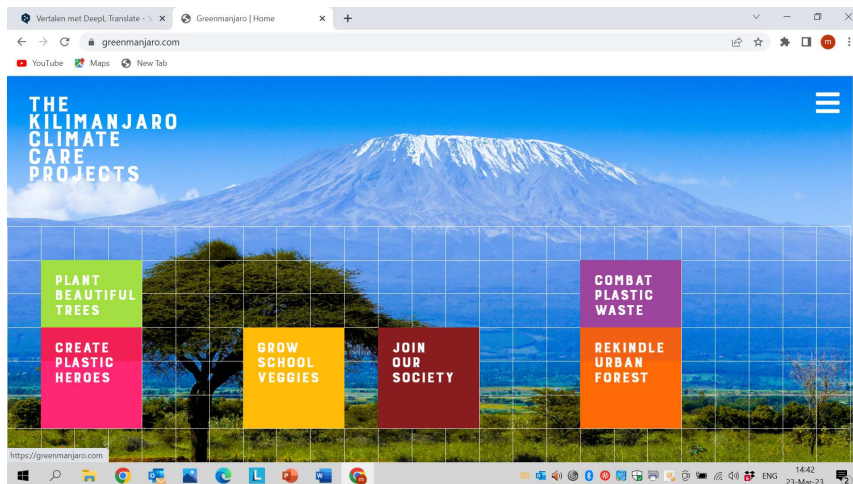
Equity & profit appropriation: The balance of Income and Expenses is added annually to the reserves. Of this, the part to which a specific destination obligation has been linked by third parties is added to the Designated Fund.

The part of the reserves to which a specific spending target has not been linked by third parties is allocated by the Board, in accordance with the Foundation's statutory objectives, for the specific purpose of the Foundation.

5. STORIES OF CHANGE

■ THE STORY OF OUR WEBSITE.

This year we revised and updated our website with the great support of Duco from SEOLAB, thank you Duco! We would like to develop the website locally in the future, but currently, RoR knowledge is scarce in the Tanzanian market.



■ THE STORY OF THE KILI SOCIETY

We also created a community for the Climate Care projects in the Kilimanjaro Region and we called it the New Kilimanjaro Society. Everybody was welcome, according to the wonderful principles of Ubuntu. Here also, membership starts as a contribution from the heart. The idea was to inform more people on the rather "unknown emerging and beloved country of Tanzania and its favorite Kilimanjaro action area. After a strategic brainstorm we decided to refocus entirely on the Kili Kids. So, next comes in the Kili Club, and the Kili Society slightly nudged to the background.

■ THE STORY OF THE NEWSLETTER

Have you seen it? If not, please send us your email address urgently and we will include you on our listing. Nice short and snappy newsletter. Thank you so much, Roland from ISZO in Zierikzee, for your kind services, for free! We will inform our fans on a regular base about our activities and about this iconic region that deserves full attention.

6. TRANSPARENCY AND GOVERNANCE

Greenmanjaro is a charity established in the Netherlands, working with Tanzanian non-governmental organizations.

Our goal is to implement practical solutions to improve resilience and sustainability in the adverse life and climate circumstances of the Kilimanjaro people.



The Greenmanjaro team consists of Tanzania lovers, Kili climbers and impactful entrepreneurs.

We are all like-minded volunteers doing our utmost to contribute to better environment and living conditions around Kilimanjaro. Greenmanjaro offers no compensation whatsoever to foundation staff and board members.

With our local partners, we actively listen to the needs of local people and provide the needed solutions.

The Greenmanjaro Foundation adheres to the international Human Rights of people and engages our partners to do the same. Our partners are mature organizations with decades of experience in the field. Staff are well trained, accustomed to (international) reporting requirements and, above all, highly motivated to contribute to a better world.

The Foundation has the status of a Public Benefit Organization (PBO). It is a non-profit tax designation in the Netherlands issued by the Tax Office in accordance with the general tax laws. Greenmanjaro offers no compensation to foundation staff or board members.

We protect personal data according to the General EU Data Protection Regulation.

▪ THE STATUTORY OBJECTIVE OF GREENMANJARO

GM aims to support all initiatives that lead to reforestation, planting and managing seedlings and trees, starting environmental and social awareness projects, education, water supply projects, all projects and activities relevant to improving the ecological, economic and social balance in and around the Kilimanjaro area.

▪ GOVERNANCE ASPECTS

GM has had few meetings in 2022 due to all the Covid-19 'lockdowns' and aftermath-irregularities, but there has been regular digital consultation with board members; formal discharge was also given for the management and policy from 2021. All in all, the board has met more than 5 times.

Communication with stakeholders: In Tanzania we continued our efforts with executing organizations and individuals.



BIC/SWIFT: TRIONL2U

GREENMANJARO FOUNDATION | THE NETHERLANDS | TRIODOS BANK THE NETHERLANDS, IBAN NL06 TRIO 0338 8068 65.

Regular communication is provided with these “implementers”, often in 2022 thanks to Skype and Zoom, but also by extensive long trips, by all board members alike.

Four inspection trips to Tanzania took place (February, June and 2 x November). No costs were reimbursed; the travel expenses incurred were seen as independent donations. Board members have not received any remuneration and have performed their work on a voluntary basis.

The appeal to some advisers was also made free of charge (Jack Langworthy on a local basis and Penny Vossen-Hazelton as a special adviser for commercial aspects, until her formal appointment as marketing manager).

▪ **BOARD**

A board member is appointed for a period of four years and can be reappointed for a consecutive period of four years.

The Board met five times in 2022. In addition to the specific tasks and responsibilities of the chairman, secretary and treasurer, a number of tasks are in practice divided among the five board members.

Name	Function	Period
Hans Korteweg	Chairman	22 June 2016 until 30 September 2018 As from 1 October 2018
Monique Brouwer	Treasurer	Resigned
Monique Vogelzang	Secretary	As from 1 October 2018
Marjolein Praaning	Member	As from 1 January 2022
Ellen de Roij	Member	As from 1 January 2022
Penny Vossen	Voluntary - Marketing & Fundraising	As from 1 June 2022
Jack Langworthy	Voluntary - Local support	Non-active in 2022

Statutory title: GM has its registered office in Bloemendaal, the Netherlands, and is a foundation under Dutch law.

Articles of Association changes: there were no amendments to the Articles of Association during the year under review.

Interests: During the year under review, GM had no interests in other companies or legal entities.

ANBI status: GM has the status of Public Benefit Institution (ANBI) with the Tax and Customs Administration.

General Data Protection Regulation (GDPR): From 25 May 2018, the General Data Protection Regulation (GDPR) is applicable. The Board has discussed the consequences of this new European legislation for GM and has taken a number of measures that are appropriate to the size of the organization, such as protecting the privacy-sensitive data of sponsors and donors and board members and the mailing list. This information is only accessible to the chairman and the secretary.

Social aspects of entrepreneurship: GM is an organization of very limited size. The organization has no permanent office and hardly leaves a footprint, because paperless work is done wherever possible. The trips to Tanzania are kept as limited as possible. There are trees planted as compensation for CO₂ emissions.

“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”

Jane Goodall



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scan the code

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www.greenmanjaro.com