

[Greenmanjaro website](#)

ANNUAL REPORT 2023

"PAMOJA, SISI UNaweza HOJA MILIMA."

GREENMANJARO FOUNDATION, THE NETHERLANDS



MESSAGE FROM THE TEAM

As the **Greenmanjaro Team** we look back on an innovative, successful and rewarding year. 2023 was a year of delving into new campaigns, extending our network and broadening our horizons. From Toothbrush trees and exhibiting at a trade fair in Arusha to completing a new plastic recycling workshop and campaigning to build a Kili Kitchen – there was never a dull moment.

It's five years since the launch of the Greenmanjaro Foundation, and we are delighted to say that our projects are well-established in the Kilimanjaro region, and we have a solid platform to build on. With the dedication and enthusiasm of our local partners, the children readily enjoy learning through our practical projects, extending their knowledge in all areas of climate care to adapt to the increasingly alarming Climate Change issues around the Kilimanjaro region. This year, we aimed to reach out to friends and family offices in the Netherlands, tour operators in Tanzania and International Corporate companies with our new branding: Climate Care for Kids.

Early in 2023, team Greenmanjaro (our five active members, Hans, Marjolein, Monique, Ellen & Penny) enjoyed brainstorm sessions in Amsterdam, discussing the way forward for Greenmanjaro, defining 2023 as the year for rebranding, extending our network, and spreading our climate care call further afield.

In June, Monique, Ellen and Penny had a stand at the KILIFAIR in Arusha as the only NGO with a Climate Care theme. It was a privilege to share our story with the exhibitors and countless visitors who came by our stand. Greenmanjaro's mission: 'Climate care for kids' was enthusiastically received, and we opened new doors to children and companies alike.

Our toothbrush campaign, 'Give Tanzanian Kids Something to Smile About', launched in late Spring, is now running in over 20 Dutch dental practices, and thanks to our donors, we have planted 650 trees so far. So, definitely, something to smile about! We were also delighted to have a featured article in Precision Air's inflight magazine in November, and launching our Kili Kitchen project in early December boosted our social media presence substantially. For the first time, we launched the Kili Kitchen Project using crowdfunding site, Indiegogo. We learned enormously from this campaign thanks to the wonderful support of ISZO and their marketing graphics. Penny and Pippa's Kilimanjaro climb in January 2024 raised almost 15,000 euros to build an education centre in Moshi.

The year drew to a close with El Nino heavily influencing excessive rainfall in Moshi and Arusha, as torrential rains stopped our initial phase of a massive tree-planting project in Lower Moshi. Our Roots & Shoots team had to abandon ship as their truck carrying tree seedlings came to a grinding halt when the tyres sank helplessly into flooded, muddy tracks. Fortunately, the seedlings were undamaged and planting was successful early in the New Year.

Thanks to our donors and sponsors, our mission to empower & educate bright young minds, the next generation, with skills and knowledge to adapt and respond to climate change continues, and we look forward to another challenging and rewarding year of call to action. As Helen Keller so aptly said: "Alone we can do so little, together we can do so much".



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1. A LUCID MANIFESTO

"Pamoja, sisi unaweza hoja milima," meaning in Kiswahili: 'together, we can move mountains.'




KILIMANJARO, the highest mountain in Africa, is located in the area where the first humans lived. Its beauty is threatened, and in danger of losing its eternal snow due to climate change and deforestation, the pinnacle has become a symbol of climate change. Massive deforestation has occurred over the years, resulting in poor living conditions. Tourists leave tonnes of waste behind, and the local people are unaware of the environmental impact.

That is why we want to improve the living environment in this iconic location and have initiated Climate Care Projects for kids to contribute to reversing the negative spiral. We teach children to collect and recycle plastic waste, reforest and grow trees and vegetables through climate care lessons in local schools. Thus motivating and inspiring schoolchildren, their parents and their communities.

"There is no time to waste. We must either unite or perish", said Julius Nyerere, First President of Tanzania.

2023 in a nutshell: we added 7 project locations and now cover a total of 16 villages with school and community projects in Kilimanjaro area and 1 school project in Dodoma (Capital of Tanzania). See map below for project locations.



	69,365 + trees planted in Kilimanjaro area
	650 x toothbrush trees planted, 4500 children participating in dental care programme
	4 x veggie gardens in Lower Moshi, harvesting kale, eggplant, bananas & peas to enrich school lunches
	Adding nutrition to lunches in 4 x schools for 1000+ pupils
	3 x plastic recycling workshops – 21 x schools & 1500 pupils participate
	1500 + kids participate in plastic recycling programme
	1150 x waste & recycling school books in circulation

2. VISION & MISSION

"It takes a village to raise a child." African proverb.



Our vision is a clean and green Kilimanjaro area where our educational climate care projects teach resilience and new awareness to children. Children learn to make a difference and take the future into their own hands, using conscientious behaviour and mindful actions. They spread the word to their parents and communities leading to a positive impact on the environment, living conditions and well-being of their community.

We hope for a Kilimanjaro area where no one is hungry. For people worldwide to listen to our climate care call and support our Climate Care Projects to fight the negative impact of climate change.

Our mission includes among others:

- To obtain international donations, sponsorships, grants and funding to support all Greenmanjaro Climate Care projects:
 - Climate care education
 - Reforestation, nature conservation by planting and nurturing trees
 - Plastic waste collection and recycling
 - School veggie gardens
 - Water supply/management projects

These projects and activities directly and indirectly contribute to an improved climatic, social and economic environment around the Kilimanjaro area in Tanzania.

- To ensure effective, impactful and ecologically responsible use of funds and services obtained through cooperation with suppliers, donors (private individuals, family offices and companies), government and non-governmental organisations.
- To initiate or participate in awareness campaigns and marketing, offline and online activities for the above projects.
- To build an international circle of scientists and other stakeholders who relate to the Kilimanjaro issue and represent and promote the Foundation to the general public on both national and international levels and in local communities.

3. TRANSPARENCY & GOVERNANCE

If you want to go fast, go alone, if you want to go far, go together". African Proverb.

Greenmanjaro is a Dutch Charity working with Tanzanian-based international non-governmental organisations (NGOs).

Our goal is to implement practical solutions in schools to teach kids to improve resilience and sustainability in the adverse life and climate circumstances around the Kilimanjaro region.



The Greenmanjaro team consists of Tanzania lovers, Kili climbers and impactful entrepreneurs. We are all like-minded volunteers doing our utmost to contribute to a better environment and living conditions around Kilimanjaro. We actively listen to the Climate Change problems with local partners, 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 organisations 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, or ANBI in Dutch). It has a non-profit tax designation in the Netherlands issued by the Tax Office under the general tax laws.

We protect personal data according to the General EU Data Protection Regulation. Greenmanjaro offers no remuneration to foundation volunteers and neither board members of the foundation nor reimbursement of any national and international travel expenses.

According to the statutory objectives of Greenmanjaro, we support all initiatives to combat Climate Change and improve the ecological, economic and social balance in and around the Kilimanjaro

area. The 3 project pillars are:

- ✓ Reforestation/nature conservation
- ✓ School veggie gardens
- ✓ Plastic waste recycling

These projects entail planting and nurturing tree seedlings and vegetables, initiating social awareness projects, climate care education, plastic waste collection and recycling, and water supply projects.

Aspects of governance: in 2023, the Greenmanjaro Board met every 4-6 weeks. We consistently reviewed the plastic and green project challenges and achievements and the communication and campaign strategies to strengthen the Greenmanjaro brand and increase the fundraising results.

Update meetings were held throughout the year with our local partners, who implement and monitor all projects. Regular communication is provided digitally but also through extensive visits by all board members. Project visits to Tanzania occurred in February, June, September, October, November and December.

A board member is appointed for a period of 4 years and can be re-appointed for a further 4 consecutive years. The current Greenmanjaro Board members are listed here below:

Name	Function	Period
Hans Korteweg	Chairman	As of October 2018
Monique Vogelzang	Secretary & treasurer a.i.	As of 1 October 2018
Marjolein Praaning	Member	As of 1 January 2022
Ellen de Roij	Member	As of 1 January 2022
Penny Vossen	Marketing & Fundraising	As of 1 June 2022

The Board met 8 times in 2023. In addition to the specific tasks and responsibilities of the chairman, secretary and treasurer, several tasks are divided amongst the five board members.

Statutory title: Greenmajaro 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, Greenmanjaro had no interest in other companies or legal entities.

ANBI status: The Foundation is a Public Benefit Organization (PBO). It has a non-profit tax designation in the Netherlands issued by the Tax Office under the general Dutch tax laws.

General Data Protection Regulation (GDPR): From 25 May 2018, the European General Data Protection Regulation (GDPR) is applicable. The Board has discussed the consequences of this new European legislation for Greenmanjaro and taken several measures appropriate to the organisation's size, such as protecting the privacy-sensitive data of sponsors, donors, board members and the mailing list.

Climate care measures: Greenmanjaro is an organisation of modest size with no permanent office and hardly leaves a footprint. Our work is paperless and, wherever possible, the trips to Tanzania are kept to a minimum. We plant trees as compensation for CO₂ emissions.

4. PLASTIC & EDUCATION

Our focus in 2023 was to spread our message further in schools through our teaching method, Happy Green Tanzania - Growing the skills & development programme within the Roots & Shoots clubs of the Jane Goodall Institute. We now have over 1150 books in circulation, reaching out to more than 3000 children.

We are also pleased to announce the completion of our third workshop at Moshono School in Arusha and a facelift for our flagship workshop at Julius Nyerere School in Moshi, now complete with our Greenmanjaro Logo hand painted by the Roots & Shoots members.



It brings our recycling workshops to a total of 3 in the Kilimanjaro area - Boma N'Gombe, Moshi and Arusha. These workshops facilitate children from nearby schools, resulting in almost 1,500 actively involved children from 21 schools. Furthermore, we are active in two primary schools in Dodoma, Tanzania's capital city, where our Roots & Shoots team is busy implementing the plastic recycling programme at these schools. The children are very enthusiastic about their newfound skills and opportunities.

Happy Green Tanzania (HGT): HGT provides custom-made environmental educational practical and fun programmes about waste, water and energy to teach sustainable behaviour to children between 6 and 14 years old. In Spring 2023, Marlou Bessem, the writer of Happy Green Tanzania, our education materials, joined us in Tanzania. Marlou conducted several workshops on rubbish and plastic waste.

Our Happy Green Tanzania school textbook illustrates in words and pictures the problem/effect of pollution on our environment, animals and nature. Teaching materials on climate and environmental care are unavailable at public schools in Tanzania, so these books are invaluable and loved by the children. We have distributed over 1200 books to 25 schools in the Kilimanjaro region, through which we reach thousands of kids because they share teaching materials.



Waste is a big problem in Tanzania - litter is everywhere, in the streets and in nature. Happy Green Tanzania gives the children information, insight and solutions to become proactive. Marlou's visit was a great success and a valuable partnership, inspiring teachers and students. Sharing knowledge and experience and enabling discussions on how to do something about the waste problem together is very important.

To learn from each other and know that you are not alone. Our Plastic Heroes programme also teaches pupils what plastic and plastic waste mean to the environment, so the project goes beyond learning to clean up plastic waste.

Refuse, Reduce, Re-use and Recycle: the key points of our plastics programme, Refuse, Reduce, Re-use and Recycle, were again clearly highlighted.

School furniture is lacking, and many tables and chairs are broken. The good news is that children are now learning to make table and chair legs from recycled plastic.

The arrival of the (new) heat press means that pupils can make different products, such as pots for seedlings, coasters and artwork. It extends their creativity and increases their skills.

Recycling machines: Mark Bachrach, our designer and builder of the shredders and extruders used in our workshops, has designed a mini plastic tabletop recycling machine. Greenmanjaro has ordered three tabletop models - the shredder (hand-driven), the press and the extruder. These machines are easier and cheaper to transport from the Netherlands to Tanzania, require less or no electricity and can be moved from one school to another, enabling more children to participate. We plan to introduce these machines in 2024.



Short term plans: the next 3 years are about deepening technical and creative knowledge, spreading the message further and making more young people aware of the need to recycle plastic and waste. From the 2024 academic year, we will start organising various activities during Graduation Day,

Parents Day, World Environment Day and Neighbourhood Clean Ups.

Soon, the plastic recycling project will become part of Jane Goodall community mapping models to digitally map the impact and effectiveness of clean-up actions and education through a GIS platform, including a standardised survey.

We aim to create a network of young people wanting to spread our message; the first participants, now final-year students who graduate from school this year, will be our young Greenmanjaro ambassadors!

Kili Club Certificates: as in the previous year, we awarded Kili Club certificates in Lower Moshi to students who are active in the environmental classes. These kids are responsible for planting and caring for the trees on the school grounds as well as sowing and harvesting in the school vegetable garden. During school holidays, they walk to school several times a week for watering.

5. VERY GREEN PROJECTS

All ongoing projects were continued in 2023.

Trees and Veggies: Greenmanjaro initiated its "Green" projects in 2022 by planting trees and establishing vegetable gardens at schools in Lower Moshi, and setting up a nursery at Rau Forest, the unique urban forest adjacent to Moshi.

This year, the school children successfully nurtured the trees planted for shade and enriched their school lunches with abundant harvests of eggplant, cabbage, potatoes and sometimes even bananas.



By the end of the year In the Rau nursery, the Roots & Shoots youngsters had raised over 30,000 tree seedlings. These seedlings were sent to schools in Moshi and distributed to "village mamas" in

surrounding communities to prevent them from felling trees in the forests for charcoal. Last but not least, to restore the jungle to its former glory, the tree seedlings have been planted in parts of the Rau Forest.



Clean-up Days: the Rau River meanders through Rau Forest, the primary water source for its vegetation. Its banks suffer from severe pollution due to neglect and dumping of household waste.



At the end of 2023, our planned Clean-up Day with Roots & Shoots in Rau Forest and Rau River was cancelled due to El Niño's heavy winds and rains. The event took place early January 2024. Around 50 school kids collected many bags of plastic litter.



New projects: this year, we launched two new projects; planting toothbrush trees near schools and large-scale planting of trees on barren river banks.

Toothbrush trees in schoolyards; families around Kilimanjaro cannot afford dentists and plastic toothbrushes. Therefore, Greenmanjaro's sustainable solution was to start planting toothbrush trees, available and present in insufficient numbers!

We teach children at school to clean their teeth with the twigs from this tree and to plant and nurture toothbrush trees. This tree is medicinal as well as nutritional! Over 31% of children in Tanzania

have dental caries, and rural children are more affected than urban children. Oral diseases are linked to lifestyle, particularly in rural areas like Lower Moshi in the Kilimanjaro region where parents struggle to provide daily food for their families. Hence, hygiene is not a priority in their upbringing.

A toothbrush tree (original name: *Salvadora Persica*) has been used for more than 1,000 years by the Maasai, but due to deforestation, there is a shortage in Tanzania.

In June, we started a campaign in dentist practises in the Netherlands, refer to the chapter Campaigns for a more detailed description.

Thanks to our donors, we have planted 650 toothbrush trees in 13 schoolyards, giving 4,500 school children access to a natural toothbrush.



Large-scale tree planting along bare river banks to protect water resources: there are miles of Rau River banks that need trees to protect the water source against erosion. Large-scale tree planting around water sources is a sustainable solution to breaking the negative spiral for the environment and will improve:

- ✓ Water availability
- ✓ Water quality
- ✓ Water management
- ✓ Stability of river/spring banks: reduce erosion and flood damage
- ✓ Vegetation including habitat for insects, microbes

Water supplies from the rivers are decreasing due to climate change and deforestation threatens the protection of wetlands along rivers. Trees help to purify polluted water, prevent erosion and retain water reserves for the dry season. Vegetated riverbanks are key to protecting crops and villages against flooding during heavy rainfall. Flooding in Lower Moshi has increased, swamping entire villages, families losing their homes, income and crops.

Thanks to a generous donation, large-scale planting has commenced on the banks of the Pangani River in Lower Moshi and the Rau River in Moshi surroundings. The planting of 7,000 trees takes place in two tranches: the first in December 2023 and the remainder in Spring 2024.



The planting along the Pangani River in Lower Moshi.

The Lower Moshi area is increasingly depleting, with agriculture only succeeding around the river and sparse springs. The villagers struggle daily to find sufficient food.

Greenmanjaro and our local NGO partner FT Kilimanjaro have identified that the best planting areas surround villages on both sides of the Pangani River. In close cooperation with village councils, a 60-metre-wide strip along the river bank has been allocated for our tree planting project. No further agriculture is permitted within 60 meters of the river/spring bank.

The local district government encourages replanting and wholeheartedly endorsed this project.

The large-scale tree planting amounts to 5,000 trees: 4,000 shade trees and 1,000 fruit trees. The shade trees will be planted along the river and stream banks; the fruit trees will be allocated to the participating families. It is a joint effort between the school children, their parents and communities to restore nature in their living environment.

Each family plants 4 trees at designated sites and remains responsible for their continued growth and protection (from hungry goats). As a reward, they receive a fruit tree seedling for their own use, this adds vitamins to daily food and income for the communities.



Planting challenges on the Rau River banks; in the last months of 2023, El Nino caused massive flooding in the Kilimanjaro area. Roots & Shoots youth volunteers got stuck in the deep mud en route to the river banks with 1,000+ tree seedlings. They were forced to turn back and planted the trees in the forest, close to the river banks. In early 2024, when access to the river banks will be easier, another thousand trees will be planted on the riverbank.



6. EXCITING CAMPAIGNS

2023 was an active and successful Campaign Year. We launched the following 3 campaigns, extending our network and target audiences.

Toothbrush Campaign: funds raised for 650 trees, reaching out to 4500 children.



Early in 2023, we launched our Toothbrush Tree campaign on social media and in Dutch dental practices.

Families around Kilimanjaro cannot afford dentists and plastic toothbrushes.

Greenmanjaro's sustainable solution is a toothbrush tree! We teach children at school to clean their teeth with the twigs from this tree and to plant and nurture toothbrush trees. This tree is medicinal as well as nutritional! Over 31% of children in Tanzania have dental caries, and rural children are more affected than urban children. Dentists and plastic toothbrushes are too expensive for the local inhabitants. Oral diseases are linked to lifestyle, particularly in rural areas like Lower Moshi in the Kilimanjaro region where parents struggle to provide daily food for their families and hygiene is neglected. There is a toothbrush tree – used for more than 1000 years by the Maasai, but there is a shortage in Tanzania due to deforestation.

Our campaign asked the donor for €2 to plant a toothbrush tree, which received an excellent response. A huge thank you to all the Dutch Dentists who promote our campaign in dental surgeries. We managed to raise funds for 650 trees planted in 13 schoolyards. Approximately 4,500 children now have natural toothbrushes. Next year this campaign will continue so that all the pupils from the 22 schools in Lower Moshi can take care of their teeth and, indeed, give them something to smile about.

Kilifair Exhibition – Arusha:

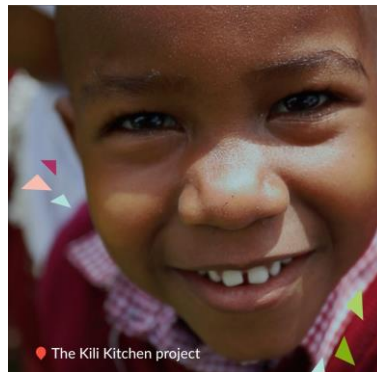


In June, Greenmanjaro took an NGO stand at the KILIFAIR in Arusha to promote our Climate Care Projects and establish new collaborations with local tourism organisations, hoping they could include us in their Corporate Social Responsibility policies and activities with their "Kili Promise". KILIFAIR is the leading international Outdoor Tourism & Industry Fair in Tanzania, promoting and presenting companies based in the Kilimanjaro Region, Tanzania, and East Africa as a destination. Our stand received enormous interest.

We had a constant flow of visitors - from tour operators to hotels and local businesses. Our young Roots & Shoots colleagues helped us to spread our climate care message in Swahili when necessary!



Kili Kitchen Campaign - Buy a brick, craft a legacy, and listen to our climate care call.



"Education is the most powerful weapon you can use to change the world."
Nelson Mandela



In December, we launched the Kitchen Campaign via social media and the crowdfunding site Indiegogo. The aim was to broaden our network, promote Greenmanjaro and climb Mount Kilimanjaro for a cause - to generate sufficient funds to pave the way for an Educational Centre we call the Kili Kitchen in Rau Forest, Moshi. The building will provide a learning centre for schoolchildren to learn about tree planting and preserving nature, a space for education and sustenance.

Penny from Greenmanjaro and her daughter, Pippa, took on the sponsored challenge - to conquer

the 5.895 metres. We asked donors to be part of the journey and purchase bricks to build our Kili Kitchen. Every brick in the wall makes a difference and helps us to ensure a brighter future for the children of Kilimanjaro.



It was a remarkable, challenging and enormously rewarding journey. We raised €15,000 and boosted our social media presence substantially. The Kili Kitchen will be completed in 2024.



Greenmanjaro featured article in Precision Air Flight Magazine. We were delighted to received 'airtime' in one of Tanzania's prominent airline flight magazines, distributed to more than 100,000 travellers.



Click here to read the article on our website: www.greenmanjaro.com

7. BROAD-MINDED PARTNERS

"The best partnerships aren't dependent on a mere common goal but on a shared path of equality, desire, and no small amount of passion", says Sarah MacLean.

A partnership is at the heart of what we do. Greenmanjaro collaborates with numerous partners in implementing its Climate Care Projects and is building a vast network of friends, partners, advisors and ambassadors around the globe, continuously seeking to extend our network.

Our partnerships range from local community organisations to international NGOs, government agencies, and corporate sponsors, implementing innovative solutions, empowering us to amplify our reach and foster sustainable change for the benefit of children and climate change. Together with two of our local valued partners, Roots & Shoots and FTKilimanjaro, we make a meaningful impact on the kids of Kilimanjaro.

Roots & Shoots started in Tanzania in 1991 when a group of high school students expressed dismay at how many challenges they saw in their communities, and felt their future jeopardised. Dr Jane Goodall empowered these young people to take action, and for nearly 30 years, Roots & Shoots has grown across the Jane Goodall Institute's Africa Program country sites to more than 60 countries worldwide. Through our trusted partnership with Roots & Shoots in Arusha, we supply knowledge, know-how and machinery to several schools in the Kilimanjaro region to teach children how to recycle plastic and rekindle the Rau Forest, the unique urban forest in Moshi. Our funding enables us to inspire and empower children to take action and learn how to combat Climate Change.



R&S team

Moshi/Arusha: Nurdin, Wolfgang, Dismas, George and Erasto

FT Kilimanjaro (FTK) is a non-governmental organisation registered in Tanzania, a joint initiative of the Dutch FEMI Foundation and TPC Company Ltd. They administer our tree planting and school vegetable gardens in Lower Moshi. We are also organising massive tree planting in close cooperation with FTK and the local communities living around water sources to prevent flooding and improve the availability and quality of water supply in the area.



FTK team:

Kuya, Olipa, Frank, Ahmed, Gerbert, Nina, Lemaiba, Anselim, Matias, Sitti & Patiance.

Happy Green World: the foundation of Marlou Bessem provides custom-made environmental educational practical and fun programmes about waste, water and energy to teach sustainable behaviour to children between 6 and 14 years old. We translated the educational programme into Swahili and supply Happy Green Tanzania books, teacher manuals and games to schools in Arusha, Dodoma and in Lower Moshi.



We cannot work alone and are grateful for the support and collaboration of each organisation listed below, whose dedication and commitment enrich our collective endeavours.



8. FINANCE

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.

Profit & Loss

GREENMANJARO PROFIT & LOSS					
Ledger	2023		2022		YOY
	Profit	Loss	Profit	Loss	
Income	€ 27.053,37		€ 33.380,32		
Bank costs Plastic		€ 165,96		€ 100,00	
Jane Goodall MOU Plastic		€ 15.310,03		€ 4.279,28	
E. Njavike Plastic		€ 1.934,64		€ 12.446,23	
Zenith media		€ -		€ 697,36	
MBB Studio (Plastic machines)		€ 314,60			
General costs Plastic		€ 127,00			
Bank costs Trees		€ 125,00		€ 125,00	
Jane Goodall Trees		€ 3.938,44		€ 5.741,16	
Rau Forest educ centre (George)		€ 400,00		€ -	
MM Nurseries		€ 3.478,23		€ 1.116,45	
Miwaleni Watersupply		€ -		€ 3.445,00	
FTK lower Moshi programs		€ -		€ -	
Educational material (HGT)		€ 235,00		€ 1.715,21	
Bank costs Trees General		€ 60,00		€ 227,25	
ANBI cost		€ -		€ 28,92	
Fundraising costs		€ 1.695,56		€ 822,80	
Website costs		€ 784,45		€ 1.422,60	
Kili Kitchen campaign		€ 1.588,12			
Communication costs		€ -		€ -	
Accounting & admin costs		€ 138,00		€ 80,50	
General bank costs		€ 235,53		€ -	
...					
Misc.		€ 27,31			
Total	€ 27.053,37	€ 30.557,87	€ 33.380,32	€ 32.247,76	
Balance	€ 3.504,50		€ 1.132,56		-309%

Balance sheet

GREENMANJARO BALANCE SHEET (na resultaat bestemming)					
	31-12-23	31-12-22	31-12-21	31-12-20	31-12-19
Activa					
Current assets					
Claims					
Liquid assets General	€ 3.521,52	€ 486,00	€ 39.511,00	€ 572,00	€ 4.622,00
Liquid assets Plastic	€ 20.562,43	€ 39.692,00			
Liquid assets Trees	€ 10.103,24	€ 492,00			
Total assets	€ 34.187,19	€ 40.670,00	€ 39.511,00	€ 572,00	€ 4.622,00
Liabilities					
Reserves & funds					
Destination reserve	€ 34.187,19	€ 40.670,00	€ 37.011,00	€ 572,00	€ 4.622,00
Short-term debts					
Amounts still to be paid			€ 2.500,00		
Total liabilities	€ 34.187,19	€ 40.670,00	€ 39.511,00	€ 572,00	€ 4.622,00

Elaborating on Financial data

Liquid assets: Freely absorbable.

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

This year, a loss was observed of EUR 3.504,50. This can be explained by cost made for the Toothbrush and Kili-Kitchen campaigns, anticipating the strong donations, which will be reported only in 2024.

This year, a lot of time was spent on further developing awareness of our brand by improving our website, starting communications and campaigning through social media accounts on Instagram and LinkedIn and by being present at a travel agent fair. We also started building a network of larger donors, such as family offices. The result was that the funds raised for the Green projects were higher than in previous years, enabling new projects to be launched and ongoing projects to be accelerated.

The successful 2 months Kili Kitchen crowd funding campaign started in December and ended in January 2024, the funds received in December 2023 are not included in our income reported for the year 2023 as the transfer of the money to Greenmanjaro's bank account took place after completion of the campaign, early 2024.

The travel and accommodation costs of the board to Tanzania (7 trips with a total amount of approximately EUR 17,500) have been incurred at own expense of board members and could be seen as independent donations.

Costs overhead: bank costs and accounting and administration spent in the Netherlands (in the amount of € 692) represented a 2.3 % of total cost.

The new costs for the update of the website and the development of various campaign and communication materials amounted € 4,068 and have determined a considerable part of the costs this year. This resulted in a negative result of € 3,505 charged to equity.

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 Board, in accordance with the Foundation's statutory objectives, allocates as destination reserve any specific spending which was not used by third parties.

End of Report.

Thank you for your attention.