



Policy Plan Aloha Foundation

Policy plan of the Aloha Foundation Foundation
Afrikaweg 33a
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Chamber of Commerce 62862294
RSIN/tax number 8549 88 221

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Foreword

On March 12, 2015, the Aloha Foundation was established. In this policy plan, we explain what Aloha's goal is and how we want to achieve these goals in the coming years.

Assen, January 2026
Aloha Foundation

Ingrid Niemeijer (Chairman)
Shanna Wiggerman (Secretary)
Marco Kuis (Treasurer)



1. Introduction

Aloha stands for Academia Liberdades de Oportunidades e Habilidades para Adolescentes, loosely translated: Free Education for Opportunities and Skills of Young People. Since 2015, Aloha has been providing young people from the slums of the metropolis of Fortaleza in northeastern Brazil with healthy food, education and guidance in finding internships and workplaces.



2. Mission and Vision

2.1 Purpose

The deed of incorporation of the Aloha Foundation states:

'The Aloha Foundation aims to give young people from the slums and deprived neighborhoods of Brazil opportunities for a better future and to let these young people be children and have fun, and everything that is directly or indirectly related to this or can be conducive to this, all in the broadest sense of the word'.

2.2 Mission

The Aloha Foundation supports young people in vulnerable situations by offering them opportunities, confidence and future prospects.

2.3 Vision

Aloha envisions a world in which everyone, regardless of origin or circumstances, can develop themselves in freedom, love and equality and work together with pleasure and respect.

As an Aloha family, we are building a community that combines fairness and fun, inspiring young people and adults around the world to support and empower each other. We do this by creating opportunities, strengthening skills and inspiring them to become self-reliant.



2.4 Implementation of the vision

Aloha Surf Brazil

Within the Surf project, a group of thirty young people was supervised between 2015 and 2022. They have become a very close-knit group that really stands out because they have managed to find good jobs and, for example, have become parents of stable families. Of the thirty, two unfortunately slipped, 1 in the drug trade and 1 in prostitution. Terrible, but at the same time you can say without exaggeration that there would have been a good chance that many more of the group would have chosen the 'wrong path'.

At the beginning of 2023, a new group of 30 young people started. We visited the project in October and November 2026 and this also seems to be a nice group where you can already see that the young people come across as calmer and better behaved.



In November, the treasurer Marco bought a building in the slum that can be fully used by Aloha. During the renovation, we paid close attention to the ventilation, so that we now not only have a larger space, but also a place with a nice natural air conditioning!

In 2025, the group will be increased from thirty to 50 young people, 20 young people in the morning group and 30 in the afternoon. The new building also offers opportunities for starting a shop, which we want to start in 2026. This is one of the ways in which Aloha Surf can become independent so that we can start more projects. In 2026, we will grow towards more independence in Brazil through the shop and by offering a program for gap years. In 2025 we had two paying gap years; The goal for 2026 is at least 12 gap years. The first four registrations have been received.

Zanzibar

Speaking of new projects: in 2025 we started a mini-Alohate in Zanzibar. Husna gives homework help to 16 young people here every day. She does that in her own home; in January, treasurer Marco will go to Zanzibar for five weeks to supervise the project. The whole thing is beautifully similar to how we started Valber in Brazil in 2015 and it has all the potential to grow as well as the surf project.



2.5 Finance

2.5.1 Revenue

Aloha receives donations from donors, companies and other foundations.

An important principle of Aloha is that every euro is spent on charity in Brazil. The only exception to this is the bank charges, which amounted to €88.93 in 2021.

2.5.2 Expenses

In 2025, Aloha's income and expenses consisted of:

CODE	OMSCHRIJVING	VERLIES	WINST
4000	Uren Surfproject	16.790,00	
4005	Surf - Eten, Drinken en Overig	7.764,42	
4050	Uren Leraren Zanzibar	216,43	
5100	Bankkosten	88,93	
8000	Omzet Donaties Particulieren		3.553,20
8010	Omzet Sponsoractie's		1.553,42
8012	Omzet Hartkoo		959,30
8020	Omzet Donaties Andere Stichtingen		1.050,00
8030	Omzet Favelatour		180,00
8040	Omzet Online Marketing		114,35
8050	Omzet Donaties Bedrijven		2.165,44
8060	Omzet Donaties Dr. Still BV		2.000,00
8080	Omzet Work Away The Hunger		15.087,50
8090	Omzet Tussenjaars en Studenten		5.404,65
	Saldo winst	7.208,08	
		32.067,86	32.067,86

Aloha had four coordinators in Brazil in 2025: Valber, Gabriel, Ewerton and Vladia who receive a volunteer allowance. Cairo and Andre were added to the team in 2025 with the main task of Marketing within Brazil. Since September 2025, Husna in Zanzibar has received a volunteer allowance too. About a third of the expenditure goes to food; two-thirds in compensation for the teachers.

3. Organization

3.1 The Board

The board is responsible for the board, policy, financial management and internal and external communication. The foundation has a board that consists of three board members: a chairman, a secretary and a treasurer. The board members do not receive any remuneration for their work. The directors are appointed by the board for een periode van vier jaar en zijn aansluitend onbeperkt herbenoembaar. Tot bestuurders zijn benoemd:



Paul de Vries (chairman)
Rolf de Jong (secretary)
Marco Kuis (treasurer)

In August there was a change of board: our new chairman is Ingrid Niemijer from Rolde. The new secretary is Shanna Wiggerman from Zuidlaren. In November, the entire board visited the project in Brazil. Shanna has been appointed as responsible for marketing, Ingrid for the volunteer policy (for the volunteers in Brazil and Zanzibar as well as in the Netherlands) and the treasurer Marco will of course remain responsible for the finances.

The board is responsible for the day-to-day affairs of the functioning of the foundation and ensures the implementation of board decisions. The tasks are divided among the three board members.

3.2. Code of conduct

Integrity in the broadest sense is of paramount importance to the board. This means that conflicts between personal (financial) interests and board membership are avoided. The costs incurred by board members for meetings, etc., are not borne by the foundation. Trips to Brazil are paid for by board members themselves.

3.3. Meeting cycle

The board meets at least ten times a year and as often as two board members deem desirable. During the meeting, the policy plan serves as a starting point to test progress. Each board member can also propose topics for the meeting.

3.4. ANBI

As of 12 March 2015, the Tax and Customs Administration has designated the Aloha Foundation as a Public Benefit Institution (ANBI). Donors can fill in a form on the Aloha site with which they can then deduct their donations from the taxable income.

3.5. Label

The Aloha Foundation has chosen not to apply for a (CBF) quality mark. The reason for this is that the application and periodic reassessment is a very expensive affair. Aloha wants the income that is raised to benefit the young people in Brazil as much as possible.

3.6. Financial statements

The board accounts for its policy over a calendar year by means of annual accounts. The annual accounts are published annually before 1 April. This is completely public and can be found on the website. The next annual accounts will be published before 1 April 2026.



4. Marketing & Communication

4.1 Marketing and Communication Committee

In 2025, an active committee was formed that carries out all kinds of marketing and communication activities. Eline focuses on the Instagram for gap year students and she is going to organize a party, Duco thinks along about strategy and helps with online marketing of both the website and social media (including LinkedIn), Annick arranges interviews to show on the website and LinkedIn what volunteers do in the Netherlands and Melisse thinks along about mainly Fundraising. In February, we will also receive help from intern Dean who will focus on new revenue models for Aloha.

On April 18, Aloha will be at the Charity Market of the Protestant Congregation in the Laarkerk in Zuidlaren. On July 3, we will be at the gap year fair in Wageningen. We will also work again through Work Away The Hunger for ABR Activation on King's Day, Pride Amsterdam and the Square and Bridge Festival in Weesp.

4.2 Website

We will update the website in 2026. The aim is to be able to receive recurring payments, to add Zanzibar, to give good attention to the gap year students and to give a clearer picture of how volunteers in the Netherlands can help Aloha

4.3 Other Communications

All communication in the Netherlands goes through the treasurer Marco (mobile +31 (6) 51422289); all communication in Brazil is via Valber (+55 (85) 8433 7990); All communication in Zanzibar goes through Husna (+255 777 170 603)