



Trees for All

# Trees for All

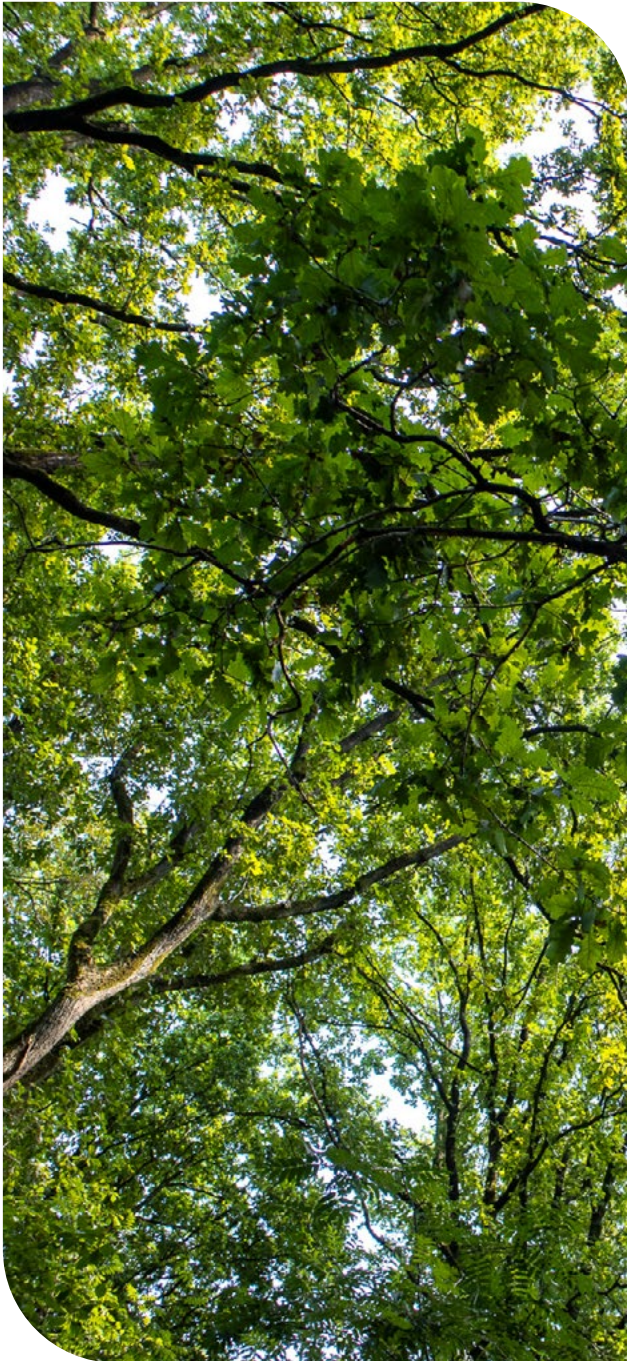
Annual report 2025



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# Thanks for your support!

**2025 was once again a year in which Trees for All felt the power of working together. Thanks to the support and involvement of our donors and partners, we succeeded in planting more than 1.8 million trees last year!**

## **A growing movement of planters**

Together, we form a movement of green agents that gives us great pride. With enormous gratitude, we look back on 2025 and on many special encounters: a unique forest concert given by our ambassador Son Mieux, tree planting days with many enthusiastic participants, and inspiring conversations at our partner event. The shared wish to create more forests in the world also shines through all the campaigns on our campaign platform and resonates in the new corporate partnerships we have formed.

## **Trees for everyone and with everyone**

In 2025, we worked on more than 60 forestry projects worldwide. We planted trees for everyone and with everyone: from creating a temporary forest on the Amsterdam motorway to restoring biodiversity in the Dutch countryside. And our impact also reached much further afield. We restored mangrove forests in Mexico and transformed degraded grasslands in Indonesia into tropical rainforest. Every project, whether big or small, contributes to a liveable world for people today and for future generations.

## **The urgency remains**

The necessity of our work became apparent once again this year. In the Netherlands, we had to deal with prolonged drought and a double heatwave, while forest fires raged in Southern Europe and America. These events emphasise the importance of continuing to invest in

trees and forests for a stable climate. At the same time, global political and social developments are sometimes discouraging. More and more often, we hear the question “What can I do and is it any use?” But our answer remains the same: Yes, every tree makes a difference!

## **Transforming hope into green action**

We continue to actively spread this message, supported by our new positioning, which revolves around the power of a tree. Our new brand campaign shows what trees do for the climate, for nature and for our living conditions. In this way, we inspire even more people and businesses to take their first step in reforesting the world. Because all big things have to start somewhere: with a tree.

Thank you, on behalf of team Trees for All and the board



**Stef Röell**  
Director of  
Projects &  
Innovation



**Marieke Romano -  
van den Hoek**  
Director of  
Fundraising,  
Marketing &  
Communications



**Mateo Mol**  
Acting Chair

# Our impact in 2025



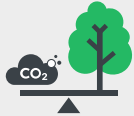
1,858,524

trees and shrubs planted in the Netherlands and abroad



1,346,627

trees planted in forestry projects



511,897

trees planted in certified CO2 projects



103,412

tons of CO2 captured through certified projects



4,482

families helped with work and income



65

projects in 18 countries



## Every tree makes a difference

All our projects have a positive effect on the **climate**, on **biodiversity** and on **people**. So your donation to Trees for All will have a broad impact. And the more trees, the bigger that impact. Every tree counts!

## Sustainable Development Goals

Through our work, we contribute to various Sustainable Development Goals, focusing on:



# Milestones in 2025



## A growing movement of planters

Our tree planters' movement grew even further over the past year. No fewer than 1,901 businesses and funds and 16,326 private donors contributed to our work! We are very proud of this broad movement of tree planters, who want to join us in making a difference.

## Sleeves rolled up

In 2025, we organised 17 tree planting days, for which people and businesses rolled up their sleeves. We also met up with various business partners to celebrate our 25th anniversary at the special partner event, which buzzed with energy!



## A forest on the motorway

In the Netherlands, we supported 40 (new) projects, including – yes, really! – a temporary forest on the Amsterdam motorway for the occasion of the city's 75th anniversary. The trees have now been given a permanent place around Amsterdam.

## Growth of European forests

Our European projects have undergone significant expansion. Besides our projects in Belgium, Spain and Portugal, we are now also active in Scotland, Germany and Italy. Our partner Hotels for Trees has been instrumental in facilitating this growth.



## 20,000 trees planted in Costa Rica

Together with Adopteer Regenwoud and local communities, we have completed the planting of 20,000 new trees. This marks an important step towards connecting existing rainforests into a contiguous forest area.



## Certification of reforestation project

Our reforestation project in Tanzania was certified by Plan Vivo, an international standard for carbon offset projects. This is an important recognition of the value our project adds to the climate, to biodiversity and to the local communities in the region.



## Displaying the power of trees

Every day, we work on creating more forests in the world and hope to raise even more people's awareness of the importance of trees. One of the ways we did so was through a new campaign about the power of trees, which you could see on TV, at train stations and on the streets.

# About Trees for All

Trees ensure a better climate, more biodiversity and benefits for people. That's why Trees for All has devoted over 25 years to creating more forests in the world. We plant trees in the Netherlands and abroad, and raise awareness of the importance of trees. We do this together with everyone who wants to take action too: companies and individuals, people with and without green fingers. Because as long as forests disappear more rapidly than they are created, we cannot sit back and do nothing. Every tree makes a difference!

## Active all over the world

Trees for All works all over the world. We plant new forests, restore existing forests and raise people's awareness of the importance of trees. We do so from Amsterdam to Enschede, and from Mexico to Indonesia: in cities, in the countryside and in the tropics. Climate change and deforestation are global problems, which we want to tackle both close to home and further afield. And as long as forests disappear more rapidly than they are created, we cannot sit back and do nothing.



## Broad, positive impact

All our projects have a broad impact. They contribute to a more stable climate, reinforce biodiversity and improve our living conditions. Trees sequester carbon and provide us with oxygen and fresh air. They cool our cities, reduce the risk of flooding and form a source of food and income. Furthermore, millions of plants and animals live in and around forests. In short, every tree makes a difference. And the more trees, the greater the positive impact!

## For everyone and with everyone

Trees for All plants trees for everyone and with everyone. We are there for people who do not let bad news faze them and who believe in the possibility of change. For people with and without green fingers and for businesses with a green heart. We make it simple for everyone to join: online from home or the office, or together at our planting days, at school or in the neighbourhood. So the step towards a world filled with forests becomes a low-threshold, tangible and concrete one. After all, every big change has to start somewhere: with a tree.

## A registered charity

Trees for All is a registered charity with a CBF certificate. This means we have been independently tested by the Netherlands Fundraising Regulator (CBF) and meet the



## Our core values

Professional, personal and positive: those are our core values. For over 25 years, we have been devoted to creating more forests in the world. We plant the right tree in the right place and ensure long-term protection. In doing so, our outlook is a positive one – we believe in the possibility of change. Our doors are open to everyone else who wants to take action too. After all, every tree counts: for the climate, for biodiversity and for people.

strict quality requirements for charities. So you can rest assured that your donation will be spent properly and will actually contribute to creating more forests in the world. Trees for All is also registered as a Public Benefit Organisation (ANBI), meaning that your donation is tax-deductible.



# The way we work

**Trees for All supports forestry projects all over the world. We plant new forests, restore existing forests and advocate forest protection. We also work on greening cities and the countryside. Something that all our projects have in common is their broad impact. They make a positive contribution to the climate, to biodiversity and to the people in the region. That means that every tree makes a difference.**

## Collaborating with local project partners

We do not plant all these millions of trees on our own. In the Netherlands and abroad, we work closely with local project partners, such as landscape and nature conservation organisations or NGOs. They manage the land or do so in cooperation with private land owners and local communities. Trees for All provides the necessary funding, project supervision and additional expertise. After all, we have over 25 years' experience in worldwide reforestation and tree planting!

## Quality over quantity

Quality is an important principle in our daily work. We plant the right tree in the right place and ensure it is looked after in the long term. This means we prefer to plant native species that belong in a specific area. We also invest in lasting relationships with our project partners, who manage the trees and forests in the longer term. After all, we do not plant trees temporarily, but for life.

## Selection and testing

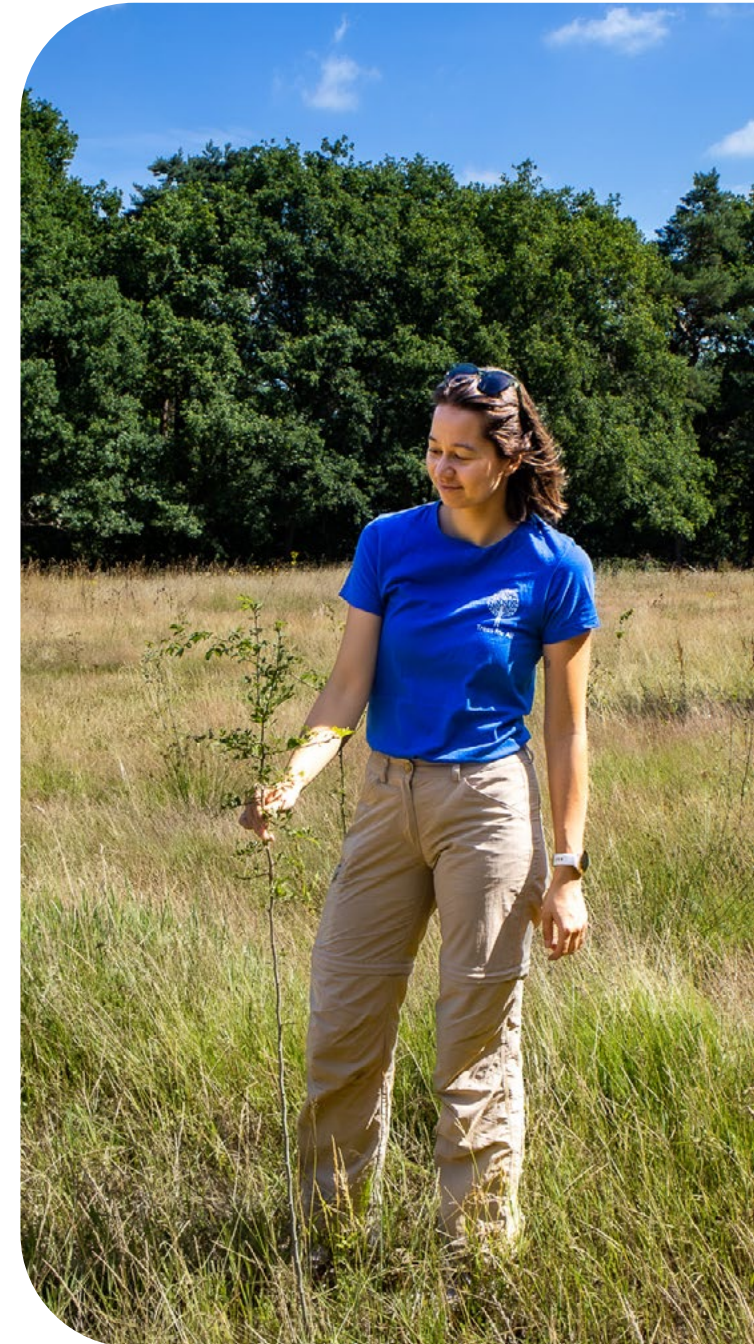
All the projects we support are carefully selected and tested by our internal project managers. They have great expertise in forest and nature management and are closely involved in the content of the projects. For instance, they assess the planting and management plans, and monitor the progress and quality of the planting in the long term.

## Monitoring and evaluation

Our project partners are responsible for the daily running of a project. They report to us throughout the year on the progress of the planting. In addition, we monitor the projects ourselves through several field visits. Sometimes, we also invest in extra monitoring technology and resources, so that we can measure the impact of our projects well.

## Learning and adjusting

Planting trees and forests involves risks and challenges, which we avoid and restrict as far as possible by taking various measures. At the same time, we cannot predict every situation. Thanks to our close involvement and the flexibility of our project partners, we are able to make prompt adjustments and take additional measures where necessary. These may include adjusting the planting methods, creating firebreaks or providing extra water supplies for the saplings.



# Our project criteria

Before starting a project, we test it on the basis of the following criteria:

## 1. Broad impact

All the projects we support have a broad impact. That means that the trees we plant contribute to a better climate, more biodiversity and healthier living conditions for people. Our projects abroad also benefit people in the region, providing extra work, income or food, thanks to the forest. This reinforces their motivation for looking after the forests in the long term.

## 2. Focus on planting trees

We only support projects that focus on planting trees and shrubs, whether planting new trees and forests or restoring and reinforcing existing forests. This might involve tropical rainforests, or else trees and shrubs in cities or the countryside.



## 3. Native species

Our preference is for planting native species, and trees and shrubs that are typical of the area. These are species that occur naturally in the region or have been growing there for centuries and therefore have a positive influence on local biodiversity and on the ecosystem as a whole.

## 4. Sustainable planting

We plant trees and forests sustainably, i.e. with a view to the long term. So for each planting location, we join our project partners in deciding what is needed for the trees to grow into mature specimens. That might include setting up a temporary enclosure, providing extra irrigation for the saplings or carrying out soil tillage.

## 5. Long-term management

Our project partners are responsible for the long-term management of the trees and forests. Agreements about this are laid down in contracts. We remain involved in a project for at least ten years, during which time our project partners keep us informed on the progress of the projects. We also visit the projects ourselves.

## 6. Project partners with a track record

We work with project partners who have a good track record. They have demonstrable experience in developing and implementing tree planting and reforestation projects, and are capable of managing the trees and forests in the long term. They also have sufficient capacity to implement a project.

## 7. Integral project financing

For projects abroad, we work on the basis of integral project financing. This means we look at the complete context of the project, which may include setting up nurseries, protecting trees, monitoring in the long term or providing training courses in forest management and fire prevention.



# Projects in the Netherlands

From Groningen to South Limburg and from the Randstad to the Achterhoek: we aim for more trees throughout the Netherlands. In 2025, we planted new forests, restored existing forests and facilitated new food forests. We also worked on greening the cities and the countryside.

## New forests



**7 projects**

planting new forest and avenue trees

## Reforestation and forest revitalisation



**7 projects**

restoration of damaged forest and reinforcement of existing forests

## Urban greenery



**11 projects**

planting trees and shrubs in and around towns and at business parks

## Landscape elements



**7 projects**

planting trees and hedges in rural areas

## Food forests



**8 projects**

planting forests of trees and shrubs that produce food



# Types of project we supported

## New forests

We planted new forests all over the Netherlands. We did so, for instance, on former agricultural land in order to link up fragmented natural areas. This helps to increase biodiversity and creates more space to enjoy nature.

Near Barendrecht, in the Zuidpolder, for example, we planted 30,000 new trees: almost 15 football pitches of forest! And in the Groene Woud, in Brabant, we planted the 400,000th tree since the start of the project in 2020. In this project, we are working with ARK Rewilding Nederland on expanding rare loam forests. We are continuing this collaboration in 2026 with a new project in the KempenBroek nature reserve, where we are planting over 47,000 trees to link up and reinforce existing natural areas.

## Reforestation and forest revitalisation

Besides planting new forests, we also worked on restoring and revitalising existing forests. Many of the forests in the Netherlands consist of monocultures of just one or few species of tree. This makes a forest vulnerable to drought, disease or pests, for example. By planting a wide variety of trees and shrubs, we make existing forests stronger and more resilient, enabling them to cope better with the effects of climate change, for instance.



In the municipality of Midden-Groningen, for example, forests are suffering from ash dieback, a fungal disease that weakens trees and eventually kills them. Along with the organisation Bosgroep Noord-Oost Nederland, we are transforming this sick, monoculture forest into a varied forest with nearly 20 different species of tree and shrub.

## Urban greenery

We also invested in greening the urban environment, where trees have a cooling effect, provide shade and improve rainwater drainage, making towns healthier and safer. A striking example of this is the temporary forest we planted on the motorway in Amsterdam, to mark the city's 750th anniversary. In the shade of the trees, it was around 15 degrees cooler than on the asphalt!

These trees have now been given a permanent place in the vicinity of the city. Another project involved greening our first business park in Bergen op Zoom with seven kilometres of trees and hedges. In the coming years, we aim to do this for other business parks, in order to make the surroundings greener and more attractive for thousands of people.

## Greening the countryside

In the rural areas of the country, we supported the planting of landscape elements, such as rows of trees, hedges or small copses. Many of these elements have disappeared over the years, whereas they are essential for the biodiversity and soil quality of the countryside. We are therefore working on restoring these green networks, along with landscape organisations, farmers and private landowners.

For instance, we once again collaborated successfully with Landschap Overijssel on greening the countryside in the province. And we entered into a new partnership with Landschapsbeheer Gelderland, in order to plant tens of thousands of new trees and shrubs on the edges of the



Veluwe in the coming years. By doing so, we will restore the green links between the Veluwe and the surrounding landscape.

## Food forests

All over the country, we facilitated the planting of several food forests, comprising trees, bushes and plants that provide food, such as vegetables, fruit, berries, nuts and herbs. Food forests play an important role in the transition to environmentally friendly agriculture; a transition to which Trees for All is happy to contribute.

For example, we supported the creation of the Wessingboerbos in Onstwedde, in Groningen, where two farmer's daughters have taken the step towards sustainable agriculture. On their organic family farm, they expanded their dairy and arable business with a food forest on a former field. Thanks in part to a donation from our partner Vandebrom, we were able to plant 8,500 trees and shrubs there, turning the farm into a place where agriculture and nature come together!

# Our projects in 2025

In 2025, we supported **40** (new) projects in the Netherlands.



[View all projects on our website](#)

# Our project partners in 2025





# Programmes in the Netherlands

Together with businesses – and thanks to their donations! – we have set up a variety of programmes, each comprising several projects that help make the Netherlands greener. They allow us to make an even bigger impact locally, together with citizens, farmers and businesses.

## GroenDoen Fonds



**43 projects in 2025**

Fund for local greening projects

## Trees for Schools



**10 mbo schools greened**

During the academic years  
2024-2025 and 2025-2026

## ReNature programme



**125,000 trees planted**

Between 2023 and 2025 together with farmers

## Greening Brainport region



**455,150 new trees**

In the region around Veldhoven  
between 2024 and 2026

## Green neighbourhoods thanks to our GroenDoen Fonds

Through our GroenDoen Fonds, we facilitate small-scale greening projects throughout the Netherlands, such as greener neighbourhoods, school playgrounds and food forests. Foundations and associations can apply to the fund for a sum of up to 5,000 Euros, to be spent on planting trees and shrubs.

In 2025, we completed 43 new projects! In the Diezerhof district, in Zwolle, for example, local residents transformed 1,000 square metres of concrete and grass into a green urban oasis. The GroenDoen Fonds receives financial support from our partners Univé Buurtfonds, Vandebbron and ASML.



**ASML vandebbron**



“The trees cast more shade around the houses. It’s cooler in front of the house than it used to be: a great relief on hot summer days.”

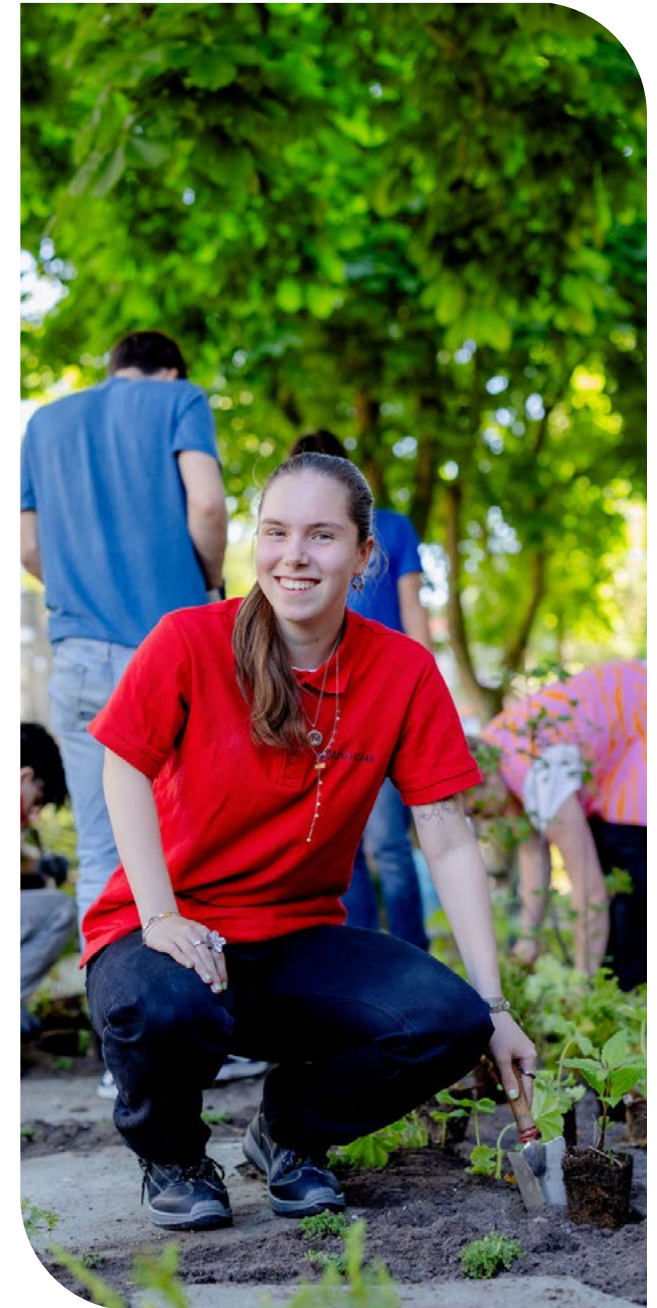
– Loes Buijvoets, neighbourhood greening initiator in Zwolle

## Trees for Schools for mbo

Through Trees for Schools, we reach students in senior secondary vocational education (mbo) and raise their awareness of climate change and the role of trees. The students take climate lessons, make a design for greening the school grounds and plant trees and shrubs themselves. During the academic years 2024–2025 and 2025–2026, ten mbo schools took part in the programme, whereby we reached over 17,500 students.

In addition, we developed new teaching packages that are even better suited to the students’ educational background, in partnership with De Jonge Klimaatbeweging and Stichting Technotrend. We are currently testing these new lessons at a number of schools, so that we can further optimise them in the coming years and offer them to many more schools.

De Jonge Klimaatbeweging, Stichting Technotrend, landscape architect Marieke de Keijzer and green solutions company Donker Groep are involved in the practical implementation of Trees for Schools. We received financial support from the Nationale Postcode Loterij, Accenture, KUBUS, Catharina Foundation, MVRDV architects, ABN AMRO MeesPierson Filantropie Advies, Aeres, Stichting De Versterking and Stichting het Cultuurfonds.





### More biodiversity on farmers' land

We have been supporting the ReNature programme since 2023. Along with Arla Foods and BoerenNatuur, we help farmers plant trees and shrubs on and around their farmyard, thus boosting biodiversity in the countryside. Over the space of three years, we have planted 125,000 trees in the form of landscape elements and food forests.

And the best thing is that we are continuing the partnership with Arla in 2026, in order to make even more impact. Around 20 farmers will be planting trees

and shrubs on their land with our support. We are also facilitating the planting of more landscape elements, as well as supporting a number of farmers in their transition to agroforestry.



### Greening the Brainport Eindhoven region

In 2023, we started a three-year partnership with ASML, with the aim of planting 455,150 trees in the Brainport Eindhoven region. We are doing so in a radius of 30 kilometres around Veldhoven, where the high-tech company is located.

We have now planted over 300,000 of the 455,150 trees in locations like the municipality of Eersel and the nature reserve Het Groene Woud. We planted them together with our partners Brabants Landschap and ARK Rewilding Nederland, and with the ASML staff themselves. The rest of the trees will be planted in 2026.

In addition, ASML supports our GroenDoen Fonds, through which we facilitate new neighbourhood greening initiatives in the Brabant region, such as green school grounds and new food forests.



# International projects

**Climate change and the loss of nature does not stop at our national borders. In 2025, therefore, we supported dozens of projects in Europe, Asia, Africa and Latin America. These projects have a positive effect on the climate and on biodiversity, as well as on local communities, for whom the forests provide extra food, work or income.**

## From tropical rainforest to agroforestry

In 2025, we facilitated a wide range of projects. We restored mangrove forests in Mexico, tropical rainforests in Indonesia, Costa Rica and Borneo, dune forests in Vietnam and dry forests on Madagascar.

We also supervised communities in their transition to agroforestry, in which farmers plant trees alongside food crops. This sustainable alternative to traditional forms of arable and dairy farming reduces the need to cut down forests, whilst improving people's income and food supplies. We carried out these projects in places like Bolivia, Ghana, Mexico, Tanzania and Ethiopia.

## An integral approach

We take an integral approach to all our international projects, meaning that each project is attuned to the local landscape and brings added value to the local nature and to the people who live there.

So first of all, we take stock of the main challenges. Why are existing forests endangered? What are the consequences for the local population? And what do communities need in order to manage their land in the long term and maintain important functions of nature, such as clean water and fertile soil?

We therefore invest not just in planting trees, but in everything that is needed for forests to grow in the long term. That might include nurseries, better water management, fire prevention, forest protection or new sources of income for communities. So our projects have a lasting positive impact on the climate, on biodiversity and on the people in the region.

## Worldwide customisation

Planting trees beyond our own borders is a complex operation. Each country and each region is different with regard to climate, landscape, biodiversity and socio-economic conditions. We therefore need to take a customised approach.

We work with project partners all over the world who are very familiar with the local, social and political context. Not only do they manage the land, but they also have good connections with local authorities, relevant organisations and the local population. This is essential to the success of these projects.



## New projects in Europe

In Europe, too, we started new projects. Previously, we had already supported the restoration of forest landscapes in Spain, Portugal and Belgium. Now we have also added Italy, Germany and Scotland to our list. In Southern Europe, in particular, the importance of reforestation is becoming ever more apparent, in the form of prolonged hot and dry summers, with an increasing risk of forest fires. Through reforestation, fire prevention and forest protection, we are contributing to a more resilient landscape and the restoration of nature that has disappeared.

# Projects we supported in 2025



[View all projects on our website](#)



**25 projects**

outside the **Netherlands**



**9 projects**

in 7 countries in **Europe**



**16 projects**

In 10 countries in **Asia, Africa and Latin America**

# Internationale mijlpalen in 2025

## Certified reforestation project

In Tanzania, we planted 400 hectares of new forest with the help of our partner Synchroon. This reforestation project was also officially certified by Plan Vivo, an international standard for carbon offset projects. This is an important recognition of the demonstrable climate impact of this project and its positive effects on the local biodiversity and the people in the region.



## From grassland to forest

On the Indonesian island of Sulawesi, we transformed 50 hectares of choking grasslands into tropical forest. That is the equivalent of around 70 football pitches! We did so in collaboration with the Masarang Foundation and local communities. This success inspired us to initiate a new programme, in which we will be transforming even more grasslands into forest in South-East Asia over the coming years.



## Unique birth on Madagascar

Along with our partner Zazamalala, we expanded the rare dry forests on Madagascar. Only 3% of these forests still exist worldwide, which underlines the importance of reforestation. One very special event in the restored forest was the birth of sifaka twins (an endangered prosimian primate): a sure sign that nature restoration works.



## New rare rainforest on Borneo

Together with Borneo Nature Foundation, we are restoring rare rainforest on Borneo. The local community in Petuk Barunai is planting trees in their own community forest to prevent the establishment of a palm oil plantation. Thanks in part to a donation from The Flower Farm, 20,000 trees have now been planted!



## More water thanks to trees

Deforestation has led to the Andes Mountains, in Bolivia, becoming dryer and dryer. Planting trees there will change this process. Our partner Biogrowth Development conducted a study into the effect of reforestation on water availability in an area of 225 hectares. They concluded that trees enable the ground to absorb three times as much water in ten years' time!



## 25,000 trees in Costa Rica

In Costa Rica, we finished planting 25,000 trees, along with the Adopt Rainforest Foundation and local communities. This has brought us one step closer to linking up with the existing Barbilla National Park! It's also positive news that the Costa Rican government is now actively supporting Adopteer Regenwoud in its ongoing reforestation efforts.



# Our international partners in 2025



# Fundraising and communication

Thanks to the support of private individuals, businesses and funds, we are able to fulfil our mission: to plant more trees and raise more people's awareness of the importance of trees. We are delighted to receive this support from every corner of society!

## Support received in 2025



9,476,074

Euros **total revenue** in 2025



6,818,799

Euros from **1,901** businesses, organisations and funds



1,619,801

Euros from **16,326** private donors



687,474

Euros from **legacies**



350,000

Euros as part of a **donation** of € 1 million from the Nationale Postcode Loterij (2023-2025)



89%

of each Euro spent on our **objectives**

18,227

private and corporate donors contributed to our work in 2025. We are very grateful for this broad support from society!

# Tree planting days in 2025

At Trees for All, we plant for everyone and with everyone. So each year we organise several tree planting days, when our donors can get a spade in the ground themselves. These days buzz with energy and enthusiasm!



In 2025, we organised **17 tree planting days** throughout the Netherlands.



In total, around **1.000 people** joined us and rolled up their sleeves!



More than **100 different organisations** came along to our tree planting days with their clients, staff or associates.



In addition, we organised **7 tree planting days** at schools, through our programme Trees for Schools, when students joined us in greening their school grounds.



Another special occasion was the afternoon when around **100 volunteers** joined us to remove trees from the pots that had formed a temporary forest on the Amsterdam motorway in the summer. The trees were then given a permanent place in the vicinity of Amsterdam.



We are very grateful for the engagement of these **tree-planting supporters**, with whom we green the world and raise future generations' awareness of the importance of trees!

# Support from businesses

For many organisations, planting trees is a concrete way of doing something good for the world. In 2025, we could count on the support of 1,900 businesses and organisations who believe in our green initiatives. We are grateful for every contribution: from self-employed people and start-ups to big corporate organisations. Every tree makes a difference!

## From corporate forests to gift trees

In 2025, our corporate donors helped reforest the world in many different ways – sometimes online and sometimes by getting their hands in the soil themselves. This enabled us to plant dozens of new corporate forests in the Netherlands, in collaboration with various organisations.



We started new partnerships and renewed ongoing ones with businesses that offset their unavoidable emissions through our certified reforestation projects, in addition to implementing their reduction policy.

Another popular option was to gift a tree to staff or clients, for a birthday or anniversary or as a Christmas present. Several businesses also took part in our campaigns, such as Earth Day or Green Friday. So together we are building up a growing movement to create more forests worldwide, inspiring clients and staff to join us in doing so.

## Inspiring and meeting up

We met up with several of our partners at our partner event in May, which concluded our 25th anniversary celebrations. The day was a festive and inspiring one, in which we talked to businesses about what spurs us all on to contribute to reforesting the world.

In between the various sessions, there was time to hold valuable discussions, make new connections and come up with concrete ideas for making more impact. We are proud of this community of tree planters, who believe in the possibility of change and who want to make a real difference to the world together. Special thanks go to our ambassador Niek van den Adel, who acted as honorary chair of the event.



## Customised partnerships

With some of our partners, we have set up programmes to facilitate several greening initiatives all over the Netherlands. We would like to thank them for this special form of support:

- With ASML, we are working on greening the Brainport Region in Eindhoven, by planting more than 455,000 extra trees there.
- Univé Buurtfonds, Vandebroek and ASML supported our GroenDoen Fonds, enabling us to green dozens of new neighbourhoods and districts each year.
- Through the ReNature programme by Arla Foods, we help farmers throughout the Netherlands to green their land and to plant trees and food forests.
- Accenture, KUBUS, Catharina Foundation, MVRDV, ABN AMRO MeesPierson Filantropie Advies, Aeres, Stichting De Versterking and Stichting het Cultuurfonds contributed to our schools' programme Trees for Schools, thus helping to raise awareness of the importance of trees in future generations.

# Long-term partnerships for more impact

At Trees for All, we enjoy working with organisations that are intrinsically motivated to become more sustainable, and see planting trees as part of that policy. We prefer to enter into long-term partnerships, so that we can make even more impact.

In 2025, we could once again count on contributions from our partners, including:

 accenture

 Albron

 Arla

 ASML

 asn bank

 a.s.r.

 bakertilly

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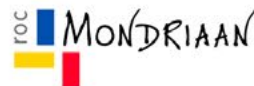
 KUBUS

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Great Wines.  
Happy People.

 LOWLANDER  
BREWED WITH BOTANICALS

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Part of Capgemini

 sopra steria

 SYNCHROON

 THE  
FLOWER  
FARM

 vandebron

[View all our partners on our website](#)

# Spotlight on 3 partnerships

We enjoy customising partnerships with businesses that support our work. Three inspiring examples of customised partnerships are those with The Flower Farm, district developer Synchron and data and IT expert Conclusion.



## The Flower Farm: awareness

The Flower Farm's palm oil-free products may already have found a place in your kitchen. The brand draws attention to the felling of tropical rainforests for the production of palm oil. Besides raising awareness, the Flower Farm took the extra step in 2025 of facilitating the planting of new rainforest. Together, we are now working on restoring rare rainforest on Borneo. Consumers can also help with the planting through a campaign page that can be found on the insert of their spreads. And best of all, The Flower Farm doubles every donation made through the campaign!



## Synchron: reforestation and carbon sequestration

One of our long-standing partners, district developer Synchron, wants to facilitate sustainable impact projects. So we involved them in the development of our reforestation project in Tanzania. Synchron financed the planting of the first 140 hectares of forest, giving the project the kick-start it needed. The project has now been certified by Plan Vivo, and local communities have reforested 400 hectares of land over three years. We are very grateful to Synchron for their support, which enables us to work towards our final goal of reforesting 6,200 hectares.



## Conclusion: combining data with forest

A few years ago, data and IT expert Conclusion planted their own corporate forest in Bergen op Zoom, in the middle of the nature reserve De Zeeuiper. This forest contributes to reinforcing the unique biodiversity of the region, which is managed by Brabants Landschap. In 2025, the partnership took a new turn, when Conclusion lent us their expertise in data and AI in order to measure and monitor the biodiversity of the nature reserve. This is a special form of partnership, in which a business not only supports our work through a donation, but also promotes the growth of forests through knowledge and innovation.

A man in a red jacket and a woman in a blue t-shirt are high-fiving in a field of trees. The man is wearing a red jacket, a grey t-shirt, and a black beanie. The woman is wearing a blue t-shirt with a tree logo and black pants. They are standing in a field with many trees in the background. Other people in red jackets are visible in the distance.

# Thank you Postcode Lottery!

In 2023, we received a donation of €1 million from the Postcode Lottery for the period 2023–2025. Thanks to this contribution, we could launch Trees for Schools, develop a reforestation project in Tanzania and raise our brand awareness with a campaign about the power of trees. And the best part? From 2026, we will be a long-term partner of the Postcode Lottery. We will receive an annual, unearmarked donation of € 600,000 to increase our impact. We are incredibly grateful to the Postcode Lottery and all its participants for making this possible.

# Support from large donations

Last year, we received several large donations and legacies. These contributions from organisations, funds and private individuals enable us to make a long-lasting impact on reforesting the world. Moreover, the personal involvement of all our donors lends extra value to this form of support.

## Donations with a personal story

In 2025, we received several large donations, through which we can promote the growth of forests worldwide. Donors who make a large donation can decide themselves which projects will benefit from their contribution. So there is often a personal story behind these donations, like that of Elise, who is planting trees in memory of her grandparents.

Our relations managers help donors look for projects that are a good match for their wishes. This means that every donation ends up in the right place through a customised contribution. An added benefit is that large donations are tax-deductible, so our donors can make even more impact with the same amount.

## The legacy of a world with more forests

More and more people are choosing to leave their personal estate (in part) to charity. Last year, too, several people included Trees for All in their will. Their reasons for doing so are very personal, but one common denominator is the wish to continue contributing to a world with more forests.

We are grateful that people want to continue supporting our work when they are no longer with us, and that they entrust their inheritance to us. We therefore take great care in administering each estate, in close cooperation with Bureau Nalatenschappen.



“Large donations and legacies are a very personal matter. Every time someone chooses to support our work in this way, I feel very honoured. I listen to people’s personal wishes and arrange everything very carefully, so that each contribution is spent in accordance with the donor’s wishes.”

– Aletta Janssen, Special Donations Advisor at Trees for All



## Elise commemorates her grandparents by planting trees

Elise was left an inheritance from her grandparents and decided to donate part of it to Trees for All. Together, we looked for forestry projects that matched her family story. We settled on a project in South Limburg – where her grandma and grandad lived – and a project in Indonesia, where her grandmother was born. And finally she chose a third project close to home, as a physical place to go and remember her grandparents.

## Options for making a bequest

There are two different ways to include Trees for All in a will:

- **As a testamentary disposition:** Trees for All is named as a beneficiary (or co-beneficiary) and receives a percentage of the inheritance.
- **As a legacy:** Trees for All receives a set amount of money, a percentage of the inheritance or a specific part of the estate, such as a house, a plot of land or a share portfolio. It is possible to include several legacies in one will.

# Support from private individuals

Each donor has their own story and motivation for contributing to the creation of more forests in the world. Last year, donors and children demonstrated this in all sorts of creative ways: from chalking on pavements and going on walks for trees to requesting trees as a new baby gift.

## Planting trees online

In 2025, thousands of donors planted trees through our website, on a one-off or regular basis. Afterwards, we keep them informed on progress through our Track & Trees e-mails, which once again generated many enthusiastic responses. And a growing number of donors are choosing to make a monthly or annual contribution to our work. Thanks to this regular support, we were able to make an even greater impact worldwide.



## Walking for trees

During her fourth attempt at completing the Four Day Marches Nijmegen, Bianca wanted to plant one tree for every kilometre. “My first time, the marches were cancelled because of corona. The following year, one day was cancelled because of the heat, which underlines the importance of battling climate change.” And last year, her mother passed away. So this edition was tinged with emotion. But Bianca crossed the finishing line and raised her target amount: enough for more than 180 trees!

## Gifting trees

Gifting trees through our website was once again a popular option last year. They can be gifted for many different occasions, such as a birthday, wedding or birth of a child, or just as a thank you. All the givers receive a personalised certificate stating their own name and that of the recipient(s).

## Trees as new baby gifts

Mads, the son of Lies and Freek, and the brother of Fien, was born in June. The family requested trees as new baby gifts. Freek says, “There’s already so much stuff in the world. So I thought it would be a good alternative to ask for trees instead. That’s something you can never have enough of.” When they sent out their birth announcement card, they enclosed a small card with a QR code for the campaign page. Their original gift idea raised enough for nearly 80 trees!

## Calculating your personal footprint

To improve the climate, it is important that we all reduce our carbon emissions. So last year, we once again provided online calculation tools for people to calculate their footprint. These insights help people to make more sustainable choices. In addition, donors could offset their remaining emissions through our certified forestry projects.



## Chalking pavements for trees

Along with her classmates from the Dalton Lyceum Barendrecht, Daniëlle spent a whole weekend drawing trees on the pavement in chalk. This produced two colourful routes of around a kilometre: from the school to the polder (where we are planting trees!) and from the school to the park. Through their campaign, they wanted to let passers-by enjoy the trees that were there already, and also to raise money for more trees. They raised enough for 252 trees!

## Campaigning for trees

To raise money for planting more trees, hundreds of people drew on their creativity and networks to organise sponsored walks, bottle deposit campaigns and pavement chalking activities through our campaign platform. No fewer than 80 new campaigns were organised! Whether big or small, we were delighted with every campaign. And so was the planet!

## Trees in memory of someone

For many people, a tree is a symbolic way of remembering someone. So last year we introduced the option of creating a personal In Memoriam Page. For a funeral, for example, people can request trees instead of flowers, and then we plant those trees in our forestry projects.



“Nature is our basis. We must always continue to ensure that. We can do this, among other things, by planting more trees.”

- Jennifer Hoffman

## Support from our ambassadors

Our ambassadors lend a face and a voice to our work. Their reach and their involvement mean that even more people are made aware of the importance of trees. We are proud of all our ambassadors, and particularly of Jennifer Hoffman and Son Mieux, who found special ways to support us in 2025.

### The forest of Jennifer Hoffman

Actress and presenter Jennifer Hoffman has been wholeheartedly campaigning for a more sustainable world for many years. Jennifer says, “Nature is our foundation. We have to cherish it forever. And one way to do that is to plant more trees.”

She put these words into action by taking the initiative to plant her own forest. Half of the trees involved will grow in the Netherlands and the other half in Tanzania. Jennifer’s aim is to contribute to a better world both close to home and on the other side of the world.

Her forest got an extra boost following her guest appearance on the Dutch TV programme Sterren op het Doek, in which portraits of her were put up for auction. The proceeds went directly to her forest, enabling nearly 800 extra trees to be planted!

### The forest of Son Mieux

The band from The Hague Son Mieux performs all year round at international venues. As all these shows have an impact on the climate, the band members wanted to do something in return. They soon came up with the idea of planting their own ‘Son Mieux forest’.

A location for the forest was found in South Holland, the home province of all the band members. And more than 3,600 trees are already growing there! When buying

their concert ticket, fans could make an eco-donation or donate trees directly online through the band’s campaign page.

And last summer, as the cherry on the cake, Son Mieux gave an exclusive acoustic concert especially for a select group of donors, which was held close to their future forest. It was a unique experience in which they shared their green sound!



### Meet our ambassadors

There are other ambassadors who feel strongly about supporting the work we do. In the coming year, for instance, LinkedIn top speaker Niek van den Adel will organise a special benefit event to fund the planting of 20,000 trees. If you would like to find out more about our ambassadors, take a look on [our website](#).

# Campaigns for trees and forests

Planting more trees worldwide is the reason for Trees for All's existence. So all year round we work on promoting our brand awareness, through campaigns for trees and forests. In addition, we raise awareness of the importance of trees, so we can inspire even more people to take action for reforesting the world.

## Every tree makes a difference

One tree will not save the planet. But one tree does cool its surroundings by 10 degrees, prevent 400 litres of flooding and provide more than 100 kilos of oxygen. In short, every tree makes a difference. This was the message of our new brand campaign – which was shown on TV for the first time in our history!

## Green tracks

Thanks to a partnership with the Dutch railway company NS, we were the first charity ever to gain national visibility on trains. So many more people got to see our message, which we tailored to the route on which it was displayed. For example: if every passenger donates a tree, we can plant forests 8.5 times the size of Vondelpark in Amsterdam!



## Green Friday

Through our Green Friday campaign, we made a statement against the over-consumption on Black Friday. Everyone could sign this statement and plant trees online in the Green Friday Forest, which we planted live on Black Friday, along with influencers Sara Dubbeldam and Dennis Vink. In the end, Green Friday was supported by more than 2,000 people and businesses, including Intratuin, Stayokay and Dille & Kamille.

## Make Earth Green Again

We made another statement in the run up to Earth Day: the perfect day to do something positive for our planet. Our appeal to Make Earth Green Again! called on people to plant trees at a time when political action is often unforthcoming. The appeal proved very successful, as we were able to plant more than 6,000 extra trees!



## A forest on the motorway

To celebrate the 750th anniversary of Amsterdam, we planted a temporary forest on the motorway. Its importance became immediately apparent on this sweltering summer's day, as it was around 10 degrees cooler under the trees than on the asphalt! And although the temporary trees have been given permanent planting spots in the vicinity of the city, we will continue to draw attention to the importance of more greenery in our towns and cities.

## On the streets

Along the roadside, in bus shelters or at stations: our attractive posters spread our message throughout the Netherlands. We would like to thank our media partners ESH Media and Bauer Media Outdoor for this visibility, which helps us get even more people involved in our work!



# Risk management

The work of Trees for All involves risks and uncertainties. We want to manage these risks and uncertainties as well as possible. We have therefore identified several risks in precise detail, and we take targeted measures to prevent and restrict them as far as possible.

## Risk management procedure

We have listed and documented the main risks involved in our work, using a risk analysis matrix. This helps us to manage the various risks of our work in a structured way.

The management team, the director and the board were involved in drawing up the list. They looked at the internal risks (inside-out impact) as well as the external risks (outside-in impact). The risk dossier was compiled in accordance with the principle: impact = chance x effect.

For each risk, the risk analysis includes the following:

- The risk category (fundraising, reputation, projects, organisation and financial)
- A description of the risk
- The chance of the risk occurring
- The possible impact of the risk
- The current management measures
- Additional measures

The management team and the director keep the dossier up to date and discuss it annually with the board. Where necessary, we adjust the dossier. Finally, the risk analysis forms the basis for determining the amount of our continuity reserve.

## General risks

### 1. Risk of insufficient fundraising

Fundraising is strategically important to the continuity of our organisation and the achievement of our goals. For fundraising, we are largely dependent on donations from private individuals and businesses.

Most of the funds we raise are designated, i.e. they are appropriated for planting forests or offsetting carbon emissions in specific projects. We also receive donations that are undesignated, which we can spend flexibly. The donation we receive from the Nationale Postcode Loterij is an example of this. Undesignated donations give us the scope to invest in new projects, awareness campaigns and our own organisation. These donations therefore form an important addition to the regular income from our own fundraising.

The greater part of our income comprises donations from businesses, and their willingness to support our work may be negatively influenced by external factors. Since 2024, for instance, we have seen a decline in the donations for carbon offsetting, partly due to negative publicity about this issue. Different priorities in sustainability policy or less favourable economic prospects may also be influential.



We therefore continually work on our brand awareness and relationship management, and on attracting new private and corporate donors. In doing so, we focus on the strength of our work: the broad, positive impact we make on the climate, biodiversity and living conditions worldwide. Our aim is to attract and serve as many different target groups as possible. We gear our propositions to market conditions and provide customisation where possible. We also invest in various types of donor, ranging from businesses and funds to private individuals, major donors and legacies.

### 2. Risk of reputation damage

Damage to our reputation can lead to businesses, private individuals or other organisations discontinuing or reducing their support for Trees for All. This may occur, for example, through improper dealings or integrity issues within our own organisation or in connection with our partners or ambassadors. Our reputation can also be damaged by a data leak.

Our tolerance regarding the risk of reputation damage is low, so we ensure that our organisation is in order. We implement a careful personnel policy and clear work processes and procedures. Powers are set out in articles of association and regulations. We also have a good management structure, with a critical board, covering the various areas of expertise that are important to our organisation.

Furthermore, we comply with all the legal norms and sector-related agreements, such as privacy laws, ANBI conditions and the requirements of the CBF qualification system. We also ensure compliance with our integrity policy and anti-money laundering policy. Finally, we carefully screen external parties, such as project partners and ambassadors, before entering into collaboration with them.

### 3. Project risks

Tree planting and reforestation projects always involve risks. Unforeseen circumstances may delay planting, for instance, or saplings may be lost due to extreme drought or flooding. And in the case of international projects,

political or geo-political risks may arise or local laws and regulations may change. In such cases, contracts do not always have a solution for preventing the risks.

We are prepared to accept some of these risks in order to achieve our mission. However, we always strive to keep the risks within acceptable limits. All our projects therefore undergo extensive assessment and screening before we start (due diligence), drawing on our in-house expertise or that of third parties.

We monitor progress carefully through contact moments with our project partners (online and offline), field visits and detailed reports. Our payment terms depend on the progress of the project (“activities and output milestones”). Since 2025, we have contractually agreed that we carry out financial checks on our contribution. For this, our partners give a clear account of the budget they spend on implementing the projects.

Besides regular tree planting and reforestation projects, we also support CO2 projects, through which donors can demonstrably offset their carbon emissions. Since 2021, we only offer this option through certified projects for which we have financed the planting ourselves.

All our CO2 projects are certified by the internationally reputable standard Plan Vivo. This guarantees the amount of carbon sequestered, or expected to be sequestered, to a large extent. Moreover, projects certified by Plan Vivo always have a broad impact. Besides sequestering carbon, they also contribute to increasing biodiversity and creating better living conditions for local communities. The certification sets strict requirements for the project plan and its monitoring, reporting and verification. This allows us to reduce project risks, such as the failure of carbon sequestration.

Within the Plan Vivo standard, we reserve 20% of the credits by default for force majeure situations, such as forest fires, flooding or other unforeseen events outside the project’s sphere of influence.

We also reserve 10% for project risks within the project’s scope of control, for example when a participant leaves the project, despite contractual agreements, or when planned activities cannot be implemented in full. These buffers allows us to ensure that the climate impact of the project is guaranteed as far as possible, also in the case of unexpected events.

### 4. Organisational risks

There are various risks that can damage our organisation, for example fire or water damage, IT breakdowns or cyber crime. In order to avoid this damage as far as possible, we regularly assess the cover of our insurance policies. We have good contractual agreements for IT support and maintenance. Starting in 2025, we also expanded our IT department and appointed an external security specialist. Finally, our employees were given training to raise their awareness of cyber crime, IT and security.

Our organisation is relatively small compared to the scope of our activities, as we work extensively with external project partners who are responsible for the day-to-day implementation of the projects. This approach gives us the flexibility to quickly upscale or downscale activities, if required by the situation. On the other hand, this is a vulnerability, for example if staff in critical positions are temporarily absent or leave employment. We therefore continually work on reinforcing and optimising our organisation, and we invest in the training and development of our employees.



## Financial risks

### 1. Liquidity risk

Trees for All supports dozens of tree planting and reforestation projects worldwide. If several large-scale projects take place at the same time, it leads to considerable project expenses that may not run parallel to our income from donations. Our management is therefore continually based on finding a good balance between the project obligations we enter into, the liquid assets available to us and the donations that are pledged to us and which we expect to receive.

On the balance sheet, we have included all the project obligations entered into as liabilities. Donations from fundraising are only included on receipt or when they have been invoiced to our partners. At the end of 2025, all our project obligations were covered by the donations received.

Our liquid assets in Euros are held by two sustainable Dutch banks: Triodos Bank and ASN Bank. Triodos Bank has a BBB rating with a stable outlook (Fitch). ASN Bank is owned by the Dutch state.

### 2. Currency risk

Trees for All runs a currency risk on contractual obligations entered into in USD. For contractual obligations in USD, we hold an equivalent amount of liquid assets in a USD account with ABN AMRO in order to cover this risk.

### 3. Illegal transactions risk

Trees for All is a foundation without a profit motive. In accordance with the Dutch Anti Money Laundering (AML) regulations, we are not subject to the Money Laundering and Terrorist Financing (Prevention) Act (Wwft). However, we do strive to meet the relevant AML conditions as far as possible. We think this is important, as we receive financial donations from, and give financial support to forestry projects in high-risk countries. We have therefore set up an anti-money laundering policy.





# Accountability statement

In the accountability statement, we describe how Trees for All functions at managerial, executive and financial levels, in accordance with the requirements set by the Netherlands Fundraising Regulator (CBF).

## 1. Organisation

Trees for All is a foundation with an independent board that holds final responsibility. The board has appointed directors with delegated powers, which includes the day-to-day management of the team.

### Legal form and articles of association

Trees for All has its registered office in Utrecht. Our articles of association are published on [our website](#).

### CBF recognition as a charity

Trees for All is recognised as a charity by the CBF. This means that we meet the strict quality standards of the Netherlands Fundraising Regulator (CBF). The CBF is the independent regulator for charitable organisations in the Netherlands, which checks annually that we meet the quality standards. This guarantees our donors that their donations are spent properly.

### ANBI status

Besides being recognised as a charity, Trees for All is also registered as a Public Benefit Organisation (ANBI). This means we have no profit motive and our work is carried out in the broader interest. In our case, that means planting trees and forests worldwide and raising awareness of the importance of trees.

### Board

Trees for All works in accordance with the board model, which means that we have an independent board that holds final responsibility for our foundation and has appointed directors with delegated powers.

The board is actively involved in our organisation. The members' tasks include adopting the long-term policy, the annual plan, the budget and the annual accounts. They also supervise the functioning of the directors and the work organisation, and are actively involved in drawing up our strategy, long-term strategy and policy. Finally, the members also take decisions about entering into new project obligations that exceed the mandate of the directors.

In 2025, the board came together eight times for a board meeting. The annual self-evaluation of the board's performance took place in March 2026. Furthermore, the composition of the board changed in October 2025. Frederique de Jong Schouwenburg stepped down as a board member. We hereby wish to express our thanks once again for all her work for Trees for All.

## Board committees

Within the board, three committees are active, on which board members sit, based on their expertise:

- **Project committee:** assesses new project proposals that are being prepared by the work organisation and advises the board on entering into new project obligations. The members function as a sounding board for the project strategy and the project policy.
- **Finance & IT committee:** monitors the quality of the provision of financial information, internal control and IT matters. The members advise the board on financial-economic and IT matters and function as a sounding board for the directors, the financial controller and our IT department.
- **Fundraising committee:** functions as a sparring partner for the directors and the team, in matters that concern corporate and private fundraising.

## Remuneration

In 2025, the board members received a volunteer fee to the maximum permissible amount, which was € 2,100 per year (pro rata). It is not advisable that board members carry out paid assignments for the foundation, and this did not take place.



## Board members



### Mateo Mol

- Acting Chair
- Fundraising Committee Member

Primary and secondary post(s):

- DGA Infotron B.V.
- Board member, De Concertzender
- Board member, Education Warehouse



### Kees Romme

- Treasurer
- Financial Committee Member

Primary and secondary post(s):

- Member of Supervisory Board, ProRail B.V. and Railinfratrust B.V.
- Member of Supervisory Board, Stichting International Dispensary Association
- Member of Supervisory Board, Nederlandse Vereniging voor Cardiologie (until 8 November 2025)
- Member of Supervisory Board, Stichting Thebe Zorggroep (since 1 August 2025)



### Frederike Hummel

- Board member
- Project Committee Member

Primary and secondary post(s):

- Investment manager Friese Ontwikkelingsmaatschappij (FOM)



### Cor von Meijenfeldt

- Board member
- Project Committee Member
- Fundraising Committee Member

Primary and secondary post(s):

- Chair Stichting Wijkteam Nieuwe Park, Gouda



### Frederique de Jong Schouwenburg

- Board member (until 16 October 2025)
- Fundraising Committee Member

Primary and secondary post(s):

- Investment Director Indofin Group
- Co-owner estate Jachthuis Schijf bij Rucphen
- Member of the Board of Commissioners Ambachtsheerlijkheid Cromstrijen
- Board member Ambachtsheerlijkheid Cromstrijen Foundation
- Chair Advisory Council Anders Invest Food & Agri Fonds

## Directors

Trees for All has been working with a dual directorship since 1 October 2024. At the time, the directorship comprised Simone Groenendijk (Director of Fundraising, Marketing & Communications) and Stef Röell (Director of Projects & Innovation). In 2025, this composition changed. On 6 January 2025, Marieke Romano took up the position of Director of Fundraising, Marketing & Communications, succeeding Simone Groenendijk, who left Trees for All after six years, on 1 March 2025.

Our directors are responsible for the strategic direction of our organisation, the worldwide projects and the professionalisation of our organisation. Their responsibilities also include long-term policy, the annual plan and the general policy. The directors take on new employees and ensure an effective and efficient organisation. In doing so, they identify developments and (in consultation with the board) make adjustments where necessary. Their responsibilities and powers are set out in the directors' regulations.

### Remuneration

The board appoints the directors, assesses them annually and sets their salaries. In determining the remuneration policy and setting the salaries, Trees for All complies with the Regeling belonging directeuren van goededoelenorganisaties (Remuneration of directors of charity organisations regulation) 2024, as of 1 January 2025. This regulation gives a maximum norm for the annual income, based on several criteria, leading to a 'BSD' score.

In 2025, the dual directorship of Trees for All was classed in job group F, with a BSD score of 344. The maximum gross income was € 115,922. The maximum annual income is the applicable gross income multiplied by a factor of 1.3, i.e. € 150,699. The actual salaries (both the gross income and the maximum annual income) remained within these maximums. No loans or guarantees were received by the directors.

The remuneration of the directors will remain within these norms for twelve months and can be found in our Annual Accounts.

### Directors



#### Stef Röell

Director of Projects & Innovation  
as of 1 October 2024



#### Marieke Romano

Director of Fundraising, Marketing &  
Communications as of 6 January 2025

Secondary posts:

- Owner of Romano-van den Hoek Management & Advies
- Supervisory Board member of Univé Zuid-Nederland



#### Simone Groenendijk

Director of Fundraising, Marketing &  
Communications until 1 March 2025



### Team

The directors manage the work organisation. On 31 December 2025, the team comprised 25 employees (including the directors) and 1 trainee. An overview of our team is given on our website.

### Volunteers

Alongside its regular team, Trees for All can call on a number of volunteers. Their rights and obligations are set out in a volunteer agreement. In 2025, agreements were concluded with two volunteers, who support the Marketing and Communications departments.

### Trainees

Our regular staff are sometimes supported by working students or trainees, with a focus on digital support. This includes analyses for the monitoring of our worldwide projects or assistance with data migration.

## 2. Policy

Our policy forms an important basis for carrying out our daily activities. Our policy is outlined in more detail below.

### Annual plan and budget

Trees for All works with an annual plan and a budget, which are drawn up under the responsibility of the directors and adopted by the board following discussion. As we make prognoses, it may be the case that we make adjustments to the annual plan and/or the budget throughout the year.

This was the case in 2025, due to a decrease in corporate donations as a result of changes in the carbon offset market, among other things. We have taken account of these developments in drawing up the new annual plan and budget for 2026. For instance, we will be broadening our propositions and taking a more target group-based approach in our work, in order to better meet the demand of our various donors.



In addition, our planning and control cycle comprises not only financial factors, but also result indicators. These indicators have been drawn up in collaboration with the teams and they link up with our objectives, thus reinforcing our impact and allowing us to respond flexibly to change.

### Long-term policy

Once every three years, our board adopts a long-term policy that sets out the focus points and directional goals. The long-term policy is formulated and implemented through the annual plans and budgets. Information about the budget for our long-term policy can be found on [our website](#).

### Culture & conduct (Soft controls)

At Trees for All, we recognise the importance of an open and safe organisational culture. Besides rules and procedures, a professional organisation also requires its employees to be aware of their behaviour and responsibilities. We therefore pay active attention to our organisational culture and to how we work together.

In July 2025, all our staff filled in a satisfaction survey (MTO), the results of which were discussed with the whole team. This led to short-term improvements in the conditions of employment regulations, which were implemented directly, and to medium-term actions, which will be followed up in 2026.

Our core values lie at the heart of our approach. Staff are encouraged to speak to each other, to ask questions and to open up themes for discussion. Through regularly talking to one another about cooperation, integrity and responsibility, we reinforce a culture that revolves around openness and trust.

During evaluations and team meetings, for example, attention is paid to behaviour, cooperation and dealing with difficult situations. In this way, we ensure that integrity is not just set out in our policy, but is also visible in the day-to-day activities of our organisation.

### Integrity policy

Integrity is important for a professional and reliable organisation. Not only does it promote transparency and cooperation within our own organisation, but it also gains the trust of others. We therefore work with an integrity policy and a code of conduct. They set out various norms that we believe are important in acting with integrity: both within the organisation and in dealings with external parties involved with Trees for All, such as donors, partners and stakeholders.

In addition, we work with:

- An integrity officer
- An external confidential advisor
- An [Integrity Helpdesk](#) on our website

### Unacceptable behaviour

As a recognised charity, we are obliged to report unacceptable behaviour to the Central Bureau on Fundraising (CBF). The CBF thus supervises the development and application of the integrity system. No reports were made in 2025.

### **Sustainability policy**

At Trees for All, we believe in sustainability in all we do. This is reflected throughout our organisation. Our tree planting and reforestation projects focus on the long term, and we remain involved in them for at least ten years. And we prefer to enter into long-term collaborations with our project partners and donors.

So sustainability also forms the common thread in our day-to-day activities. Our colleagues travel as often as possible by public transport or in groups, to the office or to our tree planting days in the Netherlands. We also have a sustainable office with an A+ energy label within walking distance of Utrecht Central Station. And our lunches are vegetarian and we use as little paper as possible.

Our international project visits account for most of our carbon emissions. So we visit the international projects once every two years, in principle. Our visits to projects in Europe are made by train or car as far as possible. We also combine project visits wherever we can. In 2025, we made seven journeys by plane for project visits, during which we visited twelve projects.

### **Total carbon emissions**

In 2025, our total carbon emissions were 41.85 tons. We calculated this using the Envirometer tool provided by the Stimular foundation, based on the carbon emission factors of Milieu Centraal. We offset these emissions through our reforestation project in Tanzania.



## 3. Finance

Our annual accounts are drawn up in accordance with the Directive for Fundraising Institutions (RJ650), published by the Dutch Council for Annual Reporting. The main principles are outlined below.

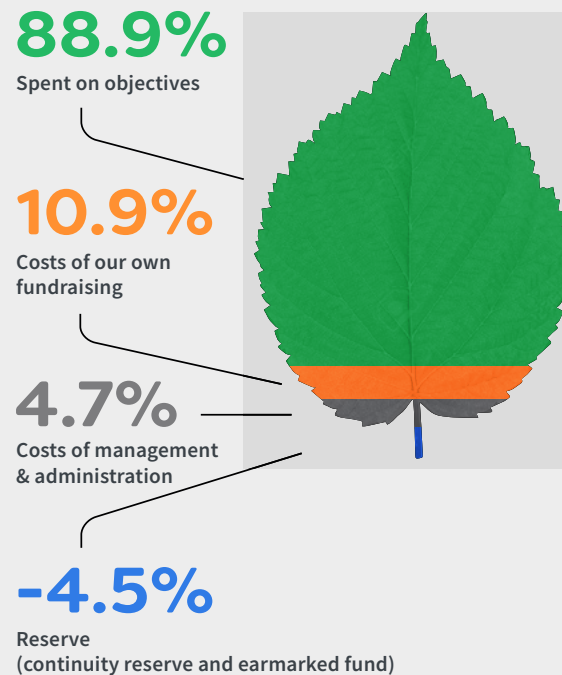
### Spending on objectives, and costs

At Trees for All, we want to spend as much as possible of each donation on our goals: planting trees and forests, and raising people's awareness of the importance of trees. In doing so, we use a number of ratios as financial management tools:

- Our goal is to spend a minimum of 75% of the total expenditure on our objectives. In 2025, this was 85.1%.
- In total, we spent 88.9% of our total income on our objectives. We calculate this spending percentage by dividing the total of the spending on objectives by the total income.
- The ratio of the costs of our own fundraising and the income generated by it was 10.9%. The CBF guideline used to be a maximum of 25%, so we remained well below that.
- We spent a total of 4.7% of our income on management and organisation. These are the organisational costs that cannot be attributed directly to the spending on our objectives or to fundraising (overheads). We therefore remained below our target percentage of a maximum of 10%. Ons doel is om minimaal 75% van de totale lasten te besteden aan onze doelstellingen. In 2025 was dit 85,1%.

### Spending on objectives and costs

Allocation 2025



### Stock balance sheet

On a stock balance sheet, we record how many trees have been donated and how many tons of carbon must be sequestered (number of carbon credits). This is set against the obligations arising from contracts with project partners, which set out how many trees will be planted and how much carbon will be demonstrably sequestered. We aim for a correct proportion of donations received and contractual obligations entered into. Our accountant checks this stock balance sheet and has issued a statement.

### Continuity reserve

The continuity reserve is a financial buffer that allows our organisation and objectives to continue in the event of disappointing results, for example. We also use this reserve to fulfil long-term obligations. On the basis of a risk analysis, the board has set the desired amount of the continuity reserve at € 2.5 million. In this analysis, all the risks are weighed on the basis of the chance of them occurring, and their possible impact on achieving our objectives.

### Short-term and long-term liabilities

The short-term and long-term liabilities include the project obligations still to be paid under contracts concluded. They also include the binding declarations of intent with our project partners. They can be found in our Annual Accounts.

### Investments and loan capital

In 2025, we had no financial investments or loan capital owed to third parties.

# Looking ahead to 2026

**In the coming years, we will continue our positive contribution to reforesting the world. We will do so – just like a tree – by growing from our core: continuing to plant trees with businesses and private individuals, while attracting new target groups and implementing innovative projects. Our focus points for the coming years are explained in more detail below, along with some concrete plans for 2026.**

## 1. Expanding our impact and our target groups

First of all, we are expanding our impact and our target groups, by contributing to broader climate solutions that revolve around trees. This might involve planting trees in urban areas to combat heat or flooding, for example, or facilitating sustainable forms of agriculture in which trees play a crucial role. This will allow us to offer more targeted customisation, and thus attract new funds and businesses.

## 2. Development and innovation

We are developing more of our own projects and programmes in the Netherlands and abroad. Although there is an abundance of ideas for potentially greening the world, they often lie dormant due to lack of capacity and resources. Trees for All can act as a driving force to help implement and scale up this type of project. In 2026, for example, we are focusing on greening the urban environment in the Netherlands. And in South-East Asia, we are continuing to work on transforming choking grasslands into tropical forest.

## 3. Impact monitoring and communication

To involve people in our work and increase their numbers, it is important to measure our impact and make it visible. We are therefore investing in new technology and new methods, in order to better measure and monitor the

effects of our projects on the climate, on biodiversity and on living conditions. We communicate this impact in a transparent way. For instance, we are working on a new dashboard for donors that gives better insight into the impact of their contribution.

## 4. Long-term growth income

We prize the valuable relationships we have with our donors. The impact we create together is further increased through new projects and customised solutions for donors. In addition, we continue to build on our relationships with major donors and funds, for which we draw on structural capacity and resources. And finally, we hope to attract even more donors to us for the longer term, through our appealing communication.

## 5. Increasing visibility and awareness

Through our campaigns, we continue to raise awareness of the importance of trees. Examples include our new brand campaign 'Every tree makes a difference', the movement related to Green Friday, and our media, mass media and PR communications. Our ambassadors – including Jennifer Hoffman, Son Mieux and Niek van den Adel – play an important part in this. Our tree planting days also give a boost to our community of tree planters, as planting a tree together unites people in a very tangible way!



## Looking towards 2026

From 2026, we are a multi-year partner of the Postcode Lottery. The annual, unearmarked contribution we receive is a valuable addition to the support we receive from our donors. This enables us to increase our impact and launch new, innovative projects. We look forward to this and hope we can count on your support (once again) in 2026!

On behalf of the management,

Stef Röell (director of Projects & Innovation)  
and Marieke Romano (director of Fundraising,  
Marketing & Communications)

## 6. Professionalising the organisation

In order to achieve all this, we invest in our staff and HR. We focus on data-driven work, for which we use modern technology and systems. We also pay attention to the personal development of our staff. So with positivity and enthusiasm, we work together on creating more forests in the world!

# Budget 2026

The budget takes account of possible price increases.

Income		Budget 2026	Result 2025	Budget 2025
Income of private individuals	€	1,896,214	2,307,275	2,010,033
Income of businesses	€	6,937,588	5,469,210	6,348,535
Income of other non-profit organisations	€	1,711,928	1,349,589	1,566,573
Income of lottery organisations	€	1,200,000	350,000	350,000
<b>Total income</b>	€	<b>11,745,730</b>	<b>9,476,074</b>	<b>10,275,141</b>
<b>Expenditure</b>				
<b>SPENT ON OBJECTIVES</b>				
Objective CO2 offset and planting forests	€	8,464,834	7,676,252	8,189,122
Objective awareness-raising	€	905,907	747,943	909,996
<b>Total spent on objectives</b>	€	<b>9,370,741</b>	<b>8,424,195</b>	<b>9,099,118</b>
Fundraising costs	€	1,311,690	1,028,194	1,196,943
Management and administration costs	€	533,299	445,161	465,639
<b>Total expenditure</b>	€	<b>11,215,731</b>	<b>9,897,550</b>	<b>10,761,700</b>
Financial income and expenditure	€	70,000	95,262	80,000
<b>Result</b>	€	<b>600,000</b>	<b>-326,214</b>	<b>-406,559</b>
<b>RESULT HAS BEEN ALLOCATED TO / WITHDRAWN FROM</b>				
Continuity reserve	€	310,568	-142,994	20,940
Designated reserve	€	600,000	0	0
Designated funds	€	-310,568	-183,220	-427,500

## Explanation of the designated reserve

As of 2026, we have become a multi-year partner of the Postcode Lottery. Therefore, we are allocating € 600,000 of the budgeted 2026 result to the designated reserve for the multi-year strategy. In accordance with the financial reporting guidelines (RJ 650), we recognise two annual contributions from this partnership in 2026: one as a received contribution (relating to Postcode Lottery proceeds for 2025) and one as a contribution receivable at year-end 2026 (relating to Postcode Lottery proceeds for 2026).

The designated reserve is intended to cover costs related to the implementation of our multi-year strategy through 2030. This includes the development and renewal of our own projects or programmes, increasing our brand awareness, and the further development of our organisation in line with our strategic objectives.

# Annual accounts 2025

The annual accounts of Trees for All are drawn up in accordance with the Directive for Fundraising Institutions (RJ650), published by the Dutch Council for Annual Reporting.

## Balance sheet

Assets		31-12-2025	31-12-2024
<b>FIXED ASSETS</b>			
Intangible fixed assets	€	9,196	0
Tangible fixed assets	€	50,978	48,319
<b>CURRENT ASSETS</b>			
Taxes	€	0	0
Receivables, prepayments and accrued income	€	1,964,985	1,188,809
Liquid assets	€	7,277,128	7,636,651
<b>Total assets</b>	€	<b>9,302,287</b>	<b>8,873,779</b>

Liabilities		31-12-2025	31-12-2024
<b>RESERVES AND FUNDS</b>			
Continuity reserve	€	1,445,927	1,588,920
Designated fund GroenDoen	€	43,134	177,008
Designated fund Trees for Schools	€	55,797	0
Designated fund International Projects	€	0	323,966
Designated fund Forestry Projects	€	218,823	0
<b>Total reserves and funds</b>	€	<b>1,763,682</b>	<b>2,089,894</b>
<b>SHORT-TERM AND LONG-TERM LIABILITIES</b>			
Long-term liabilities	€	1,493,538	1,032,250
Short-term liabilities	€	6,045,067	5,751,635
<b>Total liabilities</b>	€	<b>7,538,605</b>	<b>6,783,885</b>
<b>Total liabilities</b>	€	<b>9,302,287</b>	<b>8,873,779</b>

# Statement of Income and Expenditure

Income		Result 2025	Budget 2025	Result 2024
Income from private individuals	€	2,307,275	2,010,033	1,474,594
Income from businesses	€	5,469,210	6,348,535	5,748,671
Income from other non-profit organisations	€	1,349,589	1,566,573	1,295,404
Income from lottery organisations	€	350,000	350,000	250,000
<b>Total income</b>	€	<b>9,476,074</b>	<b>10,275,141</b>	<b>8,768,669</b>
<b>Expenditure</b>				
<b>SPENT ON OBJECTIVES</b>				
Objective planting forests and trees	€	7,676,252	8,189,122	6,773,156
Objective awareness-raising	€	747,943	909,996	699,810
<b>Total spent on objectives</b>	€	<b>8,424,194</b>	<b>9,099,118</b>	<b>7,472,966</b>
Costs of own fundraising	€	1,028,194	1,196,943	824,391
Costs of management and administration	€	445,161	465,639	372,452
<b>Total expenditure</b>	€	<b>9,897,550</b>	<b>10,761,700</b>	<b>8,669,809</b>
Balance before financial income and expenditure	€	-421,476	-486,559	98,860
Financial income and expenditure	€	95,262	80,000	133,332
<b>Profit/loss</b>		<b>-326,214</b>	<b>-406,559</b>	<b>232,192</b>
<b>PROFIT/LOSS IS ADDED TO/DEDUCTED FROM:</b>				
Continuity reserve	€	-142,993	20,941	87,864
Designated fund GroenDoen	€	-133,874	-150,000	-179,638
Designated fund Trees for Schools	€	55,797	0	0
Designated fund International Projects	€	-323,966	-277,500	323,966
Designated fund Forestry Projects	€	218,823	0	0

# Accounting policies

In the accounting policies, we set out how we have determined the value of the annual accounts and the various items from the annual accounts.

## Accounting policies for the annual accounts

### General principles

Trees for All Stichting has its registered office at Voetiusstraat 2, 3512 JM, in Utrecht. We are registered with the Chamber of Commerce under number 34124154.

The annual accounts are drawn up in Euros in accordance with the Richtlijn 650 voor jaarverslaggeving door fondsenwervende organisaties (Directive for annual reporting 650 for fundraising organisations). The functional and presentation currencies are set out in Euros. The annual accounts cover a reporting period of one year. The financial year runs from 1 January to 31 December.

### Use of estimates

Drawing up the annual accounts requires the board to form judgements and make estimates and assumptions. These influence the application of accounting policies and the reported value of assets, liabilities, income and expenditure. The actual results may therefore differ from these estimates.

The estimates and underlying assumptions are assessed continually and reviewed where necessary. Amendments are included in the period in which the estimate is reviewed and in future periods for which the amendment has consequences.

### Changes to accounting policies

Compared to last year, there was no change to the accounting policies applied for the valuation and determination of results.

### Continuity

The annual accounts have been drawn up on the basis of the going concern assumption. This means that our valuation of the assets and liabilities and our determination of the results are based on the assumption that our activities are continued.

### Designated funds

#### Designated fund for GroenDoen programmes and Trees for Schools

In the annual accounts, we included a designated fund for our GroenDoen Fonds and the schools' programme Trees for Schools. To this, we added the contributions we received from 2023 to 2025 that have not yet been fully spent on these projects. In 2026, the related expenditure is paid from this fund.

#### Designated fund for International Projects

In the annual accounts, we have also included a designated fund for International Projects, for our reforestation project in Tanzania. In 2024, we received income that was spent on this project in 2025. This means that the designated fund has been used in full and will be terminated.

#### Designated fund for Forestry Projects

At the end of 2025, we had not yet been able to spend part of the income received from legacies, so this will be allocated to projects in 2026. On the balance sheet date, this amount has therefore been added to a designated fund. The resources will be spent in 2026 on forestry projects in the Netherlands and/or abroad.



### Foreign currencies

We have outstanding project obligations that we concluded in US Dollars. In order to cover the difference in exchange rate, we reserve an equivalent amount in US Dollars in liquid assets. On the balance sheet date, we convert both positions to Euros at the exchange rates applicable on that date.

## Accounting policies for the valuation of assets and liabilities

### General principles

The annual accounts are drawn up in accordance with the Directive for annual reporting 650 for fundraising organisations, published by the Dutch Council for Annual Reporting. We value assets and liabilities at nominal value, unless another accounting policy is stated.

### Intangible and tangible fixed assets

We value fixed assets at the cost price (acquisition or manufacturing cost) and deduct depreciation from them. We calculate depreciation in accordance with the linear method based on the estimated economic life, taking account of any residual value. Depreciation takes effect from the time of being taken into use. We calculate depreciation on intangible and tangible fixed assets on the basis of the estimated useful life.

Estimated useful life of the fixed assets:

- Equipment and refurbishment: 5 years
- IT hardware: 3 years
- Software: 3 years

### Receivables, prepayments and accrued income

We recognise receivables, prepayments and accrued income initially at fair value and subsequently at amortised cost price. We deduct provision for bad debts from the book value of the receivable.

### Liquid assets

We have recognised the liquid assets at nominal value.

### Reserves and funds

We divide our foundation's reserves and funds into different reserves and funds:

- **Continuity reserve:** to cover risks in the short term and to ensure that Trees for All can also meet its obligations in the future.
- **Appropriated reserve:** so that the board of Trees for All can set aside reserves for a special objective.
- **Designated fund:** designated funds are distinguished from appropriated reserves in that the funds are designated to a particular objective by a third party, rather than by the board. If third parties designate a donation (in part) to a specific objective, then the part of this not yet spent is regarded as a designated fund.

### Provisions

We include provisions for legal or constructive obligations. These are the result of an event in the past for which a reliable estimate can be made. An outflow of funds will probably be necessary to settle such an obligation.

### Liabilities and accruals and deferred income

We recognise liabilities and accruals and deferred income initially at fair value and subsequently at amortised cost price. We include all contractual obligations concluded and formal declarations of intent (constructive obligations) as project financing, under the project obligations still to be paid. We thereby make a distinction between short-term liabilities (with a duration of less than one year) and long-term liabilities (with a duration of more than one year).

### Pension scheme

We have insured the pension scheme of the employees of Trees for All with a.s.r. The old-age pension is a pension scheme based on individual defined contribution agreements. The contribution we pay to the pension provider is recognised as an expense in the statement of income and expenditure.

If we have not yet paid the contribution to the pension provider, we include it on the balance sheet as an obligation. When the contributions already paid exceed the contributions owed on the balance sheet date, then we include a deferred asset item.

In the case of a pension scheme deficit, Trees for All is not obliged to pay supplementary contributions. For this reason, we charge the contributions relating to a particular period to the results in that period.



## Accounting policies for the determination of results

### General principles

We recognise income and expenditure in the period to which they relate, exercising caution in applying the policies. We recognise income only if it is realised by the balance sheet date. We include expenditure and risks from before the end of the financial year if they became known before drawing up the annual accounts.



### Results

We determine the results as the difference between the income and the expenditure over the reporting year, taking account of the aforementioned accounting policies.

### Income from fundraising

We recognise the following income in the year in which it is received:

- Income from private individuals from one-off online donations;
- Income from businesses and non-profit organisations from one-off online donations;
- Periodic donations and gifts;
- Income from long-term partnerships with businesses and other non-profit organisations is recognised in the year it is pledged (based on the contract).

### Income from lotteries

The income from lotteries comes from the Nationale Postcode Loterij. We recognise these contributions in the year in which the costs are incurred.

### Income from legacies

We recognise income from legacies throughout the financial year, insofar as the scope of the legacy can be reliably determined. We recognise advances in the year in which the respective amounts are received.

### Spending on objectives

Under spending on objectives, we recognise the project and programme obligations entered into at the time they are entered into or when formal declarations of intent (constructive obligations) regarding them are made. If the funds raised for a project exceed the project obligations entered into, we recognise the difference in this item as an 'Obligation still to be entered into'.

### Allocation of expenditure

Our internal costs include costs for our employees, accommodation, office, fundraising and general costs. We allocate these internal costs to the objectives 'costs of fundraising' and 'management and administration'. The costs of 'management and administration' comprise the costs we incur as an organisation in relation to (internal) business operations.

We divide up the internal costs on the basis of the following principles:

- We pass on costs that can be directly allocated directly to the objective.
- We divide up costs that cannot be directly allocated on the basis of job profiles and time spent on activities.

### Personnel costs

The personnel costs are the costs of our permanent and hired staff. They form the greater part of our internal costs. We incorporate personnel costs in the statement of income and expenditure on the basis of the conditions of employment, insofar as they are payable to employees.

### Financial income and expenditure

We recognise interest income in the period to which it relates. The same applies to interest expenditure and similar expenditure.

### Events after the balance sheet date

In the annual accounts, we incorporate events that provide information about the actual situation on the balance sheet date and which become known to us up to the date of drawing up the annual accounts. If such events do not pertain to the actual situation on the balance sheet date, but are important for users of the annual accounts to form judgements, then we explain their nature and their estimated financial consequences in the annual accounts as events after the balance sheet date.

# Notes to the assets

Assets*		31-12-2025	31-12-2024
<b>INTANGIBLE FIXED ASSETS</b>			
Book value at 1 January	€	0	0
Project in progress	€	9,196	0
<b>Book value at 31 December</b>	€	<b>9,196</b>	<b>0</b>
<b>TANGIBLE FIXED ASSETS</b>			
Acquisition value	€	88,844	77,671
Cumulative depreciation	€	-40,525	-20,175
Book value at 1 January	€	48,319	57,496
Investments	€	21,967	11,173
Disposals	€	-2,243	0
Depreciation	€	-18,127	-20,350
Cumulative depreciation disposals	€	1,061	0
<b>Book value at 31 December</b>	€	<b>50,978</b>	<b>48,319</b>
<b>Receivables, prepayments and accrued income</b>			
Contributions to be received	€	1,771,887	1,165,935
Provision for possible irrecoverability	€	0	-21,080
Prepaid pension contribution	€	9,341	7,910
Prepaid costs	€	89,986	7,541
Other receivables, prepayments and accrued income	€	93,771	28,502
<b>Total receivables, prepayments and accrued income</b>	€	<b>1,964,985</b>	<b>1,188,808</b>
<b>Liquid assets**</b>			
<b>Stand per 31 december</b>	€	<b>7,277,128</b>	<b>7,636,651</b>

\* In the financial year, investments were made in IT projects. On the balance sheet date, these projects are still in the implementation phase and are therefore activated under the intangible fixed assets, but not yet depreciated. The projects are expected to come into use at the beginning of 2026, following which depreciation will commence.

\*\* The liquid assets are at the free disposal of Trees for All and can be used to meet outstanding project obligations. On 31 December 2025, € 19,188.87 of the assets was not freely disposable, in connection with the bank guarantee given for renting our office.

# Notes to the liabilities

Liabilities		31-12-2025	31-12-2024
<b>RESERVES AND FUNDS</b>			
<i>Continuity reserve</i>			
Balance at 1 January	€	1,588,920	1,501,056
Profit appropriation	€	-142,993	87,864
<b>Balance at 31 December</b>	€	<b>1,445,927</b>	<b>1,588,920</b>
<i>Designated fund GroenDoen</i>			
Balance at 1 January	€	177,008	356,649
Credit: donations	€	60,000	25,000
Debit: expenditure	€	-193,874	-204,641
<b>Balance at 31 December</b>	€	<b>43,134</b>	<b>177,008</b>
<i>Designated fund Trees for Schools</i>			
Balance at 1 January	€	0	0
Credit: donations	€	102,240	0
Debit: expenditure	€	-46,443	0
<b>Balance at 31 December</b>	€	<b>55,797</b>	<b>0</b>
<i>Designated fund International Projects</i>			
Balance at 1 January	€	323,966	0
Credit: donations	€	0	323,966
Debit: expenditure	€	-323,966	0
<b>Balance at 31 December</b>	€	<b>0</b>	<b>323,966</b>

The long-term project obligations include an amount of € 523,155 for the agreed annual payments up to 2052 for the maintenance and conservation of the planting. This obligation is recognised at fair value, i.e. the present value of the series of payments due. The nominal value of these payments is € 788,795.

Passiva		31-12-2025	31-12-2024
<i>Designated fund Forestry Projects</i>			
Balance at 1 January	€	0	0
Credit: donations	€	682,887	0
Debit: expenditure	€	-464,064	0
<b>Balance at 31 December</b>	€	<b>218,823</b>	<b>0</b>
<b>Total reserves and funds</b>	€	<b>1,763,682</b>	<b>2,089,894</b>
<b>LONG-TERM LIABILITIES</b>			
Advance contribution from the Postcode Loterij	€	0	0
Project obligations still to be paid:	€	1,493,538	1,032,250
- Of which duration > 1 year and < 5 years	€	1,031,712	915,120
- Of which duration > 5 years	€	461,826	117,130
<b>Total long-term liabilities</b>	€	<b>1,493,538</b>	<b>1,032,250</b>
<b>SHORT-TERM LIABILITIES</b>			
Accounts payable	€	175,872	35,838
Wage tax and social security contributions	€	39,917	40,542
Holiday allowance and holiday entitlement	€	98,902	91,329
Advance contribution from the Postcode Loterij	€	0	350,000
Advance contribution for programmes	€	82,185	126,427
Advance contribution for CO2 projects	€	400,000	0
Project obligations still to be paid	€	5,189,954	4,782,116
Outstanding costs for programmes	€	0	274,312
Other liabilities, accruals and deferred income	€	58,237	51,071
<b>Total short-term liabilities</b>	€	<b>6,045,067</b>	<b>5,751,634</b>

# Rights and obligations not included on the balance sheet

## Contractual obligations regarding donations received

For the implementation of tree planting and reforestation projects, Trees for All provides donations to its project partners in the Netherlands and abroad. We often enter into a contractual obligation before the necessary donations have been raised. This was also the case in 2025.

On the balance sheet date, planting obligations had been contracted for a number of trees that was greater than the number for which donations had been received. The same applied to carbon credits. The receipt of future donations

is never set in advance. The surpluses are therefore not recognised on the balance sheet. On the other hand, all the contractual obligations entered into are included on the balance sheet as liabilities.

In the past (2007-2011), Trees for All contributed to a CO2 project for which certificates will be realised up to 2036. In 2025, monitoring and analysis showed that although the trees have indeed been planted, the number of certificates will probably turn out lower than initially expected. We will supplement this number, so that we will meet our obligations regarding carbon certificates well within the period.

At the end of the financial year, we could not yet enter into any obligation for acquiring these certificates. On the balance sheet, we have therefore included the relevant donations received as income received in advance. This will cover the acquisition. We are also using part of our current stock of certificates to cover the remaining part of the deficit.

## Rental obligations

For the use of workplaces at Voetiusstraat 2, in Utrecht, a rental agreement was concluded that terminates on 30 November 2028. The rent and service costs for 2026 are budgeted at € 82,478.



# Notes to the statement of income and expenditure

Income		Actual 2025	Budget 2025	Actual 2024
<b>INCOME FROM PRIVATE INDIVIDUALS</b>				
Donations for planting trees	€	1,004,088	1,245,986	897,249
Donations for carbon offsetting	€	379,266	470,636	388,427
Legacies	€	687,474	0	0
Undesignated income*	€	236,447	293,411	188,918
<b>Total</b>	€	<b>2,307,275</b>	<b>2,010,033</b>	<b>1,474,594</b>
<b>INCOME FROM BUSINESSES AND OTHER NON-PROFIT ORGANISATIONS</b>				
Donations for planting trees	€	5,066,498	5,513,961	4,741,811
Donations for carbon offsetting	€	1,373,145	1,867,780	1,937,052
Donations for programmes	€	162,240	300,000	198,573
Undesignated income*	€	216,916	233,767	166,639
<b>Total</b>	€	<b>6,818,799</b>	<b>7,915,508</b>	<b>7,044,075</b>
<b>INCOME FROM LOTTERY ORGANISATIONS</b>				
Income from lottery organisations	€	350,000	350,000	250,000
<b>Total</b>	€	<b>350,000</b>	<b>350,000</b>	<b>250,000</b>

\* Undesignated income: Trees for All donors can indicate that their donation is for specific projects (designated) or for the organisation in general (undesignated). If no allocation is specified, then we allocate the donation to the projects available.

Expenditure		Actual 2025	Budget 2025	Actual 2024
<b>DIRECT COSTS OF THE OBJECTIVE</b>				
Project costs for abroad	€	4,122,007	3,944,857	3,398,163
Project costs for the Netherlands	€	2,865,233	3,393,725	2,770,840
Other project costs	€	121,868	335,000	150,450
<b>Total</b>	€	<b>7,109,108</b>	<b>7,673,582</b>	<b>6,319,453</b>
<b>PERSONNEL COSTS</b>				
Gross wages	€	1,339,613	1,419,846	1,161,874
Social security contributions	€	216,812	229,798	189,249
Pension contributions	€	66,291	70,261	47,976
Absenteeism insurance	€	63,379	65,000	56,101
Other personnel costs	€	146,729	201,636	132,531
Travelling expenses	€	49,854	53,000	43,337
<b>Total</b>	€	<b>1,882,678</b>	<b>2,039,541</b>	<b>1,631,068</b>
<b>PERSONNEL</b>				
Number of FTE staff		21.95	22.05	20.13
Staff employed this year and/or parts of the year		29	26	26
<b>ACCOMMODATION COSTS</b>				
Office rent	€	77,908	81,357	75,821
Other accommodation costs	€	13,970	19,250	18,110
<b>Total</b>	€	<b>91,878</b>	<b>100,607</b>	<b>93,931</b>
<b>OFFICE COSTS</b>				
Office expenses	€	16,320	22,000	5,409
IT expenses and systems licences	€	106,983	108,304	98,595
<b>Total</b>	€	<b>123,303</b>	<b>130,304</b>	<b>104,004</b>

Expenditure		Actual 2025	Budget 2025	Actual 2024
<b>DEPRECIATION COSTS</b>				
Equipment	€	8,578	12,000	8,928
IT	€	9,550	16,666	11,422
<b>Total</b>	€	<b>18,128</b>	<b>28,666</b>	<b>20,350</b>
<b>FUNDRAISING COSTS</b>				
Marketing and communication	€	566,999	655,000	381,460
<b>Total</b>	€	<b>566,999</b>	<b>655,000</b>	<b>381,460</b>
<b>GENERAL COSTS</b>				
Bank costs	€	18,262	25,000	23,563
Accountants' fees**	€	30,637	25,000	33,004
Consultancy fees	€	16,462	25,000	8,608
Contributions and subscriptions	€	27,733	27,000	24,833
Release of uncollectible contributions previous financial year	€	-5,080	0	-21,199
Provision for possible uncollectible contributions	€	0	0	21,830
Board costs***	€	10,063	10,500	10,063
Other general costs	€	7,379	21,500	18,843
<b>Total</b>	€	<b>105,457</b>	<b>134,000</b>	<b>119,545</b>

\*\* The audit fees for the 2025 financial year relate to the audit of the 2025 annual financial statements by the external auditor.

\*\*\* Board costs: For its work, the board received a volunteer allowance (pro rata) of € 2,100 per person (equal to year 2024). The board members have no secondary posts (remunerated or unremunerated) that might conflict with the activities and/or objectives of Trees for All. There are also two volunteers who do occasional work for the foundation and receive a volunteer's allowance.

# Notes to the distribution of expenditure

Expenditure		Objective planting forests and carbon offsetting	Objective Awareness-raising	Costs of Fundraising	Management and Administration	Total Result 2025	Total Budget 2025	Total Result 2024
Direct costs of the objective	€	7,085,886	23,221			7,109,107	7,673,582	6,319,453
Personnel costs	€	477,752	468,015	583,321	353,590	1,882,678	2,039,541	1,631,068
Accommodation costs	€	22,854	23,489	28,389	17,146	91,878	100,607	93,931
Office costs	€	30,671	31,523	38,099	23,011	123,304	130,304	104,004
Depreciation costs	€	4,509	4,634	5,601	3,383	18,127	28,666	20,350
Financing costs	€	4,542	4,669	5,643	3,408	18,262	25,000	23,563
Fundraising costs	€	28,350	170,100	340,199	28,350	566,999	655,000	381,460
General costs	€	21,689	22,292	26,942	16,272	87,195	109,000	95,981
<b>Total</b>	€	<b>7,699,106</b>	<b>771,432</b>	<b>1,056,582</b>	<b>462,307</b>	<b>9,897,550</b>	<b>10,761,700</b>	<b>8,669,810</b>

Cost allocations		Objective planting forests and carbon offsetting	Objective Awareness-raising	Costs of Fundraising	Management and Administration	Total Result 2025
Personnel costs	%	25.4	24.9	31.0	18.8	100
Accommodation costs	%	25.4	24.9	31.0	18.8	100
Office costs	%	24.9	25.6	30.9	18.7	100
Depreciation costs	%	24.9	25.6	30.9	18.7	100
Financing costs	%	24.9	25.6	30.9	18.7	100
Fundraising costs	%	5.0	30.0	60.0	5.0	100
General costs	%	24.9	25.6	30.9	18.7	100

For 2025, we determined the cost allocations for costs that cannot be directly allocated on the basis of job profiles and the time spent by employees on their work. The time worked is based on each job profile and serves as the basis for the distribution of costs over the various activities of the organisation.

# Remuneration of the directors

		2025	2025	2025
<b>NAME</b>		S. Röell	M. Romano - van den Hoek	S. Groenendijk
<b>POSITION</b>		Director of Projects & Innovation	Director of Fundraising, Marketing & Communications	Director of Fundraising, Marketing & Communications
<b>EMPLOYMENT CONTRACT</b>				
Nature (duration)		Indefinite period	Indefinite period	Indefinite period
Hours		40	40	40
Part-time percentage		100	100	100
Period		01-01 t/m 31-12	06-01 t/m 31-12	01-01 t/m 28-02
<b>REMUNERATION</b>				
Gross wage/salary	€	96,000	94,957	16,919
Holiday allowance	€	7,510	3,117	6,021
Transition allowance	€			19,503
Other	€	660	653	110
<b>Total annual income</b>	€	<b>104,170</b>	<b>98,727</b>	<b>42,553</b>
Pension costs (employer's share)	€	12,440	8,259	1,823
<b>Total annual income (including pension costs)</b>	€	<b>116,610</b>	<b>106,985</b>	<b>44,376</b>
Total 2024	€	29,229	0	119,288
<b>BSD SCORE</b>				
Criterion		344	344	344



**Adopted and signed by the board of Trees for All Stichting:**

Utrecht, 13 May 2026

**Mateo Mol**  
Chairman

**Kees Romme**  
Treasury manager

**Cor von Meijefeldt**  
Board member

**Frederike Hummel**  
Board member

# Audit report



## CONTROLEVERKLARING VAN DE ONAFHANKELIJKE ACCOUNTANT

Aan: het bestuur van Trees for All Stichting

### Verklaring over de in het jaarverslag opgenomen jaarrekening 2025

#### Ons oordeel

Wij hebben de jaarrekening 2025 van Trees for All Stichting te Utrecht gecontroleerd.

Naar ons oordeel geeft de in dit jaarverslag opgenomen jaarrekening een getrouw beeld van de grootte en de samenstelling van het vermogen van Trees for All Stichting op 31 december 2025 en van het resultaat over 2025 in overeenstemming met Richtlijn voor de jaarverslaggeving 650 'Fondsenwervende organisaties'.

De jaarrekening bestaat uit:

1. de balans per 31 december 2025;
2. de staat van baten en lasten over 2025; en
3. de toelichting met een overzicht van de gehanteerde grondslagen voor financiële verslaggeving en andere toelichtingen.

#### De basis voor ons oordeel

Wij hebben onze controle uitgevoerd volgens het Nederlands recht, waaronder ook de Nederlandse controlestandaarden vallen. Onze verantwoordelijkheden op grond hiervan zijn beschreven in de sectie 'Onze verantwoordelijkheden voor de controle van de jaarrekening'.

Wij zijn onafhankelijk van Trees for All Stichting zoals vereist in de Verordening inzake de Onafhankelijkheid van accountants bij assurance-opdrachten (ViO) en andere voor de opdracht relevante onafhankelijkheids-regels in Nederland. Verder hebben wij voldaan aan de Verordening Gedrags- en Beroepsregels Accountants (VGBA).

Wij vinden dat de door ons verkregen controle-informatie voldoende en geschikt is als basis voor ons oordeel.

### Verklaring over de in het jaarverslag opgenomen andere informatie

Het jaarverslag omvat andere informatie, naast de jaarrekening en onze controleverklaring daarbij.

Op grond van onderstaande werkzaamheden zijn wij van mening dat de andere informatie:

- met de jaarrekening verenigbaar is en geen materiële afwijkingen bevat;
- alle informatie bevat die op grond van Richtlijn voor de jaarverslaggeving 650 'Fondsenwervende organisaties' is vereist voor het bestuursverslag en de overige gegevens.



Wij hebben de andere informatie gelezen en hebben op basis van onze kennis en ons begrip, verkregen vanuit de jaarrekeningcontrole of anderszins, overwogen of de andere informatie materiële afwijkingen bevat.

Met onze werkzaamheden hebben wij voldaan aan de vereisten in de Nederlandse Standaard 720. Deze werkzaamheden hebben niet dezelfde diepgang als onze controlewerkzaamheden bij de jaarrekening.

Het bestuur is verantwoordelijk voor het opstellen van het bestuursverslag en de overige gegevens in overeenstemming met Richtlijn voor de jaarverslaggeving 650 'Fondsenwervende organisaties'.

### Beschrijving van verantwoordelijkheden met betrekking tot de jaarrekening

#### Verantwoordelijkheden van het bestuur voor de jaarrekening

Het bestuur is verantwoordelijk voor het opmaken en getrouw weergeven van de jaarrekening in overeenstemming met Richtlijn voor de jaarverslaggeving 650 'Fondsenwervende organisaties'. In dit kader is het bestuur verantwoordelijk voor een zodanige interne beheersing die het bestuur noodzakelijk acht om het opmaken van de jaarrekening mogelijk te maken zonder afwijkingen van materieel belang als gevolg van fouten of fraude.

Bij het opmaken van de jaarrekening moet het bestuur afwegen of de stichting in staat is om haar werkzaamheden in continuïteit voort te zetten. Op grond van genoemd verslaggevingsstelsel moet het bestuur de jaarrekening opmaken op basis van de continuïteitsveronderstelling, tenzij het bestuur het voornemen heeft om de stichting te liquideren of de activiteiten te beëindigen of als beëindiging het enige realistische alternatief is.

Het bestuur moet gebeurtenissen en omstandigheden waardoor gerede twijfel zou kunnen bestaan of de stichting haar activiteiten in continuïteit kan voortzetten, toelichten in de jaarrekening.

#### Onze verantwoordelijkheden voor de controle van de jaarrekening

Onze verantwoordelijkheid is het zodanig plannen en uitvoeren van een controleopdracht dat wij daarmee voldoende en geschikte controle-informatie verkrijgen voor het door ons af te geven oordeel.

Onze controle is uitgevoerd met een hoge mate maar geen absolute mate van zekerheid waardoor het mogelijk is dat wij tijdens onze controle niet alle materiële fouten en fraude ontdekken. Afwijkingen kunnen ontstaan als gevolg van fouten of fraude en zijn materieel indien redelijkerwijs kan worden verwacht dat deze, afzonderlijk of gezamenlijk, van invloed kunnen zijn op de economische beslissingen die gebruikers op basis van deze jaarrekening nemen. De materialiteit beïnvloedt de aard, timing en omvang van onze controlewerkzaamheden en de evaluatie van het effect van onderkende afwijkingen op ons oordeel.

Wij hebben deze accountantscontrole professioneel kritisch uitgevoerd en hebben waar relevant professionele oordeelsvorming toegepast in overeenstemming met de Nederlandse controlestandaarden, ethische voorschriften en de onafhankelijkheidseisen.



Onze controle bestond onder andere uit:

- het identificeren en inschatten van de risico's dat de jaarrekening afwijkingen van materieel belang bevat als gevolg van fouten of fraude, het in reactie op deze risico's bepalen en uitvoeren van controlewerkzaamheden en het verkrijgen van controle-informatie die voldoende en geschikt is als basis voor ons oordeel. Bij fraude is het risico dat een afwijking van materieel belang niet ontdekt wordt groter dan bij fouten. Bij fraude kan sprake zijn van samenspanning, valsheid in geschrifte, het opzettelijk nalaten transacties vast te leggen, het opzettelijk verkeerd voorstellen van zaken of het doorbreken van de interne beheersing;
- het verkrijgen van inzicht in de interne beheersing die relevant is voor de controle met als doel controlewerkzaamheden te selecteren die passend zijn in de omstandigheden. Deze werkzaamheden hebben niet als doel om een oordeel uit te spreken over de effectiviteit van de interne beheersing van de organisatie;
- het evalueren van de geschiktheid van de gebruikte grondslagen voor financiële verslaggeving en het evalueren van de redelijkheid van schattingen door het bestuur en de toelichtingen die daarover in de jaarrekening staan;
- het vaststellen dat de door het bestuur gehanteerde continuïteitsveronderstelling aanvaardbaar is. Tevens het op basis van de verkregen controle-informatie vaststellen of er gebeurtenissen en omstandigheden zijn waardoor gerede twijfel zou kunnen bestaan of de organisatie haar activiteiten in continuïteit kan voortzetten. Als wij concluderen dat er een onzekerheid van materieel belang bestaat, zijn wij verplicht om aandacht in onze controleverklaring te vestigen op de relevante gerelateerde toelichtingen in de jaarrekening. Als de toelichtingen inadequaat zijn, moeten wij onze verklaring aanpassen. Onze conclusies zijn gebaseerd op de controle-informatie die verkregen is tot de datum van onze controleverklaring. Toekomstige gebeurtenissen of omstandigheden kunnen er echter toe leiden dat een organisatie haar continuïteit niet langer kan handhaven;
- het evalueren van de presentatie, structuur en inhoud van de jaarrekening en de daarin opgenomen toelichtingen;
- het evalueren of de jaarrekening een getrouw beeld geeft van de onderliggende transacties en gebeurtenissen.

Wij communiceren met het bestuur onder andere over de geplande reikwijdte en timing van de controle en over de significante bevindingen die uit onze controle naar voren zijn gekomen, waaronder eventuele significante tekortkomingen in de interne beheersing.

Was getekend te Amersfoort, 19 mei 2026.

With Accountants B.V.  
Drs. J. Snoei RA

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[www.treesforall.nl/en](http://www.treesforall.nl/en)



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Trees for All