

QUIET

Breda

Annual Report 2024



A PROUD REFLECTION

On July 19, 2022, Quiet Breda was officially established. Since then, we've celebrated two more birthdays and connected hundreds of people to our community in one way or another. A community where individuals living in poverty are seen again, but also a community for all residents of Breda. Entrepreneurs who donate or sponsor as part of the community, volunteers contributing their efforts, and visitors to our SNEQ cafés on Saturdays: this mix makes us a rich and vibrant community.

In 2024, we continued to build a solid foundation for our foundation. Our reach has expanded, and we are becoming increasingly well-known in Breda. In this annual report, we'd like to share some of our highlights with you. We also provide a glimpse into the national Quiet community, as together we make an even greater impact. We conclude this annual report with a forward-looking perspective and, of course, a financial section.

We wish you an enjoyable read, and if, after reading this report, you would like to contribute to Quiet Breda once again, we'd love to hear from you!

Rutger van Eijken, Sjoerd van Gurp, and Koen de Bont
Board of the Quiet Community Breda Foundation



MISSION

Quiet alleviates poverty.

VISION

Quiet acknowledges that poverty is intrinsically linked to our society. We speak about (silent) poverty and the people living in it in an honest and professional manner. We ease the poverty situation for our Quiet members in an innovative way, approaching them with trust and providing them with an opportunity to empower themselves through contact with others. Since we expect poverty to remain a constant, **Voice**, **Validate**, and **Vitalize** will always be necessary.

Quiet Breda in numbers

Not all of our work can easily be expressed in numbers. However, in our annual report, we would like to make an attempt to present some of the key figures.

205

Member households connected to Quiet Breda

400

Breda residents are members of our community

572

Moments of joy made possible

90+

Member activities organized

28

Sponsors regularly connected to Quiet

Membership Numbers

According to the new Poverty and Debt policy plan by the municipality of Breda, there are over 8,000 households in Breda with a low income. In these households, 2,300 children are living. Additionally, over 7,200 people are registered with problematic debts.

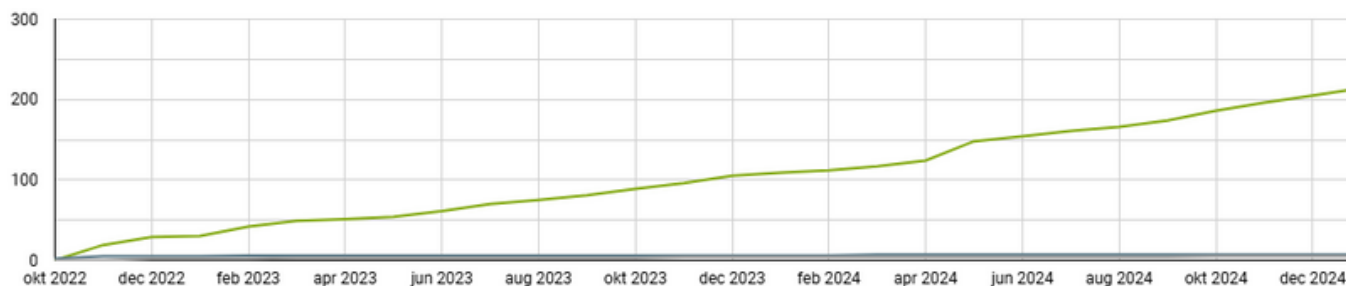
The group with problematic debts will partially overlap with the low-income group, but not entirely, as individuals with middle and high incomes can also develop problematic debts. We therefore expect that there is a potential target group for Quiet in Breda of approximately 10,000 households

The absolute numbers regarding poverty show a decline. However, we also know that escaping poverty is becoming increasingly difficult, and that poverty is thus becoming a more persistent phenomenon.

At Quiet Breda, we adopt a broad definition of poverty. People who may not meet the strict definitions of the CBS (Statistics Netherlands) but still experience poverty are also welcome to become members of Quiet Breda.

Our goal for 2024 was to grow to 300 members and around 600 people in our community. We have grown from 114 members at the end of 2023 to 205 members at the end of 2024.

We were unable to achieve our growth target. However, the qualitative growth of the community is impressive. Being a member of Quiet is truly meaningful for many people. The quantitative growth, however, has lagged behind, and this will remain one of our main priorities for the upcoming year. Our goal for 2025 is to grow to 500 members. We will do this in collaboration with, among others, the BredaPas, the Breda Food Bank, the Toy Bank, and other partners in the city. For this goal, we also rely strongly on our members and our collaboration with students.





Voice

One of the ways we want to make a difference in Breda is by sharing the stories of people living in poverty. We hope that, on one hand, this will help expand our community with more members, and on the other hand, we hope it will connect us with local entrepreneurs who want to make a difference for our members.

In 2024, we had the opportunity to share our story many times with service clubs, entrepreneurs, and city partners. These encounters always yield something. Whether it's one-time donations, connecting with members, or forming substantive collaborations: it's all valuable.

One of our highlights was the BoArte gala. In addition to the generous donation, we were able to tell the Quiet story to a large group of attendees—many of whom would not typically encounter 'this side of Breda.'

We are most proud of our "Good Christmas Sweaters" campaign, which we were able to set up together with WARS, BredaPrint, CM, and InBreda. Throughout December, we became increasingly visible in the city. People bought our sweater and proudly wore it. Our Christmas sweater became a true conversation starter—exactly what we hoped for. We even appeared on the large advertising screens along the city's major entry roads. Countless people were confronted with our story and our brand in this way.

For us, sharing also involves telling the stories of our members. We are proud of our members who want to be ambassadors for us. They do this by telling their own stories, as well as ours, to other potential members. But they also share their stories in the media or act as our faces in campaigns.



Validate

Easing is the most visible activity of our foundation. With the donations we receive, we are able to offer our members valuable moments of joy—a moment where they can momentarily forget they are living in poverty and simply enjoy themselves.

It would be too much to list all the moments of indulgence in our annual report, but there are a few actions we would like to highlight.

Dining at LOLO Pizzabar

LOLO has been a sponsor from the very beginning. Very regularly, a family gets the opportunity to have an evening out at this wonderful pizzeria. A delicious pizza, a dessert, and drinks: an evening of carefree enjoyment that would otherwise be impossible for our members. When children tell us they've been out to eat for the first time thanks to Quiet—really thanks to LOLO—it's truly heartwarming!

Sinterklaas and Christmas

How wonderful it is that so many individuals, businesses, and organizations are willing to contribute to a beautiful December for our members. During the Singelloop, money was raised, Christmas packages were donated, dinners were offered, and students worked hard to make Sinterklaas and Christmas a joyful time for our members.

Wabe (75): A Cozy Christmas at Home is a Long Time Ago.

Since the passing of our daughter, we really haven't celebrated Christmas anymore. We used to celebrate it mostly for the children. My wife still collects Christmas decorations from Marktplaats and free Facebook groups, but they usually end up unused and go out the door again after the holidays. I do look forward to the activities at Quiet in December; it's a real break for me, and I can temporarily put my worries out of my mind.

Theater and Music

Several times a month, some of our members get to enjoy a theater performance at the Chassé or a concert at MEZZ. Donations from visitors to these two Breda institutions through deposit cups or the 'buy a ticket for someone else' initiative make it possible for our members to engage in these cultural activities. These outings would normally be unaffordable, as a night out for two can quickly amount to the budget of a week's groceries...

Buy a Ticket for Someone Else

A theater visit isn't a given for everyone. For many of our members, it's simply unaffordable. Not everyone also feels at home in the theater. Together with Chassé, we wanted to change that. For an institution that is also dependent on subsidies, large donations of theater tickets are not a given. The idea of 'buy a ticket for someone else' was quickly born after a brief brainstorming session. Anyone who buys a ticket at Chassé is asked to make a donation. With the proceeds from these donations, our members can visit the theater. The members do not have to fill an empty seat, but are given full, beautiful spots to enjoy the performance.

Celebrating Birthdays

A growing tradition is celebrating our own birthday. A moment where members, volunteers, sponsors, and donors come together, do fun things, eat together, and most importantly: meet each other. These are special moments that leave a lasting impression on everyone who attends. But since 2024, we've expanded birthday celebrations. Thanks to Jumbo Belcrumweg, we can now celebrate a party every month. All the members with birthdays that month are treated to a piece of donated cake and a gift.

SNEQ Summer Festival and Warm Winter Weeks

Together with our core partners SMO Breda, Nieuwe Veste, and Emmaus, we organized a summer festival and warm winter weeks in 2024. A series of events during times when many families are enjoying activities that are not always feasible for people living in poverty. With the activities from our SNEQ partnership, we wanted to make a change. A change that was greatly appreciated by our members and other visitors.

With this list, we do our sponsors—large and small—some injustice. On our sponsor page, many (but not all) sponsors are mentioned. Every sponsorship makes a difference, and we are incredibly grateful for each one!



Vitalize

The core of our activities is **vitalizing** members. As Quiet Breda, we aim to help our members become stronger in life by being part of our community.

We see daily that simply being part of a community in itself has a strengthening effect. The weekly coffee moments, the activities we organize, or even coming by the office to pick something up, all provide a reason to leave the house. For some of our members, this is already an important step.

Over the past year, we have noticed that members truly want to be part of the community. They also want to give back. Whether it's helping out at an event, assisting another member with a task, or helping to tell Quiet's story. These are beautiful examples of the sense of community we strive for.

As part of this accessible community, it's also a relatively small step to do volunteer work within the community. This can be informal, like making coffee during a drop-in session, or more formal, by committing to a regular volunteer role.

Our partnership, SNEQ (SMO, Nieuwe Veste, Emmaus, and Quiet), is also important in this regard. Together with them, we provide a welcoming space at the Veilingkade and a diverse range of activities where members and other Breda residents can meet each other.

Lati (33): Always a Place to Join

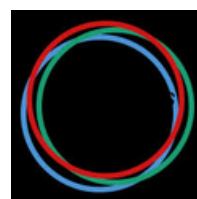
Until last year, I had a room in a community where you can live temporarily. Now I have an apartment in a new housing community and I'm a member of Quiet. When I feel the need, there's almost always an activity or group I can join. I enjoy participating in creative activities or shared meals. It's great that these are organized!



Donors

Without donors, it would not be possible for Quiet Breda to operate. We are grateful for the diverse mix of donors we have at Quiet Breda. Funds that have supported us since our founding, individuals who make donations, companies that donate regularly or occasionally, and companies that provide indispensable in-kind donations—each one is essential.

We have received contributions from the following funds and donors:





Sponsoren

Without sponsors, there would be no moments of joy for our members. Examples of these moments of joy are shared in the "Validate" section of this annual report. The diversity of goods, services, and outings that we receive truly makes a difference for our members. A big shout-out to our sponsors. Without you, there would be no Quiet Breda!

LOLO
PIZZABAR

CHASSÉ | THEATER

hotel
NASSAU
breda
AUTOGRAPH COLLECTION
HOTELS

JUMBO forv/s
mazars

MEZ

Dazure.
#Verzekeringen vanuit het hart

Optisport
brengt je in beweging

VAN HET
KASTJE
DOOR DE
MUUR

deStilte

avans
hogeschool

InterCityHotel

MAATSCHAPPELIJK

BLUSHOK

The Foundation
for Kids

SUITUP

K | EET
B R E D A

GROTE
KERK
B R E D A

YVONNE
HAIRDESIGN
B R E D A



zinnenprikkelende catering
zakelijk | particulier | events

FINANCIERINGSGILDE

open
people
group

Looking ahead



Our community derives its legitimacy from the number of people in it. For our members, simply being part of a community is empowering in itself. We want to offer this experience to many more people in 2025. As Quiet, we work closely with partners in the city to make this possible. Through these collaborations, we can easily connect members with other organizations that can provide support, thereby making life in poverty more bearable.

We also aim to strengthen our collaboration with impactful organizations in Breda, such as a closer partnership with social sector partners like the Food Bank, Buddy to Buddy, the Toy Bank, and of course, Engaged Entrepreneurs Breda.

Finally, and most importantly, in 2025, we will work on building a solid financial foundation for our foundation, so that we can continue working towards our goals in the coming years without financial concerns, and make Breda an even nicer and better city for all its residents.

You can read more about our specific plans for 2025 in our [Annual Plan 2025](#).

Our Team



RUTGER VAN EIJKEN
FOUNDER & CHAIRMAN



SJOERD VAN GURP
FOUNDER & SECRETARY



KOEN DE BONT
TREASURER



WILLEM DE KEIJZER
PROJECT MANAGER UNTIL
MAY 2024



EVA STRAVERS
PROJECT MANAGER SINCE
MAY 2024



**NANCY
WONGSOTAROENO**
MEMBER AND VOLUNTEER
COORDINATOR

In addition to this team, which is actively involved in our community on a daily basis, we are supported by a growing group of **volunteers** (both regular and occasional), and there is a stable base of **students** who contribute valuable work to our organization through projects, volunteering, and/or learning communities.

Willem has handed over his role as project manager to Eva but remains actively involved as an ambassador for our foundation. A valuable role for which we are grateful. **Koen** has also handed over his role with the completion of this annual report. We thank him for helping to lay an important foundation for our foundation.