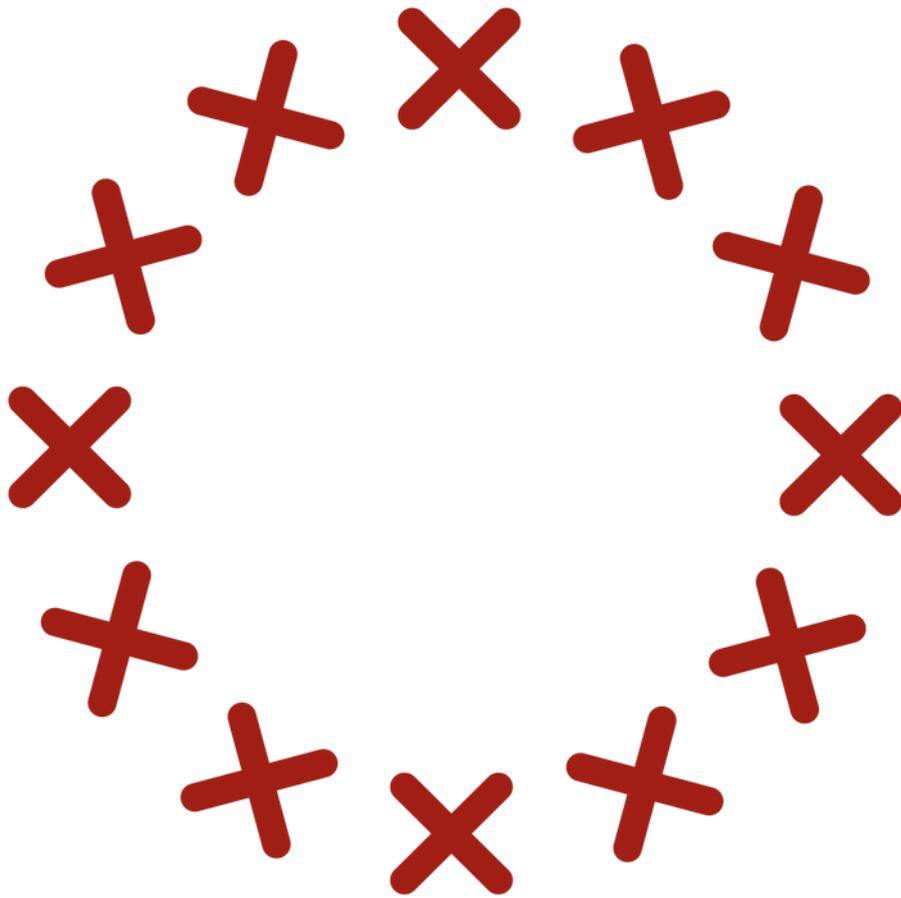


Annual Plan 2025



QUIET

Breda



Quiet Community Breda has now been up and running for about two and a half years. We've built a solid foundation for our organisation, and over this time we've developed a strong network of partners—including community organisations, sponsors, and donors. With over 200 households registered with us, we're currently helping around 400 people through our activities.

In addition to our two permanent employees, we have two contracted volunteers who contribute on a weekly basis. Furthermore, there are eight eager volunteers ready to get started in 2025 – and that number is growing steadily. Thanks to the hugely successful campaign 'Goede Kersttruien' (Good Christmas Jumpers/ sweaters), our name recognition has been soaring ever since.

We're working incredibly hard, but we're not there yet. The objectives set out in 2024 remain as important as ever, and 2025 will be all about building a robust, professional organisation with a focus on growth and structure.

Objectives 2025

1. In 2024, we aimed to support 1,000 individuals through Quiet Breda

– which concretely involved around 500 households. We remained mindful of our community spirit and the bonds between us.

2. In 2025, we plan to expand our volunteer pool to include at least fifteen regular volunteers. We will also continue working with flexible volunteers and students.

3. We are building a strong and sustainable relationship with our sponsors.

4. Every member should experience at least six moments of joy per year, whether through regular or occasional sponsorship, or via initiatives launched by Quiet.

Our organisation is built on four pillars: members, volunteers, sponsors, and donors. In this annual plan, you'll find the objectives laid out for each pillar. These objectives always stem from our three V's – *Voice*, *Validate*, and *Vitalize* – further complemented by the values of trust and connection.

Within the framework of *Voice*, we're adding an extra objective in the realm of marketing and communications, because without strong visibility and name recognition, we won't get anywhere.



In 2025, we aim to support 1,000 individuals through Quiet Breda – which involve around 500 households. We do this while keeping a close eye on community and mutual connectedness.

Over the past two and a half years, we have built a membership base of 200 households, meaning that around 400 people are registered with us. This is a good start, but it's just a drop in the ocean.

In 2025, our focus will be on recruiting new members. We plan to do this by forming connections with organisations that have a clear understanding of our target group and operate in ways that are somewhat aligned with Quiet.

In addition, we will maintain and expand our network of community partners. Staff from these organisations are in touch with our member coordinator and can refer people in an accessible way.

We also regularly venture out into the city to recruit members. We identify spots where potential members can be found and will be there regularly to sign them up on the spot.

As Quiet Breda, we work as part of the Values Network for Sustainable Livelihood Security, an initiative by the Municipality of Breda. This allows us to remain consistently engaged with other organizations working to enhance livelihood security in Breda.

Moreover, recruiting new members through our existing members remains an important channel, as our current members are our best ambassadors.

Building our Community

We don't just want to grow; we also want to build our community. We do this through our drop-in sessions and various activities where members connect, get to know each other, and forge links to support one another – and the community as a whole.

In 2025, we will explore what our members need from us, as well as what they would like to contribute themselves, and we'll put these insights into practice. In this way, we not only ease the challenges our members face, but also empower them.

Costs

We have allocated a budget to organise activities with and for our members.



In 2025, we aim to expand our volunteer pool to include at least fifteen regular volunteers. In addition, we will continue working with flexible volunteers and students.

Quiet Breda currently employs two paid staff members. To run all our activities, they need support from volunteers – these can be either members or individuals from outside our organisation.

At present, we have two contracted volunteers. In 2025, we plan to grow this number to at least fifteen. With this expanded group, we can build a solid pool, which we will divide into four categories:

1. **Office Support:** For example, registering new members, updating the dashboard with data and offers, and following up with members.
2. **Drop-in & activities:** Acting as a host or hostess during drop-in sessions, and assisting with activities both at Quiet and at external locations.
3. **Member Recruitment:** Recruiting and registering new members at various city locations.
4. **Sponsorship:** Establishing and maintaining contact with both existing and new sponsors.

Alongside our contracted volunteer pool, we also have a group of occasional volunteers – often enthusiastic members who help out with activities and tasks from time to time, as well

as sponsors who contribute periodically. We will continue to maintain and expand this group.

Furthermore, in 2025 we will recruit a working intern to help us achieve the objectives outlined in this annual plan.

It is important that anyone working with volunteers also takes good care of them. That's why in 2025 we will implement a robust appreciation system. To develop this effectively, we are strengthening our ties with MooiWerk.

MooiWerk in Breda, Netherlands, is a social enterprise that helps people who face barriers to employment by offering them opportunities to work in various sectors. The organization provides meaningful work in areas such as cleaning, maintenance, and hospitality, with a focus on offering support to individuals who may struggle to find employment due to physical, mental, or social challenges.

Their mission is to empower people by giving them the chance to regain confidence, develop skills, and become financially independent, all while contributing to the community. MooiWerk is a key part of the local efforts to promote social inclusion and economic participation for vulnerable groups.

Costs

We have allocated a portion of our budget to occasionally provide volunteers with a small token of appreciation, for instance around the festive season. Naturally, we will also reimburse any expenses that our volunteers incur on behalf of Quiet.



Sponsoren

We are building a strong and sustainable relationship with our sponsors, aiming for seven moments of joy per member household each year.

Quiet collaborates with many sponsors in the city – from private individuals to entrepreneurs and companies – to provide our members with these moments of joy. These come in the form of goods or services that we can offer, or activities that we organise together. Our goal is to achieve seven moments of joy per household each year, and at present, we are meeting this target. In 2025, our focus will be less on recruiting new sponsors and more on strengthening our relationships with our existing ones.

We will integrate with the CRM system of Quiet Nederland, which allows us to clearly map out who our sponsors are and the agreements we have with them. This also gives us insight into the categories where we have ample offerings and where there are gaps, so that we can target our search for new sponsors more effectively.

We plan to structure our communication with sponsors through a newsletter. In addition, we will place greater emphasis on our activities via our social media channels and website, where we also take the opportunity to thank our sponsors.

TO avoid handling too many ad hoc offers, we will work with an annual plan. This way, we have a clear overview of what we will be doing and when, which sponsor is connected to each activity, and where we might need to attract new sponsors.

In 2025, we will stop accepting second-hand goods. We simply do not have the capacity to process these items, and we already enjoy a good partnership with our neighbour, Thrift- and charityshop Emmaus, which is well-equipped to handle these.

We do, however, regularly receive smaller new items and personal care products. To make these available to our members, we are setting up our very own Quiet store, where our members can shop for free.

Costs

A portion of our budget has been allocated for the retention and recruitment of sponsors. In addition, setting up the store will require a small investment, which we have accounted for in our budget. Wherever possible, we will rely on our sponsors for these kinds of expenses, although this is not always feasible.



We are putting our long-term financing in order by launching the Friends of Quiet Breda programme.

When establishing our foundation, we explicitly expressed the desire to be a community supported by the city. This means our ambition is to cover our core budget with donations from the city – from both entrepreneurs and private individuals. In our early years, contributions from funds or project grants from the municipality will certainly remain part of our funding mix. We need this stable foundation to develop a well-thought-out concept for 'Vrienden van Quiet' (Friends of Quiet).

Friends of Quiet

Friends of Quiet is the concept that we plan to establish for our long-term core funding. The idea is that entrepreneurs and (affluent) private individuals commit to Quiet Breda for at least a few years with an annual donation. By not focusing on one or two large donors, but rather on a group, we are building a funding structure that is both sustainable and less vulnerable.

incidental Donations

In addition to the regular donations through our friends programme, we also want to make it easy for people to contribute to Quiet Breda on an ad hoc basis. The Christmas jumper campaign of 2024 is a prime example of this: hundreds of people in the city purchased a Christmas jumper, which not only boosted our name recognition but also significantly contributed to our funding. We aim to replicate these types of actions – large or small – in 2025.

Costs

Our budget includes a modest allocation for acquisition costs. This might cover items such as printed materials or the pre-financing of a sales campaign.



Marketing and communications

We are enhancing our visibility and increasing our name recognition.

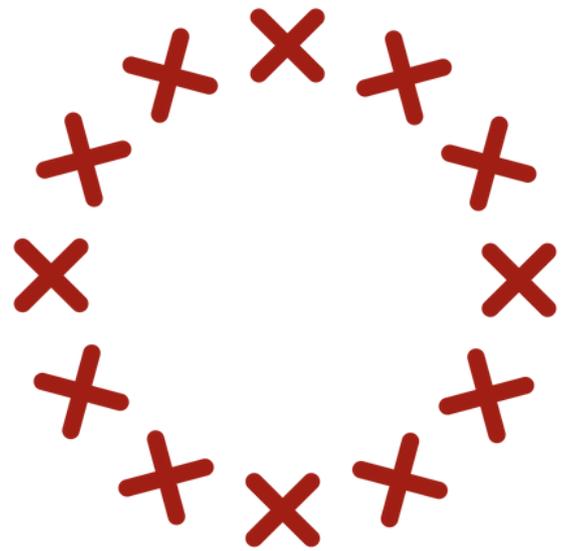
If we aren't visible and people don't know who we are, no matter what we do, we won't achieve our goals. That's why in 2025 we will focus on increasing our name recognition and improving our visibility.

At the end of 2024, we made significant progress with the highly successful Christmas jumpers campaign, carried out in collaboration with Wars creative agency. We will speak with them to see if we can run one or two more campaigns in 2025. These campaigns will be aimed not only at increasing name recognition, but also at recruiting both members and volunteers, as well as sponsors and donors.

In addition, in 2025 we will work on developing a (social) media strategy, which will ensure that we are more recognisable and more frequently present on Facebook, Instagram, LinkedIn, and our website.

Costs

Our budget includes a modest allocation for print materials to bolster our marketing and communications efforts.



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