

Appeltjes van Oranje 2025

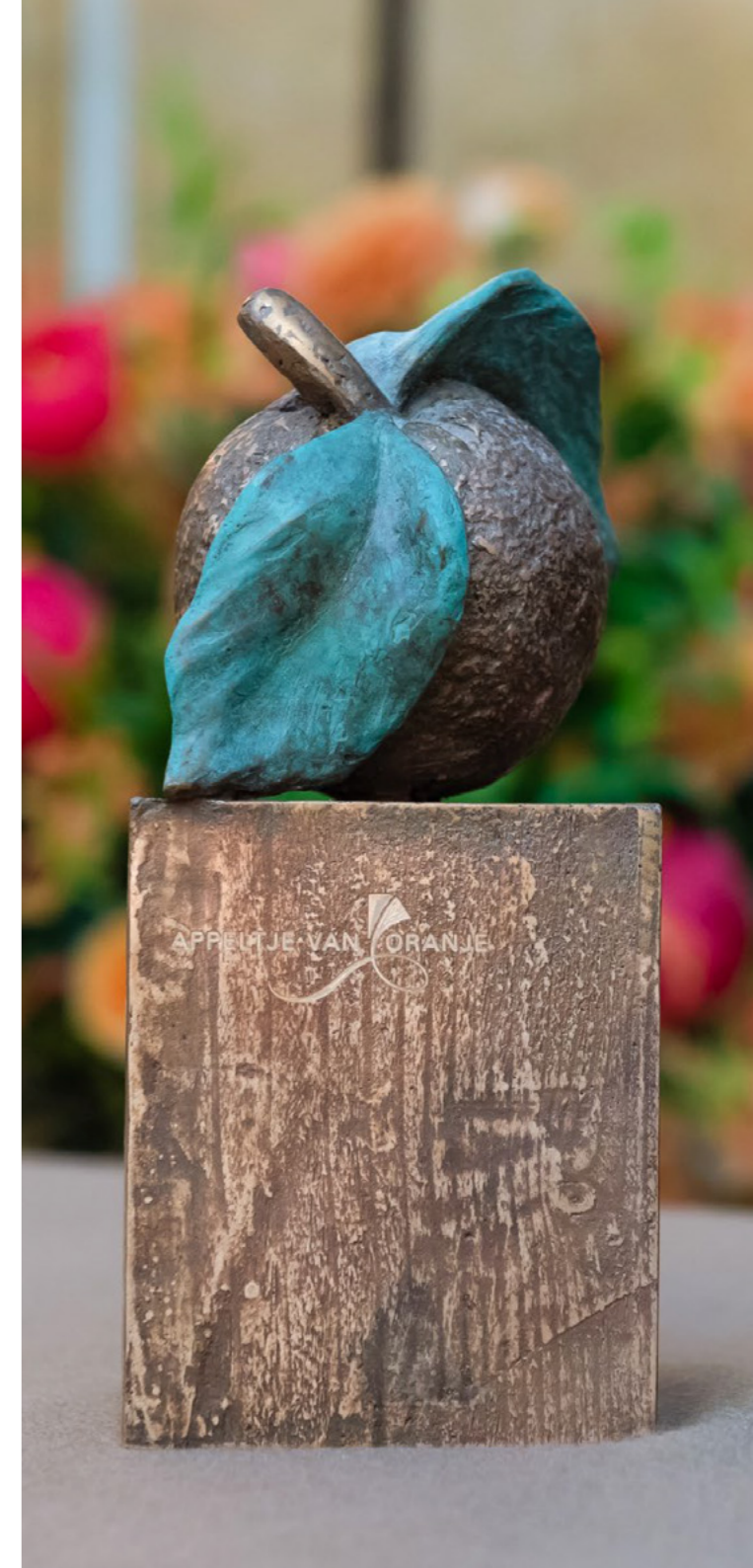
Indispensable links –
The power of social initiatives

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Appeltjes van Oranje & Oranje Fonds

Every individual counts. That is why, together with social entrepreneurs, we are committed to fostering a society where people support one another, have equal opportunities, and feel connected.

The Appeltjes van Oranje is an annual award, the award to recognize initiatives that make a difference. The goal is to recognize and reward three initiatives in the field of social services that strive for an inclusive, engaged society, initiatives that are unique, creative, meaningful, and that have been in operation for at least two years. With their commendable results, these efforts serve as an inspiration to others.





What exactly does an Appeltje van Oranje represent? First and foremost, it recognizes the work and dedication of the winning organizations. At the same time, it is meant to inspire, which is why we call on the three winners to act as "ambassadors" and help other organizations in establishing similar initiatives.

Each winning initiative receives a bronze statuette designed and produced by Princess Beatrix, along with a cash prize of € 25,000. The award sum can be used freely, in line with the winning initiative's objectives. The awards are usually handed out by Queen Máxima at Noordeinde Palace, and every five years by King Willem-Alexander.

Theme 2025: Indispensable Links – the power of social initiatives

Social organizations play a vital role in our society. They identify problems, address critical needs, and provide support where it's needed most. Whether helping vulnerable groups, creating meeting spaces, or connecting people to local services, these organizations often act as bridges between municipalities, care institutions, volunteer organizations, and those in need. Their contributions make them indispensable. That is the theme of the Appeltjes van Oranje 2025. Irreplaceable organizations that make a difference in their neighborhood, village, or even across the entire island or country.

While the early years of such initiatives often require great effort and perseverance, some organizations succeed in becoming essential to their community – be it a village, neighborhood, city or an entire island or country.

They are indispensable because:

- They are the go-to organization advocating for a specific group or providing a central meeting space that unites everyone, fostering collective efforts toward a better future for their area.
- They address gaps in services, offering crucial solutions where none exist or where the need is unmet.
- The government recognizes the importance of the organization, cannot ignore it, listens to it, and collaborates where possible.
- People connected to or helped by the organization cannot imagine life without it.
- The organization is a crucial link in the chain of care (e.g., for poverty or mental health challenges) and within the network of volunteer organizations, care institutions, community workers, and welfare organizations.
- The organization effectively secures funding from various sources to sustain its operations.

In short, the focus is on indispensable social initiatives. They are essential not only for their target audience but also for other stakeholders. These organizations are pivotal in tackling problems and are thus deemed "indispensable."

Criteria

The Appeltjes van Oranje 2025 focus this year not on projects but specifically on organizations that are indispensable within their communities. To qualify for an Appeltje van Oranje 2025, nominations must meet the following conditions:

1. The organization is crucial for its target group

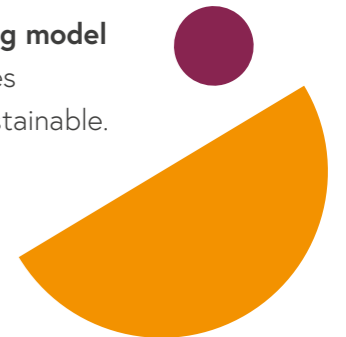
- The organization is indispensable for its target group.
- The organization plays a key role in identifying and addressing societal challenges, such as poverty, loneliness, mental health vulnerabilities, or lack of connection in neighborhoods.
- The target group is actively involved in the planning and/or execution of activities, going beyond mere consultation.

2. The organization fulfills a connecting role within the local context

- The organization collaborates structurally with the government OR other relevant parties, such as welfare organizations, and regularly takes the initiative in these collaborations.

3. The organization has a diverse and future-proof financing model

- The organization successfully utilizes various funding sources (e.g., subsidies, grants, donations) and is thus financially sustainable.



4. The organization demonstrates clear added value

- The organization operates based on at least one effective approach.
- The organization can demonstrate that it significantly improves the living conditions of its target group. This can be evidenced through, for example, impact reports, (external) research, or testimonials from participants and/or partners.
- The organization has developed relevant and shareable knowledge and actively shares this with others.
- Preferably, the organization has significance beyond just the local level.



Examples of potential winners

Example 1: A local community initiative that organically grew into a central meeting place for the neighborhood. The initiative proved to be **indispensable** for both the residents and the local government. Through crowdfunding, the organization was able to purchase the building, making it a permanent fixture in the community. The organization developed its own impact methodology to measure the value of the community space and distinguishes itself from other neighborhood centers by, for example, collaborating with local makers and creatives.

Example 2: An organization that supports vulnerable families with language development at various locations. The organization is sustainably funded through local institutions and welfare organizations, employs a proven effective methodology recognized as a standard in the field, continuously measures its impact, and consistently improves its services. This makes it **indispensable**.

Example 3: A national organization dedicated to advocating for the rights and acceptance of a specific group in society, making it **indispensable**. The organization provides education and support, collaborates with various institutions, and aims to promote equality and inclusion. It has a long and successful history of advocacy and influence on legislation.

Example 4: An organization that provides local support to help people improve their self-reliance in various areas of life, such as well-being, parenting, and finances. The organization works with trained volunteers and offers personal guidance to individuals in need of temporary assistance. Through collaboration with local partners and a wide range of programs, this **indispensable** organization contributes to a stronger social network and an improved quality of life for a diverse range of vulnerable groups.

Example 5: A local broad network of initiatives and organizations that work with volunteers on the same theme. By collaborating, residents in this municipality with support needs are better assisted. Within this **indispensable** network, they utilize each other's expertise, share knowledge, and work together on challenges. A core group of organizations takes on a leading role and serves as a key driver with a signaling function.

Example 6: A local activity in the neighborhood has grown into a foundation with significant impact. The methodology, which connects diverse groups of neighborhood residents at the local level, is being similarly implemented and measured in numerous locations. This easily transferable concept successfully fosters greater connection and sustainable relationships between people and organizations in neighborhoods and communities, making it **indispensable**. The parent organization supports new initiators in launching the initiative at new locations.

Functional criteria

In addition to the substantive requirements, we also apply a number of functional criteria:

- The organization must have a legal entity, such as a foundation, association, or cooperative.
- The organization must have been active for at least 3–5 years and organize activities throughout the year. Organizations that focus solely on one-off or annual recurring activities do not meet the criteria.
- The organization must be active in the Netherlands or the Caribbean part of the Kingdom.
- The organization can operate at a local and/or national level.
- The organization must be financially stable and able to continue operating without the award.
- The organization must not have won an *Appeltje van Oranje* in the past. However, initiatives that have participated in the selection process for a previous edition of the *Appeltjes van Oranje* may reapply if they meet the current guidelines.
- The organization must have a social or societal objective.
- Volunteers must play an important role in the organization.

Selection Process

In October 2025, three social initiatives will receive the Appeltje van Oranje award. The selection process is as follows:

- The first selection by the Oranje Fonds is based on the application form and organizational documents (statutes, annual financial statements, and four references from the local context, including a municipality, local initiative, and other stakeholders, etc.). We consider the aforementioned criteria as well as diversity among the selected initiatives (geographic distribution—local, national—and the type of organization and approach). From all submissions, we will select up to 40 initiatives in the Netherlands and up to 10 from the Caribbean.
- These 50 contenders will participate in the online 10-Day Voting from May 19–28, 2025, giving them a platform and the attention they deserve. The initiative with the highest number of votes will secure the first of the 10 nomination spots.
- Subsequently, all 50 contenders will pitch their initiatives to each other and the jury on June 13 (Caribbean) or June 14 (Netherlands) during the Appeltjes van Oranje Pitch Day.
- On this day, the jury will select the remaining nine nominees, completing the list of 10 nominees: typically 8 from the Netherlands and 2 from the Caribbean. The points from the 10-Day Voting will not count on Pitch Day. The jury will base their selection on the previously mentioned criteria.
- The 10 nominees will be visited by the Oranje Fonds in June and July. The visit to the Caribbean nominee(s) will take place immediately after the pitch day.
- In August, the jury will select three winners. The decision will be officially ratified by the board of the Oranje Fonds.
- All three winners will receive €25,000 and a bronze Appeltje van Oranje in October.

Registration

Registration Period: January 13 – February 23, 2025

More Information: visit www.oranjefonds.nl/appeltjes

Of course, you can encourage other organizations to apply for the *Appeltjes van Oranje*—in fact, it's highly encouraged! However, they must register themselves.

Questions?

Contact the *Appeltjes van Oranje* team via appeltjesvanoranje@oranjefonds.nl.





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The logo for Oranje Fonds is centered within a white square. The word "oranje" is on the top line and "fonds" is on the bottom line. The letters are in a lowercase, sans-serif font. The colors of the letters are: 'o' (orange), 'r' (orange), 'a' (orange), 'n' (orange), 'j' (orange), 'e' (orange), 'f' (orange), 'o' (orange), 'n' (orange), 'd' (orange), 's' (orange).

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