



# A donation that counts.

IMPACT REPORT 2024





*Amo Alhambra, a centre for youth  
counselling in Anderlecht - 2024*

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**Goods to Give is a charity and a redistribution platform for non-food product donations recognised by the FPS Finance. The organisation collects new non-food products from companies and distributes them, through a network of charities in Belgium, to people in poverty.**

**This wonderful solidarity chain can only exist thanks to the many donations that Goods to Give has been able to count on since its inception: product donations, time commitments, volunteer efforts, and more.**

**Discover all these key donors in this impact report.**

*NASCI, a service centre for children in Schaerbeek - 2025*



## FIGURES TO REMEMBER

# 2024 at a glance



€12mio

in market value  
of redistributed  
non-food products



1mio

non-food products  
redistributed<sup>1</sup>



560

charities helped



455k

people supported



53

product partners



*Inauguration of our new warehouse at Soditra-Logistic in Nivelles, October 2024*

<sup>1</sup> Since 2024, we count redistributed products per **scannable unit** instead of per unit. As a result, the figures appear lower than in previous years, even though the actual impact increases.



# A word from the Chairman and the Managing Director

In this double interview, Dominique de Ville, Chairman, and Remco Ruiter, Managing Director of Goods to Give, discuss the organisation's direction, its challenges, and their shared vision for the future.

**Goods to Give recently celebrated its 12<sup>th</sup> anniversary and has been growing steadily ever since its foundation. To what do you attribute this development?**

**DdV:** I see two main reasons for this: a well-defined vision and rigorous implementation of that vision. Each year brought growth, but also challenges. In 2012, there were only a handful of people who wanted to build G2G from scratch. Today, there are more than a hundred of us contributing to the continued development. We've been committed to professionalism from the start, with effective logistics and a digital tool designed to meet the high demands of our partners: storage, traceability, donation reports, and efficient distribution across Belgium.

**RR:** By helping charities better support vulnerable people while also reducing the waste of unsold goods from companies, G2G addresses a crucial need. We owe our growth to our structural partners' trust and our team's commitment. Our unique revenue model, which ensures our financial independence, is also an important asset for G2G's sustainability and dynamism.

**In Belgium, more than 2.1 million people live below the poverty line. Who are they? And what can Goods to Give do for them through charities?**

**RR:** That's one in five people in Belgium, not to mention those without legal residence. The groups that usually come to mind are the homeless, the long-term unemployed, the sick, and inmates. However, there are also many others we are less likely to identify: students, single-parent families, seniors, and working people in precarious situa-

tions. Inflation and rising energy costs make their situation even more difficult. Although G2G cannot end poverty, we can lessen its impact, even if only temporarily.

**DdV:** Poverty means living in constant uncertainty, vulnerable to the slightest setback. It deprives people of access to basic necessities, such as hygiene products, which are essential for self-respect as well as social and professional integration. G2G's help provides access to such essential goods that make a big difference in everyday life.

**Goods to Give exclusively collects new non-food products from companies. Why this choice? And which product categories are involved?**

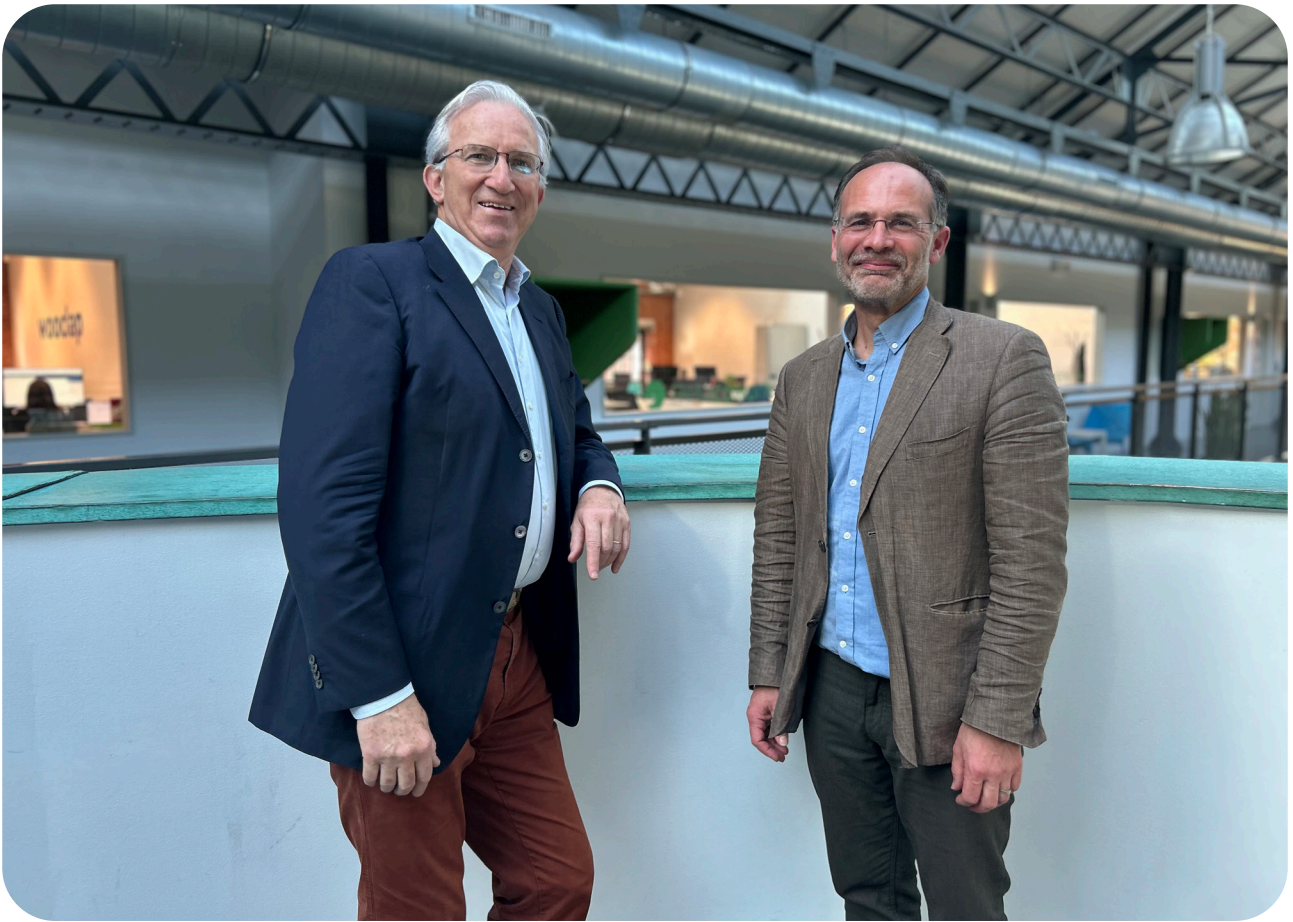
**DdV:** Our choice is based on an observation made by G2G's founders, who come from the private sector: no efficient structure existed to collect and redistribute large quantities of unsold non-food products in a targeted way. Many companies were looking for a sustainable and socially relevant solution but ran into logistical challenges. We have filled that gap by building an operational bridge between donors and charities.

**RR:** Access to basic commodities is a fundamental right and crucial for a dignified existence. Besides hygiene and baby products, school supplies also play a key role in avoiding stigma among children in need. We also want to expand our offering to as-yet uncovered necessities, such as underwear, trainers, winter coats, and maybe household appliances and IT equipment in the future.

**Companies want to make their employees more aware of their commitment to CSR policies. How can Goods to Give support them in their CSR goals?**

**RR:** We have a number of initiatives, including internal collections to support projects such as Back to School with a Smile, consultancy for spe-





*Dominique de Ville, Chairman, and Remco Ruiter, Managing Director Goods to Give*

cific activities, and Solidarity Days, where teams come to help us sort, repackage and prepare solidarity boxes in our warehouse.

**You've often stated that Goods to Give wants to represent all charities in Belgium. What role can it play in this?**

**DdV:** Thanks to orders from charities, we annually compile a barometer of needs: how many, when and where essential products are needed (nappies, deodorant, shampoo, menstrual products, etc.). This enables us to show companies the extent of poverty, but also what it looks like and how we can help address it. G2G can be the voice of charities in the fight against poverty, translating their concrete product needs into action.

**What are your ambitions and challenges for 2025?**

**DdV:** We have big ambitions: we want to add hundreds of new charities to the 560 we already work with, continue to develop our digital tools and convince even more businesses to join our solidarity chain.

**RR:** Success depends on the people around you. Our priority is to expand our team from 8 to 10 employees in 2025. At a time when many charities are worried about their future grants, we have taken a bold yet necessary step to face the challenges and ambitions of the coming years.

**Finally, what is your biggest wish for Goods to Give in 2025?**

**DdV:** That an intention from the new government agreement will soon become reality: the introduction of a genuine tax concession regime for in kind donations. Although it does not yet exist in Belgium, this measure is essential to encourage companies to donate more, in addition to their surpluses, out of solidarity. We're ready to support this legislative initiative, which will significantly help in the fight against poverty.



## OUR MISSION

# About Us

Goods to Give is a recognised charity working against material deprivation and social exclusion in Belgium since 2013. We collect new non-food products from companies and redistribute them to people in need through a network of more

than 500 charities fighting poverty in Belgium. In doing so, we contribute to the daily support of thousands of people experiencing poverty, and we increase their chances to social (re)integration.

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## Four concrete actions:



1. **Contributing to social (re)integration** – By providing high-quality, new essential products to people facing poverty, we help ease the daily burdens that come with poverty and restore dignity and self-worth to those in need.



2. **Encouraging and supporting companies in developing their CSR policies** – We help companies reallocate their surpluses and make sure the right people get them.



3. **Assisting the environment sustainably by creating a circular economy** – By putting surplus products back into circulation, we help reduce waste and create a more sustainable environment.



4. **Supporting Belgian charities in their mission** – Our network of 500+ charities allows us to know the poverty sector well, identify the needs, and provide effective support to the people in need.

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## A sustainable impact

Goods to Give is committed to four of the 17 United Nations Sustainable Development Goals (SDG's). The SDGs are 17 global goals set to address the world's most pressing challenges by 2030.

Goods to Give contributes to the following objectives:





FIGURES TO REFLECT ON

# A donation that eases needs

## Poverty in Belgium



**+2.1mio**

Belgians (**18.2%** of the population), are at risk of poverty or social exclusion<sup>2</sup>



**1.3mio**

people<sup>3</sup> live below the poverty line with less than **€1,520/month**



**1/10**

Belgians are affected by severe deprivation<sup>4</sup>:

- One in five Belgians cannot pay **unexpected expenses**.
- One in five Belgians can **never go on holiday outside their home**.



<sup>2</sup> <https://statbel.fgov.be/en/themes/households/poverty-and-living-conditions/risk-poverty-or-social-exclusion>

<sup>3</sup> Ibid

<sup>4</sup> <https://statbel.fgov.be/en/news/nearly-one-belgian-ten-suffers-material-and-social-deprivation>

## Continuing to build solidarity

Although poverty rates in Belgium slightly decreased in 2024, the need is just as great. Rising inflation continues to put enormous pressure on vulnerable families and the charities that support them. That is why Goods to Give is tirelessly committed to promoting solidarity and strengthening collective efforts through its partnerships.



We spoke to **Anne Vandevair**, Procurement and Logistics Manager of Caritas International, a humanitarian organisation that assists the most vulnerable worldwide. In Belgium, Caritas

assists and supports migrants and other vulnerable groups, with a strong focus on a personal and people-centred approach.

### What does the partnership with Goods to Give mean for Caritas and the families you help?

Partnering with G2G makes a world of difference to us, but especially to the children and families we support. Thanks to G2G, we can use our resources more efficiently and help more people. One of the most expensive products for us are nappies. As soon as we can get them through Goods to Give, we reserve them immediately for our nurseries and foster families. The same goes for hygiene products and school supplies, items that would otherwise be unaffordable for many families. Toys also play an important role. For children coming out of a crisis, a football or a lunch box with their favourite cartoon character can be familiar and comforting.

Without Goods to Give, we would have to spend a lot on such important basics.

EVERY DONATION IS AN OPPORTUNITY

# A donation with impact

€62mio

in market value  
redistributed  
since 2013

€12mio

in market value  
redistributed  
in 2024

€1mio

non-food products  
redistributed in 2024<sup>5</sup>

More than **1,200**  
different product references



**67%** hygiene and care



**12%** cleaning products



**8%** everything for the home



**4%** school supplies



**3%** clothing and footwear



**2%** sports and toys



**1%** baby care



**1%** nappies



Social grocer, Sint-Agatha-Berchem CPAS  
– Belgium's public social assistance service – 2018

<sup>5</sup> Since 2024, we count redistributed products per **scannable unit** instead of per unit. As a result, the figures appear lower than in previous years, even though the actual impact increases.



## Barometer of needs

We do our best to identify what the key products are for our network of affiliated charities. To do so, we have developed a barometer of needs. Based on input from the charities and an analysis of

the most ordered products on our solidarity web shop, this tool allows us to determine which items are most essential.



Shampoo

190,000  
111,463  
59%



Shower gel

190,000  
44,504  
23%



Detergent

200,000  
43,039  
22%



Cleaning products

140,000  
87,007  
62%



Toothpaste

120,000  
94,426  
79%



Baby care

100,000  
7,601  
8%



Nappies

60,000  
7,568  
13%



Sanitary pads

130,000  
23,607  
8%



Shaving equipment

100,000  
44,700  
45%



School supplies

180,000  
46,016  
26%



Footwear

35,000  
9,790  
26%



Undergarments

200,000  
-  
-

Needs 2024 | [Redistribution](#) | % needs meet

EVERY DONATION IS AN OPPORTUNITY

# A donation with impact



We talked to  
**Violeta Ceambur**,  
Food Aid coordinator  
at the **Mons CPAS**.

**What are your main needs, and how does partnering with Goods to Give contribute to your mission?**

In 2024 alone, we helped nearly 500 people through our social grocers and mobile solidarity shop, and demand continues to rise. People who used to just make ends meet now need support. Thanks to Goods to Give, we can offer products that would otherwise be too expensive. Items such as nappies, detergent, and toothpaste are things that people need every day but that our target group cannot afford in the supermarket. Having access to these products not only gives them financial relief but also a sense of dignity and normalcy. And the icing on the cake: in addition to basic products, they will also find some pampering products, a bonus made possible thanks to Goods to Give.

**What does the partnership with Goods to Give mean for your operation and the families you support?**

Thanks to this collaboration, hundreds of people in Mons gain access to affordable products and have more dignity. Our shops are not only about inexpensive products, they are about respect and human dignity, and Goods to Give plays a crucial role in this.

## The power of solidarity days

At Goods to Give, we believe in the power of collaboration and partnerships. We organise solidarity days so that partner companies can assist in the logistics chain, helping us to make a difference for thousands of people facing poverty. This team-building activity offers employees a unique opportunity to look behind the scenes and sort, repackage and palletise the many donated products for redistribution to charities.

We were very thankful to welcome many motivated teams in 2024, including those from **P&G**, **L'Oréal**, **Henkel**, **Reckitt**, **Pierre Fabre**, **IKEA**, **Turbel**, **Chaussures Maniet**, **Luxus**, **BNP**, **AG**, and **Puilaetco**.



*Amo Alhambra, a centre for youth counselling in Anderlecht - 2024*







*The Priority Banking Wallonia team at BNP Paribas rolled up their sleeves for a day of solidarity in Nivelles – December 2024*



*A motivated L'Oréal team in our Nivelles warehouse during the L'Oréal Citizen Day – July 2024*



EVERY DONATION IS AN OPPORTUNITY

# A donation with impact



*A Henkel team lends a hand at our warehouse – June 2024*

**AG** celebrated its 200th anniversary in 2024! For years, this valuable ally has been an essential link in our pursuit of a solidarity-based society. This year, we had the honour of welcoming two teams to our warehouse in Nivelles.



## Solidarity bridge builder

We've also noticed that an increasing number of our product partners want to go further: they'll accompany us to visit a charity to meet the people they reach through our partnership. These meetings make the commitment tangible and show that every donation makes a real difference to both the poverty organisation and their end beneficiaries.



*P&G visiting Casa Hestia, a shelter for vulnerable families*

In March, we visited the **Casa Hestia** shelter with our long-time partner **P&G**. Like many charities in our network, **Casa Hestia** is struggling with an increased demand for their services. Many large families cannot find affordable housing, especially if they have just arrived in Belgium or if they have been forced to leave their home because it was declared uninhabitable. Together with **P&G**, we found on site that our range of essential products concretely improves daily life in **Casa Hestia**, relieving residents of other burdens so they can better focus on their social (re) integration.







**Laura De Boeck,**  
Sustainability Leader,  
IKEA

*"At **IKEA**, we strongly believe in creating a positive impact on the communities in which we operate. Our collaboration with Goods to Give as a social impact partner aligns perfectly with our mission to improve the daily lives of as many people as possible. Through this partnership, we can donate goods to people who need them as well as avoid waste by giving our products a second life, which aligns perfectly with our CSR strategy on sustainability, local engagement and tackling inequality. It's a real win-win situation!"*



These solidarity days are extremely important for **Goods to Give**, as **Laurence Bounameaux**, who manages the partnerships with donating companies, explains:

*"We're incredibly grateful for the time, energy and generosity of our partner companies. Their gifts, both in products and commitment, are invaluable. We are proud to be the link between companies and charities, and supporting our partners in this commitment inspires and motivates us to continue building a future of solidarity every day."*



**Despina Kamperoglou,**  
Junior Brand Manager  
at **Reckitt** on her  
participation in the  
Solidarity day in  
November 2024:

*"A day at Goods to Give's warehouse was so much more than a team-building exercise; it was a real eye-opener. It made us realise that everyday items like shampoo and hygiene products, which we take for granted, can mean so much to others. At the same time, it made us feel like we can really make a difference. Goods to Give is the crucial link that makes this solidarity possible."*



# A purpose-driven donation

## Transparency and professionalism

Goods to Give guarantees transparent and efficient redistribution of product donations thanks to a professional system of storage, traceability and reporting. With a strong logistics and digital infrastructure, extensive storage capacity and close cooperation with charities across Belgium, we ensure that product partners always know where their donations are going and that every donation always turns into concrete help for people facing poverty.

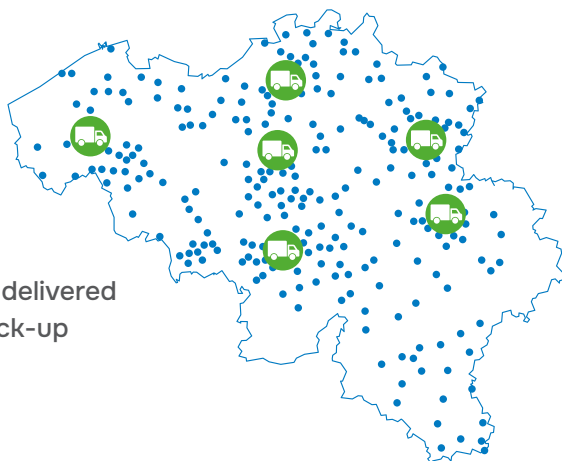
### Redistribution to people in poverty

Charities make sure that the new products reach those who need them the most.



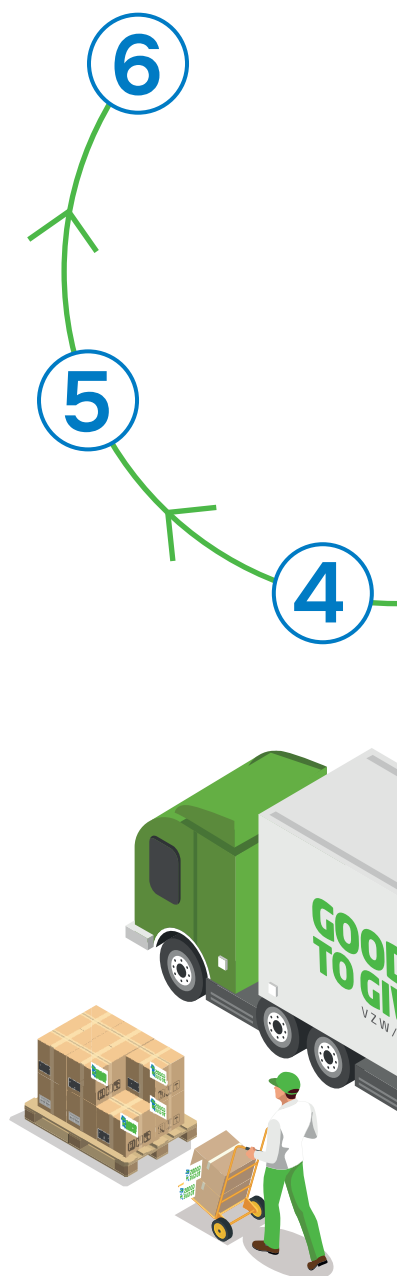
### Flexible delivery

Charities can have their order delivered or collected from one of six pick-up points.



### Bespoke ordering

Charities choose their products according to their needs and pay a small expense allowance.







### Donation of new products

Companies donate new non-food products.

1

2

3



### Logistics storage

Products are registered and stored in the logistics warehouse that has a large storage capacity.



### Available online

Products are made available in the solidarity web shop within a few days.

# A purpose-driven donation

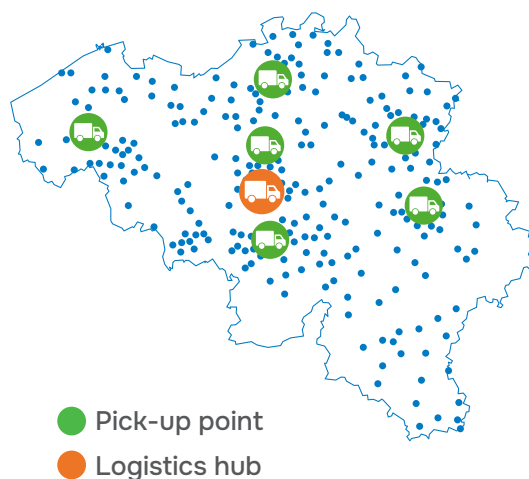
## Solidarity in regional presence

Since it is important for Goods to Give to be close to charities, we have taken significant steps to improve our logistics processes in recent years. A study conducted by **PwC**<sup>6</sup> allowed us to determine where to place pick-up points, considering the distribution of charities across the country. After launching three pick-up points in 2023, three more new locations were added in 2024: Diepenbeek (**Depot Margo**), Liège (**Propac**), and Roeselare (**DVV Midwest**), which gives 90% of the network access to a pick-up point within a 50 km radius.



Watch the video about the opening of our pick-up point in Liège here (in French)

In addition, the local logistics partners were carefully selected based on their role in the social economy. They are adapted work companies, several of which were already active in the centralised distribution of food for charities in their region. Thanks to our cooperation, the logistics process will be a lot easier for many charities, and they can now go to one location for all their supplies.



**Marguerite Desalle**, President of the non-profit association **Saint-Vincent de Paul** in Trooz on the new pick-up point in Liège, inaugurated on 20 March in collaboration with social logistics partner **Propac**:

augurated on 20 March in collaboration with social logistics partner **Propac**:

*"It's really great that we can collect everything from Propac. We save so much time. Every Tuesday and Friday, Goods to Give offers new products on their web-site. I'm there in a flash. And within two weeks at the latest, I can collect my prepared order from this regional pick-up point."*

**1,903** pallets received

**2,109** orders delivered

**1,197** different product references offered

**409** tonnes redistributed instead of destroyed

<sup>6</sup> PwC – commissioned by Goods to Give, 2023.



## New warehouse, familiar faces and big new ambitions

Goods to Give moved to a modern new warehouse in Nivelles in 2024. This is the result of **Soditra Logistic's** take-over of the **Atelier Cambier** logistics, our former logistics partner and a Charleroi-based adapted work company. The improved facilities have allowed us to streamline processes, speed up distribution and improve efficiency. Our regular employees of **Atelier Cambier** have moved with us and are now working in Nivelles for Goods to Give.

On 3 October 2024, Goods to Give celebrated the opening of its new warehouse. Some hundred guests, including **L'Oréal** and many other partners, got a unique look behind the scenes and discovered why our logistics are a crucial link in the mission.



**Sustainability Director Erik Troost of L'Oréal Benelux**, a loyal partner for many years, took this opportunity to emphasise the valuable partnership with Goods to Give:

*"This collaboration made essential products, from cosmetics to hygiene products, available to people who could not otherwise afford them, which is crucial for the self-confidence of people in precarious situations. Our products therefore contribute to their well-being and self-esteem. Together, we've already achieved so much, and we're proud to do our part."*



**Rosaria Delli Santi**, coordinator of Goods to Give activities at **Soditra**

### How would you describe the collaboration between Soditra and Goods to Give?

Our collaboration is smooth and efficient. I am in constant contact with Kaoutar and Jérôme, who manage Goods to Give's logistics with much professionalism. Together, we ensure that donations and orders are processed quickly and optimally so that charities can benefit from them as soon as possible. We can always rely on each other and work together to find solutions when unexpected situations arise. It's a pleasure to work with them. They have real team spirit.

### What motivates you most about working with Goods to Give?

Knowing that our daily work touches the lives of thousands of people in poverty in Belgium gives much satisfaction and pride. Seeing so many quality donations come in, knowing that they're redistributed to charities across the country, makes our impact tangible and even more meaningful.

### What message would you like to convey to companies considering partnering with Goods to Give for product donations?

Don't hesitate to partner up with Goods to Give! Whether it is hygiene, health or cleaning products, school supplies, clothes, shoes or even furniture, Goods to Give is an important partner in solidarity redistribution. Thanks to its network and professionalism, Goods to Give can help any company multiply the impact of donations while simultaneously managing their surpluses sustainably.

## COMMITTED PARTNERS

# A donation that makes a difference



# 53

active product partners



# 12

financial and competence partners

We have two types of partners:

- **Product partners** support us with donations of new non-food products.
- **Financial and competence partners** – companies, foundations and individuals – support us through financial donations or competence patronage.



At Inula Group (Prana-rôm), **Anne-Catherine Baudoux**, Internal Communication and Engagement Manager

### Why collaborate with Good to Give?

Thanks to their simple and effective operational approach. They are experts in analysing the needs arising from livelihood insecurity, which ensures that the redistribution of our products is targeted and impactful. Thanks to their careful follow-up, we can also be sure that our donations reach those who really need them. We can meet the charities that receive our products, which is an added benefit.



### How does this partnership align with your CSR policy?

Managing our unsold goods sustainably is at the heart of our CSR policy. By donating rather than destroying, we avoid waste and give our products a second life. Thanks to our partnership with Goods to Give, this approach takes on real meaning: our surpluses become a lever for solidarity, giving thousands of people in vulnerable situations access to essential products.

### How do you involve employees in the CSR policy, and what role does Goods to Give play in it?

Meaning in work is becoming increasingly important to employees. Thanks to the partnership with Goods to Give, they can actively contribute to this. At the same time, they see for themselves how our company is working towards a more inclusive society. It creates connection within the teams and adds an extra dimension to their daily work.

## It's all in the partnerships

Partnerships are the beating heart of Goods to Give. The more donations we receive, the more we can reach people in poverty across Belgium.

Goods to Give was founded for two main reasons: the great need for help and the annual €102 million<sup>7</sup> of new and unsold non-food products destined for destruction. G2G's unique model makes it possible to bridge this gap and address both problems at the same time.

### Why do companies choose Goods to Give?

- Full traceability of all donated products;
- A network of more than 500 certified charities across Belgium;
- A true bridge builder between the corporate and non-profit sectors, effectively connecting the two;
- Helps companies contribute to Sustainable Development Goal 17 (partnerships for the goals) by building strong, mutually beneficial partnerships.

## Back to School with a Smile - Together against child poverty

In Belgium, one child out of seven grows up in a family at risk of poverty or social exclusion, a reality with far-reaching and lifelong consequences<sup>8</sup>.

Our annual Back to School campaign was created specifically to tackle child poverty so that no child is left out at the start of the school year. Since 2016, and thanks to the generosity of our partners, we have been able to provide thousands of children in Belgium with the essential school supplies they need to start their school year with dignity and confidence.



NASCI, a service centre for children in Schaerbeek - 2017

## Back to school 2024:



# 87k

school supplies collected



# 178

charities reached

This action is made possible thanks to the generosity of our partners **AG** and **BNP Paribas Fortis**.

This year, we were able to count on the support of **Maped**, **Turbel**, **Edding**, **Stabilo**, **ExaClair**, **Adveo**, **Aurora**, **Delhaize**, **Fellowes**, **BIC Belgium**, **AVA**, and **Lyreco** for school products.

Find out here how  
the Back to School  
action 2024 went:



<sup>7</sup> Kearney - commissioned by Goods to Give, 2024

<sup>8</sup> Statbel 2022 - <https://statbel.fgov.be/en/news/growing-poverty>





**Caroline Vergeylen,**  
Project Manager  
- Engagement  
& Sustainability,  
BNP Paribas Fortis:

*"Including young people and children is essential to our strategy. In doing so, we give more than 1,000 families with children a proper school start every year."*



**Alexandra Goeyers,**  
Head of Solidarity, AG:

***"Back to School with a Smile** is much needed for underprivileged*

*children and youth. Without this support, they lack proper, new school supplies. Always carrying or lugging around second-hand stuff is not exactly encouraging. The strength of Goods to Give lies precisely in that added value: new, quality items that contribute to self-confidence and motivation. Our financial support is multiplied through Goods to Give and effectively reaches the non-profit organisations on the ground. A real lever."*

## Supporting partners:

### Financial partners



### Competence partners



## Product partners:



L'ORÉAL



inula  
Pioneers in natural health



Beiersdorf



cortina  
group

icebreaker  
Move to natural



chaussures  
maniet!Luxus



probiotic  
Group



## CHARITIES

# A donation that does good



560

affiliated charities



87

new affiliated charities  
in 2024

Our network extends throughout Belgium and welcomes a wide variety of organisations: shelters, national umbrella organisations, CPASs, regional branches of international NGOs, community associations, and many other types of charities.

### Type of structures

40%

material aid organisations

28%

social grocers

26%

shelters

6%

support centres



**Marie de Harenne**, responsible for managing our social network, sheds light on the sector's motivation and its growing needs in a context where

inflation weighs increasingly heavily:

#### Why do charities join the Goods to Give network?

Unfortunately, financial challenges in the non-profit sector are nothing new. By accessing quality products at a low price, charities can free up resources and focus fully on their core mission.

We need to be aware that some families today face impossible choices: do we pay for our children's school trip or buy laundry detergent? Do we go to the dentist or buy a pair

of shoes? The branded products that reach these people through Goods to Give are a real gift to them. They not only make a tangible difference in their daily lives but also help restore their self-confidence. It's that combination of necessity and inclusion that makes the difference!

#### In 2024, Belgian society is still feeling the impact of high inflation. What does that mean for our partner charities?

The cost of living is rising faster than wages, replacement incomes and subsidies. Like families, charities also have to make do with fewer resources and fewer donations. Yet they try to maintain the same quality of service. Goods to Give helps them do this: our model allows them to make significant savings without sacrificing impact.



## Who can become affiliated with Goods to Give?

Any organisation that meets the following criteria:

- be a non-profit organisation (charity) or a government agency;
- be recognised for its commitment to fighting poverty and social exclusion in Belgium;
- directly distribute products to disadvantaged people.



## Partnerships for greater impact

Goods to Give works closely with a number of companies, including **AG**, and with **Rotary Clubs**, to help them support charities close to their hearts.



The model is simple: each partner - company or **Rotary Club** - chooses one or more charities and organises fundraising activities within its network. The funds raised are converted into vouchers, which the chosen charities can use in the Goods to Give web shop to purchase essential products.

Some clubs, such as the **Interclubs Rotary of Mons Borinage**, even handle the distribution of orders themselves, saving charities a lot of time and resources.

The **Rotary Club in Mons** in action for the region's most vulnerable - read the article here:



## Charities:



And many more ...

## REVENUE MODEL

# A donation with a solid foundation

Goods to Give's revenue model is based on companies donating their non-food surpluses for free, while charities pay a small expense allowance for their orders in the solidarity web shop. In 2024, this averaged 8.1% of the market value of all prod-

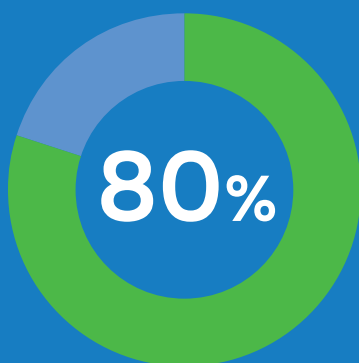
ucts redistributed in a year. We aim for an average of 10%. These solidarity contributions fund the Goods to Give team as well as the storage and redistribution costs.

## Results 2024

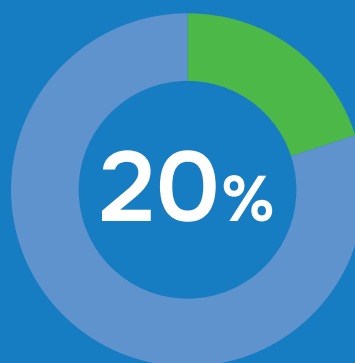


€1.2mio

financial income consisting of:



**solidarity contributions**  
(expense allowances  
from charities)



**financial donations**  
(patronage and  
project financing)



## THE RESULTS

# A donation that counts

In 2024, the cost of running Goods to Give's platform totalled €933k. Once again, we managed to redistribute more products (€12 million in market value), which increased income from redistribution

as well (€973k). Since our expenditures remained under control, we had a large surplus at the end of the financial year (€242k).

### Results 2024 and budget (in €000)

	2023	2024	B2025
Contributions from charities	828	973	1.056
Patronage and project financing	266	241	220
<b>REVENUE</b>	<b>1,094</b>	<b>1,214</b>	<b>1,276</b>
<i>% own revenue</i>	<i>76%</i>	<i>80%</i>	<i>83%</i>
Operating costs (IT, logistics)	-456	-441	-543
Staff costs	-480	-492	-715
<b>COSTS</b>	<b>-936</b>	<b>-933</b>	<b>-1,258</b>
Operating cash flow (ebitda)	158	281	18
Depreciation	-32	-39	-47
<b>RESULT FOR THE FINANCIAL YEAR</b>	<b>126</b>	<b>242</b>	<b>-29</b>

## 2024 balance sheet

Total assets increased from €480k in 2023 to €724k in 2024, an increase mainly explained by an increase in retained earnings due to the positive

result from 2024. There is now €544k in reserves (equity) in liabilities. As for assets, we see a strong increase in liquid assets: €540k in 2024 vs €261k in 2023.

### Balance sheet (in €000)

Assets	2023	2024	Liabilities	2023	2024
Fixed assets	79	92	Equity	303	544
Receivables	140	92	Short-term liabilities	144	167
Liquid assets	261	540	Regularisation accounts	33	13
<b>Total assets</b>	<b>480</b>	<b>724</b>	<b>Total liabilities</b>	<b>480</b>	<b>724</b>

## 2025 budget

Remuneration will increase significantly in 2025, with the team growing from 8 to 10 people. It is an investment decided by the Board of Directors to

implement the ambitious 2025-2027 development programme.





Amo Alhambra, a centre  
for youth counselling in  
Anderlecht - 2024



## THE GOODS TO GIVE TEAM

# A donation that gives energy

At Goods to Give, we embrace the values of well-being, solidarity, diversity, and inclusion in our daily work. By promoting an inclusive culture, we create a strong and committed community, which is reflected in everything we do.

## The Goods to Give team in 2024

- **Laurence Bounameaux** - Corporate Donor Partnerships
- **Marie de Harenne** - Charities network (FR)
- **Cathy De Greef** - Accounting & Administration
- **Virginie Houdmont** - Communications
- **Louise Janssens** - Charities network (NL)
- **Jérôme Merlin** - Logistics & IT
- **Remco Ruiter** - Managing Director
- **Kaoutar Smahi Lmadani** - Logistics



**Virginie Houdmont,**  
Communications Manager, Goods to Give:

*"I started at Goods to Give in October, and what struck me from the start was the professionalism of the organisation and the team. Everyone works extremely hard and is very committed to achieving our mission."*

*We have ambitious growth plans, but above all, we remain a warm and human organisation. Goods to Give's strength lies in its relationships with partner companies, financial partners, our network of charities, ambassadors, and suppliers. They are all treated with the same warmth and respect, which is the real key to Goods to Give's success. A strong and authentic story comes naturally to us. It's every communicator's dream to work here!"*



It is with much appreciation and emotion that we say goodbye to Louise Janssens, who has been passionately involved with Goods to Give for nearly eight years. We wish her all the best in her new professional challenge!



*The Goods to Give team (in April 2025)*

## THE SUPPORT OF VOLUNTEERS

# A donation of precious time

## The volunteers

At Goods to Give, our ambassadors are so much more than volunteers: they are the link between our organisation and the charities. Thanks to their efforts, we know our network inside out and are better equipped to address the needs of the charities and their beneficiaries.

At least once a year, each organisation receives a visit from one of our ambassadors. They listen, ask questions and think actively. Their goal? Supporting the organisations in their region as best as possible to make sure no one lacks anything.



**Dominique Merlin**  
(Antwerp and Brussels):

*"As a Goods to Give ambassador, I get the opportunity to really contribute to a better life for people in poverty. The connecting role between charities, transferring best practices from one organisation to another, and helping to increase impact make this engagement especially valuable."*

## Our volunteers in 2024

- **Aline Donck** (Audit)
- **Carina Rooselaers** (Reporter)



Our volunteers in march 2025

## Our ambassadors in 2024

- **Dirk Cardoen** (West Flanders)
- **Frank Verzele** (East Flanders)
- **Evelyne Marsily** (Antwerp)
- **Dominique Merlin** (Antwerp and Brussels)
- **Anne-Michèle de Halleux** (Brussels)
- **Catherine Halluent** (Walloon Brabant)
- **Raymond Halluent** (Walloon Brabant)
- **Eddy Vanhorebeek** (Charleroi/Walloon Brabant)
- **Guy Turchet** (Charleroi)
- **Philippe de Bonhome** (Namur)
- **Cécile Gallez** (Tournai)
- **Jean-François Gallez** (Tournai)
- **Dany Drion** (Liège)
- **Patrick Maurissen** (Liège)
- **Marie-Claire Grimonster** (Luxembourg)
- **Philippe Steyaert** (Luxembourg)



THE BOARD OF GOODS TO GIVE

# A well-managed donation

## Board of Directors



**Dominique  
de Ville de Goyet**  
Chair



**Brigitte Bekaert**  
Vice-Chair



**Laurent-Paul  
Van Steirtegem**  
Vice-Chair



**Sabine Caudron**



**Yves d'Audiffret**



**Philippe de Bonhome**



**Nathalie De Greve**



**Benoît Nachtergaele**



**Hughes Terlinden**



**Matthieu Soubry**



*Hair saloon at Episol, a social grocer in Brussels - 2021*

## General Meeting

In addition to the directors, the General Meeting consists of the following members:

- **G rard de Laminne**
- **Jacques-Etienne de T'Serclaes**
- **Nathalie de T'Serclaes**
- **Jacquelin d'Oultremont**
- **Isaline Descl e**
- **Michel Eeckhout**
- **Roland Vaxelaire**
- **Luc Vlaminck**

## Honorary Goods to Givers

- **William Blomme**, Director
- **Philippe de Buck van Overstraeten**, Honorary CEO of Business Europe
- **Bruno de Cartier**, Director
- **Luc de Tillesse**, CEO of The Crew
- **Heidi Delobelle**, CEO of AG
- **Victor Delloye**, Managing Director Charles-Albert Fr re Foundation
- **Dominique Michel**, CEO of Comeos
- **Maarten Rooijakkers**, CEO of Capital at Work
- **Stefan Sablon**, Lawyer
- **Thierry Smets**, CEO of Les Petits Riens
- **Michel Tilmant**, Director and Chairman of Capital at Work
- **Nathalie van Hoorebeek**, ACR Partner EY

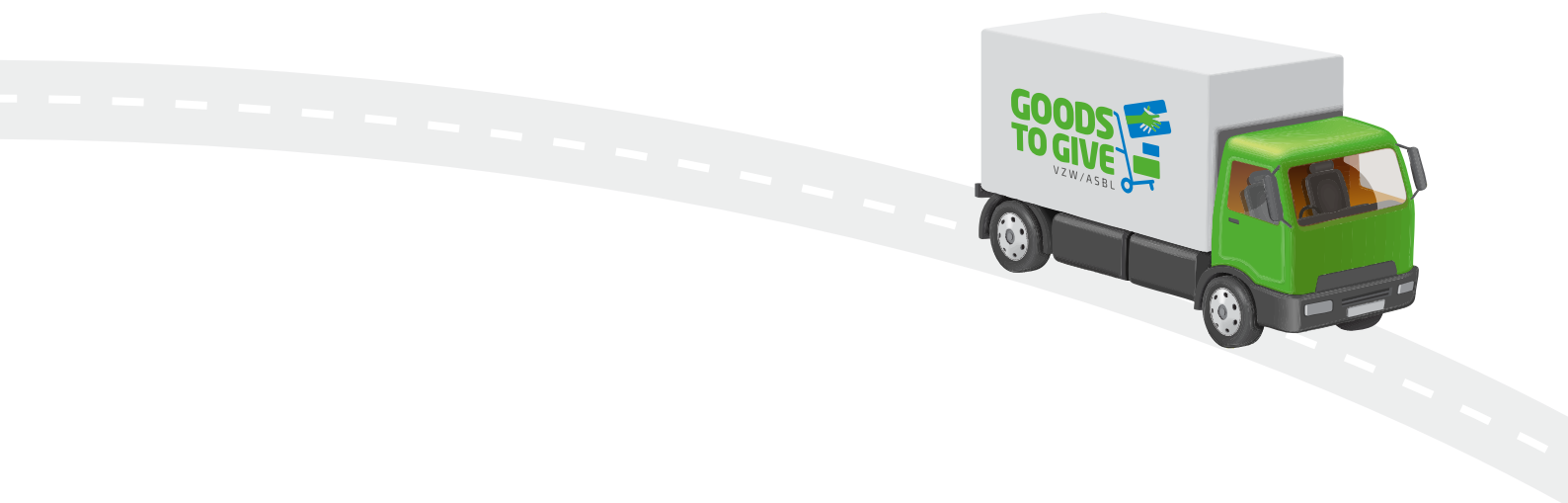




**A BIG THANK YOU**  
**to all our partners!**



*AMO Alhambra,  
a centre for youth counselling  
in Anderlecht - 2024*



## Sources

- Kearney – commissioned by Goods to Give, 2024 (for internal use only)
- PwC – commissioned by Goods to Give, 2024 (for internal use only)
- Statbel
- Statistics Flanders

## Photo credits

- Frédéric Raevens Photography
- Goods to Give

## Design & production

- The Crew Marketing & Communication Agency



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### Would you like to make a donation?

You can do so through the Friends of Goods to Give account  
at the King Baudouin Foundation.



Ce Rapport d'Impact est également disponible en français.  
Dit rapport is ook beschikbaar in het Nederlands.