



A donation that counts.

2025 IMPACT REPORT



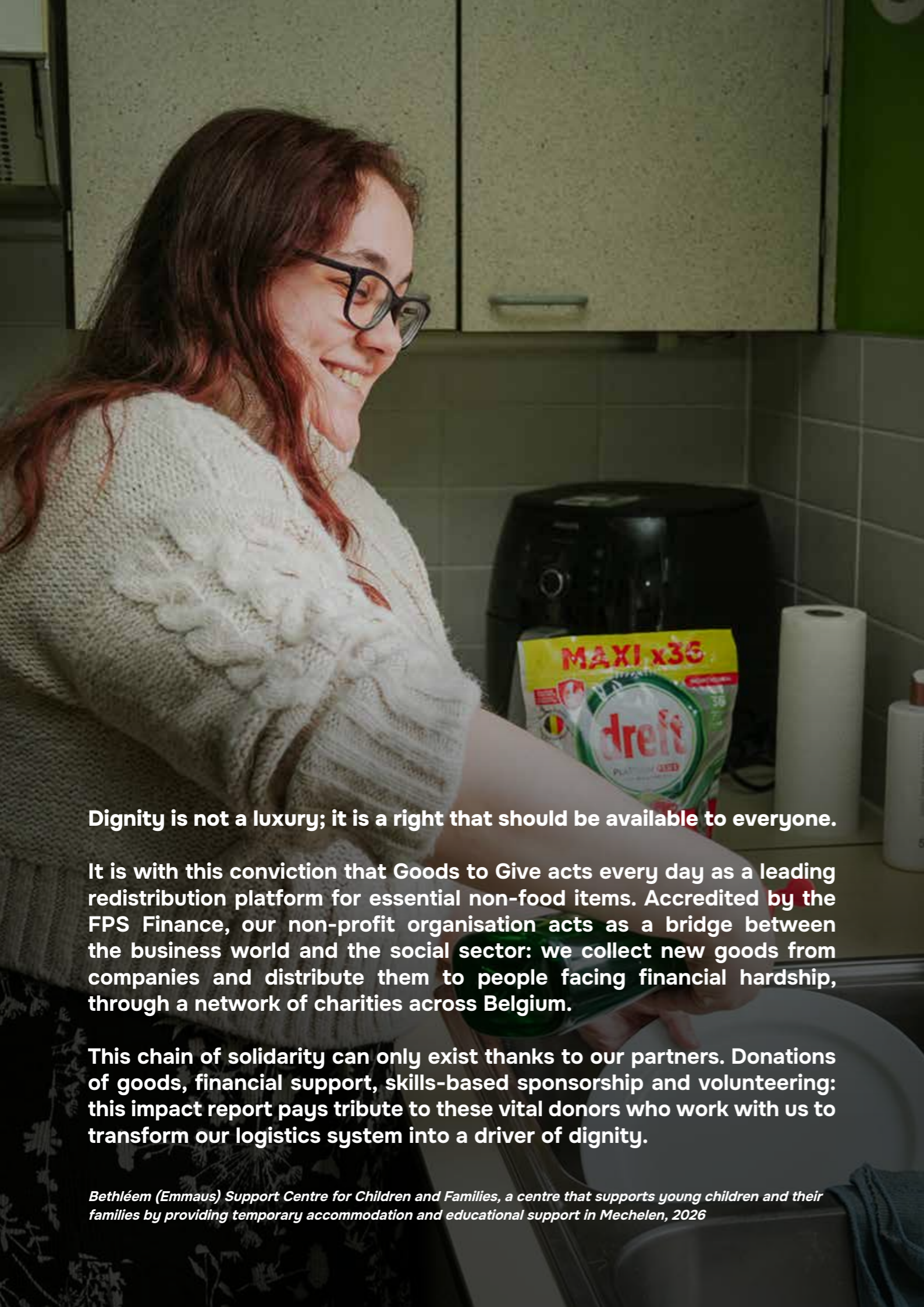
*NASCI, a service centre for children
in Schaerbeek, 2025*

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*Cover: Sociaal Winkelpunt,
a social supermarket in Deurne, 2019*



Dignity is not a luxury; it is a right that should be available to everyone.

It is with this conviction that Goods to Give acts every day as a leading redistribution platform for essential non-food items. Accredited by the FPS Finance, our non-profit organisation acts as a bridge between the business world and the social sector: we collect new goods from companies and distribute them to people facing financial hardship, through a network of charities across Belgium.

This chain of solidarity can only exist thanks to our partners. Donations of goods, financial support, skills-based sponsorship and volunteering: this impact report pays tribute to these vital donors who work with us to transform our logistics system into a driver of dignity.

Bethléem (Emmaus) Support Centre for Children and Families, a centre that supports young children and their families by providing temporary accommodation and educational support in Mechelen, 2026

KEY FIGURES

2025 at a glance

 **€10.6m**
in market value
of redistributed
non-food products

 **1.1m**
non-food products
redistributed

 **601**
affiliated charities

 **472k**
people supported
by our partner
network

 **55**
product partners



Opening of our new warehouse at Soditra Logistic in Nivelles, 2024

Interview with the Chair and the Managing Director

Beyond the numbers lies a shared vision. **Dominique de Ville** and **Remco Ruiter** sit down to a joint interview to unpack the key challenges facing Goods to Give. Together, they look back on a year of challenges and outline a future in which solidarity and impact go hand in hand to ensure that dignity is not a luxury.

In your view, what were the key highlights, successes and main challenges for Goods to Give in 2025?

DdV: Above all else, I will remember one strategic decision we made: strengthening our foundations. By the end of 2024, our team of seven was working under too much pressure. In 2025, we increased our workforce to nine employees. It's a bold financial investment, but an essential one: it enables each key role to be fully invested in and restores the team's creative potential, going far beyond day-to-day management. This way, we are building a solid foundation for the future.

RR: 2025 was a year of strategic consolidation. On the positive side, the team has grown, and major new partners such as Haleon have come on board of their own accord. We have also stepped up our dialogue with those on the ground through our community breakfasts and an evening event that brought together our Goods-to-Givers community. At the same time, we undertook a major digital transformation with our IT migration. Although this project required a great deal of effort, it was essential for modernising our processes. Now, with a solid structure in place, we are ready to ramp up our impact.

For over 13 years, Goods to Give has been acting as a bridge between businesses and charities. What sets you apart and gives you credibility in the eyes of your partners?

DdV: Our strength lies in our pragmatic approach: we offer donor companies a free, efficient logistics solution that meets their own high standards. By

acting as a professional and transparent trusted third party, we remove the operational barriers to donating. It is this ability to turn a spirit of solidarity into a smooth and secure logistics flow that underpins our lasting credibility, both within the private sector and the non-profit world.

The private sector has a strong incentive to minimise unsold stock. How does Goods to Give anticipate these developments to ensure its social impact?

DdV: The 'zero surplus' target is a legitimate ambition, but how a company manages these surpluses says a lot about its community engagement. Selling surplus to discount retailers or destroying it runs counter to any meaningful CSR ambitions. At Goods to Give, we show that giving is about much more than just stock management: it is a social choice that directly supports local communities.

RR: We are diversifying our supply sources to safeguard our long-term impact. In addition to the standard recovery of unsold stock, we are exploring avenues such as solidarity-based procurement, or product donations through marketing campaigns run by partner companies. By also encouraging donations of commercial stock, we are implementing a range of simultaneous strategies to increase the volume of goods distributed and meet growing demand.

New rules have recently been introduced regarding the eligibility of unemployment benefits. What impact do you anticipate this will have on the demand from social enterprises?

RR: Although it is too early to gauge the full impact of this reform, there is genuine concern. It is estimated that around 180,000 people could be affected. When poverty indicators worsen, single mothers and their children are the first to be affected. And if these fears prove to be true, we will face a significant increase in demand

for material aid, which will further heighten the urgency of our efforts.

Have you noticed a shift in companies' commitment to social impact?

DdV: We are witnessing an irreversible shift in awareness: companies can no longer ignore the society in which they operate. Their customers and employees demand genuine commitment. Going beyond mere 'value creation' is no longer an option; those who cling to old ways of thinking risk being viewed as out of touch with today's challenges.

RR: The situation is complex, and marked by a scaling back of sustainability ambitions and highly optimised inventory management, which does not make our task any easier. However, the driving force behind Goods to Give has always been human connection. Our ambassadors at our partner charities are our greatest allies. To strengthen commitment, social impact must be integrated into a company's overall strategy rather than being treated as a peripheral issue.

If you were to look ahead three years, what would Goods to Give need to increase its impact?

DdV: In one word: products! There remains a huge gap between what we redistribute and the actual volume of unsold stock in Belgium. Our mission is to let every business know that there is a secure and free solution for their unsold stock. We now need to raise our profile among new groups of donors in order to boost contributions.

What has struck you the most this year in the testimonies from the field?

DdV: The end of certainties. We live in a world where even public institutions are faltering. Financial hardship is closer to home than we care to admit. This is a wake-up call: in the face of this instability, corporate engagement is the essential foundation for rebuilding social cohesion.

RR: The faces behind the statistics. I think of that mother of two teenagers, for whom simply being able to 'do the shopping' with dignity is a daily struggle. Her story reminds us of the urgency of our mission, in the face of what is sometimes a glaring lack of empathy in society. Now more than ever, we must champion solidarity so that everyone, no matter how vulnerable, feels supported and respected.



Remco Ruiter, Managing Director, and Dominique de Ville, Chair of Goods to Give, 2026

OUR MISSION

About us

Goods to Give is a non-profit organisation that has been working to combat material deprivation and social exclusion in Belgium since 2013.

Our Vision – Dignity is not a luxury; it is a right for all.

Our Mission – To act as a bridge between businesses and charities to improve access to essential non-food items for people in poverty, through donations and solidarity-based procurement.

Our strategic levers



1. Supporting dignity and reintegration – Providing access to new essential goods to make daily life easier and restore self-esteem.



2. Strengthening the social sector – Identifying the priority needs of our 600+ partner organisations in order to provide them with targeted logistical and material support.



3. Supporting corporate social responsibility – We help companies to redistribute their unsold stock in a socially responsible manner, ensuring that it reaches the intended beneficiaries.



4. Preserving environmental resources – Combating non-food waste by reintegrating products into a useful consumption cycle.

Contributing to global goals

Goods to Give supports four of the United Nations' 17 Sustainable Development Goals, which aim to tackle the most pressing challenges by 2030.



THE VALUES OF GOODS TO GIVE

Our 5 commitments

Empathy is the central theme behind our commitment. It brings our five core values to life, ensuring coherence and effectiveness in our fight against poverty in Belgium.

Solidarity – Making sharing easier

At Goods to Give, solidarity means bridging the gap between the business world and the social sector. Our role is to facilitate the donation of available resources so that they can benefit those most in need.

Dignity – Fostering self-worth

The fight against poverty starts with respect. We firmly believe that access to new, high-quality products helps restore the dignity and self-image of anyone experiencing financial hardship.

Accountability – Honouring the trust placed in us

Every donation is a commitment. We ensure that every item entrusted to us is used exclusively to tackle poverty in Belgium, in line with our donors' wishes.

Effectiveness – Maximising impact

Performance that puts people first. We invest in our logistics infrastructure to ensure that every donation is put to good use and meets the needs of the most disadvantaged people.

Transparency – Ensuring full traceability

Transparency is the cornerstone of our partnerships. We guarantee full traceability to our partners by informing them which organisations have received which products.



NOTEWORTHY FIGURES

A donation that eases needs

Poverty in Belgium

 >1.9m¹

Belgians, or 16.5% of the population, are at risk of poverty or social exclusion

 €1,565

The monthly poverty line for a single person. A sum that quickly disappears under fixed costs

 1/10

Belgians are living in a situation of severe material and social deprivation

 5.1%

of Belgians say they have been unable to pay their bills on time (rent, energy, water, etc.)

This figure rises to 9.6% for single-parent families.

A silent and growing vulnerability

While the overall statistics suggest a decline in poverty compared with previous years, they mask a more complex reality. Poverty is not limited to total exclusion: it also affects low-wage workers, single-parent families, pensioners and students.

With the rising cost of living, many households are seeing their balance shift. Poverty therefore forces people to make heart-wrenching choices: once the rent and bills have been paid, hygiene products often become the first thing to be cut. In this situation, access to new essential goods is not a luxury, but a vital means of maintaining one's dignity and social inclusion.

Vulnerability profiles in Belgium

- **Single-parent families (28.1% of subjective poverty):** everyday trade-offs where buying a cleaning product competes with their children's wellbeing.
- **Single people (20.5% of subjective poverty):** a silent insecurity with no safety net, where every unexpected expense becomes a risk of falling into destitution.
- **Pensioners (12% of subjective poverty):** a period of financial turmoil that can lead to social isolation out of a sense of shame.
- **Students:** young people who sacrifice their basic needs for the sake of their studies – an unseen reality that weighs heavily on their success.
- **Persistent exclusion:** the long-term unemployed or those from migrant backgrounds, for whom access to new opportunities is a powerful sign of inclusion.



Chantal Hernould,
Chair of the Board,
Tele-Dienst Asbl,
Antwerp

“As a food and distribution centre recognised by the City of Antwerp, Tele-Dienst supports nearly 1,000 people every year. In recent months, we have been facing a devastating squeeze: while financial insecurity is becoming a long-term reality for many families, public funding – whether from the European Union, the federal government or local authorities – is being drastically cut back.

The gradual withdrawal of public authorities from providing emergency material aid and refugee aid is putting increasing pressure on charities such as ours. We are seeing an influx of new users, often referred to by public welfare services that can no longer meet the demand directly. In light of these widespread shortages, maintaining the quality of our aid is becoming a daily challenge.

This is where our partnership with Goods to Give becomes vital. While the European programme to combat material deprivation no longer allows for the provision of non-food items, being able to include good-quality shower gel, toothpaste or sanitary products in our packages is not a luxury, but a necessity. Without this support, these essential products would simply disappear from our range. Goods to Give is more than just logistical support; it gives us the means to uphold the dignity of the families we support in the heart of Antwerp.”



Céline Nieuwenhuys,
Secretary General,
Federation of Social
Services (FdSS)

“Social services are facing increasing pressure nowadays. Teams are having to deal with increasingly complex situations, while their human and financial resources are struggling to keep up. It is easy to imagine how difficult it must be, for example, for someone working in a housing support service not to have any housing solutions to offer the people they are helping. This gap between our mission and our resources is a source of frustration and attrition that frontline staff know all too well.

In this context, services need practical, pragmatic support based on trust; support that does not add to their administrative burden, but enables them to take action where the needs are most pressing. Initiatives such as Goods to Give really come into their own here. Thanks to this practical support in the form of essential non-food items, the teams organising the distribution of parcels actually have enough to fill them and provide direct assistance to those in need. This ability to respond immediately to essential needs eases the daily workload of social services, as well as the reality faced by those receiving support.

Goods to Give is not a structural solution to inequality – but which service is? Its strength lies in the practical support it provides on the ground and in its ability to connect businesses and charities, leveraging a valuable network of partners.”

¹ All figures are taken from Statbel reports: <https://statbel.fgov.be/en/themes/households/poverty-and-living-conditions/risk-poverty-or-social-exclusion> and <https://statbel.fgov.be/en/themes/households/poverty-and-living-conditions/material-and-social-deprivation>

The Barometer of Needs: driving impact through data

To meet the specific needs of our network, we have developed a Barometer of Needs. By combining feedback from the field from 600 charities with an analysis of orders placed on our solidarity web

shop, this tool enables us to identify essential items and focus our collections on what really makes a difference to our beneficiaries.



Needs 2025 | Redistributed | % of needs met

EVERY DONATION IS AN OPPORTUNITY

A donation with impact

€72.6m

in market value
redistributed since 2013

€10.6m

in market value
redistributed in 2025

1.1m

non-food products
redistributed in 2025

1,499

different product codes

- 73% hygiene and personal care
- 7% homeware
- 6% school supplies
- 5.5% cleaning products
- 5% nappies
- 2% clothing and footwear
- 1% baby care
- 0.5% sports and toys



Berchem-Sainte-Agathe Public Social Assistance Service, 2018

BACK TO SCHOOL

A donation for a great start to the school year



Since 2016:

€321k

invested in school supplies

409k

school supplies distributed to children in need

In 2025:

57.6k

school supplies distributed

161

charities supported

€1 donated

= €6 worth of school supplies redistributed

In Belgium, **13.8% of children under 16²** experience material deprivation that affects their daily lives. Behind this figure lies a harsh reality: for these families, the start of the new school year is a financial stress rather than a fresh start.

The **'Back to School'** campaign was launched to break this cycle. Since 2016, our mission has been clear: to ensure that every child starts the school year with new, high-quality school supplies that are perfectly suited to their needs.

We operate through a two-pronged approach to solidarity:

Donations of goods

We turn unsold new stock into opportunities for children.

Financial support

This allows us to customise kits to meet specific local needs.

This model has already won over several socially responsible companies that have come together around a shared goal: to give children from disadvantaged backgrounds a smooth start to the school year. Their commitment is often boosted by fundraising campaigns among their employees.

In 2025, we were once again able to count on the valuable financial support of:



Maped, PBS, Cortina, Eastpak, Turbel, AVA, Edding, Stabilo, Enfant Terrible, NV, All Sport and Fellowes have generously donated school supplies.

<https://statbel.fgov.be/en/themes/households/poverty-and-living-conditions/focus-living-conditions/material-deprivation>



Alexandra Goeyers,
Head of Solidarity, AG

"At the fourth edition of our annual Winter Market, more than 1,500 colleagues came together and raised €18,609, all of which was donated to Goods to Give.

Solidarity is at the heart of who we are, and every year our staff enthusiastically get involved in supporting Goods to Give. After many years of partnership, we see every day just how vital Goods to Give's work is and the real impact it has – a commitment we are proud to support."



Saliha Berhili,
Volunteer, Hoop Al-Amal asbl, Antwerp

"At school, inequalities often become apparent from day one. Since joining the Goods to Give network and thanks to the annual Back to School campaign, we have been able to provide children in need with new school supplies and help them fully enjoy the run-up to the new school year.

On this day, the children choose their school bags and pack them themselves. It's more than just a donation: we want them to enjoy this everyday experience of choosing their own school supplies, just like any other child.

Through this event, we are telling them: 'You're just like any other student.' It's that sense of belonging that matters so much."



Scan this QR code to watch our Back to School 2025 video



Hoop Al Amal, a charity that supports people in need by distributing essential items and providing social support, Antwerp, 2025

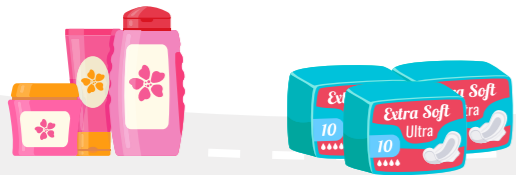
A gift that builds connections

CHARITIES

A trusted network, a certified impact

Goods to Give's strength lies in the careful selection and regular monitoring of our partners. To honour our commitments to businesses, we go beyond mere vetting:

- **Approval & Articles of Association**
Prior to any affiliation, we carefully review its articles of association to ensure that donations are used in a fully transparent and appropriate manner.
- **Field audits**
Every year, with the support of expert volunteers, we carry out operational audits to ensure that the products go exclusively to people in need.
- **Professionalisation**
These discussions help to identify areas for improvement to enhance the effectiveness of frontline charities.



Eddy Vanhorebeek,
Ambassador,
Charleroi and Walloon
Brabant

“Every visit to a charity is a key moment for both parties: an opportunity to take stock, discuss their projects, clarify their needs and identify potential improvements to our logistics. This regular monitoring is central to our role as ambassadors and to our effectiveness as an organisation.

These visits highlight some wonderful successes made possible by our partnership, but also initiatives that are held back by a lack of resources, reminding us that we cannot be everywhere at once. Every encounter is therefore a positive experience, and what greater reward could there be than to have our efforts recognised, with resources we have!”

Ambassadors: the heart of our network

Much more than just volunteers, our 17 ambassadors are the vital link between the field and our staff. Each partner charity has direct contact with its dedicated ambassador once a year. As the true gauges of regional priorities, they ensure that our material support is used as effectively as possible.

A bridge between two worlds

We encourage our donor partners to go beyond simply providing logistical support. In 2025, companies such as **P&G, Pranarom, Maniet, Pierre Fabre and Beiersdorf** went out to meet charities on the ground. These points of interaction give solidarity a human face: the commitment becomes tangible and the impact is real.



Pranarôm (Inula Group) visits La Fermette, a children's residential care home in Ath, 2025



P&G visits the Ilôt shelter in Brussels, 2025

PARTNER COMPANIES

Transparency at the heart of our relationship

At the start of each year, we provide our partner companies with a **personalised Impact Report**. Much more than just a set of figures, this document is a tangible reflection of our commitment to **100% traceability**.

This allows each donor to see exactly where their donations have gone: which charities have been supported and how much has been distributed. In addition to the figures, this review also provides a valuable opportunity to engage in a dialogue with our partners, to analyse the past year and to outline the direction of our future collaboration together.

Understanding the realities of our partners

Because our partners are the driving force behind our mission, in 2025 we delved into our partners' **distribution and production centres** in order to gain a better understanding of their operational limitations, their logistical challenges, and their priorities when it comes to sustainability and corporate social responsibility.

This close relationship enables us to develop effective partnerships that are tailored to their needs and align with their CSR commitments – a genuine win-win situation, where every surplus becomes an opportunity to create a greater impact for everyone.

To this end, we visited the **IKEA, Maniet, Essity and Pranarôm** sites in 2025.



Goods to Give visits the Pranarôm (Inula Group) distribution centre, 2025



Raquel Smolders,
Director of Corporate Communications,
P&G Belgium & Netherlands

“Our partnership with Goods to Give fits perfectly with our mission: to make a positive impact on people and communities. The enthusiasm and professionalism of their team make working with them not only effective, but also inspiring for us and our staff. What’s more, Goods to Give offers a sustainable and responsible solution for donating our unsold stock to charitable causes.”

What makes this partnership particularly valuable is its tangible social impact: our products benefit hundreds of organisations that provide direct support to vulnerable families. During our visit last year to Deelpunt, a social supermarket in Wetteren, we saw just how essential basic hygiene products are for people living in poverty. These initiatives demonstrate our commitment to social responsibility and boost our teams’ sense of pride.

For P&G, community impact is a core value. Thanks to Goods to Give, we are achieving this ambition in a systematic and measurable way. That is why Goods to Give has been our go-to CSR partner in Belgium for years, and we are committed to continuing this partnership – they are now an integral part of the P&G family.”



Erik Troost,
Sustainability Director,
L’Oréal Benelux

“At L’Oréal, we believe that access to hygiene and beauty is a fundamental right and a means of fostering dignity and self-esteem. Our long-standing partnership with Goods to Give lies at the heart of our ‘L’Oréal for the Future’ initiative.”

For me, this partnership goes beyond a simple donation scheme: it creates a professional, transparent and high-impact link between our products and the 472,000 people supported each year by the Goods to Give network in Belgium. By distributing our high-quality unsold products through their network of over 600 organisations, we are helping to reduce waste while providing essential care to those who need it most.

Goods to Give is an indispensable partner, turning our social ambitions into a tangible, everyday reality, and reinforcing our belief that beauty can – and must – be a driving force for inclusion.”





Solidarity Days: at the heart of what we do

At Goods to Give, we believe in the power of shared commitment. That's why we organise Solidarity Days, turning corporate support into a tangible human experience.

These team-building sessions offer staff a unique behind-the-scenes experience. By playing an active role in the supply chain – sorting, packing and palletising – they gain an insight into the day-to-day reality of the workplace and the value of the products being distributed.

We are deeply grateful to the many teams, including those at **Beiersdorf**, **L'Oréal**, **P&G**, **Pierre-Fabre**, **BNP Paribas**, **NGroup** and **Puilaetco**, who lent a helping hand to our mission in 2025.

Comeos explores our operations in Nivelles

On 20 November 2025, **Comeos**, the federation that represents the retail and service sectors in Belgium, visited our warehouse in Nivelles with several members of its sustainability committee. This visit helped to strengthen our ties with the retail sector and to demonstrate our practical approach to sustainability and solidarity.



Colombine de Vivar,
E-Key Account Manager,
Dermocosmetics & Personal Care, Pierre Fabre

“On 16 September 2025, we spent a day sorting donations at the Goods to Give warehouse with several colleagues from Pierre Fabre. What struck me most was seeing first-hand what happens to our donations: boxes of products we know inside out, all sorted for people in need. Behind every product, we picture a real person with a specific need.

We have also prepared some ‘treat’ products to add a surprise, a smile and a feeling of being cared for. This day brings Pierre Fabre’s mission to life: ‘Every time we care for a single person, we make the whole world better.’ While we usually experience this through our brands and partners, we experienced it first-hand by getting involved in this chain of solidarity ourselves.

Thank you to the whole team at Goods to Give for enabling us to measure the tangible impact of our donations.”



The Nostalgie team came to lend us a hand in putting together special Mother's Day kits, 2025



A motivated team from Pierre Fabre rolled up their sleeves for a day of community action at our warehouse, 2025



An enthusiastic P&G team at work in our warehouse, 2025

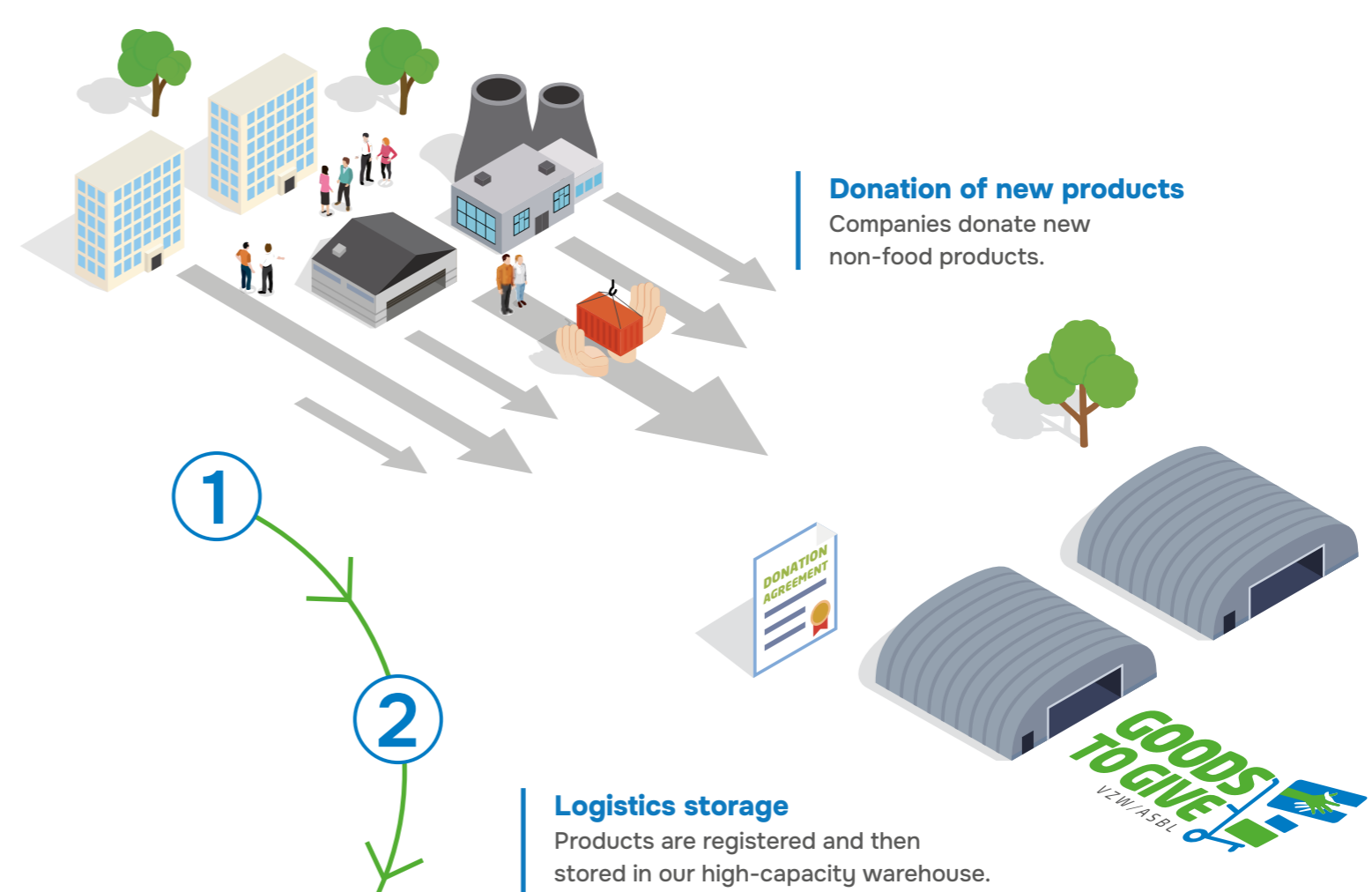


A great atmosphere at our warehouse in Nivelles with a team from Beiersdorf, 2025

A purpose-driven donation

Transparency and professionalism

Goods to Give ensures the transparent and efficient redistribution of product donations through a professional system of storage, traceability and reporting. Backed by a robust logistical and digital infrastructure, extensive storage capacity and close collaboration with charities across Belgium, we ensure that our product partners always know where their donations are going and that every donation is always converted into tangible help for people facing poverty.



Donation of new products

Companies donate new non-food products.

Redistribution to people in need

Charities ensure that new goods reach those who need them most.



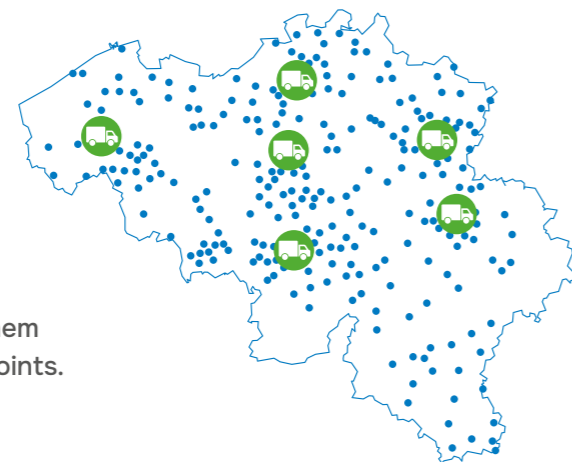
Logistics storage

Products are registered and then stored in our high-capacity warehouse.



Flexible delivery

Charities can have their orders delivered, or collect them from one of the six pick-up points.



Customised orders

Charities choose their products according to their needs and pay a contribution towards the costs.



Products go online

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





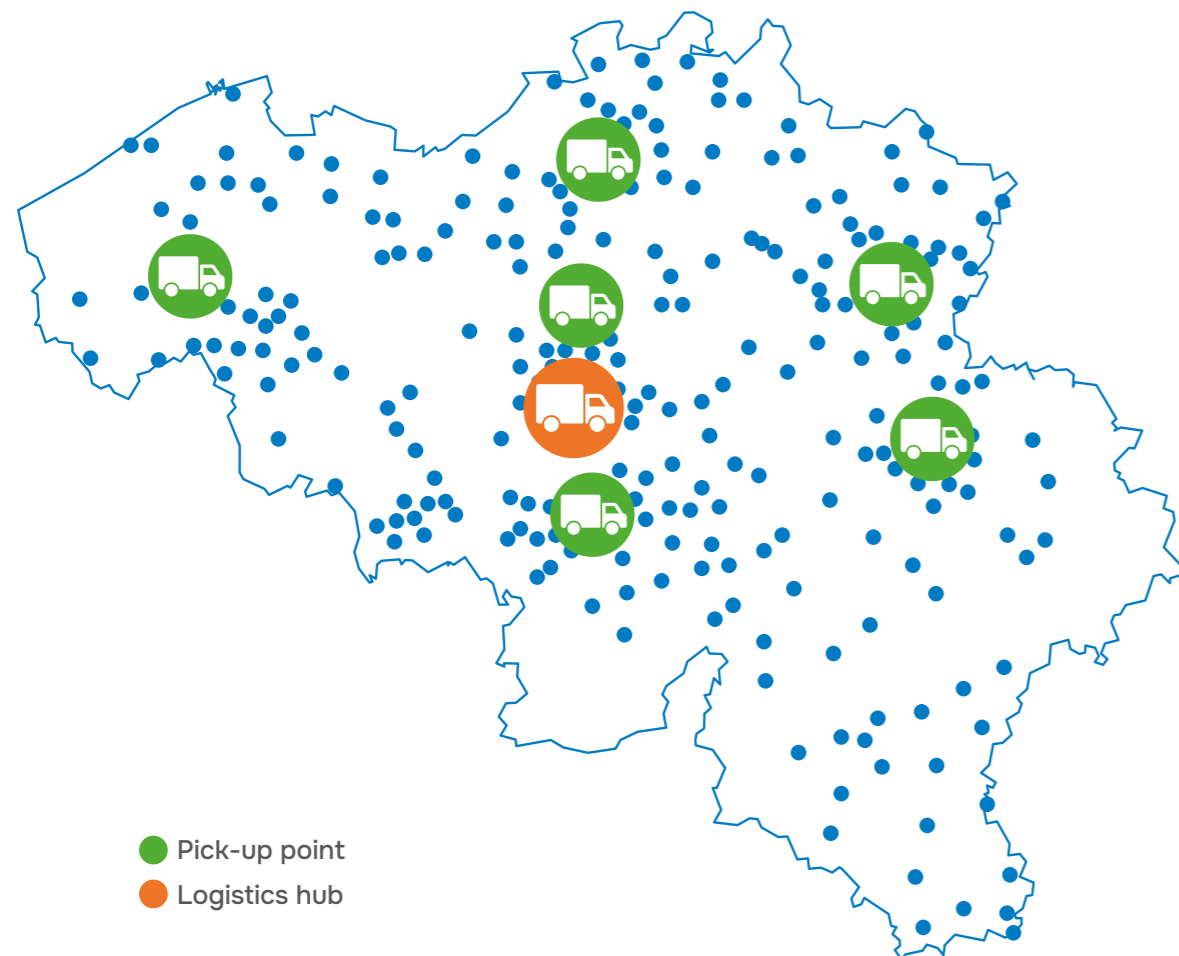
Optimised logistics

Our model simplifies the complexities of logistics: a single donation today supports **more than 600 social enterprises** across Belgium.

In 2025, we **upgraded our ERP system Odoo** and integrated a tool specifically designed for receiving donations, thereby improving product traceability and the efficiency of our supply chain. At the same time, **an in-depth analysis of our logistics processes**, carried out in collaboration with a consultancy firm, has enabled us to optimise our operations in two key areas: streamlining the receipt of donations and maximising our warehouse's storage capacity.

A regional presence designed for social enterprises

To support charities, we need to ensure maximum accessibility. Thanks to our **6 pick-up points**, the vast majority of our network can access their supplies within a **50 km radius**, thereby significantly reducing transport costs and travel time for volunteers.



Logistics in figures

 **1,663**
pallets received

 **2,080**
orders delivered

 **1,499**
different product references offered

 **373**
tonnes redistributed instead of being destroyed



A new delivery of Goods to Give arrives at 'T Verzetje, a charity that supports disadvantaged people. Essential goods brought closer to those in need, 2024

COMMITTED PARTNERS

A donation that makes a difference

 **55**

active product partners

 **12**

financial and competence partners

A strong alliance: transforming surplus into solidarity

The Goods to Give model is based on a firm belief: no single organisation can tackle poverty on its own. Our work is based on two mutually supportive pillars:

- **Product partners:** manufacturers and distributors who entrust us with their unsold new stock so that we can give it a second life through charitable initiatives.
- **Financial partners and competence partners:** companies, foundations and individuals who boost our capacity for action through financial donations or skills-based sponsorship.

Why partner with us?

Partnering with Goods to Give means choosing a strategic partner that offers:

- Full traceability
- A certified impact
- Logistics performance
- A way to uphold the UN Sustainable Development Goals



Sophie Maisier Compagnon, Government & Corporate Affairs Lead, Haleon

“Our partnership with Goods to Give enables us to tackle hygiene poverty in Belgium by ensuring that vulnerable groups have access to essential health and personal care products. Thanks to the Goods to Give network of beneficiaries, in 2025 we were able to make an initial donation of over 178,000 oral care and cosmetic products from our best-known brands, including Sensodyne and Parodontax.

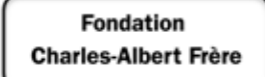
At Haleon, our mission is to improve everyday health with a human touch. By redirecting products nearing their use-by date to those who need them most, our partnership with Goods to Give combines social impact with responsible management. It also marks the start of a long-term partnership aimed at making everyday healthcare more accessible, in line with our core values.”

Product partners



Supporting partners:

Financial partners



Competence partners



'It's Good to Connect' Evening: an inspiring and supportive gathering

In October 2025, Goods to Give organised a unique event, called It's Good to Connect, with financial partners, charities, businesses, Rotary clubs and friends of Goods to Give in attendance.

Much more than just a get-together, this evening gave guests the opportunity to exchange a wealth of practical ideas aimed at making Goods to Give's work even more widespread and effective, whether through new partnerships, innovative logistics solutions, or communications campaigns to raise our profile.

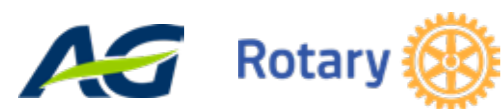
This event strengthened our ties with our partners and demonstrated just how much we can count on our committed, inspiring and supportive community. One thing was clear: together, we are stronger!



Scan this QR code to watch the 'It's Good to Connect' video

Partnerships that create a tenfold impact

Goods to Give works with businesses and Rotary clubs to support charities close to their hearts. Partners encourage their networks to collect donations, which are then converted into solidarity vouchers.



These vouchers enable charities to access essential products via Goods to Give's solidarity web shop, where only a solidarity contribution – on average 10% of the product's market value – is required.

So, a basket containing €150 worth of products in-store works out at around €15, which means that **every euro donated has up to 10 times the impact** for charities.



Goods to Give taking part in AG Sustainability Day, 2025



The 'It's Good to Connect' evening in October 2025: a chance to grow our relationships

CHARITIES

A donation that does good

601
affiliated charities

73
new affiliated charities in 2025

Our network extends throughout Belgium and welcomes a wide variety of organisations: shelters, social supermarkets, national NGOs, social welfare centres, neighbourhood groups, and many other types of charities.

Types of organisations (in %)

44%
material aid organisations

25%
social supermarkets

24%
shelters

7%
support centres



Anke Schillemans,
Coordinator, Filet Divers
vzw

We visited the Filet Divers social supermarket with the broadcaster VRT, where coordinator Anke Schillemans showed us around and told us about families like Christine's, who risk falling through the cracks without support.

"Christine is a single mother of two boys and has to make difficult choices every month. Almost all of her allowance goes on rent, and healthy food or toiletries are often the first things to be cut back on. Ever since she's been able to shop with us, she's noticed the difference in her day-to-day life: she gets high-quality products at low prices, which helps her control her costs."

This helps her manage her budget more effectively, and essentials such as toilet paper and nappies become more affordable. Thanks to the products we order through Goods to Give – from shampoos to cleaning products – we are able to provide these items to Christine and other clients. It's not a long-term solution, but it offers some temporary relief and allows Christine to make a little progress, for example towards her social work training."



Read the VRT article here:

New partnerships to meet new needs

In 2025, Goods to Give welcomed a new profile of charities and schools into its network, strengthening its support for specific groups, particularly disadvantaged students.

The trend is clear: the number of students in financial difficulty has doubled in the last 10 years, and one in ten students receives income support, not to mention those who have to work to fund their studies.³

These new partnerships enable us to support groups that we have previously struggled to reach and to provide them with essential items that they have not always had access to.

Who can join G2G?

Any organisation that meets the following criteria:

- Be a non-profit organisation (charity) or a government body;
- Be recognised for its work in fighting poverty and social exclusion in Belgium;
- Directly distributes products to disadvantaged people.



Mornings that fuel impact

In 2025, our ambassadors organised two breakfast events for organisations in the same region – one in Antwerp and another in Bastogne – bringing together partner charities from the province as well as new organisations that are not yet familiar with Goods to Give. These meetings provide an opportunity to strengthen ties, discuss logistical challenges and meet local donor organisations.

Charities



And many more...

³ <https://inesthinktank.be/deux-indicateurs-associes-a-la-precarite-des-jeunes-aux-etudes/>

REVENUE MODEL

A donation with a solid foundation

Goods to Give's revenue model is based on a simple balance: companies donate their non-food surplus to us for free, while charities pay a small fee for their orders in the solidarity web shop.

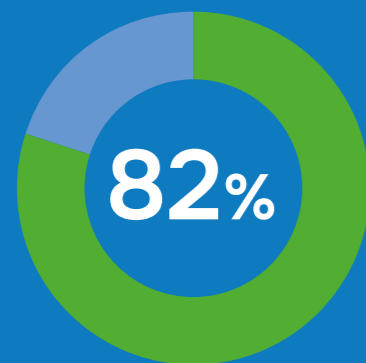
In 2025, this contribution averaged **7.7%** of the market value of the products distributed, with a target of **10%**. These solidarity fees help cover our operational costs, including team management as well as all storage and transport costs.

Results 2025

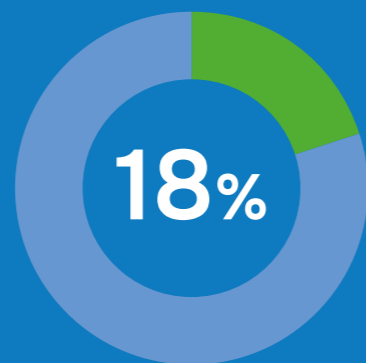


€992k

financial income, consisting of:



solidarity contributions



financial donations



RESULTS

A donation that counts

The year 2025 was a challenging period for Goods to Give, marked by two major factors.

Revenue: a marked slowdown in donations of essential goods in the second half of the year, as well as a decline in corporate sponsorship. The current gloomy atmosphere has not spared our organisation, even as needs on the ground are growing.

Expenses: the decision taken in 2024 to strengthen the team to ensure the robustness of Goods to Give has been implemented. All key roles are now a two-person team.

This squeeze – caused by falling revenue and rising overheads – meant we had to draw on part of our 2024 reserves, which were also used to fund the upgrade of Odoo, the software at the heart of our logistics operations.

Results 2025 and Budget (in €000)

	2024	2025	B2026
Contributions from charities	951	816	1,028
Sponsorship and project funding	242	165	168
Other operating income	21	11	10
INCOME	1,214	992	1,206
<i>% of own revenue</i>	<i>78%</i>	<i>82%</i>	<i>85%</i>
Operating costs (IT, logistics)	-441	-537	-509
Staff costs	-492	-589	-691
COSTS	-933	-1,126	-1,200
OPERATING CASH FLOW (EBITDA)	281	-134	6
Depreciation	-39	-54	-54
RESULT FOR THE FINANCIAL YEAR	242	-188	-48

Balance sheet (in €000)

Assets	2024	2025	Liabilities	2024	2025
Fixed assets	92	188	Equity	544	355
Receivables	92	110	Short-term liabilities	167	139
Liquid assets	540	163	Regularisation accounts	13	0
Regularisation accounts	0	33	Total liabilities	724	494
Total assets	724	494			

Budget 2026

Despite an uncertain start to 2026, our budget remains ambitious. The measures we have put in place enable us to look to the future with confidence, in the hope that the spirit of solidarity – which is more needed than ever – will remain strong among our partners.

A donation that gives energy

The Goods to Give team in 2025

- **Remco Ruiter** - Managing Director
- **Laurence Bounameaux** - Corporate Donor Partnerships
- **Kasper Knops** - Corporate Donor Partnerships
- **Marie de Harenne** - Charities Network (FR)
- **Fran Verwimp** - Charities Network (NL)
- **Virginie Houdmont** - Communications
- **Jérôme Merlin** - Logistics and IT
- **Kaoutar Smahi Lmadani** - Logistics
- **Cathy De Greef** - Accounting & Administration



Fran Verwimp,
Charities Network
Manager

"In March 2025, I enthusiastically joined the close-knit Goods to Give team. Thanks to my experience working for an anti-poverty charity within the Goods to Give network, I have a good understanding of both the practical side of the work and how the solidarity web shop operates."

"I love building bridges, which fits perfectly with Goods to Give's mission to connect charities and businesses while combating waste – a commitment that fully aligns with my environmental values. This first year has been fascinating, and I'm looking forward to continuing to work enthusiastically to strengthen the network in 2026!"



The Goods to Give team - 2025



Some of our valued ambassadors, 2026

The Goods to Give Ambassadors in 2025

We would like to express our deep gratitude to our ambassadors for the valuable time they volunteer to support our mission. Through their constant presence on the ground and their attentive listening, they turn every product donation into a genuine human connection with charities. Their personal commitment is the driving force behind our impact and proof that solidarity is, above all, a labour of love.

- **Aline Donck** (Audit)
- **Dirk Cardoen** (West Flanders)
- **Frank Verzele** (East Flanders)
- **Evelyne Marsily** (Antwerp)
- **Dominique Merlin** (Antwerp and Brussels)
- **Fahrad Afshari** (Limburg)
- **Marnix Van de Cauter** (Flemish Brabant & Brussels)
- **Anne-Michèle de Halleux** (Brussels)
- **Catherine Halluent** (Walloon Brabant)
- **Raymond Halluent** (Walloon Brabant)
- **Eddy Vanhorebeek** (Charleroi/Walloon Brabant)
- **Michel Wastiau** (Hainaut)
- **Philippe de Bonhome** (Namur)
- **Cécile Gallez** (Tournai)
- **Jean-François Gallez** (Tournai)
- **Dany Drion** (Liège)
- **Patrick Maurissen** (Liège)
- **Marie-Claire Grimonster** (Luxembourg)
- **Philippe Steyaer** (Luxembourg)



Kasper Knops,
Corporate
Partnerships Manager

"In 2025, I decided to use my business experience to support a meaningful societal mission. Poverty is one of the most complex challenges facing our society, and tackling it effectively requires bringing the right stakeholders together."

"That's what drew me to Goods to Give, which supports companies in their desire to make a difference and helps them turn that commitment into tangible results."

"And what really motivates me is this role as a facilitator between businesses and organisations. Working every day with partners who are committed to finding solutions is a constant source of inspiration."



We would like to express our deepest gratitude to Guy Turchet, our ambassador in Charleroi, who passed away in July 2025. His commitment to his region and the enthusiastic support he gave to our mission will always be remembered by 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



Yves d'Audiffret



Philippe de Bonhome



Benoît Nachtergaele



Nathalie De Greve



Hughes Terlinden



Matthieu Soubry

General Meeting

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

- **Gérard de Laminne**
- **Jacques-Etienne de T'Serclaes**
- **Nathalie de T'Serclaes**
- **Jacquelin d'Oultremont**
- **Isaline Desclée**
- **Michel Eeckhout**
- **Sabine Caudron**
- **Roland Vaxelaire**
- **Luc Vlamincx**

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 of Charles-Albert Frère Foundation
- **Stefan Sablon**, Lawyer
- **Thierry Smets**, CEO of Les Petits Riens
- **Nathalie van Hoorebeek**, ACR Partner at EY



A BIG THANK YOU to all our partners!



Berchem-Sainte-Agathe Public Social Assistance Service, 2018

Sources

- Statbel
- Le Collectif InES

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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.



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