



TRIBAL WISDOM



FINANCIAL REPORT

2024



IN THIS DOCUMENT

We present to you the **Balance Sheet** and the **Statement of Benefits and Expenses** for the financial year 2024. The accounting tables are based on the guidelines from the most prominent Dutch charity certifier, CBF Keur.

In addition, you will find a summary of our Governance Policy and Funding Approach.

Lastly, we present our intended Budget for the coming three years.

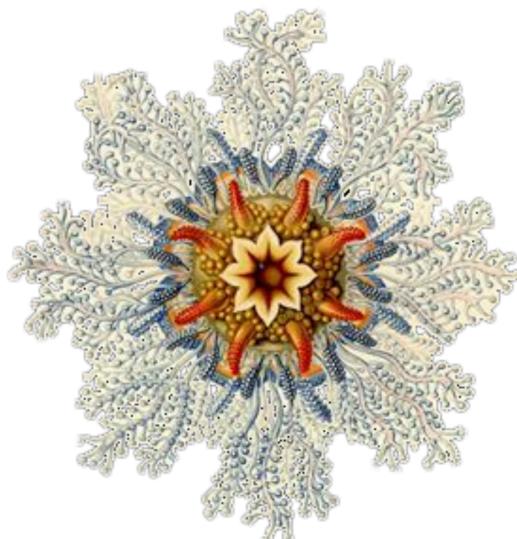
Please note that this document is a correction from the version delivered in June 2025. All figures are written in (mainland) European format with point separation for the thousands and comma separation for the decimal: 1.234,00 (instead of US format: 1,234.00).

BALANCE SHEET

At the end of 2024, the Tribal Wisdom Foundation held €5.412,57 in liquid assets (from the bank account and PayPal) and net assets of **€14.974,26**.

As our only Intangible Fixed Asset, the web platform (developed in 2018 and launched in 2019), which now depreciates at 20% (declining balance depreciation was 10% in former years), because we felt the value declined exponentially due to outdated functionalities. The start-up loan, which was the primary liability and the only long-term debt, was fully converted to a donation last year. Hence, the only liability you see is the destination funds of € 1,277.03 to the crowdfunding held in 2020 for Project KOPA (renamed COPA by the local team in India). The foundation held no (€0,00) short-term debt.

The foundation does not retain more cash or net assets than is reasonably necessary for the continuity of the planned activities.



	31-dec-24	31-dec-23
ASSETS		
Intangible fixed assets	€9.471,69	€11.839,61
Tangible fixed assets	€0,00	€0,00
Financial fixed assets	€0,00	€0,00
Inventory	€0,00	€0,00
Claims	€90,00	€0,00
Securities (& stocks)	€0,00	€0,00
Liquid assets (bank, PayPal)	€5.412,57	€6.363,19
Total Assets	€14.974,26	€18.202,80
LIABILITIES		
Reserves and funds		
• destination reserves	€0,00	€0,00
• other reserves	€13.697,23	€16.925,77
• destination fund(s)	€1.277,03	€1.277,03
Provisions:		
Long-term debt	€0,00	€0,00
Short-term debts	€0,00	€0,00
Total Liabilities	€14.974,26	€18.202,80



INCOME & EXPENSES

In 2024, the foundation's income exceeded expectations due to a new approach where Tribal Wisdom circles were offered to teams and organisations (dubbed 'wisdom@work'), which amounted to €5.777,14. In addition, fundraising activities were supplemented by spontaneous donations, of which one very generous anonymous donor. This resulted in €2.695,58 received in donations, roughly one quarter of the total, amounting to **€8.572,72** in income, which is almost double compared to the previous year (€4.714,65).

Almost all of our expenses, **83%**, went to costs associated with the achievement of the foundation's objectives, namely **€9.405,63**. Other expenses included Recruitment Costs at €548,00 and costs of Management and Administration at €1.354,46. This increase of the latter, compared to last year, is the payment of volunteers for their dedication and services.

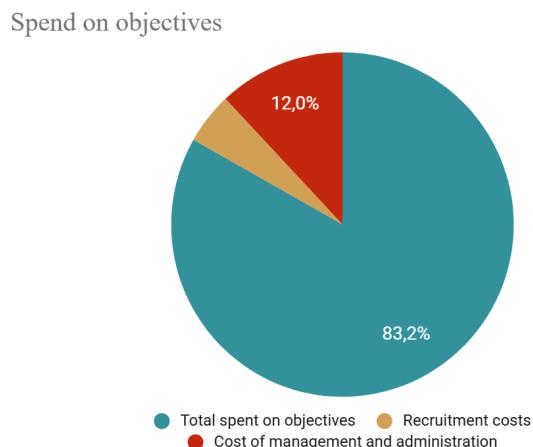
OPERATING COSTS

The operating costs are focused on meeting our strategic goals for each year. The expectation is that, as in previous years, operational duties fall upon the board members (without receiving a salary from the foundation as stated in the statutes per regulations of a non-profit Public Benefit foundation called ANBI status, in the Netherlands).

We have a team of volunteers who support our work through research, content creation and editing, social media, community management, and events. All volunteers and board members use their own digital devices; we use free software where possible. We do not hold a physical office, and we all work virtually. However, among these 12%, there's the annual cost to use an offsite location in the woods where we gather on the Wisdom Elder Days and host wisdom circles.

A proportion of the 'cost of doing business' is unavoidable with bank charges (€298) and fees for fundraising platforms (Fondsenwerving Online) and the annual fee for the non-profit certification (the latter two summing up to €548!). In addition, we decided on a paid internship (€840) to support and streamline the approach of different activities, establishing a marketing strategy and launching 'wisdom@work'. This attributes to the relatively high cost of management and administration compared to previous years.

Other costs incurred to keep the online platform operational and run the day-to-day of the foundation are therefore in reasonable proportion to the expected basic budget, and despite the paid intern, more than 88% is spent directly on the foundation's goal¹.



¹ One could argue that the intern's pay-out also falls directly under spend on foundation goal, which would show an even higher percentage.

Many of the foundation's activities can hardly be quantified in accounting terms, as they comprise of many hours spent by board and team members supporting Traditional Knowledge Holders by connecting them to people and opportunities where they can convey teaching, both online and live and by arranging logistics to get them to gatherings and speaking engagements.

As every year, we hosted two Elder Wisdom Days in The Netherlands and continued our youth initiative called Tribal Wisdom Trail, with 15 live gatherings. For more info, see the [Annual Report 2024](#). With a total of **€11.308,09** in expenses in 2024, offset by **€8472,72** in income, the foundation's Balance of Income and Expenses was at a loss for the first time since its founding, with a shortage of almost **€2835,37**. We expect to return to a positive balance in 2025, through mindful budgeting and spending and by continuing our income stream with the 'Wisdom@Work Experiences' plus an active donation approach.

	2024	2023
Income:		
from private individuals	€ 2.089,00	€2.451,75
from companies	€ 0,00	€650,00
from lotteries	€ 0,00	€0,00
from government subsidies	€ 0,00	€0,00
from connected (international) organisations	€ 0,00	€0,00
from other non-profit organizations	€ 606,58	€1.612,90
Sum of the benefits accrued	€2.695,58	€4.714,65
+ Income in return for the delivery of products and/or services	€ 5.777,14	€1.765,00
+ Other income	€ 0,00	€0,00
Sum of all income	€8.472,72	€6.479,65
Expenses:		
Spent on objectives		
Objective A. traditional knowledge teachings	€ 4.965,61	€951,31
Objective B. youth & elder programme (trail)	€ 1.885,95	€593,88
Objective C. online wisdom sharing circles	€ 0,00	€0,00
Objective D. supporting local initiatives	€ 186,15	€1.705,90
Website depreciation	€ 2.367,92	€1.315,51
Total spent on objectives	€9.405,63	€4.566,60
Recruitment costs	€ 548,00	€937,00
Cost of management and administration	€ 1.354,46	€296,40

Sum of expenses	€11.308,09	€5.800,00
Balance before financial income and expenses	-€2.835,37	€679,65
Balance of financial income and expenses	€ 393,17	€306,37
Balance of income and expenses	-€3.228,54	€373,28
Allocation of balance of income and expenses:		
Addition/withdrawal from:		
- general/other reserve	€1.951,51	€373,28
- destination reserves	€0,00	€0,00
- destination fund*	€1.277,03	€1.277,03

* for Project KOPA in India to be distributed when new cooperative bank account is established

For a detailed outline of the foundation objectives, roadmap, projects, funding and governance model please consult the [Tribal Wisdom Policy Plan](#).



FUNDING

Based on eight years of experience running the foundation and at the advice of CBF from previous years, we base our budgets on our true-to-be-expected costs and expenses with minimal activity. The primary funding for the foundation projects to date has come from donations. Our approach to obtaining the funds for this fiscal year is aligned to these two scenarios:

- 1) Covering basic annual costs with crowdfunding
- 2) Expanding our programmes with project-specific funding

PROJECT-SPECIFIC FUNDING

For 2024 we again made no applications for grants, subsidies or project-specific funding and were able to break even on most events by keeping costs low, with the donations of several sponsors and by requesting a small contribution from attendees, including a potluck (food to share). There is one notable loss which was the Weaving Wisdom Weekend, where we had to book rooms for two nights well in advance, and we did not reach the total number of participants that we had budgeted for. In our favour, the room price was only €33 a night per person and besides the financial learnings, the event was a huge success.

As stated in our last report, we intended to bring in funds with the offering of several 'services' to a business audience, based on our experience with hosting sharing circles and by recommending and connecting events with Wisdom Holders. These 'Wisdom@Work Experiences' were a beautiful extension of our goal to a new audience, bringing tribal wisdom into the awareness of company teams and people who facilitate groups.

Key initiatives supporting the foundation objectives in 2024²:

● 5 Jan	internal team meeting Wisdom@Work	- self-funded
● 7 Jan	Celebrating 8 Years Tribal Wisdom Foundation	- self-funded
● 25 Jan	Tribal Wisdom annual strategy day	- self-funded
● 24 Mar	Tribal Wisdom Trail, De kleine Aarde Boxtel	- ticketed
● 21 Apr	Elder Wisdom Day, Vuurplaats Welna	- donation-based
● 2 Jun	Tribal Wisdom Trail, Zeist	- ticketed
● 23 Jun	Tribal Wisdom Trail, Zeist	- ticketed
● 21 Jul	Tribal Wisdom Trail, Wassenaar	- ticketed
● 1 Sep	Tribal Wisdom Trail, Een, Friesland	- ticketed
● 22 Sep	Tribal Wisdom Trail cycle closure, Soest	- self-funded
● 20 Oct	Tribal Wisdom Trail, Boslaan 15 Zeist	- ticketed
● 1-11 Nov	Crowdfunding Raizes de la Tierra KIVA Pilgrimage	- donation-based
● 15 Nov	Weaving Wisdom Weekend, Bergen aan Zee	- ticketed
● 1 Dec	Elder Wisdom Day, Welna	- donation-based
● 15 Dec	Tribal Wisdom Trail, De Beijer Arnhem	- ticketed

² Please consult our [Annual Report 2024](#) for additional context.

Key Partnerships and collaborations include supporting charity events from the tribes and nations of the Wisdom Keepers, partnership reciprocity such as with De Oersprong and KIVA Germany volunteering and supporting multiple KIVA film screenings.

BUDGET

We have simplified the budget buckets to better match the CBF accounting guidelines.

	2024	2025	2026
Income budgeted			
Annual Crowdfunding Fundraiser	€1.100,00	€1.600,00	€2.200,00
Income from 3rd parties/donations	€4.400,00	€3.000,00	€5.000,00
Income from services delivered	€2.000,00	€2.000,00	€2.000,00
	€7.500,00	€6.600,00	€9.200,00
Expenses budgeted			
Expenses on foundation goals	€4.425,00	€5.000,00	€7.000,00
Recruitment & fundraising cost	€500,00	€500,00	€500,00
Admin & management cost	€250,00	€300,00	€500,00
Miscellaneous and unforeseen	€500,00	€500,00	€500,00
	€5.675,00	€6.300,00	€8.500,00

GOVERNANCE

The Tribal Wisdom Foundation board members are the primary custodians of the funds and maintain governance on the spending of the funds. We follow the guidelines for remuneration and spending according to the Dutch Public Benefit Institution framework (ANBI).

The board manages the assets of the foundation and supervises the use of the assets. The starting point is that the funds are held as liquid assets on accounts under the Dutch deposit guarantee scheme. At the end of the financial year, which runs from 1 January to 31 December, the annual accounts (profit and loss account, balance sheet and statement of income and expenses) are drawn up by the (interim) Treasurer. These accounts are reviewed by two independent bookkeepers who independently approve the final statement under personal title. This so-called “kas commissie” of two non-affiliated persons is in accordance with the approved governance protocol for Dutch ANBI (Public Benefit) foundations.

The foundation conducts transparent accounting. All expenses incurred by the foundation will be for the activities of the foundation and are justified. Funds and donations acquired for a specific purpose or project will be used one-to-one for that specific project. The accounting of the foundation clearly tracks and monitors expenses and justifications. Reviewed by audit committee (kascommissie in Dutch): Tonny van Knotsenburg and Avand Sabri who attest that the The accounting and financial statement is in accordance with the prescribed format for C2 guideline for small fundraising organizations..

Reviewed and signed by the board members - revised version on Dec 15th 2025;

Voorschoten, NL



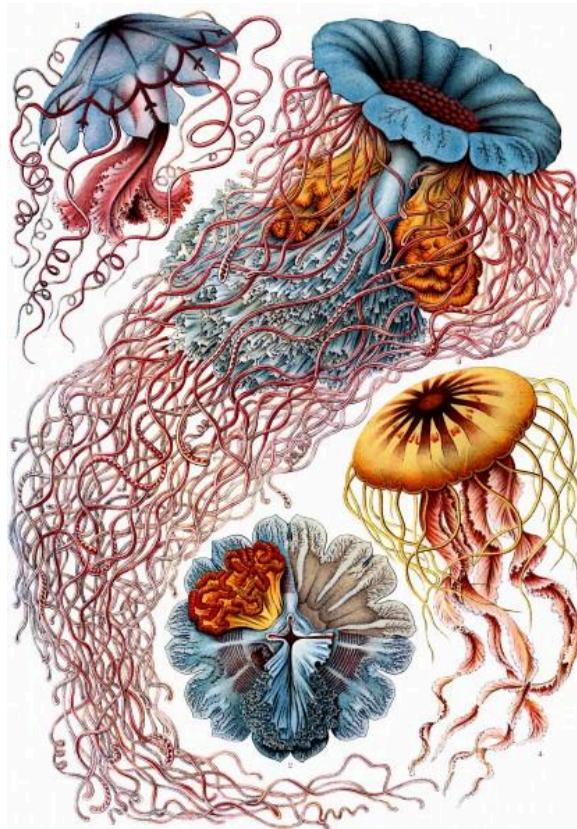
Mevr. J. Wawoe
Voorzitter / Chair

[afwezig/absent]
Penningmeester / Treasurer

Soest, NL



Dhr. H. Götze
Secretaris / Secretary



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Accreditations:

Cultural ANBI (Dutch Public Benefit Organisation)
and certified by the Central Bureau for Fundraising
(CBF)