



2024 ANNUAL REPORT

**WELCOME TO THE LET'S KEEP THE BALL FLYING MOVEMENT,
THE WORLD'S FIRST GLOBAL VOLLEYBALL FOUNDATION.**

WE ARE A PASSIONATE COMMUNITY DEDICATED TO USING
THE POWER OF VOLLEYBALL FOR A POSITIVE CHANGE IN
COMMUNITIES AROUND THE WORLD.



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MIKASA



**LET'S
KEEP
THE
BALL
FLYING**



Vision

Unite the World Through
the Power of Volleyball.

Mission

Share the love for volleyball,
provide access to the sport,
and empower communities to thrive.

What We Do

Volleyball is more than just a game. We're building a global movement that brings the sport's transformative power to disadvantaged communities. From training camps to coaching support and gear donations, our initiatives create opportunities for a thriving volleyball culture.

Certified

The Let's Keep The Ball Flying Foundation has a non-profit tax designation (ANBI) issued by the Dutch Tax Office in accordance with the general tax laws.



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OUR IMPACT SO FAR



- Project support in 10+ countries
- 1000+ Unique open donations from over 10+ countries
- 17+ Organisation Volunteers within LKTBF
- 35+ Ambassadors (from over 10+ countries)
- 30+ Gear redistribution initiatives (10+ countries)
- 20+ Strategic partners involved with LKTBF
- Public Benefit Organisation Status Approved in 2020



Unite the World through the Power of Volleyball

WHY OTHERS COLLABORATE



MICHEL EVERAERT
COO @NEVOBO

We are proud to have a social partner like Let's Keep The Ball Flying. They fit perfectly with our social objectives to give equal access to our beautiful sport in The Netherlands, but also all over the world.



GIULIA GABANA
PRESIDENT @MODENA VOLLEY

By partnering with Let's Keep The Ball Flying, we're joining a movement that's about more than winning games. We're aiming to inspire and uplift people through volleyball, and we hope that other clubs will follow our lead.



FINN TAYLOR
CEO @VOLLEYBALL WORLD

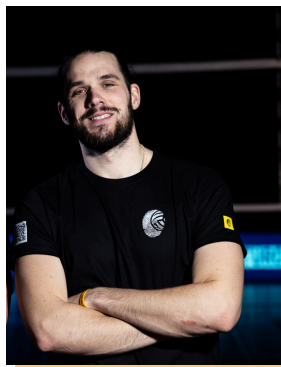
We believe in empowering the volleyball community to create an equal playing field regardless of gender, beliefs, or economic background – that is why this partnership is important to us.



GABI GUIMARAES



Volleyball changed my life, opening doors to incredible opportunities. I firmly believe that together with LKTBF we have the power to bring positive change in countless lives worldwide.



ANTOINE BRIZARD



I aim to leave a lasting legacy in this sport, beyond just showcasing my skills. My goal is to provide the opportunity for individuals less fortunate than myself to experience the joy of volleyball to the fullest.



ZEHRA GUNER



Believe in the power of 1%. Be with us. Believe in equal chances and the power of being together, whatever our colour, nationality, or ability. We can write this story together.



WILFREDO LEON



It's a collective effort for all of us, not solely athletes, to unite as a global community and lend our support to initiatives like LKTBF. Our motivation lies not in personal gain but in the impact we can create.

Introduction

In 2024, Let's Keep The Ball Flying (LKTBF) continued its journey of spreading the love of volleyball and making a meaningful impact worldwide. Through our four foundational pillars—Connections, Inspiration, Impact, and Community—we've achieved remarkable milestones, forged new partnerships, and empowered communities globally. Here's a glimpse into our transformative year.



01. Impact Pillar

Our Impact pillar is at the heart of our organisation, encompassing the projects we run or support, as well as the potential projects we explore.



02. Community Pillar

Our Community pillar is about building a strong and sustainable organisational structure that will support our mission for years to come.



03. Connection Pillar

Through our Connections pillar, we will be expanding our reach and building relationships with key stakeholders in the volleyball community.



04. Inspiration Pillar

The Inspiration pillar is all about sharing our message and inspiring others to join us in creating a better world through volleyball.



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1. Impact Pillar

In 2024 the Impact Pillar was focused on creating new programs and improving the already existing ones. While we achieved notable successes, it became clear that some restructuring was needed in order to achieve bigger successes in the upcoming years.

Goal 1: Create 1 Volley Beyond Borders location in the Netherlands

The Volley Beyond Borders (VBB) program aims to create vibrant and inclusive volleyball communities in and around refugee and asylum seeker centers, using the sport as a bridge to connect people from different backgrounds and cultures. The program envisions not only enhancing physical and mental well-being, but also aims to provide education for the participants and facilitate a smoother integration into the local community.

Significant steps towards reaching the goal for Volley Beyond Borders were made in 2024. Finalising the manual and creating a multi year plan for VBB Netherlands were part of these steps. However, starting a pilot project is not achieved. While many locations for asylum seekers showed their interest in the project, volunteers to run the sessions at the locations could not be found, unfortunately.

The idea for VBB started in Greece, where LKTBF still supports the volleyball program of partner organisation Yoga and Sports with Refugees. In 2024 volleyball training sessions were provided two times a week at three locations; Lesbos, Ioannina and Athens. The first two locations kept attendance and had 822 and 1800 visits respectively. During the year volleyball tournaments were organised at all three locations. In September a coach course, led by Guus van den Elzen, was organised for the community coaches from all locations in Ioannina and 15 coaches got a VT-2 certification provided by the Nevobo.

Goal 2: Improve the efficiency and effectivity of the Circular Gear program

From the start of LKTBF, the Circular Gear program has been part of the organisation. The program uses donated gear from clubs to provide disadvantaged communities with materials and clothing. With professionalising the whole organisation, also this program needed restructuring. Starting with writing a multi year plan, a vision for the future, and the creation of application forms for the donations/requests for gear. Furthermore, steps were taken to get a clear overview of the storage inventory with help of a local Dutch Volleyball and LKTBF fingerprints. Aside from the restructuring of the program, it still made a significant impact during the year donating over 1500 items to volleyball communities. The table below shows the total amount of donated gear and materials.



# Of Circular Gear Donations			
Materials	#	Gear	#
Indoor balls	280	Shoes (pairs) T-shirts	42
Beach balls	12	Jackets	816
Nets	10	Training pants	84
Antennas	2	Long sleeves	22
Sports bags	44	Hoodies Shorts	71
Ball bags	2		61
Total Items: 1546			100

The gear and materials were donated in 12 shipments to 7 countries: Cameroon, The Gambia, Pakistan, Greece, Philippines, Bali and Tanzania. Webton Hengelo, Twente 05, VV Utrecht, Nevobo and Modena Volley are among the clubs and organisations that donated these gear and materials to LKTBF.

Goal 3: Create the volleyball toolkit which can be used by grassroots volleyball communities

The Guru project made significant probes towards its goal of empowering volleyball communities worldwide. A global expert panel of over 15 coaches from 4 different continents, led by John Kessel and Lesley de Jonge, developed the first and second versions of the toolkit. A 10-day production trip including LKTBF ambassadors to the Philippines generated over 60 educational and promotional videos, and a prototype of the platform was designed including a major community section. The toolkit platform is currently in pre-launch testing with 30 participants, with a comprehensive multi-year plan finalised, outlining both toolkit and platform development for sustainable future growth.

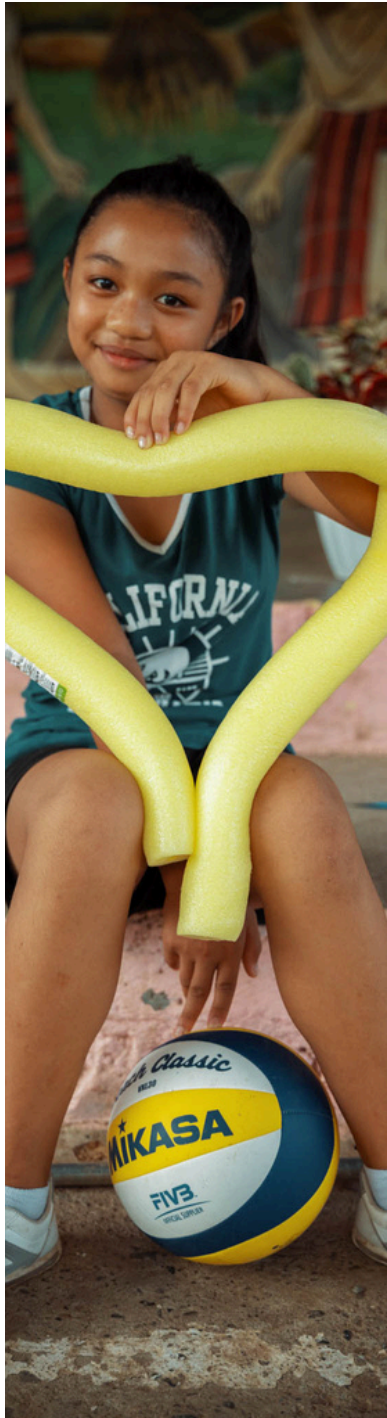
Goal 4: Complete the Adopt a Team pilot program

The Adopt A Team program aims to empower grassroots volleyball teams by connecting them to adopters and creation of a global network. Empowerment is created by fostering meaningful connections, providing essential resources and knowledge.

In 2024, the pilot program of Adopt A Team was successfully concluded, achieving its key goals and milestones. Over the course of the year, 60 jerseys, 6 nets, and 30 pairs of shoes were distributed to support the teams. Year-round training sessions, led by the newly appointed coach Joseph, maintained a participation rate of 20 to 28 children per session, with the exception of vacation periods. Additionally, 1 out of the 2 planned tournaments was successfully played during the pilot year.



As the program moves forward, 3 out of the 4 adopters from the pilot phase have committed to continuing their support in 2025, and 7 new adopters have joined, bringing the total number of adopters to 10 for the upcoming year. The program is also expanding its reach, with new locations set to open in Tanzania, specifically in Mwanza and Shiyanga in partnership with two new collaborators, Geoffrey and David, who bring a minimum of 5-7 new teams per region.



2. Community Pillar

In 2024, the focus of the Community Pillar was to establish a solid and sustainable organisational structure to support our mission. We laid the groundwork for long-term success by refining our team structure, clarifying responsibilities, and improving internal processes and communication.

Goal 1: Filling Organisational Roles

We successfully onboarded new team captains and fingerprints, as we call our volunteers, filling over 50% of our organisational structure. The new Captain of Impact as well as the communities libero and Head Coach Events & Fundraising were selected based on their alignment with the skills required for these roles, discovered during events like volleyball camps and fundraisers. We also increased diversity, meeting our goal of having fingerprints from at least two continents (Europe and America). Additionally, former volunteers from our projects, such as interns, joined the organisational structure, making up over 10% of our team. Finally, external recruits with the necessary skills were also brought in, contributing to 33.3% new external fingerprints. Alongside our core structure, we established a support team (“scouts”) from multiple countries and continents to provide additional operational assistance.

Goal 2: Establishing an Effective Meeting Structure

We introduced monthly organisational meetings to share updates and discuss key topics. While all meetings took place as planned, attendance from fingerprints was below the expected 75%, which is an area for improvement. We also set up an efficient system for information sharing using Google Drive and Monday.com, with most communication occurring via email and WhatsApp. A yearly fingerprint evaluation via Google Forms was conducted, and individual meetings were held with the Captain of Fingerprints. These discussions made clear that not all fingerprints always know where to find all necessary information for performing their tasks. To address this, improvements were made to the onboarding document and key processes have been explained during monthly meetings. For most Fingerprints, personal expectations align well with organisational expectations. However, time investment remains a challenge, as workload is perceived to be higher than anticipated by some.

Goal 3: Strengthening Fingerprint Engagement

We developed a fingerprint policy, including safeguarding documents and liability waivers, all of which were signed by new and existing fingerprints. One-on-one meetings were conducted with all organisational members (>90%) to ensure alignment with personal expectations and organisational needs. Most fingerprints



feel supported and involved, though some feel that others could be more engaged. To address this, we started actively addressing this by creating more opportunities for collaboration by performing regular check-in meetings with the respective pillars.

Goal 4: Promoting Learning and Development

We actively encouraged feedback through multiple channels, including an anonymous feedback box. While no fingerprints attended formal courses in 2024, no significant training needs were identified. Feedback from the annual survey confirmed that fingerprints felt supported in their roles, but there was no immediate demand for additional training.



3. Connection Pillar

In 2024, the LKTBF Connection Team achieved significant milestones in line with its goals to strengthen partnerships, grow donor engagement, increase visibility, and enhance financial transparency.

Goal 1: Begin Securing Financial Independence

LKTBF established a Scout Team, offering a low-barrier opportunity for involvement. Composed of currently eight members from Italy, Brazil, the US, Canada, Dubai, France, and the Netherlands, the team works on partnerships and events. To coordinate, the role of Head Coach Events & Fundraising was created, filled by Jente Wieldraaijer in August. Together, they updated the partnership tracking system and created a new partnership portfolio to engage with professional clubs and brands. This effort culminated in securing LKTBF's first club partnership with Modena Volley (with discussions ongoing with other major clubs), while strategic partners grew to 13 and brand partners to 7. Due to creating a new system, the team hasn't been able to secure the predicted 19K in partnership revenue (€900 instead). New contacts for onboarding a Captain of Connections are made and expected to be filled next year.

KPIs	Target	Actual
# of strategic partners	5	13
# of brand partners	10	7
# of annual contribution from partners	€19.000	€900

Goal 2: Increase Recurring Donors and Fundraising Events

The 1% Movement campaign was a major success, with the male and female initiatives reaching over 4.5 million views. Ambassador support grew to 35 athletes by year-end contributing over €65,000. The "Adopt a Team" pilot program launched with positive engagement from 4 ambassadors, including a promotional video, which gained 38,000 views. Fundraising events included two Volleyball Marathons, raising over 9K combined (of which €4750 donated to LKTBF), alongside external events in Portugal and the UK, contributing €4,000 in donations. Other highlights included 18 of our ambassadors competing in the Paris Olympics and a jersey auction raising €300.

KPIs	Target	Actual
# of 1% movement members	20	35
# of annual recurring donation revenue	€10.000	€73000
# of annual event and fundraising revenues	€5.000	€8750



# of hosted Marathons per year	2	2
# of hosted Volleycations per year	1	1

Goal 3: Increase Visibility Through Ambassadors and Events

LKTBF significantly expanded visibility by attending major events such as the VNL and Euro Beach Championships, facilitating in-person connections with ambassadors. In June, seven ambassadors participated in our Gear Up Rise Up production in the Philippines and a Volleycation to Indonesia was organised with 6 participants (of which 4 pro athletes).. Throughout the year, ambassadors also contributed through regular video updates and gear donations, enhancing LKTBF's presence and outreach.

Goal 4: Establish Financial Transparency and Charity Statuses

The finance team transitioned to an online accounting platform with real-time budget tracking, ensuring transparency for captains. A detailed and shared budget for 2025 was implemented, alongside improved reporting designs for easier presentation. Research on additional charity statuses was completed, setting the stage for further exploration in 2025. We successfully drafted and signed Memorandums of Understanding (MoUs) with 4 strategic partners.



4. Inspiration Pillar

This report evaluates the progress and outcomes of our strategic goals aimed at enhancing our social media presence, increasing engagement, improving team operations, and building a robust Inspiration team. The evaluation is based on the key results set for each goal.

Goal 1: Create awareness through our social media

Strategy evaluation

- Content strategy: We developed a compelling and authentic content strategy that effectively tells impactful stories and showcases success, leading to exceeding the target by 86% in website visitors (3,716 vs target of 2,000).
- Platform best practices: Best practices for each social media platform were followed, including regular posting during peak times and utilising hashtags, tags, collaboration feature, and location features. This approach helped exceed LinkedIn impressions targets by 32% (2,634 vs target of 2,000).
- SEO and visual content: Enhancements were made to website SEO focusing on volleyball foundations and charity terms, and visually appealing and engaging content was added. While website visit duration (1:13) fell slightly short of the 1:30 target, the significant increase in overall traffic suggests strong content appeal.

Insights and recommendations

- The strategies implemented have laid a strong foundation for increasing awareness, evidenced by exceeding 2 of 3 key targets. However, there is room for improvement in planning and optimising content for different platforms to enhance engagement further.
- Focus on strategic partnerships with clubs, organisations and ambassadors and tailored campaigns can amplify our reach and impact, building on the current momentum of 3,716 monthly visitors.

KPIs	Target	Actual
Average monthly number of website visitors	2,000	3,716
Average amount of time spent on our website/visitor	1 min 30	1 min 13 sec
Average amount of LinkedIn post impressions last 30 days	2,000	2,634



Goal 2: Increase followers and engagement on our social media

Strategy evaluation

- Content strategy: We developed a compelling and authentic content strategy that effectively tells impactful stories and showcases success. This approach helped achieve 99% of our Instagram follower target (5,930 vs 6,000) and 96% of LinkedIn follower goals (960 vs 1,000).
- Platform best practices: Best practices for each social media platform were followed, including regular posting during peak times and utilising hashtags, tags, collaboration feature, and location features. While follower growth is strong, engagement metrics show room for improvement with Instagram interactions at 46% of target (345 vs 750) and LinkedIn interactions at 89% of target (17.9 vs 20).

Insights and recommendations

- While there has been significant growth in followers (nearly hitting targets on both platforms), engagement metrics indicate need for enhancement. Instagram engagement particularly needs attention, currently achieving less than half the target interaction rate. Enhancing interactive content and engaging storytelling could drive more interactions.
- Expanding partnerships in cooperation with Connection pillar and leveraging influencer collaborations can help boost follower growth.

KPIs	Target	Actual
Number of Instagram followers	6,000	5,930
Average amount of interactions per Instagram post	750	345
Number of LinkedIn followers	1,000	960
Average amount of interactions per LinkedIn post	20	17.9
Amount of newsletter subscribers	750	TBC



Goal 3: Improve ways of working in the inspiration team

Key results

- A comprehensive content strategy document was developed and implemented.
- The project management tool, Monday.com, was introduced and implemented for the team.
- A marketing dashboard was created to track and visualise key metrics.

Insights and recommendations

- The introduction of structured planning and tools has improved team efficiency. Continued refinement of processes and regular training can further enhance productivity.
- Regular feedback sessions can help identify areas for improvement and innovation.

Goal 4: Build an inspiration team

Key results

- A social media specialist was successfully recruited and onboarded.
- A regular meeting structure was established to ensure effective communication and collaboration within the team.

Insights and recommendations

- The team is making progress but still requires the recruitment of a copywriter and a video editor to fully meet the increasing demands of our strategic goals.
- Establishing clear roles and responsibilities can further streamline operations and improve output quality.





Conclusion

In 2024 LKTBF continued to soar, driven by our passion for volleyball and commitment to global impact. With strengthened connections, inspired initiatives, profound impact, and a supportive community, we look forward to embarking on new adventures and making even greater strides in the years ahead. Join us as we keep the ball flying and changing lives, one volley at a time.

This report encapsulates the essence of our journey in 2024, highlighting our dedication to making a positive difference worldwide through the power of volleyball.



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FINANCIAL STATEMENT 2023



TOTAL INCOMING DONATIONS	€85.868,-
TOTAL COST	€51.488,-
COMMUNITY PILLAR	€5.195,-
CONNECTIONS PILLAR	€1.943,-
IMPACT PILLAR	€40.195,-
INSPIRATION PILLAR	€4.155,-
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BALANCE	€34.380,-
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CAPITAL SAVINGS	€70.054,-



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