

Balean Foundation

Annual Report 2025

Version 1.0 – June 2026



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Summary

Balean foundation

Name of the organization: Stichting Balean

RSIN number: 867065710

Chamber of Commerce (KvK) number: 95267565

Based in: Provincialeweg 21, 5835 CZ, Beugen

Active in: Nature and environment

Executive committee:

1. Bart Oor - Chairman
2. Dana Mena - Secretary (*appointed January 2026*)
3. Sander Brienens - Treasurer

Mission: Accelerating ocean recovery via a digital platform and an involved community.

Vision: A world where the ocean is an essential solution for climate change and biodiversity loss.

Core Values: Sustainability (SDGs 13, 14, 17), Collaboration, Honesty/Transparency, Openness, and Trust.

Samenvatting (in Dutch)

De Balean Foundation (Stichting Balean) zet zich in voor het herstel van oceanen via een digitaal platform en een betrokken gemeenschap. In het eerste operationele jaar (2024-2025) heeft de stichting zich juridisch gevestigd, de ANBI-status verkregen en in oktober 2025 het Minimum Viable Product (MVP) van het platform gelanceerd. Er is een community opgebouwd met meer dan 25 mensen waarmee we samenwerken en 500+ LinkedIn-leden. Financieel sloot de stichting het jaar af met een nettoresultaat van €316, waarbij 67% van de uitgaven direct aan de doelstellingen werd besteed.

Belangrijkste inzichten:

- **Doelgroep:** Donateurs, projectleiders (changemakers), strategische partners en interne stakeholders.
- **Doelstellingen:** Het verbinden van organisaties voor oceaan herstel met de samenleving, fondsenwerving en dialoog stimuleren.
- **Beleidsplan:** Focus op digitaal platform en community-opbouw, met een verschuiving naar een datagedreven platform in 2026-2028. Beleidsplan is [online gepubliceerd](#).

- **Vergoedingenbeleid:** Gebruik van vrijwilligers; geen vergoedingen voor het bestuur. Het vergoedingenbeleid is [online gepubliceerd](#).
- **Activiteiten:** Juridische oprichting, ANBI-status behaald, en succesvolle lancering van het MVP in 2025.
- **Geleerde lessen:** Het opbouwen van een infrastructuur en een community kost veel tijd. Duurzame groei wordt het beste bereikt door klein te beginnen.
- **Financieel:** Nettoresultaat van €316; 67% van de uitgaven direct ingezet voor de doelstellingen. Doelstelling om 90% van uitgaven direct aan doelstellingen uit te geven niet kunnen halen door hoge opstartkosten.

Target audience

Since Balean operates as a platform and community dedicated to funding, structuring, and supporting independent ocean conservation projects and impact changemakers, our target audience splits into four main categories:

1. Current and Potential Donors / Philanthropists (individuals)
2. The Independent Changemaker Community (Project Leaders)
3. Strategic Partners and Institutional Alliances
4. Internal Stakeholders and Board Members

Goals

According to [our statutes](#) (in dutch), Balean has the following purpose:

1. The aim of the Foundation is to connect organisations active in the conservation, protection and recovery of oceans and seas worldwide on the one hand and society, individuals, organisations, businesses and (semi-)governments on the other hand, as well as all anything that is related to the above in the broadest sense, is related to the above and/or can be conducive to the above.
2. The Foundation tries to achieve its objective by, among other things:
 - raising funds;
 - providing information;
 - creating a dialogue between the parties mentioned above; and
 - all other legally permissible ways.
3. The objective of the Foundation includes: accepting (or rejecting or not accepting) acquisitions by inheritance or gift, also if a charge or obligation is attached thereto.
4. The Foundation aims at the general interest and has no objective of making profit.

Policy plan overview

To provide transparency and clarity on the strategic foundation of our work, we have summarized our core policy below. This overview outlines the Balean Foundation's mission to position the ocean as a vital ally in climate action, detailing our approach to digital platform development, project support, and our commitment to operational sustainability. By aligning

our activities—ranging from global community building to technological innovation—with our long-term objectives, we ensure that every initiative contributes directly to ocean recovery while maintaining the highest standards of accountability and transparency in our financial stewardship. The actual policy plan can be found [here](#).

Activities & Objectives:

The Balean Foundation aims to promote ocean protection and sustainable use through education, awareness, collaboration, and technological innovation. Core activities include:

- Developing a global digital platform to provide ocean-impact initiatives with visibility and funding.
- Supporting projects via publicity, technical support, and fundraising.
- Strengthening the community and establishing strategic partnerships.

Timeline:

- **Phase 1 (2024–2025):** Focus was on legal establishment, attracting strategic partners, and launching the Minimum Viable Product (MVP) in October 2025.
- **Phase 2 (2026–2028):** Transitioning to a mature, data-driven platform. Key focus areas include platform versatility/stability (2026), social integration and role maturation (2027), and establishing a knowledge hub for ocean storytelling and research (2028).

Revenue Generation:

- The foundation conducts separate fundraising campaigns to cover operational costs and platform expansion.
- It solicits specific donations for projects, which are treated as pass-through funds.
- Initial operational expenses (2025) were supported by sponsorship from S&B Solutions & Consultancy B.V.

Compensation Policy

The compensation policy is published in [our handbook](#). In short, Balean mostly relies on volunteers. In 2024 and 2025, we had 4 volunteers, of which 2 were paid a volunteer allowance. The rules for getting a volunteer allowance are in our policy but in short people get an allowance when they spend more than 10 hours a week on Balean and the work is of such value that Balean relies on it.

Executive committee members are explicitly exempt from any allowance for the work they do for the committee.

Activity Report

In 2024 and 2025, the Balean Foundation focused on building the essential foundations of our ecosystem. This inaugural operational year was dedicated to establishing our legal and organizational framework, developing our digital platform, and fostering a collaborative

community to support our mission of ocean conservation. The following report details the key achievements and milestones across our core pillars of work during this period.

Organizational & Legal: Legally established the foundation in the Netherlands, submitted the ANBI application, and became a member of Stichting Donateursbelangen. Balean was founded on October 16, 2024. It received its official ANBI status on August 18, 2025.

Platform Development: Started searching for government grants in 2024. When that turned out to be difficult we moved forward by conducting a market research on donation behavior. We then tested UX/UI designs, and successfully launched the Minimum Viable Product (MVP) of the Balean platform in October 2025.

Community & Partnerships: Attracted strategic partners in storytelling and technology; collaborated with four colleges and universities (Maastricht University, Utrecht University, Amsterdam University of applied science and Fontys University of applied science); and engaged volunteers, professionals, and early adopters for co-creation. The community grew to include over 25 collaborators and more than 500 LinkedIn members.

Outreach & Awareness: Co-created a multi-channel launch campaign (online and in person); executed social media awareness initiatives regarding the ocean's potential as a climate solution; published 10 ocean stories; and enabled the first successful fundraisers on the platform.

What We Learned

Building something new comes with challenges. In 2025, we learned that:

- Building trust and infrastructure takes time ... but it's worth it.
- Community feedback is essential to shaping a platform that truly serves impact-driven projects.
- Starting small and learning fast helps us grow sustainably.
- Making cinematic drone-shots is actually very difficult.
- The work we do matters, giving back more positive energy than we give!

Financial statement

Balean has an extended fiscal year in its founding year. The foundation was established in October 2024. The first fiscal year runs through December 31, 2025.

Balance sheet

The balance sheet shows outstanding Stripe donations as receivables. The appropriated reserve reflects the retained net result, while accounts payable includes a prepayment on an invoice. Donations payable covers amounts to be disbursed to designated organizations, and restricted funds are earmarked for specific purposes, such as transaction costs.

<u>Assets</u>	31 Dec 2025	16 Oct 2024	<u>Liabilities</u>	31 Dec 2025	16 Oct 2024
	€	€		€	€
Intangible fixed assets	-	-	Continuity Reserve	-	-
Property, Plant, and Equipment	-	-	Appropriated Reserve	316	-
Financial fixed assets	-	-	Revaluation Reserve	-	-
Total fixed assets	0	0	Other Reserves	-	-
			Total equity	316	0
Inventory	-	-	Restricted Funds	1,050	-
Receivables (Stripe)	3,171	-	Provisions	-	-
Securities	-	-	Non-Current Liabilities	-	-
Cash equivalents	-	-	Accounts payable	1,210	-
Total current assets	3,171	0	Donations payable	560	-
			Other payables	35	-
			Total liabilities	2,855	0
Total	3,171	0		3,171	0

Revenue & expenses

<u>Revenue</u>	16 Oct 2024 / 31 Dec 2025
	€
Donations from individuals	3,136
Transaction cost reimbursements	46
Total donations from individuals	3,182
Corporate donations	9,540
Donations from lottery organizations	-
Government grants	-
Income from affiliated non-profit organizations	-
Income from other non-profit organizations	-
Total corporate donations	9,540
Revenue from provision of services or goods	-
Other income	-
Total revenue	12,722
Reserved on balance	1,645
Total income	11,077
<u>Expenses</u>	
Volunteer allowance	1,800
(Direct) services and support	3,775
Purchasing and Operational Expenses	11
Awareness and Outreach Expenses	2,078
Recreation, Sports, and Wish Fulfillment Expenses	-
Research Expenses	908
Education, Training, and Course Expenses	-
Public Affairs Expenses	-
Total program expenses	8,572
Other supporting expenses	301
Management & Administrative Expenses	1,888
Total supporting expenses	2,189
Total expenses	10,761
Total of net result	316

Percentage spent on foundational goals: 67%

In the past fiscal year, we invested in services to enhance the user experience of the app, which enabled us to develop and launch the current Balean app. These **app development costs** are classified under **Awareness and Outreach Expenses**, as the app serves as our primary channel for mission-related activities.

Awareness and outreach expenses primarily covered **volunteer allowances** for our content creation team, who managed our social media campaigns and shared the ocean's story on our platform. These costs also included **brand development, awareness initiatives, and conference attendance** to promote Balean and engage with potential supporters.

Prior to the launch of the Balean platform, we incurred **consultancy expenses** to explore government grant opportunities. This research, classified under **Research Expenses**, concluded that Balean was still in too early a stage to qualify for funding.

Supporting expenses consisted of **operational costs**, including accountancy, administration, and registration fees, which are essential for the foundation's day-to-day operations.

Note on ANBI Compliance: This year, approximately **67% of our income** was spent on **program-related expenses** that directly support our goals. While this is below the ANBI requirement of 90%, this is primarily due to **high startup costs** (e.g., notary and KVK registration fees) and a **relatively low income** in this initial year. We expect this ratio to improve as our activities scale while we can reduce supporting costs.