

LETTER FROM THE PRESIDENT

For my first year as President of UFB, I am glad to report the following.

During the Campaign 2024, United Fund for Belgium has financed **51 projects** for **717 K€**, distributing that amount to **different charity projects** from associations across the whole country:

- **36 projects** for a total amount of **354 K€** were based on the recommendation of our Allocations Committee, which is composed of volunteers with strong knowledge of their local community, evaluating the worthiness of each project.
- **15 projects** for a total amount of **363 K€** were directly selected by corporations among our proposals best fitting their philanthropic strategy ("special projects").

In 2024 our funds were raised through four channels:

- **680 K€** from corporations, their employees ("in-house campaigns") and individuals. This includes the funds raised to specifically finance corporate special projects (see above)
- **140 K€** profit from sales of seasonal products (around Easter & Christmas) and the organisation of fundraising events.
- **65 K€** contributions from Board members and other individuals to the Martin Kallen Fund and donations to cover of operating expenses.
- **19 K€** from fees for managing corporate projects, a new source of income since 2023.

The total amount raised was **904 K€** compared to 764 K€ in 2023. This increase of **18 %** is mainly explained by specific funds raised for special projects and by our bi-annual gala dinner. As mentioned last year raising funds in a changing environment is very challenging. The recommendations from last year strategic review (to identify the changes required to ensure that UFB can continue to fulfil its mission in the long term) have been gradually implemented in the second half of 2024. It is however too early to assess their long-term effectiveness.

While we continue to have important challenges ahead of us, I realize that the unique success that United Fund for Belgium has achieved over the last 50 years is owed mainly to our donors and to the many volunteers who help and have helped our cause, including the members of the Board Committees, my colleagues in the Board of Directors and of course to the members of our team without whom we could not fulfil our mission.

I want to express my heartfelt gratitude to all of them.



Philippe Vander Putten
President United Fund for Belgium