



Fact sheet NL DOET & VebeGo DOET

The Netherlands

Country and region/town or city

The Netherlands – various locations

Project name

NL DOET and VebeGo DOET

Partner(s)

Oranje Fonds
VebeGo companies

Description

NL DOET is the largest volunteer campaign in the Netherlands. On 15 and 16 March 2013, 310,000 people in the Netherlands participated in a total of 8,300 tasks, varying from “helping hands” to “attention”.

The VebeGo Foundation gave a boost to volunteer work and in order to do so entered into a partnership with the Oranje Fonds: www.oranjefonds.nl. The Oranje Fonds supports social initiatives in the Netherlands with funds, knowledge and contacts. VebeGo and the Oranje Fonds have joined forces in the NL DOET project. At VebeGo we entitled this project VebeGo DOET, as it runs simultaneously with NL DOET. The idea for this initially came from a group of ambassadors that won the assignment at the ambassadors’ day in 2012.

Via the Oranje Fonds website, VebeGo employees and companies were able to adopt a task. Together, groups of co-workers rolled up their sleeves and got a lot done. The companies themselves determined whether the hours were worked “on the boss’ time” or if a day off was required to participate.

The responses were positive and our activities also led to various articles in the local media. We have decided to get active once again in 2014.

Period

2013 – 15 & 16 March
2014 – 21 & 22 March

Number of projects

2013 – 28 tasks throughout the Netherlands

Care in Belgium also joined in on this day and organised projects itself.

Number of ambassadors

In total 278 employees were actively involved in various projects.

278 participants x 8 hours = 2,224 hours

Investment in € and time

Donation year 2013: €0

Organisational costs & project management: €3,000

Where do we go from here...?

The evaluations were positive and we have decided to also support VebeGo DOET once again in 2014.

What have we learned?

We learned that we must start announcing VebeGo DOET and the possibility to participate early.

Want to know more?

Would you like to know more about NL DOET/VebeGo DOET or would you like to take part with a team next time?

For more information go to: www.vebegofoundation.nl, or contact Renee van der Aa: renee.vanderaa@vebego.com

