

# Mooi zo Goed zo Annual review

## 2021



## Together it works!

We look back with satisfaction on 2021. We met "old" acquaintances and new people and we heard the most beautiful, special and funny stories about their commitment to someone else. It doesn't matter whether they do this from a foundation, an association, a neighborhood initiative, fund or the business community. Every contribution counts! By working together, more is possible.

We contribute to the fact that this can be achieved together. Mooi zo Goed zo (Beautiful so Good) makes the connection between those involved. We do this by linking demand and offer (the project requests), by mediating between offer and demand (the second-hand offer), and since this year also by connecting social organizations so that they can reinforce each other.

We would like to thank everyone who has contributed to the results in this overview: Main sponsor Koninklijke van Eerd, social organizations, sponsors, ambassadors, volunteers, and all other parties involved. Thanks everyone!

Special thanks to Mariluz for translating this overview.

Team Mooi zo Goed zo  
Anuschka Polfliet and Peter van Dijk

## Mission

Mooi zo Goed zo is committed to make of Tilburg an even nicer living environment. We do this in different ways.

### Demand and Offer

Foundations, associations, and neighborhood initiatives that have a wish can knock on the door of Mooi zo Goed zo. Mooi zo Goed zo connects demand and offer, so that the organizations activities are supported. Entrepreneurs, funds, and others that want to make a social contribution respond to the demand in the way that suits them.

### Offer and Demand

Goods that have become superfluous within companies and other organizations and that are still usable are given a new destination with social organizations via Mooi zo Goed zo.

### Mutual Reinforcement of Organizations

Mooi zo Goed zo connects social organizations with each other so they can reinforce each other.

## Accomplished Projects

The projects applications we receive are wishes from foundations, associations, and neighborhood initiatives that need help to fulfill them. Often the organizations themselves have already tried everything to accomplish their wishes and have not been successful. Mooi zo Goed zo can contribute to their wish at such a time by looking for suitable sponsorship.

Sponsors who contributed to the project applications this year are:

- Het Boekenschop
- Kringloopbedrijf La Poubelle
- Parochie Peerke Donders
- Spiegelglasfonds
- Tarkett
- Tivolifonds
- Vehorn BV

## Material for Volunteers of Natuurtuin Stokhasselt



The volunteers of Natuurtuin Stokhasselt maintain their neighborhood garden. They have been doing this with much pleasure for years. Corné, Jef, Peter, and Henk meet weekly to carry out the seasonal activities. They don't turn their backs to pruning, placing new plants, cleaning up garden waste. Nevertheless, frequent bending to clean up garden waste became a bit heavy and the desire to use the so-called ballast shovels for this purpose was a big wish. Het Boekenschop sponsored this petition and Peter and Jef were happy to pose with the new acquisitions.

## Kitchen Appliances for Bezige Bijtjes

Jannet Werkman started Bezige Bijtjes 10 years ago, a citizen's initiative where vulnerable elderly people find a cozy meeting place where they can spend time together. Jannet says:

"We bring together elderly people who have few social contacts and who lack money to do something. The threshold to go outside is high. We make sure that these elderly aren't alone all week. We drink coffee together, play games, and listen to each other. Because many elderly people no longer cook for themselves, we eat warm in the afternoons. We prepare the meal together and it gives added value for the content of the day. We ask people for a small contribution for food and drinks. To be able to do something extra, we are creative and we make nice things to sell at the Christmas markets. Last year this was not possible and there was no money to buy the much desired deep-fat fryer and microwave. Fresh French fries are favorite and, to make this wish come true, we asked Mooi zo Goed zo for help. They found a sponsor who wanted to help us. The Spiegelglasfonds

made it possible for our dear target group to finally eat their own prepared French fries. Again many thanks!"





## Carpet for the New Store of Het Boekenschop

Het Boekenschop is a shop for second hand books and is run entirely by volunteers. With the income from the books they help to fulfill the wishes of foundations, associations, and neighborhood initiatives. Many projects have already been sponsored and many more will follow.

This year, Het Boekenschop itself had a wish because the new location at the Westermarkt was in the need of a mayor makeover. New floor carpet was the wish and the carpet specialist was happy to help. Tarkett sponsored not less than 100 m2 brand new carpet tiles and it turned out beautifully.

Book lovers can go to the pretty refurbished shop at D.J. Jitta Street 2 in Tilburg.



## Window Coverings for Clubhouse Esjeeka



Scouting Esjeeka found a new place in the Spoorpark and many volunteers rolled out their sleeves to prepare the clubhouse for use. The scouts have a nice place, only they still lacked window coverings so that view can be prevented and sound muted. After furnishing, the savings pot was empty and couldn't be refill due to the measures surrounding Covid. An application for window coverings followed and sponsors were found at Vehorn BV and Het Boekenschop. Together they provided for the desired window coverings and the scouts ..... they are delighted!

Thanks to the Jopiefonds that made the link to Vehorn BV.



## Safe Working at “Un Bietje Groen”

“On the site of “Un Bietje Groen” we -green entrepreneurs and volunteers with a heart for nature, work on sustainable food, responsible agriculture, horticulture and circular economy. The initiatives that are given the opportunity to grow at UBG are very diverse. Think of a tea plantation, a testing ground for composting, an oyster mushroom nursery, an apiary.

On a fertile plot of land at the Koningshoeven in Tilburg there are plenty of experiments with sustainable methods of tillage and reuse of residual flows. Education, connection and information are also important. Good tools are half the battle, safe working is the motto! Therefore we are very happy with the set of tools we were able to purchase through Mooi zo Goed zo! Plants, even the unwanted ones (!) have a tendency to grow out of control, so the battery trimmer, pruning shears, spades and other materials do a good service.

A big Thank You from all the “Bietgroen” gardeners!”



Management Un Bietje Groen

## Sinterklaas Committee



When Sinterklaas and the Pieten are in The Netherlands, it is a party for young and old. This year, in addition to the traditional entry parade, activities were also organized in the Spoorpark. To give it an extra festive touch, the Sinterklaas committee wanted to hire a real Pietenband and they succeeded.

Het Boekenschop sponsored this musical request and in this way ensured that many children could dance and sing together with Sinterklaas and the Pieten that afternoon. What a party!

## Mobile Cabinets for the KIVI Foundation

The KIVI (Art Is For Everyone) Foundation offers opportunities to everyone who wants to make and experience art. There was a great desire for people with visual handicap, namely to offer materials in a practical way so that they could work independently. The idea was to have mobile cabinets in which materials could be stored.

Recycling company La Poubelle made knowledge and commitment available and the perfect cabinets were built with second-hand and new materials. Anniek (photo), an intern at KIVI, applied materials, shapes and Braille to the cabinets so that it is clear for everyone what is inside.



## Coffee Machine for Neighborhood Initiative

Where people meet, coffee is drunk. Of course, they also wanted that at the neighborhood initiative Mandelahof, where many local residents quickly found a cozy meeting place. An ordinary home-garden-kitchen coffee machine could not handle the number of cups of coffee to be served, and a larger size was therefore very welcomed. Parish Peerke Donders gladly donated one of their big coffee machines to this sympathetic neighborhood initiative.

## New Destination for Second-hand Demand

The second-hand goods offered by companies and social organizations are given a new destination at foundations, associations, and neighborhood initiatives. The offer is diverse; office furniture, plants, lighting, paintings, kitchen supplies, hardware, books and more.

This year, 3.858 articles were given a new destination, which is 82% of the total supply of articles. The new owners make grateful use of this offer and use it to support the activities they organize for their target groups.

Sometimes we receive a unique offer that requires a little more time to organize the right mediation. That happened three times this year.



## Pavilion for Duurzame Kost

An artist offered a pavilion in which he previously exhibited an art project. This offer was given a new purpose at Duurzame Kost, an initiative that focusses on local vegetable growing, education, social inclusion, and the integration of new cultivation methods in the neighborhood. The pavilion will be used as an urban farm lab where, among other things, new methods of food production are being developed.



## New Clothing for the Foodbank Clients



Nooteboom Textiles offered more than 100 clothing samples and donated them for a good deed. But how do you do that with all those different clothing items and sizes? Iris and Liesbeth (photo), enthusiastic volunteers at the Foodbank, organized a clothing market for the Foodbank clients. A bull's eye, because all visitors to the market went back home with new clothes and a big smile on their faces.

## Digital Catalog Second-hand Offer

There is more good news to report about the second-hand offer. We made progress on offering the goods. We went live with the website on which we publish the current range of goods. The digital catalog, as we call the website, is an innovative step in offering second-hand goods. The website on which the catalog can be viewed is a user-friendly environment in which the current range of offers is visible.

We thank Frankie van Meel for his voluntary commitment to make this website, without him this wouldn't be possible.

## Social Organizations Reinforce Each Other

Every social organization has unique qualities and its own target group(s). Due to the diversity of characters they can reinforce each other and Mooi zo Goed zo is happy to help with this. The connections we make between the organizations result in great collaborations that have added value for the organization and the people they work for.

## Het Computerhuis and Mooi zo Goed zo

Het Computerhuis Tilburg is a daytime activity for young people with autism and we are working together with them. Second-hand computers and related items that are offered through Mooi zo Goed zo, but are not ready for use, are repaired, cleaned and fitted with new software by the young people. After these all, the articles are used by foundations, associations and neighborhood initiatives.

This is a win-win situation! Companies are reducing their waste stream; making the hardware ready for use contributes to meaningful daytime activities for young people and we can give well-functioning equipment a new purpose at the organizations.

## Stadscamping Tilburg and Quiet

A unique offer led to the renewed collaboration between Stadscamping Tilburg and Quiet. They have already worked together in the past and the offer of a luxury folding trailer, offered by two very sympathetic Tilburg citizens, brought them together again. The folding trailer will have a place at Stadscamping Tilburg in the 2022 camping season. Together with Quiet, we are looking at how and when this accommodation can be made available free of charge to people living around the poverty line, completely according to the wishes of the providers.

If you want to know how this collaboration will continue, follow us on Instagram via Mooi zo Goed zo Tilburg.

## Tilburg City Museum and Parcours VSO



More than 600 picture books with stories and images from (historical) Tilburg were given a social destination. Each book comes with a set of 325 photo stickers but they still had to be made. The students of Parcours VSO took up the challenge and completed the sets.

The books are distributed among various organizations and one of these organizations is the Ronald McDonald House. Maartje shows how happy they are with the books.

## Sponsors Second-hand Offer

Sponsors who gave their goods a new destination have jointly supported 127 social organizations.

De sponsors are:

2College Durendael	IMW Tilburg	Station 88
Bibliotheek Midden Brabant	Kindercampus de Vuurvogel	Stichting Appelbloesem
Basisschool de Wegwijzer	Melis Lighting BV	Stichting KIVI
Basisschool D'n Hazennest	MFA 't Kruispunt	Switch
Basisschool Don Sarto	MFA Zuiderkwartier	Tante Pollewop
CZ	Natuurmuseum Brabant	TBV Wonen
De Beer Accountants en belastingadviseurs	Nieuwe Koninklijke Harmonie	Textafoam
De Krachtcentrale 013	Nooteboom Textiles	Thebe dagbesteding
Dierenpark De Oliemeulen	Notariskantoor de Kort	Tilburgse Voedselbank
Diverse particulieren	Nouwens Verhuizingen	Triborgh
Elho	Opmaat groep	Vraag en Aanbod Internationaal
Elisabeth-TweeSteden Ziekenhuis	Parcours VSO	VVV Tilburg
Gemeente Tilburg	Paul Jacobs Schilderwerken	Wijkcentrum de Back
Hall of Fame	R-Newt	Wijkcentrum de Poorten
Het Computerhuis	Scheepens	Wijkcentrum de Symfonie
Het Inlooppunt Oisterwijk	Stadsmuseum Tilburg	Wijkcentrum Spijkerbeemden
Het Laar	Stapelfinancieringen	Wijkcentrum Ypelaer

## Thank you Selection Committee!

The members of our selection committee assess the project applications, making use of their broad knowledge of our municipality. In this way they can make a careful decision whether an application goes through for sponsorship.

This year we said goodbye to two committee members and welcomed a new member. Margaret Ariëns has handed over her role of chairman to Nuria van Aart and Gerry Hovers, our support and rock in the field of knowledge about the elderly (care) said goodbye.

Traditionally, the members are thanked at the end of the year for their efforts and for this we ask the cooperation of one of the organizations that closed an application with a positive result in the past year. Un Bietje Groen was immediately enthusiastic and welcomed us with open arms during the last consultation in 2021. We enjoyed tasty snacks and drinks provided by Zuiderzwam and Art of Tea, among others, and there were presents for the committee members.

Thank you Un Bietje Groen for your hospitality and pampering!





# Results May 1, 1995 to December 31, 2021

	2021	1995-december 2021
Realized projects	8	599
Value if sponsored projects	4.567 euro	1.381.083
Number of mediations		
- Second-hand goods	269	
- Organizations	127	
- Value second-hand goods (10% off the new value)	19.583	2.070.927
Total number of sponsors	58	2.896

## Want to join this network?



Anuschka Polfliet is happy to tell you more,  
06 120 20 968.

## Network

### Main sponsor

Koninklijke van Eerd

### Selection Committee

Nuria van Aart | ContourdeTwern  
(chairman)

Shirley Dap | owner Heal Interior Design,  
on behalf of Tilburg citizens

Anita de Haas | on behalf of Tilburg citizens

Frank van Kempen | on behalf of Tilburg  
citizens

Anuschka Polfliet | ContourdeTwern  
(project leader)

Nicolette van Poppel | Municipality of  
Tilburg, Social Department

Ronald Westerveld | owner Leen Bakker  
AaBe Factory | on behalf of the Tilburg  
Retail Federation Foundation

### Council of Ambassadors

The ambassadors have a big heart for Mooi  
zo Goed zo and are happy to communicate  
this to others.

Roel van Eerd | director of Koninklijke Van  
Eerd

Chantal Gulikx | director of Triborgh Area  
Development

Kees van Gaal | Contractor C.J.M.  
van Gaal BV

### Businesses and civil society organizations

The services provided by Mooi zo Goed zo  
are aimed at social organizations, such as  
foundations, associations and neighbor-  
hood initiatives, which are located in the  
municipality of Tilburg. Companies that  
want to make a contribution to a project  
through Mooi zo Goed zo (Beautiful zo  
Good) can be located both inside and out-  
side the municipality.

