

..... Anton Jurgens Fonds Impact Report 2025

Together we lay the foundations
for lasting impact



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Foreword

In 2025, as Anton Jurgens Fonds (AJF), we once again saw what is possible when entrepreneurship and social impact come together. In the Netherlands and West Africa, organisations in our portfolio are working toward better prospects for people in vulnerable positions: on the path to work, income and greater resilience. They show that lasting change is possible, often through small but meaningful steps.

This report shows what emerges when funding, knowledge and commitment reinforce one another. By working closely with the organisations we support, we gain a clearer view of where our contribution makes a difference and where further strengthening is needed. We see organisations grow in effectiveness and professionalism, and people grow in confidence and self-reliance. At the same time, the report shows how complex and challenging impact can be, and how important it is to leave room for learning, reflection and adjustment.

As a fund, we want to be more than a funder. We see our role as being an engaged partner: one that supports organisations, thinks critically alongside them and helps set direction. It is precisely through this collaboration that impact emerges beyond individual initiatives. That is what we at AJF are committed to.

The insights in this report help us better understand what works in practice, where progress is being made and where there is room for further development. I warmly invite you to explore the results and stories from the past year.

Ruben de Haseth
Director, Anton Jurgens Fonds



Collaboration



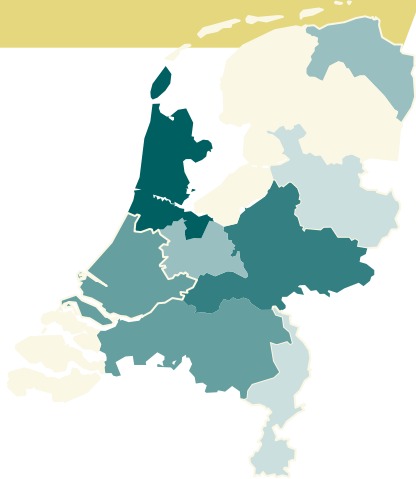
Organisational
strengthening



Creating impact

Anton Jurgens Fonds in 2025

66 initiatives in the Netherlands



AJF strengthens organisations with funding, knowledge and networks to increase their impact.

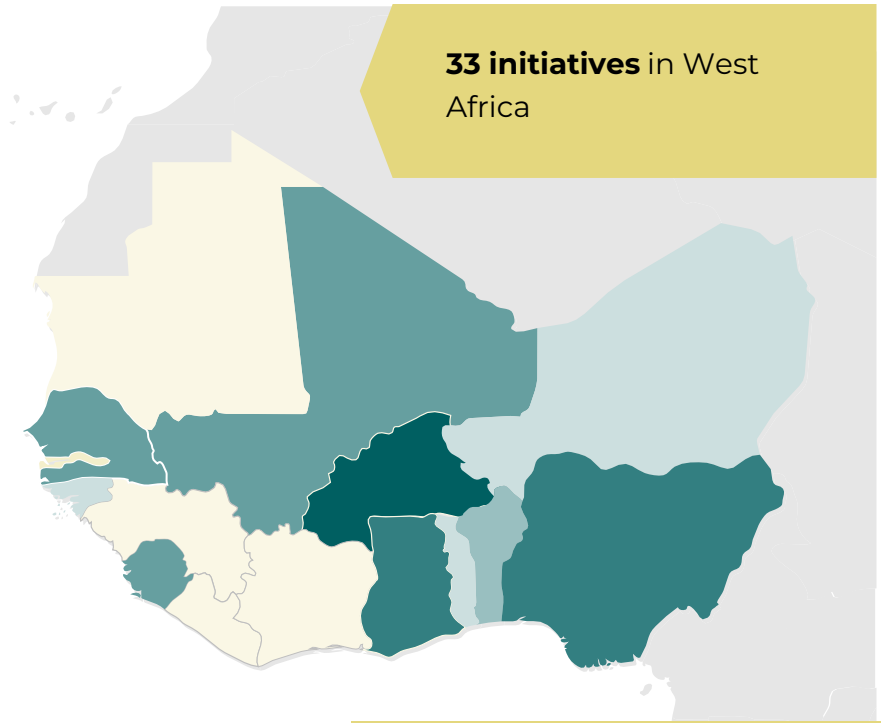


Improving employment prospects



In the Netherlands, we strengthen social enterprises that enable people to develop their talents and participate fully in society.

33 initiatives in West Africa



Rural development

In West Africa, we strengthen initiatives that support smallholder farmers and rural communities through improved incomes, sustainable agriculture and entrepreneurship.



Netherlands Portfolio

Employee at assembly company
Maakwerk, social enterprise in
Deurne

Our impact mission in the Netherlands

Sustainable employment and social participation for people in vulnerable situations

Social enterprises have the knowledge, capabilities and capital to sustainably realise their impact mission.

Impact strategy



Organisational strength



Financial sustainability



Partnership

Organisational development

Impact

Tailored funding



Knowledge



Network



AJF provides funding, knowledge and networks to increase the resilience and effectiveness of social enterprises.

Social enterprises effectively contribute to people's employment prospects and self-reliance.

Self-confidence



Social skills



Professional skills

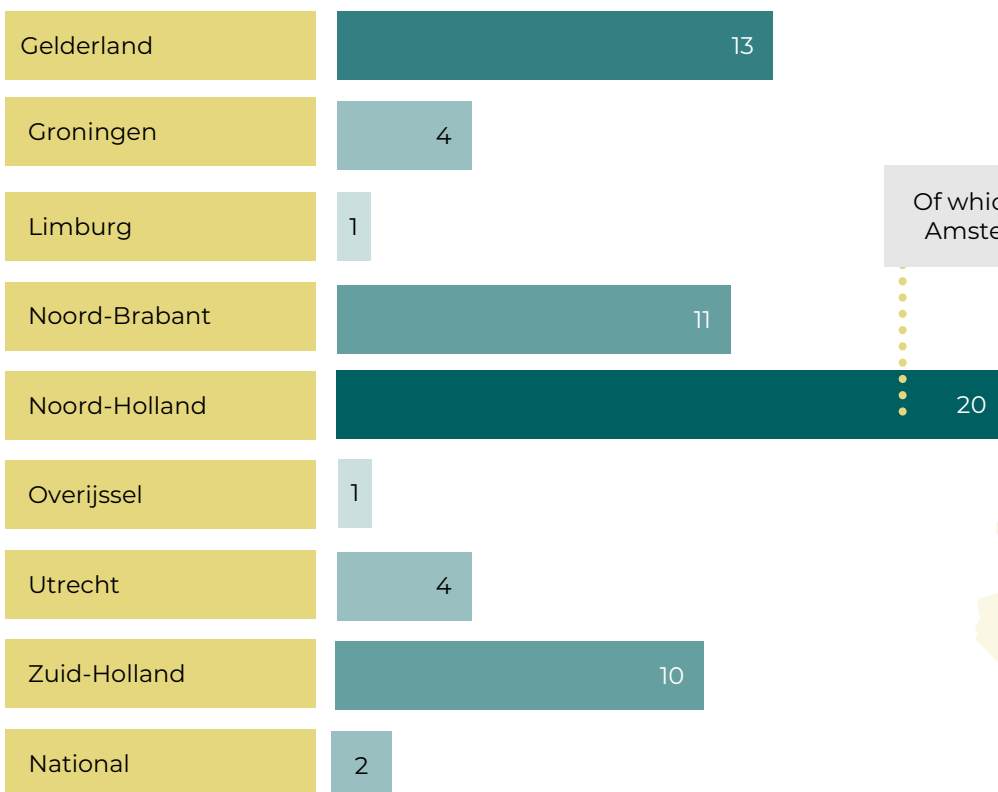


In 2025, AJF funded **66 organisations** in the Netherlands

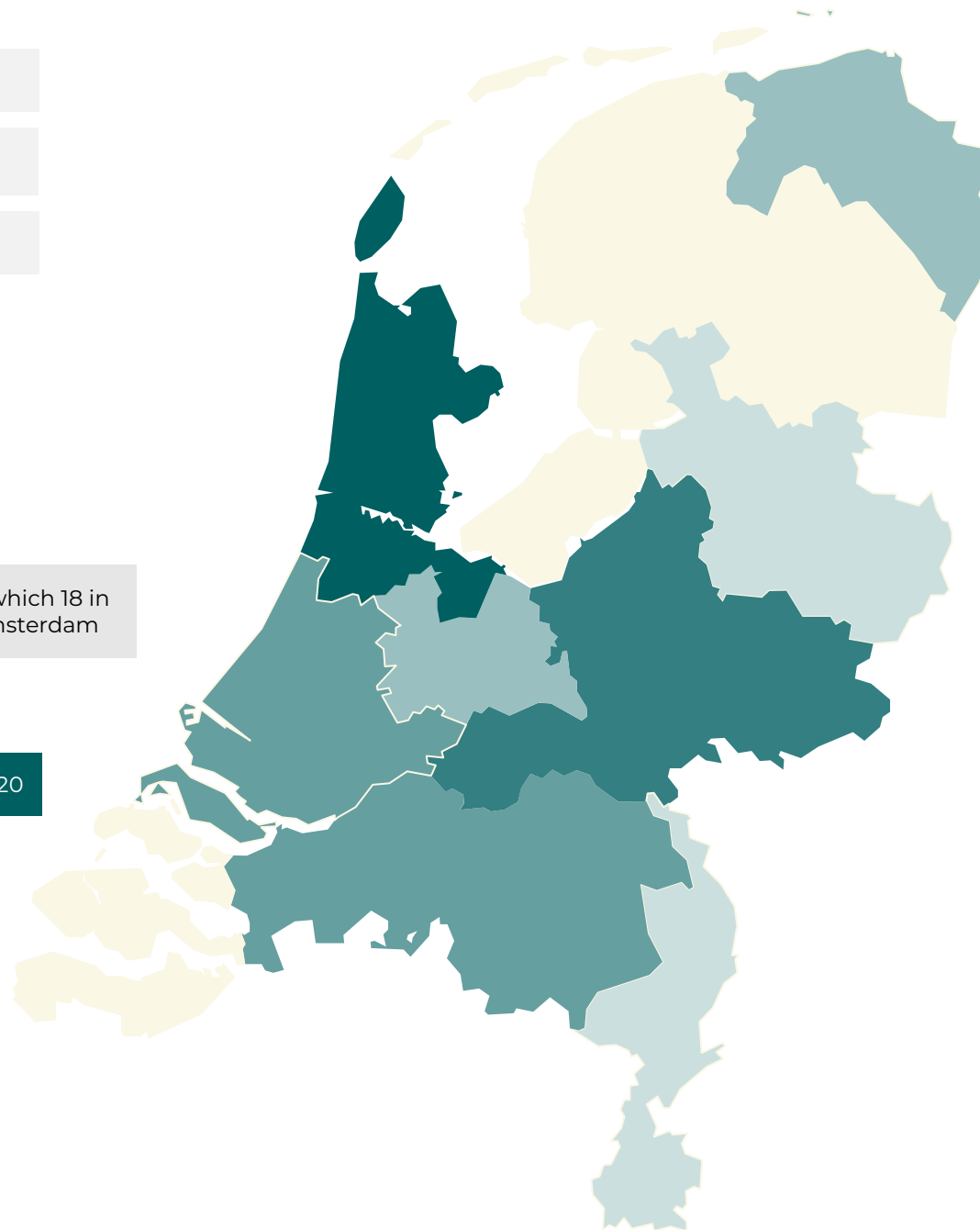
15 organisations new to the portfolio

36 ongoing partnerships

15 partnerships completed



Of which 18 in Amsterdam



Thematic focus

39 of the 66 organisations we fund in the Netherlands are social enterprises working on improving employment prospects for people in vulnerable situations: this is our primary focus. We also fund organisations working on related social themes.



New to the portfolio in 2025



Employee Tjerk feels at home at Maakwerk.

Maakwerk | Deurne

Social enterprise

Start of collaboration: 2023



Being part of Maakwerk

Approach

Maakwerk is a production and assembly company in Deurne where people carry out technical assembly work. They put together a wide range of products, from soap dispensers to safety lighting. The work is divided into small, achievable steps and tailored to each person's abilities. Support and production go hand in hand. What matters most to them is that people enjoy coming to work and leave at the end of the day feeling good.

Impact accelerator: workstations are designed so that people can work as independently as possible.



Target group

Maakwerk works with a diverse group of people, including people with mental health challenges, autism or mild intellectual disabilities. On an average day, around 20 to 25 people are at work at Maakwerk.

Impact in 2025

- A stable, positive working place for 35 people.
- All participants show development in self-confidence, social skills and independence, although the extent varies.
- 2 people moved on to work or further education.



Ronald, work supervisor

"You cannot say to our employees: 'Now we need to step it up because the work has to be finished tomorrow.' That's not how it works. I may feel stress here in this office, but as soon as I leave my desk and walk into the hall, the message is: everything will be okay. I love giving people that sense of trust."

”

“

Riccardo, employee

"What I like about working at Maakwerk is that it is close to my home and I can get there by myself. Here I have the feeling that everything will always be okay. They say that often, and it is true. That gives me peace of mind."



Good balance

Maakwerk has developed into a social enterprise with a solid foundation. Most of its income comes from commercial assignments, supplemented by subsidies and support fees. Entrepreneurial duo Peter Joosten and Angela Berkvens play an important role in this: together they balance the business and social sides of the company.



Impact accelerator: complementary leadership

Work in development

The work at Maakwerk is changing. New assignments, such as assembling the Tworby tricycle bike and working with advanced printers, require more independence and problem-solving skills. As a result, the focus is shifting from light work and supported activities toward more practical internships and reintegration pathways.

Positioning and visibility

Maakwerk is a commercial company with a social mission. This combination sometimes requires additional explanation to the outside world and collaboration partners. At the same time, the internal work processes are clearly structured, which helps make the company's social impact more visible.



Impact accelerator: clear insight into all business processes and their related costs and expenditures



Employee Kim works on the electronic cowbell while listening to heavy metal or Prince through her earbuds.

Melanie Vaessen, portfolio manager AJF

“Maakwerk’s success is largely rooted in the complementarity of the entrepreneurial duo. Peter brings commercial experience and a strong network, while Angela has extensive experience with the target group and a sharp eye for what people can do.”





Total of
7,280 people
reached

	Number of people reached
Social enterprises improving employment prospects	1,144
Improving employment prospects for migrants	91
Income security	1,468
IGNITE Award winners	212
Sector and system strengthening	n/a
Other initiatives	4,365

Examples of initiatives with a large reach include **Met Elkaar** in Oss en **Refugee Team** in Tilburg.

We ask **social enterprises** to measure their impact: the development participants go through and the extent to which they move on to a new place.



70% show measurable positive change

Social enterprises reported that 806 of 1,144 participants grew in self-confidence, social skills and professional skills. The average target was 75%.



24% progressed

272 participants progressed to a new job, education or another social initiative. This means the average target of 21% was comfortably achieved.

In perspective

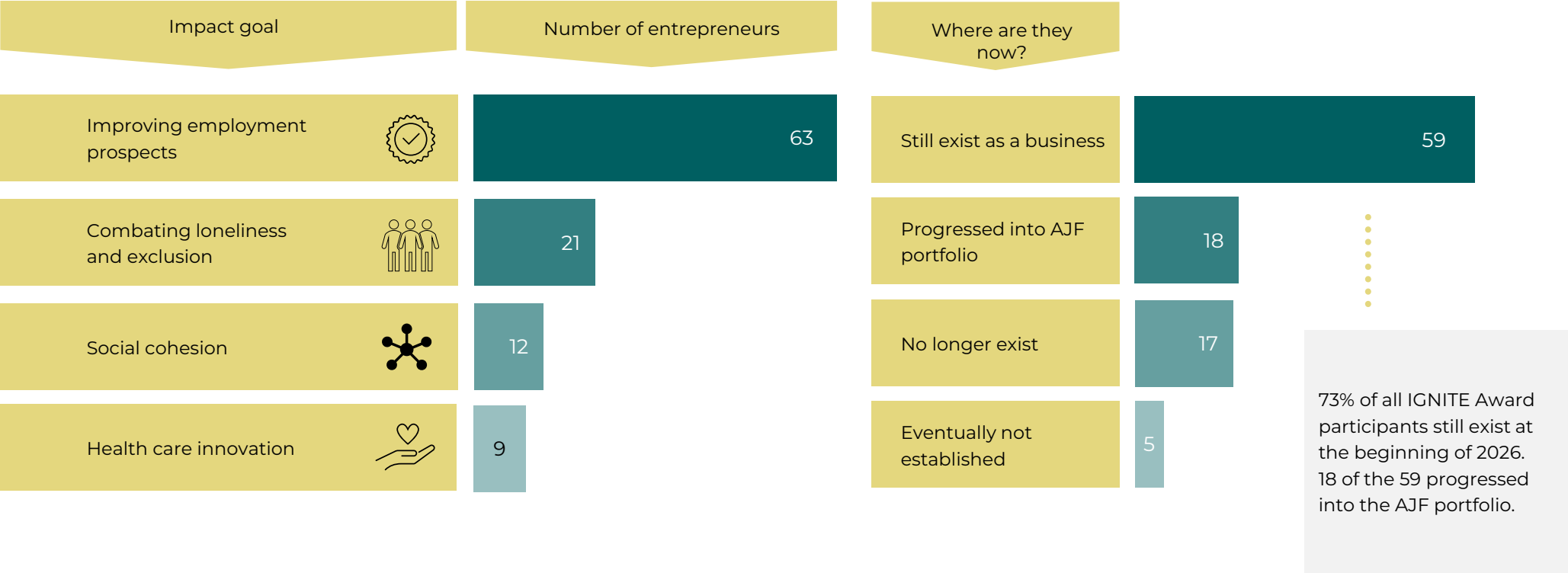
The progression rate remained stable at 24% compared with last year (23%). Given the level of support many participants need and employers' caution, this is a strong result. The development rate remains slightly below target, partly because impact measurement is not yet structurally embedded everywhere. At the same time, two-thirds of social enterprises meet or exceed their own targets.

10 years of IGNITE Award

In 2025, the tenth edition of the IGNITE Award training and coaching programme for early-stage social entrepreneurs took place. Over ten years, **81 entrepreneurs** (119 participants) took part in the programme. They improved their business plan and pitching skills, learned about creating and measuring impact, and how to take care of both their business and themselves as entrepreneurs.



Sales workshop with trainer Ron Hubbers during the 2025 IGNITE Award programme





Diploma as a stepping stone

Approach

The Educational Centre for Adults (EC-O) combines education, guidance and practical experience. Students follow a vocational programme, receive additional support such as language and skills training, and complete internships with employers. Attention is also paid to practical issues that can make training difficult, giving students a better chance of successfully completing their pathway.

Impact accelerator: lowering practical barriers so that people can participate as fully as possible.



Nooshi Forozesh, founder and director of EC-O

"A student once told me she had voted for the first time in the House of Representatives elections. That is ultimately what matters to me: that people regain confidence in themselves, in their voice and in our democracy. That they participate. A diploma helps with that."

Target group

EC-O focuses on adults without the right entry qualification who find it difficult to get work. They are often women with limited education, limited Dutch-language skills or a small network. The average age is around 40 – an age at which many of these women dare to take a new step toward work. Thanks to EC-O's successful advocacy, participants can keep their social assistance benefits, if any, during the training.

Impact in 2025

- 133 students took part in the 2024-2025 academic year.
- 80% successfully complete the programme.
- 82% of MBO-1 students progress to MBO-2.
- 167 students have already started in 2025-2026.
- Language skills improve for around 90%.



“

Heba, when she started her training

“My children are older now. The eldest is already going to secondary school. I have given them my whole life. Now it is time for myself.”

EC-O had portraits made of 15 students, before and after their training. The photos and quotes were compiled in a booklet and displayed as large prints in the canteen under the title Growing in Happiness. Heba from Kuwait was one of the students who took part in this project.

Heba, after completing her training

“I learn so much. One year has made such a difference. For my Dutch, for my environment. Doing an internship is so important for me. It is the first time I have worked in the Netherlands.”

”



Contagious leadership

EC-O is led by Nooshi Forozesh, who builds the organisation from a strong conviction: education helps people participate in society again. Her enthusiasm is contagious. Despite major teacher shortages in Amsterdam, teachers often apply of their own accord, and participants increasingly find EC-O by word of mouth.



Impact accelerator: goodwill and embedding in the local network, from neighbourhood to city to region.

Learning by doing

The organisation is in the middle of a growth phase, expanding to other city districts and developing new pathways such as Early Start. In this pre-programme, students can already begin education even if they do not yet meet all entry requirements. At the same time, EC-O critically reviews its training offer: some directions offer better job prospects than others, and internships are not equally easy to find everywhere. The offer is therefore increasingly aligned with programmes that lead to good job opportunities.

Sustainable partnerships

There is no shortage of good ideas. EC-O often launches new initiatives before funding has been fully secured. This shows entrepreneurship and ambition but also requires a strong foundation. EC-O is therefore working on sustainable partnerships with public partners to further strengthen the continuity of the organisation.



Nienke van den Elst, portfolio manager AJF

"In addition to education, EC-O organises art, concerts, tutoring, care and support. These are exactly the kinds of activities that often disappear because of costs or efficiency, even though they have so much value."



Investing in organisational development

AJF contributes to organisational development because strong, resilient organisations are better able to sustainably increase their social impact. That is why we offer **non-financial support** to organisations through joint training sessions, the use of experts and active involvement from the AJF team.

In 2025, AJF organised three joint training sessions, with an average of 11 participating organisations.

- **Employment law:** support on employer responsibilities and regulations
- **Impact Start:** two-day training as an introduction to impact measurement
- **Sales:** focused on commercial growth for social enterprises.

In addition, 11 organisations made use of individual experts, and all organisations in the portfolio could turn to the AJF team for advice, sparring and connections with other entrepreneurs and funds.

The training sessions were rated positively (an average of 4.5 out of 5). The interactive format, practical examples and open exchange with trainers and other participants were especially valued.

Danielle de Jong, director of Sew Crew, on the Employment Law training

”

“It was great that cases from the group were discussed; that gave a lot of insight into what you can run into as an organisation. It would also help to share examples of employment contracts, codes of conduct and complaints procedures, so that not everyone has to reinvent the wheel.”

Norbert Heijl, director of Goejenhandel, on the Impact Start training

”

“Critical questioning helps enormously in sharpening the logic of your Theory of Change and measurement plan. Engaging, sharply questioning and challenging in intensity, but not too much to process.”

Mireille Hopman, director of TriUnity, on the Sales training

”

“This is truly the best training so far. Exactly the right timing for our organisation, and it was great that a one-on-one session could still be scheduled.”



Trashure Taarten | Nijmegen

Social enterprise
Start of collaboration: 2023

Impact baked in

Approach

Trash'ure Taarten is a social and sustainable bakery where participants actively contribute to the daily production process. They bake cakes – often vegan – prepare ingredients and take shared responsibility for the workplace. The bakery works with rescued vegetables and fruit that would otherwise go to waste. Participants develop professional skills and practise their Dutch every day.

Target group

Trash'ure Taarten focuses on people who enter through the employment agency or language schools. They are often newcomers working on their integration, or people for whom paid work is not yet immediately feasible. The focus is on increasing self-reliance and active participation in society.

Impact in 2025

- 36 participants followed a work pathway.
- 18 participants moved on, 10 of them into paid work.
- There are now 10 employees on the payroll, 7 of whom progressed from training and support programmes.
- Language skills, self-confidence and collaboration skills show clear growth.



Melanie Vaessen, portfolio manager AJF

"At Trash'ure Taarten, a strong sense of justice is tangible in everything they do. It is truly part of who Jeanne and Anton are. For every vacancy, they look for someone from the target group, and in every choice, they consider their impact on the environment. Without being patronising!"





Jeanne van Ittersum, founder of Trash'ure Taarten, about employee Shaaila

"Shaaila comes from Syria, where she worked as an English teacher at a primary school. She has now been living in the Netherlands for six years. Four years ago, she started the MBO programme Assistant Hospitality & Nutrition after finding it difficult to secure suitable work. During her search for an internship, she was rejected by several places, partly because of her language level. Trash'ure Taarten did give her a chance. She has now grown into a valued colleague with a permanent contract."



“ **Jeanne van Ittersum, founder of Trash'ure Taarten**
“I feel seen by AJF and feel that I am not on my own. AJF understands how entrepreneurship works and thinks along from the perspective of substance and impact.”

Working smarter

2025 was a year of strong growth for Trash'ure Taarten. Revenue increased by 40%, while the team remained largely the same. Thanks to investments in equipment, the bakery was able to work smarter and more efficiently and produce larger volumes.

Investing in machines and people

The organisation took clear steps in its further development. It invested in new machines, food safety and good employee support. At the same time, demand for vegan cakes is growing, a development to which Trash'ure Taarten is well positioned to respond.

Impact accelerator: growing demand for plant-based products and structural collaboration with customers.



Learning to fail

A recurring theme is the balance between production and learning. In practice, participants are sometimes given mostly simple tasks because supervisors find it challenging to allow mistakes to happen. At the same time, learning is precisely about trying, practising and sometimes failing. For supervisors, too, this is a continuous learning process.

Impact accelerator: a clear vision on learning and enabling learning for the entire team.



Organisational development of social enterprises

During the collaboration, we track how organisations develop. We look at three organisational areas:



Impact strategy

How an organisation formulates, realises and monitors its social impact mission.



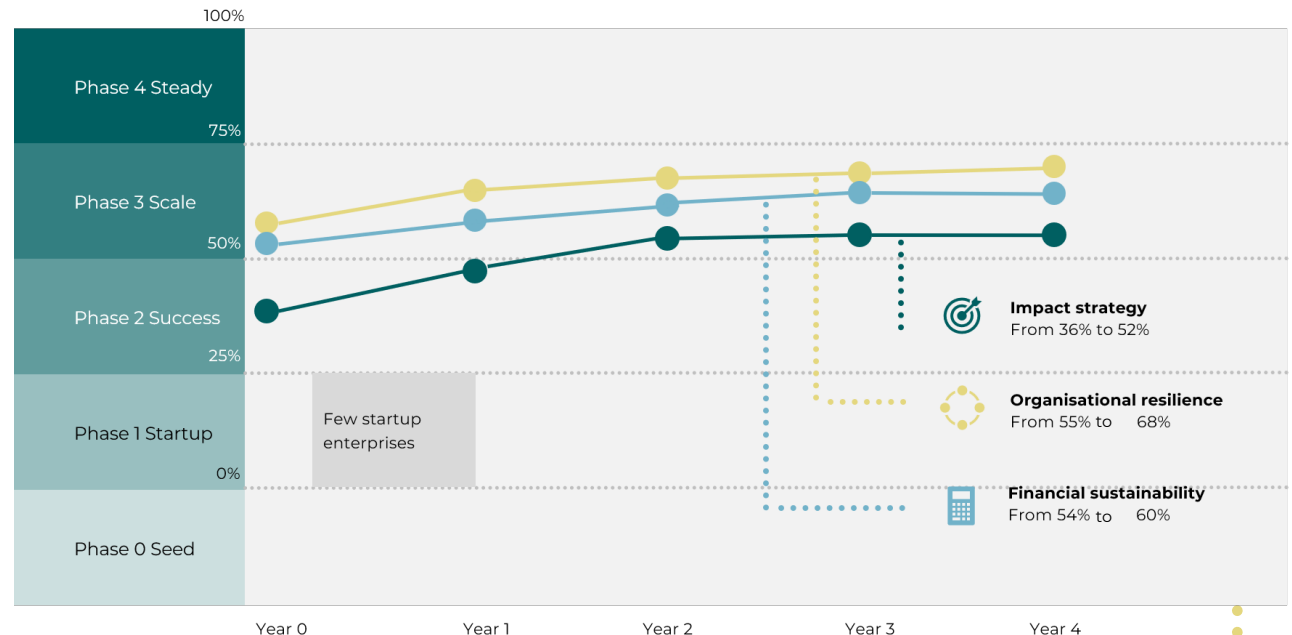
Operational resilience

How an organisation organises its leadership, team and governance to work effectively.



Financial sustainability

How an organisation remains financially healthy and manages its resources sustainably.



Each year, we map the development of organisations. For each organisational area, we determine a development percentage (0-100%) based on conversations, reports and observations. This percentage is then translated into a growth phase (0 to 4).

The chart shows the average development level of organisations by year of collaboration with AJF.

What stands out? ●●●●●●●●

- Organisations enter the portfolio with a foundation in **operational resilience and financial sustainability**. This is necessary to meet governance and financial requirements. There is no fixed starting level for impact strategy.
- Most growth takes place in the **first two years of collaboration**. Organisations make particularly significant progress on impact strategy, often thanks to their first impact measurement.
- After the second year, organisational development appears to stabilise. We are still exploring how we can **most effectively support organisations** during this period to take a next growth step.



Saeed | Zwolle

Social enterprise

Start of collaboration: 2022

Serving silver linings in Zwolle

Approach

Saeed ("happy" in Arabic) is a small-scale hospitality company in Zwolle where participants work in the kitchen, café and service. They receive language support on the job, focused on the language they need for their work. In addition, themed groups address everyday situations, such as a conversation with a doctor or the municipality.

Target group

Saeed focuses on people at the start of their integration process, mainly women, with a low level of education and limited language skills. Many newcomers complete their "participation hours" (around 800 hours) at Saeed as part of their integration pathway. Saeed also encourages participants' own entrepreneurship, for example in jewellery-making, catering or art.



Impact accelerator: participants compose the menu, giving them a sense of ownership, enjoyment and pride.

Impact

- In 2025, 39 participants followed an employment pathway.
- 37 participants developed their self-confidence, social skills and independence.
- 3 participants progressed to employment or further education.



Hakan feels at home at Saeed. He is good at baking cakes and cookies.



“ **Evianne Beijeman, founder of Saeed, about Maya**

“Maya, a Syrian-Kurdish woman, started at Saeed without training and with little experience outside the home. Now, three years and more than 800 participation hours later, she leads the kitchen as a cook. During that period, she has developed enormously and built a great deal of self-confidence, which she also takes back into the outside world.”

New location

2025 was an important year for Saeed. The organisation moved to a new location; the team grew to seven employees and revenue doubled. Lunch and the terrace are full almost every day. The number of participants also grew through collaborations with six surrounding municipalities, giving Saeed an increasingly important regional role for this target group.

More structure in support

The work supervisors in the kitchen, behind the bar and in service are increasingly working toward a shared approach. A start has been made with a client tracking system, personal development plans and a scorecard for each participant. An important lesson has also been learned: first let participants settle in calmly and then work together on personal goals.



Impact accelerator: a shared support approach with fixed reference points and attention to personal development

Financial control

With Saeed's growth, more organisational tasks are also added, such as contact with municipalities, HR matters and managing a larger team. For this reason, extra investment was made in financial management over the past year. The team now has better insight into its financial figures, which contributes to more mental space for operational issues.



Nienke van den Elst, portfolio manager AJF

"Evianna has achieved a great deal through connection, reflective ability and room for doubt. She has great authenticity and courage and steadily continues her course. To me, she is an example of gentle strength, of new leadership in which decisiveness and humanity go hand in hand."



Mohamed from Syria
started as an intern and is
now employed as sous-
chef.

Evianna Beijeman, founder of Saeed

"The structural collaboration with AJF allows me to look further ahead and dare to take risks."

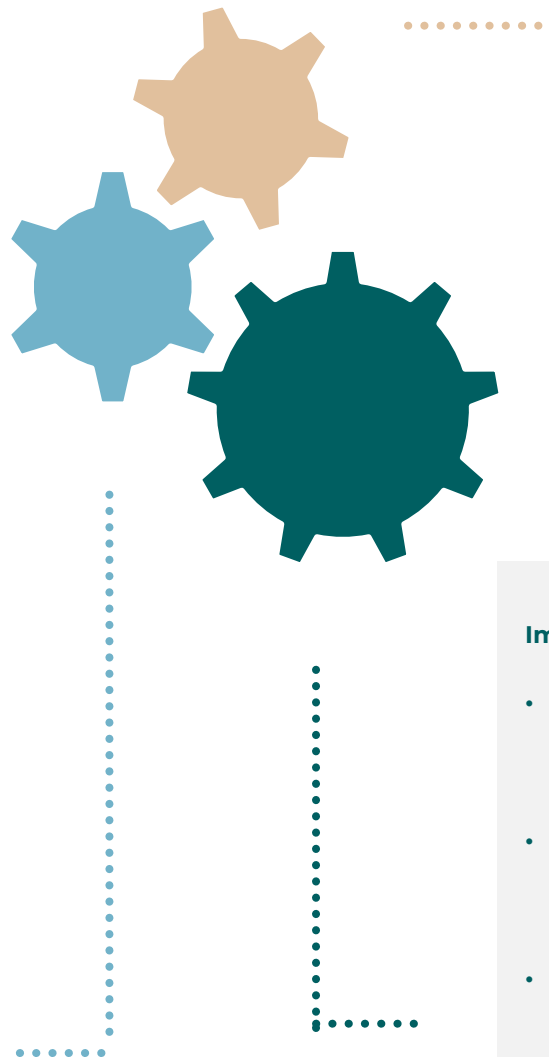


Lessons learned in the Netherlands Portfolio

What insights did we gain in 2025 and where do we see room to improve ourselves?

Organisational development

- We see that most social enterprises **continue to professionalise** during the collaboration: more structure, more control and more overview.
- In recent years, more organisations have joined that are already further along in their organisational development. As a fund, we also want to **remain accessible and relevant to younger social enterprises**. This requires us to actively keep looking for them and adapt our offer accordingly.
- Growth also brings new challenges. We see that in many organisations, a great deal of **responsibility remains with a single entrepreneur** – often the founder. This can create risks for both the organisation and its impact and calls for timely identification and appropriate forms of support.



Partnership

- Entrepreneurs particularly value the **knowledge and engagement**, especially in difficult phases.
- Each organisation has **different expectations** of the collaboration. The conversation about this could be more explicit and transparent.
- We **could contribute more to the visibility** of organisations and thereby further strengthen their impact.

Impact

- Continuity of impact requires strong organisations and a good supervision/mentoring approach. Both are essential to realise sustainable impact for participants.
- **Effective supervision** requires safety, tailored approaches, flexibility and trust. Greater insight into effective approaches helps social enterprises further strengthen their support.
- Progression is partly determined by factors beyond the influence of social enterprises. In addition to supervision, **stigma and labour market developments** also play an important role.

A young woman with short, dark, curly hair is smiling warmly at the camera. She is wearing a light-colored dress with a bold green and brown leaf pattern over an orange top. She holds a branch of a moringa tree, with its characteristic large, white, papery bracts and green leaves, in front of her. The background is a soft-focus field of similar green plants under a bright, overcast sky.

Female farmers supply moringa leaves to MoringaConnect in Ghana, which turns them into export products.

West Africa Portfolio

Our impact mission in West Africa

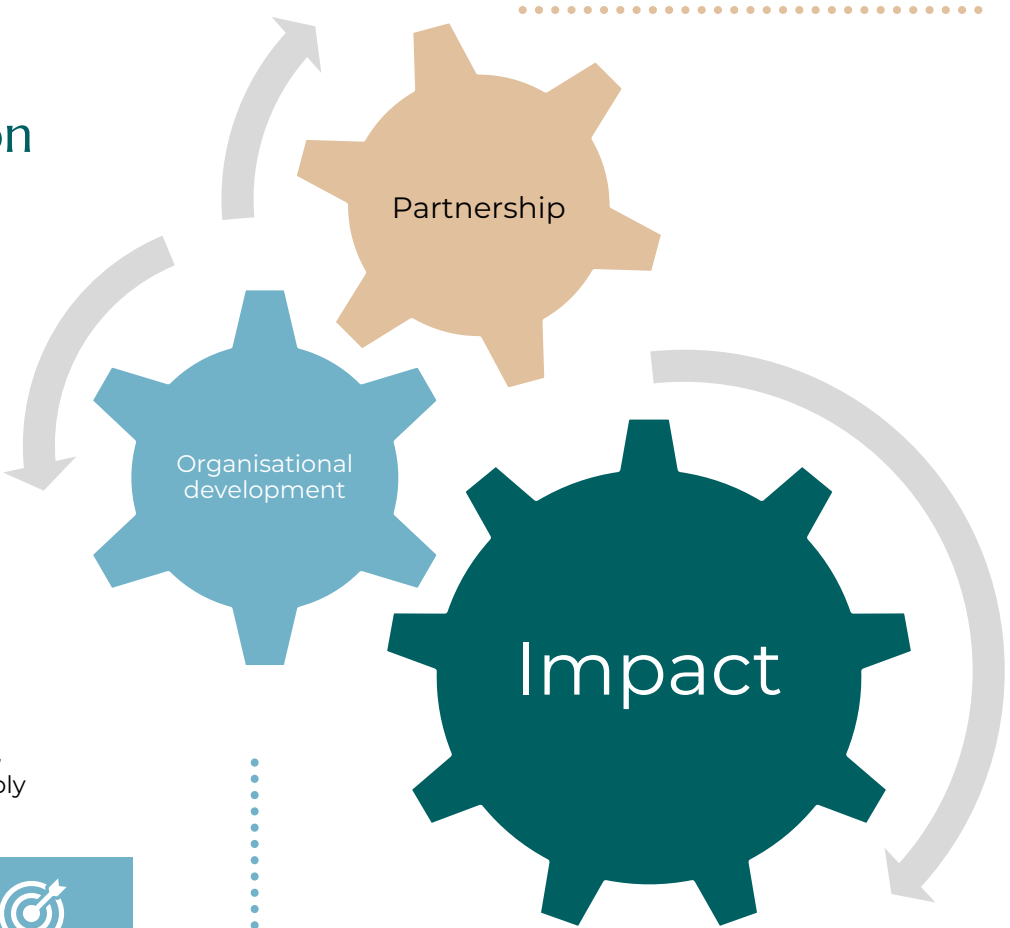
Sustainable income improvement for farmers and rural communities

Organisations have the knowledge, capabilities and capital to sustainably realise their impact mission.

Impact strategy

Organisational strength

Financial sustainability



Tailored funding

Knowledge

Network

AJF provides funding, knowledge and networks to increase the resilience and effectiveness of organisations.

Organisations effectively contribute to the resilience of rural communities in West Africa.

Income security

Climate resilience

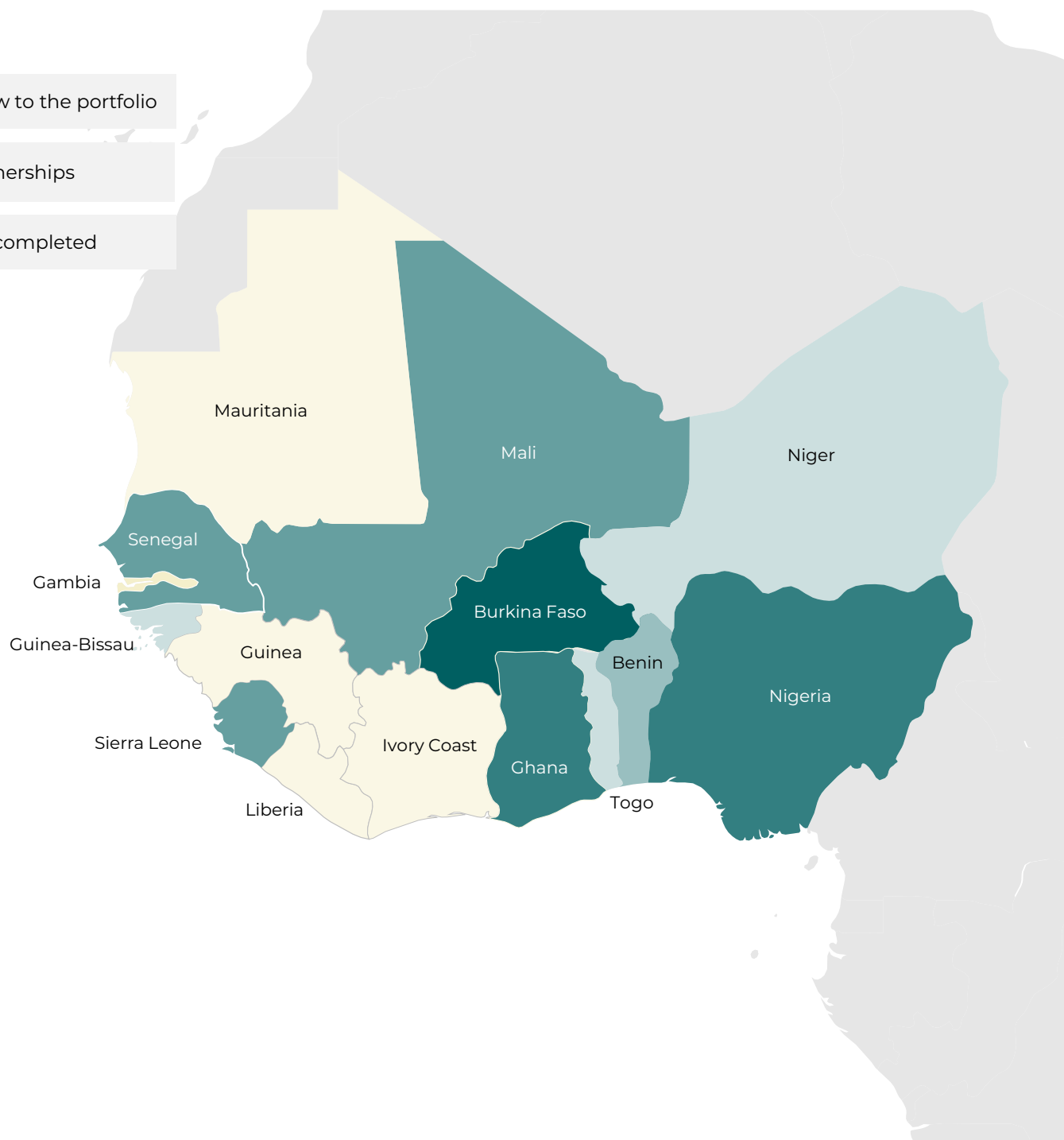
Work and entrepreneurship

In 2025, AJF funded 33 initiatives in West Africa

13 initiatives new to the portfolio

11 ongoing partnerships

9 partnerships completed



Benin

2

Burkina Faso

10

Ghana

7

Guinea-Bissau

1

Mali

3

Niger

1

Nigeria

6

Senegal

2

Sierra Leone

3

Togo

1

Thematic focus

New to the portfolio in 2025

33 initiatives in total

Strengthening food value chains





Sustainable agricultural development





Strengthening agri-impact enterprises





System change and/or innovation





Potentiel Terre is an NGO in Niger that gives women and young people access to financing for their enterprises. The organisation also provides guidance and support to help existing economic activities grow further.

ESSOR supports women farmers in Guinea-Bissau in setting up cooperatives for organic vegetable cultivation. This helps them improve their food security and income through agroecological farming and better market access.

The Hunger Project works in Senegal to improve food security and increase income for local communities, especially women and young people.

In 2025, we launched **Groeuin**, a programme to strengthen agri-impact enterprises in Ghana and Ivory Coast. These are enterprises in the agriculture and food value chain that generate measurable positive impact for smallholder farmers and rural communities alongside financial returns.

We are exploring the right mix of financing and support to help these enterprises grow. In some cases, this begins with strengthening their financial foundations, preparing it for future investments.



Moringa farmer at work

MoringaConnect | Ghana
Agri-impact enterprise
Start of collaboration: 2024



A Pivotal Year for MoringaConnect

Approach

MoringaConnect works with farmers in Ghana on the cultivation and processing of moringa: a fast-growing tree whose leaves and seeds are used in products including food and cosmetics. The organisation buys the leaves from farmers and processes them into products for the international market. The impact model rests on three pillars: plant, sell, save – the number of trees planted, the purchase of leaves (in volume and value), and money flows within participating savings groups (VSLAs).

Impact accelerator: combination of training, seed, savings model and market access.



Target group

MoringaConnect works with smallholder farmers around New Longoro, especially women. Through this approach, they gain access to land on which they grow trees and can sell the leaves. They also participate in savings groups.

Impact

The number of participating farmers is growing according to plan and is on track to reach the target of 400 farmers. Demand for moringa products is strong, offering opportunities for further income growth.

Impact accelerator: strong international market demand.





Moringa processing worker stripping leaves from the stems.

Moringa processing on site

In 2025, MoringaConnect worked on expanding production, with the construction of a new factory in New Longoro as the most important step. This will allow moringa to be processed close to the place of production, instead of first being transported to Accra. It reduces transport costs and helps better preserve the quality of the leaves.

Construction was delayed, but the factory will be taken into use in early 2026 – an important milestone for the company.

Pause for consolidation

MoringaConnect wanted to expand to a new community, but that process went differently than expected. The planned land purchase caused tensions in the village. The company has therefore chosen to first continue growing within the existing community of New Longoro, where collaboration and mutual agreements are stronger. At the same time, MoringaConnect is working on a clearer approach to future expansion, with more attention to involving all stakeholders in a village at an early stage.



Impact accelerator: an awareness of local structures and sensitivities, and the flexibility to respond to them.

Access to finance

Access to finance remains an important condition for further growth. Although demand for products was present, it sometimes proved challenging to have sufficient working capital available to scale production in time and deliver orders.



Kwami Williams in a boat on the Black Volta River near the moringa plantations

Kwami Williams, founder and CEO of MoringaConnect

“AJF came in at a crucial moment in our growth. It is not a ‘tick-box’ investor, but truly a partner.”

”

Loes Bijleveld, portfolio manager AJF

“The resilience of MoringaConnect is admirable. The context is challenging, but despite several setbacks the team continued tirelessly with its mission.”

”

Initiatives Ghana highlighted

100WEEKS

Dutch NGO.
Offers cash transfers and a training programme for 200 women in Bono.



NUS Network Ghana

Ghanaian NGO.
Mobilises communities to manage local seed banks. In collaboration with 550 farmers.



CAMFED

International NGO.
Organises a peer-to-peer training programme for 285 young women in climate-smart agriculture.



Moringa Connect

Ghanaian agri-impact enterprise.
Processes moringa leaves into high-quality export products.
236 employees; 400 farmers



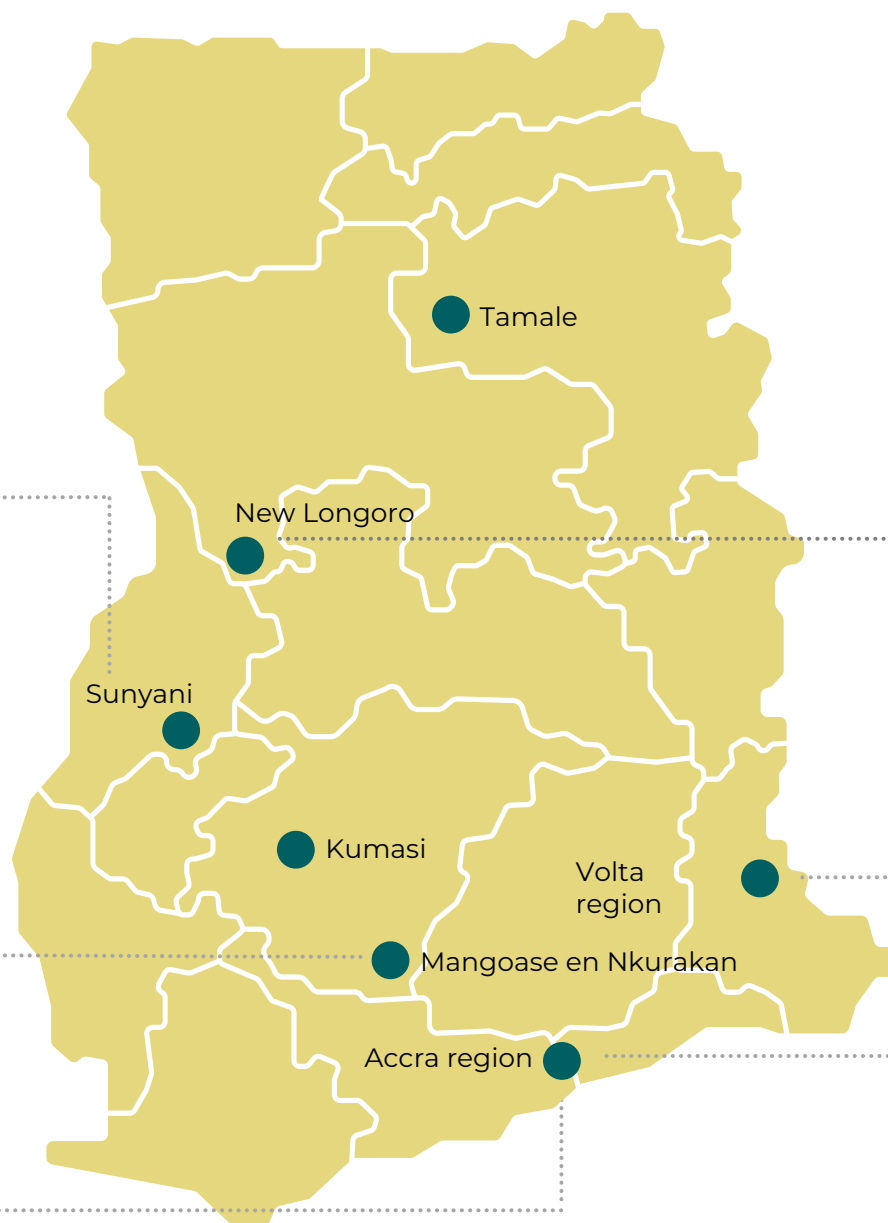
Agriterra

Dutch NGO.
Strengthens farmer organisations in the chilli pepper chain.
2,000 participating farmers.



Pure and Just Food

Ghanaian agri-impact enterprise.
Processes fruit (mango, papaya, pineapple) for the export market.
106 employees; 103 farmers





myAgro | Senegal

International NGO

Start of collaboration: 2024

Year-round income with chickens

Approach

myAgro enables farmers in Senegal to save step by step for a package of chickens, feed and training through a digital savings system. The chicks are cared for during the first four weeks by trained local entrepreneurs, known as Mother Units. They are then sold to farmers in their own and surrounding villages, strengthening their market access and entrepreneurship.



Impact accelerator: strong and scalable distribution model that works in practice

Target group

In Senegal, myAgro focuses on smallholder farmers in rural areas who depend on agriculture for their income and food supply. Especially in the period before the harvest, they are extra vulnerable to poverty and food shortages. A significant part of this group consists of women, who often have less access to land, training and credit.

Impact

- Poultry provides supplementary income for 40,554 farmers throughout the year, alongside seasonal income from agriculture.
- 132 women have started their own poultry enterprise.
- The long-term effect on household income and food security is still being studied.



Participant in the MyAgro poultry programme, Senegal



Participant in the MyAgro poultry programme, Senegal

Rapid scale-up

The myAgro poultry programme grew faster than expected. While the target was 36 local entrepreneurs with their own poultry business, 132 were ultimately set up. This growth was driven by the popularity of the model and expansion into several regions. In a short time, this created a broader and better-functioning poultry chain.

From pilot to stable poultry package

As it grew, the programme increasingly became an integrated system. Families generate year-round income from poultry alongside their farming activities, and sometimes invest this in other small businesses, such as shops. At the same time, myAgro reaches many new farmers (84%), which helps reduce costs per farmer.

Flexibility in practice

Rapid growth also brought challenges. During the rainy season (July-September), poor roads and higher chick mortality caused delays. The planning was adjusted and the number of production rounds per year was reduced. Chick supply also proved vulnerable: rapid scaling sometimes caused shortages and quality differences. MyAgro is now responding by working with multiple suppliers and making the packages more flexible.



Impact accelerator: The myAgro team's adaptability and drive to learn what works enable it to respond effectively to change.



Participants in the poultry programme gather for a training session



Total of
92,676
people
reached

	Number of people reached
Value-chain development	74.789
Sustainable agricultural development	16.292
Agri-impact enterprises	845
System change and/or innovation	750

An initiative with a smaller reach and proven impact is **100WEEKS** in Ghana. They contribute to the self-reliance of 200 women through cash transfers and training.

An initiative with a large reach is **myAgro** in Senegal. Their savings model for poultry farming is highly scalable: 40,554 people use it.

Interpreting reach and impact data

The **variation** in the West Africa portfolio is large. Partner organisations differ in target group, sector, organisational structure, impact approach and programme phase.

All partner organisations report on reach and, from 2025 onward, also on **AJF impact indicators**. The way of reporting differs per organisation, which means figures are not always comparable.

Organisations set **multi-year goals**, but report on results every six months. These figures provide an interim picture. Organisations that started halfway through 2025 have not yet reported on their impact.

Impact figures West Africa

This includes **all people who participated** in activities in 2025, such as agricultural training and community meetings.



Total number of beneficiaries



Income improvement



Number of farmers with an **improved economic position**, for example through higher yields, lower costs or better market access.



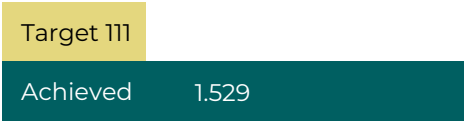
Climate resilience



Number of farmers **applying climate-resilient agricultural practices** and thereby becoming more resilient to climate change. Examples include improved water management, soil improvement or crop diversification.



Work and entrepreneurship



Number of **people whose employment opportunities improved**: people who started or strengthened their own business, and people who found employment at an agri-impact enterprise.

Target = the combined targets set by the partner organisations themselves.

Achieved = the combined reported results.



Entrepreneur shows her fonio products.

FonioForce | Burkina Faso

Consortium led by Advance Consulting
Start of collaboration: 2024



Ancient grain offers opportunities

Approach

FonioForce works on the entire chain around fonio, a traditional grain crop grown in Burkina Faso. In the FonioForce project, farmers learn to cultivate and process fonio sustainably. Demonstration plots play an important role: seeing is believing. At the same time, the project brings fonio farmers, processors and buyers together to get the chain moving.

Impact accelerator: Investing in farmers' knowledge, skills and capital, combined with stable market access, is an effective way to increase their incomes.



Target group

The project focuses on 1,000 smallholder fonio farmers and 16 local processors in western and southern Burkina Faso.

Impact

- In 2025, 776 farmers were trained, many of them women. The 16 local processors also received training.
- Demonstration plots show that improved farming techniques lead to higher yields.
- In 2025, around 500 farmers were linked up to processors, and 20 partnerships were established between processors and retailers.

Impact accelerator: Demonstration plots help farmers see first-hand how improved farming practices can lead to better results.





Men winnow the fonio. This is the process in which the outer husks and impurities are separated from the fonio grains by fanning with large leaves. Women encourage them with singing and dancing.

Flying start

FonioForce is implemented by the Dutch organisation Advance Consulting in collaboration with AgroDev, a Burkinabè agribusiness firm, and South Africa's Sense. In 2025, the project gained momentum. Activities were rolled out in several villages within a short time, and the network of participating farmers and companies grew considerably.

Rethinking contracts

During the start-up phase, it became clear that formal contracts between farmers, processors and buyers are rarely used in practice — and can sometimes even hinder collaboration. Relationships across the value chain are largely informal. Based on these insights, the team is now exploring how to create greater stability and more secure market access for farmers while recognising this informal reality.

Challenges

Local processors see opportunities for growth but often struggle to access the financing needed to invest in their businesses. Yet their growth could ultimately create a more stable market and increase demand for fonio from farmers. The team is therefore exploring how best to support this development.

The team is also working to better align training with the agricultural season, allowing farmers to put new techniques into practice straight away. This approach is already being incorporated into the upcoming season.



Bas Gadiot, portfoliomanager AJF

This project means a great deal to everyone in the chain: from farmers and processors to consumers who value fonio as a nutritious and culturally valuable product. I also see that commitment in the enthusiastic project team, which works with farmers with great passion and is constantly looking for ways to improve its approach.



FonioForce team members in the field

Tea Kufrin, business consultant Advance Consulting:

“What we value in the collaboration with AJF is the flexibility, combined with space to experiment and learn what does and does not work. This makes it possible to adjust course and improve the approach.”





Participant in the 100WEEKS programme in Ivory Coast

100 Weeks | Ghana

Dutch NGO

Start of collaboration: 2024



Confidence as a pathway out of poverty

Approach

The 100WEEKS programme combines weekly cash transfers (€8) for 100 weeks with training and coaching. Women take part in weekly group meetings and receive training in financial skills and entrepreneurship. This enables them to build their own income step by step. In Ghana, 100WEEKS works with local partner Heritage Charity Foundation, which implements the programme.

Impact accelerator: women take control of their income and spending, based on trust in their own choices and priorities.



Target group

The 100WEEKS programme supports 200 women in the western Bono region. Many of them moved to this region from northern Ghana because agriculture there is becoming increasingly difficult due to growing drought. Without family or their own network in Bono, they have no access to land. This makes it difficult to build a stable income and increases their income insecurity.

Impact

- Poverty drops sharply: from 87% to 42%
- More food security: from 0% to 55% of households.
- Stronger income position: 77% started their own activity and 96% increased existing income.
- More financial control: women save more, invest actively and use group loans.

Participant in the 100WEEKS
programme selling her products at a
market, Ivory Coast



Data-driven

100WEEKS is a data-driven organisation that tackles poverty through a combination of cash transfers and guidance. Research and evidence are central to the approach. The organisation works with an extensive monitoring system and commissions additional external research, for example into long-term effects and children's development.



Impact accelerator: data-driven approach and research into the long-term effects of the model, even beyond the 100 weeks.

Partnership model

100WEEKS is active in several African countries, including Rwanda, Uganda, Ghana and Ivory Coast, and works with local teams and partners. The organisation is increasingly moving toward a partner model: 100WEEKS focuses on methodology, quality and data, while local organisations implement the programme and help scale it.



Martine Wijnstra, Partnership Officer, 100WEEKS

"We feel free to be open about the progress of the women and about 100WEEKS as an organisation. AJF understands that projects do not always run smoothly, which means we also dare to be transparent."



Participant in the 100WEEKS programme with the goats she bought with her savings

Loes Bijleveld, portfolio manager AJF

"I have come to know 100WEEKS as an eager-to-learn and open organisation. It is impressive how they capture the world and the people behind the cash transfers in relevant data points as well as in real stories."



Lessons learned in the West Africa Portfolio

What insights did we gain in 2025 and where do we see room to improve ourselves?

Organisational development

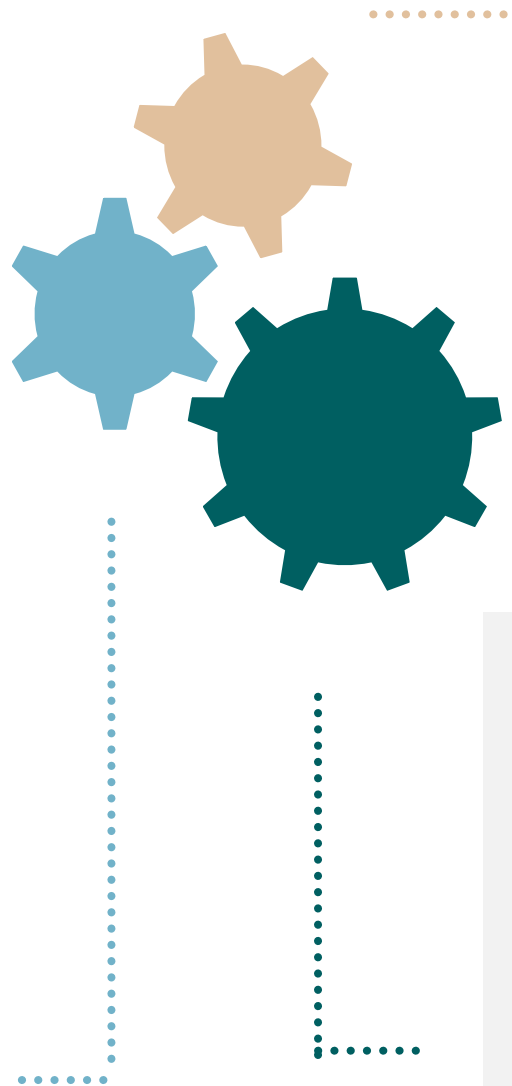
- In 2025, we explored how **non-financial support** can also contribute to the investment readiness of agri-impact enterprises, even when there is not yet a financing relationship.
- We see that **project ambitions are regularly larger** than the available organisational capacity. We can offer more room to adjust plans along the way.
- **Technical solutions and digital tools** sometimes receive a lot of attention in project plans and budgets, while their added value and practical applicability are not always clear.

Partnership

- Partner organisations we asked for feedback value AJF as a **substantive, engaged and flexible** partner.
- In some partnerships there is a strong focus on **joint reflection**; in others, the emphasis is more on reporting.
- **More clarity** about our focus helps. Clear priorities and clarity about the role we want to play as a fund give applicants guidance and strengthen the collaboration.

Impact

- In 2025, the portfolio had a stronger focus on **gender, agroecology and climate resilience**.
- Approaches that **combine training, financing and market access** show the greatest potential for impact. Proven interventions, such as Farmer Field Schools and savings groups, are increasingly represented in portfolio.
- **External factors** such as markets, politics and climate strongly influence income improvements. This context needs to be considered when we assess reported results.
- **Employment** is emerging as an important pathway to impact. While job creation is already part of our impact goals, we see an opportunity to assess its contribution more explicitly alongside income improvements for smallholder farmers.





Social hearted, business minded

Text and design:
Photography:

Suzanne Hoeksema, impact manager Anton Jurgens Fonds
Michèle Giebing, p 13 .
Mila van Egmond, p. 5, 9, 10, 11, 22.
Other photography by the organisations themselves.