

The background features a central dark red horizontal band. Above and below this band are large, overlapping abstract shapes in various shades of orange and red, creating a layered, geometric pattern.

Appeltjes van Oranje 2024

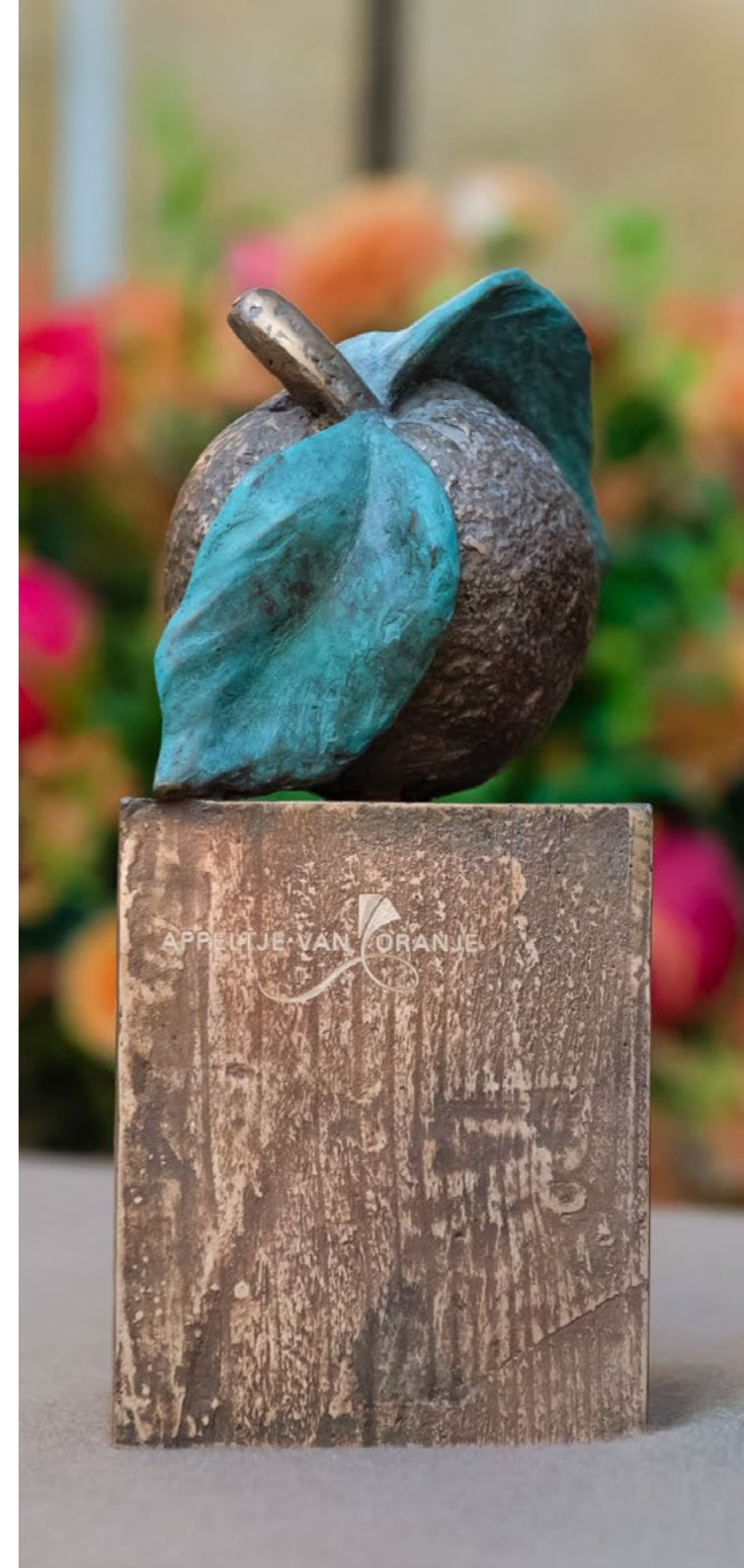
Fighting loneliness together!

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The Appeltjes van Oranje and the Oranje Fonds

Every individual counts. That is why, together with social entrepreneurs, we are committed to fostering a society where people support one another, have equal opportunities, and feel connected.

The Appeltjes van Oranje is an annual award, the award to recognize initiatives that make a difference. The goal is to recognize and reward three initiatives in the field of social services that strive for an inclusive, engaged society, initiatives that are unique, creative, meaningful, and that have been in operation for at least two years. With their commendable results, these efforts serve as an inspiration to others.





What exactly does an Appeltje van Oranje represent? First and foremost, it recognizes the work and dedication of the winning organizations. At the same time, it is meant to inspire, which is why we call on the three winners to act as "ambassadors" and help other organizations in establishing similar initiatives.

Each winning initiative receives a bronze statuette designed and produced by Princess Beatrix, along with a cash prize of € 25,000. The award sum can be used freely, in line with the winning initiative's objectives. The awards are usually handed out by Queen Máxima at Noordeinde Palace, and every five years by King Willem-Alexander.

Theme for 2024: Fighting loneliness together!

'What is your contribution to the fight against loneliness?'

This year's focus is on initiatives where individuals – both participants and volunteers – work together to fight loneliness.

Loneliness is a feeling of want, a sense of lacking meaningful connections that everyone understands and that can affect anyone. It is a sense of social isolation that can make you feel overlooked or insignificant, even in a large group. Feeling lonely or overlooked is often accompanied by a lack of purpose, a sense that you don't matter. Successful approaches empower individuals to take action, regain control and live a meaningful life.

That is why, for this Appeltjes van Oranje 2024 theme, we are looking for projects that successfully engage and mobilize those experiencing loneliness. This involvement can take the form of volunteering or active participation in various activities. After all, doing something for someone else often does something for you.



We are interested in projects that blur the line between volunteers who give and participants who seek that human connection. The approach should address people's fundamental need to be together, to see other people and to be seen as equals, while **addressing their strengths rather than their loneliness.**

The focus is on coordinating meaningful activities together to alleviate feelings of loneliness. This could include organizing activities that foster a sense of connection or building relationships that facilitate meaningful conversations.

Of particular importance in this context is the extent to which individuals – **both participants and volunteers** – are genuinely involved in shaping the project. This includes the design, planning, and implementation of activities.

That is why we are looking for initiatives that explicitly address how people can actively contribute to the project.

Examples of eligible initiatives

- A community center where the participants themselves are actively involved in organizing and conducting activities, such as conversations about what gives meaning to their lives.
- An initiative that fosters long-term connections between younger and older individuals, such as a community center that starts a greening project where young people engage in gardening activities with seniors who are experiencing loneliness.
- Projects that focus on participants' strengths rather than their vulnerabilities, encouraging them to utilize their capabilities within the project or organization to combat social isolation. For instance, addressing the challenges faced by migrants who may feel isolated due to language and cultural differences, exploring what they can contribute despite these challenges.
- Initiatives that support individuals in leveraging their experiential expertise, such as a buddy project for caregivers who experience loneliness. Sharing personal experiences not only provides support to others but also helps you.



Criteria for the initiative

To be eligible for an Appeltje van Oranje 2024, your initiative must meet the following criteria:

- The initiative must be aimed at reducing loneliness, be it social, emotional, or existential. This will involve:
 - a. Clearly articulating how your activities contribute to reducing loneliness.
 - b. Providing evidence that your initiative effectively reaches individuals experiencing loneliness.
- The target group within your initiative should actively participate in the planning and/or execution, going beyond mere consultation.
- The initiative should build on the strengths of the participants, emphasizing what they can contribute.

In particular, we look at

- Whether the project reaches people who are more likely to experience loneliness. While recognizing that many organizations have diverse target groups, we prioritize initiatives that focus on people in specific life stages (e.g., just starting out on their own, or recently divorced or retired) or with particular characteristics, such as lower education levels, diverse sexual orientations, or migration backgrounds, who are more likely to experience loneliness. Whenever possible, we support initiatives that target these groups.
- How the project effectively employs key elements in addressing loneliness. This includes assessing the level of participant involvement in activities, the occurrence of meaningful interactions with others, the provision of practical support, and the development of social skills.
- Whether the project primarily uses volunteers to assist with various activities.
- Whether the initiative enjoys demonstrable support. In other words, that there is a clear need and good cooperation with other stakeholders, such as government entities, businesses or similar organizations.
- Whether the initiative serves as an inspiration, providing valuable lessons that others can learn from.

Criteria for the organization

- The initiative must have a legal form, such as a foundation, association or cooperative.
- The organization must have been active for at least two years and organize activities throughout the year. Organizations that organize one-time, annual activities do not qualify.
- It must be active either in the Netherlands or in the Caribbean part of the Kingdom.
- It must be financially sound and able to continue its activities without the award money.
- It must not have received an Appeltje van Oranje award in the past. Initiatives that have participated in the selection process for an Appeltje van Oranje award in the past may apply again, provided they meet the current criteria.
- The organization must have a social mission.



Selection process

In October 2024, three social initiatives will be awarded the Appeltje van Oranje. The selection process is as follows:

- The first selection round by the Oranje Fonds is based on the application form and organizational documents (articles of association, annual accounts, etc.). We will be considering the above criteria, as well as the diversity of the selected initiatives (geographical, type of organization, target groups and approach). From all entries, we will select a maximum of 40 initiatives in the Netherlands and a maximum of 10 in the Caribbean.
- These 50 contenders will participate in the 10-day online voting round, from May 22-31, 2024, which will provide them with a stage and the public attention they deserve. The initiative with the highest number of votes will win the first of 10 nomination slots.
- All 50 contenders will then pitch their initiatives to each other and to the jury on the Appeltjes van Oranje Pitch Day, June 8.
- On that day, the jury will choose the remaining 9 nominees, bringing the total to 10: in principle, eight from the Netherlands and two from the Caribbean. The score obtained from the 10-day voting round does not count on Pitch Day. The judges will make their selection based on the above-mentioned criteria.
- From these, the jury will select three winners. Their decision is officially ratified by the board of the Oranje Fonds.
- All three winners will receive the award sum of € 25.000 and a bronze Appeltje van Oranje statuette.

Registration

Registration January 15 through February 23, 2024
More information www.oranjefonds.nl/appeltjes

Of course, you can also let other organizations know about the Appeltjes van Oranje. As a matter of fact, please do! However, they will have to register themselves.

Any Questions?

Please contact Marinka Peerdemann at appeltjesvanoranje@oranjefonds.nl.



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The logo for Oranje Fonds is centered within a white square. The word "oranje" is on the top line and "fonds" is on the bottom line. The letters are in a lowercase, sans-serif font. The colors of the letters are: 'o' is orange, 'r' is dark red, 'a' is orange, 'n' is dark red, 'j' is orange, 'e' is dark red. The word "fonds" follows the same color scheme: 'f' is orange, 'o' is dark red, 'n' is orange, 'd' is dark red, 's' is orange.

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