



LET'S KEEP THE BALL FLYING

Unlock The Power of Volleyball



LET'S
KEEP
THE
BALL
FLYING



Whitepaper

LET'S MAKE AN IMPACT

Let's Keep The Ball Flying Foundation
The Netherlands

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Our History

The Dutch Volleyball Federation, Nevobo, received an award from the Nepal Volleyball Association (NVA) as an appreciation for three years of collaboration. Looking back, the FIVB, Nevobo, and the NVA collaborated towards an exemplary development project. Besides national team successes, volleyball has been declared by the Nepali government to be the National Sport of Nepal. According to the NVA president Mr. Manoranjan Sharma: "Volleyball in Nepal is blooming, like a flower".

During the cooperation, 40 FIVB Level 1 coaches and 15 FIVB Level 2 coaches were educated, and over 1500 children participated in school programs. A total of 1.000 balls, 35 nets, and many volleyball jerseys have been provided to the NVA, clubs, schools, and kids in Nepal. Nepal is visible again in the international volleyball family of FIVB Volleyball World, also because a documentary about this cooperation has been shown at the FIVB World Congress as a leading example.

The multilateral cooperation between Nepal and the Netherlands inspired Dutch native, our Founding Director, Mr. Lesley de Jonge (who also was Nepal Men's National Team Head Coach during the collaboration project) to create the Let's Keep The Ball Flying Foundation. According to the FIVB Strategic Goals: "Volleyball is the number one family sport in the world and should become the number one sport that serves the needs of the family through social development and humanitarian programs." It is time to grow bigger, connect, and make an impact.

Let's Keep The Ball Flying
#LKTBF

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Our Mission

VOLLEYBALL IS MORE THAN JUST A GAME!
WE HAVE A COMMITMENT TO GROWING VOLLEYBALL
AROUND THE WORLD.

Our logo is made out of a fingerprint connected with a volleyball. We play with our hands.
Let's make an impact!

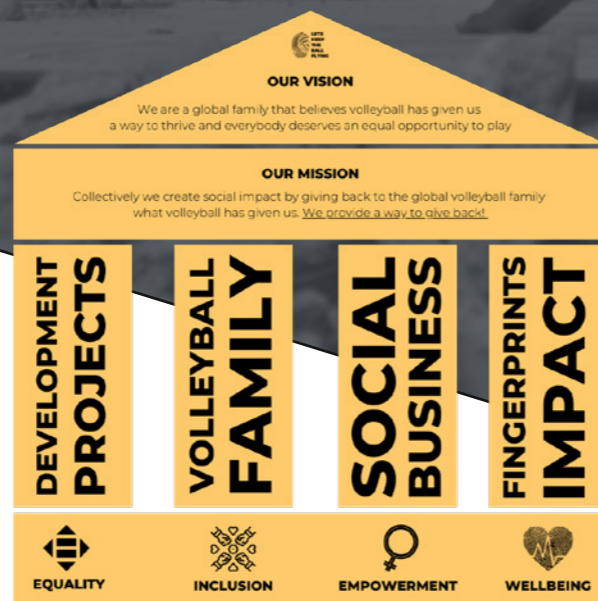
Volleyball is a big part of my life for as long as I can remember. Something I am very grateful for having. From all the inspirational, exciting places I've gotten to travel to, to all the incredible people I've met. The lifelong friendships made, numerous life lessons learned, and all the unforgettable memories that I will cherish forever.

Ever since my dream of @letskeeptheballflying first came to life, a big part of that dream has been finding a way to give back to our global volleyball family what our sport has given us.

Did you know that many children can't play volleyball because they simply don't have the equipment or were born in the wrong place? Everybody has the right to experience the opportunities our sport gives us, and I would love to unlock the unbelievable power of volleyball together, as we are one big global family.


Collectively we can make a huge impact on social development, create inspiring projects, and give children all over the world an opportunity for extraordinary volleyball memories.


Lesley de Jonge
Founding Director





Passion for Volleyball


MEET OUR BOARD




NIENKE DE VRIES
SECRETARY
Let's Keep The Ball Flying




MARRIJTJE MOLENHUIS
CHAIRMAN
Let's Keep The Ball Flying




TONNIE DE JONGE
NOTARY
Let's Keep The Ball Flying


Members of the board receive no remuneration for their work. Board members may receive reimbursement of expenses on a basis by submitting proper documents.



OUR DIRECTOR

Lesley de Jonge

Our founder and director of the Let's Keep The Ball Flying Foundation. Volleyball is his lifelong passion and his biggest dream is to connect the worldwide volleyball community to give volleyball back to the children.

"Volleyball is more than just a game! We can use it to inspire and build development projects all over the world. I want to give back what volleyball has brought me!"



Powered by:





Our LKTBF Fingerprint Team

MEET OUR OTHER FINGERPRINTS



Cindy Zandstra

Team Happiness Project
Collection & Shipments



Ruth Zijlstra

Team Happiness Project
Projects & Fundraising



Stephan Blauw

Team Happiness Project
Club Memberships



Melissa Maat

Team Happiness Project
Club Memberships



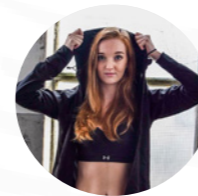
Liz Kusters

Team Branding
Creative Director



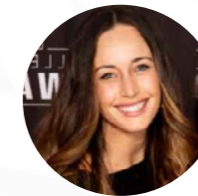
Vera Lutgers

Team Branding
Social Media



Danique Aardema

Team Branding
Fingerprint Brand



Lauren Soderberg

Team Project Hub
International Relations

THE MEANING OF LIFE IS TO FIND YOUR GIFT
THE PURPOSE OF LIFE IS TO GIVE IT AWAY

WHAT WE DO.

OUR LOGO IS MADE OUT OF A FINGERPRINT CONNECTED WITH A VOLLEYBALL. LET'S MAKE AN IMPACT!



In more than 75% in Nepal, volleyball is blooming...
Like a flower!

Mr. Manoranjan Raman Sharma
PRESIDENT NEPAL VOLLEYBALL ASSOCIATION

SOME OF OUR PROJECTS

Social Development

We encourage social development by creating and supporting inspiring projects and give families all over the world an opportunity to experience the best of volleyball.

Connecting Community

Let's Keep The Ball Flying connects a worldwide network of players, coaches, federations, clubs, fans, and partners that make it easier to find and share resources.

Circular Economy

Empower sustainability by reusing and distributing volleyballs, nets, apparel, shoes, and other products in collaboration with our partners.

Sustainable Scalability

Confirm and control durable project creation that is down and up scalable. All projects should be able to start small and grow big.

Create Experiences

Volleyball is more than just a game! There are many inspiring volleyball stories in the world. We should tell, show, and share them.

Grow Volleyball

We are volleyball. Every child deserves to play volleyball and we should provide opportunity and Keep The Ball Flying!

01

The 'SociaBalls' Project

Every child has the right to play volleyball. In collaboration with our partners, we developed the 'SociaBall'. An easy to make, transport, and cheap, special volleyball. The outside layer is printed with tips and techniques on how to play volleyball. Let's Keep The Ball Flying wants to spread as many 'SociaBalls' as we can.

02

The 'Happiness' Project

We play lots of volleyball and we have plenty of gear that is sitting in our closet missing out on playing our favorite game. Instead of being lonely, we give our unused gear (shoes, apparel, materials) new owners and a brand new, happy life to show their capabilities. Proof of happiness guaranteed!

03

The 'Worldmap' Project

Let's Keep The Ball Flying supports sustainable volleyball projects all over the world. We create projects and support existing projects worldwide. In a collaboration with the FIVB's Development Commission, we connect candidate projects to multiple criteria so we make sure to see sustainable and positive results.

Think Big. Act Bigger.

**TOGETHER
WE CAN UNLOCK
THE PROMISE OF MILLIONS
OF CHILDREN
PLAYING VOLLEYBALL.**

Lesley de Jonge

MORE PROJECTS

The 'Volleyball 4 Life' Project in Nepal

200
Empowering
Girls in Nepal

The Volleyball4Life program focuses on the empowerment of girls, with the ultimate aim that 12-18-year-old girls that take part in the program get tools and skills to assert themselves and make their own decisions. We offer a grassroots volleyball program, especially for girls. We provide girls with volleyball drills and games, coaching and community support to build new skills, self-insight, and the opportunity to share their stories and problems. All of this results in personal development and increased decision-making power for the girls.

The 'GoodNet' Project

100
Good Nets

The Good Net project is a team effort between the FIVB and environmental groups, acting as one to recover discarded fishing nets from the world's oceans, and give them new life as volleyball nets for local community use around the world. This is a powerful example of the circular economy that is key to a sustainable future for us all.

The 'Volleyball Your Way' Project in Brazil

600
Social Inclusion
Children in Rio

The Volleyball Your Way Training Centre in the favela neighborhood of Formiga in Rio de Janeiro is part of the successful Viva VÃ¡lei program launched by the Brazilian Volleyball Confederation (CBV) in 1999. Its key objective is to use volleyball as a vehicle to educate and socialize children from low-income communities throughout Brazil and promote integration and social inclusion. More than 600 children are participating in the program as the FIVB looks to inspire the next generation of Brazilians to take up volleyball which is the only sport that can rival football's popularity in Brazil.

JOIN OUR DREAMTEAM

READY TO BE A PART OF SOMETHING BIGGER THAN YOURSELF? YOU ARE MAKING A DIFFERENCE!

It's Sustainable

Monthly gifts enable us to innovate within our mission because we know we have the ongoing support of the Dreamteam community. You can adopt your own local volleyball school.

It's a Community

Becoming a Dreamteam member allows you to join a dedicated group of supporters who understand the importance of making a sustaining commitment to provide volleyball for all.

Grow Volleyball

You can make an incredible impact over the course of your membership. Together we can unlock the power of volleyball. Thanks to you, we can make it happen!

A MONTHLY GIVING PROGRAM

We are connecting a world-wide community. Join our DREAMTEAM program and become part of our mission.

Become a DREAMTEAM member and automatically support our work around the world. The best part? Every cent goes directly toward our projects and you will receive our DREAMTEAM package! DREAMTEAM takes you on a journey because you support our impact sustainable. Together we can unlock the promise of millions of children playing volleyball. And it starts with you.

DREAMTEAM FAN MEMBERSHIP

€ 13

The biggest membership within our Dreamteam community when we arrive at the 2022 World Cup in The Netherlands. With more than 1.000 members from all over the world, we collect over €100.000,- Euro of which every cent goes directly toward our development projects.

Help us keep the ball flying and support our Fingerprint operations.

DREAMTEAM PLAYER MEMBERSHIP

€ 33

The international community of players and coaches are extremely committed to our cause. Together they form a big part of our Dreamteam community and lead the way in promoting our projects, becoming ambassadors, and connecting our community.

Help us support volleyball classes as well as supporting individual players in areas where they are less fortunate than us.

DREAMTEAM CLUB MEMBERSHIP

€ 103

Volleyball clubs and federations unite their strengths collectively with business partners. Together they form an important Dreamteam alliance that helps create and ignite Let's Keep The Ball Flying development projects all over the world. Our goal is to include all FIVB member federations to our Dreamteam community.

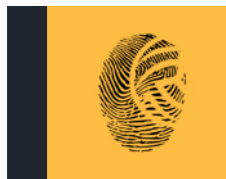
Adopt a local volleyball school in places where they are less fortunate than us.



Meaningful Holidays



Ambassador Thoughts



WE ARE PROUD TO HAVE A GROWING GROUP OF TOP LEADERS IN OUR COMMUNITY ON OUR SIDE. OUR LKTBF AMBASSADORS.



Lonneke Sloetjes

Volleyball has given me so much, it would be wonderful to be able to give back to our community.



Gabriela Guimarães

I am so excited to be part of this project. I have this dream in my life to help lots of children and most importantly: Change lives.



Sanja Malagurski

From a marketing perspective, we can really make this a great project. Also Lesley his excitement to make LKTBF a success is very contagious.



Giovanni Guidetti

Now I have a family myself. I realize more and more the importance of taking care of our volleyball community. Volleyball is more than just a game and I am ready to support in any way I can. I don't think people are going to say no to this great project.

LETS KEEP THE BALL FLYING

Think Big. Act Bigger.
#MakeYourImpact
#WeSupport



Stefano Lavarini

With Novara and Korea, we have some interesting opportunities that could really benefit our cause at Let's Keep The Ball Flying!



Mark Lebedew

My biggest goal has always been to give something back to our community. I am happy we connected and ready to participate in any way I can.



Teun Buijs

As a professional volleyball team, we care about winning. From a team development perspective, it would be helpful to think about a higher purpose that could give our team and club a much stronger meaning. Let's Keep The Ball Flying could be this higher purpose for us in Germany. Other club teams could follow in other countries as well.



JAN DE BRANDT

I am very excited about this project. We have so much to give back, volleyball is way more than just a game.

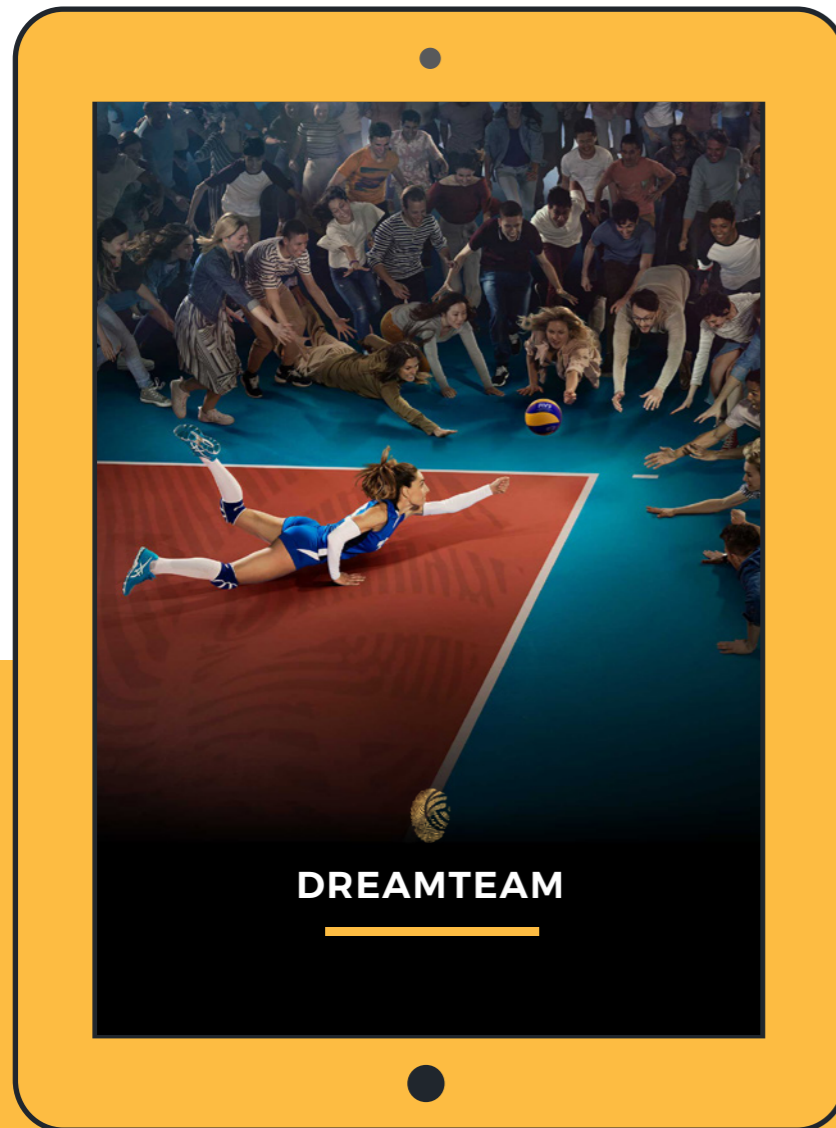
It is so much fun to teach and give your knowledge to young people. I love to see children play volleyball and that our game can place children on the right track. To help teach children volleyball all over the world is a big dream of mine, so it was a great pleasure to be connected as ambassador to Let's Keep The Ball Flying.

Our Visibility

HTTPS://WWW.LETSKEEPTHEBALLFLYING.COM

HTTPS://WWW.LKTBF.ORG

INFO@LKTBF.ORG



Donation and Monthly giving integration

Responsive design on all devices.

LKTBF

#LKTBF
#MakeYourImpact
@LetsKeepTheBallFlying



EVERY MOMENT COUNTS

When you donate to Let's Keep The Ball Flying, you automatically participate in our rewards lottery!
We promise that all our rewards are fully sponsored by our partners so that all donations go to our projects!

WIN OUR REWARDS

Choose amount 🔒 ● ○ ○ →

Support Let's Keep The Ball Flying

One-time Annually

Euros (EUR) ▼

€

Write us a comment

Next →

Powered by Donorbox

Project Timeline

Phase 1 | 2020 Results



WE GIVE A POWERFUL IMPULSE BY LINKING THE SENSE OF TOGETHERNESS OF VOLLEYBALL TO SOCIAL DEVELOPMENT PROJECTS.



Refuge Project

In collaboration with Dutch Volleyball clubs, LKTBF shipped volleyball gear to the Greek island Lesbos to support refugees with volleyball clinics.



Over 25 clubs collect volleyball gear

The LKTBF Happiness Project is spreading empowering clubs to collect second hand gear and materials to ship to places in need.



Transport Partnership

LKTBF partners with multiple companies to organize the shipping and collection procedures for our Happiness Project.



Team Fingerprint | Meaningful Holidays

2020 Holidays Event

Overview so far

I couldn't be more proud of our Fingerprint team! Without them, I would never have succeeded. It is incredible to work with people that all have their hearts full of passion and care for our community!

LEGAL RIGHTS

The Dutch Government provided us with the official ANBI status, giving us legal rights for a public benefit organisation.

FINGERPRINT TEAM

We started with only one and in a few months, our Fingerprint Team grew to 12 Fingerprint volunteers!

OVER 17 AMBASSADORS

We can proudly say we have the support of over 17 international ambassadors supporting our cause.

OVER 25 CLUBS

Over 25 clubs in The Netherlands, Germany, Belgium, and Denmark joined forces collecting volleyball gear through our Happiness Project.

OVER 11 COUNTRIES

Starting with an amazing project in Nepal, we are proudly working on new projects in Nepal, Greece, Tanzania, Pakistan, and Senegal.

FUNDRAISING PLATFORM

Our own fundraising platform to help our community organize their personally motivated fundraisers providing an easy way to give back.

Project Timeline

Phase 2 | 2021-2022

FINDING PARTNERSHIPS & WORKING TOWARDS THE 2022 FIVB WORLD CHAMPIONSHIPS HOSTED IN THE NETHERLANDS

FIVB Strategic Goal Number 9

Becoming the number one sport that serves the needs of the family through social development and humanitarian programs.

Time Estimation

January-June 2021

Juli-December 2021

January-June 2022

Juli-September 2022

October-December 2022

CONNECTING COMMUNITY

PROJECTS WORLD MAP

EVENTS & CONTENT

WORLD CUP DREAMTEAM

Project Hub

Grow, Create & Connect Social Volleyball Projects

Extend in 5 more countries

Dreamteam

Grow memberships of our Monthly Giving program

Reach 1.000 Memberships

LKTBF Events

Organize special events & content creation

LKTBF World Tour

World Cup 2022

+50 Happiness Participants
+25 Ambassadors

Official Opening Event

SDG-17

Collaborate in strategic partnerships (CSR)

200.000 Project Budget
10 Global Partners

LKTBF Social Business Model



<h3>Key Resources</h3> <p>Global Volleyball Family Fingerprint Volunteers 11 Ambassadors 16 Partners & Finance</p> <p><i>What resources will you need to run your activities? People, finance, access?</i></p>	<h3>Key Activities</h3> <ul style="list-style-type: none"> Create & Support Social Volleyball Projects through NF's AND local ambassadors Connect the global volleyball family to create awareness and a way to give back Install Fan Engagement, Branding, and Data Strategies Build CSR Strategies with and for global and local partners 	<h3>Type of Intervention</h3> <p>Community Let's Keep The Ball Flying</p> <p><i>What is the format of your intervention? Is it a workshop? A service? A product?</i></p>	<h3>Segments</h3> <p>A Way To Give Back for bigger families</p> <p>Access & Opportunity for smaller families</p> <p>CSR Strategy for Federations & Corporate</p> <p><i>Who benefits from your intervention?</i></p>	<h3>Value Proposition</h3> <p>Everybody deserves equal opportunity to experience the power of volleyball</p> <p>Beneficiary Value Proposition</p> <p>Impact Measures</p> <ul style="list-style-type: none"> Content Strategy Media Outlet collaborations Strategic Awareness Partnerships <p>FIVB 2022 Women World Championships</p> <p><i>How will you show that you are creating social impact?</i></p>																
<h3>Partners + Key Stakeholders</h3> <p><i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i></p>	<p>EQUALITY INCLUSION</p> <p>EMPOWERMENT WELLBEING</p> <p><i>What programme and non-programme activities will your organisation be carrying out?</i></p>	<h3>Channels</h3> <p>Data Profiling Segmentation</p> <p><i>How are you reaching your users and customers?</i></p>	<h3>Customer</h3> <table border="0"> <tr> <td>Fans</td> <td>Brand + Memberships</td> </tr> <tr> <td>Players</td> <td>Brand + Memberships</td> </tr> <tr> <td>Staf</td> <td>Brand + Memberships</td> </tr> <tr> <td>Clubs*</td> <td>Brand + Memberships</td> </tr> <tr> <td>Federations</td> <td>CSR + Partnerships</td> </tr> <tr> <td>Government</td> <td>Grants</td> </tr> <tr> <td>Business</td> <td>CSR + Partnerships</td> </tr> <tr> <td>Corporate</td> <td>CSR + Partnerships</td> </tr> </table> <p>* Or Universities/Schools</p> <p><i>Who are the people or organisations who will pay to address this issue?</i></p>	Fans	Brand + Memberships	Players	Brand + Memberships	Staf	Brand + Memberships	Clubs*	Brand + Memberships	Federations	CSR + Partnerships	Government	Grants	Business	CSR + Partnerships	Corporate	CSR + Partnerships	<h3>Customer Value Proposition</h3> <p>A Way To Give Back What our sport has given us!</p> <p>The Happiness Project The bigger families support & help the smaller families</p> <p><i>What do your customers want to get out of this initiative?</i> Unity Consciousness</p>
Fans	Brand + Memberships																			
Players	Brand + Memberships																			
Staf	Brand + Memberships																			
Clubs*	Brand + Memberships																			
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<h3>Cost Structure</h3> <p>Project Hub Branding Hub Operational</p> <table border="0"> <tr> <td>Phase 1 </td> <td>2020-1</td> <td>100% Voluntary Contributions</td> </tr> <tr> <td></td> <td>2020-2</td> <td>+ Founder Investment first startup round</td> </tr> <tr> <td>Phase 2 </td> <td>2021-2023</td> <td>Startup round 2 + Operations Revenue</td> </tr> </table> <p>Spend Hours Project Hub Operational Branding Hub</p> <p><i>What are your biggest expenditure areas? How do they change as you scale up?</i></p>	Phase 1	2020-1	100% Voluntary Contributions		2020-2	+ Founder Investment first startup round	Phase 2	2021-2023	Startup round 2 + Operations Revenue	<h3>Surplus</h3> <p>100% funding revenue from the Brand, Memberships, and Fundraisers will be invested into the Projects.</p> <p>Partnerships will be explored to cover organization expenditures</p> <p><i>Where do you plan to invest your profits?</i></p>	<h3>Revenue</h3> <table border="0"> <tr> <td>10% </td> <td>Fingerprint Brand</td> </tr> <tr> <td>35% </td> <td>Memberships</td> </tr> <tr> <td>20% </td> <td>Fundraisers</td> </tr> <tr> <td>35% </td> <td>Partnerships</td> </tr> </table> <p><i>Break down your revenue sources by %</i></p>	10%	Fingerprint Brand	35%	Memberships	20%	Fundraisers	35%	Partnerships	
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