

2025

Annual Report PMI Netherlands Chapter

Growth, Inclusivity, Sustainability & Social Good



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Message from the Board: A Foundation for Growth

Executive Summary

In 2025, the PMI Netherlands Chapter experienced strategic alignment, significant community expansion, and strengthened organizational resilience. Our targeted initiatives and collaborative leadership successfully advanced the Chapter's core priorities: **Growth, Inclusivity, Sustainability, and Social Good**. We have successfully positioned the Chapter for an exciting and transformative transition in the coming year.

Key Achievements

Growth

The Chapter expanded its national presence, delivering high-value events, networking opportunities, and professional development experiences. We achieved a membership growth rate of 15%, representing one of the highest in the chapter's history. Engagement levels rose across all major activities, reinforced by strategic partnerships with universities, corporate organizations, and regional chapters.

Inclusivity

We deepened our commitment to fostering an accessible and diverse professional community. Dedicated events, including the **Women in PM** and **Young Professionals Connect** series, alongside cross-functional roundtables, ensured representation of a broad range of voices and

experiences. This focus was also reflected in the recruitment of speakers and volunteers.

Sustainability & Social Good

Sustainability remains a cornerstone of Chapter operations. We aligned our activities with multiple UN Sustainable Development Goals, adopting greener event practices—as demonstrated by using recycled banners and biodegradable materials at the Benelux Summit—and amplified our thought leadership in ESG-driven project management. Collaborations with nonprofit organizations empowered members to contribute their expertise to positive social impact causes.

Financial & Membership Highlights

The Chapter's financial management and controlled investment approach resulted in a **modest surplus** for the fiscal year. Resources were prioritized for initiatives that deliver long-term member value, namely the 'Education Foundation', the 'Summit' and other 'Professional Development Events'.

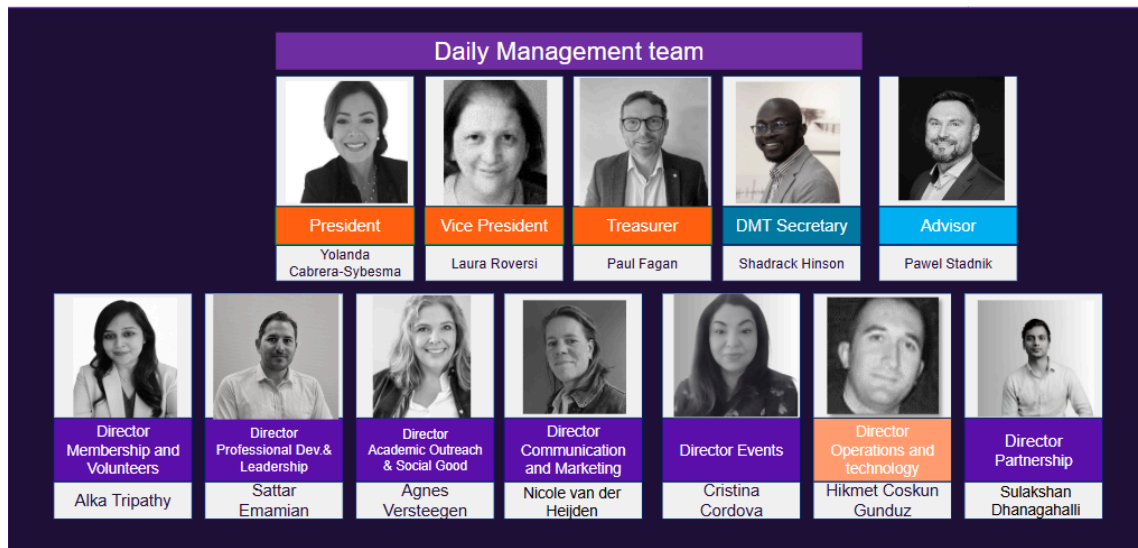
A key structural milestone was the successful negotiation of a **single membership model** aligned with PMI Global standards. This new model, rolling out in Q1 2026, simplifies the membership experience and ensures consistency globally.

- **Current Membership:** 1,145 active members.

- **Projected Growth:** With the introduction of the globally aligned membership model, the Chapter projects a 65% increase in membership, expanding the community from 1,145 to approximately **2,000 members in 2026.**

foundation, broadened its community impact, and achieved strategic alignment with PMI Global. With the successful transition to the new membership model and the anticipated surge in membership, the Chapter enters 2026 exceptionally well-positioned for sustained growth, innovation, and continued high-quality service to the Dutch project management community.

In summary, the PMI Netherlands Chapter has strengthened its



President's Reflections

As we reflect on the prior year, I am immensely proud of the resilience and commitment demonstrated by our Chapter community. This year was defined by two central themes: aligning with **PMI Global vision** for the future of project management and successfully implementing our strategic priorities of **Growth, Inclusivity, Sustainability, and Social Good**.

Strategic Context

PMI Global continues to champion a profession that not only delivers projects but also drives strategic organizational value. The PMI NL Chapter has mirrored this vision by shifting our focus beyond certification to emphasize **power skills**, agile ways of working, and business acumen—skills that empower our members to lead in the AI Era.

Accomplishments & Challenges

Our key accomplishment was the operational and financial preparation for the upcoming single membership model, which significantly lowers the barrier to entry for prospective members. This structural change is projected to facilitate the next phase of our Chapter's growth.

Benelux Summit 2025

Our Benelux Summit 2025, themed *"Project Management in the AI Era"* embodied our forward-looking spirit and set a high bar for our future

events. The legacy we build now is that of an inclusive, forward-thinking, and globally connected professional community.

We look ahead with tremendous optimism, anticipating an influx of new members and renewed energy for our volunteer teams.



Yolanda Cabrera-Sybesma
President PMI NL

2025 PMI NL in numbers

1,145

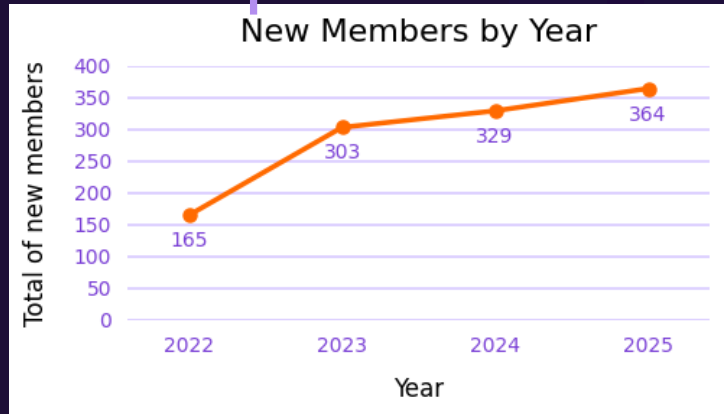
Chapter Members

Growth

Snapshot

55

Volunteers

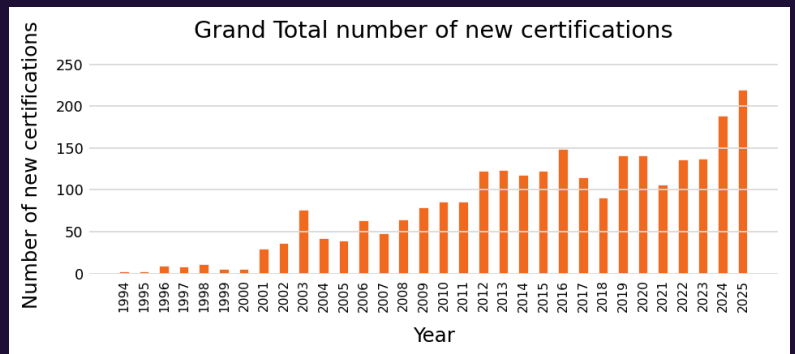


1,660

Active Certifications

Number of Certifications

Active member status



Source: ThoughtSpot



Sponsorship & Partnerships

Income & Expenditure Overview

While the team successfully secured €1,575 in total sponsorship value and some sponsorships in kind, we acknowledge that the partner retention rate of 33% (2 out of 6) is an area for significant improvement. This decrease was primarily attributed to organizational priorities among some partners and inconsistencies in value delivery.

Next Steps: Diversifying our market reach is critical to our NGO's financial sustainability. We are actively developing enhanced, consistent value propositions for our partners, ensuring a clearer, quantifiable **Return on Investment (ROI)** to secure the anticipated renewals in 2026.

Testimonial:

"Presence in the market of project management, although the chapter is still in its growth phase, but through engaging with the right people (chapter directors) it shows a very promising future." —
AdValue PMC (Support and Relationship Management)

Gold PARTNERS



Silver PARTNER



Bronze PARTNERS



Facility PARTNERS



Membership & Volunteer Engagement

In 2025, the PMI Netherlands Chapter saw remarkable growth and engagement across its volunteer and membership base.

Volunteers are the heartbeat of PMI

In 2025, the PMI Netherlands Chapter witnessed remarkable growth and engagement across its volunteer and membership base. Our dedicated volunteer team expanded significantly to **55 active volunteers (12 new hires in 2025)**, filling key strategic roles, including **Creative Content Volunteer, Newsletter Editor, Treasury Accountant, Deputy Treasurer** and **Podcast Video Editor**.

This growth was instrumental in enabling smoother operations and delivering richer content, including the successful execution of the Benelux Summit 2025.

Volunteer Engagement Highlights

- **High Engagement Scores:** The Volunteer Pulse-check survey revealed high engagement levels, with the majority of volunteers rating their experience between 8 and 10
- **Positive Feedback:** Volunteers expressed strong appreciation for the Chapter's organization, helpfulness, role clarity, comprehensive onboarding support, and a genuine sense of community.

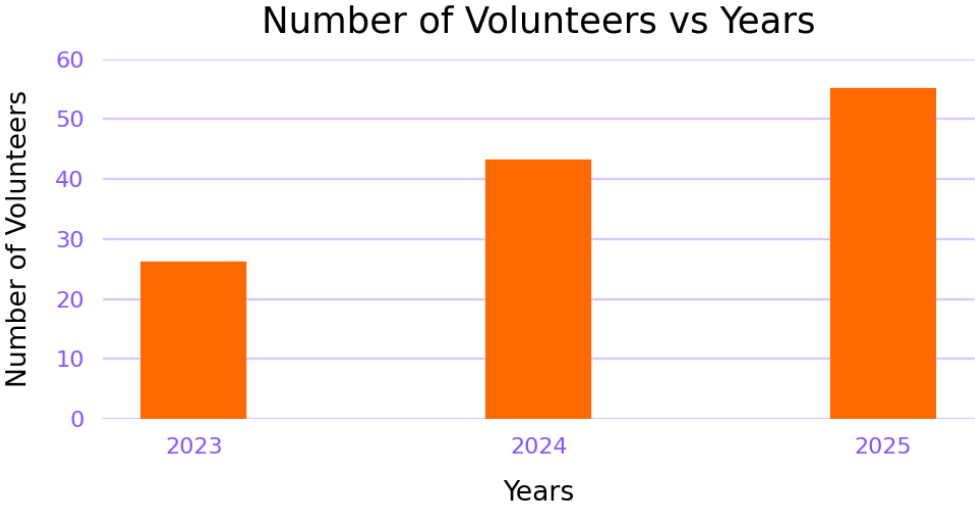
- **Key Initiatives:** A suite of initiatives helped foster deeper connections, including the **Chapter Xchange program**, the **Buddy program** for new joiners, after-work networking sessions, academic outreach, and social good initiatives.
- **Increased Diversity:** Demographic trends indicate greater diversity within the Chapter, with more international residents and early-career professionals joining the community.

Areas for Improvement

The Volunteer Pulse-check also highlighted constructive feedback on task coordination, the need for more inclusive planning, and the need for **timely communication**. Volunteers such as Maartje Janszen and Nooshin Rahmani emphasized the importance of early involvement and recognition. Challenges regarding time constraints and summit ticketing logistics were largely addressed through mentorship, role-sharing, and improved planning cycles.

Looking Ahead: The PMI Netherlands Chapter is committed to deepening engagement, streamlining volunteer

onboarding, and continuing to celebrate the indispensable impact of our community.



Volunteer Voices

Volunteer testimonials underscore the value of meaningful contribution and community:

- **Cristina Damian** expressed her passion for connecting with members through the newsletter.
- **Benson Kimani** shared that his branding work expanded his skills and increased the Chapter's visibility.
- **Stacey Wong** emphasized the critical role volunteers play in sustaining Chapter activities.

Professional Development & Certifications

The PMI Professional Development team delivered a range of active and impactful initiatives in 2025, focusing on mentorship, skill development, innovation, and strong collaboration with industry and academia to enhance our members' professional growth

Mentorship Program

Two successful PMI Mentorship Program series were held, engaging 10 dedicated mentors who guided participants in their professional and personal development.

- **Key Outcomes:** Strengthened professional relationships, enhanced mentees' understanding of practical project management challenges, and encouraged continuous learning and knowledge sharing.

Professional Workshops

The flagship professional development event, "**Smarter Work Through Innovative Project Management**," attracted **60 participants** and was hosted at Hogeschool Utrecht.

- **Session 1: Optimizing Business Processes for Effective Project Management:** Focused on practical strategies to reduce risks, minimize errors, and integrate agile principles for process optimization.
- **Session 2: Reporting with AI:** Introduced tools such as ChatGPT and AI-driven

analytics, demonstrating how to simplify reporting, save time, and boost efficiency using AI in daily workflows.

- **Key Benefits:** Practical tools for optimizing workflows, understanding AI applications for smarter reporting, and valuable networking opportunities.

Podcast: PMI Talkshow Series

A total of **five PMI Talkshow episodes** were produced, with 500 views across them, featuring discussions with industry experts and practitioners that provided thought-provoking insights into leadership, innovation, and the evolving project management landscape.

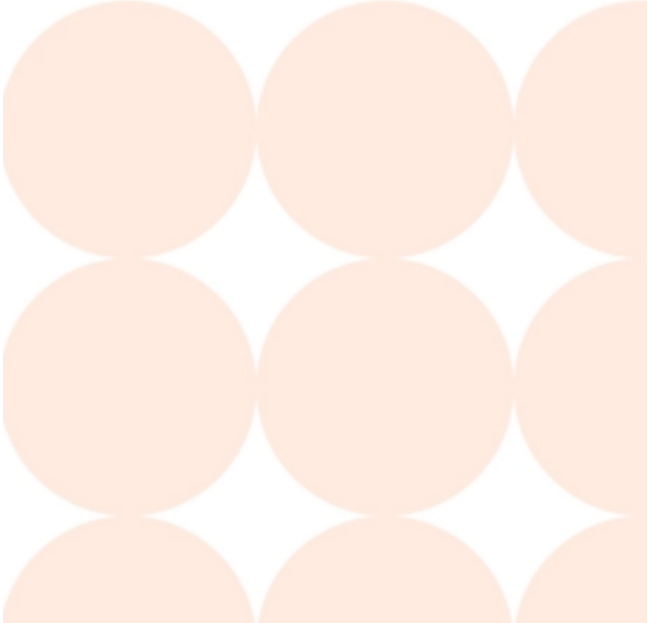
[Podcast Link](#)



Collaborations and Future Initiatives

- **BENELUX SUMMIT**
Collaboration: The team actively contributed to the strategic planning and content development for the PMI BENELUX Summit 2025.

The Professional Development team remains highly committed to fostering growth, innovation, and collaboration, empowering professionals to lead with confidence and drive positive change.



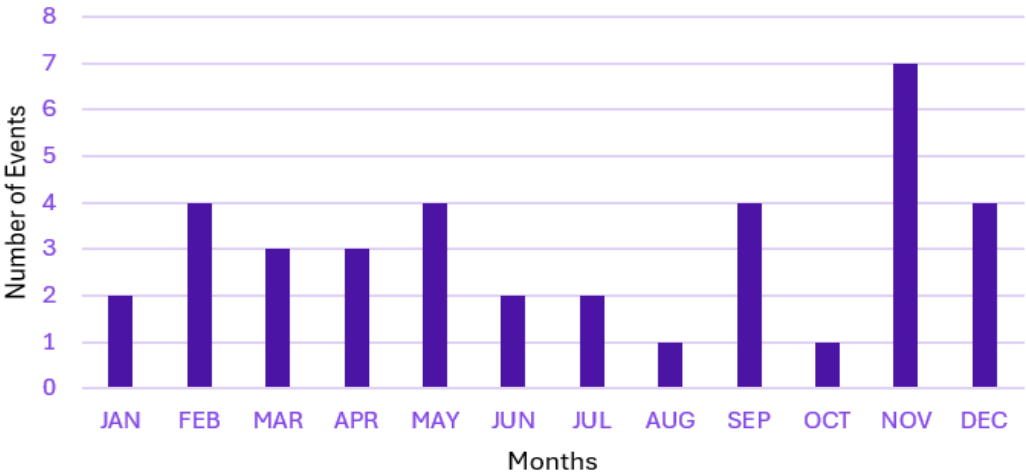
Programs & Events Review

In 2025, the PMI Netherlands Chapter delivered a diverse and inclusive event portfolio designed to engage members across the Netherlands and beyond. Our programming balanced in-person connection with virtual accessibility, ensuring that professionals at all stages of their careers could participate meaningfully.

This balanced cadence allowed us to engage members consistently while expanding our reach across regions and professional communities. Throughout the year, participation increased, in-person momentum

strengthened, and our collaborations—both local and international—continued to elevate the learning and networking experience for our community.

Number of Events per month for 2025



In-Person Events

Over **20 face-to-face events** were hosted throughout the year, including networking sessions in multiple cities, collaborative events with IPMA (International Project Management Association), academic outreach initiatives, and our flagship gatherings—the **Benelux Summit** and the **End-of-Year Gala**.

- These events provided opportunities for professional growth, peer exchange, and community building.
- In total, **367 chapter members** and **354 non-members** registered for in-person sessions.



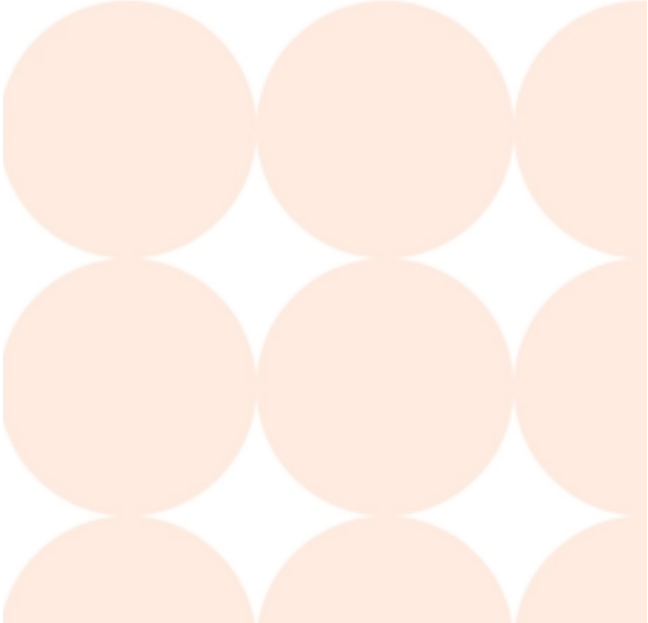
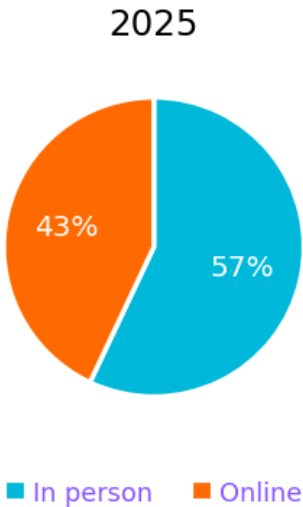
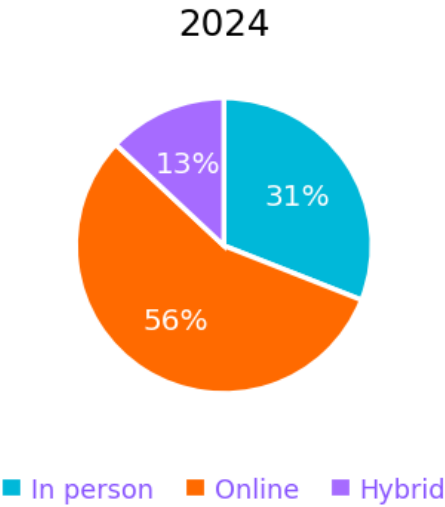
Virtual Sessions

- In collaboration with our Professional Development team, we offered a series of **online workshops and webinars** on topics ranging from Sustainability to Pharma and Business Integrations—providing flexibility and accessibility across regions.
- We also continued our collaboration with the **monthly PMIChapterXchange**, strengthening cross-chapter collaboration and global knowledge sharing.
- In total, **229 chapter members** and **118 non-members** registered for virtual sessions.

Insights around event format

While attendance data (i.e., no-shows or non-registered participants) was not tracked, we observed clear trends: in-person events gained momentum throughout 2025, while virtual sessions remained consistent and accessible.

Compared with 2024, the share of in-person events increased from 31% to 57%.



Flagship Event: PMI BeNeLux Summit 2025

Theme: *Project Management in the AI Era: Bridging Precision, Creativity, and Innovation*

Date: 10 October 2025

Location: MECC Convention Center, Maastricht



The PMI Benelux Summit 2025 was the highlight of our annual programming—a forward-looking, high-energy gathering that explored the evolving role of project management in an AI-driven world. Hosted at the MECC Convention Center in Maastricht, the event brought together professionals, students, researchers, and industry leaders for a day of insight, inspiration, and connection.

The Summit featured:

- **3 visionary keynote speakers** who challenged and inspired us to lead boldly in the AI era
- **A panel of 5 cross-sector experts** discussing the real-world impact of AI on project delivery

- **Over 30 speakers** across breakout sessions, workshops, and lightning talks, offering diverse perspectives and practical tools

A face-to-face example of cross-chapter collaboration, with over 35 passionate volunteers from across the Benelux and beyond powering the event behind the scenes, the Summit embodied the professionalism, energy, and collaboration that define our PMI community.

With its inclusive design, future-focused content, and vibrant atmosphere, the Benelux Summit 2025 reaffirmed our chapter's role as a hub for innovation, leadership, and community in the project management profession.





Our sponsors:

cplace



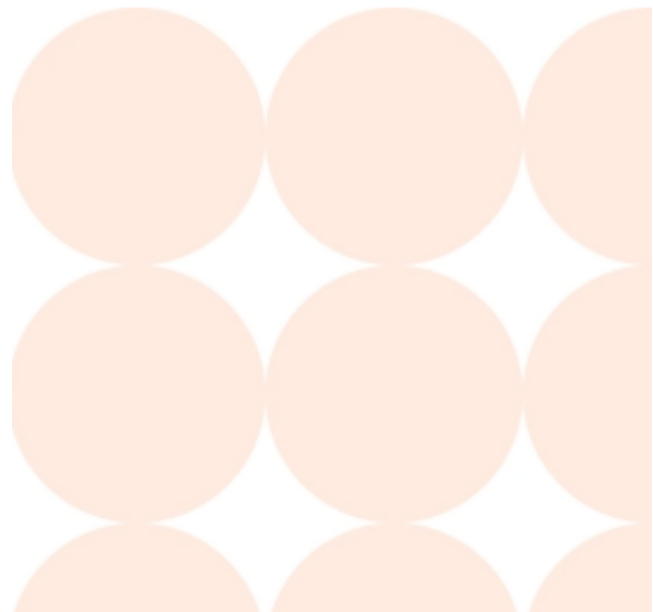
The Bayard Partnership



Planisware



smartsheet



Flagship Event: End-of-Year Gala: Under the Sea

Date: 13 December 2025

Location: Shark Room, Diergaarde Blijdorp Rotterdam



To close the year, we traditionally swap project plans for party plans at our End-of-Year Gala. After hosting in the Den Haag/Scheveningen region in previous years, 2025 marks a fresh chapter with a new venue: the unforgettable Shark Room at Rotterdam's Diergaarde Blijdorp. Surrounded by the magic of the underwater world, this setting promises a truly immersive experience that reflects both the creativity and diversity of our chapter.

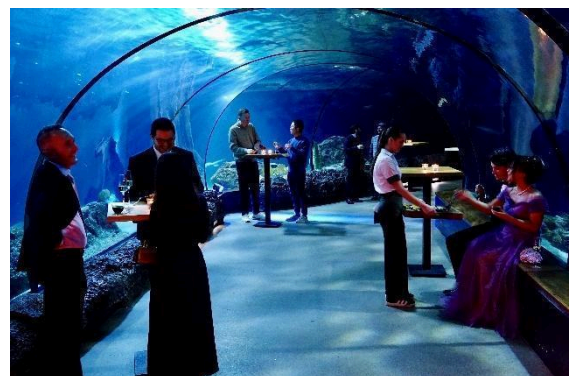
Year after year, this flagship celebration brings together members, volunteers, and partners to honor achievements, share stories, and strengthen connections. It is a moment to pause, reflect, and recognize the collective energy that drives our community forward. With themed décor inspired by the ocean depths, lively conversation flowing as

freely as the currents, and a spirit of gratitude that anchors the evening, the Gala embodies the warmth and vibrancy of our chapter.

Highlights of the evening:

- A festive program that celebrated milestones and recognized contributions.
- Opportunities to connect with fellow members in a relaxed, joyful atmosphere.
- A toast to the year ahead, filled with new projects, partnerships, and possibilities.

The End-of-Year Gala is more than just a party—it is a tradition that reminds us of the strength of our community and the excitement of what lies ahead.



2025 Innovation: Afterwork Networking

Locations: Amsterdam, Eindhoven, Rotterdam, and Den Haag



In 2025, we piloted the *Afterwork Networking* series as informal gatherings where project management professionals could relax after work, socialize, and build meaningful connections. These sessions quickly became a welcoming space for meeting new people, expanding professional networks, and strengthening ties within the chapter community.

What began as casual meetups evolved into a richer format: partner sessions featuring guest speakers who shared insights on topics ranging from sustainability to project management in construction. This blend of networking and professional development created a dynamic environment that encouraged both personal growth and knowledge exchange.

Feedback indicated the events were especially well received by new chapter members, who valued the approachable format and the opportunity to connect outside formal settings. By targeting 10 sessions per

year, we established consistency and made the concept easy to recognize and anticipate.

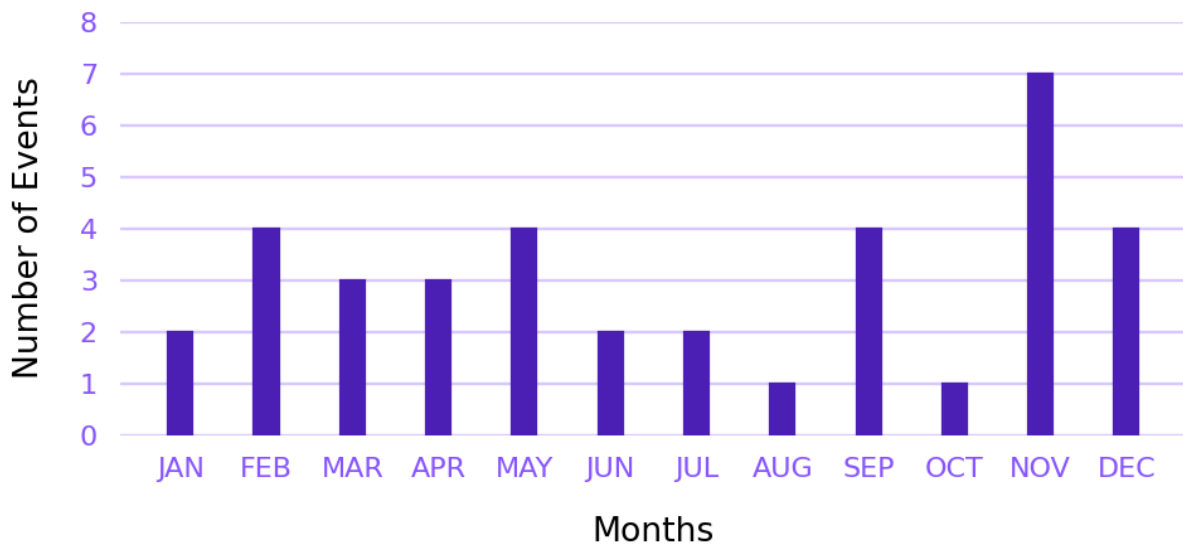
Highlight of the series:

- Average attendance of 15–25 participants per session, fostering lively discussion and engagement.
- A balance of informal networking and structured learning that strengthened community bonds.

The *Afterwork Networking* series has proven to be more than just an experiment; it is now a recognizable tradition that combines professional development with the joy of connection.



Number of Events per month for 2025



2025 data

Overall Key Metrics

Total Registrations: **1,068**

Significantly higher registration volume than the 574 registrations in the 2024 data, suggesting strong early engagement or the inclusion of larger events.

Event Performance by Category

Event Type	Total Events	Total Registrants
Webinar	13	473
Chapter Meetings	13	316
Other Events	10	279
threon	1	0
Total	37	1,068

Observation: Webinars and Chapter Meetings account for the majority of event volume (26 of 37) and registrations.

Performance by Type of Activity

Type of Activity	Total Events	Total Registrants
Uncategorized	18	451
Power Skills	11	474
Ways of Working	6	99
Business Acumen	2	44
Total	37	1,068

Power Skills activities are driving the highest registration numbers.

Registrations by Membership Status

Registrant Type	Total Registrations	Percentage of Total
NON MEMBER	569	53.3%
MEMBER	499	46.7%
Total	1,068	100.0%

Marketing & Communications

The Marketing & Communication team focused on connection, creativity, and visibility in 2025, strengthening our community voice, enhancing digital member engagement, and successfully aligning our brand with PMI's global identity.

Overview

2025 was a year of connection, creativity, and visibility for the PMI Netherlands Chapter. Our Marketing & Communication team focused on strengthening our community voice, enhancing member engagement, and aligning our brand with PMI's global identity.

Through consistent storytelling, data-driven campaigns, and collaborative initiatives, we reached a wider audience, increased digital engagement, and delivered content that reflected the energy and professionalism of our chapter community.

Newsletter & Email Communication

Objectives

- Keep members informed about events, learning opportunities, and chapter updates.
- Strengthen engagement through regular, high-value communication.

Key Highlights

- Frequency: Monthly, on the first Friday of every month. Sent by mail and published on LinkedIn.
- Top-Performing items:
 - Agile project management in pharma: finding the right balance
 - PMI-NL presents the end of year event 2025: a gala at the bottom of the sea
 - PMO journey - Mirjam Foti - Lunch session (summary of event)
- Personalized event invitations are sent to members for each event.
- Reminder emails to registered attendees shortly before events to ensure strong participation.

	2024	2025	Delta
# Newsletters	12	12	0
Email subscribers	7,378	8,357	↑ 13%
LinkedIn subscribers	1,792	2,187	↑ 22%
Impressions	7,919	6,678	↓ 16%
Engagements	126	295	↑ 134%
Article views	5,978	6,877	↑ 15%

Digital Presence & Engagement

Website

Objectives:

- Drive member engagement and event participation through updated, easy-to-navigate content.
- Strengthen visual brand recognition by consistently applying PMI's global identity across all pages and materials.

Key Highlights:

- Total users: 14,797
- Page views: 56,496
- Top Pages: Calendar of events, Event registration, Blog

LinkedIn

Objectives:

- Position PMI Netherlands as a thought leader and active professional community.
- Grow engagement and attract new members through consistent, value-driven storytelling.

Key Highlights:

- LinkedIn Followers: 4,532 (↑ 18%)
- Engagement Rate: 10.46%

• Top-Performing Posts:

- o PMI Netherlands Chapter and IPMA Nederland are jointly organizing the Research Awards (Type: video, Impressions: 1,713)
- o Call for academic jury members to evaluate the most outstanding research in project management (Type: image, Impressions: 1,675)
- o 1 Month to Go: PMI BeNeLux Summit 2025! (Type: video, Impressions: 1,572)

Instagram

Objectives:

- Showcase the human side of the chapter with visual stories from events and volunteers.
- Engage younger audiences and boost visibility with interactive, brand-aligned content.

Key Highlights:

- Instagram Followers: 234
- Top-Performing Posts:
 - PMI BeNeLux Summit aftermovie (Type: video, Impressions: 520)

- PMI BeNeLux Summit speaker announcement Aurora Gualtieri & Joachim Dehais (Type: , Impressions: 240)
- PMI BeNeLux Summit speaker announcement Shushan Khachatryan - van Krimpen (Type: , Impressions: 230)

Notable Trends:

- Increased traction with short-form videos on both LinkedIn and Instagram
- Organic reach remains strongest on LinkedIn, with growth potential on Instagram.

	2024	2025	Delta
LinkedIn			
Followers	3,845	4,532	↑ 18%
# of posts	67	149	↑ 122%
Impressions	53,995	102,740	↑ 90%
Average Impressions pre-post	806	690	↓ 15%
Clicks	2,892	8,809	↑ 205%
Average clicks per post	43	59	↑ 37%
Engagement rate	5.22%	11.11%	↑ 113%
Average engagement rate per post	0.08%	0.07%	↓ 12%
Likes	1,546	3,039	↑ 97%
Comments	126	258	↑ 105%
Reposts	158	213	↑ 34%
Instagram			
Followers	50	234	↑ 300%
# posts	0	36	

Brand Rollout & Visual Identity

Objective: Implement PMI's global visual identity across all chapter materials for a cohesive and professional look.

Achievements:

- Updated all social media templates, presentations, letter template, and digital meeting background to align with the n brand.
- Launched a refreshed event branding package (for PMI BeNeLux Summit, webinars, and member events).

- Volunteer onboarding materials updated with new brand
- Introduced consistent typography, color palette, and tone of voice across channels.

Next Steps:

- Extend brand rollout to Academic Outreach and Professional Development materials and chapter partner communication



Member Campaigns: From Objectives to Outcomes

Campaign Goals:

- Increase awareness of volunteer opportunities.
- Strengthen member retention through visible impact stories.
- Highlight PMI certifications and learning paths.

Key Campaigns: PMI BeNeLux Summit promotion

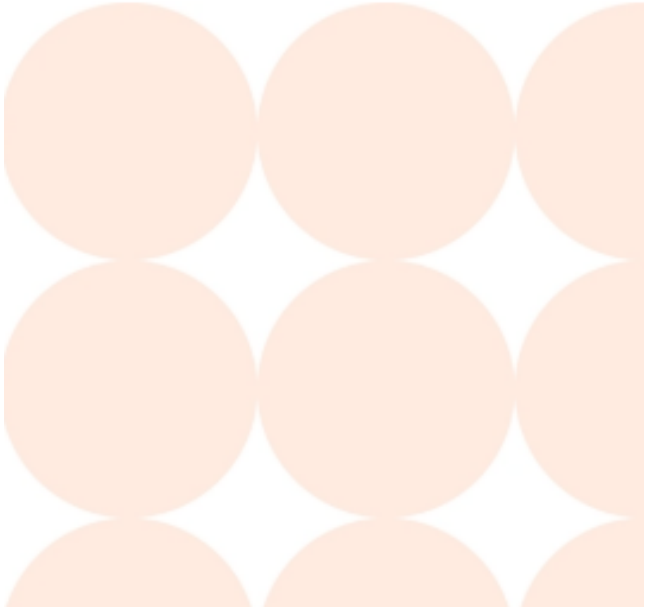
- Activities: Multichannel campaign with teaser videos and partner collaboration.
 - Outcomes: Record attendance / 350 attendees/website traffic spike.

Volunteers campaign

- Activities: post open positions, social media series around the Day of the Volunteer, and volunteer spotlight in the newsletter.
- Outcomes: no open positions

From Objectives to Impact

Objective	Outcome	Deliverables
Increase member engagement	1271 new newsletter subscribers in 2025.	Monthly updates, event reminders
Enhance digital reach	18% growth in LinkedIn followers	New templates, regular posting cadence
Implement global brand	Full alignment across materials	Templates, guidelines, visuals



Academic Outreach & Social Good

In 2025, Academic Outreach and Social Good focused on expanding existing programs and establishing new relationships to maximize our community impact.

Engagement

Together with the team, we improved the [website](#) to attract our young professionals. Looking ahead to 2026, preparations were underway to launch a Young Board to strengthen connections among academic institutions, young professionals, and the broader PMI community. This will reinforce continuity in outreach activities and enable more structured delivery of events, student programmes, and partnerships.

We expanded the CAPM4Student program to the Technical University of Twente and established initial connections with the University of Leiden. We continued our engagement with Hogeschool Utrecht to participate in the project community day, assess all projects for impact, and submit an application for the best project award. [Newsarticle](#)

CAPM4Student Program

With this program, we established chapter continuity and improved the age diversity in our chapter. Up to 8% of our member population is under 30 years old*. We have established an improved signup process via the PMI-NL Website ([link](#)) and established an introductory kick-off meeting to improve engagement and sign up for our program. We had 43 students joining us for the training on the 8th and 29th of November.

Research Awards

In March this year, we hosted the research awards, and we had 9 thesis finalists, almost a 50% increase compared to previous years. This year, the finalists presented their results via LinkedIn videos and Poster Presentations to the project communication channels of PMI and the partner organization IPMA, increasing engagement. Member engagement increased compared to the previous year, with around 100 participants joining the event. [Newsarticle](#)

Below is the testimonial of Ike Nwankwo, MSc, MBA, PMP, Chair, PMI Board of Directors, joining us: *"I was thrilled to attend the recent CAPM Graduation and Research Awards event at TU Delft.*

This event was a heartfelt reminder of why PMI exists—to help young, aspiring project professionals maximize success and elevate the world. It was incredible to witness these dedicated graduates share their innovative research and fresh perspectives. The evening's poster presentations were a highlight, showcasing the graduates' expertise and passion and demonstrating

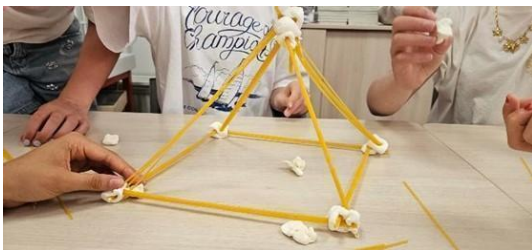
how they can light the way for future CAPM graduates by sharing their knowledge with others. A sincere thank you to TU Delft and everyone who made this event possible."



Academic Outreach Social Good - Annual Summary Social Good

In 2025 we focused on establishing new relations and expanding our impact. We strive to inspire and empower people through project management to enable them to build a better future and contribute to a better world

PM4Kids



New text proposed: the PMI Netherlands Chapter organized two educational workshops at the Emmaus Primary School in Voorschoten (South Holland), held in March and July. Each session engaged approximately 30 students from Groups 7 and 8 in a hands-on “Spaghetti and Marshmallow Tower” challenge designed to introduce core project management principles.



The workshops encouraged teamwork, planning, communication, and creative problem-solving, showing how project management skills can be applied in everyday life. Supported by the school’s teaching staff, the initiative effectively aligned with PMI’s mission to inspire future generations and

promote the value of project management as a life skill and mindset for success.

[Inspiring Future Project Managers: PMI NL Volunteers Bring Project Management to the Classroom](#)

We started with engagement with school experts and liaisons of school umbrella organizations to establish a program to improve our impact and reach.

Project Management for Refugees

We initiated a dedicated Refugee Training Program. This initiative focuses on providing project-based education to refugees in the Netherlands, with the objective of enhancing their employability and supporting their integration into the Dutch workforce.

To maximize outreach and impact, partnerships have been established with Refugee Opportunity Network, New Dutch Connections, Coders Beyond Borders, and the Refugee Talent Hub.



Through these collaborations, the chapter connects with refugee

communities and tailors its offerings to their specific needs.

In collaboration with strategic training partner ILL, a four-month pilot program is being developed, with a planned start in March 2026. The program will combine CAPM online training, PMI mentoring, coaching, and interactive workshop sessions, enabling participants to build professional networks, strengthen project management capabilities, and increase their readiness for roles in the Dutch labor market.

Sustainability & Social Good

We established partnerships with Homelessness Entrepreneurs and Make-A-Wish Foundation.

Homelessness Entrepreneur

PMI Netherlands Chapter united with 9 other chapters to support The Great Walk of the Homeless Entrepreneur, raising awareness and funds for the program. A journey of 880km, walking 20 marathons across Austria, Germany, Netherlands, Belgium and Spain.

The Homeless Entrepreneur is an initiative to empower homeless people to use the skills they have to create a new life for themselves. To empower them to create a small business or to gain employment so they can return to society, regain their self-respect and contribute to the community.

“THE GREAT WALK 2025 is project management at its most human and powerful. Seeing PMI Chapters align, collaborate, and walk for a shared cause is truly inspiring - it’s purpose-driven planning in action.”

— Laura Roversi, Vice President, PMI Netherlands



THE EUROPEAN HEAT AID GREAT WALK SUMMARY

+1,000,000 steps for over 1 million homeless people in Europe.

The European Heat Aid Great Walk 2025 was an 880km, month-long charity trek across Austria, Germany, **The Netherlands**, Belgium, and Spain, organized by Barcelona-based Homeless Entrepreneur in collaboration with 10 PMI chapters: Barcelona, Switzerland, Madrid, Belgium, The Netherlands, Romania, Poland, Portugal, Ireland, and Turkey.



Covering 20 marathons in August 2025, it aimed to raise awareness, connect vulnerable individuals with resources, and highlight the impact of extreme heat on homeless populations.

CONTRIBUTIONS → SOCIAL IMPACT

COMMUNITY SUPPORT

FUNDS RAISED	27,515.36€
PROBONO VALUE	19,320.00€
TOTAL CONTRIBUTION	46,835.36€

TOTAL PROGRAM BENEFICIARIES

HOMELESS HELPLINE BENEFICIARIES	339
VOICES AMPLIFIED	102
EMPOWERED OUT OF HOMELESSNESS	6

NEXT GREAT WALK CHALLENGE

THE WORLD CUP GREAT WALK (JULY 14 - 18, 2026)

PHILADELPHIA → METLIFE STADIUM (NEW JERSEY) FOR THE FINALS



Make-a-Wish Foundation

[Make-A-Wish Netherlands](#) is dedicated to bringing resilience and confidence to children with serious, sometimes life-threatening illnesses

by fulfilling their most cherished wishes.

We have established a connection with the Make-A-Wish Foundation to determine whether we, as a Chapter, can support them in making a greater impact. Through an auction at the End of Year Event we raised € 1,200 for the foundation.

<https://pmi-nl.nl/blog?id=22924>

Technology & Operations

In 2025, significant technological achievements included enhancing digital infrastructure, streamlining communication, and supporting organizational growth.

This report outlines key technological developments, integrations, and operational metrics achieved in 2025. The focus has been on enhancing digital infrastructure, streamlining communication, and supporting organizational growth through strategic tools and platforms.

Platform Utilization

Microsoft 365

- Primarily used by the Big10 group.

Google Workspace Migration

- Migration finalized successfully.
- **Users migrated:** 49
- **Data transferred:** 200 GB
- **Files shared:** 1,800
- **Email activity:** Daily exchanges sustained over the past 6 months, and a total of 23500 emails exchanged.

Communication & Outreach

Newsletter & Email Campaigns

- **Monthly newsletter deliveries:** ~8,000
- **Total emails sent per month (newsletters, events, announcements):** ~25,000
- Enhanced reach and engagement through

consistent delivery and improved formatting.

Buffer (Social Media Management)

- Subscription completed with NGO discount.
- Tool adopted by the Communication team for streamlined social media scheduling and analytics.

Financial Technology Integration

Stripe

- Integrated for payment processing.
- **Transactions processed:** ~400
- Supports donations, event registrations, and other financial interactions.

Key Achievements

- Finalization of successful transition to Google Workspace with minimal disruption.
- Strengthened communication channels via MS365 and Buffer.
- Reliable newsletter delivery system reaching thousands monthly.
- Secure, scalable Stripe integration for financial operations.
- More than 900 registrations for the events.



Financial Statement

Financial Highlights

Financial Overview

Income & Expenditure Overview

The Chapter's financial management and controlled investment approach resulted in a modest surplus for the fiscal year. Resources were prioritized for initiatives that deliver long-term member value, namely the 'Education Foundation', the 'Summit', and other 'Professional Development Events'. Summary:

Item	Budget (€)	Actuals (€)	Variance (€)	Comment
Income	180,315	182,162	1,847	We slightly overachieved on total income compared to budget with pluses and minuses on individual line items.
Expenditure	180,460	174,455	6,005	We had a total underspend compared to the budget. There was a lot of focus on controlling the BNL Summit budget during 2025.
Reserve	-	7,700	(7,700)	A reserve posting was booked to 'Social Good' and to the 'Global Summit/Leadership' accounts. This is in anticipation of increased spend in these areas during 2026.
Surplus/(Deficit)	(145)	7	152	Driven mostly by a successful BNL Summit, Member Chapter Fees, PMI re-imbursements and underspend in other areas.

Statement of Activities - (Profit & Loss) 2025

Prior Year vs. Budget vs. Actuals

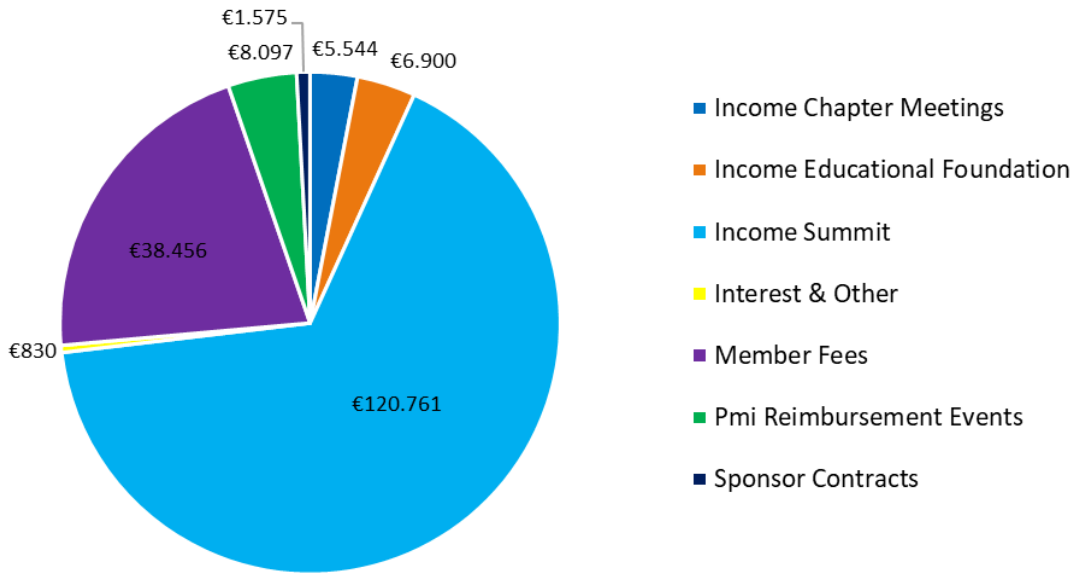
DEBIT	Actuals 2024 YTD	Budget 2025	Actuals 2025 YTD
Chapter Operational Expenses	16,217	18,040	17,689
Marketing & Communication	4,318	11,907	4,104
Chapt. Meeting & Events	1,579	25,300	23,288
LIWG ISO	147		
Membership & Volunteers	15,449	5,200	1,528
Cost Summit	30,250	97,200	108,838
Professional Development	1,225	2,500	2,449
Academic Outreach & Education Foundation	10,831	18,700	14,652
BIG10	467		
Partnership		500	
Banking Cost	1,014	1,114	866
Monetary Differences	(84)		
Reserve for Summit + Ed Fund + Social Good	15,000		7,700
VAT Charges			
Exchange Rate Differences			1,041
Result - Profit	172	-	7
Total DEBIT	96,658	180,460	182,162



CREDIT	Actuals 2024 YTD	Budget 2025	Actuals 2025 YTD
Membership Fees	35,889	37,683	38,456
Partnership	4,375	6,000	1,575
Income chapter meetings	2,451	2,600	5,341
Income summit	40,289	102,200	115,761
Royalties & Reseller Fee	392	392	203
Membership Promotion	-	-	-
PM	-	-	-
Educational Foundation	4,950	7,500	6,900
PMI reimbursement events	4,726	3,760	8,097
Benelux Summit Refund	-	-	-
From Summit Fund	-	12,500	5,000
From Lustrum Fund	-	-	-
From Project Fund	-	-	-
From Education Fund	-	5,000	-
From Capital	-	-	-
Interest	821	800	825
Miscellaneous	2,765	1,880	5
Result - Loss		145	
Total CREDIT	96,658	180,460	182,162

- Surplus Narrative** - Cost management, particularly within events, contributed to the final surplus alongside the reimbursement of events by PMI Org (Global). Income from Partnerships was under budget, but this was offset by higher chapter meeting income and the income from sponsors at the Benelux Summit. Member fees for the Dutch Chapter were also slightly higher than budgeted, and member fees were an important income stream that supported the chapter's activities.

Income from Activities



Statement of Financial Position (Balance Sheet) 31-12 2025

Prior Year vs. Current Year

Balance Sheet 2025				
DEBIT	31 Dec 2024	31 Dec 2025	CREDIT	
Bank Accounts	5,943	3,831	Capital	36,632 36,802
Savings Accounts	45,415	37,301	Reserves	33,450 36,150
Accounts Receivable	16,874	16,497	Accounts Payable	3,021 1,082
VAT Receivable	5,042	16,412	VAT Payable	- -
Results			Results	171 7
Totals	73,274	74,041	Totals	73,274 74,041

- **Financial Position** - The Dutch PMI Chapter has a strong financial position, and its reserves can support several months of operating activities. This fulfills a PMI Organization (Global) requirement to ensure the chapter's continuity.
- **Compliance Statement** - The PMI Netherlands Chapter maintains full financial compliance, adhering strictly to PMI Global financial reporting standards and to local regulatory requirements.
- **Audit Committee** - The Audit Committee reviewed the books and records. The Audit Committee met on the 9th Feb 2026 to validate the accounts. The

accounts were ratified on the 3rd March at the annual general meeting (AGM) of the Dutch PMI Chapter members and the Treasurer was released

