

Bussum, 12 May 2026

Subject: Strategic Plan for the period 2026 – 2030

Dear reader,

Herewith we present the Strategic Plan of Peace SOS for the period 2026-2030. Peace SOS was established ten years ago, with the presentation of a peace manifesto in Nieuwspoord in the Hague on 21st September 2015. On Earth Day, April 22nd, 2016, Peace SOS was registered as a foundation at the notary.

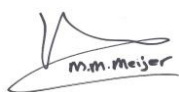
At Peace SOS we want to see world peace: a world in which all children can play. This entails that everyone should live in harmony. We hope that life will be cherished and war prevented. We need to prioritize all children in the world and care for each other and nature.

At Peace SOS we do our best to stimulate peace via peaceful means by:

- 1) Supporting local peace and humanitarian organizations. Since 2021, Peace SOS has provided vegetables to vulnerable people in Gaza via Peace SOS Gaza. And we wish to continue to do so. Peace SOS Gaza is calling for peace in the region.
- 2) Listening to and talking with various parties (such as ambassadors and political opponents) involved in a war. We state that we are longing for a world in which all children can play. That we want a diplomatic solution for war, and humanitarian aid for citizens in need. Although it is always better to prevent war.
- 3) We encourage people from countries at war or countries in which people are in a vulnerable situation, but also academics who come up with solutions, to write blogs on the Peace SOS website about how to achieve peace via peaceful means or how to combat hunger.

At Peace SOS we like to co-operate with like-minded persons and organizations. It is only together that we can achieve world peace.

Greetings from the heart,

A handwritten signature in blue ink that reads "M.M. Meijer".

May-May Meijer
Chair of Peace SOS

Background information

Name of the foundation: Peace SOS

Post address: Paviljoensgracht 20, 2512 BP Den Haag

E-mail: info@peacesos.nl

Chamber of Commerce: 65947355

RSIN (ANBI): 856328789

Bank details: Account Holder: Peace SOS

IBAN: NL37 TRIO 0391 1631 24

Bank: Triodos Bank, The Netherlands

BIC/SWIFT: TRIONL2U

Peace SOS mission

The official mission of Peace SOS as formulated in the statutes is: to stimulate world peace, human rights via peaceful means¹ and combat hunger. Our vision on peace is: We want a world in which all children can play. In order to achieve this, all people should live in harmony and take care of nature. An earlier slogan of Peace SOS was: to contribute to a better and fairer world for all of us.

Since the establishment of Peace SOS, we have primarily focused on stimulating peace in various countries. However, we also received blogs from people combatting hunger, such as Local Food Plant Solutions. This also fits with our mission and helps to contribute to: A world in Which All Children Can Play.

At Peace SOS we are focused on the most vulnerable people.

¹ "Via peaceful means" was added to the statutes of Peace SOS on 19th July 2022.

Vision

- To cherish life.
- Caring for and getting the voices of vulnerable people heard
- Achieving peace via peaceful means
- Helping people in violent conflict to raise their voices
- Listening to each other, also to the other, 'the enemy'
- Supporting the work of local citizens and local organizations
- Highlighting the call of citizens in violent conflict for peace and humanitarian aid in meetings with representatives of all the governments involved in a violent conflict
- Agile (focusing on our mission of peace, and adapting to the situations in the world)

For the culture in the organization:

- The mission of Peace SOS 'to stimulate peace' guides our behavior. We co-operate with other organizations, our colleagues, because we have a common goal.
- Peace comes from the heart
- Peace is accomplished by many (not by one person or organization)

The focus is on really achieving peace and human rights where it is needed most. Towards: A World in Which All Children Can Play. Money, funding, reports, media attention, they are all just a way to achieve our mission, but not a goal in itself. We should be aware of areas in which people suffer, but which are cut off from communication. Such as the people in North Korea and place affected by famine such as Sudan and Congo.

Norms and Values

- The Universal Declaration of Human Rights of the United Nations is an important guideline. For example, that everyone has the right to live, and a ban on the death penalty.
- We also often express the importance of a free press.
- International solidarity
- Constructive
- Curious about new developments and better methods

Ethical issues

During the food projects in Gaza, a number of ethical issues arose. For instance, it emerged that some of the food available on the market in Gaza had been stolen by violent gangs. We wondered whether it was ethical for Peace SOS Gaza to purchase that food. We therefore contacted an Assistant Professor of the Philosophy/Ethics Institute at Utrecht University. He gave us some guidance. And since then, we have been consulting him whenever we encounter an ethical issue.

Planned activities in 2026-2030 by theme

1. Supporting local peace organizations

Since May 2021, Peace SOS has been supporting Peace SOS Gaza. For the period 2026 to 2030, we plan to continue if possible. Since the beginning of the war on October 7th, we have provided 29 batches to the people in Gaza. A batch usually consists of two trucks with drinking water. We have also provided vegetables many times and sometimes clothes. The videos of the drinking water and food distributions can be found on the YouTube channel of Peace SOS:

<https://www.youtube.com/@PeaceSOS/shorts>

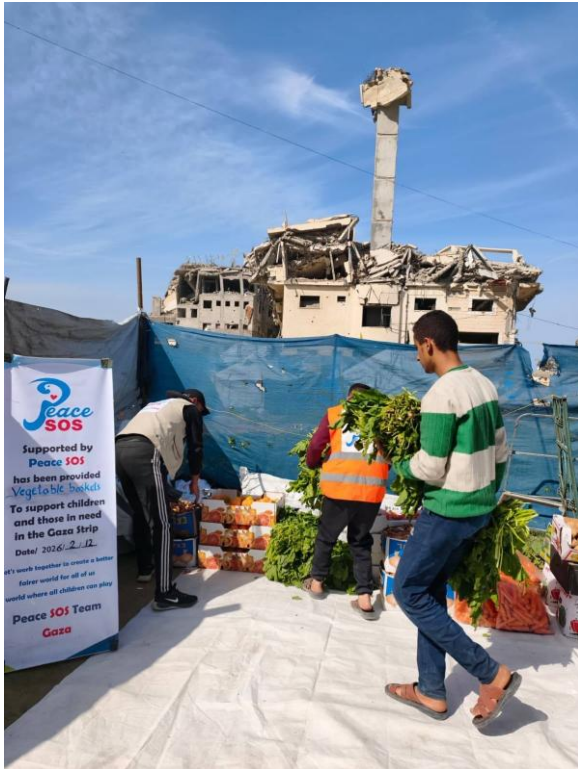


Photo: Peace SOS Gaza prepares the vegetables for distribution

May-May has written several op-eds for the website Joop of Dutch national broadcaster BNNVARA about the situation in Gaza, using quotes from the founder of Peace SOS Gaza. By using the quotes of the founder of Peace SOS Gaza, knowledge about the circumstances in Gaza is transferred to the readers. In addition, it is shown that the people in Gaza are ‘normal’ people. Longing for peace and safety for their children.

Teso Youth Agricultural Production Initiative for Peace, TEYAPI for Peace, is a Community Based Organization established to reverse the agricultural challenges faced by young farmers in Uganda, and the Teso sub region in particular, to foster peace and development. Youth, and especially young women, get sucked into conflict due to unemployment; young women are bartered as result of limited resources. Peace SOS supported the TEAYPI project in the beginning of 2021. The local monitor of this project in Uganda is a member of our partner, Global Harmonization Initiative. In previous years, the projects focused on growing passion fruits. The last intervention targeted 20 unemployed and vulnerable youth from low-income

backgrounds and linked them to local artisans and workshops for hands-on practical training in tailoring and fashion design, carpentry and joinery, motor mechanics, and metal fabrication. The project adopted a low-cost community apprenticeship model that utilized local expertise, local workshops, and existing production spaces to maximize impact despite limited resources. We plan to continue this project in the coming years.

Peace SOS visited Minds of Peace in Tel Aviv in 2017 and also visited the West Bank, the Centre for Rapprochement. Sapir Handelman is the founder of Minds of Peace. Sapir and his team organize public peace negotiations to achieve peace between Israelis and Palestinians. For the coming years, we want to see if we can reach out to Minds of Peace again.



Public peace negotiations at Rabin Square in Tel Aviv (2017). Organized by Minds of Peace.

Women Wage Peace signed the peace manifesto of Peace SOS in 2020. Women Wage Peace is a “grassroots movement with tens of thousands of members from the right, center and left of the political spectrum, Jews and Arabs, religious and secular, united in the demand for a mutually binding non-violent agreement between Israelis and Palestinians, involving women in the process (in the spirit of UN Resolution 1325).”

2. Cooperating with other initiatives combatting hunger

Local Food Plant Solutions wrote a blog for the Peace SOS website. They have a worldwide database with local edible plants. The database was founded by agricultural scientist Bruce French from Australia.

In addition, Peace SOS Gaza also combats hunger. This is described above. Since the end of 2025, Peace SOS has also been involved in the Food Safety and Security Foundation. Their mission is: to support academics, educators, legal professionals, and food safety experts in their efforts to improve food safety and security across borders.

3. Helping vulnerable people to raise their voice and coming up with solutions (blogs)

Vulnerable people reach out to Peace SOS for help. Sometimes they write blogs to raise their voice and share their story. At Peace SOS we want to empower vulnerable people and hope that this contributes to a better and fairer world. In addition, we publish blogs from other individuals who are connected with initiatives pursuing a peaceful world or combatting hunger.

4. Contact with embassies for peace

Peace SOS has always had close contacts with the Yemeni embassy in the Netherlands. We discuss the need for peace and humanitarian aid in Yemen.

We have also had regular contact with the Iranian embassy in the Netherlands. During our conversations, we talk about the need for peace in Yemen and Syria, and human rights.

Peace SOS met with the human rights officer and the political military officer of the American embassy at the end of 2025. We discussed the need for peace in Ukraine, the situation in Gaza, the situation in prisons in the West Bank, prisoners held in administrative detention, the attacks on drugs boats in Venezuela, and the need to prevent a war in Venezuela.

Peace SOS had a meeting with the embassy of the Russian Federation in 2018; however, a follow-up meeting did not occur, despite attempts by Peace SOS to arrange a new meeting.

5. Supporting a worldwide nuclear ban and a ban on killer robots

Peace SOS has written various op-eds about the need for a worldwide nuclear ban (Treaty on the Prohibition of Nuclear Weapons). We continue our support for a worldwide nuclear ban and a need for a ban on killer robots. Peace SOS is a member of the International Campaign for the Abolishment of Nuclear Weapons (ICAN).

6. Co-operating with other organizations for online mental health in conflict zones

Dr. Kawkab founded the Telemental Health Network because Yemen has a severe shortage of psychiatrists. The Telemental Health Network is part of Bridges to Peace and Solidarity. In 2021, Dr. Kawkab asked May-May and psychiatrist dr. Rene Keet to give an online lecture about psychosis for Yemeni mental health workers. For the coming years, May-May will see if Dr. Kawkab is interested in organizing such a meeting again.

May-May suffered from psychosis herself and wrote the books *Inner Voices* and *Here I Am*. Dr. Rene Keet gave the scientific perspective on psychosis. Rene is director of the community mental health service GGZ Noord-Holland Noord and chair of European Community Health Services. Currently, May-May also delivers lectures and writes about her psychosis via her company *Mission World Peace*.

The book *Inner Voices* has been translated into Arabic by Dr Abdulwahab Almaqaleh. In Arabic it has the title *Mission World Peace*, the same as the Dutch version.

7. Peace education in the Netherlands

In 2017, May-May and Dennis from Game Design and Development gave a lesson about peace and game design for high school students.

For the period 2026 – 2030, Miranda de Vries and Esmay Versteegh want to create more awareness amongst the youth and other groups in our society about peace. We will develop different programs about non-violent communication for secondary school children and high school students. We will write blogs about children in war areas about their desire for peace and how grateful children here can be that they live in a peaceful country. We will ask children to come up with projects for peace with

their class. We can ask teachers to integrate it into their curriculum in high school for example.

The awareness amongst other groups must be raised through our publicity on the website and channels of communication like LinkedIn or JoopBNN Vara.

We will start with schools in our own network, and we hope to develop a toolkit for peace education for more schools who might be interested as well.

Financial planning 2026-2030

As in previous years, we will apply for funding per project in order to maintain a sound financial position and to extend the track record of Peace SOS. In order to prevent financial loss, a project will only start once finance is obtained. The total income of Peace SOS in 2023 was 19,604 euros, and in 2024 the total income was 15,278 euros. See our annual reports for the expenses.

The income will likely be approximately the same as in the coming years, perhaps a bit more, if our fundraising efforts are successful. The expenses depend on the projects we undertake and the situation on the ground.

Financial management Peace SOS

At this moment, funding for projects is applied for per project from endowments. We give direct feedback on how money is used. In addition, Peace SOS receives small private donations. Peace SOS uses the address of The Hague Peace Projects in the Hague, because we do not want the private addresses of the board members to be published online. However, we do not work from the location in the Hague. The costs of the organization are relatively very low, since we all work voluntarily and all work from home.

Peace SOS has a very limited financial budget, but the advantage is that Peace SOS is independent and can fully focus on its mission. The chair works 0,8FTE unremunerated for Peace SOS. The chair and the treasurer manage the financial assets of Peace SOS.

Fundraising

Since the establishment of Peace SOS, Peace SOS has been independent from the government and companies. At first, we regretted that we had no track records, etc. But later on, in our conversations with embassies, we learned it was an advantage and that our independence was valued.

The fundraising efforts have been focused on the community around Peace SOS. The advantage of well-known private sponsors is that you know that they underline the mission statement of Peace SOS. We are a small-scale NGO which is striving for peace. We are independent in our mission, and we will not allow any sponsor to direct us in a certain way. For gifts above 5,000 euros, we will perform an ethical screening.

Fundraising can create awareness amongst people who can underline the mission statement of Peace SOS but who are not yet a sponsor, because they have not heard of Peace SOS. We would like to broaden the community of people who have a heart for projects stimulating peace and for peace in general.

We will create an information package about the projects and activities of Peace SOS and will start approaching several target groups. And we will also make use of social media. The urgency for peace has increased in recent years and Peace SOS can contribute to a more peaceful society and world by stimulating and funding peace-related projects and activities.

A small group of members of Peace SOS will make a proposal for the fundraising activities and will execute the activities as well.

The fundraising activities group will consist of:

Miranda de Vries (secretary)

Esmay Versteegh (member)

Massoud Yousufzai (member)

An overview of the estimated income, expenses and assets

In the overview below, you can find the estimated income, expenses and assets in euros per year.

	2026	2027	2028	2029	2030
Income	15,000	15,000	15,000	15,000	15,000
Expenses	15,000	15,000	15,000	15,000	15,000
Assets	800	800	800	800	800

The Peace SOS team

Alex de Brouwer, Peace SOS advisor

Esmay Versteegh, general board member of Peace SOS

Jamal Badr, Yemen Peace SOS advisor

Jason Sindram, webmaster of Peace SOS, he is also founder of DP web solutions

Kumar Jamdagni, Dutch-English translator at Peace SOS, founder of Language Matters

Lonieke Ultee, advisor of Peace SOS

Massoud Yousufzai, Peace SOS advisor

Martijn Müller, publishes the newsletters of Peace SOS

May-May Meijer, chairperson and founder of Peace SOS

Miraj Murshed, advisor Peace SOS

Miranda de Vries, Peace SOS secretary

Sander Glas, Peace SOS treasurer

Vacancies

Peace SOS is looking for volunteers who want to focus on certain countries such as for example Congo, Sudan, Ukraine. We are also looking for a specialist in International Relations, who prioritizes peace. As well as for someone who is interested in disarmament. If you are enthusiastic and have another idea about how to contribute to peace via peaceful means, please do contact us.