



HOPE

A R U B A

NATIONAL MOVEMENT FOR CIVIC SYNERGY!

2025

Annual Report

HopeAruba Movement

Moving Forward Together

Strategic Progression &
Community Transformation

Presented by the Board of Directors

Executive Summary

2025 marked a pivotal year of transition for HopeAruba, characterized by deliberate steps toward increased organizational capacity, professionalization, and the execution of key strategies rooted in shared responsibility.



Q1 2025: Building Trust & Resilience

Launched the year with Social Resilience and Trust workshops facilitated by Dr. Bonnie Benesh and Sharleen Tromp, establishing the foundation for successful co-creation.



Q2 2025: Data-Informed Action

Conducted a Data Literacy Workshop in San Nicolas to shift community efforts from dialogue to data-informed decision making and practical application.



Q3 2025: Operational Strengthening

Appointed a dedicated Project Officer in August to professionalize daily operations and secured funding for a comprehensive digital presence relaunch in 2026.



Q4 2025: Strategic Youth Engagement

Co-organized a national symposium with the University of Aruba and partnered with the Youth Parliament (Parlamento Hubenil), ensuring youth perspectives drive future planning.

4+

Key Workshops



101

Youth Responses



1

Grant Secured



📍 Primary Strategic Focus

Launch of HOPE Academy pilot in September 2026 to foster civic education.

About HopeAruba

HopeAruba Movement is a non-profit organization that brings people together to strengthen communities and support Aruba's growth through civic engagement, education, and collaboration.

Moving Forward Together

Our initiatives reflect deliberate steps toward strengthening civic engagement, trust, and data-informed community development.



“I have a vision for Aruba; one where the future is being co-constructed for this generation and for the generations to come.”

Lisette Malmberg
President, HopeAruba Movement

Board HopeAruba

Governance Structure

HopeAruba Movement operates under a Supervisory Board (Raad van Toezicht) and a Board of Directors (dagelijks bestuur) governance structure, responsible for strategic oversight and accountability.

Unfortunately, due to several converging circumstances in the past few years, we have not been able to provide a proper Year Report. This has now been structurally corrected.

In 2025, the Board guided the organisation through a transition year towards increased Organizational capacity, professionalisation and to maximize execution of key strategies.

Key Focus Areas:

- ✓ Strategic Oversight
- ✓ Structural Correction
- ✓ Organizational Capacity

Supervisory Board (Raad van Toezicht)



Greg Wallace

Board Member

Dick Westerhof

Board Member

Arleen Bradford

Board Member

Responsible for supervising the policy of the Board of Directors and the general course of affairs.



Board of Directors (Dagelijks Bestuur)



Lisette Malmberg

President

Foo Moy Chan

Secretary

Giovanni Kock

Treasurer

Jaap Beaujon

Board Member

Responsible for daily management, strategy execution, and representation of the organization.

Strategic Progression 2022–2025

HOPE Aruba’s 2025 activities build on a multi-year effort that began in response to the National Integrity System (NIS) Aruba 2022 Assessment, initiated by Stichting Deugdelijk Bestuur Aruba, which examined key parts of Aruba’s governance system and highlighted the need for greater transparency, accountability, and public trust.



From Dialogue to Action: 2023–2024

2023: Engaging the Private Sector

In 2023, HOPE Aruba began translating these findings into action by engaging the private sector through the webinar "The Power of Mutuality in Value Creation: Aruba's Businesses Reframing Purpose Profitably." Featuring Bruno Roche, Dr. Arleen Westerhof, Evert Stamhuis and Lisette Malmberg, the webinar introduced the Economics of Mutuality framework and encouraged businesses to play an active role in advancing shared and sustainable prosperity. This marked the first structured step in strengthening cross-sector collaboration and set the foundation for the work that continued through 2024 and 2025.

2024/ 2025: Community-Level Implementation

In 2024, strategic focus progressed toward community-level implementation. San Nicolas was identified as a pilot area for transformational development, using the Social Progress Index as a baseline measurement tool. Workshops were designed, planned and facilitated at The Hub in San Nicolas.



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PROUDLY PRESENTS

THE POWER OF MUTUALITY IN VALUE CREATION:
ARUBA'S BUSINESSES REFRAMING PURPOSE PROFITABLY

WEBINAR

UNDERSTANDING ECONOMICS OF MUTUALITY IN PRACTICE


Bruno Roche
SENIOR GLOBAL EXPERT ECONOMICS OF MUTUALITY
FORMER CHIEF ECONOMIST OF MARS INC.


Dr. Arleen Westerhof
DIRECTOR
ROTTERDAM CENTER FOR
ECONOMICS OF MUTUALITY


Evert Stamhuis
BOARD MEMBER
ROTTERDAM CENTER FOR
ECONOMICS OF MUTUALITY


Lisette Malmberg
CHIEF HOPE OFFICER
HOPEARUBA MOVEMENT
FOUNDATION

REGISTER NOW!
hopearubaevents@gmail.com
Attendance contribution
AWG. 25,-

30 August, 2023
12:30 PM - 2:00 PM

Community-Level Implementation Highlights



📅 11 January 2025

Social Resilience Workshop

👤 Dr. Bonnie Benesh (Think to Do Institute)

Co-hosted by HOPE Aruba and Stichting Deugdelijk Bestuur Aruba. These stakeholder engagements focused on strengthening social resilience.



📅 22 February 2025

Discover Your Personality

👤 Sharleen Tromp (Lead by Design)

A capacity-building workshop focusing on self-awareness and leadership development as foundations for effective collaboration.



📅 6 and 7 March 2025

Trust for Successful Co-Creation

👤 Stakeholder Engagement

Workshops focused on building trust as a prerequisite for collaboration, and aligning civil society actors around shared community priorities.



📅 May 2025

Data Workshop in San Nicolas

👤 Dr. Bonnie Benesh

Focused on data literacy and the role of data in supporting informed decision-making and community-driven change, deepening the shift from dialogue toward practical application.

HOPE Academy: Main Strategic Focus

Primary Strategic Objective

Co-created civic education initiative strengthening knowledge, skills, and engagement.

The Academy is being developed as a civic education initiative, co-created with educators, youth, and community partners, with the aim of strengthening civic knowledge, skills, and engagement, primarily focused on Gen Z for its initial phase.

Intention Statement

"Our intention is to create a transformative and empowering space where young people boldly embrace their authentic selves and celebrate the unique identity within them. We guide each youth to discover and develop their God-given gifts, talents, personality, and leadership strengths, equipping them to step confidently into their life's purpose. Through mentorship, deep self-awareness, and courageous action, we empower every young person to become the change they desire to see—emerging as compassionate, creative, and visionary change agents who positively influence their communities and the world."

Mission Statement

"Our mission is to cultivate a generation of confident, self-aware, and purpose-driven young leaders. We provide transformative content and experiences that help youth embrace their authentic identity, discover their unique gifts and strengths, and develop their leadership capacity to create meaningful change in their world."

Vision Statement

"We envision an Aruba where every young person leads from a place of authenticity, courage, and purpose—using their gifts to influence their communities, uplift others, and inspire positive transformation across generations."



Survey Responses

101



Pilot Launch

Sep 2026



Target Demographic

Gen Z



Target Age

16–28



Youth Engagement & National Symposium

Creating Space for the Voice of Our Youth

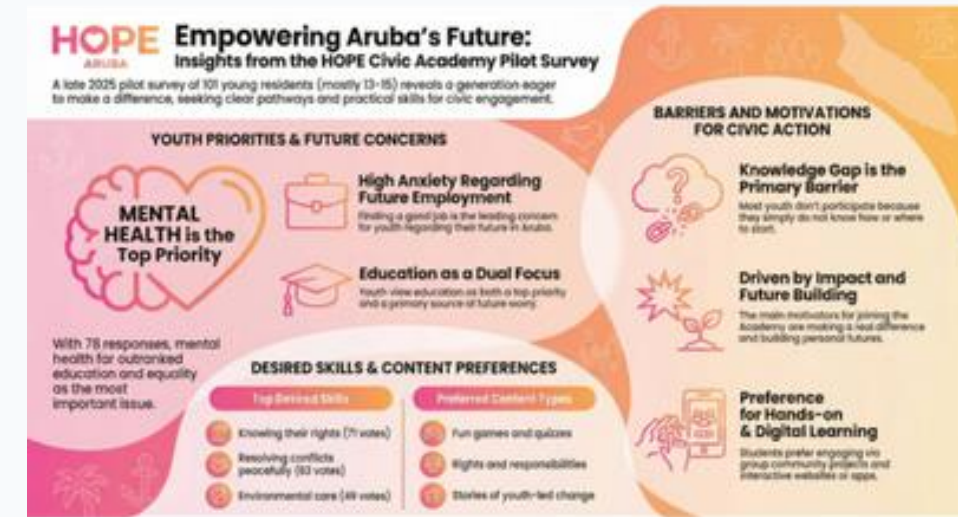
A key milestone in this journey was HOPE Aruba's co-organisation of a national symposium on the quality of life and wellbeing of Aruban youth, in partnership with the University of Aruba and national stakeholders. The symposium was closely aligned with the development of the Youth Academy, as the research findings on youth wellbeing provided valuable data to inform programme design.

By engaging directly with the research and with young people themselves, HOPE Aruba ensured that youth perspectives were not only heard, but meaningfully integrated into future planning. HOPE Aruba facilitated the Youth Panel, translated research findings into accessible language, and supported young participants in confidently sharing their perspectives.

The event also created meaningful opportunities for networking and relationship-building across sectors. The connections strengthened during the symposium are already contributing to broader collaboration and support for the Youth Academy and HOPE Aruba's long-term mission of empowering communities.

HOPE Aruba's Substantive Contributions

- Strategic Partnership:** Close partnership with Parlamento Hubenil di Aruba (Youth Parliament) was central to preparation, including public speaking training.
- Facilitation & Support:** Facilitated Youth Panel and Michele Brooks, a professional master of ceremonies, volunteered her services on behalf of HOPE Aruba.
- Sponsorship:** Contributed substantively by sponsoring media coverage and refreshments.



“*We empower every young person to become the change they desire to see—emerging as compassionate, creative, and visionary change agents.*”

Intention Statement, HOPE Youth Academy

Organizational Leadership



Jessica Besselink

Project Officer, HopeAruba



B.Ed Education



MBA Business Administration



20+ Years Experience

In August 2025, Jessica Besselink was hired as Project Officer assuming responsibility for the daily operations of HopeAruba. She is an education professional with over twenty years of experience as a teacher, school leader, and educational researcher.

She holds a Bachelor's degree in Education and an MBA in Business Administration, and has worked in multilingual and international educational contexts within the Kingdom of the Netherlands.

Key Responsibilities



Organizational Capacity Building: Supports the foundation's capacity building and strengthens internal structures.



Cross-Sector Partnerships: Focuses on strengthening partnerships between civil society and other sectors.

Strengthening the Organisation

Building Structure for Sustainable Impact

The second half of 2025 brought greater structure and stability to HOPE Aruba's work. With clear strategic goals set, coordinated planning, and improved execution capacity, the organisation is now better positioned to move its activities forward in a focused and consistent manner.

These foundational developments are critical as HOPE Aruba prepares for the next phase of growth, including the continued development of the HOPE Academy.

Key Outcome

"Organization better positioned to move activities forward in a focused and consistent manner."



Capacity Building

Aug 2025

Appointed Jessica Besselink as Project Officer to professionalize operations, coordinate daily activities, and strengthen cross-sector partnerships.



Digital Infrastructure

Dec 2025

Secured dedicated grant for website development. 2026 will focus on re-establishing digital presence, website, ramping up social media engagement and backend CRM systems.



Operational Execution

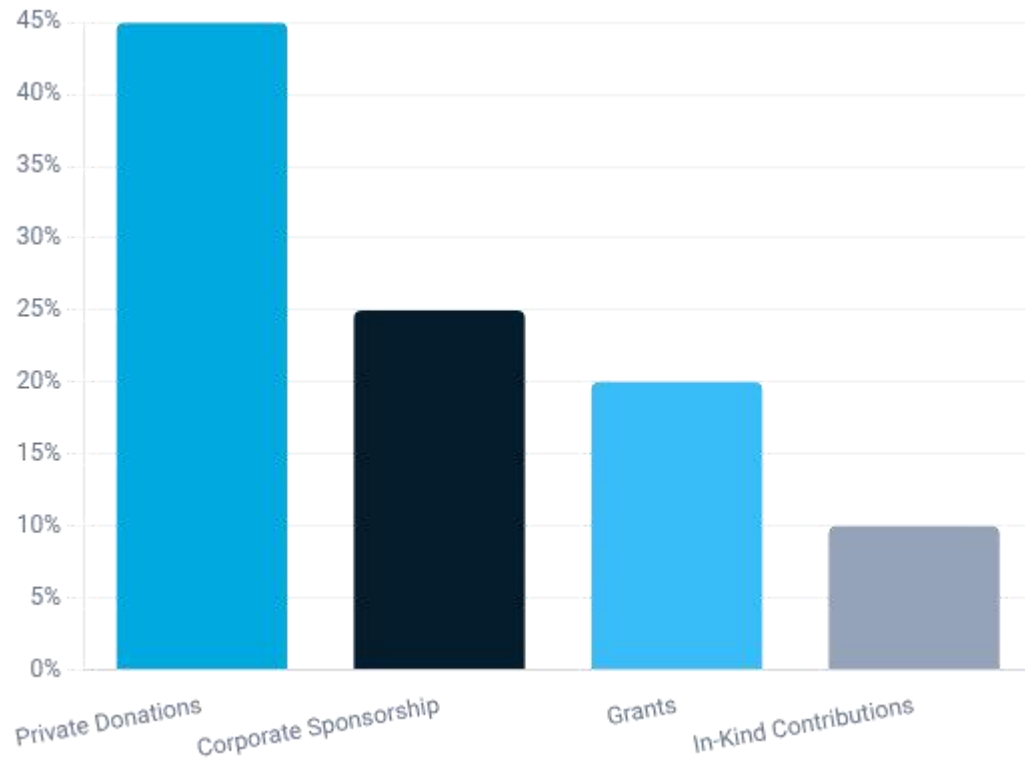
Ongoing

Established coordinated planning cycles and clearer strategic goals, improving the cadence of execution for key initiatives like HOPE Academy.

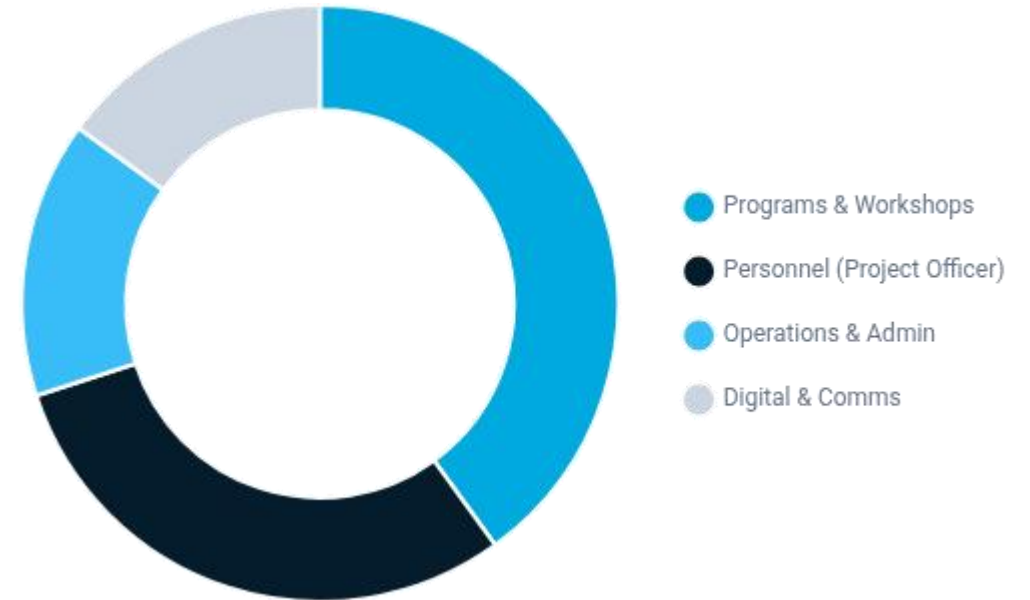
Financial Overview 2025

2025 represented a transition year for HopeAruba, focusing on securing resources for capacity building and future programming. The financial structure reflects a strategic shift towards grant-based funding for specific projects, alongside continued support from private donations and corporate sponsorships.

Revenue Sources (Est.)



Expense Allocation (Est.)



Key Highlight: Restricted grant secured in Dec 2025 specifically for website redevelopment.



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Appreciation

HOPE Aruba is deeply grateful to its volunteers, board members, partners, and collaborators whose commitment made this transition year possible. 2025 was a year of laying structural foundations for sustainable deployment. The work ahead builds on trust, collaboration, and shared responsibility.

"We invite you to collaborate with us to strengthen civic engagement and foster sustainable wellbeing for Aruba."



Website

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Location

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