

Ten years of  
enjoyment,  
development  
and growth!

tjeko.



*Celebrating*  
10 years of Tjeko  
*and beyond*







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# A decade OF TJEKO

It has been 10 years already. Ten years where you have prayed, supported and encouraged us. Ten years that you have invested in us. Ten years that we have reached children in Uganda and been able to give them moments of play, safety and love. We are incredibly grateful to have witnessed how Tjeko's vision and mission has become a reality and has continued to evolve.



Ferdi and Tatiana, 10 years ago



We know, without a doubt, that all of this would not have been possible without you. Thank you for your generosity. Thank you for trusting us and for investing in the lives of children you don't know personally, in a country you've maybe never been to, and maybe you never will. Yet your support has enabled us to make a difference. For that we are eternally grateful to you.

The Tjeko adventure started a long time ago when we went to Uganda as a family to visit a project that Ferdi started with his Ugandan friend Bosco, [1morechild.org](http://1morechild.org).

Maëlle was our only child at the time. We tried to be good parents and create opportunities to play for her. We were ignorant about Uganda. We kept asking our Ugandan friends, "What are you doing with your kids to have fun and let your kids play?" They could not answer this question. Some sent us to the broken church playground, but that was not such a success either. Finally, a Canadian friend of ours, Andrea, shared that years ago she volunteered at Amani Babies Cottage, a baby house in Jinja. They had a lot of playground equipment. They had a playground with swings and loads of yellow and red colored toy cars. The children in this home were orphans, but lived in a safe and warm environment. We went there and our daughter loved it. She had friends to play with and plenty of toys to choose from.

The second time we went back, our hearts were touched by the fact that the children from the neighbouring community were jealousy peeping through the fence. The following thought came to our minds: "What a pity that you have to be an orphan to have the right to play."


We began to dream of creating a place where all children, regardless of their background, would have the right to play. A place where they can just be a child and play carefree.

You can read what happened next in this beautiful magazine. Another effort by so many of you - investing in the future of children you may never meet yourself ..

Tatiana van den Bergh





A young boy with a joyful expression is sitting cross-legged on the ground inside a rustic structure made of mud and wood. He is wearing a yellow polo shirt and patterned shorts. He holds a drawing of a diary titled 'My Tjeko Diary' with various doodles. The background shows the interior of the structure, with mud walls and wooden beams. The floor is dirt, and there are some items like a blue barrel and a purple cloth nearby.

*We worry about  
what a child will  
become tomorrow, yet  
we forget that he is  
someone today.*

• Stacia Tauscher



# THE BEGINNING

After that first trip we started making plans. How are we going to do this? Will it be a park? Will it be a Disneyland in Uganda? Or will it be different?

More and more friends started to share our dream. Tjeko's contours became clear. No, it will not become a park instantly, but let's take small steps... Well at least we viewed it as small steps. But in Uganda they experienced it as enormous steps!

Tjeko Fun Village became Tjeko Fun Fair; A mobile playground instead of an expensive investment in a permanent playground where we could let thousands of children play in a few days. However, you will not get anywhere without finances and without people, so in the Netherlands we focused on two things: Raising money and setting up a training program.

## THE CONTAINER

At our offices we had two Tjeko-trucks of Playmobil.. Not just any trucks, but trucks that could transport containers. Years ago, Monique, one of our volunteers, searched through Marktplaats (online 2nd hand retail platform) and found them for us. We were about to go to the Leisure Convention and we wanted something concrete that would clearly express what we were going to do so that the people there could help us.

We were young and passionate. We wanted the attendants of the convention to donate playground

equipment to us with no strings attached, and wanted to send the equipment to Uganda.

We stayed there for three days. During those three days we only received a broken fitness machine. Figure it out yourselves, we read the message we got. It was a total failure. We wanted to ship a container full of play equipment to Uganda, but we had nothing. This was so disappointing. Fortunately, we did not give up. We still believed that it was a great idea, so we kept the trucks close by at our office.

That same year, we did manage to send play equipment to Uganda, but the container wasn't full. With the help of many, we were able to buy brand new skaters and we managed to send them via the Baanderij with an airplane. Still we had this vision of shipping equipment with a container. You can read more about what finally happened on page 23.

## THE FIRST FUN FAIR

I remember one Sunday evening in a hotel in Jinja, next to the River Nile, when Ferdi and Tatiana introduced us to the idea of establishing Tjeko Uganda Limited. This was early 2011, the year in which more than 30 young men and women were trained to volunteer at the first Fun Fair of this young organization.

Similar organizations were present in Uganda; but one provided entertainment and lacked education,





## Guillaume G rault

Guillaume G rault, you don't see his photos anywhere, but his work is widely celebrated! Guillaume is the creator of the cartoons Tjeko, Anacheza, M-chezo, Dhania, and Tjeka. Since he lives in France, we mainly have contact via email. However, last summer we visited Disneyland Paris together, where he once again fascinated us with his passion for cartoons and the powerful medium it is to reach children.



while the other offered mostly animal and plant sciences without entertainment. Tjeko filled this existing gap in the market by combining both. Tjeko was intended to provide both education and entertainment with a unique character. So that every child can celebrate their childhood, regardless of their background.

What started as a blurry image with an unclear voice has turned into a clear method for teaching children to cope with stress, providing insight into the importance of playing in childhood, providing space for the development of their creativity and imagination, and to learn problem solving skills. Tjeko Uganda is led by young and multi-talented individuals who were initially equipped as volunteers at the academy prior to the Fun Fairs.

Very soon, Tjeko will be celebrating a decade of collaboration with schools, government agencies, non-governmental organizations, and the general public. We appreciate all the progress that has been made over the years, and are grateful for all the congratulations we have received, and of course the donors who believed in the dream and saw it become a reality.

I wish you all happy 10th year anniversary celebrations.

**Bosco Mukiibi** • Co-directeur Tjeko Uganda Ltd.



# The first Fun Raiser: SKYDIVE4KIDS

I think Tjeko is a fantastic organization, because it dedicates itself with heart and soul to children in developing countries.

As the owner of holiday parks, I know how important sports, games and relaxation are for children. 'Holiday' is a word that African children often don't know. They often have to survive. How beautiful is it that Tjeko offers those vulnerable children a piece of relaxation, in the midst of poverty! Tjeko offers so much, not only for today and tomorrow, but also for faith. This way you help the children in an incredible way!

**Jan van den Bosch** • Owner Beter Uit Reizen

The first day of the Tjeko Fun Fair in Jinja took place in 2011 ... "The field was filled with children in school uniforms, standing obediently in rows, as they are used to at school. If you saw them play, they would go wild with excitement! We still tried to shout "When in line, stay in line". Of course they didn't stick to that, because you could go and play! You saw the groups of children scattered like ants all over the field."

The pure experience that the children had there at the Fun Fair, full of enthusiasm, being able to fully enjoy it and being in the moment, it made me jealous. It's so valuable. I don't think they will forget these moments for the rest of their lives. Children can enjoy those things much more, let alone a child in Uganda who already has so little and has such limited time to just be a child, that is bizarre.

**Arwin Rammeloo** •  
HR Director bij Sonova Audiological Care Nederland





# THE ACADEMY STUDENTS

## *let their voices be heard.*

Meet Phiona Nakadama, one of our first trainees at the Tjeko Academy and now a staff member of the Tjeko team in Uganda. She and her husband George are the parents of three beautiful daughters. Phiona will take you on a journey through her growth and experiences, from the very beginning of Tjeko.



Phiona came into contact with Tjeko when she volunteered at an orphanage for babies in 2011 and received a phone call from her friend. Jobs were then, and still are, very scarce! "I had to tell my orphanage boss immediately." My boss let me go, so I ran to the office as fast as I could, knowing that I could get a job and pay for my education at the university where I planned to study".

When I picked up the form, I realized that I was just going to volunteer without getting paid. At the orphanage, I got at least some compensation ...

### **MY FIRST DAY AT THE TJEKO ACADEMY**

I waited to see what they would tell us at our first meeting, but nothing was said about an income. To be honest, I really looked up to the hard work and being a volunteer again. I had left my parents' home to attend this training, unpaid and with uncertainty for my future.



Later, I realized it was a training that changed my life forever, for the better...

**Want to read the whole story of Phiona? Then check out the blog [www.tjeko.info/nieuws](http://www.tjeko.info/nieuws)**



## FROM VIP TO STUDENT

One of our first Tjeko VIPs shares her Tjeko adventure. From a young 11-year-old girl to an independent, hard-working beautiful 21-year-old young lady, with a love for children and playing!

From VIP to student, and now one of Uganda's future serving leaders!

Agatha was 11 years old when she was one of the first VIPs to play at the very first Tjeko Fun Fair in 2011. A new world opened up for her at the Kakindu Stadium, located in the heart of Jinja City. At the age of 21, she has now attended the Tjeko Academy, just like her older brother and team leader of the Tjeko team in Uganda, Alban. She currently supports the Ugandan



Tjeko team and the neighborhood communities around Jinja. During this time of the COVID-19 pandemic, she and the Tjeko team conducted home visits to families who have been hit the hardest. They hand out care and play packages. But how did Agatha end up with Tjeko?

## HER BIG BROTHER

Her big brother Alban, who participated in the Tjeko Academy in 2011, gave her a flyer with an invitation to the very first real Tjeko Fun Fair. Agatha had the opportunity to come to the Fun Fair with her school. I saw the Fun Fair as a place where every child gets the chance to play with different games that they have never played before. For example, it was my first time on a jumping castle, the first time I saw and rode a go-kart, and many other things.

In 2019 Agatha attended the Tjeko Academy, just like her brother Alban.

Attending the Tjeko Academy was like a dream come true. One of the things I admired as a child at the Fun Fair was the Tjeko dance in the Theater tent and now I finally had the chance to be just like the Tjeko team in 2011. The preparations were hectic, but at the same time fun because we were like a family during the Academy and the Fun Fair.

Read the impact on Agatha's life in her blog on our website: [www.tjeko.info/nieuws](http://www.tjeko.info/nieuws)



*Taking part in Tjeko Academy was as dream come trough.*





# TJEKO IN DEVELOPMENT



## FOTOREPORTAGE

Over the Christmas period of 2013, I flew with Ferdi and Tatiana to Uganda to make a photo reportage about all of Tjeko's activities. What I love about Tjeko is that the entire team is so positive and enthusiastic about their work. It gives me a lot of energy and encouragement to see all of those children playing carelessly and forgetting about their worries and to see that they are having such a great time.

*I hope that Tjeko will be able to do a lot more great things in the future and I wish them lots of success.*

Masja Stolk • [www.masjastolk.nl](http://www.masjastolk.nl)  
(photos Gulu/Kitgum)



### Tjeko FunFair

2012: the Tjeko Fun Fair does another program in Jinja, Uganda. This time as a crowd puller for a large agricultural market. Primary schools in the area not only come to learn at the market, but also come to play for a few hours at our site. For the first time, Tjeko also rents storage space for all items. We rent a house but something seems fishy ... The landlady appears not to be trusted and after 18 months we have to look for another place to stay.





## COMPASSION

In recent years, Tjeko has organized a wonderful day for hundreds of children on numerous occasions. It is awesome to see the fun, relaxation, and excitement of children in a safe and loving environment that Tjeko guarantees. A reliable and passionate partner!

Tiemen Westerduin • Compassion The Netherlands

*Awesome to see the fun, the leisure and the excitement of the children*



### *2015 • Rakai en Masaka*

We go to the deep south of Uganda. Greener, colder, but above all, much more deserted. In collaboration with Compassion and Muskathlon, we settle in the town of Rakai, a town once labeled as where the AIDS virus came from. In the countryside we mainly find ... nothing. Our adapted Fun Fair is a great success for the hundreds of children who are allowed to come. The town of Masaka seems a bit more lively. From this city we could serve a large part of southern Uganda.





# TJEKO LIVE

*in Uganda and the Netherlands*

Tjeko LIVE is an educational and social development-oriented project, where children experience a lot of joy.



We initially developed Tjeko LIVE for primary schools in the Netherlands. By introducing children to our work in Africa, they actively set out to raise funds for Tjeko. The program is a great success for children. The message gets across and it gives children the opportunity to understand how to give children in Africa a helping hand.

However, an approach like Tjeko LIVE can of course



also work in Uganda. Not to raise funds - but to convey our message: **PLAYING IS IMPORTANT!**

In 2017, our Academy teacher, Peace Nankwanga, started with the first schools. After intensive training with our Dutch team, Team UG got to work.

Over the years, Tjeko LIVE has become one of the most important means of communication that Tjeko uses to support primary schools, children's homes and other NGO's in Uganda. In a series of four lessons, children learn about the different themes of "creativity", "imagination" and of course the importance of play. In a mix of lessons, stories and, above all, many "doing- activities", small teams of Tjeko staff now visit the region every day.

**Tjeko LIVE is one of the four pillars of the Tjeko Method.**





# THE TJEKO METHOD

If you asked us 10 years ago, little did we know we been developing a method. A rich method that moves out of a social profit motivation - fighting to let children truly be children!

## *Tjeko live*

We are active in many primary schools in Africa with a series of lessons that we present called "The Power of Imagination and Creativity". The school program Tjeko LIVE, will be presented by locally trained play and communication specialists. They visit schools and give them a series of lessons and activities. In addition, they offer teachers and child workers special workshops.



## *Tjeko fun fair*

A gigantic playground where children can enjoy themselves fully for one day. Think of go-karts, skippy balls, trampolines, jumping castles, but also theater, creativity, and relaxation.



## *Tjeko academy*

Tjeko doesn't just want to give people something, but also equip them. African young adults are trained at the Tjeko Academy. They receive training in, among other things, children's work, leadership, presentation, and communication.

## *Tjeko fun services*

Tjeko Fun Services are the Social Enterprise part of Tjeko. Our local African team rents out the Tjeko Fun equipment and goes to parties and events. With the rental of the play equipment an income is generated from which the Tjeko activities are from. The goal is for every team to grow towards more financial self-reliance.





# Team Uganda's top 10 FAVOURITE MOMENTS

from the past decade!

- Enjoying the bike tours which help me cut on my weight.
- Getting a job in Tjeko.
- Having a team building session at MTO Moyoni wow! Full week away from my family. It was my 1st time.
- Swimming lessons by 1,2 go biking team
- My first day in the academy of 2019 I was happy and grateful to make new friends and every student was welcome and the staff made us feel at home.
- Building all items like the Panna, Mini golf and bamboo banner stands in 2011 FunFair
- Tjeko on radio during the lockdown due to Corona
- Running the 2019 funfair in Jinja
- 12Go biking, Berg Toys and Paul Kaars trips to Uganda
- Visiting Tjeko offices in Netherlands, spending time with Ferdi and the family, Matthijs and family.





# INTERNS

*at the office*

At Tjeko we believe it is important to invest in the development of young adults. In 2017, the Tjeko office in the Netherlands was full! Five interns from all over the world chose Tjeko NL as their development place! You can read more about two of these interns.



## HERVÉ MAKUKA

is 30 years old and has worked for the province of South Holland for over two years.

### How did you end up at Tjeko?

In 2017 I was busy trying to find a place where I could do my final internship, I was looking at places in both the public and private sector. After a month and a half I couldn't find anything and then my (foster) mother told me that I might have to talk to Ferdi.

### How did you experience your time at Tjeko?

From a strong personal interest, I have experienced my time at Tjeko with great pleasure and enthusiasm. I learn a lot and it was very educational in many ways.

### What did you work on during this internship?

First of all, I focussed on my Tjeko research project which was to "research the possibilities of an NGO organization to grow in developing countries". I also worked with my fellow (international) interns on a number of projects to find business partners with corporate social responsibility to support the social profit enterprise in Uganda.

### 1. What did you learn during your internship at Tjeko?

I learned how you can best offer aid to people from developing countries, in accordance with their needs, now and in the future, as well as how to provide long-term aid and not just in the short term.

### 2. What do you think of the Tjeko Foundation?

A small organization with a large network that can bring together thousands of people in both developing and western countries.

### 3. What did you gain in your own life after your internship at Tjeko?

Service to others is the rent you pay for your room here on earth.

### 4. What does playing mean to you?

Enjoy yourself, have fun, and forget the worries in your life. Play is about being happy and having fun.

Read the entire interview? Check it on our website!

[www.tjeko.info/new](http://www.tjeko.info/new)





## JESSICA XU MENGXIAN

also did an internship at Tjeko. She is 26 years old and the mother of two kids.

### How did you end up at Tjeko?

I was looking for an internship in Europe for at least three months. Fortunately, I ran into Tjeko online. I then read through all the requirements and responsibilities that Tjeko was looking for and that suited my profile. I looked at the Tjeko website and was drawn to Tjeko's themes and vision, so I decided to go for it.

### What was it like doing an internship at Tjeko?

It was an absolutely wonderful time at Tjeko. During my internship I learned a lot from everyone I already knew or got to know.

### What did you work on during your internship?

I worked on the campaign about play most of the time. We gathered information on the power of play and what happens when children are not given the space to play.

#### 1. What did you bring into your own life after your internship at Tjeko?

I want to work on marketing in the future. Tjeko is my first step in this field and has given me some hands-on experience which is very useful for my career.

#### 2. What does playing mean to you?

Enjoy the moment, that is unforgettable.

#### 3. What is your wish for Tjeko?

My wish is that more and more children can benefit from Tjeko, even in Asia.



## Tjeko has a permanent team in Jinja

In July 2018 Ferdi and I flew to Uganda with a very special goal. This time it was not to support the team in organising a fun fair, which we often did in the the recent years, but it was time for the next step in development.

We were going to put together the first permanent team with its own office in the place where it all started, Jinja. A wonderful step in the continuity and development of Tjeko. This team would put the Tjeko Live program into practice with four lessons at 20 organizations. At least they had enough work for the first six months running this program. In addition to these lessons, the social business activities with rental of materials and activities would also be set up. After two weeks we had formed a fantastic team, most of whom are still employed in October 2020. This has now also been expanded to include the cycling program.

Matthijs • treasure





# FUNNY THINGS KIDS SAID

## about our mascot Tjeko

Where does Tjeko live?

Does Tjeko sleep?

Uncle Alban, bring back Tjeko!!!

Tjeko, Tjeko, I want to jump in my mind.  
I knew this boy ment the trampoline.

Aunty I want to take my popcorn from  
the hammock as I listen to your story.

I want to share my sweets with Tjeko.

Mummy, "Why is Tjeko's tongue Red?  
"Miriam's nephew asked the mum at  
The Design Hub in Kampala



"T.... j...ekooo .... T.... j...  
ekooo" – children always say  
it whenever they see us.

"The monkey is going to eat  
me" – little children cried  
fearing the monkey cartoon  
on the castle at the park.

"You stole Abel's T-shirt"  
– children in Bugembe  
thought that Abel 'one of our  
academy student of 2017'  
is the only one with Tjeko  
orange T-shirt.

You are too big to ride  
the bike, you are not in the  
bike attires, you are the last  
person. Children shouting at  
me during the bike tours.

Is Tjeko a person?

Maama... eeeeh! Tjeko can also dance.

This is great! Mwatuyiya. (Loosely  
translated as meaning "Great  
invention") a parent at the park  
appreciated after riding the go-cart.





# MEMORIES

*from the past years*



and kizungu.)  
**Cheka**, v. (1) laugh, smile, grin; (2) laugh at, mock, ridicule. *Tulim cheka sana*, we laughed at him heartily. Ps. *chekwa*. Nt. *chekeka*. Ap. *chek-ea*, -*ewa*, also *chek-elea*, -*elewa*, smile, smile at. Cs. *chek-esha*, -*eshwa*, *chesha*, cause to laugh, amuse, excite ridicule (amazement). Rp. *chekana*. (Cf. *cheka*, -*cheshi*, *cheza*, *mchezo*.)  
**Cheko**, n. (*ma-*), a laugh, laughter. *Piga macheke makuwira*, utter roars of laughter. (Cf. *cheka*, &c.)  
*Chela*, v. Ap. from (1) -*cha*







# 10 YEARS OF TJEKO

Skydive 4 Kids 2010 - www.tjeko.info - Every child should have a Childhood







*2019, the year that 3 Development Partners went*  
**ALONG TO UGANDA!**

## *Berg Toys*

Go-karts, trampolines, ... Henk and Marian van den Berg made the children in Uganda very happy! Berg Toys has been supporting Tjeko's work since 2018. At the beginning of 2019, a container full of donated new gplay materials arrived at our warehouse in Jinja. During the Fun Fair in March, Henk and Marian were allowed to see with their own eyes what joy the go-karts and trampolines bring to the children and the Tjeko staff.

During their visit, Henk gave a workshop to our staff. He trained them on how to independently assemble and maintain the trampolines and go-karts. A very valuable lesson with the result that Tjeko can continue to guarantee the quality of the play materials.

**Would you like to learn more about Berg Toys?**  
<https://www.bergtoys.com/en/>

### **KAARS KOFFIE**

Kaars Koffie // Paul and Jojanneke Kaars have been involved with Tjeko from the beginning. Last year they were able to visit our beautiful project in Uganda that is supported by Kaars Koffie. Kaars Koffie has decided in 2019 to continue to support Tjeko's work for three more years. Jojanneke: "To build a future, you need certainty, also financially. In this way, Kaars Coffee is also part of the business. That is in our hearts. It gives people confidence. During our visit we saw that Tjeko has brought such a great team together. Those young people really deserve our support."

**Want to know more about Kaars Coffee** <https://kaarskoffie.nl/>  
**or do you want to sponsor Tjeko by buying delicious coffee?**  
**Then check out:** <https://www.koffiebestellen.nl/goede-doelen/>





# TJEKO TRIPS



## The best way to experience Tjeko is to be there \*!

As a participant in a Tjeko Trip you will have the opportunity to be involved in the different aspects of the Tjeko Method. You get to know Africa in a special way and come into contact with "our" children who never really had the opportunity to just be children before.

A Tjeko Trip offers you the chance to experience an incredible time in which you not only experience first-hand what life is like in Africa, but also experience the impact that fun and play have on children.

There are Trips for companies, handymen or interns. But individuals are also very welcome. Feel free to Call Tjekoto discuss together what is possible.

\* Obviously this can only take place once we are past the current travel restrictions.



## 12GOBIKING

Meanwhile, 12GoBiking has donated more than 100 bicycles to Tjeko Africa!

In 2019, Pieter van den Berg and Matthijs van der Veen, the owners, together with a group of 14 enthusiastic 12GoBiking employees boarded a plane to Uganda. Later they also sent their bicycles to Uganda, Together with the staff of Tjeko Uganda, these men ensured that a large group of children could learn to ride a bicycle for the first time. A fantastic sight! 16 tough men who helped 1600 tough kids into the saddle.


Not only that - the 12GoBiking team trained the Tjeko staff in assembling bicycles, maintaining the bicycles, and repairing punctures.

And ofcourse, there was also time to have some Tjeko fun with the Tjeko team, swimming together and playing football!

Are you interested to learn how 12GoBiking does it? Feel free to surf to [www.bikes4africa.nl](http://www.bikes4africa.nl)





A young boy with a shaved head, wearing a striped tank top and light-colored pants, is walking barefoot on a dirt path. He is carrying a baby on his back. The baby is wearing an orange shirt and has a green bracelet on its wrist. The background shows a dirt wall and some sparse vegetation.

*“We live in a world  
in which we need to  
share responsibility.  
It's easy to say it's  
not my child, not  
my community, not  
my world, not my  
problem.”*

*Then there are  
those who see the  
need and respond.  
I consider those  
people my heroes”.*

• Fred Rogers



# Containers CONTINUED

In 2018 something incredible happened! Tjeko NL was able to completely fill a 40ft container with materials for Tjeko Uganda! What we could only dream of in 2010, now became our reality.

Thanks to the generous donations from many partners, we were able to fill the container with brand new and good quality second-hand materials. A selection from the content:

- New children's bicycles from 12GoBiking
- New Berg Toys go-karts and trampolines
- A complete inflatable go-kart track through sponsorship from a development partner
- Jumping castle, donated by various Monkey Towns
- Materials sponsored by charities such as the filling station "De Baanderij"

The journey the container had to make was "special" to say the least. However, once he arrived in Uganda and we passed the chapter "corruption in the workplace", the jubilation in Uganda was fantastic! Just a few days before we arrived with a large Dutch delegation from Development Partners, the new materials were received with great enthusiasm! Unfortunately we cannot send audio clips with this magazine.



Baanderij Gouda



Tjeko UG, Jinja



Donation Monkey Town



# PARTNERS

## *in the Nederland*

### JAAP PAARDEKOPER

Jaap Paardekoper was born and raised in the Hague and has been very happily married to Nicole for over 35 years. They are the proud parents of their son, Bas (25), who is doing his best to make the Netherlands more sustainable and green

Jaap loves to cook (and enjoys good food) and he combines that with road cycling. This keeps things a bit in balance. Furthermore, Jaap likes to read a lot, he loves to travel and enjoys life.

#### How do you know Tjeko?

I once came into contact with Ferdi and Tjeko through Paul Kaars (I did a number of interim assignments there). At the time, Ferdi was still employed at Kaars coffee.

#### Where did you grow up and what was it like growing up there?

My childhood can be divided into two parts. I was born with a heart defect and that determined the first part of my childhood. Until the age of 9 I could not do very much, but nevertheless I have happy memories about that period. The operation was successful so after that time I caught up a lot with sports and playing. We lived in a neighborhood with a lot of untouched land, so playing outside was natural. Building huts, playing football, and just messing around in the neighborhood. The world also looked much bigger than it is now. In our street we were fanatic about playing football, playing a game of touch, and roller skating. Got a lot of scrapes, but that was part of it. And during Christmas time it was a Hague custom to steal eachothers Christmas trees.

#### What did you want to be when you were a child?

To be honest, I'm still thinking about what I would like to be when I grow up, haha!

#### What would you like to say to parents with children in terms of play?

Parents should realize that part of the upbringing can be taken over by your children playing with others. This develops the social skills of your children and stimulates their creativity. It also just makes you a happier person.

#### What is your wish for Tjeko?

I hope that in the future Tjeko will be able to roll out her concept to countries where playing is not necessarily a given for the children. I especially find the combination of stimulating play and setting up organizations for and by the local population to be a great stimulus to the development of a country.





## JUDITH KOETSVELD-KREUZEN

Judith Koetsveld-Kreuzen is the mother of a 6-month-old daughter (Noé). She lives in Hilversum with husband René and cat Lizzy. Judith also works at Bisnez and enjoys leading big projects.

She is very happy to help Tjeko grow and build the organization.

### How do you know Tjeko?

Via Jaap Paardekooper who was really inspired by Tjeko.

### Where did you grow up and what was it like growing up there?

I grew up in Zwanenburg, a small village close under the smog of Schiphol Airport and between Amsterdam and Haarlem. Our house had a view of meadows and a water ditch in between. Sometimes during the winter months we would ice skate there or go sailing with a boat in the summertime and catching tadpoles.

We had a garden with a long lawn and this was also one of my favourites; running through the sprinkler in summer months or building a hut with chairs and linen. I also enjoyed roller skating/in-line skating as one of my favorite hobbies, I even started a skating club.

### What did you want to become when you were a child?

Veterinarian! While I don't really have anything to do with animals ... yes I really liked hamsters, but I was always afraid of dogs.



### What was your favorite game to play as a child?

Ooh, there were loads of them, we are a real board-game playing family. From monopoly to pim pam pet, path of life, and pinball on the computer. I often played school-school with my sister or we went to change into costumes. During the Spice Girls time I was of course always baby spice with two pigtails and hair up to my back.

### What are your talents / specialties that make you unique?

My curiosity and willingness to understand and learn new things. I like to read and travel, as long as I discover something new time and again.

### What is your wish for Tjeko?


Growing into an organization with multiple branches in African countries, with such committed and enthusiastic employees as we have now.

### What made you connect with Tjeko?

The drive and enthusiasm from the team and the fact that you can really see the impact that you are making in the lives of children in Uganda.







*“Play keeps us vital  
and alive. It gives us an  
enthusiasm for life that is  
irreplaceable. Without it,  
life just doesn't taste good”.*

• Lucia Capocchione

**tyeko.**



# THE COVID-19 RESPONSE

The year was planned. We were so excited to start the year. Our team in Uganda had made amazing progress. 2020 was the year of tremendous progress. A year in which we would see our team achieve their goals and vision.



We were about to train 40 young people to organize a massive Tjeko Fun Fair. I was literally about to take a plane to Uganda and join our Tjeko Academy program. Mieke and Mathijs were about to live in Uganda with their whole family for four months to help Tjeko progress. Maryke planned to go to northern Uganda, not far from the refugee camp, to explore the city and see if there would be a great new location for Tjeko. The year we had in mind was great ... but the Coronavirus thought otherwise.

None of what we planned became a reality. No one had foreseen what would eventually happen. We had filled our hearts with so many expectations. There were so many possibilities in the air.

We were convinced this was the year. But reality did not agree with us ...

The world fell silent. No more traveling. No border crossings. No more school. We all had to stay at home. We were all locked up. There were some variations from one country to another, but simply put, for the first time in history we had a universal sanitation crisis. Everything collapsed ... At least that's what we thought.

Without being able to go to our Ugandan team to help from up close, we have seen them grow from a distance. This is what our team eventually did:

- Since they couldn't get together to perform the planned events, they took the events to the radio. Every week they were "on-air" now / Uganda has been listening to Tjeko on FMBusoga radio for weeks now!
- They visited all the children from the schools where we normally brought the Tjeko Live program. They combined this with their self-developed care and play package. We have a great video online that I would recommend you to check out if you haven't already.

Watch at: <https://www.youtube.com/watch?v=lknczV-Aofc&t=106s>

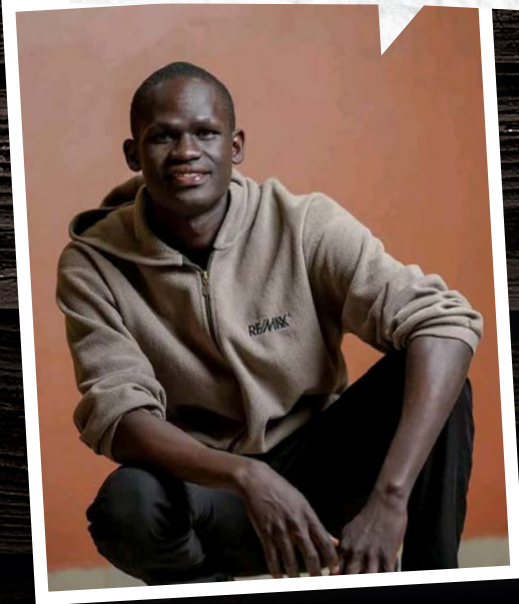






*Shout out!*

A shout out to (former Academy student'19) Ray Moses. He has been capturing beautiful images for our team in Uganda and the Netherlands since the start of the pandemic.



**Film: Tjeko's COVID-Response: Care and Play Packages**

They supported the most in need families in their own neighborhood. With donations from many of you (€ 40 per family) these families were able to spend this money in their communities. Money that goes around to help more than just that one family. Tjeko Uganda has also contacted 40 of our former students. Young men and women, sometimes parents themselves, who were without a job and without an income. Tjeko wants to be family, so we supported where necessary with a financial contribution.

- All transport came to a stand still in Uganda. Everything, including walking on the street. Except cycling. People with their own bicycle were allowed to cycle. Tjeko had a lot of bicycles. Thanks to 12Go biking! Every day our team went by bike and

explored the needs of the neighborhood. They enjoyed this so much that they created a business opportunity that is still ongoing.

- Our team was able to select four organizations that already reached the most vulnerable. With the support of our donors, we contributed € 1000 per organization to strengthen their efforts.

If we look back now, we can of course see how the corona virus has stopped everything we would have liked to see happen. But the story doesn't stop there. We also see the strength that has come from Uganda. They owned it. They did not give up. They kept moving forward and showing us the greatness that is in them. This has given us even more confidence in the future. With such a team we can face the challenges of tomorrow.



# AFTER COVID-19

The big question is, of course, how do we proceed after COVID-19?

Tjeko wants to expand to a total of three areas in 2021.

We recently spoke with Bosco Mukiibi and Alban Mwase. Their excitement for doing this is enormous. As a team in Tjeko Uganda there is a clear vision for this expansion. Of course it is not a piece of cake to go from one team to a second, a third and then maybe even more teams. But, Bosco said, this IS the right moment!

Our people have been trained. The drive is there to reach more children, the materials are already present in Uganda. What we are going to arrange in the Netherlands are the financial means!



But what do we do now if the COVID measures remain in force? After a risk analysis, led by Judith van Bisnez, we see the following challenges:

- If the risk concerning the virus remains in Uganda, the large programmes as we are used to will be difficult to implement.
- When primary schools are allowed to reopen (they have been closed for the whole of 2020), we see the opportunity to restart our Tjeko LIVE programme as well.
- Tjeko on the radio has been a good investment - even if everything would become 'normal' again, this remains a good medium for us to use.



Even with these 'constraints', we can eventually start two new teams. The care and play packages, with the accompanying visit programmes, have already shown a very clear impact on society. This would also be an excellent start in new areas. From a budgetary point of view, these programmes (with the exception of the extra materials) cost the same as our normal activities.

With three teams we can support even more organisations and of course reach even more children.

And if we can do more in a bit - we will train even more teams to become Play-Professionals. We are going to build a team that allows as many children as possible to play. And we will invest in Ugandan teams that will generate their own income by offering fun-tastic activities!



We challenge you to join us as a company, as a fund, or as a private individual. Together we can create new teams that will ensure that every child in Africa can enjoy a fun-tastic childhood. Contact us on **010 340 1911** or send an e-mail to [ask@tjeko.info](mailto:ask@tjeko.info)

**Every child should have a childhood!**





# Team Uganda



**Bosco** • Co-director  
Tjeko UG



**Isaac** • Accountancy  
and Finance



**Alban** • Team leader  
Uganda



**Peace** • Academy  
Captain



**David** •  
Administratie



**Phiona** • Marketing



**Ibrahim** • Storage and  
Fun Services Manager



**Brenda** • Tjeko Fun  
Services staff



**Jacob** • Tjeko Fun  
Services staff

# & TEAM NL



**Ferdi**



**Tatiana**



**Mirai**



**Trudie**



**Jannie**



**Jaap**



**Judith**



**Maryke**



**Mieke & Matthijs**



# KIDS CORNER

*Seek the 5 differences!*

Circle the 5 differences. Can you find them all?

Tjeko fun is part of Tjeko. Tjeko knows how important playing is for the development of children. In Uganda there are hardly any play opportunities for children, and Tjeko is changing that. Visit our website for more fun and games!

<https://tjeko.info/nl/kids-corner/games/>



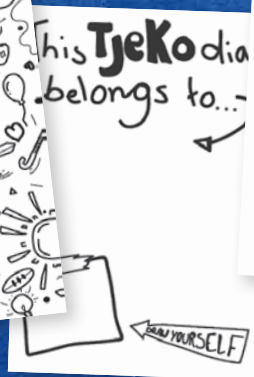


# TJEKO for Home!

## My Tjeko Diary

Would you also like to enjoy Tjeko fun?! In 2020 Tjeko released the Tjeko Diary in collaboration with Maëlle van den Bergh (13 years old). A diary in which children, despite not being able to go to school, can reflect on this special time.

Also nice for teenagers, because the booklet is in English!



## Anacheza's Birthday Party

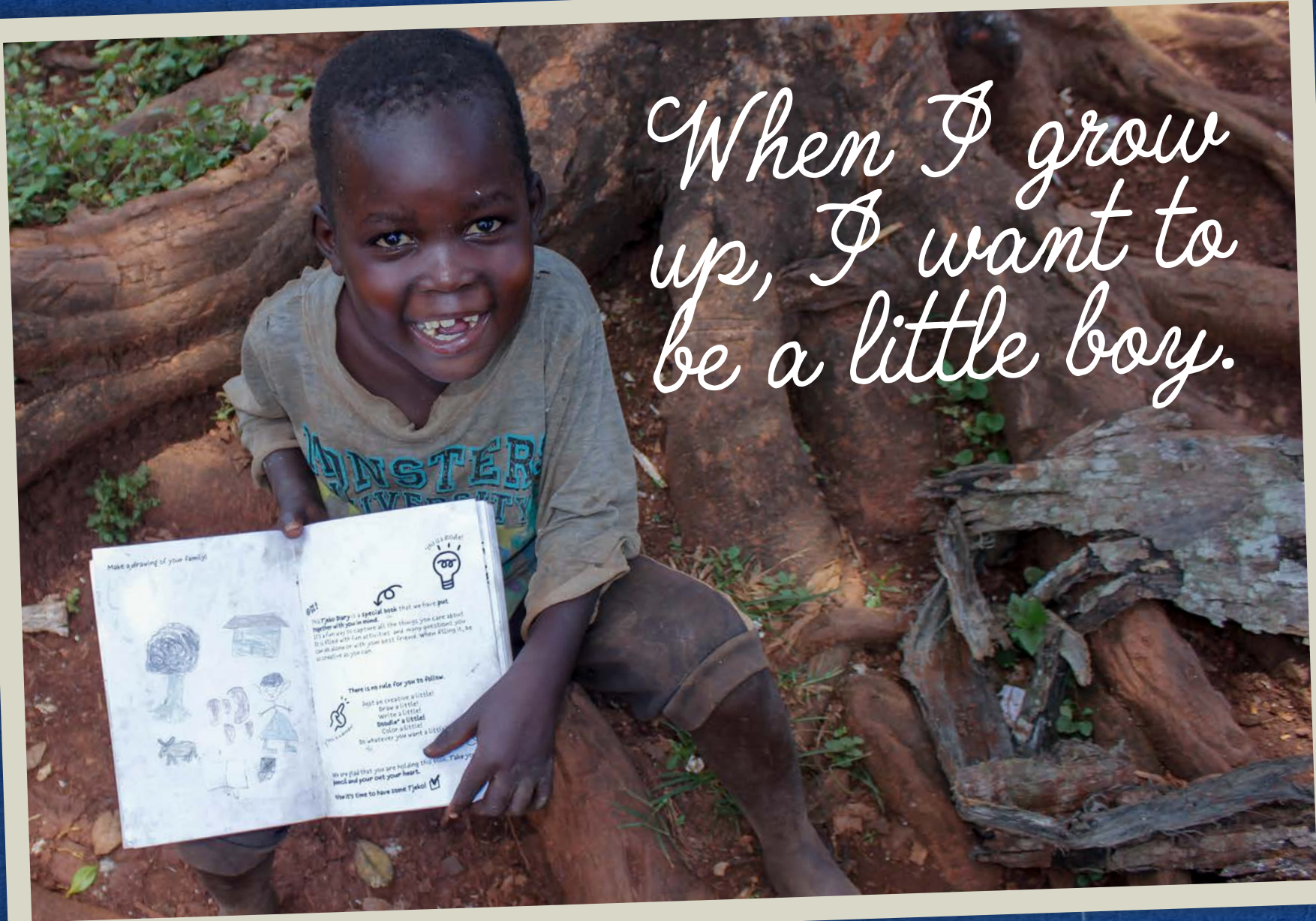
Did you know that many children in Uganda do not know when their birthday is?! And therefore do not celebrate their birthday. Tjeko has written a birthday book for the kids in Uganda: Anacheza's Birthday Party. Especially for the children who also have the right to celebrate their birthday! (Note: in English!)



## Tjeko Birthday card

**nice to send!** Available for everyone! Interested? Send us an email to [ask@tjeko.nl](mailto:ask@tjeko.nl)





When I grow up, I want to be a little boy.



# Call to **ACTION**



Will you help give children in Africa a chance to develop into social and resilient adults who can make a positive contribution to their society?

## **DONOR**

What doesn't seem like much to us, can make a big difference to a child, a family in Africa. Will you help us?!

We are able to change this with your financial contribution. We offer a place where children can jump, dance, laugh and dream care free. Because for a child, playing means life.

*Every child should have a childhood!*

## **VOLUNTEER**

Teams in Africa can get started, because you know how to make a difference in the Netherlands!

Do you enjoy rolling up your sleeves together with others? That is possible! We are looking for enthusiastic volunteers who are willing to commit to a A FUN-TASTIC childhood for every child!

You can become a volunteer at Tjeko for only a few hours per month. Together we look at what is possible!

For questions and to get into contact, mail to [ask@tjeko.info](mailto:ask@tjeko.info)





every child  
should have  
a childhood

tjeko.

*Are you following us already?*

Do you also believe in the impact of playing and don't want to miss anything? Follow Tjeko on facebook, instagram, linkedin or check [tjeko.nl](http://tjeko.nl) for all the updates!



Stichting Tjeko, Postbus 158, 2800 AD Gouda, Nederland · [www.tjeko.nl](http://www.tjeko.nl),  
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Algemeen Nut  
Doelgroep Instelling  
**ANBI**