

Annual Report 2019

University Fund Tilburg University

Tilburg University Fund Foundation



BOARD

Bert Groenewegen (Chair)
 Jacqueline Lommen (Treasurer)
 Astrid van Eeten (Secretary)
 Paul Burghouts (Member)
 Sabine van Gent (Member)
 Koen Becking (Member)

The Board met six times in 2019. The members of the Board are not remunerated for their work. Similarly, the members of the Audit Committee, Investment Committee, and Fundraising Committee are not remunerated for their work. Furthermore, they have not requested, received, or spent financial resources from the Board of the University Fund.

DEVELOPMENT & ALUMNI RELATIONS OFFICE

The University Fund is supported by the staff of the Development & Alumni Relations Office of Tilburg University.

MANAGING DIRECTOR

Frederique Knoet is the director of the University Fund as well as head of the Development & Alumni Relations Office.



LTR: Paul Burghouts - Astrid van Eeten - Koen Becking - Jacqueline Lommen - Bert Groenewegen - Sabine van Gent

PREFACE

Dear donor,

As chair of the Tilburg University Fund Foundation, I find myself in a very fortunate position. I regularly meet researchers and students who, thanks to the university fund, have the opportunity to make their dreams come true. Their enthusiasm is a source of inspiration for me. At the same time, I meet many alumni and donors with whom I share the enthusiasm about studying in Tilburg. People who have a place in their hearts for their Alma Mater, just as I do. The Thank You event held at the end of September was therefore a very successful and valuable meeting for me. It gives me great pleasure to see that donors are, like me, inspired by the stories and aspirations of students and researchers in Tilburg. Despite their very different backgrounds and fields of work, they ultimately share the same goal: to play a role in improving the world through knowledge, research and education.

The Tilburg University Fund has now been active for over ten years and could not exist without committed donors. One way in which we recruit those donors is through phone campaigns. In 2019, we again organized three successful phone campaigns, both nationally and internationally. Today's students called former students to exchange stories and experiences of studying in Tilburg – then and now. It was something that I would have enjoyed doing as a student too.

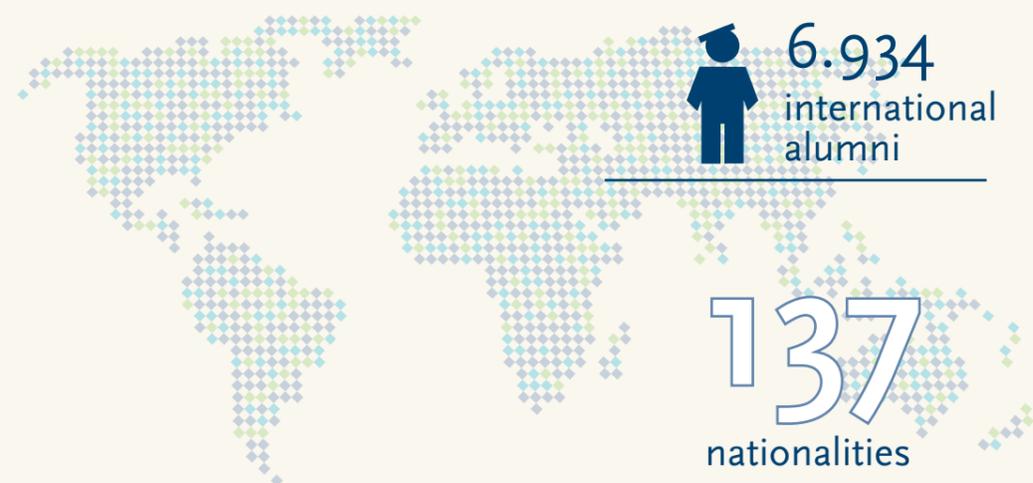
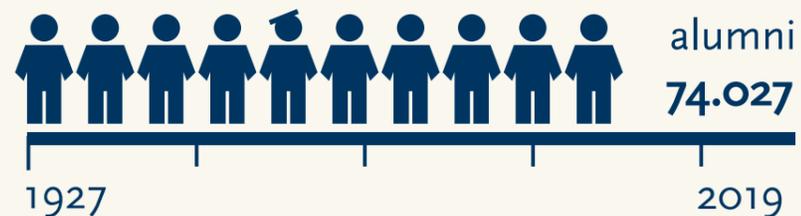
It is wonderful to discover that even after 10 years, you can still break new ground and do something for the first time. This year saw many firsts for us as an organization. First of all, there was the Named Fund. The sisters of the Society of Jesus, Mary and Joseph and the new owner of the Mariënburg monastery together donated €500,000 to the 'Mariënburg Campus Fund'. In 2019, the university fund launched a LinkedIn page. After just six months, we already had 250 people following our page for the latest news about inspiring projects and student grants. We also made it possible to donate using 'Tikkie', making one-off donations even easier. Donors to the 'Have a Seat' project were also able to try out their 'own' seat for the first time at the 'Try your Seat' event. And how about the first journey through space for our donors? They were given the opportunity to make a virtual reality space trip on campus in the 'SPACEBUZZ'. Finally, we said goodbye to board members Astrid, Paul and Koen. I want to thank them for their commitment to the university fund.

In many ways, 2019 was a successful conclusion to this first decade of the Tilburg University Fund Foundation, with more than €810,000 raised and €286,000 paid out in grants and to projects. We enter our next decade with no fewer than 5,748 donors. In the years to come, I hope to welcome even more committed alumni as donors, and to invest even more in research and education in Tilburg. And to allow you, as donors, to be inspired by even more wonderful meetings with other donors, researchers and scholarship students.

With warmest regards,

Bert Groenewegen
 Chair of the Tilburg University Fund Foundation

ALUMNI



DEGREES IN 2019



Data according to alumni database on 31-3-2020

TILBURG UNIVERSITY

By deepening our understanding of the inner workings of society, Tilburg University strives to contribute to societal progress. Using our connections with partners in wider society, we conduct high-quality research that focuses on a number of challenging strategic themes, including Empowering a Resilient Society, Enhancing Health and Wellbeing, and Creating Value from Data. These three themes are reflected in our overarching theme: the Digital Society. We innovate by conducting research, by learning and by understanding: **Understanding Society**. Tilburg University was founded in 1927 and has contributed to monodisciplinary as well as interdisciplinary research and education in the humanities and the social sciences. Our students develop the knowledge, skills and character needed to face the challenges of the 21st century. We are educating them to become responsible and enterprising thinkers who are prepared for leadership roles in the society of the future. We accomplish this by providing high-quality academic education on an international green campus.

DONORS



DONATIONS IN 2019



€ 810.538

Phone Campaigns	22%
Named Fund	62%
Have a seat	1%
Other	15%

VOLUNTEERS IN 2019



Many of our alumni volunteered their services for the university in 2019, and many of them did this in more than one way. For example, members of the Alumni Panel take part in our research by replying to surveys, our alumni give us feedback and volunteer to give guest lectures for our students. Many alumni also contribute to alumni associations and student recruitment.

* Since the establishment of the Tilburg University Fund in 2008.

Mariënburg Campus Fund continues Sister tradition



The Sisters of the Society of Jesus, Mary and Joseph and the new owner of the Mariënburg Monastery, where Jheronimus Academy of Data Science (JADS) has been located since 2016, together donate € 500,000 to the 'Mariënburg Campus Fund'. This fund supports international students who have the talent but do not have the means to study at JADS.

"The fund continues the tradition of learning and passing on knowledge that the Sisters started in 1825," explains Sister Laetitia Aarnink, Provincial Superior of the Society of Jesus, Mary and Joseph. "We have always made a special effort for children who did not have enough money for education, especially for girls. We have trained many young people in this monastery, with the richer families paying for the care of the poorer ones. I think it is wonderful that we continue that tradition and give international young people who otherwise do not have the opportunity to continue their studies, the chance to do so now." Jurrian Lucas of Mariënburg Campus C.V., the chairman of the Tilburg University Fund, Bert Groenewegen and Sister Laetitia signed the agreement on Friday, December 6, 2019 in the Mariënburg chapel.

Promise kept

Wim Broers, owner of the Mariënburg monastery, made a promise to the Sisters when they bought the monastery. "When I bought the monastery with my company Kadans, I promised that it would always be under my control and that I would make a donation together with the Sisters. I sold my company in 2017, but kept the monastery. And now the 'Mariënburg Campus Fund' has been established. Setting up a fund proved to be complex. That is why I am very happy that the Tilburg University Fund Foundation manages the fund for us. Of course we remain involved. This also applies to the building. It has been offering education for 117 years now, and my intention is to add another hundred years to it."

First Named Fund

It is the first time for the Tilburg University Fund that it has a 'Named Fund'. "Truly unique", says chairman Bert Groenewegen. "So far, we have focused on projects with a specific goal that fits the university's vision, namely to make an impact on society. We look for donors or funds to match these projects. Donors choose whether to contribute financially to a project but have no control over it. The 'Mariënburg Campus Fund' is different. We manage the fund, do the administration and account for our activities. The recruitment and selection of students is done by JADS."

"The two donors retain control through an advisory committee that is involved in the selection and in the decisions that the fund takes. The purpose of the fund fits well with that of our foundation, because with this fund we also make an impact on society. I hope that the students who will be able to study at JADS will use the knowledge they have gained to help their country of origin. Although they are free to do so, of course."

The circle is complete

The students of JADS appreciate the fact that the fund has been established. At the end of the signing three Iranian master's students of JADS gave a beautiful bouquet of flowers to Sister Laetitia as a thank you. They could not have studied at JADS without a scholarship. The gesture makes the Sister - and the two Sisters who are attending the ceremony from the first row - shine with pride. And so the circle is complete: the Mariënburg Campus Fund continues where the Sisters left off.

Creating impACT together

The Tilburg University Fund Foundation provides scholarships for students and is committed to larger and smaller education and research projects at Tilburg University. These research projects correspond to the challenges that society needs to tackle. For example, we have joined forces to improve the resilience, care and well-being of individuals and society, for the responsible use of data and for smart solutions in the digital age.

Sustainable Development Goals

A number of these projects make a significant contribution to achieving the Sustainable Development Goals (SDG) of the United Nations. The specific SDGs are listed for each project. sustainabledevelopment.un.org

Donations and scholarships

We have been able to contribute to the following projects through one-off, regular and large donations to the university fund. For each project, we indicate how much was donated to the project or when the grant was provided through donations from the phone campaign, and how much was paid.

-  received gifts
-  paid grant

Zero Hunger Lab

 € 0
 € 50.000




An end to hunger in the world – one of the United Nations’ 17 Sustainable Development Goals. Tilburg University is contributing to this objective through the Zero Hunger Lab. By using data science knowledge to reduce world hunger, we really can make a difference. In addition to optimizing emergency relief, the Zero Hunger Lab also aims to use data science to provide more efficient and effective aid when countries are rebuilding and to help regions to become self-sufficient in the longer term. Professor Hein Fleuren launched the project within food aid and supply chain optimization, along with a number of Master’s students, including the Outreaching Honors Program student Koen Peters. The team has achieved impressive results with its mathematical model, Optimus: in Yemen, 17% more people were fed using the same budget. This success led to the creation of the Zero Hunger Lab. Using the grant that the Zero Hunger Lab received from the university fund in 2019, the researchers were able to attract new partners and begin their research. For example, on behalf of the Food Bank, they researched how the number of clients in a neighborhood can be explained and how future client numbers can be predicted. They also developed the mobile app Child Growth Monitor for Welt Hunger Hilfe (Germany’s World Hunger Fund), which uses imaging data, augmented reality and artificial intelligence to monitor the growth of children and enable malnutrition to be identified rapidly. A third project that was initiated thanks to the university fund looked at whether the existing Optimus model could be used more widely. The positive results of this research will lead to new initiatives, so that the researchers can continue to contribute to reducing hunger around the globe in 2020.

Scholarships

Through its social engagement, the Tilburg University Fund Foundation is making education at Tilburg University accessible for talented international students who lack financial resources. Studying in the EU is very expensive for young people from outside the EU, because they are not eligible for the discounts that EU students receive on their tuition fees. In addition, the cost of living is often much higher in the Netherlands than in their home countries. The university fund also offers scholarships to outstanding students, and students who combine their studies with top-level sports. No fewer than 25 scholarships were awarded in 2019, six of which were sports scholarships and three were additional scholarships. These scholarships were mainly funded through donations from the phone campaign and the ‘Have a Seat’ fund.



Pepijn Smits

Participates in top-level open water swimming, while also studying for his Bachelor’s degree in Dutch Law

“The Have a Seat scholarship took away a lot of my concerns, which has allowed me to focus fully on my sports and my studies in Law. Thanks to this grant, I was able to take part in extra training to practice my open water skills, such as turning at buoys. Last year I noticed that there was room for improvement in the competitions. The training definitely helped, and now I feel better prepared to take part in races in the new season. In the longer term, we are building up to the Olympic Games of 2024 in Paris. I want to be on top form by then, so that I can really shine.”



Data Science for Humanitaire Innovation



Professor Conny Rijken and her research team from the 'Data Science for Humanitarian Innovation' project are committed to generating better insight into the risks that refugees are subject to. What decisions do migrants and refugees make, and why? How can we support them better? And how can we improve their living conditions and security? Thanks to the grant provided by the university fund, the team has been able to design a questionnaire for distribution among Syrian refugees in Turkey using a mobile phone app. To do this, they used an existing app created by Upinion, which specializes in reaching people who NGOs want to help. The study focuses on child labor among Syrian refugees, because numerous reports and publications have indicated that there has been an enormous increase in child labor in Turkey.

Pre-bachelor's Program for Refugees



Ambitious, well-educated refugees risk being left behind if they do not have the opportunity to continue developing their talents. This is demoralizing for them, but it is also a wasted opportunity for society, because we miss out on their talent. Tilburg University can help talented refugees to access higher education in the Netherlands. The pre-Bachelor's program for refugees has been set up in close collaboration with Fontys Hogescholen, Boswell-Bèta and Erasmus University. Refugees face a range of specific problems, such as language barriers and the fact that their previous qualifications do not meet our Dutch requirements for admission to university. The pre-Bachelor's program enables them to pursue their dreams and make progress in their new country.

Professors for Development



In 2019, the Professors for Development teamed up with the University of Liberia and the University of Namibia as a follow-up to their previous activities to strengthen the academic staff and programs of these universities.

In March 2019, the library of the University of Liberia received a collection of 649 books on management and economics, donated by employees at the Faculty of Economics. In 2019, three more Liberian students completed their Master's programs in Tilburg, bringing the total to eleven. These alumni are helping to strengthen the academic staff of the University of Liberia.

From July 14 to 21 2019, emeriti professors Willem van Groenendaal and Gerard van Oortmerssen visited the University of Namibia. They advised the university on restructuring its academic organization in order to become more research-oriented, and on reorganizing its study program. In addition, they provided advice on restructuring the Center for Research, Innovation and Resource Mobilization, and on how to organize an Innovation Hub and the future Center for Entrepreneurship. These recommendations have led to possible follow-up strategic advice for the university board and management coaching.

Robert Ndung'u, 35, Kenya



Master's program in Victimology and Criminal Justice

Several scholarship students graduated in 2019, including Robert Ndung'u. He was awarded his Master's degree on August 19, 2019. "This scholarship has been one of the best things ever to happen to me. After graduating, my mission is to return to Kenya and become a teacher at the public university of Kenya. I will teach students what victimology is, using all the knowledge that I've gained here. The things I have learned about victim support could really change lives in my country. I understand that victim support began as an NGO in the Netherlands, and we could do the same thing in Kenya. Hopefully the government will agree to this, like the Dutch government has done. I can use my knowledge to develop a good system of victim support."

Whinell B. Togar, 26, Liberia

Master's program in Communication and Information Sciences

Whinell, who is the mother of a three-year-old son, came to Tilburg University with two main goals. As a teacher, she wanted to contribute to improving the quality of education at the Department of Mass Communication of the University of Liberia, which trains the leaders of the future. She also wanted to become a communications specialist and set up her own consultancy in communication research. She wants to break through the glass ceiling in the male-dominated world of media and communication in Liberia. "You can see that just from the fact that there isn't a single female communication lecturer at the university. I want to show that women have the ability and talents to rise just as high as their male counterparts." The Master's degree that she has been able to take part in with the scholarship provided by Tilburg's university fund is bringing her closer to her goals and to achieving her ambitions.



Improved dyslexia support based on lip reading

Phone campaign
€ 27.091



When children are learning to read, they learn the meanings of words, assimilate linguistic structures and learn to speak fluently. To do this, they need to link the letters they see to the sounds they represent. But sometimes this process gets disrupted - in people with dyslexia, for example. Dyslexia is not purely a reading and spelling problem. People with dyslexia also have trouble identifying sounds. 'In our lab, we have demonstrated that lip reading can help pinpoint the sounds that are difficult to understand. The ability to lip read supports the auditory system.' Martijn Baart is researching to what extent information gained by reading lips can help support and alter the auditory system in dyslexic readers. Using the grant provided by the university fund, he has been able to develop a lip-reading training course, which has been made available as an open source application so that other researchers and people with dyslexia can also access it.

Reducing anxiety

Phone campaign
€ 11.000



Currently, only one proven treatment is available for anxiety disorders: cognitive behavioral therapy. It is effective and focuses on symptoms, but it does not work for everyone. And there are few alternatives. Laura Kunst is conducting a clinical study into the effectiveness of autonomy-enhancing therapy for anxiety disorders. Using a grant from the university fund, she has had the opportunity to carry out additional analyses in this project and to write articles about the relationship between autonomy and anxiety, which are important in the theoretical framework of autonomy-enhancing therapy. The project has produced two articles and a partnership with researchers in Australia, which has led to international publicity for the new treatment method.

E-learning for the 'Communicating with data' course

Phone campaign
€ 12.500



In the new 'Communicating with Data' course, second-year students of economics and business economics learn about data communication, perhaps the most valuable life skill of the future. Using data visualization, students learn to present the results of research to their audience in attractive and intuitive ways, both in writing and in presentations. In addition, they are trained individually to use techniques from the theater, including storytelling, and these techniques enable them to capture and retain the audience's attention throughout their presentations. Thanks to a contribution from the university fund, the course has been digitized this year. For example, a wide portfolio of online video lectures and screencasts has been added, so that students can learn to program in R and to write a script for a good presentation at their own pace. In addition, students have three opportunities to record their presentation using a video camera, and they receive coaching from fellow students and teachers through an anonymous feedback system. Starting in 2020, the course will be launched on the university's new Learning Management System (Canvas) in the form of blended learning, so that more and more students can take part online and become familiar with 'Communicating with Data'. Lecturers can also invest more time in coaching and training students offline during the course. The new digital format has been a great success. The number of students has doubled, and the course has received better evaluations. This success would not have been possible without the financial support provided by the university fund.

Lena Anna Kuklińska, 22, Poland



Bachelor's program in Global Law & Outreaching Honors Program

The Outreaching Honors Program receives financial support from the university fund, including donations from the Professor Cobbenhagen Foundation. "The program gives me the opportunity to delve deeper into subjects other than law. I would like to become a project manager or a legal advisor with a background in entrepreneurship. As an Outreaching Honors student, I get the opportunity to meet other ambitious students from different backgrounds, exchange experiences and learn new things by participating in a range of lectures and workshops. It also gives me the opportunity to improve my leadership and communication skills. Basically, Outreaching helps me to become more of an all-rounder."

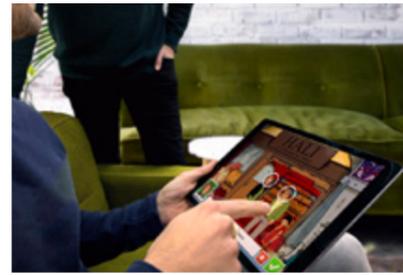
Taufiq Nur, 28, Indonesia



Master's program in Marketing Analytics

"For years, I tried to get a scholarship to achieve my ambitions. So you can imagine that I was overjoyed to receive this scholarship from the university fund. This opportunity offers me a unique experience to familiarize myself with marketing research. I can gain a more detailed and up-to-date understanding of the latest developments in this field. This will really help me in my career as a researcher. I would like to thank the alumni who made this scholarship possible, and to share this positive message with other Indonesian students who want to study abroad: work hard, and you can make it a reality."

Serious gaming to combat back pain



Chronic lower back pain is the cause of considerable discomfort and significant costs to society. There are no good medical treatments for many patients, and the problem is difficult to explain in medical terms. Years of development, testing and evaluation have shown that one effective approach is to allow rehabilitating patients to access the serious game LAKA, but this could be improved further. In this project, data science techniques are used to improve this application of serious gaming. This not only includes improving the application, but also obtaining more scientific knowledge about the potential of using data science methods to personalize serious games in bio-psycho-social rehabilitation care. In addition, it reinforces our practical knowledge regarding the application of data science methods in regular healthcare. Research is being conducted into the theme of implementation and scaling up eHealth in the academic workplace in a project entitled 'Technological and Social Innovation for Mental Health', which is being carried out at the Tilburg research institute Tranzo. Researcher Miel Vugts has conducted data exploration together with Ruud Scheijen, a Master's student in Data Science. They have generated some interesting insights into patient responses in serious gaming using 'Markov chain models' and subgroup detection. For example, differences in learning patterns were found between different patient groups, regarding whether they were suffering from family problems or financial problems. The research was presented at a conference in Groningen and an article was published about the research in ICT & Health. An article is also being prepared for publication in an international journal. The analysis presented in the Master's thesis is also being refined and expanded. Focus groups will be set up to learn more about how specific results from the analysis of big data can be used to improve healthcare using serious games.

Working together against Alzheimer's



Alzheimer's is the leading cause of dementia - an increasing problem in today's aging societies. Diagnosing Alzheimer's is also extremely difficult, especially at an early stage. The interdisciplinary research project headed by Dr. Marijn van Wingerden and Dr. Ruth Mark brings together two scientists from different faculties, with different scientific backgrounds, but with a shared interest in the subject of memory. Dr. Marijn van Wingerden is working on computer methods for understanding cognition at Mind Labs, while Dr. Ruth Mark is working on clinical neuropsychology and memory disorders in collaboration with the Elizabeth TweeSteden Hospital. The project, entitled 'Validation of the Mind Labs Memory Test for early detection of Alzheimer's Disease', aims to develop an online platform for collecting data on memory. The online platform enables younger and older adults to contribute to memory research on a voluntary basis, and thereby help improve the detection of Alzheimer's disease. This type of citizen research is having a positive impact on participation rates and is generating greater involvement. The early detection of Alzheimer's disease can help improve the well-being of older adults. The online platform is first being trialed using students, and will later be tested in the general public. A large older population will also be tested. The researchers are working with two student assistants who are helping to support the project. The project has been made possible through the financial support of alumni, who have enabled steady progress to be made. In addition to the grant from the university fund, the Herbert Simon Research Institute has also supported the project. This means that the online platform can also be trialed in healthy older people and in people with mild cognitive impairment and in the early stages of Alzheimer's. When the project is completed, donors of the Tilburg University Fund Foundation are also welcome to take part.

Tendai Justice Fushai, 29, Zimbabwe



Master's program in Data Science

"After graduating, I'm looking forward to a short holiday so that I can improve my Dutch and take part in a number of internships. After that, I plan to go for a third diploma in Industrial Engineering and Management, and then I will probably have completed my studies. The generosity of Tilburg University alumni has brought me closer to my goals. Ultimately I hope that, when the time is right, I can contribute to promoting data-driven initiatives in the public and private sectors in southern Africa."

Mariana Torres Sánchez, 26, Colombia



Master's program in Labor Law and Employment Relations

"In Colombia I worked as a lawyer in labor law and social security for almost three years. I realized that studying abroad would enrich me not only professionally, but also on a personal level. Through this opportunity to study an advanced legal system such as that of the Netherlands, I'm learning to understand different legal practices. This will enable me to come up with new and better ideas for the legal system in my country. It's a unique experience, which I probably would not have had access to if I had not come to Tilburg and received this scholarship."

HAVE A SEAT

'Have a Seat', which was launched in 2017, is an excellent initiative that connects alumni to the campus. And we mean that quite literally - by adopting a seat, alumni can club together to create student scholarships. The seats are located in the largest lecture hall of the CUBE educational and independent study center. A plaque with your name and, if you wish, an inscription is affixed to the seat that you adopt. You can even add a quote to the plaque. On the website www.tilburguniversity.edu/haveaseat, the students can get in touch with the alumni whose seat has made it possible for them to study at the university. Seats are adopted for a minimum of five years for a fixed amount of €50 per year. The proceeds are used to support students in developing their talents:

- Students who are in difficulty as a result of extreme circumstances and need a small financial contribution to complete their studies.
- Talented student athletes who take part in top-level sports, who need financial support to attend an event or a program abroad.



- Available seats
- Adopted seats
- Adopted seats in 2019

Scholarships in 2019:
 6 top sports scholarships: €3.000
 1 master's scholarship: €12.000

PHONE CAMPAIGN

Together we can make a difference

By giving together, we can really make a difference. Every year, we conduct a phone campaign to invite alumni to contribute to our annual fund. A team of students calls a number of former students of the university over a period of a number of weeks. They often end up chatting about university life: 'Is Professor x still working in Tilburg?' or 'Why don't you do your internship here?'. These conversations also result in many donations. Three phone campaigns were held in 2019: two campaigns involving alumni in the Netherlands, and one for international alumni. A total of €156,681 was pledged during the campaigns. This allowed €146,951 to be disbursed to projects and scholarship students in 2019.



Phone campaign 1

Ran:	24-01-2019 t/m 23-02-2019
Number of alumni spoken to:	1.390
Number of donations:	463
Pledged:	€ 73.040,-



International phone campaign

Ran:	13-05-2019 t/m 28-05-2019
Number of alumni spoken to:	416
Number of donations:	65
Pledged:	€ 5.100,-



Phone campaign 2

Ran:	9-10-2019 t/m 16-11-2019
Number of alumni spoken to:	1.574
Number of donations:	404
Pledged:	€ 78.541,-

ACTIVITIES IN 2019

Vrienden van Cobbenhagen Lecture



The year started with the Vrienden van Cobbenhagen Lecture, which was given by Anne Applebaum. Members of the Vrienden van Cobbenhagen, former students, staff and current students all came to the campus to listen to her lecture on Democracy and Disinformation. Over a four-year period (2017-2020), every year the Friends of Cobbenhagen, in cooperation with the Tilburg University Society, has invited an internationally acclaimed academic to present their views on current developments in society. This is the Friends' active contribution to the internationalization of Dutch politics, research, education and business. The annual lecture also aims to appeal to a new audience and to attract potential new members of the Vrienden van Cobbenhagen. www.tilburguniversity.edu/cobbenhagenlecture

SPACEBUZZ



On May 23, SPACEBUZZ landed on campus. The SPACEBUZZ is a rocket which enables elementary school children from years 6/7/8 to make a realistic voyage through space in virtual reality. This revolutionary virtual-reality non-profit educational program was developed in collaboration with Tilburg University and ESA astronaut André Kuipers. The aim of the program is to inspire children to become ambassadors for the planet Earth, by giving them a different perspective on our planet. During Dutch Technology Week, pupils from ten different primary schools in Tilburg and surrounding areas underwent astronaut training and made a voyage through space in a lifelike rocket. Our donors and volunteers also had the chance to make a trip to the moon. During this unique event, Max Louwerse, Professor of Cognitive Psychology & Artificial Intelligence, gave a presentation about the project. Together with other scientists from the Department of Cognitive Science & Artificial Intelligence, he conducts research into learning experiences. 200 students from primary schools in and around Tilburg have undergone astronaut training at school. We measure what they learn from the curriculum and their virtual reality experiences. The event was a great success. Afterwards, all participants in the virtual space journey said that it had encouraged them to think differently about planet Earth and the (ecological) footprint that we humans are leaving behind us, every day.

Try Your Seat events



The first 'Try Your Seat' events took place in 2019. Donors to 'Have a Seat' were given the opportunity to try out their own seat in a small group, and of course take a photo of it. They were also given an exclusive tour of the CUBE building.

Sven Mathijssen, a Psychology alumnus, commented:

'When I heard about the Have a Seat project, I knew immediately that I had to take part! It's all about enabling talent to develop where it otherwise could not. I studied Psychology. When I was 14, I looked after two gifted children. It was very difficult for one of them to find a school that was suitable for him. So I've seen the negative impact of an environment that stops people from developing their talents. And I decided to contribute as much as I could to talent development.'

The quote on Sven's chair is 'Asking is better than knowing'. "It might seem obvious, but asking questions helps both lecturers and students to learn. Not only in order to try and discover the truth, but also to reflect on what you think you already know."

Launch online magazine



On August 29, the new online Tilburg University Magazine went live. Tilburg University Magazine offers its readers tantalizing knowledge tidbits, interviews with alumni and researchers, a 'walk down memory lane' on Via Nostalgia, and a calendar of events for alumni. Naturally, the university fund has its own section in the magazine, enabling all alumni and friends of the university to read about what impact their donations are having. The magazine is published twice a year, always based on a specific theme, and is available in both Dutch and English. Readers are kept informed about new themed articles in a newsletter. New articles are published all year round, and these are also shared on the university's social media channels. So don't forget to regularly check the magazine at www.tilburguniversity.edu/magazine

ACTIVITIES IN 2019

Thank You & Back to Campus



On Saturday September 28, the Board of the Tilburg University Fund Foundation and the Executive Board of Tilburg University hosted donors and volunteers at its annual 'Thank You' event. The event was held in CUBE, the newest education building on the Tilburg University campus. The location was new to many of the guests. This year there was another interesting program with a variety of different activities. After the opening by Paulina Snijders (member of the Executive Board) and Jacqueline Lommen (Board of the Tilburg University Fund Foundation), the day began with a lunch especially for donors and volunteers. The lunch provided an informal setting in which to get to know the scholarship students and researchers from projects receiving support. After lunch, the next part of the day began: 'Back to Campus: Healthy Choices' - an event for all alumni of the university. Back to Campus was all about making healthy and sensible life choices. The theme was further expounded at two master classes. Professor Jantine Schuit (Dean of TSB) gave a lecture on promoting healthy and active lifestyles in children and young people. A lecture given by Bart Bronnenberg (TiSEM) and Professor of Practice Ronald de Jong (Chief Human Resources Office and member of the board of Philips) focused on how consumers make healthy choices. The day concluded with a drinks reception for all guests, accompanied by a jazz band. Alumni who wanted to learn more about how the campus has been developing had the opportunity to take a tour of the campus and the CUBE building.



There was also a special lunch in the Faculty Club for our most loyal donors. Two projects were highlighted during the meeting: a fund to support entrepreneurship and the pre-Bachelor's program for refugees. Shamayel, a student beneficiary, gave an emotional account of the opportunities she has had thanks to being able to participate in the pre-Bachelor's program. "If I hadn't been able to get this education, I would probably be married with children somewhere in Afghanistan right now."

Dies Natalis and the Class of '92



Tilburg University celebrated its 92nd birthday on November 21. This time, the Dies Natalis was dedicated to the theme of 'Science under pressure'. A number of donors attended the academic session. Alumni who graduated in 1992 - the Class of '92 - were also in attendance.

Night University



On Thursday October 3, the university opened its doors and windows for the seventh 'Night University' event. Residents of the city and region, alumni, university staff, students and young people were all welcome on campus that evening, to learn about what kind of research is taking place in Tilburg. The event is an opportunity for the university to share its fascination for science and knowledge, and provide a meeting place for scientists, students and all friends of the university. There was also close collaboration with study associations, departments, institutes and external partners. The university fund supported this initiative, which brings science and society together.

Named Fund



On December 6 at 16:00, the 'Mariënborg Campus Fund' officially came into being through the signing of an agreement in the Chapel of Mariënborg. The ceremony was attended by Sister Laetitia Aarnink, provincial superior of JMJ, Jurrian Lucas and Wim Boers of Mariënborg Campus C.V., and the chair of the Tilburg University Fund Foundation, Bert Groenewegen. It was a special meeting that marked the continuation of the tradition of the sisters of the Society of Jesus, Mary and Joseph in Mariënborg.

TAKING ON TOMORROW'S CHALLENGES

The Tilburg University Fund Foundation wishes to contribute to the quality of the society of today and tomorrow in its own unique way. A real challenge!

THE OBJECTIVE

In 2019, the Tilburg University Fund Foundation amended some of its statutes. The change concerned Article 2 and means that, as a university fund, we also have the option of investing larger gifts and donations that we receive, as with a named fund. The change to the statute also makes it possible for the university fund to accept donations intended for the longer term (for example, 10 years). The university fund does not aim to accrue capital and will allocate the amounts received to projects wherever possible. The objective of the Tilburg University Fund Foundation has not changed in any other way:

1. The objective of the university fund is to promote education, research and impact in relation to Tilburg University and all matters associated with this in the broadest sense.
2. The university fund aims to achieve this objective by:
 - a. raising funds;
 - b. independently and prudently managing and using those funds;
 - c. making financial resources available to Tilburg University and its staff, students and alumni;
 - d. engaging in any other activities that relate to or which benefit the foregoing in the broadest sense.

In practice, this comes down to carrying out donation programs such as phone campaigns, the 'middle and major donorship' program, named funds and acquiring legacies and estates in relation to donations. The funds are used to finance scholarship programs (including scholarships for students from all over the world), research projects (the Zero Hunger Lab) and educational projects (such as the Pre-Bachelor's program for refugees). When raising funds, the Development & Alumni Relations Office (DARO) plays an initiating and facilitating role for the Tilburg University Fund Foundation. It oversees active requests for funds but is also supply-driven. The Board is assisted by an investment committee, which provides advice regarding the use of the funds raised. The Audit Committee supports the Board in forming an opinion on the financial statements and interim financial reports.

RESULTS ACHIEVED

With donations totaling €286,404 in 2019, the Tilburg University Fund Foundation has been able to support outstanding students as well as educational and research projects.

- 25 students received scholarships
- 7 researchers were awarded funding for their research
- 2 educational projects were supported

In 2019, we acquired a total of 1,820 new donors. Of those:

- 1,753 were regular donors (up to €500 per year)
- 56 were medium-sized donors (over €500 euros per year)
- 11 were large donors (over €2000 euros per year)

In 2019, the university fund received its first named fund in the form of the Mariënborg Campus Fund, in which the Tilburg University Fund Foundation and JMJ have entered into a partnership with Kadans to continue the sisterly tradition of learning and passing on knowledge. The Board intends to continue to focus on named funds in 2020, as these will enable us to establish longer-term projects within the university.

FUTURE

Due to coordination between the phone campaigns and active donor relations (the medium and large donorship program), we aim to acquire more new donors across all three donorship segments over the next year. We also want to achieve more growth within these groups. In 2020, we will continue to focus on donor relations with a view to acquiring substantial donations from private individuals. In addition, attention will focus on parties such as capital funds, corporate funds, orders and congregations that have a similar mission and identity to Tilburg University, and with which cooperation should be easy to achieve.

ANNUAL STATEMENT 2019

KEY FIGURES

	2019	2018	2017	2016	2015
Donations received	€ 810.538	€ 348.407	€ 400.119	€ 394.282	€ 397.770
Disbursements	€ 286.404	€ 424.383	€ 251.969	€ 515.077	€ 334.275
Bank charges	€ 1.162	€ 1.104	€ 998	€ 991	€ 900
Reserve	€ 980.402	€ 457.430	€ 534.506	€ 387.354	€ 509.140

BALANCE SHEET AT 31-12-2019 (after appropriation of the result, all amounts in €)

	31-12-2019	31-12-2018
Assets		
Income receivable	0	1.250
Cash and cash equivalents	980.402	456.180
Total assets	980.402	457.430
Liabilities		
General reserve	980.402	457.430
Total liabilities	980.402	457.430

OPERATIONG ACCOUNT 2019 (all amounts in €)

	2019	2018
Gains		
Donations received	810.538	348.407
Total income	810.538	348.407
Expenses		
Disbursements	286.404	424.383
Other expenses	1.162	1.104
Total expenses	287.566	425.487
Deficit/surplus	522.972	-77.080

EXPLANATION OF THE ANNUAL STATEMENT

The Tilburg University Fund Foundation is included in the 2019 consolidated financial statements of Tilburg University. Tilburg University provides resources so that the Tilburg University Fund can carry out its work. The Fund is facilitated by the Development & Alumni Relations office. Its personnel and other expenses are consequently included in the financial statements of Tilburg University and not charged to the Tilburg University Fund.

DONATIONS RECEIVED (INCOME)

Income received by the Tilburg University Fund Foundation amounted to €810,538 in 2019. Donations to the Tilburg University Fund Foundation consisted of:

- inheritances and donations;
- other donations, gifts and contributions;
- grants;
- sponsorship funding;
- other lawfully obtained financial resources.

DONATIONS 2019

Funds	Received	Disbursed
Annual Fund	€ 180.236	€ 158.951
Have a Seat	€ 11.951	€ 15.000
Major Giving non-earmarked	€ 50.000	€ 0
Mariënborg Campus named fund	€ 500.000	€ 0
Zero Hunger Lab	€ 0	€ 50.000
Pre-bachelor refugees	€ 10.000	€ 10.000
Data Science for Humanitaire Innovation	€ 2.500	€ 12.500
Outreaching Honors Program	€ 17.240	€ 0
Professor Cobbenhagen Foundation Fund	€ 0	€ 20.000
Professors for Development	€ 225	€ 3.184
Tilburg Africa Student & Knowledge Exchange Program	€ 800	€ 519
Miscellaneous projects fund	€ 37.587	€ 16.250
Total	€ 810.538	€ 286.404

DISBURSED DONATIONS

In 2019, a total of €286,404 was disbursed to or on behalf of Tilburg University, its staff and students. Disbursements were made in accordance with criteria set by the Board of the Tilburg University Fund Foundation and in line with any wishes expressed by donors.

OTHER EXPENSES

Other expenses of the Tilburg University Fund Foundation in 2019 amounted to €1,162, comprising bank charges only.

OPERATING RESULTS

Income received by the Tilburg University Fund Foundation is divided into a number of different funds. Donations received and disbursed are allocated to

these funds. An explanation of the finances of each individual fund is included in this annual report.

A large number of the donations were allocated over a period of several years. Disbursements to projects may also be spread over several years. In 2019 considerably more was received than was paid out. This led to a positive operating result. Almost all of the positive result for 2019 is due to the new named fund, Mariënborg Campus. This one-off donation was received at the end of 2019. Disbursements from this fund will begin in 2020 and will be spread over a maximum of 15 years.

The positive operating result for 2019 will be added to the general reserve of the Tilburg University Fund Foundation and then earmarked for each fund.

FINANCIAL INFORMATION ON FUNDS

Within the Tilburg University Fund Foundation, the financial resources received and managed and disbursed through a number of separate funds. The finances for each individual fund in 2019 are briefly set out below. The university fund has a single general reserve. Within this reserve, the funds available for each individual fund are earmarked.

TILBURG UNIVERSITY FUND AND PHONE CAMPAIGNS

In 2019, donations amounting to €180,236 were collected. This includes the portion of multi-year gifts from previous phone campaigns allocated to 2019. The amount of €158,951 was disbursed to projects and scholarship students in 2019. Not all donations received have been paid out. This is largely due to the fact that no application round for financial support took place in 2019, because there are insufficient financial resources to organize a full application round every year. Every year, a substantial sum is reserved for the disbursement of grants, and the remainder is insufficient to share out between a number of interesting projects. Surplus donations that were not distributed in 2019 will be added to the general reserve of the university fund and used in 2020 for the new application round within the Annual Fund, which will take place in the spring.

HAVE A SEAT

In 2019, €11,951 was received in donations. €15,000 has been disbursed in the form of one Master's grant and six top-level sports scholarships for Tilburg University students. The difference (shortfall) was taken from the fund's general reserve.

NON-EARMAKED LARGE DONATIONS

In 2019, €50,000 was received in non-earmarked donations. No disbursements have been made so far in 2019 using these donations. The whole of the surplus was added to the general reserve.

MARIËNBURG CAMPUS NAMED FUND

In 2019, this new Named Fund received the full multi-year donation of €500,000 in a single deposit. With effect from 2020, the total amount will be gradually distributed over a maximum period of 15 years to scholarships for students at the Jheronimus Academy of Data Science in 's-Hertogenbosch.

ZERO HUNGER LAB

In 2019, a number of smaller dormant funds within the university fund will be closed. These funds have a combined balance of €50,000. This amount was spent in full in 2019 on financing the Zero Hunger Lab.

PRE-BACHELOR'S PROGRAM FOR REFUGEES

In 2019, €10,000 was received in donations. The entire amount was disbursed in 2019 to help fund the Pre-Bachelor's program.

DATA SCIENCE FOR HUMANITARIAN INNOVATION

In 2019, €2,500 was donated to this project. One disbursement of €12,500 was made in 2019. The donation funded research involving Syrian refugees in Turkey. The shortfall was taken from the fund's general reserve, specifically from non-earmarked donations.

OUTREACHING HONORS PROGRAM

This program received €17,240 in 2019. No disbursements were made in 2019. The surplus was added to the general reserve of the university fund. The program is currently in a transition phase. In consultation with donors, it was decided to place the

program on pause in order to carry out a redesign in 2019, followed by a restart. The general reserve accrued in the university fund will be used to fund the new program starting in 2020 and in subsequent years.

PROFESSOR COBBENHAGEN FOUNDATION FUND

From 2019, the university fund no longer receives donations from the Professor Cobbenhagen Foundation. In 2019, €20,000 was disbursed from the reserve to Development & Alumni Relations of Tilburg University in order to finance its broader alumni activities. Of this amount, €15,000 was used for the Friends of Cobbenhagen Lecture and €5,000 for Tilburg University Magazine, the new online magazine for alumni and external relations of the university. Not all donations from the Professor Cobbenhagen Foundation were disbursed in 2014 and 2015, creating a general reserve in the fund. In 2020, the rest of the reserve will be used for these broad alumni activities in close consultation with the donor, the Professor Cobbenhagen Foundation.

PROFESSORS FOR DEVELOPMENT

Donations of €225 were received in 2019. A total of €3,184 was disbursed in 2019. This amount was used to cover the costs incurred by two professors who worked on this project in Namibia. The shortfall was taken from the fund's general reserve.

TILBURG AFRICA STUDENT & KNOWLEDGE EXCHANGE PROGRAM

Donations of €800 were received in 2019, and €519 was disbursed in the form of a student scholarship. The surplus was added to the general reserve.

OTHER PROJECTS

In 2016, a number of residual items were combined into a fund for miscellaneous projects. This fund has since been used for donations not earmarked for a specific program or project, or disbursed to projects of a short-term or ad-hoc nature. In 2019, Tilburg University's Library & IT Services department sold its old hardware and donated the proceeds (€11,394) to the University Fund. This donation was added to the Miscellaneous projects fund. In 2019, €7,240 was also received in donations from the Impact department of Tilburg University. Impact employees receive compensation for activities they carry out outside the university. This compensation is transferred in part as a donation to the university fund. In addition, a few small donations were received to bring the total to €202. From this fund, a contribution of €5,000 was made to Night University, the science event organized every year by Tilburg University. In addition, an emergency grant of €1,250 was disbursed to a student. Since 2019, the 'Miscellaneous projects' fund has also been used to allow Tilburg students to participate in the Top China Program. Philips has made a donation to this program, which is used to provide scholarships for students taking part in internships in China. The fund received €18,750 and disbursed €10,000 for this program in 2019. The explanation for the surplus of €8,750 is a scholarship payment which had already been disbursed in 2018. The surplus for 2019 was added to the general reserve.

DONORS 2019

THANKS TO THE SUPPORT OF OUR DONORS IN 2019, WE HAVE BEEN ABLE TO SUPPORT MANY STUDENTS, RESEARCHERS AND TEACHERS TO ACHIEVE THEIR AMBITIONS. WITHOUT THESE DONORS* WE COULD NOT HAVE DONE THIS. THANK YOU!

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