



MIGREAT

YEAR PLAN 2025



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Introduction

Welcome to MiGreat's year plan for 2025.

This year, we aim to focus on sparking resistance, mainstreaming solidarity and organisational and financial stability. Our campaign and direct actions against deportations are a major priority – we are fighting and we are winning!

This year plan includes our organisational information, our history, problem statement, vision and mission, as well as 3 tactical priorities. The plans for 2025 are specified under organisation, campaigns & events, communication, aid, fundraising and expenses.

With an evergrowing team of amazing people, and a broader movement around it that is ready to take action, we are sure that we can keep on sparking resistance. It may just turn into a fire.

Practical info

Name: Stichting MiGreat

KVK Registration number: 76116549

Activities: SBI-code: 94997, overige belangenbehartiging

Activities according to statutes:

- Promoting the human rights of migrants, including refugees.
- Promoting safe migration; providing emergency and development assistance to migrants, including refugees.
- Providing information about migration.

Board members

Jieling: chair

Sofie: treasurer

Kate: secretary

Our history

From 2018 onwards, a group of volunteers were working under the name Aid Brigade in Sarajevo, Bosnia and Herzegovina. We managed a small community centre with hundreds of visitors daily, providing food, medical aid and shelter to people on the move who were trying to cross the EU borders.

Although our work was important, it was also frustrating. We were doing what we could to keep people alive, fed and warm. Meanwhile, the authorities did their utmost best to make living conditions as harsh as possible. Migrants who attempted to cross the border would get caught by EU police, get robbed of the clothes and blankets they had received, beaten up, sometimes even tortured and then pushed out of the EU borders, back into Bosnia. We were papering over the cracks – trying to reduce suffering without addressing the root causes.

When our volunteers were banned from the country, we decided to start MiGreat. We still wanted to support people on the move directly, but we also wanted to work towards systemic change. To make sure that, in the long term, no one needs to risk their lives to move, depend on charity for basic needs, experience police violence or exploitation. We fight for the freedom to move, and equal rights for all migrants.

Problem statement

The world we live in today is fundamentally unjust. Passports and borders create and justify racial and class segregation, upholding rampant global inequality and facilitating exclusion. Someone's nationality decides almost every aspect of life – from wage, access to education, health care and work to life expectancy.

People who denounce the place assigned to them at birth and cross borders irregularly to the global North risk their lives – tens of thousands of people have been killed on the European borders since 1993.¹ They also risk their health and wellbeing, facing tough journeys and police brutality, and segregation and exploitation upon arrival. We work towards a world where migration is not deterred, but free.

¹ United Against Refugee Deaths, List of Deaths <https://unitedagainstreugeedeaths.eu/>

All over the world, migration policies create and strengthen dominance, power imbalances, discrimination and racism. Therefore, the struggle for freedom of movement is an integral part of the fight against racism, colonialism and capitalism, amongst others. We actively support the liberation of Palestine. We are not free until we are all free.

Vision

At MiGreat, we envision a world where all human beings can move freely and enjoy equal rights wherever they are. Fortified borders and discrimination based on passport & migratory status will cease to exist. All we are asking is for people to be truly free and equal.

Mission

We are working on changing the power structures that systematically oppress and exploit people, mainly from the global South. Our actions aim to shrink the borders into non-existence², to make movement more free and decrease segregation between nationals and non-nationals.

Freedom of movement. We take action to make it easier for people to move. This includes the removal or relaxing of visa requirements, the increase of opportunities to migrate as well as the facilitation of irregular migration and resistance against forced migration.

Equal treatment. Free migration will only help to achieve true equality if migrants have equal rights compared to locals. This includes social rights, such as access to housing, health care, shelter, education, equal labour rights and political rights such as voting. The goal is to abolish any legal difference in terms of rights between nationals and non-nationals.

Our political work is currently focused on the Netherlands and migration into the EU. We also support organisations working on the EU borders.

² Bradley, G. M., & De Noronha, L. (2022). *Against Borders: The Case for Abolition*. Verso Books.

Tactical priorities 2025

All our actions and strategies are driven by our mission: the abolition of borders. History shows that oppression does not just disappear – to confront power, we need to build up counterpower. As a small organisation taking on a big enemy, we focus on the following:

Tactic 1: Spark resistance

We believe change happens when more and more people take direct action against injustices. Collectively, sustainably, in a way that weakens the power of authorities and strengthens those affected. We put this into practice through the deportation campaign – with workshops, explainers, media attention and a hotline. This means both people at risk and people in solidarity are trained and supported to be able to resist deportations, and we actively build up a movement. We also create opportunities to become involved with more low key actions, such as collecting sleeping bags, or organising events, protests or actions locally.

Tactic 2: Mainstream solidarity

Although we see direct action as the primary driver of change, broader society, including media and politics, needs to be engaged and brought on board as well. We therefore also actively engage with people who do not (yet) describe themselves as migration activists, aiming to get people to become active through workshops, protests and (social) media. We take action within the current system: file complaints against relevant authorities, call out political parties, create awareness, run petitions, as well as campaigns around elections to influence party programmes and votes.

Tactic 3: Organisational & financial stability

We have grown very fast over the past years, but we are also still struggling to catch up. Therefore this year we will focus on increasing our financial stability, aiming for more long-term support. Secondly, we want to increase our organisational stability & growth. We want to spread responsibilities more widely, create more clarity about roles and responsibilities and make sure people with lower availability have ways to

contribute, to grow the movement and increase the capacity of the team in the long run. We also want to develop a long term strategy plan to help us take the steps that will allow us to create change.

Plans 2025

In 2025, we will focus on building our organisational strength, working on the deportation campaign, the MOVE demo and events, work on our social media presence and alternative channels, and fundraising. Here's a broad overview of the plans per month. Below will be more detailed plans per sub topic.

YEARLY CALENDAR 2025		
Q1: focus areas	Start up & settle in leads & coordinators, do year reporting, start up fundraise events, set up hotline, set up campaign team	
JANUARY	FEBRUARY	MARCH
Hiring leads & coordinators	Set up hotline	Dance Against Deportations
Yearly reports	Kick off MOVE demo	VRR fundraise dinner
Set up hotline	Onboard leads & coordinators	Increase videos to 1x/ 2 weeks
Q2: focus areas	Evaluate new organisational structure & fundraising events, set up long term strategy, MOVE demo, campaign kick off	
APRIL	MAY	JUNE
Strategy / team day	Fundraising event	MOVE demo
Team evaluations	Grow leads team	Increase videos to 1x/week
Launch merch	Manifesto MOVE	
Fundraise eval		

Q3: focus areas	Sleeping bags, Damloop fundraiser	
JULY	AUGUST	SEPTEMBER
Summer holidays - lower capacity	Summer holidays - lower capacity	Fundraising event
DTRH sleeping bags	Lowlands sleeping bags	Damloop
Deadline year reports		Big action
Q4: focus areas	2-3 big fundraising events, evaluate the year & make news plans	
OCTOBER	NOVEMBER	DECEMBER
Strategy / team day	Fundraising event	Fundraising event
Petition campaign	Big action	Year report & year plan

Organisation

Team

We currently have 2 paid staff members (1,35 fte), 3 board members, a team of 25 volunteers, and expect around 4 interns to join us over the course of 2025. We aim to steadily grow our team of volunteers to around 35 people.

Our director Roos works 4,5 days a week, overseeing all our projects, activities and team members. She is coordinating the campaign team, the events and aid, functions as the press person, speaks at events and demos, and does some fundraising, volunteer coordination, communication and ad hoc tasks as well.

Our admin & communication coordinator Anne works 2,25 days a week, she takes care of financial admin, coordinates the team working on social media, newsletter, website and other communications, does volunteer coordination and admin, and a little campaigning, fundraising and event management here and there.

We regularly get requests from students looking for an internship. In 2025, we aim to have a bit less interns (around 4 in total), which will give us the possibility to give them more guidance and a more interesting and productive time at MiGreat.

We currently have 25 volunteers. They work in one or multiple working groups, are available for advice or support on a more ad hoc basis, or join temporary working groups such as the organisation of the national demo. This team has grown quickly over the past 2 years. In 2025, we want to establish more structure and support for our volunteers, to make it easier for people to get and stay involved.

Working groups

We currently have 6 working groups, working on organisational structure, campaigns, communication and fundraising. In 2025, we want to keep the existing working groups going, strengthen the working groups on organisation and fundraising, and, if we get enough capacity, add a working group focused solely on events.

Organisational structure

As we grew very quickly (again), we reached the limits of how much we can do with 2 paid people and an ever growing team of volunteers. Therefore, in 2025 we will create volunteer lead & coordinator roles, to spread responsibility over more people. We also created clearly defined roles and tasks for all team members, which we hope will help onboard new volunteers and interns, and make it easy for existing team members to switch tasks and working groups. We will have a volunteer coordination, dedicated to support and strengthen the team.

Team events & education

In 2025, we want to continue organising monthly-ish dinners, drinks or other team activities. We also want to organise our yearly 'thank you dinner' for volunteers. We

will join the Organizing for Power training, to learn about strategy and organizing, and be on the lookout for additional educational opportunities for the team.

Campaigns & events

Stop deportations

Every year, the Dutch state forcibly removes thousands of people to countries of origin or transit. The vast majority of these deportations happen on regular passenger flights. A major priority for MiGreat this year is to continue the campaign against deportations. We campaign, operate a hotline for people at risk, offer workshops on action tactics and do flyering actions at the airport when there's a deportation.

MOVE demo

It's time for the third MOVE demo! We aim to organize it around the World Refugee Day in June, and to bring together people with various migration backgrounds, from different locations. As last year, we would like to have a manifesto, but this year we will also call on individuals to sign. We want to bring in people from camps across the country more actively again, and make sure that people who moved for work, study or family are also included.

Events

Whenever we are asked to speak somewhere, we gladly do so. We especially use these opportunities to share the concept of freedom of movement, and to spread info about taking actions against deportations, so the focus is not only on how bad everything is, but also on what can be done. Outside of the fundraising events and workshops, we do not plan to organize events on other topics this year.

Optional campaigns

Depending on team capacity, budget and whatever will happen in the world, we may want to take on another campaign towards the end of the year, such as:

Elections

We do not know how long the current government will last, but chances are that it may fall this year and new elections will be held. We will organize a brainstorming session to assess whether we would like to repeat the campaign we did with the last elections in 2023, and if so, start working on it.

Campaign against segregation

(Undocumented) migrants are segregated in many ways. We aim to start up a campaign against an organisation that actively segregates migrants, and call on them to ensure equal access.

Communication

With our communication, we aim to educate – agitate – organize. We want people to learn, get angry and get active. We focus on people who are already on our side – the main goal there is to get them activated. We also focus on people ‘in the middle’ – the main goal is to move them from the middle to our side, so they will be more willing to take action in the future. We will not try to convince our strongest enemies.

With the content team, we will evaluate which communications worked well and which did not each quarter, to keep improving and learning from each other.

Social media

As social media are increasingly switching to videos instead of texts or carousels, a big priority for the social media team is to create more videos and less carousel content this year. We want to get better at using memes and other quick but catchy, funny content to reach people outside of our following. We will also use our social media for fundraising, like growing our monthly donations, and to reach new volunteers or interns with our open roles. We aim to increase our posting and following on Tiktok, and explore non-commercial alternatives.

Newsletter

The newsletter is a way to talk directly to our supporters, whom we want to educate and agitate, but also bring to our events and actions, encourage to donate, or

actively support us in any other way. This year, our goal is to double the subscribers to the newsletter, and send out newsletters every 3-4 weeks.

Communities

We have communities of supportive people on Whatsapp and Signal. These communities were intensely used when we provided emergency aid in Ter Apel and we regularly had concrete requests for help. Ever since, we have not been very active on these chats. This year we want to develop a new strategy for the channels, when and what we communicate there, and how we can use it as a place to activate people – as these are already people who are serious about their support, just like the newsletter subscribers.

Mainstream media

We are regularly approached by mainstream media, or we send out press releases. We aim to send out press releases more regularly, and make sure there are people in the campaign & communication team who are onboarded on writing press releases. We especially want to get media attention for forced deportations. We can also focus on op-eds.

Aid

Sleeping bags

We will collect sleeping bags, tents and other camping materials at Down The Rabbit Hole and Lowlands festival. Last year, this led to containers full of aid materials that were transported to Dunkerque, France, various cities in northern Italy, Greece and Bosnia. This year we aim to collect the same amount of sleeping bags, and increase the other camping materials we can collect.

Border support

We will support Kompas71 in Sarajevo Bosnia for 3 more months. As there are relatively less people crossing through the Balkans, we will not continue support for

the rest of the year. We do keep an emergency fund of €5000,- in case heavy cold / rain / other kinds of emergencies pop up throughout the year.

Fundraising

Our goal is to keep our expenses more or less the same, but to increase our income with around €20.000. This means we will dedicate more capacity to fundraising this year, and we aim to increase income on all fronts, but especially on fundraising events.

Monthly & ad hoc donations

Our ambition is to increase the total sum of income through monthly donations to €30.000, meaning a total increase of 15%. The goal is to raise 18K in one-off donations.

Fundraising events & activities

A big priority this year is to organise more fundraising events and experiment with different formats, such as the Damloop, parties, dinners and educational events. The goal is to organise at least 10 fundraise events, and collect €11.000 in total.

[Sebbiebikes](#) is still cycling to India, fundraising for us! We expect him to fundraise €8000,- for us this year. Another long held dream is to sell merch, as this can both contribute to fundraising, as well as to spreading our message. This year we want to start simple, with selling shirts or jumpers with 1 design. We aim to collect €2000,- through this.

Funds

This year, we aim to fundraise €8000 for the MOVE demo. For the sleeping bags collection we would like to collect €2000,-, looking at funds that are more focused on funding humanitarian support. For the deportations, we will appeal to more activist funds for support for the campaign and actions, and to funds that focus more on humanitarian support for the hotline. We aim to collect €8000 with this. We already received €5000,- in 2024, which will cover part of the costs of the deportation campaign in 2025. For social media and other communications, as well as for the

workshops, we will look into funds that support raising awareness. We are currently unable to assess how much money we could fundraise with that, but will do research and start applying for funds throughout the year.

Expenses

In total, we aim to spend €110.000 this year. We aim to employ 1,3 fte of paid staff and 5 voluntary coordinators. The costs will be divided as follows:

Organisation

This year, we aim to spend €20.000 on organisational costs. This includes paid staff, a fee for a volunteer coordinator, office & space rent, accountant, team events and a reserve for unexpected office costs.

Campaigns

We aim to spend €49.000 on campaigns. This includes paid staff, 2 volunteer fees, cost for the deportation campaign, MOVE demo, events, a budget for an unforeseen campaign (such as a possible new election), and support for actions organized by people on the move independently.

Communication

For communication there is a budget of €19.000. This includes paid staff, communication materials such as banners and flyers, and cost for the maintenance of the website.

Aid

We will support Kompass with €600 this year, spend €4400 to collect containers full of sleeping bags and other camping equipment, and we have an emergency budget of €2500. In total, we budgeted €7500 for aid.

Fundraising

We will dedicate more time from the paid staff and a volunteer stipend for the fundraising team, as well as a budget for costs to organize events and purchase merch. In total we aim to spend €15.000 on fundraising.

MIGREAT 2025 - INCOME & EXPENSES (PROJECTION)			
INCOME		EXPENSES	
Monthly / recurring donations	€ 30,000.00	Organisation	€ 20,055.10
		Team	€ 11,355.10
One-off donations	€ 18,000.00	Office & space rent	€ 3,200.00
		Accountant	€ 2,500.00
		Team events	€ 2,000.00
		Reserve	€ 1,000.00
Fundraising events & activities	€ 25,000.00		
Sebbiebikes	€8,000.00	Campaigns	€ 49,192.59
Fundraising parties	€ 3,000.00	MOVE demo	€ 8,037.37
Fundraising dinners	€ 3,000.00	Events	€ 6,174.74
Damloop	€ 5,000.00	Debbie	€ 28,980.49
Merch	€ 4,000.00	Unforeseen	€ 5,000.00
Speaker fees	€ 2,000.00	Action support	€ 1,000.00
		Communication	€ 18,705.25
Grants	€ 18,000.00	Team	€ 15,705.25
MOVE demo	€ 8,000.00	Merch	€ 2,000.00
Deportation campaign	€ 8,000.00	Website	€ 1,000.00
Sleeping bags (?)	€ 2,000.00		

		Aid	€7,580.37
		Kompass	€600.00
		Sleeping bags	€4,480.37
		Emergency budget	€2,500.00
		Fundraising	€14,581.89
		Team	€10,581.89
		Events	€2,000.00
		Merch	€2,000.00
		Personnel	€8,000.00
		Roos	€40.679.44
		Anne	€24.535.77
		Volunteers	€8,000.00
Total income 2025	€ 91,000.00	Total costs 2025	€ 110,115.21
		Burn	€ 19,115.21
Money left 2024	€ 99,667.55		
Total 2025 +remainder 2024	€ 190,667.55	Balance	€ 80,552.34