



# Foundation Route 66

## 2024 - 2027 Policy plan



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### FOUNDATION ROUTE 66 - La DELEGACIÓN EN CANARIAS DE LA FUNDACIÓN ROUTE 66

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#### Introduction

Stichting Route 66 focuses on young adults between the ages of 18 and 28 who struggle with severe mental stress and psychological issues. This group, consisting of new-age youth and millennials, faces unique challenges in an overwhelming world. Our mission is to improve the world by raising awareness about individual responsibilities and investing in young people for a more connected future. We focus on regeneration, rehabilitation, and reconnection, where young people learn to reconnect with themselves, others, and nature, aiming for a healthy climate for both the youth and the planet. Inclusivity is a core value in our approach, ensuring everyone, regardless of background, has the opportunity to participate and grow.

#### Approach and Methodology

Stichting Route 66 is dedicated to supporting young adults between the ages of 18 and 28 who suffer from severe mental stress and psychological issues such as climate depression and burnout. This group, primarily composed of new-age youth and millennials, faces unique challenges in a world that often overwhelms them. We offer an innovative, nature-rich, and transformative pathway of up to 66 days, focused on recovery, self-development, and the strengthening of both mental and social resilience. This approach is built on four pillars: awareness, experiential learning, personal empowerment, and the connection between humans and nature. We aim for regeneration, rehabilitation, and reconnection, teaching young people to reconnect with themselves, others, and nature to create a healthy climate for both themselves and the planet. Inclusivity is a core value, ensuring everyone, regardless of background,

can participate and grow. Our foundation strives for a clean and healthy climate and is committed to pursuing the Sustainable Development Goals (SDGs) in our actions and awareness-raising initiatives. Our KnowYourSelf (MBCT) methodology serves as the guide for these programs, and the accompanying workbook, which will be published this year, makes our approach more broadly accessible. Through this holistic approach, we aim to have a positive and lasting impact on the lives of young people, helping them become more resilient and embrace a sustainable lifestyle while working towards an inclusive and healthy society.

The establishment of our transformative rehabilitation program is a response to the alarming trend that 1 in 4 young people experiences severe mental overload. Traditional support services fail to address their needs and issues, as evidenced by both anecdotal stories and research. We are concerned about the climate and the state of our planet, and we involve young adults in working towards a healthy future perspective. Our program combines mental recovery with core earthly activities that contribute to the health of the planet. Through focused and scientifically supported methodologies such as Mindfulness-Based Cognitive Therapy (MBCT), we encourage young adults not only to work on their resilience but also to actively contribute to environmental awareness and sustainability. This integrated approach helps young people develop a deeper connection with nature, motivating them to bring about positive changes in their own lives and the world around them.

### **Mission**

Our mission is twofold: we strive for healthy recovery and increased resilience for these young people and for a radical change in the perception of the world. Through an innovative, nature-rich, and transformative program lasting up to 66 days, we offer them a path to recovery, self-development, and the strengthening of mental and social resilience. Our KnowYourSelf (MBCT)- methodology, which primarily derives from the scientific method of Mindfulness-Based Cognitive Therapy (MBCT) and the laws of nature, has now been fully developed. The workbook is planned to be published this year.

### **Vision**

Our vision encompasses a holistic approach that acknowledges the intrinsic interconnection between nature, psyche, and spirituality. We believe that human well-being is deeply intertwined with the health of our planet and that caring for ourselves begins with caring for the earth.

In our program, we focus on fostering a new awareness and future perspective among young people. We encourage them to draw on both inner and outer sources of strength, helping them to build mental resilience and develop a sense of connectedness with themselves, others, and nature.

We recognize that young people often face enormous pressure in today's world, which is why we provide them with the tools and support they need to navigate these challenges. By helping them find balance between their inner and outer worlds, we empower them to live more resilient and conscious lives.

Our program integrates mindfulness and ecological awareness as core components, teaching young people how to live from the heart and act in harmony with nature. We believe that strengthening the connection between mind, body, and soul not only fosters personal growth but also has a positive impact on society as a whole.

By promoting self-awareness and empathy, we inspire young people to become changemakers committed to a sustainable and peaceful future. We encourage them to embrace the principles of sustainability and respect for life, and to build meaningful relationships with themselves, others, and the world around them.

Our goal is to empower young people with a vision that inspires them to reach their full potential and make a positive contribution to society. By integrating nature and spirituality into our program, we aim to help them lead balanced, fulfilling, and meaningful lives.

### **Statutory Objectives**

The core of our foundation is a commitment to the well-being and future of mentally overloaded young people, with a specific focus on the new generation facing the complex challenges of our time. Our statutory objectives are registered with the Chamber of Commerce and encompass a wide range of eco-activities aimed at supporting and guiding this target group, with the ultimate goal of promoting human and planetary awareness, their well-being, and providing a healthy and ecological perspective for the future.

### **Development and Growth**

One of our main objectives is to create a safe and stimulating environment where young people can develop and discover their own strengths. We believe that young adults are naturally resilient and capable of overcoming challenges when they are in an environment that encourages their natural curiosity and creativity.

Rather than merely providing care and guidance, we focus on fostering an environment that encourages young adults to step out of the digital and primarily theoretical world. We invite them to get moving again, express themselves creatively, and participate in an ecologically stimulating setting. Here, togetherness, diversity, naturalness, spirituality, meditation, and meaning have room to grow and flourish.

Our facilitated spaces and programs are designed to help young adults rediscover themselves and harness their inner strength. We believe that when they connect with themselves, each other, and the planet, they have the opportunity to find deeper meaning and purpose in their lives. By providing them with the right tools and an inspiring environment, we encourage them to create their own path to self-reliance, self-confidence, and personal growth.

The natural world plays a central role in this process, as we believe that restoring the connection with nature is an essential part of mental and emotional well-being. By inviting young people to learn from the diversity and balance in nature, we inspire them to apply these principles in their own lives and interactions with others.

For us, the connection with oneself, others, and the planet is central. We see young people not only as participants but as active co-creators of their own development path. They are encouraged to bring their unique talents and perspectives and contribute to a community based on collaboration, mutual respect, and shared goals.

Through this approach, we aim to support young adults not only in their personal growth but also to inspire them to bring about positive change in their communities and beyond.

### **Education and Eco-Growth**

We place a strong emphasis on eco-education and personal and spiritual growth. We are a project generated for and by young people, facilitating a healthy environment where inner core strength is challenged and activated. The more young people are in touch with their true selves and natural strength, the less pollution and stress they experience, leading to greater resilience in themselves, others, and nature. We offer programs and workshops focused on developing skills, knowledge, and insights that

help young people better cope with life's challenges. Through eco-awareness education, we aim to empower young people and enable them to reach their full potential.

### **Natural Connection**

An essential part of our approach is promoting a natural connection between young people, themselves, and the world around them, in connection with the Earth and the planet. We believe that contact with nature and developing a deeper awareness of their inner world can help young people achieve greater balance and experience a deeper sense of well-being. Therefore, we integrate nature experiences, sports & games, eco-activities, and mindfulness MBCT practices into our programs to promote a holistic approach to well-being.

By pursuing these statutory objectives, we aim to have a lasting and positive impact on the lives of young people and contribute to a resilient and prosperous society for everyone.

### **Activities and Core Operations**

After a period of challenges due to the COVID-19 pandemic, we successfully completed programs in 2021, 2022, and 2023. Although our original plans were affected by travel restrictions and safety measures, we were able to facilitate individual programs such as the resilience program and the 66-day program.

Our locations on Gran Canaria have proven to be ideal environments for these programs. The strong natural environment and the original influences of the Guanches are our sources of inspiration and stimulate participants to interact differently with themselves and nature. The Guanches lived by the principle of taking no more from nature than they needed, and this is one of the guidelines we are eager to pass on. Disconnecting from the digital environment is both helpful and healing. At the same time, we are constantly seeking opportunities in the Netherlands for aftercare and the possible relocation of our program. We strive to make our online services accessible to a broader audience, regardless of external circumstances.

### **Collaboration with volunteers, workaway**

This year, 2024, we are already working with Workawayer. These are young people and adults who volunteer on foreign projects. Through this collaboration, we can involve a wide range of volunteers in our activities, enhancing our projects and contributing to intercultural exchange and collaboration.

### **Expansions Since 2020**

Since 2020, we have undergone significant expansions and developments within our organization. Our office in Gran Canaria, located in Arteara, achieved a major milestone with the official recognition of our delegation on the island starting in 2023. This recognition marks an important step in our European growth. Additionally, our accommodations have expanded to include a total of 8 spacious living spaces in two youth houses. We have also acquired a large garden with fruit trees and a vegetable garden, as well as an outdoor space for digital detox programs.

Our efforts have focused not only on the physical aspect but also on strengthening the foundation of the foundation and growing our board. In 2022, our team was enhanced with a volunteer, followed by another in 2023. Furthermore, we are delighted to announce that Jaleesa Witteveen has joined our board as the first new-age youth board member.

We have worked hard to expand and secure our workshop, outdoor kitchen, creative garden, and all the spaces used for our programs. It has taken time to make our unique approach visible, but we are thrilled

that a high school in the Netherlands has given us the opportunity to introduce our KnowYourSlef-methodology in September 2024 of this year.

Our focus has also been on expanding our European network and refining our methodology and workbook, which is scheduled for publication in September 2024. We have learned and grown in our board roles, better aligned with our mission, and further developed our vision.

Networking and strengthening our foundation remain important focal points. Our network on Gran Canaria is growing and strengthening. We have begun collaborating with Ocean4life, an NGO committed to cleaner beaches and a plastic-free environment; Travel Without Plastic, an awareness organization that helps hotels and tourism organizations with sustainability and provides awareness training; Travellife, which works on sustainable practices in hotel chains to enhance biodiversity; Fataga Sostenible, to jointly ensure a cleaner and waste-free environment; the Petty Foundation, which works worldwide for a healthy and plastic-free climate and organizes awareness training, upcycling eco-projects, and workshops; Everlast Consultancy; and Just Dig It, an organization combating climate change through greening, also active in Africa. We are optimistic about the future and look forward to further expansions with our network and the planned development of a natural area of 99,777 square meters with the potential for 20 additional accommodations in Arteara, Gran Canaria, expected to occur in 2024.

### **Fundraising**

To date, obtaining financial resources has not received the necessary attention and has not been a priority within our organization. We acknowledge that this is an aspect we have not sufficiently explored, and it is an action point for 2024 and beyond.

In 2021, we attempted to collaborate with the Subsidy Fund, but unfortunately, this did not lead to additional financial support. We also tried to participate in a call from ZonMw in 2020 but were not selected due to our alternative approach.

Despite this, private donors supported us in 2020, 2021, and 2023 with small amounts, allowing us to continue expanding our programs through self-investments. Our plan is to actively seek financial support in 2024. We will strive to secure funds that enable us to expand and improve our programs, allowing us to make an even greater impact on the lives of young people.

### **Financial Management**

The board is responsible for financial management and communication, performing these tasks voluntarily. We highly value transparency and careful handling of the resources we receive, with the primary goal of achieving our objectives. Our financial annual reports can be read on our website and at the Philanthropy Knowledge Centre.

### **Transparency and Diligence**

As a board, we strive for maximum transparency in our financial management. This includes providing clear information about the foundation's income and expenses so that our donors and other stakeholders can confidently contribute to our mission. Additionally, we take all necessary measures to ensure that the funds we receive are spent carefully and purposefully, in line with our mission and vision.

### **Unpaid Board**

The board performs all its duties on an unpaid basis, driven solely by our sincere commitment to our mission. This means that no financial rewards are given to board members for their work within the foundation. Our dedication comes from a deep-rooted passion for fostering positive change and

supporting the community. We are committed to creating a healthier climate and promoting greater awareness of the interconnectedness between humans and nature. This dedication to environmental stewardship and community well-being is at the heart of everything we do, and we strive to inspire others to join us in making a meaningful impact.

### **Focus on Achieving Objectives**

The realization of our objectives is central to managing funds. We aim to use the resources received effectively and efficiently to create maximum impact for young people and society as a whole. We consistently adhere to our mission and vision, guiding all our financial decisions and activities. Through transparency, diligence, and an unpaid board, we aim to maintain and strengthen our stakeholders' trust, making a sustainable and positive contribution to the world around us.

### **Allocation of Funds**

All funds are carefully allocated to achieving our objectives, emphasizing providing accommodation, learning, and workspaces, guidance, and professional services for participants. Upon dissolution of the foundation, any surplus will be allocated to a similar ANBI Foundation. This policy plan serves as a guide for our activities and our pursuit of a sustainable and meaningful impact on the lives of young people, the planet's well-being, and society as a whole.

### **Future Planning Until 2027**

In our future planning until 2027, we strive for continuous growth and innovation to realize our mission and vision. We are committed to strengthening the mental resilience of young people and promoting a healthy climate, aiming to bring about positive change in society. We will expand our program offerings with new educational and ecological pathways that enable young people to integrate self-awareness and sustainability into their daily lives.

We collaborate with educational institutions, European environmental organizations, and community initiatives to create a stimulating and supportive environment. Our strategy includes developing sustainable infrastructure, promoting mental well-being, and enhancing our digital presence to reach a global audience. By integrating the Sustainable Development Goals (SDGs) into our programs and collaborations, we aim to make a broad impact. Our commitment is focused on supporting young people as changemakers who contribute to a peaceful and sustainable future for everyone.

### **Key Initiatives and Ecological and Sustainable Future Projects**

- **Barranco Clean Upcycling:** This year, the Barranco Clean Upcycling action is scheduled for September, with 30 young people able to participate. This ecological and sustainable project is one of our seven core activities and focuses on cleaning up and reusing waste in the Barranco area. It is the start of a continuous action, with weekly cleanups in the Barranco of Fataga. Through upcycling, we create new products from waste materials, contributing to both environmental conservation and youth awareness. We collaborate with the Petty Foundation and Maria Koijsck, a consciousness artist who guides our foundation and youth and helps initiate this core activity. The official launch of this project takes place in September with the Barranco Clean Upcycling.
- **Publication of the KnowYourSelf Methodology Workbook:** We are excited to announce that our long-awaited workbook, the KenJeZelf methodology, will be published this year. This workbook serves as a practical guide for self-development and transformation, based on the proven MBCT methodology. It provides a structured framework and exercises to guide participants in their personal growth and resilience.

- **Collaboration with European Environmental Organizations and Awareness Campaigns:** We continue to collaborate with environmental organizations at both European and global levels, such as World Cleanup, to increase our impact on the environment and raise awareness of ecological responsibility. Additionally, we will continue to collaborate with other organizations to elevate awareness campaigns about resilience and self-development. We have begun collaborating with Ocean4life, an NGO committed to cleaner beaches and a plastic-free environment; Travel Without Plastic, an awareness organization that helps hotels and tourism organizations with sustainability and provides awareness training; Travellife, which works on sustainable practices in hotel chains to enhance biodiversity; Fataga Sostenible, to jointly ensure a cleaner and waste-free environment; the Petty Foundation, which works worldwide for a healthy and plastic-free climate and organizes awareness training, upcycling eco-projects, and workshops; Everlast Consultancy; and Just Dig It, an organization combating climate change through greening, also active in Africa.
- **New Educational Eco-Awareness Program: "Rise Like a Phoenix":** "Rise Like a Phoenix" is a transformative educational eco-program designed to empower young adults and entrepreneurs to achieve personal growth and contribute to a sustainable future. By integrating the KnowYourSelf-methodology, participants learn to let go of old habits and perspectives, allowing for renewal and personal and professional growth. The program focuses on developing self-awareness, resilience, and ecological consciousness, inspired by the principles of the Guanches, who believed in taking no more from nature than needed. Participants receive practical tools and support to live in harmony with the natural world and make a positive impact in their communities. "Rise Like a Phoenix" offers networking opportunities and collaboration with like-minded individuals, fostering a movement of young changemakers committed to achieving the Sustainable Development Goals (SDGs) and leading sustainable change.
- **Erasmus+ and European Solidarity Corps Application:** We are currently in the process of applying for collaboration with Erasmus+ and the European Solidarity Corps. These programs provide us with the opportunity to expand our international networks and involve more young people in our projects, allowing us to further spread and realize our mission and vision. We expect to collaborate with these programs by the end of this year or, at the latest, by February 2025.

### **Strengthening the Foundation and Expanding Facilities**

We continue to strengthen our foundation and invest in expanding our facilities to meet the growing demand for our programs. This includes improving safety measures, optimizing our methodology, and expanding our accommodations to receive and support more participants on their journey to self-discovery and resilience. By building ecologically sustainable locations, we aim to create inspiring learning environments that reflect the principles of sustainability and harmony with nature. This expansion not only provides more physical space but also enriches the experience we offer our participants, challenging them to explore their potential in an environment that fosters creativity, collaboration, and personal growth.

### **Lasting Impact and Meaningful Change**

With these initiatives and projects, we remain committed to our mission and vision, striving for a lasting and meaningful impact on the lives of young people and society as a whole. "Rise Like a Phoenix" is a central part of this effort, giving young adults and entrepreneurs the opportunity to deepen their awareness and strength while learning to contribute to a healthy and clean climate. Through our programs, we not only enhance participants' individual resilience and self-awareness but also stimulate a broader movement of change. This movement focuses on achieving the Sustainable Development Goals (SDGs) and fostering a society where respect for nature and each other is central. We are determined to support young people as changemakers capable of positively influencing their communities and the

world. Our commitment to growth, innovation, and collaboration with partners worldwide enables us to bridge the gap between personal development and global ecological sustainability, striving for an inclusive and just future for all.

This policy plan serves as our guide for all activities and is aimed at pursuing a sustainable and meaningful impact on the lives of young people and the broader society. We aim to make a difference and bring about positive change, carefully weighing every expenditure to generate maximum value for our target audience and society as a whole.