



Impact story

## NN Volunteer week 2024 – bringing community investment to life

NN Group aims to support the financial, physical and/or mental well-being of one million people by 2025. This year, 2,106 colleagues took up the call to action during NN Volunteer week.

**2,106**  
colleagues signed up for  
volunteer activities

**8,308**  
volunteer hours in  
Volunteer week 2024

**8,827**  
people supported during  
Volunteer week

All data are 2024 figures

Social impact is the main driver of NN Group's community investment programme and according to Jeroen Koks, who works in the Community Investment (CI) team and is himself a volunteer, there is nothing like volunteering to bring it alive. 'It is the best way to engage colleagues in community investment,' he says. 'They really become part of the impact we have on society.'

### Company-wide

In 2024, there were over 7,000 participations in our company-wide volunteering programme (some colleagues took part more than once). The programme has been running since 2014 and this year the number of volunteer hours over the year reached an all-time high of 42,049.

'During NN Volunteer week, from 27 to 31 May 2024, we spread the word across the organisation with flyers and online campaigns, about how great it is to get involved. And it's not just great for our communities. It really gave me a sense of pride and connectedness to our values.'

**'Participating in a candle-making activity with the elderly filled me with joy, seeing how a small gesture can make such a difference in their lives.'**

Valeria Tsaganidi, Business Analyst & Quality Assurance specialist, NN Hellas, Greece

### Battling loneliness

Colleagues can sign up either as individuals or as part of a team. This year, in the Netherlands, team participation was more popular than ever, with 1,300 colleagues signing up with their team. Activities ranged from walking, gardening and playing games with the elderly, who often battle loneliness, to giving children in poverty a birthday like never before. NN Group Management Board members also rallied round, packing 500 of some 6,000 gifts and birthday boxes for children.

Social connection is an important theme for community investment, says Jeroen: 'I visit 96-year-old Mientje regularly, taking her out in her wheelchair for a breath of fresh air. Connecting multiple times really deepens the connection.'

### NN Charity Run

Perhaps the biggest event in the volunteering year is the NN Charity Run. This year over 1,000 enthusiastic colleagues ran over 20,000 km, raising EUR 122,530 for local charities to spend on making a positive impact in our communities. Those who ran in Belgium for example, supported Pinocchio, a non-profit organisation helping children suffering from serious burns as well as their families. In Romania, employees ran for the Association Inima Copiilor, which supports the expansion of the cardiac surgery department at the Marie Curie Hospital in Bucharest, improving the chance of survival for children with heart disease.

This year, during NN Volunteer week, we contributed to the financial, physical and mental well-being of 8,827 people in our communities.

