

α.s.r.

# Doenkracht

Doenkracht Donderdag  
2025



## Facts and figures

## Doenkracht Donderdag

Activities on offer at the start of registration:

**105**



**73**

activities carried out



**654**

Employees who participated



Number of activities suitable for English-speaking colleagues:

**37**



Total number of volunteer hours:

**3.300**



**27**

employees involved in organising the day



**71**

colleagues rolled up their sleeves at three of a.s.r.'s country estates



Social organisations we collaborated with:

**60**



Number of participating employees per location:

Utrecht:	370
Groningen:	140
Leeuwarden:	82
Enschede:	52
Heerlen:	10



## Feedback

## social organisations

"It was an inspiring day, and we really appreciated the insights and perspectives shared by the TKP team."

*Onderneem 't*

*"Our residents thoroughly enjoyed the outing. I saw relaxation and joy on the faces of residents who are usually very withdrawn. That means a great deal to us."*

*Coriovallum Heerlen*

"What a fantastic group we had here yesterday! They got an incredible amount of work done. I recently also heard great things about 'the a.s.r. volunteers' from another Utrecht playground."

*Natuurspeeltuin De Hoef*

"The end result is wonderful. Friendly people who got a lot done and showed genuine interest in the people we work with. All in all, a successful day for us."

*NME Groningen*

"Seven employees joined us, and we are so grateful! A cheerful group of hard-working people. We would like to thank them once again."

*Leger des Heils Enschede*

*"We are incredibly grateful for this collaboration once again. The five a.s.r. stars did an excellent job! I have already invited them all back for next year."*

*Anna Zijlstra Hoeve (Dokkum)*

## Feedback employees

"Please continue organising this day – it's incredibly valuable"

"More animal-related activities in the North next year, please! (shelters, animal ambulances, rescue centres)"



"Doen Kracht brings joy to people! We must keep doing this. It shows our social engagement."

"Excellent initiative. It was my first time participating, but definitely not the last."

"It's great that we do this as a company – it sparks conversations with colleagues you wouldn't normally get to speak to"



"Thank you for giving us the opportunity to contribute in this way."

"The activities in The Hague must continue!"

"Well organised, and great that it's not limited to Utrecht."

"Great for connecting with Loyalis colleagues across departments. Hopefully, we can scale it up next year."



"I see this as a chance to collaborate with colleagues outside my own team."

