

Stichting The War Childhood Museum

Annual Report 2025

INTRODUCTION

In 2025, Stichting War Childhood Museum significantly advanced its role as a strategic driver and international support hub for the War Childhood Museum's mission. Through targeted programmatic engagement, cross-continental collaborations, and deep institutional support, the Stichting helped expand WCM's reach, impact, and innovation in remembrance and peace education.

This year's work focused on five core areas:

- The Stichting provided continuous methodological, strategic, and fundraising support to WCM teams in Bosnia and Ukraine, ensuring program quality, ethical integrity, and long-term sustainability.
- The Stichting coordinated WCM's second major presence in Asia—bringing *“Childhood Under the Siege: Sarajevo 1992–1995”* to the Jeju Peace Center, where it reached over 50,000 visitors and opened new pathways for international cultural diplomacy.
- In the MEMENTOES project, the Stichting played a central role in the development of a child-centered educational video game based on WCM's collection, guiding ethical adaptation and educational integration.
- Through the Textales initiative, it contributed to a unique fusion of sustainable fashion, social inclusion, and storytelling—helping migrants co-create garments that narrate their life experiences and testing WCM's methodologies in other sectors.
- It led the expansion of the WCM Education Resource Center, a multilingual digital platform providing teachers with tools for object-based, empathy-driven learning, this time in the field of genocide education.

Together, these initiatives reflect the Stichting's growing capacity to support innovative, ethical, and globally relevant work of the War Childhood Museum Bosnia and Herzegovina and its offices.

Beyond that, Stichting The WCM launched a new international cooperation project in the field of genocide education. The project involves teachers from more than eight countries, as well as schools in the Netherlands and Croatia that will pilot educational activities developed within the project. Stichting The WCM also worked with partners on a significant new initiative in the Netherlands. As the initiative is still in its confidential development stage, further details are not included in this report. To support its development, Stichting The WCM established a Committee of Recommendation in the Netherlands and developed partnerships with major institutions, including the Municipality of The Hague.

FOUNDING MANDATE

Institutional Support, Knowledge Transfer, and Fundraising for War Childhood Museum's Global Work

In 2025, Stichting War Childhood Museum fulfilled its founding mandate by providing strategic and methodological support to the War Childhood Museum Bosnia and Herzegovina and its operational hubs in Sarajevo and Kyiv.

While each local context presented unique challenges—ongoing war in Ukraine, political volatility in the Balkans, and growing demand for remembrance and peace education— Stichting WCM played a cross-cutting role in strengthening capacity, ensuring quality, and securing sustainability across the organization's programs.

This support encompassed three main pillars: methodology development, knowledge and skills transfer, and international fundraising.

Methodological Support and Program Design

At the core of the War Childhood Museum's distinctiveness is its ethical, object-based storytelling methodology. In 2024, Stichting WCM continued to refine, safeguard, and expand this methodology to ensure consistent quality and integrity across countries and programs.

- **Exhibition Development and Review**

Stichting WCM provided critical feedback and concept support for several exhibitions developed in Sarajevo and Kyiv.

- **Adaptation for Emergency Contexts**

In Ukraine, where teams often worked under emergency conditions, Stichting WCM helped adapt WCM's approaches to strengthen the support provided to team members.

- **Support for New Formats**

The Stichting advised on new programming formats such as peer-to-peer education, joint trainings for teachers and peer educators, which both were prototyped successfully in 2025 in Bosnia and Herzegovina.

- **Strengthening Educational Resources**

The Stichting led the development of "Children and Genocide" educational pack for teachers in cooperation with HERMES Croatia, and funded by Erasmus.

Knowledge and Capacity Building

Beyond technical support, Stichting WCM functioned as a knowledge hub—facilitating internal learning, cross-country collaboration, and peer exchange between Sarajevo and Kyiv teams.

- **Staff Mentorship and Advisory**

Senior staff from Stichting WCM maintained regular advisory calls with team leads in Bosnia and Ukraine, offering input on program direction, staffing plans, and risk mitigation in sensitive initiatives.

- **Cross-Border Learning**

Facilitated by the Stichting, cross-office learning sessions were held to share lessons from different programs. These sessions created a sense of cohesion, alignment, and shared innovation despite different geographic and operational contexts.

Fundraising and Strategic Development

Sustainability remains a critical priority for WCM's work—especially given the escalating demand for its exhibitions, educational programs, and public engagements. In 2025, Stichting WCM took the lead in advancing the organization's fundraising strategy and donor relationships.

- **Grant Development and Writing**

Stichting WCM coordinated or co-authored several successful international proposals, including those submitted to Creative Europe, Horizon Europe, and private European foundations. These applications focused on digital innovation, peace education, cross-border exhibitions, and capacity building.

- **Donor Engagement and Stewardship**

Based in the Netherlands, the Stichting served as a key interface with European partners, facilitating meetings with philanthropic foundations, public institutions, and embassies. It provided follow-up reporting, strategic updates, and visibility materials tailored for diverse donor expectations.

- **Strategic Positioning**

Stichting WCM contributed to long-term planning and positioning efforts for both Sarajevo and Kyiv offices, including the development of concept notes for major

capital projects such as the Peace and Cultural Center in Bosnia and a future permanent home for WCM Ukraine.

- **Visibility and Representation**

Stichting representatives spoke on behalf of the Museum at cultural heritage events, museum conferences, and peacebuilding forums, helping elevate the visibility of WCM's work in Bosnia and Ukraine on the international stage. This visibility translated into new partnership opportunities and invitations to apply for high-profile grants.

Strategic Integration and Institutional Growth

In 2025, the institutional relationship between the Stichting and WCM Bosnia and Herzegovina and its operational branches evolved from reactive support to proactive development partnership. Rather than intervening only when challenges arose, Stichting WCM increasingly functioned as a forward-looking engine for innovation, sustainability, and shared learning.

This was best visible through the establishment of **War Childhood Museum's Global Advisory Board** bringing together 10 distinguished individuals from different fields to help advance WCM's mission.

PROJECTS IN FOCUS

Childhood Under Siege in Jeju, South Korea: International Exhibition Collaboration

In 2024, Stichting War Childhood Museum led the development, coordination, and supervision of a major international exhibition collaboration: bringing WCM's traveling exhibition, **"Childhood Under the Siege: Sarajevo 1992–1995,"** to the Seoul Museum of History. This exhibition attracted over 200,000 visitors, and was later commissioned by Jeju Peace Center. Stichting The WCM led the development and coordination of this second major collaboration in South Korea, which attracted additional 50,000 visitors and was successfully closed completed in 2025.





MEMENTOES: Transforming War Stories into Interactive Learning Experiences

In 2025, the Stichting War Childhood Museum successfully completed the Horizon Europe–funded project MEMENTOES, a pioneering initiative that brings together cultural institutions, game developers, and academic researchers to turn real-life testimonies into powerful, interactive video games. The project, implemented in collaboration with several European partners, seeks to foster historical empathy and critical reflection through immersive storytelling.

Project Vision and Alignment with WCM's Mission

MEMENTOES closely aligns with the War Childhood Museum's mission to preserve and amplify the voices of those whose childhoods have been shaped by war. While WCM's object-based methodology traditionally manifests in exhibitions and publications, MEMENTOES represents an innovative leap—translating these narratives into interactive formats that speak to new generations of learners.

One of the three core games developed under the project, titled *We Grew Up in War*, is directly based on WCM's collection. It presents playable stories derived from real-life testimonies of children affected by conflict. The game is designed not to sensationalize trauma but to encourage thoughtful engagement with themes such as displacement, loss, resilience, and hope.

Through its participation in MEMENTOES, Stichting WCM has extended the reach of the Museum's storytelling principles into the digital realm, reinforcing its commitment to ethical, emotionally resonant, and educationally grounded remembrance practices.

Impact and Strategic Value

MEMENTOES has already demonstrated significant potential to transform how museums and educators engage audiences with complex histories. Through *We Grew Up in War*, Stichting WCM helped introduce a new format for object-based storytelling—one that leverages interactivity and player agency without compromising emotional depth or ethical integrity.

The project has also provided the Stichting with valuable insights into the possibilities and limitations of digital storytelling. Lessons learned through MEMENTOES are informing the design of future digital content at WCM, including interactive modules to be hosted within the Education Resource Center. Stichting The WCM shared some of the learnings from the MEMENTOES project at ICOM General Conference in Dubai, November 2025.

**We Grew Up
in War**



Textales: Weaving Inclusion, Sustainability, and Memory Through Fabric

In 2025, the Stichting War Childhood Museum played an active and multidimensional role in the Creative Europe–funded project Textales, a transnational initiative designed to empower migrants through storytelling, co-creation, and ethical fashion. The project is implemented in partnership with three other organizations—ANKAA Project (Greece), Dress Again (Italy), and Espero France (France)—with Stichting WCM contributing its unique expertise in ethical storytelling, object-based memory practices, and educational integration.

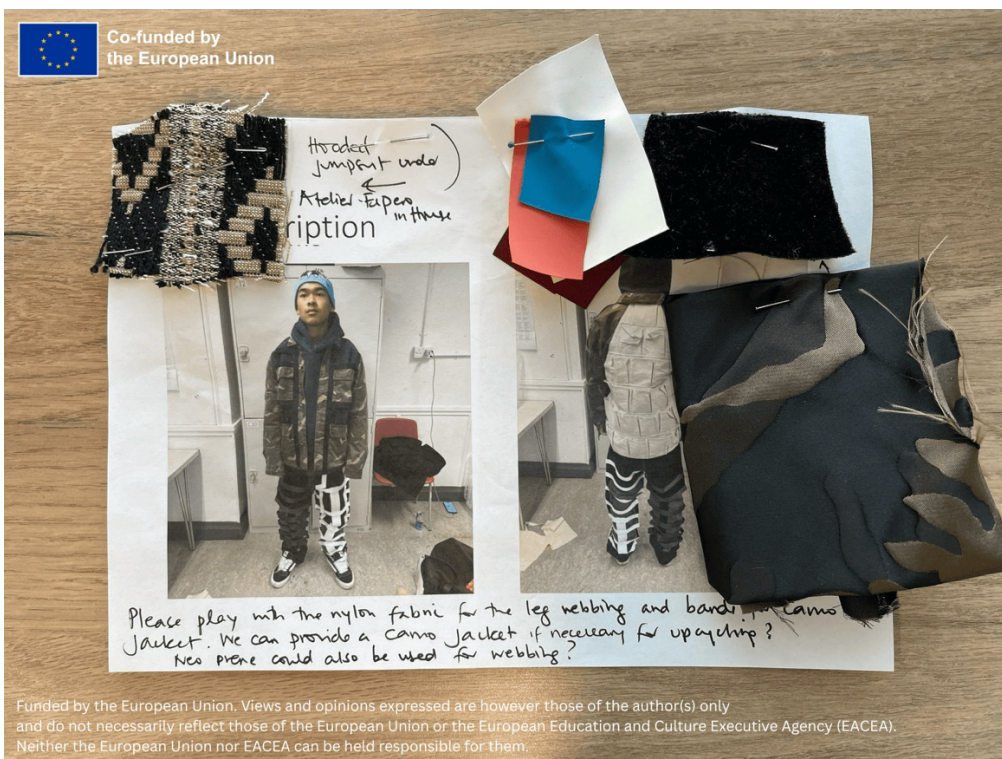
Project Vision and Alignment with WCM's Mission

Textales aligns closely with the War Childhood Museum's mission to preserve and share the personal experiences of those affected by war and displacement. The project's emphasis on textile objects as carriers of personal narratives resonated deeply with WCM's methodology of using everyday items to tell complex stories of childhood in conflict. However, Textales expanded this practice into a new domain: one in which garments are not only memory vessels but also co-designed creations that emerge from social tailoring workshops involving migrants and professional tailors. These pieces become wearable testimonies—objects that connect memory, craftsmanship, identity, and sustainability.

For Stichting WCM, participation in Textales provided a unique opportunity to extend the Museum's storytelling principles into a new medium, develop community-oriented approaches to heritage, and deepen its engagement with displaced and marginalized communities within the European context.

Impact and Strategic Value

Textales has already demonstrated meaningful impact, particularly in offering migrant participants not only a creative outlet but also a platform for recognition and visibility. Stichting WCM's role has been instrumental in ensuring that this impact is sustained, documented, and communicated through ethical and emotionally resonant storytelling. Beyond the core activities, the Stichting views its participation as a model for future cross sectoral collaborations that bring together heritage, fashion, social inclusion, and education.



Fostering Critical Thinking in Genocide Education Through Child Survivors' Testimonies

In September 2025, Stichting The WCM launched *Fostering Critical Thinking in Genocide Education Through Child Survivors' Testimonies*, a 16-month Erasmus+ partnership focused on strengthening genocide education through the experiences and testimonies of children. The project brings together learning from Srebrenica, Rwanda and Cambodia and uses testimony, museum objects and object-based learning to help students engage critically with the histories and human consequences of genocide.

During the first four months of the project, partners (Stichting The WCM and HERMES Croatia) focused on developing eight educational activity plans: three introductory lesson plans addressing the three historical contexts and five object-based learning activities exploring broader, universal themes. In 2026, these materials will be introduced through teacher-training seminars and piloted in four schools in the Netherlands and Croatia. Students and teachers will subsequently build on this work by developing additional activities and co-creating school exhibitions using objects, stories and methodologies developed through the project.

Financieel verslag 2025

Stichting The War Childhood Museum

Periode:

1 januari 2025 - 31 december 2025

Balans activa (bezittingen)	31 december 2025	31 december 2024
Activa	€ 70.272,34	€ 82.055,23
Activa (bedrijfsmiddelen)	€ 1.405,05	€ 0,00
Immateriële vaste activa (Niet-fysieke bedrijfsmiddelen)	€ 0,00	€ 0,00
Materiële vaste activa (Fysieke bedrijfsmiddelen)	€ 1.405,05	€ 0,00
Overige fysieke bedrijfsmiddelen	€ 1.405,05	€ 0,00
Financiële vaste activa (Financiële bedrijfsmiddelen)	€ 0,00	€ 0,00
Vlottende activa (bedrijfskapitaal)	€ 68.867,29	€ 82.055,23
Vorraden	€ 0,00	€ 0,00
Vorderingen (nog te ontvangen)	€ 45.179,86	€ 0,00
Nog niet gefactureerd aan klant	€ 45.179,86	€ 0,00
Effecten	€ 0,00	€ 0,00
Liquide middelen (kas en bank)	€ 23.687,43	€ 82.055,23
58.58.1577	€ 0,00	€ 43.653,05
BE80 9672 4535 3277	€ 854,42	€ 36.080,71
NL14 INGB 0675 1252 00	€ 22.833,01	€ 2.321,47

Balans passiva (eigen vermogen en schulden)	31 december 2025	31 december 2024
Passiva	€ 70.272,34	€ 82.055,23
Eigen vermogen	€ 43.127,84	€ 78.371,40
Stortingen en onttrekkingen	€ 0,00	€ 0,00
Resultaat (winst / verlies)	€ -35.243,56	€ -61.258,20
Opbrengsten	€ 197.849,77	€ 169.763,86
Kosten	€ -233.093,33	€ -231.022,06
Reserves	€ 78.371,40	€ 139.629,60
Overige reserves	€ 78.371,40	€ 139.629,60
Schulden	€ 27.144,50	€ 3.683,83
Voorzieningen	€ 0,00	€ 0,00
Langlopende schulden	€ 0,00	€ 0,00
Achtergestelde leningen	€ 0,00	€ 0,00
Kortlopende schulden (nog te betalen)	€ 27.144,50	€ 3.683,83
Sociale lasten / Loonbelasting	€ 0,00	€ 3.661,00
Overige nog te betalen	€ 0,00	€ 22,83
Nog te leveren diensten of goederen aan klant	€ 27.144,50	€ 0,00

Winst-en-verliesrekening 1 januari 2025 tot en met 31 december 2025

Opbrengsten	€ 197.849,77
Omzet	€ 197.013,90
-- Donatie-inkomsten	€ 197.013,90
Financiële opbrengsten	€ 835,87
-- Rente	€ 835,87
Kosten	€ 233.093,33
Personeelskosten	€ 177.661,91
-- Lonen	€ 127.061,82
-- Sociale lasten / Loonbelasting	€ 45.070,00
-- Overige personeelskosten	€ 5.530,09
Overige kosten	€ 41.995,07
-- Andere kosten	€ 41.995,07
---- Subsidies aan Derden	€ 18.400,00
---- Reiskosten	€ 17.538,13
---- Kantoorkosten	€ 3.093,94
Inkoopkosten	€ 13.102,49
-- Uitbesteed werk	€ 11.259,53
-- Inkoop	€ 1.842,96
Financiële kosten	€ 259,91
-- Rente en bankkosten	€ 259,91
Afschrijvingen	€ 73,95
-- Afschrijvingen op overige fysieke bedrijfsmiddelen	€ 73,95
---- Automatische afschrijvingen	€ 73,95
Resultaat (winst / verlies)	€ -35.243,56
Buitengewone baten en lasten	€ 0,00
Resultaat uit deelnemingen	€ 0,00
Winstbelasting	€ 0,00
Totaal	€ -35.243,56

Winst-en-verliesrekening voorgaande perioden:

Omschrijving	2025	2024
Opbrengsten	€ 197.849,77	€ 169.763,86
Omzet	€ 197.013,90	€ 168.166,69
Financiële opbrengsten	€ 835,87	€ 1.597,17
Buitengewone opbrengsten	€ 0,00	€ 0,00
Kosten	€ 233.093,33	€ 231.022,06
Overige kosten	€ 41.995,07	€ 24.635,71
Inkoopkosten	€ 13.102,49	€ 18.994,18
Personeelskosten	€ 177.661,91	€ 187.094,15
Afschrijvingen	€ 73,95	€ 0,00
Financiële kosten	€ 259,91	€ 298,02
Resultaat	€ -35.243,56	€ -61.258,20
Buitengewone baten en lasten	€ 0,00	€ 0,00
Resultaat uit deelnemingen	€ 0,00	€ 0,00
Winstbelasting	€ 0,00	€ 0,00
Totaal resultaat	€ -35.243,56	€ -61.258,20

Grondslagen voor de balanswaardering

Materiële vaste activa

De materiële vaste activa worden gewaardeerd op verkrijgingsprijs of vervaardigingskosten, verminderd met de cumulatieve afschrijvingen en, indien van toepassing, met bijzondere waardeverminderingen. De afschrijvingen worden gebaseerd op de geschatte economische levensduur en worden berekend op basis van een vast percentage van de verkrijgingsprijs of vervaardigingskosten, rekening houdend met een eventuele residuwaarde. Er wordt afgeschreven vanaf het moment van ingebruikneming. Op terreinen wordt niet afgeschreven.

Financiële vaste activa

De vorderingen op en leningen aan deelnemingen, alsmede de overige vorderingen, worden opgenomen tegen nominale waarde, onder aftrek van noodzakelijk geachte voorzieningen.

Vorraden

Vorraden grond- en hulpstoffen en handelsgoederen worden gewaardeerd tegen verkrijgingsprijs of lagere netto-opbrengstwaarde. Deze lagere netto-opbrengstwaarde wordt bepaald door individuele beoordeling van de voorraden.

Vorderingen

De vorderingen zijn opgenomen tegen nominale waarde. Waardering van de vorderingen geschiedt onder aftrek van een voorziening wegens oninbaarheid, gebaseerd op individuele beoordeling van de vordering.

Langlopende schulden

De langlopende schulden betreffen schulden met een verwachte looptijd van langer dan één jaar. Deze worden, voor zover niet anders vermeld, gewaardeerd tegen nominale waarde.

Kortlopende schulden

De kortlopende schulden betreffen schulden met een verwachte looptijd van korter dan één jaar. Deze worden, voor zover niet anders vermeld, gewaardeerd tegen nominale waarde.

Belastingen

De belasting wordt gebaseerd op het resultaat in de jaarrekening, met inachtneming van de permanente verschillen tussen de resultaatbepaling volgens de jaarrekening enerzijds en de fiscale winstberekening anderzijds. De berekening vindt plaats tegen het actuele belastingtarief. Het verschil met de op basis van de fiscale winstberekening verschuldigde belasting komt tot uitdrukking in de voorziening voor latente belastingverplichtingen.

Grondslagen voor de resultaatbepaling

Algemeen

Het resultaat wordt bepaald als het verschil tussen de opbrengsten en de kosten en andere lasten van het verslagjaar, met inachtneming van de hiervoor vermelde waarderingsgrondslagen. Opbrengsten worden verantwoord in het jaar waarop de onderliggende activiteiten betrekking hebben. Verliezen die hun oorsprong vinden in het verslagjaar worden in aanmerking genomen zodra deze voorzienbaar zijn.

Valuta

De jaarrekening is opgesteld in euro's. Vorderingen, schulden en verplichtingen in vreemde valuta worden omgerekend tegen de gehanteerde koers. Transacties in vreemde valuta gedurende de verslagperiode worden in de jaarrekening verwerkt tegen de koers van afwikkeling. Eventuele koersverschillen worden opgenomen in de winst-en-verliesrekening.

Opbrengsten

Donaties en projectbijdragen worden toegerekend aan het boekjaar waarin de bijbehorende activiteiten zijn uitgevoerd. Toegezegde bedragen die op balansdatum nog niet zijn ontvangen, worden opgenomen als vordering. Vooruitontvangen bedragen voor activiteiten in een volgend boekjaar worden opgenomen als kortlopende schuld.

Inkoopkosten

Onder de inkoopkosten worden verstaan de kosten die direct aan de geleverde goederen en diensten kunnen worden toegerekend. Hieronder is tevens begrepen een eventuele mutatie in de afwaardering wegens incourantheid van de voorraden.

Bedrijfskosten

De kosten worden toegerekend aan het verslagjaar waarop zij betrekking hebben. Verliezen worden genomen in het jaar waarin zij voorzienbaar zijn.

Financiële baten en lasten

De financiële baten en lasten betreffen de aan het verslagjaar toe te rekenen renteopbrengsten, rentelasten, bankkosten en eventuele koersverschillen.

Afschrijvingen

De afschrijvingen zijn berekend door middel van vaste percentages van de aanschafwaarde, op basis van de verwachte economische levensduur. Afschrijvingen zijn lineair en worden verdeeld over hele maanden.

Boekwinsten en boekverliezen bij verkoop van vaste activa worden opgenomen in de winst-en-verliesrekening. De verkrijgingsprijs waartegen een actief wordt gewaardeerd, omvat de inkoopprijs en de bijkomende kosten.