

2025 Business Plan (Beleidsplan)

Business Details

- ❖ Statutory name: Stichting Foundation 3iMOOX.org
- ❖ RSIN / tax identification number: 859487544
- ❖ Chamber of Commerce registration: KVK 73363839
- ❖ e-mail: contact@3imoox.org
- ❖ Registered Address : Mozartlaan 25W¹ Hilversum, 1217CM, Netherlands

About us

3iMOOX.org is an educational non-profit organization established by experienced meditators who have transformed their lives through meditation. Trained by some of the world's most respected meditation teachers, we aim to share this knowledge and practice with others.

Our mission is to promote greater health and well-being by making meditation accessible to everyone, anytime, anywhere. Through our courses, we strive to help individuals improve their well-being and foster happier, healthier, and more fulfilling relationships.

We collaborate with other charities whose international teams of accomplished meditators provide essential training and guidance in meditation practices. Together, we aim to create lasting positive change.

3iMOOX.org is recognized as a Public Benefit Organization (PBO) under Dutch law. It is funded by donations and operates under defined rules and regulations. The Board ensures compliance with its constitution and all applicable laws.

¹ This is not a post address. All our activities and communication happen through digital means. Please email us.

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What we do?

We design, develop, and deliver Massive Open Online Courses (MOOCs) on meditation and self-development topics, adhering to industry best practices. These courses are accessible globally through leading open learning platforms.

Our purpose aligns with advancing charitable objectives as outlined in Dutch law, including:

1. Promoting Health and Well-Being: Educating the public on meditation and self-development topics for free via MOOCs.
2. Advancing Spiritual and Moral Education: Partnering with organizations to create MOOCs that promote spiritual principles and values.
3. Supporting Similar Charities: Providing financial support to other charities with aligned purposes.

Outcomes:

For public benefit, advancing health and wellbeing by educating the public about meditation and other self-development topics and by advancing education in spiritual and moral understanding, principles and values in particular but not exclusively by:

- ❖ Enhance health and well-being by educating on meditation and self-development.
- ❖ Advance spiritual and moral education through research into best practices in online teaching.
- ❖ Develop MOOCs in collaboration with like-minded organizations to reach global audiences.
- ❖ Utilize excess funds for furthering public education on our mission.

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How do we do that?

We aim to achieve our goals through the following activities:

- ❖ Partnerships: We collaborate with expert content providers to co-develop online courses.
- ❖ Research: We continuously study MOOC best practices to improve learning outcomes.
- ❖ Community Engagement: We train experienced meditation teachers to moderate discussion forums, fostering dynamic peer-to-peer learning environments.
- ❖ Platform Collaboration: We partner with top learning platforms to enhance the learning experience.

All courses are offered free of charge, with certificates available either for free or at cost. Supporters can contribute financially or volunteer their skills to sustain our activities.

Our Courses

Our flagship course, the Practical Meditation MOOC, was developed in partnership with Brahma Kumaris Australia. It provides participants with tools and exercises to explore their inner selves while addressing modern challenges effectively.

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Our Finances

All activities of 3iMOOX.org are funded by donations. The Board ensures transparency in financial management by preparing an annual financial report that includes:

The financials are set out below:

	in 1K Euro		
Income	2023 Actual	2024 Actual	2025 Budget
Donations	€4.4	€4.1	€3.9
Total Income	€4.4	€4.1	€3.9
Expenses			
Operational costs	€4.4	€4.1	€3.9
Total cost	€4.4	€4.1	€3.9

Marketing

We promote our courses through:

- Partner organizations' marketing channels.
- Social media campaigns on platforms like Facebook to reach potential learners worldwide.