



Policy Plan 2025–2029 – JJ Theatre Days Foundation

1. Introduction and Background

Since its establishment in 1995, JJ Theatre Days Foundation (JJThD) has been active in supporting artistic and educational projects with a socio-cultural dimension, particularly in Palestine. Between 1995 and 2023, JJThD collaborated with Theatre Day Productions (TDP) and Ayyam Al-Masrah in developing a youth theatre culture in Gaza and the West Bank. Following the formal completion of these activities in 2023, the foundation now focuses on archiving and documenting the thirty-year heritage of Theatre Day Productions, knowledge sharing, publication, and solidarity with Palestinian artists. Since 2021, Theatre Day Productions (TDP) has been a registered trademark and identity of JJThD.

2. Mission and Vision

Mission: JJ Theatre Days promotes, through theatre, arts education, and archiving, the creative power of communities living under pressure from conflict, exclusion, or occupation.

Vision: The foundation regards artistic expression as a form of resilience and social cohesion. Documentation, knowledge transfer, and international collaboration form the foundation for continuing the values developed over 30 years of TDP's work: freedom, dignity, participation, and imagination.

3. Strategic Objectives 2025–2029

Nr	Objective	Result 2029
1	Preservation and accessibility of the Theatre Day Productions archive (1995–2023)	Fully organized, digitally accessible archive
2	Publication and knowledge transfer through books, symposia, and educational modules	3 publications and one educational program

3	International solidarity with Palestinian artists	Annual microfund and artistic exchanges
4	Strengthening ANBI governance and transparency	Annual policy and financial reporting publicly available
5	Sustainable embedding in the Netherlands	Partnership with university/theatre archive and heritage institutions

4. Program Lines

Archive and Heritage Management: Digitization of 10 TB of archive data in collaboration with Allard Pierson, The Need for Legacy, Khazaaen, and Palestine Museum. Development of a multilingual digital archive portal.

Publications and Education: Three books, collaboration with HKU/Utrecht for the educational module *"Drama & Social Cohesion."*

Solidarity Fund and Artistic Exchange: Annual campaign *"Children of Gaza,"* micro-grants, exhibitions, and lectures in the Netherlands and Palestine.

Communication: Website relaunch, newsletter, collaboration with Theaterkrant, International Theatre & Film Books, and De Nieuwe Toneelbibliotheek.

Governance and Organization: Three-member board, volunteers for archiving and communication, annual evaluation, expense reimbursement instead of remuneration.

5. Planning 2025–2029

Year	Core Activities	Results
2025	Publication <i>Gaza Watercolors</i> , text publications EN/NL, start archive accessibility	Public presentations <i>Culture as Resistance</i> ; book launches
2026	Publication <i>Theatre Tales and Travels</i> ; application Mondriaan Fund (archive); publication educational module HKU, Utrecht	Start public communication and archive digitization; collaboration HKU, Utrecht & Theatre Library DNTB
2027	Completion of archive digitization; exhibition <i>"Theatre Day – 30 Years"</i>	Public event and heritage partnerships
2028	Structural fund <i>Children of Gaza</i> ; new research project	Sustainable solidarity structure

2029	Synthesis report <i>Legacy & Lessons</i>	Final report and renewal of ANBI status
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6. Financial Framework (Indicative)

Post	Total 2025–2029	Funding Source
Archive digitization and management	€60.000	Mondriaan Fund, Bread for the World, private funds
Publications (3 editions)	€45.000	LWS, NWO, Prince Claus Fund
Education- and seminar program	€25.000	University partners, own contributions
Solidarity fund for Gaza artists	€30.000	Public campaigns NL/BE
Communication and website	€10.000	Own resources
Management and administration	€15.000	Own reserves and third-party contributions
Total	€185.000	2025–2029

7. Evaluation and monitoring

Annual board reporting, mid-term evaluation in 2027, and final report in 2029. Key indicators include: number of archived and accessible documents, publications, participating artists, and ANBI transparency.

8. Final Statement

Stichting JJ Theatre Days is committed to preserving, sharing, and renewing a unique cultural heritage. Through archiving, knowledge transfer, and solidarity, the work of Theatre Day Productions continues to live on as a source of inspiration.

On behalf of the Board of JJ Theatre Days Foundation:

Chairperson

Secretary

Treasurer