



GoodUp and Social Handprint Join Forces to Create a Unified Ecosystem for Social Impact

GoodUp and Social Handprint by MAEX, part of The Sharing Group, are joining forces to make social impact easier to organize, strengthen, activate, and measure. Together, they are building an integrated ecosystem that brings together volunteering, fundraising, grants, donations, and impact insights in one place.

Through this partnership, both organizations are taking an important step toward a new infrastructure for social value—one in which nonprofits, businesses, foundations, and governments can collaborate more effectively around social impact.

Today, many organizations still rely on separate systems for volunteering, fund management, grants and donations, procurement, Social Return on Investment (SROI), crowdfunding, and impact reporting. This leads to fragmentation,

administrative burden, and limited visibility into the social value being created collectively.

By combining their strengths, GoodUp and Social Handprint are bringing together three essential elements within a single ecosystem:

- **Funding** — including grants, foundations, donations, and crowdfunding;
- **People** — volunteers, employees, residents, and community initiatives;
- **Impact** — insights into social value, outcomes, and the Sustainable Development Goals (SDGs).

This creates easier access for impact-driven organizations to volunteers, companies, foundations, and social partners. Businesses gain more opportunities to engage employees around ESG goals, volunteering, giving, social impact, and responsible procurement. Municipalities, provinces, and foundations receive better tools to measure social value and organize and account for social programs more effectively.

Over the past years, Social Handprint has established a strong position in impact measurement, social value assessment, and impact-based giving. GoodUp develops technology for employee engagement, volunteering, fundraising, giving, and social activation. The broader ecosystem also includes Voor je Buurt and The Social Handshake.

Bart Lacroix, CEO of GoodUp:

"We believe that social value will become just as important as economic value in the years ahead. Yet today, social impact is still organized in a highly fragmented way. By joining forces, we are building a connected ecosystem that enables organizations to collaborate more easily around people, resources, and social value."

Gerda Deekens and Silvia Oostwegel, Founders of Social Handprint:

"Many impact organizations, businesses, foundations, and governments struggle with disconnected systems for impact measurement, funding, and collaboration."

Together, we are building smart infrastructure that makes social impact easier, more visible, and more scalable."

Henri de Jong, Founder and CEO of The Sharing Group and member of GoodUp's Advisory Board:

"At The Sharing Group, we believe that collaboration and scale are key to increasing social impact in a structural way. We are delighted to welcome GoodUp as part of the TSG family. By combining the strengths of GoodUp and Social Handprint, we are creating an infrastructure that genuinely helps organizations move forward—not only in measuring impact, but also in creating it."

Over the coming months, GoodUp and Social Handprint will continue integrating their propositions, ecosystems, and technologies. Existing services will remain in place, while customers will gradually be introduced to new opportunities and capabilities.

About GoodUp

GoodUp is a technology platform for social impact and employee engagement. Through the platform, businesses, governments, and nonprofit organizations can engage employees and volunteers through volunteering, giving, fundraising, challenges, and social initiatives.

About Social Handprint

Social Handprint helps organizations make social value visible, measurable, and comparable through impact assessments, dashboards, and SDG insights. The platform supports nonprofits, businesses, foundations, and governments in understanding and demonstrating their social impact. In addition, Social Handprint facilitates impact-based giving through the Handprint Impulse program.

About Voor je Buurt & The Social Handshake

Voor je Buurt is the leading platform for crowdfunding and community initiatives in the Netherlands. The Social Handshake enables employees to support charitable causes directly and tax-efficiently through payroll giving.

About The Sharing Group

TSG is een familie van tech bedrijven op het gebied van online, energy en mobility. Begonnen vanuit Nederland breidt de organisatie gestaag uit naar de rest van Europa. Altijd en overal vanuit hetzelfde vertrekpunt: meer social impact, minder impact op het milieu. TSG doet dat vanuit verschillende creatieve hubs door heel Nederland, van Rotterdam en Almere tot Amsterdam. [Check website](#)

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