

Rainbow Salute Foundation

Annual Report 2024



RSIN: 866167201

KvK (Chamber of Commerce) Number: 92771645

Legal Structure: Stichting (Foundation)

Email: info@rainbowsalute.org

Website: www.rainbowsalute.org

This report covers the period 1 January – 31 December 2024

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1. Foreword by the Chair

2024 was a year of firsts — and a year of heart.

From our formal founding in January to our very first activist-filled boat on the Amsterdam canals, the Rainbow Salute Foundation made its public debut with joy, purpose, and gratitude. We set out to celebrate LGBTQIA+ and HIV/AIDS activists not just in name, but in action — and what we achieved in our first year gives us hope for all that's still to come.

Together with a passionate team of volunteers, designers, performers, and partners, we created spaces where activists could feel seen, held, and honoured. From the shores of Amsterdam to the halls of the AIDS 2024 conference in Munich, we built new relationships and a solid foundation for impact.

This annual report reflects more than numbers — it reflects the power of people who believe in each other. On behalf of the board, I want to thank everyone who helped us launch: our donors, our community, and above all, the activists who gave this foundation its purpose.

As we move into 2025, we carry that purpose forward — into new programmes, a second boat, and a digital home for connection and care. We are ready to fight the fight, together.

Carlo van Munster

Chair, Rainbow Salute Foundation



2. Foundation Details

Statutory Name: Rainbow Salute Foundation

Legal Structure: Stichting (Foundation)

RSIN: 866167201

KvK (Chamber of Commerce) Number: 92771645

Postal Address: Oeverpad 467, 1068 PM, Amsterdam, The Netherlands

Email: info@rainbowsalute.org

Website: www.rainbowsalute.org

Date of Establishment: January 26, 2024

Board Members during 2024:

- Carlo van Munster – Chair
- Marianne Troostwijk-Nap – Secretary
- Eric Klaver – Treasurer
- Suzanne Kampschuur – Board Member
- Lian van de Wiel – Board Member (until April 8, 2024)

3. Mission and Objectives

3.1 Mission

Rainbow Salute Foundation exists to honour, celebrate, and uplift the contributions of LGBTQIA+ and HIV/AIDS activists, particularly in regions where societal or political circumstances create challenges for these communities.

The foundation recognises activism as a powerful force for change and affirms the value and visibility of individuals working on the front lines of equality and justice.

3.2 Objectives

The foundation pursues this mission by:

- Organising public recognition events where activists are personally celebrated in a safe and dignified manner
- Offering platforms and tools that spotlight activist contributions
- Ensuring the personal safety and agency of all individuals involved
- Remaining open to proposals submitted by activists and supporters, evaluated transparently by the board

All initiatives are carried out by the Rainbow Salute team and in alignment with the foundation's guiding values of community, safety, and dignity.

Rainbow Salute Foundation has no profit objective and is run by an unpaid board. The foundation may reserve funds to support large-scale future initiatives that align with its mission.

4. Policy Plan Summary

4.1 Policy Period

The Rainbow Salute Foundation operates under a rolling policy plan approved by the board in January 2024.

4.2 Mission-Driven Approach

The foundation exists to support and honour LGBTQIA+ and HIV/AIDS activists, with a focus on creating visibility, recognition, and tangible support. Activities are organised under the umbrella of the Rainbow Salute Initiative (RSI), always centring the voices and safety of the activists involved.

4.3 Planned Activities

The policy plan identifies the following core methods:

- Annual public recognition campaigns and events
- Safe-stage appearances and celebratory programming
- Fundraising and sponsorship models to support grassroots activism
- Coaching, rest practices, and mental wellbeing programmes
- Responsive support initiatives (upon activist proposal)

4.4 Use of Funds

Rainbow Salute commits to spending at least 90% of received donations on activities that directly contribute to the foundation's objectives. Funds may be reserved temporarily for major events, to ensure continuity and impact.

4.5 Organisation and Governance

The board consists of five (later four) unpaid members who carry out and oversee operations. The board evaluates proposals and spending against the policy framework and revises the plan as needed. The foundation does not employ paid staff and operates through volunteer contributions and collaborations.

4.6 Evaluation

The board conducts regular evaluations during its meetings, using feedback from participants and the wider community to steer future decisions.



5. Activities in 2024

2024 marked the founding year of the Rainbow Salute Foundation. Officially established on 26 January, the foundation immediately began its mission: to celebrate and support LGBTQIA+ and HIV/AIDS activists around the world. Its first year was filled with visibility, connection, creativity — and no shortage of logistical challenges overcome by dedication.

In February, Rainbow Salute was honoured to be selected for participation in the Amsterdam Pride Canal Parade 2024, under the overarching Pride Amsterdam theme: TOGETHER. Rainbow Salute's campaign slogan became Fight the Fight, TOGETHER, reflecting both the collective power of activism and the support behind it.

Despite setbacks — including late ANBI confirmation, a last-minute change to a smaller parade boat, supplier issues, and media silence — the foundation delivered a powerful first public appearance. On 3 August, 35 people joined the 'Fight the Fight, TOGETHER' boat, including 15 activists from Nigeria, Pakistan, South Africa, Bulgaria, and Poland. Many participants were trans or gender-diverse, and for some it was their first opportunity to be visible and celebrated in safety. The experience was described by several as life-affirming.

The boat was made possible through:

- A €2.500 grant from Pride Amsterdam's Visibility Fund
- A €1.655 GoFundMe campaign
- Small sponsors including The Seafood Bar (wine) and The Queen's Head (catering)
- A €5.000 personal loan from the foundation's founder to cover the funding gap

The boat was powered by a small but committed team:

- DJs Waylon Pereira and Dion Sidney who pledged ongoing support
- The Marvelous Marvy, who brought radiant performance to the canal crowd
- Fritz, designer from Ghana, officially joined RSF despite that meaning he'd no longer receive pay
- Lucas, as Activist Relations Manager, ensured every activist was seen and cared for
- Ciaran, joined as Social Media Manager (has since discontinued at RSF)
- Jürgen, who took creative lead on event design
- Arjan, who spontaneously stepped up to coordinate small sponsors

In July, RSF also had a presence at the AIDS 2024 conference in Munich, strengthening its HIV/AIDS advocacy roots. There, Linda-Gail Bekker, a globally respected HIV leader, joined the foundation's Committee of Recommendation.

Though the year closed with a budget deficit — expenses stayed under €10.000, but income reached only about half — RSF emerged from 2024 with real momentum. Plans are underway for a first-year fundraiser on 26 January 2025, and preparations have begun for a second Pride parade appearance — this time aiming to support even more activists in attending and thriving.



6. Governance and Board

The Rainbow Salute Foundation is governed by a voluntary board of directors. The board is collectively responsible for strategic oversight, financial accountability, and programme direction.

The foundation was formally established on January 26, 2024, with five board members. During the reporting year, one board member stepped down:

- Lian van de Wiel – Board Member (until April 8, 2024)

Board composition as of 31 December 2024:

- Carlo van Munster – Chair
- Marianne Troostwijk-Nap – Secretary
- Eric Klaver – Treasurer
- Suzanne Kampschuur – Board Member

All board members serve on a voluntary basis and receive no remuneration for their work. The board met regularly in 2024 to review activities, approve financial reports, and make decisions on programme development.

7. Financial Overview

7.1 Balance Sheet per 31 December 2024

Assets	Amount (€)	Liabilities & Equity	Amount (€)
Bank account	432,06	Loan from volunteer (Klaver)	5.000,00
Savings account	400,00	Technical correction	1,00
Accounts receivable	350,00	Accumulated deficit	-3.756,44
Privé correction receivable	60,50		
		Total Liabilities + Equity	1.243,56
Total Assets	1.243,56		

7.2 Profit & Loss Account 2024

Income:

- One-time donations: €5.440,84
- Periodic donations: €59,19
- In-kind donations: €220,18
- Subsidies: €2.500,00
- **Total Income: €8.220,21**

Spending on Objectives:

- Project costs: €9.087,82
- Direct aid: €400,00
- Fundraising costs: €107,74
- **Subtotal Goal Spending: €9.595,56**

General Expenses:

• Office/Admin:	€1.753,80
• PR & Marketing:	€25,30
• Bank & transaction fees:	€238,29
• Mollie transaction fees:	€59,15
• Website:	€194,11
→ Total General Costs:	€2.270,65

Result for the year: –€3.758,44

7.3 Spending by Objective

In 2024, approximately 79% of total expenses were directly allocated to the foundation's mission and activities. Rainbow Salute aims to keep this percentage above 90% in future years, while recognising that startup costs in 2024 temporarily skewed the ratio.

7.4 Reserve Policy

The foundation does not yet maintain formal reserves, but may begin setting aside funds in future years to support larger-scale initiatives and ensure continuity.

7.5 Remuneration Policy

Board members receive no remuneration. All board work is voluntary, and the foundation had no paid staff in 2024.

8. Volunteers and Partners

The Rainbow Salute Foundation relies on the dedication, creativity, and passion of volunteers and partners who help make our work possible.

8.1 Volunteers

In 2024, more than a dozen individuals gave their time, energy, and talents to help launch the foundation and realise its first major public event: the boat in the Amsterdam Pride Canal Parade, carrying the activist message “Fight the Fight, TOGETHER”.

The Rainbow Salute Foundation board is especially grateful to the following individuals:

- Fritz – Graphic design, banners, flags, and identity
- Lucas – Activist Relations Manager
- Jürgen – Creative Direction for the boat
- Arjan – Sponsorship Coordination
- Waylon Pereira & Dion Sidney – Volunteer DJs
- The Marvelous Marvy – Performance and parade energy
- Jeanine – for personal support and engagement during the AIDS 2024 conference in Munich
- Ciaran – Social Media Support (2024)

In addition, several volunteers supported production, administration, translation, and care for participants throughout the year. Their contributions were essential to the foundation’s success and the safety and visibility of our activist guests.

8.2 Partners and Supporters

Rainbow Salute Foundation is deeply grateful for the support of our partners and donors in 2024:

- Pride Amsterdam – for selecting us for the parade and granting funding from the Visibility Fund
- The Seafood Bar – for their generous wine donation
- The Queen's Head – for catering and event support
- GoFundMe donors – whose contributions helped make our first appearance possible
- All individual donors – via our website and offline channels

To everyone who helped — through money, time, care, skill, or encouragement — thank you. You helped us launch more than a foundation. You helped launch a community.

9. Plans for 2025

Building on the momentum of 2024, the Rainbow Salute Foundation is preparing to expand its reach, deepen its impact, and continue supporting LGBTQIA+ and HIV/AIDS activists worldwide.

9.1 Amsterdam Pride 2025

In 2025, Rainbow Salute will again take part in the Amsterdam Pride Canal Parade. The foundation aims to welcome a new group of international activists aboard, with greater focus on supporting travel and accommodation to ensure broader participation. The parade boat will continue to serve as a bold and joyful platform for visibility, safety, and honour — built entirely around those it seeks to celebrate.

9.2 Health & Wellness Coaching Programme

The idea for the platform was initiated in late 2024, with launch planned for summer 2025. This three-month offering includes:

- Monthly live group coaching sessions
- Weekly online check-ins
- A wellness content library
- Guided meditations
- Community practices of rest and resilience

Led by coach Meghan Crutchley (they/them), the programme is designed specifically for LGBTQIA+ and HIV/AIDS activists, offering rest, support, and sustainability in the face of ongoing pressure.

9.3 Rainbow Salute Community Platform

In 2025, the foundation will launch an online community platform designed for LGBTQIA+ and HIV/AIDS activists around the world. This platform will offer a secure space to:

- Share experiences and support one another
- Build networks across borders
- Access photos and materials from Rainbow Salute events
- Join optional activist profiles and private forums
- Contribute to resource libraries and shared knowledge


The platform will be designed with safety, accessibility, and user control at its core — ensuring a community space where activists can connect meaningfully and on their own terms.

10. Signatures and Approval

This annual report was reviewed and approved by the board of the Rainbow Salute Foundation.

Location: Amsterdam

Date: 26 June 2025


Carlo van Munster / Jun 27, 2025 12:26 GMT+2

Carlo van Munster

Chair


Marianne Troostwijk-Nap / Jun 26, 2025 21:39 GMT+2

Marianne Troostwijk-Nap

Secretary


Eric Klaver / Jun 26, 2025 21:21 GMT+2

Eric Klaver

Treasurer


Suzanne Kampschuur / Jun 26, 2025 21:21 GMT+2

Suzanne Kampschuur

Board Member