



PLANETROMEO FOUNDATION

Year Plan 2022



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- 1. Introduction**

This is PlanetRomeo Foundation's strategic plan for 2022. PlanetRomeo Foundation is an independent, registered non-profit established in 2009 to contribute to the fight for equal rights and opportunities for LGBTQI (lesbian, gay, bisexual, transgender, queer and intersex) people. Founded with the support of PlanetRomeo BV, the company behind PLANETROMEO, the Foundation's start was uniquely placed to draw strength from one of the largest online platforms.

PlanetRomeo Foundation provides funding up to EUR 5,000 to grassroots emerging LGBTQI projects and initiatives in countries and regions where LGBTQI rights are most severely infringed. Over the last 12 years, the Foundation funded over 225 projects in 85 different countries, adding up to a total amount of over EUR 1.000.000,- in funding. PlanetRomeo Foundation established itself as an accessible and recognized funding partner for both its funded initiatives and the international LGBTQI funding field.

Our last strategic plan ran from 2017 – 2020. Due to the COVID crisis, we were unable to formulate a new strategic plan in 2020 and 2021, because it was difficult to predict the course of events.

Therefore, we hereby present a short strategic plan for 2022. We will build upon our last strategic plan. In the year 2022, we will form a more extensive multiple year strategic plan for 2023 – 2026.

- 2. Background**

Depending on definitions, up to 71 countries still criminalize homosexuality and/or same sex behavior. Punishments range from fines to the death penalty. Every day LGBTQI people all around the world face bullying, discrimination, exclusion, violence, imprisonment and even execution. Due to the COVID crisis, we have seen a worldwide increase in discrimination of LGBTQI people. For millions of LGBTQI people, equal rights and opportunities are a far cry from reality. Organizing activities that improve the lives of LGBTQI people, and create positive change in hostile environments, take courage, time, capacity and resources. PlanetRomeo Foundation supports the fight for LGBTQI equality by funding activities and projects initiated by brave, emerging, local LGBTQI individuals, initiatives and communities in countries and regions where it is needed most.

- 3. Vision and Mission**

PlanetRomeo Foundation envisions a world without discrimination on the basis of sexual orientation,

gender identity/ expression and sex characteristics; a world in which lesbian, gay, bisexual, transgender, queer and intersex people have the same rights and opportunities as anyone else; a world in which differences in sexual orientation, gender identity/ expression and sex characteristics are valued and respected. Our support focuses on achieving societal change in order to improve the position of LGBTQI people throughout the world, with an emphasis on the most disadvantaged regions and communities. We also focus on mobilizing and activating the LGBTQI community in those challenging contexts. We do not initiate projects ourselves, and we set out to be a stepping stone and fill funding gaps between zero funding and access to larger grants.

4. Funding strategy

In our last strategic plan (2017 – 2020), PlanetRomeo Foundation continued 3 programs: Shelter, Sports & Culture and Community Organizing with grants up to EUR 5.000,-. Early 2020, when the COVID crisis spread across the world, PlanetRomeo Foundation started an Emergency Fund- program, instead of its regular funding- rounds. Any LGBTQI organization around the world could, at any moment, apply for a one-time grant of up to EUR 2.000,-. The Emergency Fund ran in 2020 and 2021. The last Emergency Funding-requests were received in December 2021, after which the programme stopped: the Management Board decided to merge the regular funding- programs with the Emergency Fund. The Management Board recognizes that the COVID- crisis is far from over, and its effects are undiminished across the world. PlanetRomeo Foundation will therefore incorporate COVID- support into its regular programs, and grant subsidies up to EUR 5.000,-. The regular programmes will be reviewed in 2022, as part of the development of our new Strategic Plan 2023 - 2026.

Our funding values are: flexible, accessible, grassroots, and being a dynamic funder by responding to (global) crisis situations.

The Foundation receives a large number of funding applications each year. This number has grown from an average of 90 proposals before 2015, to an average of 140 in 2015 and 2016, and over 160 in recent years. It is important to note that the Foundation changed its application process in 2020 to facilitate the Emergency Fund- applications. An online application form was launched, and will be continued in 2022, and onwards.

The Foundation hopes to increase the number of suitable and completed applications, while staying an accessible fund. In 2022, we will further determine the communication efforts through which we aim to achieve this.

4.1 Projects that are eligible for funding

PlanetRomeo Foundation gives priority to small-scale projects that are initiated and implemented by the LGBTQI community itself and/or by emerging LGBTQI groups and initiatives. The projects must aim to involve, empower and mobilize the community. The Foundation will fund two categories of emerging initiatives:

- Initiatives of (relatively) new informal LGBTQI groups or organizations with little or no access to other sources of funding;
- More experienced LGBTQI organizations that develop new initiatives for which they have not yet previously received funding and are difficult to fund elsewhere.

Projects may target sub-communities, e.g. lesbian and/or gay and/or bisexual and/or trans and/or queer and/or intersex communities. The Foundation now also provides COVID- related emergency funding, which may be used for COVID- related expenses and running costs. The Foundation does not fund initiatives by allies, who are not LGBTQI themselves.

Organizations can receive a one-off grant, ranging from EUR 500,- to EUR 5.000,- paid in installments. We aim to fill gaps in LGBTQI funding.

In its efforts to support small-scale and community based projects, the Foundation strives for a balance between accessibility, quality and maintaining a good standard in project accountability. Criteria that will be taken into account in the assessment process are:

- Quality of the project proposal;
- Relevance;
- How realistic the approach is;
- Foreseen impact;
- Degree to which the proposal is complementary to existing services and/or activities.

The Foundation makes use of its own network of independent regional specialists to cross-reference applicants. This network will be further expanded if and when necessary.

Although all geographical regions are eligible, the Foundation gives priority to countries where LGBTQI-rights are non-existent or precarious, and discrimination is severe.

4.2 Projects that do not qualify for funding

PlanetRomeo Foundation will not fund project proposals that have primarily political or religious aims, such as political parties, campaigns and lobby. The Foundation will not support commercial organizations and projects where financial profit is a goal.

The Foundation will also not fund proposals:

- activities aimed solely at promoting an organization
- from individuals for study, travel and/or living costs;
- with a therapeutic aim (group or individual);
- aimed solely or mostly at advocacy activities and/or establishing gay/straight alliances;
- set up as a social and/or dating platform or that clearly overlap with them;
- regarding travel and accommodation or outreach programs for participating in (inter)national tournaments;
- aimed at supporting art for art's sake or supporting individual artists;
- that have previously received a grant by the Foundation;
- for which co-funding is requested, without clarification which part of the budget is requested from the Foundation, or without specifying the status of the other funding sources;
- that are submitted in a language other than English.

4.3 Priority themes 2022

PlanetRomeo Foundation supports emerging and new initiatives under three themes. These themes aim to support the creation of a secure environment for LGBTQI people, that will enable them to feel safe, be themselves, and connect with others. In 2022 we will continue the priority themes of our last strategic plan (2017 – 2020). We will reevaluate the priority themes for our new strategic plan (2023 – 2026).

- **Shelter**

Every day, all around the world, LGBTQI people are at risk for their safety and their lives. PlanetRomeo Foundation supports initiatives that provide (temporary) basic Shelter facilities for LGBTQI people, especially in those countries and regions where their safety and wellbeing is most at risk. Shelters can provide round the clock support (including sleeping facilities) and/or offer shelter and support during the day or specific time slots. Activities taking place in or attached to the shelter, that further support LGBTQI people making use of the shelter, can be eligible too.

- **Sports & Culture**

PlanetRomeo Foundation sees Sports & Culture as a starting point for change in other aspects and areas of LGBTQI people's lives. Projects and initiatives under this theme are only eligible for funding in countries or regions where they play an essential and distinctive role in building, connecting and

mobilizing LGBTQI communities, or making them more visible. To be eligible, Sports & Culture projects must be more than just a sports or cultural event. They must be utilized as a 'safe' entry point to do more and achieve other things, e.g. empowerment, workshops, training, public awareness and/or other activities. With regard to Sports, the Foundation does not fund travel and accommodation or outreach programs for participating in (inter)national tournaments. Additionally, the Foundation does not fund Culture projects for art's sake, and does not provide individual allowances to artists.

- **Community Organizing**

PlanetRomeo Foundation supports (initial) essential steps in community formation and organizing. These steps are crucial to the process of empowerment and a prerequisite to further community development and activism, and building critical mass to evoke change. Community Organizing focuses on joint efforts, not personal development, although individual empowerment can be an outcome of community organizing. The Foundation aims to fund initiatives that bring LGBTQI people together, to organize themselves in the interest of their communities and to develop common goals. Community Organizing can take place offline and online. Offline community organizing examples are community gatherings, as a starting point of LGBTQI community/movement building. Online community organizing focuses on means through which LGBTQI community members can chat, share, exchange, find information, receive counseling online, especially in regions and countries where 'offline' community gatherings are impossible or dangerous. Initiatives that are set up as a social and/or dating platform or that clearly overlap with them, are not eligible for funding.

Shelters, Sports and Culture organizations and Community building organizations that are in immediate need of funds due to the COVID- crisis may use their grant for COVID- related expenses and running costs.

5. Fundraising Strategy

PlanetRomeo Foundation wants to establish a continuous and balanced income flow that sufficiently warrants its funding activities. Currently, our sources of income are PlanetRomeo BV, PlanetRomeo members, and third party donors (PLANETROMEO members and other groups in the LGBTQI community).

5.1 PlanetRomeo B.V.

PlanetRomeo B.V. has expressed a willingness to continue providing financial support to the Foundation, for which the Management Board is very grateful. PlanetRomeo BV intends to make a monthly donation to PlanetRomeo Foundation of EUR 10.000,-, adding up to an annual total of EUR 120.000,- in 2022. Additionally, an in-kind donation will be continued for organizational support of the Foundation. The Foundation maintains a good relationship with PlanetRomeo BV, owner and operator of PLANETROMEO. PlanetRomeo BV sees PlanetRomeo Foundation as a building block of its corporate social responsibility strategy.

5.2 PlanetRomeo Members

With over 2 million members worldwide, PLANETROMEO members are a community of socially engaged LGBTQI- people. PLANETROMEO gives the Foundation a unique and essential opportunity to communicate to a large audience about the impact of the funded organizations, in the newsletters of PLANETROMEO. A call for donations was included, and gave the Foundation an additional EUR 28.000,- in December 2021.

PLANETROMEO members have the option of adding a Foundation Supporter Badge on their profile, after donating to the Foundation, to show their support to other members. Consequently, this badge links back to the donate page.

5.3 Third-party donations

Through its website, other social media and direct fundraising PlanetRomeo Foundation aims to raise donations from third-parties. PlanetRomeo Foundation has the ambition to grow its donations to achieve a bigger impact for LGBTQI communities across the world.

6. Budget 2022

INCOME	
ROMEO BV - cash	120.000
ROMEO BV - in-kind	38.405
Recurring donations	5.000
Other fundraising	21.000
Released funding	27.000
SUB-TOTAL	211.405
EXPENDITURE	
Project funding	197.582
<i>Operational costs</i>	
Communication & PR	1.000
Accountancy	5.000
Grant Making System consultancy	2.100
Advisory cost	-
Transfer and commission costs	2.000
Fundraising costs	2.000
Board	600
Strategic planning consultancy	-
Travel and accommodation costs	100
Insurance premium	365
Other general costs	-
SUB-TOTAL	13165
Contingency budget (5%)	658
TOTAL OVERHEAD	13823
TOTAL EXPENDITURE	211.405

7. Communications

‘For the community, by the community’ is at the core of our work and we try to actively engage the LGBTQI community towards our goals. The Foundation provides news and information about our activities via our website, Facebook, Instagram and LinkedIn page. PLANETROMEO members are informed about our work through the PLANETROMEO newsletter. In 2022, we expect to increase our external communications efforts, aimed at increasing third-party donations. PlanetRomeo Foundation intends to build lasting relationships with other organizations who fund LGBTQI organizations. This helps the development of the Foundation’s funding policy and adds value as an LGBTQI-fund.

8. Management and Overhead

In January 2022, PlanetRomeo Foundation was in the final stages of recruiting new Management Board members. The Foundation Management Board currently consists of 5 volunteer- members, including the Departing Chair, who will be reinstalled into the Supervisory Board once the Management Board is back up to strength. The Supervisory Board provides the Management Board with advice and council.

Management Board

On 1 February 2022 the Management Board consisted of:

Jos Koster	Chair
Femke van Casteren	Vice Chair
Monica Bentvelzen	Treasurer
Ronny Quan Haimé	Secretary
Jouke van Buuren	Member
Rogier Seinstra	Member
Henk B. de Vries	Member

Supervisory Board

On 1 february 2022 the Supervisory Board consisted of:

Johan Bos	Chair
Herman Bijkerk	Member
Dick de Graaff	Member
Peter Engelen	Member

PlanetRomeo Foundation aims to maintain its operational and overhead costs at the lowest level possible. We aim for a rate of maximum of 10% of our annual income. The asset management of PlanetRomeo Foundation is in line with both the fiscal guidelines for Dutch registered charities (ANBI - Algemeen Nut Beogende Instelling) and those set by the Dutch Fundraising Organization (Centraal Bureau Fondsenwerving). In accordance with Dutch guidelines on annual reporting for fundraising organizations (Richtlijn 650), 10% of the total annual income is being donated to a continuity reserve. This is to ensure that the Foundation will be able to meet its future financial obligations. In determining the volume of this reserve, the guidelines of ‘Richtlijn 650’ will be leading, together with recommendations by our accountant. In case of discontinuation, the eventual positive balance will be used for funding purposes in line with the objectives of the Foundation.

9. General information

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PlanetRomeo Foundation is a registered Public Benefit Organization (*ANBI - Algemeen Nut Beogende Instelling*).