

ANNUAL REPORT 2017

Prague Pride z.s.



DEAR FRIENDS,

In 2017, we took a few steps ahead, a few backwards and did a couple of somersaults. I would like to recall the moments that moved us forward and helped not only Prague Pride as an organization, but I would dare say the LGBT people in the Czech Republic.

In 2010 we started out as a group of volunteers who met in flats and coffee-shops. That has changed over the time and in 2017 we completed our transformation from a volunteer organization into a semi-professional one. Apart from the five functional programs we managed to create a good organizational infrastructure: The executive board, year-round PR, a stabilized office and an upcoming fundraising department. This is the invisible and often ingrate part of the functioning of the organization, which under normal circumstances we don't notice, but which is very necessary to create a solid basis for growth.

The festival remained our flagship. Its 7th edition again attracted more attention and more participants. Instead of the program leaflet we printed for the first time a festival magazine and people liked it so much that we decided to keep publishing in through the year. The festival demonstrated above all the cohesion of our team and the commitment of dozens of volunteers to get this mega-action going.

In 2017, marriage became the main theme of the LGBT movement for the next few years. Five non-profit organizations in Prague agreed on a common approach, and they were joined by eight LGBT groups nationwide. We helped 82 pro-marriage MPs make it to parliament in the autumn election and we collected

the first 10,000 signatures on a petition for equal marriage.

The LGBT peer-to-peer mentoring website Sbarvouven.cz was in the third year of its existence. Now I cannot imagine life without it. What would all those young people do, who need talk to someone they trust? In 2017 the number of clients reached 1975. Olda Kundera took over the reins of the project and all started running smoothly.

As a novelty, we got involved in the co-organization of the charity run Fun&Run. Overcoming the birth pains of the project we managed to multiply several times the number of runners. It became clear that any member of the Prague Pride team who was not a runner already will start running soon.

We moved the Pride Business Forum conference to June and added more companies encounters through the year. Seven companies signed the Pride Business Forum Memorandum. The meaningfulness of the initiative was confirmed to me by one manager, whom headhunters had tried to lure to another company - for better pay and better benefits. But he was determined to stay in his current job, because there he could be himself, whereas in the new company he might have to once again go back in the closet.

The most important fundament of the growth of the organization is the team - people who united their future with the Prague Pride association and sacrificed for it their free time. For that they all deserve a big `Thank you`.

Czeslaw Walek,
Chairman of Prague Pride z.s.

PRAGUE PRIDE 2017

“Until not so long ago I still harbored the opinion that the LGBT community has nothing to be proud of. I kept my belief that diversity – whether it’s about sexual orientation, religion, nationality or race – is something that should be taken for granted. Any celebration of diversity by a minority seemed to me quite pointless.

Your website made me change my perception of the Prague Pride festival. I had not realized how difficult life could be, not only for the LGBT community, but also for individuals – all those years of repression and the coming to terms with oneself. I hope you understand my `coming out`. I wish you a lot of strength!”

Michal V.

**THE
RAINBOW
FLAG HAS
BEEN
RAISED AT
THE CITY
HALL FOR
THE FIRST
TIME.**

The 7th edition of the LGBT festival took place 7-13 August 2017. Its theme was the difference between tolerance and genuine respect. Precisely because LGBT people don't get the respect which is automatically granted to heterosexual citizens, the Prague Pride is still not a pointless festival.

The publicity campaign took place in the Czech Republic and abroad. In July and August, it was mentioned in the media more than 600 times. The festival video clip was watched by 100,000 users on Facebook. Our FB profile gained in August over 1,000 new fans, on Instagram we reached more than 3,500 followers. The novelty of the year was the printed Prague Pride Mag, presenting the guests and the program of the festival in its 52 pages.

Prague Pride 2017 offered 104 events – cultural, social, sports-related, spiritual, discussions. 42 organizations, companies and individuals contributed to their organization. We joined forces with new artistic and discussion platforms (Sexposed, Antropofest, Let It Roll), and thus reached out to new audiences. The events were visited throughout the week by 85,000 people, out of which 1,700 attended the opening concert on Strelecky Island. The main festival locations were the community space Pride Village on Strelecky Island, the discussion-oriented Pride House at Langhans and the Pride Theater, which was moved for this occasion to the Venuse ve Svehlovce venue. We brought to Prague for the festival 12 outstanding foreign guests from Taiwan, USA, Russia, Great Britain and other countries.

About 35,000 people took part in the Saturday rainbow parade. Over 24,000 people visited the Letna music afternoon, out of which about 4,000 were foreigners. A new feature was the big testing zone of the Czech AIDS relief society, where they performed 423 free HIV-tests.

We organized a round table about the news on the harassment of gay men in Chechnya and raised 44,738 CZK to

help them.

For the first time in history, the rainbow flag was raised at the Prague city hall for the duration of the Prague Pride. The Dancing House, and the Gloriette in the US Embassy garden, were lit in rainbow colors.

The organization of the festival was supported by the 20-member strong organization team and 145 volunteers from across the country.

Team

Prague Pride chairman	Czeslaw Walek
Festival director	Kateřina Saporová
Fundraising Program	Marian Kramařik Radek Miřácký Tereza Pelechová
Pride Village	Kamila Fröhlichová
Legal services	Petr Kalla Ondřej Plešmíd
Volunteers PR	Jana Kmuničková Bohdana Rambousková
FB, Guest Service	Jakub Pavlovský
Online marketing	Marek Nepožitek
Marketing intern	Zuzana Slavíková
Mobile apps	Jakub Chramosta
Merchandising	Markéta Navrátilová
Photo editor	Barbora Saurová
VIP coordinator	Matěj Kašpar

Prague Pride 2017 budget

3,096,569 CZK

Sponsors over 100,000 CZK

Pivovary Staropramen s.r.o.
Magistrát hl. m. Prahy
GlaxoSmithKline s.r.o.
Stock Plzeň-Božkov
SAP SERVICES s.r.o.
MICROSOFT, s.r.o.





PRIDE BUSINESS FORUM

“I am truly glad that in 2017 the Out&Equal organization joined forces with our friends at the Pride Business Forum, which has been since 2011 the only platform in this region for inclusive LGBT workplace policies. The sheer number of participants in this room – from more than half a dozen countries – illustrates the exceptional interest in diversity and workplace inclusion, and the commitment to this idea in the whole of Central and Eastern Europe.”

Selisse Berry,
Out&Equal Workplace Advocates

NINE COMPANIES SIGNED THE PRIDE BUSINESS MEMORAN- DUM 2017+



In 2017 the Pride Business Forum initiative moved on in its planned strategy of activities, throughout the year. It organized experts' workshops, networking meetings and an annual conference, and created the Pride Business Forum Memorandum 2017+.

The Vodafone company hosted on 10 February 2017 a workshop on LGBT diversity from an HR perspective. It was attended by over 30 representatives of employers active on the Czech market. The approach and concrete measures of the Vodafone company were presented by Harry Odenhoven, Group Customer Experience and Operations Director, who is also the executive sponsor of all LGBT activities of Vodafone, world-wide. Jana Vychroňová, Business Partner People&Property, presented the Vodafone practices in the Czech Republic. The workshop was also attended by specialists from Portugal, who presented the situation of LGBT inclusion at workplaces in their countries and gave a positive assessment of the situation in the Czech Republic.

The Pride Business Forum Memorandum 2017+ was officially presented on 16 March at the Prague Hilton hotel. Its goal is to support employers to actively promote LGBTI inclusion at the workplace. The first signatories of Memorandum became Hilton Hotel, IBM, Vodafone, Ogilvy, Prague Pride and Byznys pro společnost, later joined by Clearstream Operations, Accenture and SAP.

There are already several internal groups of employees at Czech workplaces, who have been sending out signals that they want to share experiences. The Pride Business Forum therefore organized the networking meeting of the ERG groups, in the frame of which their members could exchange experiences. The first event took place 16 March at Cloud 9, the second at the same place on 14 June and the third during the Prague Pride festival.

The US group Out&Equal took part in the organization of the Pride Business

Forum. The "Out and Equal in Central and Eastern Europe" conference focused on the situation of LGBT inclusion at the workplace in Eastern Europe. The main speakers at the Forum were Selisse Berry, the Out&Equal director from San Francisco, and Lindsay-Rae McIntyre, IBM Chief Diversity Officer. Other speakers were Jean-Luc Vay from the German organization Prout at Work, Harry Odenhoven from Vodafone, Gergely Horvath from the Hungarian branch of GE, Anna Szwagiel from the Polish Credit Suisse and Monika Ladmanova, adviser of the European commissioner for justice, consumer rights and gender equality. In the afternoon there were six workshops on various topics related to the LGBT inclusion at workplaces. The conference had a record number of 300 participants. It enjoyed wide media coverage, including a special supplement in the Hospodarske noviny newspaper.

In December 2017 the initiative organized at the Hilton Old Town a meeting of the signatories of the Pride Business Forum Memorandum to plan activities for the coming year.

Team

Jana Vychroňová, Vodafone
Pavlína Kalousová, Byznys pro společnost
Christian Schwenke, Hilton Hotels
Milan Kříž, Ogilvy
Petr Kašpar, IBM
Czeslaw Walek, Prague Pride

Pride Business Forum 2017 budget
373,738 CZK

Sponsors over 100,000 CZK
Vodafone Czech Republic a.s.
IBM Česká republika, spol. s r.o.



SBARVOU VEN.CZ

“When I started realizing many years ago that I liked girls rather than boys, I had no one to talk about this. Then I discovered Sbarvouven.cz and I realized I am not alone. I exchanged messages with two mentors who helped me get on terms with everything. Thanks to their support I managed to come out to my friends and family. Now I have been in a relationship for over a year and I would like to become a mentor myself. I would like to hand over my experiences to someone who might be as lonely and clueless as I used to be.”

Simona, a client

THE LGBT PEER-TO- PEER MENTORING SERVICE WELCOMED 361 NEWS CLIENTS



The online peer-to-peer mentoring service for LGBT people in crisis celebrated its second birthday at the beginning of 2017. In that year it was used by 361 clients who exchanged 11,756 messages with our mentors. Compared to the previous year, it is an increase of over 1,000 messages.

The conversations were supervised by three professional psychologists, who have been acting as the service's expert guarantors ever since its inception.

The people using the service mostly tend to be 10-18 years old (57% in total) and 19-25 years old (22% of them). We also had a good deal of adults aged over 26 (19%). 3% of users declined to state their age.

There was strong interest in the service from transgender people. In 2017 they formed 14% of all our clients, which is a more than two-fold increase compared to 2016. Women wrote to us more often than men (45% to 36%).

Most of the clients were from Prague (18%), 10% wrote from Slovakia.

The discussions mostly focused on: coming out to the closest family members, school bullying, transsexuality and

coming to terms with one's own sexuality.

During the year, the mentors went through one weekend- and two single-day training sessions, where they polished their various mentor's skills. The focus was on the quality of the conversations with the clients. The meeting was graced by the presence of the project's patroness, TV moderator Ester Janečková.

Team

Project manager	Oldřich Kundera
Fundraising	Czeslaw Walek
Finance	Kateřina Saparová
Web administrator	Jan Hryz
PR	Bohdana Rambousková

Professional supervisors	Irena Smetáčková
	Josef Smrž
	Aleš Kabilka

A team of 22 mentors

Sbarvouven.cz 2017 budget

351,236 CZK

Sponsors over 100,000 CZK

Vodafone CZ Foundation
T-Mobile Czech Republic a.s.



FUN & RUN

“I know how demanding it can be to organize such a big stunt, so my respect and thanks go to the organizers and to the whole event. Make sure to fine tune it even more until the next edition and it will be an extraordinary charity run with a huge following. If you are interested, I would be glad to become part of your team and to help prepare the next edition.”

Tomas H., a runner

304 RUNNERS AT CHAR- ITY RUN AGAINST HOMOPHO- BIA



In 2017 the Prague Pride association joined the organizers of the run against homophobia and stigmatizing HIV-positive people, who had been run for six years by the Czech AIDS relief society. The seventh edition entitled Fun&Run took place Saturday, May 14th, in the Prague park Stromovka. It was held with the occasion of the International Day Against Homophobia, Transphobia and Biphobia, which is marked every year on 17 May. It was on that day, in 1990, that the World Health Organization removed homosexuality from its list of mental illnesses.

304 runners covered a 5 km or a 10 km track. The 5 km race had 169 participants, and the 10 km had 135. There was also a children's 100 m race, and all its participants were awarded gingerbread medals. The start line collection reached 63,504 CZK, a sum which was divided between the LGBT peer-to-peer mentoring service Sbarvouven.cz and The House of Light, an institution caring for HIV-positive clients.

The event included live music by the band Queenie - World Queen Tribute Band. There was also free HIV testing in the ambulance car of the Czech AIDS

relief society. That service was used by 69 people.

Fun&Run was held under the patronage of the mayor of Prague Adriana Krnáčová, which graced it with her presence. Among the participants there was also the patroness of the LGBT peer-to-peer mentoring service Sbarvouven.cz, TV moderator Ester Janečková, Patrik Procházka from the Outstanding People initiative, actresses Míša Maurerová, Lucie Křížková, Kristýna Frejová and also the dancer Jan Onder.

The event was organized by the Prague Pride association, the Czech AIDS relief society and the online dating sites iBoys.cz and iGirls.cz.

Team

Main coordinator	Czeslaw Walek
Coordinator	Ondřej Plešmíd
Co-organizers	Jiří Pavlát Jiří Koubek

Fun&Run 2017 budget

233,335 CZK

Sponsors over 100,000 CZK

Gilead Sciences s.r.o.



WE ARE FAIR

“I see no reason why marriage shouldn't be for gays and lesbians just as it is for heterosexuals. Of course, we're dealing with taboos and fear, and I would add a little religious mischief. It's a little like black people slavery. A certain group of citizens – because of their racial or sexual identity – are denied a right given to others.”

Agnieszka Holland, a film director

**THE
CAMPAIGN
PROVED
THAT MAR-
RIAGE FOR
GAYS AND
LESBIANS
IS NOT A
MARGINAL
MATTER**

The goal of the We are fair campaign is to start a discussion across the society about the place of the gays and lesbians in the society. At its core lies the question whether it is fair for gays and lesbians not to be able to marry.

The goal of the campaign is to alter the civil code in such a way that it allows same-sex couples to enter marriages. To achieve that, it is necessary to bring about changes in the way of thinking of the Czech society. Although most Czech men and women support equal rights for gays and lesbians, there still is a vocal and numerous group of opponents.

Because of that, we have started an informative and educational campaign which should raise discussions in the society about the possibility of equal marriage rights for gay and lesbian couples. The campaign was launched 16 April in a ceremony at the Liberec cinema theater Varsava. There have been 45 discussion meetings across the Czech Republic, through the work of volunteer groups in 8 Czech cities (Ostrava, Olomouc, Zlín, Brno, Hradec Králové, Liberec, Plzeň and České Budějovice). A special effort was made to present stories of people who are either members of the LGBT community or work with it – Mr. Záhorský, his male partner and his daughter-in-law, Anička and Klára, Hana and Adéla, the film director Agnieszka Holland, Jaroslava Vrnáková, Martin and Roman, Mrs. Olga and others.

In September 2017, before the upcoming election for the lower house of the Czech parliament, we created an index of the political parties based on their approach to LGBT issues. Considering the programs, election documents and the candidates' public statements, we gave them marks, like in school. The best mark (1) was given to one single party, the Greens, while the worst mark (5) went to Svobodní, ODS, KDU-ČSL, SPD, TOP 09. ANO and Pirates got 2-, STAN 3, while ČSSD and KSČM got 3-.

On the other hand, the campaign

surveyed through questionnaires the candidates of the various parties. Based on their answers, a list of "fair" candidates was issued, and the voters were asked to mark them on the ballots. The result were 82 "fair" MPs.

The end of the year was dominated by the petition campaign, with the goal of collecting 50,000 signatures of support for the right of gays and lesbians to marry.

Coalition for Marriage

Amnesty International Czech Republic
Mezipatra
Logos
Prague Pride
Proud

Team

Project leader	Czeslaw Walek
Campaign managers	Aleš Rumpel Martin Maryška
Production	Wanda Dvorská Eliška Borová
Lobbying	Adéla Horáková
Database	Markéta Navrátilová
Volunteers	Viktor Heuman
Stories	Kateřina Fumferová
Communication	Marie Barvínková Bohdana Rambousková
Finance	Kateřina Saporová

Jsme fer budget in 2017

4,252,661 CZK

Sponsors over 100,000 CZK

Tides Foundation
Open Society Foundation



WE THANK OUR PARTNERS

GENERAL ORGANIZATION SUPPORT

The
Dorian Fund

arinservices 
umíme víc.



THE EMBLEM
HOTEL

lmc

cafe ~ cafe

THE ASSOCIATION'S TOTAL BUDGET FOR 2017
8,307,539 CZK

FESTIVAL

Strategic partners



Main hotel partner

Festival transportation



Partners



PRIDE BUSINESS FORUM



SBARVOUVEN.CZ



FUN&RUN



WE ARE FAIR



OUTCOME STATEMENT

OF PRAGUE PRIDE, Z. S.

Period 1. 1. 2017-31. 12. 2017

Code	Account name	Debit CZK	Credit CZK
501000	Material consumption	591466.42	
502000	Energies	595.00	
502300	Fuel	1960.40	
512000	Travel costs	115274.19	
513000	Representation costs	118932.29	
518000	Other services	6913514.69	
518002	Transport allowances	72211.13	
518100	Postage	4019.00	
518200	Rent	117648.00	
518300	Licence fees	96571.37	
521000	Wage and labour costs	248430.00	
527000	Social costs defined by law	300.00	
538000	Other taxes and fees	28322.00	
543000	Gifts	29750.00	
545000	Other fines and penalties	4800.00	
548000	Other operational costs	21240.09	
563000	Exchange losses	682126.70	
568000	Other financial costs	2770.75	
602000	Revenues from sales of goods and services		2073182.66
628100	Grants and subsidies		6346248.09
663000	Exchange profits		4522.66
668000	Other financial earnings	0.20	
682000	Other financial income - Donations		647605.37
		9,049,932.23	9,071,558.78
	Balance	Profit	21,626.55

BALANCE SHEET

OF PRAGUE PRIDE, Z. S.

Period 1. 1. 2017–31. 12. 2017

Code	Account name	Debit CZK	Credit CZK
211000	Cash Register	15,795.00	
221002	Bank (2800413427/2010) - operating account	7,279,208.27	
221003	Bank (200413429/2010) - public collection	70,531.89	
221004	Bank (2600823827/2010) - usd account	1,870,838.68	
221005	Bank (2401213874/2010) - pride business forum	124,916.43	
261000	Cash in transit		
311000	Subscribers	304,711.92	
314000	Issued operational advance	51,675.01	
321000	Suppliers	121,136.87	
331000	Staff		
336000	Settlement with social security institutions		800.00
342000	Other direct taxes		2,573.00
343100	21% VAT		567.52
343220	21% VAT on output		
347100	Stiftung Open Society		319,183.24
347303	European Commission (Dg Justice)		3,379,433.87
347501	NROS		
347503	THE TIDES FOUNDATION		1,847,381.04
347504	DORIAN FUND		3,209,616.16
347505	T-Mobile		
347600	VODAFONE Foundation		304,677.34
368000	Financial obligations to members of the association		287,247.42
378200	Claims, loans	150,000.00	
379101	Financial obligation to team members PP		25,394.00
395000	Internal netting		
932000	Retained earnings, accumulated deficit		590,313.93
		9,988,814.07	9,967,187.52
	Balance	Profit	21,626.55



PRAGUE
PRIDE

CONTACT

Czeslaw Walek
Prague Pride Chairman
czeslaw@praguepride.com

www.praguepride.com
www.sbarvouven.cz
www.pridebusinessforum.com
www.jsmefer.cz