



ANBI-information

Unda Foundation is a foundation under Dutch law that is recognized by the Dutch Tax and Customs Administration as a Cultural Public Benefit Organization (in Dutch: Culturele ANBI).

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Introduction

The Unda Foundation, which was founded in 2008, manages the conceptual artwork *Flag of Compassion*. This artwork researches how ethical questions can be raised in society. *Flag of Compassion* (in Dutch: *Vlag van Compassie*) consists of several components: the word compassion, a tangible flag 'the Flag of Compassion (hereafter referred to as: the Flag)', a manifesto (hereafter referred to as the Manifesto Flag of Compassion or simply as the Manifesto) and the website www.flagofcompassion.com. The initiator of *Flag of Compassion* and the founder of the Unda Foundation is the artist Rini Hurkmans.

The Unda Foundation wants *Flag of Compassion* to symbolize a dynamic understanding of compassion. The Flag makes no reference to political, religious, social or cultural institutions, to heritage, gender or geography. The Unda foundation makes no claims as to what compassion is or when it can be said to occur. The Flag is for and from everyone.

1. Mission

The mission of the Unda Foundation is to activate and stimulate individuals to contemplate the idea of compassion and to challenge them to make visible their vision with the help of the Flag.

2. Goal

The goal of the Unda Foundation is that people worldwide will recognize and adopt the Flag and its Manifesto, so that compassion may take on a central and innovative role in society and the awareness of ethical questions will be raised. In pursuing this goal, the Unda Foundation aims to serve the greater good.

3. Policy Statement 2018-2022

In order to achieve the aforementioned goal, the following activities are being undertaken/prepared:

- Actively approaching individuals and groups, and introducing them to Flag of Compassion. This may be done face-to-face, through E-mail, social media, newsletters, events, lectures and round table talks;
- Studying, selecting and approaching new channels of distribution to spread the Flag and the vision of the Unda Foundation;
- Using the Flag to get individuals and groups to think about their idea of compassion and stimulating them to express their findings, in words, images or otherwise;
- Spreading pictures and stories of others about their views on compassion and their relation to the Flag, for example by posting them on the website;
- Organizing events such as Making Waves. Making Waves is a nomadic movement, centred around Flag of Compassion, which aims, through new partnerships, to promote and influence awareness of ethical issues in society. After the first two editions of Making Waves, the Unda Foundation plans to organize subsequent editions, and the foundation is reaching out to several organizations to forge new partnerships;
- Supporting other initiatives that share the mission of the Unda Foundation;
- The Unda Foundation aims to set up an educational program for children and students, using the Flag of Compassion to introduce them to art and societal issues.
- The publication *Compassion. A Paradox in Art and Society* (Valiz 2017) presents the theoretical groundwork on which Flag for Compassion is based. The Unda Foundation also aims to publish a visually-oriented overview.

4. Strategy

The Unda Foundation realizes its vision by spreading and promoting *Flag of Compassion* and the ideas it represents on a global scale. The Unda foundation asks those who are exposed to the artwork to document and share their views and motivations through stories and pictures. These stories and pictures are posted on the website and social media (Facebook, LinkedIn and Instagram). Encouraging as many individuals with as many different backgrounds as possible to contemplate the artwork will illustrate the many different views people have regarding compassion. This will work towards promoting a more dynamic understanding of the idea of compassion.

5. Organisation

Rini Hurkmans, the initiator of the artwork *Flag of Compassion* (2002), is not a member of the Board of Directors (the Board) of the Unda Foundation. She is the foundation's regular advisor and is invited to Board meetings in this capacity.

The Board endorses the principles laid down in the *Governance Code Cultuur* (<http://www.governancecodecultuur.nl/>). Board members do not receive a salary.

Composition of the Board

The composition of the Board is consistent with the mission and goals of the Unda Foundation. The Board, through its members, strives to be versed in the following fields (in a public/societal context): culture, finance, governance, law, communications and marketing.

The composition of the Board is as follows:

- Chairman, Robert Rinnooy Kan.
Additional positions: Board member Nederlandse Vereniging Toezicht Cultuur
Board member Stroom Den Haag
- Secretary, Patty Voorsmit.
Additional positions: Secretary Stichting Literatuur Prijs
Chairman Stichting Sambal i/o
Advisor Stichting Dhampus
- Treasurer, Pauline Voortman.
Additional positions: Founder and advisor Trustworks

Committee of Recommendation

The members of the Committee of Recommendation of the Unda Foundation endorse the importance of *Flag of Compassion*. The Committee of Recommendation strives for diversity amongst its members with regards to network, specialism, social background, culture and knowledge. The current members of the Committee of Recommendation are Drs. M.J.A.L. Bloem, Mr. H.J. Bunjes, Prof. Mr. E. Dommering, Mr. J. Kohnstamm, Mevr. P.C. Krikke, Lady Olga Maitland, Bob H.M.G. van der Mast, Prof. dr. G. Morello, Ramsey Nasr, Prof. dr. H.W. van Os, Drs. L. Polman, Bert Steevensz, Julienne Straatman, Suzanne Tesselaar, Anne Tilroe, Prof. drs. P.J. Scheffer and Frederique Vles-Jager.

Operational support

The Board may choose to out-source the operational support needed for the activities of the Unda Foundation, for which the Board may pay expenses and/or an appropriate compensation.