



PRIDE BUSINESS FORUM

Annual report 2024

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The year 2024 marked a significant turning point for the Pride Business Forum Foundation – a year of fulfilled ambitions, tangible progress, and growing impact. Long-envisioned ideas became reality, and the results of our efforts were not only visible but deeply felt.

At the very beginning of the year, we launched our first-ever grant programme. What had been a long-standing dream finally came to life. We provided funding to five initiatives focused on empowering LGBTQ+ people in the Czech Republic – especially in regional areas and communities facing multiple layers of marginalisation. The strong interest and feedback from the field confirmed how needed and meaningful this support truly is.

We also saw substantial progress with the LGBTQ+ Friendly Employer Award. A record number of 26 organisations applied in 2024, and thanks to the improved methodology and the involvement of external reviewers, the award is gaining credibility and weight.

Our annual conference was a resounding success, fully booked and with more than 350 participants. The programme and overall atmosphere received excellent feedback, and this interest was also reflected in a sharp increase in our visibility, particularly on LinkedIn.



Tereza Kadlecová
Executive Director
Pride Business Forum
Foundation

However, the most important milestone in 2024 was reaching 100 member organisations. This strong and diverse group gives us legitimacy and a louder voice – and shows that LGBTQ+ inclusion is an important topic for employers in the Czech Republic. The energy and involvement of our members keep us moving forward.

2024 was an incredible year for the Pride Business Forum Foundation. The energy we gained gives us the strength to face new challenges in 2025. We believe it still makes sense to keep moving things in the right direction.



Who we are and what we want to achieve

We want LGBTQ+ people, their families, and their children to live with dignity and happiness in the Czech Republic. Since 2011, we have helped companies, public institutions, and organisations create fair and open workplaces for everyone.

Our work is based on three main values:

Dignity. Every person deserves respect and safety.

Justice. Everyone should have equal opportunities, no matter their orientation, gender, age, or background.

Acceptance. Being accepted means feeling like you belong in society.

Our history

2011

We started as a side event of the Prague Pride festival



2015

We grew into the largest event of its kind in Central and Eastern Europe



2016

We began organizing year-round activities



2018

We presented the first LGBTQ+ Friendly Employer award

2019

We started working directly with CEOs and leaders through the Pride Business Forum Heroes. We also held our first workshop outside of Prague



2020

We celebrated the 10th anniversary of Pride Business Forum



2023

We became an independent organization, Pride Business Forum



2024

We reached 100 member companies



Highlights of 2024

A sold-out annual conference with **364 participants**

More than **100 member organisations**, including Charles University and the City of Hradec Králové

First-ever grant funding awarded to **five grassroots** initiatives

Our first **charity event**

A media partnership with Hospodářské noviny

Our members and partners

Charity partners



Founding members



Premium members



Media partners



Members



In 2024, we welcomed a **record number** of new members. These included:

Abbvie, ActumDigital, AMA WEAR, CGI, CMS, Envista, Expats, Femme Palette, Flecto, Good Call, Graebel, Goethe Institut, Havas, Hilton, Hradec Kralove, ImpactHUB, ING, JR, Kearney, Kontentino, Leska, Manifesto, Medtronic, Mondelez, Národní divadlo, Netherlands–Czech Chamber of Commerce, NN, Oracle, Philip Morris, Prg.ai, Primeros, PriceFx, Quickjobs, Randstad, Sentinel ONE, Shoptet, Steelcase, Traductera, Univerzita Karlova, Wolf Theiss

LGBTQ+ Friendly Employer Award 2024

Gold went to **Vodafone Czech Republic**, recognised for setting a high standard in equality and diversity over many years.

Silver was awarded to **MSD, Johnson & Johnson, Accenture, SAP, and Novartis** – all of which take a systematic and inspiring approach to LGBTQ+ inclusion.

Bronze went to **Deloitte, ČSOB, Clifford Chance, Honeywell, MONETA Money Bank, and WPP** – companies that have shown clear progress and dedication in building inclusive workplaces.

The **Big Step Forward** award went to **Škoda Auto** for making a significant leap in LGBTQ+ inclusion this year.

In the **Employee-Driven Initiative** category, **ČSOB** was recognised for actively involving teams and fostering a supportive company culture.

This year's **Pride Business Forum Hero** honorees, recognized for their personal dedication to driving meaningful and positive change, include:

Hana Součková (SAP Czech Republic), Beata Borer (MSD Czech Republic), Bohumil Říha (Johnson & Johnson), Martina Zimmermann (Škoda Auto), Barbora Vachová, bývalá vedoucí diverzity (ČSOB), Barbora Šikolová (Amazon), Garrett Dibon-Smith (Novartis Czech Republic) a Stanislav Švec (Honeywell).



The Pride Business Forum annual conference

24 speakers

364 participants

78 214 Kč raised from ticket sales

The conference focused on modern workplaces and the key role of support networks based on wellbeing and empowerment. It showed how workplaces with strong support networks work, where colleagues, regardless of sexual orientation or gender identity, understand and respect each other's unique perspectives.

Empowerment happens through mentoring, skills development programs, and leadership opportunities, allowing LGBTQ+ employees to grow personally and professionally. Wellbeing is supported by caring for mental health and flexible working, creating an environment where everyone can succeed. The event was moderated by Zdravko Krstanov, editor-in-chief of Forbes.cz.

Spíkři a spíkryně:

Aleš Rumpel (PBF) / Andrea Stašek (Masaryk University) / Beata Borer (MSD) / Bohumil Říha (Johnson & Johnson) / Czesław Walek (PBF) / David Tišer (Ara Art) / Eva Zanin (Deutsche Telekom) / Iva Radová (Staropramen) / Javier Leonor (Accenture) / Jan Kotík (ŠKODA Auto) / Jana Tikalová (OPIM) / JP Rosetsky Hermosi (SAP) / Kim Dabbs (Steelcase) / Lucie Neumanová (Femme Palette) / Michaela Bauer (ČSOB) / Michal Pitoňák (National Institute of Public Health) / Petra Průšová (Kantar) / Tereza Hausmanová (SEMwell) / Tereza Kadlecová (PBF) / Tim R.R. Anseeuw (IBM) / Václav Horecký (ŠKODA Auto) / Vasilii Zhelnin (Honeywell) / Violeta Luca (Vodafone) / Zdravko Krstanov (Forbes.cz)

Based on feedback, we received the following results:

Overall satisfaction with the conference: 8.7 / 10

Likelihood of recommending to colleagues: 9.2 / 10

Event atmosphere: 9.3 / 10

Our other events

15 events

791 participants

Webinar: How to become the LGBTQ+ Friendly Employer of 2025

4th Pride Business Forum Voices

Become Stronger | Four-session learning program

LGBTQ+ Employee Resource Groups Toolkit launch

3rd LGBTQ+ Financial Sector Symposium

Workshop: Mastering Inclusive Czech

Business Speed Dating powered by Mama Shelter

Webinar: Inclusive English

Pride Business Forum Awards Ceremony

Prague Pride ERG Networking

Brand Inclusion 2024 powered by Kantar

Webinar: The new partnership law – what does it mean for employers?

Pride Business Forum Cocktail

Webinar: How are LGBTQ+ people doing in the workplace?

Webinar: Transition at the workplace and what Czech law says





Education and workshops

40 workshops for 33 companies

Over 2,150 participants

Our progress over the years:

2022:

23 workshops, 12 companies, 520 participants

2023:

23 workshops, 16 companies, 900 participants

2024:

40 workshops, 33 companies, more than 2,150 participants

Grants

In 2024, we launched a grant program for local, grassroots, mostly volunteer-led organizations that help create safe spaces for LGBTQ+ people. Thanks to our charitable partners, we supported five organizations and their initiatives with smaller grants.

The supported organizations:

Trans*parent provides peer support for trans and non-binary people and raises awareness about their situation. We support their safe experience-sharing groups.

Ara Art advocates for the rights of LGBTQ+ Roma in the Czech Republic. We support their safe counselling platform Řeknu.to.

Q prostor Zlín is a volunteer group that organizes Slavex Pride and other local events. Our support helps expand their activities across the region.

Queer Geography supports an understanding of sexual and gender diversity. We fund their research on the impact of DE&I on the well-being of LGBTQ+ employees.

Pilsen Pride is a volunteer group that organizes the annual Plzeň Pride march. We support their yearly event that connects the local community.



Charity Partners

Gold Supporter

clearstream | DEUTSCHE BÖRSE GROUP

Gold Supporter



Silver Supporter



Bronze Supporter





Empowerment

In 2024, we organized an **Employee Resource Group (ERG)** networking event that brought together 150 participants. We also regularly host **online meetings for our member companies focused on ERGs and communication**, where we exchange experiences and support each other.

WISE project

As part of a broader European initiative, we offered our members five spots in a mentoring program for young queer professionals under 30. Over the course of 18 months, participants receive training and guidance from experienced LGBTQ+ role models from five European countries.



Communication

We welcomed a new team member to support our communication efforts. We also established **strategic partnerships** with Hospodářské noviny and the Expats.cz portal.

We saw **significant growth** on social media — our LinkedIn follower count **increased by 34.5%**, surpassing 2,000, and we even managed to double our number of Instagram followers.

Members of the Board of Directors and the Supervisory Board

Board of directors



Czesław Walek
Chairman



Pavlína Kalousová
Member



Martin Orgoník
Member



Lenka Králová
Member



Alena Sochorová
Member



Filip Milde
Member



Jana Vychroňová
Member

Supervisory board



Alan Neradný
Chairman



Antonio Nasuto
Member



Donna Lynn Dvorak
Member



The Pride Business Forum team

Tereza Kadlecová Executive Director

Andrea Weinbergerová Member Engagement Manager

Sabina Sedláčková Project Manager

Lenka Hronová Production Manager

Aleš Rumpel Training Manager

Czesław Walek Knowledge Sharing Manager

Adéla Foglová Communications Manager

Bára Čermák Communications Manager

Hynek Toman Social Media Manager

Jakub Stanjura Copywriter

Daniel Kohout Admin Assistant

Financial report

The Pride Business Forum Foundation was established in 2023.
The accounting is managed by an external accounting company, Účto pro NNO s.r.o.
The organization uses the Premier accounting software, which meets current legal requirements.
The financial statements were prepared per Act No. 563/1991 Coll., on Accounting, Decree No. 504/2002, and the Czech Accounting Standards for Non-Profit Organizations.

Zpracováno v souladu s
vyhláškou č. 504/2002 Sb.
ve znění pozdějších
předpisů

VÝKAZ ZISKU A ZTRÁTY

sestavený k31.12. 2024

(v celých tis. Kč)

Účetní jednotka doručí:
1x příslušnému finančnímu
orgánu

IČO

19090676

Název a sídlo účetní jednotky
Nadační fond Pride Business Forum

Rybná 716/24
110 00 Praha 1

Právní forma
nadační fond

Název ukazatele	Činnosti			
	hlavní	hospodářská		celkem
	5	6	7	8
A. Náklady	5 866	581		6 447
I. Spotřebované nákupy a nakupované služby	5 562	544		6 106
1. Spotřeba materiálu, energie a ostatních neskladovatelných dodávek	56	5		61
4. Cestovné	1			1
6. Ostatní služby	5 505	539		6 044
III. Osobní náklady	62			62
10. Mzdové náklady	62			62
V. Ostatní náklady	232			232
19. Kursové ztráty	8			8
20. Dary	220			220
21. Manka a škody	1			1
22. Jiné ostatní náklady	3			3
VIII. Daň z příjmů	10	37		47
29. Daň z příjmů	10	37		47
Náklady celkem	5 866	581		6 447

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1x příslušnému finančnímu
orgánu

VÝKAZ ZISKU A ZTRÁTY

sestavený k31.12. 2024
(v celých tis. Kč)

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19090676

Název a sídlo účetní jednotky
Nadační fond Pride Business Forum

Rybná 716/24
110 00 Praha 1
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nadační fond

Název ukazatele	Činnosti			
	hlavní	hospodářská		celkem
	5	6	7	8
B. Výnosy	5 390	1 020		6 410
I. Provozní dotace	170			170
1. Provozní dotace	170			170
II. Přijaté příspěvky	3 722			3 722
3. Přijaté příspěvky (dary)	3 722			3 722
III. Tržby za vlastní výkony a za zboží	1 300	1 020		2 320
Tržby za vlastní výkony a za zboží	1 300	1 020		2 320
IV. Ostatní výnosy	198			198
7. Výnosové úroky	47			47
8. Kursové zisky	29			29
9. Zúčtování fondů	122			122
Výnosy celkem	5 390	1 020		6 410
C. Hospodářský výsledek před zdaněním	- 466	476		10
D. Hospodářský výsledek po zdanění	- 476	439		-37

Odesláno dne:	Razítko :	Podpis odpovědné osoby :	Podpis osoby odpovědné za sestavení: Tereza Kadlecová	Datum sestavení: 19.05.2025
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Zpracováno v souladu s
vyhláškou č. 504/2002 Sb.
ve znění pozdějších
předpisů

ROZVAHA

Účetní jednotka doručí výkaz
1x příslušnému fin. orgánu

sestavená k **31.12. 2024**
(v tisících Kč)

IČO
19090676

Úč NO Úč 1 - 01

Název a sídlo účetní jednotky
Nadační fond Pride Business Forum

Rybná 716/24
110 00 Praha 1

Právní forma
nadační fond

AKTIVA		řádek b	Stav k prvnímu dni účet. období 1	Stav k posled. dni účet. období 2
B. Krátkodobý majetek celkem		041	3 072	5 054
B.II. Pohledávky celkem		052	1 548	1 135
1.	Odběratelé (311)	053	1 548	1 126
17.	Jiné pohledávky (378)	069		9
B.III. Krátkodobý finanční majetek celkem		072	1 524	3 914
3.	Peněžní prostředky na účtech (221)	075	1 524	3 914
B.IV. Jiná aktiva celkem		081		5
2.	Příjmy příštích období (385)	083		5
AKTIVA CELKEM ř. 1 + 41		085	3 072	5 054

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PASIVA		řádek b	Stav k prvnímu dni účet. období 3	Stav k posled. dni účet. období 4
A. Vlastní zdroje celkem		086	2 806	2 704
A.I. Jméni celkem		087	2 806	2 614
1.	Vlastní jmění (901)	088	1 000	1 000
2.	Fondy (911)	089	1 806	1 614
A.II. Výsledek hospodaření celkem		091		90
1.	Účet hospodářského výsledku	092		-37
3.	Nerozdělený zisk, neuhrazená ztráta minulých let (932)	094		127
B. Cizí zdroje		095	140	2 350
B.III. Krátkodobé závazky celkem		106	140	1 298
1.	Dodavatelé (321)	107	140	248
5.	Zaměstnanci (331)	111		2
8.	Daň z příjmu (341)	114		37
10.	Daň z přidané hodnoty (343)	116		7
13.	Závazky ze vztahu k rozpočtu orgánů územ. samosp. celků (348)	119		1 004
B.IV. Jiná pasiva celkem		130		1 052
2.	Výnosy příštích období (384)	132		1 052
PASIVA CELKEM (ř.86+95)		134	2 946	5 054

Odesláno dne:

Razítko:

Podpis odpovědné osoby:

Podpis osoby odpovědné za sestavení:
Tereza Kadlecová

Okamžik sestavení:
19.05.2025