

Stichting D.I.M.E.S. - Policy Plan 2025-2026

POLICY PLAN 2025-2026

1. Foreword

Welcome to the policy plan of Stichting D.I.M.E.S. for the years 2025-2026. This document outlines our current mission, goals, and initiatives to address systemic barriers in the media, entertainment, and sports industries.

Founded on June 22, 2022, Stichting D.I.M.E.S. has grown into a platform advocating for equity, diversity, and inclusion, fostering real change for Black people, POC, and other underrepresented groups. Our work focuses on creating tangible results through partnerships, innovative programs, and awareness campaigns.

This document provides insight into our mission, vision, and values, along with an explanation of how we generate income and manage our assets responsibly.

On behalf of the board of Stichting D.I.M.E.S.,

- Patty Louisa Gaddum – Chairman
- Saskia Louisa Herrewijn – Treasurer
- Esma Himmich – Secretary

2. Identity of Stichting D.I.M.E.S.

- Statutory Name: Stichting D.I.M.E.S.
- Legal Form: Foundation
- Date of Incorporation: June 22, 2022
- Chamber of Commerce No.: 86739611
- RSIN: 864071024
- Bank Account:
 - IBAN: NL65INGB0634973460
 - BIC: INGBNL2A

Address:

Stichting D.I.M.E.S.
Keizersgracht 391 A
1016 EJ Amsterdam, The Netherlands

Contact:

- Tel: +31 (0)20 2101682

- Email: contact@wearedimes.org
- Website: www.wearedimes.org

3. Mission, Vision, and Ambition

Mission

To foster equity, diversity, and inclusion in the media, entertainment, and sports industries by creating impactful programs and partnerships that provide opportunities for Black people, POC, and other underrepresented groups to thrive in leadership and decision-making roles.

Vision

To transform work cultures and industries into environments where diversity is not a tokenistic gesture but a core value, ensuring everyone has equitable access to opportunities for growth and success.

Ambition for 2026

By 2026, we aim to solidify our position as a leading organization promoting diversity, equity, and inclusion within the media, entertainment, and sports industries. Our goal is to collaborate with at least 100 companies and organizations, providing tailored programs, training, and actionable strategies to drive measurable improvements in diversity practices and representation at all levels.

We also aim to directly support 500 Black professionals and people of color (POC) through mentorship, leadership development programs, and networking opportunities, creating pathways to leadership and creative roles.

Ambition for 2030

By 2030, our vision is to influence systemic change across the media, entertainment, and sports industries. We aim to partner with over 500 companies and organizations globally, ensuring that diversity, equity, and inclusion are integral parts of their structures and strategies.

We envision supporting at least 5,000 Black professionals and POC in advancing their careers and reaching leadership positions. Through our sustained efforts, we aspire to see significant industry-wide shifts in the representation of Black people and POC in executive, creative, and decision-making roles.

4. Values

1. **Transparency and Accountability:** We are committed to openly sharing how funds are raised and used and reporting the results of our initiatives.
2. **Collaboration and Inclusion:** We work with all individuals and organizations to promote inclusivity across communities, regardless of race, gender, or background.
3. **Creativity and Connection:** Creativity is at the heart of what we do, using innovative approaches to bring people together and drive change.

4. Integrity: We prioritize our mission above all else, ensuring ethical practices in all our work.

5. General Purpose

Stichting D.I.M.E.S. aims to create lasting, systemic change in work cultures across the media, entertainment, and sports industries, ensuring underrepresented groups have equitable opportunities to lead, create, and succeed. We are committed to challenging systemic barriers and promoting diversity as a cornerstone of modern industry practices.

6. D.I.M.E.S. Programs and Initiatives

1. D.I.M.E.S. Top 100 Awards: Celebrating companies and individuals who have demonstrated leadership in fostering diversity and inclusion.
2. D.I.M.E.S. Diversity & Inclusion Certification: Companies that successfully complete our training and meet diversity benchmarks receive certification.
3. Mentorship and Leadership Development Programs: Providing career support and development for Black professionals and POC.
4. Corporate Partnerships: Collaborating with companies to create actionable strategies for improving diversity.
5. Workshops and Training: Offering tailored workshops to help companies implement inclusive hiring and leadership practices.

7. Method of Income Generation

Stichting D.I.M.E.S. generates funds through:

- Donations from individuals and organizations.
- Revenues from cultural events, concerts, and workshops.
- Partnerships with companies for training and consultancy services.

All income is reinvested into achieving the foundation's objectives.

8. Management and Use of Assets

Stichting D.I.M.E.S. adheres to strict financial management practices to ensure accountability:

- Records all expenses, income, and asset management.
- Publishes annual financial reports on the website.
- Allocates funds solely to activities that further the foundation's mission.

9. Communication

Stichting D.I.M.E.S. is committed to transparency and will publish the following annually:

1. Financial Reports: Detailing income, expenses, and allocations.
2. Activity Reports: Summarizing the year's programs, achievements, and impact.

These reports will be available on our website at www.wearedimes.org.