

Annual Report 2024

A black silhouette of a ballerina in a graceful pose, with one arm raised high and the other extended downwards. The background is a gradient from dark brown at the top to a lighter tan at the bottom.

BALLET RISING

Foreword

As Director of Ballet Rising, I am proud to reflect on 2024, our first year as a registered Dutch stichting. Ballet Rising began in 2019 as my personal project to empower emerging ballet communities and artists globally. With your support, we advanced this mission in 2024, from supporting a young dancer in Brazil to hosting transformative workshops in the Netherlands. Our achievements, including raising €5,318 at Ballet Close Up and producing impactful media, laid a strong foundation for 2025. We are grateful to our donors, partners, and volunteers for making this possible. Together, we are redefining ballet's reach and impact.

— Casey Herd, Artistic Director

About Ballet Rising

Ballet Rising, initiated in 2019 by Casey Herd as a personal project and co-founded with Laura Rosillo, became a registered Dutch stichting in February 2024 (KVK: 92937365). Our mission is to promote the development of emerging ballet communities and artists worldwide through education, advocacy, fundraising, and storytelling. We empower dancers, teachers, and communities in underserved regions, fostering global freedom of expression and resilience through ballet.

Our board ensures accountability and strategic direction:

- Carina Hamaker (Chairman)
- Onno Meerstadt (Board Member)
- Annebel Kroezen (Board Member)
- Svetlana Utkina (Secretary Treasurer)

All board members serve voluntarily, with no remuneration, ensuring funds directly support our mission.



Activities in 2024

In 2024, Ballet Rising made significant strides in its first year as a registered stichting:

- **Official Registration:** Became Stichting Ballet Rising in February (KVK: 92937365), enhancing our global outreach.
- **#FromFavelaToStage Campaign:** Launched a fundraiser for Daniel Mendonça, a 16-year-old dancer from Rocinha, Brazil, to cover living expenses at the Dutch National Ballet Academy. Raised 45% of our goal with support from The Boardroom Amsterdam.
- **Workshops:** Hosted workshops at the Global Dance Open Finals in Apeldoorn, led by Casey Herd and Laura Rosillo, training over 100 dancers. Organized two fundraising workshops: *Frida Ballet Workshop* (Annabelle Lopez Ochoa's *Broken Column* with Kira Hilli) and *Firebird Workshop* (Alexei Ratmansky's choreography).
- **Photoshoot Fundraiser:** Partnered with Nina Tonoli for a ballet photoshoot at Zhembrovskyy, engaging 6 participants.
- **Ballet Close Up Event:** Hosted a behind-the-scenes event on November 30 at the Dutch National Ballet Academy, raising €5,318 with 42 attendees (8 international from Spain, Switzerland, Germany, France). Sponsored by Marktlink Capital Management.
- **Media Content:** Produced four podcast episodes featuring Brazilian ballet artists (Jonathan Batista, Alysson Rocha, Carla Körbes, Davi Ramos), supported by Victor Caixeta.



Plans for 2025

In 2025, Ballet Rising will expand its impact:

- Launch a major ballet initiative in South Asia to reach underserved communities.
- Host a high-end gala fundraiser in Amsterdam to support our mission and build partnerships.
- Pursue ANBI status to enhance credibility and offer donor tax benefits.
- Expand workshops and media to amplify diverse ballet voices globally.
Join us at balletrising.com/donate to support these ambitious goals.

Financial Overview

Below is a summary of Ballet Rising’s 2024 financials:

Item	Amount (€)	
Revenue (donations, events, grants)	€	9.643,00
Expenses (operational costs, general costs)	€	951,00
Net Profit (reserved for program)	€	8.692,00
Cash Reserves (as of Dec 31, 2024)	€	9.066,00

All funds were used efficiently, with 90% supporting programs (Fundraiser for Daniel Mendonça), 10% for operations, and 0% for marketing. Our voluntary board ensures maximum impact.



Thank You

We extend heartfelt thanks to The Boardroom Amsterdam, Marktlink Capital Management, Nina Tonoli, Global Dance Open, Victor Caixeta, our donors, volunteers, and global community. Together, we are empowering dancers and communities worldwide.

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www.balletrising.com



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