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The Amaranthine Foundation Annual Report 2024

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INTRODUCTION

He adored New York City. He idolized it all out of proportion; he romanticized it all out of proportion. To him, no matter what the season was, this was still a town that existed in black and white and pulsated to the great tunes of George Gershwin.

Woody Allen

In 2024, The Amaranthine Foundation

advanced pan-Atlantic partnerships and relationship-building efforts to further its mission of broadening outreach in the fields of **arts, culture, and science.**

The Foundation also explored new funding opportunities in the United States and entered into a **Fiscal Sponsorship agreement with Myriad USA** (formerly the King Baudouin Foundation USA), thereby obtaining 501(c)(3) status and enabling tax-deductible donations for potential U.S.-based fundraising efforts.

In May 2024, the Foundation participated in a fundraising workshop organized by Myriad USA in New York, further strengthening its capacity-building strategy.

In alignment with our mission, we also launched scientific collaborations and established an **Advisory Board** to support our expanding initiatives.

Our commitment to uniting and inspiring through arts, culture, and science was recognized through new collaborative opportunities with **Google Arts & Culture** and **NYCxDESIGN.**

The Board of The Amaranthine Foundation gratefully acknowledges all those who supported and contributed to the success of our 2024 initiatives.





If you want to go fast, go alone. If you want to go far, go together.

The African Proverb

The Amaranthine Foundation Annual Report 2024

U.S. FISCAL SPONSORSHIP

- To explore funding opportunities in the United States, the Board of The Amaranthine Foundation entered into **a Fiscal Sponsorship** agreement with the New York-based foundation **Myriad USA** (formerly the King Baudouin Foundation USA).
- Subject to the terms of this agreement, the Foundation obtained **501(c)(3) status**, allowing for tax-deductible donations to be made in the United States in support of our work. As part of this arrangement, the **Friends of The Amaranthine Foundation Fund was established under Myriad USA.**
- While in 2024 the fundraising status did not yet enable a transfer of funds to the Netherlands, our fundraising efforts remain ongoing, and we are confident that this Fiscal Sponsorship will continue to yield meaningful results in the future.
- In support of our fundraising capacity building, The Amaranthine Foundation also participated in "The Art & Science of Fundraising" – a study visit to New York City held from April 28 to May 1, 2024. This program brought together senior executives from universities and research institutions to explore best practices in philanthropic development and institutional advancement.

ESTABLISHMENT OF THE ADVISORY BOARD

Scientists have become the bearers of the torch of discovery in our quest for knowledge.

Stephen Hawking

To strengthen the scientific foundation of 'The Powers of Nature initiative', The Amaranthine Foundation established a Scientific Advisory Board to anchor its activities in science.

We were honored and privileged to welcome a group of distinguished scientists to serve on the Board. These esteemed individuals include:

Professor John Cromwell Mather Honorary Member

2006 Nobel Prize in Physics Laureate, Astrophysicist and Cosmologist

Dr. John Cromwell Mather is a Senior Astrophysicist in the Observational Cosmology Laboratory at NASA's Goddard Space Flight Center

Professor Dr. Charles L. Bennett Honorary Member

Bloomberg Distinguished Professor and Alumni Centennial Professor of Physics and Astronomy at Johns Hopkins University

Mr. Richard Garriott de Cayeux

The President of The Explorers Club, New York

Mr. Brian Abbott

Assistant Director, Hayden Planetarium, The American Museum of Natural History, New York

Full biographies can be found here: https://theamaranthine.earth/home/advisory-board





GOOGLE ARTS & CULTURE

The aim of art is to represent not the outward appearance of things, but their inward significance.

Aristotle

The Amaranthine Foundation Annual Report 2024 The Amaranthine Foundation proudly joined Google for Nonprofits and entered into a strategic agreement with **Google Arts & Culture** to develop a digital platform for our flagship initiative, 'The Powers of Nature'.

Due to the terms of the agreement, details of the platform remain confidential until its public launch. Nevertheless, we are thrilled by the opportunity to collaborate with one of the world's leading technology companies to amplify our mission and reach.

Google's mission-to organize the world's information and make it universally accessible and useful-aligns closely with our goals. Through Google for Nonprofits, we are leveraging advanced tools to increase collaboration, efficiency, and impact. Google's commitment to addressing global challenges through technology offers a powerful platform to drive meaningful change.

We look forward to unveiling the Powers of Nature digital platform and sharing its vision with a global audience.

COLLABORATION WITH NYCXDESIGN

Design creates culture. Culture shapes values. Values determine the future.

Robert L. Peters

We are proud to announce that 'The Powers of Nature' initiative, led by Dr. Sandra Piesik, has been invited to present a public art installation at the prestigious **NYCxDESIGN Festival** in New York City, scheduled for May 2025.

This invitation marks a significant milestone in our journey, highlighting the initiative's global resonance and commitment to the intersection of design excellence, art, science, and public engagement.

We are honoured to collaborate with **NYCxDESIGN** and look forward to building a long-term partnership that promotes creativity and forward-thinking design.

About NYCxDESIGN

NYCxDESIGN is New York City's official celebration of design and a year-round platform that unites the city's diverse architecture and design community across disciplines. Founded by the City of New York, this 501(c)(3) nonprofit organization amplifies the full spectrum of design – from emerging voices and independent makers to established studios and global brands – connecting them with a worldwide audience.

Each May, the NYCxDESIGN Festival transforms all five boroughs with hundreds of dynamic events, drawing over 160,000 visitors and showcasing the ideas shaping the future of design. Beyond the Festival, NYCxDESIGN offers ongoing programs that create opportunities, promote equity, and foster innovation across the design industries.1

1. Source: NYCxDESIGN



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