

Stichting Madre Brava

Overview & Financial Forecast: 30, June 2026

ANBI Name	Stichting Madre Brava
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RSIN Number	868035257
CCI (KVK) Number	97398624
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Stichting Madre Brava (“Stichting”) is an international, evidence-based advocacy Stichting with a singular mission: to protect people, animals and the planet by transitioning to a sustainable, healthy and affordable food system for everyone by accelerating, through a gradual shift to more plant-based products, including Alternative proteins, and a reduction in the consumption and production of animal foodstuffs.

Madre Brava operates as a non-profit entity within the Netherlands and internationally. It uses research, advocacy, strategic communications, stakeholder engagement, and cross-sector collaboration to influence policies, shift market behaviour, and build public support for the protein transition.

Strategic Plan

We seek to leverage the power of the private sector to catalyse systemic shifts towards more sustainable and healthy food systems. Our theory of change emphasises the need to rebalance the food environment in favor of plant-rich diets. By working with retailers to set ambitious targets for increasing plant-based protein sales while reducing animal-based protein sales (known as protein split targets), and providing them with the research and data/information to implement effective strategies, we aim to drive consumer behavior change at scale.

Stichting Madre Brava's work is guided by five strategic pillars:

- 1. Design the Winning Narrative:** Develop data-driven, hopeful narratives to promote plant-based diets and pre-empt backlash from vested interests.
- 2. Choreograph Directed Networks:** Build and align broad coalitions across health, consumer, animal welfare and environmental movements to create shared strategies and amplify impact.
- 3. Adopt Pragmatic Approaches:** Secure early wins in key markets to build momentum and demonstrate scalable models for success.
- 4. Focus on High-Impact Geographies:** Operate in regions with significant potential for catalytic change—currently including Europe.
- 5. Nurture Private Sector Champions:** Collaborate with progressive food industry actors to increase availability and desirability of plant-based products, creating a race to the top.

The Stichting also conducts research and public engagement on food system emissions, biodiversity loss, animal welfare, public health and the socio-economic impacts of food system transformation.

Since May 2025, Stichting Madre Brava has advanced its mission across Europe and Southeast Asia. Our research and communications work generated hundreds of media mentions, including in elite outlets such as The Times, Frankfurter Allgemeine Zeitung and Bloomberg, reaching a billion media impressions. In Germany, sustained engagement with retailers and a coalition of NGOs helped secure new public commitments: REWE Group pledged to lift the plant-based share of its food sales to 60% by 2035, Aldi Süd began benchmarking its sales against a healthier diet, and Edeka, the country's largest supermarket chain, started publicly reporting its protein split for the first time.

In the UK, the Stichting co-created the "Protein Split" group within the Eating Better alliance and convened its first strategy day with WWF UK, ProVeg, the Food Foundation, Changing Markets, GSCC, Foodrise and Compassion in World Farming to align on shared demands for retailers. In Spain, we began building a comparable coalition of research institutes, health professionals, environmental groups, and consumer organisations to lay the groundwork for retailer engagement in that market.

Grant Making

While Stichting Madre Brava is not primarily a grant-making organisation, it does have the ability to provide financial support to trusted partners and aligned organisations where such support helps achieve concrete progress in line with its mission. This includes resourcing strategic collaborators to advance the transition to sustainable, plant-based food systems and reduce reliance on industrial animal agriculture. The Stichting may consider proposals developed in close partnership with its network. Ideal proposals will include a clear context for change, defined objectives, a compelling theory of change, and a set of coherent, time-bound activities.

This policy allows Madre Brava to remain focused on its strategic objectives while retaining the flexibility to resource high-impact interventions within its network.

Executive Board Members

Name	Role
Judith Sissener	Board Chair
Matthijs Germs	Secretary
Andrea Gunn	Treasurer
William Todts	Board Member

Each member is independently authorised.

Remuneration Policy

Stichting Madre Brava's remuneration uses Korn Ferry data and its in-house policy is market-based and aligned with the standards of comparable non-profit organisations. Individual salaries are based on this benchmark and finetuned in accordance with standardized evaluation rubric that measures experience and responsibility.

Executive Board members do not receive remuneration for their board duties. They may be reimbursed for reasonable out-of-pocket expenses incurred in the performance of their role and may receive reasonable attendance fees, where applicable.

Fundraising and Management of the Assets

Stichting Madre Brava is primarily funded by private philanthropic Stichtings. It allocates resources in line with its policy and strategy to maximise public benefit. All financial activities comply with ANBI guidelines, ensuring transparency, accountability, and a clear link to the mission of the Stichting.

Accounting Principles

Stichting Madre Brava prepares its annual accounts according to the “Richtlijn 650 Fondsenwervende Instellingen” (RJ 650). The Stichting maintains financial records that allow its rights and obligations to be identified at any moment.

Budget Forecast 2026

All amounts are stated in Euros (€).

Revenues	Amount (EUR)
Carryover from 2025	€ 1,476,811
Expected grants to be received in 2026	€ 2,252,658
Total funding	€ 3,729,469

Expenses	Amount (EUR)
Cost of employees	€ 1,375,068
Travel expenses	€ 51,040
Professional development (prev. conferences & training)	€ 29,300
Temporary workers (additional labour capacity)	€ 65,399
Company Strategy and Team Building Reunions	€ 40,400
Marketing projects	€ 120,094
Membership and subscriptions	€ 5,240
(Home) office supplies and printed matter	€ 3,000
Computer maintenance	€ 3,000
Software services	€ 14,191
Insurances	€ 19,500
Fees for bookkeepers and accountants	€ 5,000
Fees for payrolling	€ 20,000
Consultants	€ 150,660
Costs recharged to our ally organization Madre Brava Foundation (USA)	€ 454,985
Other general/miscellaneous expenses	€ 143,734
Total expenses	€ 2,500,610

Funding less operational expenses	€ 1,228,859
Cost of depreciation of plant, machinery and equipment	€ 4,800
Carryover to 2027	€ 1,224,059

Carryover = funding received for activities to be realized in future years (i.e., costs of committed activities).