

Revolut launch new rainbow card in partnership with ILGA-Europe

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To celebrate Pride season across Europe, Revolut, one of the biggest FinTech communities in the world, has [released a new rainbow card](#) for customers in the UK and Europe. **Before they can order the new rainbow card, Revolut customers will need to donate a minimum of £3.00 (or currency equivalent) to ILGA-Europe via the Revolut app** (to order the card, download the Revolut app and go to Profile > Widgets > Donations > ILGA-Europe).

With the Revolut Donations feature, users can also instantly round-up their card payments and donate the difference, or donate via one-off or recurring payments, all through the app. All proceeds will go directly to ILGA-Europe, with no hidden fees.

Last year, Revolut made 30,000 rainbow cards available to customers in the UK and Europe, which sold out in less than 24 hours. This year, Revolut will make significantly more cards available, and with the minimum donation in place, hopes to raise more than £500,000 for ILGA-Europe.

A Revolut spokesperson said: “Sadly, in recent years, Pride has become a marketing opportunity for a lot of brands, where they talk a lot about how much diversity means to them, but add little or no value to the community. By introducing a minimum donation, we hope to raise over £500,000 for an organisation that is campaigning daily for LGBTI+ human rights.”

Anna Shepherd, Partnerships Manager at ILGA-Europe said: “This is a critical time for lesbian, gay, bisexual, trans and intersex (LGBTI) equality in Europe, where we’re witnessing the stagnation and even regression of rights, made worse by the COVID-19 crisis. Because solidarity with the LGBTI community is more important than ever, we’re thrilled to continue our collaboration with Revolut this Pride season. Support from the Revolut community has a real impact on our vital work strengthening and supporting frontline LGBTI organisations and activists across Europe and Central Asia, and the launch of new rainbow cards will allow us to do even more to support LGBTI communities, advocate for rights, and make profound positive change through inclusive activism.”