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Zagoriy Foundation Annual Report



"We are inspired by what was happening in Ukraine many years ago – the stories of Ukrainian families who established universities, built churches, created new infrastructure. We are sure that now, this is also possible. And we believe that many Ukrainian families are doing good deeds now. Therefore, our great history is to show examples of Ukrainian families who do different, significant, good deeds – big and not so big. Both today and earlier,"

highlights Kateryna Zagoriy, co-founder of the Zagoriy Foundation.



Summarizing the results is worth at least for the sake of surprising yourself. Working on the Zagoriy Foundation report, we mentioned all the activities that we completed in 2020: partnerships, campaigns, grant projects – everything that was done as we dreamed, and even better.

Last spring, the pandemic wiped out many plans. However, the new realities did not force our team to abandon the Great Stories – on the contrary, counteracting the circumstances strengthened the desire to act. We have developed a new strategy, so the difficulties have stimulated growth.

The Zagoriy Foundation team has improved its grant system, internal policies, and supported a number of excellent projects in the field of charity, education and cultural heritage preservation. We launched the first charity podcast in Ukraine and created a campaign about prominent philanthropists. We have held four grant competitions and still enjoy the results created by the winners.

We are grateful to our partners, like-minded people and colleagues for their resilience and determination to change the world for the better. We are grateful to the founders of the Foundation for enabling us creating great stories together.

The report for the past year inspires to set new high goals in the weekly planner. We invite everyone to read it and join the circle of ambitious dreamers who seek to develop a culture of charitable giving in Ukraine and make the impossible possible.

*Sincerely, director of the Zagoriy Foundation
Eugenia Mazurenko*

In 2020, we:



Developed and launched the new grant pillar of the Foundation



Conducted four grant competitions



Supported **25 projects** through grants



Became the first private Foundation
to co-fund the projects of
Ukrainian Cultural Foundation



Supported three projects on cultural heritage preservation



Implemented **10 joint projects**
in partnership with charity, non-profit
and for-profit organizations



Conducted three surveys and published three research papers



Launched four information campaigns with
a total digital coverage of **10 million people**



Created the first ever charity podcast in Ukraine –
the podcast of Great Stories

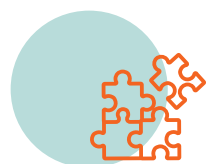
We developed and launched:



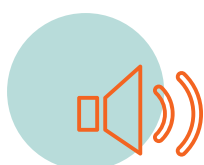
The grant system of the Foundation



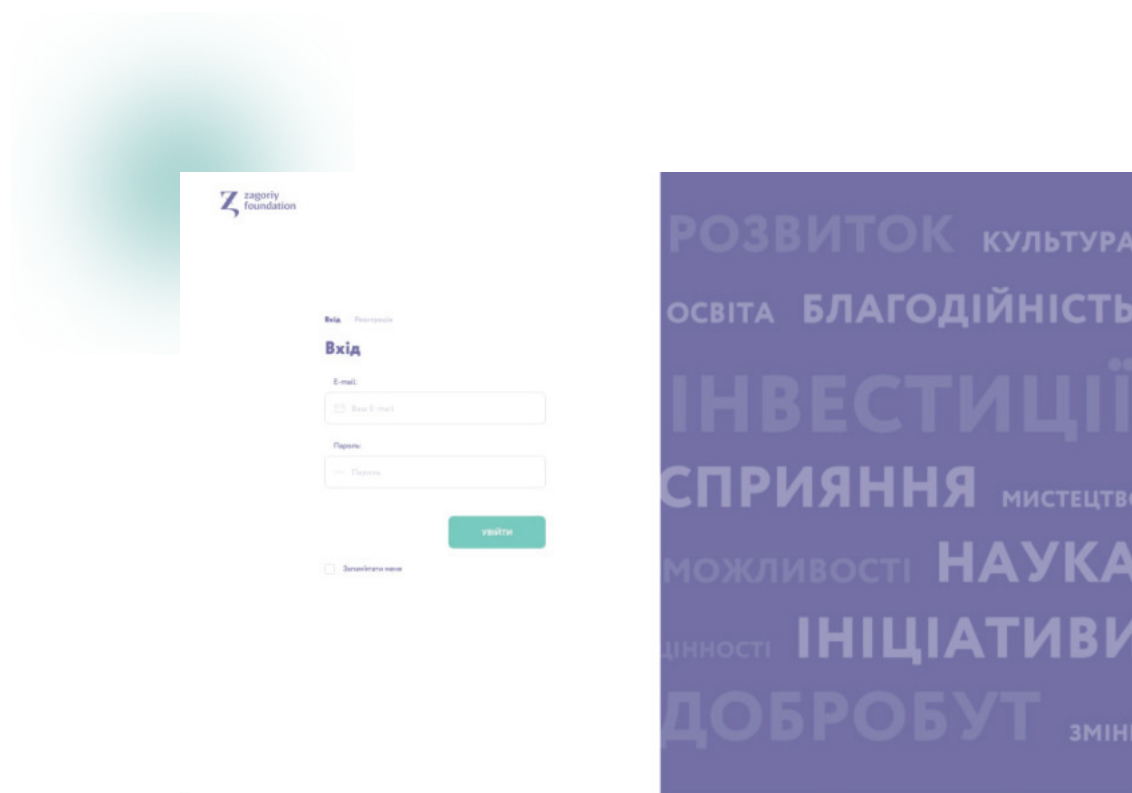
The CRM-system:
150 organizations registered
to receive the grant support



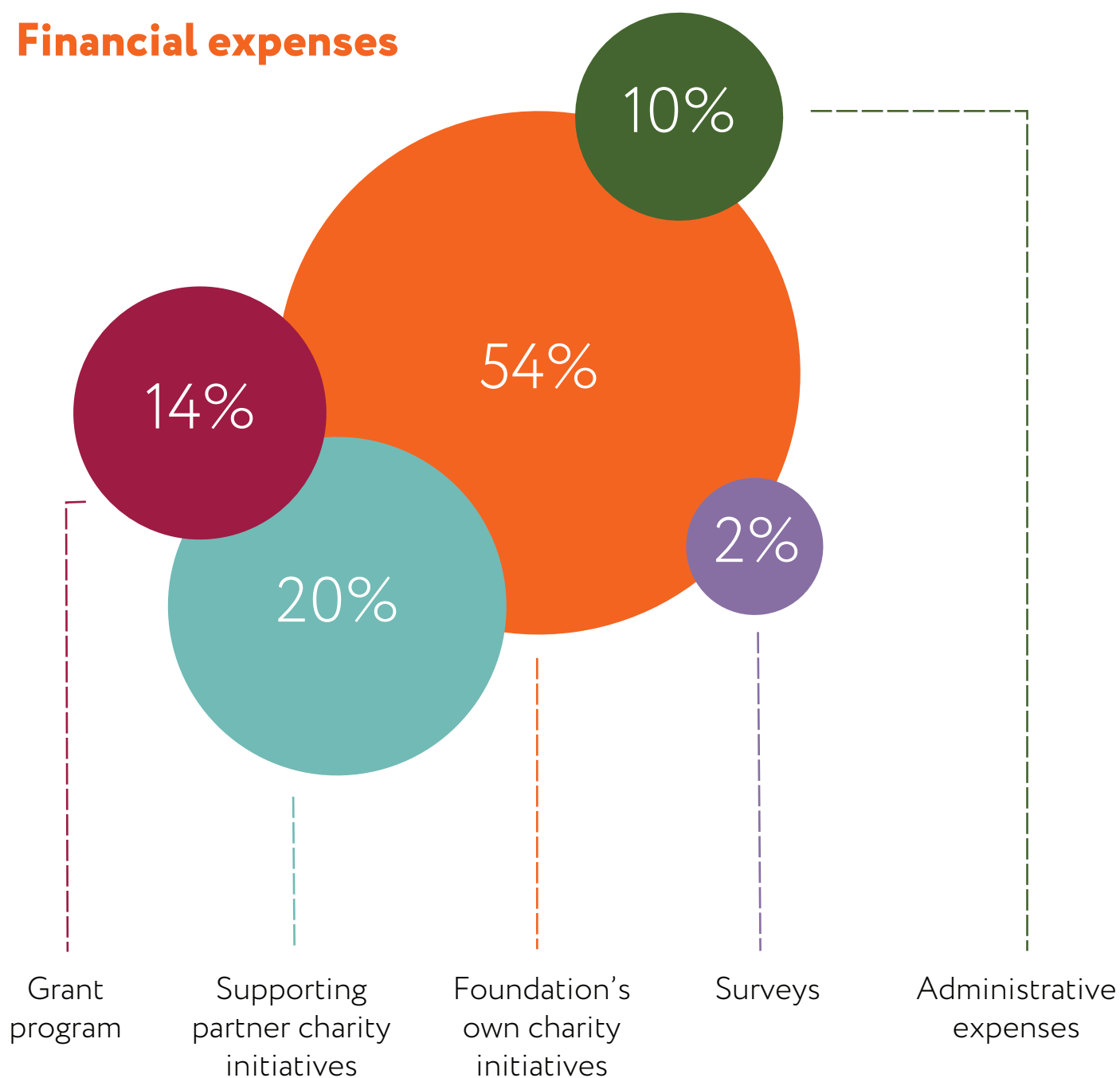
Administrative, financial and HR policies



Communication guidelines and policies
for the grantees and partners



Financial expenses



UAH 22,500 million

Activities

#GivingTuesday

It has been the third year that the Foundation coordinates #GivingTuesday global initiative in Ukraine. In 2020, the Good Deeds Day Ukraine took place on 1 December.



Over **714 good deeds** were done on Giving Tuesday



A total of **485 schools** and **176 non-profit** organizations joined the initiative



Approximately **126,000 people** took part in it



Key activities

Nº1

Mini-grant competition of Zagoriy Foundation to support creative ideas on the Good Deeds Day Ukraine #GivingTuesday.

We received **166 applications** and selected **eight winning projects**.

Nº2

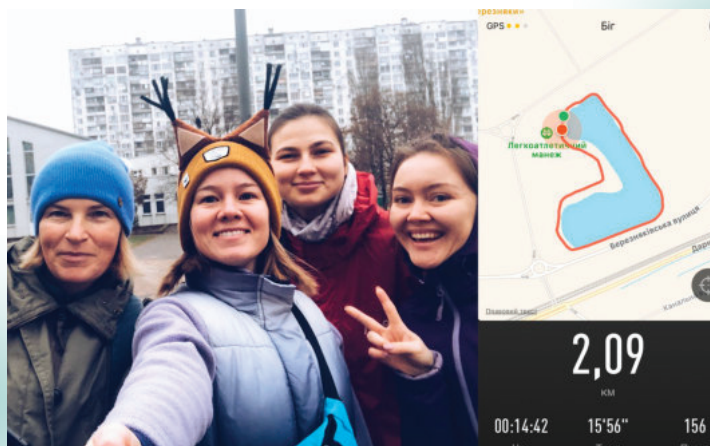
#GivingRun

Jointly with Kind Challenge, we launched a charity run with participation of **277 runners** who raised **UAH 517,619 for 22 foundations**.

Nº3

Fundraising marathon

A total of **10 charity foundations** raised **UAH 313,449** during the fundraising marathon organized jointly with Dobro.ua.





#GivingTuesdayNow

On 5 May, we conducted #GivingTuesdayNow to mitigate and alleviate the consequences of a pandemic and became the part of global #GivingTuesdayNow that took place in more than **145 countries**. Everything happened online – **130 activities** and **250 good stories** as part of a flash mob on social networks.

Through the mini-grant competition, we supported six projects.



We launched four information campaigns

№1

#ПиріжокВсеБудеОк (#PyrizhokVseBudeOk)

On 23 March, Zagoriy Foundation launched the #ПиріжокВсеБудеОк campaign on its social networks aiming to reduce stress and panic in conditions of self-isolation.

Digital coverage is about 1.5 million people

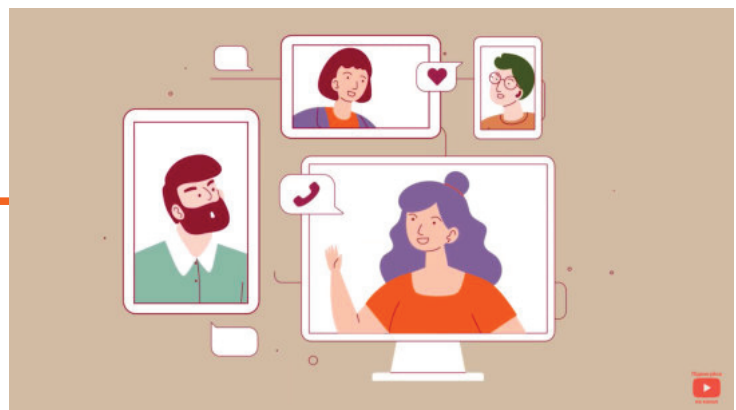


№2

ШоТам (ShoTam)

In partnership with #ШОТАМ, we created a series of information videos for wider public on countering COVID-19.

Digital coverage is about 5.5 million people



№3


#Хто_за_цим_стоїть (#WhoStandsBehindThis)

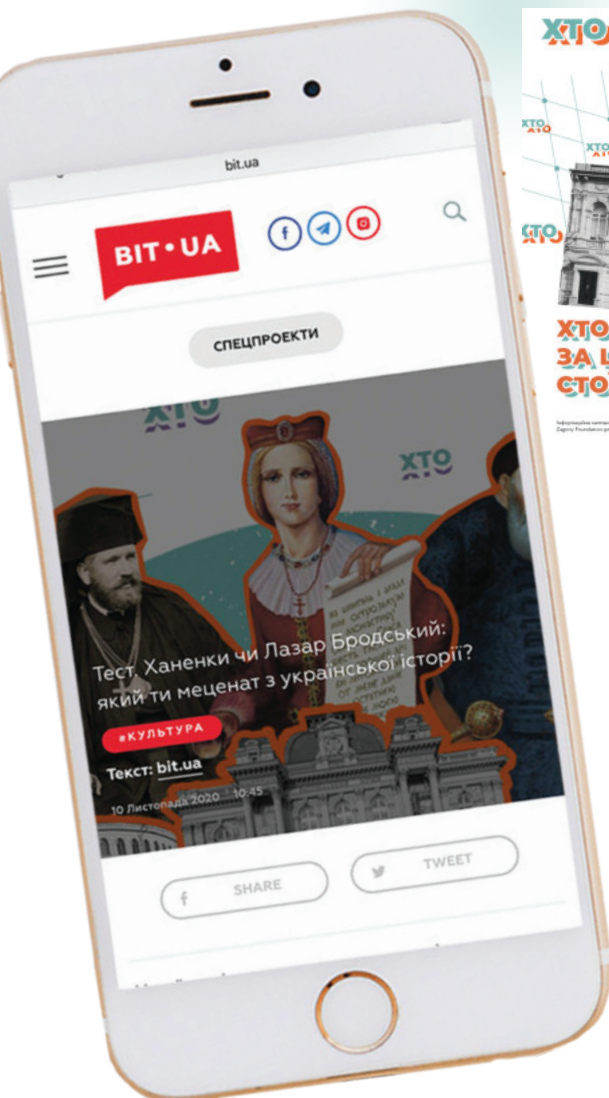
Zagoriy Foundation released a Who Stands Behind This? campaign on Ukrainian charitable giving. It aims at telling the stories of philanthropists, highlight the significance of their donations and the impact they had on Ukraine's development.

The project featured a separate landing on Bit.ua and outdoor advertising in Kyiv with the support of Octagon Outdoor.

 **30 city lights** in Kyiv

 **5.6 million** contacts during the campaign

 Digital coverage is **1,040,252 persons**



№4

Good deeds should make a loud sound!

Good deeds should make a loud sound campaign on #GivingTuesday aims at promoting that good deeds should be shared with the others.

We placed outdoor advertising, launched audio spots on radio, video spots on television, initiated a flash mob on social networks and launched special projects with the media.



61,590,000 persons is total coverage of outdoor advertising all over Ukraine



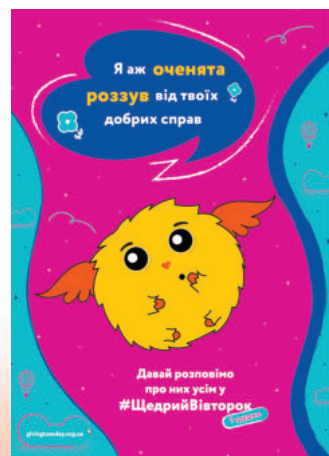
12,324,000 persons is general coverage of advertising on the screens in buses in the cities of Kyiv, Lviv and Odesa (Marshrut TV)



108 TV releases on the Fifth Channel (from 14 November to 1 December)



Over **1,400 good stories** (for 1 December)

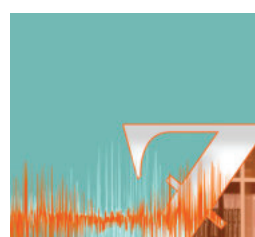
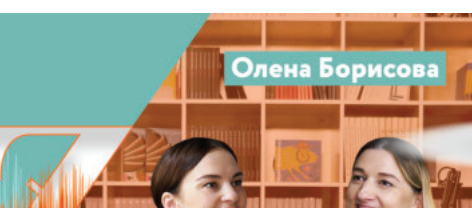
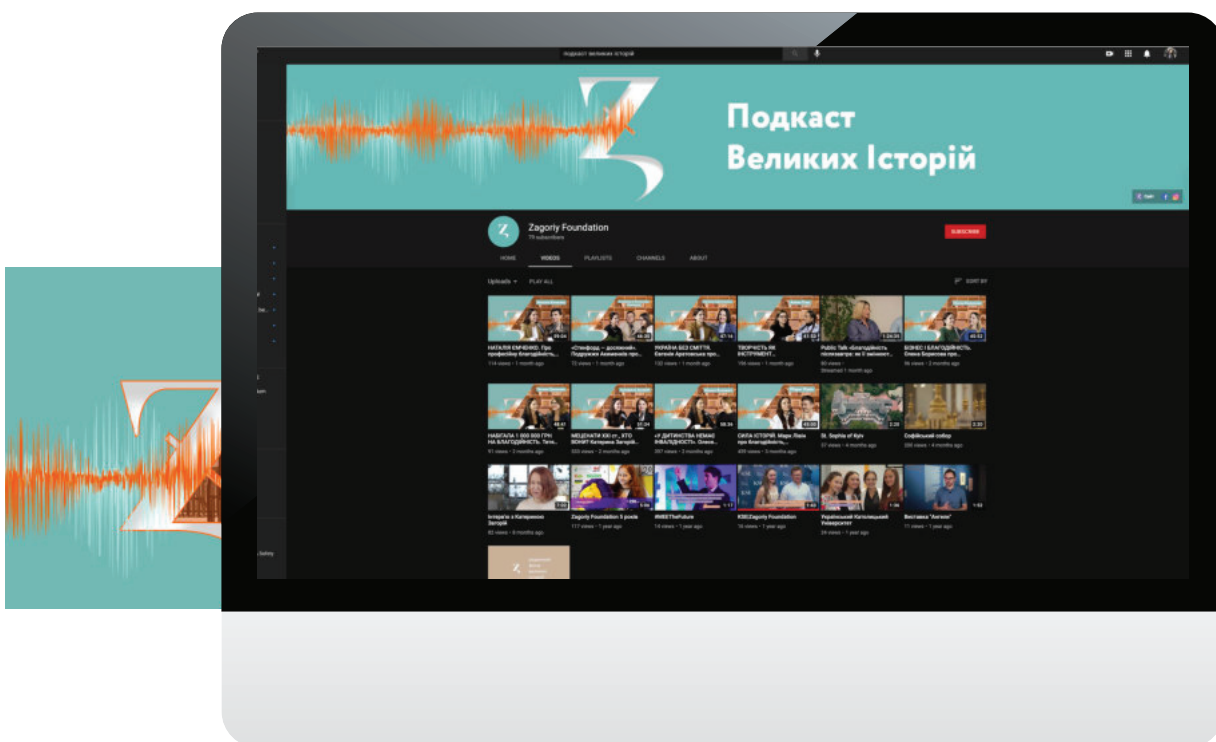
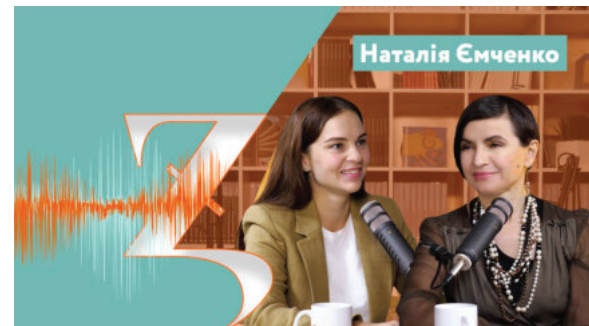


Podcast of Great Stories

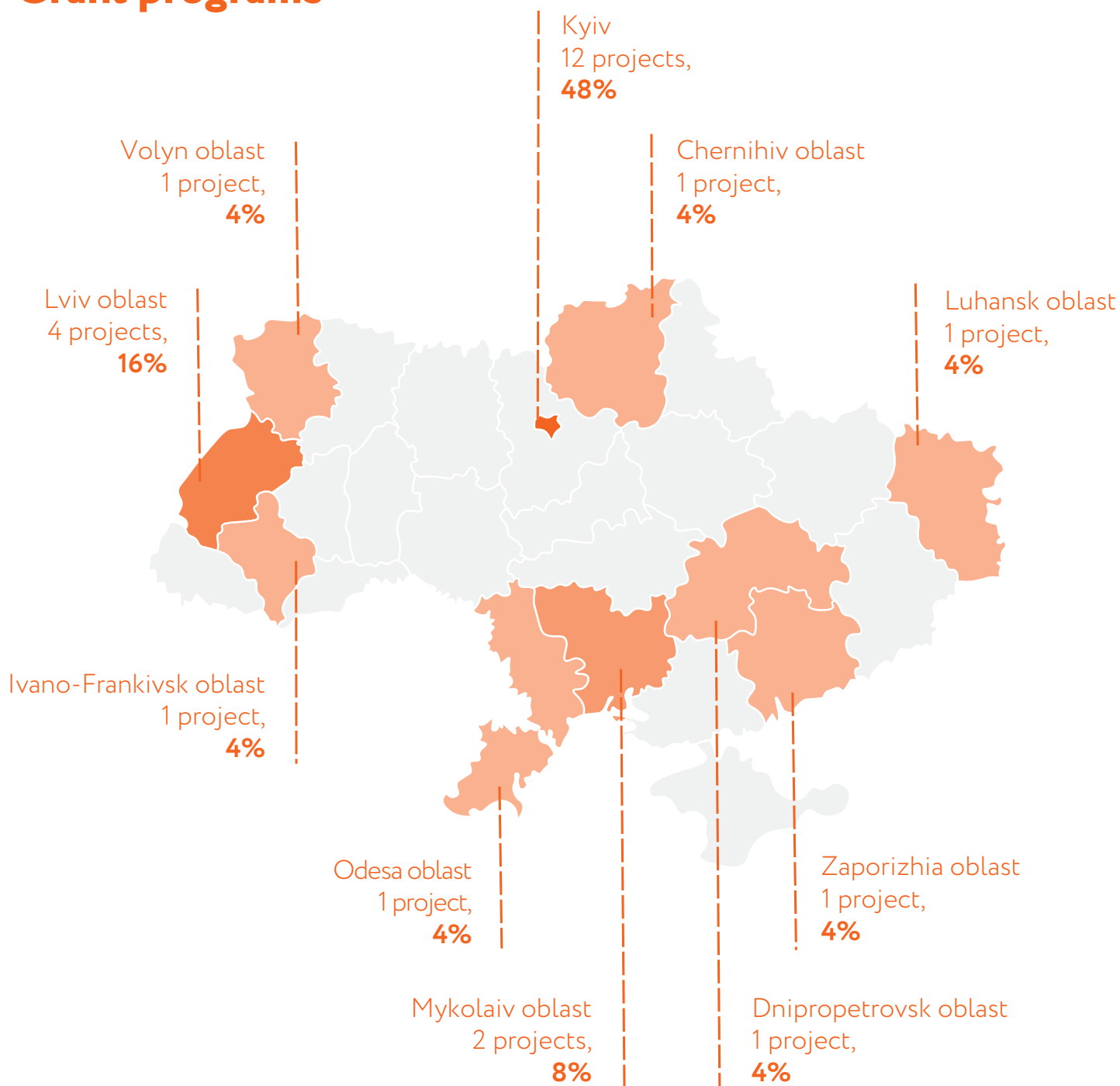
Zagoriy Foundation presented the first ever podcast about charity in Ukraine – Podcast of Great Stories.

The host is the Foundation's Director Eugenia Mazurenko. Some guests of the podcast were Olena Borisova, Natalia Yemchenko, Mark Livin, Alina Pash and other representatives of the charitable sector, business and culture.

The podcast was ranked the 1st in the Non-Profit category in Podcasts Charts



Grant programs



25 projects

In 2020, we launched the Foundation's own grant program:



We conducted four grant competitions, including two mini-grant competitions on Giving Tuesday and two competitions for the promotion of the culture of charitable giving in Ukraine



577 applications received throughout the year



25 projects supported

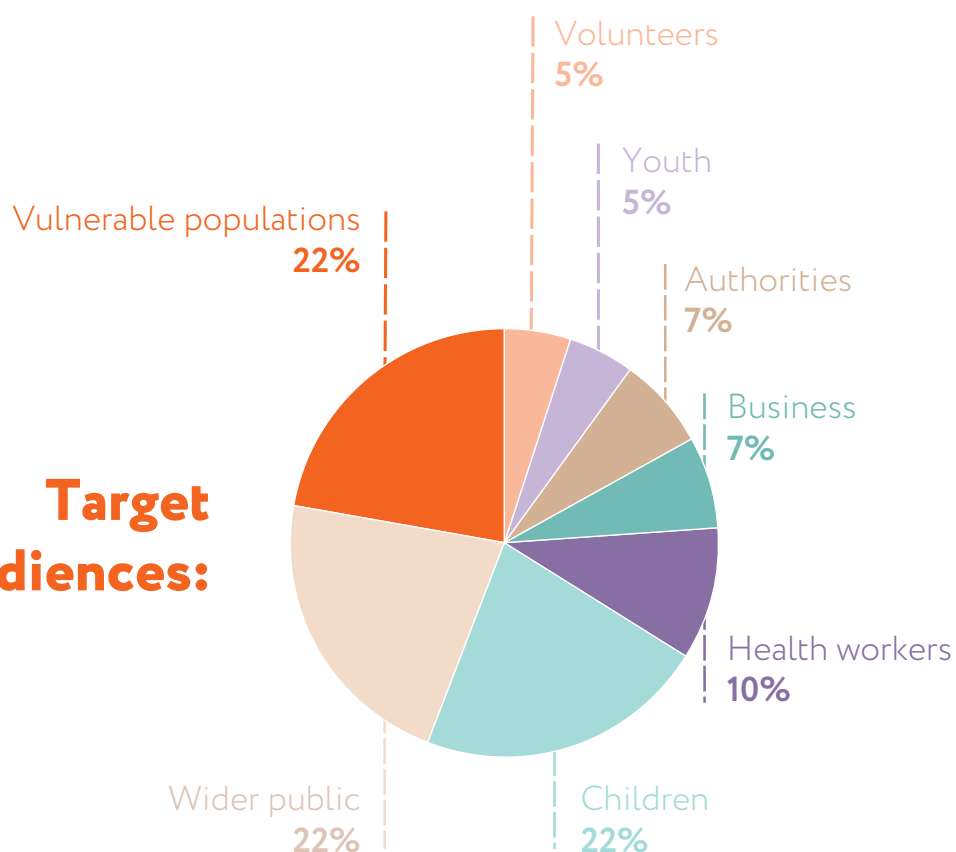


Total worth **UAH 3,492,113.69**



Approximately **16,000 people** benefited from the grant program

Target audiences:



In 2020, we published the following surveys:



Charitable Activity in Ukraine: Internal View

This survey is the second phase of the charitable sector research in Ukraine conducted after Charitable Giving as Viewed by Ukrainians research. The survey shares the perceptions of the employees of the charitable sector on further development of charitable giving in Ukraine.



Charity in Times of Coronavirus

The survey Charity in Times of Coronavirus discusses relevant questions charitable giving in the context of coronavirus pandemic.



Trust in Charitable Organizations in Ukraine

Do Ukrainians trust in the “third sector” and what is an image of charitable giving in a modern society? The survey Trust in Charitable Organizations in Ukraine provides the responses.



What Encourages Ukrainians to Join Charitable Practices?

A research paper proving interesting facts: 60% Ukrainians have become philanthropists over the past year; and 87% have been involved in charity activities one way or another throughout their lives. Analysis of the factors influencing Ukrainians to engage into charitable activities is available here.



Charity before the Elections

Zagoriy Foundation presented a survey on the impact of election campaigns on the charitable sector. In particular, the document provides tips on how to distinguish permanent charitable foundations from newly-created ones in the pre-election period and on the activities of policy-involved organizations.

The media supported us in the:



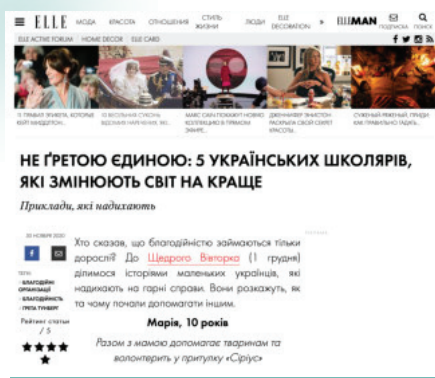
promotion of the culture of charitable giving among children



advancing that the third sector should be professional

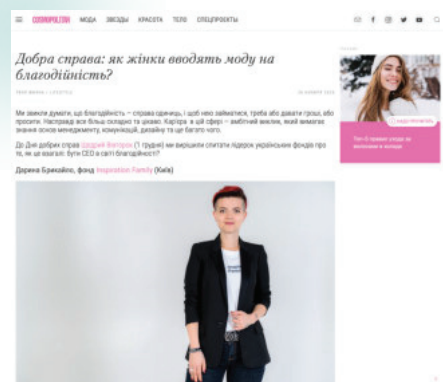
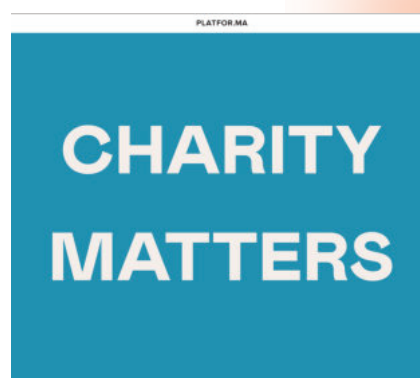


advertising different ways to engage into charitable activities through personal stories.



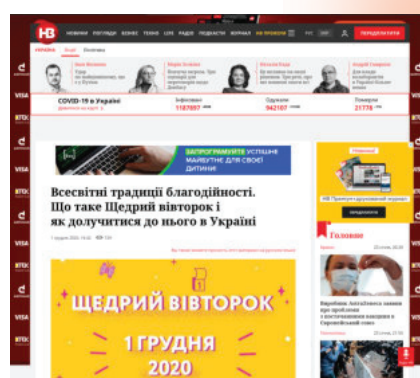
On Giving Tuesday, ELLE shared inspirational stories of children philanthropists

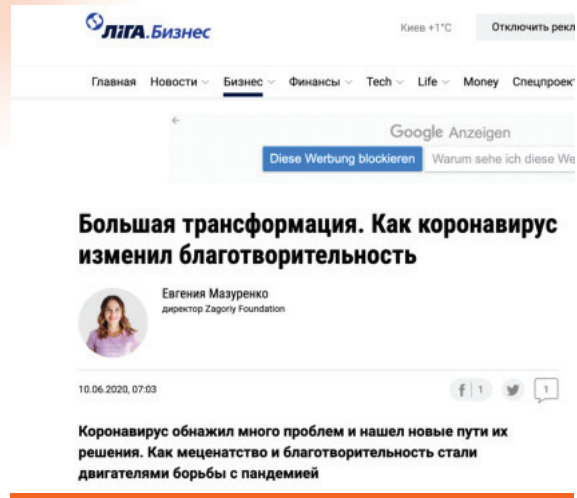
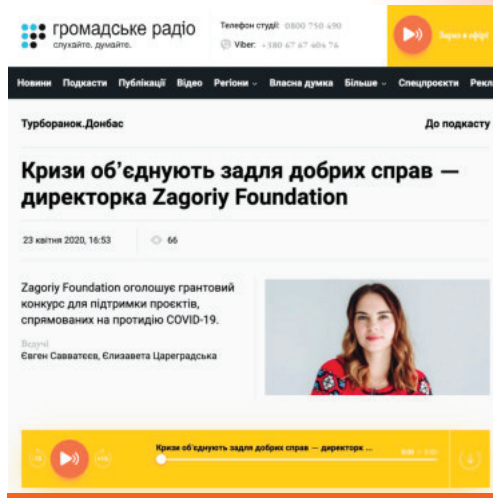
platfor.ma published the series of op-eds of the Foundation's Director Eugenia Mazurenko



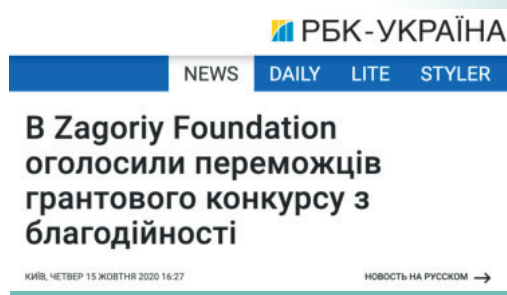
Cosmopolitan shared the stories of women who head successful charities

NV provided media reporting about the fundraising marathon and encouraged to do good deeds on Giving Tuesday, and invited the Foundation's Director Eugenia Mazurenko to talk about charity on air radio

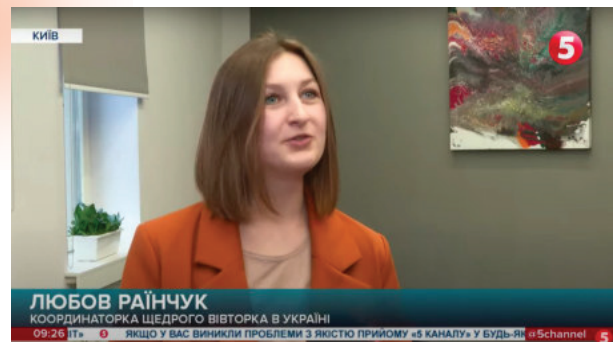




Hromadske Radio invited us to talk about the changes in the charitable sector caused by the pandemic, and Liga.net published the op-ed of the Foundation's Director Eugenia Mazurenko on this topic



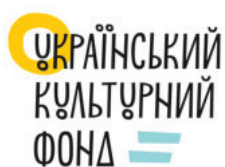
Online media and news agencies shared the Foundation's news reports



Kyiv Live TV Channel invited us to a live television broadcast to talk about cultural heritage preservation, and the Fifth Channel released a footage on the importance of good deeds

Partners

Every of the Foundation's achievements has only been made possible through close cooperation with partners in Ukraine and abroad. Together with them, Zagoriy Foundation brings about real changes in Ukraine and implements projects that improve the lives of hundreds of thousands of people.



Support to cultural and educational projects

Signing a memorandum of understanding with the Ukrainian Cultural Foundation

Zagoriy Foundation became the first private charity to co-fund the Ukrainian Cultural Foundation. In 2020, financial support from Zagoriy Foundation helped implement two projects



Virtual tours around archeological sites of Poltava oblast

On 2 October, interactive map of Poltava oblast featuring digitized archeological and historical sites was launched.



Encyclopedia of architecture of Ukraine

Encyclopedia of architecture of Ukraine is a multimedia online platform that researches mutual influence of architecture and society. During the project duration, the platform was attended by approximately 13,000 visitors.

Support to educational institutions



Support to Ukrainian Catholic University

Since 2015, Zagoriy Foundation launched the UCU development program providing annual scholarships to the best students and supporting the operation of branches in Lviv and Kyiv.

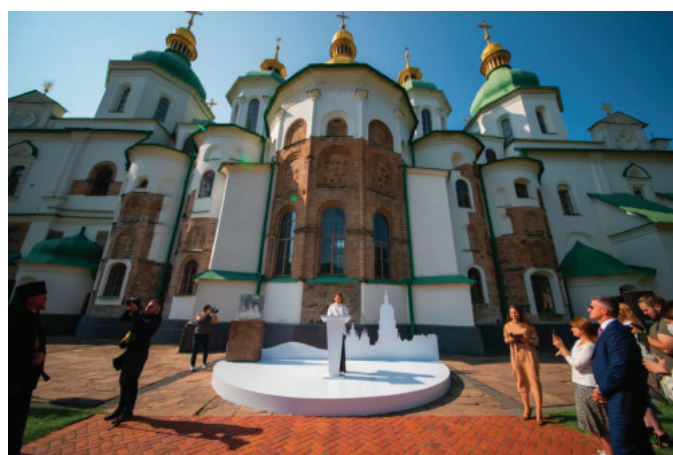


Support to Kyiv School of Economics

The Foundation supported Kyiv School of Economics in the implementation and transferring the entrepreneurship training course for the ATO/OUF combatants online.

Preservation of Sophia Kyivska

Zagoriy Foundation together with the pharmaceutical companies Darnytsia and Interchim implemented a project to drain the foundations and walls of St. Sophia Cathedral and adjacent monastery buildings from excessive moisture. BioDry equipment that was installed there will help address the problem of excessive moisture. This will preserve a unique landmark for future generations.



Global Teacher Prize

Since 2019, Zagoriy Foundation has been supporting the Global Teacher Prize in Ukraine. In 2020, the Foundation became one of the four sponsors of the Prize. We launched the nomination called the Zagoriy Foundation Chemistry Teacher Award. The award is worth UAH 200,000. This year, the winner was Natalia Zyma, who teaches chemistry at Artem Mazur Technological Multidisciplinary Lyceum in Khmelnytskyi.



Help to doctors in times of the pandemic



Zagoriy Foundation and the pharmaceutical company Darnytsia procured and donated six ventilators to four Kyiv ambulance hospitals. Avea ventilators (Vyair Medical Inc., USA) have been installed in three hospitals – Kyiv City Clinical Emergency Hospital (3 units), Oleksandrivska Kyiv City Clinical Hospital #4 and Kyiv City Clinical Hospital #9.



In March 2020, Zagoriy Foundation and Ukrainian Charity Exchange jointly announced a nationwide fundraising campaign for the procurement of ventilators and other medical equipment.

The first community agency in Ukraine OMGagency supported the pan-Ukrainian fundraising campaign to buy rescue vehicles from COVID-19 initiated by Zagoriy Foundation and Ukrainian Charity Exchange.

OMGagency created the project #giveair, and Ukrainian celebrities supported the initiative by committing to take part in a big online concert.

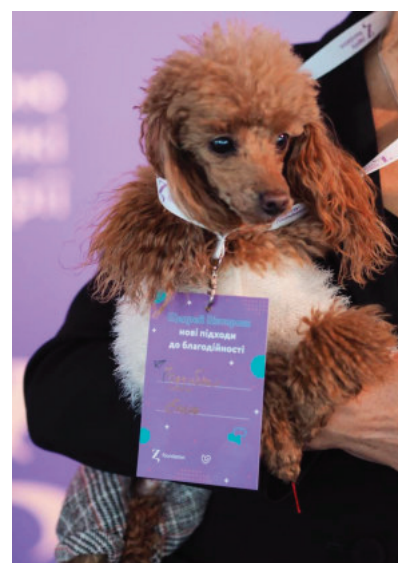
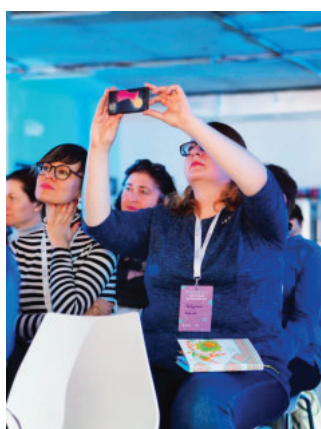
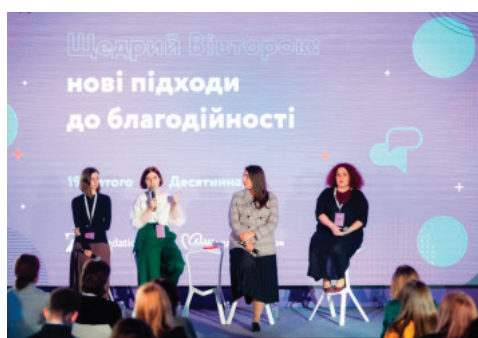


Events 2020



New Approaches to Charitable Giving

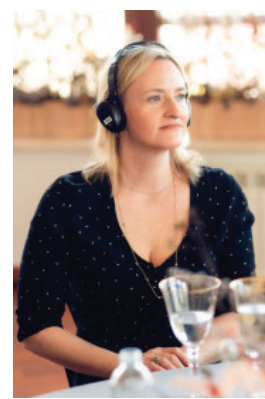
On 19 February, Kyiv hosted a large-scale conference for representatives of the non-profit sector to sum up the results of Giving Tuesday. As part of the event, a panel discussion was conducted including the presentation of the findings of survey Charitable Activity in Ukraine: Internal View. Also, the conference featured the address by Asha Curran – a co-founder of the global charity movement #GivingTuesday.





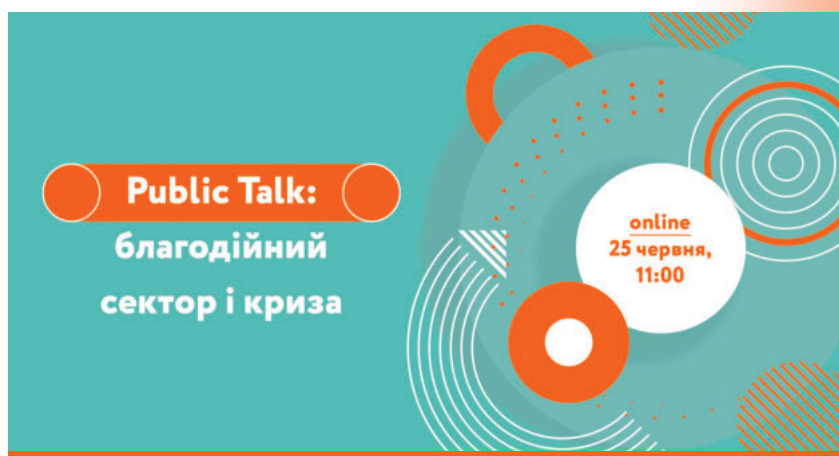
#MEETheFutureBrunch

The event brought together women involved in the development of charitable giving. The first #MEETheFutureBrunch focused on leadership and the role of women in promoting the philanthropy. We invited Asha Curran – co-founder of the global charity movement #GivingTuesday – to speak at the event.



Public talk Charitable Sector and Crisis

Online discussion between employees of foundations and organizations of various scales from all over Ukraine. During the event, we learned how they work in a crisis.





Public talk Charity the Day After Tomorrow: How Does Technology and Gender Equality Change It?

Zagoriy Foundation initiated an online public talk on Giving Tuesday featuring representatives of well-known Ukrainian charities and fundraising platforms.

Lectures from the team

As part of the fundraising marathon on Giving Tuesday, Zagoriy Foundation team gave lectures for charitable donations. Including:



Publicity for good: how to approach the journalists so that they hear you? – by Olena Skachkova



Charitable roasting: analyzing social networks of your organization – by Anna Nishnianidze



Successful partnerships: how to find, communicate and cooperate – by Oleksandra Lytvynenko

