



zagoriy
foundation

2021 REPORT

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FOREWORD FROM THE FOUNDERS

Ukraine is rich in cultural heritage and natural resources, but one of the most important sources for further development of the country are people. Historically and nowadays, we can name many personalities who keep doing considerable everyday contribution to development of the society. These are Ukrainians of different professions and vocations who believed and believe in their own country. But for sustainable moving forward, only the active groups of benefactors is not enough – that is, charity has to become a wide trend, and philanthropy has to become a common philosophy. Developing the culture of charitable giving is a priority of our Foundation.

Great stories outlive generations, and we as a family foundation aim to support ideas and projects that will yield tangible impact in one year, in ten years and throughout centuries. It is an ambitious yet achievable goal, because adream, multiplied by systemic work usually becomes a reality.

We thank our partners and grantees for cooperation, common dream and great stories that we are creating together.



Kateryna and Glib Zagorii, co-founders of charitable foundation Zagoriy Foundation

INTRODUCTORY WORD FROM THE DIRECTOR

One of the most valuable qualities of a modern team in the world which dynamically changes is the resilience in front of evolving circumstances, the stability in front of stress and at the same time the flexibility.

On the eve of every new year we with team of Zagoriy Foundation choose few “words of the year,” and in 2021, the word ‘flexibility’ that describes a critical virtue became a part of our joint vocabulary, along with the words ‘partnership,’ ‘creativity,’ ‘development’ and ‘synergy.’ It seems we overcame most obstacles and completed most of our objectives which we set for ourselves in the beginning of the year (and even few with of those that we did not expect to complete) thanks to common vision that the meaning of these simple words embarks. That is, the words alone don’t make change, but they still mean a lot.

2021 gave us a wonderful partnership. It includes the support we provided to Book Arsenal where we presented our project “Melt the ice of your prejudices, the creation of a children’s books about charity together with Osnovy publishing house, an incredible cooperation with Shukai project that helped erect five minisculptures of patrons around Kyiv, and also the scholarship program for the best students of Ukrainian Catholic University. Cooperation with the University is something that we are proud about for several years already. In 2021, we jointly announced a scholarship competition for students of the Master’s program in management of non-profit organizations. We are sure that it will help the non-profit sector in the nearest future get more professionals who will drive it.

The winners of our grant projects are first of all the partners for us. We will jointly continue to build up the culture of charitable giving in Ukraine.

I would also like to mention thousands of our like-minded people around Ukraine who join us for the fourth consecutive year in celebrating the Ukrainian Day of Good Deeds – #GenerousTuesday. Their charitable initiatives are unbelievably inspiring. And we are grateful to the media that increasingly cover this holiday. Information support is important because the good has to sound aloud!

This year, Zagoriy Foundation became a member of three international organizations and started the tradition of CEO breakfasts for executives. We created our own Media of Great Stories – the first Ukrainian media about charity which became the source of information about good deeds and inspiring projects which philanthropists implement with open heart.

Somebody reading this report has probably become the hero of our materials. To share best practices with our foreign colleagues and spread a word about the charity landscape in Ukraine, in autumn, we also created English version of the Media of Great Stories.

You may find more information about these and other projects in the report for 2021. The writing of this report was a wonderful opportunity for us to look back on our accomplishments with gratitude and to undertake new tasks with new zeal.

We thank our partners and colleagues for cooperation, dedicated effort to pursue common goals and great stories that we write together. And I want to specifically thank the family of founders of Zagoriy Foundation for believing in Ukraine, believing in patronage, their wisdom and inspiring mission – developing the culture of charitable giving in Ukraine.



Sincerely,
Director of Zagoriy Foundation
Eugenia Mazurenko

OUR WORK IN A NUTSHELL



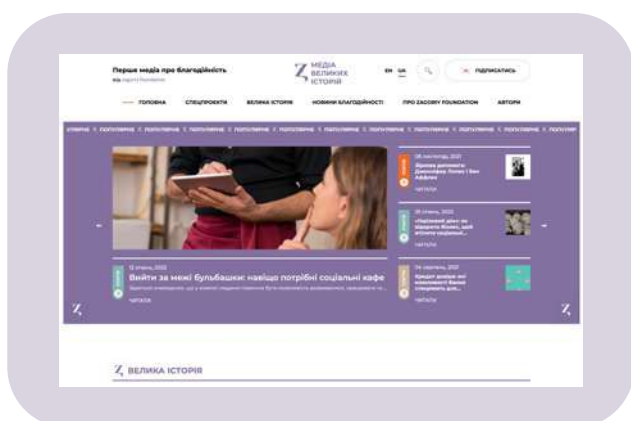
We presented the research “Charity in the eyes Ukrainians in 2021.” Specifically, we found out that:

67%

Ukrainians became philanthropists in the past year

81%

of all philanthropists helped financially



On 20 May, we launched the Media of Great Stories – the first media about charity in Ukraine. It has already published

600 materials.



We conducted four grant competitions and accepted out-of-competition project proposals. We supported 28 projects total worth of

UAH 4 901 007,04



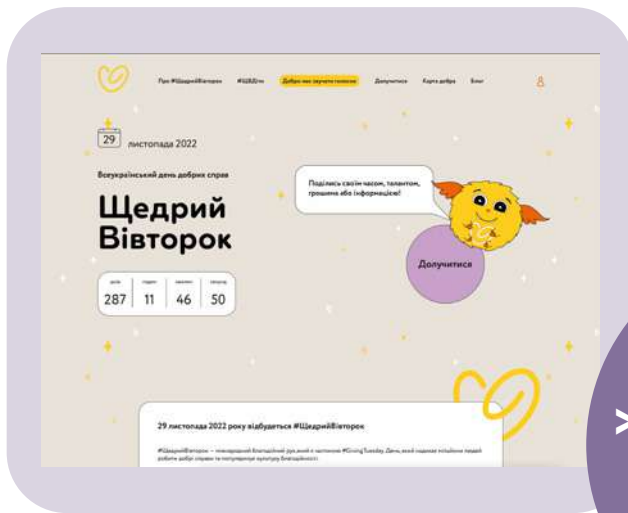
We implemented Charity Match program featuring the educational course

for 101 participant from 62 organizations.



For 10 participants, we doubled the funding that they raised, general amount is

UAH 480 024



On 30 November, we conducted the fourth Ukrainian Day of Good Deeds - #GivingTuesday.

> UAH 25 500 000
raised for charity

>4800

volunteers devoted their time to good deeds

>172 000

participants - from junior schoolchildren to the elderly people – joined the activities of the movement



In 2021, we released the second season of the Podcast of Great Stories and launched the third.



Together with Shukai project, 5 minisculptures of the patrons of Kyiv were erected within the framework of Who Is Behind This? campaign

General media coverage is

9,500,000 mentions about the event



We installed a huge iceberg on annual International Book Arsenal festival as part of the Melt the Ice of Prejudices campaign.

We received **113 470 000 contacts**

during the entire placing period. Digital coverage is **1 291 283.**



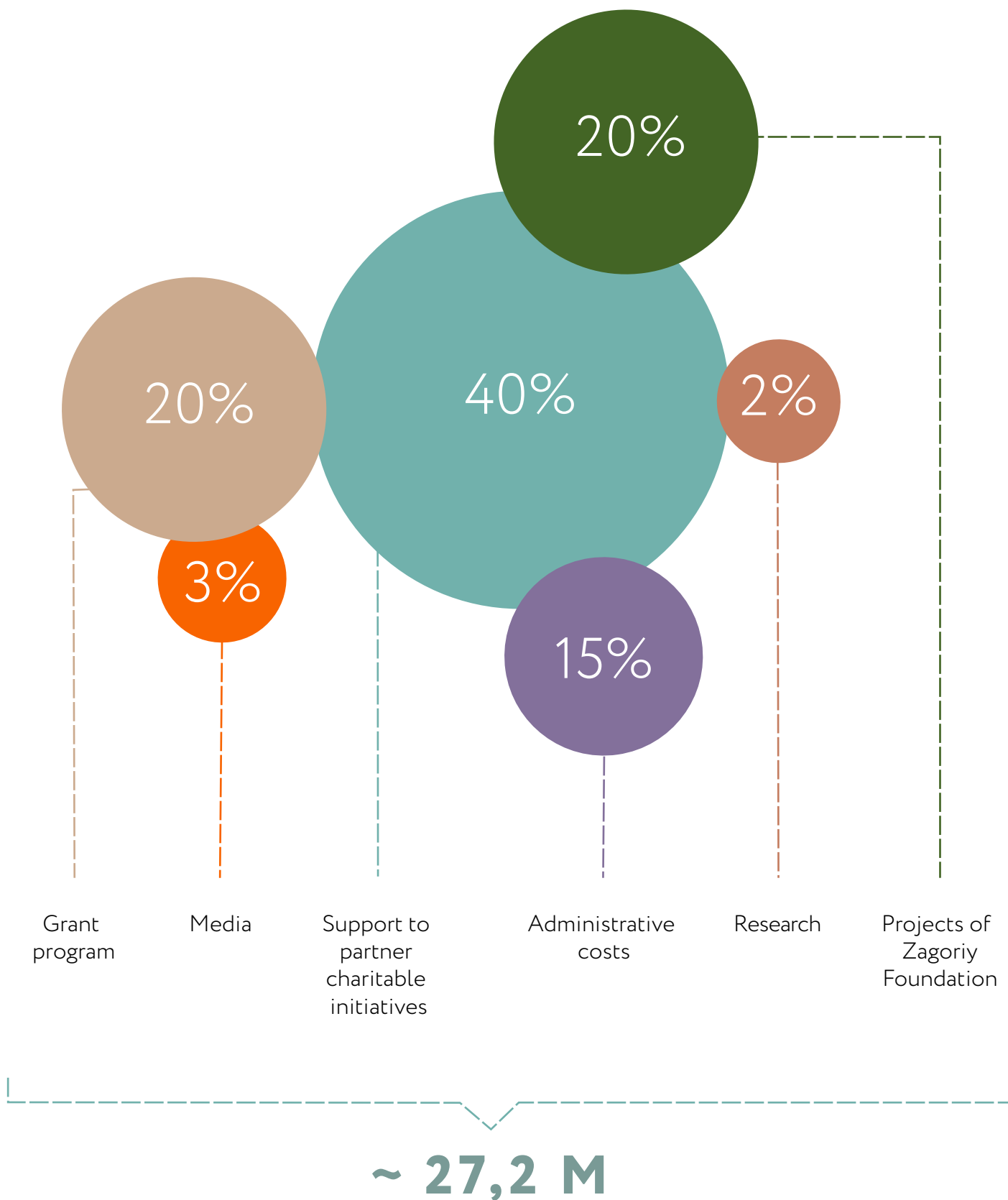
We started the tradition of CEO breakfasts for executives of private charitable foundations and representatives of socially responsible business and conducted two breakfasts.



And also:

- we implemented 12 collaborations;
- we translated four international surveys to Ukrainian
- became members of three international associations.

FINANCIAL EXPENSES



RESEARCH ON CHARITY

21
SEPTEMBER

Zagoriy Foundation presented a research “**Charity in the Eyes of Ukrainians 2021**” which analyzes current situation of non-profit sector, topical issues and areas of its further development in Ukraine.

The research provides account of the charity sector in Ukraine in 2021 and comparison with 2019

Key findings of the research are:

- **67% residents** of Ukraine became philanthropists during last year (7% more than in 2019).
- **54% residents** of Ukraine (or 81% of all philanthropists) provided help financially.
- Compared to 2019, the average amount of donations from Ukrainians doubled: **from UAH 208 to 398** per quarter (3 months).
- Today, the population’s interest in the activities of charitable foundations is lower **than average** (2.24 of 5). The level of trust in charitable foundations is also **mediocre** (2.66 of 5).



TRANSLATION OF SURVEYS BY ZAGORIY FOUNDATION

Thanks to partnership with CAF and the Indiana University Lilly Family School of Philanthropy, we succeeded to translate in Ukrainian four very interesting international papers:



The Research by the Indiana University Lilly Family School of Philanthropy

Covid-19, charity and gender

The study provides a brief overview of changes in charitable behaviors of people in the first months of the COVID-19 pandemic and key factors of influence.

CAF World Giving Index 2021

CAF publishes world giving index for over ten years. The 2021 study provides an opportunity to assess the impact of the new global crisis caused by the COVID-19 pandemic on charity around the world.



How households make charitable giving decisions

The study analyzes who in the households makes decisions on granting charitable assistance.



Women's organizations Index

The index was created to provide account on the context in which women's organizations operate, with a focus on the amount of private donations they receive.

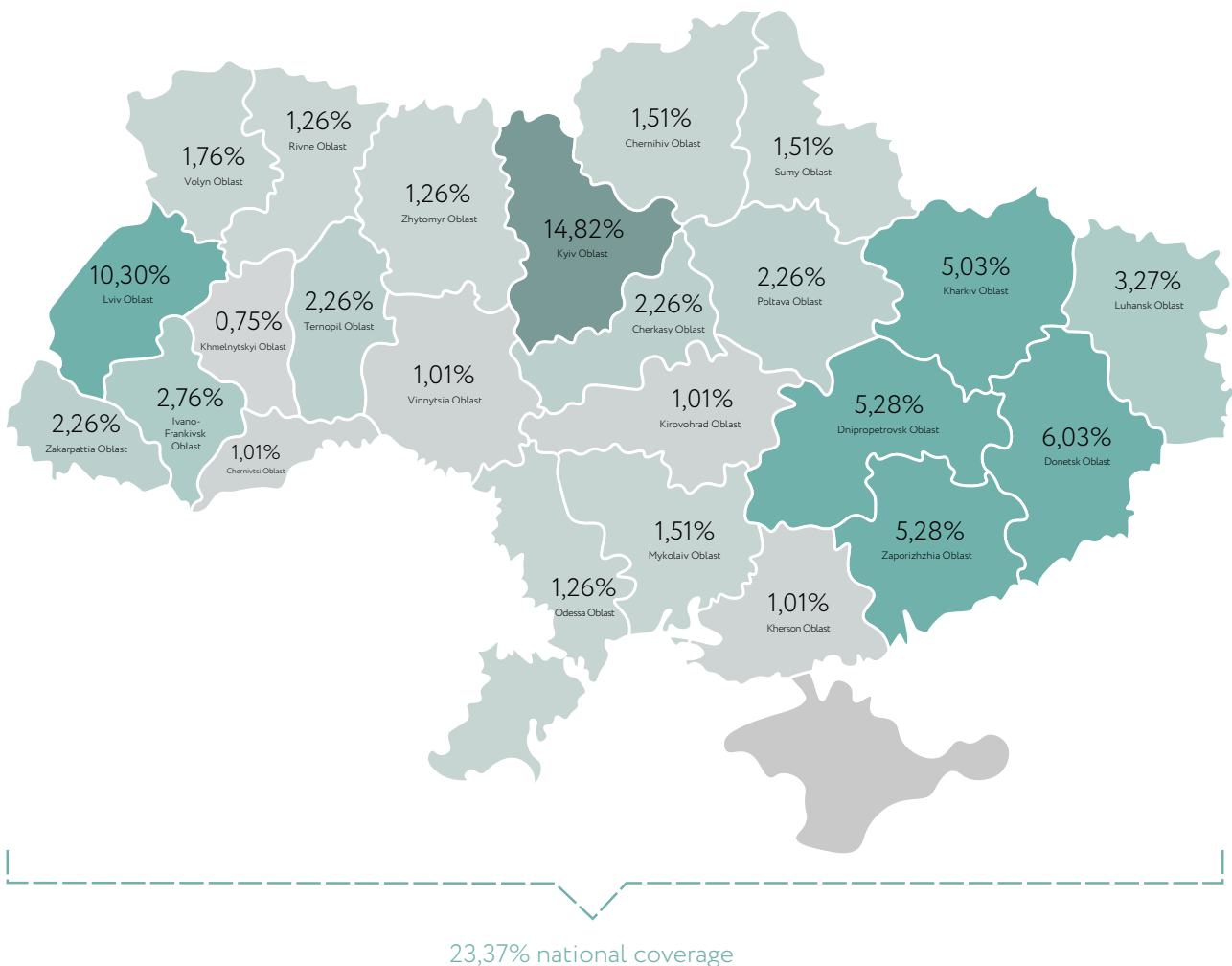
GRANT COMPETITION

Zagoriy Foundation annually provides grant support for development of the charitable sector in Ukraine.

In 2021, we conducted four grant competitions and collected out-of-competition project proposals. We supported

28 projects total worth of UAH 4,901,007.04

Geography of projects that were submitted to grant competitions in 2021:



Majority of grant applications have all-Ukrainian scale. Kyiv and Lviv oblasts are second and third most popular regions, respectively.

Within the Culture of charitable giving grants, we conducted two competitions:

New approaches to communication of charitable projects



Dates of the competition:
1 March – 1 April.



Winners announced –
11 May



Number of applications – 103.



Number of winners –
9 projects



UAH 2,331,674
provided to winners

Effective fundraising tools



Dates of the competition:
1 July – 15 August.



Winners announced –
20 September.



Number of applications – 67.



Number of winners –
5 projects



UAH 1,072,890
provided to winners

Also, within the framework of international movement #GivingTuesday, two mini-grant competitions were organized – in May and September. It resulted in the implementation of

9 projects total worth of UAH 193,505

In April, we started receiving project proposals for out-of-competition support. By the end of the year, we selected and supported five projects:

- multi-series film Over Again from **NGO Life is Tough;** ;
- Ukrainian competition of composers Ukrainian Concert Overture from the **Charitable Foundation Open City Music;** ;
- Animated series Stories of Those Who Care: Patronage in Ukraine. Season 2 from **NGO Icebreaker;**
- scholarship on annual entrepreneurial program Online 21/22 from **MBA KIDS Ltd;** ;
- Creative and Communicative Capacity building for social projects from **NGO Platform of Ideas**

15 of 28 grantees completed their grant projects by the end of

2021, Key results:



UAH 1 037 594 collected thanks to the use of fundraising tools



2268 philanthropists engaged to support the organizations;



175 volunteers provided assistance in implementation of the projects;



4574 beneficiaries received assistance through the projects;



the projects indirectly influenced on **431 849** beneficiaries thanks to the products generated by the grantees;



27 925 264 contacts with audience through communication activity.

EXAMPLES OF GRANT PROJECTS:



Charitable Organization Cancer Foundation

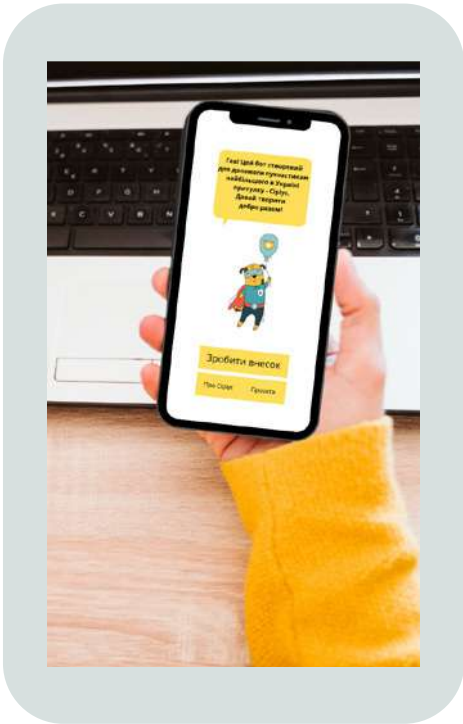
The project “Fundraising for the sake of women’s health” within the Effective Tools of Fundraising grant competition.



Amount of support is UAH 276,900

Project included information campaigns for fundraising purposes and charitable fair Warm Toy of Hope.

Thanks to UAH 316,000 raised, at least 3,700 women from remote Volyn villages will be able to undergo free examination on cervical cancer. Approximately 100 cases of cancer and 500 pre-cancer conditions are likely to be detected during the examinations. This will save lives and/or increase likelihood of effective treatment.



NGO Sirius Animal Shelter

Helping Animals is Simple project within the Effective Tools of Fundraising grant competition.

 Amount of support is UAH 164,300

Sirius is biggest shelter for animals in Ukraine. About 3,000 dogs and cats need care, so the shelter should be developed further. To create conditions for convenient and long-term charitable giving, the organization has created a chatbot on Viber. Also, it conducted a charitable auction. Thanks to the chatbot, the donation process was digitized and expedited from 2 minutes to 30 seconds. In general, the project raised UAH 97,000, and UAH 15,000 was raised during the first week of work Viber bot.

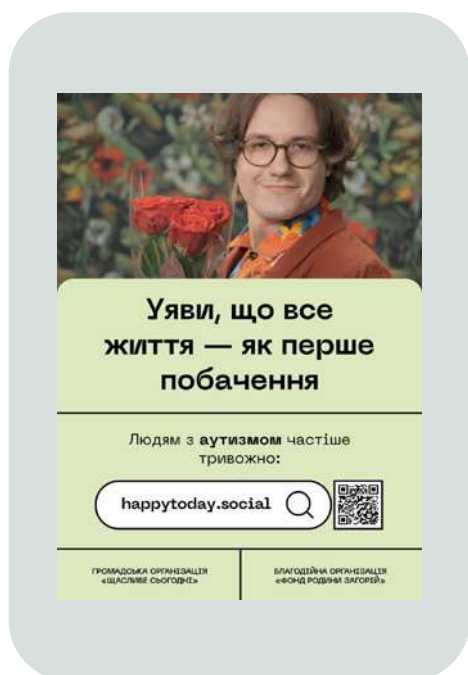


International Charitable Organization SOS Children's Villages Ukraine

Communication Support to Launch Innovative Fundraising Models project within the grant competition “New approaches to communications of charitable projects.”

 Amount of support is UAH 299,750

Thanks to the project, the foundation implemented a model of face-to-face fundraising (involvement of benefactors through personal communication). The enumerators worked for two months in 10 locations in Kyiv and engaged in over 8,000 dialogues. As a result, the project involved 335 regular donors, and in six months, UAH 370,605 was raised. Regular contributions will provide sustained psychological support for foster families and vulnerable families whom the foundation supports.



NGO Happy Today.

Project “Promotion of the cycle of videos ‘How to understand autism?’” within the grant competition “New approaches to communications of charitable projects.”

 Amount of support is UAH 289,000

The launch and promotion of the series of videos contributed to raising awareness of autistic spectrum disorders (ADS) and improvement of quality diagnostics of such conditions. Project was supported by about 40 media outlets, including online publications, TV channels, online and offline cinema theatres. In general, the communication campaign of the project reached 24.7 million people.



Charitable Foundation Children's Voices

Art Therapy without Borders project within the framework of the grant competition «New approaches to communication of charitable projects».

 Amount of support is UAH 287 768,04

As part of the project, the organization updated the foundation's website, created a separate section, "Art Therapy without Borders,» set up tools for donations from abroad, and conducted an information campaign. The organization has accumulated funds for more than 620 classes with children from frontline areas, thanks to these activities. 65 children have already completed an entire course in the following locations: Girske, Zolote, Nyzhnie, Svitlodarsk, Toretsk, Novotoshkivka, Pivnichne.

MEDIA OF GREAT STORIES

On 20 May, we launched the Media of Great Stories – first media about charity in Ukraine. Its goal is to tell about trends in charity, promote the work of the non-governmental sector, share stories of social projects and responsible business, create ground for exchange of expert thoughts and broadly promote the culture of charitable giving.

90 mentions about the launch of the Media of Great Stories appeared in media in May.

*according to looqme.io.

— over 600 texts;

— 6 special projects.

The most popular materials in 2021:



68,573 views –
10 TV series that teach
good and tolerance




45,065 views –
Credit of trust:
which opportunities
the banks create for charity



34 471 перегляд –
My phone friend:
how to join?

The Media of Great Stories launched its Facebook and Telegram channel:

 **4056** subscribers
Number of publications – **238**
Coverage – over **7 000 000** interactions.

 **627** subscribers

The Media of Great Stories has also launched the English version.

CHARITY MATCH

Charity Match is a multi-component development program aiming at building capacity of non-profit organizations to deliver effective fundraising campaigns. We implemented the project together with charitable foundation of Myronivskiy Khlibprodukt, which allowed to expand geography and areas of focus of beneficiary organizations

Within the program, we conducted the training course for

101 participants from 62 organizations.

75% participants fully reached the results that they expected from the training program.

The program graduates implemented their campaigns and had an opportunity to get their funding doubled (in the amount of up to UAH 50,000) when they successfully conducted their fundraising campaigns.

A total of 10 participants had their funding doubled total worth of **UAH 480,024**

Zagoriy Foundation doubled the funding to:

- Sunny People NGO;
- Charitable Organization “Prospect 21.3;”
- Charitable Organization “Agency of Development of the Future” (unofficial name - Museum in darkness “Three after midnight”);
- NGO “Development Agency of Rudky town;”
- Charitable organization “280 days.”

#GIVINGTUESDAY

30
NOVEMBER

The Ukrainian Day of Good Deeds was conducted on 30 November - #GivingTuesday. It was the fourth time that Ukrainians joined the Giving Tuesday and became a part of global movement.



944 activities were registered by the people on the Map of good deeds, with 24 regions and 145 settlements of Ukraine covered.



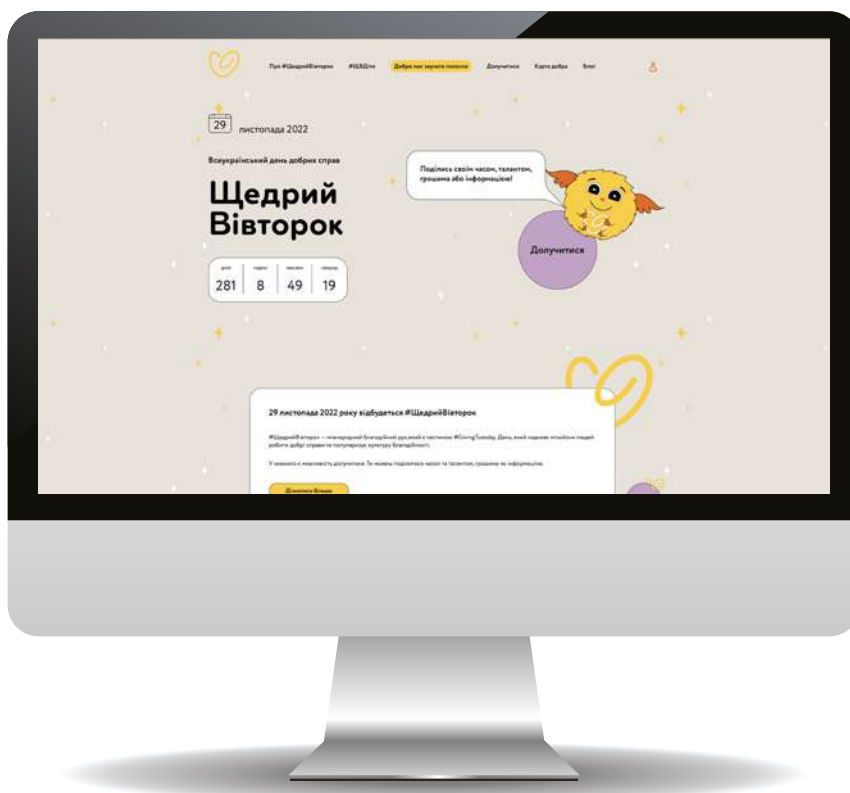
> **UAH 25 500 000** raised on charitable initiatives.



> **4800** volunteers devoted their time to good deeds.



> **172 000** participants – from elementary school students to the elderly - joined the activities of the movement.



ACTIVITIES OF #GIVINGTUESDAY MOVEMENT

27-28
NOVEMBER

GIVING RUN

On 27 and 28 November, the Giving Run took place. It was timed to Giving Tuesday and organized by Kind Challenge and Zagoriy Foundation.

In 2021, the run took place in the format of immersive theater – a street performance where the participants are experiencing certain informative and aesthetic experience through headphones and their smartphones.

Audio performances were read by celebrities such as Pianoboy, Solomiya Vitvitska, Yaroslav Lodyhin and others.

550 runners collected UAH 1,104,233 for 45 Ukrainian foundations.

The philanthropists made a total of 1,618 charitable donations during the Giving Run. The runners represented 60 settlements and 8 countries.



GOOD HAS TO SOUND ALOUD!

On 27 and 28 November, the Giving Run took place. It was timed to Giving Tuesday. It is an annual information campaign on the occasion of Ukrainian Day of Good Deeds that aims to motivate people to report good deeds that they did.

Results:

- **298** boards and city lights in **17** cities of Ukraine*;
- **685** good stories on #GivingTuesday;
- **500** minibuses in **7** cities**;
- **20** metro lights;
- screens on **24** subway stations;
- **1089** advertising spots on iBox;
- **12,382** views of a video.

* with the support of Big Media.

** from 1 to 30 November 2021.



COLLABORATION WITH OLIZ BRAND

Zagoriy Foundation joined the Giving Tuesday jointly with OLIZ, the neckerchief brand.

On the occasion of Ukrainian Day of Good Deeds, the designer created a charitable neckerchief named Kind Heart. 15% from the sales of this neckerchief brand are donated to the NGO Vidchui that provides systemic assistance and social adaptation to people with hearing impairments.



SUPPORT OF A DIGITAL INFLUENCER TO GIVING TUESDAY

The first in Ukraine digital influencer Astra Star joined to international charitable movement #GivingTuesday in Ukraine.

She donated UAH 10 for every digital reaction – like, comment or repost – to one of her three favorite charitable foundations.

A total of **UAH 27,230** was raised on charity.



AMBASSADORS OF GIVING TUESDAY

In 2021, the Giving Tuesday got its ambassadors – organizations that help promote the movement in the regions and involve even more people to charity:

- Charitable Foundation “We help” (Dnipro);
- Kharkiv Charitable Foundation “Social Help Service” (Kharkiv);
- Caritas Mariupol;
- Caritas Melitopol;
- Caritas SDE UGCC (Drohobych);
- Caritas Kamianske
- Youth NGO “Youth is the Nation’s Future” (Mykolaiv);
- IT Ukraine Association.

MEDIA ABOUT #GIVINGTUESDAY:



#GivingTuesday –
the day of good
deeds – will take
place in Ukraine

– Ukrainian
National News



Developing trust: Why
non-profit organizations
should learn to speak out
loud about themselves?

– Sostav.ua



#GivingTuesday.
How Ukrainian children
join charity and
help the others

– #SHOTAM

#GIVINGTUESDAYKIDS

#GivingTuesdayKids is a standalone subproject that develops the habit to do good deeds in children and young people.

In 2021, we published the manual “The Kindness Lesson: ideas and tips for a school year” developed in cooperation with EdCamp UA.

A total of 714 schools joined the good deeds on #GivingTuesday. A competition of charitable initiatives was organized among schools together with CF Zaporuka. A total of 180 applications was collected, and 3 winners received valuable prizes.

#GIVINGTUESDAYEVERYTUESDAY

On 1 June, a global initiative #GivingTuesdayEveryTuesday was conducted. It is designed to remind people that good deeds should be done every day. 1 June is the International Children’s Day, so we made a focus on charity and children.

Zagoriy Foundation supported the project of the Ukrainian Leadership Academy and their online marathon named DobroDvizh. The project was joined by about 20 organizations (1,157 participants in total). [Click here to learn more details.](#)



MEDIA ABOUT #GIVINGTUESDAY:



How to teach charity to children

– Osvitoria Media



Great start: children ask about charity

– The Media of Great Stories



Not the toys: why children will save the world before superheroes

– The Media of Great Stories

INFORMATION CAMPAIGNS

24
NOVEMBER

WHO IS BEHIND THIS? X SHUKAI

Zagoriy Foundation together with Shukai implemented a project Who Is Behind This? to open five bronze minisculptures of the patrons of Kyiv.

Sculptures of the patrons were erected:

- Halshka Hulevichivna
- Davyd Marholin
- Mykhailo Dehtiariov
- Mykola Bunge
- The Halahan family

Information support:

- 60 publications in in media;
- 5 broadcasts on television.

General coverage
*data for 24-30 November 2021

2 500 000*



Five more mini-sculptures of Shukai project opened in Kyiv

— UkrInform



5 minisculptures of Kyiv patrons erected in the city

— Bazilik Media



5 minisculptures of patrons erected in Kyiv: where to find them

— Bazilik Media



MELT THE ICE OF PREJUDICES

23
JUNE

On 23 June, we announced the information campaign named Melt the Ice of Prejudices, which debunks myths and destroys stereotypes about charitable foundations. We started the campaign at the annual International book festival Book Arsenal where we established huge iceberg which symbolized the ice of prejudices.



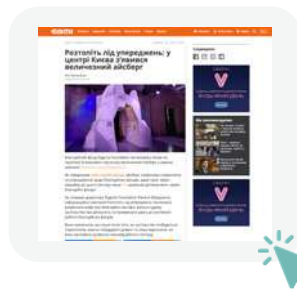
Do they receive salary there, or 5 myths about work in charity sector

– Happy Monday



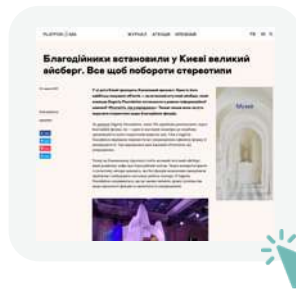
Zagoriy Foundation set an iceberg on Book Arsenal

– Bazilik Media



Melt the ice prejudices: a huge iceberg installed in the Kyiv downtown

– Facts ICTV



Philanthropists installed a huge iceberg in Kyiv. The idea is to overcome stereotypes

– Platfor.ma



Outdoor ads*:

- With support of Big Media and Octagon Outdoor, **233** outdoor ads units were placed in **18** cities of Ukraine.
- We received **113,470,000** contacts throughout the entire placement period*. Digital coverage is **1,291,283**

*From 1 to 30 July 2021



PODCAST OF GREAT STORIES

In 2021, we released the second season of the Podcast of Great Stories and started the third.

Podcast of Great Stories is the first podcast about charity in Ukraine.

The podcast host is Eugenia Mazurenko, Director of Zagoriy Foundation.

In the second season, we communicated with representatives of non-profit sector, business and media, they talked about their attitude to charity, prospects of its development and further plans.

The guests of the season were: Olga Kudinenko and Vyacheslav Bykov, Olena Balbek, Olga Rudneva, Maria Paplauskaite, Maria Artemenko and Oleksandr Todorchuk, Daryna Brykailo and Maria Fronoschuk.

The Podcast is available on platforms:

 Apple podcast

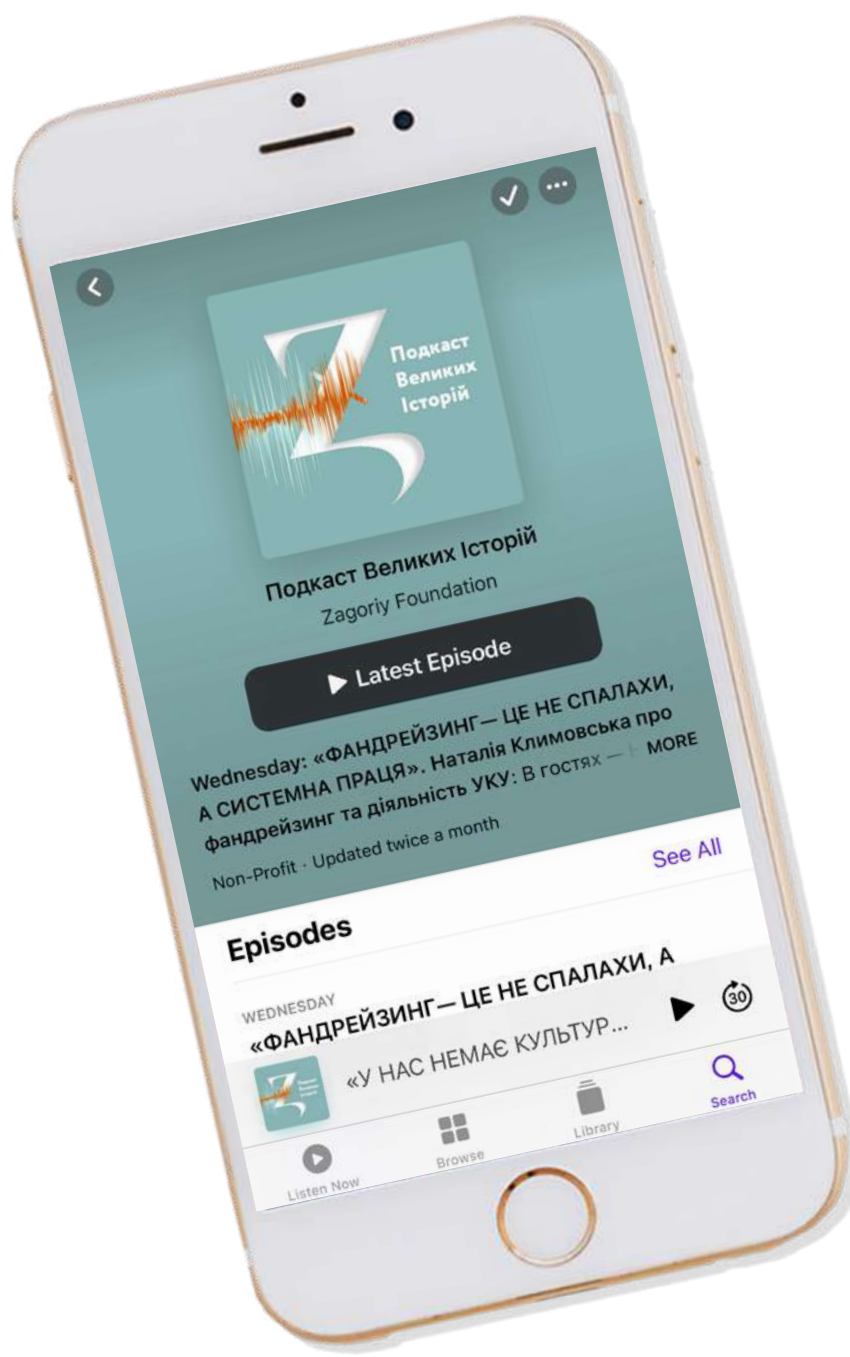
 Google Podcast

 YouTube

General coverage is

5,500 views

and hearings of the second season of the Podcast of Great Stories.



PARTNER PROJECTS

FEBRUARY -
MARCH

LESYA UKRAINKA: 150 NAMES

Zagoriy Foundation became an official partner of the artistic project “Lesya Ukrainka: 150 names” on the occasion of 150th anniversary of the outstanding poet.

25 February 2021 was the 150th birthday of Larysa Kosach-Kvitka.

The Drahomanov-Kosach family is an example of Ukrainian elite of the second half of 19th – early 20th century. Patronage and education activities of the family are interesting and something that relates to the Zagoriy family. According to co-founder of Zagoriy Foundation Kateryna Zagoriy, the Foundation shares the values of the Drahomanov-Kosach family – this is the unity of Ukrainian family and development of culture, in particular of the culture of charitable giving.

On 25 February, Lesya Ukrainka's birthday, the large-scale artistic project “Lesya Ukrainka: 150 names” was officially opened in Ukrainian House. According to the organizers, the project was visited by over 27 thousand people.

26
MARCH

UCF AWARD SUPPORTED BY ZAGORIY FOUNDATION

The UCF launched the professional award in the field of culture. This award celebrates the best projects what were supported by the UCF in the previous year, which gives them additional promotion. On 26 March, Zagoriy Foundation supported the online ceremony to award the winners. Zagoriy Foundation gave the special award to

Virtual travel around the archeology attractions of Poltava region project. 

APRIL -
DECEMBER

PARTNERSHIP WITH UCF

Zagoriy Foundation became an official partner of the artistic project “Lesya Ukrainka: 150 names.” In 2021, Zagoriy Foundation and UCF continued joint activities within the framework of effective MoU to promote charity in the field of culture. Namely, in 2021 Zagoriy Foundation increased its support and provided UAH 1,7 million to the UCF for the projects on preservation cultural of heritage.





In 2021, we supported two projects:

- **Tactile copies of masterpieces of world art and others means of accessibility for the Khanenko Museum**
- **Honchar Museum online: open platform about Ukrainian traditional culture**

3 JUNE -
4 NOVEMBER

STATION 451 PODCAST

With the Zagoriy Foundation support, The Village implemented the literature podcast named Station 451, hosted by Ukrainian writer Oleksandr Mykhed. The two seasons include 21 episodes. Over 76 thousand people listened to it. The podcast is available at:

-  Apple Podcasts
-  Soundcloud
-  Spotify
-  Google Podcasts

23
JUNE

BOOK ARSENAL

In 2021, Zagoriy Foundation became the general partner of International Book Festival Book Arsenal.

JUNE -
SEPTEMBER

UKRAINIAN CATHOLIC UNIVERSITY

The Leadership Institute and administration of Ukrainian Catholic University and Zagoriy Foundation provided three scholarships to active leaders of non-profit organizations, including 50% discount on tuition fee at the Master's Program on management of non-profit organizations. Scholarship from Zagoriy Foundation aims to promote the development of the charity culture in Ukraine. In addition, the Foundation provided 9 academic and social scholarships to the UCU students, and also 2 scholarships for teachers of the University in new academic year.

18
MAY

MULTIMEDIA COURSE MODERN UKRAINIAN LANGUAGE

On 18 May 2021 the multimedia course "Modern Ukrainian language" was presented, where Zagoriy Foundation was a partner. The course enables everyone to learn Ukrainian 24/7 from any place in the world.

AUGUST – JANUARY
2021/2022

COMPETITION ON SOCIAL PROJECTS TOGETHER FROM PLATFOR.MA

Zagoriy Foundation together with Platfor.ma conducted the training competition on social projects. Organizations had an opportunity to receive training at a workshop on creative communications for social changes and get two months of consulting support.

**Winners: Ecodia, Docudays, Peaceful school,
CF Zaporuka and GO Horizontali**

2
OCTOBER

GLOBAL TEACHER PRIZE

On 2 October, the national award ceremony Global Teacher Prize was conducted, where Zagoriy Foundation was responsible for a special nomination “Outstanding chemistry teacher.” This year, the winner was Serhii Dzhavakhishvili, teacher of Kremenchuh Kremin lyceum # 4 (Poltava oblast).

“ I believe that one of the most important teacher’s talent is a skill to explain complex matters in plain words. The skill to make children interested is a real superpower! Teachers who love their subject and explain it in entertaining way are conducting their students in new worlds,”

noted Eugenia Mazurenko, Director of Zagoriy Foundation.

DECEMBER

BOOK «IN SEARCH OF SUNNY DAYS»

Zagoriy Foundation and Osnovy Publishing created the first children's book about charity in Ukraine "In Search of Sunny Days." Danylo Haliko, an author and indie musician from Blooms Cord band, wrote texts for the book, and Polina Doroshenko created incredible illustrations. This book will inspire children and adults to do good deeds and encourage people to do charity.

Click [here](#) to buy the book



EVENTS AND ACTIVITIES

Throughout 2021, our team conducted the events and activities aimed at development of the culture of patronage and charitable giving. These events included workshops, discussions, networking of philanthropists and lectures.

BOOK ARSENAL

23
JUNE

On 23 June, during the Book Arsenal festival we conducted the discussion panel on the role of private donors in modern book publishing.

The panel featured:

- Eugenia Mazurenko, Director of Zagoriy Foundation;
- Olesya Ostrozka-Lyuta, Director of Art Arsenal;
- Oleksandra Koval, Director of Ukrainian Book Institute;
- Dana Pavlychko, Director of Osnovy Publishing House
- Oleksandr Mykhed, writer and author of Station 451 podcast.



JOINT WORKSHOP “MEASUREMENTS OF CHARITY FROM ZAGORIY FOUNDATION AND ASPEN INSTITUTE

3-4
SEPTEMBER

In September, the first workshop from Measurements of Charity cycle was conducted featuring 20 participants. It aimed to unite Ukrainian philanthropists and potential patrons, create a platform to exchange opinions on Ukrainian traditions of philanthropy and modern trends on development of charity in Ukraine. The participants discussed institutional aspects, state regulation, challenges and priorities of systemic charity.



CEO BREAKFASTS

In 2021, Zagoriy Foundation started the tradition of CEO breakfasts for the executives of private charitable foundations and representatives of socially responsible business. The event aims at uniting the like-minded people around topical issues of charity in Ukraine and creating a community of private donors, which together will be able to effectively respond to the challenges that the charitable sector is facing.

16
SEPTEMBER

During the first breakfast, the Director of Zagoriy Foundation Eugenia Mazurenko shared the most interesting insights from the research “Charity in the eyes of Ukrainians 2021.” The participants discussed the findings of research, trends in charity sector, and identified areas that the philanthropists have to focus more on.

14
DECEMBER

The topic of the second CEO breakfast -was the leadership in the era of instability: how to unite team around joint values? The speakers were Eugenia Mazurenko, Director of Zagoriy Foundation, and Maryna Solovyova, CSR manager of IDS Borjomi Ukraine. They told about their own experience of team motivation and crisis communications.



OFFLINE LECTURES BY OLEKSANDR MYKHED

In the follow-up of Station 451 podcast, the host and writer Oleksandr Mykhed delivered two offline lectures:

- 26 August – Modern Ukrainian literature: where to start
- 21 October – Between the poetic and the political: Ukrainian literature put on screen



INTERNATIONAL COOPERATION

In 2021, we continued cooperation with international organizations and media not only to adopt experience of our foreign colleagues, but also to develop Ukrainian charity to at the world level.

9 publications in international media:



Eugenia Mazurenko
about development
of the culture of charitable
giving and the role of
institutional philanthropy
in Ukraine



Oleksandra Lytvynenko
about the importance
of development
of cross-sector partnerships
and insights from
EFC conference in Vienna



Anna Nishnianidze
about the implementation
of Charity Match project



Svitlana Bakhshalieva
about the Charity Match
project and the importance
of education in development
of the charitable sector



Olena Skachkova
about the Media of Great Stories
as a tool to promote
the culture of
charitable giving

3 international workshops:

- Report on Ukrainian charitable landscape
- Theory of change of Zagoriy Foundation
- Communications as a catalyst of development of the charity culture

We became the member of three international associations:



Visited three international conferences:

- Investors for Impact Forum from EVPA (Porto, Portugal)
- Corporate Social Investment Summit (Porto, Portugal)
- EFC Annual conference: From crisis to opportunity - How can philanthropy accelerate sustainable change? (Vienna, Austria)

We partnered up with Candid.

Over 30 thousand users of Candid portal were able to see the grants of Zagoriy Foundation on world charity map that accumulates data about grants organizations from around the world.

COMMUNICATION INDICATORS

Every project has own communicative plan and follow-up that helps us disseminate information about activities of Zagorij Foundation. Mentions in the media, columns by team members, publications in social networks and moderation – all of it improves visibility of the Foundation and enables us to report our projects to as wide audience as possible.

Social networks – general coverage* **15 358 679.**
*from 1 January to 31 December 2021

FACEBOOK

Subscribers	46 745
Coverage	9 521 731
Likes	93 735
Comments	9 768
Reposts	2 758
Mentions	29 474

INSTAGRAM

Subscribers	5 205
Coverage	5 818 264
Likes	126 892
Comments	2 203
Reposts	1 257
Mentions	117 708

TWITTER

Subscribers	208
Coverage	5 697
Likes	175

TIKTOK

Subscribers	96
Coverage	12 987
Likes	1 370

Mentions in media in 2021**

a total of **1569** mentions
 20 radio airs
 30 mentions on TV

** from 1 January to 31 December 2021, according to LOOQME.

SPECIAL PROJECTS



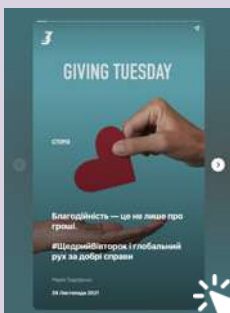
Who Is Behind This?
together with Shukai

– Media of Great Stories



Kind Heart: modern influencers
about charity and the importance
of doing good every day

– Marie Claire Ukraine



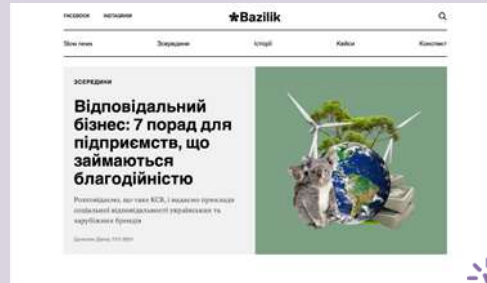
Charity is not just about money.
#GivingTuesday and the global
movement for good deeds

- Zaborona

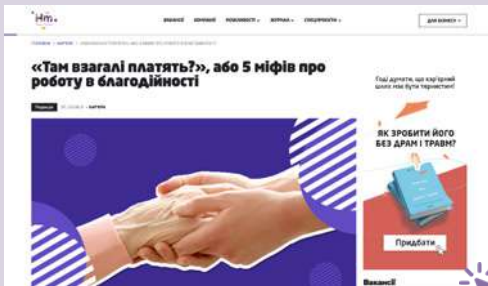
TOP-5 EXCLUSIVE ARTICLES BY ZAGORIY FOUNDATION:



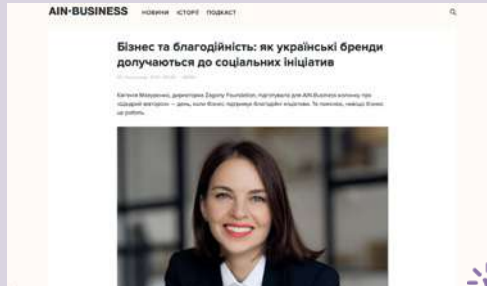
7 ways to do a good deed right now
– Cosmopolitan Ukraine



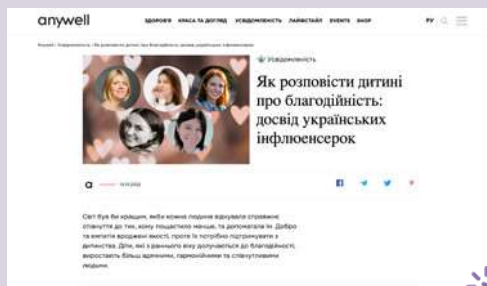
Responsible business:
7 tips for companies
that are engaged in charity
– Bazilik Media



Do they receive salary there,
or 5 myths about work
in charity sector
– Happy Monday



Business and charity:
how Ukrainian brands
join social initiatives
– AIN Business



How to tell your child about
charity: the experience
of Ukrainian influencers
– Anywell

TOP-10 ARTICLES ABOUT OUR PROJECTS:

Giving Tuesday: how to join
the day of good deeds

– «Канал 24»



Charity culture in Ukraine:
how much and what citizens donate

– «Факти»



Five Skukai mini-sculptures
dedicated to Kyiv patrons
have been erected in Kyiv

– «Хмарочос»



Look for those who care:
how Platfor.ma works
with social projects

– Platfor.ma



Zagoriy Foundation created
the first charity media in Ukraine
– Media of Great Stories

– Cases Media



Zagoriy Foundation provided
UAH 1.7 million to UCF as part
of joint charity activities

– RBC Ukraine



In search of sunny days.
The first children's book about
charity has been published in Ukraine

– NV

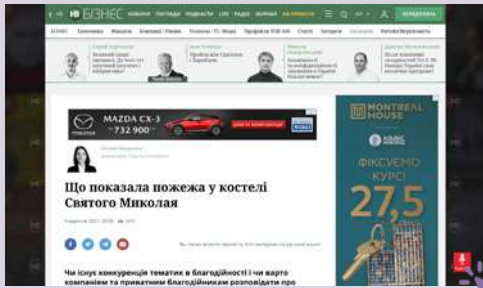


GivingTuesday: The OLIZ
brand has created a silk neckerchief
in support of the charity movement

– Today life

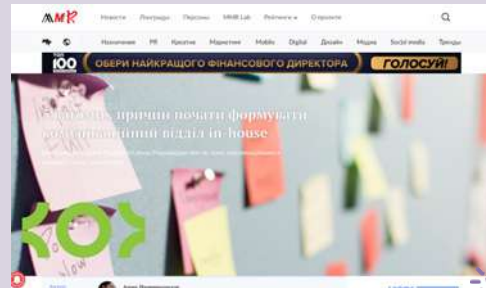


EXCLUSIVE MATERIALS FROM TEAM MEMBERS:



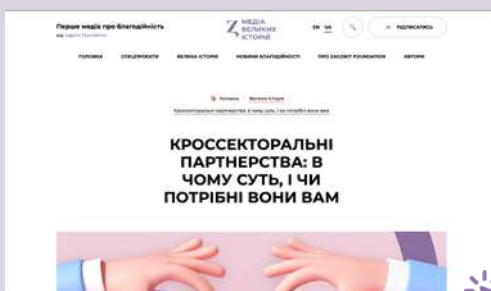
What the fire in St. Nicholas church showed

– Eugenia Mazurenko for NV



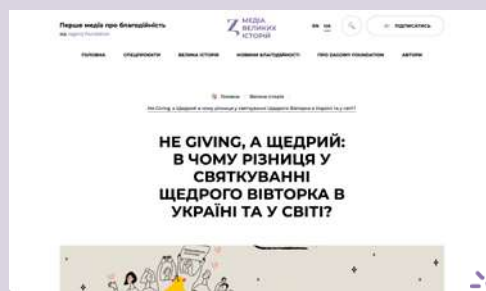
SHADES OF MEANING: why patronage, charity and philanthropy are three different concepts?

– Eugenia Mazurenko for Huxley Media



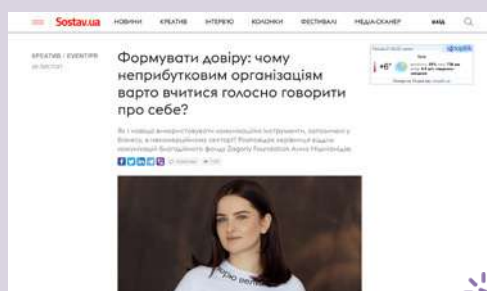
Cross-sectoral partnerships: what are they, and why are they?

– Oleksandra Lytvynenko for Media of Great Stories



Not GIVING, but Generous: what is the difference in celebrating Giving Tuesday in Ukraine and the world?

– Liubov Rainchuk for Media of Great Stories



Building trust: why should non-profit organizations learn to speak out?

– Anna Nishnianidze for Sostav.ua



zagoriy foundation

THANK YOU
FOR YOUR ATTENTION!
MORE TO COME 🚀



<https://zagoriy.foundation>



<https://www.instagram.com/zagoriy.foundation/>



<https://www.facebook.com/zagoriyfoundation>