

INTERIM REPORT

FROM FEBRUARY 24, 2022
TO NOVEMBER 24, 2022

**zagoriy
foundation**

OPENING REMARKS BY THE CEO

February 24, 2022 changed everything. I am sure that we will be saying and hearing this phrase for a long time, because it is true. And we need to process this experience to be able to move on. That's why my team and I decided to make an interim report on our work during these 9 months.

This report is our way of celebrating our resilience and strength. The challenges we are going through now have brought us a very clear understanding of our role in developing a culture of philanthropy. The Foundation has remained true to its mission. We continue to invest all our capital in supporting and developing local organizations. And thanks to the support of our partners, we are able to move forward. Thank you for your faith in us.

It is always worth remembering that behind every successful report there are people who bring these great stories to life. Every successful partnership is a result of hundreds of letters and calls. Every victory is the result of effective work. Therefore, I personally want to thank our team and all teams of the non-profit sector of Ukraine. They are real heroes and heroines who bravely hold their front.



Yevheniia Mazurenko
CEO Zagoriy Foundation

CHARITY RESEARCH



NEEDS AND WORK OF NGOS IN TIMES OF WAR

- At the beginning of the invasion, vulnerable social groups were the most frequently identified as beneficiaries.
- The vast majority of organizations (94%) continued their work in full or in part.
- The most popular ways of assistance in March were the organization, collection and delivery of humanitarian aid, assistance to beneficiaries in accordance with the statute, as well as information support.
- 85% of respondents indicated that they are ready for cooperation and partnership with other organizations.
- 31.4% of organizations indicated that they need financial support, humanitarian support came in second place, stated as a need by 25.48%.

CHARITY IN TIMES OF WAR: A SURVEY OF REPRESENTATIVES OF NON-PROFIT ORGANIZATIONS

- Most organizations that have been operating for a long time continue to run their ongoing projects, although they face a reduction in funding from donors due to a sharp change in priorities.
- Respondents noted that due to the recent pandemic experience, the transition to remote work was easy, causing significantly less damage to civil society.
- According to most respondents, most of the new initiatives will not be able to stabilize and become institutionalized organizations due to lack of experience, stable resources and specific professional knowledge.
- All respondents noted an increase in interaction with the media.
- All respondents noted that the volume of fundraising has significantly decreased within a month after the start of the full-scale invasion. To maintain the level of inflow, organizations had to be more creative in their messages.

CHARITY IN TIMES OF WAR: HOW UKRAINIANS HELP

- **84% of Ukrainians noted that the scale of charity is growing and they notice its rapid development.**
- **86% of Ukrainians became philanthropists after the beginning of the full-scale war.**
- 5870 UAH - the average amount of donations over the first 4 months of full-scale war (with each subsequent month the amount decreased).
- 6 times is how much the number of volunteers has increased since the beginning of the full-scale invasion.
- 69.5% of respondents do NOT check out the charity before making a donation.

GRANT PROGRAM

21 APRIL –
5 MAY

"Supporting the work of non-profit organizations in times of war", aimed at supporting beneficiary organizations. The competition was held with the support of **Fondation de France**.

1 JUNE –
15 JUNE

"Supporting the resilience and development of organizations in times of war". The competition was held with support of **Global Giving**.

12 SEPTEMBER –
3 OCTOBER

"Supporting partnership and cooperation in the charity sector". The competition was held with support of **Global Giving**.

AS A RESULT OF HOLDING THE
COMPETITIONS, WE RECEIVED:



651 applications



33 winners selected



Amount of support for grantees

UAH 7 994 440,53

PERFORMANCE DYNAMICS
2021-2022

+75%

Number of
applications

+63%

Amount
of support

+18%

Number
of winners

The priority regions of supported projects this year were All-Ukrainian projects, as well as projects from Ivano-Frankivsk, Lviv, Vinnytsia, Kharkiv and Kyiv regions.

All-Ukrainian projects as well as projects from Lviv and Kyiv regions were also prioritized in 2021.

Priority beneficiaries for this year's applications: vulnerable groups, children, parents, volunteers, representatives of the non-profit sector, women.

Last year, the priority beneficiaries were the general population, children, youth and vulnerable groups. From this we can conclude that in 2022 organizations began to focus more on specific categories of the population, especially IDPs, families with children and vulnerable groups (the elderly, people with disabilities, etc.).

We supported 10 organizations outside of grant competitions in the amount of
UAH 4 987 840,29

Thus, in the framework of grant support over 9 months, **43** organizations were supported for a total amount of **UAH 12 982 280,8**

TRAINING AND SUPPORT OF THE SECTOR

After the full-scale war started, we conducted a free training course for representatives of the non-profit sector. The team adapted and added relevant materials on how to rebuild and continue NGO activities during the war.



The course was attended by 198 participants.



87.5% of the surveyed participants said that they received a lot of new knowledge useful for their work.



83% of participants rated the feedback from the mentors as very useful.

In October we announced the launch of a new, completely re-recorded course **Charity Match: Reboot**. The selection was made on a competitive basis. Course participants have the opportunity to double the funds raised after the successful implementation of a fundraising campaign that they will develop during the course. The course is still ongoing, but for now we can share the following figures:

6 blocks of training: from the beginning of organization's work to reporting on implemented projects;

20 experts on various topics;

237 applications;

65 course participants.



COORDINATION MEETINGS

We held five coordination meetings to discuss and plan responses to current challenges.

During the series of meetings we discussed the achievements and opportunities of the public sector in Ukraine, developments in the regulation of charitable foundation activity, financial and legal issues of fundraising, as well as the prospects for coordination in the sector.

We used the findings from the meetings to plan further activities in the Foundation.

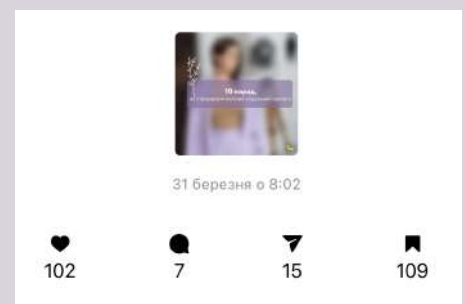
INFORMATION SUPPORT OF THE SECTOR'S WORK

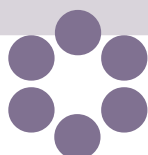
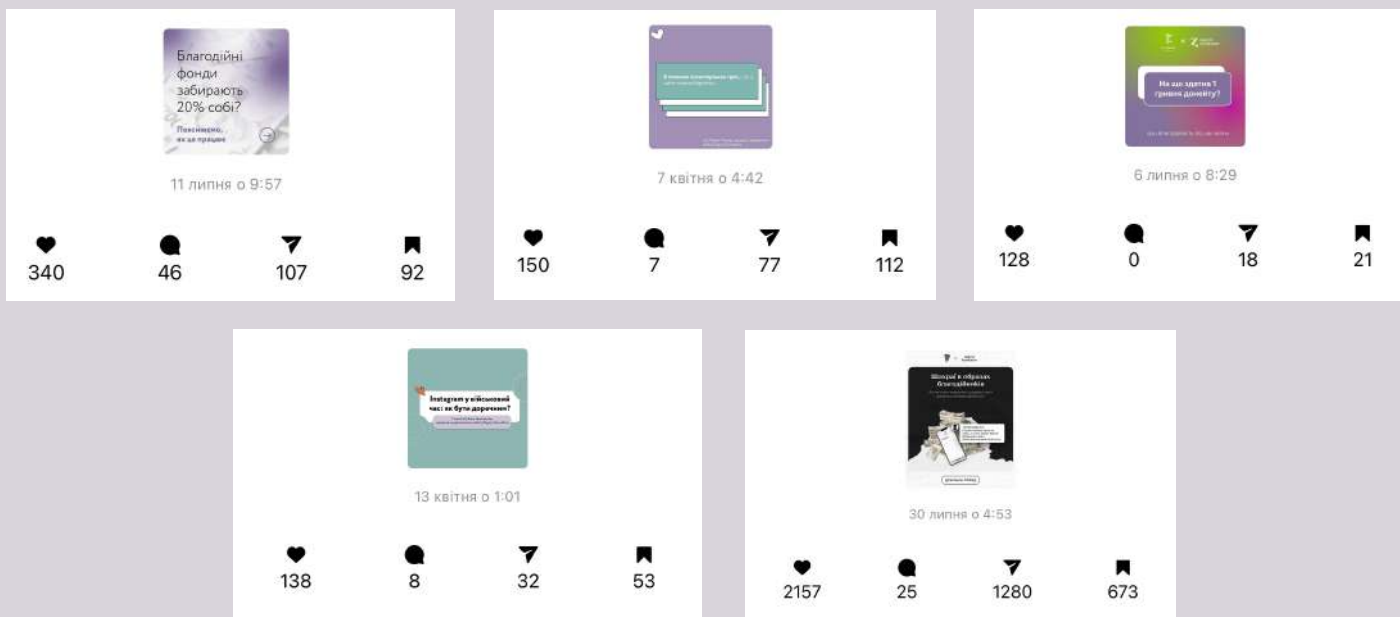
We changed the general format of communication and updated our internal categorizer in order to provide only relevant and useful information. Our social networks have become more open and understandable for the audience: in addition to information about our own projects, we debunk myths and talk more about the internal work of the sector and its importance.

We have added:

- storytelling, personalized stories of our grantees;
- informative posts for Ukrainians on current issues: fraud detection and basic principles of effective charity;
- useful pieces for the non-profit sector: trends in the international arena, tips on communication and grant activities;
- personalized posts from team members, their expert opinions and insights on the development of the charitable sector.

Some statistics:





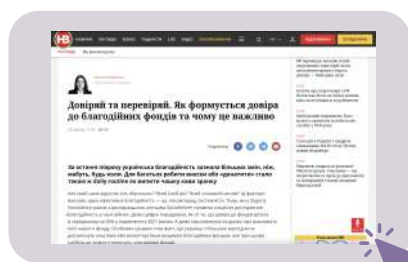
*Results of organic statistics without using funds for targeted advertising

Publications in the media have become more personalized, relevant to the info field. The Zagoriy Foundation team acts as experts in the non-profit sector and covers still unexplored issues:



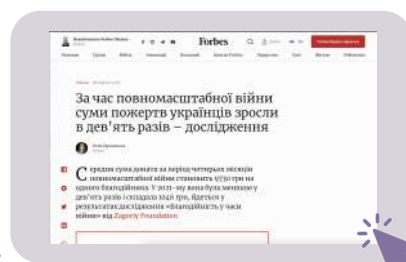
Will charity take root in the DNA of Ukrainians: forecasts for the development of the charitable sector

— Liga.net



Trust and verify. How trust in charitable foundations is formed and why it is important

— HB



During the full-scale war the amount of donations of Ukrainians increased nine times - research

— Forbes Ukraine

INTERNATIONAL ACTIVITY

Zagoriy Foundation develops international cooperation in order to communicate more actively about the needs of the charitable sector in Ukraine, share best practices and attract the support of partners.

This year, for the first time, we have attracted the help of international donors to co-finance our projects. Meet our international partners:



In spring we received validation from **CAF America**. This means that now Zagoriy Foundation has the right to receive charitable donations from donors in the United States.

CONFERENCES

Our team attended 6 international conferences, namely:

- Philea Forum 2022 in Barcelona (Spain).
- 15th Conference of the International Society for Third Sector Research in Montreal (online).
- Annual United Philanthropy Forum Conference in Seattle (USA).
- PEXforum in Istanbul (Turkey).
- Konektor Forum in Warsaw (Poland).
- National Forum on Family Philanthropy 2022 in San Francisco (USA).

During our speeches, we raised the issue of effective assistance to Ukraine and support for local organizations.



WORK GROUPS

As part of international cooperation, we actively participated in almost 15 meetings of working groups of international associations Philea and WINGS. At one of these meetings we presented our research "Philanthropy in times of war" to the audience of international foundations and researchers.

PUBLICATIONS

Svitlana Bakhshalieva, International Partnerships Manager at Zagoriy Foundation, on supporting civil society during the war for Philanthropy News Digest



Yevhenia Mazurenko and Asha Curran, founder of the Giving Tuesday movement, on trust in the Ukrainian public sector for Stanford Social Innovation Review



Profile of the state of charity in Ukraine in WINGS



European Fundraising Podcast with Yevhenia Mazurenko



Yevhenia Mazurenko, CEO of Zagoriy Foundation, on the adaptation of the Foundation in times of war for WINGS



Yevheniia Mazurenko about the directions of the Foundation's work in times of war for Alliance



Yevhenia Mazurenko on changes in the culture of charity in Ukraine for Alliance Magazine



Participation in the preparation of the Candid report on the impact of the pandemic on charity



MEDIA

Big Stories Media is the first media about charity in Ukraine, founded by Zagoriy Foundation in May 2021.

The development of Big Stories Media in 2022 became possible thanks to the grant support of Choose Love. In particular, thanks to it, we have increased the number of published long format pieces and involved authors, launched an Instagram account and started producing video reports on our own.

At its inception, the goal of the Big Stories Media was development of the culture of charity, but after February 24, with the beginning of a full-scale war in Ukraine, we adjusted our strategy and decided on three main goals of the project. They are:

1

SPREADING INFORMATION

Many people around the world want to help Ukraine. However, they often do not know how to do it effectively due to the lack of information about the charitable sector in Ukraine with real-time updates.

Which organization to support? How to provide assistance? How to make sure that the support reaches the benefactors? What should I do if I want to help solve a specific problem (help for children of war, treatment of the wounded, education, rescue of fighting animals, etc.)?

To answer these questions, we publish stories, reports and interviews about the third sector in Ukraine on the English version of the site.

2

COORDINATION

The level of volunteering and registered charitable organizations is growing in Ukraine. We see our mission in highlighting their work to help them learn about each other and build effective tandems.

3

ENCOURAGEMENT AND INFORMATION SUPPORT

Since 2013, when the Revolution of Dignity took place, Ukraine has been called a "country of volunteers". War in Donbas, pandemic, full-scale war - by responding to these tragic events, Ukrainians grow increasingly engaged in charity. In a sense, Ukraine is now a country where the culture of giving is developing extremely fast. We see this as a valuable experience that can be shared with the international audience.

In general, our media answers three questions:

- How to find help?
- Where to find help?
- How to provide help effectively?

In addition, it gives inspiring examples of dignity and humanistic values of modern people, as well as tells foreign audiences the truth about the war and explains important points about the history and culture of Ukraine.

In the period from February 24 to November 1 we published:

- **180** articles;
- **210** pieces of news.

Our average number of unique users per month is **25 000**,
the average number of visits to the site per month is **32 000**.

#GIVINGTUESDAY

November 29 is #GivingTuesday, the All-Ukrainian Day of Good Deeds.

Despite the challenges of today, the global movement #GivingTuesday reminds Ukrainians that it is easy and pleasant to do good deeds.

The main event of Giving Tuesday is an online festival of good deeds, a platform that helps to join charity at any age in a gamified form.

The main fundraiser for Giving Tuesday was prepared in partnership with the Be Kind platform to support the Charitable Foundation 280 Days and newborn Ukrainians. As part of the project, philanthropists can choose a specific region where expectant mothers come from, learn their personal stories and support them.

#GivingTuesday is also about support, so we have created a community of non-profit organizations to share experiences and useful materials, network and find new partners.

The idea of Giving Tuesday is, first of all, unity and support, which is why it is relevant now, when Ukrainians have proved by their own example: together we can do more!



zagoriy foundation

THANK YOU FOR YOUR
FAITH IN US AND SUPPORT!

TO BE CONTINUED