



2022 REPORT

zagoriy foundation

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FOREWORD BY THE FOUNDERS

2022 was a turning point not only for Ukraine, but also for the world. The entire planet came to realize just how fragile security and peace are. At the same time, we have understood that we are building an ideal world with our own hands. It cannot come into existence on its own. Daily we fight for our decent future and happy life. We are surely witnessing social change that wields an undeniable influence on our lives.

Changes in charity have probably struck us the most. The Ukrainian non-commercial sector has made a quantum leap in its development, with its period of activity still continuing. International community is also undergoing changes. First of all, its focus is being shifted, while the allocation of resources is changing as well as the realization of the potential of the countries, which will be leaders in future, is dawning.

According to the International Charity Index CAF, Ukraine has for the first time in its history made it to the list of the first top 10 countries.

What does it all mean for us, the Ukrainian community of benefactors? It means that we have to continue moving forward and developing. Ukrainian philanthropy has shown sensational results in recent months. However, such a pace requires our attention and resources. The Zagoriy Foundation has always been orienting itself on sustainable and long-term work. The year of 2022 was no exception.

We continue to develop the culture of charity in Ukraine, while also implementing modern projects and developing the non-commercial sector for further growth.

Our goal is to engage in sustainable and long-term work. The previous year has shown that our life can be full of worries. However, we have to remain strong and demonstrate our resilience and dedication to our own convictions. This is exactly what will define our future. Let us continue moving and believing in our strength. Let us create Great Stories together!



Kateryna Zagoriy,
Founder Zagoriy Foundation

FOREWORD BY THE HEAD

Annually the team of the Zagoriy Foundation sets new goals, striving to reach new heights. The same case was at the beginning of 2022. February 24 brought about profound change. Other reality, other priorities and other life awaited each of us. 2022 was a real test of our strength, and we passed it with flying colors.

Looking back at the what we lived through in 2022, we can say that our adaptability to change and commitment to our goals were the things that helped us be where we are now. The Zagoriy Foundation believes that the development of the charity culture and support of sustainability of non-commercial organizations in Ukraine are as important as ever.

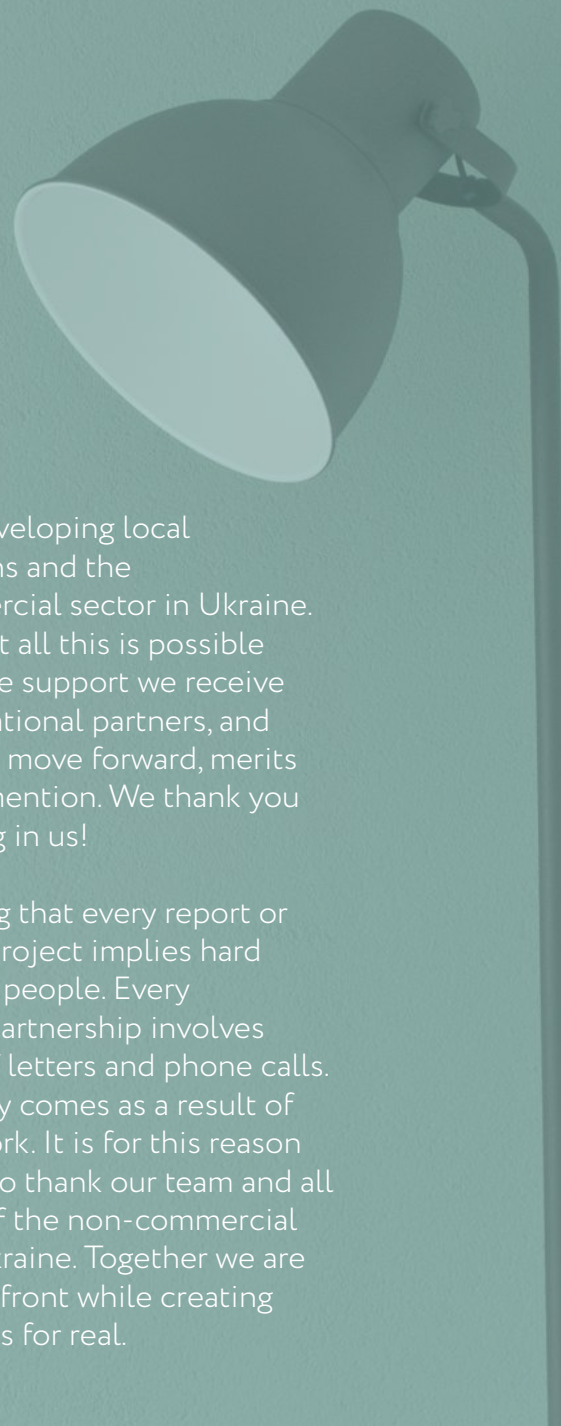
Not for a single day did we suspend our operations: we rethought our activities, having sharpened our focus as in crisis situations people tend to focus on the most important things, ignoring the irrelevant. That is exactly what we did.



We keep developing local organizations and the non-commercial sector in Ukraine. The fact that all this is possible thanks to the support we receive from international partners, and who help us move forward, merits a separate mention. We thank you for believing in us!

I keep saying that every report or successful project implies hard work of real people. Every successful partnership involves hundreds of letters and phone calls. Every victory comes as a result of effective work. It is for this reason that I want to thank our team and all the teams of the non-commercial sector of Ukraine. Together we are holding our front while creating Great Stories for real.

Evgenia Mazurenko,
CEO Zagoriy Foundation



MAIN EVENTS

IN 2022

01

Three grant contests were held in 2022:

Supported
48 ORGANIZATIONS

Total amount of support:
UAH 13 878 680,82

02

In 2022 Media of Great Stories published:

OVER 300 LONG-READS

240 PIECES OF NEWS



The average number of website views stood at **31 000**

03

The Zagoriy Foundation obtained validation from the CAF America, which means that the Foundation is now entitled to receive donations from US donors



04

Our new international partners are:



05

The team of the Zagoriy Foundation participated in **SIX INTERNATIONAL CONFERENCES** dedicated to philanthropy

06

The educational course **'CHARITY MATCH: RELOADING'** was launched



07

We conducted a quantitative and qualitative research **'Charity amid war'** in the first half of 2022.

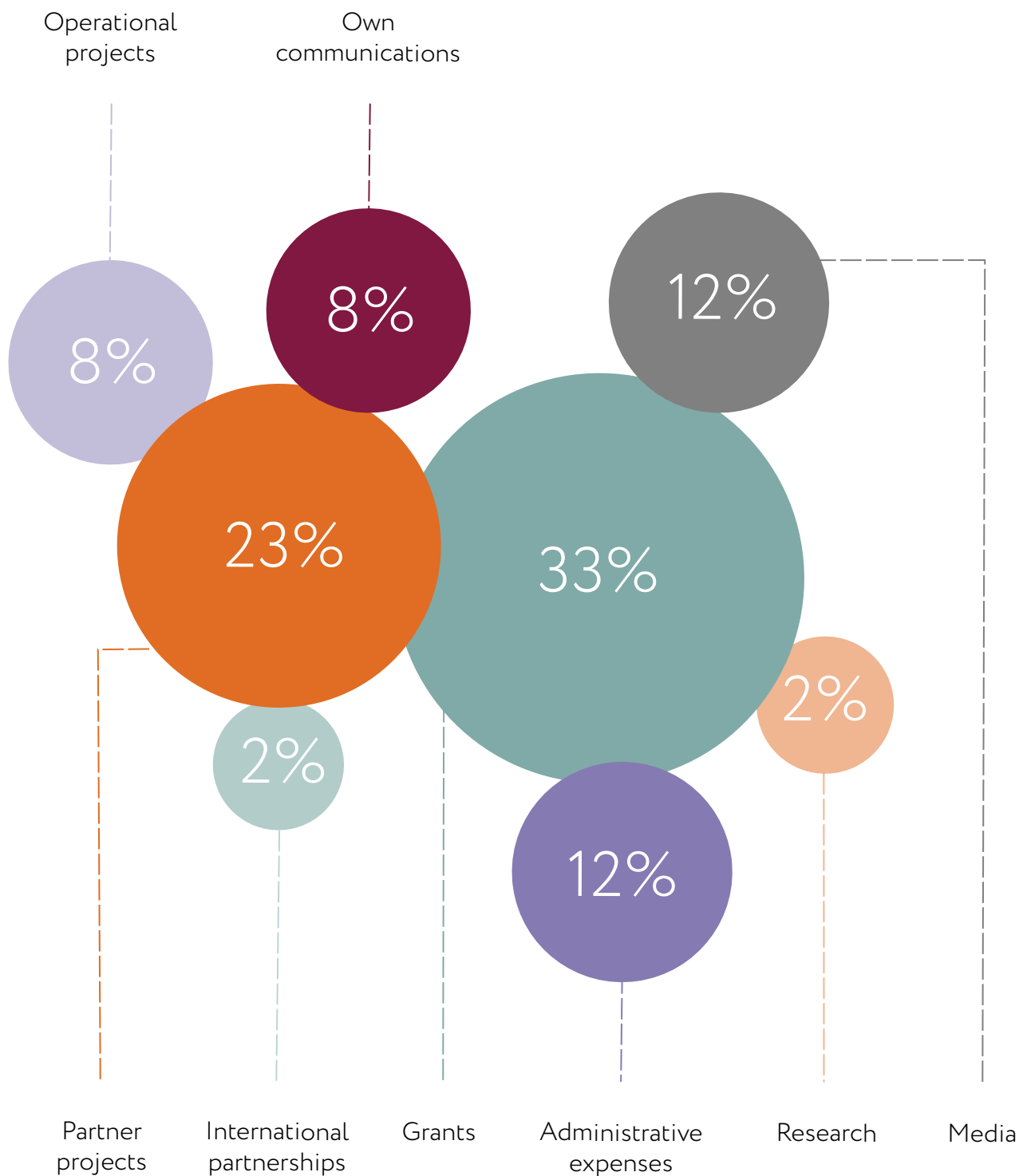


We learned that **86%** of Ukrainians joined charity initiatives.



The sum of financial aid amounted to **UAH 5870.**

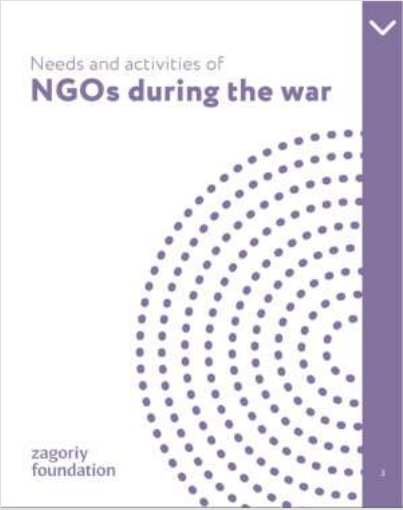
FINANCIAL EXPENSES



UAH 29 202 539,57

RESEARCH ON CHARITY

KEY RESULTS



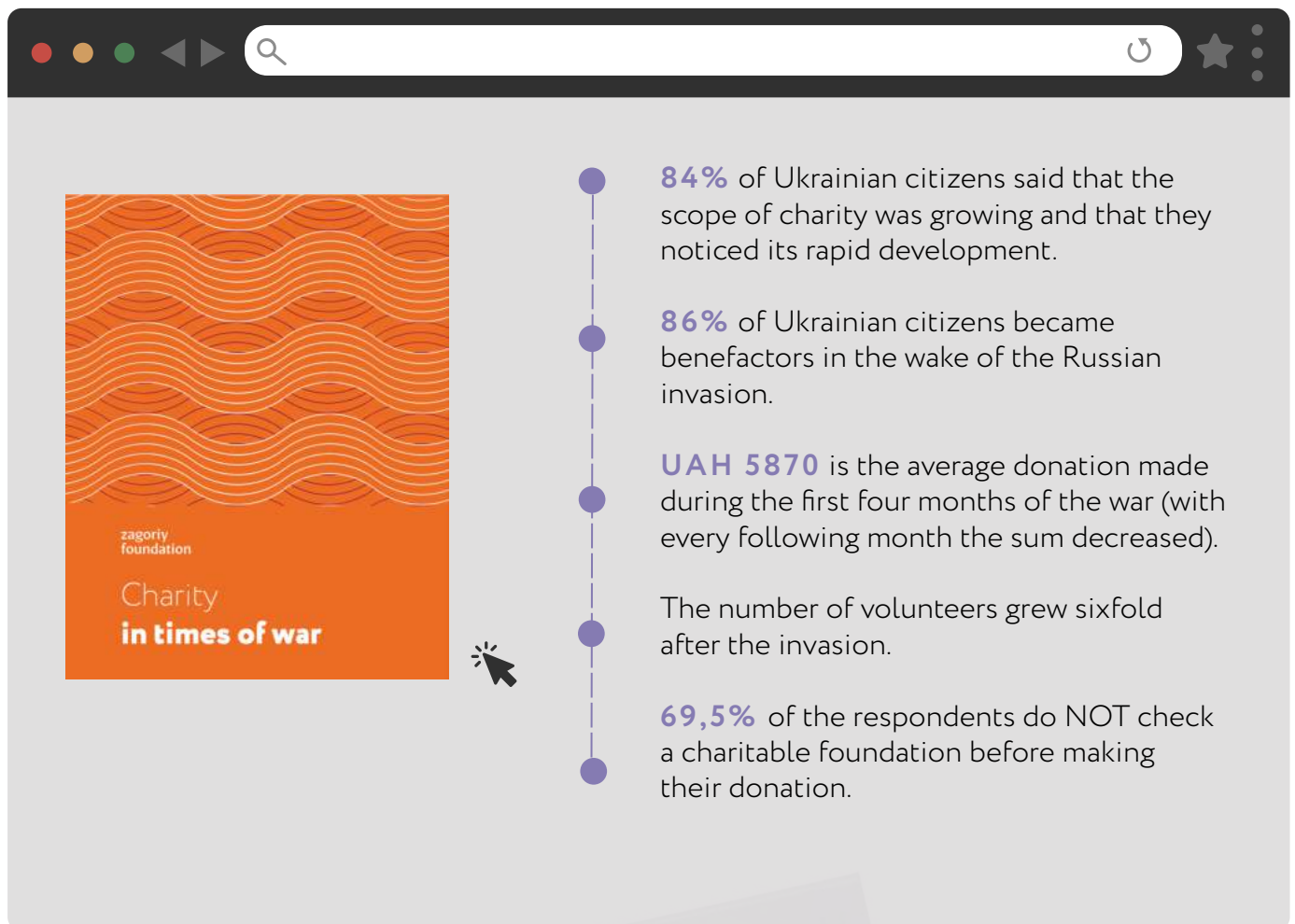
- The vast majority of organizations (**94%**) either fully or partly carried on with their operations.
- **85%** of the organizations that participated in the research are ready to cooperate with other organizations.
- **31,4%** require financial support, whereas **25,48%** of them are in need of humanitarian aid.



- Most organizations that have been functioning for a long time continue to run their current projects in spite of funding cuts from donors due to a drastic priority shift.
- All respondents pointed out the increasing interaction with the media.
- According to all the respondents, the volume of funds raised drastically dwindled in the first month after the full-scale invasion. These organizations had to become more creative in their messages in order to keep the level of financial support stable.

RESEARCH ON CHARITY

KEY RESULTS



zagoriy
foundation

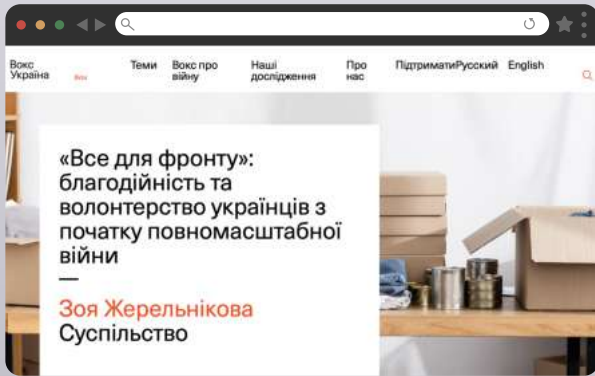
Charity
in times of war

- 84% of Ukrainian citizens said that the scope of charity was growing and that they noticed its rapid development.
- 86% of Ukrainian citizens became benefactors in the wake of the Russian invasion.
- UAH 5870 is the average donation made during the first four months of the war (with every following month the sum decreased).
- The number of volunteers grew sixfold after the invasion.
- 69,5% of the respondents do NOT check a charitable foundation before making their donation.



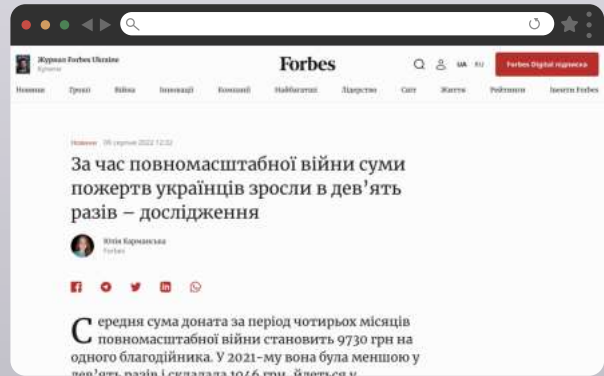
RESEARCH ON CHARITY

THE RESEARCH IN THE MEDIA



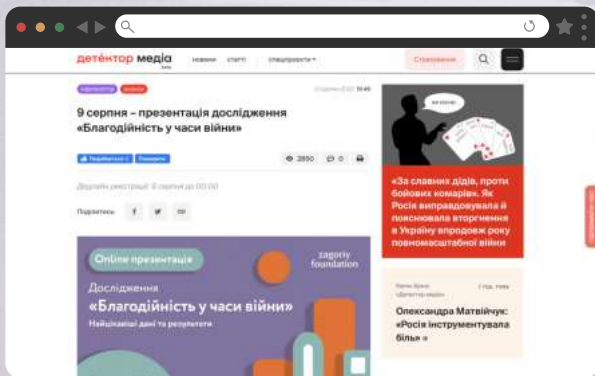
'Everything for the front': charity and volunteering of Ukrainians since the beginning of the full-scale war

Vox Ukraine



During the full-scale war the sum of donations made by Ukrainians has grown ninefold

Forbes Ukraine



Presentation of 'Charity amid war' from the Zagoriy Foundation

„Detector Media”

GRANT PROGRAM

APRIL 21 –
MAY 5

Supporting non-commercial organizations amid war', aimed at the development of subordinate organizations. The contest was held under the auspices of Fondation de France.

JUNE
1 –15

Supporting sustainability and development of organizations amid war'. The contest was held under the auspices of Global Giving.

SEPTEMBER 12 –
OCTOBER 3

Supporting partnership and cooperation in the charity sector'. The contest was held under the auspices of Global Giving.

AS A RESULT OF THE CONTESTS:

651 APPLICATIONS
were received

34 WINNERS
were selected

The sum of grants amounted to
UAH 7 961 340,53



The projects endorsed in 2022 were run throughout Ukraine. These were also the projects implemented in Ivano-Frankivsk, Lviv, Vinnytsia, Kharkiv and Kyiv provinces.

GRANT PROGRAM

THE DYNAMICS OF INDICATORS IN 2021-2022

Support was received from 14 organizations representing the charity sector within the framework of partnerships and response to challenges posed by the war. The funds raised stood at UAH 5 917 340,29.

+75%

the number of applications

+18%

the number of winners

+63%

the funds provided

THE APPLICATIONS OF THE FOLLOWING BENEFICIARIES WERE GIVEN PRIORITY IN 2022:



- Vulnerable strata of society
- Children
- Parents
- Volunteers
- Representatives of the non-commercial sector
- Women



Within the grant support in 2022, **48 ORGANIZATIONS** received funds amounting to **UAH 13 878 680,82**

EDUCATION AND SUPPORT OF THE SECTOR

Following the beginning of the full-scale war we launched a free educational course 'Charity Match 2.0' for the representatives of the non-commercial sector. Our team adapted and added relevant materials about how to repurpose and continue with activities of non-commercial organizations amid war.

198 persons participated in the course.

87,5% of the participants said they acquired a lot of new knowledge that would be useful in their work.

83% of the participants assessed the feedback from curators as quite useful.

In October we announced a new and fully updated course 'Charity Match: reloading'.

'Charity Match: reloading' consists of six educational blocks: starting from the organization's launch to drawing reports on implemented projects.

20 EXPERTS
from different fields

237 REGISTRATIONS

60 PARTICIPANTS

As of now we have a few partners who are financially supporting the participants, i.e. in the media and on a pro bono basis. These are:

MHP-Gromadi Foundation

Jiwo Agency

Postmen

The Media of the Great Stories

Private experts' sessions

Participants of the course are also offered to have the funds they have managed to raise doubled after the successful implementation of a fundraising campaign on which they will be working throughout the course.



COORDINATION MEETINGS

FIVE COORDINATION MEETINGS were held with a view to discussing and working out the plan for response to current challenges.

During the string of meetings we discussed issues regarding achievements and opportunities for the public sector in Ukraine. We also touched on the documents regarding the activities of charity foundations, financial and legal issues of fundraising, as well as prospects for coordination within the sector.

The documents drafted during the meetings were used to plan further activities of the Foundation.



COMMUNICATIONS OF THE FOUNDATION AND INFORMATIONAL SUPPORT

The format of our communications underwent changes in 2022. Our accounts on social networks became more open and comprehensible for the audience: apart from providing information about our own projects, we were also debunking myths about charity by telling more about the internal work done within the sector and its importance.

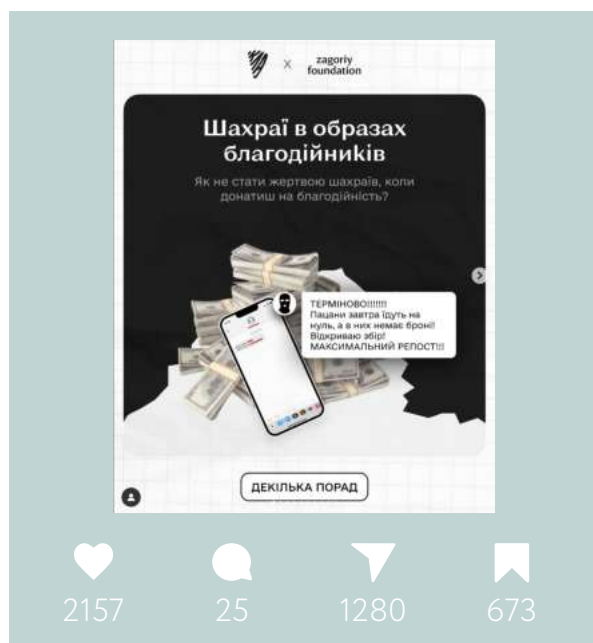


We added the following features:

- storytelling, personalized stories of our partners;
- useful information for the non-commercial sector, including trends in the international arena, pieces of advice on communications and grants;
- posts for Ukrainians aimed at raising awareness about relevant issues: revealing fraud and cornerstones of effective charity;
- personalized posts published by team members, their expert opinion and insights into the development of the commercial sector.

SOME STATISTICS

* Results of the organic statistics without using the funds meant for targeted advertising.



На що здатна 1 гривня донејту?

про благодійність під час війни

128 0 18 21

Instagram у військовий час: як бути доречним?

7 порад від Анни Німанітке, керівниці комунікаційного відділу Zagory Foundation

138 8 32 53

8 помилок волонтерських груп, і як з ними можна боротись

від Любові Радчук, керівниці програмних відділу Zagory Foundation

150 7 77 112

10 порад, як створювати якісний візуальний контент

102 7 15 109

Особистий збір коштів: як творити добро, не порушуючи закон.

Читайте у доларі

90 3 27 60

Робота у часи війни

Історія ГО «Бачити серцем»

Наші грантери

64 9 10 6

COMMUNICATIONS OF THE FOUNDATION AND INFORMATIONAL SUPPORT



- Readers: 5 478
- Reactions: 1 007 100
- Likes: 20 571
- Comments: 500
- Shares: 2 535
- Mentions: 2 206

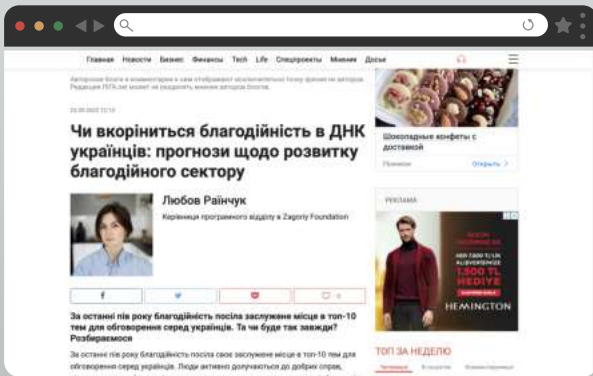


- Readers: 48 251
- Reactions: 1 526 219
- Likes: 17 879
- Comments: 910
- Shares: 713
- Mentions: 3 924

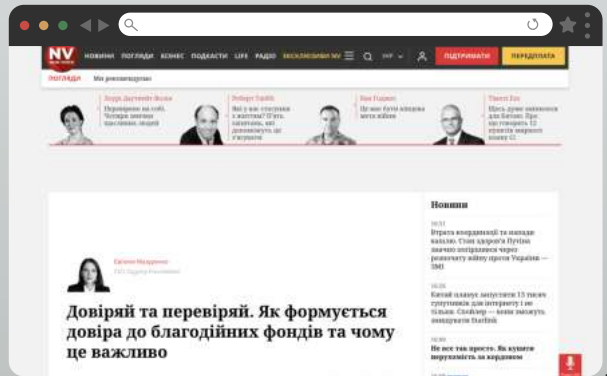


COMMUNICATIONS OF THE FOUNDATION AND INFORMATIONAL SUPPORT

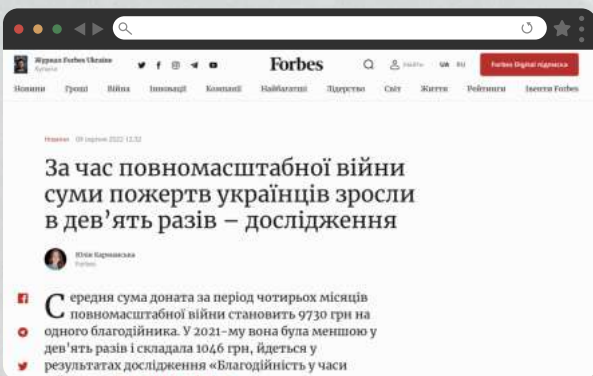
Publications in the media became more personalized and relevant for the current information space. The Zagoryi Foundation's team offers expertise in the non-commercial sector, while also highlighting issues that have never been researched:



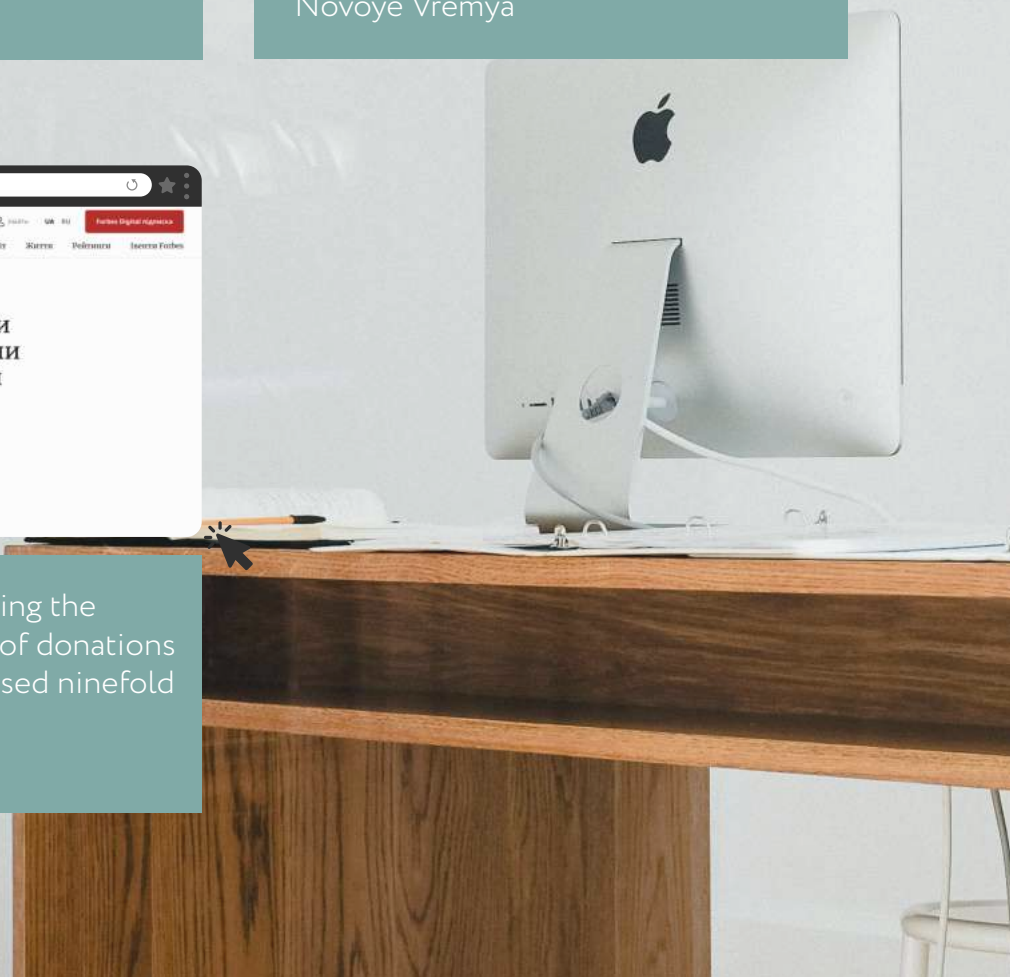
Will charity become part of Ukrainians' DNA? Prognosis of the development of the charity sector
Liga.net



Trust but verify - how the trust in charitable foundations is won and why it is important
Novoye Vremya



According to research, during the full-scale war the amount of donations made by Ukrainians increased ninefold
Forbes Ukraine

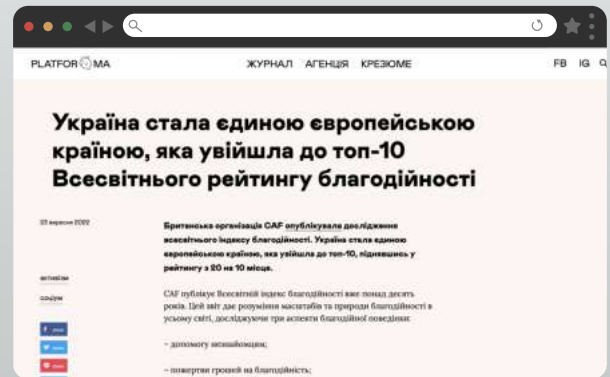


COMMUNICATIONS OF THE FOUNDATION AND INFORMATIONAL SUPPORT



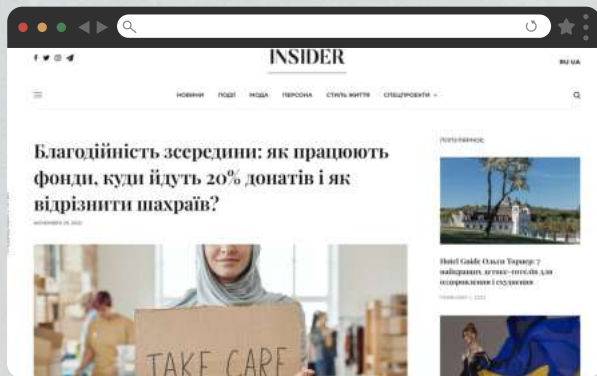
Five surprising insights into charity amid war from the large-scale research conducted by

Platfor.ma



Ukraine has become the only European country that has made it to the top-10 list of the World Charity Index

Platfor.ma



Charity from inside: how charitable foundations work

Indsider.ua

INTERNATIONAL ACTIVITIES

The Zagoriy Foundation is fostering international cooperation in order to more actively communicate about the needs of the charity sector in Ukraine, as well as to share the best practices and draw support from partners.

In 2022 we attracted help from international donors for the first time with a view to co-founding our projects. Our new international partners are:



Last spring we obtained validation from the CAF America. This means that from now on the Zagoriy Foundation is entitled to receive donations from donors based in the US.

CONFERENCES

Our team participated in six international conferences, including:

- Philea Forum 2022 in Barcelona, Spain.
- 15th conference organized by the International Society for Third Sector Research in Montreal (online).
- The annual conference United Philanthropy Forum in Seattle (USA).
- PEXforum in Istanbul (Turkey).
- Konektor Forum in Warsaw (Poland).
- National Forum on Family Philanthropy 2022 in San Fransisco (USA).

In our speeches we addressed the issue of effective aid for Ukraine and support for local organizations.



INTERNATIONAL ACTIVITIES

WORKING GROUPS

Within the framework of international cooperation we participated in almost 15 working group sessions organized by international associations Philea та WINGS. During one of these sessions we presented the results of our research ‚Charity amid war‘ to the representatives of international foundations and researchers.

PUBLICATIONS



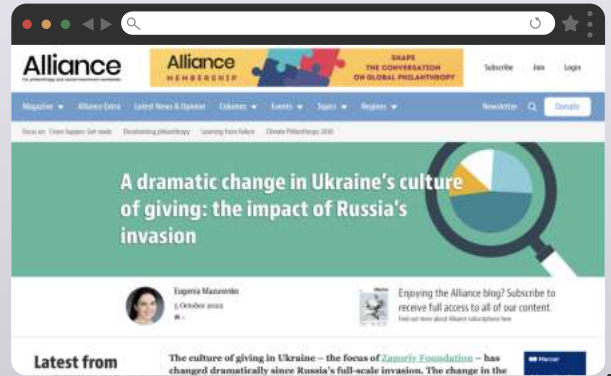
Svitlana Bakhshaliyeva, manager of international partnerships at the Zagoriy Foundation, on the support of civil society amid war for the Philanthropy News Digest



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



Yevheniya Mazurenko, head of the Zagoryi Foundation, on the Foundation adapting to war for WINGS



Yevheniya Mazurenko on shifts in the culture of most Ukrainians for Alliance Magazine



Yevheniya Mazurenko on areas of work of the Foundation amid war for Alliance Magazine



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



Profile of the situation with charity in Ukraine for WINGS



The European Fundraising Podcast with Yevheniya Mazurenko

MEDIA OF GREAT STORIES

This is the first media outlet in Ukraine writing about charity. Founded by the Zagoriy Foundation in May 2022.

The development of Media of Great Stories in 2022 became possible thanks to the grant support offered by Choose Love. It is thanks to this support that we increased the number of published long-reads and authors, having launched our own account on Instagram and producing video stories.

Since its launch and until now Media of Great Stories has been pursuing the goal of developing the culture of charity. However, following the invasion of February 24 we adjusted our strategy, setting three main goals of the project. These are:

01

Promoting the culture of charity

02

Spreading information about the activities of the third sector and volunteer initiatives in Ukraine and abroad

03

Promotion and informational support of charitable organizations. Promotion of inspiring stories about good deeds of Ukrainians

Our media address the following three questions:



HOW TO EFFECTIVELY PROVIDE HELP?
WHERE HELP CAN BE OBTAINED FROM?
WHY CHARITY CONCERNS EVERYONE?



MEDIA OF GREAT STORIES

IN 2022
WE PUBLISHED:



The average number
of monthly website
views stood at
31 000

In September 2022 we began shooting and promoting our own video stories about charitable initiatives in Ukraine. The stories are available [here](#).

As of the end of 2022:

7 VIDEO STORIES were produced
Videos were viewed by about **8000 PEOPLE**

MEDIA OF GREAT STORIES HAS ITS OWN ACCOUNTS ON SOCIAL NETWORKS:



Subscribers: 1 203
Reactions: 212 000



Subscribers: 4 767
Reactions: 530 000

MEDIA OF GREAT STORIES

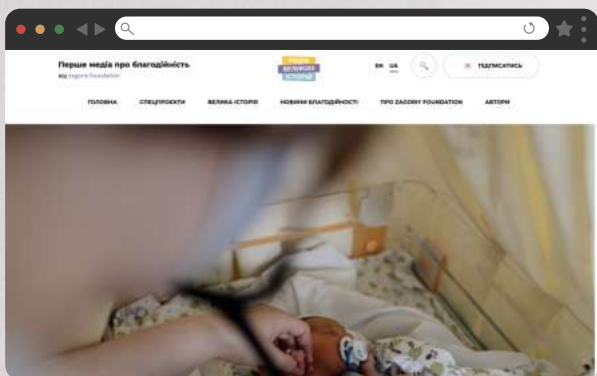
SELECTED MATERIALS



Necessary people: how the rescue-and-search organization SARVA rescues missing people.



A video story about hairdressers who volunteered to cut hair of wounded Ukrainian soldiers for free.



Special project ,Careful and brave: how prematurely born children and their parents fare amid war'. The project was launched in partnership with Ukrainian doctors



#GIVINGTUESDAY

On November 29, 2022 the #GivingTuesday event took place, known also the All-Ukrainian Day of Good Deeds.

This time the event was joined by **80 000 PEOPLE**.

Approximately **2 500 000 UAH** were raised.

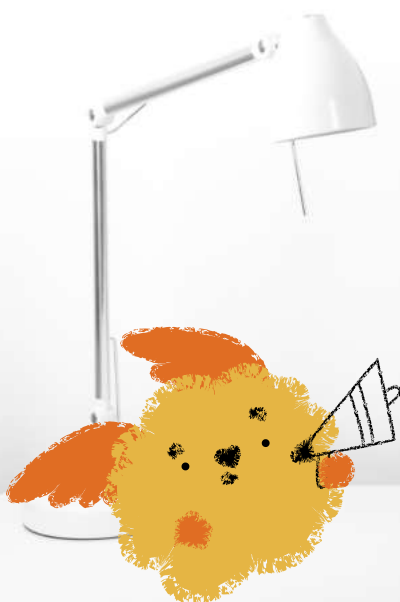
The main event within GivingTuesday was the online festival of good deeds, **DOBROFEST**, which is a platform that helps people of any age join charity through play.

For example, participants were offered to send a certificate of appreciation for good deeds. **OVER 1000** of such letters were sent.

Overall, the 'DobroFest' event was attended by about **10 000 PEOPLE**.

The team of 'Giving Tuesday' together with Bekind and the Charitable Foundation '280 days' organized the social project 'Warm Tuesday'. Its main goal was to raise funds for warm clothing for Ukrainian newborns.

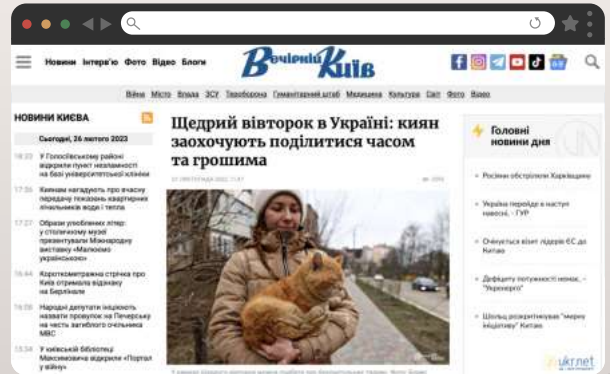
UAH 1 232 566 were raised.
891 BENEFACTORS joined in this fundraising effort.



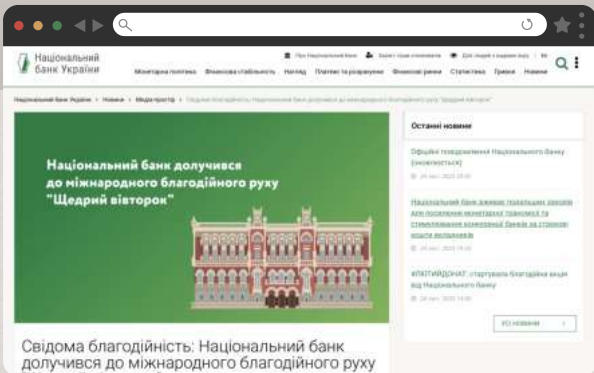
MEDIA MENTIONS OF #GIVINGTUESDAY



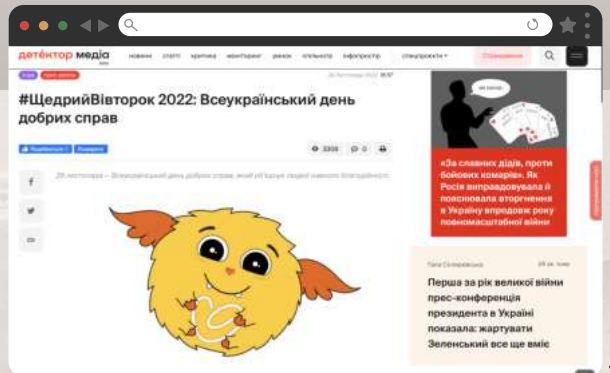
Giving Tuesday. Kyiv to host the All-Ukrainian Day of Good Deeds
,Suspilne'



Giving Tuesday in Ukraine: residents of Kyiv are invited to donate their time and money
,Evening Kyiv'



Conscious charity. The National Bank joined the international movement 'Giving Tuesday'
The National Bank of Ukraine



#GivingTuesday 2022: All-Ukrainian Day of Good Deeds
,Detector Media'

THE TEAM OF THE ZAGORIY FOUNDATION

We are used to perceiving the successes achieved by the foundation as successes and victories of a one whole organism. However, behind every successful project there stands the team of the Zagoriy Foundation.

Each of us had their own concerns, underwent changes, claimed victories and suffered defeats in 2022. Nevertheless, every day we worked on our joint project and activities. Together we believed in our mission and did our best to achieve results.

In 2022 every Ukrainian had the possibility to express themselves and to fight on their own front. That was exactly what we did in the charity sector. Our team managed to not only live through 2022 with dignity, but to also bring the Zagoriy Foundation to a new level of development. We are convinced that the unforgettable is yet to come.

We are grateful to you for following and supporting us, for celebrating our victories with us. We do believe that we will continue creating Great Stories together.

**zagoriy
foundation**