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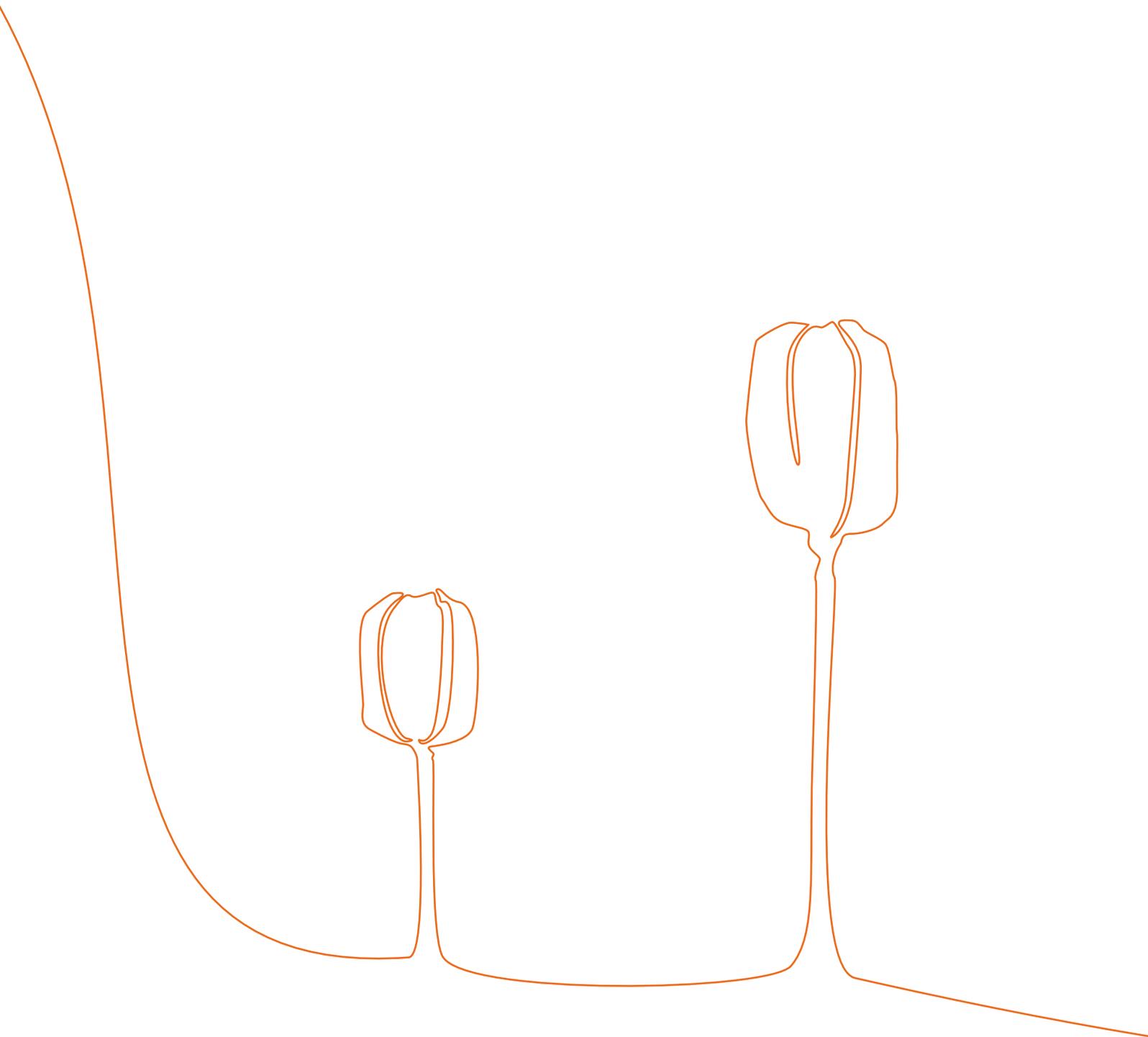
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Charities Aid Foundation

# CAF RUSSIA REPORT

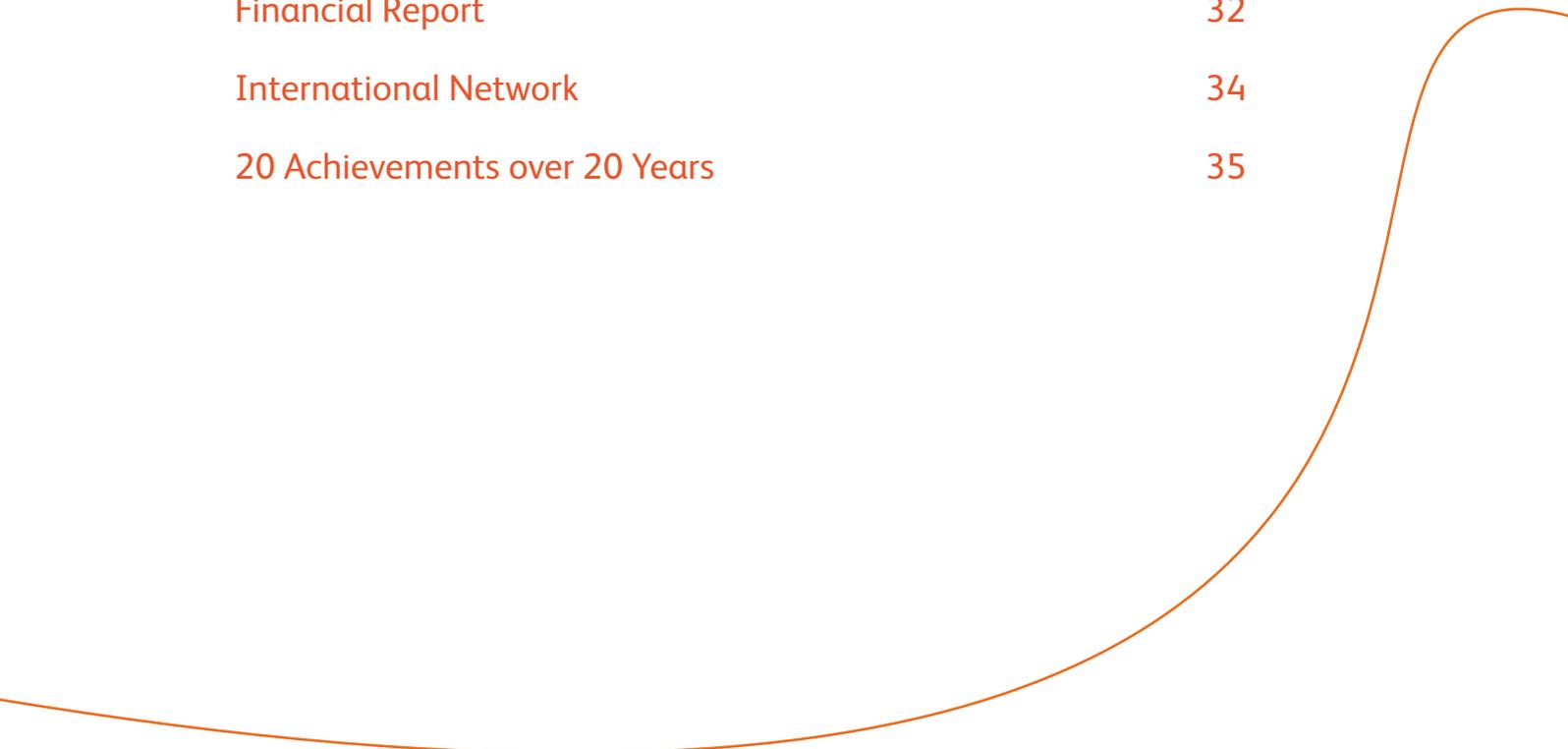
*May 2011 – April 2013*

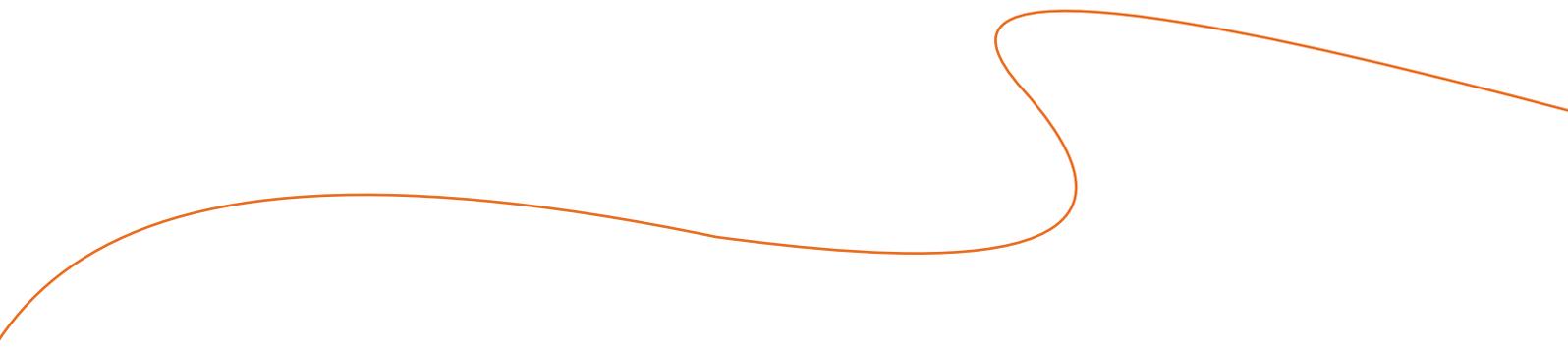




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# OUR MISSION

## *Who we are*

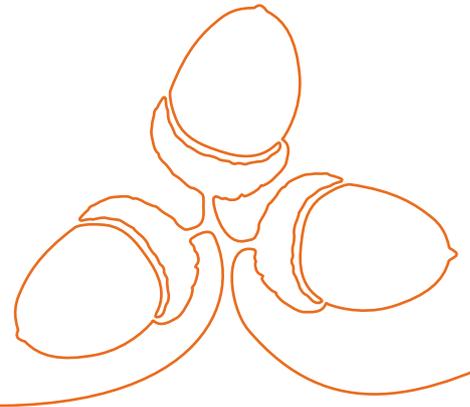
CAF (Charities Aid Foundation) is an international charity founded in the United Kingdom in 1924. CAF provides financial support to charities in 140 countries and has its offices in the UK, Russia, Bulgaria, South Africa, India, Singapore, Australia, New Zealand, Brazil, and the United States of America and partners worldwide. Over the last year CAF helped over half a million donors support fifty thousand NGOs thus transforming the lives of their communities. CAF manages over £2,9 billion entrusted to it by various donors and charities and provides charity banking services to 30 thousand organizations.

The Russian branch – CAF Russia – has been working in Moscow since 1993. CAF Russia annually implements up to 20 large-scale charitable programmes in cooperation with the largest Russian and international companies, foundations and hundreds of private donors making a contribution to improvement of the people's quality of life and social development of the country.

CAF's mission is motivating society to give ever more effectively, helping to transform lives and communities around the world.

To put this mission statement into action, we:

- facilitate the most effective support to charities from large individual and corporate donors, using the best international practices to promote social change.
- create tailored and effective solutions to enable everyone to give to charity;
- implement grantmaking and operational programmes thus supporting the most effective models for dealing with social issues, encouraging grassroots initiatives, and promoting NGO development;
- work to secure supportive legal, fiscal and regulatory conditions for philanthropy by taking part in legislative and expert activities, raising people's awareness of the role of NGOs in their communities, and encouraging them to take part in the NGOs' activities.



## *What we do*

CAF Russia provides professional support to donors and implements charitable programmes for companies, individuals, NGOs, private, family and corporate charitable foundations. In 2011-2013 CAF Russia was implementing over 20 long-term charitable programmes and projects.

**Providing support to donors**, we help them achieve the most with their charitable resources. As a consultant CAF has helped dozens of companies and private foundations to develop their giving strategies according to the best international practices of social investment. The programmes we implemented on behalf of our donors promoted creation and development of important models for dealing with social issues – from new educational technologies to active lifestyle among the elderly and development of self-help groups for parents of children with disabilities. Since 2008 CAF and its partners have been holding “CAF Foundation School” – a unique international training course for the founders and heads of private foundations.

**Developing new forms of philanthropy**, we help to create effective models for charitable giving in Russia. Community foundations, corporate payroll giving programmes, “Charity instead of Gifts” business initiative are only a few examples of ideas that we developed into independent projects. Recently we focused on developing the infrastructure for mass giving. In 2006 CAF created the first website for online donations in Russia Blago.ru ([www.blago.ru](http://www.blago.ru)) and we are constantly working to make it better. The website provides banking cardholders with an opportunity to make online donations in a safe and easy way to almost one hundred NGOs listed on the website.

**Supporting NGOs**, we provide annual funding of over RUB 300 million in hundreds of grants. The funding is used to support important social initiatives throughout the country. CAF Russia does not just support NGOs financially, but also gives them the knowledge and skills they need to work successfully in today’s environment.

**Creating favorable environment for philanthropy**, we take part in formation of favorable legislative and information environment for the NGOs’ activities and development of philanthropy. For many years CAF Russia has been publishing a sector-specific periodical “Money and Charity” and in 2010 it started an online resource [philanthropy.ru](http://philanthropy.ru) for a wide audience interested in philanthropy. The Programme “Socially Active Media” offers NGOs an opportunity to advertise themselves in the Media free of charge thus promoting better understanding of philanthropy by various audiences.



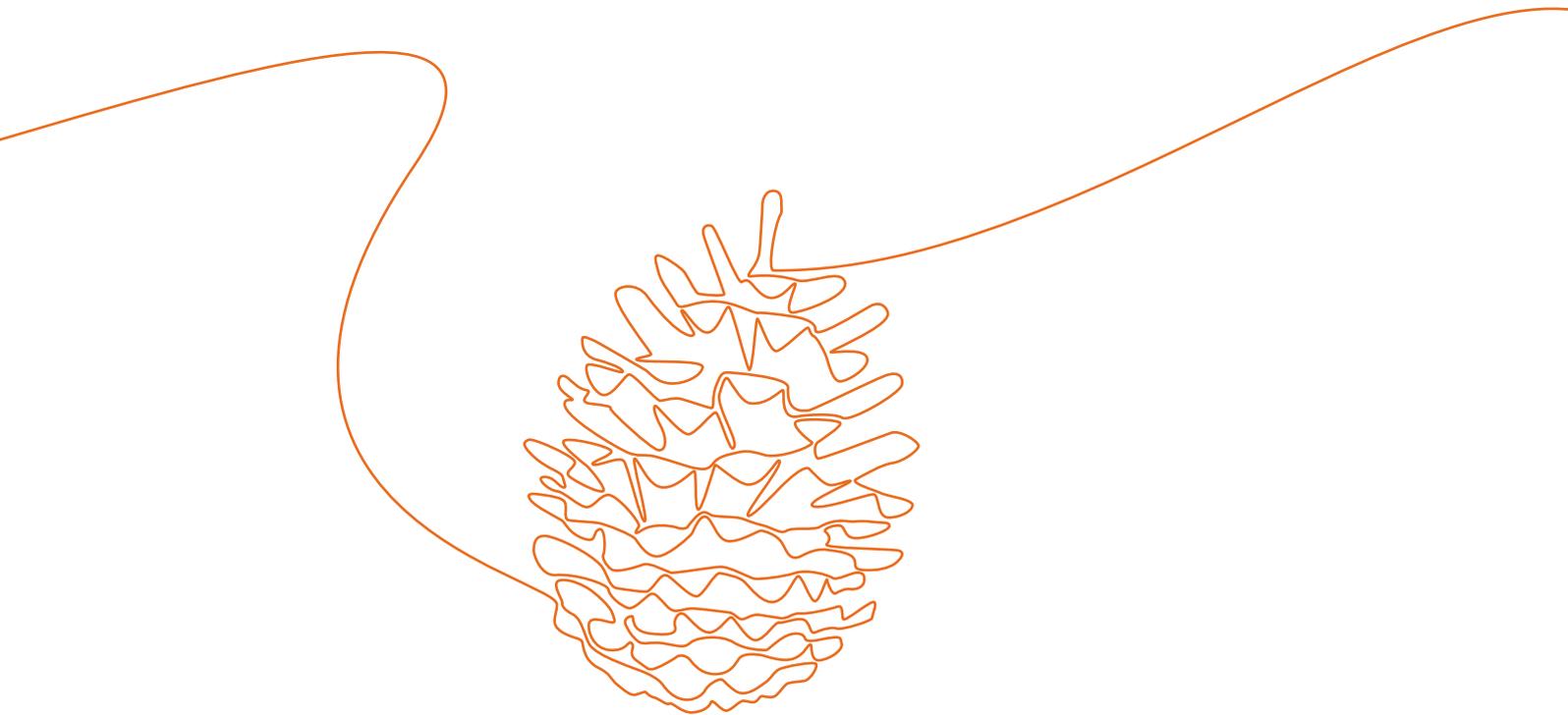
# DIRECTOR'S ADDRESS

*Maria Chertok, CAF Russia*

CAF Russia celebrates its 20th jubilee in 2013. This figure does not only measure our age – the whole Russian NGO sector is about 20 years old. CAF has been growing up with the sector throughout all these years – from establishing the first NGOs to developing the ideas of corporate philanthropy, from supporting the first private foundations to introducing the first mass giving tools. Moreover, there were community foundations, corporate payroll giving programmes, charity instead of gifts, legislative initiatives, research into various aspects of philanthropy, NGO advertising in the Media... We try to be the source of innovation, the bridge between the best international philanthropic practices and the Russian NGO sector.

The range of our programmes and initiatives is constantly broadening, but we are still committed to our mission: we aim to maximize the volume of donations, we work to create favourable environment for philanthropy development, we support NGOs and their donors. Over the last two years this report is devoted to we continued to scale-up our activities aimed at development of philanthropy and support of private and corporate donors. We were glad to be able to cooperate with a number of private foundations and companies and help them develop and implement their charitable projects and programmes.

At the same time, we paid special attention to sustainability of the NGO sector. We were very happy to be able to broaden the scope of the “Points of Growth” Programme aimed at development of NGO sustainability and to watch its grantees succeed. Early in 2012 we published a special issue of “Money and Charity” Magazine devoted to social finance, a new topic for Russia. The issue provoked a vivid response from our audience and was highly appreciated by the readers. In spring 2013 we relaunched the Blago.ru website for online donations that provides an interface where individual donors and



NGOs meet. The growing amount of donations via the website shows that it helps NGOs raise more and more funding from individuals to support their core activities. Besides, our “Socially Active Media” Programme and Philanthropy.ru website have been raising public awareness of NGOs and philanthropy for a number of years. Given today’s lack of resources – both human and financial – and the ongoing pressure experienced by the sector we will keep working to strengthen NGOs and increase the social impact they produce.

We would like to thank those who were with us throughout these 20 years: our partners, donors, grantees and colleagues from CAF global network. What we do would have been impossible and useless without you. Life was never easy for the Russian NGO sector, and unfortunately the last two years were not an exception. The community of colleagues and supporters is a source of power that gives us a vision and an aspiration to achieve it despite all the obstacles.

I would also like to thank my colleagues – the past and present CAF Russia employees. Your enthusiasm, professional skills and the amazing atmosphere you create save us from failure and despair and lead the path to success.

# OUR ACTIVITIES

## *Corporate Social Responsibility*

Support of corporate social responsibility is one of the most important areas of CAF's activity. In 2011-2013 CAF Russia took part in development of corporate social policies and implementation of corporate charitable programmes for dozens of Russian and international companies working in our country. CAF Russia's partners over the period included such market leaders as Polyus Gold, Philipp Morris, Alfa-Bank, BP, TNK-BP, RESO, BAT, Sanoma Independent Media, Mondelēz Rus, IBM, Coca-Cola, Avon, Comstar, M-Video, Amway, Metinvest, Johnson & Johnson, KIA Motors, Dixy and other well-known companies.

*"We are looking for the best students because it is important for us at Polyus Gold to employ people who approach life in a proactive way. The company is growing rapidly, and we need those who combine excellent professional skills with leadership qualities, good teamwork and, which is the most important, the wish to make the world a better place".*

**Svetlana Kulagina, Head of Human Resources Administration, Polyus Group.**

*"The "Students' Initiatives" Programme made a deep impression on me: perfect organization, interesting and useful trainings, qualified and sociable trainers and consultants. Our team has a lot to do: we will improve one of the yards in Novokuznetsk and decorate it with stained glass. This activity is completely new for us but we will cope with it together, we will learn something new and gain new experience".*

**Alena Fuzhenkova, Siberian State Industrial University, Institute of Metal Industry and Material Science**

Grant Competition "Polyus Gold – CAF: Students' Initiatives" initiated and supported by OAO Polyus Gold is an example of using modern social technologies to implement a corporate charitable programme.

A long-term programme "Grant Competition Polyus Gold – CAF" has been working for five years to identify and support social initiatives, programmes and projects implemented by NGOs in the regions of the company's presence.

To this end open grant competitions were held for non-profit (social, municipal, state) organizations and initiative groups, which allowed stimulating the people's social activity, developing local communities and creating conditions for sustainable development of the territories involved in the programme. Over the five years local non-profits and initiative groups got feasible support and were able to build their own capacities, so the company made a decision to direct attention towards a new target audience.

The format of the Programme changed in September 2012. Now it is aimed at supporting the students of relevant universities and colleges located outside the regions of the company's presence.

The goal of the new programme is to stimulate socially oriented activities among students, identify and support their best initiatives.



*“It was unforgettable! We gained teamwork experience, learned to understand each other, to listen to each other, to articulate our thoughts and simply enjoyed ourselves. We are so happy we could take part in the programme. We would like to say a big “thank you” for the excellent trainings and quest and all the activities within the project”.*

**Yulia Epova, Trans-Baikal State University, Faculty of Technology, Transport and Communications**



*“The amazing spirit of the competition made us all members of a big family of the project “Students’ Initiatives” supported by Polyus Gold. The crazy yet informative first training – almost ten hours at the university, ten hours of useful information and interesting communication. A wonderful quest in the central district of our town, interesting questions on the history of Chita, and the fuss over the tasks got everyone so involved... We have never experienced anything like that, and we liked it a lot. And finally, the project assessment in front of the jury and all participants. Though we were competing for certificates to implement the projects, the atmosphere in the hall was very friendly. We supported, worried and were happy for each other. For our team the programme “Students’ Initiatives” was a source of priceless experience in social project planning. It was a real challenge, but in the end we did the best we could! Our project was one of the winners. Now the task is to make it happen and build the sports ground”.*

**Alexey Peshkov, Trans-Baikal State University, Faculty of Energetics**

Team projects are supported in four areas: campus life, sports and creativity, personal and professional growth, and community life.

**Grant fund of the Competition:** RUB 500,000.

**Amount of funding per project:** RUB 25,000–100,000.

**Project duration:** 2–4 months.

*"I am a future programmer, but I like to be active and pay a lot of attention to personal development. Achievements are very important to me, as every time I learn something new, get a lot of positive emotions, help people, make new interesting acquaintances and destroy the "amebic programmer" stereotype".*

**Daria Krasova, Siberian State University, Institute of Information Technologies and Automated Systems, winner of the competition of personal achievements for participation in the Nationwide cleanup "Let's Do It" in Kuzbass in 2012**



During the competition the students take part in trainings that help them learn to overcome difficulties, provide them with time-management skills and contribute to team-building.

Besides funding for team projects the programme includes **awards for personal achievements** in the same four areas. The applicants have to present their personal achievements and explain why they are so significant.

**Award amount:** RUB 10,000 – 15,000.

**Award fund of the Competition of Personal Achievements:** RUB 100,000.

The programme involves regional partners – NGOs involved in social projects and experienced trainers. Thus, it facilitates the dialogue between the students and social activists and provides a ground for development of volunteering.

Since the "Students' Initiatives" programme started::

- over 500 students took part in the competition of team projects;
- 35 social projects by the students were supported;
- about 500 students took part in the competition of personal achievements;
- the company's image among students and reputation of a socially responsible employer have improved significantly.

Corporate charitable programme “**Status: Online. Computer literacy for elderly people and adults with special needs**” is another good example of effective cooperation with business. It is supported by “Philip Morris Sales and Marketing” LLC.

The goal of the Programme is to overcome social and informational isolation of pensioners and people with special needs and to contribute to improving their quality of life. It is implemented in Nizhny Novgorod, Rostov-on-Don, Yekaterinburg, Novosibirsk, Krasnoyarsk, Samara and Tomsk.

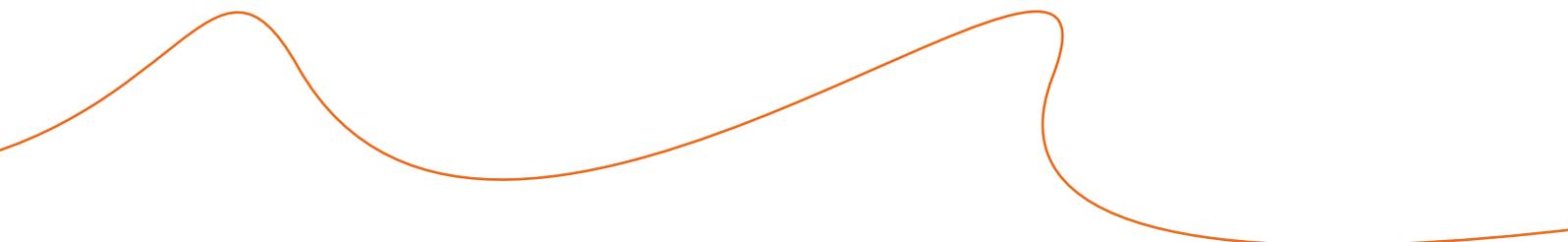
Within the Programme free computer courses are organized to teach the elderly and people with special needs to use Word, Excel, Skype, and e-mail software. The students of the courses do not only master the basics of computer literacy but also learn to communicate via the social media and use the electronic services: make online payments, make appointments with doctors online, etc. These new skills significantly improve the quality of their everyday lives and make employment a more realistic prospect for them.

The programme is implemented from January 2013 to October 2013. The computer literacy courses are organized by regional coordinators – Russian NGOs that receive support – funding, equipment and software – within the programme.

*“The support provided to “Status: Online” project is another step on the way from on-demand humanitarian aid to long-term educational programmes. Our company has traditionally supported elderly people and adults with special needs. Unfortunately today these groups cannot boast extra attention from philanthropists”.*

**Ekaterina Levshina, Executive Manager for Interaction with Social Organizations, “Philip Morris Sales and Marketing”, LLC**





*“This programme aims to overcome the social and informational isolation of the groups of people that are especially vulnerable. It is important that they do not just acquire new skills, but also improve their quality of life”.*

**Tatiana Yakovleva, Programme Director, CAF Foundation**

*“Today we need to teach the new computer technologies to mid-tier specialists. This will enable any person with special needs to be independent economically”.*

**Igor Gall-Savalski, Chairman, Novosibirsk Regional Organization of the All-Russian Society of People with Disabilities**

*The world is turning upside-down  
Grandma’s online, and look around  
Grandpa is thinking all day long:  
“How can I best use Google Chrome?”*

*They are so hooked on the software  
Grandchildren don’t know they are there  
They read, they chat, they write, they pay,  
They even go online to play*

*They learned so many new expressions  
Thanks to the daily online sessions,  
And even in the countryside  
They can’t put their laptops aside*

**Gennady Ivanovich Cherepennikov,  
Nadezhda Alexandrovna Cherepennikova,  
Yekaterinburg, students of the courses.**

**“City News”, Krasnoyarsk Municipal Newspaper  
Babushki and Dedushki.ru**

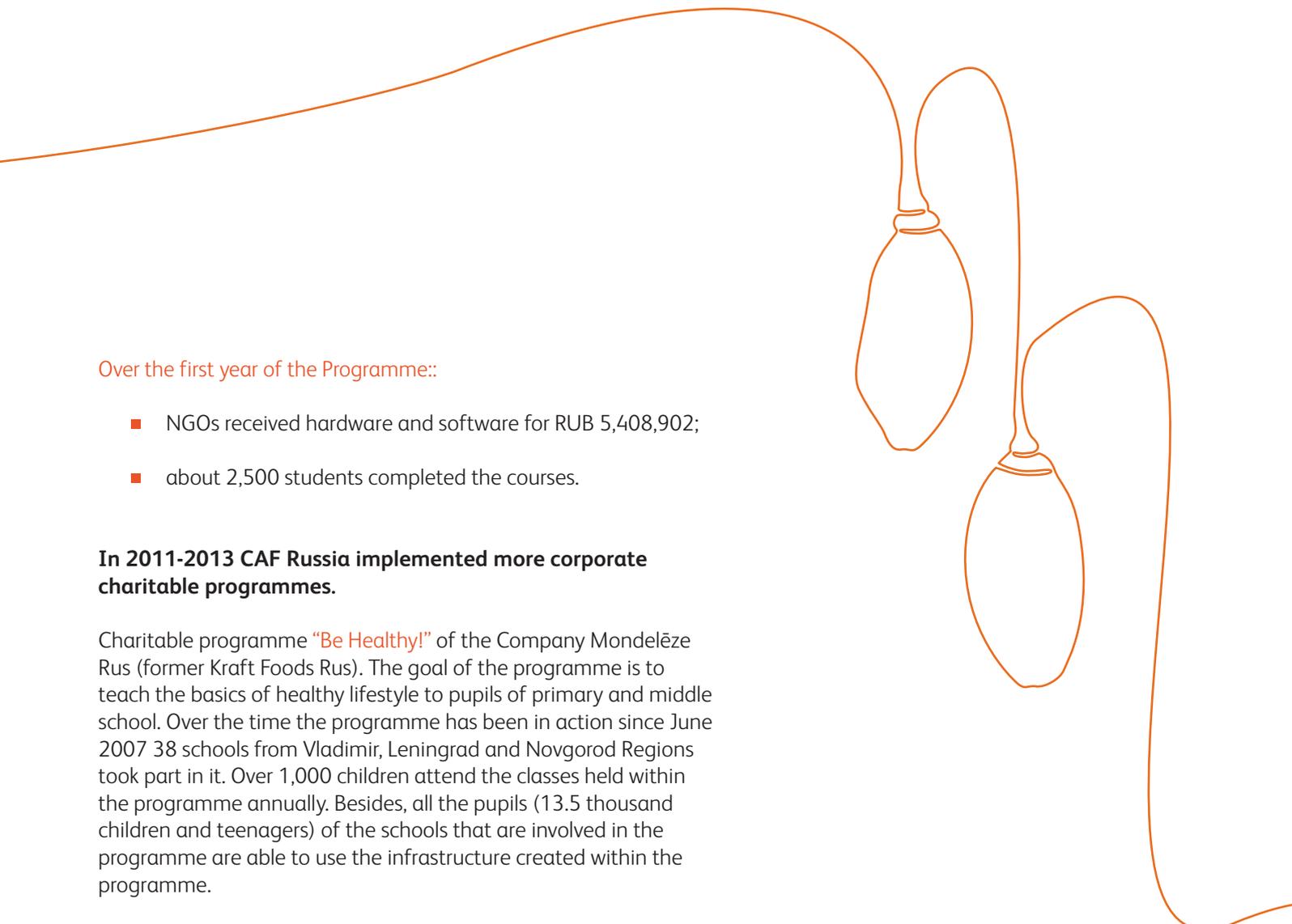
*Which building in Krasnoyarsk is the oldest? How to learn the weather forecast for tomorrow and pay the bills without leaving your flat? The answers to these and many other questions were found online in just a few minutes by “Oktyabryata.ru”, “Hackers” and other teams and participants who competed at the computer Olympiad for pensioners.*

*The cyber-competition took place on June 18 on the quay of Yenissei River. Under the colorful sheds the graduates of computer literacy courses for the elderly organized by the Youth IT center and the City Council of Veterans, showed off their new skills. The tasks they had to deal with varied a lot from the easy ones, like telling about the computer hardware components, to more sophisticated ones like eliminating viruses on several flash memory sticks, getting in touch with one’s friends via Skype, creating and editing MS Office documents, etc., etc.*

*– The more complicated it is, the more fun, - Larisa Borovets, a representative of one of the teams, said. — We expect to win, as now we can do anything. I even use Skype to call my granddaughter in Moscow, and I used to see her only on holidays. We started to understand each other better after I learned to use the new technologies. She taught me to download movies and music from the Internet, we exchange photos. So, things are humming (laughing).*

*Over 60 people took part in the competition, including 8 teams and 36 individual contestants. The oldest participant turned 77 this year. They all demonstrated excellent computer skills and the ability to work with various software programmes and devices they never used before.*

*“Computer literacy courses for pensioners have recently become very popular in our city. The elderly people are taught at the youth centers of Krasnoyarsk within the project “Electronic Pensioner of Krasnoyarsk”. The courses are supported by CAF. Besides, there are courses at the Regional Scientific Library, – Igor Utmanov, head of the youth IT center says. – So, together with the City Council of Veterans we decided to organize an event where the graduates of the courses could meet, test their knowledge, socialize and simply have a good time together”.*



Over the first year of the Programme::

- NGOs received hardware and software for RUB 5,408,902;
- about 2,500 students completed the courses.

**In 2011-2013 CAF Russia implemented more corporate charitable programmes.**

Charitable programme “**Be Healthy!**” of the Company Mondelez Rus (former Kraft Foods Rus). The goal of the programme is to teach the basics of healthy lifestyle to pupils of primary and middle school. Over the time the programme has been in action since June 2007 38 schools from Vladimir, Leningrad and Novgorod Regions took part in it. Over 1,000 children attend the classes held within the programme annually. Besides, all the pupils (13.5 thousand children and teenagers) of the schools that are involved in the programme are able to use the infrastructure created within the programme.

Charitable programme of Amway Company “**With Love to Children**” is aimed at supporting family values and responsible parenting and providing assistance to children who suffered from domestic violence. The programme started in February 2013. 16 Russian NGOs got the funding to implement their projects. Over 1,500 families will be assisted in strengthening the parent-to-child relations and developing the ability to negotiate with their children by taking part in the trainings, parent support groups and other activities.

Charitable Programme “**Be Active!**” of Coca-Cola Company is aimed at development of physical and social activity of schoolchildren and encouraging positive attitude to life. 10 schools of Sochi are involved in the programme. The most important principle of the programme is cooperative pedagogics: the schoolchildren and their families are involved in development and implementation of school projects.

## Corporate Payroll Giving Programmes

The companies' interest in involving their employees in charitable activities is constantly increasing. CAF has rich experience in payroll giving and corporate volunteering programmes and is introducing these forms of philanthropy in Russia.

*"Any company employee – from assistant to executive – can contribute to a good deed. The programme offers an opportunity to make an individual donation and a strict reporting system guarantees that your donation will be used for the designated purpose.*

*Another important programme component are the volunteer actions that help the employees involve their families. The regular volunteer actions we hold annually include visiting the elderly people, collecting presents and stationeries for children from social institutions, collecting goods for animals and taking them for a walk in the shelters.*

*We are actively developing the charitable programme within the company, both its financial and volunteer component".*

**Anastasia Komolova, Manager, Charitable Programmes, SIM Publishing House.**

Since 2003 CAF Russia has been implementing corporate payroll giving programme "They Need Your Help" that includes such participants as British American Tobacco Russia, Sanoma Independent Media Publishers, Alfa-Bank, and BP Russia. Within the programme company employees provide support to NGOs and help concrete individuals online via the website <https://www.donatenow.ru>.

The programme allows companies to help their employees fulfill their need in doing something good and to use a civilized mechanism for NGO support – absolutely fair and transparent.

For the NGOs being involved in the programme is also very important, as it allows them to carry out their statutory activities: work with children with special needs, save seriously ill patients, support single aged people, build shelters for animals. Since the Programme "They Need Your Help" was launched employees of the companies donated over RUB 99 million that were fully transferred to NGOs. Support was provided to 22 NGOs involved in the programme.

As for the employees, they view the programme as a safe and reliable bridge to the world of NGOs, a friendly interface with trustworthy information who needs help and where, how they can be helped and how the funds were used.

### Whom Sanoma Independent Media Publishing House Supports

"They Need Your Help" Payroll Giving Programme has been implemented at the Sanoma Independent Media Publishing House with the administrative support from CAF Russia since 2005.

Within the programme company employees help children with serious diseases that require expensive treatment, people with special needs, and children with development issues, orphans, elderly people and homeless animals. The company supports development of the Programme by doubling all employees'

donations every month. As a result, over RUB 29 million have been transferred to NGOs since the beginning of the Programme. The beneficiaries include “AdvITA” Charitable Foundation, “Good Deed” Foundation for Support of Elderly People, ECO Shelter for the homeless animals, Moscow Equestrian Club for People with Disabilities, “Here and Now” Charitable Foundation for Orphans, Center for Humanitarian Programmes, and Center for Curative Pedagogics.



*“With our crazy lifestyle and lots of work to be done every day the Programme “They Need Your Help” our company takes part in offers me, just like any other SIM employee, an opportunity to give without spending a lot of time (which is important for me) and on a regular basis (which is important for those who needs our help). It is an easy and accessible mechanism for providing financial support to those in need.*”

*It goes without saying that it is wonderful when a company supports charitable and volunteer initiatives of its employees. In my opinion, this is one of the many assets of our company. I am glad to know I work for a company that shares my values. By the way, I have worked for various publishing houses for over 10 years, and SIM is the first employer that is actively involved in systemic philanthropy”.*

**Olga Efanova, SIM employee**

*“They Need Your Help” Programme provides answers to the three main questions everyone wishing to give to charity has: where to find trustworthy information on NGOs; who can guarantee that the money – even a tiny amount – will be used with the maximum impact; and where do I go to make a donation. The cooperation between CAF and business companies helps to promote the idea of charitable giving, as people get involved in the activity and understand what charity really is about. It is important that support to NGOs is provided on a regular basis, which allows them to use the money to deal with the most acute issues at a given time”.*

**Elena Vasilieva, “They Need Your Help” Programme Director, CAF Russia**

## Private Philanthropy

Private philanthropy started developing in the new Russia in mid-1990s. CAF is actively involved in the process providing assistance to donors – founders of private and family charitable foundations – to help them achieve the most.

*“There are a lot of charitable foundations in Russia successfully raising funds for treatment of children with rare diseases. Indeed, with the support they provide they save lives. Besides providing support in such emergency situations our foundation started to deal with the problem of Cystic Fibrosis in a comprehensive way in all regions of Russia. Within our programmes we educate the doctors, equip wards and rooms in hospitals and clinics, empower the parents, develop patient organizations and support active and gifted people with Cystic Fibrosis”.*

**Mark Bensman, Director, “Ostrova” Foundation**

An interesting example is the cooperation with the **Charitable Foundation “Ostrova”** founded by Maria and Sergei Adonyevs. In 2011 the Foundation started the Programme **“I Breathe!”** aimed at long-term systemic improvements in the quality of life of patients with Cystic Fibrosis in Russia. Within the programme it partnered with CAF Russia and the Interregional Public Organization **“Assistance to Patients with Cystic Fibrosis”**.

Cystic Fibrosis is a genetic disease affecting over 100 thousand people worldwide. It is still not very well-known in our country. Today the average life expectancy of people with Cystic Fibrosis in Russia is only 25 years, while in the US and EU it is much longer – 35-40 years and the babies born with this diagnosis can expect to live even longer, as the life expectancy for these patients is increasing annually. The early diagnosis, correct treatment and specialized physiotherapy enable people with Cystic Fibrosis to work, create, and have families and children, i.e. to lead a full-fledged life.





*“I Breathe!” Programme started in 2011 and it has been developing ever since. New directions and areas are constantly emerging. Over the years the foundation has been able to partner with the leading Russian and international experts in Cystic Fibrosis; it is encouraging development of new technologies of diagnostics and treatment of the disease. The support provided by “Ostrova” Foundation helped the active parents in the regions unite and create a parents’ community that can change the situation and advocate the children’s rights. At CAF Russia we are glad to have the opportunity to implement a programme with such bold objectives and valuable results in cooperation with “Ostrova” Foundation”.*

**Anastasia Efimova, “I Breathe!” Programme Director, CAF Russia**

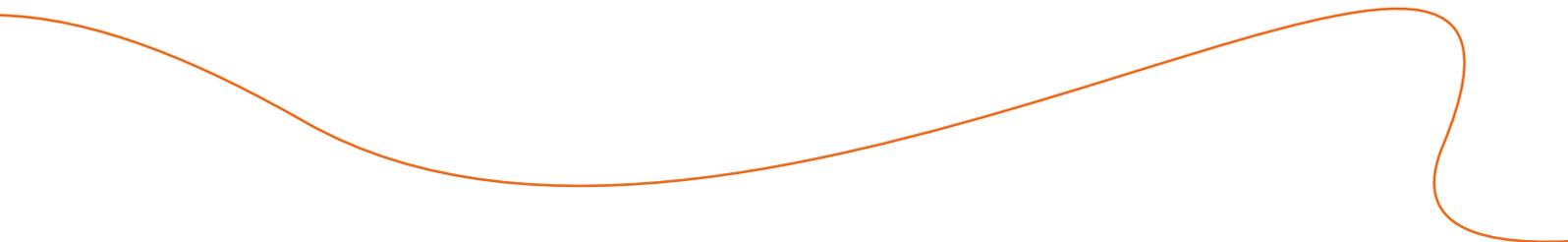
The goal of “I Breathe!” Programme is to raise awareness of Cystic Fibrosis and achieve long-term systemic changes in the quality and amount of medical services and state social support to patients with Cystic Fibrosis.

The Programme results include:

- 12 kinesitherapy rooms where patients do special exercises have been equipped and are now functioning;
- 17 medical specialists from regional hospitals have been trained and are now holding special classes for the patients and their parents;
- initiative groups of parents have been formed in all the regions where projects were supported to deal with the problems of pharmacological support, advocate the rights and improve the quality of life of their children with Cystic Fibrosis;
- three parents’ organizations helping patients with Cystic Fibrosis have been officially registered in Orenburg, Saratov and Ulan-Ude. There are plans to create and register parents’ organizations in Samara and Vladivostok;
- active young people with Cystic Fibrosis, doctors, journalists writing about the problem and people who provide support to patients with Cystic Fibrosis in difficult situations have received awards and gifts.

*“The schools for parents are a must. The mothers were taking notes of everything, asked the questions they were most worried about. The doctors who taught at the school were surprised in a positive way when they saw the parents’ interest and the parents saw the doctors as their supporters and supervisors”.*

**Svetlana, a mother of a child with Cystic Fibrosis, Kazan**



*“There is no task more important for national community development than increasing the involvement culture. The most effective tool for this is volunteering”.*

**Sheryl Parker, Specialist in Volunteer Projects,  
UJA-Federation of New York**

The largest Jewish charitable foundations UJA-Federation of New York and Genesis Philanthropy Group have been cooperating with CAF Russia since 2007 supporting a long-term charitable programme “**Jewish Communities**”. The goal of the Programme is to encourage Jewish identity in Russian-speaking Jews, preserve the Jewish legacy and develop social activities of Jewish communities in the CIS. GPG pays special attention to projects aimed at the young generation of Russian-speaking Jews.

The main directions of the Programme are:

- Jewish formal and informal education – development of the new formats for educational, cultural and awareness-raising programmes and initiatives.
- Jewish culture – development of Jewish cultural traditions, preserving the cultural and historic legacy of the Jewish people.
- Professional development of the staff of Jewish communities and organizations.
- Development of new formats for family involvement in community life, including the ones for mixed families not integrated in the Jewish life and middle-aged people.
- Informal leadership and volunteering – development of volunteering among young Jews, raising potential community leaders.



In order to support private philanthropy development and contribute to its professionalization CAF implements educational and awareness-raising programmes.

The demand on information about the best international practices, the emerging trends and even about the recent failures is growing both among new donors and those who have been involved in charitable giving for a long time.

CAF Foundation School has been satisfying this demand since 2008. It is a unique educational programme developed specially for donors and heads of private foundations, fund managers and charity advisors.

The intensive training course of the Foundation School combines good theoretical basis with interactive practical component in a variety of formats. Besides, it offers an opportunity to listen to the leading international experts, get acquainted with outstanding philanthropists and opinion leaders and discuss the case studies and the current issues with the colleagues.

Traditionally the main training course of the School is held in one of the European countries and is organized in cooperation with the leading universities and foundations. In 2012 the School was held in Lisbon (Portugal), in 2013 – in Oxford (the UK). Brazilian Institute for Development of Social Investment (IDIS) is the long-standing partner of the School.

Throughout the academic year the meetings devoted to various aspects of activity of private charitable foundations within the framework of the School are held in Moscow.

*“The Western European and North-American Philanthropy dates back several centuries. However, we can remember when it became truly professional. We have been witnessing the takeoff of pioneer projects in terms of approaches used and issues dealt with, emergence of innovative private philanthropy models among high-net-worth individuals, implementation of ambitious plans to change the world and the most interesting experience of large foundations for the last 40-50 years. Philanthropy is changing in front of our eyes, and more expectations are associated with it. CAF Russia has been working in the field of philanthropy development in our country for 20 years. Together with our colleagues we helped Russia to become an independent player of the world philanthropic community. But our mission – to make charitable giving effective – has not been fulfilled yet, and it encourages us to develop further”.*

**Inga Pagava, Senior Consultant, CAF Russia – about the Foundation School**

*“Foundation School is an amazing exchange of experience among colleagues who share the same values and a unique opportunity to meet face-to-face with the leading philanthropy experts. For me, the Foundation School is a priceless experience and a good opportunity to develop further as a systemic philanthropist”.*

**Nadezhda Chetverkina, Director, “Miracle of Life” Charitable Foundation**

## *Giving for Everyone*

Over the recent years social activism in Russia has been growing substantially. The spread of volunteering and charity shows that the people have a potential that could be used to achieve positive social impact. To help everyone who would like to give to charity but does not know what to begin with, in 2006 CAF Russia cooperated with Yandex to create a service Blago.ru for private donations.

**Blago.ru** is the first universal resource for online donations uniting various NGOs in Runet. Its main feature is that it is not devoted to a particular project or issue. The one who wants to make a donation identifies the amount and the beneficiary himself. Thus, support is provided to a broad spectrum of NGOs. CAF Russia guarantees the trustworthiness of the NGOs listed on Blago.ru, and the NGOs in turn submit regular reports on the use of funds received.

Today there are over 90 NGOs dealing with a variety of social issues on the website. Their target groups include orphans and children in need of treatment, single elderly people and low-income young mothers, people in difficult life situations, homeless animals and many others.

Over the two years the amount of donations has doubled with about RUB 1 million currently raised through the website every month. The number of those who use the opportunities offered by the website is also constantly growing. In 2013 the website had a software upgrade which made online giving even easier.

It is important that the organizations that lead in the amount of donations raised on Blago.ru include those working with the so-called “unpopular” target groups, e.g. the Foundation for Support of Elderly People “Enjoyable Ageing”. Since the Foundation joined the programme in December 2011 it raised RUB 2,303,818.

Another “record” was set by the “Live!” Foundation for Assistance to Adults that was able to raise RUB 1,124,794 over the reporting period.

Over 35 million roubles were given to the NGO sector via Blago.ru, which changed many people’s lives for the better.

### **Dynamics**

#### **May 2011:**

Number of NGOs — 60;

Average amount raised per month — RUB 550,000

#### **April 2013:**

Number of NGOs — 90;

Average amount raised per month — RUB 1,000,000



### Yoga Marathon

Since 2011 Blago.ru has been providing fundraising support to the charitable Yoga Marathon.

The website is used by the participants of the charitable Marathon organized by Yoga Journal to pay their fees: all participants undertake to raise at least RUB 1,080 from their friends, relatives and colleagues (of course, larger amounts are more than welcome) and give the sum for the right to take part in the Marathon. Those who join the Marathon have a unique opportunity to take part in a special yoga practice right in the Red Square – 108 “Greeting to the Sun” cycles – led by 12 best Russian yoga teachers. The number of participants and the amounts raised increase every year: RUB 596,815 were raised in 2011, RUB 759,462 – in 2012, and RUB 1,134,105 in 2013. The funds were transferred to the Center for Humanitarian Programmes to be used for surgical treatment of children with serious spine deformations.



### Blago.ru and “Enjoyable Ageing”

“The page of Charitable Foundation “Enjoyable Ageing” appeared on Blago.ru website right before the New Year, that’s why we were able to raise so much, which enabled us to fulfill several urgent requests from the nursing homes we support: purchase water heaters, trolleys and medical beds. We were so lucky so many people responded to our appeal at once! Then we started to receive regular inflow of donations, but when there is any emergency we always remind our supporters that Blago.ru is the easiest way to help us. We always tell all the grandmas and grandpas at the nursing homes that it’s not just us, that there are a lot of good people who help them. I would like to thank everyone for what they do for us!”

**Alla Romanovskaya, Co-founder, “Enjoyable Ageing” Foundation**



“Blago.ru is a user-friendly and trustworthy charitable website administered by CAF Russia. It offers an opportunity to give online to a variety of NGOs throughout Russia in a quick and easy way. We have been cooperating with CAF on the payroll giving programme “They Need Your Help” for 9 years and sometimes within the programme there was a need to change the participant NGOs. We can always choose the new NGOs and get all the information we need at Blago.ru. For us, if an NGO is listed on the website this automatically means that it has undergone CAF Russia due diligence and is working actively in its field. When my colleagues and friends ask me to recommend a trustworthy charity, I also recommend using Blago.ru, and I know that many of them have followed this recommendation”.

**Lia Sidlina, CSR Manager, BAT Russia**

## *Community Development*

The Programme for Development of Community Foundations (CFs) in Russia is an important component of local philanthropy development in Russia. CAF Russia has been implementing the Programme with the support from Charles Stewart Mott Foundation for over 15 years.

In many regions CFs became the only source of support for NGOs and social initiatives. The Foundations have been able to take their place at the core of community development process, and turned into attractive investment objects for the business and individual donors willing to deal with local social issues.

CFs serve various regional communities – from large cities to rural settlements. At present there are 45 CFs registered in Russia from Magadan to Kaliningrad, and 15 NGOs and resource centers are using CF model and technologies for development of local philanthropy. Besides development of CFs in cities, a new trend has emerged: CFs are being founded in remote areas and even rural territories. One-third of Russian CFs today work in non-industrial territories.

The particular features of the recent years for CFs were development of methodologies for community needs assessment and broadening the spectrum of programmes. CFs started to play a more substantial part in formation of legislative initiatives aimed at creating a favourable environment for philanthropy development. This is observed both on the federal and on the regional level.

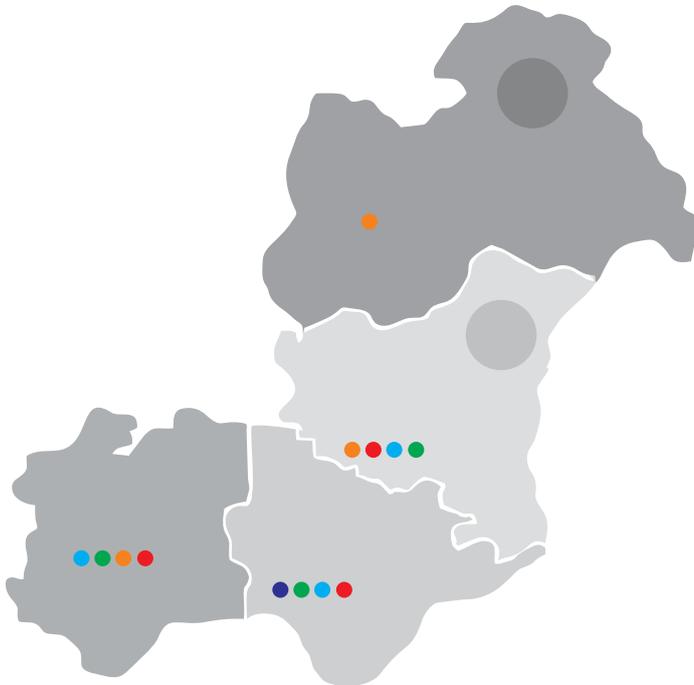
In 2011-2013 within the Programme the activities aimed at development and dissemination of a methodology for assessment of the state of communities that started in 2009-2010 continued. The development was inspired by the successful experience of using the Canadian Vital Signs model that was further disseminated in other countries.

The North-West Federal District CF Alliance that includes five regions and where the data that characterize the current state of the community were collected for the first time became the testing ground for the methodology. The research outcomes were presented to the local communities, business and authorities. For instance, in Archangelsk they were used to develop recommendations regarding improvement of the drafts of local youth programmes.

In 2011-2013 the methodology was also adapted for the non-industrial and remote territories and applied in Perm Region. This resulted into development of a map reflecting the current problems and points of growth of the territory known as the “Social potential map”.

The foundations presented the data obtained on the state of the communities on various levels and acted as expert organizations possessing a unique methodology for formation of the knowledge basis. The research was presented to specialists and wide public at numerous regional and interregional conferences; the results were shared with regional and municipal authorities. Now that the methodology has been well elaborated and tested with the support of the Programme its authors are planning to disseminate it in other regions.

## SOCIAL ACTIVITY MAP



Population ready to take part in dealing with the following issues:

- Career guidance for young people
- Provision of individual aid
- Municipal improvement, ecology
- Leisure and recreation
- Sports and healthy lifestyle

The data received as a result of the research provide a better understanding of the communities and also characterize the foundations as highly qualified expert organizations. This increases the public trust and enables CFs to attract more attention and resources to deal with community issues.

CAF Russia is constantly developing and improving the CF Development Programme trying to adapt it to the needs of organizations in various stages of development and take into account the latest trends in the NGO sector. The Programme provides support to existent CFs and also funds initiatives aimed at establishment of new community foundations. In 2011-2013 the Programme provided grant funding to 34 NGOs for a total amount of \$ 344,950; over 1,000 people took part in conferences and other events within the Programme.

From May 2011 to April 2013 CFs raised \$ 5,000,000 from the local sources to develop new social projects and deal with various problems in their territories.

*"A CF is a model integrating various resources for local development with a clear policy of openness and transparency for everyone. The goal of the Programme is not just to provide financial support to existent and newly established foundations, but first of all to build their professional capacities as organizations shaping today's local philanthropy able to attract social investments to their communities and forming the local capital".*

**Larisa Avrorina, Programme Director, CAF Russia**

*"Since 2011 the "Sodeistvie" Foundation for Support of Social Initiatives has been cooperating with CAF Russia on the research project aimed at monitoring community needs and opportunities. Its objective is to assess the social and civic activity potential of the population of rural territories of the region where the Foundation has been working since 2005. The project produced some substantial outcomes. The most acute problems and the potential points of growth for social activity were identified. The research helped to find potential community leaders able to take up the responsibility to deal with local social issues using the limited financial resources of the local budgets to the maximum. The outcomes even exceeded our expectations: rural citizens united around the groups of activists in their communities to deal with the most important issues. One of these groups is the rural intelligentsia club at a district library. Overall, we can say that the social environment and the people's attitudes have changed, new activist groups and volunteer initiatives have emerged".*

**Nina Samarina, President, "Sodeistvie" Foundation for Support of Social Initiatives**

## Strengthening the Sector

One of CAF Russia's priorities is strengthening and development of the NGO sector. We have designed a number of projects and long-term programmes aimed at raising the level of NGOs' professional skills, and providing legal support and consultation as well as access to the Media for NGOs.

*"The "Points of Growth" Programme is a true discovery for us! We have been working since 2001, and are used to stewing on our own juice, on our own, and were so glad to discover the fact that CAF is working to develop NGOs. Taking part in the Programme was very thought-provoking, because the specialists who took part in the seminar were able to look at what they were doing and at the organization as a whole from a new angle. Our mission is now understood clearly not only by the leadership of the organization but also by all the staff members. It was very important for us to understand that an NGO can actually be sustainable: we revised our approaches, reassessed our resources, we now have a clear vision which enables us to plan our activities for the long-term".*

**Marianna Sadovnikova, Director, "Juventa" Foundation, Irkutsk**

*"The project we are implementing within the "Points of Growth" Programme for us is a unique opportunity to implement the changes we needed so much. It won't be an exaggeration to say that we were dreaming about having the funds and the specialists' support to do this. We felt we were overloaded and needed to improve and optimize the internal structure of our organization. Thanks to the "Points of Growth" we were able to develop a system of monitoring and evaluation for our programmes and projects, we completely changed the way we collect donations online and computerized most of financial and management accounting in the organization. Now the few staff members of the Foundation can use their limited working hours more effectively and spend more time on developing and launching the new projects and working with the children. Thanks to the project we understood that there are people who care about us as an organization! Attention paid to the people who help orphans and children with serious developmental problems is a substantial contribution to the sustainability of our organization. Besides, we view this Programme as a real breakthrough in philanthropy development in Russia. Thank you so much!"*

**Elena Volodina, Director, "Diema's Dream" Foundation, Moscow**

The comprehensive Programme "Points of Growth" implemented by CAF Russia since 2009 is one of these projects. The Programme is aimed at professionalizing the NGO sector and increasing the organizational and financial sustainability of NGOs in Russia. It was initially aimed at assisting Russian NGOs in overcoming the consequences of the 2009 global financial crisis and preserving the volume and quality of social services they provide.

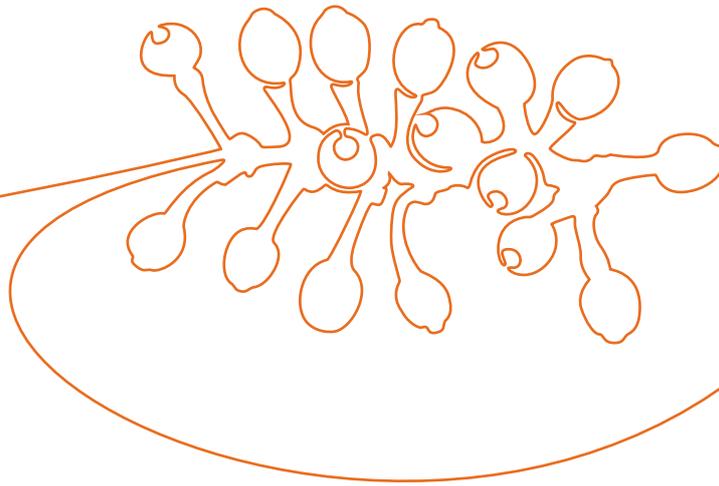
At present, 22 NGOs from various regions of the country are implementing their concepts of organizational development and financial sustainability within the "Points of Growth" Programme. The projects will continue till March 2015.

The representatives of NGOs taking part in the Programme have the opportunity to assess the current state of their organizations, analyze whether they are using the resources at their disposal to the full, and familiarize themselves with the cutting-edge experience and best practices in the field of organizational development and sustainability of NGOs.

With the support of CAF consultants they develop their own projects aimed at development and strengthening of their organizations.

Within the "Points of Growth" Programme CAF Russia's aim is to become a partner for the NGOs assisting them in development and implementation of their projects. This is achieved by ongoing communication and interaction between CAF consultants and the NGOs working on the projects.

In 2011–2013 the Programme "Points of Growth" was implemented with the financial support of JP Morgan Philanthropy Foundation and Charles Stewart Mott Foundation and co-funded by the EU.



In its effort to build the capacity of NGOs CAF Russia offers them **consulting services**. The focus of attention is development of new models and methods to deal effectively with various tasks and issues in order to achieve social impact and influence the quality of people's lives.

In 2012 CAF Russia took part in establishing and registering the first Russian food bank – “Foodbank Rus” (<http://foodbankrus.ru>) that has a bold goal of fighting poverty in the country. Its activities consist in collecting and giving out foodstuffs, hygiene products and other goods people from socially vulnerable groups need. The first foodbank in the world appeared in the US in 1967.

The Russian interpretation of the well-known model has some specific features: a broad network for collecting and giving out the goods in 88 regions of the country became possible without paying the storage rent thanks to good coordination of activities between all participants of the network. On the one hand, there are donors – large suppliers and retail chains, on the other – over 150 NGOs, social services and parishes of the Russian Orthodox Church.

The leadership of the charitable organization are working towards the goal of developing a social infrastructure project – the first national Foodbank in Russia.

In 2013 CAF Russia assisted “Foodbank Rus” in passing the certification to join the Global Foodbanking Network.

*“CAF Russia as an organization providing professional consultations to all participants of charitable sector helped “Foodbank Rus” identify itself as a food bank, took part in development of the organization, and assisted in choosing the international model for our charitable activity by pointing out the free “charitable niche” in Russia and outlining the prospects for future development. CAF consultants took part in making the strategic decision to join the international “family” of food banks, and assisted in implementing this decision. As a result, in August 2013, after a complex due diligence procedure “Foodbank Rus” became a certified member of the Global Foodbanking Network. CAF Russia is a team of professional consultants who always come up with the right advice or simply nice people who think strategically about philanthropy”.*

**Roman Zlatkin, President, “Foodbank Rus” Charitable Foundation**



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“Socially Active Media” Programme is another large-scale initiative aimed at strengthening the sector. At CAF Russia we believe that telling people about NGOs and their needs is an effective way to make the NGOs more sustainable. Professionally developed social advertising helps to achieve this. “Socially Active Media” Programme offers NGOs access to professional Media advertising.

The organizations selected on a competitive basis get free services from the Programme partners that include the Media and creative agencies.

Twelve information campaigns were held within the Programme in 2011–2013 for such NGOs as “Children’s Hearts” Foundation, “Big Change” Foundation, “Live” Foundation, Andrei Sakharov Museum and Social Center “Peace, Progress, Human Rights”, “Volunteers for the Orphans” Foundation, “Miloserdie” Orthodox Service, “Vozrozhdenie” Foundation, ROOI “Perspektiva”, Union of Volunteer Organizations and Initiatives (SVOD), “Dobroserdie” Foundation, “Diema’s Dream” Foundation, “Big Brothers, Big Sisters of Russia” Foundation.

The advertising campaigns proved effective: the NGO representatives noted an increase in the number of unique website visitors by 10–30%, increase up to 50% in private donations, in a number of cases the NGOs attracted donors who give in large amounts. Besides, the staff of the NGOs that won in the competition mention a dramatic increase of interest in the problems they are working with both from the wide public and the Media.

In 2011 CAF Russia got an award from the National Foundation “Public Recognition” – an honorable diploma “For a Substantial Contribution in Development of Social Advertising as an Important Public Opinion Tool in Russia”.

“Socially Active Media” Programme also received a diploma in the nomination “Best Social Communications and Charity Projects” of the National awards in the field of public relations “Silver Archer” in February 2012.

“Socially Active Media” Programme was implemented with the support from the Ford Foundation (till July 2011) and is co-funded by the EU (since January 2011).

## Developing Philanthropy Environment

### Philanthropy.ru

The electronic periodical on philanthropy Philanthropy.ru ([www.philanthropy.ru](http://www.philanthropy.ru)) launched by CAF Russia in 2010 over the three years became one of the leading Media in the non-profit sector. This is witnessed by the awards the project received: in 2011 it became “The Medium of the Year in the field of Philanthropy” based on the survey of over 300 foundations held by the Donors’ Forum, and in 2012 the series of reports about community foundations on the website won in the “Project of the Year” nomination of the Donors’ Forum awards. Today the online magazine is a well-known field for discussion and promotion of philanthropic ideas and practices. The <http://philanthropy.ru> website has over 15 thousand unique visitors per month; about 5 thousand people follow philanthropy.ru in the social media – facebook.com, vk.com and яtwitter.com. The core of the website’s target audience are the NGO sector experts and practitioners and journalists. The main principle for the formation of the contents is co-authorship: any registered user of the website can contribute to it. The bloggers and columnists of the website include the NGO sector opinion leaders; NGOs publish their news and press-releases there.

“Philanthropy.ru has gained recognition as a successful brand in the Russian NGO sector. Now the task is to go beyond the borders by creating newsmakers that would attract the attention of wider audiences. The challenge is not to miss out the core – we do not just document the NGO sector events – we try to discuss their meaning,” - Matvey Masaltsev, Chief Editor says.

In 2012 we published the 75th issue of “Money and Charity” magazine. The periodical that has been published since 1994 became issue-related when [www.philanthropy.ru](http://www.philanthropy.ru) website was launched. Now every issue covers a specific issue topical for the NGO community. The 75th issue focused on social finance. “Social finance is a set of instruments borrowed from “traditional” finance but tailored to the non-profit needs. Bonds, investments, venture funds, loans and stock exchange – all this and even more is present here,” – Matvey Masaltsev wrote in his foreword to the issue.

*“There is often a lack of information for those involved in philanthropy and corporate social responsibility. We need a resource where we could get the latest news, catch up with the hot trends, read the colleagues’ interviews and opinions, etc. Philanthropy.ru website is one of those resources for me. Try an experiment: enter “philanthropy” in any search engine on the web. Among the vast variety of references you will get you will probably find one or two, maybe three specialized online resources, and Philanthropy.ru will be the best and the most detailed one. The website responds vividly to everything relevant for the sector. If you are just embarking on your philanthropic journey my advice would be to first go to <http://philanthropy.ru>. You will benefit a lot from this website and perhaps, it will help you understand what to begin with, where to go, who to talk to, etc. I wish the team of the website to keep up the good work they are doing. Let there be more interesting interviews, useful case studies and all those materials that help us do our jobs better and keep us coming back to the website again and again.”*

**Lia Sidlina, CSR Manager, BAT Russia**

*“I am a big fan of Philanthropy.ru website. I think that the NGO sector – though it has recently increased its presence on the internet – needs high-quality resources that would not just quote the facts but could also come up with sound analytics and promote our causes with the right words for the right audiences. We have very few resources of the kind, and philanthropy.ru is the most professional and effective one. It is always a pleasure for me to read the news on the website and I always regret if I miss something”.*

**Natalia Kaminarskaya, Executive Secretary, Donors’ Forum**

*“Philanthropy.ru website tells us about those who chose to help the others with love and sympathy. It is difficult for NGOs in Russia to survive and develop – many social “diagnoses” and problems are rejected by the public that follows the state Media stereotypes and is only willing to consume and have fun, and the business is literally scared to go beyond the “approved” philanthropy framework. Philanthropy.ru is an opportunity to speak out about the most important issues, it is a chance for every NGO to be heard and understood. It is sometimes very hard to “love humanity”, but thanks to philanthropists and philanthropy.ru this mission is absolutely possible.”*

**Veronica Marchenko, Chairman of the Board,  
“Mother’s Right” Foundation**

*“Philanthropy.ru is a very important resource for the philanthropic community. It offers philanthropic professionals an opportunity to share their experience and learn about other NGOs. It is important that the website has a clear focus which distinguishes it from other periodicals writing about the NGO sector and social issues - it helps to identify the best practices. So the more publications and expert opinions there are, the more we share our knowledge and experience, the better our work for the third sector will be”.*

**Oksana Oracheva, Executive Director, Vladimir Potanin  
Charitable Foundation**

## Research and Conferences

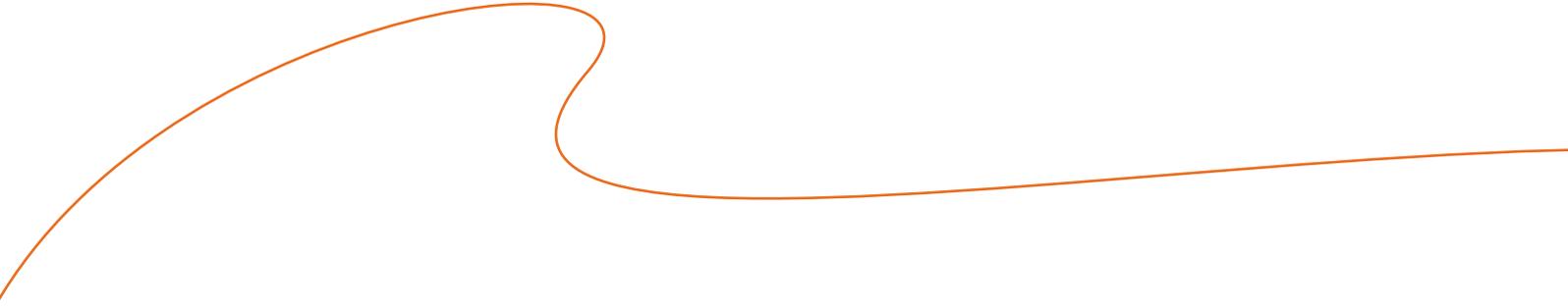
In order to form favorable philanthropic environment CAF Russia carries out research of various aspects of charitable giving. Since 2010 it has been publishing the World Giving Index – a large-scale research based on Gallup WorldView poll data. In 2012 the research took the second place in the “Project of the Year” nomination of the “Year in Review” rating of the Donors’ Forum.

Since the end of 2010 CAF Russia has been preparing sectorial giving reviews. A review of giving in the Russian oil and gas sector was the first in the series. In 2011 CAF published a review of giving in the automotive industry, and in 2012 – in the banking sector of Russia. Since 2011 we have also carried out regular research “Charitable Giving in the Urals” in cooperation with PriceWaterhouseCoopers and Expert-Urals.

CAF Russia is a regular participant and co-organizer of conferences devoted to various aspects of Russian philanthropy (annual conferences “Philanthropy in Russia” of “Vedomosti” Newspaper, conferences of the Donors’ Forum, “White Nights of Fundraising”, etc.). Charity Club organized by CAF Russia in cooperation with PriceWaterhouseCoopers is a place for regular meetings and exchange of opinions for representatives of companies involved in corporate charitable giving.

CAF Russia directors and managers are often invited to speak at large events (Perm Economic Forum, “Russia” Forum, Saint-Petersburg Economic Forum, etc.); they publish expert articles and interviews, participate in the work of specialized groups and committees on philanthropy (at the RF Public Chamber, the Ministry for Economic Development, etc.) and thus confirm the organization’s status as an expert in the sector.





# STRUCTURE AND GOVERNANCE

## *In London ...*

The Board of Trustees is the supreme management body of CAF Head Office in the UK responsible for making all strategic decisions, forming the organization's budget, and identifying the priority areas of activity. CAF Trustees also appoint the CEO of the organization. The Trustees meet several times a year, and various Trustee Committees function between the meetings.

All CAF Trustees are personally responsible for its activities. Besides, the Trustees are selected to represent equally men and women and also to ensure balance of competencies where some of the trustees are experienced in finance while the others know the specific aspects of NGO activity.

CAF Chief Executive Officer (CEO) reports to the Board of Trustees and as the organization's sole executive body is responsible for management of its day-to-day operations.

## *...and in Moscow*

CAF Russia as a branch of the British Foundation reports directly to the Trustees. Its day-to-day activities are supervised by one of the Executive Directors who reports to the CEO.

The head of CAF Branch in Russia is the Director who is responsible for its strategy and areas of activity based on the understanding of the whole organization's business model, mission, and priorities as well as the current issues and needs of the country.

CAF Russia's collective executive body is the Senior Managers Team (SMT). It includes five directors of branch divisions, and senior managers may take part in its meetings on voluntary basis. The SMT facilitates exchange of information within the organization.



## *For-profit vs. Non-profit*

Working in the dynamic ever-changing environment that requires both effectiveness and flexibility and aiming to achieve financial sustainability CAF Russia is constantly improving its business model.

The organization's activity falls into two main areas: non-profit (implementation of charitable programmes and projects) and for-profit (provision of paid services consistent with the mission of the organization to donors and clients).

Charities Aid Foundation (UK) Branch in Russia (CAF Russia) is a non-profit organization implementing the charitable programmes and projects.

In 2006 CAF registered a Limited Liability Company CAF Philanthropy Services to be able to earn income from paid services. Through the LLC CAF provides consulting services and manages the payroll giving programme "They Need Your Help". The profit earned by the LLC at the end of the fiscal year is transferred to the Branch for its statutory activities. The fiscal year starts in May and ends in April.

## *Russian Legal Entity*

In 2012 the Russian "CAF" Foundation for Philanthropy Support and Development was registered to be able to deal with the new challenges in the most effective way. In 2013 the new Foundation started implementing a number of programmes for corporate donors, managing the payroll giving programme and providing consulting services.

## *How we are checked*

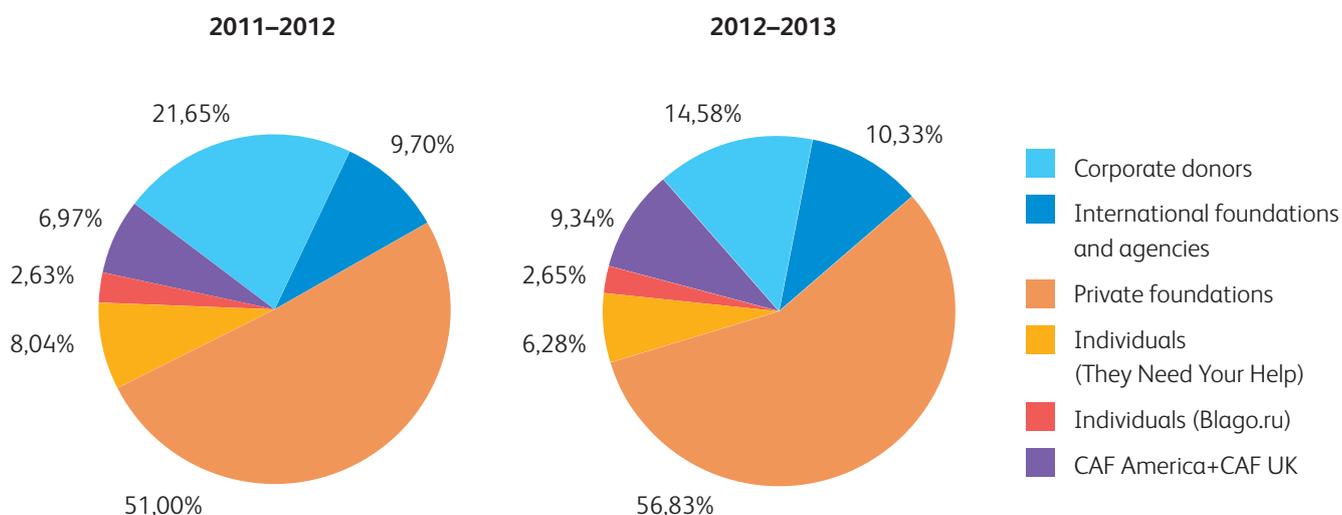
CAF Russia is subject to annual internal and external audit checks within the Global CAF audit. In 2011–2012 the audit was performed by Deloitte, and in 2012–2013 – by KPMG. These companies checked the special financial reporting. The accounting records of CAF Branch and "CAF" Foundation for 2012 were checked by "ABF Renaissance", LLC. CAF internal audit service regularly checks the observance of control measures, rules and procedures accepted within CAF Global Network.

# FINANCIAL REPORT

## *Inflow of funds* \*

Amount of income in 2011–2012	Programme Activities	Grant Funds	Individual Donations	Total	%
Corporate donors	221 788	1 768 556	0	1 990 343	21,65
International foundations and agencies	412 740	478 996	0	891 736	9,70
Private foundations	365 046	4 322 445	0	4 687 492	51,00
Individuals (They Need Your Help)	0	0	738 859	738 859	8,04
Individuals (Blago.ru)	478	13 711	227 984	242 173	2,63
CAF UK+CAF America	17 829	623 254	0	641 083	6,97
<b>Total</b>	<b>1 017 881</b>	<b>7 206 962</b>	<b>966 843</b>	<b>9 191 686</b>	<b>100</b>

Amount of income in 2011–2012	Programme Activities	Grant Funds	Individual Donations	Total	%
Corporate donors	515 024	1 182 776	0	1 697 800	14,58
International foundations and agencies	514 611	688 139	0	1 202 750	10,33
Private foundations	436 674	6 183 463	0	6 620 137	56,83
Individuals (They Need Your Help)	0	0	731 251	731 251	6,28
Individuals (Blago.ru)	0	19 518	288 948	308 465	2,65
CAF UK+CAF America	28 084	1 060 105	0	1 088 189	9,34
<b>Total</b>	<b>1 494 393</b>	<b>9 134 000</b>	<b>1 020 199</b>	<b>11 648 592</b>	<b>100</b>



\* Funds received by CAF Branch in Russia, pounds sterling.

*Consolidated accounts for CAF Russia, CAF Philanthropy Services, LLC and "CAF" Foundation*

	2013 £ 000	2012 £ 000	2011 £ 000	2010 £ 000	2009 £ 000
<b>Income</b>					
Donations	10 469	7186	6058	6260	5065
Fees	113	170	138	151	302
ROI	32	30	39	54	89
Bank interest	15	22	17	19	54
Funding from CAF UK	158	98	120	30	150
<b>Total income</b>	<b>10 787</b>	<b>7505</b>	<b>6373</b>	<b>6514</b>	<b>5660</b>
<b>Expenditures</b>					
<b>Payments to beneficiaries</b>					
Grants within programmes	8005	5188	4150	4565	3518
Donations via "They Need Your Help" and Blago.ru	1034	941	825	731	372
<b>Programme expenses:</b>	1430	1057	1082	964	1175
Staff salaries	566	474	452	371	329
Office rent	118	117	144	135	117
Business trips	163	138	132	116	127
Office equipment, computer hardware and software	2	3	–	2	10
PR and marketing	34	15	7	22	76
Contractors	348	146	193	181	383
Indirect expenses	199	164	143	136	133
<b>Administrative expenses, marketing, development</b>	<b>318</b>	<b>320</b>	<b>315</b>	<b>254</b>	<b>595</b>
Staff salaries	383	357	304	253	323
Office rent	29	33	34	33	57
Business trips	41	30	36	32	84
Office equipment, computer hardware and software	13	9	9	2	3
PR and marketing	2	5	15	21	60
Contractors	48	48	71	49	201
Indirect expenses	(199)	(164)	(154)	(136)	(133)
<b>Total expenditures</b>	<b>10 787</b>	<b>7505</b>	<b>6373</b>	<b>6514</b>	<b>5660</b>

# INTERNATIONAL NETWORK

CAF Russia is a member of CAF International Network. The organization has its offices in five continents. Access to international practices and expertise, and work in the international environment are our strengths. Through the international network of CAF offices we are able to provide high quality services to large multinational companies and private donors, as well as to get a broader perspective of the non-profit world, deal with the most acute issues for various target groups and have direct access to the best international philanthropic practices.

CAF Russia Director Maria Chertok is a member of the Management Board of WINGS – a unique international network representing a broad community of associations of foundations and organizations involved in philanthropy development. The WINGS mission is to build a strong global philanthropic community.



# 20 ACHIEVEMENTS OVER 20 YEARS

- 1993: The first resource center established, first trainings held for NGOs
- 1994: “Money and Charity” magazine launched
- 1998: The first Russian community foundations established; today there are over 45 CFs in Russia
- 1999: The first Russian corporate grantmaking programme “New Day” developed for Rosbank
- 2003: The first payroll giving programme “They Need Your Help” started
- 2004: A comprehensive long-term programme of community revival after a terrorist attack “Beslan” developed and launched
- 2005: Consulting in the field of establishing private and charitable foundations started
- 2006: “Charity Instead of Gifts” initiative of the Russian business implemented for the first time
- 2008: The first universal resource for online donations Blago.ru launched
- 2008: CAF Foundation School – a training course for private donors – held for the first time
- 2008: Charity Club established in cooperation with PriceWaterhouseCopers to facilitate exchange of experience for socially responsible business companies
- 2009: “Socially Active Media” programme launched to provide advertising and media support to NGOs
- 2009: “Points of Growth” programme aimed at organizational development of NGOs started
- 2010: Philanthropy.ru website opened
- 2010: Research project “World Giving Index” started
- 2010: Series of sectorial giving reviews launched
- 2013: Over 20 years CAF Russia paid out over RUB 1.8 bn in grants to NGOs
- 2013: Over the 20 years CAF Russia developed and implemented 57 charitable programmes
- 2013: CAF Russia designed 16 programmes aimed at the NGO sector development
- 2013: Thanks to the “Life Line” programme 5,772 children got individual medical aid

