



ANNUAL REPORT 2017



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Mission

We encourage people, organizations and communities to change their lives by developing effective giving and social investments. BCause Foundation is an expert organisation, a recognised leader with more than 20 years of experience at national and international level (since 1995) We offer people and companies a choice of causes that are important to them, safe and easy mechanisms for donating (money, effort and time) and satisfaction from the benefits for the society. We focus donor resources and contribute to the financial and organisational strengthening of civil organisations and public institutions such as schools, public libraries, museums and parks. We promote and support charitable causes. We help donors and social entrepreneurs with customized services with high added value. We influence giving policies and culture and social investment through research, government consulting, promotion of best practices and special communication projects.

We are actively promoting and working on achieving progress on Global Compact Sustainable Development Goals:



Memberships

BCause Foundation is a member of Transnational Giving Europe, Euclid Network, Global Social Enterprise Network, and an associate member of the CAF Global Alliance.

In Bulgaria BCause is a founding member of the Bulgarian Donors' Forum, the UN Global Compact and the Bulgarian Network, Social Enterprise Forum in Bulgaria and a member of the American Chamber of Commerce in Bulgaria, the Bulgarian Business Leaders Forum, the Civil Participation Forum and the British-Bulgarian Business Association (BBBA).



BCause Foundation was founded on 16th November 1995. Registration number № 20021107001 in the Central register for legal entities with nonprofit aims working in public benefit.

INTRODUCTION

2017 was the first year under our new name and new strategy, that promised to attract 10 million BGN in donations and social investments for Bulgarian charities, organizations, entrepreneurs and communities. And the first BGN 2,194 000 have been raised!

During the past year, BCause Foundation has developed and continued existing giving programs, given professional advice and presentations. We are happy that the efforts of our corporate partners are more and more focused on long-term effects on complex and difficult issues of public life. Top priority for the programs in 2017 were education and the creation of opportunities for development.

We are still seeing an increase in SMS giving /through DMS 17777 - Donors' Message Service/ and online giving through www.platformata.bg and donations are growing. We saw wonderful charitable campaigns, professionally organized by animal rescue organizations and some serious sport challenges with a charitable cause.

The Rinker Center completed the fourth challenge, for the first time – in partnership with the Bulgarian-American Credit Bank. 14 of the 18 entrepreneurs, supported through the program are actively working and have increased their trading turnover 6 to 12 times. We are excited to monitor their success!

And while Bulgaria is still among the least generous nations, according to the CAF World Giving Index, as a part of the global initiative Giving Tuesday 2017 we managed to attract nearly BGN 14,000 for a week.

For 2018, we are planning to double online donations via Platforma.bg and DMS; to develop cross-border giving opportunities for Bulgarians abroad; to start new, exciting programs for training and support for social entrepreneurs and to create partnerships with responsible companies that will be highly appreciated both by the participants and by our professional community.

With gratitude to all individual and corporate donors, foundations, media, NGOs, entrepreneurs and friends,

Elitsa Barakova

Executive Director

SUPPORTING CORPORATE GIVING

We support individual and corporate donors by presenting them with easy and reliable giving mechanisms, matching their interests with the appropriate beneficiaries, and guiding them through the process of choosing, monitoring and reporting charitable projects.

1. TAILOR-MADE CORPORATE PROGRAMS

BCause supports companies in choosing and planning specific social and environmental programs tailored to their environment, employees, corporate goals. We encourage employee community engagement through workplace giving and corporate volunteering, and rationalizing results and designing new development goals.

Total value of the company programs: BGN 424 186

For the ninth year, we have implemented the Mtel eco grant program of A1 Bulgaria (Mtel until May 2018) and for third - the community program of Philip Morris Bulgaria. 18 more companies have trusted us to develop and manage on their behalf programs investing in people and the environment - Bulstrad, Mondelez, Citibank, BACB, Cibank, Sopharma, Paysafe, Catalyst, over 10 participants in one-time volunteer initiatives.

For the tenth time, we have partnered with the charity dinner and tender for the Thanksgiving Day of the American Chamber of Commerce in Bulgaria, and this year the funds raised support the education and professional development of young people in a disadvantaged position.

More than 15 companies have sought BCause for consultation, meetings and exchange of ideas in search of their CSR identity or specific NGO sector guidance and issues in the social sphere. Among them are Catalyst, Paysafe, Bulstrad, LS Travel.

Corporate programs: "Summer for joy, autumn for care"

Corporate partner: PHILIP MORIS BULGARIA

In June 2017, BCause and Philip Morris Bulgaria launched the third edition of the program "Summer for joy, autumn for care".

The program is designed and implemented to support communities in tobacco-producing regions in the country. The program offers Adventure-Education Academy for Children and free-of-charge specialized medical check-ups and on-site medical consultation for elderly people without or with limited access to medical care. For the first time, the program also included a third module - identifying, mentoring and supporting young entrepreneurs from tobacco-producing regions.

For the realization of the program, we continued our cooperation with "Future Now" Community Centre and "Doing Good - Alexandrovska" Foundation at the Alexandrovska Hospital.

After two successful years for the program, in 2017 the program was actually extended - we worked in four tobacco-producing regions in the country, including 20 settlements - Satovcha, Valkosel, Kochan, Slathen, Ablanitsa, Tsar Samuil, Strandzhevo, Nova Cherna, Benkovski, Silen, Chernik, Iskra, Chakalarovo, Okorsh, Pravdaq as well as Karamantsi, Krumovgrad, Hadjidimovo, Dulovo.



Over 600 children between the ages of 6 and 14, distributed in 27 groups, joined our summer Adventure Academy to improve their abilities and motivation to learn and acquire valuable skills and knowledge for: personal development, teambuilding skills, observation, connection with nature and the surrounding world through different types of educational games, adapted to the respective age group. The children from Valkosel, Krumovgrad, Dulovo and Slashten were touched by the magic of creative writing and created their own stories during their meetings with Bulgarian writers, organized in partnership with "I Read" Association.



In the second stage of the program, in partnership with "Doing Good - Alexandrovska" Foundation, in October and November 2017, over 2000 free-of-charge medical check-ups were provided for the elderly people in the municipalities of Satovcha, Hadjidimovo, Krumovgrad, Kirkovo, Tutrakan, Sitovo, Dulovo, Stambolovo, Harmanli and Mineralni bani.

The entrepreneurial module for young and talented entrepreneurs from tobacco-producing regions was aimed at people with ideas for starting their own business and active NGOs in the regions of Blagoevgrad, Kardzhali, Silistra and Haskovo. 60 people participated in the training programs and learned more about how to structure, formulate and present their business ideas. They were placed in a competitive environment and the top four ranked were selected to participate in Rinker's Challenge 2017 entrepreneur competition, competing for a start-up financing amounting to BGN 20,000.

Program Value: \$ 147,000

Awards: "Best Small and Medium Enterprise Corporate CSR Program" for 2017 – Awarded by Bulgarian Donors Forum.

Third place in the category "Best Social Policy of Small and Medium Enterprise" - Annual awards for Responsible Business, Bulgarian Business Leaders Forum, 2017.

Program: Access to health – free-of-charge medical check-ups of children in Mezdra Municipality

Partner: INTERNATIONAL WOMENS CLUB

In April and May 2017, prophylactic check-ups were delivered in Mezdra municipality, comprising more than 630 children aged 5 to 10 years. The medical screening was carried out by medical professionals that are out of reach for the local people - an ophthalmologist, orthopedist and a psychologist. This was possible thanks to the long-term partnership of BCause Foundation and "Doing Good - Alexandrovska" Foundation.

Three excellent students from our scholarship program "Get ready to succeed" also took part in the medical screening. They had the opportunity to learn more, and, in parallel, to help the specialists. After the screening, we received positive feedback from the children, parents and specialists, as well as local authorities.



Running medical screening for children to prevent early childhood diseases and conditions is unique in recent years, especially provided by a non-governmental institution. Children get access to specialists only after there is already a serious condition detected and achieving positive effects after treatment is very difficult. During the examinations, medical conditions requiring follow-up were very common -

13% after the psychological test, 14% according to the orthopedics and 39% - according to the ophthalmologist. For all the children the prognosis is very good due to the early age of patients.

The project ended with a celebration in the central town square in Mezdra, dedicated to healthy lifestyle and daily sports for health. For all the participants there were many games, gifts and entertainment.

Program value: 9 460 leva

Program: My Finance - Financial Literacy Program

Corporate partner: CIBANK EAD

The program was developed in 2016 with the professional assistance of BCause Foundation, as a part of CIBANK's long-term financial literacy program - a key priority for their corporate social responsibility. The purpose of the program is to provide basic knowledge on personal finance for disadvantaged young people.



In 2017 we held two seminars in Sofia on the topic "Financial literacy - personal budgeting" with lecturer Vessela Petkova, Head of Corporate Banking at CIBANK. The training was attended by young people from the "Foundation for Social Change and Inclusion", "Zaedno" Transitional home, Gurmazovo, Transitional Home "Hadji Dimitar", Transitional home

"Neofit Rilski" - Gorna Banya, Social care center in Nadezhda, Concordia Foundation. The participants had the opportunity to learn how to plan and manage their personal budget, what are the goals and principles of budgeting.

Program value: 3650 leva

Program: Scholarship "Luka Bekyarov"

Partner: Decart and Eurofootball

The students awarded with "Luka Bekyarov" Scholarship for 2017 were Ivan Ivanov from the American College of Sofia and Petya Choeva, a third-year student at Sofia Technical University. Four more students were awarded additional scholarships.

Ivan has numerous awards from Bulgarian and International Informatics Competitions, and his latest achievement is a scientific development in the field of Neural Networks and Artificial Intelligence, launched during the Research Science Institute (RSI) summer camp at the Massachusetts Institute of Technology /MIT/.

The scholarship was founded in memory of Luka Bekyarov's erudition, intellect and talent, by his family and colleagues. Luka Bekyarov (1978 - 2013) earned his bachelor's degree in Economics from Rochester University, New York; he had a MSC in Computer Systems from Sofia Technical University and held a PhD in the field of random events. Luka Bekyarov and the companies he managed were recognized as leaders in the development, integration and deployment of complex software and hardware solutions for the gaming industry. Luka Bekyarov was one of the most erudite and modern-minded people in the field of information technology.

Program value: 9 500 leva

Program: Mtel Eco Grant

Corporate partner: A1 Bulgaria (by May 2018, Mobiltel EAD)

Four projects received funding from the ninth edition of the Mtel Eco Grant program. This year the telecom provided nearly BGN 25,000 to four small but valuable ideas in the field of ecology and biodiversity. The Grant is part of their main corporate CSR program "Nature with Future" and is implemented in partnership with the BCause Foundation.

For 10 years since our launch in 2008, together with the company, we have successfully organized 9 grant competitions and funded 45 projects totaling BGN 590,000. Beyond the figures, the program has left a significant footprint - many local achievements in nature conservation, protection of endangered species, thousands of hours of environmental education, tens of thousands of people of all ages involved, technological innovations in ecology. Another aspect of the program's effect is its persistence, focus and continued support for capacity development of environmental organizations, communications and their educational projects. "Mtel Eco Grant" also supports the key to the upbringing of a nature-friendly generation - partnerships between professional environmentalists and schoolchildren.

The projects we funded in 2017:

The project "You (th) can DO IT!" Biosphere parks through the eyes of young people was a 6-month project worth 5,998 leva, implemented by the Bulgarian Biodiversity Foundation. Their idea was to create knowledge about the Bulgarian biosphere parks, which are part of the UNESCO world

network. The project reached out to students between 14 and 18 years of age from the settlements near the four new biosphere reserves - Srebarna (Silistra), Uzundzhak (Malko Tarnovo), Chervenata stena (Asenovgrad) and Central Balkan (Trojan) who took part in activities related to improving their skills and knowledge and promoting the biosphere parks.

The project "Pirin Children caring for the mountain" of the School for Nature Foundation in Vlahi, Kresna municipality, lasted for 6 months and was worth 7380 leva. Their concept was to try to change the public attitude towards the protected species, abundant in their region. This was achieved by eco-camps for children and students, as well as presentations for adults and parents on the protection of endangered species.

The project "Resolute and educated together for preservation of the natural abundance - RODOPI" was suggested by "N.Vaptsarov - 1964" Community Centre in Haskovo with a duration of 6 months, worth 4620 BGN. The project was also aimed at raising the awareness and knowledge of the students, teachers and parents in terms of environmental protection. Their ideas included making a comic book by the children, using the SmartBirds mobile application (funded by a previous edition of Mtel Eco Grant) and various other outdoor activities.

The project "Hi-tech wildlife researchers" of the Balkani Wildlife Society, was granted 6969 leva. Their idea included the use of photo-traps and drones to get the children and students from 51st Sofia School "Elisaveta Bagryana" acquainted with the wildlife in the region of the Dragoman marsh and Chepan Mountains.

This year, the jury of Mtel Eco Grant included: Boyan Petrov, Biologist and Mountaineer, Ivan Mihalev, Commercial Director in "Media Group Bulgaria" and longtime journalist, Justin Toms, lecturer, writer and public figure, Sergey Petrov, co-founder of BeeSmart, Nelly Koleva, Director of Public Partnerships in Together in Time, Elena Gancheva, Head of WWF Donation Program, and Iliana Zaharieva, Director of Corporate Communications at A1 Bulgaria (Mtel until May 2018).

Program value: 30 000 leva

Awards:

Prize in "Investor in the Environment" category - Annual Responsible Business Awards of the Bulgarian Business Leaders Forum, 2015

First place in the category "Investor in the Environment" - Annual awards for responsible business of the Bulgarian Business Leaders Forum, 2017

"Best Small and Medium Enterprise Donation Program" for 2017 - "The Largest Corporate Donor" of the Bulgarian Donor Forum.

Donation: Computer Equipment for Schools



Corporate Partner: Paysafe Bulgaria

Paysafe Bulgaria donated 210 new computers to 11 Bulgarian schools. Students from Vratsa, Kardzhali, Montana, Stara Zagora and Haskovo will have the opportunity to learn using Acer laptops specifically designed for

educational purposes. Thus, for the selected schools, a better equipped technical base was provided. The initiative is part of a Digital Inclusion program that aims to support the education and life of young people.

Donation value: 100 000 leva

2. PROGRAMS OF MEMBERSHIP ORGANIZATIONS

Donation: A charity evening in favor of two BCause funds



Partner: American Chamber of Commerce in Bulgaria (AmCham)

At the end of November 2017 the American Chamber of Commerce in Bulgaria (AmCham) raised BGN 41,000 during the traditional charity event on Thanksgiving Day. This year, the sum was donated to the BCause Foundation in support of two of our funds - "Get ready to succeed" Scholarship Fund and "We Can Too" fund.

Traditionally more than 200 people - representatives of AmCham members, diplomats and official guests, attend the charity dinner at the Central Military Club in Sofia. The event is held for the 15th consecutive year. AmCham has been a longtime partner of the BCause Foundation for many social projects and initiatives that have been supported by the Chamber with nearly 500,000 leva over the years.

Donation value: 41 000 leva

Partnership with the Bulgarian UN Global Compact Network

"Games for good"

In 2017, the Bulgarian UN Global Compact Network launched a new "Games for Good" program. The initiative aims to show that good employee health, sport and charitable causes can go hand in hand. For this purpose, the Network organizes sports tournaments and each participating company is



playing for a social cause it chooses in advance. BCause's role in this Network initiative was to support companies to select meaningful causes to compete for.

Each company donated 500 leva for the prize fund and issued a nomination for its social partner or

charitable cause. The total prize pool goes to the cause of the winning team.

In July 2017 four sporting events took place - football, tennis, volleyball, bicycle tournament. The companies that participated included Aurubis, Mtel, Overgas, Sopharma, TechnoLogica. The companies competed for medical treatment of children with special needs, "We exist" Daycare Center for Disabled Young People, Animal Rescue Sofia, scholarships for the students in need from vocational technical high schools in Yambol and Rousse, "Get ready to succeed" scholarships for excellent students without parents.

Children's bazaar of professions

In November 2017, the Children's bazaar of professions took place in MUZEIKO. The organizers are the Bulgarian Global Compact Network and the companies participating in the project "I'm proud of my parents' work". The executive director of BCause foundation Elitsa Barakova was once again invited as a lecturer. In front of the students, she explained the role of civil organizations and what benefits their work brings to children, adults and nature. During the presentation, the children learned about different causes and ways to support them - with money and sms, but also with volunteering and communicating ideas to the world. They talked about the charity work they did at school, and who could help them bring charity back in the classroom.

3. CORPORATE VOLUNTEERING

3.1. Volunteer Days with Am Cham



On May 19, nearly 250 volunteers worked in Sofia to support museums, galleries and cultural institutes. This was the 14th edition of the Days of Volunteering, a joint initiative of the BCause Foundation and the American Chamber of Commerce in Bulgaria, which allows corporate employees to spend one day working for important public causes – during working hours and

with the assistance and support of their employers. In 2017 the volunteer day was organized in partnership with Sofia Culture Directorate.

The volunteers worked in the botanical garden of the Bulgarian Academy of Sciences, the Boyana Church, the Sofia Zoo, the National Museum of History, the National Art Gallery, the Sofia Art Gallery, the Vrana Park Museum and others. Some of the activities involved preparation for the traditional Night of Museums on May 20th. Our volunteers came from Amgen Bulgara, Axway, VMWare, Bayer, Dentsu Aegis network, JTI, A1 Bulgaria (Mtel until May 2018), Bulgarian Atlantic Club and Provident.

Since the beginning of 2008, Volunteer Days have attracted over 4,000 volunteers - employees in Bulgarian and international companies. With the assistance of their employers, they donated 17,000 hours of work and over 40,000 leva in favor of 80 host organizations - NGOs, municipalities, museums, libraries, community centers, schools, social institutions, nature parks.

3.2. Tailor-made corporate volunteering programs

Several companies once again trusted us to organize volunteer days for their employees - from choosing the hosts and activities, to creating a comprehensive plan of the event. Among them were our long-time partners Mobiltel, Bulstrad and Bulstrad Life Vienna Insurance Group, Catalyst Bulgaria, PPD, as well as new partners, such as LS Travel Bulgaria.

Approximately 1600 company employees participated in our volunteer workshops in Sofia, Plovdiv, Varna, Burgas, Rousse, Stara Zagora, Veliko Tarnovo, Pleven, Sliven, Haskovo, Sandanski, Petrich, Shumen, Vratsa and Montana, and their hosts were 35 non-governmental organizations, municipal daycare centers and homes for children and elderly people in the country.

The employees of LS Travel Bulgaria provided an unforgettable afternoon to the children from the day care center for children with disabilities "St. Vrach" - together with the children and their families, the volunteers played bowling and billiards - some were more experienced, others – absolute beginners in the game, but everyone could count on the help of the others in their team. In this tournament there were no winners and losers - everyone left with new skills and more understanding of the other.

The Mtel volunteers started early in the morning with cleaning and painting at the National Polytechnic Museum. 27 volunteers and their children cleaned exhibits and some of the premises in the museum, while the children participated in various experiments at the children's educational centre. In the afternoon, Mtel employees made Christmas cards for the Children's Foundation -

instead of the math lesson, there was a feverish preparation for the Christmas bazaars.



For the sixth time, employees of Bulstrad and Bulstrad Life in Bulgaria participated in the Day of Social Activity - an annual charity initiative of the companies of the Vienna Insurance Group. The volunteers worked side by side

with the teams of homes for elderly people, day care centers for children and disabled adults, non-governmental organizations working for the benefit of people with intellectual disabilities, children without parents and people living in extreme poverty. Nearly 160 volunteers took part in Sofia, Blagoevgrad, Bourgas, Varna, Veliko Tarnovo, Vratsa, Sopot, Montana, Petrich, Zlatitsa, Pleven, Plovdiv, Rousse, Sliven, Stara Zagora, Haskovo, Shumen. They participated in Christmas workshops for making cards and Christmas decorations to sell at Christmas bazaars; some volunteers played sport games and participated in art classes with the children; they went to cinema and in nature; arranged a charitable photo-exhibition; even made bread together.

4. WORKPLACE GIVING

We created the first Bulgarian professional scheme for payroll giving - an easy way for employees to donate a small amount each month directly from their salary, so employer and employee can work together for a common cause.

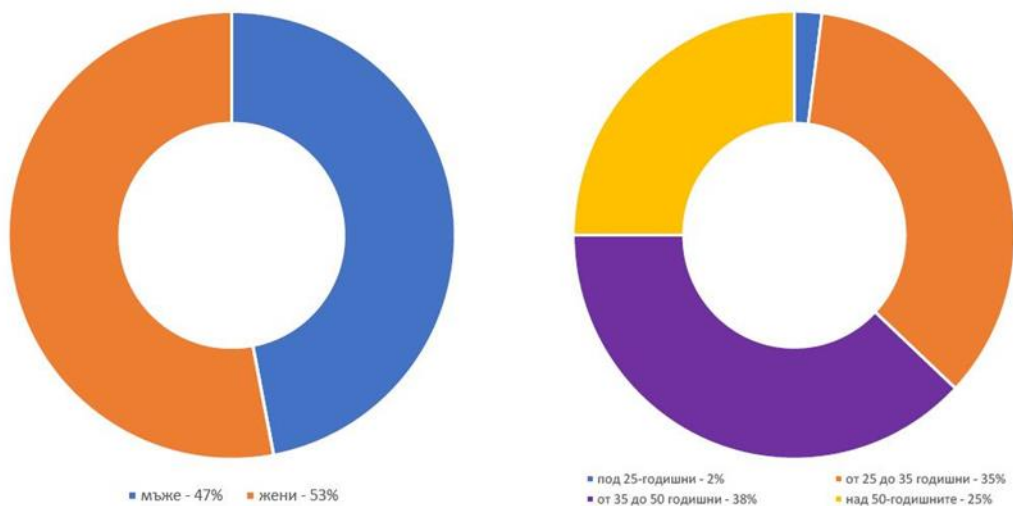
For 16 years in the program, the employees of more than 102 companies have donated to over 80 charity causes.

In 2017, the program enjoyed the support of 40 employers and nearly 3500 donors. Exactly BGN 441,907 were donated to 49 organizations and 23 charity accounts and funds, which changed the lives of more than 1,200 people across the country. Traditionally, the most common causes are scholarships for children and youngsters without parents and the medical treatment of children. Since last year, donors are increasingly interested in educational causes, and the average donation value of new donors is 28 leva per month.

PPD relaunched and increased its workplace giving program

In 2017, our donors from PPD Bulgaria worked as volunteers in the center of Tishina Association, which is helping people with hearing impairments integrate and discover and develop their artistic talents - in the musical band Zhestim and theater "Mim - ART". The new challenge for the association is the creation of a creative academy in which over 50 children with and without disabilities can freely communicate and work together. The volunteers helped in the finishing works before the opening of the new creative season, the company provided materials and a donation to buy musical instruments for a music studio, and, at the request of the employees, the association was included as a cause in their payroll donation, as donors understood that one such program needs long-term support so that it can plan its activities ahead for at least a year.

In Bulgaria, as in the rest of the world, women are more charitable than men - 53% vs. 47% among our payroll donors. But the biggest monthly donations are made by men. With career advancement and accumulation of social experience, donors are increasing – there are less donors in the group of up to 25-year-olds, only 2%.



Дарителите по ведомост на фондация BCause
юли 2017

bcause
в помощ на благотворителността

We are proud that regular giving creates long-term and meaningful partnerships; synergy between employers and employees; a sense of shared values at work, but it also educates the next generation of responsible donors.

5. ANNUAL QUALITY MARK FOR WORKPLACE GIVING

In 2017, 19 companies received the annual quality mark "Responsible company - responsible employees" in four different levels of achievement – marked, bronze, silver and gold.

BGN 572 472 were donated via payroll giving in 2016 only by the employees of the awarded companies. 3156 are the donors who donated part of their salaries to dozens of good causes each month. Over 2,500 volunteers and over 15,300 hours of work were donated during the year. All this has been made possible by the work of over 50 PR and Human Resources specialists who make giving from the workplace easy, safe, reliable and efficient.

Gold mark: Vivacom, eCommera, Investbank, ContourGlobal Maritza East 3, SAP Labs Bulgaria and City Bulgaria.

Silver mark: Aurubis Bulgaria, Coca-Cola HBC Bulgaria and A1 Bulgaria (Mobiltel until May 2018).



Bronze mark: Actavis, Athos IT Solutions, OmegaSoft, Sofiyska Voda, Software Group BG and Telenor Bulgaria.

The annual mark was achieved by Mondelez Bulgaria, Phoenix Pharma, Address Properties, as well as the employees of the Bulgarian National Radio.

A special award was received by the team of professionals at SAP Labs Bulgaria, who developed the workplace giving program from

their workplaces in a creative and effective way. Monika Kovachka-Dimitrova, Nikolay Kabadzhov, Daniela Mitkova, Magdalena Georgieva, Lily Petkova and Vesela Dimitrova unanimously won the votes of the jury with the impressive organization they have created - both for regular donation and for professional volunteering and for dozens of other donor initiatives.

Gary Levsley, executive vice president of ContourGlobal for Eastern Europe, also received personal honors for personal commitment to the causes of donation and volunteering.

The annual mark for workplace giving was established in 2014 by the Bulgarian Public Relations Association, Bulgarian Association for Management of People and BCause to distinguish employers who develop programs for regular, monthly donation and volunteering to their employees.

IMPROVING ACCESS TO RESOURCES FOR CHARITABLE ORGANISATIONS AND CAUSES

(Fundraising and grant-making)

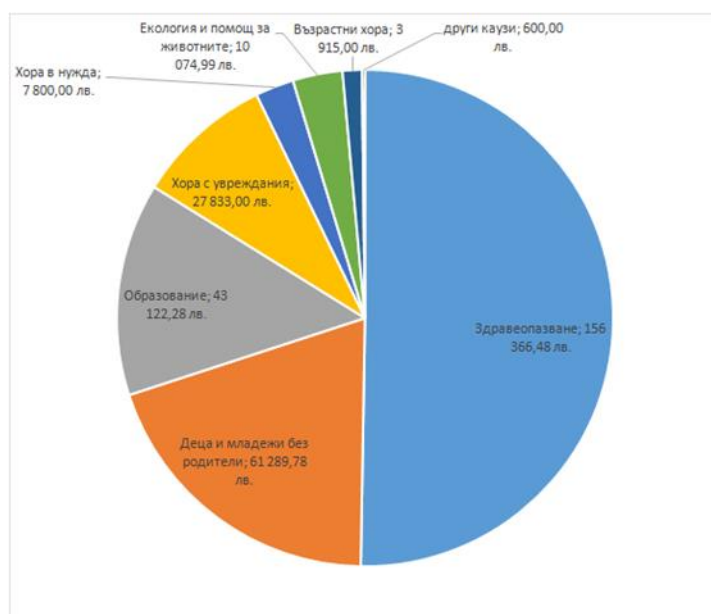
Fundraising tools: *In support of active people and organisations seeking funding the Foundation develops and maintains a variety of fundraising tools.*

1.PAYROLL GIVING

We created the first Bulgarian professional payroll donation scheme - an easy way for employees to donate each month a small amount directly from their salary. Through payroll giving employers and employees can work together for a common cause.

With the payroll giving mechanism, organisations receive via BCause funding which is the result of monthly donations of dozens, sometimes hundreds of people. Payroll giving for them means regular and predictable revenue with which they can plan their core activities.

In 2017 the received salary donations are over BGN 450 000 in favour of more than 70 organisations and funds.



| Cause | BGN |
|---|------------|
| Medical treatment for children and adults | 156 366,48 |
| Care for children without parents | 61 289,78 |
| Education | 43 122,28 |
| Services for people with disabilities | 27 833,00 |
| People in need | 7 800,00 |
| Environmental projects | 10 074,99 |
| Elderly people | 3 915,00 |
| Other causes | 600,00 |

2. UNIFIED DONATION NUMBER DMS 17777



More than BGN 7 000 000 are donated through DMS in 10 years in Bulgaria

In 2017 the United Donation Number celebrated 10 years in Bulgaria. On this occasion BCause Foundation and Bulgarian Donors Forum together with our partners - Telenor, VIVACOM, A1 Bulgaria (Mobiltel until May 2018), UBB, Epay and Terracom, reported the achievements and development of the DMS platform in a cozy celebration.

DMS is a platform for sending donation SMS-s and online donations to support people's treatment campaigns and initiatives by organisations and institutions in Bulgaria. We have created and run it together with the Bulgarian Donor's Forum and in partnership with the three mobile operators in Bulgaria: Telenor, VIVACOM and A1; the administrator of the value-added service Terra Communications AD and UBB and e-Pay AD, which provide online donations.

The campaigns apply and are approved by the DMS Board, which consists of representatives from all project partners, PR experts, public figures.

For these 10 years, about 7.5 million donation SMSs were sent. Thus, over BGN 7 000 000 have been raised to support some 700 different causes. 10 years later DMS is a recognizable donation mechanism and is highly estimated by the individual donors in Bulgaria. It is easy way to donate and easy access to campaigns through transparent rules and procedures, timely support and, last but not least, the mobilized energy of thousands of people.

In 2017, there were 170 active campaigns, 77 of them for the treatment of people, 78 of organizations, municipalities and church boards, and 15 organizations from the donation initiative "Choose to help" of Raiffeisenbank 20. In 2017 there are a total of 47 completed campaigns - of them - 14 of organizations and 33 of people. BGN 965,462.52 totally were paid for DMS campaigns from November 2016 to October 2017.

DMS donors are still giving priority to the cause of children and adults treatment. Total ended campaigns for the treatment of people in 2017 are 24 out of 77. During the year, applications for treatment of people due to ineffective work and administrative disturbances from the Governmental Children's Medical Treatment Fund and the Commission for Treatment Abroad at the Ministry of Health. The parents of five children were forced to carry out donation campaigns for life-saving operations due to the Fund's refusal to support their treatment.

Besides them, two more children campaigns were successful. Three people over 18 years successfully completed their campaigns and went through treatment.

Two campaigns were cancelled because at the time of fundraising, National Health Insurance Fund and Children's Medical Treatment Fund approved applications for funding their treatment. Six campaigns were closed due to poor donor activity. Five campaigns were cancelled due to the death of patients with severe oncological diseases.

With the implementation of new online donation mechanisms, the number of regular donors for the causes of organizations with the most significant share of SMS subscriptions increases. Among the organization's campaigns, there are many different goals for example purchasing of handheld thermal cameras to help protect large areas from poaching, supporting stray animals, renovating the interior of the children's department at the " Pirogov ", restoration of chapels and churches, support in different forms for disadvantaged children, equipment of family-type rooms for premature babies and their families and many more. There is an increase in the number and in the funds raised in the stray animal care campaigns - 16 out of 78.

"DMS has helped us a lot, knowing that we have DMS, people say that this initiative is serious," said the organizer of one of the campaigns - with a small result in DMS, but with a successful end and a goal achieved through donations via Platforma.bg. The DMS mechanism brings many benefits to organizations that they value higher than achieving their financial goals. According to a survey of active organizations, popularity and legitimacy are leading in DMS. After the verification procedure in the mechanism, organizations receive additional credibility from donors and stakeholders.

3. PLATFORMATA.BG - SOCIAL NETWORK FOR GIVERS

Platformata (The Platform) was created in 2015 by the BCause Foundation with the idea to be the convenient tool for online donations from Bulgarian organizations and active people. Platformata is a tool for collecting donations from Bulgaria and abroad - online, with a credit or debit card via the Borika system, with PayPal or via bank transfer through the donation account of BCause. Every user registered in the Platformata.bg receives a personal donation account. Through it the user can monitor and manage the campaigns he has created, as well as the donations made.

Tax benefits can be used for donators. The BCause Foundation deducts 5% of the money raised to cover the costs of site management and development.

In 2017, through the Platform.bg, BGN 99,625 were raised for small and bigger charity causes. Most of them are in the sphere of education, culture and social projects.

The payment system of Platform.bg was also used this year by the biggest sports charity event in the Balkans - "1000 km Balkan Charity Challenge". The Bulgarian participation this season was remarkable - 6517 euros (or 69%) out of a total of 9,447 euros donated during the ultramarathon. More than two-thirds of the donations are made through Platforma.bg and by Bulgarian donors for Bulgarian racers and causes. Participants in the sixth edition of the 1000 km Balkan Charity Challenge were raising funds for three Bulgarian and three Romanian charity causes. The Bulgarian causes were

In 2017, the most of donations were gathered by the campaigns of "Mother Mila" and the Sofia Mathematics High School. The Teach for Bulgaria Campaigns were quick and effective and Dr. Boyana Petkova was the most active fundraiser for 2017.

The best results are campaigns in which people turn to other people who trust them for their personal experience, understandable goals and stunning stories.



ПЛАТФОРМАТА

**ВЕЧЕ И НА
АНГЛИЙСКИ ЕЗИК**

In December, on Christmas, we released an updated version of Platforma.bg. In addition to significant design improvements, Platform.bg now has an English version. This Christmas present fulfills the desire of Bulgarian fundraisers, users of Platforma.bg. Until now, the payment system was only in Bulgarian and made it difficult for foreign donors to support Bulgarian causes. Additionally, the site is optimized for mobile devices. Now there are no obstacles to donating from all over the world - everything is in the hands of active people who can friends and people into supporters and donors..

The updated version of Platform.bg combines the best elements of the world's leading crowdfunding sites. Its advantages are many, including that it is in Bulgarian. Creating a donation campaign at Platform.bg is completely free and is getting very fast. It is convenient for causes with small and fast-reaching financial goals. Campaigns may be for non-profit organizations, community centers, hospitals, schools and other public institutions, and private individuals - for treatment, training, talents development.

4. GIVING WITHOUT BORDERS



Europe

BCause is the Bulgarian partner of Transnational Giving Europe (TGE), a network of 19 European countries that facilitates cross-border giving. The givers from these countries have the opportunity to benefit from tax relief for donations in the country where they pay taxes. They can direct their donation to non-profit organizations, universities, schools, healthcare facilities and other legitimate recipients in the member countries.

Beneficiaries of the donation must be verified by the partner foundation in the respective country and approved by partners in other countries.

Beneficiaries in Bulgaria are: Embrace Me Association, Social Change and Inclusion Foundation, Fracarita Foundation, Maria's World Foundation, Bulgaria on Palm Association, I Can Too, The American University in Bulgaria and the BCause Foundation.

The total amount of donations received for Bulgarian recipients in 2017 is EUR 17595,53.

Fracarita Foundation received the most donations during the year.

In 2018 there will be events for Bulgarians living in Germany and the UK. Our goal is to familiarize them with the possibilities and mechanisms of network action and to intensify the donation from abroad for Bulgarian causes.

Fracarita Foundation received the most donations during the year.

USA

Bulgarian organizations can raise donations in the US with the help of CAF America and BCause

In April in Sofia, Mr. Ted Hart, CEO of CAF America and President of CAF Canada, visited the Fundraisers' Club in Sofia. He presented in front of to more than 35 Bulgarian experts who are responsible for the strategies and plans for raising funds, what are the specifics of donation in North America. He explained the rules, approval procedures for donor recipients, fees, and timelines to consider when planning a campaign. Approved recipients from CAF America automatically acquire the status of Canada. The opposite, however, is not valid.



To demonstrate the approval process, Mr. Ted Hart held a lottery among the participants in the event. The Synergy Foundation was pulled out to receive a \$ 500 donation from CAF America - later this year, the foundation prepared the full suite of documents and was approved as a donor for a three-year term.

At the end of 2017, we started organizing meetings in the Bulgarian community abroad and participated in the Diaspora Summit, organized by colleagues from CAF America.

DONOR FUNDS

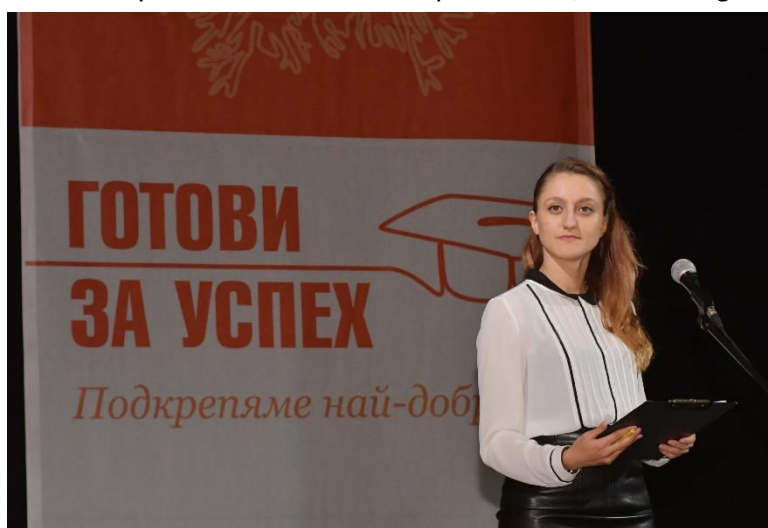
BCause manages several thematic giving funds. The funds are supported by individual and corporate donations.

The money from 2 of the funds are allocated for scholarships and medical treatment of children, and the rest provide support to non-profit organisations, schools, kindergartens, community centres .

| Fund | Starting Balance (BGN) | Income (BGN) | Expenditure (incl. management fee) (BGN) | Final balance (BGN) |
|---|-------------------------------|---------------------|---|----------------------------|
| Medical Treatment and rehabilitation of children Fund | 22 337,63 | 48 641,43 | 33 812,29 | 37 166,77 |
| Sport for Children with Disabilities Fund | 4 012,62 | 0,00 | 2 500,00 | 1 512,62 |
| We can Fund | 8 156,17 | 7 109,30 | 1 472,00 | 13 793,47 |
| Organisations for People with Disabilities Fund | 7 750,08 | 634,00 | 7 551,70 | 832,38 |
| Our Parents Fund | 7 380,65 | 31 746,03 | 33 112,46 | 6 014,22 |
| Environmental Protection Fund | 4 201,22 | 240,00 | 3 149,99 | 1 291,23 |
| Charity Bazaars and Events Fund | 591,89 | 160,00 | 508,00 | 243,89 |
| Get Ready to Succeed Scholarships | 185 201,31 | 177 280,25 | 209 156,97 | 153 324,59 |
| Go On Scholarships | 1 031,34 | 3 113,46 | 3 753,30 | 391,50 |

Scholarships

Get Ready to Succeed Scholarships In 2017, 111 new graduates became Get ready to succeed



scholarship fellows: 17 future doctors, one future ship captain, 4 computer specialists, 7 teachers, 6 lawyers, 7 philologists, two artists, a singer, two journalists, three psychologists, 6 economists and financiers, 10 biologists, chemists and physicists ...

For the 12th consecutive year BCause Foundation, along with numerous corporate donors and

payers, supported excellent 12th grade students and undergraduate and master students at state universities that lost one or both of their parents. 111 people received scholarships, the annual amount of which is respectively BGN 2,000 for students and BGN 1,000 for students. The most important criterion for the choice of scholarships is the success they have from the previous school year and secondly, their social status is assessed.

This year, another scholarship fellow has joined the donor community. The day before the ceremony, Elena Stefanova graduated as a doctor with a full six-year success. In the memory of her parents, Elena established a scholarship. Dr. Stefanova handed out a scholarship to a student from the Medical University in Plovdiv, who teaches as a nurse. "I've been part of the Get Ready to Succeed scholarship program for 10 years. And this year I am part of the donors," said Dr. Elena Stefanova. "This year I donate a scholarship to a nurse. These are people who care a lot for patients, but they



often stay in the background. I know that it is very difficult to be dedicated to patients and not always get the appreciation for the effort you put into your work. That's why I give you a white swallow.

Donors of the Get Ready to succeed scholarship program in 2017/2018 are also: The American Chamber of Commerce in Bulgaria, Contour Global Maritza East 3, AmGen, Telenor, Bulstrad Life, Vega Medical, Si bank, BHTC,

Isobar Commerce, Telus, Acta Verba, Intracom, BNP Paribas Foundation, PaySafe, GVC Holdings and many individual donors from A1 Bulgaria (Mobiltel until May 2018), Aurubis, Citi and many others.

For the past 12 years, Get Ready to succeed scholarship program has distributed 1251 scholarships totaling over BGN1 900 000. The funds are entirely donated by people and companies that support these young people in their efforts to complete their education. Since its first year, Get Ready to succeed program has been implemented in partnership with the Sirak Foundation.

You could support the Programme via SMS at DMS 17 777, key word USPEH or on-line at Platformata.bg.

Go on scholarships

Scholarships are support for foster-school children to continue their successful performance at school. 12 children receive the scholarship in 2017/18 - they have success from the previous year (5) and do not have absences from school.

Eurofootball, Cool Apps, CITI Bulgaria and individual donors from A1 Bulgaria (Mobiltel until May 2018) and Holding Zagora, DHL provided scholarships "Go on" for the school year 2017/2018.

Award: In 2016 BCause received the "Savior of Childhood" award for "Go on" scholarships. This award is a part of the annual Awards of the National Association for Foster Care for Contributing to the Development of Foster Care in Bulgaria.

"Our Parents" Fund

Partners: INTERNATIONAL WOMEN CLUB, Paladin, Ecommera, Experian, as well as individual donors and "Northwest Project" Foundation

Health examinations of elderly people in North-western Bulgaria

In June 2017, elderly people from 14 villages and towns in 4 municipalities of Northwest Bulgaria - Varshets, Boichinovtsi, Roman and Mezdra were examined free of charge by specialist doctors. For the third consecutive year BCause Foundation in partnership with "Do good - Alexandrovska" Foundation and "Northwest Project" Foundation organizes medical examinations of elderly people from small settlements.

For two weeks in June, more than 2,200 examinations were made by two cardiologists, three endocrinologists, two psychologists, two neurologists, two orthopedists, three nurses. Three medical students from the Medical University - Sofia, the "Get Ready to succeed" scholarship fellows, participated.

Health reviews are part of the long-term commitment of partners and donors to older people in Northwest Bulgaria. Up to now, over 2,500 health reviews by healthcare professionals have been provided, in regions where elderly did not have access to professional medical care.

We can too Fund supporting young socially disadvantaged people for vocational training and career start

In 2017, we support five projects that will help underprivileged youth acquire new professional skills and receive support for their first employment. Courses are carefully selected following specific employers' queries and respond to young people's wishes to develop and work in the specific field.

Project "Training Center Barista"

In the beginning, the idea of the React Act was that the boys placed in the Angel Uzunov Boarding House in Rakitovo should receive professional education in crafts with the opportunity to find work anywhere in the world. The "Barista Training Center" was created under the project - a real working environment simulator. The boys had the opportunity to study the subtleties of a relatively new craft for Bulgaria - the professional preparation of coffee and hot drinks. After 23 on-site training three boys completed the course, two passed a summer internship in Sofia, and the five with the best results went through career guidance training. The goal is to successfully hire the graduates after leaving the institution in establishments specializing in the preparation of coffee and hot drinks and Barista to continue with the training for youths in conflict with the law in order to have an equal start in life and a chance for professional conversion.

Project "Seeking Happiness"

Dreams and learning were in fact happiness for seven young underprivileged people aged 14 to 25. Agapedia Foundation team evaluated their individual needs provided them an English course, a

driving course, a culinary course, a mature course. As a result, young people graduated with an English language certificate and one with driving exam. A boy took his exam in Mathematics and Bulgarian Language and was admitted to the Computer High School in English. A young man learned to cook and improved school success. Three young people started working - at a gas station, a machine operator and in a pizza restaurant.

Project "Together we can - work realization, a path to independent life!"

PULS Foundation's team works with young people who do not have good opportunities for the labor market due to family violence, poverty or living in institutions. Through the project, 12 young people were given a real chance to work. They participated in various training courses for professional qualification. Inactive youths registered with the Labor Office Department. One girl and one boy were trained in the profession of "assistant office" and two other boys in the professions "chef" and "worker in restaurants and entertainment". Four young people started work thanks to the knowledge they gained during the training. A young man made his step to appear for a job interview, after that was approved and began to work.

Project "Support for youth employment through inclusion, "Concordia" - temporary accommodation center service

More than 100 young people are clients for 3 months of the Concordia Foundation temporary accommodation center service. Within the framework of the project, seven of the accommodated youngsters have graduated in decorative candles training at the Foundation's atelier, of which two are employed on a labor and civil contract. During the project period, the social this atelier has completed 12 orders from companies producing more than 2000 candles worth over BGN 8500.

Project "Together for Independence"

6 people from "Protected Home - Together" were given the opportunity for driving courses and one girl for student training. Five young people have started work in the big commercial chains for jobs requiring driving skills. The girl was admitted to the desired university - University of Forestry - Sofia. All six already live on their own and stay on the job permanently.

Total value: BGN 23 479

Medical Treatment and rehabilitation of children Fund

The Fund has received applications throughout the year and the Fund Committee has decided to fund 4 times in 2017 for a variety of therapies for 44 children:

- 21 children with Child Cerebral Paralysis, 2 children with head injuries after road accidents and 1 child with obstetric paresis received support for complex rehabilitation at the "Children with Development Problems" Medical Centre, Sofia, "Sanus - DD" Sofia, "Hippocrates - CT" Rousse, "M and M Physio", Spectrum Diagnostic Center.
- 9 children with diagnosis "Children autism" and 2 children with mental retardation - speech therapy and psychological therapy as well as hyperbaric oxygenation therapy.
- 2 children with depressive disorder - electrostimulation therapy (neuromodulation) and hyperbaric oxygenation therapy.

- For one child with dyslexia, funding is provided for summer training program at Stella Bogomilova Foundation.
- Three children were supported in rehabilitation centers in Poland and Slovakia.
- 6 children are supported for purchase of aids - verticalizers, therapeutic chair, catheters, dental apparatus.

Sport for children with disabilities Fund

Water Way Foundation organized two adapted swimming tournaments for children with physical and mental disabilities at the "Levski - Spartak" swimming pool in Sofia. 30 children from Plovdiv and Gabrovo participated in the tournament in May and 53 children from Sofia, Plovdiv, Gabrovo, and Romania and Serbia in December. The BCause Foundation once again supported the organizers with 1100 leva for prize medals, cups, plaques and flags.

Shark Association (Parakids) also received 500 leva to buy prizes at their sports feast "For Every Child" organized by them.

Two children received sums for individual therapies and riding - 900 leva.

Organisations for People with Disabilities Fund

BGN 4400 from the Fund received the Mary's World Foundation and the Day Care Center "World" to improve the capacity of the team. There were 8 team supervisors on preliminary questions. Each supervisor discussed at least two new cases and tracked the ongoing discussions. We discussed 10 cases of day center customers who need special attention in the approach. The psychological competence of the team has been improved to recognize the signs of mental suffering and to set goals for intervention.

Envirolmental Fund

3138 BGN received as co-financing four of the projects funded by Mtel Eco Grant.

Environmental Protection Fund

5BGN 500 was donated to the International Musical Arts Festival "Muses" - the festival is organized by the Muses Association and the Municipality of Sozopol and includes ensembles and soloists from art schools, academies, schools, studios, children's and youth centers, children and adolescents aged 5 to 35 years. The funds were for travel and accommodation of children from the art school at Children's Palace, Sofia.

ENTREPRENEURSHIP

Social enterprises will play an important role in the development of the Bulgarian economy because they have the potential for sustainable growth, involving different social groups. BCause is actively discussing the place, shape and appropriate incentive measures for social entrepreneurship in the Bulgarian context through our *Coalition Forum of Social Enterprises in Bulgaria* and as its representative in the permanent Group for Social Economy at the Ministry of Labour and Social Policies.

We implement and develop our understanding of social enterprises in our own programmes through the Rinker Center for training and entrepreneurship (since 2014). Its mission is to promote education, lifelong learning and to support entrepreneurship and business development in Bulgaria.

1. RINKER'S CHALLENGE - CHALLENGE FOR ENTREPRENEURS

Rinker's Challenge (from 2014) is a unique programme for Start-up Entrepreneurs in Bulgaria. It includes application competition and modular training (Accelerator) for the selected participants. The winners receive a grant of up to BGN 20 000 and one-year pro bono mentorship from recognised experts.

In the beginning of 2017, the third edition of the challenge for start-up social and traditional entrepreneurs was completed, and in July we announced the launch of the fourth edition.

Rinker's Challenge #4

We received 111 valid applications from 27 towns and 7 villages in Bulgaria. The most popular spheres of interest among the proposals (education, culture and health) comprised 75% of all applications. The rest of them focused on social development, environmental protection or, defined themselves as innovations.



About 1/6 of the business ideas originated from the Summer Entrepreneurship programme, organized by Rinker Centre with the support of Philip Morris Bulgaria.

The best 14 teams were selected to take part in the Accelerator training programme Rinker's Challenge #4. One of the teams – ChuvaeMOST, which was part of the *The Ideas This is Us* #6

Incubator in September, organized by [United ideas for Bulgaria](#) was awarded a free participation ticket to the Rinker's Challenge programme.

List of the teams, selected to participate in Rinker's Challenge #4:

- HANCY, innovative clicker for presentations' management – Ilia Dechkov
- HITL, innovative social enterprise, providing jobs for refugees – Iva Gumnishka,
- Hooligents Club, Silistra – A club for youth leaders – Todor Panchev
- Meteo Rocks - Meteorology for all- Dimitar Mitev
- PixelBeez – provides photos that sell – Nadia Ilieva
- Pet at home – Silistra – Pet hotel- Bozidar Angelov
- Jedi – multifunctional electrical wheelchair for children – Bozidar Dimitrov
- Kika Cakes – coffee – bakery in Kurdjalki – Kirila Staikova
- Multilingual online platform for IT skills training - - Ljuptcho Hristov
- Montecory children's club – Lom – Srebrina Efremova
- TATKO GIPSO, workshop with shop, place for dads and children - Georgi Tsvetkov
- Rehabilitation and kinesiotherapy center - Donika Barakova
- ChuvaeMOST – Velina Andonova
- Yaveli, Nedelino - fair trade with products from the cultural heritage and crafts of the Rhodopes - Ivan Skelcheliev

In January 2018, twelve of the teams successfully completed the training program, submitted their business plans and appeared at a hearing before a Jury. Members of the Jury were:



- **Sasha Bezuhanova** - Founder of civil platform for debate and common actions MoveBG
- Nikolay Yarmov - Founder and CEO of CEED Bulgaria
- Emil Georgiev - creator and Executive Director of DeConi Marketing Agency
- Goergi Nikolov – Chairman of the BD of BCause
- Irina Dimitrova – Financial Director of LAUNCHub
- Ivo Petrushev – Managing partner of Management Realestate

LTD

- Venelin Dobrev – Founder of the biggest positive media in Bulgaria – USPELITE

The following business projects were awarded:

A) A Grant of BGN 20 000 and one-year mentoring support



- Jedi - multifunctional electrical wheelchair for children – Bozidar Dimitrov
- Meteo Rocks – Meteorology for all – Dimitur Mitev

5) A grant of 6 667 BGN and one year of mentorship support

- Hooligents Club, Silistra – the Club for young leaders – Todor Panchev
- Kika Cakes – coffee – bakery in Kurdjalki – Kirila Staikova
- Pet at home – Silistra – a hotel for Pets – Bozidar Angelov

Success stories of the participants from the previous editions of Rinker's Challenge

Rinker's Challenge is a social investment program, so in the fourth year of its existence, we briefly review the achievements of the participants after receiving the financial support, and for some of them without being funded.

An important task for the Rinker Center team is not just to provide financial support to the participants, but to help as many of them as possible implement their projects once they face the realities of the market, the supply, human resources, etc. That is why we share the successes of entrepreneurs we call "ours". Some of them are:

Taratantsi

After their successful participation in the first Rinker's Challenge in 2014, Taratantsi (<https://taratanci.com/>) already have a large portfolio of mission-related products to present our folk dances- hora to as many Bulgarians and foreigners as possible. Besides the dancing puzzle, the team developed and offers fabric bags, posters, cup coasters, pins with the footsteps of the most famous Bulgarian folk dances. Along with this there is a developed guide book in Bulgarian and in English, with a selection of schemes of 8 famous dances. In addition to the successful products, the Traveling Exhibition project "Follow The Steps" was honored to present Bulgaria at the European festival for the Karl the Great Prize for 2018.

Talasmce Foundation

Talasmce Foundation was founded by Nichola Raikov, a finalist in Rinker's Challenge 1.0, and aims to implement projects for free sharing of innovative tale games. Nichola is the youngest writer - winner of the Konstantin Konstantinov National Award of the Ministry of Culture - the most prestigious award for children's literature in Bulgaria, and is one of the most popular and beloved children's writers in Bulgaria, and his books are sold in many thousands of copies.

Baker Brothers

"Brothers Hlebari" (<https://www.facebook.com/bakerbrothersbg/>) are the winner of the Rinker's Challenge 2.0, receiving a grant of 20 000 leva. In 2015 the legal entity was created, which also marked the beginning of the craft-bakery and the bakery school. Currently 16 persons are employed and the turnover for 2017 has increased by 1200% compared to the first year, and the opening of a new site is expected soon.

CloudNine

"Cloudnine" (<https://www.cloudninesnow.com/>) was part of the second edition of the Rinker's Challenge, and besides one-year mentoring support, it also received funding of BGN 10,000. They are currently working with some of the best skateboarders and skiers in Bulgaria, who are ambassadors of the brand. Sales are made both in Bulgaria and abroad.

Delishu

"Delishu" (<http://delishu.com/>) Maria, Stiliana and Nikolay in 2017 won the third edition of the Rinker's Challenge, as well as financial support of BGN 20,000. Since then they have moved to a new, larger production base and their cashew cheese can be found in 10 cities in Bulgaria and in more than 200 retail outlets in several flavors.

2. SUMMER ACADEMY " ENTREPRENERUSHIP OPPORTUNITIES "

Summer Academy " Entrepreneurship Opportunities" was especially created for individuals with entrepreneurship ideas from the tobacco growing regions in Bulgaria. It is part of the *Summer for Joy, Autumn for Care* programme, supported by Philip Morris Bulgaria, as part of their long term commitment to the local communities of the regions, where the company operates: Kurdjali, Haskovo, Blagoevgrad and Silistra.

During the summer months, a team of trainers with expertise in business planning, social entrepreneurship, marketing and communications worked for free on site with for a few days with entrepreneurial people who want to develop their new business or turn their business into an enterprise . In September the experts consulted individually the developed ideas. Four teams - one from each of the four regions that showed the highest motivation and readiness to start - received direct access to the Rink Center competition in Sofia (October-December 2017) and competed for three prizes of 20 000 leva

3. BACB CHALLENGE

In 2017, BCause launched a new programme in partnership with the Bulgarian American Credit Bank. **BACB Challenge** is an open competition program, aiming to support entrepreneurs in early stage of development, focusing on "green" and sustainable initiatives. BGN 25,000 is the grant fund provided by the Bulgarian-American Credit Bank to be awarded to the Best Business Ideas.



**Бизнесът се нуждае от нова
зелена идея - ТВОЯТА!**

Спечели финансиране до 20 000 лв.

BACB Challenge provides the entrepreneurs in early stage of development the opportunity to receive support for their idea, to develop a viable business model and to create their first business plan. They

participate in an accelerator training programme, based on the methodology, developed by the lecturers of Rinker Center, which has already proved its effectiveness over time. Very valuable component of the program are the practical trainings sessions, meetings with entrepreneurs, mutual support among the participating teams.

The future business initiatives can be focused in one or more of the following areas: sustainable urban environment; "Green" products, processes, technologies, platforms supporting sustainable products and their producers, efficient use of raw materials / recycling, education and other services related to sustainability, sustainable agriculture, sustainable tourism, innovation.

The business ideas that applied for the competition came 21 locations in Bulgaria. Most candidates came from Sofia - 46%, from Varna - 13% of the candidates and 9% from Plovdiv.

Most applicants proposed projects for the production of "green" products - 38% or for the utilization of raw materials and waste - 16%. Equal number of proposals were in the area of "sustainable urban environment" and "innovation" - 13%, sustainable agriculture ideas were 11% and sustainable tourism projects 9%.

All projects were assessed by professionals in the field of entrepreneurship and green economy, 26 were selected for an online interview.

The final 13 teams to participate in the accelerator programme were:

- Bojidar Hristov - Streebl - innovative bicycle stand, automatic frame locking, The product works through an RFID card and is an extremely easy, fast and secure way to lock your bicycle
- Galya Georgieva - "Sealed with love" - Storage and processing of organic agro products - strawberries, raspberries, cherries, tomatoes and pepper.
- ● Georgi Popchev - MySpirulina - production and trade of fresh paste superfood from the Spirulina algae
- Dinko Gerov - Green mobile car wash - Steam cleaning directly at the premises of the customer with economic, health and environmental benefits from reduced water usage, lack of detergents.
- Maria Alexandrova - Farmlancers / Online market place in the sphere of garden services. It will offer all grass-cutting services to planting and watering vegetables, the idea being to help urban people experience the pleasure of home-made fresh vegetables
- Martin Vassilev - Creation, management and development of a snail farm.
- ● Mina Vardjieva - Dairies' Craft Workshop for Dairy Products - The workshop will organize training courses and demonstrations of how to produce handmade cheese, white cheese in wooden mold, stalk, butter, yoghurt.
- Mina Raduncheva - Establishing an eco ranch for training people in riding and communicating with the American horses breeds Paint Horse and Quarter Horse.

- Pavlina Mitseva - Precious plastic - Creating a workshop space, equipped with four types of plastic waste processing machines. Those materials will be transformed to building materials (bricks and tiles), furniture, accessories, decorations, 3D printing material.
- Peter Jivkov - Airlief - an innovative breathing mask that has an individual design, equipped with a smart fan that helps for easier breathing, high quality removable filters and a mobile application that tracks the pollution data.
- Sabina Maksimova - ZERA - Supplying the organizers of mass events with reusable cups in combination with a washing service for these cups.
- Tsvetan Iliev - Design, manufacture and sale of push-scooters (full size 26-inch front and 20-inch rear wheels) with electric drive for urban mobility and recreation in nature.
- Tsvetan Krastev - E-business cards - a product offering quick and easy exchange of contacts. It has the potential to remove paper business cards from the market by ensuring quick and easy use and cost effectiveness.

12 of the selected participants continued in the next stages of the program in 2018 to the Grand Final. They presented their business plans to the Jury and 3 projects were awarded with financial support. The grand prize equal to BGN 20,000 and two additional prizes of 3,000 and 2,000 leva.

4. SEEDPLUS – AN OPPORTUNITY FOR FUTURE OR START-UP ENTREPRENEURS

Following the successful completion of the SEED 5 project 2014-2016 BCause Foundation signed a framework agreement for the SEEDplus project - (2017/2021), funded by the European Commission's Erasmus for Young Entrepreneurs Program, as another

opportunity to support entrepreneurship in Bulgaria.

¹

Bulgarian start-up entrepreneurs apply with their business plan and can benefit from the opportunity to gather and share knowledge and ideas for business development

with an experienced (host) entrepreneur from another country in Europe. Established Bulgarian organizations can apply to become hosts of foreign young entrepreneurs in our country.

Erasmus for Young
Entrepreneurs
delivered by SEEDplus

¹The BCause Foundation is a Bulgarian partner in a consortium of nine organizations: Euclid Network (UK), Ruprecht-Karls-Universitaet Heidelberg (Germany), Mouvement des entrepreneurs sociaux (France), ESLIDER Portugal Associacao (Portugal), Astikietaira Academy of Entrepreneurship BCause Foundation (Bulgaria), University of Tessaly (Greece), Camara of the Trade and Industry of Cantabria (Spain), CIVITTA EESTI AS (Estonia).

In 2017 and 2018, the special focus of the SEEDplus project is young social entrepreneurs, women entrepreneurs, nonprofit organizations and IT entrepreneurs. In line with the European directives, the project's priority is to help entrepreneurs between the ages of 18 and 35 and entrepreneurs with creative ideas.

In 2017, BCause's team actively promoted the program. We organized 10 information meetings and participated in more than 15 different events of organizations interested in the topic. In order the information to reach more people throughout the country, we had presentations to students from the universities of Svishtov and Veliko Turnovo as well as in the regions of Silistra, Haskovo, Kardzhali and Blagoevgrad. More than 500 people looking for opportunities to develop as entrepreneurs got acquainted with the terms of the program. In addition, with our colleagues from the consortium, we organized two international webinars presenting the program,

The first exchanges, which started in 2017 or planned for the beginning of 2018 will take place in the Netherlands, the UK, Portugal and, of course, in Bulgaria. Part of the entrepreneurs who have presented well-developed business plans are people trained in previous Foundation programs and Rinker's Center.

5. DREAM ACADEMY



The Academy of Dreams is a long-term program for civil and entrepreneurial culture for high school students of the Rinker Center for Entrepreneurship and Training at the BCause Foundation. It offers young people a motivation for personal development and the acquisition of skills needed for

their realization - leadership, teamwork, communication skills and entrepreneurship. The trainers team is from the BCause Foundation and the "Future Now" Chitalishte.

Young people are encouraged to engage in volunteering and start their own initiatives. Their participation can become an important part of their future CV, as well as help them find a direction in their career development.

The first participants in the Academy of Dreams were students from Popovo, Targovishte and Devnya. They participated in a series of trainings, then developed their own projects and implemented them.

The team in Popovo developed the idea of a Refresh Youth Center; the team in Targovishte was ambitiously working on the "Let's quit boredom" project, and the team in Devnya is working on the creation of the Devnya Multiport Sport hall.

6. COURSE ON SOCIAL ENTREPRENEURSHIP AT THE FACULTY OF ECONOMICS AT SOFIA UNIVERSITY



At the beginning of March 2017, the first course in Social Entrepreneurship at the Faculty of Economics of the Sofia University St. Kliment Ohridski began. Its initiators and organizers are United Ideas for Bulgaria. The Rinker Center for Entrepreneurship and Training at BCause Foundation

received an invitation, and Elitsa Barakova and Pavel Panayotov were lecturers on the subject of "Impact measurement".

7. THE IDEAS – THIS IS US#6

For the third consecutive year, the BCause Foundation and Rinker Center team supported with the BGN 1,000 funding the largest forum for social entrepreneurship and innovation "Ideas – This is Us".

The Forum was held in September 2017 in Sofia under the title "Digital Innovation: Choose your Social Innovation Tool".

The BCause Foundation has made one of the key trainings of the forum participants – on fundraising. To participate in Rinker's Challenge, we chose the Social Policies team and their CHUVAEMOST project. The young people worked on the idea of breaking the isolation of deaf and people with hearing deficits through special workshops where trainees are specialists - people with disabilities

8. NORTHWEST PROJECT – FIRST ANNIVERSARY: ACHIEVEMENTS AND FUTURE PLANS



BCause Foundation stated the “Northwest Project” as a demonstration project of a viable, economically self-supporting initiative devoted to a social cause in the spirit of our understanding of sustainable social entrepreneurship.

The social mission of the “NorthWest Project” is to

contribute to the life with dignity of the people in the poorest region in Bulgaria: we help the elderly people to gain their independence in everyday living and the younger – to have new opportunities for the future. We have chosen those issues as they are typical for other regions too. We keep detailed track of our work in order to codify a know-how pattern to implement similar initiatives in other places and for other organisations.

During the first investment year, the foundations of future business activities were laid and assistance from corporate donors was provided. The team of the "Northwest Project" managed to raise 78 000 leva and donation of materials amounting to over 15 000 levs. Here are the key achievements - a precondition for the future activities:

- We started to repair the building where in the next year the subkitchen for vulnerable people will be prepared.
- We hired a team of young people who provide home care services of elderly people in the villages in Mezdra municipality.
- We plan to open a warehouse for donated food – the building is provided by the local authorities and the equipment is for the Bulgarian Food Bank, both are partners of “Northwest project”.

Local authorities and donors provided also a room and equipment for souvenirs workshop. There will work about 10 young people with mental disorders from the Center for social services for children and persons with disabilities in Mezdra.

9. ADVOCACY

BCause Foundation is among the organisations that actively share information about good practices and policies in the field of social entrepreneurship and social investment. 2017 was especially dynamic for us at national and international level:

- [Meeting with Mr. Sedlarski](#), Minister of economics. Elitsa Barakova handed to the minister the documents of the Social Enterprise Forum in Bulgaria – Road map and Index of social enterprise.
- BCause Foundation has promoted in Bulgaria the Appeal for Action to Promote Social Entrepreneurship, adopted by the Expert Group on Social Entrepreneurship of the European Commission (GECES). The document outlines [four guidelines](#) for supporting and developing social entrepreneurship.
- Annual meeting of the Social Enterprise Forum in Bulgaria.
- Together with the members of Social Enterprise Forum in Bulgaria we have spent many hours of expert discussions and stated our expert opinion on the work on the social economy bill drafted by the Ministry of Labour and Social Policy. BCause Foundation and Bulgarian Center

for Non-for-profit Law, both members of the Work Group on Social Economy at the MLSP, we demanded an incentive rather than restrictive regime for the emerging sector of social enterprises.

- BCause Foundation was an active member of international organisations - Euclid Network, Global Social Enterprise Network. We took part in the development of the first Action Plan of the [Working Group for Social Investment](#) in Central and Eastern Europe initiated by IVKA and NeSt. The main goal of the Group and the Plan is to attract attention and resources to the needs for development of the social enterprises in their early stage of development and validation. BCause representatives participated at the Group's meetings in Warsaw, Vienna and Belgrade.

INVESTING IN LOCAL COMMUNITIES

H.L.Rinker Ashley Fund

On 3 April in the village of Voditsa, Targovishte District, after three decades of silence, the clock - a symbol of the village - was officially re-opened. The repair of the mechanism and of the entire clock tower house took more than 6 months and over 130,000 leva funded by the Helen Rinker Ashley Fund. Ted Hart, CEO of CAF America, took part in the opening of the building.

From 2011 till the middle of 2017, more than 800,000 leva were invested by the Helen L. Rinker Ashley Fund in the village and the region, and more than 15 projects have been implemented – incl. improvement of public buildings, safety and the environment, and development of people's skills and knowledge. Most of the ideas came from the people of the village of Voditsa. Some of them are: repairs of the kindergarten, the school, the community center, the medical center, the club for the elderly, the placement of a bus stop, CCTV cameras, the replacement of a part of the water supply network, the financing of cultural events, the trainings of teachers and students, ethnographic field research, etc. In 2014, the Rinker Center for Training and Entrepreneurship was launched with financial support from the Fund.

Since the autumn of 2017, the implementation of new projects funded by the Fund focused on children and young people began. Some of them cover various infrastructure improvements - a new asphalt on the school yard, a playground for the children and technical equipment for the school's computer classroom, the library, and the kindergarten.

We also started a training program, which aims at including every child through adequate for their individual needs and wishes activities for improvement of their knowledge and skills. During the period the first training IT course, including work with text editing software, searching engines and Information through the the Internet and Using E-mail.

Another new project that started during the year was dedicated to visits and lectures of inspiring young scientists at the local school. They covered various topics and phenomena in science, geography, history, etc. Those lectures were opened for the whole local community.



Together with school management, we are working on measures for retention of children and prevent dropping out of school and to promote the inclusion of children who have dropped out in public life. The projects continue in 2018.

Total budget of the project 17/18 : 255 000 BGN.

DEVELOPMENT OF GIVING ENVIRONMENT

We are working for an encouraging environment for effective giving and social investment and sustainable development of civil society organisations.

We make efforts and make a distinctive contribution towards improving the legal and tax environment for donations, for the formation of national policies and practices in relation to NGOs, health care, social assistance and social entrepreneurship.

We develop special projects that inform, analyze, inspire and celebrate giving and philanthropy.

The BCause Foundation enjoys an excellent reputation among Bulgarian non-profit organisations, businesses, individual donors and state authorities.

Policies

Besides the topic of Social Economy in 2017, we took an active position on two acts of the Ministry of Education and Science concerning the donations at school and the activities of non-profit organisations in them. We are pleased that as a result of the activities and meetings held by our colleagues from the CEGA Foundation, it was agreed and confirmed that non-governmental organizations are a great contributor to the development of children and their education in active citizenship, and educational institutions are autonomous to choose their partners.

As an organization that has been working with children and young people for over twenty years, including on the territory of schools, the BCause Foundation has been actively involved in drafting the agreement.

#Giving Tuesday Campaign

Giving Tuesday is a global initiative, dedicated to giving, the day when everybody - entrepreneurs and experts, families, companies, public organizations, students and employees can donate a little of their talent, money, services, food or time – to someone who needs it. Bcause Foundation celebrates



Giving Tuesday since 2014. As a member of the CAF Global Alliance, the Foundation seeks to promote charitable causes and facilitate the donor's way to them. For this purpose there is a specially created site <http://givingtuesday.bcause.bg>

Like every year for nearly a month, we spread the messages of Giving Tuesday through Facebook and twitter networks.

Within one week, from November 28 till December 5, we supported organizations that were fundraising for their causes through (platformata.bg) with Facebook ads and with a bonus for the most effective campaigns.

These were the seven causes: "Ole Male" workshops, that secure additional income of mothers of children with disabilities of [MAYKO MILA](#), transportation of a donated female vulture that will eventually bring back the male bearded vulture to the nature of Bulgaria with the [Rescue Center for wild animals "Green Balkans"](#); separate premises for 10 young people with disabilities in Lukovit the first time in their lives; lessons for strong personality for 300 children with [Character.bg](#); children's play ground facility for the kids of of the [Concordia Bulgaria Foundation](#), equipment for a teenage space at the [Hristo Botev Regional Library in Vratsa](#) and two scholarships [Get Ready for success!](#)

We drew lots and the Facebook ad was first won by the Green Balkans Rescue Center and then by the Lukovit cause. Everyone was writing, sharing, inviting donors.

During the campaign, **BGN 13,745** were raised. A part of the sum was donated online via Platforma.bg. Several large donations were made by companies, not private donors. Significant corporate donations received two appeals - the Get Ready For Success Scholarship Program and the Protected Home for young people with Physical Disabilities in Lukovit.

I am Hope

BCause Foundation took part for a second consecutive year in the celebration of October 1st - the European Day of Foundations and Donors, organized under the motto "I Am Hope" by the Bulgarian Donors Forum. 8 video stories of foundations and companies shared their personal and inspirational stories of the hopes they give to children and adults.

Elitsa Barakova presented the work of BCause to promote payroll giving and shared how regular donations give "hope to the sick, the opportunities to the active ones and security to the worthy NGOs".



<https://www.youtube.com/watch?v=XgdNAgSMTyw>

The video clips of the campaign were watched and reached more than 400 000 viewers (statistics by BDF).

„Philanthropy through the lens“ 2017 blagobektiv.org

Philanthropy through the lens is a joint project of Bcause Foundation and the Bulgarian Donors Forum since 2012. Its purpose is to show the various faces of philanthropy with the help of photojournalism. "Charity Through the Lens" includes a photography contest, a grant program for documentary photography- the only one in Bulgaria, and a traveling photo exhibition.



In 2017 the winners of the grant programme were:

Alexander Nikolov - "The Last Gift of Man". An impressive photo story about the process of donating organs organ in Bulgaria, about donors and families, doctors, hope, about death and life.

Krassimira Vassileva - "In the world of saved souls" is a project dedicated to donors and

volunteers, whose names and faces we do not know and often remain invisible. They give part of themselves to sick people, children in institutions, people in need.

Nikolay Doychinov - "Tête-à-tête" is a photo project aiming to show that direct communication acts as an antidote against prejudices. It tells stories about refugees and their children who find in Bulgaria understanding, warmth and support despite the general moods.

The exhibition was opened in the new exhibition hall "The Triangular Tower of Serdika". Partner of the event was the Regional History Museum - Sofia.



Individual photographs, awarded in the already traditional competition were also exhibited together with the documentary photographic projects.

The first prize was awarded to Nikolina Karagancheva's "Forgotten People" photo essay. It presents moments of philanthropic event at the Home for Elderly Women with

Disabilities. The series "Make Me Beautiful" with the author Irena Lazarova was ranked second. She depicts a day of Help Portrait's work - a worldwide movement of photographers and volunteers for taking pictures and making presents – the portraits of socially disadvantaged people.

The third prize was awarded to Daniela Sadikova's "Sea Adventure" - a double portrait of a child and his instructor in Sup PaddleBoard Surf - participants in "ParaKids - Sea Adventures".

Thirty children from the town of Varshets came with their teacher Albena Tsvetkova - author of the photo "No one can do anything, but everyone can do something". The photograph reflects a moment of charitable action with the participation of children from the town and won the award to the audience with 5,709 votes.

Jury of "Philanthropy Through the Lens" 2017: Boris Misirkov, Elitsa Barakova, Krasimira Velichkova, Nadezhda Pavlova, Nadezhda Chipeva, Temelko Temelkov.

"Philanthropy through the Lens" programme was organised with the support of the America for Bulgaria Foundation.

Partners: Bulgarian Photographic Academy "Yanka Kyurkchieva", Bulgarian Photographic Association, Photo Forum, PhotoSintesis Art Centre,

Sponsors: Aurubis Bulgaria, Raiffeisenbank, IKEA.

Media Partners: Vesti.bg, Information Portal for NGOs in Bulgaria, Offnews.

CAF World Giving Index 2017

Like every year as a member of the [CAF Global Alliance](#), BCause presented the results of the CAF World Giving Index 2016 in Bulgaria. It puts Bulgaria in 129th place in the world (CAF World Giving Index 2017) – this survey measures the generosity attitudes in 139 countries. The giving index is an average of three aspects of donor behaviour - helping a stranger, donating money and volunteering.

The giving index in Bulgaria in 2017 is falling – it is 19% (it was 21% and 23% in previous years) and is back to the numbers from 2013.

Nevertheless, Bulgarian position is higher – 127 place (among 139 countries), compared to 129 in

СВЕТОВЕН ДАРТЕЛСКИ ИНДЕКС на КАФ 2017

Колко хора в България...



bcause
в помощ на благотворителността



... са помогнали
на непознат?



34%



... са дарили
пари?



17%



... са били
доброволци?



5%

2016, and is still in 9th place among the 10 countries of Eastern Europe included in the Index.

The donors' behavior vary trough the year – donating monay slightly increases.

The highest levels of money donation in Bulgaria were recorded in 2014 (27%), when our country suffered from floods not seen before. In 2015 it returned to the more typical for Bulgaria levels. In 2017 the number of people who donate money is 17%. Compared to the 13% in 2016, the raise is relatively small but with great importance.

The number of people who helped strangers peaked in 2015 reaching 42%, when Bulgaria was in the middle of the migration crisis. In 2017 has fallen to 34% which is the lowest level as in 2011.

Volunteers in Bulgaria are just 5% of Bulgarians which positions the country at the penultimate place in the world – only Armenia has 4%.

The 2017 Index indicates decline of donation as a global trend.

<http://www.bcause.bg/razvitie-na-sredata/news-sredata/326-caf-world-giving-index-2017-bulgaria-belezhi-rast-v-daryavaneto-na-pari.html>

According to the experts from BCause Foundation this could be explained with the shift in the attitudes of the people with money – they prefer social investments instead of just philanthropy. Social investors nowadays would rather be personally engaged in the chosen social goal and help with their skills and contact instead of just signing a check. Such examples also exist in Bulgaria.

In 2017 together with the members of UN Global Compact and the Bulgarian Network we have conducted two surveys for the employees Contour Global and Overgas applying the methodology of the World Giving Index. The volunteers and donors in both companies are over 70%. Thus they reveal the potential of responsible business to engage in good causes their employees.

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