



ANNUAL REPORT 2018

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

Giving a short description of what BCause does is not easy in general – what with our so different target audiences – from the small baby to the wealthy donor, with our activities spanning from fundraising to advocacy, and our results – from fixing of an immediate problem to inducing lasting changes. But before we fail the Einstein test let me tell you who would have missed us if we were not present in 2018.

This has been the year of the entrepreneurs, certainly of those young and dreaming like young, aspiring to be entrepreneurs! Our programmes were many, there were trainings and accelerators, and investments! We supported hundreds of people, tens of plans received well-meaning feedback, many problems, questions, risks we discussed honestly together. To those people we were The Rinker Center!

We worked with record number and record budget of socially responsible companies. These corporate people wanted to have useful actions, some even knew in what field of social activities they wanted them. Some wanted giving, some – volunteering. But there was a missing link, a coordinator, an informant, the executor, the networker – in short before we came in they all missed us! To the companies we were the CSR experts!

People with illnesses and healthy organisations. Churches, cats, schools – this year again they needed a tribune for their charitable campaigns, a working solution, an easy one as easy as one and then seven seven seven seven! To them all (all the time with the Bulgarian Donors Forum) we are DMS!

At the end of the last year we promised you double online donation for 2018. Well, we nearly hit the three times increase! To the campaigners about huts, paths, the orphan children camps, the elderly in remote villages, we are the Platfromata.bg!

To the thousands of workplace givers who every month are pouring water into the mille of the activities of social, educational and environmental organisations of their choice, activities that cannot wait but need support every month, to these givers we are ... well, some of them must know we support their payroll giving!

After the Black Friday we are the Giving Tuesday!

To the people in the Ministry we are the ones who call to ask questions again.

Some of the people whose lives, hopes or just good intentions we somehow touch, probably would never remember our name. Well, we shall try again next year.

In gratitude to all individual donors and companies, foundations, media, NGOs, entrepreneurs, coworkers,

Elitsa Barakova

Executive Director

Supporting corporate giving

We support individual and corporate donors by providing safe and easy-to-use giving tools, bringing them closer to charities, advising them in the process of selecting their cause, monitoring the effectiveness of giving and providing regular reports.

1. TAILOR-MADE CORPORATE PROGRAMS

BCause supports companies in designing and planning specific social and environmental CSR programs, tailored to their local communities, employees and corporate CSR goals. We support their employee community engagement initiatives through payroll giving and volunteering, and assist with measuring outcomes and setting new development goals.

Total value of corporate programs for 2018: BGN 885 634

For the fourth consecutive year we implemented the community development program for Philip Morris Bulgaria, and once more we worked with Paysafe Bulgaria on their community investment projects. We started a major program, funded by the Citi Foundation in collaboration with Citibank Bulgaria. In total, 11 companies have entrusted us with the development and management of their corporate giving and volunteering programs, including the Bulgarian-American Credit Bank, BNP Paribas, Bulstrad Vienna Insurance Group, PPD Bulgaria, Tupperware, GVC Services and others.

For eleven years, BCause is the charity partner for Amcham's Annual Thanksgiving Charity Dinner & Auction – in 2018, funds were raised to support the education and professional development of disadvantaged young people.

More than 15 companies have relied on our expertise and advice for getting solutions and deeper knowledge for the non-governmental sector and key problem areas; for new ideas or building CSR identity of their own. Among them are Coca Cola HBC, Paysafe, PPD, Bulstrad, LS Travel.

Summer for Joy, Autumn for Care Program

Corporate partner: PHILIP MORIS BULGARIA

In June, the fourth consecutive edition of our joint **Summer for Joy, Autumn for Care Program** began together with Philip Morris Bulgaria. The program is being implemented to support communities in the tobacco-growing regions of the country and includes an Educational-adventure Academies for Children in grades 1-7, free on-site medical examinations for elderly people and support for young local entrepreneurs.

We relied on cooperation with *Future Now 2006 Community Centre* and *Do Good Aleksndrovska Foundation* of Aleksandrovska Hospital to implement the program.

We worked in 23 populated places – the villages of Satovcha, Valkosel, Kochan, Slashten, Pletena, Ablanitsa, Tsar Samuil, Strandzevo, Nova Cherna, Benkovski, Silen, Chernik, Iskra, Chakalarovo,

Okorsh, Pravda, Karamantsi, Shishmanovo, Stambolovo, as well as in the towns of Tutrakan, Krumovgrad, Hadzjidimovo and Dulovo.

615 children between 6 and 14 years participated in 27 Educational-adventure Academies in which they had the opportunity to develop their potential and talents. The children have improved their communication, teamwork and learning skills through the Scientific Question method. In the academy, children explore their emotional world, communicate without aggression, and connect with nature and the world around them. The children from 3 academies met with children's writers, who introduced them to the magic of writing; we organized the meetings in partnership with *Readonline media*. A group of 13 teachers from the Dulovo region participated in an intensive three-day course in November in order to enhance their skills in using the non-formal education methods used in the Academies and to apply them in their work during the school year.

In partnership with the *Do Good Alexandrovska Foundation*, in October and November, 4958 free on-site specialized medical examinations were conducted for 1,448 elderly people in the municipalities of Satovcha, Hadzhidimovo, Krumovgrad, Kirkovo, Tutrakan, Sitovo, Dulovo, Stambolovo, Harmanli and Mineral Bani.

The Local Entrepreneurs Academy reached a total of more than 180 people with ideas for starting a business and for active NGOs through meetings and informal consultations. We received 34 applications, a double increase from last year. 24 people from 16 teams were selected to participate in trainings in which they learnt how to create and present their business ideas. 13 teams developed business plans and reached the final stage where they presented their ideas to the jury. The best team received BGN 10,000, the second - BGN 8,000, and the third - BGN 6,000.

Program Value: USD 145,000



Luka Bekyarov Scholarships

**In partnership with:
Eurofootball, Decart Ltd**

Zvezdin Besarabov – a student at the National Gymnasium of Natural Sciences and Mathematics and Karinna Bureva from Sofia Technical University were awarded 2018's Scholarships in the name of Luka Bekyarov, for exceptional achievements in the fields of mathematics and information technology.

Zvezdin is also the winner of the 2018 Intel ISEF Special Award for Intelligent Cybersecurity Solutions; has already successfully accomplished an internship at CERN and holds the Yale Science and

Engineering Association Award for Best Computer Science Development and the The John Atanasoff Award of the President of the Republic of Bulgaria. During the ceremony, he reminded us that there are many young people in Bulgaria with huge potential in the respective fields of research and practical application of information technologies, who, unfortunately, don't have access to high-quality equipment for experimenting or sufficient financial resources to travel and present their ideas to potential investors abroad.

"Thank you for this scholarship and for thinking how it will motivate us to grow more. It means a lot to me, as a young person, to feel successful while I am still in the University, before I have even started my career. For me, this is an opportunity and a step forward! ", said Karinna Bureva, a third-year student at Sofia Technical University, who received a scholarship of BGN 2500, by Eurofootball.

Three more candidates received honorary scholarships - Nikolay Pashov from the German Language High School in Sofia; Chavdar Lalov from Geo Milev School of Mathematics in Pleven and Victor Velez from the School of Mathematics in Varna – all of them have won prestigious international awards in mathematics and computer science and are working on their own scientific projects. Since 2016, the ceremony is hosted by Seasons Art Gallery in Sofia.

The scholarships were established in memory of the erudition, intellect and leadership qualities of Luka Bekyarov (1978 - 2013) and are awarded by his family, Eurofootball Ltd and Decart Ltd, with the professional assistance of BCause Foundation. Luka Bekyarov was one of the most educated and forward-thinking people in the field of information technology in Bulgaria. With his innovative thinking, insight and authority he had contributed to make Eurofootball, Eurobet and Decart as successful as they are today. Luka Bekyarov was also a collector of fine arts and sculpture. With the annual scholarship in his name, the people who were part of his life, are commemorating not only his talents, but also his kindness.

Total value of the program: BGN 9 810

Paysafe1000 Program

Corporate Partner: Paysafe България

Through its social Paysafe1000 Program the company supported 11 projects for children and adults from vulnerable groups in 7 towns in Bulgaria – Varna, Sofia, Pleven, Stara Zagora, Chirpan, Kyustendil and Mezdra.

The program is a continuation of Paysafe Bulgaria's efforts to support the education and development of children and young people in Bulgaria. In 2017, the company donated computers to 11 schools.

In 2018 Paysafe1000 supported:

1. Balkans Kids Foundation – the project is for 24 children from *Izgrev* family-type accommodation center in Varna and includes English lessons, fun math, as well as creative and practical skills for making bags of recycled old clothes that children sell for charity
2. Dechitsa Foundation - the project is for 26 children from two family-type accommodation centers in Sofia to support children in their cognitive development and their communication skills.
3. Hug Me Art Centre – the aim is creation of conditions for finding and developing talents in fine arts and applied arts for 16 children deprived of parental care from five family-type accommodation centers in Sofia and in the village of Dren
4. Help for All 2011 Association - the project is to equip the kitchen with all the necessary appliances and to put sports facilities for 28 children at the Day Center for Children with Disabilities in Buzovgrad
5. BAPID /Bulgarian Association for people with intellectual disabilities/, Pleven - the aim is to assist parents and future parents to cope independently with the care of children from vulnerable groups in Pleven municipality and Nikopol municipality through a mobile social service
6. Water Way Foundation - holding an international adapted swimming tournament for children with physical and mental disabilities in Spartak pool in Sofia. 70 children from Bulgaria, Greece, Macedonia, Romania took part in the tournament.
7. Movement of Bulgarian Mothers Foundation - logopedic support for 8 children and young people from 4 family-type accommodation centers for children and young people with disabilities in Sofia
8. Usardie Association - canis therapy: group work with a trained dog to help children with different behavioral and learning difficulties, which happens once a week with a group of specialists at the center of the Association.
9. Euphonia Foundation - through informal education for happiness to bring positive energy in 7 elementary and high schools in Stara Zagora and Chirpan. The aim is to transform boring studying in the school institution into joy, to motivate children, to build knowledge through pleasure and fun.
10. Ceder Foundation - the project provides additional social therapist for 24 children from the protected home for children with disabilities in Kyustendil
11. The Northwest Bulgaria Project Foundation - the project aims to complete the renovation of a donated from the municipality building and turn it into a Social Soup Kitchen for disadvantaged elderly people
12. The Northwest Bulgaria Project Foundation - purchasing an equipped truck for delivering meals to elderly socially disadvantaged people in villages in Mezdra Municipality

Program value: BGN 100 000

2. PROGRAMS IN COLLABORATION WITH MEMBERSHIP ORGANIZATIONS

Charity Dinner and Auction, supporting two of our charitable funds



Partner: the American Chamber of Commerce in Bulgaria (AmCham)

At the end of November 2018, the American Chamber of Commerce in Bulgaria (AmCham) raised over BGN 46,000 during the traditional Thanksgiving Charity Event. Once more, the funds were donated to BCause to support the Scholarship program Get Ready to succeed, as well the We Can Fund for disadvantaged young people.

More than 200 AmCham members, diplomats and official guests attended the traditional charity dinner at the Central Military Club in Sofia for its 15th edition. AmCham is a long-term partner of BCause, participating and leading on numerous social projects and initiatives that have attracted more than BGN 500 000 in donations over the years.

Total value of the program: BGN 46,945

Partnership with the Bulgarian Network of the UN Global Compact

Games for Good Project

Games for Good is a project of the UNGC to make sports and charity go hand in hand, in partnership with BCause. The network hosts sports tournaments and each company registers together with their favorite charity – the winner of the tournament also wins the prize money that goes directly to the charity.

2018 was the second year for Games for Good and we challenged the contestants in several tournaments - soccer, tennis, table tennis, volleyball and cycling. This year's winners were the employees of Aurubis Bulgaria (twice), Assarel Medet, Sopharma and Kozloduy NPP, so they were able to support their charitable projects in Mirkovo, Pirdop, Sofia, Panagyurishte and Kozloduy.

"All the causes and the companies are worthy. With Games for Good we demonstrate that giving is part of everyday life, of sport, even part of us, and that business is a force for good." - Elitsa Barakova, CEO of BCause Foundation.

Children's Bazaar of Professions

The 6th edition of the Bazaar of professions is part of the initiative "Proud of My Parents Work" by the Bulgarian Network of UNGC. Each year, more than 20 companies open their doors for the children of their employees. For the previous 5 years, more than 3,000 children have visited offices, production plants, power plants and other 5000 people – children, parents and teachers have visited the Bazaars.

Once again Elitsa Barakova, the Executive Director of BCause Foundation was a speaker at the Bazaar and presented the non-profit sector, the profession of the fundraising expert and what it is to be a donor.

3. CORPORATE VOLUNTEERING

Several large companies have sought the assistance of BCause in organizing volunteer days for their employees – either for recommending hosting organizations, to outlining and planning the whole event. Among them were our long-term partners from Bulstrad and Bulstrad Life Vienna Insurance

Group, City Bulgaria, VMware, PPD, GVC Services, LS Travel Retail.



For seven years, Bulstrad and Bulstrad Life – part of Vienna Insurance Group, are joining forces for the Social Active Day – an international volunteer initiative for the VIG employees. For a day, the volunteers worked side by side with the local teams of libraries, nursing homes, day-care centers for children and adults with

disabilities, non-governmental organizations to help people with intellectual disabilities, children without parents and people living in extreme poverty. More than 280 employees participated in the

activities in Blagoevgrad, Burgas, Varna Veliko Tarnovo, Vratsa, Petrich, Pirdop, Pleven, Plovdiv, Ruse, Sliven, Sopot, Sofia, Stara Zagora, Haskovo and Shumen. They did maintenance work, cleaning, made Christmas cards and decorations for charity bazaars and Christmas markets; played sports or participated in art-therapy workshops with disadvantaged kids; accompanied young people with disabilities to the movies; arranged a photo exhibition; engaged in community bread-making.

As of last year, all newly appointed VMware employees from several European countries are gathering in Sofia for their induction training and have the opportunity to participate in various service learning workshops - in 2018, they learned traditional Bulgarian folk dancing with Taratanci and donated their unique dance floor puzzles to three hospitals' children wards; they learned how to make artisan chocolate with Stanimira's Chocolate House – a social enterprise; and cooked a Middle-Eastern dinner with Freddi – an Iraqi chef from Multi Kulti, donating cooking classes for refugees' children in Bulgaria.



Our volunteers from GVC Services worked in Mezdra and Ochin Dol village in North West Bulgaria: part of the people went to the workshop of the Project Northwest Foundation in Mezdra /located in the Complex for Social Services for Children and Persons with Disabilities,/ and helped young people with disabilities in the production of various souvenirs and gifts. The rest of the volunteers helped elderly lone-living people in the village of Ochin dol, assisting the residents of this small mountain village in daily tasks, such as cleaning, chopping firewood, painting fences, which is difficult for the elderly. Every year, the company also provides funds for home assistants during the winter months.

4. WORKPLACE GIVING

In 2001, together with our first donors, we launched the first Bulgarian professional payroll giving program - an easy way for each and every employee to donate a small amount to charity each

month, directly from their salary. With payroll giving, employer and employees can work together for a common cause.

Through BCause’s payroll giving mechanism, dozens of organizations receive regular funding from the monthly donations of hundreds of people. Payroll giving brings them a steady and predictable income to plan their core activities and dedicate themselves to what they do best - work directly with their beneficiaries and clients



In 2018, nearly 3,300 employees from 38 Bulgarian companies donated exactly 490,990 BGN via payroll, supporting 48 charities and funds that are changing the lives of people and communities across the country every day.

As always, the most popular causes are the scholarships for children and young people without parents and medical treatment and rehabilitation of

children with disabilities.

Increasingly, the charities in the program are brought in by donors themselves, and it seems that more and more often, people who join the program already have their favorite charity. One-off donations in companies are also on the rise, initiated by employees, sometimes - in favor of a charity they regularly support.

At the end of 2018, PPD held a Charity Dinner for their employees for three charities already on their payroll giving list - Northwest Project Foundation, Arton Bulgaria Foundation and Animal Rescue. The employees were able to give cash at the event or donate online, via Platformata.bg. A total of over BGN 15,000 was raised for the three causes, and that shows there is no universal key for success of workplace giving - it is a combination of meaningful and long-term partnerships, consistent efforts for nurturing giving culture as part of corporate life and, last but not least, a variety of giving mechanisms and tools available for donors.

EXL Bulgaria and Tick42 rolled-out their first payroll giving programs - we are proud to see how regular giving creates sustainable partnerships, synergy between employers and employees, and a sense of shared values in the workplace, and how it also educates and inspires the next generation of responsible donors.

5. 4TH ANNUAL MEETING "RESPONSIBLE COMPANY - RESPONSIBLE EMPLOYEES"

On February 12, 2019, Studio 5 in Sofia hosted the fourth Annual Meeting under the motto “Responsible Company - Responsible Employees”- a joint initiative of BCause, the Bulgarian Public Relations Society and the Bulgarian Association for People Management. Dozens of representatives

of companies, encouraging and promoting workplace giving and volunteering among their employees, gathered to re-confirm their commitment to the cause and share their achievements.

In 2018, their employees donated over BGN 1,4 million to charity and accomplished 28,000 hours of volunteer work. In Bulgaria, payroll giving was introduced by BCause, based on the vast experience and knowledge of Charities Aid Foundation UK.



*"Last year, payroll giving through CAF UK resulted in more than £ 155 million in donations for charitable causes – and this is only the contribution from employees, not counting corporate matching and giving. This is a huge amount and our most successful partnerships happen when, in addition to employee giving, the company is adding money and giving the employees the opportunity to volunteer for their favorite charities."*said our special guest from the CAF UK, Saskia Blyham.

Saskia also emphasized on the

importance of regular communication for engaging and motivation the employees to participate in workplace giving, as opposed to having a single big one-off campaign that could easily be passed by many of your people.

Georgi Pavlov, CEO of ADDRESS Real Estate also had an inspiring speech in front of our guests of the event. He shared a very personal story – he actually started giving money for children’s charities



when he became a father for the first time himself. Now, a proud dad of two, he keeps on giving more and more: "This is how fate is trying to tell me – now you have to double this giving, even square it."

Representatives of Aurubis Bulgaria, DHL Express, EXL Service, Isobar Commerce, Mondelez Europe, Paysafe, PPD, SAP, VIVACOM, VMware, A1, Coca-Cola HBC, Maritza East 3, Net1, United Bulgarian Bank, Overgas, OmegaSoft, Citibank Europe, Telenor, TELUS International,

Holding Zagora and Contour Global then took the stage to receive well-deserved applause from their colleagues. Two other companies - ActaVerba and Catalyst, long-term partners in various workplace giving initiatives, were given special attention.

INCREASING ACCESS TO RESOURCES TO CHARITABLE ORGANISATIONS AND CAUSES (FUNDRAISING AND GRANTMAKING)

1. FUNDRAISING TOOLS

In support of active people and organizations seeking funding for their activities, BCause develops and maintains various fundraising tools.

1.1. Pay-roll giving

BCause Foundation introduced the so-called payroll giving in Bulgaria in 2001. In 2018, the program enjoys the support of more than 40 employers. Annual payroll donations are BGN 490,990 for more than 48 causes and funds.

Donations in shperes:

Cause	Amount in BGN
Healthcare	279 081,54
Children and youngsters without parents	72 563,96
Education	37 045,65
Poeple with disabilities	17 738,50
People in need	13 343,53
Ecology and animal support	8 877,00
Elederly people	5 524,00
Other causes	56 816,00

The benefit of the payroll giving mechanism is that dozens of organizations receive funding from BCause as a result of the monthly donations of hundreds of people. For them pay-roll giving means regular and predictable income, with which they can plan their main activities.

1.2. Unified Charitable Number DMS 17777

Donations to organizations' campaigns are increasing, as is the number of subscriptions and online donations

The Unified charitable number (DMS) is a donation platform for giving through short text messages (SMS), in support of campaigns of individuals, causes and initiatives of nonprofit organisations and institutions. In Bulgaria DMS project is managed by the Bulgarian Donors Forum and the BCause Foundation developed together with Telenor, VIVACOM, A1 Bulgaria, UBB, Epay and Teracom.

DMS is an increasingly recognizable and reliable donation mechanism. It is distinguished by the easy way to donate and the easy access to the inclusion of campaigns with transparent rules and procedures, as well as fast and adequate support for campaigning. In 2018, there was a significant increase in the number of active campaigns - 219 (177 in 2017), of which 88 were for the treatment of people, 112 were of organizations, municipalities and church boards, and in the Raiffeisenbank donation initiative 2018-2019 "Choose to help" - 19. Completed campaigns in 2018 are 55 in total - 27 of which are organizations' and 38 are for the treatment of people. During the year, 1 090 286,67 BGN were paid to the campaigns.

The total amount for campaigns for the treatment of children and adults is BGN 613 755.73. There is an increase in the total amount for campaigns of organizations - BGN 476 530.94 compared to BGN 248 355.81 in 2017. The the number of donors with a subscription of 2 or 5 BGN increases also.

Individual's campaigns

Successfully completed were the treatment campaigns in support of twenty people. Eleven of them were for children. The parents of six children were forced to launch donation campaigns because of the refusal of treatment by the Children's Medical Treatment Fund. Due to the ineffective work of the institutions during the transition before the closure of the Fund, the campaigns continued after the approval of the National Health Insurance Fund for the treatment, in order to raise funds for considerable but uncovered living expenses and accompanying expenses.

Seven campaigns were terminated because of death. Three of them were for children suffering from oncological diseases. Ten campaigns were closed due to low donor activity, changed purpose or lack of contact with the holder. One campaign was discontinued because, in the meantime, the MH funded the treatment.



Campaigns of organizations

Nearly one fifth of organizations' campaigns are for the treatment, castration and adoption of stray animals. They have a predominant share of the funds raised from organizations. Other campaigns are diverse in goals and scope - restoration of temples and monasteries; support for mothers of children with disabilities who produce and sell items for home and personal use; home medical and social care for the elderly; construction of sites for disabled people in Vitosha Park; maintenance of homes in the Opportunity Home program for young people leaving institutional care; creating a mobile app with voice information about the location of blind people; purchase of hospital equipment for hospitals in Plovdiv and Rousse; equipping family-type rooms for premature babies and their families, and many more.

Beyond the numbers

For another year, DMS builds up a reputation as a mechanism that creates great added value for campaigning organizations. Achieving a financial goal is only one of the goals for organizations which launch campaigns. Equally important is the legitimacy they receive after verification and reporting to the DMS team. Organizations value highly the increase in popularity among donors and communities in which they work in. Because DMS requires a serious effort to reach as many people as possible over an extended period of time, successful organizations say they have improved their ability to run charitable campaigns.

1.3. Platformata.bg - social network for donors

Platformata (The Platform) was created in 2015 by the *BCause Foundation* with the idea to be the convenient tool for online donations by Bulgarian organizations and active citizens.

Platformata is an online tool for donations from Bulgaria and abroad by means of credit or debit card via the Borika system, PayPal or bank transfer to the *BCause* donation account. In the end of 2018 we added another option for donating – through *CAF America*, so donors in the USA could be eligible for the applicable tax benefits.

In 2018, BGN 299,040 were raised for various charity causes through the *Platform.bg* website. Most of them were in the sphere of education, culture and social projects, improving the environment and infrastructure in mountains and parks.

In 2018 the most successful campaign was “*For Ali*”, initiated by a group of people, supported by *the Workshop for Civic Initiatives Foundation*. The aim was to secure an education fund for the daughter of deceased journalist Albena Ivaylova. Over BGN 60,000 were raised in the first hours and a total of BGN 81,000 for the whole campaign.

In 2018, the most donations were gathered by the campaigns of “*Mother Mila*”, *the Northwest Project Foundation* and “*Oceanis*”. *The Bulgarian Observable Huts Organization* was also successful in launching 4 new campaigns for equipping huts for observation and monitoring of the environment in the mountains.

In November *Platform.bg* and *DMS 17777* hosted the annual event of #Giving Tuesday – campaign, which encourages individual giving. *The “Uk” Foundation*, *The Duke of Edinburgh's International Award*, *The “Hug me” Foundation* and *The “Children of the Balkans” Foundation* all organized great campaigns, which achieved the set targets.

The best results were achieved in campaigns where people presented causes that other people could easily relate to based on similar personal experience, understandable goals and remarkable stories.

In 2017 we launched an English version of the *Platform* website and at the end of 2018 we invited donors from the USA to give for Bulgarian causes while enjoying the applicable American tax benefits.

The BCause Foundation has an agreement with *CAF America* and started its own fund “*Friends of the Platform*”. Thus we have a new mechanism for donation – through *CAF America*. When you choose this option you are redirected to the page of *CAF America* and could donate with a credit or debit card, once or regularly.

This new option allows fundraising organizations to offer more benefits to their overseas donors and to raise more funds for their causes. This way of donation is very useful both for bigger national campaigns and for each culture center, school or organization whose friends and potential donors are scattered all over the world.

1.4. Giving without borders



Europe

BCause is the Bulgarian partner of Transnational Giving Europe (TGE), a network of 22 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.

In 2018 the following Bulgarian organisations were approved by us: Teach for All Bulgaria and Northwest Project Foundation. Bcause participated in meetings with the Bulgarian diaspora in London, Geneva and Berlin, where the advantages of TGE were presented.

The total amount of donations received for Bulgarian recipients in 2017 is EUR 24 811,81.

Fracarita Foundation received the most donations during the year, followed by Hug Me Foundation.

USA

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

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

Финанси

Description	Starting Balance (BGN)	Income (BGN)	Expenditure (BGN)	Final balance (BGN)
Medical Treatment and rehabilitation of children Fund	37 166,77	25929,85	31 098,01	32 027,10
Sport for Children with Disabilities Fund	1 512,62	3 053,27	2 205,66	2 360,23
We can Fund	13 793,47	11,06	11 811	1 993,52
Organisations for People with Disabilities Fund	832,38	592,50	929,10	495,78
Our Parents Fund	6 014,22	5 322,19	6 674,81	4 661,60
Environmental Protection Fund	1 291,23	234	18,88	1 506,36
Charity Bazaars and Events Fund	243,89	109	8,25	344,64
Get Ready to Succeed Scholarships	153 324,59	162 075,41	202 012,66	113 387,34
Go On Scholarships	391,50	12 161	12 064,55	487,96

1. SCHOLARSHIPS

Get Ready to Succeed Scholarships

In 2019, 91 new graduates became Get ready to succeed scholarship fellows.

For the 13th consecutive year BCause Foundation, along with numerous corporate donors and payroll givers, supported excellent 12th grade students and undergraduate and master students at state universities that had lost one or both of their parents. 91 people received scholarships, the annual amount of which is respectively BGN 2,000 for students and BGN 1,000 for high school 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.

On November 9, 2018, we welcomed our new students. At an emotional ceremony, 69 students and 22 high school students received their certificates. Traditionally most of them are future doctors and economics students. This year our fellows speak the largest number foreign languages - Armenian,

Arabic, Turkish, Indian, Chinese, Japanese, English, Spanish, Russian and German. Among them, there are 24 orphans and 4 young people with disabilities.



This year, one of our former scholarship fellows, Elena Stefanova donated for a second year a scholarship in memory of her parents. Dr. Stefanova handed out a scholarship to a student from the Medical University in Plovdiv, who studies to become 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 2018/2019 were also: The American Chamber of Commerce in Bulgaria, Bulgarian American Society, Paysafe Bulgaira, AmGen, Telenor, Bulstrad Life, UBB, BHTC, Isobar Commerce, Telus, Acta Verba, BNP Paribas Foundation, GVC Holdings, PPD, Telenor and many individual donors from A1 Bulgaria (Mobiltel until May 2018), Aurubis, Citi, Contour Global Maritza East 3, and many others.

For the past 13 years, Get Ready to Succeed scholarship program has distributed 1341 scholarships totaling over BGN2 000 000. The funds were 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.

2. Go on scholarships

These scholarships provide support to children in foster care to continue their successful performance at school. 16 children receive the scholarship in 2018/19 – the average academic results of the scholarship holders this year was 5.16. These children come from various regions of the country from grades – 7th, 8th, 9th, 10th and 11th. Nine of those children stude in vocational schools.

The Charity Ball of the Bulgarian Business Leaders Forum raised donations for Go on Scholarships for the 2018/2019 academic year.

3. Our Parents Fund

BCause supported the project of the Northwest Project Foundation for providing an assistant in the winter months of elderly people in Mezdra region. The Northwest Project Foundation hired a permanent social worker and provided care for 21 elderly people in the villages of Ignatitsa, Oselna, Lyutibrod and Gorna Beshovitsa for the period November 2017 to May 2018.

1. We Can Fund

In 2018, We Can Fund supported projects from 6 organizations that work for the socialization and employment of disadvantaged young people. The funds were raised by members of the American Chamber of Commerce at a traditional charity dinner on Thanksgiving.

Re-act Association - the project is for ten young people from "A.Uzunov" Boarding School, Rakitovo - specialized institution for boys who have performed anti-social activities. After a 20-week training course, a minimum of three young people will gain knowledge and experience in the professional preparation of coffee and hot drinks as future Barista

Sheltered Home Together Foundation - the project is to pay for driving courses for three young people with appropriate education, as well as to purchase sports facilities for the physical training of two young people who want to start working as security guards. The young people are accommodated in the Sheltered Home Together.



Humans in the Loop is a social enterprise providing employment and training in the field of information technologies to refugees. In early 2018, Iva Gumnishka, the founder of Humans in the Loop, was among the finalists in the Rinker's Challenge # 4 Social Entrepreneurship Program, organized by the BCause Foundation's Rinker Center. The project was for additional payment and insurance for two young women and one boy refugees from Syria and Pakistan for a period of 4 months. After project completion, the social enterprise manages to cover the value of the young people's salaries and benefits in order to continue working and learning in the digital professions

NorthWest Foundation - payment of an occupational therapist for 6 months for training of six mentally retarded young people from protected homes in Mezdra. The young people acquired basic skills and started producing souvenirs for sale in tourist sites in the area. 30% of sales revenue is returned for scholarships for the young people

Family-type Accommodation Center, Lom - the project aimed at vocational guidance for eight young people aged 15 to 19 years. The young people had a brief training in personal skills, visited the Weliko Tarnovo University branch in Vratsa to get acquainted with the possibilities of continuing their education, as well as two local companies - their potential employers. Part of the money was to pay for a driving course of one youngster from the Centre

Foundation for Social Change and Inclusion - payment for one driving course for a young man housed in the Foundation's Opportunity Home programme housing service. The young man is a social pedagogy student at Sofia University and works in a restaurant, has the ambition to graduate and develop in the assisting professions.

The value of the program: BGN 13 790

2. Medical Treatment and Rehabilitation of Children Fund

The BCause Foundation's "Medical Treatment and Rehabilitation of Children" Fund covers the costs for rehabilitation and medical products for children.

In this way the Fund contributes for solving the very acute problem with insufficient funding for children who need constant rehabilitation, very often for lifetime. According to the regulations of the National Health Fund children with cerebral paralysis may have 10 visits for rehabilitation. Those from Sofia may have another 10 supported by Sofia municipality. Thus the therapy could be more effective because longer period is covered. Unfortunately, children in the country have no access to such procedures and their parents are not able to pay for their treatment.

The medical equipment such as wheelchairs, verticalisators, tricycles etc. are also very expensive (BGN 1500 – 3000) but without them the rehabilitation could not be effective enough.

In 2018 we funded children with cerebral paralysis, epilepsy, spina bifida, autism, obstetric pain, speech disorder, mental development disorder, muscular dystrophy, congenital abnormalities. One child with head injury and one in wake coma were also supported. In 2018 we also funded purchase of walker, verticalisators and orthosis for children with cerebral paralyzes and muscular dystrophy.

33 children received support for complex rehabilitation at the "Children with Development Problems" Medical Centre, Sofia, Water Way Foundation, Logos ABC Center, Fernandina therapeutic centre, Spectrum, Karin dom, Spectrum Diagnostic Center, "Together we can more" Foundation, Sunflowers home, Stela Bogomilova Foundation, etc.

Christian, 15 years, suffers from an acute cerebral paralyzes, cannot walk and speak. His granny takes care for him, parents live abroad and don't help. The granny has nocustody rights so the child doesn't get the full social pension. BCause Foundation bought a wheelchair for 2000 BGN which the family could never afford.

3. "Sport for Children with Disabilities" Fund

The Fund supports sport initiatives of organizations that actively work with children with disabilities as well as individual and group therapy for children.

Equal Start Foundation, Gabrovo, held a swimming competition for 61 children with disabilities. All of them were awarded for taking part in the competition and the winners received medals.

1000 BGN was the financial support from BCause Foundation.

Shark Association organized sport fest "Parakids – sport for every kid" – BCause donated 400 BGN.

Water Way Foundation hosted Second international competition for adapted swimming. 70 kids from Bulgaria, Greece, Macedonia and Romania took part. All of them received presents which were handed in by Kubrat and Tervel Pulevi. The initiative was funded with 960 BGN.

16 children were supported for individual adapted swimming rehabilitation – 320 BGN.

Medical Treatment and rehabilitation of children Fund and Sport for Children with Disabilities Fund receive donation at Platformata.bg.

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.

A. Accelerator programs:

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.

Rinker's Challenge #4

In 2018 the fourth edition of the challenge took place. We received 111 valid applications and 13 teams were selected to take part in the accelerator. They developed business plans and presented their ideas in front of our jury in January 2018 which decided on the award winning teams that received 20 000 BGN and one year of mentorship. The two teams were:

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

The awards and a part of the organizational costs were provided by CAF USA.

In addition, three awards by Philip Morris Bulgaria in the amount of BGN 6 667 each and one year of mentoring were awarded to participants that took part in the Entrepreneurial Academy that took place in four tobacco production regions:

- Hooligents Club, Silistra – A club for youth leaders – Todor Panchev
- Kika Cakes – coffee – bakery in Kurdjalki – Kirila Staikova
- Pet at home – Silistra – Pet hotel- Bozidar Angelov

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

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

Talassumche Foundation

Talassumche Foundation was founded by Nichola Raykov, 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. Since 2018 his books are also translated in Chinese, and in 2019 the rights are bought by a Moldovan publishing house, which will spread the fairy tale game in Moldova and Romania. In 2019, Nikola Raykov also received the "Бисерче вълшебно" Award for his book "A Tale of two worlds".

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. "Delishu" is already delivering to its partners outside Bulgaria, with sales in Europe, Canada and New Zealand, with Germany being one of the largest markets and a new expansion of the production base in 2019 in order to expand exports is expected.

MeteoRocks

"MeteoRocks" (<https://meteo.rocks/>) won the fourth edition of the Rinker's Challenge. Their aim is to build the largest network of meteorological stations in Bulgaria and to start offering private forecasts. There are 11 meteo stations already installed in Bulgaria, as well as two weather stations designed specifically for the Bulgarian Antarctic Institute, with weather stations located on Livingston Island, at the South Pole. The team aims to have 10 more meteo stations of the latest generation installed by the end of 2019.

JEDI

The "JEDI" team received funding of BGN 20,000 from the fourth edition of the Rinker's Challenge for the development of a modular electric wheelchair for children with disabilities. The team is working on the latest prototypes, and in 2019 the final versions should be released.

2. Academy for local entrepreneurs

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 and autumn months, a team of trainers with expertise in business planning, social entrepreneurship, marketing and communications worked for free on-site for a few days with entrepreneurial people who want to develop their new business or turn their business into an enterprise. 16 out of the 34 teams were invited to take part into the accelerator. They developed business plans and prepared themselves to present their ideas in front of the jury at the beginning of 2019.

Three projects won financial support which will help them to turn the ideas into reality:

- Zornitsa Mulchankova's ambition for more children, especially more girls, to play sports and achieve world success has been awarded with a prize of BGN 10,000 for her “Yavorov” basketball team in Gotse Delchev.
- Captain Rumen Dimov's project for River Eco Tourism in Silistra received a prize of BGN 8,000. The award will help Rumen to purchase canoes and kayaks and take tourists to beautiful natural and historical places hidden along the Danube coast and islands.
- "Inner Beauty" is a project from Blagoevgrad, ranked third with a prize of BGN 6,000. The Martsenkovs family will use the award to certify their first products of bio cosmetics.

The value of the entrepreneurial component of the program: BGN 53 000

3. BACB Challenge

2018 saw the real development of BCause's 2017 affiliate program with BACB Challenge, a competitive program to support early stage entrepreneurs with a focus on green and sustainable initiatives.




Бизнесът се нуждае от нова зелена идея - ТВОЯТА!

Спечели финансиране до 20 000 лв.

In April, 12 teams that took part in the accelerator reached the Grand Final and presented their ideas in front of the jury. The first award - a prize of BGN 20,000 was awarded to Bozhidar Hristov - Streebl - an innovative bicycle stand that automatically locks the frame, front and rear wheel. The product works through an RFID card and is an extremely easy, fast and secure way to lock your bike.

Sabina Maximova's project - ZERA - develops solutions to replace disposable plastic food and beverage containers causing more than 90% of total plastic contamination and Mina Vardzhieva's trainings and demonstrations of manual cheese, white cheese in a wooden mold and homemade butter and yogurt were awarded with incentive prizes of BGN 3 000 and 2 000 respectively.

The value of the program: BGN 55 000

4. Rinker Youth Challenge




4 награди x 20 000 лева

Rinker Youth Challenge е програма за стартиращи предприемачи:

- ✓ Ще ти помагат обучители и ментори с предприемачески опит.
- ✓ Ще имаш ясна концепция и бизнес план.
- ✓ Ще можеш да говориш публично без притеснения навсякъде.
- ✓ Може да си тръгнеш с награда от 20 000 лева (има цели четири)!

Citi Foundation



In 2018, we launched another accelerator program, implemented with the financial support of Citi Foundation. It aims to support the development of entrepreneurial mindset and leadership skills among young entrepreneurs.

The program started with 5 information events, which took place in Sofia, Veliko Turnovo, Varna, Burgas, Plovdiv, Gabrovo and Gorna Oryahovitsa. The team of the Rinker Center met with over 500 young people who wanted to start their own businesses. Successful entrepreneurs participated in the events and shared their experience and gave advice and guidance to future entrepreneurs.

The program has a number of levels, and after the information meetings an application for a pre-accelerator part - Mixer – was to take place. The best teams will be admitted to the actual accelerator, where they will compete for the prize pool of 80 000 BGN.

Value of the program: USD 200 000

B. Education and exchanges for entrepreneurs:

1. SEEDplus –opportunities for young entrepreneurs

In 2018, we continued our work on the European Commission-funded Erasmus for Young Entrepreneurs Program (SEEDplus - (2017/2021)).



The project supports exchanges between new and experienced entrepreneurs within the EU, USA (New York and Pennsylvania only), Israel and Singapore. Bulgarian start-ups can get an opportunity to work and exchange knowledge and ideas for business development with an experienced entrepreneur

from another country. Established Bulgarian organizations can apply to host foreign young entrepreneurs in our country.

In 2018, we sent five start-ups from Bulgaria to the UK, the Netherlands, Italy and Hungary and one young entrepreneur from Macedonia to Portugal. Three Bulgarian hosts welcomed young entrepreneurs from France, Romania and Spain, and one of our hosts is a German company doing business in Bulgaria.

In October, together with our UK partners, we organized a webinar promoting the program.

Veronica Mihailova and Stanimira Georgieva, who participated in the program, also participated in the annual “Gathering to Grow” meeting in London in December, which brings together young entrepreneurs and hosts from all over Europe.

From the 1st of February, 2019, for another three years, the BCause Foundation will provide advisory assistance to startups and young entrepreneurs who would like to exchange experience with colleagues in their industry in Europe in the new SEEDplus2 project.

2. Knowledge and Skills for a Successful Business

Since July 2018, the BCause Foundation has started working on the Knowledge and Skills for a Successful Business project, funded under the Entrepreneurship Support procedure under the Human Resources Development Operational Program 2014.

The project will continue until October 2019, and our goal is to help people with entrepreneurial ideas to turn them into working businesses. Most of the participants are unemployed or university graduates, or people who have left work to pursue an independent project.

We have created a special tool to support the work on the ideas, giving practical examples of the entrepreneurial candidates about the intense and difficult work ahead.

After the awareness campaign and a total of four information meetings in Sofia and Pernik, in September we started the trainings with the first two groups in Sofia, and in November we were in Pernik and Tran. By the end of the year, a total of 41 people had undergone training.

Food supplements manufacturing, souvenir trading, healthy fast food and eating regimes, consulting businesses, ideas for innovative education on a variety of topics, video and advertising are among the diverse interests of the participants. We have helped 7 new companies to register. The BCause Foundation is among the first clients of some of them. Particularly inspiring is that the intense work has created many friendships and collegial relationships. We can boast a network of graduates who actively maintain their contacts. In addition to the virtual space, we also have a cozy meeting place: Level up - Vlado Board Games Club, a participant in the training program that took place in January 2019.

The graduates of the four groups also have mentoring sessions with experts in accounting, business law, marketing and business planning, management. Working with their mentors helps them refine their business plans and focus on starting a business.

In 2019, the project continues with six new groups that will train another 50 people.

Entrepreneurship Support Procedure, number BG05M9OP001-1.023-0022

Program value: BGN 156 120.80, of which European ESF funding of BGN 132 702.68 and national funding of BGN 23 418.12.

The BCause Foundation's Rinker Center conducted an intensive entrepreneurship training program for students in grades 11 and 12 at the Chelopech Private Profiled Foreign Language High School.

With the help of trainers from the center, students learned how to actually generate a business idea and check its applicability, and became acquainted with basic planning and business modeling tools.



In March, students made a public presentation of their business ideas. Five teams were presented with business ideas for youth activities, urban environments and even regional transport.

The impressed jury was composed of the principal of the school, Konstantina

Gradeva-Vasileva, director of Sustainable Business Development at Dundee Precious Metals Chelopech and Elitsa Barakova of BCause Foundation. The teams showed good presentation skills and business terminology skills. As a prize, all participants received an invitation to the BACB Challenge Finals in Sofia, where they listened to the "big" entrepreneurs and, as a result, voted for the same winner as the jury in the competition.

The "Sprouts" program was developed by BCause Foundation's Rinker's experts. The program is funded by Dundee Precious Metals.

Value of the program: BGN 2634

4. Course on social entrepreneurship at the faculty of economics at Sofia university

In the beginning of March 2018, the second edition of the course on social entrepreneurship at the



Faculty of Economics of Sofia University "St. Kliment Ohridski" began. Its initiators are United Ideas for Bulgaria, with BCause Foundation's Rinker Center for Entrepreneurship and Training co-organizing the course, and Yavor Gochev one of the key lecturers.

B. ADVOCACY

As a member of the Ministry for Labor and Social Affairs Working Group on Social Economics, the BCause Foundation participated in the discussion of the draft Law on Enterprises in the Social and Solidarity Economy. The new Law regulates relations related to the social and solidarity economy, as well as the conditions, organization and order under which social enterprises operate and interact with the state and municipalities, including measures to promote them.

It is therefore the most important for us to find in it a clear definition of social enterprises and a clear description of incentive measures. [Full text of the opinion.](#)

Throughout the year, our Euclid Network affiliate has stepped up its advocacy work, and with it our ability to express views on European social entrepreneurship policies. In September, BCause participated in a consultation on the European Commission's [Report](#) on the Status of Enterprises in the Social and Solidarity Economy. The members' comments and concerns about the risks of a single definition and the imposition of the European social economy enterprise brand were summarized in the Network's [position](#).

COMMUNITIES

„Helen L. Rinker Ashley” Fund

The “Helen L. Rinker Ashley” Donation Fund has been financing projects in the village of Voditsa and the region since 2011. In 2014, the “Rinker Training and Entrepreneurship Center” was established with funds from the Fund.

Work on infrastructure and education projects in Voditsa continued in 2018 and 2 awards were provided in Rinker Challenge # 4.

The school got a new digital display that greets the village with various messages; the kindergarten refurbished its yard with the work of parents, young people and help from the Rinker Center; The community center has completely renovated its heating appliances with new energy-efficient once, replaced the stage lighting and renovated its meeting room. The fountain on the square was also repaired.

The most visible project was the renovation of the public areas using the Placemaking method. With the help of the Rinker Center, the village’s youth discussed and decided to create together a new space for them in the park in the village center. The new benches were made with a special design approved by them and many people became involved in the design, assembly and painting. Placemaking took part in the kindergarten’s yard.

The training program aimed at enrolling each child in an activity that enhances their knowledge and skills adequate to their needs and desires. The program continued in 2018 with the Computer Work course. The children studied word processing, web search and e-mail programs and even sent emails to CAF overseas.





The project for the school visits of inspiring young scientists with interests in the field of study subjects studied at the school were from the Bulgarian History Association, Geographer BG and experts from the Rinker Center. Great interest was aroused by the Bulgarian History, which are popular with many children from television reality shows.

An English class began for adults as well. The average age of over 50 of the group did not interfere with the interactive lessons and the class successfully completed the course by demonstrating their English skills in a cafeteria.

Together with the school management, we organized the participation of children and young people in Placemaking projects as a form of involvement in community life in a useful way.

Value of the project 17/18: BGN 255 000

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.

1. #GivingTuesday or #ЩедриятВторник

<http://givingtuesday.bcause.bg>

#GivingTuesday 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.

#GivingTuesday was celebrated for the first time in 2012, and in Bulgaria it started in 2014, as an initiative of Bcause Foundation as a member of CAF Global Alliance.

In 2018, Bcause Foundation became an official partner for Bulgaria of the #GivingTuesday movement.

We organised a wide-spread information campaign, popularizing the day for giving and generosity. A video clip, on BTV channel since mid November, spread the news about the initiative, and the popular actor Stephan Shterev hosted the first **Giving Tuesday Forum**.

In the evening of November 27th, in SofiaLab hall some eleven inspirational persons talked about the causes they support. The event was organised by Bcause Foundation, hosted by the **Association for development of Sofia**, and **SoundVision** provided probono the livestreaming of the event.

About philanthropy and volunteering spoke **Elitsa Barakova** (Bcause Foundation), **Krassimira Velichkova** (Bulgarian Donors Forum) and **Blagovesta Pugnova** (TimeHeroes).



Famous people spoke about the initiatives they support and called for donors' support:

Antoaneta Pophlebarova – for the Children of the Balkans Foundation; The actress **Marta Vachkova** – for Hug Me Atelier : the singer **Maria Ilieva** – for the causes of Green Balkans, the actor **Ivan Matev** – for the Bulgarian Organization of Huts with Observation, the poet **Ilian Ljubomirov** - for the online media – Uspelite.bg, The Manager of JobTiger – **Svetlozar Petrov** – about the Duke of

Edinburgh International Award -Bulgaria Foundation; **Atanas Raykov** – Director Business development at Viber for Central and Eastern Europe – for the Career Start Programme of Uk Foundation. Particularly exciting was the presentation of a group of children who spoke of a significant campaign in support of their sick teammate Chris.

During the week before Giving Tuesday and during the days following it the charitable organisations made focused fundraising campaigns through the Platformata.bg and DMS platforms. Bcause Foundation supported 8 campaigns, by providing help in the communication and PR activities.

The PR specialists **Justine Toms, Emma Kicheva, Dessi Boshnakova, Radina Ralcheva, Elena Mateeva, Alexander Hristov and Daniel Kiryakov** helped the campaigns to create attractive messages and reach more donors.

Five of the **participating campaigns** raised more than 1000 leva through Platformata.bg and DMS, and the foundation matched those with another 5000 leva. Two of the campaigns managed to raise the necessary funds through donations in the platforms and separately. **As a result the campaigns raised altogether 12 700 leva.**

The employees of **VMWare** from Bulgaria, the United Kingdom and Armenia participated in a charitable culinary workshop with MultiCulti Collective. The participants cooked and tasted Middle Eastern specialties and together discovered favorite recipes that bring people from three continents to one table. The funds donated by the company will be used for educational events for refugee children.

Volunteer initiatives for their employees were organized by **UBB** and **PaySafe**.

For **Schneider Electric Bulgaria**, Plovdiv Plant, # GivingTuesday was the occasion to introduce and involve their employees in the initiative to help students from the *General Vladimir Zaimov* Vocational High School in Sopot

Citi Bulgaria donated kitchen equipment for the social kitchen of NorthWest Project Foundation. The **employees of SoPharma** participated as professional volunteers to several campaigns on Platformata.bg on the occasion of Giving Tuesday.

HPE organized a Charity Christmas Bazaar on 04.12 with the participation of 18 organizations and its own stand with handmade items to support a sick child. The bazaar was attended by: Listen Foundation, Ole Male, Taratantsi, Rousalia, Pletchitsa, From Baba, The Golden Apple, The Social Teahouse, Karin Dom, Stanimira Chocolate house, Maria's World Foundation, There is a way Foundation, Give Time, Hope for the small, Animal Rescue Sofia, DAun, The Band of 1500.

EPA Real Estate organised a Christmas Culinary Bazaar and Kids Workshop on November 25th. The amount raised by the offices of ERA Real Estate is BGN 3 903,21. The funds will support 7 institutions in the cities of Ruse, Varna, Blagoevgrad and Dobrich, part of **Teddy Bear Operation**.

Hundreds of people shared photos and causes on social networks with the hashtag #GivingTuesdayBulgaria and #ЩедрияТвторник. These included the **Khan Academy and the For Our Children Foundation**.

1. „Philanthropy through the lens“ 2018

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. "Philanthropy Through the Lens" includes a photography contest, a grant program for documentary photography- the only one in Bulgaria, and a traveling photo exhibition.

Jury of "Philanthropy Through the Lens" 2018: Boris Misirkov, Elitsa Barakova, Krasimira Velichkova, Nadezhda Pavlova, Nadezhda Chipeva, Temelko Temelkov.

During the 7th edition of the competition the following three photographers were awarded: Borislav Troshev, Dobrin Kashavelov and Tihomira Metodieva. They received grants of 2000 leva each to implement their photoprojects.

For the first time the Jury decided not to give an Award for a photo in the traditional photo contest. The public vote awarded the photo of a school project "45 seconds are... enough", a photo by Albena Tsvetkova.

The projects, that received grants are:

„LOOK AT THIS or the story of a guide dog“ – Borislav Troshev. The photo project is about the one-of-a-kind guidance dog school for the blind in Bulgaria, created by the Four Paws Foundation. The photos capture moments from the training of future four-legged helpers, from their lives in foster care, and from the daily routine of a guide dog, which already helps a visually impaired person.

WATER FOR A GOOD DEED”- Dobrin Kashavelov. The photo project introduces Zephyr Manchev, a man who dedicated his life to the search of water springs and the construction of water fountains for "good". In addition to his gift to discover and "hear" water, the Rhodopian man has been helping people in many other ways for decades. The elderly man prays and equally honors the mosque and the church every week. He says that the water is alive and understands everything.

"TO GO THROUGH FIRE AND WATER" - Tihomira Metodieva. Photo project shows ordinary people with unusual hobbies. They risk their lives to help in situations where people usually run away - fires, floods, earthquakes and other disasters. Currently, there are 220 volunteer units in Bulgaria, with nearly 3,000 volunteers in membership. Tihomira herself is a volunteer firefighter and secretary of the National Association of Volunteers in the Republic of Bulgaria.

In 2018 the photo exhibition with the projects of the previous year traveled to Varna, Veliko Turnovo, Biala Slatina, Popovo, Zlatitza.

2. CAF World Giving Index 2018

According to the results of the CAF World Giving Index Bulgaria takes the 126th place in the world (CAF World Giving Index 2018) – this survey measures the generosity attitudes in 146 countries. The giving index is an average of three aspects of donor behaviour - helping a stranger, donating money and volunteering.

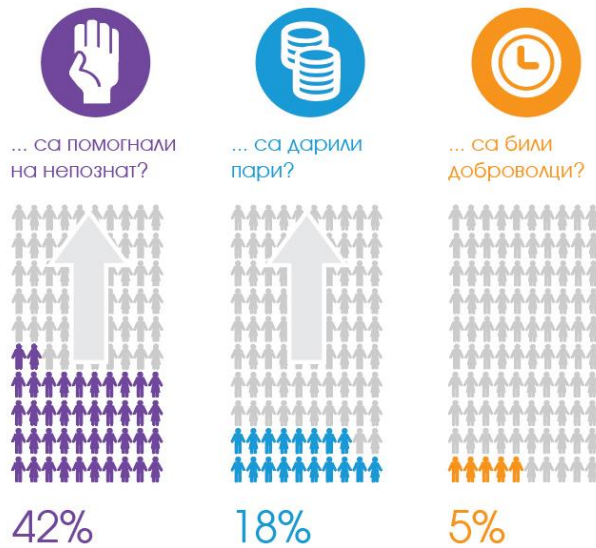
The results were announced by CAF Global Alliance and its Bulgarian partner Bcause Foundation

СВЕТОВЕН ДАРИТЕЛСКИ ИНДЕКС на КАФ 2018

Колко хора в България...



bcause
в помощ на благотворителността



The Giving Index measures three main aspects of giving behavior as an average percentage – helping a stranger, volunteering and donations. For Bulgaria we have the following indicators:

- Helping a stranger – 42%
- Making donations – 18%
- volunteering – 5%

The giving index in Bulgaria in 2018 is higher than last year - it has increased from 19% in 2017 to 22%.

More than 2 out of 5 individuals (42%) state they have helped a stranger. A year before the number was 34%, so we have an important increase.

In 2018 the number of people who donated money is 18% in comparison to 2017 – 17%, meaning that this group is also stable.

The Index also shows that the percentage of volunteers in Bulgaria is the same as last year – 5%. This is the second lowest place in the list of countries. Last place is taken by the Laos National Democratic republic.

Bulgaria is in the 10th place amongst the East European countries, included in the index.

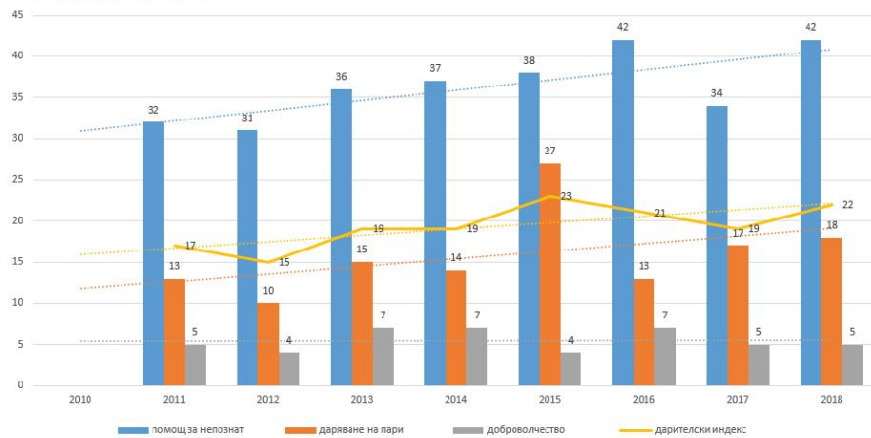
1. Ukraine, 2. Slovakia, 3. Moldova, 4. Roumania, 5. Russia, 6. Poland, 7. Hungary, 8. Belarus, 9. Czech Republic, 10. Bulgaria.

ДАРТЕЛСКИ ИНДЕКС на БЪЛГАРИЯ

Среден
дарителски
индекс за
последните
5 години:



bcause
в помощ на благотворителността



Top 20 countries:

1. Indonesia, 2. Australia, 3. New Zealand, 4. United States, 5. Ireland, 6. United Kingdom, 7. Singapore, 8. Kenya, 9. Myanmar, 10. Bahrain, 11. The Netherlands, 12. United Arab Emirates, 13. Norway, 14. Haiti, 15. Canada, 16. Nigeria, 17. Iceland, 18. Malta, 19. Liberia, 20. Sierra Leone.

Six of the countries in TOP 20 are European (5 of them from North Europe), 5 countries from Asia, 4 from Africa. Some 10 of the most generous countries, are defined as “developing” by the United Nations. For one more time the Index witnesses that giving is not directly connected to the economic standats and the income of the population of a given country.

CAF World Giving Index is based on data from Gallup’s World Poll, a survey realized in 2017 among 150 000 individuals in 146 countries, countries which collectively represent 95% of the world population (about 5,2 bln people).

[2018 Report](#)

In BCause Foundation we are happy to work in support of this particular part of society- people who give regularly through their payroll, online and through DMSes. The Index is not able to “record” and the stable donor support of the companies and for us it is the work place where the most active processes of engaging individual giving and volunteering takes place. We would like very much to see how this will reflect into a change of the position of Bulgaria in the regional group this Index very soon.

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