

2022

**BCause
Foundation**

**ANNUAL
REPORT**

bcause
в помощ на благотворителността

MISSION

We encourage people, organizations, and communities to change their lives by developing effective giving and social investments. BCause Foundation is an expert organization, a recognized 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 on donor resources and contribute to the financial and organizational strengthening of civil organizations 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.

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. Since April 2018, it burried the name Bulgarian Charities Aid Foundation.

We actively work to achieve advancement on the Sustainable Development Goals of the Global Compact:



CONTENTS

INTRODUCTION ... 5

DONOR SERVICES ... 6

Corporate Programmes ... 7

Workplace Giving ... 14

Corporate Giving Pages in Platformata.bg ... 17

Crisis programme: Help for Ukraine ... 23

Crisis programme: Help for the People of Karlovo Region ... 29

BCause Funds ... 30

PROGRAMMES FOR NGOS ... 34

Grantmaking to NGOs ... 35

Fundraising Accelerators ... 39

Fundraising Tools:

DMS – United Donation Number ... 40

Platformata.bg ... 42

PROJECTS FOR CHANGE ... 44

Workplace Giving Quality Mark 2022 ... 45

Giving Tuesday ... 46

CAF World Giving Index ... 48

ENTREPRENEURSHIP AND SOCIAL INNOVATION PROGRAMS ... 50

Academy for Local Entrepreneurs ... 52

SEEDPLUS2 – Entrepreneurship Exchange Programme ... 54

FUSE ... 56

EaSi ... 57

ESEM ... 58

FINANCIAL INFORMATION ... 59

PEOPLE OF BCAUSE ... 62

INTRODUCTION

For two consecutive years the statistics of the CAF World Giving Index show steady positive change in the behaviour of both donors and volunteers in Bulgaria and a drastic increase in the rating. The figures of BCause Foundation confirm those results: an income of BGN 6.5 mln donations repeat the successes of 2020 COVID year. Moreover, this gave us the opportunity to work with more than 400 organisations.

We are grateful to all the donors – corporates, foundations, campaign initiators – for their trust in our cooperation. We strongly believe that during 2022 we improved the services and tools we provide and showed readiness and flexibility in supporting donors and NGOs to achieve their goals for a better community and a brighter future.

After another critical year without any doubt, we expect to reach more stability, support and acknowledgment of the expertise and commitment of Bulgarian NGOs from the state institutions. NGOs and donors were once again at their best and are again the real heroes of 2022.

*Elitsa Barakova
Executive Director*

They entrusted us:

5 896 payroll donors,
22 corporate donors,
402 non-governmental organisations.

5 558 people donated online,
22 000 are subscribed DMS giving.

The total volume of donations exceeded **BGN 6 503 876.**

DONOR SERVICES

We at BCause



We assess
CSR programmes



We advise and train



We create effective
programmes together



We accomplish their goals



We select suitable
partners and re-grant



Corporate Programmes

Both big corporations and SMEs in Bulgaria come to BCause Foundation willing to contribute with their efforts for the better tomorrow of our society. Our expert team knows how to respond to their inquiries and to propose project ideas with social impact in the areas of interest of each separate company. Following the priorities of the company we develop specific objectives and KPIs, select adequate activities and trustful partners. Smaller donations can be added to others within the thematic funds, managed by BCause. Regardless of the size of the donation, our team works dedicated to leave clear impact on the lives of people and communities as well as on donors' satisfaction.

In addition to the corporate programmes, in 2022 we helped some informal groups and corporate donors to organise their support in favour of the people, affected by the big crisis of 2022.

In 2022 we worked

With **22** companies on their programmes

For **7** thematic funds and hundreds of organisations and individuals

For workplace giving of **76** companies

In aid of refugees from Ukraine

In aid of the flood victims in Karlovo area





PHILIP MORRIS
BULGARIA FOOD

Philip Morris Bulgaria

Summer For Joy, Autumn for Care Programme, funded by Philip Morris, aims to provide care and development opportunities for children, adults and active-age people in the tobacco-growing regions. For the eighth consecutive year we implemented the programme. Fun Summer Academies stretched from Dulovo to Hadjidimovo and from Razgrad to Krumovgrad and 416 children learned STEM and sensory motor and teamwork skills. To teach with love or how to use suggestopedia methods, learned teachers from Kubrat and Ablanitsa. Health examinations for people in small villages and towns were carried out by the partners from the Bulgarian Hospital Association with doctors from 3 hospitals - MBAL St. Sofia, Medical Centre Higiya Pazardzhik, Medical Centre Medika Ruse. In about a third of the examinations, they found diseases unknown to patients and gave up-to-date advice to two-thirds of people about their chronic and severe conditions. With the help of the Academy for Local Entrepreneurs and the funding under the programme, the business ideas of 5 teams of young people grew.

#Corporate programme



заб^овно лят^о гриж^овна есен

Summer For Joy, Autumn for Care Programme

26 locations

416 children

62 teachers from kindergartens and schools

1,992 elderly people

57 future entrepreneurs

Project budget: USD 162,810

Paysafe:

Paysafe Bulgaria

#Corporate
programme



We implemented the re-granting programme for NGOs for the fifth year. Paysafe Bulgaria and the company's employees supported the NGO Accelerator programme in favour of women and children at risk, (related to the international women's day- 8th March) and provided funding to: PULSE Foundation, Sports Club for the Disabled Traki, Koev Foundation, Concordia Foundation, Compassion - Alzheimer's Association and Get Ready to Succeed Scholarships programme. At the end of the year, the company also supported the campaign to help the victims of the Karlovo flood. The company has an active employee committee that approves proposed causes for support.



Priorities in the employee and company culture of Paysafe Bulgaria are the most vulnerable groups in society - children with disabilities, children at risk, elderly people, women, and children who have suffered from violence.

Photo: PULSE Foundation

**6 supported
organisations**

**Project budget:
BGN 50,930.95**

PPD Bulgaria

PPD Bulgaria's grant programme, supporting projects in the field of healthcare and education continues for another year. Thanks to the programme, the Arton Foundation's work with art-therapeutic methods continues with 25 children with cancer in the Clinic for Paediatric Oncohematology - Plovdiv; the support to the Education and Health Association for long-term hospitalized children in the hospital school at St. Georgi Hospital in the city of Plovdiv and the support of the Get Ready to Succeed scholarship programme with scholarships for two students.

PPD[®]

#Corporate
programme



6 supported
organisations

Project budget:
BGN **29,509**

Photo: Arton Foundation



#Corporate
programme



Playtech

The Playtech company supported the creation of rose gardens for long-term profitability of the Forward Together – Rozino Foundation and Get Ready to Succeed scholarships.

Project amount: BGN **16,900**

Together Forward – Rozino Foundation



4 acres of plantations, harvested 500 kg roses sold at BGN 3.60/kg. The funds are to help large families from the village – BGN 1,800.

#Corporate
programme



METRO Bulgaria

For each Christmas calendar sold, METRO Bulgaria donated one lev to support excellent students in the 11th and 12th grades and students without one or two parents, raised in institutions or foster families – Get Ready to Succeed scholarships.

Project amount: BGN **10,000**



Photo: Get Ready to Succeed Programme

#Corporate
programme

Tupperware®

Tupperware

With a deduction from the sale of the KMU 300 ml cup, the Tupperware company supported 37 elderly people from three of the flooded villages near Karlovo. The three pensioner clubs in Karavelovo, Bogdan and Slatina participated in the distribution of grocery vouchers, with which the pensioners welcomed Christmas a little more calmly.

Project amount: BGN **7,925**



*Shot from a report on BNT 1
from the floods in Karlovo area*

#Corporate
programme

 **TELUS®**
International

Telus International

The company supported the Ukrainian refugees in Bulgaria with a donation of tablets for the students and financial resources. For another year, the company also helped the Get Ready to Succeed scholarship fund.

Project amount: BGN **27,000**



Workplace Giving

Workplace donations are an important priority of BCause Foundation. In 2022, as a result of our work with companies and their employees, BGN 580,000 was collected for causes. Simultaneously, dozens of organisations for another year can count on regular income to sustainably develop their activities in support of tens of thousands of people.

Payroll Giving

We name this form of employee engagement payroll giving, because donations are made every month, deducted directly from the salary of the employee.

This is the easiest way for employee giving and BCause Foundation has been implementing it for both small and big companies for the last 21 years.

With the help of their employers, in 2022, donors from 42 companies gave monthly through payroll deductions, and supported the causes of 61 NGOs, 21 employee funds and 8 thematic funds of BCause Foundation.

Donations

Payroll giving: BGN **432,078.51**

Other tools: BGN **147,954.31**



Giving Through Other Tools

BCause Foundation supports also companies, who develop their own intranet pages (internal sub-pages/websites) managing the choice of causes and workplace giving. Besides payroll donations, some of them have online giving through global giving platforms, where their corporate foundations can match the donations made. Through this mechanism donations to Bulgarian recipients can be attracted by employees in the companies worldwide. Banks and tech companies develop their own internal software tools for giving via SMS and QR codes.

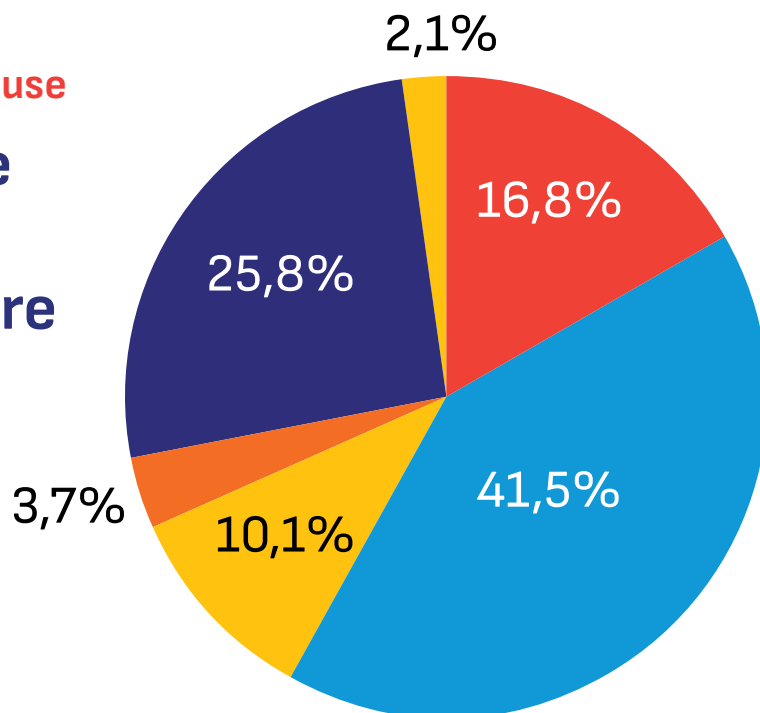
During this year, the employees of 16 companies made donations using these tools to their preferred BCause Funds, in favour of various crisis and humanitarian appeals. As BCause has been validated by the Global Giving, Bright Funds and Benevity platforms, the foundation is able to propose various cause, to match the interest of the donors, and to validate the beneficiaries, sign contracts, execute payments.

In 2022, the biggest amount of donations went to health causes, followed by educational and crisis appeals on the third place.

Workplace Giving with BCause

What causes were supported and what amounts were donated in 2022







90 charitable causes and NGOs
BGN 580 032.52



Distribution of the donations by categories in %

No of causes

Category and amounts of donations

5		Natural Disasters - BGN 97,393.55
16		Healthcare - BGN 240,636.16
9		Education - BGN 58,736.72
11		Environmental Prot. and Animal Rescue - BGN 21,626.05
44		Social Support - BGN 149,440.78
5		Others - BGN 12,199.56

Corporate Giving Pages in Platformata.bg

Companies, willing to organise online giving campaigns can use Platformata.bg, developed by BCause – another opportunity for joint donations for companies and their employees.



ПЛАТФОРМАТА
на Фондация BCause

20 companies

47 causes

BGN 206,608

donated by employees

In 2022, corporate pages were used by 20 companies with campaigns for 47 causes, which raised funds to support Ukrainian refugees, for centres for disabled children, for scholarships for children who lost their parents, for women and children who survived violence, for the elderly, for animals in need and many more. Companies' pages on Platformata.bg in 2022 raised BGN 208,315, excluding the donations made to campaigns, initiated by others.

#Payroll Giving



A1

During the year, the programme continued to be a priority for A1, who organized events involving the causes, informed new employees about the opportunity to donate monthly, kept current ones motivated and encouraged new donors. As a result, 97 new donors joined during the year. The company matches the funds donated by employees.



Photo: Our Premature Children Foundation

354 employees donate
22 causes



Photo: Eyes on 4 Paws

The company is doubling donations.

Amount donated:
BGN 119,686

Atos IT Solutions and Atos Competence Centre

Atos

#Payroll Giving
#Platformata.bg
#Volunteering

The two companies donate through payroll, organize campaigns on the Platformata.bg and volunteering.

Most donations in 2022 supported the funds for the medical treatment and rehabilitation of children, for scholarships Get Ready to Succeed and Fund, supporting women and children, victims of domestic violence, the foundations of Eyes on 4 Paws, Embrace Me and Bulgarian Food Bank.

15 employees donate
21 causes

Amount donated: 15,150 BGN



Photo: Bulgarian Food bank



Photo: Hug me Studio

#Donation
with platforms

vmware®

VMware



*Photo: Land Turtle
Rescue Centre,
Gea Chelonia
Foundation*

Company employees can initiate appeals in favour of causes that concern them. Published on the Bright Funds platform, they reach their colleagues around the world and can raise both personal donations and co-funding from the VMware Corporate Foundation. BCause Foundation validates the selected recipients—legal status and other circumstances, helps to create appeals from the initiators and directs the donations received according to the wishes of the donors.

In 2022, Bulgarian employees of VMware initiated 6 new campaigns, the largest of which benefited the victims of the war in Ukraine and Ukrainian refugees in Bulgaria. The Association of Ukrainian Organisations in Bulgaria Mati Ukraine received BGN 45,579 to support the evacuation of refugees from Ukraine, accommodation in Bulgaria, food and other aid, as well as sent medicines and medical equipment, hygiene materials and other aid to Ukraine. Besides this crisis appeal, chess champion Beloslava Krasteva, Our Premature Children Foundation, Gea Chalonia Foundation, Civic Initiatives Workshop Foundation and two campaigns for sick children received donations.

7 campaigns

Amount donated: BGN 87,425.75

Merkle – Participant in Payroll Giving



#Payroll Giving

Employees donate monthly on payroll in a charitable fund, which is distributed among various causes proposed by the employees. The givers vote in the specially created internal company system. The selection of employees in 2022: Fund for the children heroes of the ZaDobroto Foundation; Ready for Success Scholarships; Together we can do more Association.



Photo: Together We Can More Association

81 employees donate
5 causes
Amount donated: BGN **28,555**





#Campaigns
#Corporate
page

SiteGround

SiteGround chose Platformata.bg for its Christmas charity campaigns for the second time. Three organisations were presented to staff: The Duke of Edinburgh's Award, The Tinusaur Foundation and Echo Hut.

3 campaigns

The company matched the employees' donations.

Amount donated:
BGN **18,400**



#Campaigns
#Corporate
page

Chaos

Chaos' Christmas fundraiser has become a beloved tradition and another opportunity to come together for good. In 2022, the campaigns benefited five organisations: PULSE Foundation, ZaDobroto Foundation, Project Northwest Foundation, Association Rusalya and Animal Help Mezdra.

5 campaigns

The company co-financed the donations.

Amount donated:
BGN **11,032**

Crisis Programme: Aid to Ukraine

The date February 24, 2022 will go down as one of the saddest dates in recent history. The attack on Ukraine not only started the war, which continues even now, but also started the biggest humanitarian and refugee crisis in the modern history of Europe, before which we could not remain indifferent. Millions of Ukrainian refugees left their homeland, over a million entered the Bulgarian territory, 150,000 received temporary protection status. In order to welcome them, Bulgarian organisations and volunteers needed help to provide food, accommodation, psychological and legal assistance, and later – help for integration activities such as Bulgarian language training, education, and support for starting a job.

BCause Foundation team operated according to our usual crisis plan. We gathered information from several sources, visited and volunteered at the first humanitarian centres – to see and feel both the problems and the needs first hand.

We launched donation campaigns in Platformata.bg and in DMS 17777, so that organisations on the ground can have access to funds, and donors – to a donation tool.

We summarized the urgent needs, activated our national and international networks, and began to connect organisations and donors.

BCause Foundation was a preferred partner of campaigns and corporate initiatives. The total amount of initiatives we have partnered with: BG4UA, Mati Ukraine, #ZaDobroto, DSK Bank, Lidl (through Bulgarian Donor Forum). More than 25 organisations received support.

5 supported initiatives

**Total amount:
BGN 1,228,930.58**





DSK Bank – Donations to Ukraine

In March 2022, DSK Bank appealed to its customers to support the refugees from Ukraine who arrived in Bulgaria.

Donating was easy, on the account of the bank, and BCause Foundation – a partner in distributing the funds as quickly as possible. Funds received were directed each week to frontline organisations to support them in providing assistance to the arriving refugees.



11 supported organisations
Total amount: BGN **71,727**

Fundraising continues
in 2023.

Funding for their activities was received by: #ZaDobroto Foundation, Community Donor Fund – Sliven and Ukrainian House – Varna for Bulgarian language courses for over 100 Ukrainian refugees. Donations for humanitarian aid in the cities of Sofia, Pernik, Varna and Stara Zagora were received by PULSE Foundation, Our Premature Children Foundation, Concordia Foundation, Ukrainian Home, Varna, Mission Wings Foundation and Open Heart Foundation. Amalipe Association bought food products and sanitary materials for more than 1000 Ukrainian refugees stranded on the border with Moldova. Children from a canoe-kayak team from Ukraine, which was sheltered in Vidin, received sports equipment, food products, canoe rental for competitions.

The Ella Shared Learning Association paid for a children’s workshop for over 20 children and provided psychological support for mothers, and the Pituitary Association paid for health insurance for elderly people housed in remote accommodation bases.





Initiators: Elina Zheleva, CEO launchlabs Sofia, Max Gurvits, CEO Vitosha Venture Partners, Sasha Bezuhanova, Chairman of MOVE.bg, Iliya Krastev, Chairman of AIBEST, Dobromir Ivanov, Chairman of BESCO, Evgeni Angelov, Chairman of BVCA

BG4UA Bulgaria for Ukraine

#BG4UA Bulgaria for Ukraine is an initiative of Bulgarian entrepreneurs, representatives of the technological community and friends of Ukraine in support of those fleeing the horror of war. The initiative was launched on the first day of the war. It began with the evacuation of Ukrainian citizens who chose Bulgaria as their temporary home and helped to connect hundreds of Bulgarians who offer housing and the thousands of refugees.

21 supported organisations

18 113 supported people

Total amount: BGN **632,030.09**

Together with BCause Foundation, BG4UA continued to the next level – with 301 donors participated in the donation campaign of #BG4UA, including corporate donors NEXO, EKONT, TBI Bank, Lidl, Endeavor, Accenture, A Data Pro and Scalefocus. The collected funds were used for:

- Emergency fund: with BGN 79,601.46, it supported the most urgent needs in most critical moments of the refugees' journey: the first weeks, the gathering of large groups at the Durankulak borderline, the travel from the sea to the in-country bases, the winter of 2022.

Supported: The Regional Council of KNSB-Burgas, Ukrainian House, Varna, Open Heart Foundation Varna, Mati Ukraine Association, #ZaDobroto Foundation. With the funds and vouchers purchased from the fund, the organisations bought food, baby purees, sanitary materials and consumables for the needs of Ukrainian refugees. We paid 6,230 meals (breakfast, lunch and dinner) to Ukrainian refugees accommodated in a total of eight state bases in Bulgaria.

- New Beginning grants competition. With BGN 279,450, we supported 17 organisations that worked with 2,196 refugees from the war in Ukraine throughout Bulgaria for their integration through psychological and therapeutic support, Bulgarian language lessons, educational workshops, sports activities, full-day and part-time care for children, language courses. At the end of the year, 4 more organisations – the largest humanitarian Centres in Sofia and Varna – received a new BGN 58,800 and worked with 1,869 people.

Supported organisations: ODK Varna, SOS Children's Villages – Dren, NSO Targovishte Club, ELA Association, For Children at Risk Around the World Foundation, British School Sofia, Music for Bulgaria Foundation, Dokova and Dokov for the Future Foundation, Karin Dom Foundation, Child and Space Association, Reachout Foundation, Mission Wings Foundation, Open Arms Foundation, Theosis Association, MIG Association, Probudnik Association, International Award of the Duke of Edinburgh Foundation.



- Main partner – Integration Centre for Ukrainian refugees, at #ZaDobroto Foundation received BGN 210,000 to provide: humanitarian support to over 12 412 individuals support to 456 persons in finding jobs, and social work support, cultural-integrational activities, Bulgarian language courses to 256 children and young people; and over 289 individuals received medicines medical support.



#BG4UA is an unique initiative in the history of philanthropy, volunteering and solidarity in times of crisis. After completion it leaves a very solid, tightly connected community of Bulgarians and Ukrainians – a source of strength, hope and future.

Crisis Programme: Help for the People of Karlovo Area

On September 2, an unprecedented tidal wave flooded a dozen villages in the municipality of Karlovo, destroying infrastructure and causing damage to more than 400 houses and yards. BCause Foundation donated water in the first days of the disaster, supported the campaign of the local Together Forward, Rozino Foundation, helped Unicredit Bulbank to send heavy equipment to help with the clean-up and DSK Bank to donate BGN 22,904; opened corporate charity accounts for willing companies.

Two companies from the Bosch family appealed to their employees, who donated BGN 3,705. Bosch. IO and Bosch Engineering Centre Sofia donated another BGN 50,000.

We supported and directed donors to the emergency campaign POMAGAME-HELP of the Workshop for Civic Initiatives Foundation, the Bulgarian Association of Volunteers in the Republic of Bulgaria, the Bulgarian Donor Forum and BCause Foundation. The campaign distributed a total of BGN 198,000.

Donations of BGN 11,000 each were distributed among 18 households whose properties are their primary residences and



were assessed by the crisis headquarters as the most severely affected. 15 of the supported families live in the village of Bogdan, 2 - in the village of Karavelovo and 1 - in the village of Slatina.

In personal conversations with the affected, we learned about their problems and everyday life, and how they imagine the near future for themselves and their loved ones. We learned about families who are now separated but are working hard to live under one roof again. We heard from a grandfather who is expecting a grandchild very soon. Daughters and sons, fathers and mothers, who put everything into having a home of their own again.

Donating to BCause Thematic Funds

BCause funds are designed to help donors with an interest in a specific field, who want to collaborate with other donors for the same cause.

BCause funds raise financial support in a variety of public spheres. Through the funds donors can reach individuals in need as well as both experienced and newly established civic organisations, under the control and with the funding standards of BCause Foundation.



BCause Thematic Funds	Starting balance	Income	Expenditure	Transfers*	Year End balance
Get Ready to Succeed Scholarships	287 757	190 199,45	241 456,75	6 3837,01	300 336,70
Charity Events and Bazaars Fund	132,34	183,66	18,37	0	297,63
Environmental Protection Fund	3 029,68	2019,44	201,94	0	4 847,18
Our Parents Fund	29 362,89	35 394,202	24 131,422	0	40 625,67
We Can Fund	20,08	0	0	0	20,08
Sport for Children with Disabilities Fund	3 802,83	7 588,92	7458,89	1061,03	4 993,89
Fund to Support WomenVictims of Domestic Violence	20 269,71	27 898,151	28 080,311	9189,025	29 276,58
Fund to Support People with Disabilities	1 850,57	1 303,13	130,31	0	3 023,39
Marin Bodakov Fund	14 884	250	0	0	15 134,00
Medical Treatment and Rehab. of Children Fund	7 8045,6	57 882,57	39 366,96	20 546,01	117 107,20
Snezhana Yaneva Fund	100,4	6 000	5 754,39	0	346,01

*Transfers are the funds collected through tools such as Platformata.bg and transferred to the income here.

Get Ready to Succeed Scholarships Fund

BCause Foundation's Get Ready to Succeed scholarship programme supports young girls and boys with excellent school results, who have lost one or both parents, who have been raised in institutions or foster families.

The one-year university scholarship for bachelor's is BGN 2,500, and the high-school student scholarship is BGN 1,000.



The leading criterion in selecting the scholarship holders is the academic success of the applicants. We support young people not based on their social status, but because they have outstanding achievements, excellent academic results, and they are motivated and active individuals.

In the academic year 2022/2023, 41 students in 11th and 12th grade, from 24 locations, received scholarships. 42 scholarships were awarded to university students studying medical specialties.

The Committee also awarded 31 special scholarships to students studying various majors in public universities. Of them, 17 have lost both parents and two are disabled.

117 students

Donations: BGN 236,300

Sports for Children with Disabilities Fund



Through the Sports for Children with Disabilities Fund, BCause Foundation supports organisations throughout the country to organize various therapeutic activities with children with disabilities. In 2022, with the donations we helped Waterway Foundation, Alternative 55 and Logos Foundations to organise swimming and occupational therapy for the children.

We also financially supported the organisation of an international competition in adapted swimming, which brought a lot of joy and medals to the children. 39 children took part in the competition.

31 supported children
(without the competition)
Donations: BGN **7,488**

Medical Treatment and Rehabilitation for Children Fund

Through this Fund, BCause supports children, mainly in need of permanent rehabilitation or the purchase of aiding devices.

In 2022, parents of children suffering from cerebral palsy, speech disorder, mental development disorder, child autism, retinopathy of prematurity, spina bifida, Down's syndrome, Rett's syndrome turned to the fund for financial support.

Applications for children with a diagnosis of childhood autism have increased – the reason is that children are only diagnosed on a clinical path, without the National Health Insurance Fund covering the children's needs for permanent speech therapy and psychological therapy.

42 supported children
Donations: BGN **39,618**

PROGRAMMES FOR NGOS

We at BCause



We advise and train NGOs



We develop tools for donating in Bulgaria and across borders



We connect donors and causes



We fund NGOs



We study the environment, processes and trends



We promote giving



We support the development of encouraging policies



Funding for NGOs

With BCause Foundation, you can use fundraising tools in Bulgaria and abroad, individual advice and resources to help plan a successful campaign. In countries with established traditions of giving and generous donors, tax deductions for donations are an important part of the decision to donate and the donation size. BCause Foundation helps with this aspect of fundraising.

In 2022, we worked
with **402** organisations
BGN **3,179,244.13**
of funding to NGOs

2 fundraising platforms

Platformata.bg and DMS enabled more than 226 organisations to raise funds online and with donation SMS-s.

ПЛАТФОРМАТА
на Фондация BCause

DMS
DONORS
MESSAGE
SERVICE

Donation opportunities from Europe and USA

In 2022, 4 Bulgarian organisations raised funds in Europe, and 12 campaigns - in the USA.

TGE
Transnational Giving Europe

CAF
America

Funding for NGOs

Our Parents Fund

The fund supported 7 organisations: Caritas Sofia Association; Vaptsarov – 1964, Haskovo Community Centre; Hristo Botev – 1927, Koilovtsi Community Centre; Compassion Alzheimer Bulgaria Foundation; Women’s Alternative for Independence, Ethnic Tolerance and Association – Razgrad; Neurolinguistic Prevention Against Dementias Foundation – Burgas; Vaptsarov – 1895, Dulovo Community Centre. The activities in the 7 projects took place in Kharsovo, Golyam Izvor, Pokrovan, Burgas, Haskovo, Shiroka Polyana, Dulovo, Koilovtsi, Razgrad, Kazanlak.

501 elderly, living alone, housed in homes for people with dementia or nursing homes were involved in some of the following activities: home electrical appliance repairs, grocery shopping, cooking hot meals for lunch and dinner; making decorative objects and home cosmetics and passing on experience to the generation of grandchildren; art therapy through quilling, culinary exhibitions, visits to theater and folk festivals, gardening, picnics in nature, phone fraud and home burglary training, fire safety, fitness and health care and work skills modern technologies; prevention against dementia by learning Spanish as a means

of maintaining and improving cognitive functions; online therapy sessions with residents in homes for people with dementia to present paintings and sites for cultural tourism.



501 supported seniors

7 organisations

7 grants

Amount: BGN **24,131**

Funding for NGOs

Support Fund for Women Victims of Domestic Violence

In 2022, the Fund supported 7 organisations with 13 grants. 5 organisations received help to deal with and recover after COVID-19: Ame Foundation, Naya Association, Targovishte, Samaritans Association Stara Zagora, PULS Pernik Foundation, X and D Gender Perspectives Foundation, Haskovo. The funds came from the EC Staff Fund through the King Baldouin Foundation and were used to provide essential services supporting women and children who have experienced violence, to reach out to people who find it difficult to seek help on their own, to supervise and support teams of the organisations. Another 8 grants were directed to the now traditional Accelerator for the 8th of March for organisations that provide legal, psychological, and social counselling and support to Crisis Centres for accommodation of women and children who have suffered domestic violence.

In 2022, 8 organisations were selected and each of them received BGN 2,000 from the Fund. In addition to financial assistance, they also received training, advice, and paid advertising on Facebook to better spread the donation campaigns they started around International Women's Day. As a result, in addition to the received

BGN 16,000, the eight organisations raised almost BGN 14,000 more for their projects. Accelerator participants: Dimitrovgrad Crisis Centre, Naya Association, Ame Foundation, PULS Foundation, Ekaterina Karavelova Women's Association, Demetra Association, CONCORDIA Bulgaria Foundation, Samaritans Association. The funds came from donations, among which were the most received by US Chamber of Commerce members during the 2021 Thanksgiving campaign.

282 supported women and children

8 organisations

13 grants

Amount: BGN 28,080

Funding of NGOs

We Can Fund

In 2022, the competition for projects under the We Can Fund focused on the integration of Ukrainian refugee youth in Bulgaria. For this purpose, the funding was used for activities for learning Bulgarian language, psychological support, short-term trainings for skills acquisition and a certificate of professional qualification, the search, finding and starting a job.

Funded organisations: Reachout Foundation, Open Arms Association, Help for Ukraine Association - Sofia; Teosis Association and Start-up Factory Association - Ruse and Ukrainian House Association - Varna. In addition to the most widely organized Bulgarian language training, the organisations helped refugees, mainly young women, to acquire skills and start working in the IT industry, in the field of cosmetic services, photography services and others. In addition to Ukrainian youth, Bulgarians also participated in the programmes.



149 young people involved

28 started work

56 in the process of starting

6 organisations

(3 in Sofia, 2 in Ruse and 1 in Varna)

Amount: BGN **61,609**



*With the support of Lidl
through Bulgarian
Donors Forum*

Training of NGOs

Fundraising Accelerators

In 2022, we held 3 Accelerators for NGOs – on March 8, in the spring and as part of the World Initiative #GivingTuesday in the days before and after 29.11.2022. The participants of the organisations evaluated their knowledge and preparedness before and after their campaigns and all indicated a significant progress.

To a large extent, this refers to clarity about the purpose of a campaign, its promotion and a more realistic assessment of the human and material resources required. The total number of citizens reached with all informational activities, direct meetings and the involvement of donors, volunteers, and famous persons amounts to 663,068 people.

3 accelerators

28 organisations

Funds collected from the participants: BGN **138,660**

What is it?

Accelerators are short-term programmes supporting the fundraising of a group of 10–15 organisations. Participants develop detailed plans during and at the end of two days of hands-on training based on BCause Foundation’s fundraising experience and with the help of external communications and marketing experts. Mentor volunteers help throughout the campaigns, the foundation pays for Facebook advertising and actively supports the search for donors. The ultimate goal is for organisations to be able to make successful donation campaigns themselves.



The spring and autumn accelerator took place within the framework of the project „Inform, Engage, Succeed“, which is implemented with the financial support of Iceland, Liechtenstein and Norway under the EEA Financial Mechanism.

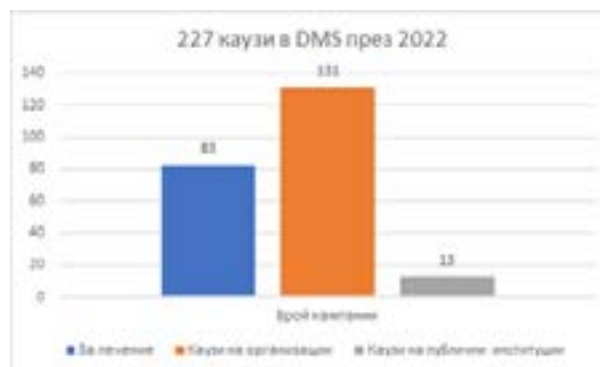
DMS – Single Donor Number

In 2022, the DMS donation platform celebrated its 15th anniversary and over BGN 15 mln, donated to the causes. And this year, hundreds of sick people, organisations and institutions sought help from donors. Among the most successful are the campaigns for the care, treatment and adoption of homeless animals – Animal Rescue’s DMS DOG, which since the beginning of their participation in DMS have raised over BGN 1 million, and also DMS HELFPOG, DMS ADOPT, DMS ICAT, DMS ANIMAL HELP. The opportunity to easily donate and subscribe to a monthly donation via SMS attracts donors to these causes.

The cause of the Bulgarian Food Bank DMS HRANA provides the funds for the organisation’s work in support of people suffering from food poverty. For the second year, DMS continues the partnership with the commercial chain Kaufland Bulgaria, who organize twice a year the edition of the Donate, a Little for You is a Lot for Another Initiative in favour of campaigns for the treatment of people in DMS.

During the year, 19 campaigns of sick people ended with successfully collected sums and carried out the treatment. The trend continues for children and adults to

look for opportunities for treatment abroad in areas where there is not enough quality and affordable care in Bulgaria.



83 campaigns of sick people

131 organisations campaigns

13 institutional campaigns

Amount donated: BGN **2,250,573**

*See the annual report of
[DMSbg.com](https://dmsbg.com) for 2022*

National Catholic Federation Caritas Bulgaria

We help the elderly with the Caritas Home Care service. It is carried out by teams of nurses and home assistants who visit the elderly in their homes and help them with their daily health care, hygiene, and social life.



”

Liliana, 75 years old and lives in Belene: „Three years ago, I had a major heart surgery, I take several types of medication. Since then, my movement has also been limited, I can't go out on my own as often as I used to. Rumi from Caritas visits me at home, takes my blood pressure, my pulse, monitors my medication intake and my current condition. Most of all, she brings me calmness because I discuss with her everything that worries me, and she answers my questions with concern. I look forward to every Wednesday when he comes to me, I prepare my questions in advance. I am very worried about my health, but Rumi always reassures me with his professional advice and her good attitude towards me. I am very grateful for her care and our conversations!”

Fundraising tools

Platformata.bg

286 donation campaigns used Platformata.bg of BCause Foundation in 2022 to seek support for charitable causes. In the year marked by the war in Ukraine and the subsequent wave of refugees, and the floods in Karlovsko, we again see an increase in empathy.

Campaigns in the field of refugees and migrants attracted the most donations, followed by education campaigns and in third place the appeals in disasters and crisis.

The biggest campaign was of the initiative group #BG4UA and in 2022 there were also successful projects of informal groups such as the campaign for the revival of the library in the Vasil Levski primary school, Yasen village, which attracted more than BGN 20,000.

Platformata.bg develops company donation pages as a tool for responsible companies that want to involve their employees in donation.

*See the annual report of
Platformata.bg for 2022*

ПЛАТФОРМАТА
на Фондация BCause

286 campaigns

118 new campaigns

Amount donated:
BGN **1,659,437.09**



The image shows a screenshot of a donation campaign page. At the top, there is a photograph of a library interior with bookshelves and a Christmas tree. Below the photo, the text reads: "Да създадем библиотека за децата от ОУ Св. Св. Кирил и Методий, с. Яс...". A large green stamp with the word "УСПЕШНА" (Successful) is overlaid on the text. Below this, it says "Дарени: 118.91 % от общо 17000 лв." (Donated: 118.91% of total 17000 BGN). A green progress bar is shown below this. Further down, it says "Остават: 0 дни" (Remaining: 0 days) and "Дарители: 84" (Donors: 84). At the bottom, there is a grey button that says "Затворена кампания" (Campaign closed).

School library in Yasen village

Mariela Tsekova together with friends of hers started a campaign to restore the library in the school in the village of Yasen, where her grandfather was the director. The personal story and the presented visualization of the future library attracted strong support and over BGN 20,000 in 2023 (BGN 11,584 in 2022).



” *Perhaps the only project in which I believed so strongly that nothing could stop me on the way forward. I saw so much sense that it was not important at all when I would realize the project, I just knew that I would do it. No matter how, no matter at what cost, regardless of now or in a year or two. I just... knew. Perhaps it was this belief that drew all these people after it. I am grateful.*

Today marks 6 months since Grandpa passed away. Hope you like it, grandpa...

People have said, „A collusive group raises the mountain.“

And so do we. Join and work together!

PROJECTS FOR A CHANGE

BCause Foundation is leading the way a charitable organisation which works in almost all social sphere, with hundreds of organisations and ten thousand of donors who they attract. This particular experience obliges us to use our knowledge for continuous improving of the giving environment as culture, tools, policies.

Projects for A Change are our activities with which we popularize giving and the good examples, we raise the prestige of the donors, and we encourage more and more sustainable giving.





Responsible Firm – Responsible Employees 2022 Annual Sign



The Annual Sign is an initiative of BCause Foundation, the Bulgarian Society for Public Relations, the Bulgarian Association for People Management, and the Bulgarian Association of CSR Specialists. With it we distinguish companies and their professionals who achieve lasting results in engaging employees in workplace giving and volunteering.

24 companies were awarded for their work in 2022, their employees donated over BGN 1 million and 186 thousand and put in more than 41 thousand man-hours of volunteer work. The companies have supported their employees to donate and volunteer with leave for volunteering, logistics, materials, coordination, and co-financing of over BGN 800,000.

Giving Tuesday

BCause Foundation is the national leader for Bulgaria in the global movement to promote Giving Tuesday donations.

In 2022, the campaign of Giving Tuesday in Bulgaria had the slogan Donate to a Cause Close to Your Heart and organisations, businesses, and famous people stood behind it.



What is Giving Tuesday?

Giving Tuesday is a global initiative, simultaneously a day of giving a year, a celebration of generosity and a long-term positive campaign of charity.

On this day, local communities, businesses, and charities come together to support charitable causes important to society; volunteers and donors celebrate generosity and the changes it brings to people's lives and our environment.

Giving Tuesday is also a movement that harnesses the power of technology and virtual communities to help millions of people donate and share, and hundreds of thousands of organisations to connect with new and old supporters.



On November 29, organisations from various fields distinguished themselves with the sign of the generous heart, thanked their donors and sought new ones for their new projects. Joanna Temelkova, Alek Alexiev, Mihail Dyuzev, Chefo (Stefan Popov), Elena Zamyarkova, Iva Ekimova, Diana Lyubenova, Petya Dikova and Zheni Marcheva recorded and shared personal appeals for donations and sympathy. Giving Tuesday also went beyond social networks. Media such as BNT, Bloomberg TV, BNR and BTV covered Giving Tuesday and helped the message reach a wider audience. With free advertising positions, Metro advertising of the Sofia metro was also included.

And the National Palace of Culture turned the evening into a celebration of light by illuminating its building with the colours of the Bulgarian flag – the colours of the Giving Tuesday logo in our country.

This year, the #GivingTuesday video was made entirely with footage from the work of Bulgarian organisations: Life with Down Syndrome Foundation, Four Paws Foundation, Bulgarian Society for the Protection of Birds, P.U.L.S Foundation, Samaritan Association, Amalipe Centre, Karin Dom Foundation, Muzikartissimo Foundation and photos of volunteers given to us by Tihomira Metodieva – Tihicha.

22 participating organisations

4 participating companies

7 media



Part of the activities for the promotion of Generous Tuesday took place within the framework of the project „Inform, Engage, Succeed“, which is implemented

with the financial support of Iceland, Liechtenstein and Norway under the EEA Financial Mechanism.

CAF WORLD GIVING INDEX

BCause Foundation publicizes and supports the professional and public discussion on topics arising from our country's rating in the World Giving Index. In 2022, we announced the data for 2021.

The CAF World Giving Index is one of the largest surveys of giving based on data from Gallup's long-term World View World research project. The CAF World Giving Index has been running since 2009.





Bulgaria's giving index for 2021 has risen to 41% – from 37% in 2020. 72% helped a stranger (28th place in the world), 34% donated money (54th place), 18% were volunteers (80th place). In our country, the tendency to receive the highest indicators for the question helping a stranger and for volunteering to have the lowest values is maintained. Compared to 2020, in the past year the citizens of Bulgaria have shown higher activity in two aspects of charity – helping a stranger and volunteering, only the number of people who donated money remained unchanged – 34%. 72% of those asked helped a stranger, or 10% more than the previous year.

”

Elitsa Barakova, executive director of BCause Foundation: Last year, the jump in Bulgaria's ranking brought us tentative joy – the increase in donations and volunteering was caused by the joint response against COVID-19. Bulgaria's index for 2021 is good again and our hopes for a trend are growing. Donating is two clicks away, and more and more donors are doing so regularly.

Volunteering, which in the last decade seemed stagnant at 5–6%, had the biggest jump in 2020 and reported 12%, in 2021 it continues to grow and reaches 18%. The rise of generosity is a global trend. Last year, more people around the world gave money to charity and helped a stranger than in any year in the previous decade.

[See the 2022 report](#)

ENTREPRENEURSHIP AND SOCIAL INNOVATION PROGRAMMES

We at BCause



We train and mentor new entrepreneurs



We design programmes for donors and investors



We finance early stage entrepreneurs



We encourage social impact investing



We research and analyse the dynamics of social innovation ecosystem



We advocate for better legislation and state support of the social innovation



BCause Foundation and Rinker Centre are part of the development of the ecosystem of entrepreneurship, social entrepreneurship and social innovation in Bulgaria.

The Rinker Center was established in 2014 with a special team of the Foundation to develop the training and financing programs for social entrepreneurs.



In 2022

We worked closely with **27** entrepreneurs

We distributed BGN **69,737** in financing

We organized **1** accelerator for start-ups

We participated in **2** Advocacy meetings

We participated in **1** Research Project

Euclid - the European Network for Social Entrepreneurship

Accelerator

Academy for Local Entrepreneurs

For the sixth year in a row, we held an Academy for local entrepreneurs (for the regions of Kardzhali, Haskovo, Blagoevgrad and Silistra) as part of the Summer for Joy, Autumn for Care 2022 programme, funded by Philip Morris – Bulgaria. The prize fund for the sixth edition was BGN 31,000. Out of 57 candidates for the programme, 13 participated in the training.



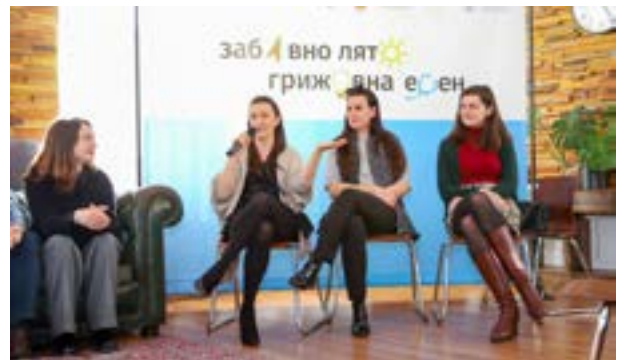
6 funded teams
BGN 31,000 financing

Awarded in Academy 6.0: Vavakada, Silistra, high-tech 3D printing from recycled plastic – BGN 10,000; Blossom Bay Décor, Gotse Delchev, baby nests and beds for pets – BGN 8,000; Smiling crafts, Haskovo, handmade gifts – BGN 6,000; Be Fit, Kardzhali, a new type of training for women – BGN 3,000; Prababa (Grandmother), Blagoevgrad, knitting workshops – BGN 3,000; IVspired By Candles, Dimitrovgrad – handmade aroma candles from natural wax – BGN 1,000.

” *Gerry and Luba from Blossom Bay Decor: If someone hesitates and says that has no opportunity to devote that much time to training (we small entrepreneurs perform about a hundred roles at the same time), we can replicate: it is better to take three weeks and have a clear plan for success than to continue spinning the hamster wheel aimlessly, absorbed in everyday life. And if someone hesitates that the idea is not good enough or doubts his/her own capacity to carry it out, we say: come and look at your idea from the side. It's better to try than to spend your whole life thinking, What would have happened if I had tried?*



” *Alexandrina from Prababa: The Rinker Centre programme is great! The contacts, knowledge, and situations in which a person may find her/himself at the training are the most valuable. Let everyone who has a dream and is ready to work day and night for it, enrol in the Academy. These three weekends can turn the dream into reality! Of course, it is not easy because there is no shortcut, but every attempt is worth it!*



Exchanges for Entrepreneurs SEEDplus2

This was the last, fourth, year of the project to build knowledge, skills and contacts for new entrepreneurs from different countries of Europe through exchanges in enterprises of more experienced colleagues. The funding is under the Erasmus for Young Entrepreneurs programme of the European Commission.

BCause Foundation was engaged for 8 years and we are proud to have contributed to its wider recognition among the young entrepreneurial community in Bulgaria and to the progress of each of the participants.

SEEDplus2 consortium: Euclid Network (Netherlands), Ruprecht-Karls-Universitaet Heidelberg (Germany), Group SOS (France), ESLIDER Portugal Associacao (Portugal), Academy of entrepreneurship Astikietaira (Greece), BCause Foundation (Bulgaria), University of Tessaly (Greece), Camara oficial de comercioindustria y navegacion de Cantabria (Spain), ACT GRUPA from Croatia and SYNTHESIS from Cyprus.



Statistics on exchanges throughout the 2019-2022 programme:

23 sent abroad (7 for 2022)

8 hosted in Bulgaria: (2 for 2022)

Funding: EUR **75,808**



” *Bojana Shoshkova: Erasmus for Young Entrepreneurs met me with wonderful people who inspired me with support and faith that I'm on the right way. I can't wait to start sharing all the new knowledge I got! Thanks to everyone involved along the way, especially to Penka Tsvetkova from BCause for the professionalism and assistance with the application! If I can do it, then anyone can! Don't stop dreaming and act boldly, things will work out along the way.*

Exchange countries: Belgium, Spain, Netherlands, Sweden, Estonia, Portugal, Lithuania, Germany, Slovenia, Italy, Denmark, Germany, Greece, Poland.

We also hosted 8 young entrepreneurs from Romania, Greece, the Czech Republic, the Netherlands, Portugal and Spain to Bulgaria.



The initiative is supported by the European Union.

Research and advocacy

FUSE

We continued our work on the international project (since 2021) aiming at establishment of National Centres for Social Innovation. The main benefits of the FUSE project are the active international partnership and sharing of experience and knowledge between countries at different stages of development. In 2022, together with our partners, we participated in trainings, focus groups and work with stakeholders in search of the model of the future Centre for Social Innovations in Bulgaria. We selected two Bulgarian entrepreneurs to test the designed Validation Tool for Scaling of Social Innovations.

The conclusion driven from our research and discussions is that the challenges for



social enterprises and social innovation in Bulgaria raise a lot of expectations about the functions of the future Center for SI. Its governance model is still to be discussed.

Partners in Bulgaria: The Change Foundation, Cleantech Bulgaria, Business Institute and the Bulgarian Centre for Non-Profit Law.



Consulting

EaSi

Since June 2022 BCause Foundation set up the National Contact Point in Bulgaria – info center for EaSi Strand of the European Social Fund +.

We have created a virtual info center and are starting to provide information about the existing opportunities of the program for the next 2 years.

We have created a special site to provide information in Bulgarian <https://easi.bcause.bg/>. There we publish both up-to-date information on application opportunities and useful reports, analysis and news from the field of social innovation.

The project is carried out in partnership with the Sofia Development Association (ARS).



The project e funded by the European Union and lasts for two years. (2022-2024)

Research

ESEM

BCause is the Bulgarian partner of the largest regular representative study of the ecosystem of social entrepreneurship in Europe. Its results aim to shape EU policies and help to understand the development of the sector in 21 European countries.



[Link to the report](#)

The report presents comparative information about the level of development, challenges and prospects for social enterprises, including data on the profile of social entrepreneurs in Europe; the impact of their activity; needs for financial and state support.

The research is initiated and led by Euclid Network, in which BCause is also a member.

Financial Information

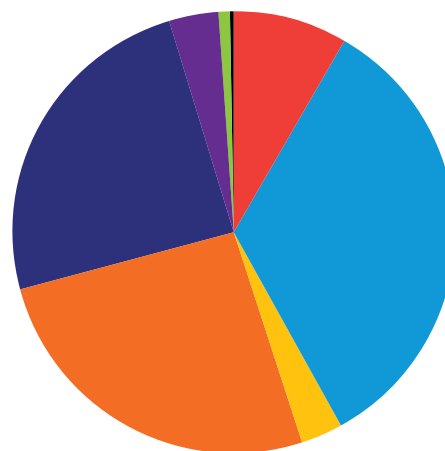
The main funding sources of BCause Foundation include: project funding, donations, and corporate grants. Its financial reports are audited on an annual basis by an independent auditor.

In this report we present detailed financial information together with the activities executed as well as supported organisations and causes. In addition to the accounting financial reports, we provide here the following 3 infographic charts, aiming to give clear understanding of the operational model, management and admin costs.





Income derived from BCause Foundation by Sources

payroll giving donations	580,032.81
DMS	2,250,573.14
BCause thematic funds	215,452.83
corporate programmes	1,734,757.62
Platformata.bg	1,659,850.85
projects	229,606.65
direct receipts for management	63,200.00
business activity	1,700.00
others	5,329.64

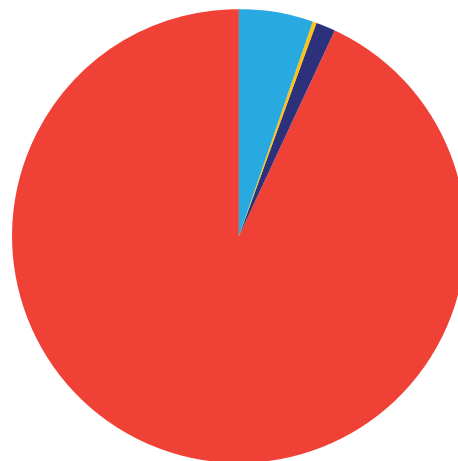
BGN



Expenditure

	admin and management costs	370,163.17
	third party remuneration	21,622.97
	implementation activities (training, etc.)	92,274.24
	donations and grants	6,235,505.97

BGN

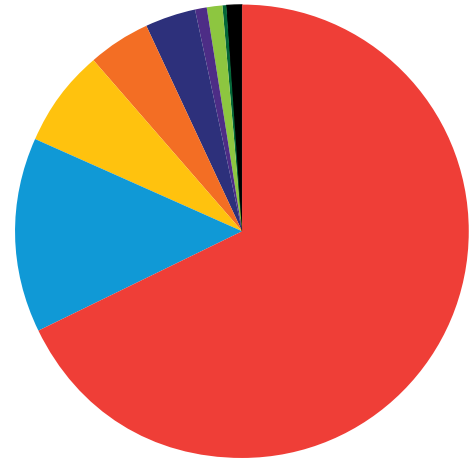


BCause Foundation covers its management costs—salaries, office costs and core activities, from 1) project costs, approved to cover personnel and administration; and 2) a published, dedicated small part of the donations received. The Foundation does not aim and distribute profit but works to achieve independence, to build the capacity of the team and organisational sustainability towards fulfilment of its mission.

Breakdown of the organisational management costs

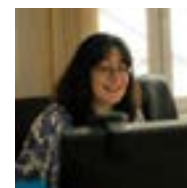
salaries	251,744.23
communication, accounting services, audit	50,580.00
office costs	26,334.93
websites maintenance	16,776.60
marketing and PR	12,443.75
travel	3,160.48
membership fees	4,350.00
personnel development	1,626.55
bank costs	3,146.63

BGN



*See published audited
Accounting reports*

BCAUSE PEOPLE



TEAM

Elitsa Barakova
Executive Director

Penka Tsvetkova
Business Development and
International Relations Director

Lyudmila Atanassova
NPO Programmes Director

Vesselina Yordanova
Donor Programmes Coordinator

Iva Petrova
Donor Programmes Coordinator

Yavor Gochev
Programme Director
Rinker Center
for Entrepreneurship and Training

Dessislava Hurmuzova
Medical Treatment of Children Fund and
DMS Individuals Campaigns Coordinator

Maya Kosseva
Programme Coordinator

Gergana Pavlova
Communication Specialist

Diana Stoykova
NPO Programmes Coordinator

Angel Velkov
IT administrator and database

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