

ANNUAL REPORT 2020

B C a u s e F o u n d a t i o n



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 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 has been registered in the commercial register as well as the Central register for legal entities with nonprofit aims, working in public benefit.



We actively work for achieving advance on the Sustainable Development Goals of the Global Compact.



TABLE OF CONTENTS

25 YEARS OF BCADE FOUNDATION - 5

INTRODUCTION - 6

SUPPORTING CORPORATE GIVING - 8

CORPORATE PROGRAMS - 9

“Summer for Joy, Autumn for Care” Program - 9

Assistance during the crisis with COVID-19 - 11

“Talent Connections” Program - 12

WORKPLACE GIVING - 13

PLATFORMATA.BG - CORPORATE FUNDRAISING PAGES - 15

WORKPLACE GIVING QUALITY MARK 2020 - 17

INCREASING ACCESS TO RESOURCES FOR CHARITY ORGANIZATIONS AND CAUSES (FUNDRAISING AND GRANT MAKING) - 18

FUNDRAISING TOOLS - 18

Unified Donation Number DMS 17777 - 18

Platformata.bg - 22

Giving without borders - 25

DONOR FUNDS - 26

Get Ready to Succeed Scholarships - 27

Fund to Support Women Victims of Domestic Violence - 29

Medical Treatment and Rehabilitation of Children Fund - 31

Environment Protection Fund - 33

ENTREPRENEURSHIP - 34

ANALYTICAL AND RESEARCH ACTIVITY - 35

National Survey focused on the Consequence of the COVID-19 Crisis - 35

ACCELERATOR PROGRAMS - 35

Academy for Local Entrepreneurs 4.0 - 35

TUI Care Foundation Corona Relief Fund –
financial support for small businesses in tourist regions - 36

TRAININGS AND EXCHANGES FOR ENTREPRENEURS - 37

SEEDplus2 - an opportunity for young entrepreneurs - 37

Fourth edition of the “Social Entrepreneurship Course”
at the Faculty of Economics at Sofia University “St. Kliment Ohridski” - 37

Participation in mentoring programs, trainings, jury - 38

AWARDS - 38

DEVELOPMENT OF THE GIVING ENVIRONMENT - 39

#GivingTuesday - 39

“Impact of the COVID-19 crisis on the Bulgarian NGOs” Research - 41

Participation in the Bulgarian panel of
the UN Global Compact Leaders Summit - 42

BCause reaffirmed the updated NGO good governance standards - 42

Joining petitions and open letters - 43

BCAUSE PEOPLE - 44

25 YEARS OF BCAUSE FOUNDATION

5 years ago, when the foundation received its first name and we celebrated with friends and donors our first 20, we counted the donations we have received – 17 and a half million. Under the spotlight we promised to speed up the process and to make sure another 10 million reach Bulgarian charity causes in the next 5 years. Well, it worked! Actually, it even worked on the fourth year, but now we can proudly announce that for the duration of five years, BCause Foundation managed to raise as much as it had for its first 20 years – 16,347 256 Bulgarian leva!

It's true that the COVID-19 menace brought about a wave of crisis generosity during the past year, but it is without a question that our work on building infrastructure for giving, good services and reputation is more effective than ever. We develop sustainable donation practices and attract biggest numbers of donors, we encourage more and more NGOs to raise funds and raise friends, we partner with social investors and motivated entrepreneurs. In 2020 we couldn't celebrate our anniversary, but we managed to be happy with the achieved results and the changes they bring to people and communities.

In 5 years BCause raised as much as it had for its first 20 years – 16 347 256 leva.

We can't make any promises for the next 25 years, but we are sure that we will participate, next to you, in the forces for change for the better future of Bulgaria.



INTRODUCTION

A year like no other! Masks, stress, threat, fear, distance, loss - COVID-19 changed all aspects of human activity, every workplace, all relationships, all humans - babies and old people alike. One more time, when facing a crisis, active people in Bulgaria united to find a way out of it through giving. We had to observe social distancing - in fundraising campaigns we were closer than. It turned out that we, as donors, are ready (more ready than the institutions) to help ourselves, to preserve our sense of community, which can overrule the crisis, leaving no one behind. For the people in BCause Foundation the pandemic turned out to be a force of nature, which swirled us in an unimaginable operation rhythm, being available 27/7, showered



with campaigns and donations. All donation tools we have carefully supported through the years, now worked in full steam. Working from home and from the office, our phones and e-mails accepted questions and provided answers to the givers and to the volunteers. Everything was an emergency and we wanted to be part of the preparation of hospitals, community centre, the preparation of the sick and the poor, so that we can face the worst of circumstances together and overcome them. The annual calculation is a little bit more than 6, 700 000 leva of accepted donations. 2.68 times more than the donations in 2019. 2 780 500 of the donations are connected to campaigns, caused by the pandemic. The remaining rise in the

**Over BGN 6 700 000
accepted donations
in 2020.**

incomes show how the desire to help "infected" many others "regular" social fundraising causes. There is a saying that numbers never show the whole pictures. Of course. But they surely show that BCause was prepared to serve both sides of the fundraising coin: the donors and the receivers, to help on time so that donations can be turned into results. We want to thank all the companies and

individuals, who trusted our reputation, experience and operative capacity - this gave us an opportunity to turn the donors' attention to the problems of the most fragile communities, to the violence, kept indoors, to the elderly, who were lonelier than ever. To those, whose voices are the weakest and the hardest to hear. We are proud that we are part of the non-profit sector in Bulgaria, which manages to survive the crisis thanks to its perseverance and devotion, volunteering and donations.

We will continue reminding each government that they should not forget about us, they should not risk our work or underestimate the importance of our role. We

know that as of today we have more friends and partners than ever. At the heart of the crisis innovations were born, the fruits of which we will pick in the years to come. We will give more easily, with greater results. For BCause hearing the donors and those, seeking help, is a mission. Connecting people to achieve a better, more empathetic and advanced society is our ultimate goal.

I want to thank the team – the most devoted, the best colleagues I can ever wish for.

We thank the payroll givers who are 30 per cent more. We are thankful for the joint online campaigns of employees and companies, who are three times more than those in last years.

We want to thank the initiators of campaigns at the online fundraising tools DMS and Platformata.bg, which attracted many more donations than those in 2019.

***At the heart of the crisis
were born innovations,
the fruits of which we will
reap in the coming years.***

*Elitsa Barakova
Executive director*

SUPPORTING CORPORATE GIVING

We support individual and corporate donors by providing safe and easy giving mechanisms; introducing them to the right partners; consulting them in the process of preparing their community investment strategies and plans; monitoring the effectiveness of donations and taking care of reporting the outcomes.

In 2020, COVID-19 became an unprecedented challenge around the world, and one of the first reactions was strengthening the solidarity among people on a global scale - the threat from the virus itself and the upcoming quakes in health systems immediately caused a wave of empathy and numerous campaigns to support everybody working on the front line.

A total of BGN 1,887,855 were donated through BCause Foundation for providing medical equipment, protective clothing, masks and disinfectants and - in general: for making medical and social institutions ready to meet the crisis.

Among the first donors were our long-term partners - companies and individuals, for whom giving is part of the corporate culture and life philosophy. Thanks to their quick response, campaigns were initiated on March 13, 2020 - the day of the declaration of the state of emergency. The results - in the form of newly purchased medical equipment and supplies, were shipped to hospitals around the country only a few days later, and the campaign reached nearly 100 medical institutions.



For many Bulgarian companies, giving has always been an important part of their sustainable corporate social responsibility policy - the crisis not only did not take away from their CSR programs, but also caused them to restructure and evolve. One of the key factors for this growth were their employees, who were giving regularly for employer-recommended charities and now asked for an opportunity to be actively involved in dealing with the crisis situation, because it was clearly evident that, while some of us could work remotely from their homes, others had to be on the front line and society was heavily dependent upon their work. Technology, of course, provided the environment for working remotely, but also for donors to find new ways to give - corporate charity dinners, bazaars and sport competitions all became online fundraising events.

CORPORATE PROGRAMS

BCause supports companies in the selection and planning of specific social and environmental programs tailored to their environment, employees, corporate goals. We help to engage employees through donations from the workplace and corporate volunteering, to make sense of the results achieved and to design new development goals.

Total value of the company programs: BGN 1,515,199

“Summer for Joy, Autumn for Care” Program

Corporate partner: PHILIP MORRIS BULGARIA

Adapting activities to the constraints and challenges of the pandemic situation was the most critical part of the 6th edition of “Summer for Joy, Autumn for Care”. The program is in support of communities in tobacco-producing regions and includes the Educational and Adventure Academy for Children from 1st to 7th grade, the Academy for Teachers and the Academy for Local Entrepreneurs. This year, due to the pandemic, instead of the traditional medical examinations, we sent for the elderly useful and necessary food supplements and vitamins to strengthen their immunity against the infection. After consulting the mayors, a total of 2,800 packages of three types of food supplements and vitamins were delivered.

For the implementation of the program we relied on cooperation with “Future Now 2006” Community Centre (chitalishte). We worked in five tobacco production regions - Blagoevgrad, Kardzhali, Haskovo, Silistra and Shumen.

The present children’s Educational and Adventure Academies “Summer for Joy” were changed into a combination of one-day meetings on site and 14 days of online mentoring with a total of 530 children from 21 settlements - Satovcha, Kochan, Slashten, Ablanitsa, Strandzhevo, Nova Cherna, Benkovski, Chernik, Iskra,



Chakalarovo, Okorosh, Pravda, Karamantsi, Shishmanovo, Stambolovo, Gledka, Yassenkovo, Branichevo, as well as the towns of Tutrakan, Krumovgrad, and Dulovo. The specially developed Adventure Diary “Summer for Joy” for 1-2, 3-4 and 5-6 grades was distributed in over 1000 copies. The Diary, the results of the completed tasks, news, and photos have been uploaded on the website <https://zabavno.bcause.bg>. At the end of the Academies, an online Great Heroic Meeting was organized, where the participating children shared their adventures and achievements.

The emphasis in the Academies was the skills for searching for information, handling knowledge from various subjects and presenting to the group. The children learned to take responsibility and manage the process of self-organized learning - the Diaries included questions from geography, mathematics, biology, physics and history, which they had to answer. Working with the Diaries helped the children to develop curiosity and concentration, to communicate effectively in a team - 23 local initiatives were organized by teams between 2 and 5 children and to present themselves to the public at the Great Heroic Meeting. After participating in the Academies, children increase their confidence, acquire skills to communicate without aggression, to take into account the feelings of others and last but not least - to read and communicate in Bulgarian.

The Teachers’ Academy provides innovative classroom teaching tools based on experiential learning, multiple intelligence, self-organized learning. In 2020, 31 teachers from Ablanitsa and Krumovgrad participated in the training for self-organized learning environment (SOLE). After the trainings, the two schools integrated the SOLE method, 180 SOLE lessons were conducted, 300 “Big Questions” were created, which cover interdisciplinary different subjects and correspond to 300 lessons.

A focus in the Academy this year was the accelerated literacy through suggestopedic methods - 113 teachers from 20 schools participated in the course. Accelerated literacy is already integrated into the work of schools. Teachers use the new literacy program with 140 lessons included. They report good results and a willingness to continue using the tools.

For the Academy for Local Entrepreneurs, we contacted local communities through posters, Facebook, local media, municipalities. 13 local meetings and 1 webinar with more than 85 participants were held. Out of 46 applications, 28 projects were interviewed and 18 accepted in the accelerator. Entrepreneurs took part in trainings and appeared before the jury at the finals of the Academy in an online environment. 14 of them developed business plans and presented their ideas to the jury. 4 projects received funding totaling BGN 30,000. The program has attracted many promising teams and people with ideas that can become a viable business. The second part of the entrepreneurial component aimed to provide mentoring to restore / expand the business models of entrepreneurs from previous years of the program. We selected 10 teams that received mentoring support in finance, sales, business development, PR and marketing for 4 months. As a result, 5 of the teams improved their digital presence and marketing through new websites and social media activity, which led to sales growth.

Program Value: \$ 158,061

Assistance during the crisis with COVID-19

Corporate partner: PHILIP MORRIS BULGARIA

In 2020, the company sought BCause's partnership to implement two consecutive large-scale projects to help the Bulgarians institutions in crisis. The main goal of the projects was to provide critical necessary materials for hospitals and people on the first line. To achieve the goals the foundation entered into a partnership with the Ministry of Health.

Main activities and results:

- 500 specialized FF3 masks were delivered to 4 national hospitals.
- Over 150,000 surgical masks were donated to the Ministry of Health with the will to be used from municipal hospitals, NGOs and social institutions.
- Alexandrovska Hospital received funds for the purchase of immunotherapeutic drugs, 125 people were treated.
- The activities of the National Patient Organization were supported to inform and care for more than 2630 people with chronic diseases only in May 2020.
- 11,000 high-quality protective clothing and delivered to the Ministry of Health and regional centers for Public Health, National Network of Health Mediators, Caritas, Sofia, the National Psychiatric Hospital and others
- The repair and construction of an oxygen installation for a new COVID ward in the Plovdiv hospital "St. Mina" was partially supported.

Total amount of the projects: BGN 1 005 000

“Talent Connections” Program

Corporate partner: BNP Paribas

In 2019-2020, the Talent Connections program ended, funded by BNP Paribas, as part of the company’s Art DreamUp Support International program. The aim of the program is to support its development the social integration of children deprived of parental care and young people with intellectual disabilities through various activities to engage them emotionally and develop in them a positive attitude towards life. BCause Foundation included Dechica Foundation and Project Northwest Foundation in the implementation of the project.

Dechica Foundation helps children and young people deprived of parental care, increase their success and motivation in school. A total of 48 children from 4 family-type accommodation centers participated in the program. 12 of the children are from Veliko Tarnovo, and the rest are from Sofia. 20 volunteer mentors have an important role in working with children. The activities were different: folk dances, acting and drawing lessons, theater lessons, which took place in person until mid-March 2020 and were interrupted due to the epidemic, lessons in Bulgarian language and literature, English language and school support, as well as a mentoring program with volunteers and psychologists.

The foundation also organized a summer educational camp in July in Sozopol. As a result, over 70% of children increased their motivation to learn, their self-esteem, teamwork skills, discipline and tolerance in relationships with others.

The Northwest Project Foundation works with a total of 48 young people with disabilities in 5 services in the Complex for Social Services in Mezdra in order to build a system of skills supporting socialization and social integration. The young people participated in music therapy and occupational therapy classes and art therapy according to their abilities for inclusion. The foundation team reports improvements in motor, behavioral, and cognitive skills, as well as in concentration and physiological status in each of them - to varying degrees according to their diseases and abilities. 48% of young people are rather passive participants and have weak reactions as they are most severely impaired. At 65% an increase in emotional tone as a result of exercise is observed.

The biggest success is that during the months after the pandemic started the achievements with the 20 more active young people was maintained. Art therapy classes were held online and outdoor, as well as activities aimed at overcoming the stress of youngsters associated with the pandemic and isolation. As the foundation has been working with young people for 4 years to overcome the effect from institutionalization, the goal was not to regress them as a result of the quarantine of the institution.

Program budget - EUR 20 000

WORKPLACE GIVING

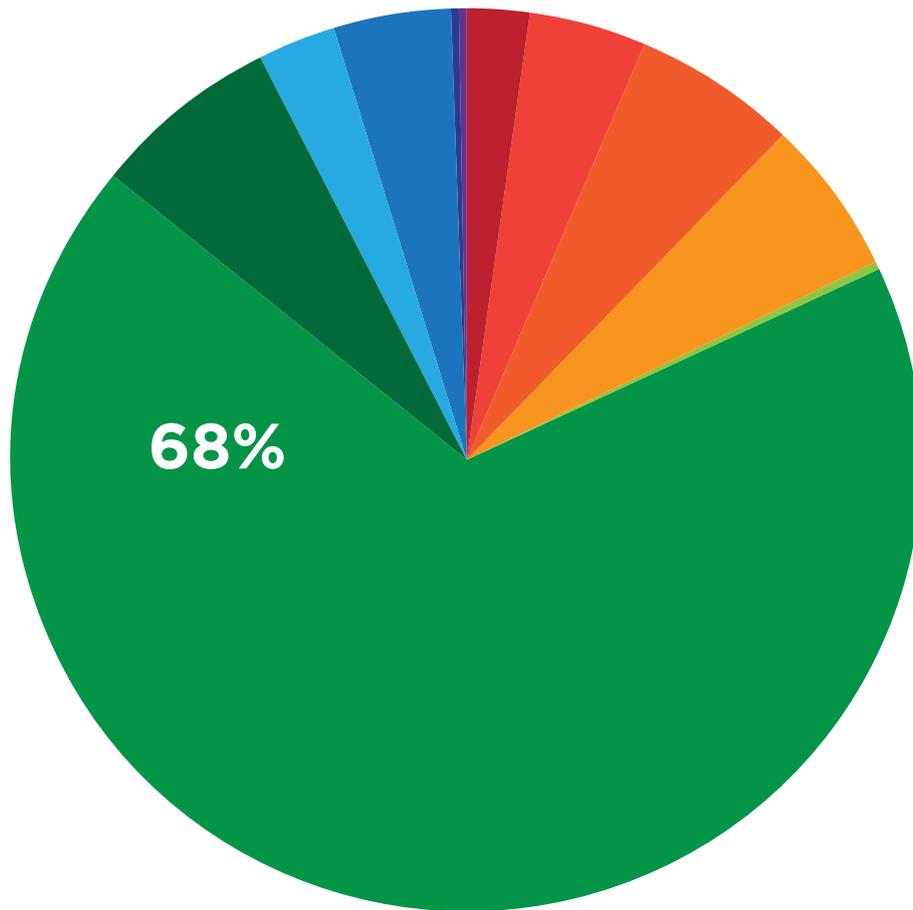
As most pre-planned company events, including Christmas and Easter charity bazaars, could not take place during the pandemic, companies reacted quickly and looked for a way for the employees to be together, even from a distance. Virtual Christmas parties have replaced real cocktail evenings, and online giving campaigns proved to be one of the very few ways to keep the charitable tradition alive during lockdown. 2020 showed us how important it is - for both sides in a partnership - to maintain relationships and long-term support for causes that are important to the company and its employees. Some companies even report that the interest in participating in charitable initiatives has increased and employees have initiated various campaigns to help existing charitable partners.

The online giving website of BCause Foundation - www.platformata.bg - successfully hosted 15 corporate fundraisers for companies that encourage regular giving, as well as employee participation in various ad hoc emergency campaigns aimed not only at dealing with COVID-19, but also with the consequences of the pandemic on our society - like the deepening chronic health problems and lack of basic life-saving equipment in hospitals outside Sofia; the evergrowing need for additional social services for vulnerable groups of people (people with disabilities, refugees and migrants, victims of domestic violence); the inability of some children to participate in distance learning, etc.

There was also an increase in regular donations in 2020 - over BGN 690,000 were donated via payroll by the employees of Bulgarian 45 companies and their support reached over 11,000 people from vulnerable groups and communities.

***Over BGN 690,000
via payroll giving
in 2020.***





PAYROLL GIVING
Donations in leva by categories, 2020

	Children at risk	16 165,33
	Children and adults with disabilities	29 436,64
	Children and young people in institutions	39 134,67
	Other	39 905,79
	Art / culture	818,25
	Medical treatment	469 183,83
	Education/ science	47 572,35
	Nature / wildlife	19 041,32
	Elderly people	28 404,31
	People in need	2 136,00
	Human rights	439,37
	TOTAL	692 237,86 leva

PLATFORMATA.BG - CORPORATE FUNDRAISING PAGES

Platformata.bg has already become a preferred tool for CSR specialists for organizing workplace giving and fundraising campaigns with the participation of employees. This shows the results of many years of consulting work from BCause Foundation for large local companies that traditionally engage their employees in charitable initiatives.

We have 16 companies currently using the corporate donation page service on Platformata.bg - and five of them chose to transfer their December charity initiatives on the website. The advantage for companies include a personal consultant, a large pool of validated charity partners to choose from and improved accountability for donations. On the company page on Platformata.bg the employer could address the employees directly and has an opportunity to encourage them to donate by matching their donations. Employees could give with all types of bank cards, via PayPal or bank account, and the payment system is in two languages - Bulgarian and English.



The COVID-19 epidemic has paused corporate volunteering and charity bazaars that some companies traditionally organize for their employees around Christmas. Human resources specialists preferred smaller initiatives and online donations through company pages in Platformata.bg.

For the seventh consecutive year, **TELUS International Europe** has launched the TELUS Days of giving program that traditionally involves company employees, as well as their families and friends. The six projects selected by TELUS International in Bulgaria, were presented on the company page in Platformata.bg. The company

supported each organization /For Our Children Foundation, Dechitsa Foundation, the Light for Life Foundation, Animal Rescue and the Knitting Warmth initiative/ with a donation of BGN 2000. The employees donated additional BGN 2,947, the favorite being the Animal Rescue campaign that managed to raise BGN 2006.

In December 2020, the technology company **Endava** made a donation campaign in favor of the patient association “Children with Oncohaematological Diseases”. Employees chose to donate to the distance learning program for hospitalized children through virtual classrooms, with younger children also covered by additional teachers. In Bulgaria, every year, on average, there are between 150 and 200 new cancer patients under 18 years of age. Treatment is possible in three hospitals (in Sofia, Plovdiv and Varna), and the duration of treatment can vary from 6 months to 3 years and more. By the end of 2016, there were still 4 hospital schools in the country, but they were closed down as a consequence of the new law on school education. 29 donors from Endava managed to overachieve the financial goal of the campaign - BGN 3,000.

Ubisoft Sofia supported 3 causes in December, also on their corporate fundraising page. They supported the Fund #FortheChildrenOfHeroes; the campaign for a sensory room for children for the Association “Together we can do more”, as well as the campaign of the Specialized Pulmonary Hospital in Sofia. The company donated BGN 3,000 for the Fund #FortheChildrenOfHeroes /supporting the children of medics and teachers who lost their lives to COVID-19/ and BGN 6,000 for an air purifier for the pulmonary hospital.

The Bulgarian software company **Chaos Group** also hosted its Christmas charity event online and invited employees to support five important charitable causes. The Chaos fundraising page listed Animal Rescue; 20-year-old Georgi, who raised money for his own medical treatment for leukemia; the National Drug-addictions Hotline; Daedalus School for Disadvantaged Children and Youth and the Fund #FortheChildrenofHeroes. The company supported each campaign with BGN 600, and the total amount donated reached BGN 14,328.

In early December, **DXC** asked its employees to donate to the Get ready to succeed scholarship program. They set a goal to raise BGN 5,000, which equals the annual scholarships for two excelling Bulgarian students. For a month, the donations from DXC employees exceeded the goal more than four times and, in the end, BGN 20,430 were collected. The company managed to motivate its employees with gifts for each donor in the form of used office furniture and equipment. Thanks to the generosity of DXC and its staff, 8 young people will receive annual scholarships in the academic year 2021-2022.

See more on corporate fundraising pages on www.Platformata.bg.

WORKPLACE GIVING QUALITY MARK 2020

On February 16, 2021, for the sixth consecutive year, we awarded Bulgarian companies that encourage, promote and develop outstanding workplace giving programs. All of them consider giving an important part of corporate culture and offer various opportunities for employees to get involved in meaningful projects and volunteer action, charity events, as well as a suitable infrastructure for sharing experience and knowledge with children and young people.

The annual quality mark was established by BCause in partnership with the Bulgarian Society for Public Relations and the Bulgarian Association for People Management - in 2020 the Bulgarian Association of CSR Specialists also joined the awarding committee.

Over BGN 2 million were donated in 2020 only by the 24 companies that applied for the quality mark, and this amount also includes the additional donations from the employer. During the pandemic in 2020, companies have made many other corporate donations, mostly to support the struggling healthcare system, by donating medical equipment, protective equipment and supplies to hospitals. The committee was impressed by their professionalism, dedication and good planning during the pandemic year, which allowed them to navigate the uncertain times and respond adequately to the expectations of society and the employees.

Anakatech received the basic quality mark; ABB, Aurubis, DXC, Kaufland, Coca-Cola, Mondelez, Orbico, Paysafe, Tik42, Zagora Holding and Ubisoft earned the bronze quality mark; silver level was achieved by Genius Sports, Endava, Neterra and TSD Services. The gold quality mark was for A1, Isobar Commerce, Vivacom, SAP Labs Bulgaria, Citi, Telus International Bulgaria, UniCredit Bulbank and Chaos Group.

The committee also awarded A1 - for their exceptional CSR team, which contributed to the development of donations in the workplace; UniCredit Bulbank - for the innovative application using QR-code, which allows each employee to donate with only a few clicks; and Chaos Group - for the impressive growth in workplace giving achieved in under a year.



INCREASING ACCESS TO RESOURCES FOR CHARITY ORGANIZATIONS AND CAUSES

(FUNDRAISING AND GRANT MAKING)

FUNDRAISING TOOLS

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

Unified Donation Number DMS 17777



DMS is a platform for sending charitable text messages and online donations in support of campaigns for treatment of people and initiatives of organizations and institutions in Bulgaria, a project of BCause Foundation and Bulgarian Donors' Forum, developed together with Telenor, VIVACOM, A1 Bulgaria, Terracomunications, United Bulgarian Bank, ePay.

The DMS donation platform is growing every year - the total number of active campaigns in 2020 was 270 compared to 264 in 2019, and the new campaigns - 81:

- 90 medical treatment campaigns, of which 26 new,
- 166 NGO campaigns, of which 51 new,
- 14 campaigns of public institutions, municipalities, community centers, hospitals, 4 of them new.

Donations through the donation platform DMS for 2020 are twice as many as in 2019. The campaigns in DMS have received huge donation support in the amount of BGN 2,557,155.09. For comparison, in 2019 it was BGN 1,284,035.

47% of the total amount of donations came through one-time text messages worth BGN 1, monthly SMS subscriptions of BGN 2 and 5 increased by 23%, online donations and those made by bank transfer increased by 30%.

**2,557,155 leva
are donated by
DMSbg.com in 2020**

Individuals' campaigns

There are a total of 44 campaigns completed in 2020, of which the campaigns to help 25 people have a successful outcome.

12 of the successful campaigns were for children. From them:

- 5 children raised funds for orthopedic surgeries in Austria, Germany, Turkey and the USA.
- 2 children were given a chance to improve their condition by infusing stem cells in Turkey.
- 3 children raised funds for intensive rehabilitation in Turkey and China.
- Funds were raised for one child to perform a urological operation in Austria.
- One child went to the United States for neurological surgery.

13 people over the age of 18 successfully raised funds for treatment. From them:

- 4 went to Turkey for a kidney transplant.
- 2 people successfully underwent a bone marrow transplant in Germany and Turkey to treat leukemia.
- 1 person was treated by an experimental stem cell infusion in Serbia.
- 2 people received a chance for intensive rehabilitation in Bulgaria.
- Maintenance medication was provided for 1 person.
- At the end of the year, with the help of a donation from Mall Serdika, the missing funds for the treatment of 3 people were supplemented - two for joint replacement operations and one for stem cell infusions.

Three campaigns were suspended due to death.

14 campaigns were closed due to low donor activity or lack of contact with the holder.

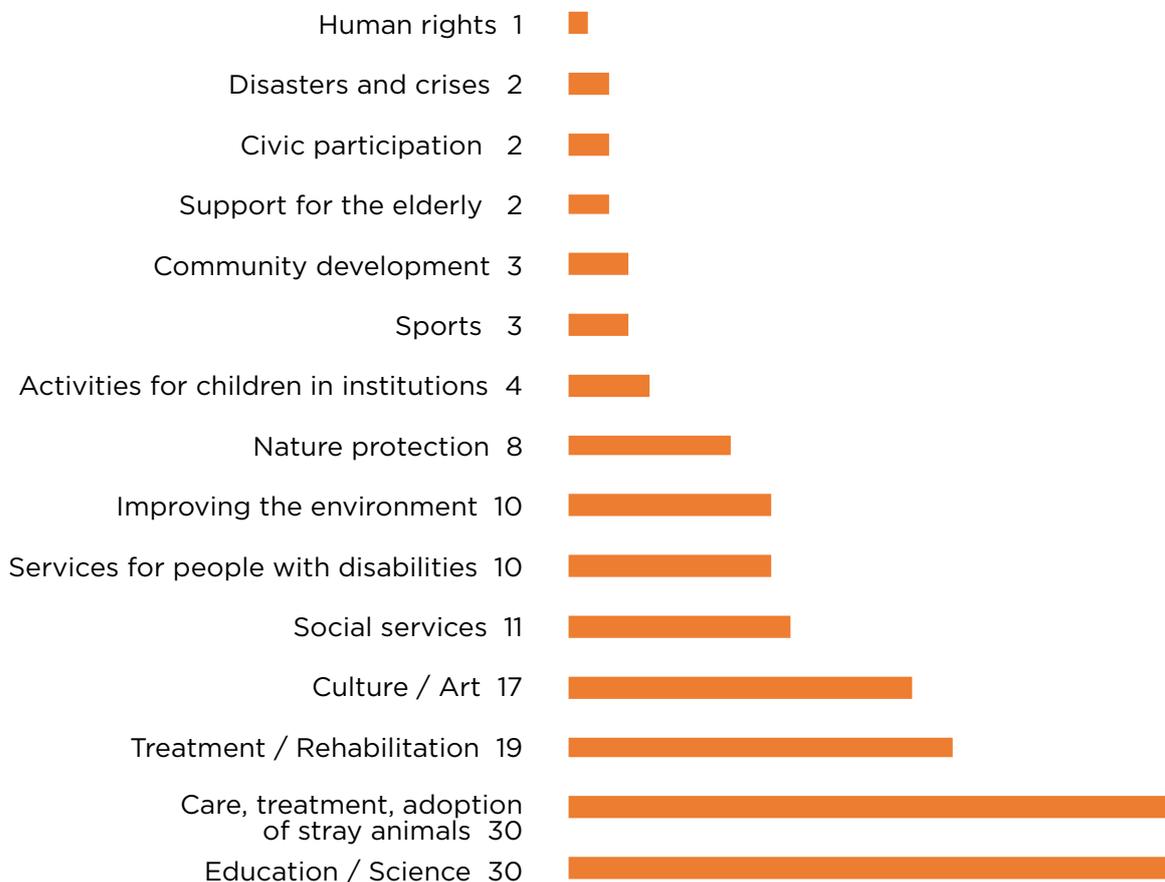
One campaign was stopped because the National Health Insurance Fund was funding the treatment in the meantime, and another was due to the family's emigration to another country.

Campaigns of organizations and public institutions

In 2020, funds were transferred to 152 campaigns of non-profit organizations, community centers, municipalities, boards of trustees, hospitals, parks and other public institutions, with an increase in the number of campaigns by 17% compared to 2019. Annual reports received on activities carried out with the raised funds are 113. The spheres of activity of all 152 initiators of campaigns are in the following categories.

Four campaigns were aimed at tackling the COVID 19 epidemic and its consequences, including the campaign of the Ministry of Health with the code word DMS SOLIDARNOST for the purchase of equipment, for which the funds raised during the year were BGN 432,940.26 - the largest financial result in 2020, as the funds were used for the purchase of equipment for six hospitals according to a report from the Ministry.

Number of campaigns by categories



Effect on organizations from the use of DMS

Participation in DMS has a multifaceted effect on organizations - it facilitates their efforts to raise funds, they increase their capacity, improve their publicity, become more recognizable. The status of an approved organization increases their legitimacy. The achievement of the financial goal is rated the lowest by the organizations. The reasons are partly due to lack of capacity and sufficient activity, but also due to the fact that they raise funds in other ways and do not rely mainly on DMS.

Here is how respondents ranked the effect of participating in DMS in order of importance:



ПЛАТФОРМАТА на Фондация BCause

Platformata.bg was established in 2015 by BCause Foundation as a convenient tool for collecting online donations from Bulgarian organizations and active people. Donations are made online - through the Borika system or through PayPal, by bank transfer -

through the donation account of the Foundation, and through CAF America for donors - taxpayers in the United States.

In addition to campaigns, Platformata.bg develops regular donations as a continuation of its project for pay-roll donations from the workplace, and creates a convenient space for company initiatives carried out jointly with employees.

**BGN 1,659,928
were donated
via Platformata.bg in 2020**

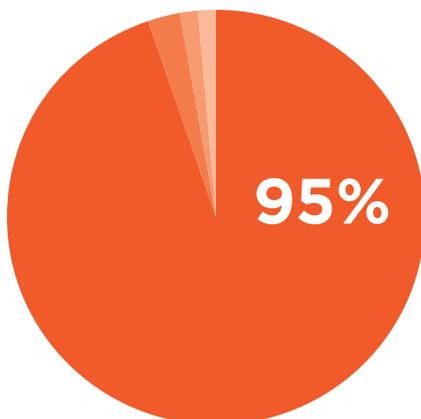
In 2020, Platformata.bg had 237 active campaigns, 202 were the new ones created during the year. The total funds raised are BGN 1,659,928.40. For comparison, the total funds raised in 2019 are BGN 292,152.15 or the amount of donations in 2020 is more than five

and a half times more than in 2019. The total funds paid to the campaigns are BGN 1,490,906.10. Management costs - BGN 63,824.40.

The increase in donations is due to the successful campaigns related to the response of organizations and volunteers to the COVID-19 pandemic, and to the use of the Company Page tool by companies and employees.

Category with the most donations

Campaigns in the "Treatment and Rehabilitation" category attract nearly 60% of donations in 2020, although the number of these campaigns is 48 or less than 24% of all new campaigns during the year. It is significant that 56.18% of all donations in Platformata.bg in 2020 or 95% of the donations in this category (BGN 932,545)



Donations in the category "Treatment and Rehabilitation"

- Equipment and repairs for hospital facilities - 932 545 leva
- Treatment or rehabilitation of specific individuals - 24 689 leva
- Health education - 15 109 leva
- Health services - 11 423 leva

were intended for equipment and repairs for hospital facilities. Only 1.49% of the donations are for treatment or rehabilitation of specific individuals, and 1.6% are intended for health education or services provided by NGOs.

Initiator with the most donations

The volunteer group #ZaDobroto (For The Good) started its activity on Platforma.bg in September 2019 with two successful campaigns to draw public attention to the condition of children's hospitals in the country. The crisis found them during the implementation of the project for repair of the Infectious Diseases Clinic at St. George Hospital - Plovdiv and they welcomed it with a high reputation among donors, excellent contacts with hospitals, great motivation for change and experience. The total revenues under the sign of # ZaDobroto (For The Good) in 2020 are BGN 727,50413 in 11 campaigns.



For companies

Five companies used Platformata.bg for emergency campaigns during the first wave of COVID-19 in Bulgaria. Chaos Group, Playtech, Paysafe, Endawa and Zara Oil Company have increased their contributions to help first-line medics and hospitals across the country. In addition to company donations, they raised funds from employees and partners through Platformata.bg with targeted campaigns through their company pages.

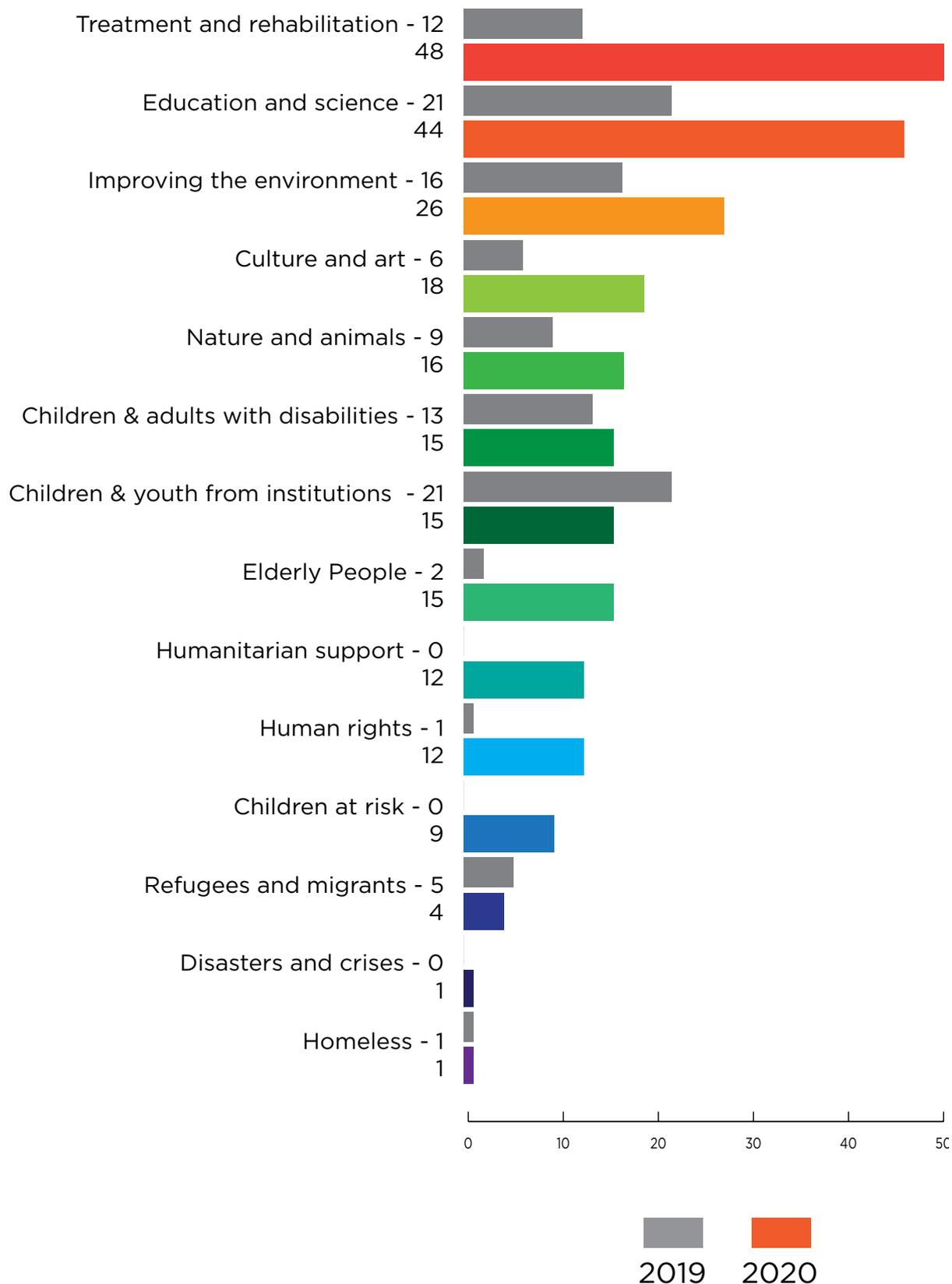
The COVID-19 epidemic is hampering corporate volunteering and charity bazaars, which some companies traditionally organize with their employees around Christmas. Human resources specialists preferred smaller initiatives and online donations through a company page in Platformata.bg.



During the year we created the first Validated Organizations list - a formal way to show in one place the organizations with which the Foundation works and we believe that they are key in their sector, active and reliable. The "validated" sign is a recommendation to donors and people with an interest in a certain social field who do not have personal impressions of the work of various organizations.

Platformata.bg will dedicate 2021 to improvements in services for organizations and companies.

The donation campaigns in Platformata.bg by categories in 2020 and 2019



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.

The total amount of donations received for Bulgarian recipients in 2020 is EUR 6804.

The network was joined by a new Polish partner - Academy for Development of Philanthropy.



USA

Bulgarian organizations can raise donations in the USA with the help of CAF America and BCause by creating a campaign at platformata.bg.

In 2020 BGN 5810 were raised, most of them for the campaigns by “Project Northwest” Foundation.

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 organizations, schools, kindergartens, community centres in the form of completion.

FUND / Finances in BGN	Starting Balance	Income	Expenditure	Final balance
Medical Treatment and rehabilitation of children Fund	27 354.31	55 484.99	23 915.12	58 924.18
Sport for Children with Disabilities Fund	1 046.88	48.15	502.41	592.62
We Can Fund	1 656.27	4 364.87	6 001.06	20.08
Organizations for People with Disabilities Fund	275.07	971.00	65.10	1 180.97
Our Parents Fund	10 905.32	7 351.46	1 008.53	17 248.24
Environmental Protection Fund	2 406.06	744.00	2 146.40	1 003.66
Charity Bazaars and Events Fund	429.24	112.00	532.20	9.04
Get Ready to Succeed Scholarships	155 460.86	218 054.62	176 476.52	197 038.96
Fund to Support Women Victims of Domestic Violence	11 559.87	44 680.96	44 597.30	11 643.53
Snezhana Yaneva Fund		6065.63	4161.14	1 904.50



Get Ready to Succeed Scholarships

“Get Ready to Succeed” is a program, created by BCause Foundation in partnership with “Orphan” Foundation. It started in 2006. The scholarships are entirely provided by donations and the main criterion is the results, demonstrated by the applicants. The number of the “Get Ready to Succeed” scholarships depends on the amount of money, having been raised throughout the year.

During the 2020-2021 academic year “Get Ready to Succeed” grantees have become a total of 88 people, 24 of them are double orphans or have been raised at an institution.

The total value of the scholarships this year is BGN 166 100. The scholarships are provided entirely from donors - more than 20 companies and many individual payroll givers.

We are thankful to all our donors to the “Get Ready to Succeed” programme, who, in a time of crisis, except for urgent support to the frontline medics and the hospitals throughout the country, also chose to make a long-term investment in the education of 88 young people, who chose studying to be their path to success.

The Covid-19 crisis once again and more vividly showed the problems of the health system in Bulgaria: the lack of personnel, the low payment for doctors and nurses, as well as the volunteering young specializing doctors need to deliver in order to start working.

Besides, the future doctors and nurses have the biggest restrictions when having to work to support their studies and need to study and specialize for a long time, receiving an incredibly low income during that period. Here's why for the 15th year in a row the scholarships for excellent students were increased to BGN 2500 annually and were given to medical students with priority.

The 2020-2021 “Get Ready to Succeed” scholarship was given to 33 excellent students: 26 in Medicine, 3 in Nursing, 1 – Medical Physics, 3 – Dental Practice.

All of them have very good marks, and two have only excellent marks without exceptions and have been our grantees during the whole period of their studies. Five of the medical students are double orphans or have been raised at an institution. One of the grantees has been a volunteer at a COVID ward at the Military Hospital in Sofia.

Except for medical students, the “Get Ready to Succeed” Scholarship gives support to students in other degrees, who have very good marks, but meet financial difficulties. The special scholarships are given to 18 students – double orphans or having grown up at institutions, 4 physical disadvantages and 2 have extremely low income. Among them are a 2020 Bulgarian chess vice-champion – instructor at the International Chess Federation and a chess referee; a grantee, who is about to publish a novel and a grantee, whose story has inspired a novel.

During the 2020-2021 academic year the “Get Ready to Succeed” scholarship was also given to 37 pupils at the 11th and 12th grade from 26 towns and villages in Bulgaria. 7 of them are double orphans or have been raised at an institution. The annual scholarship for them is BGN 1000, and the requirement – to have excellent results at school. We believe that in this way we continue supporting excellent students from poor families, who are at risk of dropping out of school because of financial difficulties.

For more information: <https://www.bcause.bg/gotovi-za-uspeh.html>

BCause Foundation raises funds for “Get Ready to Succeed” throughout the whole year. The initiative can be supported with a text message with text DMS USPEH, sent to 17 777 or with an online donation at [Platformata.bg](https://www.platformata.bg)



Fund to Support Women Victims of Domestic Violence

In 2020 The Fund to support women victims of domestic violence, managed to raise a total of BGN 51 393.69 through three giving initiatives.

The fundraising campaign in support of the Fund on the eve of the International Women's Day raised BGN 6119.25, but had to be suspended, because of the immediate action that was required in connection to the COVID-19 crisis.

Overcoming the COVID-19 crisis: an emergency fund in support of NGO

On May 19 the money that was raised was the foundation of the Emergency Fund for Fighting Domestic Violence in a Pandemic Situation – a joint initiative by BCause Foundation, The Bulgarian Fund for Women and the Bulgarian Donors Forum. The partnership was provoked by the increased cases of violence, including those with fatal ending for the victims, during the lockdown period, the almost doubled demand for crisis services and the pressure on the capacity of the organizations, delivering those services.

The emergency fund managed to raise a total of BGN 73 192 from corporate and individual donations for all partners (BGN 21 853.40 in BCause Foundation's accounts). The giving platform DMS 17 777 managed to raise further BGN 1230 from donation text messages and online donations.



Expenses and results in 2020

Throughout the year BGN 1419 were paid as final tranches to three organizations from the fund in 2019.

Grants from the Emergency Fund were received by:

- BCDI – Haskovo Foundation, which manage a crisis response centre for women and children, having suffered from violence or trafficking and a consulting room in Dimitrovgrad – BGN 5880.
- “Centre Dinamika” Association – Ruse, who manage and emergency and consulting centre for people, having suffered from domestic violence in Ruse – BGN 4220.
- The Bulgarian Fund for Women – BGN 12 436.67

Through this emergency funding hundreds of women received psychological and legal advice as well as legal representation, COVID-19 tests of the newly arrived at the residence centres, doctor examinations. For the normal functioning of the social services in terms of the increased demand, food, disinfectants, appliances and furniture were bought.

Except for the financial help, donors took part in the cause with non-cash donations and products. “Philip Morris Bulgaria” donated vouchers for food, at the amount of BGN 3700. They were distributed among organizations, which deliver humanitarian help and distribute food packages to the women victims of domestic violence – PULSE Foundation, Pernik, The Council of Women Refugees, “Mission Wings” Foundation.

The following four organizations received BGN 4399.75 each for their crisis and consultation centres for women and children:

- Association NAYA – Targovishte
- Samaritans Association – Stara Zagora
- “Centre Maria” Association – Gorna Oryahovitsa
- PULSE Foundation – Pernik



Medical Treatment and Rehabilitation of Children Fund

Because medical treatment and rehabilitation fund for children supports families with children up to 18 years of age who need constant rehabilitation and additional aids.

In 2020 the fund was able to help financially parents of children, suffering from palsy, epilepsy, specific disorders in the development of the motive function, spina bifida with hydrocephalus, child autism, developmental disorders, expressive language disorders.

The coronavirus pandemic and the subsequent lockdown made the year even harder for the parents. The rehabilitation centres were closed for a long time and the children's therapies had to be postponed.

In comparison to 2019, there is a decrease of the applications for funding of additional aids like walkers, wheelchairs, verticalizers, etc. For two children with palsy therapeutic treadmills and a stationary bicycle were provided.

Help was sought by parents of two children with metabolic disorder and with polymalformative syndrome in order to purchase oxygen concentrators and saliva aspirators.

The treatment of a child with lumbar spina bifida with hydrocephalus was enabled with the purchase of catheters, irrigation systems and dioptic glasses.

For one of the children with epilepsy – West Syndrome – funds were given for the purchase of the medicine “Sabril” for a 3-month therapy.

One child was given extra funding for performing genetic tests for confirming or excluding a genetic syndrome.

A total of 20 children were supported for therapy in the following centres: “Water Way” Foundation, “Logos ABV” Centre, “Autism Today” Association, Personality Institute, Rositsa Kondeva - speech therapist, “Fireflies A-Z”, Centre for Psychological Health, Igia EOOD, Semira Consulting, MC DNH.

The decisions to give money from the Fund are taken by a committee, which sits two to four times annually. Members of the committee are representatives of NGOs, doctors and a mother of a child with a disability.



“When we adopted Vesko, he had developmental disorder, connected to his speech, movements, communication, inability to eat and walk by himself. So, I had to use the services of a speech therapist since the very beginning. As a result of our efforts and consistency, the child can now put words in a sentence, understands, knows all letters and the numbers up till 10, but he is still slow in his development. We need help, in order to continue his speech therapy.”



Environment Protection Fund

In 2020 the fund supported three organizations, who had active campaigns at Platformata.bg:

- Biodiversity Foundation - “Learn with a climate change game!” - BGN 700.

Through this campaign the foundation wanted to raise money for the printing of a board game for the effect of climate change in Bulgaria.

- Green Balkans - Stara Zagora - “The Lesser Kestrel - a small falcon, helping people” - BGN 700.

Through this campaign the foundation aims to preserve and help create new habitats of the lesser kestrel outside Sakar, where this species is already back.

- Association for Research Practices - “Let’s keep Sinemorets free of concrete!” - BGN 700

The campaign aims to preserve one of the last places on the Bulgarian seaside, which has remained pristine.

The “Environment Protection Fund” by BCause Foundation aims to support the field work by environmental organizations in

- protecting rare species, saving wild animals and sustaining protected areas.
- treatment of hurt wild animals and reintroduction of their offspring back to the wild environment.
- activities for sustaining biodiversity in protected areas.

ENTREPRENEURSHIP

The stimulation of entrepreneurship and especially of social entrepreneurship is gradually gaining more and more popularity in Bulgaria. For years BCause Foundation has been active in advocacy campaigns and discussions for the future of the sector, coordinating the coalition Forum “Social Enterprises in Bulgaria ”and participating as its representative in the permanent group on Social Economy at the Ministry of Labor and Social Policies.



We are applying our understandings and support in practice through our Center for entrepreneurship and training at the BCause Foundation - “Rinker”, which is established in 2014. The number of active people who want to invest in local support for the economy is growing.

The center has its own methodology for structured training for social and traditional entrepreneurs and is one of the few in Bulgaria that finances the start of business projects with its own funds that are provided as a grant. In recent years, Rinker’s accelerator programs have received the support of BACB, City Foundation, as well as the four-year strategic support of Philip Morris Bulgaria.

During the past 6 years the team of the Center has worked with over 850 business projects. More than 120 teams have passed through Rinker’s entrepreneurial programs, and 29 of them have been financed with a total of over BGN 400,000.

2020 - the year of COVID-19, a time of crisis and mass restructuring, showed that the team of the Rinker Center, together with the community of entrepreneurs and experts, have created an ecosystem that is sufficiently organized, cohesive, flexible and innovative to be able to respond to challenges and develop in times of crisis.

We adapted the accelerator programs and the exchange program for young entrepreneurs, especially strengthened the mentoring, started research and analysis of the effects of our accelerator activity and the development of the entrepreneurs we have worked with.

Analytical and research activity

National Survey focused on the Consequence of the COVID-19 Crisis

In order to respond adequately to the situation, we prepared an online survey, which we sent to active businesses across the country (84), from which we received 48 responses. The analysis is published on the “Rinker” Center website.

The main conclusion was that there is no direct connection between what phase the business project is at - prototyping or already having its customers, and the way the crisis affects it. For some, it acts as a brake that reduces their speed, but does not stop them completely, while for others it opens up new possibilities. The difficulties are surmountable and the teams have a vision for the future. What is more, targeted mentoring and funding can speed up processes.

The analysis of the survey was followed by increased efforts in the accelerator programs to find a resource for providing mentoring and crisis financing.

Accelerator programs

Academy for Local Entrepreneurs 4.0

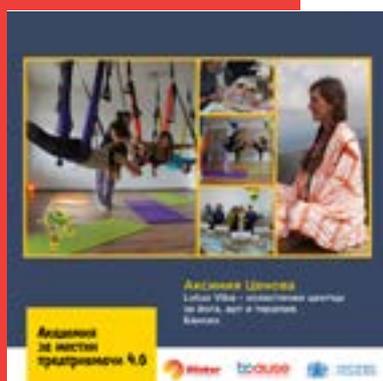
For the fourth year in a row, the “Academy for local Entrepreneurs”¹ as part of the “Summer for Joy, Autumn for care 2020” program, funded by Philip Morris - Bulgaria. The prize pool for the fourth edition was increased to BGN 30,000.

The pandemic situation has necessitated flexibility and innovative solutions, and interest in the program continues to grow.



We held 13 meetings in the four regions, consulted over 150 people, organized two webinars including live consultations and guidelines for applying. We selected 18 teams to participate in the accelerator, which was conducted online. Out of these, 14 teams were admitted to the finals to present their ideas to the jury.

¹ Accelerator program aimed at people with entrepreneurial ideas from the tobacco-producing regions - a symbol of the long-term commitment of Philip Morris Bulgaria to the people in the places where the company works - Kardzhali, Haskovo, Blagoevgrad, Silistra



4 projects won start-up funding:

- “Moka Coffe & Cakes”, Sandanski, mobile cafe with zero waste - BGN 12,000.
- “Epoxy Wood”, Razlog, production of furniture from wood and epoxy resin - BGN 10,000.
- Lotus Vibe, Bansko, yoga center, and art therapy - BGN 5,000.
- “InnovaOne”, Harmanli, sensor system for air and water monitoring - BGN 3,000.

Mentoring support for the teams that went through the programs of the Academy for Local Entrepreneurs - 10 teams. For the duration of 4 months he worked with mentors who helped them develop their business and overcome the crisis situation. The main problems that the entrepreneurs solved with their mentors were related to digital advertising and the successful management of social media as a sales channel, they also received legal advices from our experts. And for those who are in the initial phase of development, it was of great importance to help them seek additional funding and increase sales.

Value of the entrepreneurial component of the program: BGN 74,950

TUI Care Foundation Corona Relief Fund - financial support for small businesses in tourist regions

In the work with the mentors of the program “Academy for Local Entrepreneurs” the participants clearly formulated their specific needs for business development and overcoming the crisis. Thanks to the funding received from TUI, 10 of them² received small grants totaling BGN 9,750. Entrepreneurs wanted, along with the purchase of consumables and equipment, to improve their digital advertising and expand opportunities for online Customer Service.

Cost of the program: 5 000 EUR

² “Kamen’s Flowers”, Oreshnik village, “GVaya” and “Starsides” from Blagoevgrad, Club “Hanuman” and “Sprinkles” Confectionery from Razlog, “Water Tourism”, Silistra, “Yavorov” Basketball Club, Gotse Delchev, Tahandzhynitsata “Atanasov and family”, Harmanli.

Trainings and exchanges for entrepreneurs

SEEDplus2 - an opportunity for young entrepreneurs

From February 1st, 2019 we launched a new three-year project SEEDplus2 - (2019/2022), funded by the “Erasmus for Young Entrepreneurs” program of the European Commission.

BCause Foundation is the Bulgarian partner in a consortium of ten organizations: Euclid Network (Netherlands), Ruprecht-Karls-Universitaet Heidelberg (Germany), Group SOS (France), ESLIDER Portugal Associacao (Portugal), Academy of Entrepreneurship Astikietaira (Greece), BCauseFoundation (Bulgaria), University of Tessaly (Greece), Camaraoficial de comercioindustria y navegacion de Cantabria (Spain), ACT GRUPA from Croatia and SYNTHESIS from Cyprus.



Erasmus for Young
Entrepreneurs
delivered by SEEDplus

The project supports exchanges between new and experienced entrepreneurs within the EU, and continues the pilot initiative for enlargement outside Europe - in the US (only for the states of New York and Pennsylvania), Israel and Singapore. Bulgarian entrepreneurs have the opportunity to work and exchange knowledge and ideas for business development with an experienced entrepreneur from another country in Europe for a period of 1 to 6 months. Experienced Bulgarian organizations can apply to host foreign young entrepreneurs.

The pandemic situation led to a slight delay in some of the exchanges, however, we successfully carried out 7 exchanges of young entrepreneurs in the Netherlands, Spain, Germany, Poland, Denmark and Slovenia.

The European Commission is adapting the program to meet the new realities. From 2020 there is the possibility to conduct remote exchanges. The project's duration is to be extended for another year until February 2023. From 2021 Canada, Taiwan and South Korea will be added to the EYE Global program.

Fourth edition of the “Social Entrepreneurship Course” at the Faculty of Economics at Sofia University “St. Kliment Ohridski”

The course in “Social Entrepreneurship” at the Faculty of Economics at Sofia University “St. Kliment Ohridski”, organized by “United Ideas for Bulgaria” and “Rinker” Center, was held online. There were 45 students who discussed cases from the country and abroad. The course is designed for bachelors and masters and brings credits to students from the Faculty of Economics at Sofia University. Assoc. Prof. Dr. Atanas Georgiev, Dean of the Faculty of Economics at Sofia University “St. Kliment Ohridski”, sent a thank you letter emphasizing the quality and the role of the course, which was enrolled by 300 students in 4 years.

Participation in mentoring programs, trainings, jury

Leveraging Finance 4 Positive Social Change project, co-financed by Interreg Danube program, implemented by “Sofia Development Association”.

- Creation of tools and manuals - Assessment of the social impact of your organization and Assessment of investment readiness (in English) - Elitsa Barakova and Yavor Gochev.

- Mentoring sessions for the participants in the project for development of business plans - Yavor Gochev.

- Mentoring sessions for participants in preparation for online pitching - Yavor Gochev.

- Participation in the final jury - Elitsa Barakova

OPEN PITCH OPEN BAR, an event organized by Economics magazine

- Presentations by Elitsa Barakova together with Kamen Bakardzhiev from “Kamen’s Flowers” and Sofia Neycheva from Family Tahandzhiynitsa “Atanas and Family”.

- Interview in Economics magazine.

Awards

- The Responsible Business Awards 2019 of the Bulgarian Business Leaders Forum (BBLF). The winner in the category “Investor in human capital and working conditions” was Citibank Europe, Bulgaria branch with “Rinker’s Youth Challenge”. Its aim was to support the development of an entrepreneurial knowledge and leadership skills among young people that want to become entrepreneurs. In 2019 a total of 60 teams took part in the accelerator program, 5 of which won prizes worth a total of BGN 80,000, as well as a one-year mentorship. In 2020, the teams continued to work with mentors to develop their businesses.

- The “Rinker” Center of the BCause Foundation was included in the database of good practices of the Interreg Europe Policy Training Platform as an organization that provides mentoring and ongoing support for social and traditional start-ups and SMEs - under the project OSS - One Stop Shop towards competitive SMEs, focusing on the ecosystem for the first line service system”.

DEVELOPMENT OF THE GIVING ENVIRONMENT

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

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.

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

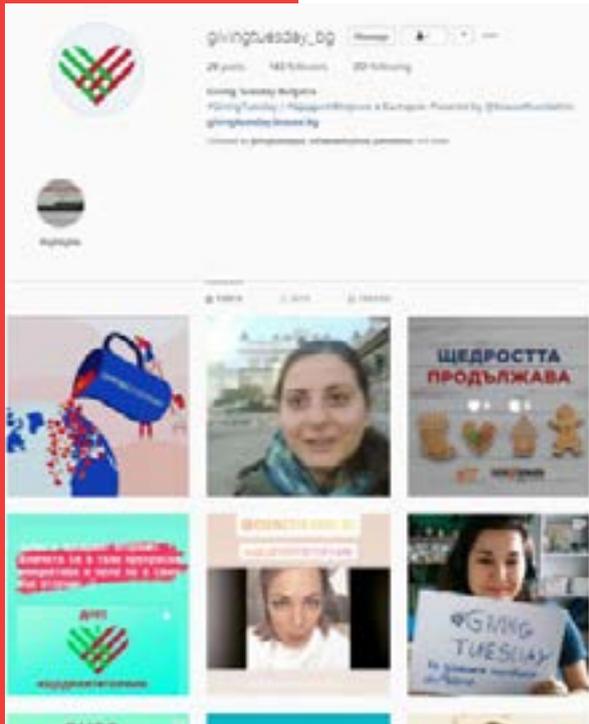
#GivingTuesday

On December 1, the day of #GivingTuesday, thousands of people exchanged words of kindness and donated a total of BGN 226, 489 for various charity causes, using the two donation platforms, BCause Foundation manages: DMSbg.com and platformata.bg for the “two weeks of generosity” (27 November - 11 December). Another BGN 10, 000 have been donated by companies, who “adopted” various causes and started campaigns among their employees.



This year’s motto in Bulgaria was “Donate for a cause, close to your heart” and many activists, celebrities, organizations and companies united behind it. We created personalized visuals of the motto.

In 2020 BCause Foundation organized a #GivingTuesday Accelerator. Its focus was on organizations which are active, but have limited resources to campaign by themselves. We announced a competition, which was followed by an intensive fundraising training, and so, 11 organizations started fundraising campaigns at platformata.bg and DMSbg.com. In only two weeks they managed to raise BGN 51, 641.



We supported the organizations from the Accelerator with small amounts for Facebook Ads.

Another perk from our Accelerator was the professional pro bono expertise that was given to each of the organizations from PR and marketing experts.

On occasion of #GivingTuesday several companies created their own corporate donation pages at platformata.bg and turned to their employees, urging them to donate by setting an example with a corporate donation. Among them are TeleLink, GVC Services Bulgaria, Ubisoft Sofia, MFG, DXC and Paysafe.

Telus International Europe in Bulgaria supported five organizations with BGN 2000 each and also gave their employees and the general public an opportunity to donate to them at their corporate social profile on platformata.bg.

We would also like to thank our general sponsor TICK 42 and all media, partnering organizations and friends who took part in spreading the word.

[Read more on #GivingTuesday 2020 in Bulgaria..](#)

“Impact of the COVID-19 crisis on the Bulgarian NGOs” Research

The research demonstrated that non-government organizations are adaptive, manage to work with limited resources and in crisis situations and that’s why they coped relatively well with the crisis, despite the overall lack of measures for the sector on behalf of the state.

The research is a joint initiative for the organizations-members of CAF Global Alliance and was simultaneously held in six other countries: Australia, Brazil, the UK, India, South Africa. It is an attempt to look at the reaction of the organizations to the new reality we are faced with, due to the pandemic with the COVID-19 crisis, their actions throughout the first four months after the announcement of state of emergency, how they worked through the crisis and if they received the relevant funding. The research was held during the second half of July 2020 and 113 NGOs of all spheres of social life in Bulgaria took part in it.

The report demonstrated that most of the organizations - 95.6%, whose causes cover all areas of life, have continued working, although, in most cases, this happened in reduced capacity, narrowed funding and reduced volumes. The participants in the survey, who are engaged in social work, have increased their work volume.

A participant in the survey shares: *“The crisis made us work with very heavy working hours, in order to manage supporting the people, who work on the frontline, and, at the same time, these extra efforts were not supported financially. Voluntary work, without strict working hours, became the everyday routine during those months. We expect that autumn and winter will treat us no differently.”*

The NGOs have adapted to the situation with innovation – remote working, use of technology, rearrangement of the working process to meet the new needs, expansion of the circle of people, receiving support, new partnerships. More than the half (60 NGOs, 53.1%) have invested in team trainings or new technologies.

The NGO sector has managed financially thanks to private funding and voluntary work. Even in the crisis period, state support was given to only 5% of the participants in the poll. The greatest help came through donations from foundations (22 NGOs, 19.5%), fundraising campaigns (20 NGOs, 17.7%), companies (15 NGOs, 13.3%), individual donors (21 NGOs, 18.6%).

Despite the anticipation, transparent in the research, during the second and the



third waves of the pandemic in our country, supporting measures for the Bulgarian NGOs were once again missing.

[See the whole report.](#)

Participation in the Bulgarian panel of the UN Global Compact Leaders Summit

Elitsa Barakova took part on behalf of the NGO world in the discussion, which was witnessed by more than 300 participants worldwide within the global forum for economic and social recovering “RECOVER BETTER. RECOVER STRONGER. RECOVER TOGETHER”.

The Bulgarian participation was organized by the United Nations Global Compact Network Bulgaria and the topics of discussion were selected in accordance with the organization’s motto: “Business – a force for good”. They took a look at the lessons learnt by the COVID-19 crisis and the opportunities that have arisen.

The Bulgarian panel was held in three consecutive sessions, focused on the transformed business processes and the relationships in society, the rearrangement of priorities and the joint efforts, result of the shared values. Elitsa Barakova was joined by Dimitar Tsotsorkov, chairman of the Advisory Board of Asarel-Medet, Krassimir Nenov, executive director of Contour Global Maritsa East 3, Silvia Peneva, managing partner in Deloitte Bulgaria and Ognyan Trayanov, founder and owner of Technologica EAD and chairman of The Bulgarian Network of the UN Global Compact, who was also moderator.

BCause reaffirmed the updated NGO good governance standards

BCause Foundation reaffirmed the good governance standards, which were updated in November 2020 and asked more organizations to affirm and follow them in their daily work. The standards are a set of rules of conduct, completely voluntary in nature, which acknowledge the importance of open and honest work. The standards have been created at the initiative of the Workshop for Civic Initiatives Foundation and have been announced in 2005.

The reason for updating the standards was the discussion in the last couple of months of 2020 on the topic of regulation and self-regulation in the giving field as well as among NGOs. We asked ourselves whether there is enough transparency and accountability in fundraising campaigns and how donors can be sure that no one would take advantage of their donations.

We, BCause Foundation, believe that the Act, arranging all activities of non-profit entities, as well as tax acts, accountancy acts, etc. are explicit and contain enough regulation, upon which our activities are based. Besides, we have plenty of good practices, especially when donor organizations are concerned, for selection of

organizations and projects, for avoiding conflict of interests, for wages parameters and percentage for their coverage, for accountability and communication with donors. All of these give the necessary answers to the effect of donations and the funding of the organizations themselves.

Joining petitions and open letters

BCause Foundation, along with more than 70 other organizations, signed the open letter, prepared by the National Network for Children, on occasion of the suggested alterations in the Child Protection Act in December, 2020. The letter categorically contradicts the alterations, putting at risk children, violating their rights and contradicts all known international documents.

More than 150 organizations, BCause Foundation among them, united to protect the right of association in Bulgaria and against the draft legislation for alterations in the Non-Profit Legal Entities Act, suggested by the parliament group “United Patriots”. The draft legislation makes provision for ungrounded restrictions on the activities and funding of non-profit organizations and disproportional bureaucratic burden, which would have effectively jeopardized the existence and the role of the sector in society. The Foundation actively sought support for the letter in Bulgaria and participated in international discussions on the topic, such as in Transnational Giving Europe, where European fundraising organizations were also alarmed by the draft legislation alternations.

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

Diana Stoykova
NPO Programmes Coordinator

Angel Velkov
IT administrator and database

BOARD OF DIRECTORS

Chairman
George Nikolov

Members

Boriana Kadmonova
Executive Director,
Evrika Foundation

Zachary Hampson
Managing partner,
Technology Transfer Associates

Ivo Evgeniev
Executive Director,
Khan Asparuh AD

Mihail Boyadjiev
Attorney at Law,
Partner “Dokovska, Atanassov &
Associates”

Michael Tachev
Executive Secretary,
St.St. Cyril and St. Methodius
International Foundation

Sasha Bezuhanova
Founder of civil platform for debate
and common actions MoveBG

COUNCIL OF FOUNDERS

Boriana Kadmonova
Evrika Foundation

Michael Tachev
St. St. Cyril and St. Methodius
International Foundation

Mihail Boyadjiev
Union of Bulgarian Foundations
and Associations

Michael Brophy

