

07

Annual Report

Workshop for Civic Initiatives Foundation





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1 Letter from the Director

Iliyana Nikolova Executive Director



1. Letter from the Director

Potlatch is a North-American Indian custom where the chieftain gives away all his possessions to his guests. He loses all his material wealth, yet wins the respect of the tribe and the benevolence of the gods.

But still the year is 2007 and the country is Bulgaria. Donors are not expected to give away all their possessions. However, when one wishes to help the needy he or she can do it easily and effectively.

The question is: why he or she does it. And the answer is always the same: because he or she understands that there are certain things which depend on him or her too! Besides, giving is noble and makes people value their own gesture, feel better, and last but not the least – giving reduces taxes.

During the last couple of years, philanthropy in Bulgaria has started on a new stage of development. The

signs of this are in the use of more professional mechanisms and approach to making donations, both on the individual line, and in corporative philanthropy. The factors for this professionalization are diverse but all of them have an important place in the process of development of giving.

Firstly, I would point out the development of various donation techniques which provides a set of different opportunities for a donor; this is meant to save time, resources, and efforts. Today it is possible to make a donation through a short message (SMS) to the unified donation number 17777; one can donate online through the donation portal Zaedno.bg, where one has the opportunity to make a choice among a number of campaigns; one can make a donation to a non-governmental organization which has already proven to be really working for people in need or for some other social, educational or cultural cause. One can bequeath property, for example a house. The alternatives of cash donations have been increasing. If you prefer, you can donate time, not money, to help

directly or through a civic organization disabled people or children in institutions, or women who have suffered violence; you can take care of the dogs in shelters or of the environment.

Secondly, it is the idea of corporative social responsibility. The companies in Bulgaria already understand their social responsibility not only in terms of responsible attitude towards the working place, the market, and the environment but also as investment in the social development of the country. More and more business companies have their own giving programs, specially developed on the basis of the idea of binding the trademark with particular values. The causes they support have been selected taking into account their capacities to provide most effective support, and are often committed to significant ideas which bring about solutions of certain problems and change of attitudes and behavior.

Partnership between companies and non-governmental organizations

united by a common cause turns out an increasingly successful formula. The willingness of the business to invest in social programs and the financial power to do it combines with the experience of the civic sector in working with the local communities and the capacity to implement projects, and this makes the joint work more effective and meaningful.

Thirdly, these are the persistent efforts of several organizations in Bulgaria to professionally develop services for the donors, on the one hand, and on the other, work with individual civic organizations helping them organize their own fundraising campaigns. These organizations actually provide an answer to the question how to donate in such a way that the money or time of the donors is really made good use of and bring about real change in the lives of those who have asked for support.

Last but not the least is the visible signs of taking responsibility, demonstrated by the beneficiaries of donations. More and more campaigns

have started making efforts for introducing transparency in their activities – they account for the raised funds, and report on the way they have been spent.

Here I should point out the need for maturity of a civic organization like WCIF. We are not afraid to experiment with new mechanisms in the sphere of philanthropy, to attract non-traditional partners, to work out innovative ways for implementing traditional projects and ideas. And despite the experiments, we hold on to our values – social change through work with the local communities, transparency and accountability, and respecting differences.

The annual report we are introducing to your attention is an example of how a non-governmental organization applies in reality more of the above-mentioned ideas, and, in some cases, has created them for the first time in this country. The examples you can read about here are related to the cooperation of the business and a non-governmental organization, which is new for our country.



We are introducing initiatives which are little known to the philanthropic circles in Bulgaria – our common work with First Investment Bank (for the first time in Bulgaria), and with Eurofootball; the development of a cause related marketing (the project Win and Help), the fundraising campaign Let's Build a Home After the Flood, which put together donations received through SMS and online donations with credit and debit cards, establishing a platform for fast and easy donations (Zaedno.bg), strategic work towards development of philanthropy in Bulgaria (Zaedno Awards), professional support for corporate donors, possibilities for development of a number of communities,

accountability and transparency, and many others.

Our achievements are the result of the joint efforts of many people – the Board of Trustees team, volunteers, donors, partners, participants in the programs who share our values.

I would like to thank all of you who have contributed to the success of our activities with resources, ideas, commitment, and time!

2 The Foundation



2. The Foundation

Workshop for Civic Initiatives Foundation (WCIF) is a non-profit organization which was registered in 2001 in accordance with the Law on Not-For-Profit Legal Entities. The idea of establishing the Foundation was conceived after four years work for the Charity Know How program Learning, Success, Change. The team implementing this program in Bulgaria decided to establish a Bulgarian organization to build on the achieved results and develop new possibilities for work with civic groups and organizations in this country. WCIF is also registered as organization working for the public benefit by the Ministry of Justice, No. 003/16.11.2001.

Since its establishment to date WCIF has funded over 450 projects to the total amount of 2 300 000 BGN and has organized trainings for over 180 Bulgarian civic organizations, which makes WCIF one of the leading Bulgarian foundations.

WCIF mission and vision

We encourage different communities to take responsibility and work actively for social development efficiently using the local resources.

WCIF long-term vision is to be:

- A source of local and independent funding for civic initiatives related to social change, community development and advancement;
- A source of high quality expertise in the sphere of advancement and sustainability of civic organizations, community development, and civic participation, as well as enhancement of local philanthropy.



WCIF is among the few foundations in Bulgaria which systematically combines financial support with building the capacity of civic organizations. The aim is to provide support for the implementation of public projects, and at the same time to enhance the professional level of the organizations themselves.

WCIF main values and principles are:

- Participation and inclusion – we consider participation and inclusion a key factor for the success in our work, as they provide the needed balance and commitment for any intervention in the sphere of development;
- The communities have their own resources – this is crucial for the process of local development and a turning point in our approach to work, as we try to build on the local resources, instead of seeking for and providing new resources;
- Dialogue with all interested parties (Openness to dialogue) – this is our instrument for encouraging partnerships and providing inclusion on the basis of integrity and openness to effective cooperation;
- Transparency and accountability – we are transparent and accountable not only to our donors but also to the communities we work in or with, as well as to all who are interested in our work;
- Responsible attitude to the invested resources – we give not only knowledge; we build upon relations and invest in communities, so that we mobilize the local potential to provide an effect which goes beyond the concrete result of our investment;
- Recognizing, understanding, and respecting the diversity – we respect and value the efforts and work of every single citizen striving to achieve social change regardless his or her ethnic origin, faith, sex, and age.



WCIF objectives:

- To promote the approach of community development, as well as to empower the local communities to take the initiative and control for finding solutions for the local problems and creating development opportunities on the basis of the local resources;
- To promote civic participation as a basic instrument for development;
- To contribute to the development of local philanthropy;
- To help the improvement of the quality of the work of the civic organizations through investing in building their capacity;
- To contribute the process of creating networks and sharing of experience among civic organizations at a regional and national level;
- To build up effective working capacity within WCIF and ensure financial stability

WCIF objectives are set up in a vast field of activities which are divided into 4 main spheres:

- Capacity building
- Financial support for civic organizations
- Developing local philanthropy
- Developing cooperation

You can support WCIF activities through the specially developed donation instruments:

Name Fund

the fund is set up within the Foundation, and its name and priorities are determined by the donor. The Foundation provides the administering of the fund, as well as monitors the transparency of the process of assessment of the project proposals, and the precise implementation of the approved projects.

Special Funds

these are funds with specific aims set up by WCIF, such as Zaedno (www.zaedno.bg), which supports causes of different organizations or the Living Heritage Fund, and NGO Capacity Building Fund.

WCIF Fund

this fund, bearing the name of the Foundation, supports quality projects in the sphere of community development all over the country





3 Donors and Supporters



3. Donors and Supporters

It would have been impossible for WCIF to follow its mission without the generous support of its donors, partners, volunteers, friends, etc. who provided financial and pro bono support:

Public and Private Donors

Charles Stewart Mott Foundation

Trust for Civil Society in Central and Eastern Europe

First Investment Bank

EU DC Enlargement

Eurofootball

State Lottery



Trust for Civil Society
in Central & Eastern Europe



Partners: **Bulgarian Donors' Forum, Vinprom Svishtov, Coca-Cola HBC, ORT**, for the ceremony on the occasion of awarding the prizes in the second edition of Zaedno awards for the best fundraising campaign,

Raitz-2 – for the free of charge printing of over 10000 flyers of Zaedno.bg,

The “Programata” Cultural Guide, for the free of charge publishing of promotional materials of WCIF.

WCIF thanks its volunteers – a remarkably valuable resource in the development of the Foundation – who have provided over 5000 hours of free labor.

Volunteers

Nadezhda Petkova

Stefan Stoyanov

Vesela Gercheva

Boryana Kirilova

Iva Boneva

Tsveti Yosifova

Rayna Moneva

Stefan Popov

Nelly Petrova

Sabina Sabeva

Daniela Koleva

Diana Ivanova

Yordanka Fandakova

Nikolay Nenov

Yavor Koynakov

Dimitar Krotnev





4 Main Areas of Activities

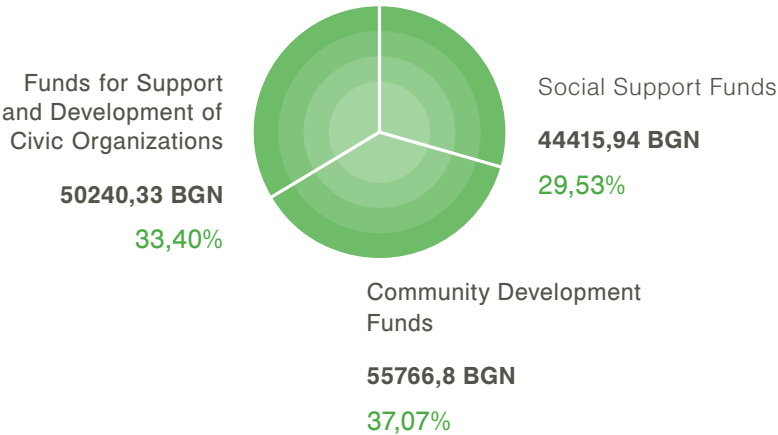


4. Main Areas of Activities

4.1. Financial Support for Civic Organizations

In 2007, WCIF went on funding through small grants different civic organizations and their initiatives. The funding was distributed on the basis of open calls. The decisions were made by an independent body, the Advisory Group, which functioned as a grants committee and consisted of experts in the spheres close to funds objectives. The AG members were a valuable resource for WCIF – as professional and unbiased assessors who worked as volunteers. The funding was distributed through different funds as follows:

Provided Funding



First Investment Bank Social Responsibility Fund

End of January 2007 marked the deadline for submission of project proposals for the First Investment Bank Social Responsibility Fund. We received 39 proposals from 23 places. Ten projects were approved for funding after the assesment of the Advisory Group and representatives of FIB. The total amount of the funding compared to the previous year was increased and reached 32 406.34 BGN. The fund supported organisations from different places, such as Isperih, Plovdiv, Dobrich, Lovech, Burgas, Strazhitza, Sofia, and Lom.

In 2007, WCIF advised the bank, the Fund to introduce follow-up grants, supporting continuation work of projects funded in previous calls. Thus 2 projects from the previous year received funding in Sofia and Rousse. The 2007 grants were really diverse in terms of supported activities – from the traditional hairdressers' and cooks' training courses to really interesting and involving children artistic activities – drawing, photodrama, etc.

In 2007, FIB continued to provide fellowship for students from institutions for the first year at university. Till July 2007, Miglena Toneva continued to receive her fellowship from WCIF on monthly basis. In October, FIB selected two more fellows – Daniela Galeva and Mina Mitkova and is going to support them for



the 2007/2008 academic year. The total amount of the fellowships granted to the students in 2007 was 3200 BGN.

The Fund also provided resources for the so called Day of Open Doors. In 2007, instead of organising it in Sofia for all children from the institutions from the country, the day was organised on site. Thus, the bank offices in 9 towns hosted the first so-called “volunteering day” – the employees spent a whole day with the children, showed them the premises, the mode of operation, talked to them, etc. In Sofia for example, the children and the bank officers produced hand-made Christmas cards, in Razgrad they rode bicycles.

**Dilyana Todorova,
Burgas**

“To the children the visit to FIB was very exciting. The attention they received made them feel very special. Some of the children have ambitions to study, to work (...), to have a home of their own when they grow up. (...) These children need meetings with specialists who can prepare them for the challenges of life. After a meeting with their psychologists I understood that their problem is much bigger when they grow up and leave school – they do not have a home, a family, environment; it is difficult for them to adapt and find a job. This moment of leaving the institution is most stressful and crucial in their lives – if at this point we could find a way to help – a stipend, job or something else?”

Pravoslavie.bg

“Children from an orphanage drew lino-engravings in the center of the town of Vratza, and celebrated the Day of the Child, 1st June, with music and frolics. The children from the orphanage celebrated their holiday in good spirit with the participation of children and parents, citizens of Vratza. Thanks to their cooperation and support, some of the children, who earlier had been seen begging in the streets of the town, were now seen in a different light, and managed to attract the sympathy of all participants with their vitality and optimism. The produced engravings were instantly sold out. The collected 132 BGN was part of the funds the children were raising for a summer camp.”

Plamen Sivov, Pokrov Bo-
gorodichen Foundation

"Some of the children and young people wanted to go on producing Christmas cards (...) after the scheduled activities, which shows initiative, independence, and a high sense of responsibility."

Nelly Miteva,
Project Manager

"What was important for all participants was the opportunity to plan and decide by themselves what to publish on this page. This boosted their confidence in their own skills, and stimulated their desire to go on with their activities and improve their skills in this sphere."

NGO Capacity Building Fund

During the year, the fund was a permanent facility to support the process of learning or development for civil society organisations. The Fund provides opportunity civil society organizations to secure external support (funding for consultations or trainings) for various organizational development issues – e.g. team building, financial sustainability, publicity, etc. The grants give chance to the organizations to develop some specific products like strategic plans, PR strategies, etc., and also it creates space for development of skills in the specific area of consultations. WCIF awarded 5 grants. The total amount of the grants was 4537.41 BGN. The own contribution of the organizations: 1205 BGN.

The supported organizations were "Legat" Association, Pazardjik; "Bulgarian association for people with intellectual disabilities", Sofia; "You Choose" Association, Stara Zagora; "Partners - Dupnitsa" Association, Dupnitsa, Centre of the NGO's Association, Chepelare.

Consultant

"The fund staked on the individual approach with topical consultation by request of an organization on a sphere selected by the organization itself. To me this method of work was new but now at the end of the second cycle, I can definitely say it is effective and gives good results. In the process of work, I could see how the organizations not only formulated their thoughts on paper but they re-discovered and realized in practice their real needs; how their teams and consultants not only applied the ready-made solutions to the usual organizational problems, but tried to ask the right questions about the needs of the particular organization and together find the right answers. For me it was a real pleasure to go back in time (when together with the participants ana-

Public Spaces for Sports Fund

lyzed the activity of the organizations and the achieved results), to think about the present (when we were discussing the actual state), and be taken into the future (when we were planning the future strategic directions of development)"

The fund supported the renovation or creation of public spaces for sports and was financially backed by Eurofootball. Thus sports grounds for different types of sports were created: football, basketball, volleyball, handball, facilities for biking were manufactured and distributed, as well as a children's playground was developed. The fund aimed at providing financial support to citizens for identifying new opportunities for the leisure time in a meaningful and healthy manner. Except the renovation of the sports grounds, the added value of the program was the enhancement of civic responsibility and activity of the citizens, local authorities and CBOs. The involvement of volunteers in the projects is a guarantee for the effectiveness of the initiative, and also for the maintenance of the built facilities.

The supported initiatives were in places that have limited access to external funding, e.g. Aitos, village of Markovo, Kavarna, Karlovo, Suha reka, Sofia, village of Krainici and Krichim

The total amount of the financial support was 27 614.60 BGN. The total amount of the own contribution of the organizations was: 9 125.40 BGN.





Dnes+

The citizens of Karlovo and Aitos already have new sports playgrounds where they can practise different sports in their leisure time.

On May 31, 2007, the renovated playground in Karlovo was officially inaugurated. It is multi-functional; its size is 24/12 m, it has small doors for football, basketball facilities (donated by Karlovo Municipality), and pillars to volleyball net.

The playground is supplied with lights which makes it possible to be used in the evenings as well. The playground was opened by the Executive Director of the Municipal Agency for Sustainable Development, Nikolay Enchev, who had drafted the project, and the Mayor of Karlovo Mihail Kabaivanov. Members of the municipal council, headed by the chairperson Stoyo Karachenski, attended the ceremony.

The Day of the Child, June 1, was celebrated with songs and dances in Aitos. The citizens got a new eco playground covered with grass. The playground has a special eco-entertainment center for children which was built by volunteers – the boys and girls from the “New Neighbourhood”. It is provided with swings, sandpit, pavilion, slides, etc. The grassed part of the playground had small doors for mini-fotball. The Mayor of Aitos, Evgeni Vrabchev opened the playground and signalled the official start of the football tournament. All participants and guests got prizes from Eurofootball.”

For-profit Activities Fund

WCIF has developed this fund facility as a special tool for encouraging NGOs in developing for-profit activities as an additional funding source for their organizations.

In 2007, seven of the organizations returned their credits to First Investment bank and they applied for a grant from WCIF. All of them received grants for support of their for-profit (economic) activities. The total amount of the grants was: 13092.30 BGN. The organisations developed different activities – from specific services to production and publications. The rate of return in that challenging initiative is very good. Actually, only one organisation did not manage to pay back its credit. Chitalishte “Saedinienie”, Sadina – failed to return part of its credit.

Living Heritage Fund



The fund provided financial resources to grassroots groups for activities in exploring, reviving and preserving the Bulgarian material and spiritual heritage. Through open call for proposals, out of 105 applications WCIF awarded grants to 9 organisations, coming from towns and villages throughout the country - Haskovo, Dobrich, village of Vetren (Silistra Region), Lovech, village of Patalenitsa, (Pazardjik Region), Dupnitsa, Shumen, Targovishte, and village of Gorna Rositsa, (Sevlievo Municipality). The total amount of the grants provided by WCIF through funding from Eurofootball was 18 578.20 BGN. The total amount of the own contributions of the organizations was 15391.55 BGN. More than 300 volunteers were involved in the projects' activities. Very often in the places of the implementation of the projects the initiatives organised turned to be the most important social and cultural event. The products of the fund were diverse: from revived local traditions, such as the performance of the traditional Muslim theatre "Karagioz" in Shumen, or the authentic wedding ritual in Gorna Rositsa, and the local traditional gathering "sedyanka" in the Lovech villages of Slavyani, Presyaka and Bahovitza, to an exhibition of hand-made goods in Targovishte, and a local museum on the fishing tradition in Vetren to a youth festival in Dupnitsa and children's drawing book, reviving the local history in Patalenitsa and a CD with authentic Christmas carols from Dobrudja in Dobrich.

During the implementation period, a documentary for each of the projects was shot, as well as a big one for the whole program. The films were shown on different local TVs.

Libraries for the Bulgarian Schools Fund

The issue of the access to resources for school children in remote areas of the country has always been discussed in the Foundation. These, alongside with the lack of funding for socially disadvantaged families for textbooks and the issue of the very limited interest of children in reading, made the Foundation develop the above fund. In 2007 FIB donated 13 374 BGN. The funds were distributed in 5 grants to School Boards of Trustees in Valchedram, Plovdiv, Selanovtsi, Pavlikeni, and Nova Zagora. The grants were used for buying books, textbooks, refurbishing of the libraries premises, etc. The own contribution was to the amount of 4380.88 BGN.

WCIF Fund

WCIF established a fund in its name. The resources for the fund came from the paid services of the foundation. In 2007, we funded one project, seen by WCIF as a long-term investment in the town of Kustendil. We supported the local chitalishte for building an open stage in the centre of the town. WCIF grant was used for purchasing wooden material used for the production of benches for the scene. The grant amounted to 3200 BGN. The own contribution of the organization was 900 BGN.

Access to Education and Information Fund

The objective of the fund was to create conditions for integration of people with disabilities by ensuring access to the resources of the libraries and information centres.

The fund supported 4 organisations: "Community Fund" Foundation, Stara Zagora, Chitalishte "Prosveta", Gotse Delchev, Regional Library "Prof. Boyan Penev", Razgrad, and Regional Library "Peyo Yavorov", Bourgas.

The fund invested in specialized hardware and software for visually impaired people, an access ramp for people in wheelchairs; information materials, etc.

The total amount of the financial support was 8000 BGN.
The own contribution of the organizations was 2256 BGN.

„Zaedno" Fund

This is the fund that collects and distributes the money raised through the web page for online donations. These funds are raised predominantly from individuals. In 2007, the web page posted several new campaigns, one of which was the WCIF campaign for support of the people affected by the floods in 2007. The total amount raised was 1009.60 BGN.

Challenge Fund

As in previous years, within the framework of that fund WCIF provided matching funding to the locally raised one for publicly beneficial initiatives. During the year, the fund was split into 2 – strategic support and events support.

Under the strategic support part, 3 organizations were supported – “Trust Me” Association, Samokov, Organization of Bulgarian Scouts, Plovdiv and Chitalishte “Peyo Yavorov”, Haskovo. The total amount of the raised money by the organizations for the whole period of the projects was 16 233.40 BGN.

Under the fundraising events part – we supported 13 organizations for small fundraising events. The total amount of the grants was 2550 BGN. During the different fundraising campaigns, 11 organizations managed to raise more than 14 000 BGN through different activities – charitable balls, theatre performances, folklore concerts, fashion shows, parties, exhibitions, media campaigns and individual meetings with potential donors in their local communities. **WCIF** funding was to the amount of 20606.20 BGN. The funds were invested in local development for causes, such as youth education, a road safety campaign, etc. More than 600 volunteers helped the implementation of those local initiatives.







4.2. Capacity Building Work

WCIF continued its active work in providing training and consultancy support to NGOs in order to improve the effectiveness of their work in communities, build their financial sustainability, and improve their image. During the year we worked in the following areas:

Learning, Success, Change Program

The decision of the Foundation to start again the program that targets grass-roots organizations was made on the basis of critical examination of the civil society organizing. In the last 2-3 years, a lot of initiatives have been developed and implemented by informal groups, we felt we should reach and work together for their development.

At the end of 2006 WCIF announced an open competition for applications for LSC Program. 77 applications from 55 places were received by the deadline – 8th January 2007. 19 organizations were approved for the program, coming from different regions of the country, such as Silistra, Rousse, Teteven, Kazanlak, Vidin, Chepelare, Yakoruda, Petrich, Dobrich, Provadia, Targovishte, Plovdiv, Ribnovo, etc. 11 were successful in their fundraising and successfully completed the program.

An appeal of Mothers and Mothers-To-Be Association

„To raise several lives, one womb is enough, but NOT one purse!

Mothers and Mothers-To-Be Association organized a campaign “In Support of the Rights of Twins” – for equal rights of the mothers with one, two or more children.

The campaign “In Support of the Rights of Twins” was implemented with the support of WCIF. Within the campaign, three short video clips were produced to show the real problems in the everyday life and raising twins. A round table is going to be organized with the participation of representatives of ministries, municipalities, and different organizations.



Fundraisers' Club

Community Development Summer School

The intention of Mothers and Mothers-To-Be Association is to voice these practical and economic problems of the women with more than one child, and fight for equal rights for the Bulgarian mothers.

Beside the fact that the mothers of twins receive one set of maternity leave support, they find it also difficult to move about, they feel unprotected. Twins need twice as much clothes, food, pampers, and other necessary materials needed for the raising of children. What is also needed is twice as much space to move about, as neither the streets, nor the public transport, nor buildings conform to the size of the double prams.

The young mothers demand the support of the government of the country where they are raising their children, so that the latter are provided with normal and equal childhood."

Support for Professional Development of Civil Society Activists

During the reported period, WCIF purposefully created different capacity upgrading possibilities, among which:

WCIF launched a new initiative – establishing a Club of the professionals working in the field of fundraising. We identified 10 people with track record in the field and invited them to become members of the Club.

The second edition of Summer School in Community Development for Bulgaria and Romania was organized during the second year of the project Dialogue on Community Development: Discourse and Practice in Central and Eastern Europe, financially supported by the European Commission through the Networking Program – Civil Society Component – Bulgaria and Romania – 2005. The project partners Workshop for Civic Initiatives Foundation, the Romanian Association for Community Development (Romania), and Partners for Democratic Change, Slovakia, organized 7-day intensive training for 37 community development practitioners in Mamaya near by Constanca (Romania). During the Summer School the participants learned and experimented in depth the community development approaches, shared good practices and discussed ideas and possibilities for cooperation. The trainers were representatives of Partners for Democratic Change Slovakia, together with one Bulgarian (WCIF) and Romanian co-trainers. The School took place on September 24–30, 2007.

Community Research Training Program

As part of the project Dialogue on Community Development: Discourse and Practice in Central and Eastern Europe, a Training Program in Community Research was organized. The training program included two 4-day trainings: one in Bulgaria and another in Romania, where the participants – community development practitioners and academic representatives from both countries – were trained in qualitative research methods implementation.

Journal in Community Development in CEE

In 2007, three volumes on different topics of the journal were published. In the 3rd edition, Art and Community Development articles and viewpoints on culture and art as a tool for community organising and community development were presented. Within the 4th edition, the project partner Partners for Democratic Change, Slovakia, presented the topic of Conflict Resolution with reflections and examples of different methods for approaching and solving conflicts. The final 5th edition of the Journal is focused on the topic of the International Conference organised in Sofia in November 2007, being Approaches and Trends in Community Development in CEE the volume and included the most significant presentations at the conference.







4.3. WCIF Initiatives

Own campaigns

Living Heritage Festival

A Living Heritage Festival was organised on 22nd September in Sofia. Apart from representatives of the nine towns and villages, funded under the Living Heritage Fund, we invited guests from places that had been funded under previous Living Heritage Program Cycles, such as Oresh, Kurtovo Konare, Gorsko novo selo, Montana and Stara Zagora. They also had the opportunity to present their dances, folklore rituals, etc. Sofia Municipality became WCIF's partner for the Festival. The festival was unique, as for the first time in the organisation of such an event in Sofia the concept of learning-by-doing was introduced – the participants trained the visitors in bread making, knitting, production of dolls, drum playing, etc. The visitors could also see authentic rituals and crafts in the improvised fair. At the end of the festival day, a film about the participants and the projects was shown. Eurofootball supported financially the organization of the festival.

More than 100 pieces of news and interviews about the Living Heritage Program and Festival appeared in the electronic and print media. The whole festival was broadcasted live on one of the TV cable channels.

The old Bulgarian traditions came to life in the heart of the capital city at the folklore festival Living Heritage

Galya Kraychovska, BNT

The old Bulgarian traditions came to life in the heart of the capital city. The day the organizers of the first of its kind Living Heritage festival had chosen for the event was Independence Day. Over 350 participants from all over the country gathered in Yuzhen Park to present different customs and crafts.

The stalls with kebapche, goodies, and shiny trinkets, quite traditional for celebrations, were replaced by exhibits –quite unusual for the meadow in the Yuzhen Park. Teen-age girls made dough for home-made bread, and watched weaving. The younger ones came to know there were dolls long before Barbie and Ken.

Not to miss the momentum, the traditions melted into workshop, like the one organized by the Dupnitsa band IARA, who followed their performance on the stage. The audience attracted the Theatre of Shadows from Shoumen, which had reconstructed the forgotten tradition of 16 c. Sofia Municipality supported this unique festival.

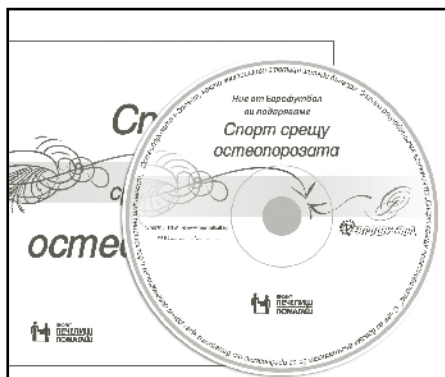
Saturday, September 22, 2007

Sports Against Osteoporosis Campaign

Margarita Lulova,
PR Director, Eurofootball

The campaign Sports against Osteoporosis was launched on 20th October, the World Osteoporosis Day. Sports against Osteoporosis aimed to inform people about the problem as well as to provide opportunities for prevention – creating special CD with gymnastics, production and dissemination of 100 000 copies of it, organising gymnastics in 4 towns – Rousse, Sofia, Stara Zagora, and Plovdiv as well as free medical exams. We targeted people in active age, trying to make them realize the importance of prevention as well as their own responsibility for their own health. The total amount of the initiative was about 74000 BGN.

In the autumn of 2006, I was preparing for the start of the project Win and Help which has a social aspect and aims at supporting the solution of different problems in the country. I was looking for important and acute problems for the society, and about which there is not enough information or support. Thus one of the 6 topics which we selected to work upon in 2007 was osteoporosis. Why did we settle for the campaign Sports against Osteoporosis? For several reasons. Osteoporosis prevention is done through taking in food rich in calcium, and physical exercise. Eurofootball is a bookmaking company. We work indirectly with the sports and directly with the sports fans. We cannot, it does not become us to offer calcium stuff, and there had been a wonderful campaign conducted by another company in that sphere anyway. The solution came on its own accord. We contacted the non-governmental organization Workshop for Civic Initiatives Foundation, as we needed a stable partner working alongside to implement our ideas and render our investment really worthwhile.





Raising funds for specific issues

WCIF organised 4 campaigns for raising funds for specific initiatives of ours. The first was a campaign for raising funds for special medicine “Aromazin” for women suffering from breast cancer. The funds were raised among Diners Club clients, and mostly women who have special credit cards – Diners Club First Lady. Together with Diners Club we produced special leaflets. For 3 months 15088.18 BGN were raised.

WCIF has organised 2 other campaigns with the support of FIB. The campaigns were among the clients of the Bank.

The first one was for Christmas cards selling. The raised more than 1700 BGN were given to the children who produced them, coming from 3 institutions in Sofia.

The second campaign was for a new initiative of ours – Traffic Safety Campaign. At a party, organised by FIB for its clients, we raised 1369.78 BGN that will be given to 9 schools in Sofia as special training materials for traffic safety education.

Let's Build a Home after the Flood

The campaign raised funds for building homes of the affected by the rains in the country people. The campaign tried to rise support from individual and corporate donations through debit and credit cards, SMS and bank transfers.

WCIF Programs' Participants Annual Meeting

4.4. Cooperation Development

In July 2007, WCIF organised the fifth Annual Meeting. Almost half a year after Bulgaria joined EU, we felt that this should be the focus of the discussion during the event. Thus, WCIF formulated the topic of the meeting as The Bulgarian NGO sector in EU – what has happened and what next.

Traditionally each organisation had the opportunity to present its activities in a specially created exhibition space. The meeting was attended by representatives of different donors' agencies, as well as some organisations working in the field of NGO sustainability.

During the one-day event, 3 workshops were organised:

- NGO Funding through the Structural Funds
- NGO – Local Authorities Partnership
- Development of NGOs – Views from Brussels, Central Europe and Bulgaria

The panellists brought different experience and perspectives – European and Bulgarian, central and local government, municipality associations', etc., and made the sessions really interesting and useful for the participants.

As part of the tradition, two ceremonies were part of the event – the awards for writing essays, reflecting the experience of the program participants with **WCIF**, and awarding the certificates to the Foundation's volunteers. **WCIF** paid its respects to all volunteers inviting them to the meeting and awarding them with certificates.

International Conference “Community Development Approaches and Trends in CEE”

The novelty in 2007 was the contest for participants' photos, presenting the work done under different projects.

A two-day international conference Community Development Approaches and Trends in Central and Eastern Europe was organised in Sofia in November. Representatives of CSOs from Bulgaria, Romania, Slovakia, and Macedonia, as well as academia, central and local authorities' representatives attended the event. Community development practices and approaches implemented and applied were presented. Parallel workshops were organised in different fields of community development like poverty alleviation, ethnic minorities, environmental issues, forum theatre etc. Some of the presentations were published in the 5th edition of Journal in Community Development in CD.





4.5. Development of Local Philanthropy

Best Fundraising Award „Zaedno”

On July 24, 2007, at an official ceremony held in Grand Hotel Sofia (Sofia Hall) among more than 120 guests, partners, and friends, WCIF announced the winners of the Second Zaedno Awards.

Out of the 18th nominations the jury selected: Best fundraising campaign – BCNL, Best fundraising campaign conducted by a company – United Milk Company, Best fundraising campaign organised by a NGO – “Trust me” Association, Samokov, Most innovative campaign – “Face to face” Association, and The Award for most raised funds was for the campaign “Let’s save St. Stephen Church in Istanbul” of “St. Stephen” Foundation.

For the first time in 2007, WCIF awarded a prize for journalists and media, covering the topic of philanthropy, CSR, charity. The journalists were nominated by the members of the Bulgarian Donors Forum. The journalist who was honoured with the award for 2007 was Milen Tsvetkov from Nova Television.

The television that got the award was bTV, and more particularly their news section.

The members of the jury :

Biliana Raeva

Georgi Lozanov

Maxim Behar

Maya Nyagolova

Nevena Tzoneva

Ralitza Agayn

Rumyana Georgieva.

Bilyana Raeva
MEP
Member of the Jury

Official partners and supporters of the initiative were ORT, Coca Cola, Vinprom Svishtov, TV7.

"But before announcing the name of the winner, I would like to express my gratitude for the launching of this contest – as it is not only a "stage" where those who have made exceptional efforts for attaining their causes could be "lit up" and "applauded". I think the most important in this contest is the fact that it encourages all other organizations to try to seek support for their communities, and this is the basis for producing a real social change. Thanks to the Workshop for Civic Initiatives Foundation for inviting me to be part of this contest".

Zaedno.bg



In 2007, the Workshop for Civic Initiatives Foundation continued the work on the web site for online donations www.zaedno.bg. Zaedno.bg has been developed with the purpose of establishing a permanent facility for the NGO sector and different institutions to present their campaigns and raise funds for them. At the same time Zaedno.bg aims at facilitating people with philanthropic attitudes to find out the idea or organization they perceive as important and they would like to donate for. The donations are made online through credit and debit cards. When donating through Zaedno.bg, over 95 percent of the donation goes to the campaign that it is intended for. For comparison, when donating by an SMS in Bulgaria 20% of the donation goes for VAT.

The site tries to unite the efforts of the online donations with the campaigns through the SMS donations published at the DMS. An agreement was reached, according to which the campaigns could use both services. The first campaign using both facilities was the one for the support of the flooded regions.



Duma daily *Humaneness Contest*

The organizers of the annual contest Zaedno awarded the prizes – statuettes and certificates – to the winners of the campaigns for fundraising for important causes. The Zaedno contest is the first one of its kind in Bulgaria to gives prizes to the best fundraising campaigns





5 Organizational Development



5. Organizational Development

2007 was very important for the building up of the Foundation as a leading institution in the country. WCIF went on its organizational development.

In 2007, WCIF went on promoting the brand of the Foundation. We were quite successful in this aspect – Miglena Angelova's show on bTV broadcasted its program called "An Organization with a Mission". In this one-hour show, the Executive Director, the Financial and Development Manager and board members spoke about the activities of the Foundation.

The year was indeed successful for WCIF as regards media coverage. We worked with national and regional media; electronic and print. TV7 was WCIF partner for Zaedno Awards. Over 5 times different WCIF initiatives were made public through interviews of the Executive Director for 3 big national TVs – Nova TV, BNT (Channel 1), and bTV. The National Radio also covered most of our initiatives.

WCIF activities were also covered by different national dailies like Dnevnik, IT Forum magazine, Telegraph, Pari, Trud, A Week in Sofia, etc. The magazine Tya [She] published a special interview with Iliyana Nikolova.

Electronic editions which published information about WCIF were: BTA, IT Forum, Data.bg, Dnes.bg.

WCIF Board of Trustees

Valeri Manchev

Veselina Stoyanova-Anastasova

Georgi Genchev

Tatyana Arsova

Tatyana Kovacheva

WCIF Team

Executive Director Iliyana Nikolova

Grants Manager Yurii Valkovski (till September)

Grants and Development Manager
Krasimira Velichkova (since September)

Training Manager Dimitar Tsolov

Financial Manager Milena Popova

Training Coordinator Miryana Malamin-Siriiski

Office Manager Maria Petrova



6 Grants List

Grants List

FIB Social Responsibility Fund

- Kolo Club Dimitrovetz Association, Isperih – 492120 BGN
- Kentavar ART Foundation, Plovdiv – 1533 BGN
- A Hand to Help Foundation, Dobrich – 3103.20 BGN
- EcoMission 21 Century Association, Lovech – 4055 BGN
- Regional Organization of School Pedagogues and Psychologists, Bourgas – 3492 BGN
- Spasenie '97, Strazhitsa – 2946.24 BGN
- Pokrov Foundation, Sofia – 3485.20 BGN
- Radost Foundation, Sofia – 3485.20 BGN
- Chitalishte “Postoyanstvo”, Lom – 3540.05 BGN
- Support for the Young People Association, Rousse – 2966 BGN

Grants Total: 29 542 BGN

Fellows FIB Miglena Toneva – 1400 BGN
Daniela Galeva – 900 BGN
Mina Mitkova – 900 BGN

Total - 3200

Public Spaces for Sports Fund Civic Group, Aitos – 3500 BGN
Chitalishte “Aleko Konstantinov, Markovo – 4000 BGN
Association for Ecology and Support for Development “Getia Pontica”, Kavarna – 3150 BGN
Municipal Agency for Development, Karlovo – 4989.60 BGN
Chitalishte “Neophit Bozveli”, Sofia – 4975 BGN
Association “Botev” Football Club, Krainitsi – 3500 BGN
Civic Initiatives Association, Krichim – 3500 BGN

Grants Total: 27614.60 BGN

Living Heritage Fund

Projects and Logistics Association, Haskovo – 1311.30 BGN

“Dimitar Talev” School Board, Dobrich – 2175.20 BGN

Civic group from Vetren – 1304 BGN

EcoMission 21 Century Foundation, Lovech – 2605.60 BGN

“St. Panteleimon” School Board, Patalenitsa – 2129 BGN

Youth Civic Group IARA, Dupnitsa – 2950 BGN

EthnoTolerance Association, Shoumen – 2979.20 BGN

Harmony and Traditions Association, Targovishte – 1920 BGN

Civic Group for Development of Gorna Rositsa, Gorna Rositsa – 1204 BGN

Grants Total: 18578.20 BGN

Own contribution: 15391.55 BGN

**Libraries for the Bulgarian
Schools**

- “Hristo Botev” School Board, Plovdiv – 2700 BGN
- “Dimitar Marinov” School Board, Valchedram – 3297 BGN
- “Nikola Vaptsarov” School Board, Selanovtsi – 2717 BGN
- “Tsanko Tserkovski” School Board, Pavlikeni – 3500 BGN
- “Hristo Botev” School Board, Nova Zagora – 1160 BGN

Grants Total: 13374 BGN
Own contribution: 4380.88 BGN

WCIF Fund

- “Brotherhood” Chitalishte, Kyustendil – 3200 BGN

Grants Total: 3200 BGN
Own contribution: 900 BGN

Access to Information Fund

- Community Fund Foundation, Stara Zagora – 2200 BGN
- “Prosveta” Chitalishte, Gotse Delchev – 2200 BGN
- Prof. Boyan Penev Library, Razgrad – 1800 BGN
- Peyo Yavorov Library, Bourgas – 1800 BGN

Grants Total: 8000 BGN
Own Contribution: 2256 BGN

Capacity Building Fund

Legat Association, Pazardzhik – 673.50 BGN

Bulgarian Association for Persons with Learning Difficulties, Sofia – 2134.86 BGN

“You Choose” Association, Stara Zagora – 844.47 BGN

Partners Association – Dupnitsa, Dupnitsa – 289.98 BGN

NGO Center Association, Chepelare – 594.60 BGN

Grants Total: 4537.41 BGN

Own contribution: 1205 BGN

Zaedno Fund

Face to Face Association, Sofia – 1009.60 BGN

Believe in Me Association, Samokov – 2000 BGN

Grants Total: 3009.60 BGN

Challenge Fund

Saprichastie Foundation, Silistra – 2198.76 BGN
Dyslexia - Bulgaria Association, Rousse – 728.50 BGN
Club for Walking Tourism Association, Teteven – 1201.68 BGN
White Roses Sports Club, Kazanlak – 1634 BGN
Self-Supporting Group, Vidin – 710.30 BGN
“Vassil Dechev” School Board, Chepelare – 1165.30 BGN
Women’s Association, Sheremetia – 800.70 BGN
Association of Mothers and Mother-To-Be, Sofia – 1850 BGN
Initiative Youth Association – 1597.20 BGN
“Gotse Delchev” School Board, Petrich – 1600 BGN
Bulgaria Vita Association, Dobrich – 2200 BGN
Trust Me Association, Samokov – 3273.18 BGN
Organization of the Bulgarian Scouts, Plovdiv – 3647 BGN
“Peyo Yavorov” Chitalishte, Haskovo – 254 BGN
Euroalternatives Association, Yakoruda – 200 BGN
Provadia Youth – 150 BGN

Grants Total: 23210.62 BGN

Own Contribution: 14290.48 BGN

NGO For-profit Activities
Fund

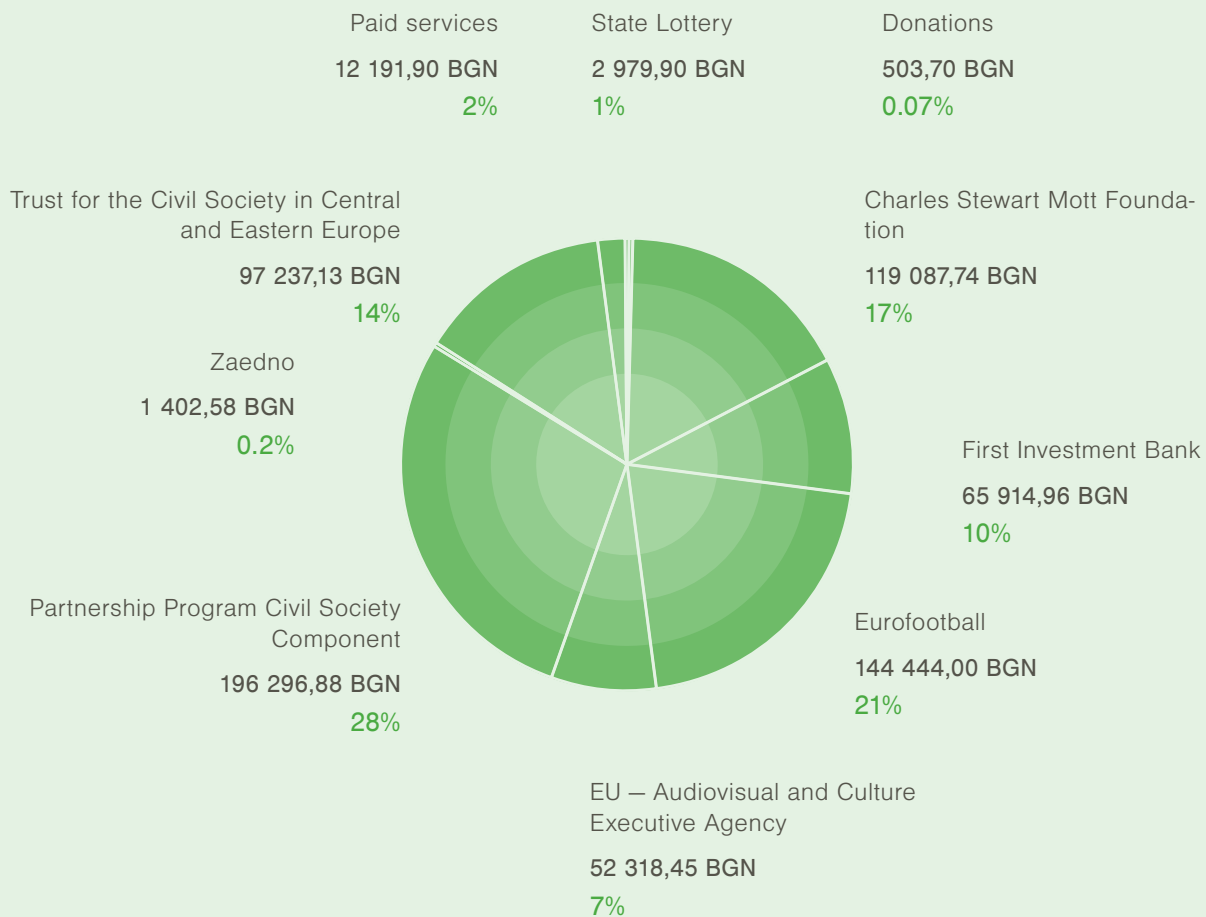
- “Hristo Botev ‘97” Chitalishte, Belene – 1890 BGN
- Center for Psycho-Social Support, Sofia – 2088 BGN
- “St.St. Cyril and Methodius” Chitalishte, Rakovski – 1199.70 BGN
- Center for the Study of Political Processes, Shoumen – 1620 BGN
- Business center Association - Elhovo – 2097 BGN
- Future for the Old People, Stara Zagora – 2097 BGN
- Business center, Nova Zagora – 2100.60 BGN

Grants Total: 13092.30 BGN



7 Financial Report

Sources of Funding



Balance

By December 31		
(all figures are in thousand BGN)	2007	2006
ASSETS		
Long-term assets		
Buildings	340	
Facilities and equipment	2	8
Other long-term material assets	6	10
Total long-term assets	348	18
Short-term assets		
Other material assets	1	1
Short-term takings	13	17
Short-term financial assets	78	20
Cash	112	453
Future expenses		7
Total short-term assets	204	498
Total assets	552	516

Balance

By December 31

(all figures are in thousand BGN)	2007	2006
LIABILITIES		
Capital and reserves		
Fixed capital		
Reserves	303	193
Total capital and reserves	303	193
Short-term liabilities		
Liabilities to providers	10	
Taxes	1	1
Social security	2	3
Liabilities to staff	4	4
Other short-term liabilities	32	1
Total short-term liabilities	49	9
Funding	200	314
Total liabilities	552	516

Account on the Revenues and Expenditures

Type of income and expenditure	Current year Thousand BGN	Previous year Thousand BGN
1. Income from the planned activities	678	634
2. Expenditures on the planned activities	459	450
3. Administrative expenditures	218	176
Result (1-2-3)	1	8
4. Financial income	30	73
5. Financial expenditures	38	63
6. Unplanned income		
7. Unplanned expenditures		
Result (1-2-3 + 4-5+6-7)	-7	18

Account on the Cash Flow

By December 31

(all figures are in thousand BGN)	2007	2006
Cash flow from non-profit activities		
A. Revenues from non-profit activities		
1. Donations under conditions	682	487
2. Unconditional donations		7
3. Revenue from the National Social Security Institute	4	3
4. Revenue from banking and currency operations	17	29
5. Other revenues	45	8
Total revenues from non-profit activities	748	534
B. Payments on non-profit activities		
1. Salaries	48	47
2. Social securities	23	23
3. Payments on banking and currency operations	39	63
4. Payments on services	670	200
5. Other payments	124	72
6. Paid donations	185	253
Total payments on non-profit activities	1 089	658

Account on the Cash Flow

By December 31

(all figures are in thousand BGN)	2007	2006
V. Net cash flow from non-profit activities	-341	-124
Cash by January 1st	453	577
Cash by December 31st	112	453
Change in cash during the period	-341	-124

Account on the Own Capital

(all figures are in thousand BGN)	Capital	Other reserves	Total
2007			
January 1st 2007			
Balance at the beginning of the reported period		193	193
Evaluation of long-term material assets			
a) increase			
b) decrease			
Other changes in the own capital		110	110
Balance by December 31, 2007		303	303

Auditor’s Report

By Ivan Georgiev Mitev, Registered Auditor

To The Executive Director of Workshop for Civic Initiatives Foundation

We audited the attached Balance of Workshop for Civic Initiatives Foundation, as well as the related to it Account on the Revenues and Expenditures, Account on the Cash Flow, and the Account on the Own Capital for the year by December 31, 2007.

The responsibility of the management concerning the financial reports

The responsibility for preparing and truthful presentation of this financial report in compliance with the National Accounting Standards lies with the management. This responsibility involves: developing, studying, and implementing a system of internal monitoring, related to the preparation and truthful presentation of financial reports, which should not contain inaccuracy, deviation, and discrepancy, no matter whether they are due to fraud or to error; selection and application of adequate accounting policies; working out approximate accounting evaluations, which are reasonable within a concrete situation.

The responsibility of the auditor

Our responsibility involves expressing the auditor’s opinion on this financial report, based on the audit we have carried out. Our audit has been conducted in compliance with the professional requirements of the International Audit Standards. These standards demand observing the ethic requirements, as well as that the audit is planned and carried out so that we are convinced to a reasonable extent that the report does not contain errors and omissions.

The audit also involves the application of procedures with the aim to get auditor’s evidence concerning the sums and the declarations in the financial report. The selected procedures depend on the evaluation of the auditor, including the assessment of the risks of considerable inaccuracy, deviations,

and discrepancies in the financial report, no matter whether they are due to fraud or error. While making the risk assessment, the auditor takes into account the system of internal monitoring, related to the preparation and truthful presentation of financial report on behalf of the management to develop audit procedures which are suitable for the concrete circumstances, but not with the aim of expressing opinion on the effectiveness of the system of internal monitoring. The audit also involves assessment of the suitability of the applied accounting policies and the advisability of the approximate accounting evaluations, made by the management, as well as an evaluation of the overall presentation of the financial report. We consider that the audit conducted by us provides adequate basis to express our auditor's conclusion.

Conclusion

In our opinion, the financial report gives a truthful and honest idea of the property and financial status of Workshop for Civic Initiatives Foundation by December 31st, 2007, as well as of the financial results of its activities and the cash flow for the year, ending on that date, in compliance with the National Accounting Legislation.

Ivan Mitev – Registered Auditor

WCIF Annual Report 2007

Published by WCIF

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WCIF team is grateful to all organizations which have taken part in our programs, for the kindly provided photos thus enriching our photo archive!



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