



Ukrainian
Philanthropists
Forum

ACTIVITY STRATEGY

|2013-2016|

Favorable legislation

Trust to charity

Organizational capacity of
philanthropy sector

Ukrainian Philanthropists Forum is the professional association of charity foundations and organizations. Since 2005 the Forum has been influencing policy and setting standards for philanthropy in Ukraine, and representing Ukraine in the international community of benefactors. It became possible due to the Forum's concentration on a clear and result-focused strategy.

The Forum's Activity Strategy for 2009-2012 aimed at:

- ✓ uniting Ukrainian philanthropists;
- ✓ implementing international philanthropy standards in Ukraine;
- ✓ promoting best practices and charity tools.

UPF Strategy for 2013-2016 serves as beacon lights to guide the Forum while arranging current issues, and to keep it moving to the destinations in the currents of the fastest social changes. Moreover, it is a realistic forecast of the whole philanthropy sector's development for the mentioned time period.

Vision

Philanthropy in various forms is necessary for Ukrainian society development. Ukrainian Philanthropists Forum is the leading institution of wide philanthropists' community which embodies the given vision to life.

Mission

The Forum promotes development of the responsible, transparent and accountable philanthropy. We believe that Ukraine will prosper when philanthropy becomes an inherent part of lifestyle of each person, organization, company.

Our potential lays in uniting together the members of the Forum.

The Forum is an engine to develop in partnership the benefactor movement in Ukraine.

Code of Ethics

1. **Accountability.** The Forum members are accountable to the people they serve, citizens of Ukraine, government agencies and their donors. Accountability is achieved through open and regular reports on their activity with financial data included.

2. **Socially responsible use of resources.** The Forum members use their resources only for achieving socially useful purposes.

3. **Transparency.** All procedures and activities of the Forum members regarding charitable assistance must be completely transparent to supported people themselves, to public and other charitable institutions, to relevant government agencies, media and other interested individuals and organizations. Information about the mission of the Forum members, their goals, activities, management structure and financial information regarding their charitable activities is open to the public. The Forum members provide complete and accurate information through own information materials and provide timely responses to reasonable information requests.

4. **Equal opportunities.** The Forum members provide equal opportunities for all grantees through applying widely publicized and consistent criteria while accepting and reviewing applications. The decision on financing should be made exclusively on the basis of application quality regardless of ethnicity, religious affiliation, sex, lifestyle, appearance, social and economic situation of grantees.

5. **Conflict of interests.** The Forum members are responsible for their employees, especially for those involved in grant decisions making, in the context that they the latter do not put their own interests above the interests of the organization and not use their position for personal benefit. Each employee must disclose current or potential conflict of interests, and abstain from discussing and making conflict-contained decisions.

6. **Confidentiality.** The Forum members respect the right of their applicants, grantees and donors' for information privacy and do not disclose their private and confidential information to the public or other parties who have no proper authority.

7. **Resource effectiveness.** While carrying out its activity the Forum members are trying to provide high resource effectiveness and keep administrative expenses to a reasonable minimum.

8. **Professionalism.** While communicating with applicants, grantees, donors and other parties representing philanthropy sector and civil society the Forum members adhere to high professional standards, including mutual respect and constructive cooperation.

9. **Compliance.** The Forum members carry out their activity in accordance with Ukrainian legislation.

Strategy 1

Advocacy to Improve Charity Legislation

Volunteerism

Expected results

The adoption of the Law of Ukraine «On voluntary activity»:

- Exemption of volunteers from bureaucratic procedures and bars.
- Removal of age limits for volunteering.
- Social guarantees for ATO-volunteers.



Humanitarian and targeted charitable aid

Expected results

Amendments to the Law of Ukraine «On Charity and Charitable Organizations», the Law of Ukraine «On Humanitarian Aid» and the Tax Code relating to individuals' income tax and fraud prevention:

- Exemption of certain categories of targeted charitable aid recipients from income tax.
- General reduction of tax rate on charity income.
- Exemptions of any type of humanitarian aid from taxes and creation of effective mechanisms to collect and deliver the aid during conflicts.
- Legislative support of charitable SMS mechanism.
- Strengthening of transparency requirements in collecting public donations and responsibility for fraud in this activity.



Order of Social Services

Expected results

- Common vision of the government and public sector on implementing the mechanism of social services orders.
- Adoption of a series of legal documents meeting the interests of charitable foundations and organizations on social orders.





Instruments

- ◆ Consultations involving philanthropy sector players to work out the single vision of changes.
- ◆ Drafting amendments to the legislation.
- ◆ Submission of bills.
- ◆ Work with MPs and other centers influencing on decision-making, support of laws at all levels of discussion and consideration.
- ◆ Conduct of public campaigns to support legislative changes.
- ◆ Ensure of legislative process transparency through timely and objective report on the course of advocacy campaign.
- ◆ Monitor of the legislative changes practical implementation.
- ◆ Extensive information on the meaning of legislative innovations and their application features.



Indicators of achievement

- ◆ Adoption of laws and other legal acts favorable to the philanthropy sector.
- ◆ Create of the mechanism of cooperation between various stakeholders involved in law making process relative for philanthropy sector (productive participation in public councils, working groups; gaining support of relevant parliamentary committees, government and international organizations, and socially responsible business).
- ◆ Effective and quick report on the law making process and legislative changes.
- ◆ The sector's fast response to the changes in the legal environment (mass protest or support actions, implementation of the changes in the philanthropic sector activity, consultation requests and information campaigns).

Strategy 2

Increasing Public Trust to the Charity

Self-regulation of the philanthropy sector: transparency and organizations' accountability standards

Expected results

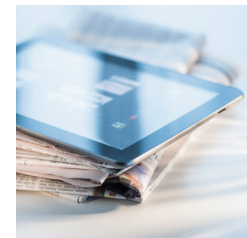
- Introduction of the Ukrainian Philanthropists Forum members' activity standards and their approval.
- Expansion of the standards of philanthropy and propagation of position favorable for their application
- Honor of organizations that adhere to the standards.



Information openness of the charity sector organizations

Expected results

- Actualization of the problems and achievements of the philanthropy sector.
- Monitoring of trust level to the philanthropy sector and timely identification of risks.
- Philanthropy culture promotion in the society.





Instruments

- ◆ «Ukrainian Philanthropists Forum» portal and «Philanthropic Ukraine» blog.
- ◆ Social networks activity.
- ◆ All-Ukrainian photo contest «Charity through the prism of lens» and a mobile photo exhibition of the same name.
- ◆ The national rating of benefactors and thematic studies.
- ◆ Contest for journalists.
- ◆ Media publications: own analysis, initiation and assistance in media materials preparation, media partnership.
- ◆ Creation of newsmakers to attract media.

Indicators of achievement

- ◆ Annual growth of people in Ukraine who become volunteers and make donations to charitable initiatives.
- ◆ There is public demand on charitable activity standards (conduct of information campaigns; charity standards topic breaks ratings in the media).
- ◆ Charitable institutions that act according to the UPF standards and emphasize their importance, get more support from donors than others.
- ◆ Range of authors and audience of specialized information resources, educational courses significantly grows and goes beyond philanthropy experts.
- ◆ Ukrainian philanthropy sector improves its rating in international rankings.
- ◆ Charity standards become the subject of numerous researches in the fields of management, social communication, psychology, international relations and so on.



Strategy 3

Assistance in Organizational Capacity of Philanthropy Sector

Sharing best charitable practices, innovations and trends among companies and funds

Expected results

- Educational campaigns and counseling.
- Analytical and methodological publications.
- Tracking innovations and trends of the international philanthropic community.
- Organizing introduction of the innovation to the philanthropy sector players.
- Networking within the domestic sector and worldwide.



Networking and partnership with Ukrainian and international philanthropy sector players

Expected results

- Expand of the network of members and partners of the Ukrainian Philanthropists Forum.
- «Frank talks about philanthropy» program implementation (identifying problems and areas of common interests, drafting a joint action plan).
- Development of partnership projects and initiatives between Ukrainian and foreign foundations.
- Increase of activity and role of Ukrainian foundations worldwide.





Instruments

- ◆ Meetings of philanthropy sector players within the educational program «Learn!».
- ◆ Implementation of educational and motivational programs for different groups of stakeholders.
- ◆ Work of Information and Consultation Center for philanthropy.
- ◆ Publication of manuals on corporate volunteering, social entrepreneurship and other actual charity issues.
- ◆ Create and distribution of infographics on particular charity topics.
- ◆ Annual international philanthropy conference involving foreign experts.
- ◆ Sectoral and regional conferences and round tables.



Indicators of achievement

UPF members and representatives and other institutions adhering to charity standards:

- ◆ Regularly take part in international forums, influence on national and international charity policy as members of the European and global networks.
- ◆ Participate in professional exchanges and internships.
- ◆ Implement partner regional, national and international projects.
- ◆ Win recognition from authoritative experts on particular charity topics both in Ukraine and worldwide.

Contacts

**Question? Correction? Opinion?
Contact us!**

General Enquiries

+38 (044) 425 92 94
info@ufb.org.ua

Advocacy-campaigns

Larysa Zhygun
+38 097 240 42 10
larysa.zhygun@gmail.com

Project Coordination

Kateryna Rzhevskaya
+38 067 405 58 69
katya.rzhevskaya@gmail.com

Information and media

Lesya Yaroshenko
+38 066 737 83 18
lesya.yaroshenko@ufb.org.ua

Address:

Illyinska Str. 18, office 1
04070, Kyiv