

Public report
Non-government Organisation
«Association of Women of Ukraine
«DIYA/ACTION»
For 2017



Content

№	Title of the section	Сторінка
1	About NGO	3 - 17
1.1	Message from the board	3 - 5
1.2	Socio-economic nature of civic organisations	6 - 10
1.3	Information about us	11
1.4	Objective, tasks and principles. Target group	12 - 13
1.5	Map of projects, events and interests (reporting period)	14
1.6	Main results	15
1.7	Tasks for the future (future projects)	16 - 17
2	Management structure	18 - 19
2.1	General meeting	18
2.2	Board	18
2.3	Revision Commission	18
2.4	Inside policies and standards	19
3	Portfolios of active projects	20 - 27
3.1	Project №1	20 - 23
3.2	Project №2	24 - 25
3.3	Project №3	26 - 27
4	Feedback	28 - 31
4.1	Map of stakeholders	28 - 29
4.2	Channels of communication with stakeholders	30 - 31
5	Budget	32 - 35
5.1	Revenues	32
5.2	Spending	33
5.3	Draft budget for the next year	34 - 35
Resumes		36 - 37

№1 About NGO

1.1 Message from the board

Last 2017 year were for us very special and significant! This is our first year of working together with our activists, partners and stakeholders. November 28, 2016 - Our women's movement has gained and acquired the status of a legal entity in the form of an all-Ukrainian civic organization. Now we can do more, we will be able to represent better our interests in a more organized way; we can show up our opinion, which has now become the legal basis for authorities. But at the same time, we will hear in our address: "Oh my gush, another feminists ". Feminist movement is for more than a century - during this time, there were a few of its waves, and women seem to have achieved a lot. For example, the right to vote in elections, to give birth or not to give birth, or to wear short skirts or trousers. At the same time, in 2017 in Ukraine, the word "feminist" is still often used as an insult. Feminism is a movement for the rights of women, against their discrimination based on sex. This means that women should not have less political, economic and civil rights just because they are women; and their rights should be respected in practice. The essence of feminism is well reflected by the famous quote by publicist Mary Shear: "Feminism is a radical idea that a woman is a man". What feminism is definitely not is a "movement that forces women to leave their husbands, kill children, be witchcraft, and destroy the state system". The 21st century is on the streets, and we all hear these medieval stereotypes.

The biological differences between men and women, of course, are real. But this does not mean that men and women must have different rights and freedoms - just as the same rights should be given to people of different colours of the skin. The presence or absence of some organs or physical abilities does not make one of the humans better, does not automatically give those more privileges to them and does not mean, for example, that one should manage the family or receive more money with the same professional qualification. In addition, the biological sex and its social perception, that is, gender, are different things that do not always coincide. An attempt to prove the superiority of men over women through biology is based on the idea that power is connected with force, including physical. However, the difference in the growth, weight and strength between men is more than between the average male and female. And we see it constantly on a daily basis. So the matter here, however, is not what the nature of reality has been awarded to us, but in the habit of identifying with men some traits (courage, power, determination), and with women, others (patience, weakness, caring).

Throughout the twentieth century, the role of men and women has changed - and more often, by the women's initiative. Take at least the electoral right for which the suffragists fought from the end of the XIX century. As a result, women in the United States were eligible to vote in the 1920s, and in Great Britain in 1928 (the first were New Zealanders, in 1893, the last - women of Saudi Arabia, voted for the first time in 2015). But once, participation in the political life of the country was considered a non-sex business - as well as, for example, service in the army (now women can serve in 39 countries, including Ukraine). So we will have to admit that our perceptions of "man" and "feminine" are due to the course of history and gender stereotypes, and not some kind of inviolable order of things. Of course, women are not obliged to be feminists. Feminism does not have the task

of imposing anything on women; On the contrary, one of his goals is to give them the opportunity to independently choose a living scenario and have conditions for its realization.

It was for this purpose that we headed for our activities and organized into a public organization. We do not want to impose - but to show the social stereotypes, to prove their absurdity and detrimental influence on socio-economic and social development. Choosing the path of equality is not so easy when you have less than just cultural but also financial conditions for independence. It is more difficult for women to develop careers in certain areas, and they receive significantly fewer than men in the world, including Ukraine. At the end, many women do not want or are simply afraid to call themselves feminists, although they share the idea of equality. Just because feminism in Ukraine (and not only) is often regarded as something marginal, and feminists - sloppy, aggressive or unhappy in their personal lives. Do you imagine this about us? We are aggressive and unhappy! Even the very fact that women fighting for equality can be happy and successful (in our example) is to show it publicly and seek their rights and rights for other women. Feminism is becoming more and more popular as a system of personal beliefs, in which to be a feminist does not necessarily mean being an activist, that is to take part in protest actions or publicly protect the rights of women, even in the media, albeit on facebook. This raises questions about whether feminism can be "comfortable", "individual" - or it is inseparable from politics, from the acid themes. The bottom line is that women's rights and problems can be considered important - and not to talk about it, but it will not do much. In any case, feminism helps to notice how direct discrimination or violence against women, and the lack of powerful female roles in cinema, sexism in the press or in replies of the interlocutor - and this inevitably causes a reaction. Therefore, feminism nevertheless means an active position, and each of its boundaries determines for itself. Thanks to active position and intentions that led our organization to be called "Action ". So, we started our way. Nobody promises that it will be easy and simple. But fighting and acting is always interesting, cognitive and real. One lives – one acts!

***Head of the Board of the NGO "Association of Women of Ukraine "Dyia (action)"
Natalya Deliyeva***



1.2 Socio-economic nature of civic organisations

Activation of civil society has become a necessity for the establishment of statehood. With the development of democratic institutions in the country, the implementation of market reforms raises many questions of a sharp, controversial nature to strengthen the role of civil society organizations (CSOs). These processes, with the objective need, require the justification of a new methodologist for strategic management of the non-profit sector, which has a number of essential features regarding the goals and objectives of the stakeholders compared to the business and public sectors. The timeliness of the emergence of problems coincides with the tendency of the direction of management to the consumer not so much for commercial success from satisfying his own mercantile interests of man, how much to increase the impact on society organized and managed state institutions that contribute to the further democratic development of society. Such an approach today is typical for civilized countries and those who are on the path of democratization, for which the solution of socio-economic problems is related to the effective activities of non-profit organizations. Methodologically defining in the organization of civil society, we consider the conceptual approach, which is based on the partnership use of the components of this process, and not on its competitive construction. This makes it possible to determine the parity interests of the subjects and outline the orientation of their participation in the governance process of the NGO, which is not always well-structured. Therefore, in our work it is expedient to consider application of a model of governance, analysis of differences between governance and management. Such a versatile approach makes it possible to combine the managerial orientation with the directions of development of a civic non - government organization. We see the solution of many social problems of society in the development of professional CSOs at the stage of formation of non-business needs of people. This is our opinion.

Political transformations in Ukraine are the most significant and most essential evidence of a qualitatively new stage in the process of the formation and development of civil society in Ukraine. NGOs independent of the government play an increasingly important role in all spheres of life of Ukrainian society. Each year, the share of social services provided by non-profit organizations increases, their professionalism and performance increase. Exactly this is obviously relevant the problem of developing and adapting to the conditions of Ukraine methodological approaches to the strategic management of organizations of the third sector in order to strengthen their potential in the establishment and achievement of the mission and objectives. An analysis of the activities of the third sector in Ukraine over the past decade has shown that the main problems hindering the development of Ukrainian NGOs are lack of funding and understanding of the conceptual foundations of strategic management. It has become a standard form of thinking and activity of managers of civil society organizations in most developed countries. However, the Ukrainian third sector has turned to this topic more recently. The catalyst for the study and implementation of the methodology of strategic management has become numerous projects of technical assistance and grants from foreign countries, which is the main place among them is the EU. Non-profit organization is a kind of indicator of social problems. Its appearance, directions of activity indicate weaknesses in the state system of education, health care,

social protection, etc. It is the peculiarities of interaction within the third sector of all subjects and forms the conceptual framework for the application of the system of strategic management. The economy of the vast majority of democratic countries in the world consists of three sectors: state, private (business) and non-profit. Non-profit sector - this term is first used in United States of America. At first it meant independent non-profit universities, hospitals, trade unions, professional associations, etc., who could receive income, but did not distribute it among members and founders. Today, the notion of the non-profit sector has considerably expanded, but it does not fully reflect the essence and content of organizations belonging to this sector. Non - profit organizations serve social needs and goals. The sector consists of a variety of organizations: some are charitable and financially independent, while others receive funding from the government. In the world and in particular, there are many groups of organizations associated with this sector. For example:

- **The charitable sector** includes organizations that comply with strict rules for the registration of charitable activities in accordance with separate laws;
- **The volunteer sector** is characteristic for the vast majority of European countries. It includes charitable and other organizations of social and political orientation, which are not registered as charitable or do not meet the criteria of charity;
- Organizations whose activities contribute to the **development of civil society** - this term coincides with all non-profit institutions whose activities are necessary for a modern democratic society. It became more familiar with the development of civic organizations in Eastern Europe;
- **Socio-economic** (economie sociale) organizations - this term is used predominantly in the countries of the European Union. It characterizes the activities of business-oriented organizations such as insurance companies, savings banks, cooperatives and agricultural marketing and organizations whose profits benefit workers and consumers.

The title of "non-profit sector" means that the organizations belonging to it should not receive profits, although in practice many of them derive profits from their core activities for the restoration of their own capital and financing new types of activities. Therefore, for the definition of non-public or private sector entities, the term "third sector" is used or "Civil Society Organization (CSOs)". This sector includes organizations that:

- ✓ Carry out their activities mainly for the achievement of social goals, and not for obtaining profits;
- ✓ Are independent of the state authorities, because an independent group of people carry out management;
- ✓ Invest all financial revenues from the services provided or in the organization's activities

Management is a continuous and purposeful process of influencing the object of management. Despite the fact that the objects of management - organizations can belong to different sectors or peripheries, there are many similarities in the organization of the management system. The management of CSOs in its essence is similar to the management of organizations of the private (profitable) sector. The similarity of control systems

between different sectors continues to grow. For example, business organizations have begun to increase their efficiency by enhancing staff motivation through commitment to mission and core values. This way of motivating employees has long been perceived as due in non - profit organizations. The public sector and civic organizations greatly complement each other in solving many issues and problems. It is obvious that the partnership can effectively solve the painful social problems facing society. Certain restrictions that exist on one side may be offset by the benefits of another. For example, public authorities with significant financial resources and social infrastructure are traditionally conservative due to the existence of a large number of rules. On the other hand, most non-governmental organizations (NGOs) are more flexible because they are less bureaucratic. Hence, NGOs are more easily adapted to constantly changing social needs and be an intermediate link between society as a whole and state institutions. It is easier for them to implement innovative solutions in the area of providing social services. The established partnership promotes the more effective use of public resources to meet public needs. Such cooperation may take the form of a contract between a public authority and a NGO for the provision of social services. The partnership of the public, private and third sectors enables:

- ✓ It is better to identify social problems and ways of solving them in partnership, which is not in vain to any of the sectors alone;
- ✓ Increase mobilization of resources by combining human, technical, informational, material and financial potential and creating a synergy effect;
- ✓ Ensure the creation of an integrated and stable society through identifying the needs and roles of each sector;
- ✓ To create dynamic contact networks that involve wide circles of society and influence political programs;
- ✓ Replace the conflict by co-operation for all participants. Conflict, unlike cooperation, is expensive, even though the idea of cooperation is not easy

Undoubtedly, we understand that all the principles and motives for effective management described above and the achievement of the socio-economic effect of the activities of a public organization are difficult to implement. Much depends not only on us, but on we are always open to dialogue and partnership to achieve such an effect with all sectors and representatives of the public. We believe that, in order to achieve results and set strategic priorities, the NGO (or CSO) should minimize the impact of such factors:

- There is a significant risk of formulating fuzzy NGO objectives
- It is difficult to determine the impact of NGO
- NGOs are accountable to different partners
- Complex management structure
- Volunteering is an integral part
- The purpose has a significant impact on management approaches
- Values need to be protected
- Financial limits do not always determine priorities

In addition to the above features of the systematic organization of management, there is also the so-called human factor. It needs to be understood in order to get a complete picture

of the potential problems that can be encountered in the management process as a whole thing. Such questions are rarely discussed openly, but they are key to understanding the specifics of NGO management and their nature. They also illustrate why certain tools and management methods that work in other areas are only partially applicable to the public sector (third sector). In addition, these features explain why management theories should contain a series of proposals designed specifically for managers of non-profit organizations.

To understand the modern concept of civil society, we consider useful and applicable the position put forward by Wilhelm von Humboldt, who wrote, "... the state system is not an ultimate goal in itself, it is only a means for human development". Humboldt believed that state activity should be subordinated to the satisfaction of the interests and needs of human beings. This provision is important because the state is oriented towards the full promotion of the formation of civil society. We think we cannot find a better definition yet.



1.3 Information about us

Registration number - 40985898

Flat tax registration number - 10000000772029

Legal type – Private and public law body (Non – government organization)

Legal form - 815 (Civic organization)

Activity according to NACE 2010 - 94.99 (activities of other non-governmental organizations)

Institutional sector of the economy is a non-profit organization-serving household

Non-Profit Indicator - 0032 (Public Associations)

The date of registration is November 28, 2016

Place of registration - 1 556 102 0000 060616

Also registered in the Main Department of Statistics of the Odessa region, and in the State Tax Inspectorate of the Primorsky District of Odessa

Legal address - 65029, Odessa region, Odessa, Koblevskaya 13

The actual address is 65026, Odessa region, Odessa, Pushkinskaya 11, office 27

The head of a civic organization (in accordance with the charter) is Delieva Natalia Viktorovna

Abbreviated name - NGO "Association of Women of Ukraine "DIYA"

The organization is non-profit, non-governmental and non-commercial; carries out activities according to the statute of a legal entity as a non-profit partnership whose main purpose is not profit making (non-profit organization)

According to the charter, the main goal of the organization is to protect women's, social, economic, spiritual, political and other rights and interests of women and their families, promote gender equality, protect the rights of children and young people, promote women's self-realization, support women's entrepreneurial initiative, resolve the problems of education and culture.

According to the charter, the main priorities of the organization:

- Raising the role of women in socio-political, economic and cultural life through strengthening its influence on the development of society
- Women's self-realization - disclosure of women's professional and business qualities, support for her entrepreneurial initiative
- Strengthening the role of women's non-governmental organizations in the development of small and medium-sized businesses
- Protecting the rights of women in the family, at work, in politics, in society
- Cooperation in the implementation of state programs and other measures aimed at supporting women, children, youth and people with disabilities
- Cooperation with international non-governmental organizations

1.4 Objective, tasks and principles. Target group

The main objective - since we are a brand new organization, our goal in the first year of existence is to initiate the question of the status of a woman, her place and role in society, in history, and in the future of socio-economic development of society. Our institutional goal for 2017 is to justify the development of the concept of women's movement under the auspices of our NGO as a factor uniting women and men in promoting gender policy in Ukraine. **Tasks of activity:**

- Promoting the concept of parity democracy in Ukraine in all spheres of socio-political and socio-economic development of the state
- Extending the leadership potential and influence of women in the political and public life of Ukraine
- To fight for equal responsibility in child care issues; Separate homework equally; to fight for raising maternity allocations and sick leave; Encourage maternity leave for parents; distemper maternity; start thinking beyond the concept that the only purpose of a woman is related to motherhood
- Elimination of all forms of discrimination - sexual, gender, racial, religious, national, age, work to protect against violence and eliminate social and economic injustice in relation to vulnerable groups of society.
- Support for self-realization through art, natural resource protection, creative education promotion and work for worldwide peace
- Evaluate the work traditionally made by women, including homework and child care; remove differences and value differences between different types of work; Allow women to work in all professions, including military service and leadership positions in religious institutions; to encourage women to work outside the home, and men - at home
- Fighting the fact that women earn fewer men for the same job.
- Promoting the implementation of the policy of protecting the rights of children and juvenile justice
- Promoting the main principles of the European Charter for Equality of Women and Men in local life (2009)
- Promoting the basic principles of the UN Declaration on Gender Identity 2008
- Promotion of implementation in the national legislation of Ukraine of the basic principles of the EU Directive 97/80, 2000/43, 2000/78, 2004/113, 2006/54
- Fight against a competitive labour market that does not allow women to go up and to develop the career; confront capitalism and corporate culture; to make real equal opportunities
- To deal with anti-feminist views; to give knowledge about the feminist movement; appropriate negative lexicon about women and feminism; to resist the dominant image of women in the media; to recognize all forms of feminism legitimate; Encourage different interpretations of feminism

Principles of activity:

- The NGO is created to achieve the goals reflected in the mission of the organization. The NGO mission is aimed at realizing the public interests or interests of the members and / or participants of the organization
- The NGO is committed to the principle of solidarity of civil society institutions and promotes their free development
- The NGO is guided by the statute as a basic set of rules of its activities and seeks to ensure that its normative documents meet the requirements of adequacy, relevance and reliability
- The NGO focuses on its high standards of professionalism, is responsible for the quality of its work, contributes to the professional growth of its employees
- Purposeful and systematic work of the organization in order to implement the principle of changing this social system and the conditions of the existence of a woman in Ukrainian society.
- Our activities are aimed only at implementing the principle of stabilization and sustainable development of Ukrainian society
- Guidance and NGO management are based on democratic procedures and mutual respect
- The NGO takes into account the possible consequences of its activities for citizens, organizations, the environment and society as a whole.
- When joining a competitive relationship, the NGO is guided by the objectives of satisfying the diversity of public interests

Target groups and beneficiaries of the organization:

- Women who live not only in Odessa but also in other regions of the country
- Women with an active life position and ready to develop and realize their potential in the field of socio-economic relations
- Women - activists and feminists who showed interest in expanding the representative interests of our NGOs in regions of Ukraine
- Women who need psychological, legal assistance and who are ready to realize and improve their skills and knowledge. Aged 18 and up
- Civil activists and leaders of public opinion. Representatives of OTG, business, culture, mass media, activists of student and academic environment
- Women's non-governmental organizations and public associations whose activities are aimed at helping and supporting vulnerable sectors of society seeking partnership
- Regional state administrations, central state authorities, regional authorities, local government bodies, donor organizations and foundations, trade unions and employers' organizations, regional development agencies and business support agencies

1.5 Map of projects, events and interests (reporting period)

This was our first year of active work. Our statutory activities give us the opportunity to focus not only on women's issues and on problems, but we always pay attention to charity, for children, orphans, the disabled and the most vulnerable sectors of society and population. Since we do not accept that, if there is a problem or a difficult situation somewhere, do not think about how to minimize the negative impact on the problem or situation. The first year of work and activity is just a test and a great deal of those interests, moments and opportunities that will eventually be modified into ongoing projects and will fill our statutory activities in the future. Nevertheless, at the same time, there are always small, medium and large problems spontaneously debated by our clients, partners, active members of the organization, target groups, as we became aware of such problems. Solving these problems has also become projects and activities that fill our statutory activities with the organization. However, at the same time, our characteristic is not only helping, informing, promoting, but also always striving to learn, practice, share experiences, participate in partnership projects and programs. Therefore, what were our actions in 2017:

- Charitable actions and assistance for asylum "Svitanok" (Odessa)
- Charitable actions and assistance for the orphanage "Tepliy Dom" (city of Razdelna, Odessa region)
- Charitable actions for the Odessa boarding school for disabled children
- Charity help and events for the large and low income families of the Kievskiy, Malinovsky, Primorsky, Suvorovsky districts of Odessa
- Constant charity events for the Nursing House (Geriatric Center) Odessa
- «DIYA» twice a month conducted business breakfasts «Dieva Kava» in the form of networking. There were 20 such events in Ukraine
- We always remember the traditions and culture - we regularly hold thematic evenings events as "Vechornytsi", "Convallia", art-balcony performances with Helen Palashek, do not forget about culture and leisure
- We regularly hold press conferences, interviews, performances on air, where we talk about our activities. We made more than 20 interviews
- For the first time, we made the 1st International Women's Forum in Odessa on September 14 and 15, 2017 "Women's Activity in the Socio-Economic Development of Society in Ukraine"
- As part of our ongoing project "Woman in the History of Ukraine", we conduct informational and historical analytical work on the search for historical characters - women who have been forgotten by the history of the country, but during the course of historical evolution they played an important role in the development and formation of Ukrainian society and statehood
- Constantly conduct charity events, promotions

1.6 Main results

Undoubtedly, we are a socially oriented organization. Non - profit organizations are called instantly to solve problems of real support of people, implementation of many useful initiatives and projects. In recent years, our NGO has been gradually gaining public reputation, trying to be more open to the participation of citizens in their activities. Therefore, the importance of studying non-profit organizations is due to the role they play in the life of society and the results that bring for the benefit of society. Each successful head of a non-profit organization must first answer the question - how to determine the effectiveness of this organization? Effectiveness is one of the most important aspects for a non - profit organization and is fundamentally different from the evaluation of business performance in the commercial sector, where the leading indicator is profitability. While in NGO (CSO) - social benefits and social synergy. Here are the main qualitative and quantitative indicators of our 2017 activity results:

- The total amount of targeted charitable assistance provided was up to 50 000 UAH, more than 200 people received help and support from us
- Annually thanks to the "Association of Women of Ukraine DIYA», more than 300 children receive gifts
- Signed a memorandum of cooperation and partnership with 7 public women's organizations or with organizations headed by a woman in Ukraine
- Opened an additional 7 representations of our NGO in Kyiv, Uzhgorod, Mykolaiv, Kropivnitsky, Pervomaysk, New Kakhovka, Chernivtsi
- The first International Women's Forum "Women's Activity in the Socio-Economic Development of Society in Ukraine" was conducted on a representative level with a fantastic and very effective result, and most importantly - at a representative level.
- Within the framework of the new project "Woman in the History of Ukraine", our main head office in Odessa carried out analytical work and the result was the opening of the memorial plaque of Elizaveta Vorontsova and a number of memorable events took place
- NGO "Association of Women of Ukraine "Dyia" took first place in the category "Public activity" in the project "Best initiatives of women of Ukraine for the economic development of local communities", introduced by the NGO "European Assembly of Women's Deputies"
- Traditionally, the Association of Women of Ukraine "DIYA" visits the wounded ATO soldiers in the Odessa Regional Hospital, the amount of assistance was up to 10 000 UAH
- We provide assistance to a specialized boarding school for girls with disabilities. 110 girls with special needs from Odessa, Nikolaev, Kherson, Kirovograd regions
- Conducted trainings, seminars, and other educational activities by the experts of our NGO
- Due to our activity and a number of projects, only in 2017, we were able to unite around our organization, our initiatives and us more than 800 women throughout Ukraine and abroad

1.7 Tasks for the future (future projects)

The actuality of setting the question of planning a non-profit organization lies in the fact that due to the specificity of planning activities in them occurs differently than in commercial organisations. It can be argued that civic sector, as a component of civil society is a dynamic unit of a self-organized system of social relations. It is important to emphasize that NGOs are based on the social ties inherent in civil society. The main of these links are educational, upbringing, professional, as well as those that follow from the needs and interests of people. The interests of the target group determine our plans. Therefore, our immediate short-term goals for 2019 are:

- Continually work and develop a network of representative offices (filials) of our organization in Ukraine. Not only do we strive to be represented in the big cities of the country, but above all in the district centers, settlements, regional centers. As it is precisely in such regions, deprived of social and economic reforms, women are the most vulnerable groups of the population.
- We plan to submit/apply our project "Organization of the annual International Women's Forum" to the Social Projects Awards Ukraine competition in the framework of the national competition in 2018
- We cannot bypass the issue of corruption, based on a large number of cases from our activists throughout Ukraine, we came to the conclusion that the issues of gender discrimination of women in the workplace, in business and how corruption is fueled by it - are essential. Therefore, we have developed a concept for trainings and seminars entitled ‘‘Women against Corruption in the Workplace and in Business’’, devoted to this problem. During the year, we will hold the planned activities
- Then in 2018, we will continue to develop our project of the International Women's Forum, which should become our active prototype in the society and a sign of quality and goodwill
- We will continue to work on our charitable projects and actions on a permanent basis, since the concept of woman and compassion are unique
- We cannot abandon our mission - the search for historical justice for a Ukrainian woman. The project "Woman in the History of Ukraine" continues the work on regional cases in the process

We are young organization, but despite this negative factor in evaluating the possibilities of organizing donor assistance, we will try to apply for grant funding of our statutory activities and a number of projects in the New Year. From the long-term perspective, we see the following our project concepts, in which there is a public need for implementation:

- Promotion of the issue of women's self-realization through art, creativity and inclusion of women's potential in the development of the creative industry
- Promotion of gender interactive theater with the aim of effecting educational work



№2 Management structure

The increase in the efficiency of work is mainly determined by the organization of the management system, which depends on the clear and pure structure and activity of all its elements in the direction of the chosen goals and tasks. Organizations create a structure to ensure the coordination and control of their units and employees. We, as a public organization, are no exception.

2.1 General meeting

The exclusive competence of the General meeting or collegial governing body extends to the following issues:

- Identify key community issues and activities
- Approval of statutory documentation
- Formation of other management bodies of a legal entity
- Presentation and approval of the order of admission to the organization
- Study and approval of public reports on the activities of the organization
- Making a decision on the transformation or liquidation of a legal entity
- Formation of other legal entities, decision making on participation in the formation of other legal entities
- Formation of branches and other NGO's filials
- Creating a revision commission

2.2 Board

The main purpose of the work of this body (Management Board) is to perform current managerial functions, such as determining the organization's policy, its strategy, monitoring the implementation of the strategic goals and objectives of the organization, determined by the General meeting. Also, monitoring the organization in the conditions of the variability of the social environment, responsibility for the organization's activities before the General meeting, other members, possible donors, law enforcement agencies. The members of the Board are the head of NGO - Natalya Delieva, the head deputy - Sokolova Oksana Vasylivna, Liseenko Elena Vasilievna, Olena Vladimirovna Palashek and Godis Elena Anatoliivna

2.3 Revision Commission

The main task is to regulate and control the target program use of funds and intangible assets of our civic organization, control over the statutory activities, control over the financial and economic activities of the organization, familiarization with the minutes of the General meetings of the governing bodies of the organization, verification of the financial documentation of the organization. The instant members of the revision commission are Artyushina Natalya Alfredievna, Panasenkova Lyudmila Alexandrovna

2.4 Inside policies and standards

Based on the fact that the realization of public interests is in the field of general concern and responsibility of the authorities, businesses and associations of citizens; Given that attention to the activities of the NGOs is increasing, the understanding of the principles of their activities is clearly not enough. In response to the growing need for self-

determination, self-management and consolidation of the non-profit sector, and increased transparency, we, the NGO "Association of Women of Ukraine "DIYA", declare our commitment to such basic principles of activity based on international experience:

- The principle of public benefit

The mission is to realize public interests, including the interests of the participants (members) of the organization, attracting the attention of the authorities, mass media and citizens to problems and circumstances of social significance.

- Principle of freedom of action

The activity is based on self-management. We are free to choose the content of the activities and methods of their implementation, can openly express our own point of view on any public problem and defend our position as well.

- Principle of cooperation

We are open to dialogue and engagement with stakeholders. By showing solidarity with other NGOs, if necessary, we are prepared to provide them with support irrespective of our sphere of activity.

- Principle of the rule of law

Activities do not contradict the statute. The NGO takes the necessary measures to comply with the requirements of the legislation and, in accordance with its capabilities, contributes to its improvement.

- Principle of democratic governance

Management is based on democratic procedures and mutual respect. Employees, activists (members) and other persons involved in the activities of the NGOs, are informed about the mission, tasks, legal conditions of the organization, sources of funding, their rights and responsibilities, have the opportunity to openly and freely discuss in the organization the issue of its activities and measures.

- The principle of self-control

The NGO provides internal control over its activities and regularly evaluates its effectiveness and quality, responds accurately to the selection of sources of funding its activities, tries to avoid a situation in which the decision-making is due to the personal benefit of decision makers.

- Principle of openness

The NGO takes steps to ensure that all stakeholders: know about its activities and have contact information; could receive, upon request, brief relevant information about its mission, objectives, tasks, cost structure and revenue and core activities; had an opportunity to get acquainted with its regular (annual) public report.

- Principle of responsibility

The NGO is primarily responsible for society and its target audience, taking into account the possible consequences of its activities for citizens, organizations, society as a whole and the environment.

- Principle of equality

The NGO does not use its advantages in order to discriminate against other NGOs, does not speak on their behalf without proper authorization. A non-profit organization independently represents its point of view or voluntarily delegates this right.

№3 Portfolios of active projects

How to understand that our project is important and necessary for the community? Does it solve the problems of people, or helps in difficult life issues? What is a socially significant project? We believe that a social project is a process aimed at changing or solving obsolete or inactive forms of life of a society. As a rule, such a project has a time frame for the creation and operation. Has a positive impact on the life of an individual, a group of people or the community as a whole. Therefore, our goal is to develop a whole range of social projects and priorities that would make sense our organizational activities.

3.1 Project №1 – Organization of the first women's international gender forum in Odessa (2017)

The main objective and project goals – Projects, ideas and mechanisms of implementation of which formed in public organizations in different areas of activity, as a rule, differ in their high social returns. And since in today's Ukraine, associations of the "third sector" often have to initiate a solution of issues whose competence, in essence, affects the level of government decisions, projects of public organizations have obvious socio-political functionality. To organize the women's movement can be under the aegis of a purposeful project, in this case, the International Women's Forum. The socio - political and socio - economic potential of the women's movement - this is the main purpose of this forum. Exposition of women's cohesion, purpose and efficiency in solving gender issues and projects. This forum, in essence, serves as a consortium of women's non-governmental organizations that, hopefully for several years, within the project will create, modernize, and change the material and spiritual values of society in the name of adopting the concept of equal status of women in Ukrainian society. One of the most important goals is the educational function, or the gender education of society. The social effect in this case is expressed primarily in raising the awareness of citizens (if not all, at least interested persons) about the decision of one or another gender-specific problem in a particular sphere: social, cultural, spiritual and legal. Ultimately, gender education helps to neutralize gender stereotypes - socially shared ideas about the personal qualities and behavioural patterns of men and women, as well as gender specifics of social roles. The function of gender education is inextricably linked with the value of one of the most basic missions of our forum - the adoption of the principles of gender equality. In some cases, the activity of our forum, as a project, is capable of translating and preserving historical memory. In this context, the goal will be to promote the idea of finding historical women's personalities and characters who have played a major role in the formation of Ukrainian culture, traditions, history, science and economics. Another significant goal of this annual forum project will be the consolidation of the women's movement. In general, the social aspect of the forum will develop mutual trust between participants, speakers and stakeholders. The whole interest in the outcome will form the public aspect of gender policy in Ukraine.

Project target group - The primary audience is Women who live not only in the city of Odessa and in the Odessa region, but also from all over Ukraine. They have an active life position and are ready to develop and realize their potential in the field of politics and social activity, in the sphere of social and economic relations. Women who need psychological, legal assistance, and who are ready to implement and improve their skills and knowledges.

They are deputies of all levels, civil activists and leaders of public opinion. They are representatives of business, culture, the media, activists of the student and academic environment. Undoubtedly, the forum is open to women with disabilities and women – temporarily displaced persons who have an active civic stamina. Secondary audience will be female and male visitors and guests of the forum, as well as their families and friends, plus a wide range of stakeholders (from authorities to business representatives). Also, an expanded range of beneficiaries as the members of organizations and volunteers, women suffered from trafficking, students, men and women officials, religious community, men and women of different ages, homosexual couples, LGBT, pensioners, representatives of various youth subcultures, media and their audience.

Results - One of the key areas for ensuring democratic progress of Ukraine on the principles of European integration is the introduction of gender equality in all spheres of public life. The urgency of gender transformation in Ukraine is due both to the international obligations of the state and its internal needs. Our forum will be a small step but a very important tool for the future and fruitful resolution of the gender imbalance in all areas of our life. Expected results:

- Updating the issue of a fair and objective assessment of the women's historical contribution to the development of public institutions of the state will promote wider involvement of modern women in solving business issues, politics, families, etc. Will positively affect the socio-economic development of the country (because of the International Women's Forum project "Women in the History of Ukraine. The Intentions of the Memory of Princess E.K. Voronovoy")
- Involvement of women in the public life of the city and country;
- dissemination of gender equality ideas in Ukraine (promotion);
- dissemination among women of knowledge about the basics of developing and implementing social and public projects with the help of state and donors foundations and organizations;
- Presentation of Ukraine in Europe and in the world from the standpoint of a country that respects and honors women and adheres to world moral values.

Currently, the ability to find necessary funds, to stimulate interest in projects, to present it, clearly formulate the application, develop a program of activities to attract additional resources for the implementation of programs, projects and research. To resolve these issues, as well as to ensure the development and effective operation of non-profit and non-government organizations, facilitates the introduction of fundraising as a means to search for funding sources. One of the results of the forum will be the opportunity for women and women's associations to support the transition of the country to a socially responsible economy through innovation, to achieve the new goals of UN Sustainable Development adopted by the world community in 2015. Promote the identification, branding and dissemination of priority technical and social innovations to achieve the 2015 UN Millennium Development Goals. The main result should be the awareness of the participants - the women that they are social innovators for sustainable development.

Indicators - according to the results of the forum in 2017, we can show the following statistics:

- The total number of registered members of the forum - more than 150 people
- The total number of forum guests is more than 200 people
- More than 15 speakers
- Representatives of partner organizations (over 8)
- Deputies of city, regional and district councils, representatives of the OTG from all over Ukraine and deputies of the Verkhovna Rada
- Representatives of international donor and humanitarian foundations and organizations such as USAID, SMM OSCE, Soros Foundation of Renaissance and Mayor of Odessa Trukhanov L.G.
- Representatives of the regional and national press

Sources of funding:

- 1) Own funds (membership fees);
- 2) Sponsorship of active members of the organization;
- 3) Subsidy of the Odessa city council

Further Steps and Plans - We are continuing to develop the gender forum project, as the list of issues worth paying attention to for discussion on the forum's public platform is great. This issue and problems of gender asymmetry in the political and socio-economic life of society are the promotion of international and European standards of gender policy and parity democracy. Also, the promotion of gender mainstream, the impact of gender policy on women's rights in Ukraine, the formation of gender rights, the impact of gender policy on the development of NGOs, promotion of the Beijing Platform, fight against violence against women and domestic violence, children's rights and promotion of juvenile justice, codification of the family code of Ukraine, labour legislation, promotion and implementation of gender - legal expertise, LGBT rights and so on. Within the framework and under the auspices of the main topics of the forum, we are always in the course of next year conducting thematic networkings, round tables, and visit the regions of Ukraine to promote women in the regions more actively participate in solving their problems and in joining and expanding our network of affiliates (filials) throughout Ukraine.



3.2 Project №2 – Permanent charity actions and assistance

Project objective and goals - carrying out charitable activities to support and develop such areas of social policy initiated by social needs as creating decent living conditions and socialization of orphan children, overcoming social orphanhood, promoting a healthy lifestyle, helping needy families and the elderly. One of the main activities of our permanent charitable project, as an instant activity, is to assist orphans and children left without parental care in orphanages, as well as children with disabilities who are studying in specialized schools. The main focus of assistance is to promote social and labor adaptation of children, improve their education and professional orientation. Our organization develops programs and organizes events aimed at the comprehensive development of family-based placement of children left without parental care. Activities also include the development of programs and activities for the promotion and dissemination of healthy lifestyles and family values, assistance to families and citizens in a difficult life situation. Charity in the modern world is a complex and multifaceted social phenomenon, which affects the development of the social sphere of society.

Project target group - philanthropists physical and legal persons, beneficiaries (physical and legal persons), charity performers, volunteers, patrons, indirect participants as trustees councils of organizations, mass media, controlling bodies of state authority and local governments as well.

Results:

- economic: ensuring the dignified existence of those citizens who, due to objective features and life situations, are not able to take care of themselves;
- social: removing social tensions by equalizing living standards, supporting the most deprived segments of the population that, under objective circumstances, can not adapt to new conditions;
- public: filling the distortions with social relations, which leads to the withdrawal of certain categories of the population from accepted standards of life, which limits their ability to consume public goods and self-fulfilment; simultaneously - influence on public opinion;
- Marketing: satisfying the needs of philanthropists, providing donors with services for the implementation of charitable projects, and simultaneously cultivating altruistic and humanistic feelings in society.

Indicators: As a charitable organization we draw people's attention to the social problems, disseminate information about our projects, in an accessible form we bring this information to the target audience, provide feedback, and adopt an appropriate response. In order to carry out the whole process, it is necessary to involve the audience in a particular case and in charity activity in general and on a case-by-case basis. In 2017, the total amount of targeted charitable assistance provided amounted to 60 000 UAH, more than 200 people in varying ways received help and support from us. More than 400 children received targeted assistance and support.

Sources of funding:

- 1) Own funds (membership fees);
- 2) sponsorship of active members of the organization;

Future steps and plans - we will continue to develop the ideas of spirituality through charity and social investment. Our goals and tasks for 2018:

- Creation and implementation of socially significant projects
- Development of new areas and technologies for the implementation of charitable programs
- Study and implementation of the best achievements of European education and experience in the social sphere
- Practical participation in national, regional, local and international programs
- Improving the quality of life of vulnerable people
- Assistance in social adaptation and rehabilitation of the poor, the unemployed, orphans, the disabled and other persons who need the help and support
- Promoting maternity and childhood protection
- Strengthening positive public opinion in the field of philanthropy and social investment



3.3 Project №3 – The role of a woman in the history of Ukraine. Let's start our search in 2017

Project objective and goals - Women at various historical stages of development of Ukraine played a huge role in science, education, culture, protecting and multiplying the spiritual heritage of the nation, improving it spiritually and morally. Ukrainian women, despite all the hardships and difficult conditions of struggle, gave themselves to serving their motherland. From the first steps of our statehood, a woman had a direct influence on its formation. Many Ukrainian women have invested in the opening of educational institutions, which in the future glorified Ukraine. Women have been taking care of fraternities, hospitals, shelters for the infirm and orphans. There were communities in which women played an active role. But all these historical figures are incomplete picture of the historical and informational layer, since many of the names and surnames of women, which each time made famous its region of modern Ukraine, today is unknown to the modern audience, and historical memory requires attention to them. Therefore, the goal of the project is to launch a project to commemorate the memory of historic women of Ukraine, start with their search and identification in each specific region of Ukraine.

Project tasks:

- To find such historical personalities - women in cities that are of strategic importance for modern Ukraine as state-building priority of cultural and historical centers
- Encourage modern women to participate more widely and active in charity, sponsorship, and various social projects of the city using examples of bright historical women found in these cities;
- complement the image of selected cities with the features of charity, patronage;
- promote the idea of gender equality

Project target group - Our primary audience is women who want to contribute to charity, women's NGOs, leaders of public opinion, active youth of cities and regions of Ukraine, representatives of local governments and state administrations, representatives of business and culture, scientific intellectuals and journalists. Our secondary audience is the residents and guests of the Ukrainian cities

Results: in the framework of the project "The role of women in the history of Ukraine", using the experience and practice of search and analytical work, in 2017, the memory of Elizaveta Vorontsova was perpetuated in Odessa. The result was the installation of a memorial plaque and a number of memorable events for this person

Indicators: Conducting media & PR campaigns to raise awareness about the historical role of public women in their cities and regions (for example, Kropivnitsky). Measurable improvement of knowledge among women and local people about their historic women who contributed to the development and establishment of their city and region.

Sources of funding:

- 1) Own funds (membership fees);
- 2) sponsorship of active members of the organization;

Future steps and plans - a project to find and celebrate the historically important women of Ukraine will be continued for each specific region. This theme is the top theme for our

public organization. The fact that in 2017, our main forces began to search for women in Odessa and identified it as Elizabeth Vorontsov, speaks of a high degree of our interest in the issue of advancement of this historical theme in every region of Ukraine. Following the project activities, we traditionally continue to work with the target audience, local governments, and the public with the aim of promoting equal rights of women and combating gender stereotypes through the organization of partner meetings with participants and forum speakers in order to coordinate joint efforts.



№4 Feedback

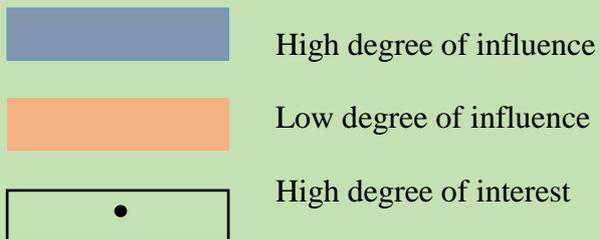
4.1 Map of stakeholders 2017



Stakeholders - any individuals, groups or organizations that have a significant influence on the decisions taken by our organization or are affected by these solutions (employees, clients, target groups, contractors, public organizations, the state, etc). Identifying and working with stakeholders is one of the tools to enhance the business and social reputation of civic activities, to establish effective and balanced relationships with all stakeholders. The stakeholder's map and stakeholder's interests table are the instruments that allows the most appropriate identification of stakeholders to systematize and visualize information about the environment of the NGO, for an adequate strategy for working with each of the stakeholders. The structure of the stakeholder's cards is divided into three layers; the first layer is located by our own NGO, and further, depending on the possibilities of the stakeholders' influence on the activity. There are: on the second layer - the partner NGOs and the branches of our NGO, the local community, staff, clients, trade unions and employers, government and foreign partners; On the third layer there are state bodies, suppliers, competitors, media, donors, sponsors and philanthropists. Stakeholders located on the second layer have a direct impact on the activities of our organization, on the third layer indicated stakeholders holding an indirect influence on the activity of our organization. On the stakeholder's map there are three concentric areas of influence of our organization on one or another stakeholder:

- 1) **Area of authority/responsibility.** Interested persons in direct subordination are identified in this area (***)
- 2) **Area of direct influence.** In this area, there are stakeholders who directly influence the organization (**)
- 3) **Area of indirect influence.** This area is made up of stakeholders, on which our organization provides indirect influence (*)

Stake holders	Area of interests 2017						
	Strategy development	Finance & donor grants	Service quality	Project implementation	Legislation	Operational activity	Reputation & goodwill
NGO Board	•	•	•	•	•	•	•
NGO partners		•	•	•			
NGO filials		•	•	•	•	•	
Local communities							
Staff & volunteers		•	•	•			•
Target groups		•	•				
trade unions & employers' organizations					•		
Foreign partners			•	•			•
Philanthropists		•	•				
State							
Sponsors			•				•
Donors		•	•	•		•	•
Competitors							•
service & goods providers			•				•
Media					•		•



4.2 Channels of communication with stakeholders

The success of any organization mostly depends on the positive attitude of others around it, and therefore well-organized activities in the field of communications becomes a strategic resource of not only commercial but also non-profit organizations. In our opinion, non - profit organizations need to solve not only periodically emerging problems, but also work on the overall instant "image" in the public consciousness, on the greater and deeply aware of people about the goals and results of their activities. We believe that communication tools should be widely used by us for the following reasons:

- The need to communicate to the public in order to popularize the mission of the organization and the formation of its positive image in the eyes of the public;
- The need to create and maintain conditions for attracting funds (fundraising) in such volumes that allow organizations to achieve their goals;
- The need to form channels of communication with potential users and clients of services provided by the organization;
- The need to disseminate ideas relevant to the organization's mission in public policy;
- The need for effective motivation of people involved in the mission of the organization

Therefore, when organizing and conducting communication campaigns, we draw large attention to such factors as relations with the media, with volunteers and activists of our organization. We understand that high-performing communication campaigns are high costs that are not yet available to our young organization, so we use the following available resources to the best of our ability:

- ✓ We are always open to media representatives, both regional and national, we are always ready to give interviews, comments, opinions, always use opportunities and contacts, always go to interviews, publish articles, comments and blogs.
- ✓ We are always in direct contact with our partners to participate in their events, round tables and seminars; we are always using this tool as an opportunity to make statements about our projects and ourselves.
- ✓ We develop our site, profile page on facebook and facebook group; we always support our affiliates and our partners in social networks
- ✓ We always have a communications plan, which we are trying to follow
- ✓ We build relationships with stakeholders using the following interoperability models:
 - as a model for informing (disseminating honest verified information)
 - model of mutual understanding (emphasis on feedback)
 - a model of social partnership (emphasis on building a corporate relationship and working together)



№5 Budget

Legal information – Organization founded in Odessa (Odessa region, Ukraine), Legal type – Private and public law body, Legal form – Civic organization, Category – Other non state actors, Public organisations, Non – profit organisations.

Registration number - 40985898, DUNS – 498427069, NCAGE – SFGV0

Flat tax registration number – 10000000772029

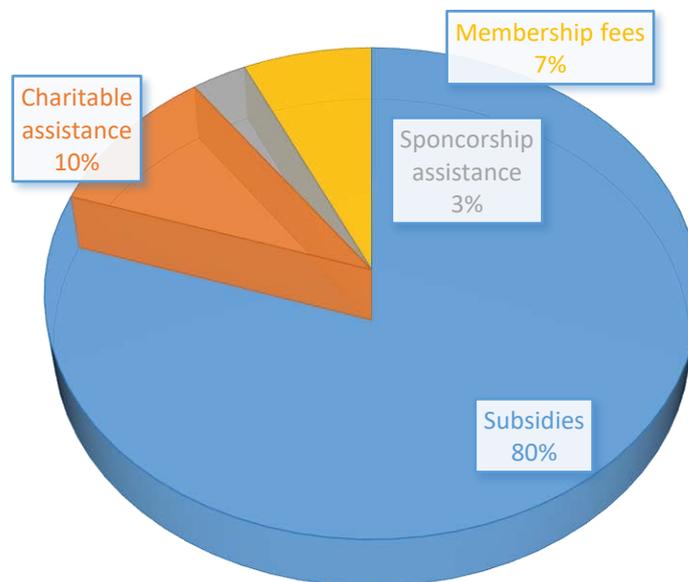
5.1 Revenues, local currency (UAH)

Gratuitous financial assistance	300 000,00
Passive income (the balance from the 2017, uah)	0,00
Total	300 000,00

The sources of gratuitous financial assistance:

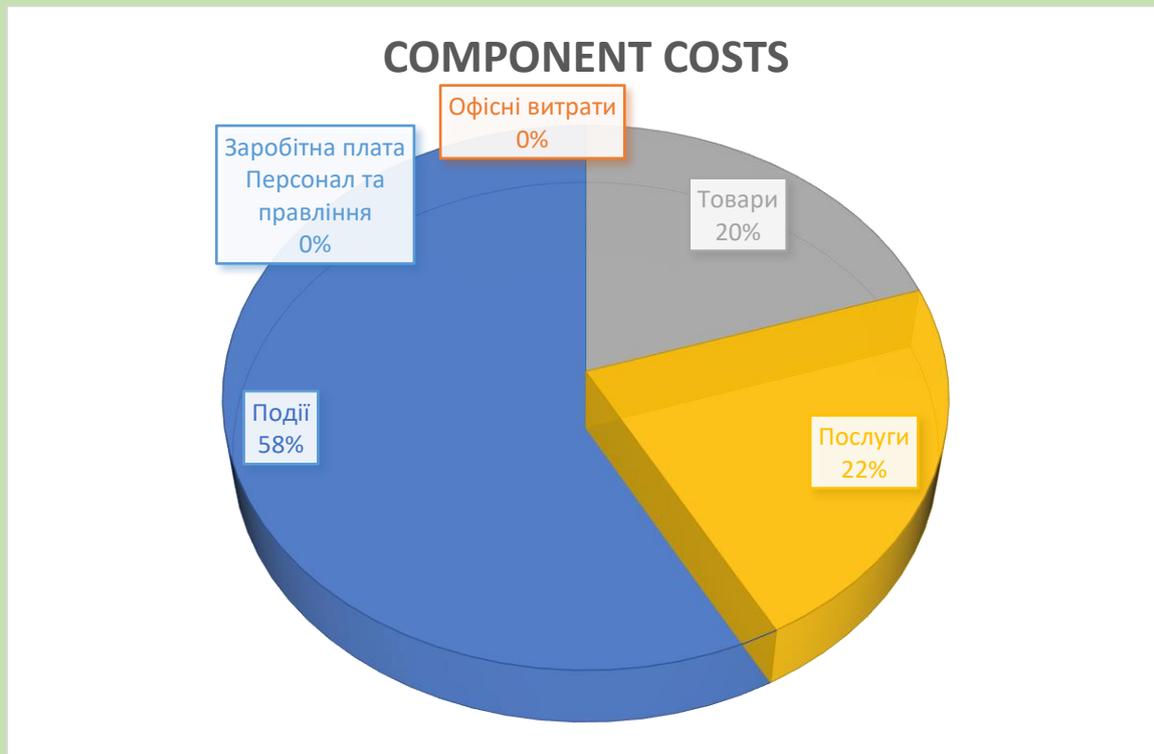
Subsidies	240 000,00
Sponsorship assistance	10 000,00
Charitable assistance	30 000,00
Membership fees	20 000,00
Total	300 000,00

THE SOURCES OF GRATUITOUS FINANCIAL ASSISTANCE



5.2 Spendings

Total	295 000,00
Component costs:	
Wages Staff & board	0,00
Office expenses:	0,00
Office rent	0,00
Chancellery	0,00
Goods	60 000,00
Services	65 000,00
Events	170 000, 00



Costs for goods, services and activities/events are related to charitable actions and expenses for active projects

Balance (in cash, local currency, uah)

Account balance on 1.01.2017	0,00
Revenues in 2017	300 000,00
Spendings in 2017	295 000,00
Account balance on 31.12.2017	5 000,00

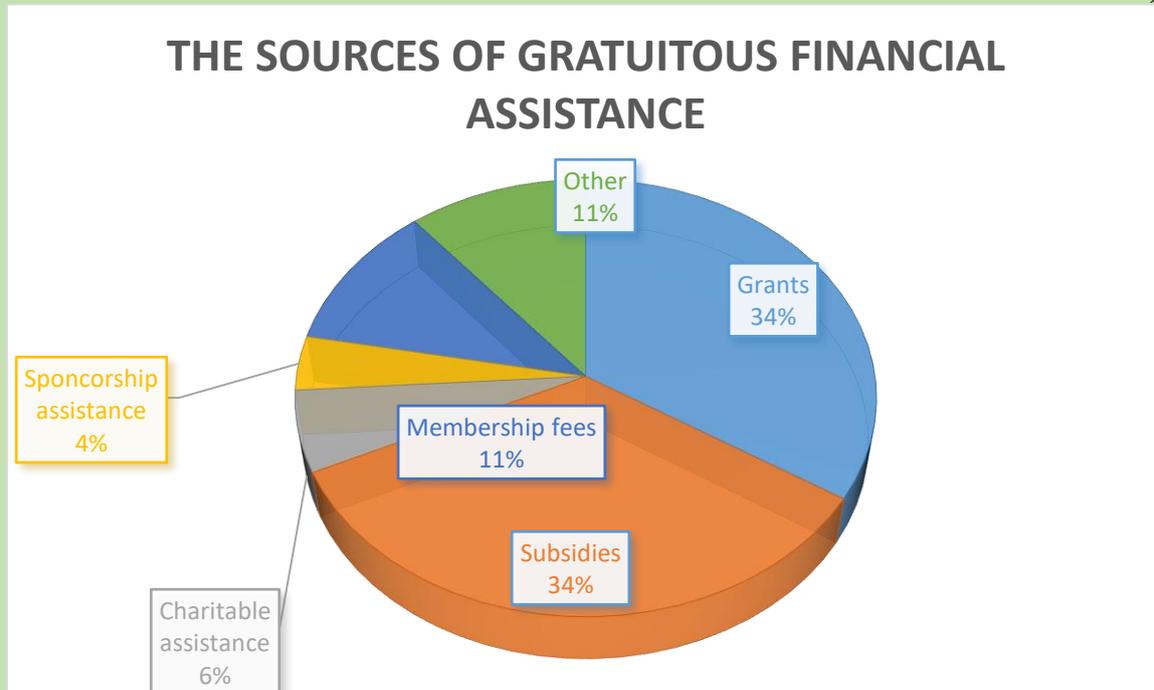
5.3 Draft budget for the next year (2018)

Revenues, in local currency (UAH)

Gratuitous financial assistance	445 000,00
Passive income (the balance from the 2017, uah)	5 000,00
Total	450 000,00

The sources of gratuitous financial assistance:

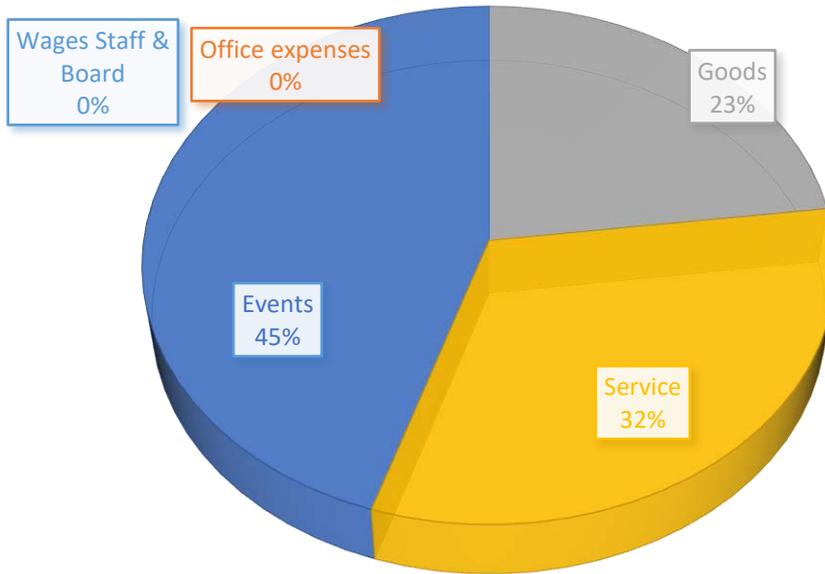
Donor's grants	150 000,00
Subsidies	150 000,00
Sponsorship assistance	20 000,00
Charitable assistance	25 000,00
Membership fees	50 000,00
Other	50 000,00
Total	445 000,00



Spending

Total	450 000,00
Component costs:	
Wages Staff & board	0,00
Office expenses:	0,00
Office rent	0,00
Chancellery	0,00
Equipment	0,00
Goods	100 000,00
Services	150 000,00
Events	200 000,00

COMPONENT COSTS



Costs for goods, services and activities/events related to charitable actions and costs for active projects, in the case of grant financing

Balance (in cash, local currency, uah)

Account balance on 1.01.2018	5 000,00
Revenues in 2018	445 000,00
Spending in 2018	450 000,00
Account balance on 31.12.2018	0,00

Resumes

It is difficult to overestimate the new role of women in the modern world and to doubt that the place and role of women are not enough estimated in our realities. Women's social movements and associations, increasingly taking forms of socially oriented organizations, should become the most responsive, mobile structures capable of constructively solving socially significant issues, both at the level of theoretical models, and in the course of their practical implementation. The reality is that in modern Ukraine, many have already declared themselves in one form or another; the structures and elements of civil society exist only formally. On the one hand, the weakness of civil society institutions is due to the inconsistency and incompleteness of democratic transformations in the main spheres of public life, the lack of proper accountability of the state authorities for violating human rights and freedoms, and the low level of political and legal culture of the population. On the other hand, the inevitable costs of a complex process of relieving the Ukrainians' consciousness from deformations generated by centuries of experience based on the primacy of the state and the omnipotent bureaucracy, the practice of which continues today, is also reflected as the reason. However, under the conditions of globalization, when socio-political systems are undergoing a revolutionary breakdown, qualitatively and structurally changing in response to new challenges, the topic of studying the role of public initiatives becomes of particular importance. For the present moment, it is characteristic of the rapid disclosure of a number of new social and economic positions in the space of society that would become the basis of the "multiple expanded order", which, while in the state of formation, are still inconsistent, unstable, and mobile. In today's Ukraine, gender policy remains at the periphery of the state. It seems that there are structures responsible for this, but they are not effective in solving problems. Civic initiatives are not born in a vacuum; they are developing and progressing under the influence of the political and cultural context, the specifics of gender relations in Ukrainian society. With the passivity of the state, women's civil society organizations are responsible for women's rights and real monitoring of the implementation of the main EU and UN gender directives.

In fact, we are acting as a social agent. The term "agent" implies people who are able to change their environment and recreate it. The activity of the agent is directly related to the systems and institutions. In addition, this is a complicated and difficult relationship with the state and stereotypes of public opinion. Our goal is not to become another female or feminist organization, our goal is to influence the world around us and gradual work to seek to change the status of a woman in Ukrainian society. Let us without the help of the state, but by its own forces and methods of solving problems. Let us be happy!

