

Public report
Non-government Organization
«Association of Women of Ukraine
«DIYA/ACTION»
For 2018



Content

| № | Title of the section | Page |
|----------|---|----------------|
| 1 | About NGO | 3 - 18 |
| 1.1 | Message from the board | 3 - 5 |
| 1.2 | Status and implementation of gender policy in Ukraine. Problems and solutions. Public opinion | 6 - 9 |
| 1.3 | Information about us | 10 |
| 1.4 | Objective, tasks and principles. Target group | 11 - 12 |
| 1.5 | Map of projects, events and interests (reporting period) | 13 - 14 |
| 1.6 | Main results | 15 |
| 1.7 | Tasks for the future (future projects) | 16 - 17 |
| 2 | Management structure | 19 - 20 |
| 2.1 | General meeting | 19 |
| 2.2 | Board | 19 |
| 2.3 | Revision Commission | 19 |
| 2.4 | Inside policies and standards | 20 |
| 3 | Portfolios of active projects | 21 - 29 |
| 3.1 | Project №1 | 21 - 24 |
| 3.2 | Project №2 | 25 - 27 |
| 3.3 | Project №3 | 28 - 29 |
| 4 | Feedback | 30 - 34 |
| 4.1 | Map of stakeholders | 30 - 31 |
| 4.2 | Channels of communication with stakeholders | 32 |
| 4.3 | Media milestones 2018 | 33 - 34 |
| 5 | Budget | 35 - 38 |
| 5.1 | Revenues | 35 |
| 5.2 | Spending | 36 |
| 5.3 | Draft budget for the next year | 37 - 38 |
| | Resumes | 39 - 40 |

№1 About NGO

1.1 Message from the board

Annual reporting is something that any organization, including non – government and charitable organizations, is facing every year. There are several types of mandatory annual reports for NGO. So why do we still need to make a public report? Especially since it is not obligatory, and each organization decides itself, to do it or not. From our part, despite of the fact that our organization is young, we consider it necessary to prepare such a report annually. Why does one have to report a job every year? Is there a real need for it, demand from society or the organization itself? First, this is necessary for ourselves, in the name of serving the principles of Trust and Transparency, information openness and readiness for public dialogue.

Public reporting is a very important component of the life of any organization, but not everyone is ready to work on it. The public annual report on the work of the NGO is a universal tool that helps in addressing many important tasks, for example, attracting funds for non-profit projects and statutory activities, including from donors, sponsors, patrons and, if possible, state or local budgets, gaining trust among the population, colleagues and target groups, establishing relations with the authorities and brand new partners. The Annual Public Report is a document that expressly and clearly represents the activities of our organization last year. In our case for 2018. It informs clients, employees, partners and society about how a public organization realizes the goals laid down in our mission or strategic plans. The report is based on real facts and serves simultaneously reporting, information and presentation functions.

In the business world, the practice of creating and disseminating annual reports has long been existed and has become the norm of business communication. The willingness to disclose information about the organization's activities and finances and the ability to provide this information is essential indicators of genuine professionalism, confirming the seriousness and integrity of the organization, helping to increase the level of trust both in relations to the organization in the community of civic organizations around and in society as a whole. We hope this will help us too. Even in spite of our young age, we consider it necessary to stimulate our environment, including stakeholders, to treat us seriously and with respect. After all, public reporting, following the logic of international experience, is an indicator of the maturity degree of our NGO. Thus, the annual report is a kind of "sign of quality" for a self-respecting organization. Moreover, we undoubtedly strive for quality and respect. Remember the most famous and most successful charitable foundations and community organizations in the world! They were not always the same and started from a little. However, thanks to the public annual reports, they also went a long way and became famous and successful. We have all the possibilities and potential to repeat this path.

Creating an annual report primarily targets the tasks aimed at strengthening the organization. It is created to inform the public about the organization's contribution to the development of society. Based on honest information, such an annual report improves the reputation of the organization and increases its credibility, which ultimately leads to an improvement in the position of the organization in the service market and receives well-deserved recognition from donors. It is intended to demonstrate the importance and

reliability of the organization of its target group, clients, colleagues, authorities, potential partners. The annual report becomes a tool for creating a business reputation, goodwill and attracting resources. After all, we should not forget that public reporting is one of the important criteria that grants commissioners are looking at. And we are gradually starting to work with them and dialogue. The same can be said about charity donations. The number of donations is directly proportional to your reputation. The more one knows about us, the more we deserve for more trust, the more transparency we have in our work - the more people we trust, the more they donate us, help and support.

We also believe that the Annual Report significantly helps the organization itself to evaluate and reflect on its own activities over the past reporting periods. In particular, it allows you to analyse the activities of the organization in a year, assess strengths and weaknesses, take them into account when planning further work. Regularly creating annual reports promotes a holistic understanding of the dynamics of organization development and the prospects for its activities in the local community and maybe internationally. It creates in the organization a system for collecting information about its activities (clients, members, services and partners). This is especially important for beginners. Increase the value of the organization in the eyes of employees and volunteers who, in the process of creating an annual report, better represent the main activities of the organization, its spendings and revenues, and, therefore, can formulate constructive proposals for optimization of activities. Creating an annual public report helps a public organization to work systematically. The structure of activity appears, everything comes to its place. That is, the annual report can help us in solving the internal tasks of the organization. In addition, the annual report can be used as:

- basis for other reports and promotional materials;
- A tool for motivating employees;
- the basis for the analysis of their work (work on mistakes);
- opportunity to attract partners and clients;
- Interaction with authorities and donors;
- PR tool

The results of our report may be of interest to many target groups and stakeholders, such as corporate clients (actual and potential recipients of services), grantors, government agencies and institutions, partners (actual and future), employees, volunteers and members of the organization, other community organizations, charitable foundations and the media. Now, if we come to this social work seriously and for a long time, then this should become our annual attribute.

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



**ГО "Асоціація жінок України ДІА"
у складі делегації жінок на 62 сесії ООН
Нью-Йорк, березень 2018**



1.2 Status and implementation of gender policy in Ukraine. Problems and solutions. Public opinion

"Gender equality is a sensitive indicator that shows how advanced and democratic the state is" said prominent American political scientist Ronald Inglehart. And one can not agree with him. A lot of studies and statistical materials are devoted to the issue of the close relationship between the political representation of women and the level of democratic society. The researches show that countries with high female representation in political institutions have not only higher levels of civil rights and freedoms. Such states are more economically developed, since they create conditions for political and economic diversity, tolerance, inclusiveness and interpersonal trust. We believe that Ukraine wants such a level of development. Adoption of gender equality is part of a broad cultural transformation that changes the functioning of traditional societies and promotes the development of democratic institutions. Adoption of the value of gender equality ensures the transition to the spiritual values of self-realization, which contribute to the economic development of countries. That is why the gender policy in Ukraine, especially in the context of the chosen course for the construction of European democratic institutions, appears completely in a new, relevant world. In addition, it requires the adoption of the value of gender equality, both in society as a whole and in its various institutions. First, it is the prevention of gender discrimination, the equal participation of women and men in making socially important decisions (first of all, through the election to the representative bodies and the appointment to government positions), equal opportunities for women and men to combine professional and family responsibilities, prevention of manifestations of gender violence.

According to the Global Gender Gap Report 2016 presented by the World Economic Forum, Ukraine, ranked 69th on the Gender Equality Index (ranked among 142 countries). The index is calculated based on statistical data on the gender gap in four important areas: economic participation and career opportunities, education, health and survival, political rights and opportunities. The top 10 countries in the gender equality index include Iceland, Norway, Finland, Sweden, Ireland, Rwanda, the Philippines, Switzerland, Slovenia and New Zealand. Comparing these data with the indicators of past years, it is clear that the state of gender equality in Ukraine has deteriorated. Therefore, Ukraine showed the best result in 2006, taking 48th place. Quite substantially, the position of Ukraine has also decreased and for the period from 2014 (56th place) by 2015 (67th place). And now we already have 69th place. The fall of the index is due to a sharp deterioration of Ukraine's performance in terms of women's economic and political participation. Such results once again demonstrate to the public the need for the development of women's movement and public collective agreement to strengthen the role of women's community organizations in socio-political and economic processes.

The development of the regulatory framework for the regulation of gender policy in Ukraine began in 1980 with the ratification of the "United Nations Convention on the Elimination of All Forms of Discrimination against Women, CEDAW". In 2000, UN Millennium Development Goals (mandatory for 2015) were ratified, among which the goal of "ensuring gender equality" was defined. Within this framework, Ukraine has set two goals:

- Ensure a gender ratio of at least 30 to 70% in representative bodies and higher levels of government
- Reduce the gap between the income of women and men.

The listed tasks were aimed at ensuring gender equality in the political and labour market in Ukraine. However, as we all understand, these declarations and intentions were mostly on paper - **otherwise how could be explained such a failure in the indexes of the Gender Gap Report for 2016?**

To our opinion, the problem has not even been helped by a new impetus in the part of the Association Agreement with the EU. Ensuring equal opportunities for women and men, and combating discrimination are important objectives of cooperation as defined by this Agreement. These principles, combined with the use of best practices of the EU, allowed preparing a results-oriented "State Program for Equal Rights and Opportunities for Women and Men for the Period until 2016". However, what are the results of this program? **The answers are evident - the EU technical assistance was used for mainly the epistolary genre of experts and journalists, but no for real steps and actions.** In principle, as always in a quite Ukrainian tradition. In addition, in 2016, the gender balance in state structures was included in the "Strategy for the Development of Public Administration for the Period 2016-2020". **What are the intermediate results of this program? The answer is also obvious.** To our opinion, the failure is due to a number of factors, as:

- The plan is not obligatory because the above programs and strategies are only advisory in nature
- The strategy itself does not require publication of the annual results of its implementation. This led to the fact that in the Cabinet of Ministers, these reports remain "dead papers"
- The Strategy and the Plan envisage the implementation of 49 measures, however, due to the presence of a sufficiently general category of "**other sources**" (**financing**), there are doubts in their implementation. Similar doubts become even more grounded if one looks at the ratio of resources that must come from each source: from the state budget - 3.2%, from local budgets - 29.75%, **from other sources - 67.05%**

However, there is one point that inspires hope in the successful advancement of gender policy in Ukraine. On June 7, 2017, at the meeting of the Cabinet of Ministers, the position of Governmental Commissioner for Gender Policy was introduced. The implementation of the resolution should facilitate the improvement of the mechanism for exercising the powers of the government in the sphere of ensuring equal rights and opportunities for women and men, as well as increasing the efficiency of the implementation of measures for the establishment of gender equality in society, the development of a culture of gender equality. As a women's civic organization, from the beginning of 2018, we have already begun working closely with this institution. However, among the actual mechanisms of influence, the created structure mainly has information and expert functions. In particular, receiving information from officials and organizations, preparing requests and reports, informing the public through the mass media about ensuring equal rights and opportunities for women and men, the right to initiate the creation of expert groups and to convene

meetings, as well as to participate in meetings of the Cabinet of Ministers and other governmental structures with the right of an advisory vote. Moreover, the establishment of this position has no effect on the automatic increase of budget financing of state programs or the number of measures on gender policy, since the Resolution provides for a change of costs only to the Secretariat of the Cabinet of Ministers, the structural unit of which becomes the office of the new Commissioner.

Indeed, state funding is one of the most important indicators for implementing institutional support for gender equality policies. Grants, technical and donor assistance are one thing, and state support is already a policy. While such a policy does not see statistics. Compared to the state "contribution" to the development of gender policy, a much more significant financial, technical and expert assistance to Ukraine in this area is provided by a number of international institutions. Namely: US Agency for International Development, Israel International Development Agency, Canadian International Development Agency, Swedish International Development Agency, Swiss Cooperation Bureau, Embassy of Austria, Great Britain, Denmark, Netherlands, Norway, Germany, Finland and Japan. They also include non-state foundations: the Heinrich Boll Foundation, the Friedrich Ebert Foundation and others. The fact that on June 10, 2017, UN Deputy Secretary General, Executive Director of UN Women's Program Fumzile Mlombo-Ngukuk and Swedish Ambassador to Ukraine Martin Hagstrom signed an agreement on financing the project "Gender equality in national reforms and establishment of peace and security in Ukraine". The project provides a budget of five million euros and designed for four years. The funding will be used to support the work of the Governmental Gender Policy Commissioner, as well as to assist in the implementation of the National Action Plan "Women, Peace and Security". **We think comments are superfluous.**

Unlike many third-world countries, Ukrainian women have good opportunities in education, access to health care and justice. However, they are less represented in the areas and positions with the maximum concentration of financial and power resources. Compared to European countries, Ukraine has a low level of gender balance in the field of political representation and leadership in state and economic processes. The constant slippage of Ukraine in the world rankings of gender gap does not indicate a catastrophic deterioration of non-discrimination policies in the country. However, the results of international studies clearly show Ukraine's lag behind world trends and the lack of effective gender policies, as opposed to other progressive states. Despite the accession to international agreements and the adoption of national legislation on equal rights and opportunities for women and men, there is a lack of political will to implement gender reforms at the level of the governing bodies of legislative and executive structures and at the level of local authorities. Legislative declaration of gender equality, the prohibition of discrimination based on sex in the Ukrainian case does not lead to real changes in this area - they require the correction of a significant number of other legislative acts and the sustainability of institutional support with responsible institutions, regulatory sanctions and incentives. The introduction of the position of Governmental Commissioner for Gender Policy is a positive step, but it does not lead to an increase in the number of gender-oriented state programs and does not increase funding for the relevant projects. The level of

representation of women in social, economic and political life is very low. As a result, women have limited ability to influence the decision-making process concerning their lives, the lives of their communities and the country as a whole.

Therefore, the role of women's NGOs in modern Ukraine remains actual and relevant. Undoubtedly, the position of a woman in Ukraine should not be compared to the situation of a woman in Somalia, but we strive for European integration, which means that we all have a lot of work ahead and, most importantly, a clear justification of our existence and public activity. Our opinion is that women's community organizations in Ukraine are primarily social partners whose purpose is to effectively interact with each other. Today it is very important that women's civil society organizations learn to actively represent and defend their interests, seek to join public councils at various structural units of local government and central government, actively working in and trying to influence the situation. It is important for the authorities to realize the importance and role of public women's organizations in solving problems not only of gender, but also of socio-economic importance. The establishment of effective social partnership, support and encouragement of women's organizations is needed, and assistance in the exercise of their rights enshrined in current legislation is needed as well. We all have a lot of work ahead of us.

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 of the activity is to promote the implementation of the key priorities and decisions of the 23rd special session of the UN General Assembly entitled "Women in 2000: Gender Equality, Development, and the World in the 21st Century", known more than "BEIJING + 5".

Tasks of activity:

- Promoting the concept of parity democracy in Ukraine in all spheres of socio-political and socio-economic development of the state
- Promoting women's legal literacy
- Extending the leadership potential and influence of women in the political and public life of Ukraine
- Work on solving the problem of women's equity in employment and entrepreneurship free initiative
- Provision of assistance to the needy and vulnerable women, families and orphans, in the conditions of the difficult demographic and economic situation in Ukraine
- 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
- Facilitating the fight against all manifestations of modern slavery, from sexual to labour
- Promoting women at all levels of decision-making in the social and economic spheres, extending their rights and opportunities.
- 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
- To assist the state in the development and implementation of mechanisms for advancing women in the sphere of decision-making
- To promote the dissemination of information on gender equality in the media, on projects of public associations aimed at achieving gender equality and transformation of gender stereotypes
- Provide psychological support to women in solving the problems of mobilizing their own capabilities and internal resources to overcome difficult life situations

Principles of activity:

- Respect for national legislation, international target agreements, international institutions, local government bodies and central government
- Activities are based only on the principles of voluntariness, equality, self-government and the rule of law
- We are free to define our internal structure, goals, forms and methods of activity
- Our organization works in terms of free of speech, transparency and accessibility
- 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
- We are widely using the principle of adaptation of international best practice in the implementation of the foundation of the organization's goal
- We are widely using the principle of integrative action in the realization of our goals and objectives
- In our work, we adhere to the principles of transformation and alternatives, as we are confronted with radical changes in society in relation to the position of women and do not shy away from the achievement of partial individual changes

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)

We are very young organization. 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 think about how to minimize the negative impact on the problem or situation. Since 2017, we have already formed and is still forming a list of priorities, which today have become permanent projects and actions characterizing our statutory activities. However, at the same time, there are always small, medium and large problems that arising spontaneously, since we have become aware of such problems. Solving these problems has also become projects and activities that meet our statutory actions within 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. So what were our actions in 2018:

- Charitable actions and assistance for asylum "Svitanok" (Odessa)
- Charitable actions and assistance for the orphanage "Tepliy Dim" (town of Razdelna, Odessa region)
- Charitable actions for the Odessa boarding school for disabled children
- Charity help and measures for the large and low-income families of the Kievskiy district of Odessa city
- Charity help and measures for the large and low-income families of the Malinovsky district of Odessa city
- Charitable events for the Nursing House (Geriatric Center) in Odessa
- Active members of our organization in 2018 were trained within the framework of the Verhovna Rada of Ukraine and the European Parliament on the theme of the implementation of gender policy and women's rights
- As part of the internship in the European Parliament, we were able to visit two specialized women's gender and resource centers, which gave us food for further elaboration of our implementation project in Odesa of Women's Hub
- In 2018, activists of our organization were visiting internship programs in Poland "Business Support Institutes" and "Business Support and Territory Development Institutions: Experience and Successful Models" in Ukraine from CEASC
- In 2018, in addition to internships, our active participants were able to present twice in the Verkhovna Rada of Ukraine at thematic parliamentary hearings, namely:
 - 1) "Prevention and protest of discrimination against women from vulnerable social groups";
 - 2) "Status, problems and prospects of cultural heritage protection in Ukraine»
- Within the framework of the Worldwide Action "16 Days Without Violence", we made in Odessa in December 2018 a thematic seminar "Protecting the Rights of Women in the Workplace: Methods of Combating and Preventing"
- Together with the representative of the OSCE SMM office in Odessa held a thematic round table devoted to issues of gender policy and mechanisms for its implementation in Ukraine

- Participated in ForumZFD action at the end of December 2018 in a seminar for the consolidation of the civic movement in Odesa region
- We are constantly developing our network of filials of the organization in Ukraine. Within the framework of these priorities, we are constantly conducting networking meetings in the format of "Diyeva Kava" not only in the cities where we are already represented, for discussing future plans, but also for the first time all where local active women want to join us. We made more than 19 networking meetings across Ukraine, and even in Europe, such as Berlin and Brussels
- In March 2018, 6 active members of our NGO were at the 62nd session of the UN Women's Rights in New York. Where they presented Ukraine on thematic forums and met with congressmen (as Mersey Kapchouri), Ukrainian Ambassador to the United States (Valery Chaly), visited representatives of the civic organizations and Ukrainian communities in Washington and Los Angeles. Also in New York we visited the female hub "WINGS"
- We always remember the traditions and culture - we regularly hold thematic evenings "Vechornytsi", "Convalia", Art Balcony by Olena Palashek, do not forget about sports - such as a bowling championship in Nova Kakhovka
- We do not forget about history, and we are constantly looking for women heroes to implement our cultural project "Woman in the History of Ukraine" by taking steps and events in Kropivnitsky
- We regularly hold press conferences, interviews, performances in air, where we talk about our activities. More than 30 times we made it
- In Kiev we held the Ist congress of our all-Ukrainian organization
- We made the II International Women's Forum in Odessa on September 14 and 15, 2018, "Gender Borders and Prospects for Gender Dialogue in Ukraine"
- The results of our activities were marked by the press, both foreign (publications in the magazine Life & Culture) and Ukrainian (publication in the magazine PERSONA)
- Became the initiators of the all-Ukrainian action November 28 "Day of the active woman in Ukraine" - actions of good affairs of active women 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 not been forgotten by the history of the country, and their city, region, but during the course of historical evolution they played an important role in the development and formation of Ukrainian society and statehood

1.6 Main results

At present time, in all countries of the world there are changes in the management model from a service-oriented structure up to management-oriented one. Among the main features of the service-oriented management model can be distinguished polycentric management and diversification of the organization. A non-profit public organization is an effective form of reflection of the interests of citizens and the protection of their civil rights. Moreover, due to the organization of civic participation, various professional groups and individuals who are poorly interrelated can be integrated into a single organization in order to become one of the foundations for achieving the results of management of an organization. Accordingly, we evaluate our results as a synergistic effect of various actions, events and PR meetings. Here are the main qualitative and quantitative indicators of our 2018 activity results:

- The total amount of targeted charitable assistance provided was up to UAH 100,000; more than 500 people received help and various support from us
- Signed a memorandum of cooperation and partnership with 8 public women's organizations or organizations headed by a woman in Ukraine
- More than 50 of our activists have become accredited participants in parliamentary hearings in the Verkhovna Rada of Ukraine
- Opened an additional 7 filials of our NGO "Association of Women of Ukraine DIYA" in Prague, in Ternopil, in Zaporozhye, in Rivne, in Dubna, in the village of Nikolaevka (Rivne region), in Vyzhnytsya (Chernivtsi region)
- Got two of the first grants in the history of our organization, from the Ukrainian Women's Fund and in partnership with the Kyiv-based NGO from the Canadian Local Initiatives Foundation
- The II International Women's Forum "Gender Borders and Perspectives of Gender Dialogue in Ukraine" was held on a high professional level with fantastic and very effective results, and most importantly - at a representative level.
- Within the framework of the project "Woman in the History of Ukraine ", our representative office in Kropivnitsky conducted analytical work and outlined the results in the opening of the memorial plaque of Anna Dmitriyan and a number of memorable measures.
- In 2018, our organization entered the TOP 100 enterprises - in the nomination "The basis of the economy of Ukraine"
- Our NGO took 1st place in the All-Ukrainian contest "Social Project Awards" in the nomination "Equal Opportunities" for the project of our annual gender forum
- Our activists Olena Palashek and Svetlana Gass became "Ambassadors of Women Entrepreneurs" in 2018
- Our most active participant - Olena Palashek has received the nomination "People's Recognition of Odessa"
- Due to our activity and a number of projects, only in 2018, we were able to unite around our organization, our initiatives and us more than 1,000 women throughout Ukraine and abroad

1.7 Tasks for the future (future projects)

Of course, without goals and objectives, and most importantly, without the vision of yourself and your organization on the long run basis (short, medium and long term) there will be no organization itself, and most importantly, the same unifying stimulus and impulse that consolidates our activists around the organization and its priorities. We share our vision and goals as something that should be realized in 2019 and for those that are planned for the future under a number of factors, such as good circumstances, unexpected opportunities and contacts, and luck. So, our immediate short-term goals for 2019 are:

- Our organization aims at getting into the working groups of the UKRAINIAN party of the civil society platform UKRAINE-EU, to be engaged in such groups as "Employment, Social Policy, Equal Opportunities and Healthcare" and "Science and Technology, Information Society, Education, training and youth, culture and sports»
- Our organization aims to be included in the working groups of the Ukrainian National Platform of the Eastern Partnership Civil Society Forum, including the following: "Social and Labor Policy and Social Dialogue" and "Democracy, Human Rights, Good Governance and Stability"

Possible access and participating in these platforms of our organization will increase its chances of receiving grants and partial funding from the "Renaissance Soros Foundation" and most of the European Commission's actions and grants, as for Platforms and their participants, there are preferences and individual competitions.

- In the coming new 2019 year, we want to launch a media project of our civic public organization on informational coverage of gender issues and gender policy, in particular through the cultural perception of gender, coverage of issues of discrimination against women in the workplace and in business, and other issues arising from the topic. For these purposes, this media content as a project is already included as part of our project applications for funding statutory activities in various contests and in various donor programs and actions.
- During 2019, we aimed to develop a project related to the issue of information promotion of the 70th anniversary of NATO and the promotion of the issue of informational coverage of the benefits of Ukraine joining NATO among the target group of our NGO. For these purposes, the concept of the project has already been developed and we will fully or partially submit our applications for grant support from NATO in the course of the year, as our category and target group are listed in the priorities of the donor
- We submitted application for our "Annual International Women's Gender Forum" project to the United Nations Sustainable Development Goals Competition
- We cannot bypass the issue of corruption, based on a large number of cases from our NGO activists throughout Ukraine; we concluded that the issues of gender discrimination of women in the workplace, in business and how corruption is fuelled by it - are hand in hand problem to be solved. Therefore, we have developed the concept of the project "Women against corrupted discrimination in the workplace and in business", devoted to this problem. Throughout the year, we will submit our

conceptual note of the project to the appropriate grant program to receive funding for the project as USAID and so on

- Next in 2019, we will continue to develop our project of the International Women's Forum, which has actually become our landmark and a sign of quality.
- In addition to the forum, we will continue to work on the project "Synergy of the Women's Initiative in Ukraine" devoted to the development and strengthening of the network of branches and filials of our organization in Ukraine, conducting thematic networking and meetings with the local women's assets and activists
- 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 step by step for the next year

The monitoring work on all the programs of the relevant and appropriate donors is ongoing, as our goal is to continue to receive financial assistance for our statutory activities and support of annual projects.

In the long-term perspective, we see the following our project initiatives and concepts of organizational activity, in which there is a public need for implementation:

- The issue of female labour slavery abroad, and the consequent issue, is the question of the sexual exploitation of our women. This will be especially actual from 2019, with the liberalization of labour laws in many EU countries
- Coverage of the issue of the readiness of children in orphanages and asylums, to enter into a full-fledged adult life. Based on our case studies and the experience of communicating with this category of our target group - they are not ready. An alternative here is the issue of promotion and introduction of a children's commune system in Ukraine on the example of Germany
- Promotion of the problem of women's self-realization through art, creativity and inclusion of women's potential in the development of the creative industry

And of course our dream is to implement the project of women's Hub - resource center as a place where women who are vulnerable to certain problems and situations can get professional help and advice from specialists where they can spend not only their leisure time by communicating and gaining additional skills, but also if necessary, will be able to spend some time as in a shelter. We will not remind you, but the project fully complies with the requirements of the European Charter for Equality of Women and Men in the Local Life and the Istanbul Convention (Council of Europe Convention on preventing and combating violence against women and domestic violence)



№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

What determines the activity and efficiency of the third sector today? The work of the third sector is determined by their social projects. The "Third Sector" becomes a platform for the implementation of many initiatives - from charity to participation in the development of territories. This is largely due to increased civil activity and support from donors and sponsors. In our example, the spectrum of activities within the framework of statutory activities today is very broad and wide: from strong charity to sick children and orphans, families in difficult life situations before providing social services and work on strengthening the women's movement in Ukraine. We do not strive for our public initiatives to become meaningful; we strive for the effectiveness of our initiatives. We strive to ensure that our primary ideations grow into effective projects and are constantly operating within the framework of our programs and charter. That is, the activity without which it is no longer possible to personify our organization. We are only 2 years old, but we have already been able to find those projects that give us life and become already in the category of constantly active projects.

3.1 Project №1 – Organization of the annual women's international gender forum in Odesa (2018)

The objective and goals of the project - Gender equality is not just a trendy European hype, but an instrument of financial prosperity, and one of the inalienable factors for building a safe and tolerant society. Our women's organization conducts a practical informational and educational event in Ukraine for almost 2 years in order to strengthen the socio-political position of the Ukrainian woman and the implementation of gender democracy in Ukraine. Conducting such a forum is an instrument for solving the problem of self-realization of a woman in Ukraine. The objectives of the forum are discussion by the participants of the current tendencies of gender issues in Ukraine and Europe, the discussion of the gender issue in the period of war conflicts, as well as the issues of participation of women and men in the acceptance of managerial and public decisions at the public level and with self-esteem. Gender diversity has been on the business agenda for many years all over the world. According to studies, women and men in the business environment evaluate the quality of good leadership in different ways, and an understanding of how these qualities should be used in practice leads to different leadership styles. Topical issues of women's leadership are also the main goal of discussing the order of our forum in 2018.

The target group of the project - Primary Auditory (target group) - 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 help, 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 people who have an active civic stamina. Secondary auditory (target group) 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 in the form of members of organizations and volunteers, women suffered from trafficking and sex and labour slavery, students, men and women officials, religious communities, men and women of different ages, homosexual couples, LGBT, pensioners, representatives of various youth subcultures, media and their audience as well.

Results - One of the key areas for ensuring democratic progress of Ukraine on the principles of European integration values 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 is a small step, but a very important tool for the future and fruitful resolution of the gender imbalance in all areas of our life. Our forum is primarily intended for public and open discussion of gender issues, therefore we believe that it will be the same bridge that will unite the society around the Ukrainian woman and will make a small contribution to changing the situation around so far negative attitude in society to the core issue. Illuminating various gender issues (from domestic violence to equal opportunities for women in politics) – is also the aim. All the participants and guests of the forum took an active part in panel discussions, networkings, thematic round tables and drafting of the final resolution calling the legislative authorities of Ukraine to speed up the implementation of gender EU directives into the national legislation of Ukraine. Therefore, in our opinion, all the above actions within the framework of the forum aimed at our target groups have helped to create in the future the preconditions and opportunities for the promotion of women's rights and fundamental freedoms through the strengthening of women's NGOs, whose delegates visited the forum and represented different regions, districts and cities throughout Ukraine. The main future changes that our delegates will bring to their places will be the practical knowledge and study of the experience of attracting resources to support civil society through the promotion of the development and consolidation of the women's movement. Movement as an integral part of civil society on the example of practical cases forum speakers and demonstration of international experience.

The main point of the 2018 forum program was the assessment of global progress towards the United Nations "Goals of Sustainable Development" through analysis and presentation of international experience (USA, Germany, OSCE) and comparing the results of Ukrainian experience (women's NGOs, international donor organizations, city councils of Irpin, Konotop and Zhytomyr and so on). For participants and guests of the Forum have become clear that without thoughtful, drawing on attention to the specific problems of women and girls, it will be difficult to make progress towards achieving many of the goals set at the UN level and at the level of national jurisdictions and regional development. Unless we can achieve universal gender equality, we will not achieve many other goals, from eradicating poverty to improving the health of people, ending with economically sustainable development. In order for each national jurisdiction to break this gender issue to a dead end, the forum participants concluded that fewer words are needed about gender equality and more actions within the framework of the national program promoting gender policy and parity democracy. In the course of the dialogue during the panel discussions,

representatives of local government bodies and state authorities backed the promise to raise the role of women at each level at their level of authority and public administration in Ukraine. Achieving gender equality is not just a chance that is given once in life; it is also the best way to make progress in the implementation of all other United Nations "Goals of Sustainable Development" and to build a peace in Ukraine, where everyone can prosper. Forum participants agreed that the necessary collective action to identify various aspects of gender inequality and encourage progress in its elimination.

Indicators - Based on the results of the forum in 2018, we can show the following statistics:

- The total number of registered participants of the forum - more than 200 people
- The total number of forum visitors is more than 300 people
- More than 20 speakers
- Representatives of partner organizations (more than 10)
- 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 funds and organizations such as USAID, SMM OSCE and foreign embassies
- Representatives of the regional and national press

Sources of funding:

- 1) own funds (membership fees);
- 2) sponsorship of active members of the organization;
- 3) charitable grant No. 180714 from July 31, 2018 from the Ukrainian Women's Fund

Further Steps and Plans - We are targeting to continue to develop the gender forum project, as the list of issues worth paying attention for discussion on the forum's public platform. These issues 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, 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. Also 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 ready conducting thematic networkings, round tables, and visit the regions of Ukraine to campaign women in the regions more actively participate in solving their problems and in joining and expanding our network of affiliates throughout Ukraine.



3.2 Project №2 – Networking as an instrument for strengthening newly created women's NGOs and expanding their target group in 2018

The objective and goals of the project - Increasing the capacity and promotion activity, expanding the structure of the active women's all-Ukrainian NGO "Association of Women of Ukraine "DIYA" through the promotion of the creation of new filials of the organization in the cities and regions of the country on the initiative of local feminists and vulnerable groups of women using the tool of networking and strategic sessions in 2018.

The activity of women's associations and organizations in Ukraine causes some difficulties in organizing and generates broad discussions and reflections on the nature of the women's social group, its activity, and ways and means of defending its interests. Under the modern women's movement in Ukraine, we see a set of women's community initiatives and platforms aimed at advancing the interests of various segments of women (including vulnerable groups of women, such as Temporary displaced persons, women with disabilities, single mothers, LGTs and so on) and overcoming gender asymmetry in politics, in social and economic life. At the heart of the women's movement lies the principle of considering any social problem from the point of view, the position of the woman himself. To this conclusion, we came solely based on our practice of work and expansion of the branch network of our NGO "Association of Women of Ukraine "Dyia ". We consider one of the effective tools of self-identification of women's NGOs to be a non-working tool (our "effective coffee"), which has a number of significant advantages over round tables and official organizational gatherings and meetings.

Networking does capture the freedom of expression and initiation of ideas, which in fact at official events is a rarity. On the contrary, the non-structuring instrument brings together participants and stakeholders in the field of dialogue and direct contact, as potential activists willing to join the process of construction of a branch of our all-Ukrainian NGO. To identify this system, to determine qualitative and quantitative components of subcultural self-identification of women's movement on the ground and in the regions is possible when referring to the existing regional statistics, monitoring work of research study groups and the use of non-construction. The tool of strategic sessions and brainstorming, which will be included participants and brought them information about women's and gender issues, discriminatory trends typical for the region networking. It is in the non-building format that we can take advantage of the flexibility and mobility of contacts, a high level of women's adaptation for the consolidation of the women's movement under the basics of our NGO in the regions of Ukraine, which are the priority for the statutory activities of our organization. And the second place among the goals and objectives put forward by us as a priority, there is the promotion of human rights activities and the involvement of women in this process on the places of realization.

Target group of the project - Women living in cities and regions of the country, with an active life position and 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 visited our International Women's Forums in Odessa in 2017 and 2018 and expressed an interest in expanding the representative interests of our organization in their regions. Women who need psychological, legal assistance, and who are ready to implement and improve their

skills and knowledges. Aged 18 and up. They are deputies of district, city and regional councils. They are civil activists and leaders of public opinion. They are representatives of OTG, business, culture, mass media, activists of the student and academic environment. The filial establishment is also open to women with disabilities and women – temporarily displaced persons, women with active public position. Work with the target audience was based on the principle of equal opportunity, without giving priority to not just one political party or movement. Beneficiaries of this project of networking and implementation of representative functions through the opening of the filials were female participants and visitors of the event, as well as their families and friends. The main target groups, journalists (TV and press), district state administrations, representatives of mass media (management), other NGOs, regional authorities, local governments, regional development agencies, business support agencies, were interested in non-governmental organizations and in the activity of our NGO branch.

Results:

- Signed memorandums of cooperation and partnership with 8 public women's organizations or organizations headed by a woman in Ukraine
- Opened an additional 7 filials of the our NGO ‘‘Association of women of Ukraine "DIYA" in Prague, Ternopil, Zaporozhye, Rivne, Dubna, in the village of Nikolaevka (Rivne region), in Vyzhnytsya (Chernivtsi region)
- Increased the capacity of existing women's NGOs to take into account the interests and needs of vulnerable groups of women and expanded their target groups
- Strengthened solidarity and cooperation between active women's organizations and newly created non-governmental organizations

Indicators:

- In 2018, we were able to conduct more than 19 such networkings in the style of ‘‘Active coffee time’’ throughout Ukraine, and more than 500 active women were involved in these events and meetings
- Improve advocacy skills among activists and non-governmental organizations and increase the activities of partner organizations and non-governmental organizations in the field of advocacy and promotion of gender policy.
- Prepared a draft strategic plan for branch development in the medium term, defining goals and objectives for the short-term perspective and tasks

Sources of funding:

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

Further Steps and Plans - In 2019, work continued on expanding and strengthening our representational interests of the organization in cities, and regions of Ukraine. Also, work will be continued on finding a donor organization able to support our work with women's actives in the regions of Ukraine through a grant program.



3.3 Project №3 – The role of a woman in the history of Ukraine. We continue to search in 2018

The objective and the goals of the project - At various historical stages of development of Ukraine, women 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, devoted themselves to serving their motherland. From the first steps of our statehood, a woman had a direct influence on its formation. The Cossack era has become a time of a true revival of Ukrainian spirituality. To this, Ukrainian women also had their influence. 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. It was at this time that Sofia Ostrozka, Raisa Mohylyanka, Lysaveta Gulevichivna Lozna, Anastasiya Krakovskaya, Efimia Polubotko, Anna Zabila, Paraska Sulima and others demonstrated themselves to public and became wellknown.

The cells of the Ukrainian intelligentsia in the second half of the 19th and 20th centuries there were communities in which women played an active role. However, all of these historical figures are an incomplete picture of the historical and informational layer, since many of the names of women who have manifested themselves each in their own region of modern Ukraine, today is unknown for modern audience, and historical memory requires attention to them. Ukrainian women have a glorious history, but the pages of this history are not studied in school courses or in history courses that are taught in universities. Therefore, the goal of the project is to create a project to honour the memory of historical social activists - women of Ukraine, to begin with their search and identification in each specific region of Ukraine, using the experience and cases of similar search and analytical work on the example of Odessa (2017 - Women's action in the history of Ukraine. Perpetuation of the memory of Elizabeth Vorontsova).

Project tasks:

- To honour the memory of social activists - women of Ukraine, who by their historical example raise the role of the Ukrainian woman in the history of Ukraine
- To find out such historical personalities - women in places that are of strategic importance to modern Ukraine as state-building cultural and historical centers
- Encourage contemporary women to participate more widely in charity, donation, and various social projects using examples of bright historical women found in these same cities;
- Complement the image and goodwill of selected cities with the features of charity, patronage;
- promote the idea of gender equality

The target group of the project - our primary audience are 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: Within the framework of the project "The role of women in the history of Ukraine", our representative filial office in Kropivnitsky carried out analytical work and the result was the opening of the memorial plaque of Anna Dmitryan and a number of memorable measures

Indicators: Conducting media 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;

Further 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 NGO. 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 government, 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



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 | | | | | | |
|---|----------------------|------------------------|-----------------|------------------------|-------------|----------------------|-----------------------|
| | 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 | | | | | | | • |



High degree of influence



Low degree of influence



High degree of interest

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 become 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)

4.3 Media milestones 2018

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<http://7kanal.com.ua/2018/09/silnyiy-pol-natalya-delieva-2/>

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<https://www.youtube.com/watch?v=c->

[iqhClgmEY&fbclid=IwAR3Sd57zpouLiN5gkci6_b9DfQjnw8zPzuzHZsA5MAvYtP2BoA39OfkX354](http://www.youtube.com/watch?v=c-iqhClgmEY&fbclid=IwAR3Sd57zpouLiN5gkci6_b9DfQjnw8zPzuzHZsA5MAvYtP2BoA39OfkX354)

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<https://gurt.org.ua/news/informator/48270/>

<http://od.sfs.gov.ua/deklaruvannya-dohodiv-gromadyan/informatsiyni-povidomlennya/331514.html>

<http://www.diya-ua.org>

<https://www.facebook.com/diya.association/>

<https://www.facebook.com/groups/diyaua.org/?ref=bookmarks>



№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

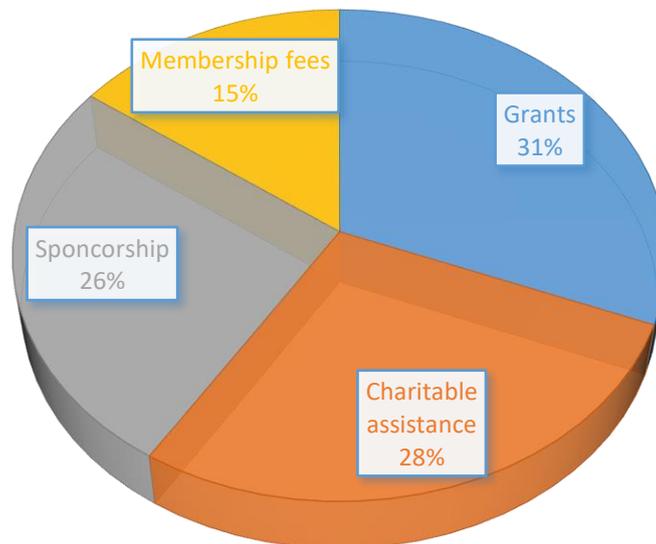
5.1 Revenues, local currency (UAH)

| | |
|---|-------------------|
| Gratuitous financial assistance | 310 000,00 |
| Passive income (the balance from the 2017, uah) | 5 000,00 |
| Total | 315 000,00 |

The sources of gratuitous financial assistance:

| | |
|------------------------|-------------------|
| Donor's grants | 95 000,00 |
| Sponsorship assistance | 80 000,00 |
| Charitable assistance | 85 000,00 |
| Membership fees | 50 000,00 |
| Total | 310 000,00 |

THE SOURCES OF GRATUITOUS FINANCIAL ASSISTANCE



5.2 Spendings

Total **315 000,00**

Component costs:

Wages Staff & board 0,00

Office expenses: 0,00

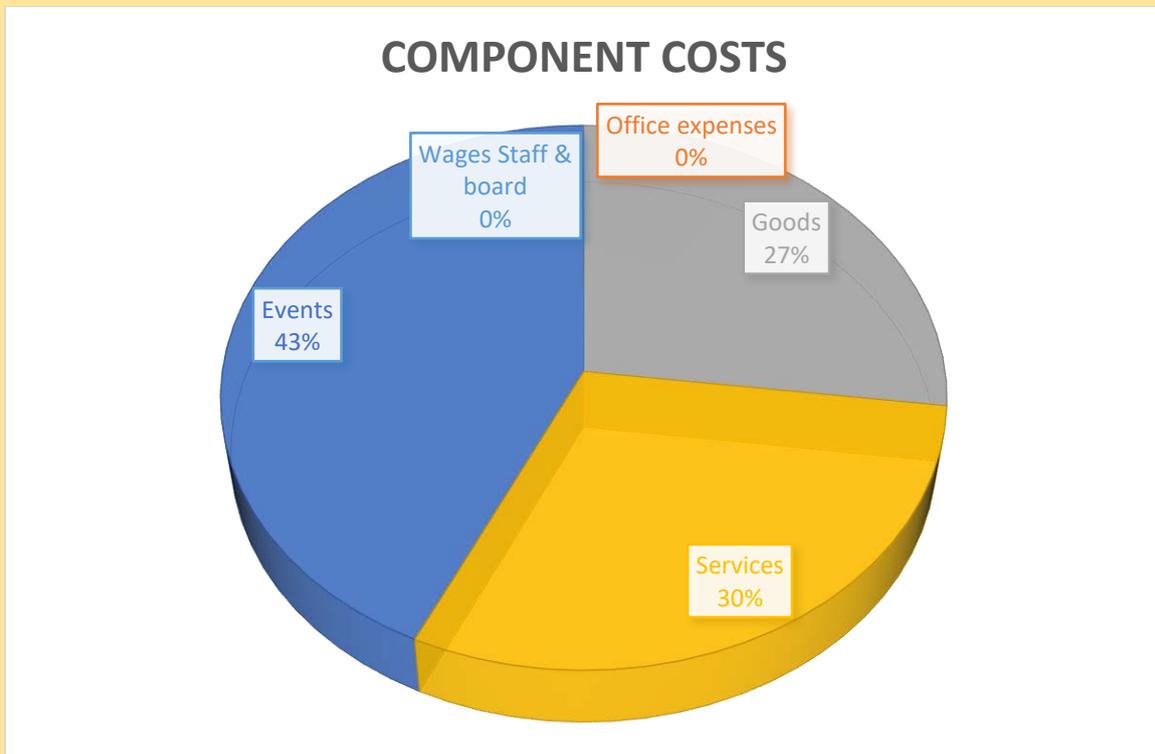
Office rent 0,00

Chancellery 0,00

Goods 85 000,00

Services 95 000,00

Events 135 000, 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 1.01.2018 5 000,00

Revenues in 2018 310 000,00

Spendings in 2018 315 000,00

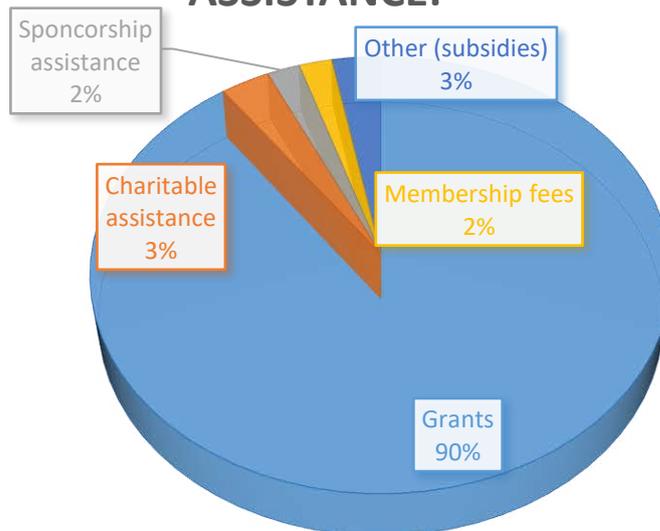
Account balance on 31.12.2018 0,00

5.3 Draft budget for the next year (2019)

Revenues, in local currency (UAH)

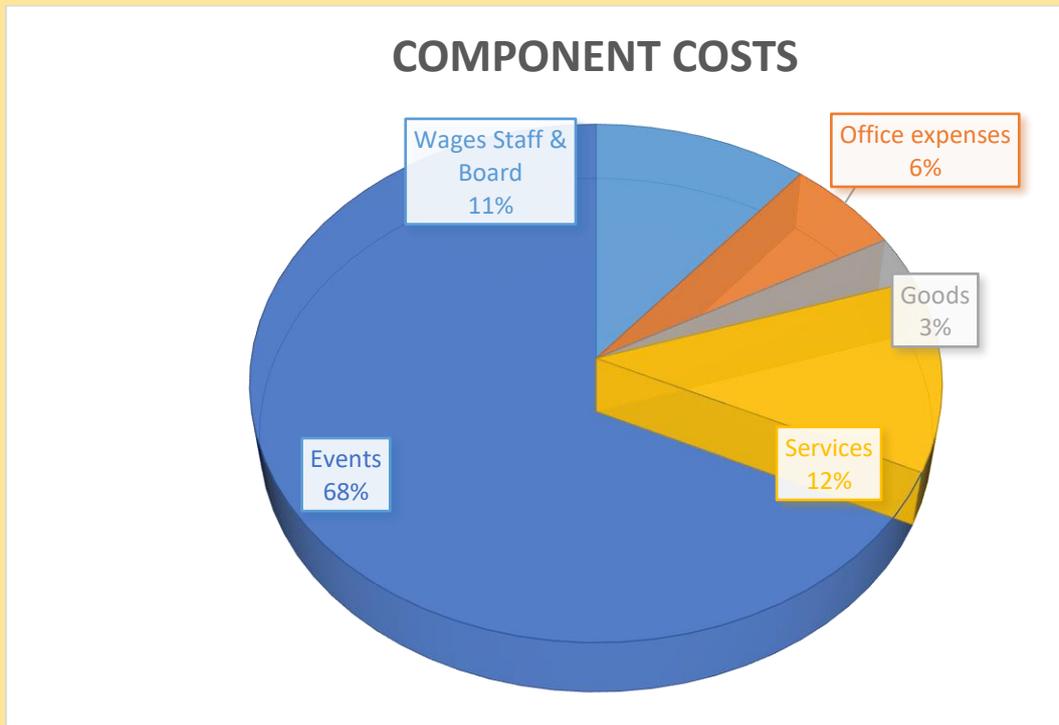
| | |
|--|---------------------|
| Gratuitous financial assistance | 3 000 000,00 |
| Passive income (the balance from the 2018, uah) | 0,00 |
| Total | 3 000 000,00 |
| The sources of gratuitous financial assistance: | |
| Donor's grants | 2 700 000,00 |
| Sponsorship assistance | 50 000,00 |
| Charitable assistance | 100 000,00 |
| Membership fees | 50 000,00 |
| Other (subsidies) | 100 000,00 |
| Total | 3 000 000,00 |

THE SOURCES OF GRATUITOUS FINANCIAL ASSISTANCE:



Spending

| | |
|--------------------------------|----------------------|
| Total | 3 000 000,00 |
| Component costs: | |
| Wages Staff & board | 336 000,00 |
| Office expenses: | 164 000,00 |
| Office rent | 71 000,00 |
| Chance llery | 37 000,00 |
| Equipment | 56 000,00 |
| Goods | 100 000,00 |
| Services | 400 000,00 |
| Events | 2 000 000, 00 |



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 1.01.2019 | 0,00 |
| Revenues in 2019 | 3 000 000,00 |
| Spending in 2019 | 3 000 000,00 |
| Account balance on 31.12.2019 | 0,00 |

Resumes

We are a very young women's civic organisation. In addition, it would be desirable, as for every woman – to get all at once and not to wait. However, this does not happen. For its existence, it is necessary to struggle, prove, work actively, be in the epicenter of attention and try to lobby for its priorities and look for its stakeholders and beneficiaries. We are working on it. From the side it may seem that we have everything at once and easy, but that is not the case. Not everyone succeeds at once, the city council, and in general - the authorities, tending not to notice us, as for donor financial assistance - it is necessary to fight among competitors and already convenient beneficiaries. Very often, we want to give up and give in, but assistance comes from the most unexpected side. Everything is in organization like in life. Some specificity has the social initiatives of women's organizations. The practice of women's social movement in modern Ukraine exists in the following organizational forms: groups, networks, centers, committees, clubs, associations, foundations, initiatives, associations, unions, leagues, consortia. The organizational development of women's movements has a contradiction in development:

- Firstly, the problem of survival and sustainable development in the conditions of the crisis economy, the variability of the legal environment, unreliable ties with state and commercial structures remains.
- Second, management, planning, marketing, teamwork, public relations, interaction with the state are generally considered "secondary" to the main activities of women's organizations. Disadvantages in organizational building, management, and organizational development often lose many great ideas. The lack of attention to organizational development by the women's organizations itself is contrary to the fact that today management decisions have to take in increasingly complex contexts in the country processes, significantly change the conditions of activity and bring new requirements to public organizations.
- Thirdly, the majority of women's organizations do not know women themselves. Yes, the media does not really promote any goals or achievements of women's organizations, nor their values and norms. Attempting to create its own information space does not provide the main thing – mass influence. That is why the chances of gaining popularity, and as a result, the mass support for women's movements is minimal. Beyond this, serious successes in social activity as such are not possible

Taking into account the above-mentioned moments and problems, in our turn, in our statutory activities, we are trying to avoid these errors first. Our goal is to not push away women and men who are clearly not interested in gender issues, policy and women's movement, but learn to understand their interests and learn to solve their problems. Social initiatives of women's organizations - above all, the human resource of social development, which in essence is not subject to either capital or power, because it depends on the intellect, the will of creativity and internal motivation of people. Despite the difficulties, we look forward to 2019!

