

ANNUAL REPORT 2021

BCause Foundation



MISSION

We encourage people, organizations, and communities to change their lives by developing effective giving and social investments.

BCause Foundation is an expert organization, a recognized leader with more than 20 years of experience at national and international level (since 1995) We offer people and companies a choice of causes that are important to them, safe and easy mechanisms for donating (money, effort, and time) and satisfaction from the benefits for the society. We focus on donor resources and contribute to the financial and organizational strengthening of civil organizations and public institutions such as schools, public libraries, museums, and parks. We promote and support charitable causes. We help donors and social entrepreneurs with customized services with high added value. We influence giving policies and culture and social investment through research, government consulting, promotion of best practices and special communication projects.

MEMBERSHIPS

BCause Foundation is a member of Transnational Giving Europe, Euclid Network, Global Social Enterprise Network, and an associate member of the CAF Global Alliance.

In Bulgaria BCause is a founding member of the Bulgarian Donors' Forum, the UN Global Compact and the Bulgarian Network, Social Enterprise Forum in Bulgaria and a member of the American Chamber of Commerce in Bulgaria, the Bulgarian Business Leaders Forum, the Civil Participation Forum and the British- Bulgarian Business Association (BBBA).

BCause Foundation was founded on 16th November 1995. Since April 2018, it carried the name Bulgarian Charities Aid Foundation.

We actively work to achieve advancement on the Sustainable Development Goals of the Global Compact:



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INTRODUCTION

In 2021 we announced the position of Bulgaria in the CAF World Giving Index and for the first time we did this with joy and pride – we climbed about 60 steps up, and this was great news! We do realise that this surge is based on the extraordinary generosity, mobilised solidarity and volunteering we showed as people united during the COVID 19 crisis.

But not only. COVID-related philanthropy did not spring out of nowhere, did not surprise us, did not catch us off guard. For years now, BCause has been building an infrastructure for giving, which is easy, secure, and regular, and every year we see growth in the donor funds, under our management. The reports and webpages are full of stories about the causes, the support, dedicated donors – each year, both in crisis times and during more peaceful times (when was that infact?). BCause's reputation as a place where the donors find sound advice, professional assessment, and a recommendation – was not created overnight.

The process continued into 2021. In between COVID lockdowns and in carousels of political instability and elections. 6202 payroll givers, 44 corporate donors, 158 NGOs entrusted us. 6376 donated online, the total amount of donations exceeded the that of the so called "normal" 2019 by 47%.

It is easy to say that on the opposite side of the donated amounts there is change. The donations help children and adults, turn into education, social support, healthcare, and not so often into culture and arts.

Donors made over 4000 individuals feel supported, more educated, more confident to become donors themselves.

And this became possible due to the dedicated to their causes individuals from 158 Bulgarian organisations. To be able to work even more and better they need financial resources, which they convert firstly in stability for the teams and their families, in professional development, and secondly as we already mentioned above: in changing people. Regular giving gives

**4570 payroll donors,
45 corporate donors,
158 non-governmental
organizations
trusted us.**

6,376 people donated online.

**The total volume of donations
exceeded that of the "normal"
2019 with 47%.**

**Rinker Center
turned 7 years old.**

**We got acquainted with the
ideas of 900 entrepreneurial
teams, we work with 230 of
them.**

**We invested 460,000 BGN
at the start of
35 business projects.**

**14 entrepreneurs
traveled for exchange
under the Erasmus
programme.**

the donors the opportunity to be part of this magic. Therefore, regular donations – both online and payroll will be among our priorities.

Our Rinker center completed 7years full of Accelerator cycles, training and mentoring support. During this period, we met more than 900 projects ideas, worked with 230 of the teams on their business models, and invested more than 460 000 BGN in the start-up phase of 35 of them. The acquired practical knowledge we now use in our analytical research, capacity building, extended network, and structural efforts in favour of the entrepreneurial ecosystem in the country.

Our international projects involved work with 18 European and Bulgarian partners. For yet another year we sent/hosted 14 new entrepreneurs for an exchange with a more experienced host entrepreneur (within the frame of Erasmus for Young Entrepreneurs programme), we researched the national social innovation ecosystem heading into the establishment of a future National Competence Center to support them (FUSE project).

We designed new projects to be implemented during 2022 and beyond, new donors found us.

We are sure that in 2022 much more will find us as well. Maybe like you?

*Elitsa Barakova
Executive Director*

SUPPORTING CORPORATE GIVING

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

CORPORATE PROGRAMS

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

Total value of the corporate programs: BGN 501,807



“Summer for Joy, Autumn for Care” Programme

Corporate partner: PHILIP MORRIS BULGARIA

Total value of the program: BGN 284 694

Adapting activities to the constraints and challenges of the pandemic situation was the most critical part of the 7th edition of “Summer for Joy, Autumn for Care”. The program is in support of communities in tobacco-producing regions and includes the Educational and Adventure Academy for Children from 1st to 7th grade, the Academy for Teachers and the Academy for Local Entrepreneurs and medical support to elderly people.



For the program’s implementation, we relied on cooperation with “Future Now 2006” Community Centre (chitalishte) and the Bulgarian Hospital association. We worked in five tobacco producing regions – Blagoevgrad, Kardzhali, Haskovo, Silistra and Shumen.

Adventure and Education Academies for children

25 five-day Academies were implemented in 17 villages with a total of 455 children aged 1-7 grade. The program included STEAM projects and exercises, literacy, teamwork. 404 learning modules were carried out. 20 articles were published at www.zabavno.bcause.bg and popularised through 35 posts in social media.



Academy for Teachers

- Project Based Learning (PBL) and Classroom Dynamics: 9 teachers from 4 schools learned how to use PBL with 5-7 graders to establish interdisciplinary connections.

- Read with Love – Accelerative literacy program: 8 teachers from 5 schools were trained in 4 modules with 140 lessons how to better interact with pupils 1-2 grade. Special students' book for writing and a literacy book were developed. 51 children were part of the programme and used the specially designed textbook and student's workbook. Teachers received constant support by mentors for the whole school year.

Specialized medical checks

Medical exams of elderly people were conducted in September 2021, aiming to reach elderly people who do not visit a specialist often, adjust prescribed treatment, send for ongoing treatment and identify problems that need further action. The doctors were a gastroenterologist, an orthopedist-traumatologists, a neurologist, a cardiologist, an urologist, an endocrinologist and an ophthalmologist. The total number of examined people – 1418 people, under 65 – 704, and over 65 – 714.



Academy for Local Entrepreneurs

We reached out to local communities through social media, local media, municipalities. 2 meetings and 2 webinars with more than 50 participants were held. Out of 49 applications 24 projects were interviewed and 14 selected for the accelerator. For three consecutive weekends in November- December 2021 we held trainings (2 live in Sofia and one online) according to the specially developed modules for entrepreneurial training of Rinker Center. 12 of them prepared business plans and presented their projects to the jury in January 2022.

Talent Connections program

Corporate partner: BNP Paribas

Program budget – EUR 20,000 (per year)

In 2021 the Talent Connections program funded by BNP Paribas, as part of the company's Art DreamUp Support international program started a new 3 year cycle. The aim of the program is to support its development the social integration of children deprived of parental care and young people with intellectual disabilities through various activities to engage them emotionally and develop in them a positive attitude towards life. BCause Foundation included Dechica Foundation, Project Northwest Foundation and PULSE Foundation in the implementation of the project.

Dechica Foundation helps children and young people deprived of parental care to increase their success and motivation at school. They were engaged in different activities – folk dances, acting and drawing lessons, theater lessons, lessons in Bulgarian language and literature, English language and school support, as well as in a mentoring program with volunteers and psychologists.



The Northwest Project Foundation works with young people with disabilities in the Complex for Social Services in Mezdra in order to build a system of skills supporting socialization and social integration. The young people participated in music therapy and occupational therapy classes and art therapy according to their abilities for inclusion.



The PULSE Foundation manages a Crisis Center for People and Children Victims of Violence and/or Trafficking. They provide art therapy for mothers and children – painting, pottery club, knitting etc.

WORKPLACE GIVING

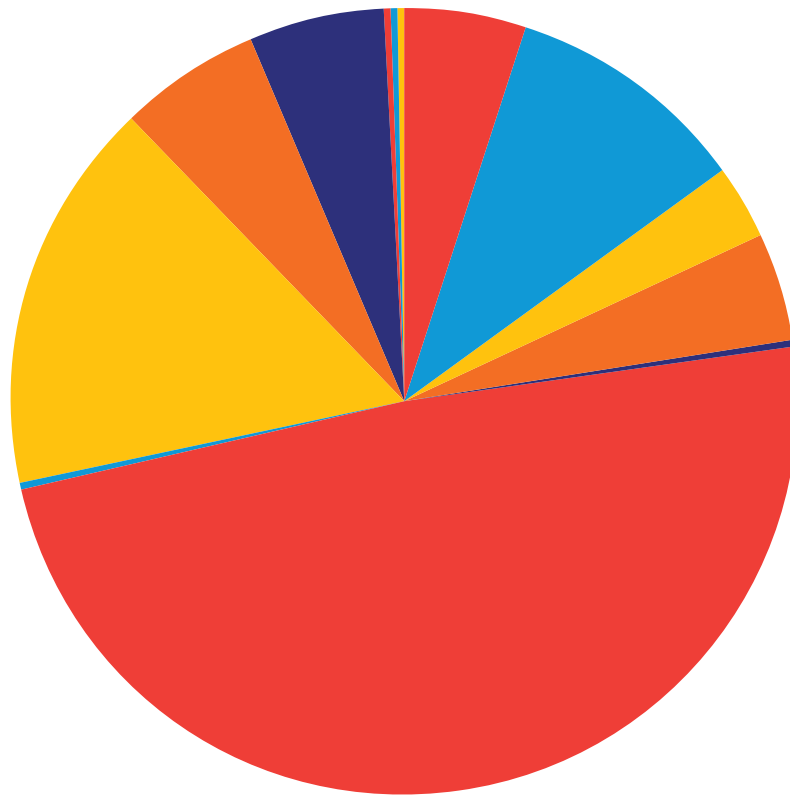
In 2001, together with our first payroll givers, we created the first Bulgarian professional workplace giving program – an easy and affordable mechanism for anyone working on an employment contract to give easily – and regularly – to a favorite charity or charitable project, directly from his salary.

For the last 20 years, dozens of organizations have received regular funding through the payroll giving program – for them this is a reliable and predictable source of funding to help them plan their main activities and dedicate themselves to what they do best – working with their beneficiaries and clients.

Nowadays BCause Foundation offers to the companies and their employees much more opportunities to be involved in giving at the workplace: they can donate from their salary monthly or just once during the annual corporate campaigns. They could choose to donate to the charity account of the company, so once or twice per year a volunteer board of employees can distribute funds to selected causes. Companies could have their own corporate giving page on the donation website [Platformata.bg](https://platformata.bg) for various campaigns – either planned or ad hoc on emergency case. Employees can meet people from the supported causes by visiting them or participating in corporate volunteer event. Often companies choose to double or supplement the donations of their employees and facilitate the internal communication so the givers are regularly informed and involved in the supported causes and could be proud with their charitable acts.

Thanks to our support the companies offer their employees numerous opportunities to take part in different campaigns through the entire year. On demand we also arrange volunteering activities for the causes chosen by the employees.

In many companies, work is still done fully or partially remote, and, despite the digital fatigue from video meetings and all-virtual events, thanks to the professionalism of the people responsible for donation programs and, of course, technology, donation campaigns – regular and one-time, charity bazaars and emergency donations continued to happen and show good results.



PAYROLL GIVING
Donations in BGN by category in 2021

■	Children at risk	31 268
■	Children and adults with disabilities	58 101.56
■	Children and young people in institutions	19 613.33
■	Other	26 333.22
■	Art / Culture	642.04
■	Medical treatment	290 276.21
■	Non-formal education	1 316.67
■	Education/ Science	95 341.48
■	Nature / Wildlife	34 404.77
■	Elderly people	33 731.61
■	People in need	1 972
■	Human rights	2 250.87
■	Refugees / Migrants	10

TOTAL: 595 261.75 BGN

In 2021 our **traditional payroll giving program** raised over BGN 595,000 – over 45 000 employees from 45 companies donated monthly. The preferred causes, as in the previous years, are children at risk, children and adults with disabilities, children and young people in institutions, medical treatment / rehabilitation, education, etc. Their help reached over 4000 people all over the country with whom our partnering NGOs work.

Usually, givers participate in the payroll giving program for a long time – about 7 years on average, and some have been supporting their favourite cause for more than 18 years.

You can read detailed information about donations, organizations and what they achieved in 2021 in [the program's annual report](#).

Corporate giving pages on Platformata.bg created for certain corporate event or for ad hoc campaigns raised almost BGN 145,000 for various centers for children with disabilities; for scholarships for children who have lost their parents; for women and children victims of domestic violence; for the elderly, and many others.

Most of the givers–employees recognize Platformata.bg as a reliable giving mechanism and use it each time when they have the chance because this is also an opportunity to get the supplement donation from the company.

Here you can learn more about how to use Platformata.bg [for corporate campaigns](#).

In 2021, our traditional workplace giving program raised over BGN 595,000.

The corporate giving pages of Platformata.bg raised BGN 145,000.

Charity accounts

Several companies also give monthly to their corporate charity accounts where funds are not designated in advance and are only used when an opportunity – or an emergency – arises – and decisions on giving the money are taken several times a year by a special volunteer board of employees.

Here are the examples of two companies which for a long time successfully manage their charity accounts together with a volunteer board. They either find relevant causes or ask BCause for advice. The employees vote and the decision is transparent.



The Citibank Bulgaria Employees Fund traditionally supports individual cases of children for medical treatment and rehabilitation in Bulgaria, but in 2021 the employees decided to support five organizations helping women and children, victims of domestic violence to celebrate the 1st of June – Children’s Day. Thus, the team of the “Naya” association – Targovishte managed to delight 16 children with illustrated encyclopedias and textbooks in English, and a single young mother of 17 received educational books for raising her child.

The children are domestic violence survivors – they work with a psychologist to overcome their fears and anxieties, to do better in school, and to improve relationships with their peers and friends.

„This is my first encyclopedia and it’s great. So far I’ve only seen them in the bookstore. I’ve even gone to see them, but they never bought them for me, probably because they’re expensive. I love learning interesting things from the world and I’ll start doing it right away. I read. “, shared one of the boys who received gifts.

The Crisis Center in Dimitrovgrad organized a visit for the children to the Kenana Zoo in Haskovo and a celebration with gifts for all those accommodated in the Center.

The team of the association “Center Maria” – Gorna Oryahovitsa organized two separate events on the 1st of June – for 16 children in the village of Obedinenie and for 18 children in the village of Karantsi. The children come from poor large families and are at risk of neglect and abandonment. There were balloons, decorations, music with children’s songs, treats and racing games with prizes, and competitions for the most colorful drawing, for the funniest dance, etc.

The Samaritans’ House Crisis Center accommodates 11 people, seven of whom are children – they received a fun day trip to Stara Zagora Mineral Baths with outdoor games in the resort park, a short trip around the lake and a treat to everyone’s favorite pizza. The children from the crisis center of the PULS Foundation in Pernik also celebrated in two separate groups – the older children went to the cinema; and the little ones, together with their mothers, received gifts and treats and settled on a special program with an animator.



The Merkle Employees Fund (formerly Isobar Commerce) – just before Christmas, they distributed a total of above BGN 13,000 in support of active campaigns on Platformata.bg.

Our Premature Children Foundation received BGN 3,500 for free counseling and support for families who lost their baby before or after birth; BGN 600 went to two mothers from a Crisis Center, who were starting their new lives – for rent for each family, overhead costs, food, baby cosmetics and basic necessities, as well as seasonal clothes and shoes for mothers and children; BGN 3,000 were allocated to the For the Children of the Heroes Fund of the #ZADOBROTO Foundation for scholarships for the children of the doctors and teachers who died since the beginning of the Covid-19 crisis in Bulgaria; BGN 3030 were donated for heating costs



during winter months for the shelter in Pernik and BGN 3,000 – for the campaign to buy a food-truck for homeless people in need helped by the “Volunteers of St. George” – they provide hot meals for the needy in Sofia regardless of the season or the number of volunteers available.

PLATFORMATA.BG

Platformata.bg was launched in 2015 by BCause Foundation as a convenient way for online fundraising of Bulgarian NOGs and active people. Donations are made with Borica system, PayPal, or bank payments – to the charity account of BCause. Taxpayers in the USA donate via CAF America.

Besides the campaigns, Platformata.bg stimulates regular giving in line with its strategy for organizing workplace giving and fundraising campaigns with the participation of employees.

In 2021 there were 302 active campaigns, 197 of them were newly initiated. Total funds raised were BGN 768 249,38.

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

In 2021, a total of 13 companies used the corporate donation page service on Platformata.bg – to give their employees the opportunity to participate in current and extraordinary campaigns at the suggestion of various civil society organizations or at the initiative of the employees themselves. Each company has its personal consultant and can choose among validated causes and receives current feedback and reports. On the corporate donation page on Platformata.bg the employer could address the employees directly and has an opportunity to encourage them to donate by matching their donations. Employees could give with all types of bank cards, via PayPal or bank account, and the payment system is in two languages – Bulgarian and English.



302 active campaigns

197 new campaigns

The total funds donated in 2021 are BGN 768,249.38

When planning their donation initiatives, companies turn to BCause for advice and most often choose the causes from our catalog of validated causes. This is a list of organizations that we at the BCause team trust because of their knowledge and experience, their fairness to donors and the impressive results of their work in various public spheres. Here is the list: <https://platformata.bg/bg/kauzi/validated.html>



Atos launched two donation campaigns in 2021 in support of three organizations. In three campaigns, the company raised BGN 15,914 in support of “For the children of the heroes Fund” of the For Good Foundation, Hope for the Little Ones and PULSE Foundation.



Astea Conference is an annual technology conference organized by the Bulgarian software company **Astea Solutions**. BCause Foundation is the official charity partner of the initiative, and donations are processed via Platformata.bg. This year's edition of Astea Conference: Reconnect was held in support of the mentoring program “Hidden Talents of Bulgaria” of the NGO “Operation Teddy Bear”. BGN 4,373 was raised for the program that gives a chance for gifted young people deprived of parental care or from socially disadvantaged families to apply to university and professional realization.



Coface Bulgaria organized donation campaign in support of For Our Children foundation. The company raised almost BGN 6000 for specialists, material support and specialized activities for 3-7 years old children in need.



This year, the “**DXC Christmas 2021 supports Silvia**” campaign is dedicated to the little daughter of a company employee. Silvia is 1.5 years old, diagnosed with “Specific disorders in the development of motor function” and needs funds for rehabilitation in Greece. The costs for the treatment are 2,000 EUR a month. Thanks to the generosity of DXC and its staff this campaign raised BGN 35,756 in a health fund in favor of Silvia that is managed by BCause.



Read more about the campaigns at www.Platformata.bg.

WORKPLACE GIVING QUALITY MARK 2021

For the seventh consecutive year BCause Foundation, Bulgarian Society for Public Relations / BDVO /, Bulgarian Association for People Management / BAUH / and the Bulgarian Association of CSR Specialists / BAKSOS / presented the Annual Quality Mark "Responsible Company – Responsible Employees" to 24 Bulgarian companies that promote and develop workplace donations. The companies were honored not only for their achievements over the past year, but also for their immediate response since the start of the war in Ukraine, when companies – both abroad and in Bulgaria – were among the first to respond by offering help.



The hosts of the ceremony – Stefan Shterev and Elitsa Barakova, Executive Director of the BCause Foundation stressed the importance of strategic thinking, existing mechanisms for donations and resources of the companies in the form of expert volunteer work. Many of the winners of the Annual Quality Mark, while receiving their awards, confirmed that their support will not remain only in the first weeks and months of the crisis, and that long-term programs are currently planned to help people seeking new life in Bulgaria.

The resources that business allocates for the benefit of society are quite significant – the 24 candidates for the Annual Quality Mark submitted applications with a total of 117 different projects, which had the opportunity to involve nearly 37,000 employees in 2021 through regular

117 projects

Engaged 37,000 employees with regular donations, one-time donations, charity bazaars, sports events and more.

Total donated BGN 1,150,000 for various causes.



donations, one-off campaigns; various bazaars, sports challenges, outdoor volunteering, volunteer courses and sessions to share knowledge and skills. As a result of these efforts, about 1 150 000 BGN were donated for various causes, as well as tens of thousands of hours of voluntary work of people who, although mostly in working remotely, were directed, and supported by the employer to work for a worthy cause. Most often, the company provides not only opportunities, but also a budget for materials, coordination, equipment, additional paid leave etc.

A special guest of the event – Milena Ilieva – Human Resources Director of A Data Pro and one of the creators of the large-scale project BG4UA in support of Ukrainian refugees – inspired the audience with her volunteer story by sharing that for a few hours only, people with different professions, from different companies and non-governmental organizations, united to create an electronic platform to help Ukrainian refugees looking for accommodation and a way to evacuate to Bulgaria.

For 2021 Atos Bulgaria Competence Center and Coca Cola Hellenic Bottling Company received an honorary annual mark for their programs. Elena Mateeva,

director of BDVO presented the bronze badge to Festo, Goodmills, Mondelize and Neterra. The silver badges were presented by Milka Semova – a member of the board of BAKSOS. This year they go to: ABB, Contour Global Maritza Iztok 3, DXC, Endava, Experience, Genius Sports, Holding Zagora, TSD Services and Vivacom.

The winners of the gold category of the quality mark were more numerous than usual – but this is not due to a change in the criteria or attitudes of the jury, but to the improvement of the programs of long-term participants, insist the members of the jury. Detelina Smilkova, Chairman of the Management Board of the Bulgarian Association for people management, presented the gold certificates to A1, CITY, HPE Bulgaria, Merkle /previously Isobar /, Paysafe, SAP, TELUS International Bulgaria, UBB and Unicredit Bulbank.



INCREASING ACCESS TO RESOURCES FOR CHARITY ORGANIZATIONS AND CAUSES (FUNDRAISING AND GRANTMAKING)

FUNDRAISING TOOLS

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

United Donation Number DMS 17777

DMS is a platform for sending charitable SMS-s and online donations in support of campaigns for medical treatment of people and initiatives of organizations and institutions in Bulgaria, a project of BCause Foundation and Bulgarian Donors Forum, developed together with Yettel, VIVACOM, A1 Bulgaria, UBB, E-pay and Link mobility Bulgaria .

In 2021, there were 204 active campaigns:

- 76 for medical treatment - 25 of them for children
- 117 NGO causes
- 15 others - church boards, hospitals, parks, municipalities

In 2021 BGN 1,693,688 were received and distributed to various active causes. Over BGN 1,800,000 were raised in total.



204 campaigns

**Over BGN 1.8 million
donated with
DMSbg.com
in 2021**

There is a drop in donations through the DMS donation platform in 2021 compared to the first epidemic year in 2020, when there were some emergency campaigns as a reaction to Covid-19 crisis and this could not be a sign for sustainable raise. In 2021 the donations are back to their usual levels and are about 30% more compared to 2019.

The ratio between the amounts raised for causes for medical treatment and of NGOs campaigns is changing - 48:52. For the first time in favor of NGO campaigns.

Over 22 000 people donate through subscription for monthly donations – BGN 2 to BGN 5.

The ratio between donations from SMS-s and online donations or by bank transfer is 67:33, which shows a significant increase in the share of online / bank donations.

The spheres of activity of all 132 initiators of campaigns of organizations and public institutions are in the following categories:



Transnational Giving Europe (TGE)

BCause is the Bulgarian partner of Transnational Giving Europe (TGE), a network of 22 European countries that facilitates cross-border giving. The givers from these countries can benefit from tax reliefs for donations in the country where they pay taxes. They can direct their donation to non-profit organizations, universities, schools, healthcare facilities and other legitimate recipients in the member countries.



Beneficiaries of the donation must be verified by the partner foundation in the respective country and approved by partners in other countries.

In 2021 through this mechanism was raised 6912 EUR for two organisations - American University in Bulgaria and Foundation for Social Change and Inclusion.

DONOR FUNDS

BCause manages several thematic giving funds. The funds are supported by individual and corporate donations. The money from 2 of the funds are allocated for scholarships and medical treatment of children, and the rest provide support to non-profit organizations, schools, kindergartens, community centres in the form of competition.

Fund	Starting Balance (BGN)	Income (BGN)	Expenditure (BGN)	Final balance (BGN)
Medical Treatment of children Fund	58924,18	60246,50	41125	78045,60
Sport for Children with Disabilities Fund	592,62	3 290,21	80,00	3 802,83
We Can Fund	20,08	0,00	0,00	20,08
Our Parents Fund	17 028,54	40216,76	28102,11	29362,90
Snezhana Yaneva Fund	1 904,50	2 195,26	3 999,36	100,40
Marin Bodakov Fund	0,00	14 984,00	100,00	14 884,00
Fund to Support Women Victims of Domestic Violence	11643,53	14475,38	5849,2	20269,70
Get Ready to Succeed Scholarships	197038,96	297100,53	206382,46	287757,03
Fund to Support people with disabilities	1180,97	735,1	65,5	1850,57
Green projects Fund	1960,26	1146,62	77,2	3029,68
Fund "Charity events and bazaars"	9,04	133,2	9,9	132,34

Get Ready to Succeed Scholarships

“Get Ready to Succeed” is a program, created by BCause Foundation. It started in 2006 in partnership with Orphan Foundation. Its main purpose is to support young men and women with excellent academic achievements, who have lost one or both their parents or have been raised in institutions or foster families. The scholarships are entirely provided by donations and the main criterion are the academic results, demonstrated by the applicants. The number of the “Get Ready to Succeed” scholarships depends on the amount of money, raised throughout the year.



117 university and school students received a scholarship for the 2021/2022 academic year

The total amount of the scholarships is BGN 217,100, which have been raised entirely by donations.

The “Get Ready to Succeed” committee, consisting of members from BCause Foundation and representatives from the donor companies, voted for the support of a total of 117 candidates. 45 of the current fellows have been part of the program during the previous academic year. The amount of a one-year scholarship for university students is BGN 2500 and for school students – BGN 1000.

The scholarship for school students is given to 49 school students from 36 locations. 27 of them are orphans who have lost both parents, 11 have only excellent scores at school.

32 scholarships are given to students, studying medical degrees. 5 of them are orphans, having lost both parents, 6 work in COVID wards. 3 students received the special “Tony Alexandrova” scholarship (BGN 2700), as well as 2 pupils (BGN 1100) secured by the Bulgarian American Society.

The committee allowed 36 special scholarships to students, who have lost both of their parents (20 of them), who have lost one parent, have been raised in an institution, or are disabled (2 of them). Two of the special scholarships are encouraging and amount to BGN 1250.

We support young people who have suffered a loss, but are also capable of amazing achievements, excellent results and are goal-oriented, motivated, and active. For 16 years we have secured 1638 annual scholarships amounting to BGN 2 300 000 in total.

BCause Foundation raises funds for “Get Ready to Succeed” throughout the entire year. The initiative can be supported with a text message with text DMS USPEH, sent to 17 777 or with an online donation at Platformata.bg

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

Fund to Support Women Victims of Domestic Violence

The Fund, created by BCause, aims to support organisations providing legal, psychological, and social consultations and their crisis centers. Women and their children receive shelter, protection, care for emotional relaxation and social rehabilitation. They need encouragement and self-assurance to be able to overcome the trauma from the experienced violence and to go on with their lives.



The fundraising campaign in support of the Fund on the eve of the International Women’s Day raised BGN 6000 for five donation campaigns.

We have chosen March 8 for the third year in a row to help organizations that work directly with women and children who have survived domestic violence. We offered training, consultations, and a small fund for paid advertising on Facebook to six organizations from different cities in the country. To the already donated funds we add aid in the amount of BGN 1,000 for each of the organizations – the money is

a corporate donation from the Fund for Support of Women Victims of Domestic Violence of the BCause Foundation.

The fund supported PULSE Foundation, Maria Center Association, Open Door Center “Lovech, NAYA Association and Crisis center for women and children Dimitrovgrad.



Medical Treatment and Rehabilitation of Children Fund

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

In 2021, the parents of 33 children suffering from cerebral palsy, epilepsy, specific disorders of motor function, mental retardation, hydrocephalus, childhood autism, mental retardation, expressive speech disorder, turned to the fund for financial support. prematurity, genetic abnormalities.

The ongoing coronavirus pandemic has affected children with chronic diseases for the second year in a row - because of the restrictive measures, many children have received fewer procedures, and for them any cessation or reduction in the intensity of therapy means regression in their development.

In 2021 the Fund helped 4 children with: purchase of 1 verticalizer, 1 knee brace, seat and backrest for positioning, and for one child the drug "Decapeptyl" was purchased.

One child was funded to perform genetic tests to clarify the diagnosis.



We supported 19 children for psychological, speech therapy, motor rehabilitation and hyperbaric oxygenation.

BCause Foundation raises funds for "Medical treatment and rehabilitation of children" Fund throughout the entire year. The initiative can be supported with an online donation at Platformata.bg.



Our Parents Fund

Our Parents Fund supported organizations or initiatives that help elderly people in Bulgaria. Over the past year we have funded 8 small projects with a total amount of BGN 17,278. The NGOs aim to improve the standard of living of elderly people (over 65 years of age) in various fields – humanitarian aid, help in everyday life, as well as socialization and different activities. What they have in common is the great respect and care with which the volunteers relate to older people, as well as the participation of young people with shared understanding old age as a period in which one deserves patience and support because of the good he was capable of in his youth.

Community centre Dolni Vadim

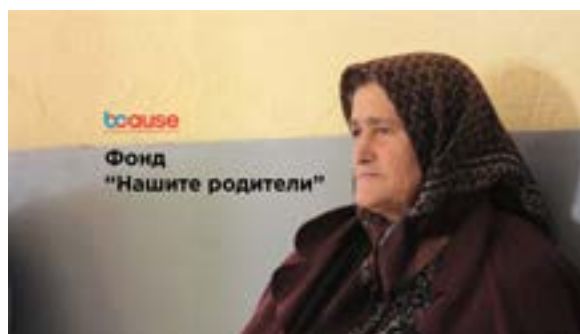
In July and August 2021 for the sixth consecutive year Borrowed Village initiative took place of the Community Center in Dolni Vadin. 20 city volunteers, old friends of the initiative, who participated in previous editions of "Borrowed Village" return to the village for 5 days each, divided into 4 small groups. 80 people over 65-years old were visited. They needed communication and entertainment together with the younger generation. Young people helped with shopping, housekeeping, agricultural activities. They also joined the community center in their initiatives: "To the door" – book delivery and BiblioCar – soul therapy.

Alzheimer Compassion Foundation

In 2021 a total of 106 adult people with dementia: 44 from the home in Razgrad and 62 from the home in Kazanluk had special art and music sessions, tailored to the needs and capabilities of the people, taking into account their previous way of life and professions. Each therapeutic session was dedicated to a specific topic and virtual visits to museums in Bulgaria, France, and Italy.

Caritas Association

Homemade Meals and Social Contacts in Porovan Village Project. In June, July and August, Caritas Association cooked and distributed 2046 meals for 30 elderly



over 70 years old. Besides the delivery of the food, volunteers help in domestic and garden activities and entertained the people to feel less lonely and isolated.

Intime RM Assosiation, Smolyan

Together We Succeed Project. About 40 elderly people in Madan municipality were visited once a week by a nurse for health care and received needed medicines.

Community Center Draginovo village

Care and Love for Our Grandparents Project. 130 gyuu 130 people over 80 years old had medical exams – cardiologist and internist. They also received food packages and cleaning materials.

Be good, do good! Assosiation, Vratca

Care for Elder People Project.

About 60 lonely people in several villages in the municipality received food packages and medicines. This kind of help is very important to people because they feel cared and respected.

Community Centre Kurtovo Konare village

Bridge – Solidarity and Tolerance in the Community Project. Over 50 people were engaged in educational and cultural activities – they learned how to use social media, to be aware of fake news, met some artists, visited interesting places, participated in the local folklore fest etc.

Apriltci Foundation

You Are Not Alone Project. 88 elderly people who lived alone in distant places received food packages for 4 months in 2021.



ENTREPRENEURSHIP

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

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

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

During the past 7 years the team of the Center has worked with over 900 business projects. More than 140 teams have passed through Rinker's entrepreneurial programs, and 35 of them have been financed with a total of over BGN 435,000.

2020 and 2021 - the years of COVID-19, a time of crisis and mass restructuring, showed that the team of the Rinker Center, together with the community of entrepreneurs and experts, have created an ecosystem that is sufficiently organized, cohesive, flexible, and innovative to be able to respond to challenges and develop in times of crisis.

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



For 7 years, the Rinker Center team has worked with over 900 business projects. Over 230 teams have gone through the entrepreneurial programs, and 35 of them have been financed with a total of over BGN 435,000.

ANALYTICAL AND RESEARCH ACTIVITY

European Social Enterprise Monitor – ESEM

Launched in 2020, the aim of the European Social Enterprise Monitor (ESEM) is to close the current gap on social enterprise data to inform decision-makers in government, civil society and the economy. Since 2021 *z.* BCause Foundation is representative for Bulgarian participation in this annual meta study, describing the results of an online survey, comprising social enterprise and start-up data at European and country level.

The project produces elaborate country reports (ESEM) and European comparison, which allows for profound insights on the social enterprise ecosystem across Europe and highlight the opportunities for development of the sector and its impact.

In November 2021, the online questionnaire was elaborated and popularized among the entrepreneurs. The data analyses will be done in 2022.

The research is initiated by Euclid Network – European Network of Social Enterprise Support Organisations in cooperation with 40 organisations, promoting social entrepreneurship, and is supported by European Commission, World Economic Forum, Google.org, SAP, ImpactCity, Bertelsmann Stiftung and Schwab Foundation.

FUSE project

Since May 2021 BCause Foundation, as a part of an international consortium, works on the FUSE project funded by the European Social Fund and European Programme for Employment and Social Innovation.

The FUSE Project uses transnational cooperation and shared learning at its heart for the establishment of National Competences Centers for Social Innovation (NCCSIs). Over a two-year period, the Consortium members will work to identify, test out, and validate the needs and gaps in the social innovation ecosystems with input from key ESF+ and social innovation stakeholders in each of the countries covered, with the goal of ultimately establishing a sustainable and responsive NCCSIs. The projects aim to support social innovation stakeholders through capacity building, knowledge transfer, networking, and synergies. Strengthened transnational cooperation in developing social innovations.

In 2021 all four countries focused on mapping the social innovation ecosystem, revealing the existing strengths and gaps. The sessions on the Capacity building started in September and will continue in 2022.

ACCELERATOR PROGRAMS

Academy for Local Entrepreneurs 5.0

For the fifth year in a row, the “Academy for local Entrepreneurs” as part of the “Summer for Joy, Autumn for care 2021” program, funded by Philip Morris – Bulgaria. The financial awards fund for the fourth edition was increased to BGN 35,000.

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

We reached out to local communities in Haskovo, Kurdzhali, Blagoevgrad and Silistra through social media, local media, municipalities. 2 meetings and 2 webinars with more than 50 participants were held. Out of 49 applications, 24 projects were interviewed and 14 accepted into the accelerator. 12 of them developed business plans and presented their projects to the jury.

In total 6 projects received funding – 2 x 8000, 1 x 7000 2 x 5000 BGN and 1 x 2000 BGN. The program attracted very promising teams and people with ideas that can turn into viable business.

- “BabySG”, Silistra, personalized toys for kids – BGN 8,000.
- “Perun”, Razlog, swimming for children including those with disabilities, BGN 8,000.
- “Omaya”, Bansko, craft jewelry, BGN 7,000.
- “Merak”, Sandanski, production of furniture from wood and epoxy resin – BGN 5,000.
- “Good in Bed sheets”, Haskovo, production of sheets from nature-friendly alternatives to cotton – 5000 лв.
- “Gebrene”, Petrich, tours presenting local culture and history in the region – BGN 2,000.

Value of the programme: 86,625 BGN.



TRAININGS AND EXCHANGES FOR ENTREPRENEURS

SEEDplus2 – an opportunity for young entrepreneurs

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



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

The project supports exchanges between new and experienced entrepreneurs within the EU, and continues the pilot initiative for enlargement outside Europe – in the US (only for the states of New York and Pennsylvania), Israel and Singapore, Canada, Taiwan and South Korea. Bulgarian entrepreneurs have the opportunity to work and exchange knowledge and ideas for business

development with an experienced entrepreneur from another country in Europe for a period of 1 to 6 months. Experienced Bulgarian organizations can apply to host foreign young entrepreneurs.

The pandemic situation led to a slight delay in some of the exchanges, however, we successfully carried out 9 exchanges of young entrepreneurs in Belgium, Spain, the Netherlands, Sweden, Estonia, Portugal, Lithuania, Germany, Slovenia. In Bulgaria were hosted 4 new entrepreneurs from Greece, Czech Republic, The Netherlands.

The European Commission has adapted the program to meet the new realities. From 2020 there is the possibility to conduct remote exchanges. The project's duration was extended for another year until February 2023.

DEVELOPMENT OF THE GIVING ENVIRONMENT

We are working for an encouraging environment for effective giving and social investment and sustainable development of civil society organizations. We make efforts and make a distinctive contribution towards improving the legal and tax environment for donations, for the formation of national policies and practices in relation to NGOs, health care, social assistance and social entrepreneurship. We develop special projects that inform, analyze, inspire, and celebrate giving and philanthropy. BCause Foundation enjoys an excellent reputation among Bulgarian non-profit organizations, businesses, individual donors, and state authorities.

#GivingTuesday

The world day for giving #GivingTuesday is gaining popularity in Bulgaria. In 2021, thousands of people donated over BGN 200 000 for charitable causes through DMSbg.com and Platformata.bg This happened during the 2 “generous” weeks (before and after Nov 30). This was the beginning of the festive Christmas charity.

In Bulgaria on the very day of November 30, almost BGN 44,000 were raised through the two platforms Platformata.bg and DMSbg.com. Dozens of organizations, schools and companies took part in the celebration with the support of the BCause Foundation. 12 organizations were specially supported with their participation in #GivingTuesday Accelerator, where they received training, individual mentor and assistance in the visual design and dissemination of appeals. The 18 campaigns they organized raised BGN 84,060 from over 1,700 donors in just two weeks.

Accelerator “Giving Tuesday” 2021 is organized within the “Information, Engagement, Success” project, supported by the Active Citizens Fund of Bulgaria with funding from Iceland, Liechtenstein and Norway under the EEA Financial Mechanism. The main goal of the project is to improve the capacity and sustainability of the civil sector.



[Read more about Giving Tuesday in Bulgaria](#)

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