

**Charter of the Charitable
Organization «Community Fund Sumy»
Strategic Plan 2017 – 2022**

Analysis of the current state of "Public Foundation "Sumy".

The Fund is one of today's most active participants in public life in the city of Sumy. The foundation was launched in 2014 and registered with the Sumy Regional Department of Justice on 26 August 2014. It is a non-governmental nonprofit organization (included in the list of non-profit organizations in Sumy, code 0005).

A group of activists from Sumy founded the "Public Foundation "Sumy" for realization of charitable activity and development of community of the city. The fund has directed its primary efforts to respond to military actions in eastern Ukraine, which have been occurring since the Fund's inception.

By studying the experience of the best funds from around the world, we concluded that to maximize benefits for the community, the Fund's principles of community development incorporate working with groups of different stakeholders to solve local problems. The founders of the Fund proceeded from the fact that they played a big role in solving these problems.

Problems include humanitarian aid, which cultivates public consumer sentiment and subsequent philanthropy of compatriots. The Foundation prioritized this sentiment and undertook this noble cause by setting out to revive civilized philanthropy to help create comfortable lives in the community.

During its existence, the Foundation has gained considerable experience and recognition of its activities among the community of the city and the region as a whole. In 2015, the Foundation was awarded the National Rating Award Philanthropists in the category "Army Support Costs".

While working within the framework of the "Community Fund School" program from ISAR "Unity" in 2016, the fund was evaluated for organizational capacity. The subsequent rating identified areas that need improvement or reinforcement:

- The Fund's mission is uncertain and it certifies that the Fund is positioning itself as a community fund. The Foundation has ample experience in activating the community, involvement of citizens in community life. At the same time, the vision of the Fund is not clearly defined.
- The Foundation is well known at the regional level with a positive organization image and reputation.
- The fund does not have system operational planning, as its own budget planning.

- The team in the organization is small because of the Fund's operational budget. A large part of the Fund's staff is volunteers.
- The Fund needs to increase professional staff; either full or partial employment. Today, the Foundation has a strong reliance on the organization's leader.
- The Fund does not have well-defined and formalized management procedures and policies. This determines the need for the formalization of such procedures and policies to the extent that corresponds to the vision of the organization.
- The fund has no financial sustainability. There is sufficient practice of engagement of financial resources from local sources (private donations and business donations) and there is a need for a planning budget and increasing the sources of financial resources.
- The Foundation has sufficient authority in the community among target group and local civil society organizations.
- The Foundation has well-established links with the media, authorities and other CSOs.

Based on these estimates, the Foundation has developed a strategic plan. The Fund has different sources of funding: contributions from businesses, companies, private persons and grant funds of donor institutions.

Analysis of strengths and weaknesses, opportunities and threats

Strengths	Weaknesses
• Leadership. • Managing authorities are effective and able-bodied. • The fund has minimal resources for work. • Positive image in the media. • Positive reputation as reliable benefactor. • Distributed partnership with local organizations civil society, businesses and government. • The experience of administering large funds in trust management.	• Lack of an endowment. • Lack of own stable network of volunteers. • Insufficient recognition of the fund. • Dependent dependence on donors resources for administrative costs • There is no internal procedure communications

• Citizen and business trust. • Ability to quickly and promptly respond to the needs of the community and separate target groups.	
Opportunities	Threats
• Inclusion in the Atlas of Community Funds the world. • Staff training at school for community funds • Readiness of local media to cover charitable activities. • Support from local authorities. • Request for charity in sphere of assistance to the army and strengthening country's defense capability. • Availability of assistance programs international donors in the field organizational development. • Increase the number of donor organizations ready to provide donor assistance to Ukraine through increase humanitarian and social needs that are needed solution. • A positive change in relation to philanthropy in society.	• The deterioration of economic development in Ukraine, which reduces readiness business do donations. • Distribution of false information. • Growth of the negative trend perception of charitable foundations due to abuse and fraud from individual pseudo-charitable funds. • Attempts by the authorities to use the Fund is in its best interest. • Others attribute the results.

Vision:

Recognized, organizationally capable, competitive, "universal", maintaining a high level of trust, transparency, positive image, created a site of public initiatives aimed at the development of the city.

Mission:

We combine Sumyans initiatives for the development of the city.

Our values and principles

We are accountable and transparent to the community and charity providers. When we make our decisions, we listen to our opinions as much as possible a wide range of interested parties. The community fund for each swordsman, therefore, is "all-around"

We are practicing a democratic way of making decisions.

We adhere to the principle that the use of resources should be publicly responsible.

We strive for excellence and value public trust.

We adhere to high professional standards.

Strategic directions

1. The Territory of the Good

The development of local philanthropy, the encouragement of Sumy with the provision to help those who need it.

Programs for 2017 - 2022:

- A Ton of Good Things
- Computers for Children
- Assistance to the Regional Children's Hospital
- Volunteer Agency

2. Comfortable City

We create comfortable conditions for Sumy, we develop public territories, we will activate the inhabitants for the implementation of local projects.

Programs for 2017 - 2022:

- Bank for Youth Initiatives - Formation of active youth groups for support projects for improvement.
- Sumy Race - Action of funds for the development of running infrastructure of the city.

3. City of Patriots

Assistance to the region's defense capability and social support for service members and their families, patriotic education.

Programs for 2017 - 2022:

- Help the wounded military
- Family Hero
- Patriotic upbringing
- Information Center of ATO fighters
- Help 58 brigades
- Implementation of assistance measures for service members and members of their families who serve and live in the territory of Sumy the area. Support for initiatives to strengthen the defensive area.

4. Safe City

Promoting cooperation between the community and the police, support programs and projects aimed at increasing public safety.

Programs for 2017-2022:

- Kits for the police

5. Cultural space

Development of cultural and artistic environment, promotion patronage activities, support for talented youth, academic and contemporary art.

Programs for 2017-2022:

- Ice Festival Festival
- Night of Museums
- Skype-bridges between creative people from different regions of Ukraine
- Artistic exhibitions of open-air
- Sumy Murali

Target groups. Partners

Being funded by the community, the Foundation focuses its work on the territorial community of the city of Sumy, represented by various social groups and organizations.

The main target groups of the Fund are:

- Local civil society organizations (public associations, charitable organizations, bodies of self-organized people).
- Self-organized groups of citizens who seek to work together and to participate in solving local issues.

- Businesses and companies, small and medium businesses that are involved or seek to participate in charity activities.
- Volunteers and volunteer groups primarily from among young people;
- Students
- Service members and members of their families who serve and live in the territory of the Sumy region.

The Fund considers potential partners:

- Local self-government bodies;
- Local executive bodies;
- Mass media;
- Business companies;
- Private entrepreneurs;
- Institutions and institutions of social orientation (public libraries, educational institutions, shelters, etc.);
- Public associations, operating primarily in the field of democratization and human rights;
- Charitable organizations and foundations that practice civilized activities charity;
- Community funds;
- CSOs are both Ukrainian and international.

Activities

	Direction of Activities	Activities	Target groups
1	Good Territory	• Providing training and advisory services • Holding research and evaluation • providing information and publication of publications • Administration of grant programs • Mobilization of communities • Public collection of funds	• CSOs • Initiative groups of citizens • Self-organized citizens • Volunteers and volunteers groups first of all young people • Educational institutions of the city and the area • Student and young people

			• Service members and members, their families who serve in the ATO zone and live on the territory of the Sumy region. • Military subdivisions • Health Care Establishments • Small and medium businesses that participate or seek to take participation in charitable activities
2	Comfortable City	• Providing training and advisory services • Providing information and publication of publications • Conducting research and evaluation • Administration of donor activity from financing projects • Community mobilization • Development of city infrastructure	• CSOs; • Initiative groups of citizens • self-organized sweeps • Volunteers groups first of all young people • Students and young people • Small and medium businesses that participate or seek to take participation in charitable activities
3	City Patriots	• Providing charity help • Public collection of funds • Activities with assistance collection • Provision of advisory services • Holding of educational measures	• CSOs; • Initiative groups of citizens • self-organized sweeps • Volunteers groups first of all young people • Student and young people

			• Small and medium businesses that participate or seek to take participation in charitable activities
4	Cultural Space	• Providing information and publication of publications • Provision for advisory services	• Volunteers groups first of all young people • Students and young people • Small and medium businesses that participate or seek to take participation in charitable activities

Services Fund

	Target Group	Types of Services
1	• Locals • Civil society (public associations, charitable organizations)	• Providing grants in support of initiatives; • Trainings and consultations on issues, organizational development, public representation, mobilization of the community • Providing information on organizational issues development, democratization and human rights
2	• Initiative groups of citizens who are trying to create public associations • Charitable organizations	• Trainings and consultations on issues of organizational development and public representation, mobilization of the community; • Providing information on organizational issues development, democratization and human rights.

3	Citizens who aspire act together and brothers participate in solving local issues	• Providing grants in support of initiatives • Trainings and consultations on issues organizational development, public representation, mobilization of the community; • Providing information on organizational development issues, democratization and human rights.
4	Small and medium businesses that participate or seek to take participation in charity activities	Provision of advisory services
5	Volunteers and volunteers groups of young people	• Providing grants in support of initiatives • Trainings and consultations on planning issues and volunteer activities, project management, community mobilization; • Providing information
6	Service members and members of their families who carry service and live in the territory of the Sumy region	• Providing charity • Organization of the collection and distribution of charitable help