



Alliance

Empowering Through Innovation

Celebrating

15

years



Alliance

It's very important to be honest to ourselves and our partners - it helps us to reach our goals.

This year, Alliance celebrates its fifteenth anniversary. Over the years, the organization has become a major center of public opinion and the generator of local initiatives. Since the beginning, more than 70 projects have been successfully realized in the areas of civic engagement and education, community revitalization, youth, European integration, enterprise development and support, democracy building, gender issues and development of volunteerism in the Donetsk region and throughout Ukraine.

As a result of those projects, Alliance is the organizer and a member of eight NGO coalitions and initiative groups that can respond instantly to high-profile public events related to their interests and effectively protect their rights.

Since its inception, the Training Center, based at Alliance, has educated more than 1,000 women, members of disadvantaged groups, managers and accountants.

About 400 nonprofit organizations are now aware of how to keep accounting records and develop effective systems of

financial management for their organizations.

Alliance is also a consulting center for strategic planning, social marketing and financial management for nonprofit organizations.

One of the biggest milestones in Alliance's 15-year history was the ability to carry out projects internationally. We have grown to develop numerous partners throughout Europe and are now able to effectively execute projects both within Ukraine and abroad.

It is very important for us to be honest with our partners and ourselves – it helps us to reach our goals.

Without a doubt, the achievements of Alliance would not be as bright without the help of our friends and partners. Our donors, partner NGOs, volunteers, and government agencies have faithfully performed their duties to contribute to our success. Many thanks to them for playing the roles that have helped us reach this 15-year milestone.

We are extremely pleased to share with you the results of our achievements and look forward to having you as our partners and friends for another 15 years!

Alliance

Mission

To support economic and social changes in Ukraine, and to advance human rights, equality, freedom of expression, and economic development as integral parts of the process of democratization of Ukraine.

Vision

We believe that Ukraine will become a democratic country of equal opportunities and transparent authorities, where principles of human rights and freedoms are observed.



The development of voluntary work on local and international level. Now Alliance is accredit by EU Youth in Action program to host the biggest number volunteers in Ukraine. Development and conducting advocacy resource centre for NGOs and resource centre of sustainable development of NGOs. This centers allows to Alliance train and support NGOs from Eastern and South part of Ukraine and ensure the sustainability and grows.

Start new program for youth – “Maisternia of civic engagements” (Robert Bosch Foundation, Germany). Start systematic work on development of educational programs based on non-formal methods of education of adults.

Start working on international level – project Vol’in’action (EU Youth Program).

Development of an innovative training on Financial Management for NGOs. (UCAN/ISC, USA). Start working with NGOs as a separate target group. Start working at inter-regional level.

Development of the Leadership programs for Youth, starting Leadership and Entrepreneurship programs for Women, starting work at regional level (Alliance Partnership Counterpart (USA), Canada-Ukraine Gender Fund).

Gained first grants – Donetsk City Council, Mama Cash (Netherlands), Canadian Embassy, Freedom House (USA).

Rethinking the gender program. Start working for promoting women participation (German Ministry of Foreign Affairs) and family entrepreneurship (GIZ, Germany).

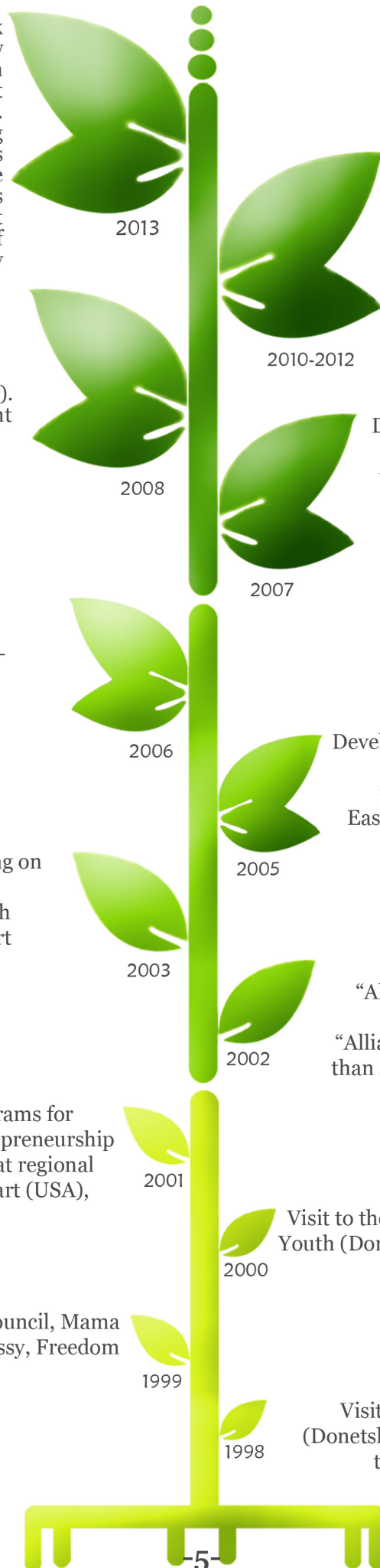
Development of new direction of work – anticorruption monitoring, starting watchdogs activity in Higher Education Institutions (US Embassy in Ukraine, USAID/ MSI Action Program).

Development of new directions of work – informational, awareness raising and advocacy campaigns. (AIDS East-West Foundation, Netherlands). Start working with mass-media as a separate target group.

Start Social Enterprise Training Center “Alliance”, development training staff and innovative trainings (BIZPRO, USA – “Alliance developed and sold more trainings than any other provider in Donetsk region”). Start working with entrepreneurs as a separate target group.

Visit to the USA, starting Leadership program for Youth (Donetsk City Council, Alliance Partnership Counterpart, USA).

Visit to the USA, creating Alliance as a local (Donetsk-city level) NGO to develop democracy through youth and women engagement.



Our Target Groups



Government. We believe that the government should honestly fulfill its promises to voters, act transparently and opening, and use budgetary funds for the correct purposes. Therefore, we have conducted a number of successful projects, monitoring efforts, and campaigns on behalf of the public interest to bring focus to various problem areas.



Entrepreneurs are our target group in the context of social enterprises and family businesses. In a short time, Alliance has gained respect and recognition among entrepreneurs as a respected counseling center in Donetsk where they can get answers and advice on legal, financial and administrative matters. In addition to giving qualified advice, Alliance developed a unique training program specifically designed for this audience. Also, Alliance constantly makes the media and public aware of the problems and prospects of family and social entrepreneurship.



Media is known as the fourth power in the country. In order for representatives of mass media to publish qualitative and unbiased material, we periodically conduct specialized training for journalists, where they learn how to write independently and impartially about a variety of high-profile problems in the Donetsk region. Graduates of our training are now editors of online portals, news and local newspapers, successful journalists and correspondents.

NGOs. We believe that NGOs are the driving force of positive change in society. Therefore, in order to accelerate the development of civil society, Alliance is making great efforts to develop specialized training programs in financial, strategic and organizational management for NGOs. In addition, Alliance is known at the regional level as a qualified counseling center, where representatives of NGOs in Donetsk and the Donetsk region may obtain complete and reliable answers to questions regarding the management of NGOs. In addition, Alliance encourages the development of public opinion and social movement through roundtables, conferences, briefings, advocacy campaigns and coalitions of NGOs at the regional and national levels.

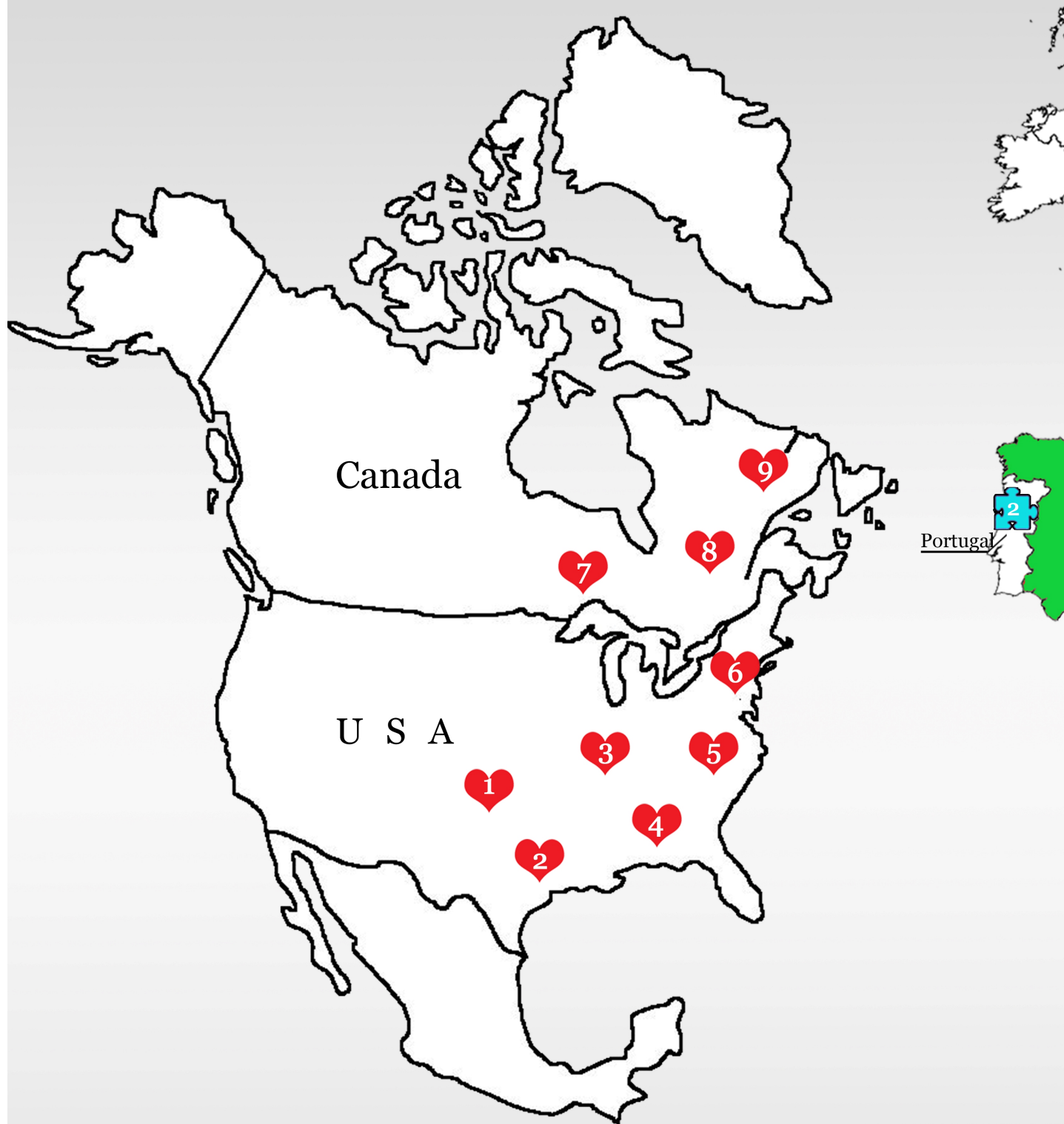


Youth is another one of the main driving forces in society. Alliance believes that, in addition to traditional education, young people should receive an informal education that allows them to not only learn how to be a leader, but also how to promote active citizenship. Through unique techniques, learning activities and self-management, youth learn how to articulate their goals and plan to achieve them, gain skills in public speaking and management, and also gain knowledge in project management. These skills make a significant contribution to their future development. In addition, Alliance is engaged in the development of youth volunteerism both locally and internationally.



Women and Gender Equality. Alliance is one of the first NGOs in the Donetsk region that has commenced work on women's rights and the defense of their interests. Alliance opened a counseling center for women in the region, where they can receive psychological and legal support through a hotline. Also, Alliance is engaged in the development and support of women-owned business. We have developed unique training programs that include the relevant information on legal, financial and organizational issues of doing business. Women who participated in our training are now successful businesswomen, owners of chain stores, directors and top managers of large companies. Alliance also advocates for gender equality in the electoral process and in government at the local level.

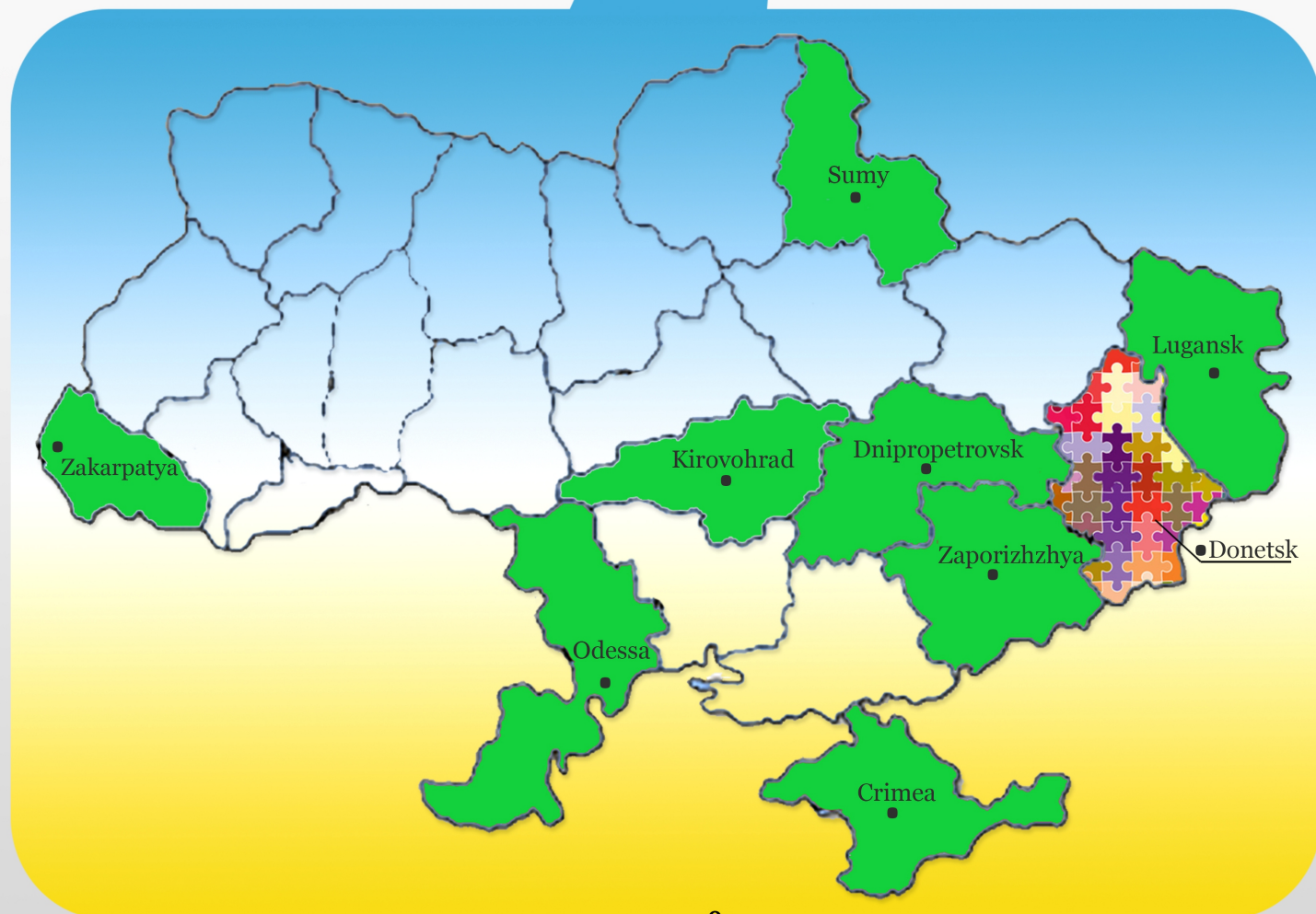
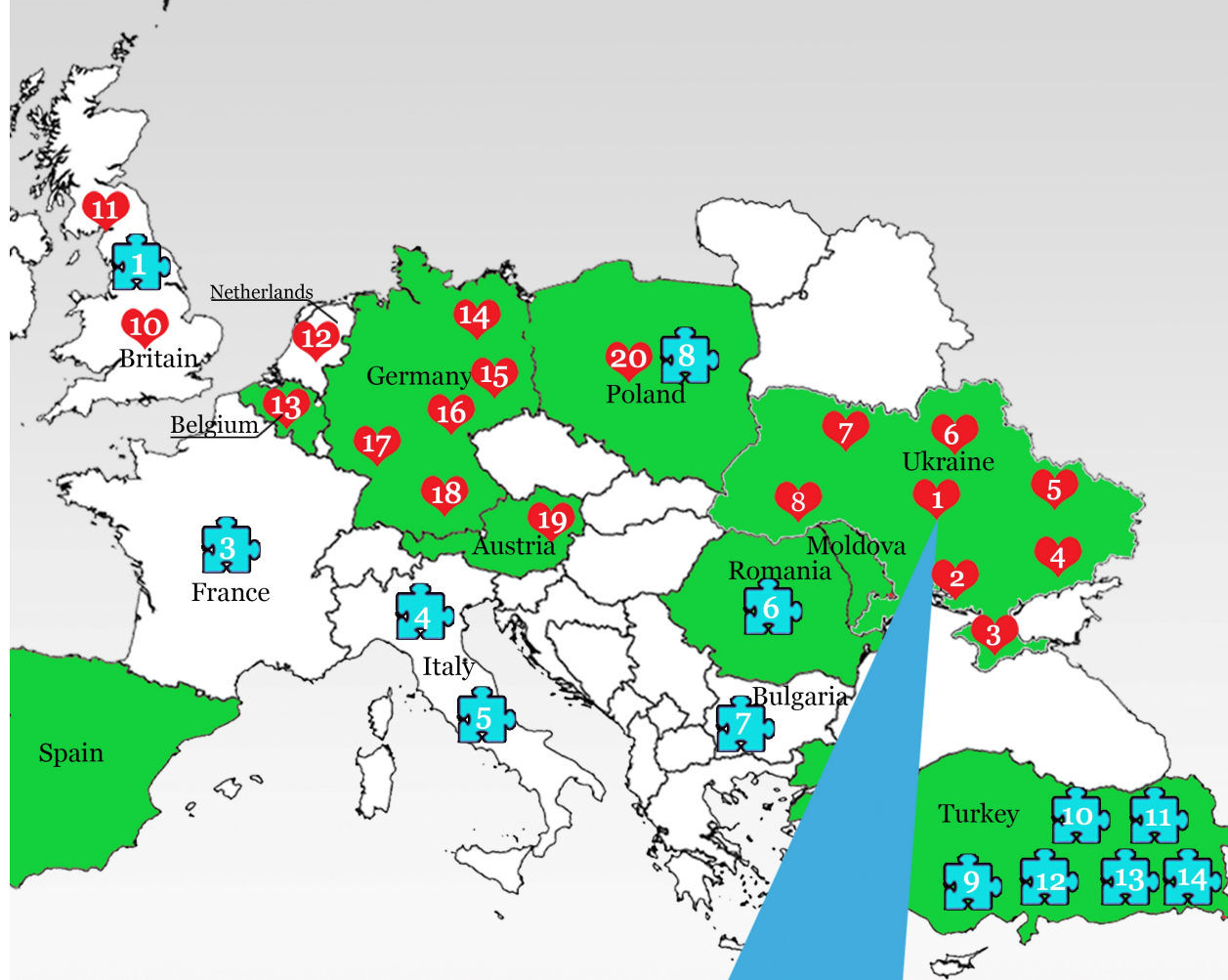




Donors

Geography of the Projects

Partners



LIST OF PARTNERS

Ukraine



Center for analysis and Development of Public Communications "DIALOG"

Center for political studies



Donetsk oblast Non-governmental organization "Committee of Voters of Ukraine"

Regional union of youth



Youth Organization "Youth Movement MODOS" Regional Fund for Entrepreneurship Support in Donetsk region



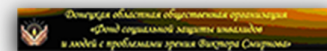
Donetsk NGO "Agency of local government development"

Humanist Center for Youth Torez "New People"



Donetsk Press Club

Donetsk Oblast NGO "Foundation for Social Security Disability and people with visual impairments of Vladimir Smirnov"



Donetsk Institute of Information

Great Britain



Bryson Charitable Group

Portugal

ProAtlântico – Associação Juvenil



France



Centre Régional Information Jeunesse Champagne-Ardenne / CRIJ-CA

Italy



Associazione TDM 2000

YouNet



Romania

Association for Consultancy and Training – ACT

Bulgaria



Association for You

Poland

Chrzescijanska Sluzba Charytatywna



Turkey



Güven Eğitim ve Sağlık Vakfı

Bridge of Culture Training and Youth Association



DeM Experiential Training Center

Genctur-Genclik Turizm Dernegi



Demirei Municipality

Akdeniz University EU Office



LIST OF DONORS

USA



U.S. peace corps

Freedom House



IREX

USAID



PEPFAR

The Democracy Grants Program
Embassy of USA



CANADA



Embassy of Canada in Ukraine

Canada Fund for Local Initiatives

Canada-Ukraine- Gender
Fund



GREAT BRITAIN

British council in Ukraine



NETHERLANDS



Netherlands Foundation
«Mama Cash»

EUROPEAN UNION



OSCE, Organization for Security and
Co-operation in Europe

EU Youth-in-action Program



GERMANY



Deutsche Gesellschaft für
Internationale
Zusammenarbeit (GIZ)

Theodor-Heuss-Kolleg the Robert
Bosch Foundation (Germany)



Heinrich Böll Foundation
Office in Ukraine



Embassy of the Federal Republic
of Germany in Kiev, Human
Rights Program

General Consulate of
Germany in Donetsk



POLAND

The EU program "Youth in
Action" in Poland

UKRAINE



Ukrainian Foundation for
Entrepreneurship Support

MTS – Ukraine



International
Renaissance foundation

“International HIV/AIDS
Alliance in Ukraine”



Department of Family and Youth
Affairs Donetsk Regional
Administration

Donetsk City Council

Department of Family, Youth and
International Relations of Donetsk
City Council

International Charitable Organization
“International Support Cooperation
Foundation of Ukraine”



Advocacy/ Monitoring/ Expertise

Monitoring Admissions Committees of State Universities During the Application Process

The four largest universities in the Donetsk region were carefully checked for causes and factors of corruption during the student application process. Based on the results of the monitoring, recommendations were prepared for the Ministry of Education and Science of Ukraine. Eighty percent of the recommendations were accepted by the Ministry, resulting in changes to some of the laws and regulations in the field of higher education.

Additional activities included an information campaign, publication of a manual titled "How to prevent corruption during admission for students", and formation of a regional coalition "Transparent Education" to monitor the situation and work on the necessary changes in higher education in the region.



Women in Power Without Curves Mirrors - Theoretical Rights and Real Possibilities

Alliance conducted seminars, workshops, a press conference and a podium discussion, during which problems were actualized related to the advancement of women in government, and the social status of women in society were discussed.

In addition, the coalition, "Equal rights and opportunities in government and business" was formed to promote economic and political rights of women.



Strong Civic Councils - Healthy Government

The Strong Civic Councils - Healthy Government project successfully increased the transparency and accountability of government agencies and local government in the Donetsk region by strengthening the capacity and effectiveness of civic councils at the regional and local levels.

The project provided training for representatives of regional and city councils in order to increase their influence on decision-making through consultations and seminars.

Also, NGOs and the media that were not members of community councils were involved in the drafting of policies, public review and public monitoring through peer sites and an interregional social network.



Awariness raising

Route safety

Route Safety was a project that used a unique, station-based educational approach aimed to ensure youth in the Donetsk region were aware of how HIV-AIDS is transmitted and how they can protect themselves from being infected.

The project conducted training for multipliers that then performed the "Route Safety" educational activity in Donetsk and the Donetsk region.

The project was supported by the Department of Family, Youth and International Relations of the Donetsk City Council and the Department of Family and Youth Donetsk regional administration.



Election Information and Education Project "We've Got the Power: Skills for Democracy"

Through this project young people gained the ability to fully engage in the democratic process, to deliver information to their peers and the wider population, and have a set of arguments to counter the pressure of administrative resources.

Through training, seminars, exhibitions, literature and distribution of printed materials produced by non-profit organizations, youth voters from the Donetsk region learned about civic responsibility and democracy, allowing them to become a more responsible and influential force in society.



Euro 2012: Red Card for Human Rights Violations and Human Trafficking

The "Red Card" project educated the public and government about the possibility of human rights violations and the risks associated with trafficking during Euro 2012 in Donetsk and Kharkiv, as well as providing practical assistance to potential victims through a 24-hour hotline.

Educational activities included trainings for youth and media, workshops and street actions, informational sessions for volunteers and law enforcement officials, and a press conference including media and the public. Alliance advertised and operated a 24-hour hotline throughout the Euro 2012 tournament.



Initiatives development

Civic Engagement Workshop!

Alliance successfully led the first several years of the Civic Engagement Workshop. At that time, Alliance helped to found the Ukrainian Network of Adult Education and Development Innovation (UNAEDI), and transferred rights to responsibilities of this program to UNAEDI, which has continued operating this project.

Civic Engagement Workshop is a program of non-formal civic education of young people to support their public, social and cultural initiatives in Ukraine, Poland and Belarus.

In the framework of the Workshop, youth improve the lives of the people in their communities through small micro-projects, and for themselves, develop valuable skills for self-development, gaining "real" knowledge. Workshop participants are provided all necessary knowledge for developing and implementing projects and also receive small grants to fund implementation of their project ideas.



Donetsk City School of Leaders

The main objective of this project was to create a system of education for young leaders of the Donetsk region that would facilitate the development of leadership skills and positive qualities such as active citizenship and emotional stability.

This was accomplished through special programs of social dialog. As a result, 80 new young leaders learned: self-organization, how to articulate their goals and plan to achieve them, and how to conduct a successful public speaking and management team. These skills will enable them to help address the problems of the city.



Support of Women Entrepreneurship in Donetsk Region

The main goal of the project was to improve the conditions of the private sector. The project targeted women business owners or people working in senior positions in women-owned businesses such as directors of chain stores, or managers of Human Resources, in Donetsk and the Donetsk region.

This project consisted of awareness raising and training of transferable skills and practical knowledge, counseling for individuals and businesses, and training of local experts on economic development. In addition, cooperation was established with private investors in Germany and the EU.



Training and consultation

“Business Partners” Program

This project was very important for entrepreneurs of the small mining towns in the region that suffered most from the restructuring of the coal industry.

The project included two-day courses in which participants gained knowledge and practical advice on the legal, financial and administrative matters of running a business.

After each workshop, individual information and advice sessions were conducted on important issues that the parties considered practical problems facing start-up businesses. Workshops were held in 11 cities in the Donetsk region.



Promotion of Social Entrepreneurship in Ukraine

This was one of the largest and most innovative of «Alliance» projects. This project included a first-time study in Ukraine of the current situation and perspectives of family business. On the basis of the study results, the analytical report was published «Creating conditions for the development of family business in Ukraine on the basis of the Donetsk region».

Also, Alliance developed and implemented a one-of-a-kind training program in Ukraine to develop a family business. As a result, the qualifications of representatives of government and non-profit institutions who support small and medium-sized businesses and employee employment centers were raised.



Training on Financial Management for NGOs

In this project, Alliance helped to enable NGOs increase financial stability. As a result, this project was one of the longest and most requested projects. Its pilot and testing phase took place with the support of UCAN, which led to a project so unique that it was supported by numerous donors from 2003 to the present.

The project began with the Donetsk, Dnepropetrovsk, Zaporozhye and Lugansk regions, and then extended to the Sumy, Zakarpatya, Kirovohrad regions and Crimea. A website has been created and is updated, where users can access the database of legal and accounting documents relevant to registration and vital non-profit organizations. The database can be found on our website, allianceua.org, under the Resources section.



Volunteer development

European Volunteer Service (EVS). Projects EVS

The ACTYVE.UA and NICE.UA projects are currently being implemented within the framework of the EU "Youth inAction" program. Each project consists of 12 volunteers that came to Donetsk from different European countries to take part in projects with "Alliance" for the development of youth initiatives.

EVS volunteers developed and implemented projects jointly with Donetsk organizations. Projects were designed to: contribute to the formation of active citizenship of young people, strengthen intercultural communication and international relations at the level of "public diplomacy", as well as introduce a range of social initiatives to the youth in the Donetsk region.



The School for Coordinators of Volunteers Groups

The main task was to create a method to attract, motivate and train volunteers, and test the methodology by recruiting volunteer groups to participate in a charity event, "Heart to Heart".

During the school, training was conducted on attracting and motivating volunteers and the development of PR campaigns. As a result, participants of the School of Coordinators have developed plans to hold their own charity events, that have been implemented in their communities.



Vol'n'action - Training on Volunteer Management for NGOs of Ukraine, Russia, Turkey, Poland, and Germany

Employees of non-profit organizations from Russia, Ukraine, Turkey, Germany and Poland, learned how to effectively recruit and use volunteers for their projects and activities.

During the training, participants learned the secrets of long-term motivation of volunteers, received knowledge about the distribution of tasks and methods of improving the efficiency of teamwork, learned how to delegate responsibilities and ensure task implementation, and received information about legal issues related to volunteering in their countries.



It is impossible to list all of the staff, volunteers, trainers and partners that have contributed to the 15-year success at Alliance. Here are a few – can you match the names with the pictures?

Who's Who at Alliance



a

Svetlana Zakrevska, Founder and President of Alliance

Alliance and its 15-year anniversary is a source of great pride for Svetlana. The projects that have been accomplished and the impact they have had on the youth, women, NGOs and communities in Ukraine make all of the hard work and long hours worthwhile! Svetlana has a Master's Degree in Journalism, a Specialist in English and is currently completing her PhD in non-formal education.



b

Natalia Semivolos, Coordinator of Youth Projects

Natalia joined the Alliance team in 2009. She does much of the project coordination and serves as the main contact for youth and volunteers. She also is our expert in Visas and Residential registration, allowing us to host a multitude of international volunteers here at Alliance!



c

Alona Karavai, The Executive Director of the Ukrainian Network for Adult Education and Development of Innovations (UNAEDI)

Alona has been a valued partner of Alliance since 2007. She brings a creative spirit and expertise in non-formal and adult education to Alliance. Our joint projects supporting youth, active citizenship, and cultural education and creativity has had a broad impact throughout Ukraine.



d

Anastasiya Samoilenko, Accountant

Nastia is a new member of the Alliance team. She has been serving as the Alliance accountant since January 2013 and can always be found in the office working on taxes, preparing reports or managing invoices! Nastya has a master's degree in organizational management and administration of the Donbass National Academy of Civil Engineering and Architecture.

Then and Now

Iryna Lavryk, Marketing and PR Manager

Iryna is also a new member of the Alliance team. Since December 2012, she has been working on all things related to Marketing and PR – our websites (in English and Russian), Facebook, VKontact, Press Releases, events and more. Recently, she has been expanding her responsibilities to include project coordination activities for several of the projects currently underway at Alliance. Iryna received a bachelor's degree in finance, Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky in July 2013.

e



Karyna Shutai, EVS Project Coordinator

Karyna was specially recruited by Alliance in January 2013 to serve as our European Volunteer Service (EVS) Project Coordinator. The volunteers who come to Alliance as part of EVS need assistance in everything from project design and management, housing, health care and social activities. Karyna is there to assist them every step of the way!

f



Alla Dudova, former Accountant

Alla served as the accountant for Alliance from October 2008 to December 2012. She now supports our partner organizations, the Regional Union of Youth (RUNY) and Ukrainian Network for Adult Education and Development of Innovations (UNAEDI). As the accountant for Alliance, she set up and maintained many of the financial and accounting practices that has helped establish Alliance as a responsible, transparent and financially competent organization.

g



Sergei Bondarenko, former Marketing and PR Manager

From April 2009 to June 2010, Sergei was the Marketing and PR Manager for Alliance. During this important time, Sergei established relationships with many journalists and media specialists and helped get Alliance noticed by the press and government agencies as an organization doing good and important work in Donetsk and the surrounding area. Now, Sergei is the President and Founder of DIALOG, which specializes in providing practical assistance to community members involved in the social dialogue to organize systematic and effective communication with each other, government and business.

h



Marina Pashchenko, co-funder, ex-vice-president

She was one of the founders of Alliance and its vice-president for 4 years as well as its training-manager. During this period, she conducted trainings on topics of Personnel, developed and implemented several projects acquired skills of project management. All acquired skills now she uses in her work. Currently Marina has served as CIS HR Director in the international company «Abbott Laboratories».

i



a)Anastasiya Samoilenko

b)Iryna Lavryk

c)Natalia Semivolos

d)Karyna Shutai

e)Marina Pascenco

f)Alona Karavai

g)Svetlana Zakrevska

h)Alla Dudova

i)Sergei Bondarenko



OUR FUTURE PLANS

Expand our work in new directions in the spheres of gender equality, development and support of youth, civic initiatives, international projects and cooperation.

Develop projects in new policy directions.

Realize projects in cooperation with partner organizations in five regions of Ukraine and four countries of the European Union.

Establish a system of advocacy and advocacy-focused NGOs and other target groups.

Develop new services for NGOs and businesses in the areas of law, accounting, marketing, and training.

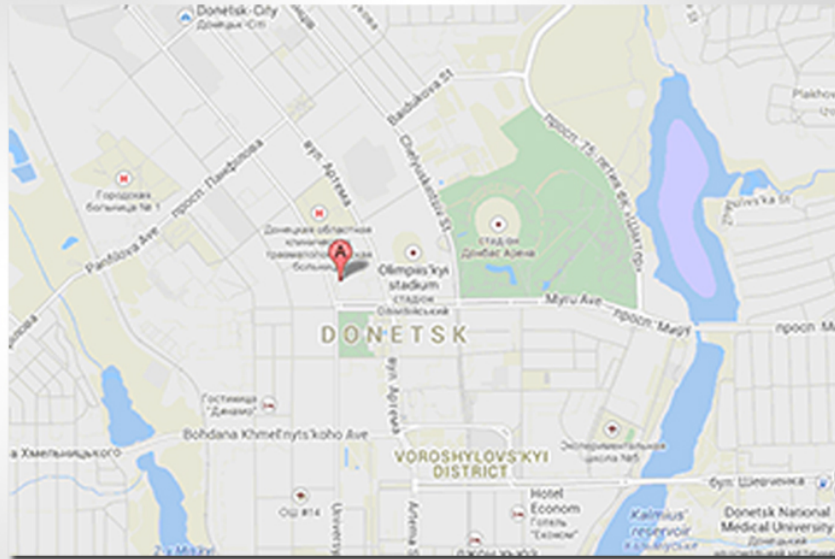
Establish a social enterprise.

Activate club activities which will be based on organizational roles (NGO club for accountants).

Strengthen our management and organizational structure to build the institutional capacity and the transform Alliance into a national NGO.

Alliance

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Alliance