



GURT Resource Centre

**InForm Civil Society in Ukraine**

# Annual Report

2009

# Content

## **#1 CSOs Web-portal in Ukraine**

What Differs GURT from Other Internet Resources?  
Media Partner for CSO's Initiatives and Advocacy Campaigns  
GURT as an Instrument of CSO's branding  
On-line media partner for CSO's events  
The Most Innovative CSO in Ukraine  
Community of Experts and Opinion-makers  
GURTCamp - First Conference on Web 2.0 Technologies for Ukrainian CSOs  
GURT's Information Impact: feedback of clients

## **Gateway for Innovations**

Development of Self-Help movement in Ukraine  
Strengthening the Role of Civil Society in Protection of Children's Rights  
Creating Capacity Building Marketplace  
Making People's Voice Sound

## **Building Reputation of Civil Society**

Representation of Ukrainian CSOs at International Level  
Good Donorship  
Strengthening Civil Society Across Borders to Develop Democracy  
Analytical Publications  
First Electronic Interactive Tool on Fundraising  
Transparency Rate of CSOs

## **Financial Report**

Cumulative Expenditures  
Funding Sources

## **Contacts**

**GURT Resource Centre** is the leading national centre for societal information and expertise that promotes societal transformations fostering the role of civil society. Since 1995 we have been committed to a better Ukraine through strengthening civil society.

**GURT's mission** is to foster societal transformations in Ukraine by developing and using the potential of civil society organizations.

## Strategic Goals by 2011

**To create access to socially important information** for main community stakeholders (CSOs, businesses, state institutions, media) through further development of the decentralized network of civil society reporters and experts.

**To promote societal transformations** in Ukraine being a gateway for innovations, best national and international practices.

**To facilitate building of positive reputation** of Ukrainian civil society by fostering transparency, accountability, and performance standards among CSOs.

To create access to socially important information for main community stakeholder (CSOs, businesses, state institutions, media) through further development of the network of civil society reporters and experts.

# #1 CSOs Web-portal in Ukraine

**GURT team has been working in the sphere of social information for 14 years.** The evidence of credibility towards our informational products is the constantly growing number of visitors using GURT portal as a source of social information. On the September 1st, 2009 with support of UCAN and Charles Stuart Mott Foundation GURT web-portal was upgraded and its users have been and are still profiting from additional services and opportunities.

Starting from this point one can observe dynamic growth of demand for social information – the number of visitors, page views and time spent at web-portal is constantly increasing.

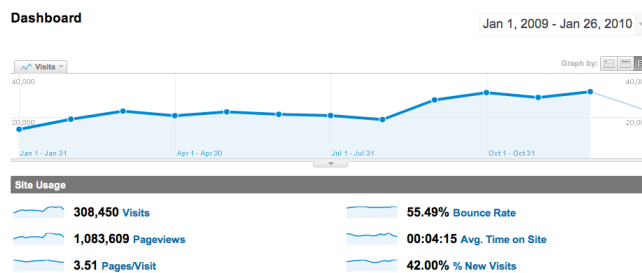
**Within the period from 1.01.2009 till 31.12.2009 an average number of unique weekly visitors of GURT web-portal has increased in three times.**

**GURT's information products** - web-portal and electronic newsletter - are considered to be one of the most reliable sources of information on civil society in Ukraine.

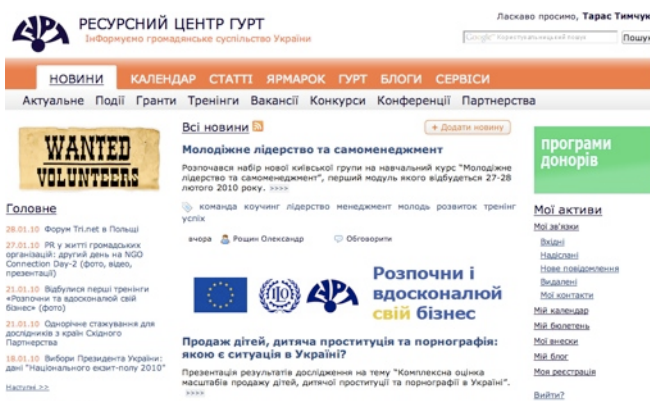
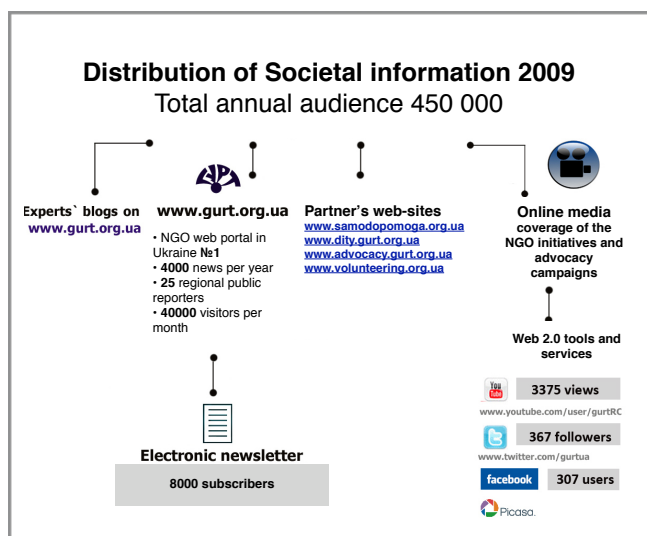
**More than 40.000** representative of Ukrainian CSOs, socially responsible businesses, and local governments visit GURT web-portal per month that is at average 1500 visitors per day. **An estimated number of the readers of GURT weekly electronic newsletter is 12000 persons.**

## What Differs GURT from Other Internet Resources?

- Content is oriented at conscious readers
- Web-portal is developed according to the users' needs
- The content is generated by real users
- GURT develops own citizen journalism school
- Content generated at the portal is disseminated through the network of partners' resources and social services
- GURT provides on-line coverage of socially important events



**During 2008-2009 GURT became the largest producer and distributor of societal information in Ukraine.**  
**At the beginning of 2011 we expect more than 100 000 visitors per month**



**GURT web portal with new design and functions**

## Media Partner for CSO's Initiatives and Advocacy Campaigns

**GURT web-portal is the media partner for social important events and initiatives and providing them with effective visibility on national level.**

At the beginning of 2010 more than 2000 socially active citizens, representatives of CSOs, government and business, have already registered at GURT web-portal – all have the possibility to express their positions concerning issues being important for the society, searching optimal ways of problems solving and new initiatives creating.

There is a significant interest to GURT web-portal as the tool of messaging about own position and alternative opinion among regional institutions and leaders of civil society.

## GURT as an Instrument of CSO's branding

Introducing new technical decisions, GURT's informational products and services give the opportunities for the civil society organizations to create their reputation, find partners for projects, be more active and effective while promoting their services.

While adding and commenting news at GURT web-portal one can get to the top of the results at **Google search** that is a real success for the ones searching their target audience at the Internet!

## On-line media partner for CSO's events

Today's GURT team is able to provide online coverage of socially important issues and initiatives for gaining maximal social effect both technically and professionally.

**Socially important initiatives, informational supported by GURT:**

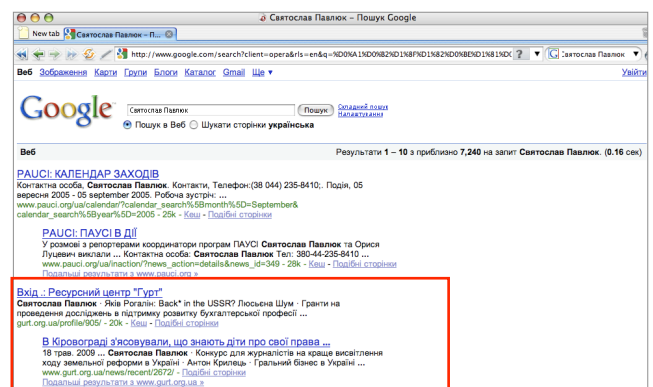
- ▶ Volunteer weekend (UNV): [gurt.org.ua/ivd/](http://gurt.org.ua/ivd/)
- ▶ NGO Connection Day (Microsoft, PH International): <http://gurt.org.ua/ngoconnectionday/>
- ▶ Forum of cross-boarder cooperation "Boarder 835": <http://gurt.org.ua/news/events/3428/>
- ▶ Capacity building Marketplace Fair: <http://gurt.org.ua/marketplace/fair/>
- ▶ "Kraina Mriy" Festival: <http://gurt.org.ua/news/recent/3080/>
- ▶ Alfa fest 2009: <http://gurt.org.ua/news/events/1991/>

**Examples of the initiatives having connected citizens who are not indifferent:**

**Protection of customers rights in Crimea Autonomic Republic** <http://www.gurt.org.ua/articles/1323/>.

**Does the Award of 2nd National contest "Almsgiver of the year" NADRA BANK "steal" from orphans?** <http://www.gurt.org.ua/news/recent/1500/>

**New transport tax has hit drivers' pocket** <http://www.gurt.org.ua/news/recent/1436/>



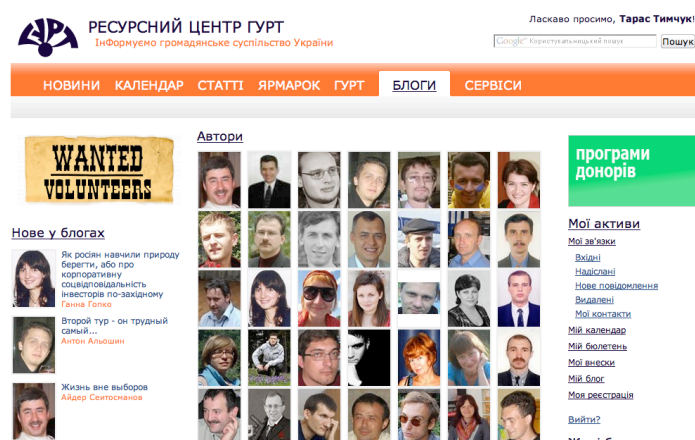
**GURT provides on-line coverage of socially important events**

## The Most Innovative CSO in Ukraine

September 2, 2009 Microsoft and PH International organised The First NGO Connection Day - conference on IT and web 2.0 for NGO. Due to Microsoft innovation Contest, GURT was awarded as The Most innovative web 2.0 NGO in Ukraine.

## Community of Experts and Opinion-makers

GURT is one of the first portals for CSOs in Ukraine that introduced the service “[BLOGS](#)”, where opinion-makers and experts of civil society have an opportunity to post their visions and cover the most important topics thus forming public opinion.



Experts' blogs at GURT web-portal are the source of precedents, successful stories and receipts for solving many problems.

**Today it is also a network of opinion-makers who influence the development of civil society in Ukraine.**

## GURTCamp - First Conference on Web 2.0 Technologies for Ukrainian CSOs

In 2009 GURT started promotion of new IT tools and modern culture of communications and PR for CSOs.

In December GURT Information Department organized First conference for CSOs on IT and web 2.0. Professional, experts and leaders of CSOs could share experience of using IT and Internet tools Twitter, YouTube, social web for communication, advocacy campaigns and fundraising.

**Feedbacks of participants and video are available at:**

<http://www.youtube.com/gurtrc>



**Main award in Contest “Innovation in NGO Development: IT and Internet”, conducted by Microsoft**



**Svitlana Suprun, C.S. Mott Foundation on GURTCamp session about opportunities of pod-casting for CSOs**



## GURT's Information Impact: feedback of clients

### Maryna Konyak, The Head of CCYEU «Bukvytsia»:

“

CCYEU «Bukvytsia» team is sincerely grateful to the team of GURT Resource center for an informational support provided for realization of 9th Hutsul Ethnographic Fair festival “Zaharetskyi Gachyk” within “Partnership Without Borders” Forum.

The years before we have sent e-mail invitations to the addresses we have in our data base. Such a kind of informing is effective at a certain extent. At the beginning of September 2009 we have involved GURT to informing about our event. The information has been placed in time and easy for us. We did not expect such a high performance of this means of information. Basic goal of the Festival is to promote of rural tourism development in Bukovyna. Having been initiated by a local society, the Festival has been organized in a small village in the mountains for nine years, it is very prestigious at the local places and has always met with problems of being promoted among tourists, solving which would make not only moral accomplishment, but also financial support for the rural tourism owners.

And it was in fact informational support at your portal which made 9th Festival attractive for the many tourists, that wanted to participate in master classes and conferences.

Facts for comparison: previous festivals gathered at least 600 guests. In 2009 – we got 2000 tourists. Local business owners earned a profit of above **400 thousand UAH**, which encourages further development of rural tourism.

Thank you for effective cooperation, we will involve you into our activities in future.

**GURT web-portal and e-newsletter are very helpful and effective means for our societies.**

”



Maryna Konyak,  
The Head of CCYEU «Bukvytsia»



Top National and International donors that have access to audience and disseminate information through GURT web-portal

To promote social transformations in Ukraine being a gateway for innovations, best national and international practices

# Gateway for Innovations

## Development of Self-Help movement in Ukraine

In the area of social innovations in 2009 GURT implemented a project “Development of self-help movement in Ukraine (2009)” in the partnership with Volkssolidarität Landesverband Berlin e. V. (Germany) and Boris Association (Poland) supported by the Norwegian Financial Mechanism and Ministry of Foreign Affairs for the Republic of Poland (<http://gurt.org.ua/news/recent/3198/>).

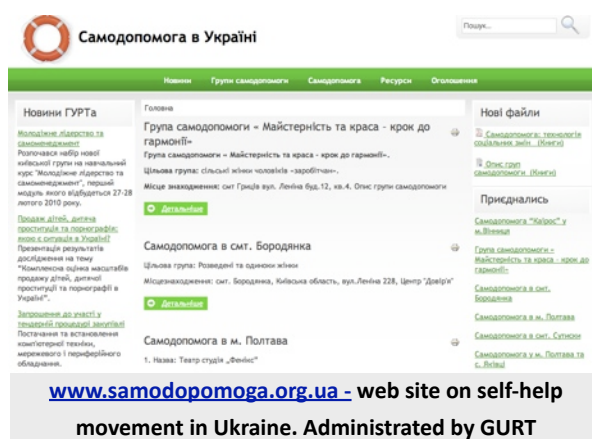
During the training “Creation and Support of Self-Help Groups in Ukraine” a video-conference with Berlin for discussing their experience and common problems of self-help groups development in Ukraine and Germany was conducted: <http://gurt.org.ua/news/recent/3163/>.

Also within the project a study tour to Poland for self-help group animators was organized. The study tour was focused on the opportunities of self-help approach introduce changes in communities.

**A short coverage** of the tour is available at <http://gurt.org.ua/blogs/138/>

**As a result of the project 10 new self-help groups were created, among them:** for people that are in difficult emotional conditions (Vinnytsya); for divorced and single women (Borodyanka, Kyivska oblast); for young people that are interested in community development (Sutysky, Vinnytska oblast); for people are living with HIV/AIDS (Poltava).

**More information:** [www.samodopomoga.org.ua](http://www.samodopomoga.org.ua)  
**More video:** <http://vimeo.com/5470659>



[www.samodopomoga.org.ua](http://www.samodopomoga.org.ua) - web site on self-help movement in Ukraine. Adminstrated by GURT



Online video conference between animators of self-help groups. July 4, Berlin-Kyiv



## Strengthening the Role of Civil Society in Protection of Children's Rights

During 2009 GURT implemented an innovative project in the area of protection on children's rights **"Strengthening the Role of Civil Society in Protection of Children's Rights (2008-2010)"** (financed by European Commission) that is aimed at strengthening the role of civil society in protection of the rights of vulnerable children to grow up in a family or family type care.

**The main objective of the project is to involve civil society organizations to the development of innovative services for children in order to prevent their institutionalization.**

As a result of the projects, in Poltava and Mykolaiv were signed Agreement of cooperation with the city councils. In all target cities the coalitions of civil society organizations that work with children

were created. The coalitions of CSOs developed their visions for transformation of childcare system in their cities.

Within the project GURT prepared and published a **toolkit on advocacy**. The toolkit included following sections: theoretical background of developing and conducting advocacy campaigns and successful examples of advocacy campaigns. The successful

stories for the manual were partial gathered during the project "Making people's voice sound".

To promote the results and achievements of the project "Strengthening the Role of Civil Society in Protection of Children's Rights" in Poltava and Mykolaiv GURT also implemented the projects **"Awareness raising campaign on the right of vulnerable children to grow up in family or family type care (2009)"** supported by the Canada Fund for Local Initiatives.

Within this project talk-shows and social advertisement campaign were conducted in order to draw public attention to the current situation of the protection of the rights of vulnerable groups of children and strengthen a public discussion on the possibilities of deinstitutionalization of childcare in Poltava and Mykolaiv.

**More information:** [www.dity.gurt.org.ua](http://www.dity.gurt.org.ua)



*It's very important for us to attract professionals from non-governmental organizations to develop instruments for the protection of children rights and to facilitate public monitoring of implementation of decision making in this area.*

**Andriy Matkovsky**  
Mayor of Poltava

## Creating Capacity Building Marketplace

In 2009 GURT started the development of an innovative service for civil society organizations, Capacity Building Marketplace to strengthen institutional capacities of civil society organizations by establishing Marketplace where civil society training demand and capacity builders supply will meet. Capacity Building Marketplace was developed in two formats: real Marketplace Fairs and on-line Marketplace.

**As a result** of the conduction of Capacity Building Marketplace Fairs a new culture of communication in the civil society sector was established and new possibilities for CSOs were introduced: on-line coverage of the events, on-line voting for the agenda, interactive “business” style of the events. For more details see <http://gurt.org.ua/marketplace/>

**The Concept of an on-line Marketplace was developed and will be implemented during 2010.**



**Top CSO training providers are involved in Developing of Capacity Building marketplace:** <http://gurt.org.ua/marketplace/>



The project “**Creating Capacity Building Marketplace**” is sponsored by Ukraine National Initiatives to Enhance Reforms (UNITER) program, which is implemented by Pact Inc. and made possible by the generous support of the American people through the United States Agency for International Development (USAID).

## Making People's Voice Sound

In 2009 GURT finished a project “**Making people's voice sound (2008-2009)**” (financed by Ministry of Foreign Affairs of Netherlands) aimed at improving public diplomacy and lobbying skills of local and regional non-governmental organizations.

**As a result of the project seven advocacy campaigns were conducted by the local CSOs involved in the project, among them:** protection of community symbols in Rivnenska oblast; creation of a youth TV-program that was initiated by youth NGO “Modern format” called “Fleshka”, which started on the city TV-channel in March 2009 in Zhytomyr; protection of rights of condominium inhabitants in Cherkasy; campaign directed to the changes of tariffs in Cherkasy.

**As an example of successful campaign, conducted after the project implementation** can be the campaign directed on protection of community symbols in Rivnenska oblast. For the protection of the community symbols in Rivnenska oblast was used the way of recognizing the names as official symbols. This mechanism helped the communities to get additional funding to the local budgets from the businessmen who use this symbol in their activities.

16 representatives of local governments, who participated in the project, initiated an assertion of the list of official symbols by the local governments. This list is now used by the state tax inspection to get payments from the businessmen for the local budgets.



**Website on Advocacy** [www.advocacy.gurt.org.ua](http://www.advocacy.gurt.org.ua)  
**Adminstrated by GURT**



**Local opinion-makers and and key stake-holders plan advocacy campaigns in Rivne region**

To facilitate building of positive reputation of Ukrainian civil society by fostering transparency, accountability, and performance standards among CSOs

# Building Reputation of Civil Society

## Representation of Ukrainian CSOs at International Level

**GURT represented Ukrainian civil society organizations at Eastern Partnership Civil Society Forum that took place on 16-17 of November, 2009 in Brussel that was aimed to promote contacts among CSOs and facilitate their dialogue with public authorities.**

On 16-17 of November, 2009 in Brussels the recommendations of representatives of civil society were drafted for further presentation at the Forum at a meeting of the **Eastern Partnership Foreign Ministers**. Also GURT facilitated the on-line discussions of development of the **common position of Ukrainian CSOs** for the Civil Society Forum: <http://gurt.org.ua/news/recent/4455/>, <http://gurt.org.ua/articles/2202/>, <http://bit.ly/2QATag>



**In October 2009 GURT facilitated the session “Legitimacy of the Sector and Relation with Government” within the Black Sea NGO Forum 2009.** The Forum was aimed at increasing the level of dialogue and cooperation among NGOs in the wider Black Sea region, as a means of strengthening NGOs and their capacity to influence regional and national policies.



## Good Donorship

GURT was also invited to an experts' board on development of **"Guidelines for Support to Civil Society Organisations in Reform Processes in Ukraine"** by Sida. These guidelines outline directions for Sida's support to Ukrainian civil society organisations (CSOs) during the timeframe of the Swedish cooperation strategy from 2009 to 2013.



They guide the provision of a new type of support to CSOs to reinforce reform processes of the Ukrainian public administration. These guidelines also include the recommendations to the good donorship concept.

In 2009 GURT became a **Board Member of the Civil Society Development Programme (UNDP, Ukraine)** that aims at strengthening civil society and promoting democratic governance.



## Strengthening Civil Society Across Borders to Develop Democracy

In 2009 GURT became the partner of the project **“Strengthening civil society across borders to develop democracy (2009-2011)”** that is implemented by Euclid Network and supported by United Nations Democracy Fund. The project aims to increase the potential for democracy in <http://www.euclidnetwork.eu/index.php> Ukraine and Moldova by improving the relationship between civil society and government. Both groups will be engaged in an ongoing dialogue to bring this about, and in addition building the capacity of CSOs in advocacy and networking. The project will, in the long term, result in stronger, more legitimate and credible CSOs with more effective democratic participation.

The project strategy is to show the value of a positive, solutions-oriented relationship to both civil society and government, to motivate them for a more effective cooperation. This will be facilitated by ongoing roundtables gathering civil society practitioners and government officials, which will build trust and develop joint solutions towards the project's aims.

## Analytical Publications

Within the project **“Creating capacity building marketplace (2009)”**\* GURT conducted a Market Research of capacity building services. In the Research took part 150 NGOs, 30 training providers, and 12 experts.

**The main findings of the research divided in four sections: CSOs, training providers, donors, perspectives of the market.**

**CSOs:** CSOs need capacity development through consultations, trainings, strategic planning; CSOs are not ready to pay the relevant price for the training services; mostly the donors pay for the trainings and consultations; in most cases the CSOs don't know the market of training services; they order services from those training providers which are recommended by donors

**Training providers:** the clients of training providers themselves become training customers; there is a competition on the market of training services; the transparent and fair mechanisms of price regulation; the price of the services are forming by the provider taking into consideration the capacity of the user.

**Donor organizations:** the donors are crucially influencing the market of training services; the donors are choosing the providers



Ukrainian version is available for download only for users of GURT web portal: [http://gurt.org.ua/uploads/news/files/research\\_marketplace.pdf](http://gurt.org.ua/uploads/news/files/research_marketplace.pdf)

\* Project is sponsored by Ukraine National Initiatives to Enhance Reforms (UNITER) program, which is implemented by Pact Inc. and made possible by the generous support of the American people through the United States Agency for International Development (USAID)



that predictable to avoid risks.

**Perspectives of the market:** the market is developing, especially in regions; commercial organizations are intervening into the market; the training providers do not have strategies of proactive promotion of their services; the new technologies and formats stimulate providers to participate in this process and invest in new technologies.

### First Electronic Interactive Tool on Fundraising

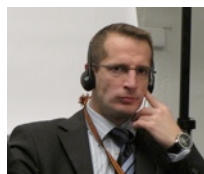
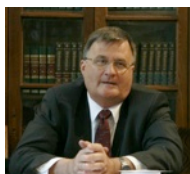
In September 2009 GURT developed and published the **first electronic interactive toolkit in fundraising “DonorGate”**.

The toolkit includes the following sections: “Face of the donor” – interviews with managers of donor organizations, “Coming closer” – profiles of donor organizations, “Fundraising Guru” – interviews with successful fundraisers.

**Already two issues of the manual were published and disseminated via GURT web-portal:** <http://gurt.org.ua/news/recent/4233/>, <http://gurt.org.ua/news/recent/5182/>.



**“Coming closer” with U.S. Embassy Democracy Grants Program**



**Heroes of DonorGate**

### Transparency Rate of CSOs

In September 2009 GURT published **a transparency rate of Ukrainian civil society sector**, based on analysis of statistical information of GURT web-portal users.

The analysis included a TOP 10 rate of most information active and transparent CSOs, TOP 10 of civic reporters, TOP 10 active commentators, TOP 10 news of civil society sector.

**For more information see** <http://gurt.org.ua/news/recent/4037/>



**TOP 10 rate of most information active and transparent CSOs**

# Financial Report

## Cumulative Expenditures

| Budget Line Item   | UAH              | USD            | EUR            |
|--|------------------|----------------|----------------|
| Salaries (including all taxes and social payments)   | 329 888          | 41 475         | 28 348         |
| Travel for staff and subcontractors  | 16 345           | 2 055          | 1 405          |
| Office rent  | 85 504           | 10 750         | 7 348          |
| Communications (phone, Internet, mailing services)   | 21 118           | 2 655          | 1 815          |
| Office supplies (including stationery for events, cartridges, toners)                                | 35 793           | 4 500          | 3 076          |
| Equipment and software   | 30 424           | 3 825          | 2 614          |
| Bank services  | 9 863            | 1 240          | 848            |
| Subcontractors (experts, consultants, trainers, authors)   | 702 170          | 88 280         | 60 339         |
| Program activities (seminars, conferences, round tables, trainings, meetings, researches, subgrants) | 987 556          | 124160         | 84 863         |
| Publications   | 148 499          | 18 670         | 12 761         |
| Expenditures' reserves for next year   | 195 984          | 24 640         | 16 841         |
| <b>Totals:</b>   | <b>2 563 144</b> | <b>322 250</b> | <b>322 250</b> |

Rate:

1 EUR = 11.637 UAH

1 UAR = 7.954 UAH

## Funding Sources

| Source  | Grant Period<br>Starting Date | Grant Period<br>Ending Date | Total<br>Amount    |
|---|-------------------------------|-----------------------------|--------------------|
| C. S. Mott Foundation (2 year)                                | Jan 1, 2009                   | Dec 31, 2009                | 30 000 USD         |
| European Commission (2 year)                                  | Oct 1, 2009                   | Sept 30, 2010               | 120 680 USD        |
| Pact Inc., sub-grant USAID                                    | Apr 3, 2009                   | Dec 31, 2009                | 82 080 USD         |
| Ministry of Foreign Affairs of Poland (via BORIS Association) | May 04, 2009                  | Feb 04, 2010                | 11 020 USD         |
| UNDEF (via Euclid Network, 1year)                             | Sep 21, 2009                  | Oct 20, 2010                | 20 914 USD         |
| Canada Fund for Local Initiatives                             | Sep 11, 2009                  | Feb 26, 2010                | 7 245 USD          |
| IREX  | Aug 18, 2009                  | Aug 15, 2009                | 1 960 USD          |
| IREX  | Nov 20, 2009                  | Dec 20, 2009                | 4 682 USD          |
| International Labor Organization                              | Dec 14, 2009                  | Feb 21, 2010                | 39 594USD          |
| PCM Group, Process Consultants&Moderators BVBA                | Oct 01, 2009                  | Oct 30, 2009                | 540 USD            |
| European Volunteering Centre                                  | May 03,2009                   | Nov 30,2009                 | 690 USD            |
| Passive incomes   |                               |                             | 2 845 USD          |
| <b>Total Funds Available</b>                                  |                               |                             | <b>322 250 USD</b> |



# Contacts

Of. 609, Popudrenka str. 52

Kyiv 02094, Ukraine

Tel/fax: +38 044 296 10 52

E-mail: [info@gurt.org.ua](mailto:info@gurt.org.ua)

Web-site: [www.gurt.org.ua](http://www.gurt.org.ua)

## Follow us



[www.youtube.com/gurtrc/](http://www.youtube.com/gurtrc/)



[www.facebook.com/gurt.rc](http://www.facebook.com/gurt.rc)



[www.twitter.com/gurtua](http://www.twitter.com/gurtua)



[www.picasaweb.google.com.ua/gurtrc](http://www.picasaweb.google.com.ua/gurtrc)