

ANNUAL REPORT

2017



**"What is BUDDY, let me tell ya,
it's an initiative that helps young people, yeah
people who love each other,
build castles of love for one another."**

Freestyle rap by @Janko for his BUDDY Ladi



PROBLEM AND OUR SOLUTION

We match children from institutional care with volunteers, so they have a better chance for a life with dignity.

PROBLEM

Almost **5000** children in Slovakia are placed in institutional care instead of growing up in a family setting. This form of care often does not provide them with the one thing a child needs the most when growing up: a close relationship with a mature adult who willingly spends time with them, without being paid to do so. As a result, many of these young people end up living on the margins of society after leaving the care system.

SOLUTION

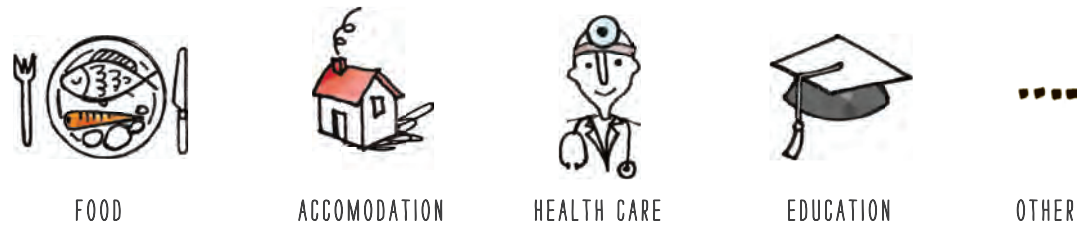
BUDDY **finds, selects** and **matches** BUDDY volunteers with children living in care homes. We **educate** and **support** them so they develop a safe, stable, caring and long-term mentoring relationship.

This relationship provides the basis for meeting every child's individual needs and providing them with support in the process of finding their place in society.



WHAT ARE THE KIDS MISSING THE MOST?

Institutional care covers most of the children's needs.



However, it cannot replace the key elements of a functioning family.



Friendship, love, trust

Even the most caring employees of children's homes are paid for their work. Every child deserves a relationship that is not solely based on a professional interaction.

Healthy social network

The social networks of children growing up in care homes rarely reach beyond their institutions. Their world view is therefore distorted.

Guidance and mentorship

Children need real role models to look up to and learn from – mature, stable adult mentors with well-established values

Individual support

Every child is different. Only targeted individual care can address deeply-rooted traumas and unleash potential in each child .

BUDDY IS ABOUT THE RELATIONSHIP

Scientific evidence indicates that genuine long-term relationships with adults have major positive impact on development of traumatized children.



"Relationships are a decisive factor for health, happiness and success"

"Study on adult development" from Harvard University spanning 75 years looking at 724 and subjects

- 268 Harvard graduates
- 456 from poorer families

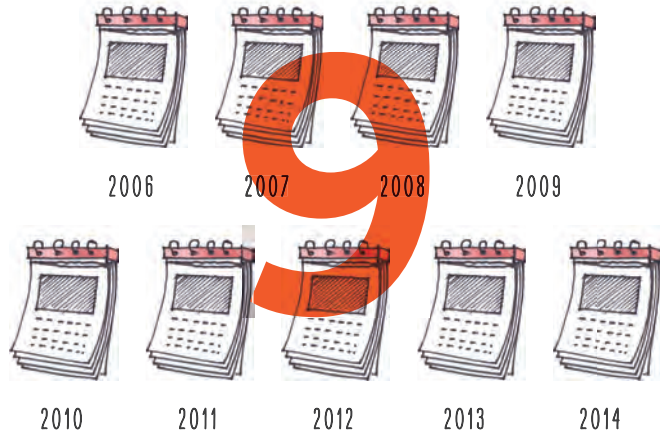
"Complex trauma gets healed by a relationship with an adult person"

Attachment theory

- Globally-recognized concept of diagnosis and treatment of traumatized children growing up outside functional families
- Recognized school of thought

HISTORY

As far back as 2006 we identified what these children needed. It took us another 9 years to figure out the most appropriate intervention for them in the current system.



Willingness to help

- establishment of civic organisation
- volunteers, camps

2006



2010

Practical skills development

- seminars, courses and skills training (IT, finance, work, communication)
- first employee hired

Focusing on creating relationships and supporting the volunteers (train the trainer)

- professionalization of volunteer selection
- training of volunteers to allow them to better understand children and to help their relationships last longer
- training of volunteers so they can, in turn, support children and develop their skills
- 5 employees



2016



2017

Professionalization of the organisation

- program consolidation (e.g. internal processes)
- team professionalization - currently team of 9 people
- focus on quality and impact measurement

2014

Attachment theory starting to be widely adopted

- weekends with experiential and life skills learning
- training for both children and volunteers; first BUDDY pairs emerge organically
- 3 employees



WE HAVE BEEN TOGETHER FOR 1.5 YEARS

LUCIA TÓTHOVÁ
19 YEARS OLD

Location: Bratislava

Occupation: When she finishes high school, Lucka wants to work in a shoe store.

Aspirations: Lucka's goal is to improve her English, as her friend from the U.S. will be visiting her in the summer. Another homework BUDDY volunteer, Ad'ka, gives Lucka English lessons.

Relationship duration: 1.5 years

What BUDDY taught me: "BUDDY really means a lot to me. The program gave me my friend Saška, whom I really love. Saška has great advice for me in every situation and she always puts a smile on my face."

ALEXANDRA MIKULOVÁ
34 YEARS OLD

Location: Bratislava

Occupation: Procurement Manager Kaufland

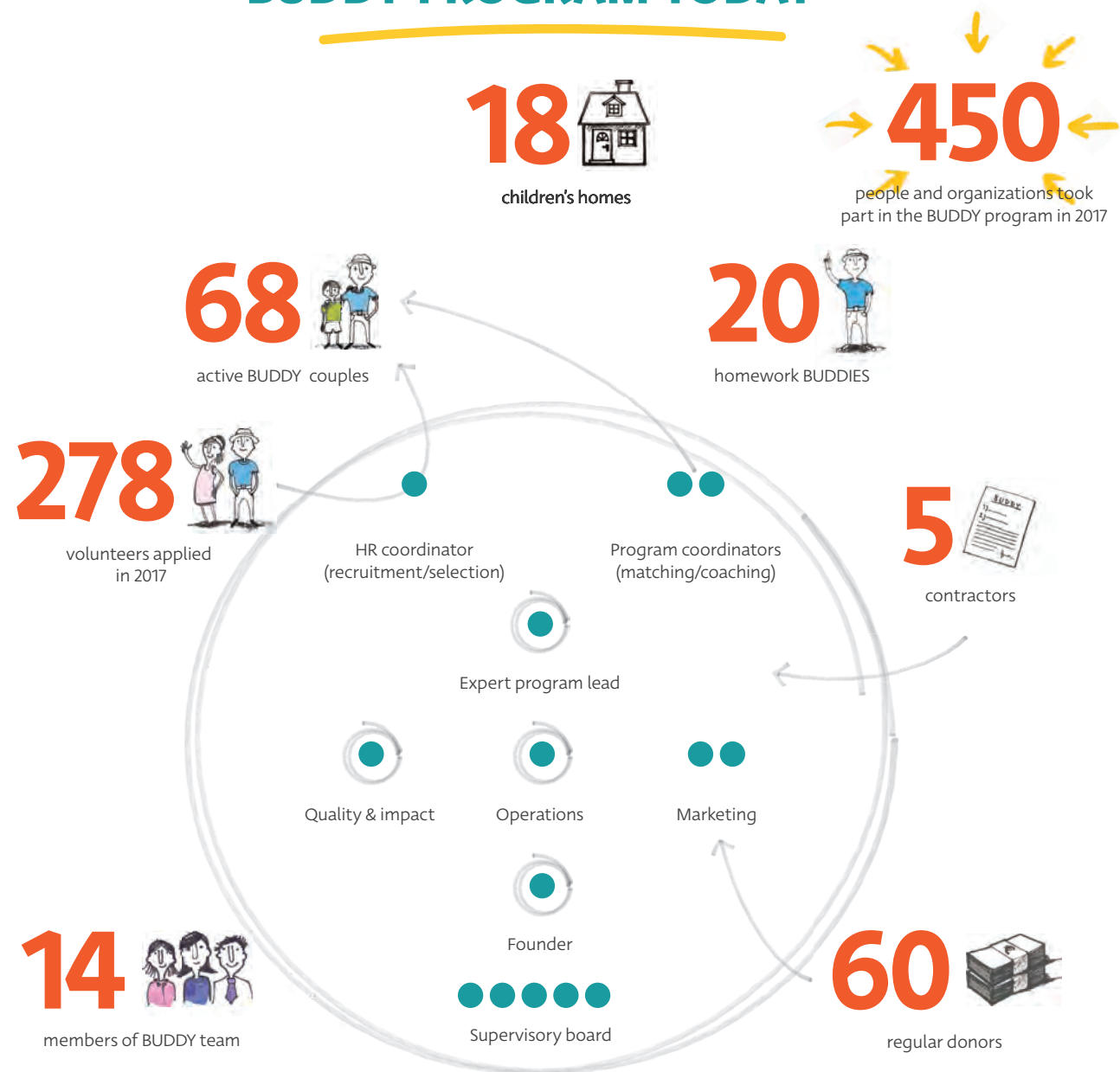
Relationship duration: 1.5 years

How they spend their time: "When Lucka and I are together, we mostly talk about the various things and situations we have experienced. We try to meet as often as we can. Sometimes for a few hours a week and sometimes for the entire weekend."

What BUDDY taught me: "It's really hard to briefly explain what BUDDY means to me, as I could write an entire essay about it :). Friendship with Lucka means a lot to me. It teaches me patience, helps me socialise more and gets my out of my comfort zone."



BUDDY PROGRAM TODAY



HOW DOES BUDDY WORK

A unique process of shaping long-term mentoring relationships and fulfilling individual needs of children.

- **development of partnerships** with children's homes
- **selection of children** in cooperation with carers and social workers
- **recruitment of volunteers** based on geographic proximity
- **selection of volunteers** able to work with traumatized children (application, interview, group selection and training, personality test, criminal record certificate, contract with the volunteer and children's home)
- **introductory workshops** to prepare volunteers

- **mandatory training** for volunteers
- **workshops** based around topics arising from common problems and struggles among BUDDY couples
- **supervisions** focused on the issues of a particular BUDDY couple(s)
- **continuous monitoring** of individual goals set for each child
- **regular ongoing support** for each BUDDY couple

- **intensity of support reduced** - fewer educational activities & interventions as the relationship is fairly stabilized
- **reduced but continued monitoring** and evaluation of children / young adults
- **ad-hoc support**

1. FIND / SELECT

3. EDUCATE & TRAIN, SUPPORT, MONITOR

4. CARE



2. MATCH

- **targeted matching** of children and volunteers
- **setting individual goals** for every child, to be addressed through his/her volunteer

SUPPORTING ACTIVITIES

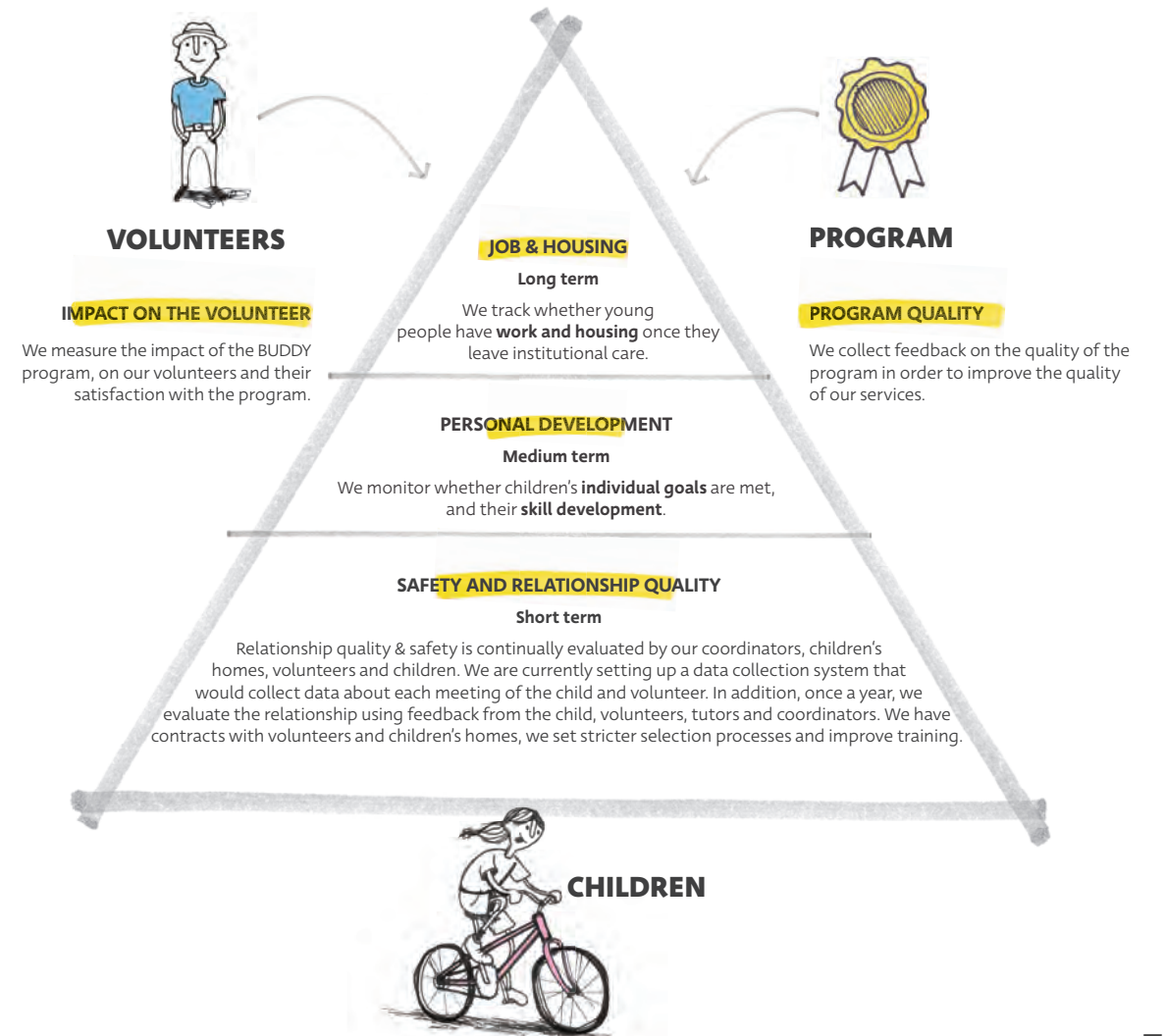
- **measurement & evaluation** of program results to increase program quality
- **material support** based on sharing mechanisms (jumble share among volunteers)
- **therapy** for addressing abandonment issues and other trauma

- **practical skills training** & support with homework
- **job placement & housing support** for children leaving institutional care
- **community building** through events (e.g. "BUDDY day")

- **training and workshops** for social care experts and the wider public on child development, parenting and the challenges of children growing up in institutional care

SAFETY, QUALITY AND IMPACT

We monitor the safety and quality of the relationship, the impact on the child and volunteer, while improving program quality.



RESULTS FROM MEASUREMENT PILOT

In 2017 we began to monitor the benefits of the program to children and volunteers. We also started to collect qualitative information about the relationships and feedback on the BUDDY program. Although our tools for measuring quality and impact are constantly improving, we would like to share the first results with you:

Problems and needs of children

- children's **main problems** – lack of self confidence and self love, insecurities, aggression, apathy, bad behavior and lying
- most children **need**, support, stability, security, love, attention, encouragement, acceptance, understanding and trust

Impact on children

- **96 %** of children want to continue to meet their BUDDY
- **94 %** of kids said it is "good" or "great" with their volunteer
- When we asked the children what they like to do together, most of them answered "simply spend time together and talk"
- **over 80 %** of the children answered that the volunteer:
 - helps them with anything (e.g. school, activities)
 - supports, motivates, encourages them in life
 - has helped them to change some behaviour (e.g. not hurting others, respect others)



Impact on volunteers

- getting a new view on things
- new experience
- having a friend
- meeting new people
- **personal growth:** humility, empathy, patience, knowledge, self-development, gratitude, re-evaluation of values, a new perspective on children from children's homes

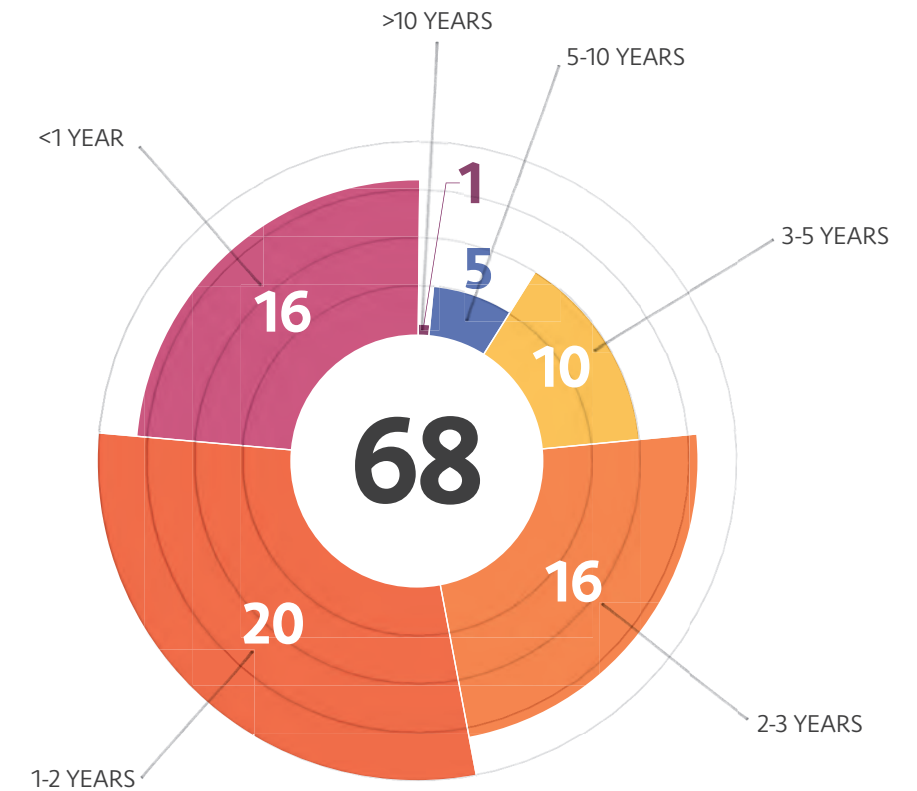
Satisfaction with the program

- **90 %** of volunteers surveyed answered that collaboration with the BUDDY organisation was "very good" or "excellent" (score 7-10)

Note: Questionnaire was filled by 40 from 68 volunteers and 47 of 68 children took part in interviews.

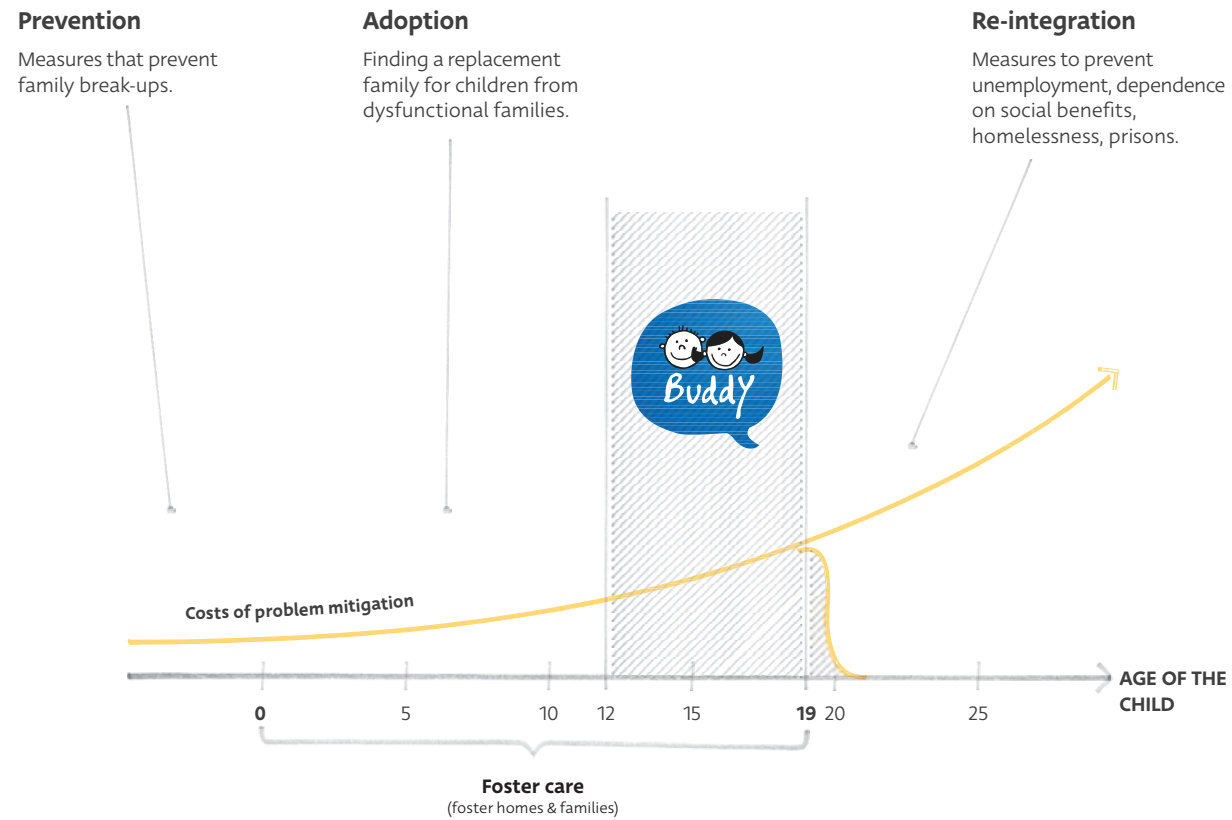
BUDDY PROGRAM IN NUMBERS

Number of BUDDY couples by length of relationship in 2017



OUR PLACE IN THE SYSTEM FOR VULNERABLE CHILDREN

Our ultimate goal is that children do not grow up in institutions.
BUDDY steps in to complement institutional care.



BUDDY PROGRAM IMPACTS EVERYONE

KIDS	ADULTS	SOCIETY
healthy relationships	tolerance	engagement
trust and self-love	humility	connecting two worlds
work and housing	self-awareness	better society



MICHAL ŠTERBÁK
34 YEARS OLD

Location: Bratislava

Occupation: Entrepreneur-logistics

How they spend their time: "We try to meet at least once a week. We often go for a walk with Andrej's little son."

Relationship duration: 2 years

What BUDDY taught me: "In the BUDDY program, I have learned a lot of things. I realized that the issues we, the "common people", are dealing with are negligible compared to the problems faced by children growing up in foster care."



ANDREJ HEINDL
23 YEARS OLD

Location: Bratislava

Occupation: Andrej works at a car carpet manufacturing company

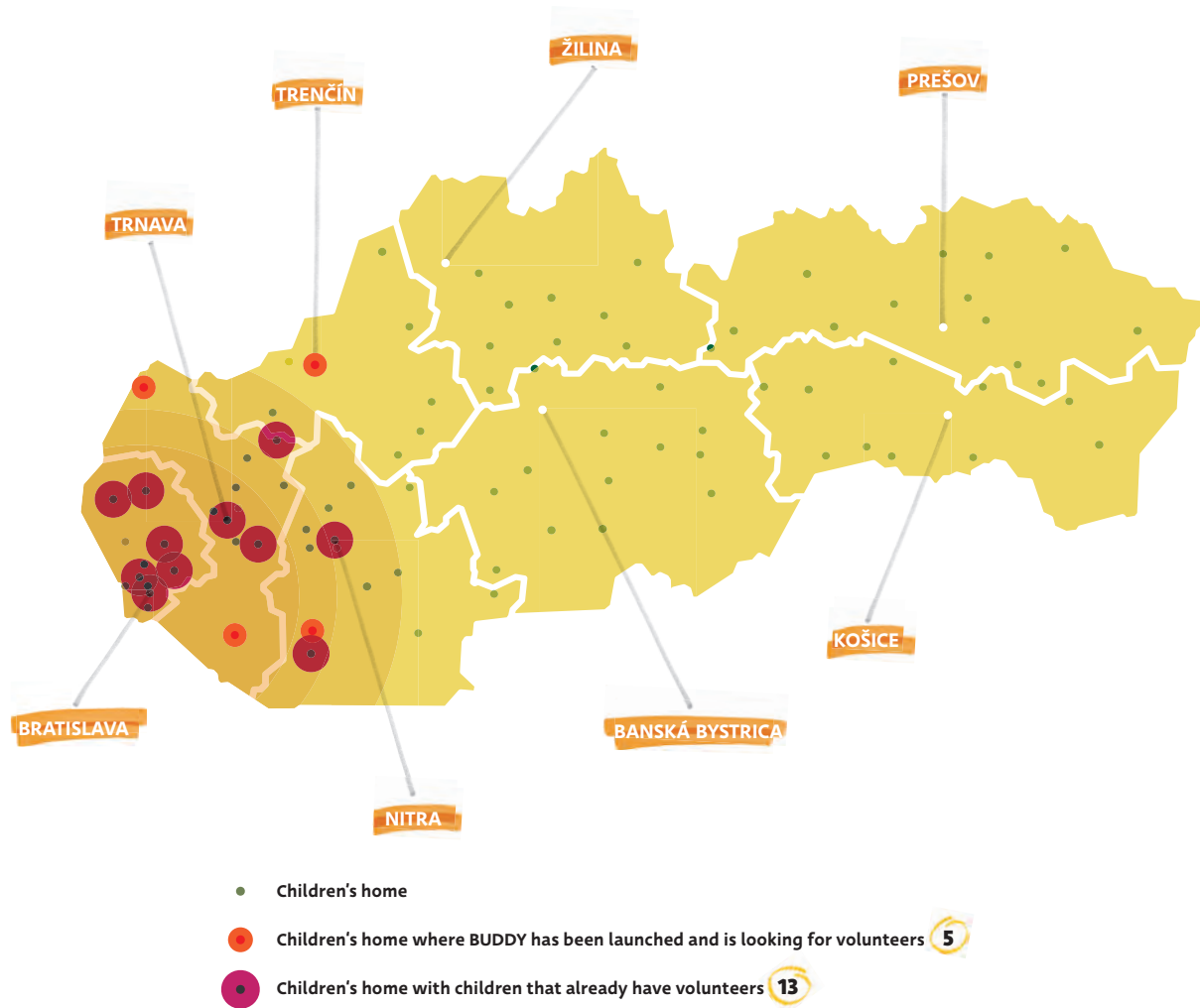
Relationship duration: 2 years

Aspirations: He would like to be a good father for his little son and visit New York.

What BUDDY taught me : "Michal helps me when I need something. He always has some advice for me when I'm not sure what to do. I consider him my older brother."

Housing: He is currently moving from protected living into his own rented accommodation.

CHILDREN'S HOMES COVERAGE



We are currently cooperating with **18** of the 96 children's homes in Slovakia

REVENUES AND COSTS 2017

EUR	2017	2016
REVENUES	269 500	83 627
Regular individual donors	77 535	8 798
Regular corporate donors	35 051	0
Grants	25 000	6 500
One-off donors	30 495	5 622
Foreign donors	87 000	47 861
P2% of income tax	10 661	13 439
Other	3 758	1 407
COSTS	210 486	122 758
Program	75 030	45 403
Management	51 000	29 590
Marketing and Fund-raising	51 379	25 611
Operations	33 077	22 154

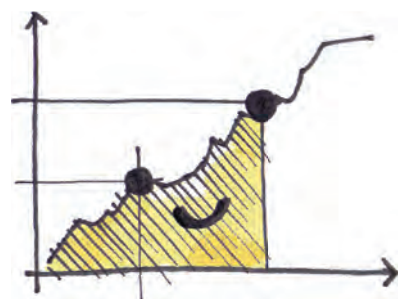


<p>Program</p> <p>coordinators, recruitment, volunteer selection, relationship management with children's homes, measurement and quality</p>	<p>Management</p> <p>main and supporting functions, development, external resource management, information system</p>	<p>Marketing and Fund-raising</p> <p>marketing experts, events, communication (fliers, facebook, blogs, web)</p>	<p>Operations</p> <p>telephones, utilities, accounting, office supplies</p>
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WE SUCCEEDED IN

Financial stability of the program is increasing

- The BUDDY program has **multi-source funding**. Individual and corporate donors make up most of the revenue.
- **Recruitment of first major Slovak donors** over EUR 10,000 confirms that BUDDY is not only valued for its emotional appeal but also for its professional rigour and the way it takes a systematic approach to solving a complex social problem.
- We've managed to **secure revenue of 270.000 EUR** compared to 84.000 EUR in 2016.
- In order to increase our financial stability, we have begun to concentrate on earning regular income. Regular monthly earnings accounted for 53% of total costs (compared to 7% in 2016) of the total costs. Most of these earnings were the result of individual meetings and presentations by the founder. The fundraising campaign has not been rolled out yet.
- **Cooperation with government and municipalities** has started - the Municipality of Bratislava, the Ministry of Labour, Social affairs and Family and the Borough of Bratislava. Nove Mesto have expressed interest in supporting the program financially.



BUDDY team is growing

- The **team grew by 6 new experts** (HR manager, quality and impact measurement expert, communications expert and part-time support from a university student).
- BUDDY program is developed by **people with shared values and expertise**, who genuinely care about fulfilling the mission and vision of the program.
- BUDDY **ADVISORY BOARD** that supports the organisation with strategically important decisions (protection of the child's rights, Marketing, Business development and Financial sustainability) started to meet regularly.

Program is attracting volunteers and children's homes

- In 2016, **289 new volunteers applied**, followed by a similar number in 2017. They found out about BUDDY from other volunteers or through the media.
- We have had **very positive feedback from all children's homes** we have approached for partnership.

Marketing and communication bears its first fruits

- We have managed to more than **double the number of fans** on social networks to 4000.
- **Care for donors and friends** of the program is crucial. In March 2017, we began to regularly inform our promoters, partners and donors using new monthly newsletters.
- Our **website** was launched on December 23, 2016 with the aim of recruiting volunteers. The average duration of visit on our site is over 3 minutes, which, according to experts, is a sign that our content is being read.
- BUDDY team, the founder as well as some selected BUDDY pairs have made many **media appearances**: we appeared on the main news programs of TV JOJ, Markíza, RTVS and FM Radio and articles in SME, Journal N, Health magazine, Plus 7 Days, Forbes, Profit as well as many local media. We are often approached by journalists. Such organic PR shows that BUDDY still has further communication potential.
- **FORBES TOP COVERS** and **PoP-Up Evenings** showed us the marketing and financial potential of these event formats.



We have started to collect data and measure impact

- We have begun to set up **more accurate ways of collecting data, monitoring the quality of the program** and its **impact** on children and volunteers.
- Today we have data on volunteers, children, their relationship and our training activities.
- We carried out a **measurement pilot** looking at the **benefits of the program** for children and volunteers, the **quality of their relationships** and their **satisfaction** with the BUDDY program.

WE HAVEN'T YET MANAGED TO...

Apart from the Orphan Opportunity grant, we have not managed to get another large grant (over 100,000 EUR).

Due to capacity constraints, we have not managed to grow faster in areas further away from the capital city of Bratislava (e.g. Holíč, Sered' or Dunajská Streda).

We have not managed to transform our cooperation with the central government into financial income.

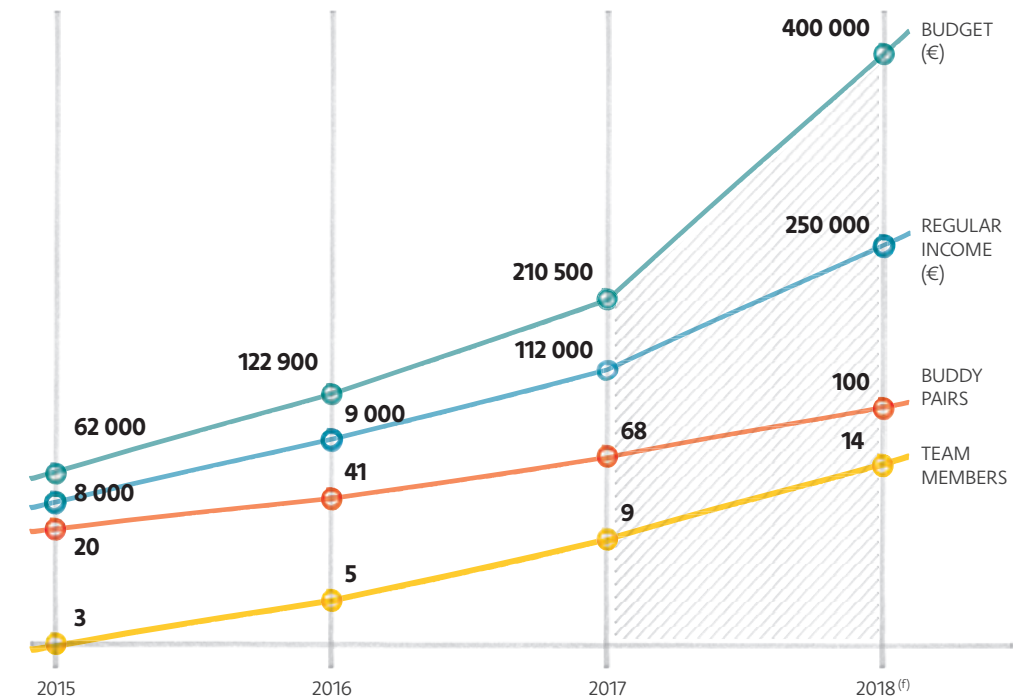
BUDDY is still financially dependant on the fundraising activities of the founder.

We have not managed to develop a mobile app for regular data collection from our volunteers.



PROGRAM GROWTH

In 2014 we identified our intervention model. Since then, our priority has been program growth, quality improvement and sustainable financing.



ALENA MAZÁNOVÁ
48 YEARS OLD

Location: Trnava

Occupation: Managing director of a marketing company

How they spend their time: "Most often we talk and when there's no time to meet in person, we call each other. For instance, last time we went to the theater or we bake cakes together."

Relationship duration: 2.5 years

What BUDDY taught me: "For me, BUDDY is a way to help someone else to navigate through life and share important moments – both happy and sad."



KRISTÍNA BALÁŽOVÁ
21 YEARS OLD

Location: Trnava

Occupation: Pracuje v RegalBurger

Relationship duration: 2.5 years

Aspirations: Finish school

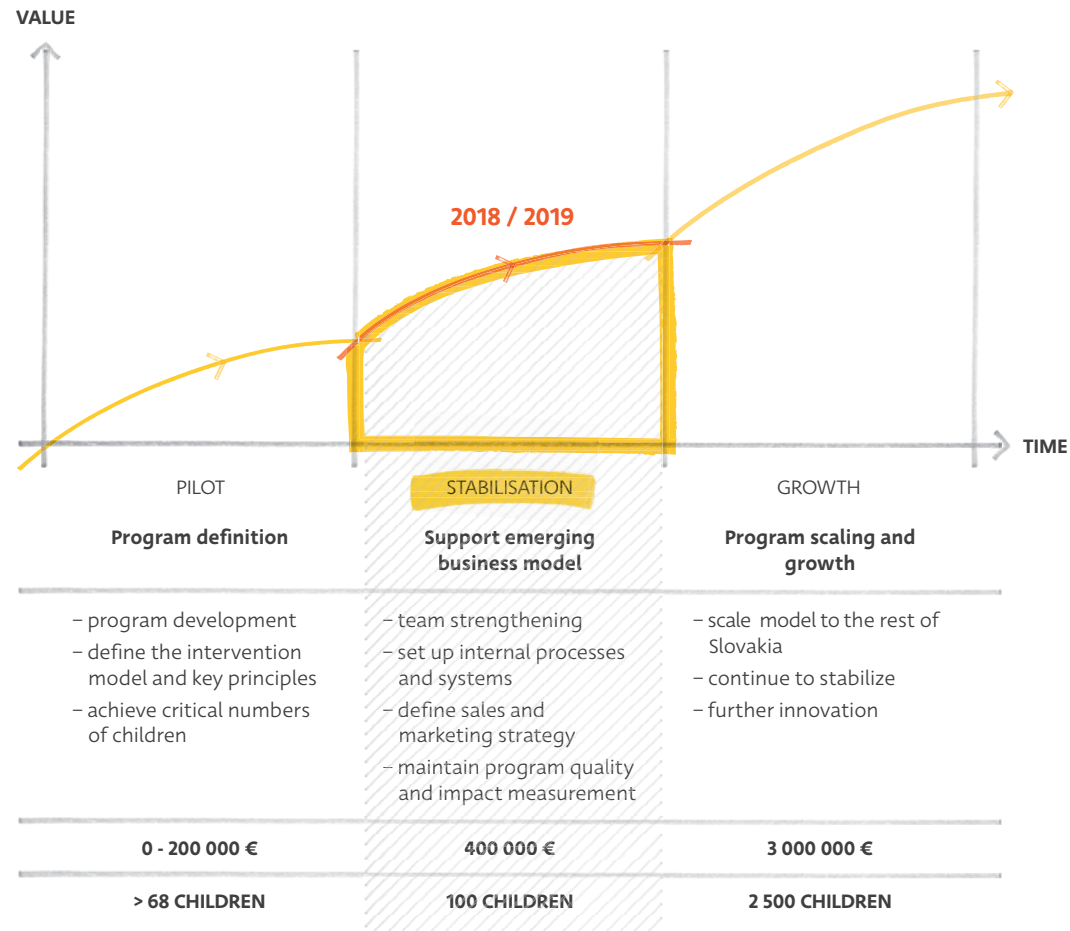
What BUDDY taught me: "My BUDDY Alenka is a person whom I fully trust and can always rely on. Alenka accepts me the way I am and cares about me."

Housing: Lives independently with her boyfriend.



STRATEGIC PLAN

In 2018 our investments will target growth for the future.

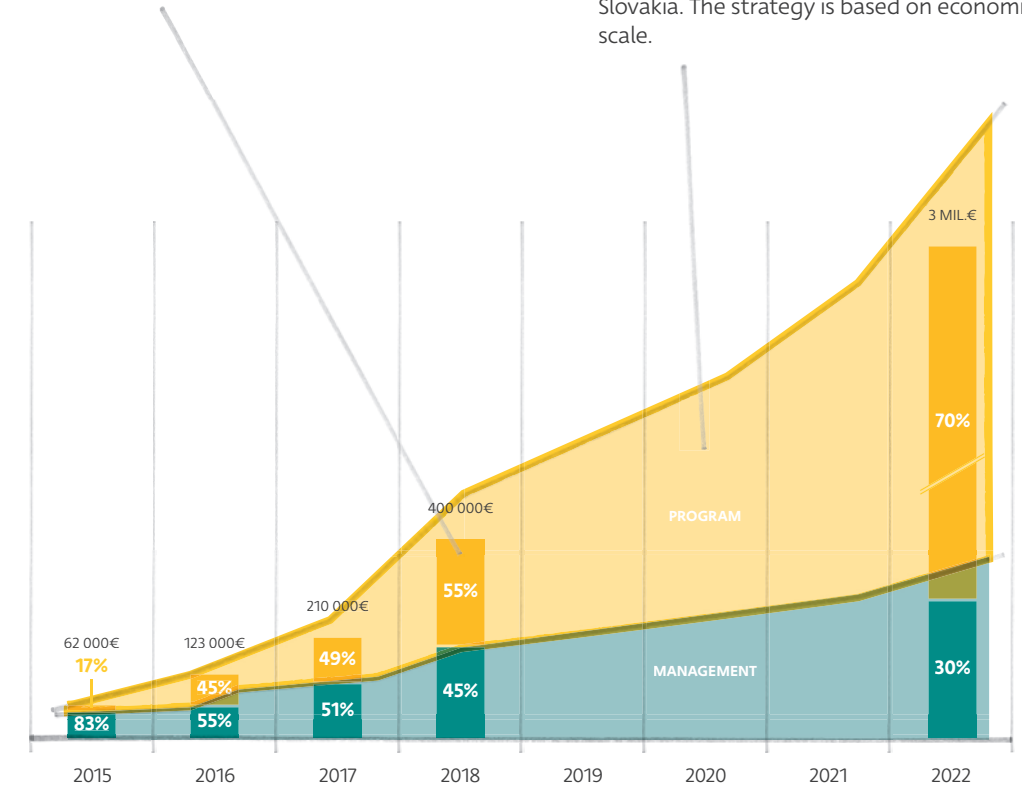


COST EFFICIENCY IN TIME

Scalable growth to other regions requires stable and efficient management

Professionalizing the BUDDY program requires investment in organizational capacity (management, marketing, IT, etc.), which will allow for more efficient operation and new revenue generation.

Once management and operations has stabilized, the funds will be allocated to a scalable growth of the program team in other parts of Slovakia, with a vision of further growth beyond the borders of Slovakia. The strategy is based on economies of scale.



THANK YOU

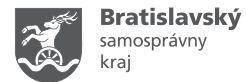
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**You cannot change the world, but you can change
the whole world of one person.**

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