



CHARITABLE FOUNDATION
CHILDREN'S FUTURE

Report of the Charitable Foundation "Children's Future"

for 2023



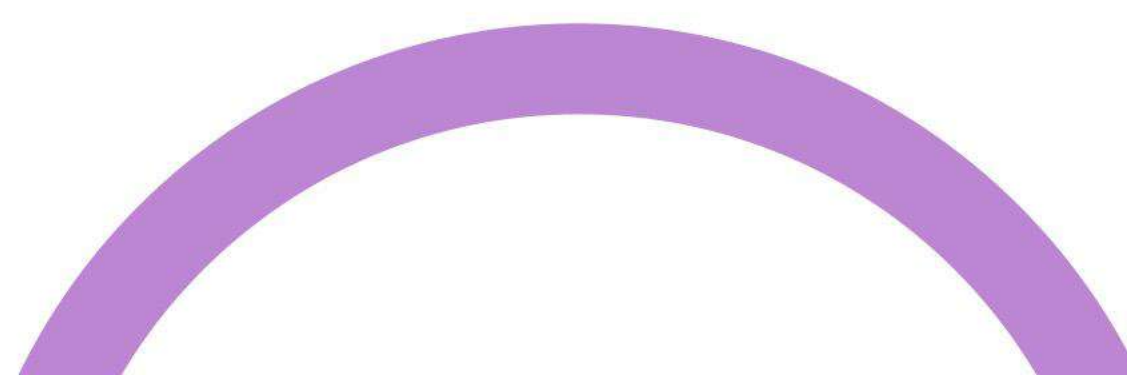
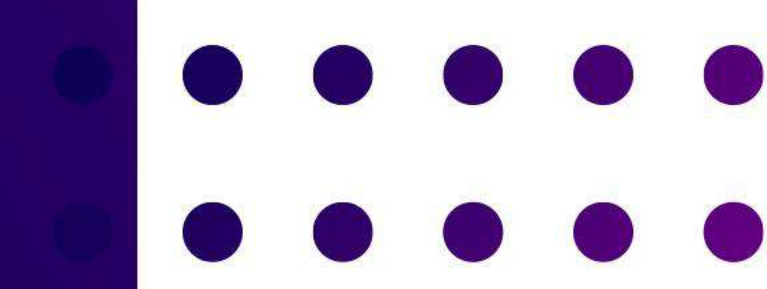
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Mission

The Charity Foundation 'For the Future of Children' is an influential agent of change in the education system of Ukraine through the utilization of innovative digital technologies.

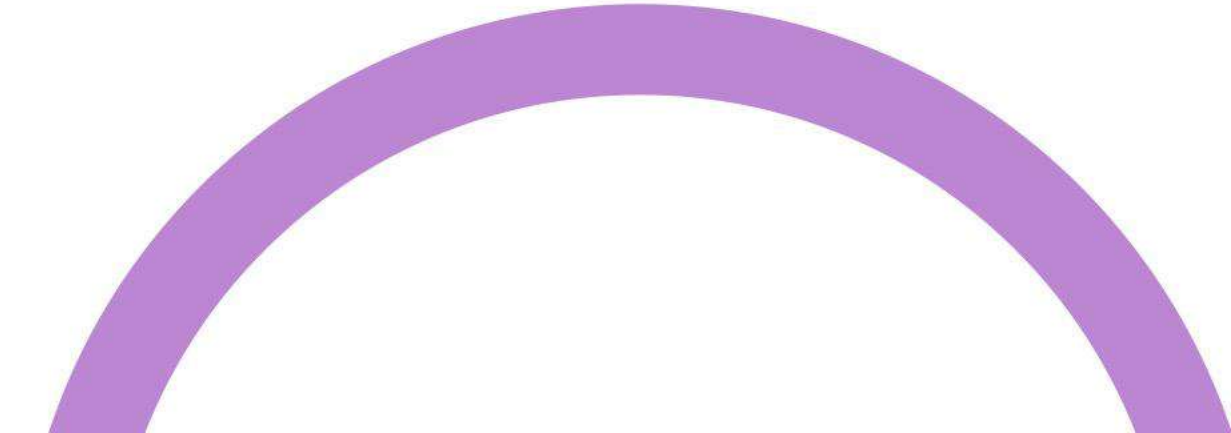
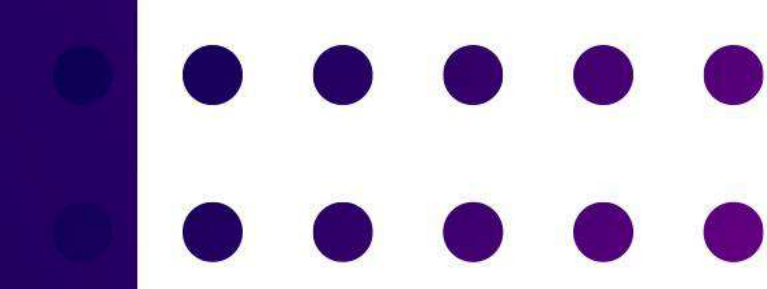
Our mission is to revolutionize the educational landscape of Ukraine by harnessing the power of cutting-edge digital technologies. We firmly believe that technology has the potential to significantly enhance the quality and accessibility of education, providing children with the skills and knowledge necessary to thrive in the 21st century.





Strategy

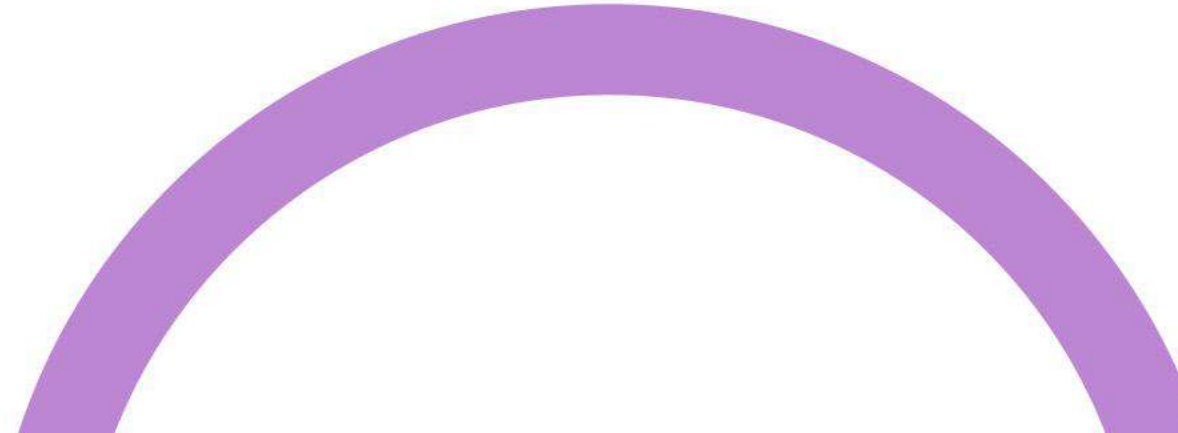
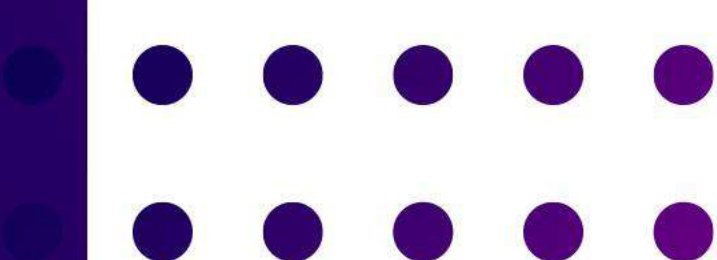
Through strategic partnerships and collaboration, we aim to integrate digital tools and resources into the educational system of Ukraine. Our goal is to provide necessary support for the effective utilization of these technologies in the classroom, creating a dynamic and engaging learning environment.





Expanding Opportunities

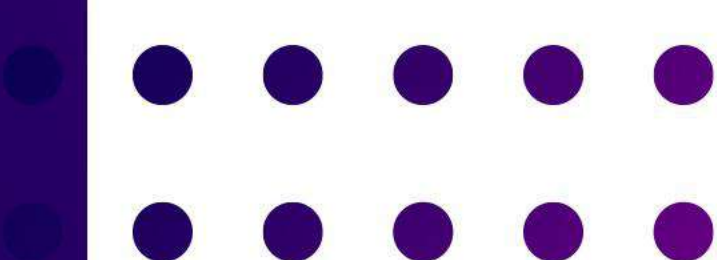
Utilizing the potential of digital technologies, we aim to bridge the gap in education, particularly in underserved areas, and ensure equal access to quality education for all children in Ukraine. We strive to enhance students' opportunities with digital literacy, critical thinking skills, and problem-solving abilities, enabling them to become active participants in the digital age.





Research and Development

Additionally, we aspire to conduct research and development projects in collaboration with partners in the field of educational technology, exploring innovative approaches to teaching and learning. By disseminating our findings and advanced expertise, we aim to inspire positive changes within the broader educational community.



Vision

Ukrainian children and adults affected by war have equal access to quality education, regardless of their place of residence or available resources.

The vision is realized through:

- Developing educational programs and initiatives in conflict-affected areas.
- Partnering with local communities, organizations, and government institutions.
- Advocating for the rights and voices of the affected to ensure their access to education.

The team of Charitable Foundation "Children's Future"



Yuriy Balkin,
Board Coordinator.
Director of Strategic Development
at "Optima Education Center"



Yevgeniya Stetsyuk,
Administrative Director
of the foundation



Oleksandr Mandrykin,
Chief Manager
of the foundation



Oksana Moroz,
Project Manager,
Fundraiser



Lesya Smelyanska,
Partnership Manager,
Fundraiser



Alla Zhernoklyueva,
Project Manager



Olena Opryshko,
Scholarship Program
Manager



The Supervisory Board of the Foundation

The Supervisory Board of the Charity Foundation "For the Future of Children" is a key body responsible for shaping the foundation's strategic directions and objectives. It consists of experts with extensive experience and knowledge in the foundation's field of activity.

The board was established in 2023 to serve as an advisory body for the foundation.



Members of the Supervisory Board



Oleh YERESKO,
Associate Professor at
the Department of Pedagogy,
National University of Life
and Environmental Sciences
of Ukraine.



Dirk ZORN,
Director of the "Education
and Next Generation
Development" program
at the Bertelsmann
Stiftung.



**Vladyslav
KUCHERENOSOV,**
Organizational
Development
Consultant.



Оссіаннілссон Ебба,
Professor, Vice President of
the International Council for
Open and Distance Education
(ICDE).



Kira SIROTENKO,
Chairperson of the Board
of the "Blagomay" Charity
Foundation.



Bess HAVINGA,
Managing Director
of the European
EdTech Alliance.



Yuriy BALKIN,
Board Coordinator. Director
of Strategic Development
at "Optima Education Center"

Projects of the Foundation in 2023

Scholarship Program for the Most Vulnerable Children 2023-2024 Academic Year:

Development and implementation of a scholarship program for children in the most vulnerable categories.


This program provides the opportunity to study at the Optima distance learning school for students in grades 1-11.

Categories:

- Displaced from the conflict zone
- Reside in conflict-affected areas
- Children of military personnel
- Children who have lost parents during the war
- Children with health impairments

In the 2023-2024 academic year, 580 scholarships were awarded.

The donors of the scholarship program are the Beisheim Stiftung foundation and the Optima Education Center.

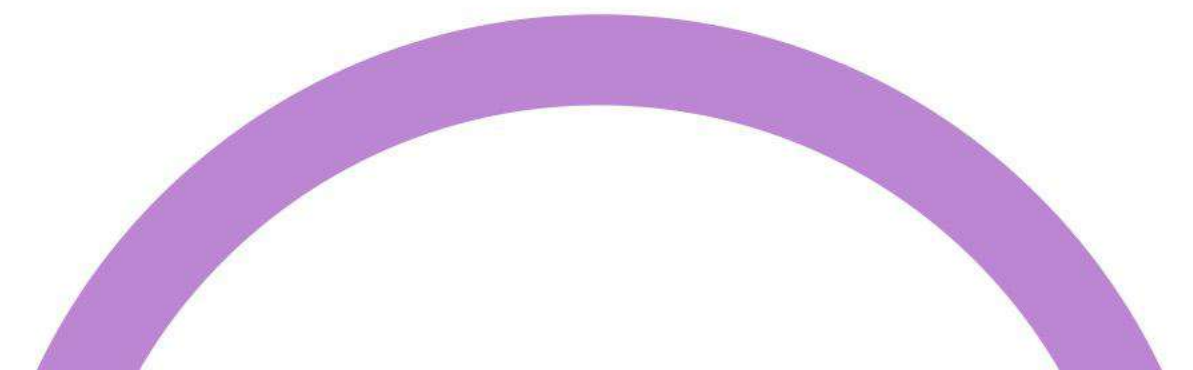
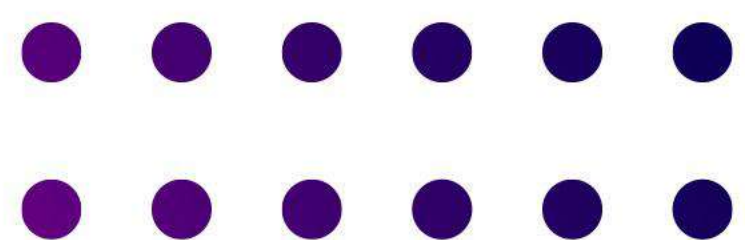


Projects of the Foundation in 2023

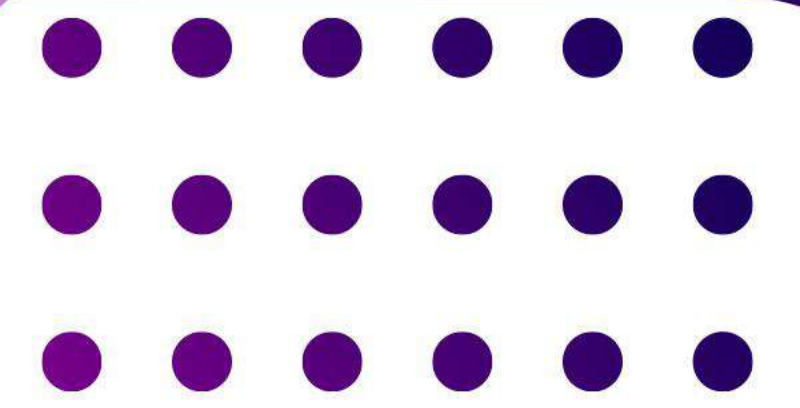
Distance Learning Recovery Program:

The program organizes distance learning recovery for Ukrainian schoolchildren affected by the war. This program provides students with free access to educational materials for two subjects over three months, enabling them to quickly catch up on missed material.

Utilizing the distance learning programs of the Optima Education Center, each student has the opportunity to study without any limitations, regardless of their place of residence or temporary location.



Projects of the Foundation in 2023

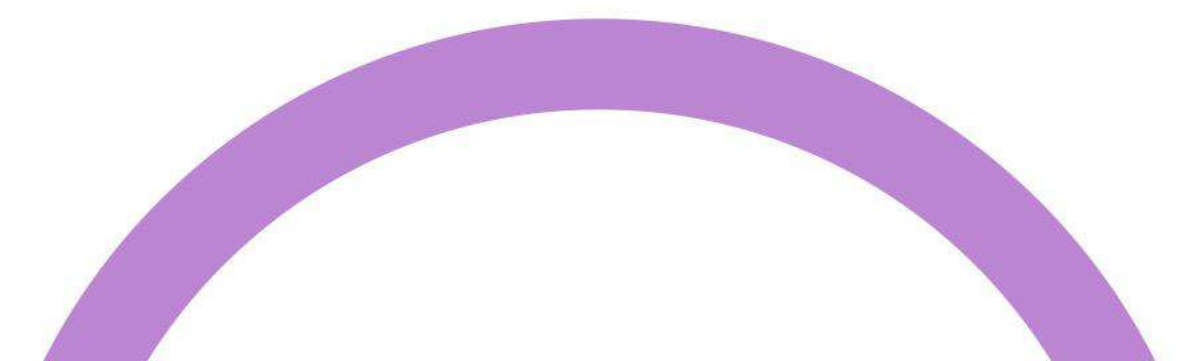


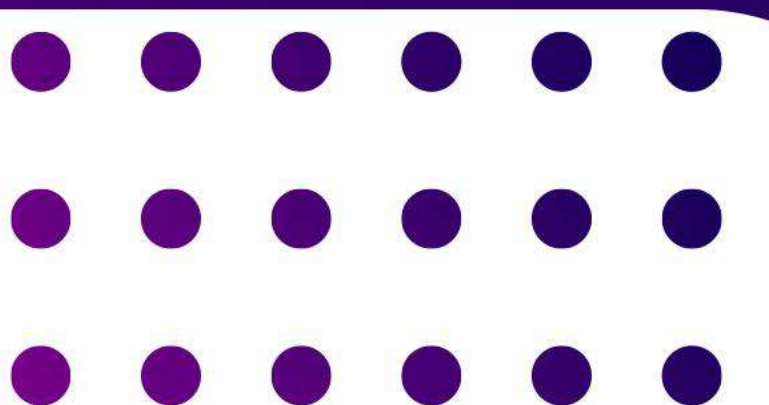

The charitable project "Recovery of Learning Losses" includes:

- Initial testing to assess knowledge gaps
- Self-study with interactive educational content
- Support from teachers for each subject using chat
- Final test upon completion of the course.

In the 2023-2024 academic year, 3650 children benefited from the program.

The donor of the charitable program is the OutcomesX fund with support from the UBS Optimus Foundation.

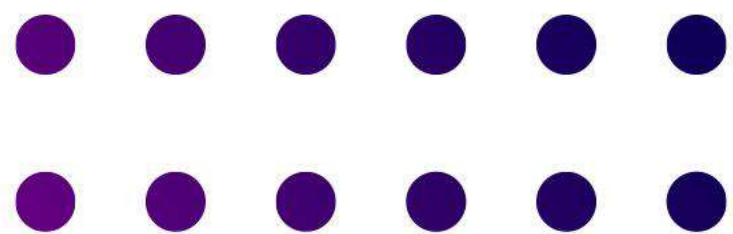




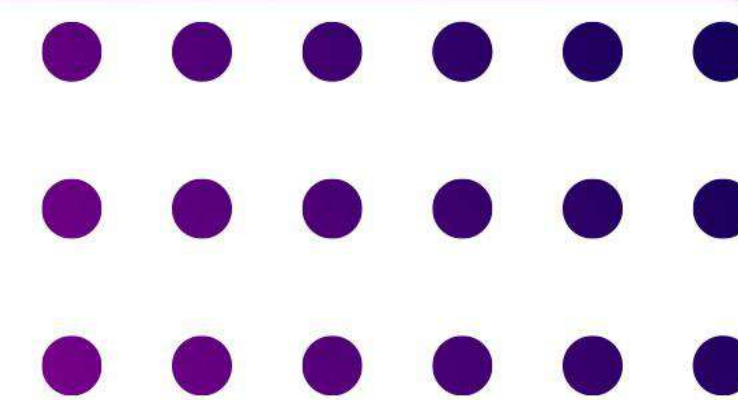
Projects of the Foundation in 2023

Hybrid Learning Program in Ukrainian Secondary Schools

The implementation of an innovative educational program using a blended learning format in Ukrainian schools based on the distance learning program of the Optima Education Center. This program combines distance learning technology with the traditional classroom-based system to improve the quality of education and ensure equal access to learning for all students.



Projects of the Foundation in 2023

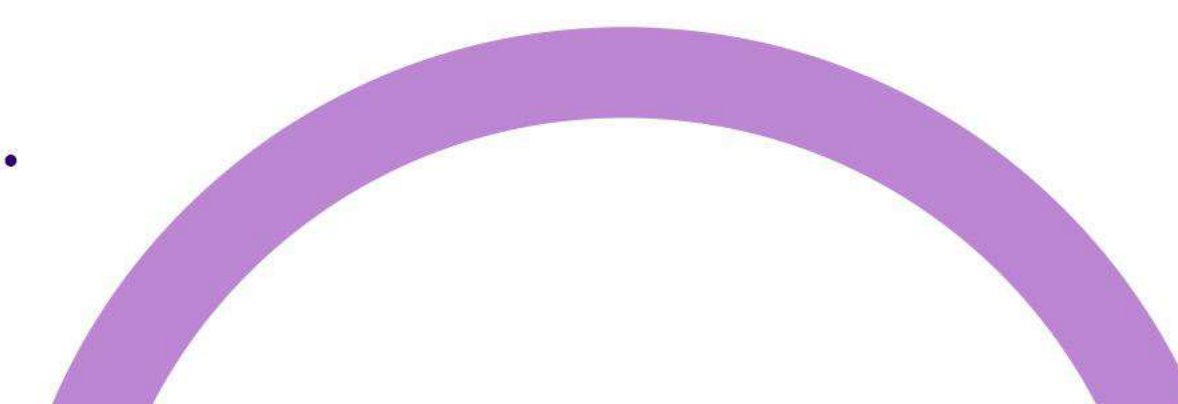


Hybrid Learning Program in Ukrainian Secondary Schools

Through blended learning, students have the opportunity to access distance learning materials, utilize cutting-edge technologies, control their pace and sequence of learning tasks, and also attend educational institutions for social interaction and adaptation.

The program was initiated according to the order of the Ministry of Education and Science of Ukraine dated December 2, 2022, No. 1087. In the 2023-2024 academic year, 2500 students from 45 educational institutions in Ukraine were enrolled in the program.

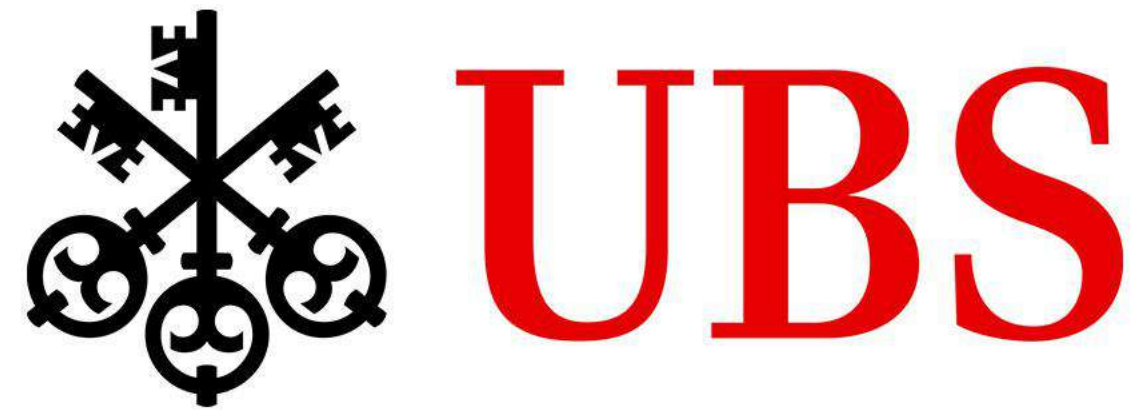
The donor of the program is the Optima distance learning school.



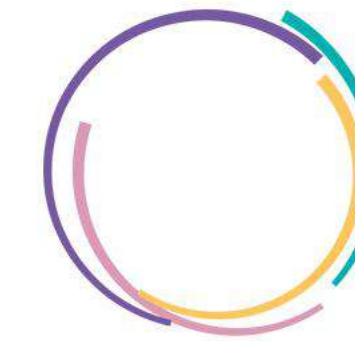
Partners of the Foundation



Foundation «OutcomesX»



UBS Optimus Foundation



Beisheim Stiftung

Beisheim Stiftung



Amazon Web Services



Optima Education Center

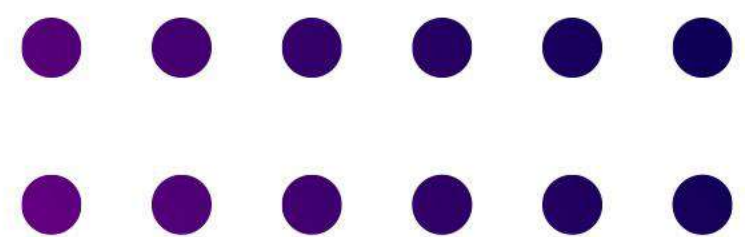


Charitable Foundation
«МРІЯ ДІТЕЙ УКРАЇНИ»

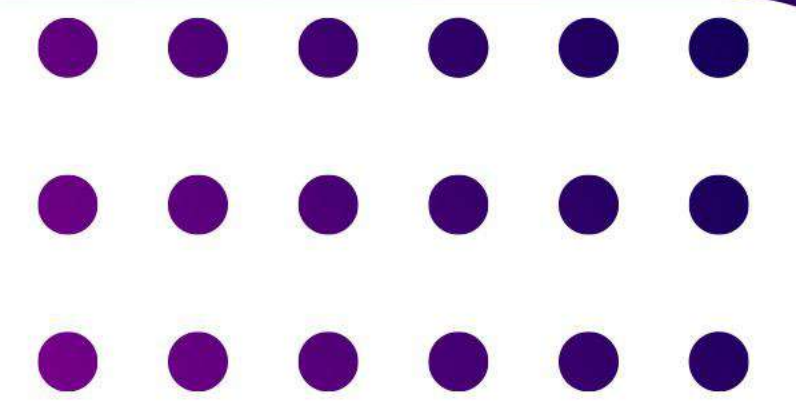


Partners of the Foundation

The partners of the "Children's Future" Foundation play a crucial role in the implementation of our projects and initiatives. They help us secure financial support, provide expert knowledge, and offer resources necessary to achieve the Foundation's goals. These partnerships are extremely valuable to us, and we sincerely appreciate our partners for their support and joint efforts for the benefit of children and the future of society.



The marketing of the Foundation



The Foundation" Children's Future" actively utilizes marketing tools to disseminate information about its activities and attract attention to projects aimed at improving the lives of children. Our marketing strategy includes the following key elements:

- **Website creation and maintenance:** Our website is the main source of information about our projects, programs, and opportunities for collaboration. We continuously update content, add new materials, and photos to provide users with relevant and engaging information.
- **Participation in the Google Ad Grants program:** We have successfully enrolled in the Google Ad Grants program, which allows us to place advertising in Google's search network for free. This enables us to increase the visibility of our activities among potential donors and partners.



The marketing of the Foundation

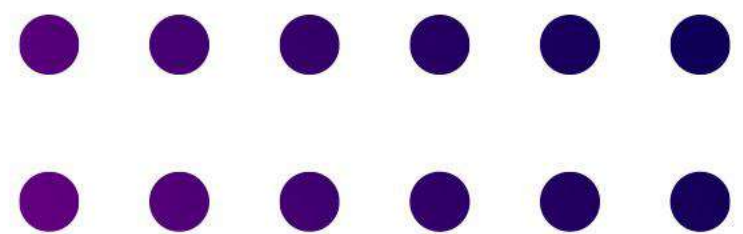
- **Social media presence:** We are actively present on social media platforms such as Facebook, Instagram, LinkedIn, etc. Through posts, advertisements, and engaging with the audience, we attract new supporters, raise awareness about our initiatives, and garner additional support.
- **Partnership relations:** We collaborate with other organizations, businesses, and the community to jointly implement projects and events. This allows us to expand our audience, exchange experiences and resources, and achieve greater success in reaching our goals.

We continue to actively use these marketing strategies to support our initiatives and engage new participants and partners in our collective efforts for the benefit of children and the future of society.



Results of the foundation's work in 2023

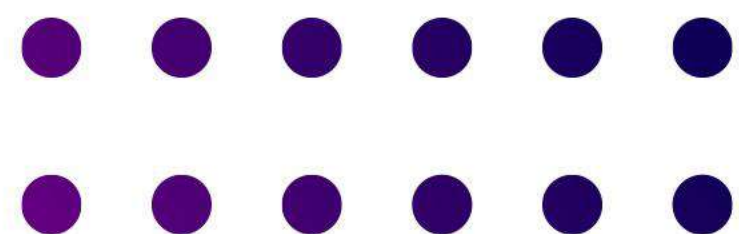
- Financial assistance received from partners: \$474,440
- Total number of children assisted in education in 2023: 6730
- Projects implemented: 3





Prospective Programs

"The Ukrainian Path" is a digital educational platform created for children living abroad. The program offers free distance learning in Ukrainian literature and history for grades 1-11. "The Ukrainian Path" provides a unique opportunity for Ukrainian families residing abroad to maintain a connection with their homeland and culture.

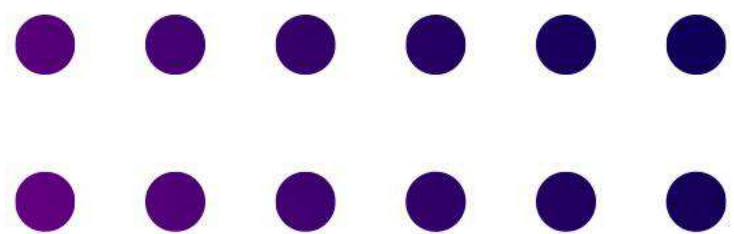




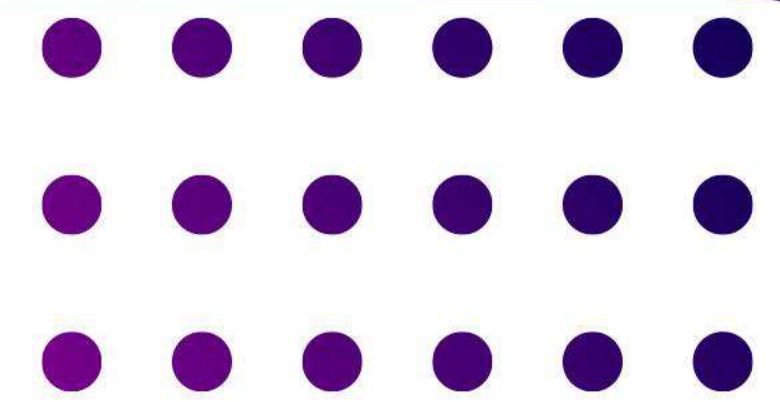
Prospective Programs

Expansion of the Scholarship Program:

- Scholarship program for patients of the OHMATDIT children's hospital;
- Scholarship program for student athletes;
- Program for inclusive children.



Prospective Programs



Supporting the Creation of an EdTech Accelerator

In Ukraine, the rapidly growing education technology (EdTech) industry faces a serious challenge: the lack of a specialized incubator (a dedicated ecosystem) to support and accelerate the growth of startups in this sector. Although the demand for innovative educational technology solutions is evident, the absence of supporting infrastructure hinders the development and scalability of EdTech startups. Without a coordinating center for training, mentoring, and shared resources, it is difficult to navigate the complex landscape of the education services and technology market. The establishment of an incubation program or the development of a specialized ecosystem tailored to the unique needs of EdTech startups in Ukraine is crucial for unlocking their potential, fostering innovation, and addressing the educational challenges of today.



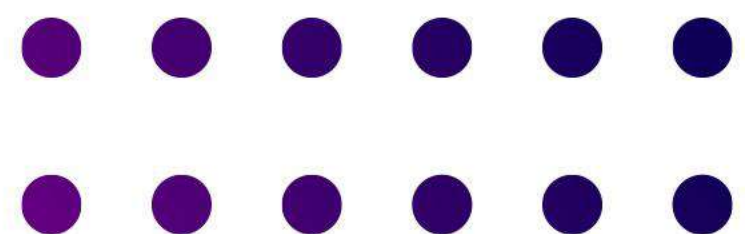


Prospective Programs

Supporting the Creation of the EdTech Ukraine Association

To ensure better access to innovative educational technologies in Ukraine and promote the development and implementation of modern approaches to teaching and learning processes, we support the establishment of the EdTech Ukraine Association.

This association will serve as a platform for collaboration, knowledge sharing, and advocacy for the advancement of educational technology initiatives across the country.



Our contacts

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