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Bulgarian Fund for Women is the only donor in Bulgaria which provides financial support to initiatives and activities focused on developing the women’s human rights and achieving economic, political and social justice. We grantmake to local, small CSOs, unregistered groups and feminist activists whose access to funding resources is limited but exactly these organizations are the motor of change and of solving local problems.

Our vision is a just world free of violence, discrimination and inequalities, where all girls and women can unfold their full potential, have equal opportunities and access to education, resources and services, and the freedom to make informed choices about their bodies and lives.

Our mission is to build and strengthen a movement of empowered women and organizations and to develop philanthropy as a means for achieving sustainable social change in Bulgaria by mobilizing national and international resources.

Our added value is that we are bridge builders: we have an expert understanding of the context and of the needs of our grantees and we help donors invest their funds strategically for greater and more sustainable impact.
The Year in Numbers

- **64** Direct grants
  to 40 grantee organizations & 12 grants
to individual activists and collectives

- **40+** Towns and villages
  where our grantees operate and 24
  projects with national coverage

- **5,000+** Direct beneficiaries
  and over 446,000 indirectly served
  population

- **9** Public events
  A march for women’s rights; a protest
  against violence against women; Women’s
  Rights Forum 2019; discussions,
screenings, fundraising sport event, etc.

- **8** International conferences
  Participation and talks at international
  gatherings in Belfast, Tbilisi, Vienna,
  Geneva, Nairobi, San Francisco, Vancouver,
  Victoria.

- **5** Nationwide campaigns
  Love Errors, My destiny. My choice, Test
  for champions, Where are the women
  artists?, Bulgaria gives.
GRANTMAKING IN 2019

Bulgarian Fund for Women provides money, organizational strengthening and networking opportunities for grassroots groups, activists and organizations to advance women’s rights, fight social injustice and achieve gender equality. The funds we raise are invested directly in the activities of small CSOs across the country. We are, in some cases, the first, main and sometimes only source of support for initiatives launched and led by women, girls and trans* people. We act fast and our application procedures are both rigorous and accessible, ensuring that emerging groups can tap into critical funding. We amplify women’s voices in civil society as a means to promote democracy because we believe that gender equality is fundamental for a truly democratic and economically developed society.
GRANTMAKING OVERVIEW

53% of the total budget was spent for direct grantmaking, grantmaking-related costs and capacity building.

Through 9 open calls for project proposals and 4 programs we supported 40 grantee organizations and 12 individual activists and collectives that implemented projects in over 40 towns and villages across Bulgaria, serving directly over 5000 beneficiaries.

53% of the grants were given for projects targeting controversial, traditionally marginalized and/or invisible issues and communities.

Second major grantmaking category was Strengthening Movements - 21%.

84% of our grantee organizations in 2019 were led by women.

44% of the grants were given to newly established CSOs or individuals (non-registered).

58% of the grants were distributed to support project outside the capital city.
### GRANTMAKING OVERVIEW

#### Grants Categories

- Invisible Issues and Communities: 26%
- Empowerment of Girls and Young Women: 11%
- LGBTQI Justice: 6%
- Ending GBV: 15%
- Strengthening Movements: 21%
- Controversial Issues: 21%
- Invisible Issues and Communities: 26%

#### Newly Registered (non-reg.) vs Registered

- Newly Registered: 17%
- Non-reg. / Individual: 56%
- Registered: 27%

#### New vs Old grantees

- New: 52%
- Old: 48%

#### Grantees based in and outside the capital city

- Capital: 58%
- Outside the Capital: 42%
Programs Impact

Investments in the development and civil participation of women and girls is a prerequisite for achieving greater societal awareness and understanding over gender issues. Global initiatives and political frameworks such as Beijing Platform for Action and Sustainable Development Goals 2030 set the way forward for gender equality, involving concrete measures for its achievement like increasing the political participation of women, combating gender-based violence and discrimination, and sexual and reproductive rights.

The Bulgarian Fund for Women’s Call for Projects & Programs mirror the lack of such specific activities in Bulgaria. They address the needs of the different groups of women and girls – from ethnic minorities, with disabilities, from rural areas, survivors of gender-based violence – through supporting organizations, informal groups and activists who work for the realization of women’s human rights.

We share overview of some of our impact in the next slides.
Investing in Women and Girls

The Call for Feminist Projects supported 11 organizations, informal groups and activists who developed their activities in 13 cities, reaching out to a wide audience of target groups – 87 girls aged 12-18, 1455 women and 30 men above 18 years. Thanks to the active efforts for dissemination and publicity, organizations funded under the initiative reached 95,841 persons.

How do non-government organizations change social and cultural environment and influence negative attitudes? Here are some examples by the organizations selected for funding:

“Young, active, creative” Association reached young women and girls aged 16-25 years from marginalized groups – Roma, girls living in the rural areas of Karlovo region, at risk of dropping out of school, training them to increase their professional competencies and job search skills.

Endometriosis and Reproductive Health Foundation with its project “Formulate Your Rights” aim to increase women’s knowledge about health and reproductive rights and how to defend them. The project provides support to women who have experienced adverse effects of medical interventions, increases public awareness of these issues and establishes a dialogue with interested institutions and organizations on practices and standards for informed consent.

Generation Foundation established a fund for financial support of female entrepreneurs from Lom, Montana and Vidin.

Levfem Left Queer-Feminist Group conducted an in-depth analysis of practices and policies in the field of care work, which mainly concerns disadvantaged women. The project examines existing labor practices and social policies in the field of “care” for older women in Bulgaria. Based on the results, the study forms proposals for reforms in the field of care work, and hence in the quality of care received.
A Joint Open Call for Projects against GBV by BFW and BCause

9 supported organizations working on the front line in the fight against domestic violence by financing activities amounting to 39,330 BGN.

The nine organizations worked with 212 women, victims of violence and 53 children, as well as with 21 men.

Activities to promote the projects and publicity services have reached over 10,900 people in social networks through online and print media, and information materials.

The results are impressive: 409 cases in which psychological assistance was provided, 95 legal consultations, 338 cases in which social work was carried out, 66 social risk assessments, 97 consultations by mobile teams in small settlements, 121 telephone consultations, 17 consultations with perpetrators of violence, 10 crisis accommodations, 5 court proceedings under the Domestic Violence Protection Act.
A Chance for the Invisible Super Moms Program

We have supported 16 super-moms in their journey of change - all of them successfully completed their courses in foreign languages, graphic design, cosmetics, manicure, restaurant management, MS Word and more.

All participants are single parents, in risk of poverty and survivors of domestic violence, who know in what direction they want to develop, have the motivation to learn and upgrade their skills.

We started the initiative in the begging of 2018 in collaboration with three crisis centres - “Gender Alternatives” Foundation in Plovdiv, “Animus Association” Foundation in Sofia and the “PULS” Foundation in Pernik. Since mid-2019, two more organizations have joined - “Mission Wings” Foundation in Stara Zagora and “Centre Dinamica” Association in Rousse - in such way we can reach single mothers from 5 different regions of the country.
Sense of a City: creative solutions for an inclusive and gender fair urban environment

“Sense of a City: Inclusive, Safe and Sustainable Plovdiv” is a project by the BFW, implemented as a part of the program Plovdiv – European Capital of Culture 2019. It offers a model for sustainable development of Plovdiv based on a bottom-up approach, where the citizens – women and men from all social strata, ages and ethnic groups, are empowered to identify problems and to offer solutions improving the urban environment, while Bulgarian and international artists demonstrated innovative and effective interventions in the urban environment.

„Sense for a City” challenges the understanding of urban development and the public environment as gender neutral and calls for a new, socially sensitive approach towards urban planning.

Art can be a tool for building more stable communities and can offer ideas on how to improve live quality of citizens. More on: http://city.bgfundforwomen.org.
Sense of a City: 8 female artists from 3 countries
We raise awareness and build strong partnerships to campaign in support of legislative initiatives or against legal documents leading to inequality and discrimination. We collaborate with our grantees and partners, create consortiums to participate in different initiatives, campaigns, projects and movements.
EqualBG is a coalition of 29 civic organizations, initiated by the BFW, with the goal to unite the fragmented non-profit sector in Bulgaria to address the shrinking space for the civil society and to respond to the anti-democratic and the anti-human rights trends through consolidation of diverse CSOs, especially small organizations from remote areas with limited resources, on the basis of shared pro-democratic and pro-human rights values. Moreover, the coalition aims at capacity building of each CSO in terms of knowledge and skills needed to respond to these challenges.

One of the main coalition activities is building and implementing an effective communications campaign, which exposes these threats and builds a positive image of the civil sector.

The leading principle of the coalition’s growth will be to include a diverse portfolio of CSOs, working on a variety of issues like women’s, LGBT+ and minority rights, civil society development, freedom of speech, social justice (social inclusion and poverty reduction), education, environmental protection, media freedom, etc.

The structure of the coalition: a formal organization leader (BFW) and organizations leaders of internal working groups depending on the needs and skills. All members are involved in the various activities and the decision process employs open and democratic practices.
EU Parliament candidate, key experts and civil society leaders meet at BFW’s Women’s Rights Forum 2019

For a second consecutive year the BFW, in partnership with the Friedrich Ebert Foundation, created a platform for dialogue between politicians, key experts and representatives of some of the most active civic organizations, working on issues of equality and violence against women. The event was the closing part of the three-day Annual Meeting of the BFW’s community. Elena Yoncheva – an MP in the 44th Bulgarian National Assembly and a candidate for the EU Parliament, Zaritsa Georgieva – International Coordinator of the Bulgarian Greens Political Party, Irina Ivanova – Head of Equal Opportunities, Antidiscrimination and Social Assistance at the MLSP, Penka Stoyanova – Inspector in General Directorate “National Police”, National Coordinator on the Topics of Domestic Violence in the Ministry of Interior, and Dobryana Petkova – Chief Expert at the National Commission for Combating Trafficking in Human Beings discussed current problems women and girls are facing in Bulgaria. They met with representatives of nearly 30 civil organizations from 10 cities in Bulgaria.
March for Women’s Rights 2019

BFW organized the March for Women’s Rights for a third consecutive year. March 8 is still a day of political discourse and activism. Because we deserve to live in a just world in which to be free and respected. We insist that we should not be victims of violence, receive wages and pensions not just equal to men’s, but also guaranteeing a dignified life. We call for the ruling parties to work for laws and institutions that protect and uphold the human rights and human dignity of all women, regardless of their ethnicity and religion, age, sexual orientation, gender identity, migrant and socio-economic status or disability.

For as long as there’s violence, the fight will go on

Bulgarian Fund for Women and 13 feminist organizations and collectives, organized a protest on the International Day Against Violence Against Women. The protest’s slogan was “For as long as there’s violence, the fight will go on”. The event aimed to draw attention on the lack of institutional framework on gender-based violence’s differentiation requiring specific set of contra-measures. The protest’s organizers consider the gender-based violence tightly linked with a number of social problems such as public services crisis, including healthcare, racism, lack of support for people with disabilities; homophobia, transphobia.
**Love Errors - a prevention campaign against gender-based violence**

On Valentine’s Day, the Bulgarian Fund for Women launched the Love Errors campaign that reminds people of the most common delusions about love. The aim of the campaign is for young women and girls to recognize early signs of violence and to encourage them to be more brave and loving themselves. The series of illustrations and statements, causing natural disagreement in the audience, aim to expose the most common clichés that justify violence against women. The different types of abuse are explained on the website LoveErrors.bg, as well as contact information for emergency help and consultation.

**My destiny. My choice.**

“My destiny. My Choice” is an information campaign on women’s reproductive rights, which aims to popularize Bulgarians’ attitudes about the topic and dispel myths used as arguments to ban legal abortion in Bulgaria. Landslide support by 89.5% of Bulgarian society for the right to a planned legal abortion is demonstrated in the data from a study with nation-wide representation that was commissioned by the Bulgarian Fund for Women and conducted by the sociological agency Alpha Research.
BFW marks the 16 Days of Activism against Gender-Based Violence with a campaign towards men

To mark the start of 16 Days of Activism against Gender-Based Violence, BFW launched an online game called Test for Champions that questions the meaning of the words “strong man”. It aims to draw the attention of the male audience to the problem of violence against women.

BFW is convinced that men can play a central role in its elimination if they start to question stereotypes on what a “real man” and a “real woman” is meant to mean and if they change their attitude towards the issue of violence. The campaign attempts to raise awareness and to encourage men to take part in the process of achieving gender equality, which would lead to significant decrease in the number of victims of gender-based violence.

Bulgaria Gives Campaign

The national campaign is a product of a cooperation between nongovernmental organizations, including the BFW, which have come together to promote and encourage the individual giving in the country through a yearly campaign in the beginning of the spring.

The main goals of Bulgaria Gives are:
- To promote donating as a crucial form of support of the causes we care for;
- To encourage more people to donate for causes chosen by them;
- To increase the public trust in NGOs who work in social and environmental favour;
- To increase the capacity of NGOs to present their causes and to fundraise.
Provides a snapshot of the current state of affairs of the CSO sector in Bulgaria which works on women’s rights and gender equality. The report presents an insight on the key issues and general social trends affecting the development of these topics within the larger political and social context, and points out specific needs for advocacy and lobbying for women’s and girls’ rights and gender equality in Bulgaria.

National-representative survey commissioned by the BFW and conducted by the sociological agency Alpha Research that marked the start of an information campaign on women’s reproductive rights named “My destiny. My Choice”.

Position of the Bulgarian Fund for Women regarding the European Parliament elections held in May 2019.
RECOGNITION IN 2019

The Bulgarian Fund for Women campaign “LoveErrors” was awarded the Effie Bronze Award in the Social Campaign category. It is implemented with the support of Avon Bulgaria and the creative partnership of the agency Direct Media I KRES.

The Effie Global Marketing Award is awarded to the most effective campaigns whose results and achievements can be demonstrated by concrete and measurable indicators.

“LoveErrors” campaign reached more than 2 million people and engaged more than 50,000 to comment and share her messages. From the start of the campaign in February to September 2019, the two domestic violence hotlines reported 14% increase of the calls and signals.
RESOURSE MOBILIZATION IN 2019

We raise funds from national and foreign donors through various initiatives. Thus, we support the development of a donation culture and a new vision of philanthropy as a tool for social change.
The total raised amount for 2019 was 514,902 USD.

Main sources of funding (89%) remained international philanthropic organizations – private foundations, women’s funds and INGOs, followed by foundations within the country.

53% of the budget was dedicated for grantmaking and capacity building of our grantee partners.
Financial Figures

- Total amount raised: $514,902 USD
- Donors (6 new): 15
- Individual Donors: 351
- Budget growth: 57%
- Distributed in direct grants: $109,704 USD
- Total expenditures: $304,039 USD
Our Donors in 2019

We thank all our donors and supporters, partners and friends!