

Proceeds brought in by the Personal Charity
private donation program and the efforts of Renova Group
partners in Renova Charity Foundation
projects for 2015 -2016 (through April)

2016



БЛАГОТВОРИТЕЛЬНЫЙ ФОНД
РЕНОВА

Program expenses

2008 – 2014	2015 r		2016 (as of April 21)	
<u>Receipts (RUB)*</u> (private donations; percent on the deposit; donations from the organizations) 11 230 000	<u>Receipts (RUB)*</u>	<u>Expenses (RUB)</u>	<u>Receipts (RUB)*</u>	<u>Expenses (RUB)</u>
	2 740 351	2 205 820	36 200	540 808
<u>Expenses (RUB)</u> 20 380 000	Private donations collected through fund drives at the Corporate Center 115,247	IES Holding (T Plus Group) 932,101	Special-purpose receipts from West Wing Russia 35,000	Anita Center Jewish boarding school 35,000
	Charitable lottery held as part of the Renova – team event in Zurich 1,040,700	CHIBIS Award 100,000	Private donation 1,200	CHIBIS Award 300,000
	A.A. Shtorkh 100,000	Medical treatment for T. Pozdnyakova, a Corporate Center employee 52,303		Anita Center Jewish boarding school (funds from Renova Charity Foundation) 205,808
	A.V. Moskov 500,000	Daisy Charity Foundation (medical treatment for Y. Kryukov) 102,300		
	IES Holding (T Plus Group) 932,101	Medical treatment for B. Belkin 324,000		
	CJSC Renova Group 52,303 (medical treatment for T. Pozdnyakova, a Corporate Center employee)	Medical treatment for A. Yefremenko 163,000		
		Sunflower Charitable Foundation 100,000 (for Christmas master classes)		
		Faith Charitable Foundation 11,230 (proceeds from the Renova Charity Market)		
		Support for other foundations 104,017		
		Renova Charity Market 300,825		
	Organizational expenses 16,044			

Balance on 4/21/2016: 8 024 099.55 RUB

Donor Day



Twice-yearly event of the companies in the Group. Eight companies held their own Donor Days in 2015 (April/October). **More than 2,000** employees participated. **The Corporate Center collected 40,397 April 16**



Holiday Trees Charitable Campaign (Christmas fair)



Three stately fir trees were decorated with hand-crafted ornaments made by Corporate Center employees. The trees were taken to the Nasanova Rheumatology Research Institute to cheer up patients forced to spend New Year's Day in the hospital. The Sunflower Fund, which benefits children with immune systems disorders, raised **22,550 rubles** during the fair.

Alms box

Donated items (which filled a truck to capacity) were delivered by a group of volunteers who work at a hospital in the Dalneye Konstantinovo district of the Nizhny Novgorod region, and **the collected items were given to elderly** nursing home residents through the charitable fund Happy Golden Years. Also carrying the Alms Box baton were KORTROS Group, AKADO Group and JSC Orgsintez Group.



Garage sale/bazaar

Employees took the opportunity to donate unneeded home furnishings. Donated items not sold during the campaign were given to the nonprofit thrift stores Shop of Joys and The Charity Shop. **50,000 rubles** was raised for the Faith, Heartwarming and Sunflower charitable funds.



Charitable event чая акция

A person's life is not pocket change!

Donate change and save a child!

More details at www.life-line.ru



ЛИНИЯ ЖИЗНИ
ПРОГРАММА СЕСТРИН ТВОРИТЕЛЬНЫХ ДЕТЕЙ
 Saving children together!

Give change, save a life!

Corporate Center employees have set up a coin drive. No trips or complicated bank transfers are necessary. People can simply bring whatever change they have in their pockets, purses, and piggy banks or keep on the shelf in a coin jar. What may seem like a meager pittance can actually save children's lives.

The campaign is based on the fact that nearly everyone has a box or jar where family members drop change from their pockets and purses. It sounds like nothing, but you can come up with a really nice chunk of change when you put all those coins together! Proceeds from many companies' fundraisers help treat children with diseases of the heart, brain and spine. The campaign was also supported by KORTROS Group.

Paper recycling drive (scheduled for May/June)

as part of either a company Subbotnik (Saturday volunteer cleanup event) or one of the Fund's charity events





An exhibit of the work of the deaf and blind sculptor Alexander Silyanov in the lobby on the first floor at the Renova Group office. The event is put on together with the So-edinenie (Connection) Foundation, which supports people who are deaf and blind <http://so-edinenie.org/>

The exhibit is intended to draw attention to the problems of deafness-blindness, change perceptions that deaf-blind people can't make things and live a full life, and also give the lobby a new look for the time being.



Assistance for the residents of the Brotherhood of Mercy Orthodox boarding school and the monks of the Saint Alexius the Hermit Monastery.

Bedding purchase for pupils in the amount of **40,000 rubles**

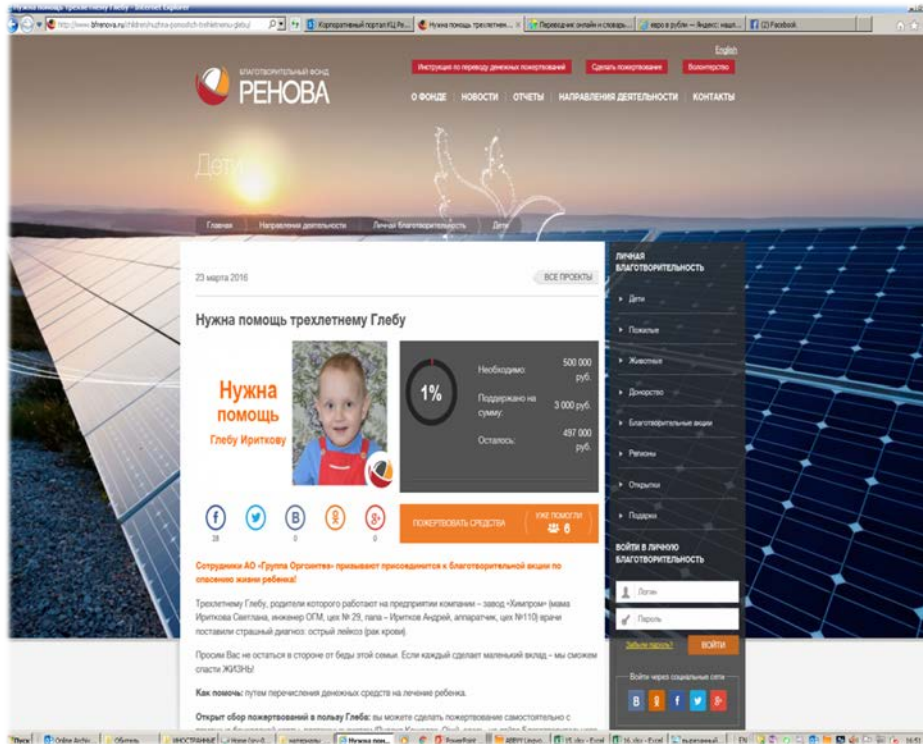
Assistance to a child under the patronage of DAISY Charitable Foundation

Payment for medicine for Yegor Kryukov (11 years), who is recovering after a kidney transplant. Funds were collected through the Foundation's website **Amount donated: 102,300 rubles**



Aid for employees of disadvantaged families (donation of household appliances and musical instruments to various foundations)

A payment collection system on the website lets donors transfer funds online



Payment can be made with bank cards and electronic wallets (QIWI, Yandex, WebMoney), as well as by personal bank transfer by using the details of the Foundation

The Fund's Facebook page



2015 - 2016 (through March)

5 charitable campaigns were held on the website to raise funds and provide news coverage of the charity-related groups.

- + Information on and coverage of various social groups
- External Internet users **(often with a bias against the corporate Fund)**

Assistance provided to two students of a boarding school for visually impaired children under the Personal Charity program

- ✓ Payment for Boris and his traveling companion's trip to Israel (Tel Aviv) for consultation on additional treatment for cystic fibrosis, a severe, incurable lung disease **Paid 324,000 rubles**
- ✓ Payment for Anna and her traveling companion's trip to Germany (Munich) for the treatment of severe retinal detachment **Paid 163,000 rubles**



Assistance to the Jewish orphanage Anita Center Big Family

- fundraising event
- the work of a team of psychologists (seminars and personal orientation training, relieving anxiety, career guidance)



The Charitable Foundation helped organize a fundraiser for the Jewish orphanage that **raised 201,308 rubles.**

**Payment to psychologists
180,000 rubles**

The campaign brought in 350,000 rubles

A charity lottery during the Renova-team event for Swiss colleagues and representatives of Renova's international businesses

- Introduction to the Fund's activities
- Broadening and strengthening contacts
- Holding informal discussions on plans for the future



The 1,040,700 rubles the Program brought in was used to pay for medical treatment for children at the boarding school for visually impaired children in Malakhovka who are under the patronage of the Foundation



Purpose:

- Encouraging social and charitable activities and responsible citizenship among the employees of Renova Group

Main criterion:

Direct employee involvement in projects

Contest winners:

non-profit organizations, funds, municipal organizations and charitable initiatives that receive or are scheduled to receive charitable assistance and/or volunteer support from the employees of Renova Group

Awards

The winning organization/project's charitable donations is 100,000 rubles
Among other things, the winning project gets an opportunity to receive non-competitive donations under Personal Charity, a Renova Charitable Foundation program

10 winning projects were chosen during the 2 contests

**48 projects
were
presented by
participants**



Private
Interesting
Charitable
Initiatives of
Employees
Encouraging charitable
initiatives by
employees

Together We Can Do It (charitable project)

Company: OJSC Kirov Utility Systems

Beneficiary: World Without Borders, a public youth organization in the Kirov region

<https://yadi.sk/i/OJj0Ue15qTtmo>

Project summary: a crowd-funding campaign aimed at building the region's first inclusive playground to accommodate children with differing capabilities. Apollo Park, in downtown Kirov, was chosen as the site for the playground complex.

Since 2008, OJSC Kirov Utility Systems has operated the park under an agreement with the city of Kirov. Apollo is the only specialized children's city park in the Kirov region.

http://vk.com/apollo_vmesyepoluchitsia



PLAY SET
FOR CHILDREN WITH DISABILITIES

ПЛЕКС
ОЗМОЖНОСТЯМИ

TOGETHER WE CAN DO IT!

Let's help kids be happy! **ИВЫМ!**

Ways to contribute to construction of the playground in Apollo Park: Text 4647 with the word "Apollo" and specify the amount after a space.

More information and details on payments by bank are available at:
https://vk.com/apollo_vmestepoluchitsya
<https://www.facebook.com/vmestepoluchitsya>

Together we can do it!

"Utilities: A Necessary Profession" benefit project**Company:** OJSC Kirov Utility Systems**Beneficiary:** Orphanage for school-age children in Kirov

Project summary: occupational training for youngsters at a Kirov orphanage that gets them involved in hands-on activities in the fields of the company's operations and teaches them to apply this experience for society. Master classes in the trades (metalwork, carpentry) are taught at the orphanage and reinforced through volunteer projects (construction and installation of nesting boxes in the park).



Elaboration of the project: Upper-level students at the orphanage boarding school take regular master classes, gain proficiency in a trade, acquire practical work experience and have a chance at employment once they graduate. The project raises the profile of the profession, leading to the possibility of implementing it in other branches of Russian Utility Systems

News story - First City Channel

http://www.youtube.com/watch?t=16&v=MxxJ_busu7g

Kirov Utility Systems Team Presentation Video

<http://www.youtube.com/watch?v=IY0gGUg-piM>

"A Step into the Wide World" benefit project

Company: Ural Turbine Works

Beneficiary: State Pantomime Theater of the Sverdlovsk Region at Yekaterinburg Boarding School No. 11, which has an adapted general education curriculum

Project summary: Harnesses the creative potential of theater to help hearing-impaired children learn adaptation and socialization skills. Offers the Pantomime Theater greater exposure through such things as Proteatr, a special theater festival in Moscow.



Boarding school No. 89 for hearing-impaired children is near the Ural Turbine Works. Several of its graduates work there.

Ural Turbine Works employees will help stage a children's play, allowing the school to participate in the theater contest, and they **will be able to watch the premiere at their New Year's corporate event**

"A Friend for All Seasons" benefit project

Company: Togliatti TPP arm of Samara's PJSC T Plus

Beneficiary: Independent non-profit Living World, an equestrian therapy center

Project summary: builds a culture of healthy living and promotes the psychosocial, personal and emotional rehabilitation and social adaptation of at-risk children with severe emotional disorders.



- Children and adults with disabilities get social adaptation, rehabilitation and integration into society.
- Socio-psychological adaptation for orphaned children and children from troubled families and; techniques that instill in them a culture of healthy living.
- Uses competitions, festivals and seminars to teach urban children and adults to lead healthy lifestyles.



Benefit project "The Power of Caring"

Company: Sverdlovsk office of PJSC T Plus

Beneficiary: Youth benefit foundation "Us Together"

Project summary: General systemic assistance in rehabilitation, financial support and socialization for children of employees with serious health problems

Publishes a monthly activities report
Uses a feedback tool to assess the needs of parents of children with disabilities



Премия Благотворительного фонда Фенюка

(Коллектив • Инициатива • Исполнительские • Инициативы • Сотрудники)



"THE POWER OF CARING"

HOORAY! IT HAPPENED!

**BOXES for donations are UP
AND RUNNING!
УСТАНОВЛЕНЫ!**

Find time to take part in the charitable campaign and help a child.
Give yourself some good karma!



Even 100 rubles from each one of us can REALLY help children!



The campaign goes till July 31, 2015



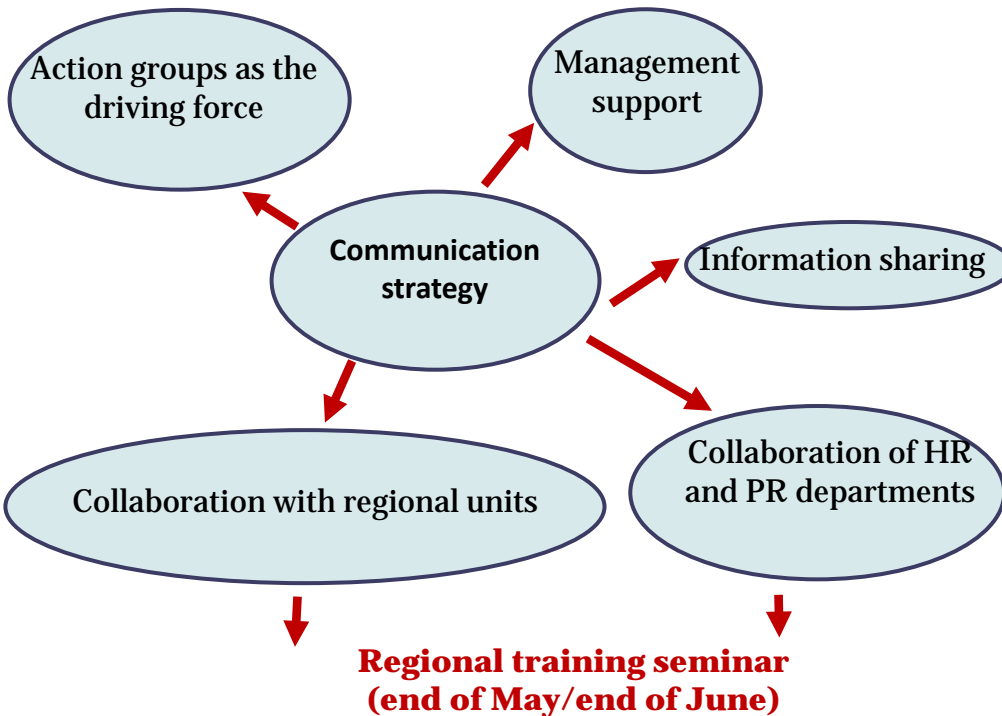
Developing volunteerism

The Fund's capabilities

- Partnership with recognized and trusted non-profits and foundations
- Posting information on the Foundation's website

Expenditures for organizing volunteer events

- Equipment acquisition
- Feeding volunteers
- Paying transportation costs



Results

- Sustaining employee interest in the company's efforts
- Employee loyalty
- Team building
- Ability to provide no-cost help

- case studies (including the example of Renova Group companies: Russian Utility Systems Group, PJSC T Plus, etc.)
- expert experiences
- brainstorm = ideas, inspiration



- A favorable Company image
- The chance to be part of the solution to a social Problem




- Realizing employees' potential
- Acquiring and developing new professional and personal skills



Strengthening internal communications / links between departments


Building a talent pool (OJSC Kirov Utility Systems)

- Raising employee loyalty
- Strengthening the sense of satisfaction with the job and the company

Team building/improving teamwork skills





- developing creative thinking and innovative approaches to problem-solving
- expanding awareness of processes happening in society and the world and being engaged in public life

Why does the Company need corporate volunteerism?

- ✓ opportunity to see employees from their personal (human) side. That helps bring out their special qualities and leadership characteristics.
- ✓ team building
- ✓ a people-first focus casts the Company in a positive light

Volunteer programs in corporations are a way to increase **WORKER SATISFACTION**, which augments the social benefits that volunteer projects generate.

- ✓ Volunteering allows employees to feel valued by the company and also by society

What's required:

- Comprehensive support from the company (resources and/or administrative (management) decisions; methodological support (trainings, seminars)
- **VIEWING CORPORATE VOLUNTEERING AS A RESPONSIBILITY**, not just an initiative by a few employees

Shifting the focus of the Program to helping employees within Renova Group Personal Charity -> Everything is in Our Hands

PREREQUISITES AND FEASIBILITY

- currently, most donors are from the Corporate Center
- there is great interest from the regional companies/branches
- with a variety of charitable projects, it is important for the corporate Foundation to gain employees' trust.

Trust in the Foundation = Success of the Program

- given the economic situation in Russia, employees' financial capacity (= donation volumes) has been significantly reduced

RESOURCES

Foundation Website

- complete information on the activities of the Foundation and areas of assistance
- charitable and volunteer campaigns
- Charitable giving news from the Foundation and other companies in the Group

Facebook page

- greater audience reach

An active work contact in the HR and PR departments of the Group

- ability to accumulate information
IMPORTANT!

Involving ALL companies of the Group
(the assets of AKADO, KORTROS, etc.)

works

Consideration of applications from Renova Group employees exclusively

Collecting applications for medical treatment/rehabilitation

Focus: **CHILDREN of Renova Group employees (all businesses and branches)**




Expert review by the Foundation in tandem with the relevant non-profit organizations

Clarifying the diagnosis and, as a result, assistance options



Collecting donations

- Contribution by employer
- Fundraising through Renova Charitable Foundation's website (and FB) = all employees + Internet audience

When necessary, allocating funds from Renova Charitable Foundation (Personal Charity Program) = **DOUBLING THE PROCEEDS** 



Joint payment of expenses for medical treatment/rehabilitation



Fundraising campaigns involving Group management



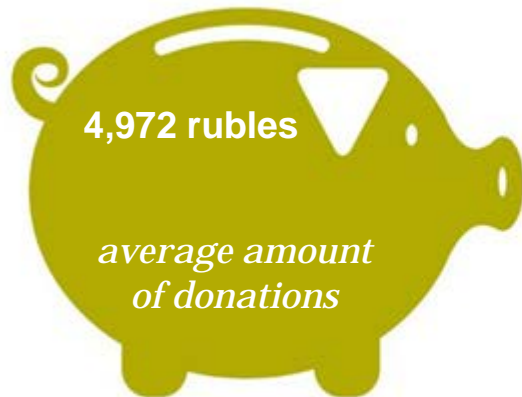
Fundraising campaigns involving Group management

Possible platforms

- VIP New Year
- Maslenitsa Festival
- Birthdays
- Field events



Study by the Charities Aid Foundation Russia and Synovate Comcon of a Russian's average annual donation amount



2014



2015

Most respondents (58%) have donated less than 2,500 rubles in the past year. Of those, 27% donated 1,000-2,500 rubles, 15% donated 500-1,000 rubles, and 13% donated 150-500 rubles.

A survey of 1,200 adults in 15 Russian cities (population of 500,000+), excluding the Russian Far East

Light Unobtrusive format



Private donations by Corporate Center employees collected during 2015 charitable campaigns to benefit other foundations, partners from non-profit organizations and the needy

115,247 rubles

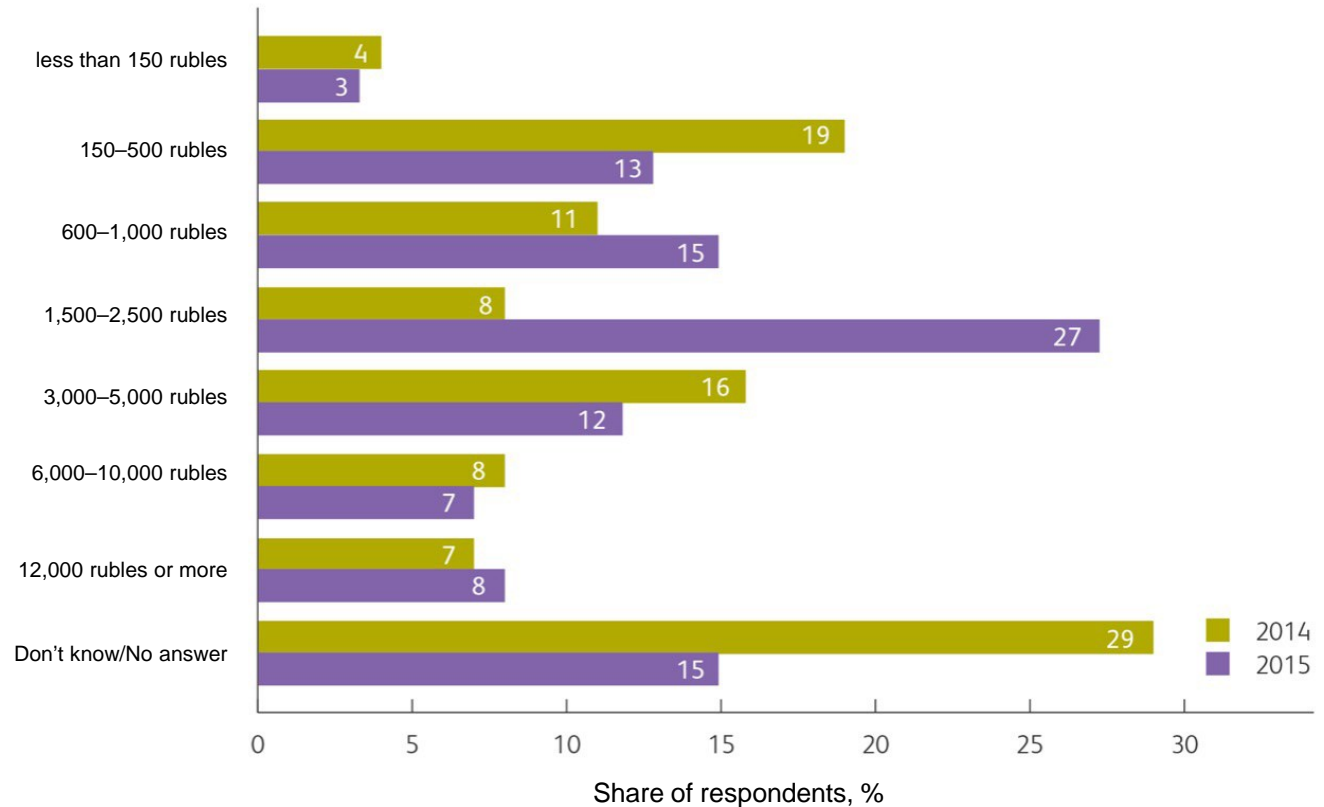
= employee average of the Corporate Center of CJSC Renova Group donates

1,152.47 rubles annually

A study by Charities Aid Foundation Russia and Synovate Comcon

Please indicate the total amount in rubles that you donated to charitable non-profit organizations in the past 12 months

Despite the fact that the number of people who gave to charity increased compared to 2014/2015, the reduction in the average donation led to a lower total donated to non-profit organizations.



A survey of 1,200 adults in 15 Russian cities (population of 500,000+), excluding the Russian Far East

Expenses by area	RUB
Program's balance as of 04/21/2016	8,024,099.55
CHIBIS 2015 Award for Charitable Activities (2016–2017)	500,000
→ expenses from the Foundation budget	
Volunteer campaigns to involve the employees in the charitable activities	300,000
Organizational expenses (provided there are 5-7 campaigns held annually)	
PR support for the Foundation's website, development of web pages, promotional videos	150,000
"Everything is in Our Hands" employee assistance program	TBD
- Administrative expenses	TBD
Regional seminar on volunteering	TBD
→ expenses from the Foundation budget (Self-Development program)	
Psychological assistance program for Jewish orphanage children Anita Center	220,000
TOTAL Personal Charity Program budget for 2016	1,170,000