

# **The Duke of Edinburgh's International Award - Bulgaria**

2017 Annual Report  
*(Detailed)*

# KEY ACHIEVEMENTS

## 2017

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1. Increased number of Award new entrants and Achieved Awards;
2. New president continuation of the patronage of the Award;
3. Enlarged team, motivated to deliver and work for the cause;
4. Regional structure was developed and put in place (Varna region);
5. Short term (5 months) financial sustainability;

## **2017 IN NUMBERS**

**16**  
Cities

**40**  
Licenced  
organizations

**120**  
Bronze and Silver  
Awards Gained

**108**  
Trained Award  
Leaders  
(volunteers)

**11**  
Award  
Leaders  
trainings

**3**  
Additional  
development  
trainings

**5 328**

hours spent in  
developing skills

**How the Award  
participants  
spend their time  
in 2017**

**5 109**

Hours spent in  
physical  
recreation

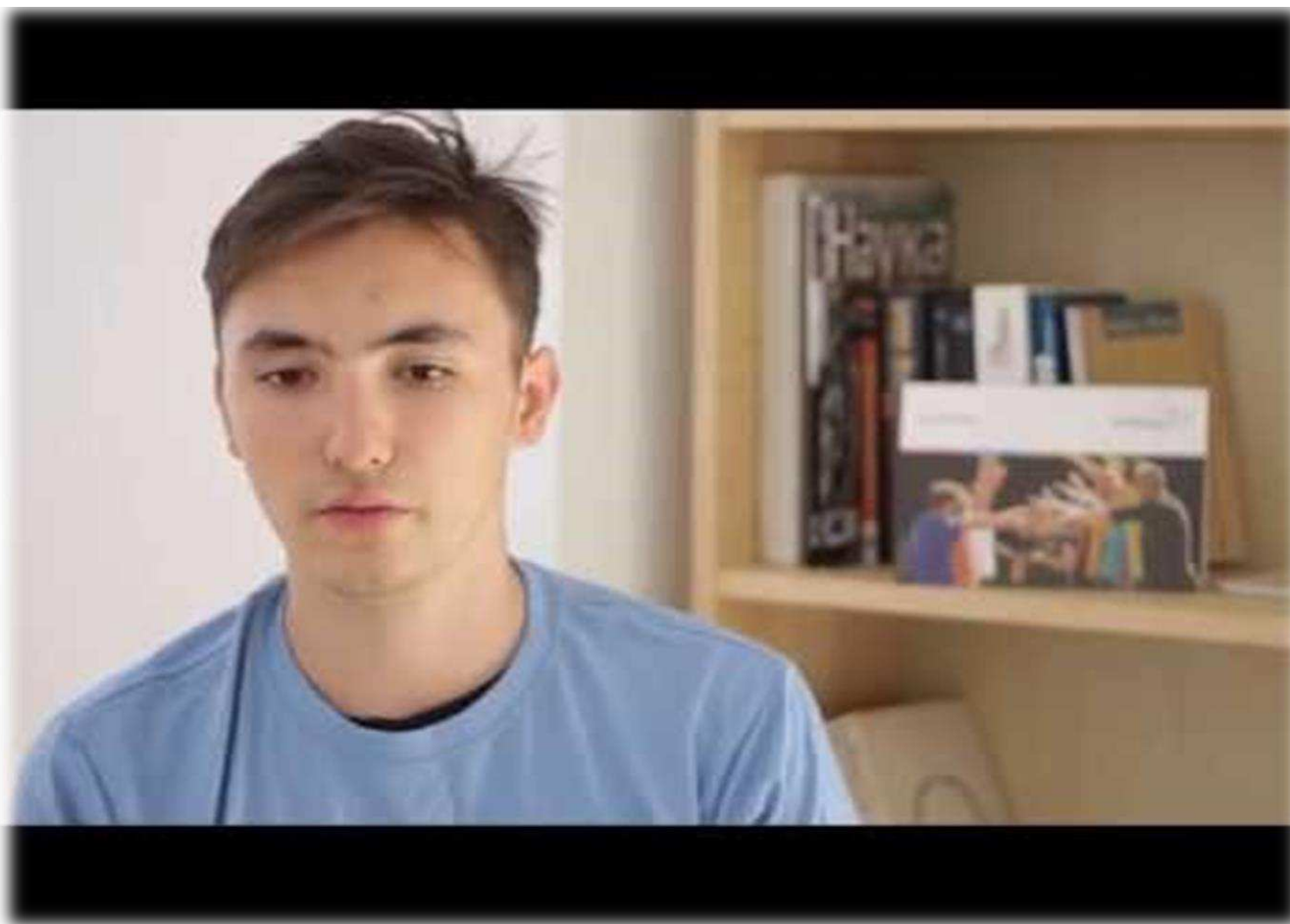
**~2 940**

Hours spent in  
the nature

**3 903**

Hours spent in  
volunteering

# Award through the young people's perspective:



[VIDEO](#)

# 2017 TARGETS vs ACTUALS

Quantitative	Targets 2017	Actuals 31.12.2017
Number of licenced Organizations (all)	56	36
Number of active leaders	250	300
Number of new Award entrants/participants	350	273
Number of participants (Total number)	1000	578
Number of active Projects	3	3
Income	163 850	143 110
Full team	5	5

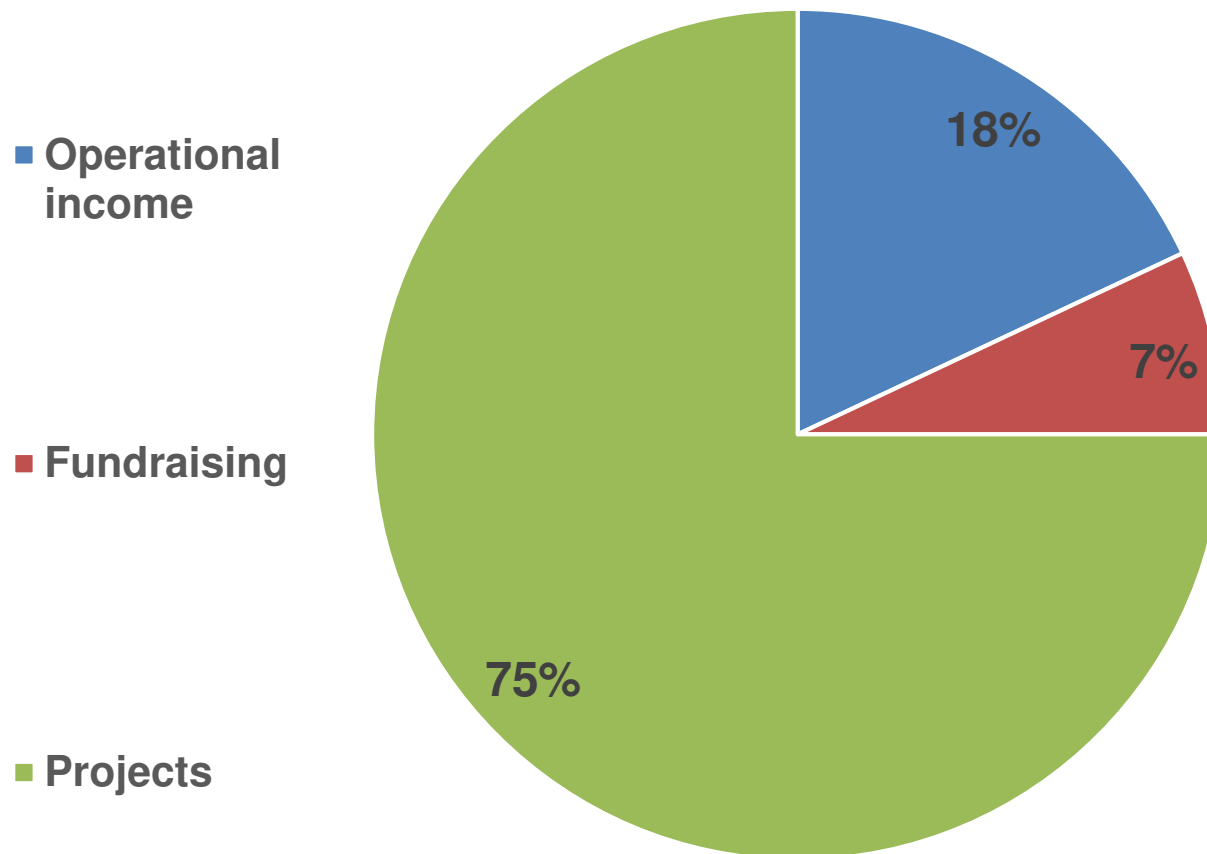
# Financial income 2017

## 143 110 BGN

Out of which:	Budgeted in BGN	Budgeted in %	Actuals in BGN	Actual in %
Operational income	51200	31.25%	25371	17.73%
Fundraising	62000	37.84%	10167	7.10%
Projects	50650	30.91%	107572	75.17%
Total:	163 850		143 110	

# Financial income 2017

## 143 110 BGN





# Financial income

## 2017 vs 2016

Out of which:	Actual in BGN 2017	Actual in % 2017	Actual in BGN 2016	Actual % 2016
Operational income	25 371	17.73%	12 600	11,92%
Fundraising	10 167	7.10%	8 900	8,42%
Projects	107 572	75.17%	84 248	79,67%
Total:	143 110		105 748	

# Expenses 2017

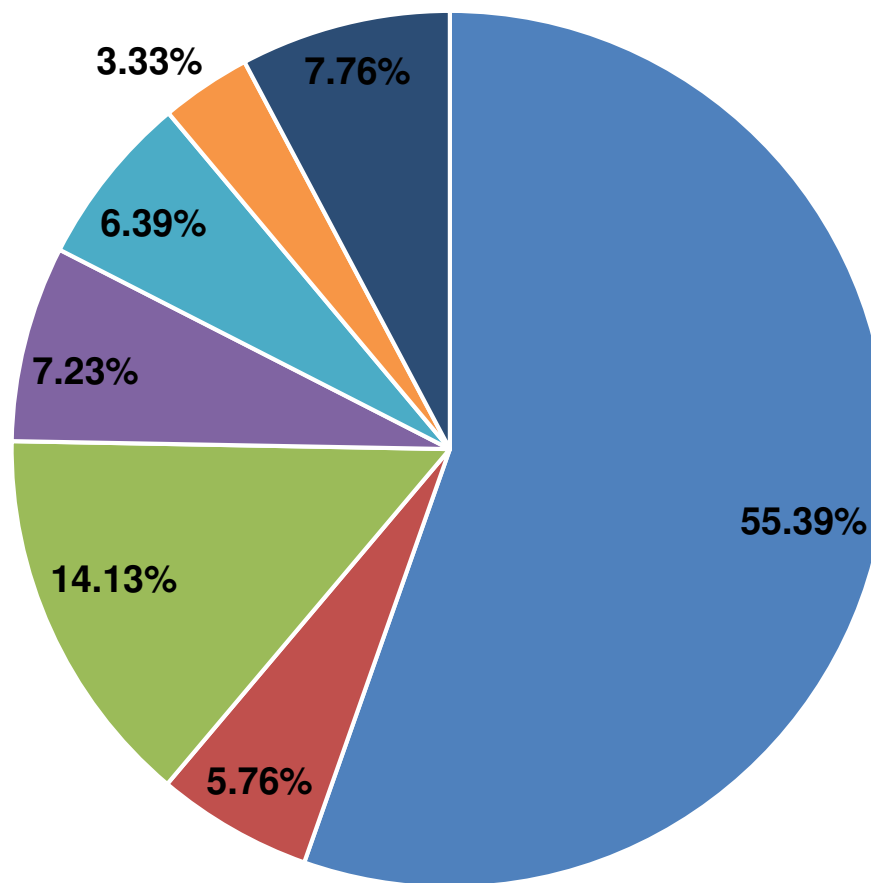
## 133 262 BGN

Expenses	Budgeted in BGN	Budgeted in %	Actuals in BGN	Actuals in %	Difference from the budgeted
Total cost salaries	83 118	50.73%	<b>73 816</b>	<b>55.39%</b>	9 302
Total Office	9 072	5.54%	<b>7 682</b>	<b>5.76%</b>	1 390
Total Travel	9 700	5.92%	<b>18 835</b>	<b>14.13%</b>	-9 135
Total Trainings	14 000	8.54%	<b>9 630</b>	<b>7.23%</b>	4 370
Total Events	24 800	15.14%	<b>8 513</b>	<b>6.39%</b>	16 287
Total Operational costs	12 260	7.48%	<b>4 443</b>	<b>3.33%</b>	7 817
Total Project Rakitovo	10 900	6.65%	<b>10 343</b>	<b>7.76%</b>	557
<b>Total:</b>	<b>163 850</b>		<b>133 262</b>		<b>30 588</b>

# Expenses 2017

## 133 262 BGN

- Total cost salaries
- Total Office
- Total Travel
- Total Trainings
- Total Events
- Total Operational costs
- Total Project Rakitovo



# Expenses 2017 vs 2016

Expenses	Total expenses 2017 in BGN	Total expenses 2017 in %	Total expenses 2016 in BGN	Total expenses 2016 in %	Difference 2017 vs 2016 in %
Total cost salaries	73 816	55.39%	38 438	38.79%	<b>16.60%</b>
Total Office	7 682	5.76%	5 898	5.95%	<b>-0.19%</b>
Total Travel	18 835	14.13%	4 925	4.97%	<b>9.16%</b>
Total Trainings	9 630	7.23%	10 360	10.45%	<b>-3.22%</b>
Total Events	8 513	6.39%	18 057	18.22%	<b>-11.83%</b>
Total Operational costs	4 443	3.33%	11 659	11.76%	<b>-8.43%</b>
Total Project Rakitovo	10 343	7.76%	9 769	9.86%	<b>-2.10%</b>
<b>Total:</b>	<b>133 262</b>		<b>99 106</b>		<b>34.46%</b>

## The Award through the Leader's perspective:



[VIDEO](#)

# 1. Licensed Organizations

<b>Schools</b>	<b>19</b>
Universities	1
Municipalities	2
NGOs	11
Business organization	1
Other (Youth centers)	1
<b>Total:</b>	<b>36</b>

Geographical spread: 16 cities

*Sofia, Plovdiv, Smolyan, Gorna Oryzhovitsa, Veliko Tarnovo, Kozloduy, Oryahovo, Koprivshtitsa, Varna, Razgrad, Shumen, Kostinbrod, Pleven, Dobrich, Vratsa*

# 1. Number of licenced Organizations

- 12 new licensed organizations;
- 2 new cities – Vratsa and Dobrich;
- Starting the approach of Campaign for licensing by applying to be licensed and not being begged to be;

## Terminating licenced organizations

We have terminated the contracts of **6 licensed** organizations due to:

- Their lack of activities in the Award;
- Change of management and priorities;
- Lack of motivated Leaders to work with participants;



# 1. Number of licenced Organizations

- In September 2017 we launched the so called “Campaign for licensing new Award units”, where schools and organizations could apply in order to be licensed.
- We had 6 applications and 2 of them were successfully licensed;
- We plan to keep the approach and have 2 campaigns: one in September and one in February each year;

## 2. Trainings

- 10 Award Leaders trainings were delivered.
- 1 international Train the Trainers training was executed in June 2017;
- 118 Leaders were trained;
- 1 training for Supervisors and Assessors for the adventures journeys was delivered;
- 1 Award management training was delivered in November 2017;
- A total number of 150 people were trained.







# 3. Supporting the Licensed organizations

- National Award Leaders Meeting was held in November 2017;
- Regular visits and monthly meetings/ calls with the licenced organizations were organized;
- Several visits of young people in the Award office were organized in order to present the Award to potential participants or motivate already involved young people to finish their level;
- The Award team visited almost each licenced organization at least once during the year in order to make sure all Award standards are met and to further motivate or activate not so active organizations;









# 4. Promoting the Award

43

Website  
articles

12

Monthly  
newsletters

2

National media  
reportages

3 027

Followers in  
Facebook

LinkedIn  
NGOblog



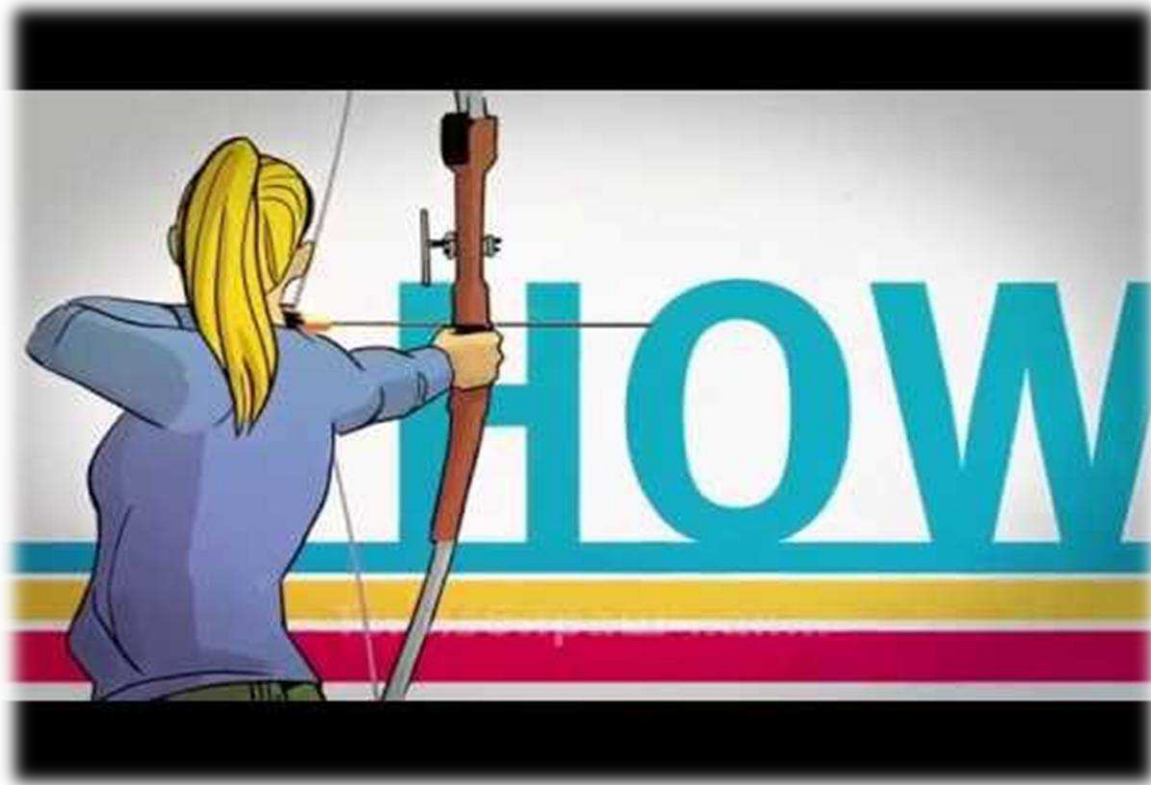
## 4. Promoting the Award

- A PR executive was hired in October 2017;
- PR strategy was developed based on the annual plan and needs;
- We were actively using the pool of Award ambassadors (Award participants and achievers), who have helped us promoting the Award.
- The social media in order to promote the program and the results we have;
- Continuing the Award monthly newsletter which is issued every month and have quite high (~20%) open rate;

## 4. Promoting the Award

Channel	Audience reached	Measurement unit	Quantity
Website		Number of articles	43
Facebook	3 027	Number of posts	218
Facebook	3 027	Reached audience	359 600
LinkedIn	3 227	Posts	22
NGO blog	N/A	posts	5
Events	~ 2 000	Number of events attended	25
YouTube	1 301	Number of videos created	15

## 4. Promoting the Award



[VIDEO](#)

Нашата мисия е да направим  
Международната награда на херцога на  
Единбург достъпна за всички в България,  
за да сътворим среда за реализиране  
на младите хора и приключения, които  
остават за цял живот!



Целите са мечти  
с крайни срокове.

Дайана Шарф  
Хънт





# 5. Administration

- All required reports were submitted on time and aligned with the authority requirements;
- All internal operations were described and standardized with procedures and online solutions; We are ready for the licence audit in Feb 2019.
- All accounting and internal documents are nicely prepared and kept;



**PHOTO KING**

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD



БЪЛГАРИЯ



## 6. Fundraising

- 10 167 BGN were fundraised from the business;
- Inkind at the amount of 30 000 BGN was provided (computers, conf. rooms, etc.);
- Fundraising expert was attracted in order to support the process;
- Key business relationships were established with potential to become donors in 2018;
- Several fundraising events were planned;
- First try of crowdfunding campaign was executed in March;



International Women's Club of Sofia  
Since 1989

**ALCOMET**  
providing opportunities



British Embassy  
Sofia



 **OAK**  
FOUNDATION



# 7. Projects

- **2 active projects** mainly supporting implementation of the Award for disadvantaged young people;
- **1 Erasmus project of 67 000 EUR, 1,5 years,** partnering with the Award in Romania and Slovenia;
- **1 more Erasmus + proposal** was submitted but not approved;

## 7. Projects: **Special Project Rakitovo**

Funded by The International Award Foundation;

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**Duration:** July 2015 – July 2018

**Grant Amount:** 4'840 GBP (per year)

**Scope:** Implementing the Award within the Boarding school “Angel Uzunov”, Rakitovo;

**Targets:**

- 20 Award participants;
- 5 Award leaders

## 7. Projects: **Special Project Rakitovo**

Funded by The International Award Foundation

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- In November 2016, five new **Award leaders were trained** and certified, 4 Award Leaders from the year 1 continued their work with the boys;
- December 2016 the Award was **presented for a second year** in the boarding school;
- **23 boys have shown interest in joining the Award (out of 35 in total), 20 have started, 16 remain active, 9 are expected to finish their level;**

### **The challenges and achievements we had:**

- We had 6 Bronze Award Holders from the 1<sup>st</sup> year of the project;
- We had 4 Silver and 2 more Bronze the second year;
- We had really qualitative but exhausted Award Leaders, as they were exceeding their responsibilities and over delivering for the cause.

## 7. Projects: **Special Project Rakitovo**

**Funded by The International Award Foundation**

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Although the results of the work done so far are quite good and inspiring we have decided it is better both for us as an organization and for the target group, **not to continue the third year of the project.** The reasons behind can be summarized as:

- The project concept and activities has changed a lot and **the engagement of the Award Leaders and Award staff is much more that it was planned and is normal in general.** This was a result, from the context and the very deep and big needs the young boys appear to have. The care for them and the support they get form the institution staff is really not enough and the Award Leaders appear to be addressing lacks that are not in their competency and capacity;
- There is a proposal for a **big change of the law for such institutions and young offenders**, that plan to close these institutions in general, as they are really not helping the young people. This year one of them was closed and it is expected that in one year the other 3 will be also closed;

## **7. Projects: “The Award for everyone”**

Funded by OAK Foundation

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**Duration:** September 2017 – August 2017

**Grant Amount:** 46 923BGN

**Scope:** Increasing the number of the disadvantaged young people doing the Award to 10 % out of the total number of Award participants.

### **Targets:**

- 100 Award participants from institutions;
- 30 Award leaders;
- 12 Award Supervisors;

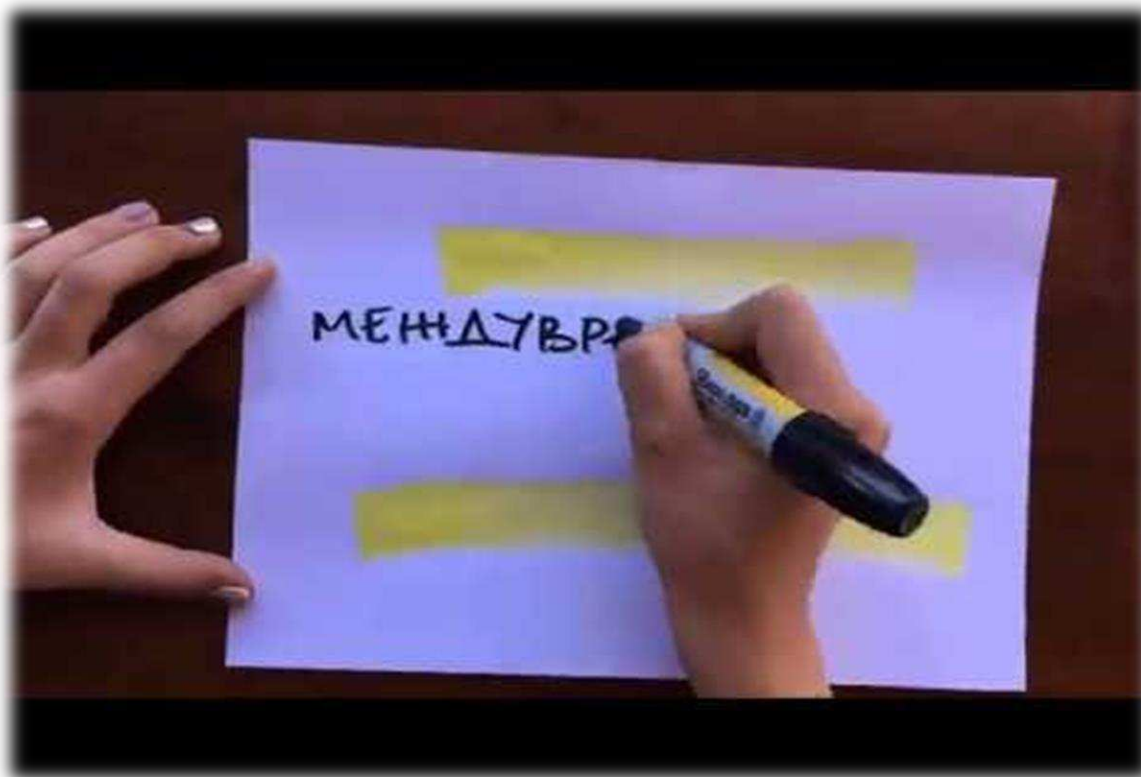
## 8. Adventurous Journey

- A detailed and helpful AJ procedure and all supporting documents were developed and put in place;
- 13 AJ were successfully organized and coordinated;
- A strategy for outsourcing the AJ to external providers was developed and put in place;

# The Adventure in the Award



# The Adventure in the Award



[VIDEO](#)



## 9. Key Events – Award Ceremony





# National Award Ceremony



# National Award Ceremony





# National Award Ceremony



[VIDEO](#)

## 9. Key Events - National Award Leaders meeting, November 2017

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- Over **40 Award Leaders** gathered together to exchange know-how, share their achievements and motivate each other to continue working with young people in Bulgaria;
- The event was combined with an Award leaders training we delivered for Romanian participants in order to have collaboration with the international family of the Award;

# National Award Leaders meeting, Nov. 2017



## 9. Key Events – AJ Camp 2017

- **16 Award Participants** did their Adventures Journey together in Lozen Mountain (half of them were young people from institutions);
- All of them has successfully completed the 4th section of the Award and **15** of them have successfully achieved their Bronze level;







# 9. Key Events

## International Gold Event

In November 2017 Lyubomira Velcheva, the national director was part of the facilitators team of the event.



She was the only national director invited to be part of the event as active part of the international Award team.

# 10. Honorary Trust Board

- We had 3 meetings during the year;
- We had 2 new members in the Board;





# 11. Other events & initiatives:

## EMAS regional meeting was attended in Portugal Sept 2017



**Rock concert organized by an young person to raise money for licencing one school in Sofia!**





**First Gold Adventures journey was successfully completed!**



# THANK YOU!

