

THE 4th INTERNATIONAL FORUM "ENDOWMENTS. SHARED POWER"

ECOSYSTEM OF ENDOWMENTS

The forum will open with a series of events organized by independent members of the community.

How to Produce Podcasts and Put the Trendy Instrument to the Service of Foundation's Goals? Blagosfera media center workshop.

November 10, 11 am

Blagosfera is one of the best-known infrastructure platforms of Moscow involved in engaging local residents in philanthropy and social activity. The platform is the NPO competence center in the field of communication. Specialists of the media center will familiarize the participants of the workshop with the ways they cook up audio podcasts.

- *What can you talk about on a podcast? Who can host one, and who can become a central figure?*
- *What equipment is necessary for podcast production?*
- *How to prepare for the recording session? How to edit and how to broadcast?*

Participants:

- Elena Temicheva, Director of Communications and Strategic Development, Blagosfera center
- Irina Lactyushina, Podcast Producer, Blagosfera center

Register here: <https://stipendia.timepad.ru/event/1290333/>

**Presentation of expert report on legislation regulating endowments in Russia:
Lawyer's Notes on Endowment**

November 12, 11 am

Lawyers for Civil Society association has created an expert commentary that goes over the endowment law point by point—this analysis comprises over a year's worth of collective research. This report should help the non-profit organizations to navigate the waters of legislation regulating endowments in Russia. This is an attempt to interpret the implications of lawmakers who dreamed of growing popularization of endowments in Russia, with the non-profits doing the legwork.

Register here: <https://stipendia.timepad.ru/event/1448809/>

Introduction to the Endowment Fund of the State Tretyakov Gallery

November 13, 11 am

Participants:

- Evgeniya Berlova, Fundraising Specialist, Development Department of the State Tretyakov Gallery
- Olga Dranichkina, Executive Director, Tretyakov Gallery Foundation
- Tatyana Ryazanskaya, lawyer, Tretyakov Gallery Foundation

We ask of all participants who registered for the event this spring to go through the registration process again here: <https://stipendia.timepad.ru/event/1290332/>

DISCUSSION PLATFORMS

We ask of all participants who registered for the in-person forum this spring to go through the registration process again here: <https://stipendia.timepad.ru/event/1290336/>

Using Digital Footprints in the Development of Endowments

November 16, 11 am

University endowments which base their communication with graduates and donors of the foundation on an individual face-to-face approach are forced to look for new ways of working with their potential donors. Can big data collected from social media provide additional opportunities for building effective communication channels?

- *What is the correct way of using big data in order to effectively plan the work of your organization?*
- *Can big data be wrong?*
- *What do you need to know when analyzing big data?*

Moderator: Mikhail Myagkov, Scientific Director of the Laboratory for Big Data Science and Social Studies, Tomsk State University

Participants:

- Eduard Galazhinsky, Rector, Tomsk State University
- Anatoly Nikolaev, Rector, Ammosov North-Eastern Federal University
- Aleksey Sitnikov, Vice President for Community Development and Communications, Skolkovo Institute of Science and Technology

Organized by: Tomsk State University

From Applicant to Donor: A History of Building Loyalty

November 17, 11 am

A case study of the Endowment Foundation of Moscow Institute of Physics & Technology and CulturALL Reboot project, focusing on raising humanitarian awareness and cultural engagement of MIPT students. The session will address such issues as:

- *How to build a systematic approach to working with students?*
- *What helps to win student loyalty?*
- *How to engage students and graduates with the work of Endowment Foundation?*

Moderator: Andrey Konstantinov, independent expert

Participants:

- Yulia Ledukhovskaya, Chief Specialist, MIPT Endowment Fund
- Yulia Nakonechnaya, Acting Director, Novosibirsk State University Endowment Fund
- Victoria Olkhovskaya, Head of the CulturALL Reboot project, MIPT Endowment Fund
- Irina Sibiryakova, Head of the Department for Communications with Students and Graduates, New Economic School

Organized by: Moscow Institute of Physics & Technology

How to Create and Develop University Endowments. And More

November 17, 12.30 pm

The session will review the existing examples of creating and operating endowments at various universities in Russia and abroad:

- *What kind of specialist team do you need to attract money to a university endowment?*
- *What should you consider before contacting potential donors?*
- *How should you work with donors?*
- *Can the best foreign practices be applied in Russian realities?*

Moderator: Maxim Bouev, Vice Rector for Strategic Development, New Economic School

Participants:

- Zarema Kasabieva, Vice Rector for Academic Affairs and Students and Alumni Support, New Economic School
- Wouter te Kloeze, Development Director, St. Antony's College, Oxford University
- Svetlana Kurnosova, Associate Professor, Chelyabinsk State University
- Svetlana Lavrova, Executive Director, European University at Saint Petersburg Foundation

Organized by: New Economic School

Sustainable Economic Models of a New Culture

November 18, 11 am

Development of culture and art is impossible without creating horizontal links, looking for multidisciplinary partnerships with new conditions, and discussing relevant forms of interaction with audiences. The following issues will be examined based on prominent examples from UK cultural institutions:

- *What cultural institutions need endowments and for what purposes?*
- *What makes a successful partnership between the philanthropic sector and museums possible?*
- *How can the social activity of philanthropists be stimulated?*

Participants:

- Andrey Borsov, Director General, Perm Tchaikovsky Opera and Ballet Theater
- Tatyana Mrdulyash, Deputy Director General for Development, State Tretyakov Gallery
- Kelly O'Reilly, Business Development Director, Milton's Cottage

Organized by: The Vladimir Potanin Foundation

Foundations and Donors: the Culture of Interactions

November 18, 12.30 pm

Endowments of non-profit organizations are intended to resolve at least two problems: cementing the financial stability by increasing the share of guaranteed income in the total profits of an NPO and enabling long-term planning of NPO's activities. But how can you turn an endowment fund into an effective source of financing in modern conditions?

- *How do you create a package of privileges for a private donor?*
- *What are the secrets of working with corporate donors?*
- *What should you do if there is no tax deduction for legal entities?*
- *Does fundraising in Russia have any unique features?*

Participants:

- Svetlana Dobrosolets, Director, Peterhof State Museum Reserve Endowment Fund; Director, Friends of Peterhof State Museum Reserve foundation
- Alexander Svistunov, Director, Garage Museum of Contemporary Art Endowment Fund
- Yevgeny Stodushny, Director General, Krasnoyarsk Regional Philharmonic
- Luminita Holban, Head of Grants and Trusts, English Heritage Foundation

Organized by: Garage Museum of Contemporary Art

Social Partnership as a Condition for the Development of Endowment in the Social Sphere

November 19, 11 am

The following questions will be examined based on the endowment cases of the Bolshaya Peremena philanthropy foundation and the Victoria children's philanthropy foundation:

- *How do endowments in the social sphere differ from others?*
- *How does the model work on the inside (the NPO as the proprietor and beneficiary of an endowment fund)?*
- *Do endowments have any downsides in terms of real estate management?*
- *How to develop a working relationship with your partners?*

Moderator: Andrey Sharonov, President, the Moscow School of Management SKOLKOVO

Participants:

- Svetlana Borisova, Partner, Head of Deloitte Private, Deloitte
- Vladimir Zelenov, Head of Institutional and Corporate Client Directorate, Alfa Capital Management Company
- Lidya Limberg, Financial Director, Victoria children's philanthropic foundation

- Irina Ryazanova, founder and Executive Director, Bolshaya Peremena philanthropic foundation
- Natalia Safokhina, Head Accountant, PHILIN NPO infrastructural development platform

Organized by: Bolshaya Peremena philanthropic foundation

Long-Term Strategies in a VUCA World, Discussing Difficult Topics. Practice Session

November 19, 12.30 pm

The session will discuss the most common objections in the practice of endowments and how to deal with them.

- *What do we know about the perception of long-term strategies in a volatile, uncertain, complex, and ambiguous world?*

Moderator: Darya Buyanova, Director, Social Innovation Interregional Endowment Fund; Director of Fundraising, Dobry Gorod Peterburg philanthropic foundation

Organized by: Social Innovation Interregional Endowment Fund, Dobry Gorod Peterburg philanthropic foundation

Register here: <https://stipendia.timepad.ru/event/1290331/>

Does the Future Lie with Impact Investment?

November 20, 11 am

Impact investment is a trend in the development of the social sector which is increasingly gaining popularity in a number of countries. During the session, discussion of the following issues is planned:

- *Will this investment model become a trend in Russia?*
- *Who can benefit from it?*
- *What kind of infrastructure is required to develop impact investment successfully?*

Moderator: Yevgenia Telitsyna, Executive Director, Reach for Change foundation supporting social initiatives for children

Participants:

- Tatyana Burmistrova, Chairman of the Governing Board, Reach for Change foundation supporting social initiatives for children
- Yulia Zhigulina, Executive Director, Our Future Fund
- Ewa Konczal, Central and Eastern Europe Manager, European Venture Philanthropy Association
- Luciano Balbo, impact investor (Italy)
- Tatyana Drozdova, social venture entrepreneur, co-founder of Young Old social project
- Lyubov Sherysheva, independent financial expert, impact investor

Organized by: Reach for Change foundation supporting social initiatives for children

Investing in Social Transformation Strategies

November 20, 12.30 pm

During this session, leading companies will share their profit prognoses for their investment portfolios in 2020/2021, offer new approaches to creating investment strategies in post-pandemic markets, and present cases of endowment investment strategies that are in line with long-term goals of non-profit organizations.

Moderator: Ilya Solarev, Managing Director, Head of Wealth Management in Russia, UBS Bank

Participants:

- Roza Voronina, Director of NPO Relations, Gazprombank Asset Management
- Yekaterina Gantseva, Head of the Directorate of Alternative Investments, Alfa Capital Management Company
- Leonid Zamsky, Head of Corporate Client Department, VTB Capital Asset Management

Organized by: VTB Capital Asset Management and Alfa Capital Management Company