



## The Vladimir Potanin Foundation: New Horizons

The Vladimir Potanin Foundation adopted a new strategic vision at the end of 2016. During the whole year, we were conducting a thorough analysis and revising current programs. Now we have started the strategy implementation. The global aim is to develop a network of bright and creative professionals who will make a world a better place. To achieve this goal, it is essential to reverse internal and external processes in such way that the Foundation will meet emerging challenges.

The Foundation team and leading international experts, who analyzed the best practices and the team's input, were engaged in developing a long-term philanthropy strategy. Over 18 years of its activity, the Foundation has always paid serious attention to its performance research. One of the latest research "The Impact of the Foundation's Programs on Philanthropy Development, Education and Cultural Initiatives" (Process Consulting, 2015) laid the foundation for the new strategy. The research findings were presented at the end of the last year and now we are working on its printed and e-versions

### *The Foundation Mission:*

"We develop a philanthropy culture, uniting creative professionals who play a key role in solving current public issues and achieve sustainable social change.

We provide opportunities for new ideas and create a favorable environment to make them come true".

Our approach:

- Multidisciplinarity
- Holding competitions and events

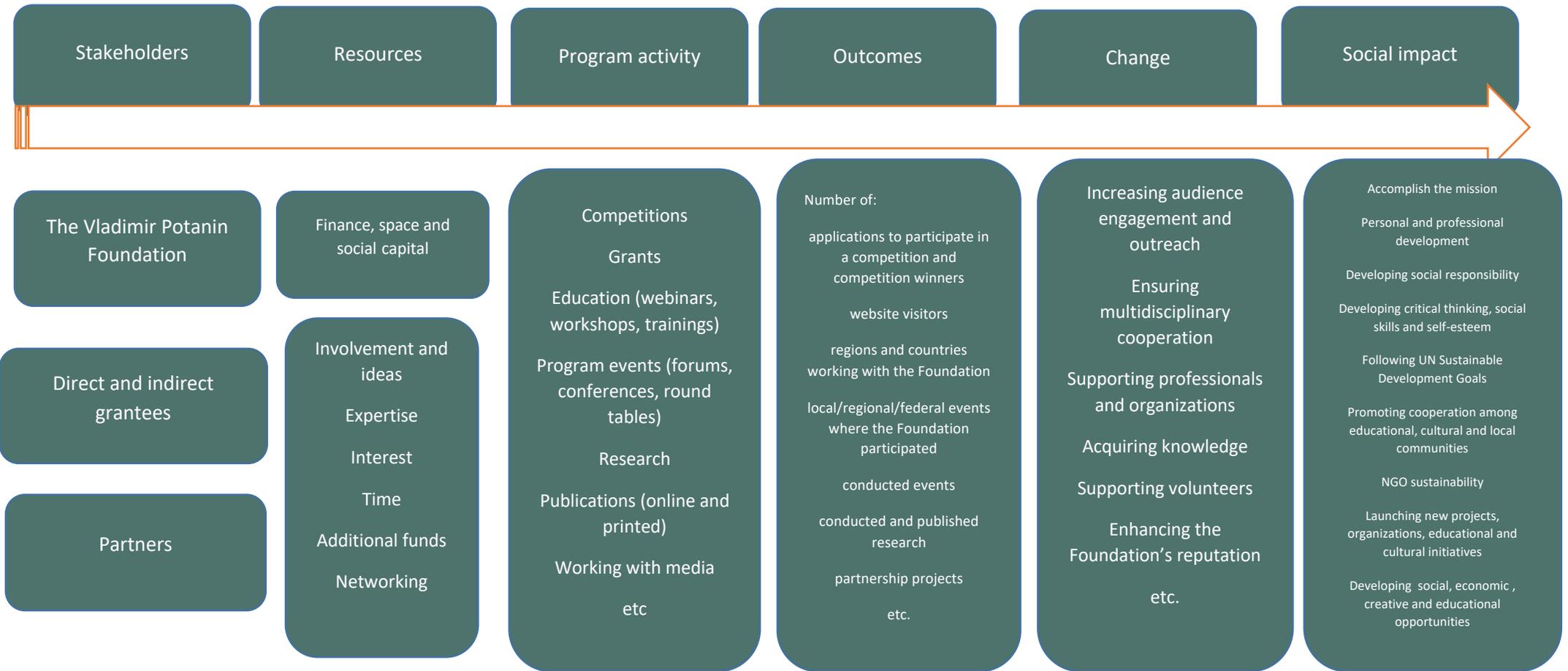
## NEW PROGRAMS, FIRST STEPS

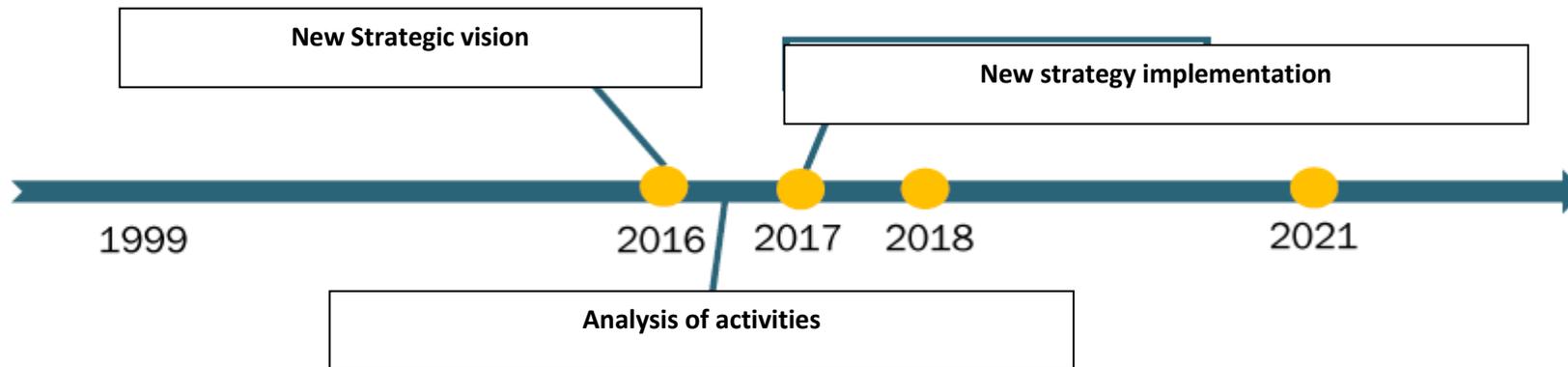
- **Vladimir Potanin Fellowship program** was presented in a new format in September 2017 and included the Foundation's educational activity implementing on a competitive basis (scholarship for master's students equals to 20 000 rubles monthly until the completion of the postgraduate studies – there are 500 new fellows annually; grants for master's program faculty is up to 500 000 rubles; grants for visiting professors and scholarships for studying at Russian International Olympic University; MGIMO students internships; conferences (Foundation School); research and best practices sharing
- **Program "Museums without Borders"** scales up the results and improves quality of interaction with grantees. A new program and competitions to participate in internships "Museum bridges" and a partnership initiative with British Council Cultural Skills Academy started in December 2017. Applications for "Museum - 4.0" are in process. A new competition "Museum start" is being launched.
- **Program "Effective Philanthropy"** (including endowments as sustainability tools) is one of the Foundation's priorities. We

- Supporting long-term projects (institutional grants are up for 36 months)
- Competition grants for organizations are from 2 to 15 millions
- More opportunities for personal development
- Focus on results, not on processes
- Simplifying procedures
- Fulfilling current commitments
- Creativity and creative approach that enable us to find innovative solutions and interesting mechanisms to implement projects are at the core of the Foundation activities
- Only leaders' joint efforts can give a far-reaching effect

continue educational activities in this area and promoting best practices. Moreover, the Foundation's experience in changing its own philanthropy activities is a part of this program. We opened a new program "Effective Philanthropy" and a competition to develop endowment knowledge hubs in December 2017. We will launch a competition to participate in the educational program "Social Finance" of Oxford Said Business School in the second half of 2018. We are preparing an Endowments forum with Skolkovo business school (6<sup>th</sup> April, venue - Red October). We'll continue training of Russian NGOs' staff at the program endowments management which was developed with the Foundation's involvement.

# Achieving Social Impact





## Organization Development

Well-being of an organization is impossible without its continuous development. The Foundation is interested in systematic professional development of its staff, efficient use of internal and external resources and prompt response to changes in ever changing world. We strive to disseminate the most progressive working formats – this is essential to keep the Foundation's promises to its stakeholders.