

ANNUAL REPORT

2023

www.magnolia.org.ua



ABOUT US



OUR MISSION

to give voice to discriminated and vulnerable groups in Ukraine

OUR VISION

discriminated and vulnerable groups are heard and moved to resilience in Ukraine

OUR HISTORY

The organization was founded in 2001 as a public initiative by a group of journalists who have teamed up in order to protect the rights of vulnerable children and families. In 2005, **"Magnolia"** was registered as a Ukrainian national nongovernmental organization

NETWORKS

2015 - co-founder of **The Ukrainian Child Rights Network**

2017 - co-founder of the coalition "**Against tortures**"

2017 - member of International Federation "**Missing Children Europe**"

2018 - member of **Eastern Partnership Civil Society Forum**

2022 – member of Working group on Child rights protection under the **Prosecutor General Office**

2023 - provisional member of the International Association "**INHOPE**"



OUR TEAM



Yevheniia Tkachenko

President



Oksana Galchenko

Accountant



Maryna Lypovetska

Head of projects



Oleksii Sydorenko

*Head of the department for
combating violence against
children*



Dmytro Pashkov

Communication manager



Natalia Haletska

*Specialist on search for
missing children*



Oleksandr Vasyliev

*Specialist in the field of search
for missing children using
OSINT technologies*



Kateryna Yarosh

*Specialist on combating
violence against children on
the Internet*



Kateryna Pylypiv

*Specialist on combating
violence against children*

OUR ACTIVITIES IN 2023

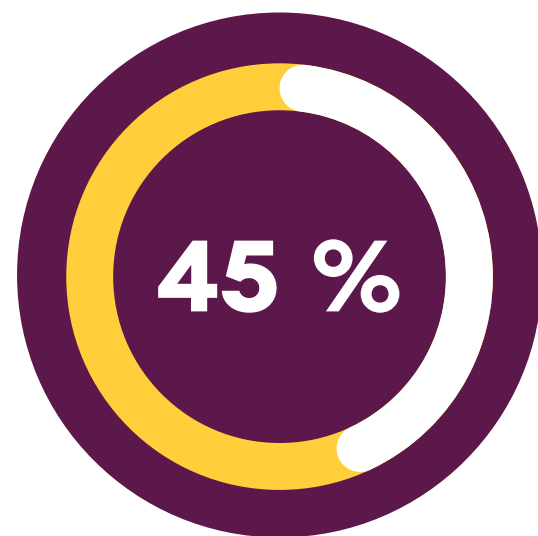
- Ensured work of the call-center European hotline for missing children 116 000 24/7
- Ensured case management search for missing children
- Provided psychological, social and legal support for parents and relatives of missing children
- Supported international search for missing abroad children
- Conducted emergency search activities
- Operated the database of missing children
- In cooperation with coalition "Tribunal for Putin" documented war crimes against children
- Developed and implemented new on-line tools to combat violence against children. Portal stopcrime.ua
- Cooperated with International organizations and media on advocacy to protect Ukrainian children from any form of violence
- Conducted fundraising campaign in social networks
- Strengthened organizational capacity

EUROPEAN HOTLINE FOR MISSING CHILDREN

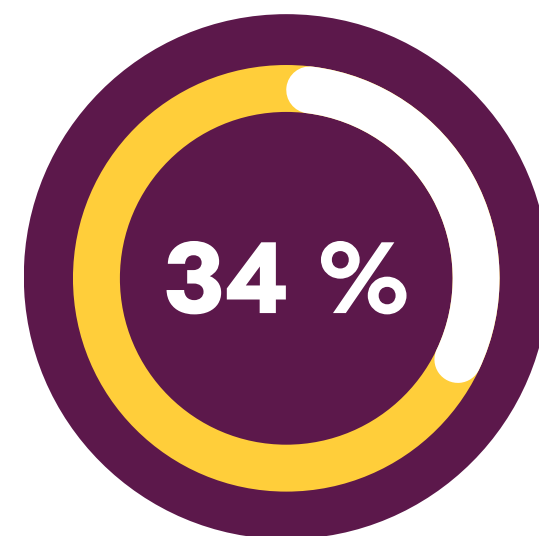
116 000

In **2023**, we received on 116 000 hotline **2168** calls

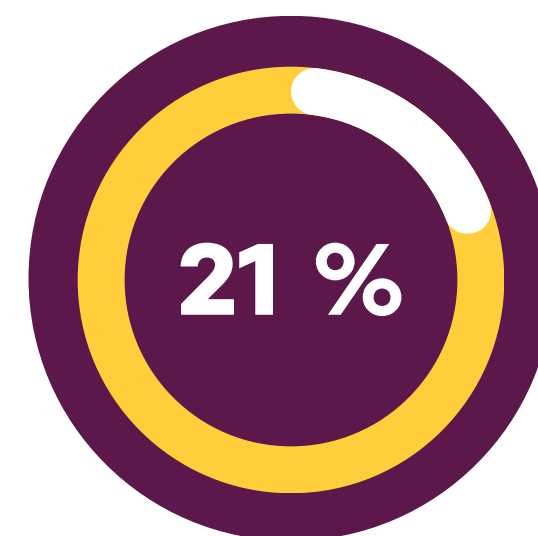
TYPES OF CONSULTATIONS:



SOCIAL AND LEGAL

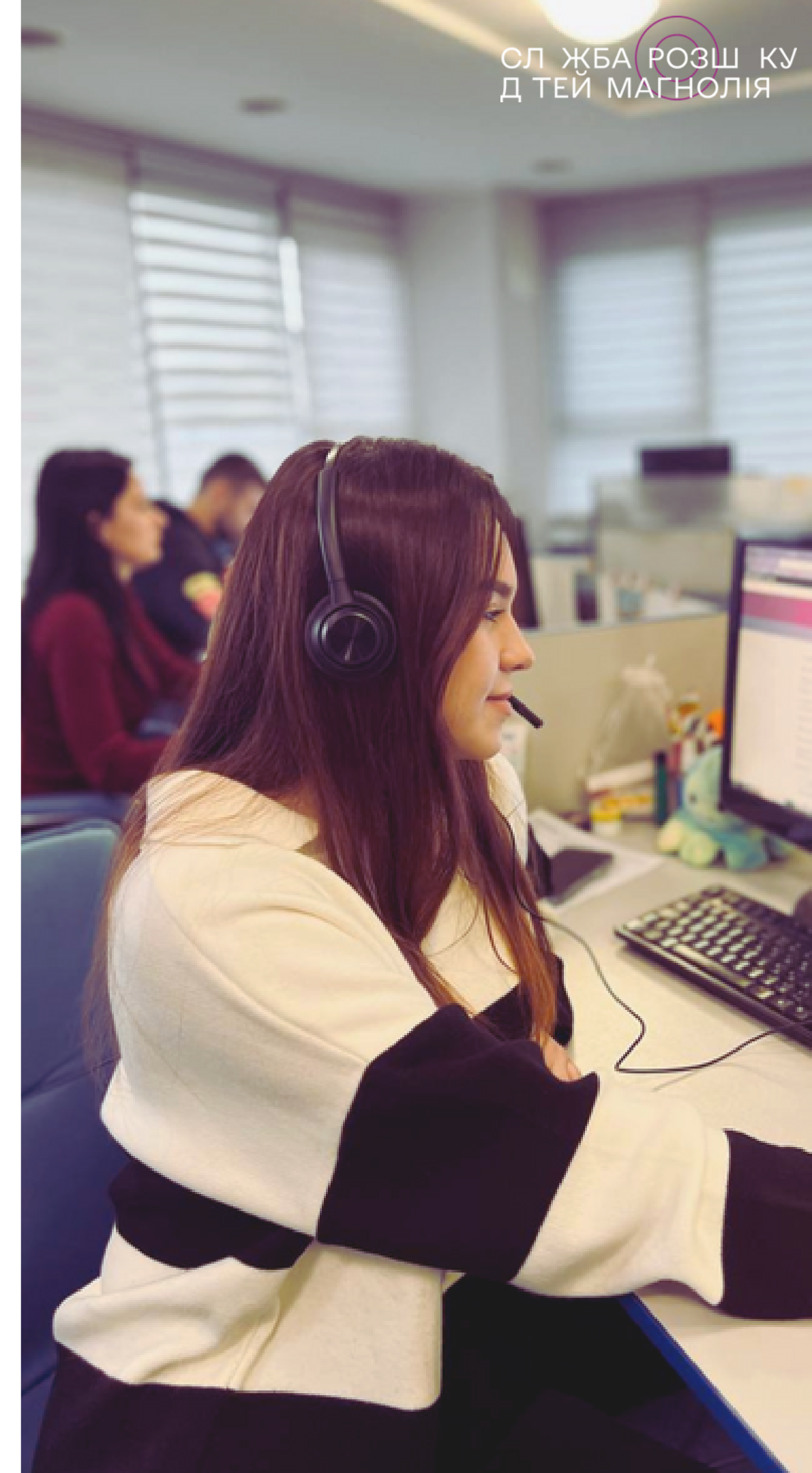


PSYCHOLOGICAL



REDIRECTING

WHO CALLS:



SEARCH FOR MISSING CHILDREN

In **2023** we assisted in search for **1045** missing children

606 children were found

GENDER:



AGE:

0-5 years	23
6-10 years	73
11-14 years	265
15-17 years	245

CREATION AND DISSEMINATION OF MEDIA CONTENT TO SEARCH FOR MISSING CHILDREN



144 episodes of TV program



1045 placements on the "Missing Children's Search Service" website



2090 announcements in social networks

CREATION AND DISSEMINATION OF ADVERTISEMENTS ON OUTDOOR ADVERTISING MEDIA AND PUBLIC TRANSPORT



270 announcements

USE OF OSINT TECHNOLOGIES



2 OSINT-networks are involved

CASE MANAGEMENT OF MISSING CHILDREN



1045 cases of missing children



DOCUMENTATION OF WAR CRIMES

In cooperation with the Kharkiv Human Rights Group and the **"Tribunal for Putin"** initiative, we documented war crimes against children (photo, video, documentation of crimes)

Created:

51 videos

52 interviews

260 photo evidence

16 short videos



 Kyiv region, Irpin city

CREATION OF ONLINE TOOLS FOR COMBATING VIOLENCE AGAINST CHILDREN ON THE INTERNET. **STARTUP OF THE PORTAL STOPCRIME.UA**

The project was implemented in cooperation with the **Cyber Police Department of the National Police of Ukraine** and the **Ministry of Digital Transformation of Ukraine** with the aim of combating violence against children on the Internet and facilitating the investigation of such crimes



RAISING AWARENESS AND INVOLVING CITIZENS IN COMBATING VIOLENCE AGAINST CHILDREN

CREATED AND DISSEMINATED SOCIAL ADVERTISING



1 video for 19 TV channels of Ukraine



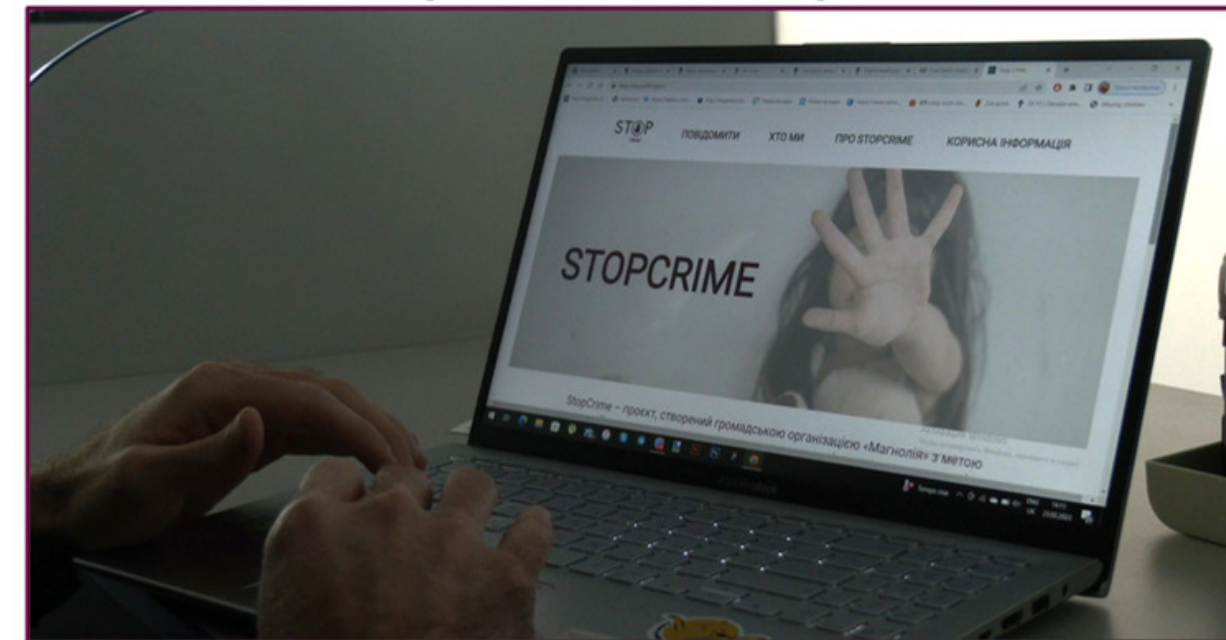
1 video for outdoor advertising media and public transport



6 banners for placement in social networks



повідомте про злочин проти дитини!



STOPCRIME.UA

OUR WAY TO THE INTERNATIONAL ASSOCIATION INHOPE

which fights against child sexual abuse material (CSAM) encountered online



01. First meeting

We received a proposal from the Ministry of Digital Transformation of Ukraine to launch an INHOPE hotline in Ukraine to combat child sexual abuse material (CSAM) encountered online. An introductory meeting was held with representatives of INHOPE, the Ministry of Digital Transformation of Ukraine and NGO "Magnolia"



02. Learning

Representatives of NGO "Magnolia" participated in INHOPE General Assembly and recieved introductory training according to the Association's standards



03. Implementation of INHOPE standards

In order to implement the INHOPE hotline in Ukraine, we: created a system of online reports on child sexual abuse material (CSAM) encountered online, trained staff, developed appropriate procedures for processing and transmitting reports to the Police, created special places for analysts to work according to INHOPE standards



04. Partners support

We agreed on joint work and signed a Memorandum with the Cyber Police Department of the National Police of Ukraine. We gained the support of the Ministry of Digital Transformation of Ukraine and leading telecom providers



08. Access to the "ICCAM" database was obtained

Analysts of NGO "Magnolia" started work to combat child sexual abuse material (CSAM) encountered online; according to INHOPE standards in cooperation with INTERPOL



07. Joining to the INHOPE Association

Members of the INHOPE Association from 50 countries of the World supported the joining of NGO "Magnolia" from Ukraine to the INHOPE Association



06. Introductory interview

NGO "Magnolia" successfully demonstrated to all members of the Association its readiness to implement the INHOPE hotline in Ukraine



05. Passed quality assurance according to INHOPE standards

INHOPE representatives checked the readiness of NGO "Magnolia" to implement the INHOPE hotline in Ukraine and gave a positive recommendation for joining

ADVOCACY

2023

- **Cooperation with governmental organizations**

Conducted working meetings with representatives of the Ministry of Digital Transformation of Ukraine, the National Police of Ukraine, the Ministry of Social Policy of Ukraine, the Office of the Prosecutor General of Ukraine



Working meeting with the head of the Cyber Police Department of Ukraine

- **Participation in demonstrations**

NGO "Magnolia" together with Public Association "POLYGON 56" NGO "POLYGON 56 BERDIANSK" and with the Media Initiative for Human Rights held a peaceful action in support of missing persons and prisoners of war

- **Conducting informational campaigns**

Carrying out informational campaigns in the media and social networks on an ongoing basis, dedicated to combating violence against children



Action in support of missing persons and prisoners of war

ADVOCACY **International**

- **Cooperation with International institutions**

The meeting of the President of the NGO "Magnolia" with the Ambassador of Germany to Ukraine regarding the problems of missing Ukrainian children in Europe



Ambassador of Germany to Ukraine
Anka Feldhusen and President of NGO
"Magnolia" Yevheniia Tkachenko

- **Interviews to International medias**

Interviews were given to 12 international mass medias



Visit of the film crew of the
Japanese TV channel
YTV news

ADVOCACY **International**

- **Participation in International events**

Meeting with Her Majesty Queen of Sweden Silvia in Warsaw

Participation in parliamentary hearings in the European Parliament on ensuring the rights of Ukrainian children forcibly displaced or deported to Russia

Speech at the meeting of the Committee on Migrants' Rights at the Council of Europe



Meeting with Her Majesty
Queen of Sweden Silvia

Participation in a conference for representatives of law enforcement agencies in Poland regarding the search for missing children

Participation in the conference "Missing children in Europe" in Paris

Participation in regular online meetings with members of the International Federation Missing Children Europe

Participation of representatives of the organization in the General Assembly of the "INHOPE" Association



Speech in the European
Parliament

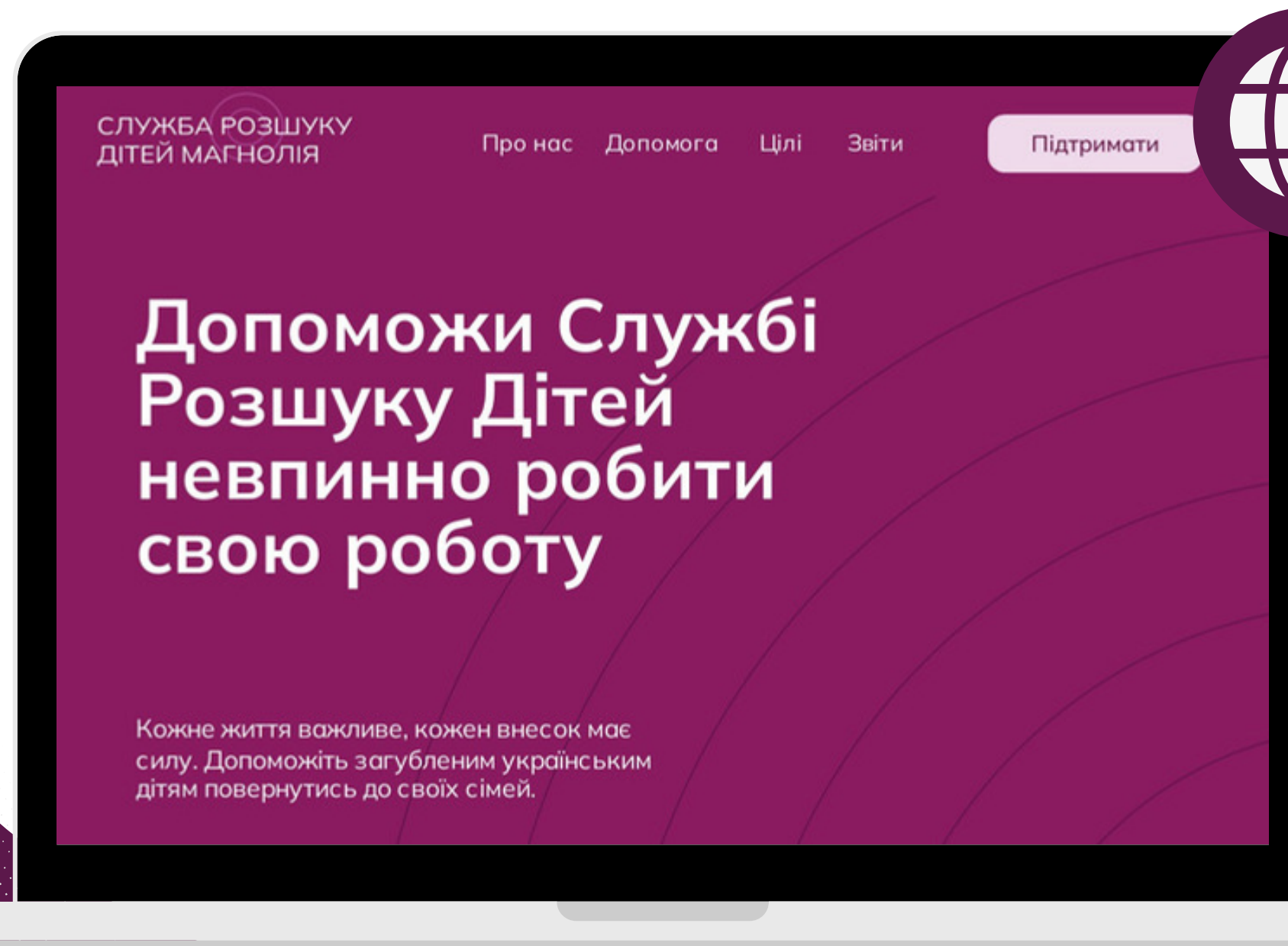
STRENGTHENED ORGANIZATIONAL CAPACITY

- Study visit of representatives of the organization to the Polish organization **"NASK"**
- Study visit of representatives of the organization to the Belgian organization **"CHILD FOCUS"**
- Study visit of representatives of the organization to the central office of the International Commission on Missing Persons in The Hague
- Online training for representatives of the organization "Prevention of sexual exploitation and abuse", **"PSEA"**
- Educational webinar for representatives of the organization on finding information from open sources, **"OSINT"**
- Online training for representatives of the organization on Monitoring and evaluation in the public sphere
- Educational summit for those who raise billions: Best practices for attracting funds, with the support of **"ISAR Ednannia"**



FUNDRAISING

2023



The screenshot shows the website help.missingchildren.org.ua. The header includes the logo 'СЛУЖБА РОЗШУКУ ДІТЕЙ МАГНОЛІЯ' and navigation links: 'Про нас', 'Допомога', 'Цілі', 'Звіти', and a 'Підтримати' button. The main content area has a purple background with the text 'Допоможи Службі Розшуку Дітей невинно робити свою роботу' and a smaller message: 'Кожне життя важливе, кожен внесок має силу. Допоможіть загубленим українським дітям повернутись до своїх сімей.' A globe icon is positioned to the right of the website screenshot.

HELP.MISSINGCHILDREN.ORG.UA

With support of "**Meta**" and **IT-company Headway** we conducted fundraising campaign in social networks **Facebook** and **Instagram**

For the period January 2023 - December 2023, **888,681 UAH** were donated to us

1,985 people donated to us and **104** of them signed up for regular payments

FINANCIAL REPORT

2023

INCOME: 18,846,295 UAH

OUTCOME: 10,447,961 UAH

Charitable assistance from
legal entities, grants

17 957 614

Donations

888 681

Services of experts, staff

9 781 145

Office rent

360 000

Supplies

52 376

Membership fees

10 000

Bank charges

9 277

Software

83 821

Telecommunication services

151 340

Balance on 01.01.2023 - 3 629 759 UAH

Balance on 31.12.2023 - 12 028 093 UAH

MEDIA PARTNERS

In **2023**, **34** media partners supported us:

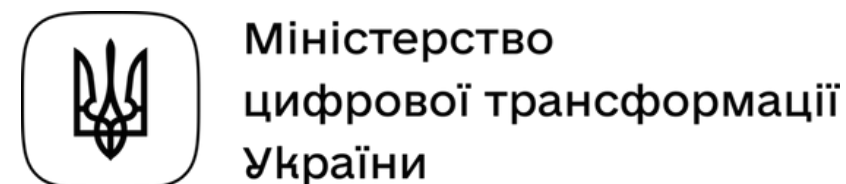
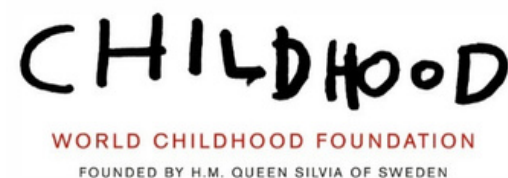
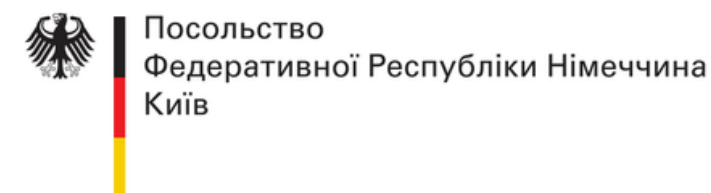
19 TV channels

7 outdoor and indoor advertising agencies

8 youtube channels and telegram channels
with a total reach of over 1 million



OUR SUPPORTERS



JANUARY 2024

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