



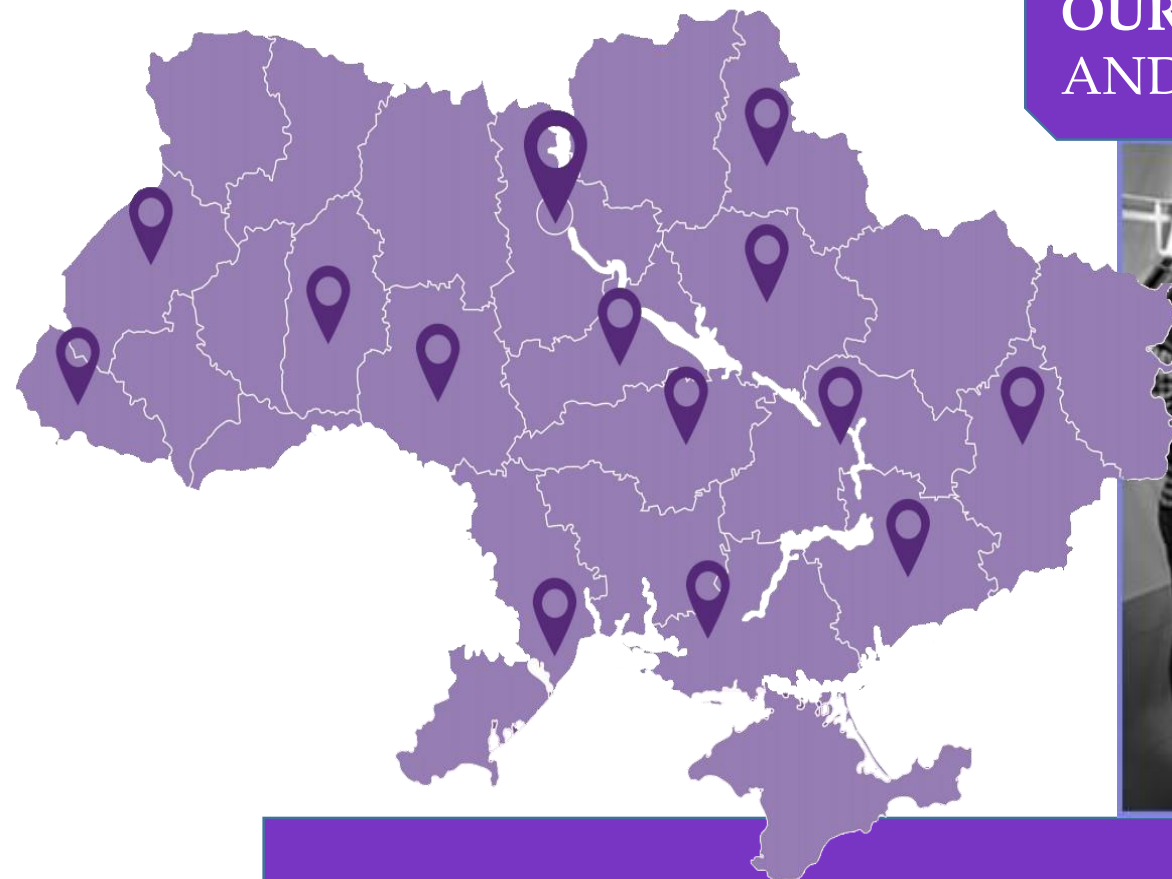
# ANNUAL REPORT

2018

## ABOUT US

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 with 16 territorial centers.

**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**

# «CENTER FOR MISSING & EXPLOITED CHILDREN» in 2018

«Center for missing & exploited children» works more than 17 years all over Ukraine. In 2018 for large-scale public information there were created information content and disseminated in mass-media, that supports us pro bono: 36 TV-channels, 5 printed media, 5 networks of outdoor advertising agencies and indoor TV. Thanks to technical partners support, hot-line 116 000 is available - calls for subscribers of all mobile operators are free of charge.



Due to partners support in 2018 there were created:

	93	items of TV-program
	288	items of advertisements in printed media
	144	items of announcement for Kyiv subway
	144	items of video announcement for train stations (Kyiv, Kharkiv)
	48	items of video announcement for train stations (Odessa)
	144	items of video announcement for Kyiv public transport
	624	items of layouts for outdoor advertising agencies
	48	items of announcement to be broadcasted in trains Intercity and Intercity+

In 2018 we have provided:

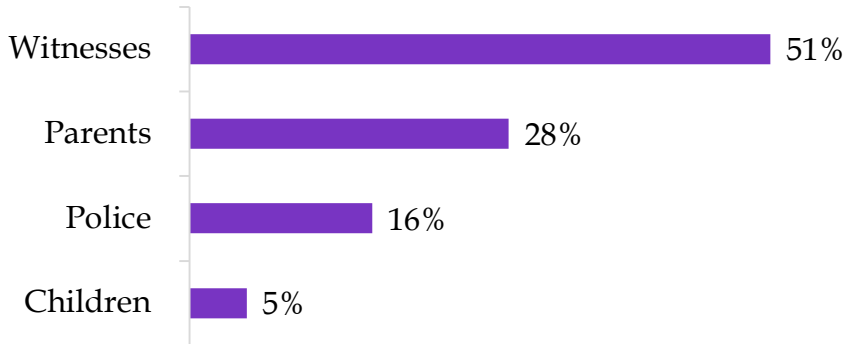
- hot-line call-center for missing children 116000
- support a Geoinformation system (GIS) 116000
- management of database of missing children
- development our pages in social networks (Facebook, Youtube, Twitter), the new account in Instagram was created
- support of web-site missingchildren.org.ua and development it's new concept
- engaging new partners:
  - ✓ Mediasvit
  - ✓ Mediadirect



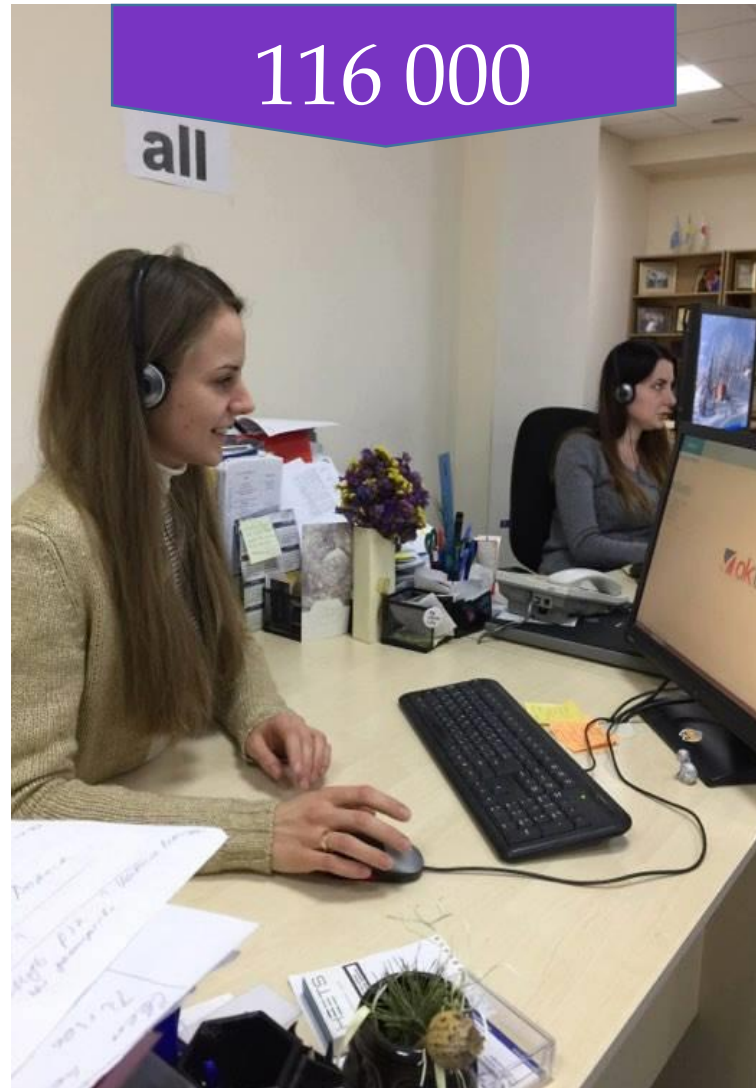
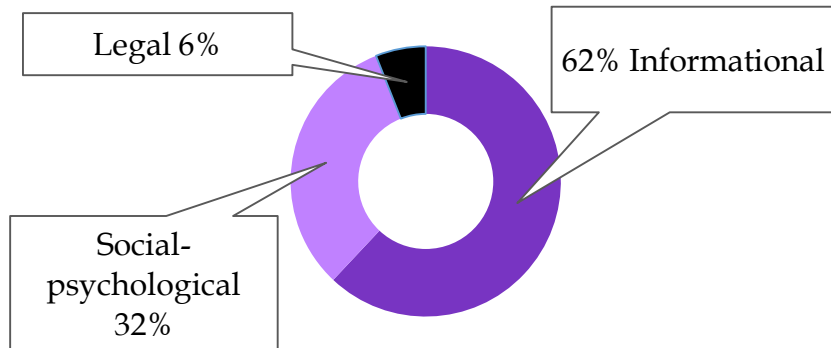
# «CENTER FOR MISSING & EXPLOITED CHILDREN» in 2018

**1312**  
**REQUESTS**

were received  
during 2018 on the  
hot-line



Types of consultations on hot-line



By 28.12.2018, due to collaboration of «Center for missing & exploited children» with public, media and police we had managed to track down

**1811** MISSING  
CHILDREN



# ADVOCACY

Memorandum on Cooperation was signed with the Ministry of Foreign Affairs of Ukraine.

The main objective of the Memorandum is to consolidate efforts to increase protection of Ukrainian citizens in case of their children disappearance abroad.



Participation in the Coordinating Council on the observance of the rights of children and families under the Ombudsperson of Verkhovna Rada of Ukraine. Participation in the meeting «Implementation of the National Strategy for Reforming of the Institutional Care and Children Upbringing for 2017-2026, approved by the Cabinet of Ministers of Ukraine on 09.08.2017, No 526-p»



Participation in an expert meeting of the Ministry of Justice of Ukraine and representatives of the mediator community on cross-border family mediation in cases of international parental abductions.





# ADVOCACY

Participation in the Forum «Basic Principles of Equal Economic Development of Women and Men». Organizers: NGO «Union of Women of Ukraine», NGO «Social Justice», the Ministry of Social Policy of Ukraine and the Ministry of Justice of Ukraine.



Participation in the International Event aimed at attention attracting to the problem of missing children. Organizer: Missing Children Europe, the international federation, Belgium, Brussels, European Parliament.



Participation in the conference «Whose children are missing children?» devoted to missing children, where we shared our experience. Organizer: Centre for Missing and Exploited Children, Croatia, Zagreb.



Participation in the working group drafting the law «On Social Services».

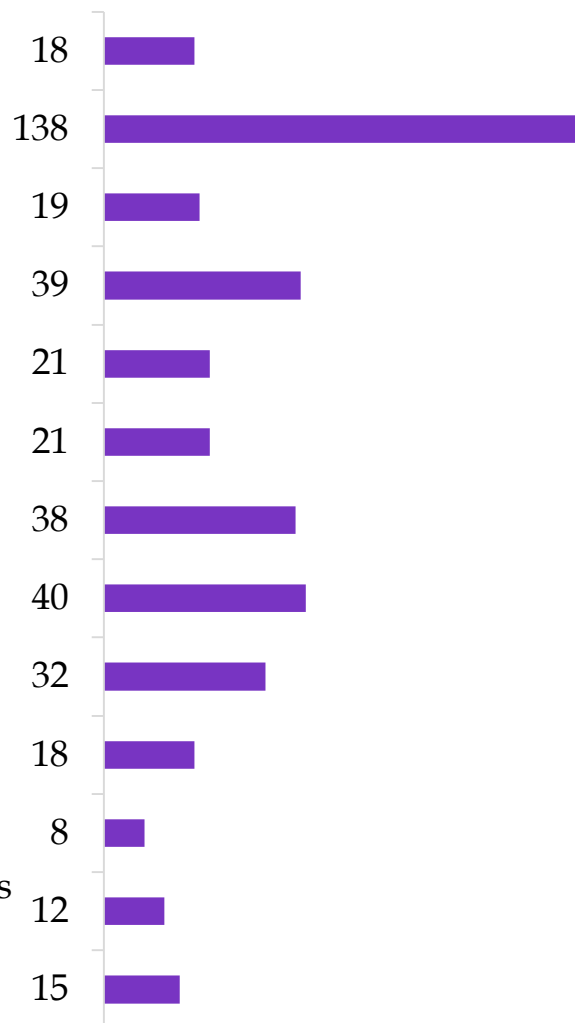
# INFORMATIONAL AND EDUCATIONAL ACTIVITIES

The activities is aimed to increasing public awareness on the rights of vulnerable groups, increasing level of tolerance to vulnerable groups and enhancing the credibility of human rights defenders.

During 2018 we have created 419 media materials, that was broadcasted in mass media.

There were involved 94 human rights defenders during creation of media materials.

Drug addicts	18
Torture victims	138
People with disabilities	19
Civil population in the front-line zones	39
Political prisoners in Russia	21
Labour slavery victims	21
Orphans, children deprived of parental care	38
Domestic violence victims	40
LGBT	32
Asylum seekers	18
Internally displaced persons	8
People captured at the isolated districts of the Donetsk and Luhansk regions	12
Romani people	15



## Types of created media content:

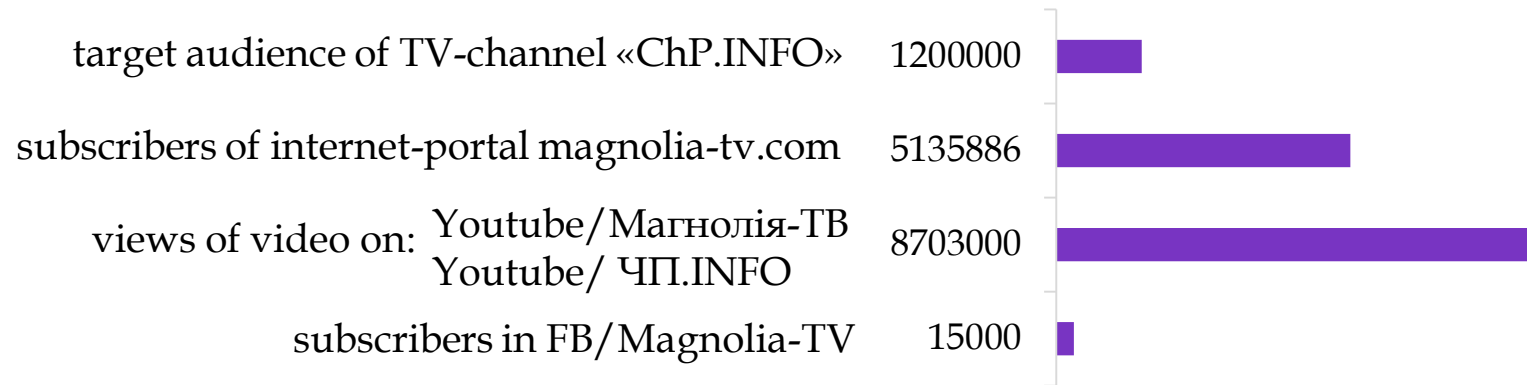
 352 information video

 24 video blogs

 26 TV-debates

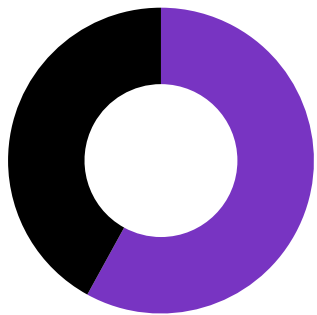
 17 interview

# Target audience of informational campaign

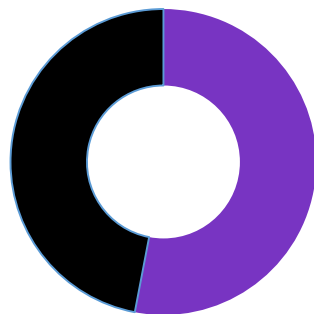


## DESCRIPTION OF TARGET AUDIENCE:

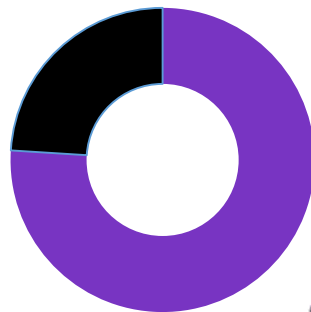
Women 42% 58% Men



53% Age 26-45



76% High education





# PROJECT: «Recruiting Patronage Families in Ukraine»

01.01.2018 – 30.08.2018

**GOAL:** to recruit potential candidates for the programme of Family Patronage Services, thereby decreasing the number of children who are placed in institutional care.

**PARTNERS:** LLC «Magnolia-TV», the Partnership for Every Child, TV-channel «ChP.INFO». The project was implemented with financial support of the World Childhood Foundation.



**RESULT:** 282 free consultations were provided on hot-line by consultants. 78 potential patronage families were redirected to local social services.

# PROJECT: «Protect your child»

01.05.2018 – 30.10.2018

**GOAL:** to increase public awareness about identifying signs of bullying amongst children and legal methods of counteraction to bullying.

**PARTNERS:** LLC «Magnolia-TV», , advertising agency «REK media», LLC «Effect Marketing», Company «Big Media», Video-channel «Metrovision».

The project was implemented with financial support of the Kyiv City State Administration.

311 parents – Kyiv residents got high-quality support on the hot-line, psychological and legal assistance on early bullying detection and methods of counteraction to bullying.

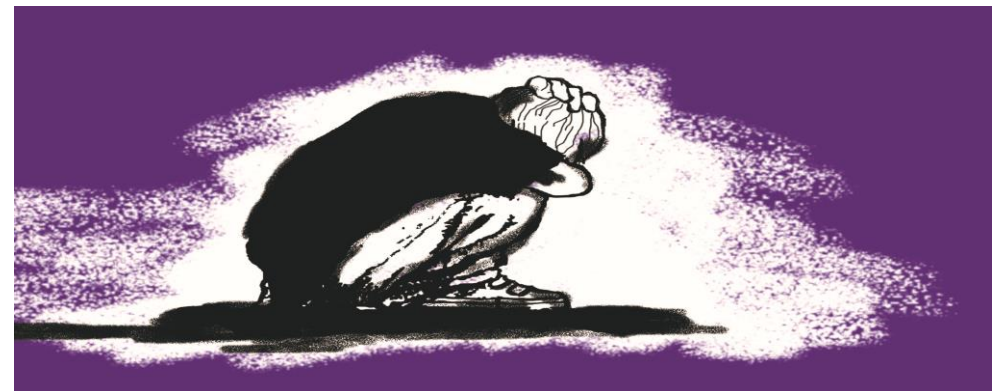
311 children, whose parents called on the hot-line, were protected from bullying.



ГАРЯЧА БЕЗКОШТОВНА ЛІНІЯ



116 000





# PROJECT: «Equality as a Manifestation of Democracy»

01.08.2018 – 25.12.2018

**GOAL:** to promote a stable public opinion on the need to respect women's rights and promote gender equality.

## **PARTNERS:**

LLC «Magnolia-TV»,  
TV-channel «ChP.INFO»

The project was implemented with the financial support of the Ukrainian Women's Fund.



**RESULT:** at least 600,000 Ukrainian citizens have deepened their understanding of the need to respect women's rights and promote gender equality.



# Co-applicant in the Kharkiv Human Rights Protection Group Project «Improved access to justice and protecting the rights to a fair trial for vulnerable groups in Ukraine»

15.06.2017 - 15.06.2018

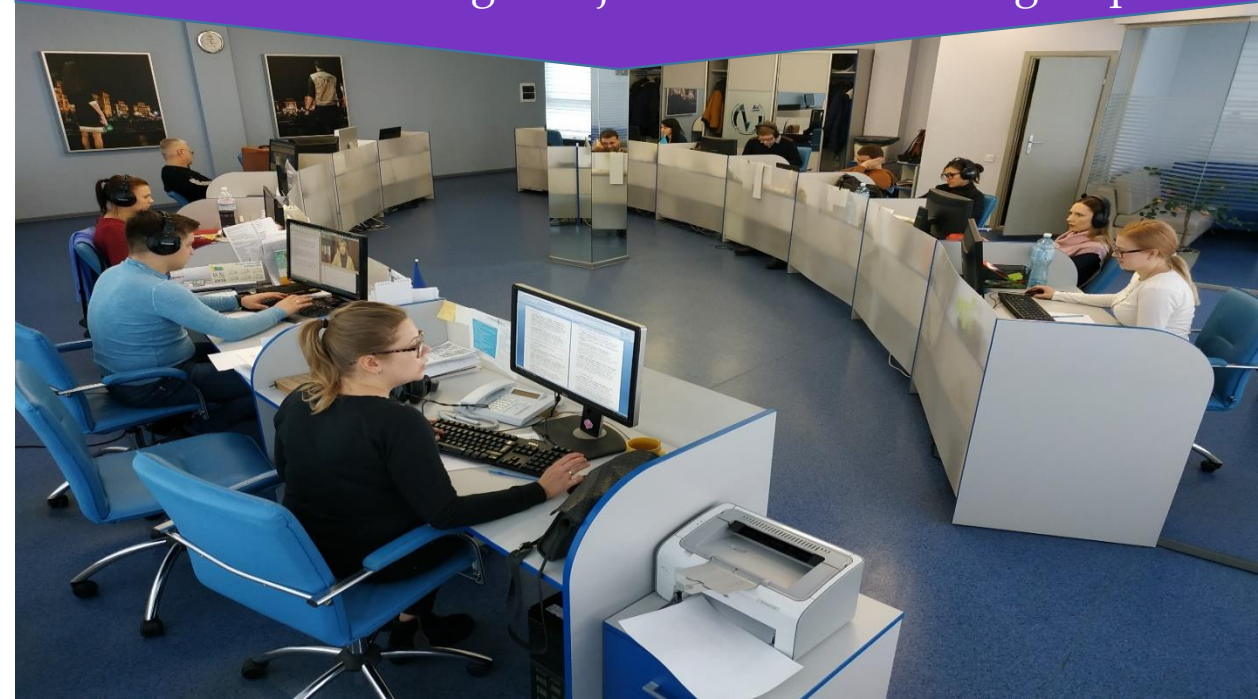
## GOAL OF THE PROJECT:

- Improved protection of vulnerable groups.
- Improved constructive cooperation between civil society and the state to protect effectively the rights of vulnerable groups.
- Strengthened capacity of civil society to influence state policy in protecting the rights of vulnerable groups.
- Information for the general public about the project findings and results.



**PARTNERS:** «Kharkiv Human Rights Protection Group», LLC «Magnolia-TV», TV-channel «ChP.INFO», radio «Magnolia». The project was implemented with the financial support of The European Commission.

An audience of at least 1,200,000 people was informed about violations of the right to justice of vulnerable groups.

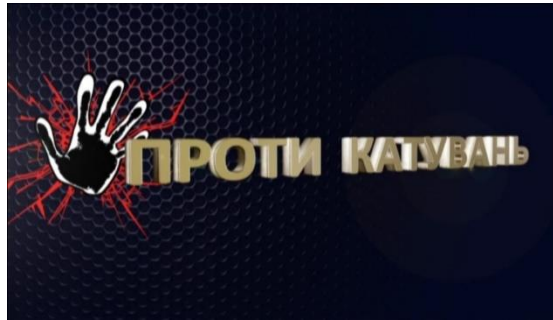


# PARTICIPATION IN PUBLIC ASSOCIATIONS



УКРАЇНСЬКА МЕРЕЖА  
ЗА ПРАВА ДИТИНИ

As a member of the Public Union «Ukrainian Network for Children's Rights» participated in the joint project of the Network and UNICEF «Strengthening the capacity of civil society organizations to monitor children's rights in Ukraine».



As a member of the «Against Torture» Coalition informed the general public about cases of torture and ill-treatment in Ukraine and about the Coalition activities. In 2018, together with the Coalition members, a second series of 20 video programs «Against Torture!» was created. In each issue, 3-4 cases of torture or ill-treatment of people were highlighted. In addition, an expert assessment of the situation from an authoritative human rights defender was provided in each video release. Each video was broadcasted on TV and social networks. The target audience of each issue was 1,200,000 Ukrainian citizens.

On October 24, 2018, Ms. Heidi De Pauw, Vice-President of Missing Children Europe visited us during her monitoring visit.

On November 12, 2018, «Magnolia» NGO became a full member of the International Federation «Missing Children Europe» from Ukraine. This decision was made at the General Assembly Meeting, Brussels. Participated in initiatives of Missing Children Europe.



**Missing  
Children  
Europe**





# INSTITUTIONAL DEVELOPMENT

The «Magnolia» NGO team continued to improve their knowledge and gain new experience.

A course of facilitative sessions and consultations for the Expert Assessment of Organizational Capacity (OSA) and Change Management was completed.



The recommendations of Missing Children Europe federation for development of internal guidelines for 116 000 hot-line consultants for missing children were analyzed.



The approaches to external communication were defined:

- Report on the state of development of critical areas of organizational development was drafted
- Organizational development plan was drafted
- Communication strategy was developed



# INSTITUTIONAL DEVELOPMENT

New policies and procedures were introduced:

- «Regulations on Volunteer Activities»
- «Provisions on Discrimination Prohibition at the Workplace»

Greek colleagues from public organizations shared their experience during the study visit to Greece.



A series of financial trainings «The School of Survival» was completed.  
Organizer: The Initiative Center to Support Social Action «Ednannia».

# INSTITUTIONAL DEVELOPMENT

Yu. Dunayevska visited the Human Rights School for activists of Ukrainian human rights NGOs.  
Organizer: Kharkiv Human Rights Protection Group.

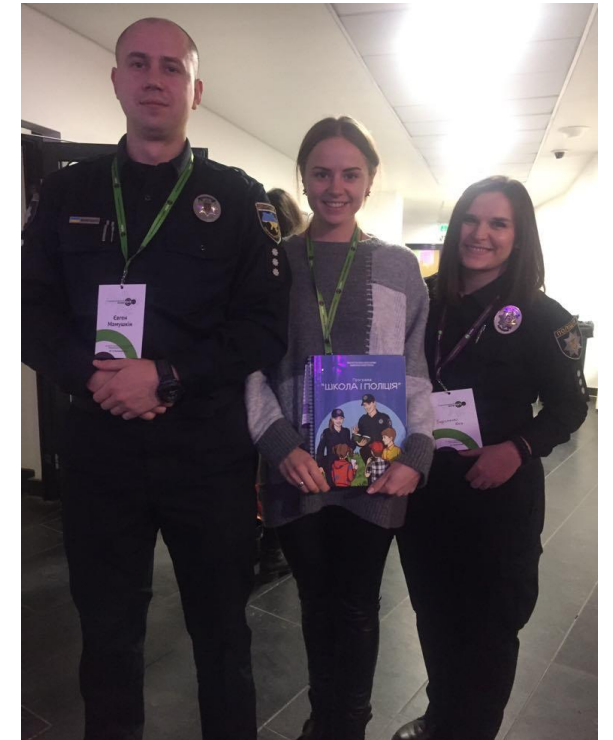
Yu. Dunayevska was trained at «School of Tolerance to LGBT».  
Organizer: Zaporizhzhya Regional Charitable Foundation «Gender Zed».

Skills in using modern software were advanced:

- Oktell - multichannel telephony for our call centre
- KontaktBox – the contact data base of callers to our call centre
- Geoinformation system 116 000 - a database of missing children, which in real time allows tracing all cases of disappearance and finding of children on the territory of Ukraine

Yu. Fortuna participated in the Civil Society Organizational Development Forum.

Organizer: The Initiative Center to Support Social Action «Ednannia».



# PARTNERS in 2018



Харківська правозахисна група



Missing  
Children  
Europe



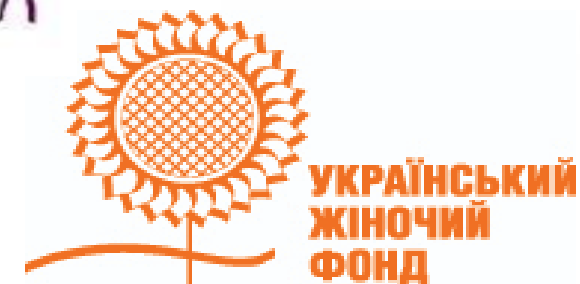
КИЇВСЬКА МІСЬКА ДЕРЖАВНА  
АДМІНІСТРАЦІЯ



Міністерство  
закордонних справ  
України



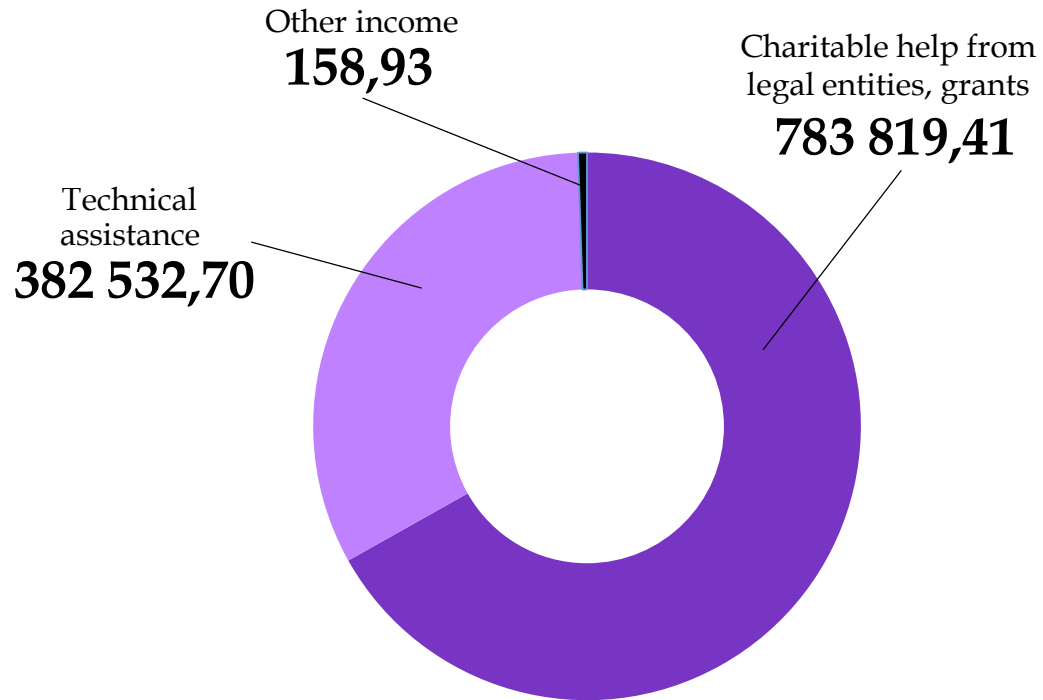
PRO BONO





# FINANCIAL REPORT for 2018

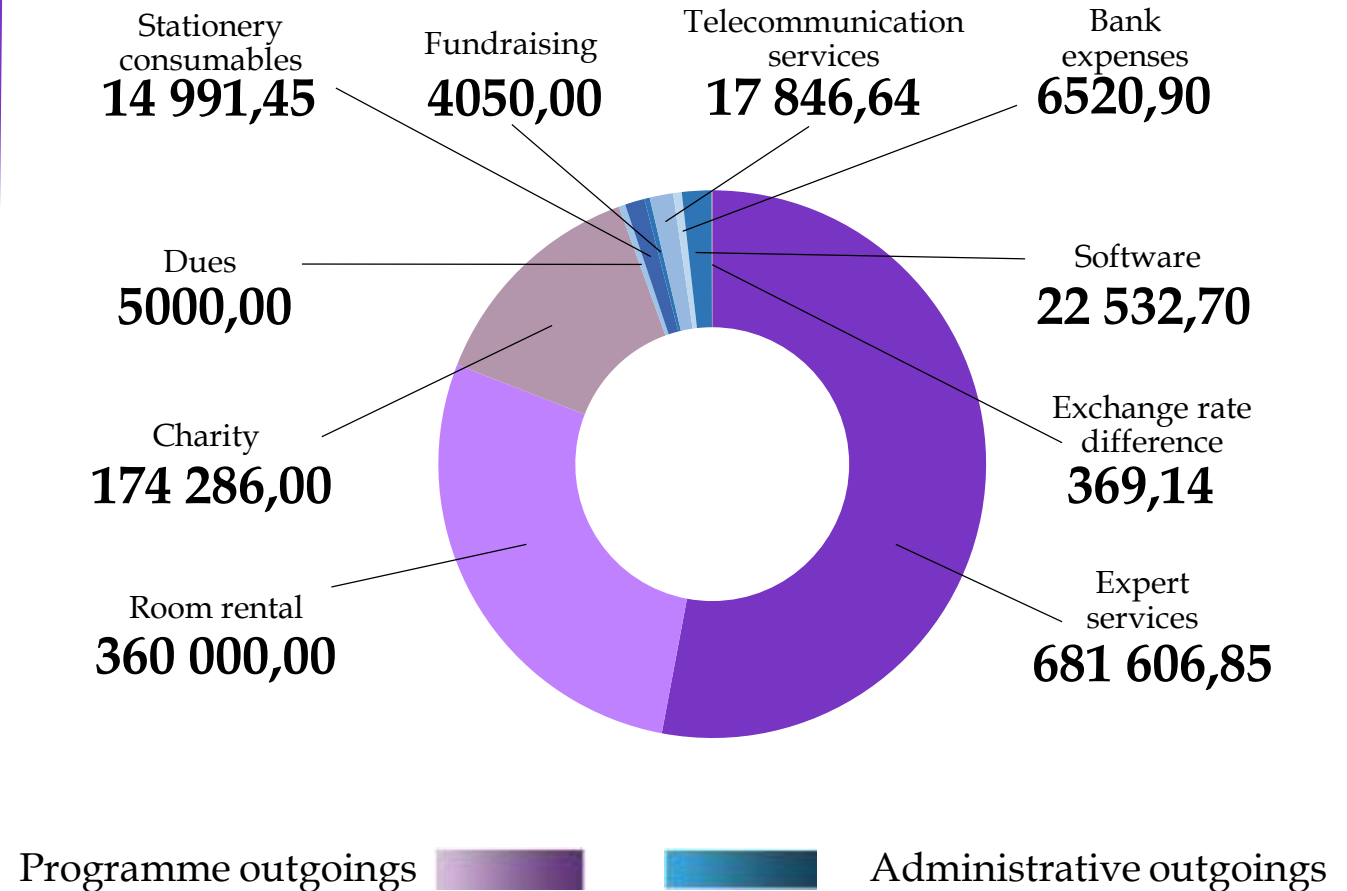
## INCOME: 1 343 681,71 UAH



Balance as of 01.01.2018 – 177 170,67 UAH

Balance as of 31.12.2018 – 56 478,03 UAH

## OUTGOINGS: 1 287 203,68 UAH





# МАГНОЛІЯ

ВСЕУКРАЇНСЬКА  
ГРОМАДСЬКА  
ОРГАНІЗАЦІЯ

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