



FIVE-YEAR REPORT

2017

FIVE-YEAR REPORT CONTENTS

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MESSAGE FROM DIRECTOR



INTRODUCTION



OUR ACHIEVEMENTS OVER 5 YEARS



ASSISTANCE PROGRAM FOR CHILDREN
WITHOUT PARENTAL CARE



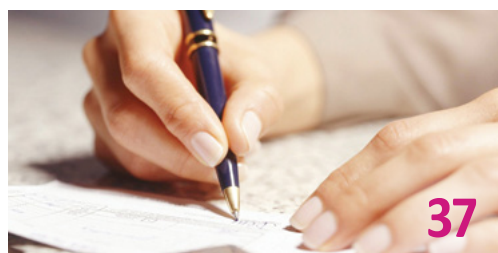
ASSISTANCE PROGRAM FOR ADOPTIVE
PARENTS



PARTNERSHIP PROJECTS



OUR FRIENDS AND SPONSORS



FINANCIAL REPORT

Dear friends!

I am pleased to present to you the following report regarding our Foundation's activities over the last five years. Though it feels like time has flown by so quickly, the pleasing reality is that **we have been helping to place orphans into caring new families for some five years now.** It seems like just yesterday that we embarked upon this mission with our first celebration of placing a child in need. To date, our program has successfully provided family environments for **more than 10,000 orphan-children.**

We would, of course, not have been able to succeed on such a grand scale without your continued help; your sincere and attentive participation in the fate of orphans or your dedication and generosity.

Julia Yudina

Director of the charitable foundation
"Change One Life"



The Charitable Foundation, “Change One Life” assists children from orphanages and child-care institutions to find families and live fulfilling lives.

In addition, we provide adoptive and natural parents with all of the necessary information and support from specialists. Such comprehensive assistance reduces the volume of abandonments, which could result in children returning to the orphanage system.

The Foundation provides all services concerning assistance in making family arrangements for orphan-children as well as support for adoptive families free of charge. This is only possible with the continued help of many of those who choose to be part of the solution and make contributions to the Foundation’s programs.

WHAT DO WE DO?

We help orphan-children to find their new homes.

HOW DO WE DO IT?

We create tens of thousands of personal video profiles about orphans all over Russia.

WHAT ELSE?

Our specialists at the Foundation readily consult and support adoptive and foster parents.

RESULTS?

Every four hours a child from our database finds a family. Many thousands of children are already home!

WHAT CAN YOU FIND ON OUR WEBSITE – www.changeonelife.ru?

- Nationwide database of video profiles about orphans with over 30,000 videos about children who need parents
- Adoption stories
- Webinars about adoptive parenthood by leading Russian psychologists
- You can also put your questions to the Foundation specialists



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OUR ACHIEVEMENTS **OVER 5 YEARS**

2016

Each year nearly 50,000 families take on the responsibility of adopting a child, but are often left to face their new issues without support.

For the prevention of child abandonment, the Foundation initialised several projects targeted towards the assistance of adoptive parents.

2014

More than two million people used the service “Twin souls”.

The beginning of a long-term cooperation with several large companies including MegaFon, VIM Avia, Forex Club, Young & Rubicam.

2012

The first one hundred children are adopted in response to the video profiles about the orphans published on our website.

Registration of the charitable foundation “Change One Life”. The website www.changeonelife.ru was created. The first agreements with 14 regions regarding making video profiles were signed. The first 1500 video profiles were published on the website.

2015

Every four hours a child from our database finds a family.

One of the main indicators of an NGO’s efficiency is public support. The Foundation received awards such as The Cannes Lions International Festival of Creativity and The wings of the stork. It also became a member of several government councils.

2013

The pace of development exceeded 400%.

Our experience undoubtedly shows that video profiles about orphan-children significantly increase their chances for adoption. Our goal is to positively expose these children to maximise adoption potential. To this end, we embarked upon mass-media partnership projects. We also worked with adoptive parents and trained employees within the tutorship and guardianship authorities.

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**ASSISTANCE PROGRAM
FOR CHILDREN WITHOUT
PARENTAL CARE**

ASSISTANCE PROGRAM FOR CHILDREN WITHOUT PARENTAL CARE

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There are more than 50,000 children in Russia, who are longing for parents.

These children are invisible. Why invisible? Because in the state databank you will find very poor information about a child and usually only one cold, emotionless photograph.

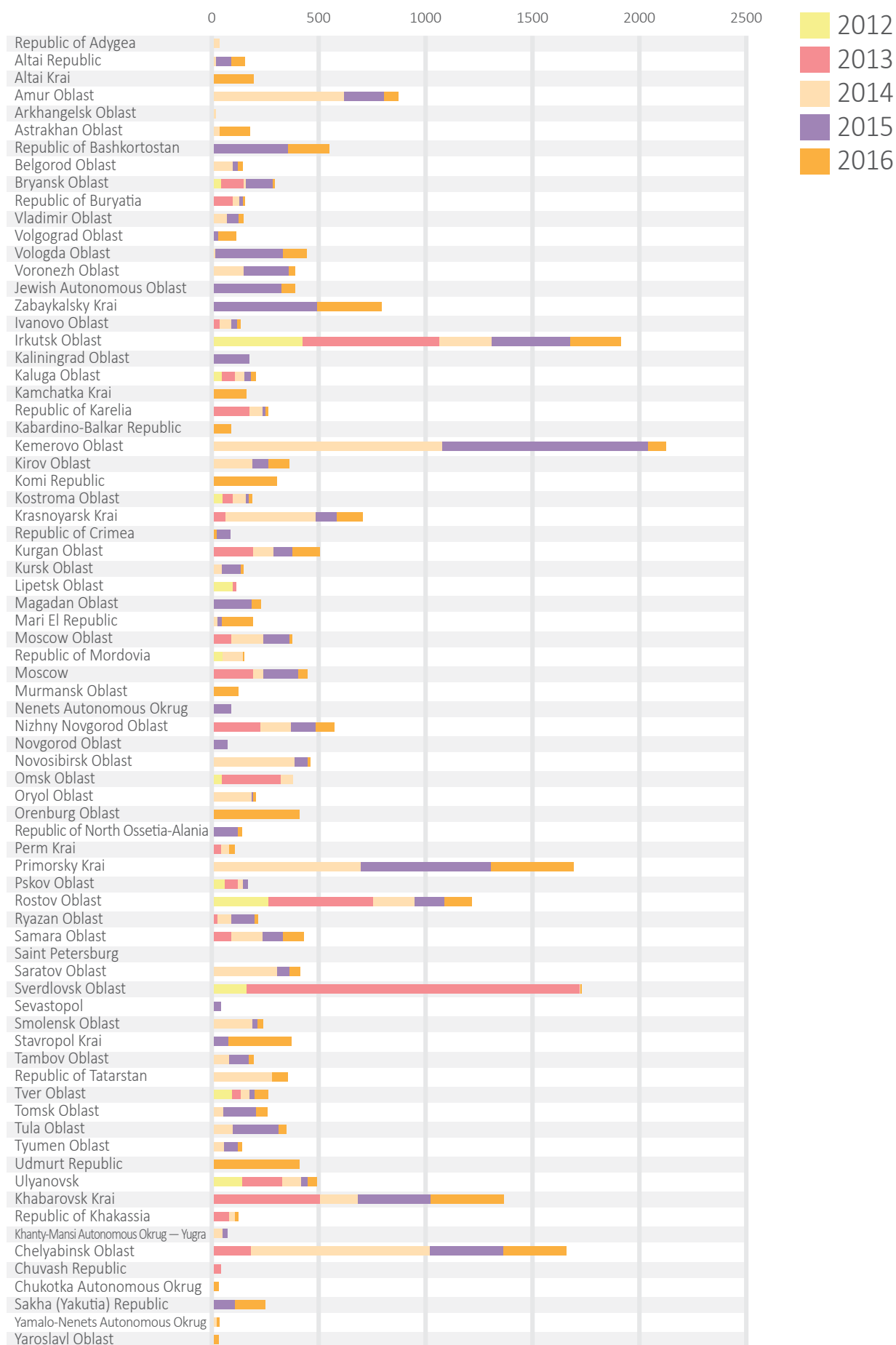
How could prospective adoptive parents possibly see beyond this limited information into the heart of a real child? How could they make up their minds to go and visit him or her and get to know that child better, especially if the child lives in another town?

The experience of our Foundation shows that short films about orphans significantly aid in the adoption of such children and, as a result, **every four hours a child from our database finds a family.**

*I'd like to express our particular gratitude on behalf of our family. **This week, we adopted and brought our girl home from Irkutsk oblast thanks to seeing her video profile.** With her previously only having such an official-looking photo, like from the state databank, she could hardly expect to find parents in the near future. We certainly would never have met that wonderful child. It's a very long way to Irkutsk oblast and I don't think that many people would want to make the decision to go there having only one photo of the child, especially a such a poor and unnatural one.*

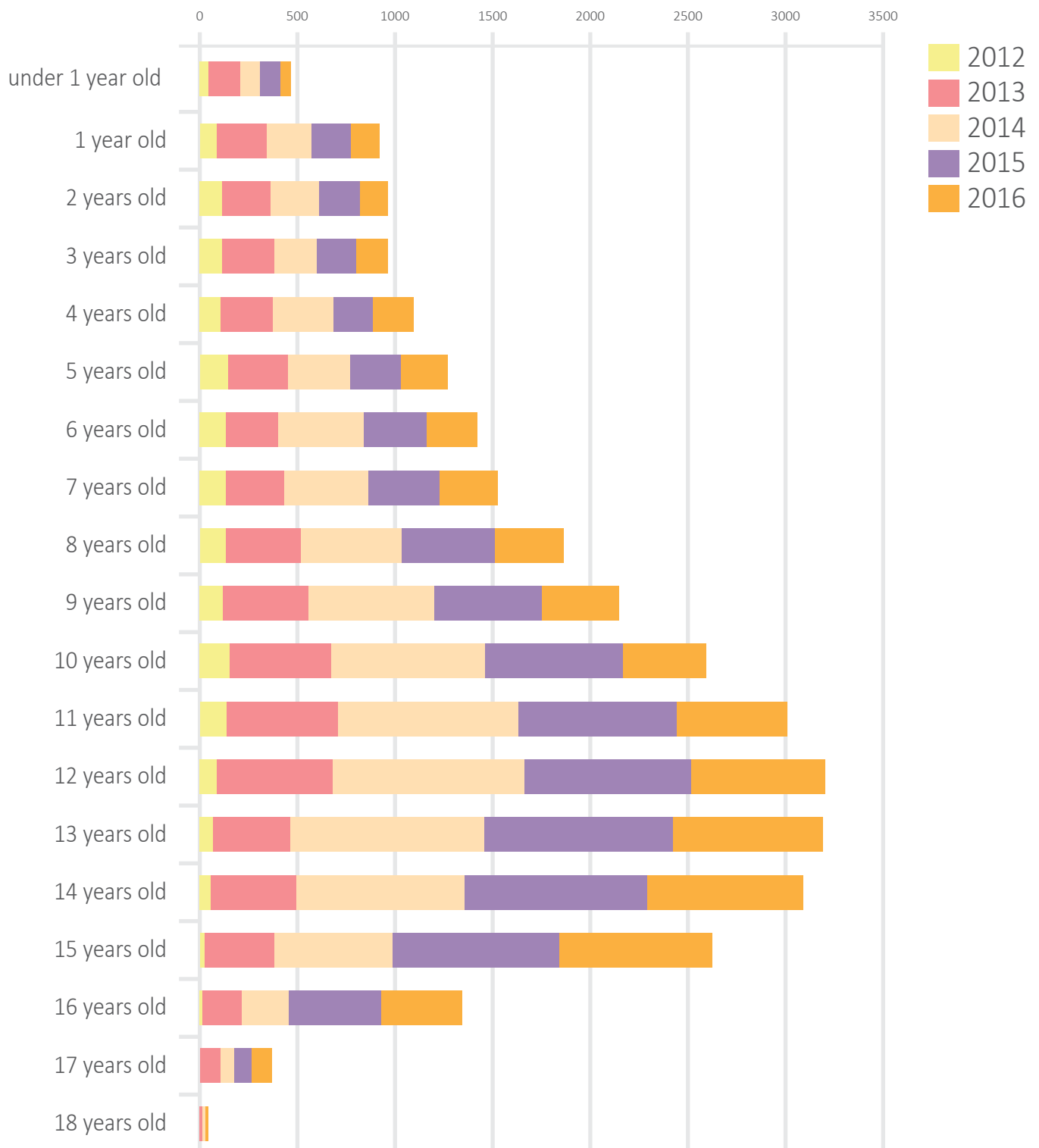
Natalya, adoptive mother





VOLUME OF VIDEO PROFILES OVER
THE LAST FIVE YEARS **BY AGE** OF CHILDREN

13

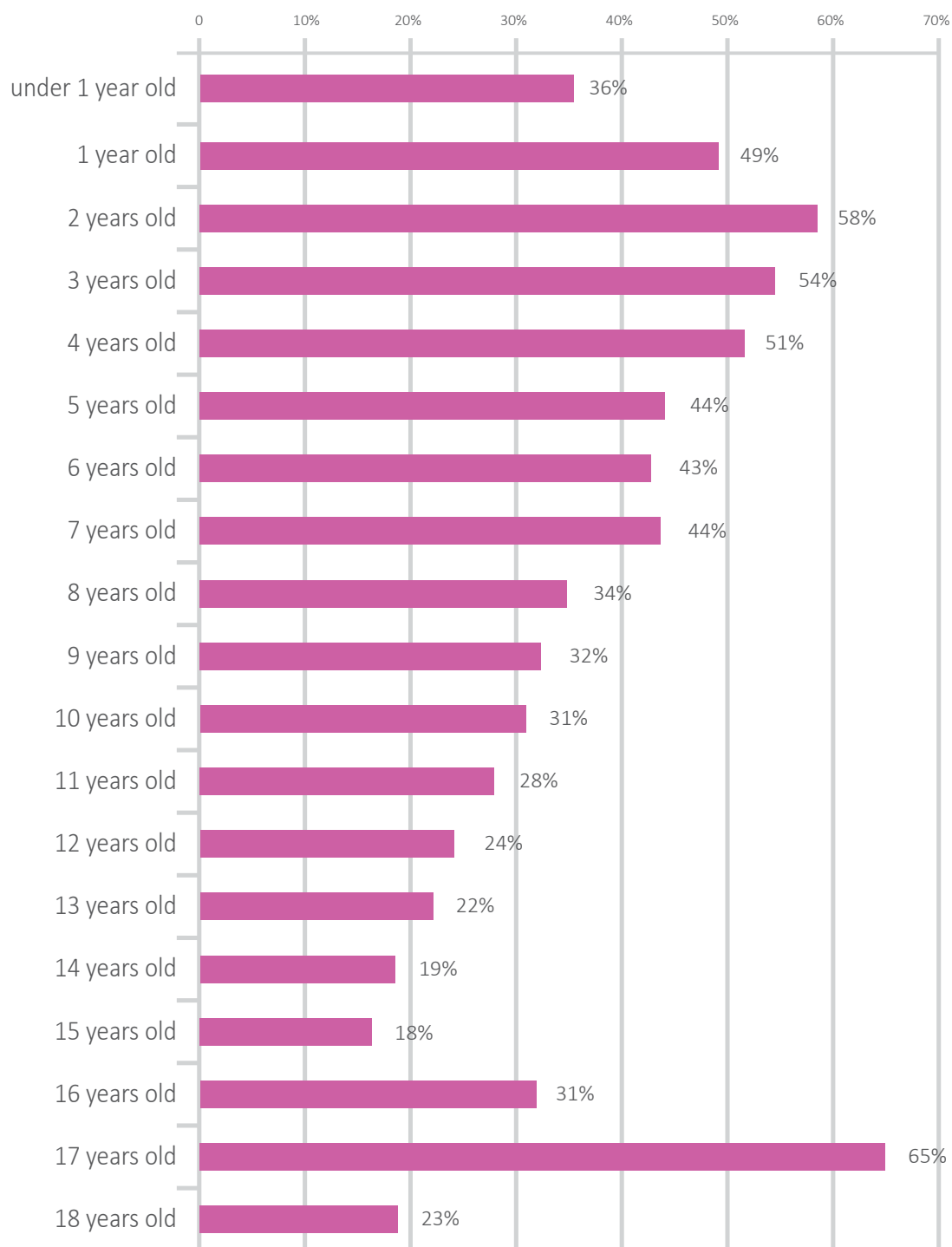




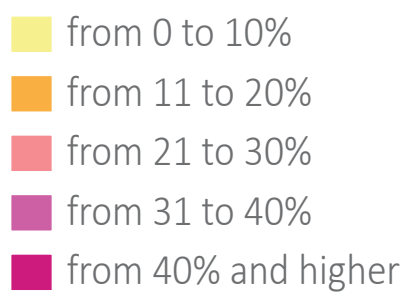
Our experience shows that **video profiles about orphans have become the most effective method of assistance for family arrangement of such kids**, because they help older children as well as children with a specific health status to be adopted too.



AGE	2012	2013	2014	2015	2016	TOTAL
<1	13	46	30	35	37	161
1	16	110	120	116	76	438
2	8	115	145	161	118	547
3	12	96	121	134	149	512
4	10	89	124	164	161	548
5	8	62	144	189	147	550
6	7	82	127	217	160	593
7	9	59	144	263	184	659
8	5	57	139	224	199	624
9	7	55	136	234	247	679
10	4	54	147	327	257	789
11	2	52	149	312	317	832
12	2	46	131	301	260	740
13		16	122	267	296	701
14		9	80	230	269	588
15		6	61	164	230	461
16		4	44	143	220	411
17		1	15	64	153	233
18			1	2	4	7
	103	959	1980	3547	3484	10073



*100% is the volume of video profiles
of children by age in the Foundation database



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ASSISTANCE PROGRAM FOR ADOPTIVE PARENTS

ASSISTANCE PROGRAM FOR ADOPTIVE PARENTS

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ASSISTANCE IN OBTAINING INFORMATION

Change One Life Foundation is not only a charitable organisation that assists orphans in finding families, but has also maintained a 24/7 information centre since 2012.

More than 4,000 people visit our website www.changeonelife.ru daily. There you can find **all necessary information** about such themes: how to adopt a child; how to survive the period of adaptation; what kind of help children need in orphanages and what kind of support adoptive and foster parents need. Our news section is moderated by professional journalists.

The Foundation employees diligently answer questions **from parents and specialists** by phone, by mail, via the website and in personal correspondence through social media channels.

In 2015, we created a specific **forum** that allows any person to ask and discuss all questions concerning family arrangements for orphan-children.

The blogs on our website, which are led by not only adoptive mothers, but also



adoptive fathers and even older adopted children, enjoy immense popularity. The invaluable experience of those people helps other families feel supported, consider their own possibilities and gain greater insight into themselves and their children.

The Foundation is also present in **social media**. We post updates several times a day and have nearly **200,000 followers**.



There is no question more important for parents than **the health** of their children.

Since 2016, the Foundation has provided the opportunity for adoptive and foster families to receive **free medical consultation**.

What do diagnoses really mean in a child's orphanage record? To what extent do they correspond to reality?

What should you pay special attention to? Which kinds of specialists should you visit with your child first?

Answers to these questions can be obtained by sending a child's medical record or a list of diagnoses. **Experienced paediatricians consult parents.**



Our cooperation with **VIM Airlines**, within the bounds of the project “**Fly baby**”, has provided the opportunity for many parents to adopt children from diverse regions.

Free airline tickets have proven to be a real support for adoptive parents. Since its launch in 2014, the project has helped nearly 100 orphans to be adopted.



*I saw two girls on the website www.usynovite.ru, whom I felt that I knew almost by heart by that time. The sisters lived on the other side of the country in Amur oblast, which is **almost eight thousand kilometres** from our home in Ryazan. Regardless, I took the risk and called there and found out that the girls still needed a mother and father to adopt them.*

*Then I started to think about what could be done to get to Blagoveshchensk (the town where the girls lived). Unfortunately, the airline tickets would cost nearly one hundred-thousand rubles. That was simply way out of our budget and we could not afford to buy the tickets. Then I came across the website of the Change One Life Foundation and, to my delight, the organisation was in the practice of helping people to obtain free airline tickets if they were trying to travel to adopt children. I wrote a letter to the Foundation and in a couple of days **I received fantastic news that we had been allocated the tickets for free!***

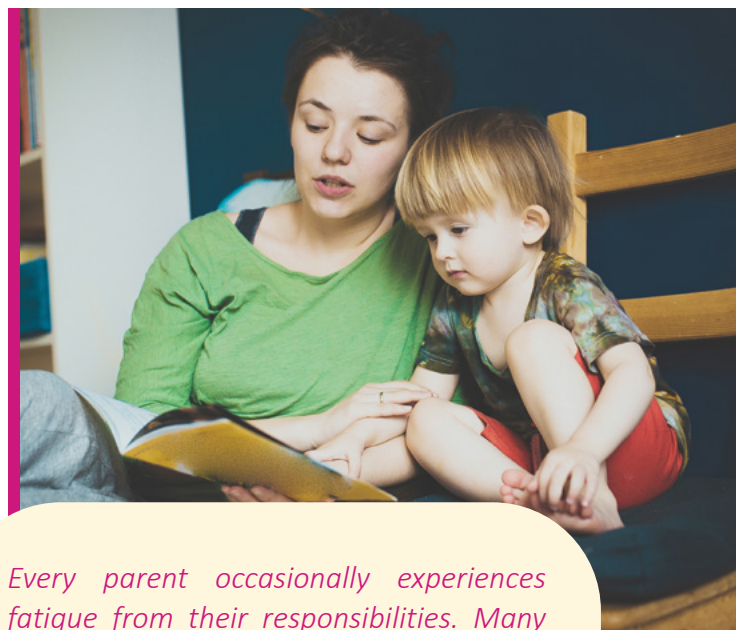
*The flight was exhausting as we flew from Moscow to Komsomolsk-on-Amur. From there, we travelled to Khabarovsk for six hours by bus. After that, we journeyed from Khabarovsk to Blagoveshchensk for twelve hours by train, but it was worth it! When we met the girls, Lena, the older one, exclaimed to me: **“Mommy, I’ve been waiting for you for so long!”** Then she turned to my husband and told him: “Why did it take you so long, Daddy? Tanya and I have been waiting for you such a long time.” After these words we had no doubts – these children must be ours!*

Four days later the girls were with us and we travelled home together by the same route: train – bus – plane.

Story of **Christina and Andrey**, the participants of the “Fly baby” project.

The project, “Take a break” was launched in 2016 for **the support of foster and adoptive families**. The main goals of the project are to prevent emotional burnout of foster and adoptive families; to help parents work through crisis within their families and **to prevent abandonment of an adopted child**.

The project makes available the services of a child-minder for foster and adoptive parents free of charge. It gives them a chance to take a break from their daily routine and find some time for themselves in order to increase their potential as parents. Responsible and specially trained child-minders are provided by the **kidsout.ru** service.



Every parent occasionally experiences fatigue from their responsibilities. Many mothers of adopted children, multiple children, or mothers of children with special needs very often don't have even a few hours a week to spend them as they wish. That's why we provide a free child-minding service for all adoptive parents experiencing financial restrictions.

Julia Yudina,
director of the charitable foundation
“Change One Life”

This is a wonderful project and such a necessary one. It's very important to know that, in case of emergency you can ask for help and that you can always secure a stress-free hour or two to take care of your own affairs. Besides, it's often impossible to solve some problems in the presence of a child/children. Of course, if you have grandparents, you might not need this service so much, but I, for example, don't have any grandparents, and for that reason, in a lot of cases this project is a real salvation for me.

Varvara, adoptive mother





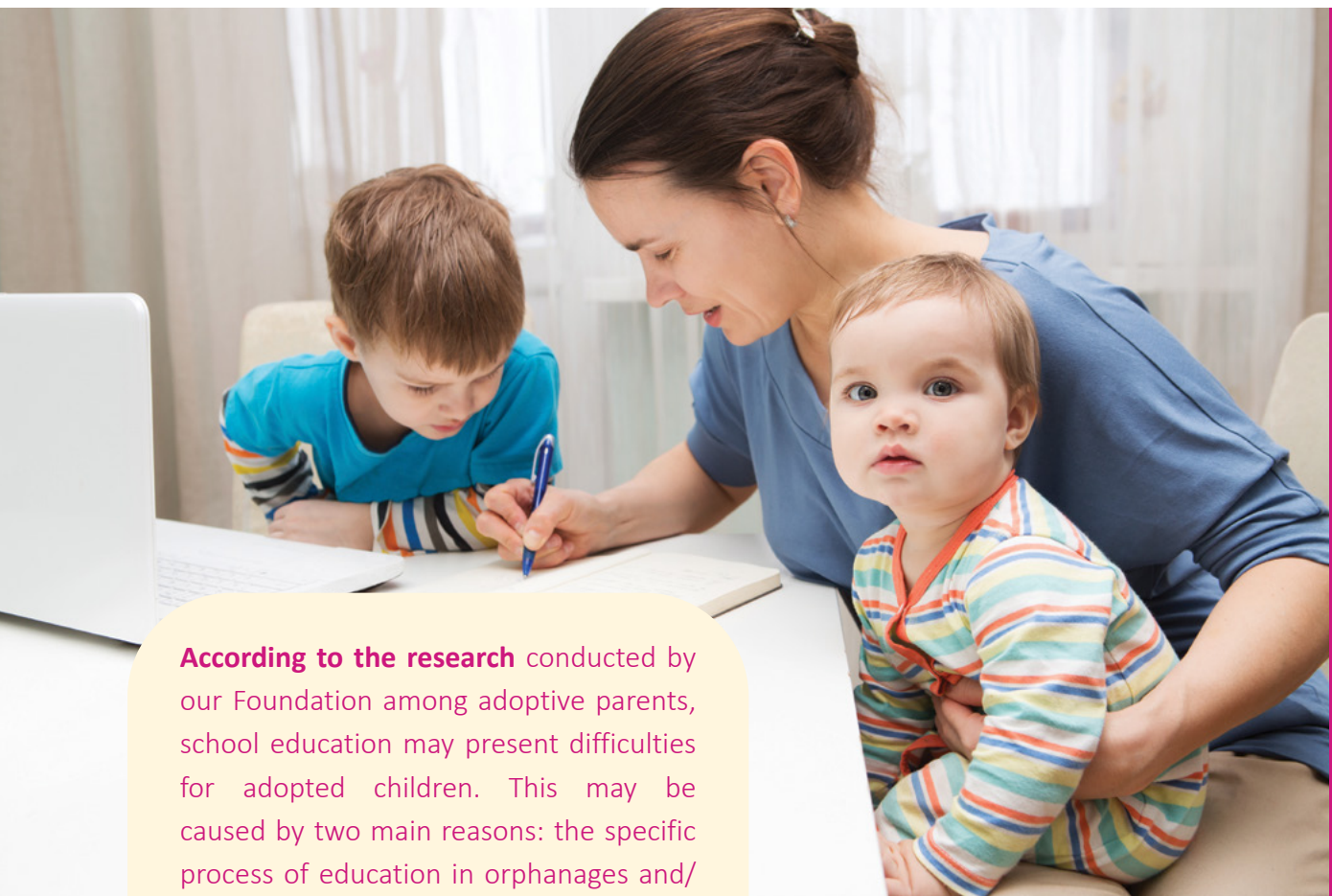


Since 2014, the Foundation has held free **webinars for parents and specialists**. Our speakers are professional psychologists, lawyers, teachers, experienced adopters, teachers from schools for adoptive parents and the like.

All recordings of our webinars are available on our website.

Also, on a regular basis we hold free **consultations via Skype for adoptive parents**.





According to the research conducted by our Foundation among adoptive parents, school education may present difficulties for adopted children. This may be caused by two main reasons: the specific process of education in orphanages and/or the great volume of changes which orphan-children go through in the case of adoption. Almost one third of all respondents (30%) believe that **their child does not cope with the school program**, whereas 4% of respondents are convinced that their child does not cope with it. A quarter of respondents (25%) hire tutors in order to solve the problem. **34% of all respondents say they don't hire tutors only because they cannot afford to do it.** 33% of respondents say that they help their children themselves to cope with the school program, with a mere 16% of respondents expressing that their child copes with school tasks independently.

The charitable foundation “Change One Life” and **online education centre “Foxford”** provide **access to online lessons according to school curriculum** for adopted children free of charge. The goal of the project is to adapt adopted children for school and improve their school results as well as improve the quality of their knowledge in chosen subjects.



Фоксфорд
Центр онлайн-обучения

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PARTNERSHIP PROJECTS

COOPERATION WITH MEGAFON



In November 2013, **MegaFon** and the Change One Life Foundation launched a project, "The future depends on you." Within the bounds of the project, our Foundation makes video profiles about children who take part in the national open football championship for children from orphanages and boarding schools. The main idea of the initiative is to help teenage orphans find new families in view of the fact that older children tend to experience diminished opportunities for adoption in comparison with younger ones.

Within three years of our cooperation's existence we have generated more than **1,700 video profiles about such children,** **370** of whom have already been adopted.



Y&R

Our cooperation with **Young & Rubicam Moscow** commenced in 2014.

Our first project, **“Movies that change lives”** really changed the lives of ten teenage orphans from Tver oblast. Leading Russian movie and advertising directors produced ten short films about 10 orphans. The films were showcased in Moscow cinemas resulting in all the orphans featured being requested for adoption.

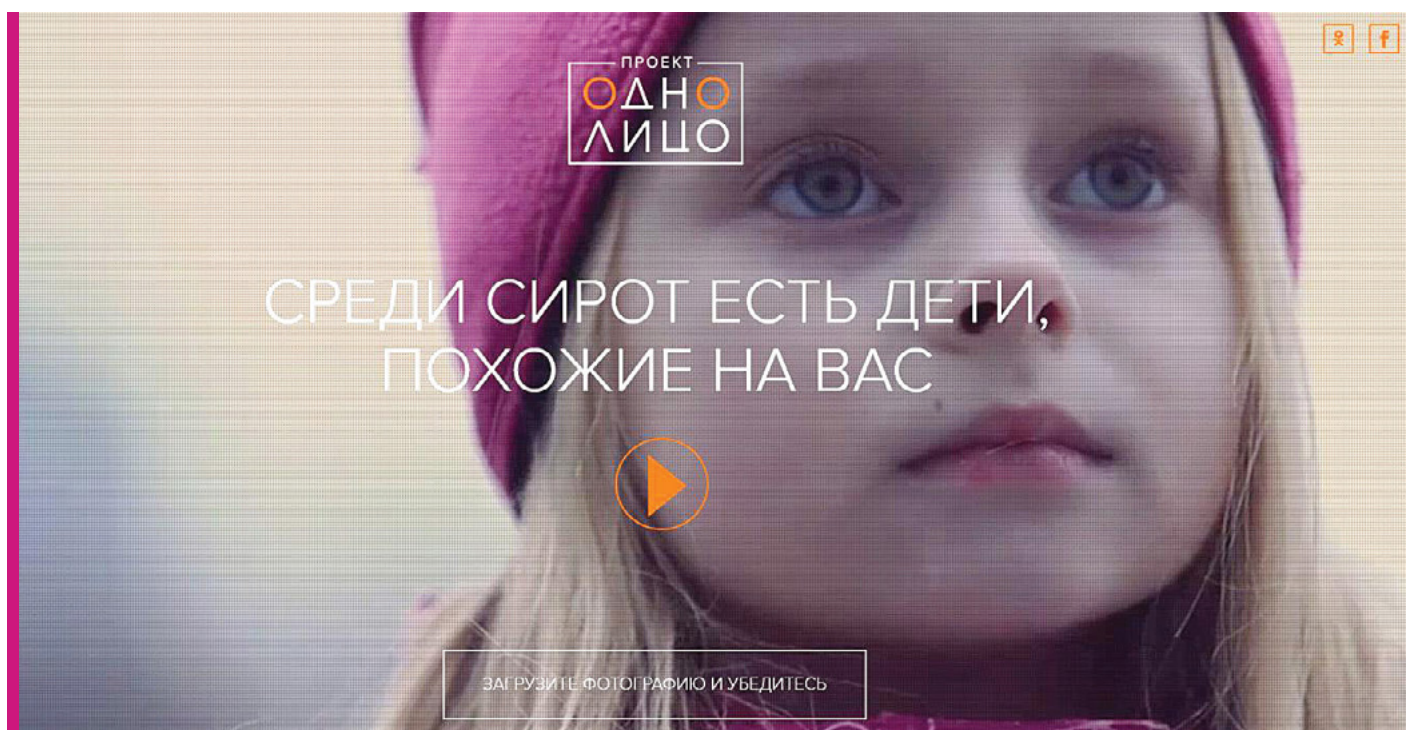
The project received international recognition and won Cannes Lions at the Cannes Lions International Festival of Creativity.

“Twin souls” is another distinguished project. Its aim is to expand the audience of potential adoptive parents and show that orphans are not



simply somebody else's children. We developed a special application that helps users upload their photographs to our website, compare their images with the orphans' and find resemblance between each other. This can help to foster feelings of connection to a child and create greater empathy towards children and other orphans.

The project, **“Twin souls”** was awarded Gold lion at the Cannes Lions Innovation 2015.



“Read to me” is another project under the umbrella of the Change One Life Foundation and Young & Rubicam. The project is a new way of attracting attention to orphan-children and prospective adoptive parents.

Famous people narrate fairy tales at the request of children who live in orphanages. Now any parent can subscribe to the channel, “Read to

At first, the initiative, that we called, “Read to me”, was expected to be only online. Artists recorded their readings of fairy tales at the request of orphan children. We sent the recordings to the children then, subsequently uploaded them online for all interested. A particular moment came when we decided that personal contact would be more important.

In the example of the Leskov family, they have two girls of their own and one adopted boy, called Dimka. So now Dimka comfortably sits with his new sisters, raises his hand just like them and shouts hints to narrators who intentionally forgot the words of the story. Compare this to another “Dimka” who sits nearby, but has yet to find his parents. He sees our Dimka, who represents hope for all of the orphans to find a family someday. As the mother of our lucky Dimka says: “Dima is like a flower, which was transplanted into good soil. It was watered and now, you see, it has blossomed.” Foundations and other NGOs work to make it possible to multiply the number of blossomed “flowers” to be as many as possible.

Victoria Isakova, actress



me” on Youtube or OK and have fairy tales narrated by celebrities for their child.

The first offline meeting of the project happened in December 2016, before which time there had only been online events. Children from Moscow orphanages and some great friends of the Foundation attended the meeting with their parents. Performers Egor Druzhinin, Darya Moroz, Elena Stepanova and Agrippina Steklova narrated fairy tales from Pushkin’s and the brothers Grimm. When Yana Sexte narrated a new year story from Alexander Blinov’s book, the children laughed heartily due to the intense humour of the story. Victoria Isakova also narrated fairy tales.



The professional conference “About teens” took place in Moscow during 19-21 September 2016. The conference was jointly organised by the charitable foundations “Change One Life”, “Sun City”, “Big Brothers Big Sisters of Russia” and “Opening Horizons.”

The main objectives of the conference were to present the best Russian practices of working with teens; to train specialists within the sphere of child-protection and new technologies and tools for effectively working with teens in order to increase the quality of life for all participants in the process.

In November 2015, Sergey Sobyenin, the mayor of Moscow, presented the award for the contribution to the development of family arrangement of orphan-children, “The wings of the stork”. Change One Life Foundation was awarded the prize in the category, “Public or non-profit organisation.”



The Foundation participated in the **“Heroes of change”** contest and experienced further success there. This contest really demonstrated to us how many friends we have. More than 2,000 people voted for the Change One Life Foundation and we confidently took the lead in the popular voting.

Change One Life Foundation is a member of the expert council under the Ministry of education and science of the Russian Federation and a member of the expert council under the Department of social protection of the population of Moscow. The Foundation actively interacts with



colleagues in the sector, for example, in April 2014, Change One Life Foundation and the charitable Foundation of social orphan hood prevention held a conference entitled, “Social orphan hood prevention: achievements and ways of development.” The conference was organised for the representatives of the tutorship and guardianship authorities plus the specialists of the relevant ministries and agencies.

Beside this, the Foundation acted as co-organiser of the annual exhibition forum, “Together – for the sake of children” in Ufa and gained a certificate of appreciation from the Foundation for the support of children in difficult life situations. Change One Life Foundation also published a collection of best practices, “Parents are taught: best practices from NGOs” and a guide for adoptive parents.

In 2015, the Agency for Strategic Initiatives supported Change One Life Foundation and this valuable support allowed us to expand our activity into eight new regions.



A parallel work stream of the Foundation is **our cooperation with the media**. Our collaborative projects make it possible to expand our audience and recruit potential adoptive parents.

In this way, we collaborate with the newspaper, **“Arguments and facts”**; **Mail.ru**, the news agency, **RIA Novosti** and publish stories about adoptive parents on a regular basis.

Russian public television regularly covers the topic of adoption in its programs and the representatives of our Foundation are frequent guests of such shows.

In 2013-2015, **TV Rain** held, on three separate occasions, special telethons entitled “Farewell, orphanage!” The channel broadcasted live video profiles about orphan-children, stories about adoption and interviews with experts and adoptive parents. 48 children were subsequently adopted after recordings of their video profiles had been broadcasted.

Radio show, “Not Indifferent” on **CityFM** was created and broadcasted with the support of Change One Life Foundation. The show enlightened the audience about different social issues including family arrangement for orphan-children.

**АРГУМЕНТЫ
И ФАКТЫ**

@mail.ru


РИА НОВОСТИ

ДО//ДЯ
OPTIMISTIC CHANNEL
LIVE

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МОСКОВСКОЕ ИНФОРМАЦИОННОЕ РАДИО



/5/

OUR FRIENDS AND SPONSORS



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РИА НОВОСТИ

**АРГУМЕНТЫ
И ФАКТЫ**

**ДОМ ДА
OPTIMISTIC CHANNEL
LIVE**

**РАДИО
РОССИИ**
социальный проект
Детский вопрос

ОТР ОБЩЕСТВЕННОЕ
ТЕЛЕВИДЕНИЕ
РОССИИ

YOKOGAWA

Эноб.

Един Дома

Fixprice



ЧАЙНАЯ ЛОЖКА



**арт-мастерская
Сладкая Вата**

Царь-пиво
РАЗЛИВНЫЕ НАПИТКИ

KIDSOUT

**MOSCOW
RACEWAY**

OLYMP TRADE



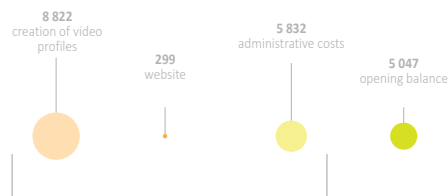
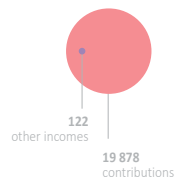
Фоксфорд
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КИБУРГ
ГОРОД, ГДЕ ЖИВУТ ДЕТИ

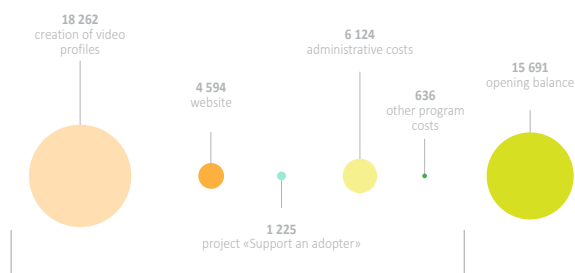
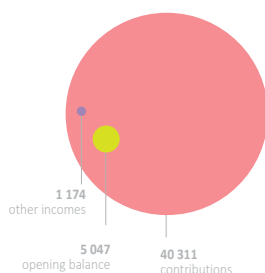
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FINANCIAL REPORT

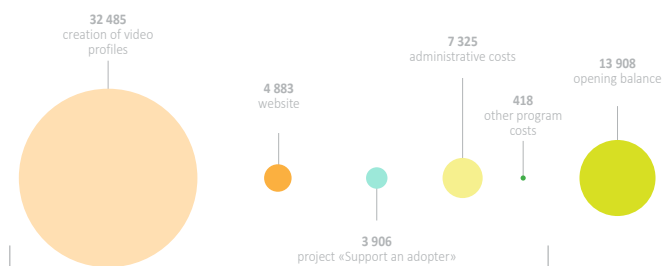
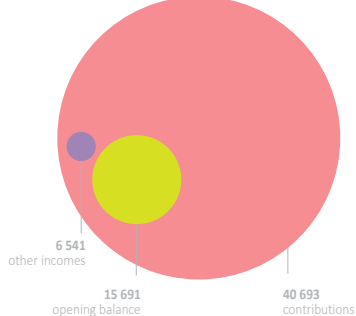
2012

INCOME (thousands RUB)
20 00014 953
EXPENSES (thousands RUB)

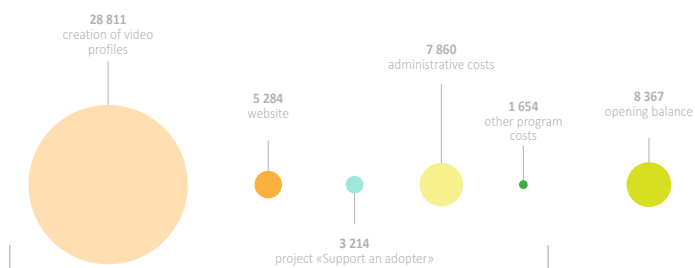
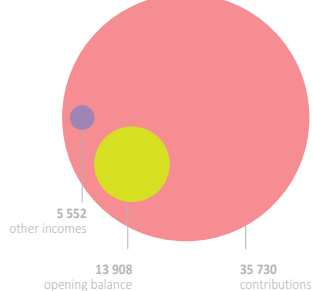
2013

INCOME (thousands RUB)
46 53230 841
EXPENSES (thousands RUB)

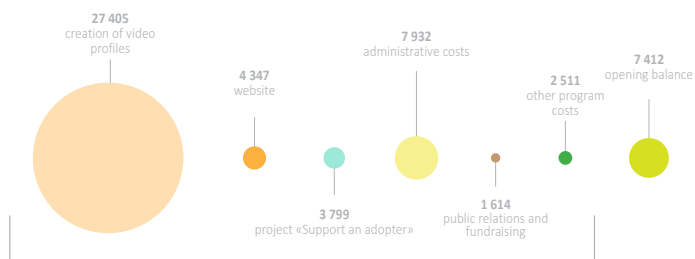
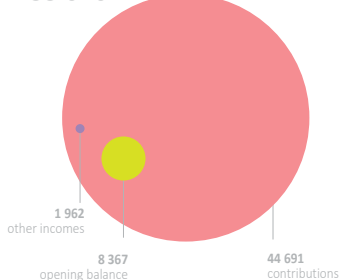
2014

INCOME (thousands RUB)
62 92549 017
EXPENSES (thousands RUB)

2015

INCOME (thousands RUB)
55 19046 823
EXPENSES (thousands RUB)

2016

INCOME (thousands RUB)
55 02047 608
EXPENSES (thousands RUB)

The full registered name	Charitable Foundation assisting orphans to find a family “Change One Life”
The short name	Charitable Foundation “Change One Life”
Address	9 Tverskaya str., bld. 7, office 604, Moscow, 125009, Russia
Telephone number	+7 (499) 277 07 29 (office)
OGRN (Principal State Registration Number)	1127799005443
INN (Taxpayer Identification Number) / KPP (Tax Registration Reason Code)	7707490747/771001001
Director	Yudina Yulia Vyacheslavovna

PAYMENT DETAILS:

Account: (RUB)	40703810100000001496
Complete company title in English	Joint Stock Company BBR Bank (Moscow)
BIC Bank Identifier Code	044583769
Correspondent account	30101810500000000769



For more information, please contact us
e-mail: otvet@changeonelife.ru
tel.: +7 (499) 277-07-29 / +7 (925) 314-84-19

A photograph of a field of golden wheat in the foreground, slightly out of focus. In the background, a bright sun is setting on the horizon, creating a warm, orange and yellow glow across the sky. The sun is a large, bright white circle with a soft orange halo. The horizon line is dark and silhouetted against the bright sky. The overall mood is peaceful and grateful.

THANK YOU!