

Nonprofit Organization:
Career with a Cause Association

2017 ACTIVITY REPORT



Career with a Cause Association (from now on called “Association”) was established on 1 April 2016 and registered in May 2016 with a Sofia City Court decision under file no. 292/2016.

The objectives of the Association are to increase the capacity of non-profit organizations to manage their internal processes and resources more effectively, to promote the NGO sector and other civic initiatives related to the overall improvement of the living environment and to provide information on the possibilities for implementation and inclusion of interested citizens in non-governmental activities and other voluntary initiatives.

We believe that conducting essential initiatives and volunteering have to be regarded not as leisure activities, but as primary activities in people's lives that accompany the development of their professional careers.

In 2017 the mission of Career with a Cause to support the realization of activities and initiatives, which enrich the environment and develop civic awareness, was related to organizing and conducting the Career with a Cause forum. This was also the primary activity of the Association during that year.

The forum took place within one day, on the 25th of November 2017, in the Startup Hambar Hall in the Business Incubator building of SofiaTechPark.

The forum aims to promote various career opportunities in the non-governmental sector. The main target group of Career with a Cause is the young people segment – high school and university students, as well as recently graduated professionals, who aim at a meaningful professional and personal realization.

The forum was held for a fifth consecutive year after its launch as an event in 2013. Back then, it started as a part of a project for combating youth unemployment and was funded by the Ministry of Youth and Sports. In the following years, the opportunity for activation and popularization of the civil sector became the main focus of the event and a prerequisite and incentive for the establishment of the Association.

In 2017, the event was held in a new format, and to the original idea of presenting NGO organizations at dedicated pavilions, we added a conference forum for discussing a pre-defined topic on “Career with or vs. a Cause: where do you stand?”.

In the exhibition hall of the forum, the pavilions hosted representatives of 28 non-governmental organizations among which Teach for Bulgaria, ABLE Mentor, JCI

Bulgaria, Vision for Sofia, Gift a Book Foundation, For Our Children, Hrankoop, Junior Achievement, CVS - Bulgaria, Four Paws, The Art of Living, Mission Courage, Teddy Bear Operation, YOUTHub, Ideas Factory, Parents Association, Naturalists, Greenpeace and others. They presented their activities and initiatives and offered the attendees various positions for work, internship and volunteering to find new colleagues and volunteers for the implementation of their projects and activities. For the first time, the forum also invited business organizations that, through their products and services and through their Corporate Social Responsibility programs, contribute positively to the activation and development of society. Such companies on the Bulgarian market, though not many exist and deserve the necessary attention. As a partner to the event, we were pleased to attract Roobar, which support various causes and initiatives related to healthy lifestyles, education, and ecology.

During the conference part of the event, we organized three panels on the following topics: Business and Cause, Career and Motivation, Careers with Cause. Within each panel, the presentations were held by professionals from the NGO sector and the business. The nine panelists shared their own experience of successfully combining their professional career with public cause work and told the audience what motivated them.

After each panel, the presenters and the public discussed the various possible ways a citizen can be socially engaged and about what it means to be content with your work. Emphasis was placed on corporate social responsibility and how it is becoming a critical factor in the business image.

In 2017, as we have done so far, we made efforts to popularize the Association and the Career with a Cause Forum for our mission and messages to reach out to a broader audience.

First, we used the organization's own channels - the website and the Facebook page, where we posted information about 2017 Career with a Cause topics, lecturers, and exhibitors. We published interviews with lecturers and participants in the exhibition. We used our Facebook page to create an event and promotion by sponsoring specific target groups. The information from the event registration forms from previous years allowed us to focus our efforts on the group that most often visits the event - men and women aged 20-40 from Sofia.

Secondly, Career with a Cause has teamed up with a number of media outlets in recent years to publish interviews, short articles, and videos related to the event and

its participants. In 2017, our media partners were Binar Radio, ngobg.info, OFFNews, CSR Bulgaria, karieri.bg.

The conference part of the forum was broadcast directly online on Binar radio.

The other activities of the Association were in direct connection with the organization and conduct of the 2017 Career with a Cause forum, namely maintaining and updating the information on our website, holding a networking event in which panelists and NGOs had the opportunity to learn more about joint work and discuss partnership opportunities.

The funding we received in 2017 was based on collecting a fee from the exhibitors as well as from a project funding received from Oak Foundation in 2015.

We used these revenues to cover the organization and marketing of the event, a networking event, and the remuneration for the team members. The financial report of the Association for 2017 is attached to this report.

We believe that in 2017 the objectives and the mission of the Association were successfully fulfilled. Every year the visitors to the Career with a Cause forum have the opportunity to fill in a survey of satisfaction. To the question: "Did you find the opportunity for realization (work, volunteering) in the non-governmental sector?" between 70% and 80% of the respondents answered assertively.

Attachments:

Balance Sheet

Profit and Loss Account Statement

Statement of Equity

Cash Flow Statement

Change in Net Assets Statement

1 May 2018

Sofia Emilia Zafiraki,

Chair of Career with a Cause Association