

Cartoon “How a Grantmaking Foundation Works”

The cartoon explains how we work. Characters representing the Foundation’s grantees – a university lecturer, a student, an employee of a cultural institution, a participant of a social sports project, and a philanthropist – highlight the partnership and interconnection of all our activities.

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Larisa Zelkova

Chair of the Supervisory Board

In 2022, Vladimir Potanin, the founder of the organization, decided to transfer the control of the Foundation to independent governing bodies by making a significant donation to the Foundation's endowment. This event has become the final stage of a long journey.

The task of forming the Foundation's endowment was recorded in the strategic vision document in 2016, and the fundamental decision to form the endowment within the organization was made even earlier. Over the years, the Foundation has systematically moved towards this goal, developing the Russian endowment model, accumulating expertise, best practices, and initiating a public discussion on endowments.

The returns from the endowment, used to fund its activities, will help the Foundation maintain stability and sustainability and continue to support ambitious projects, motivated and responsible leaders: museum workers, NGO employees, leaders of social sports initiatives, students and staff of Russian universities.

For almost a quarter of a century, the Foundation has established itself as a reliable and professional charitable organization. I am convinced that the Foundation will successfully develop a sustainable financial model and will continue to grow, develop, and achieve positive social outcomes.



Astrakhan Biosphere Nature Reserve, Foundation School – 2022



Oksana Oracheva

The Foundation's General Director

2022 was a landmark year for the Foundation – we became the owners of the largest endowment in the country. Now the Foundation is funded by the endowment.

Large-scale changes have affected most of our activities. Not only has our financial model changed, but also our management system – the Foundation's employees have become its founders. The composition of the management bodies has changed, and the operating unit has been restructured.

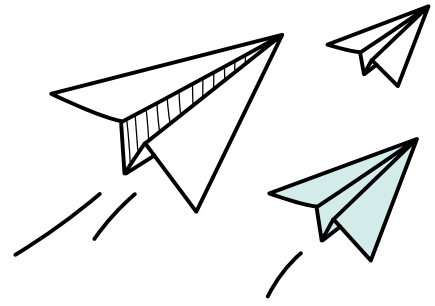
These transformations became a serious challenge for the whole team. However, our team has always had professional solidarity and determination to achieve our goals. The Foundation managed to fulfil these transformations despite the enormous number of new tasks, the need to quickly immerse ourselves in new topics, and master new activities. We fulfilled our obligations to partners and grantees and we will continue doing so in the future.

Establishing an endowment as an effective work tool is always a lengthy process, and we have yet to complete the restructuring of our work. The past year has taught us a lot and we are ready to move forward. We continue to support our grantees – people and projects aiming at achieving a long-term social effect. We continue developing a fertile environment for their emergence by developing a philanthropy culture in Russia.



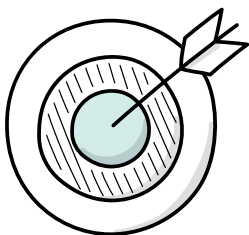
National Park "Krasnoyarsky Stolby", Foundation School – 2022

01



About us

The Vladimir Potanin Foundation is a non-profit, grantmaking organization which has been running large-scale charitable programs in culture, higher education, social sports, and philanthropy since 1999. The Foundation budget is fully funded from the endowment which was created in 2022.



Our Mission

We develop a philanthropy culture by uniting creative professionals who resolve current public issues and achieve sustainable social change. We provide opportunities for new ideas to emerge and create a favorable environment to make them come true.

2022 in numbers

7

charitable programs

27

grant competitions

2,111 bn ¥

the Foundation's expenditures

61

intersectoral partnerships

496

experts

33 840

expert evaluations of applications

12 086

competition applications

19 396

people interested in grant competitions

1 716

winners of grant competitions

125

educational and public events

1 million

participants of on- and offline events of the Foundation

Investing into the Future: Social Capital

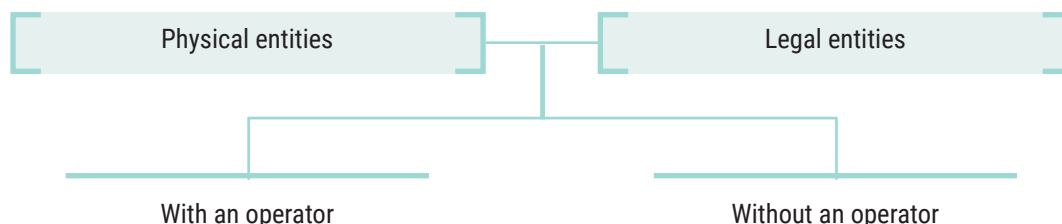
Over the years, communities of creative professionals in culture, education, social sports, and philanthropy have developed within the Foundation’s programs and competitions. As a result, original partnership projects are launched, business ties are built, work tasks are fulfilled, new specialists born, fresh career opportunities created, and the society’s trust in charitable activities is growing.

The development of professional communities is an important indicator of our effectiveness. Participants of the supported projects share their experience, plan new projects, and become a part of a larger movement aimed at positive social changes.

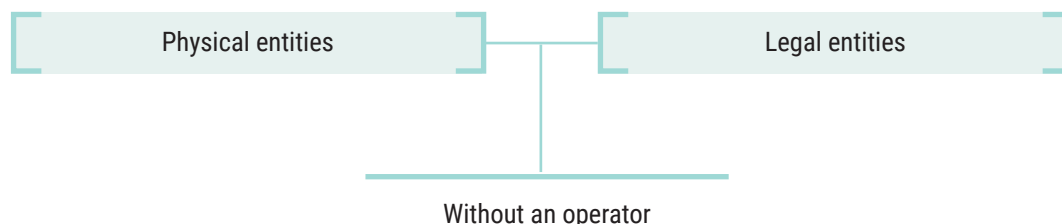
How the Foundation’s Support Works

We hold two types of grant competitions: open competitions and competitions by invitation. Open competitions are available to a wide range of applicants who meet the selection criteria. Only invited applicants can participate in competitions by invitation. An invitation to participate does not mean support by default.

Open Competition

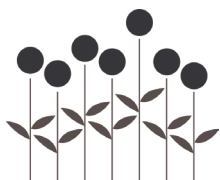


Competition by Invitation



An operator of a competition is a partner organization which is engaged in all or some stages of an open competition. Operators help with conducting an information campaign, checking that applications comply with formal criteria, and coordinating the work of experts. They also organize expert support of winners and the exchange of successful practices.

Operators of grant competitions



Фонд Гарант



БЛАГОТВОРИТЕЛЬНЫЙ ФОНД
ПОДДЕРЖКИ ОБЩЕСТВЕННЫХ ИНИЦИАТИВ
«СИБИРСКИЙ»

ЗДАРТ



ТРАЕКТОРИЯ



Competitive Cycle

The Foundation nominally divides the competition cycle into eight stages, which do not depend on the program and content of a specific grant competition. This helps us standardize our approach to competitions. Stages may vary in their duration and format.

New Grant Procedures

Since 2022, we have been implementing an approach that reduces time between preparing a grant application and receiving a grant.



The application stage has been shortened. Our experience shows that up to 40% of applications are submitted just before the deadline. Now our information campaign starts earlier, and less time is allocated to submitting applications. This approach gives participants an opportunity to think through the idea earlier, and start submitting the application later.



We enhanced the efficiency of application evaluation: it is now conducted in one stage.



Now grant decisions are made faster, hence, competition participants receive grants to implement projects or professional or institutional development earlier.



All programs hold competitions with a unified approach.

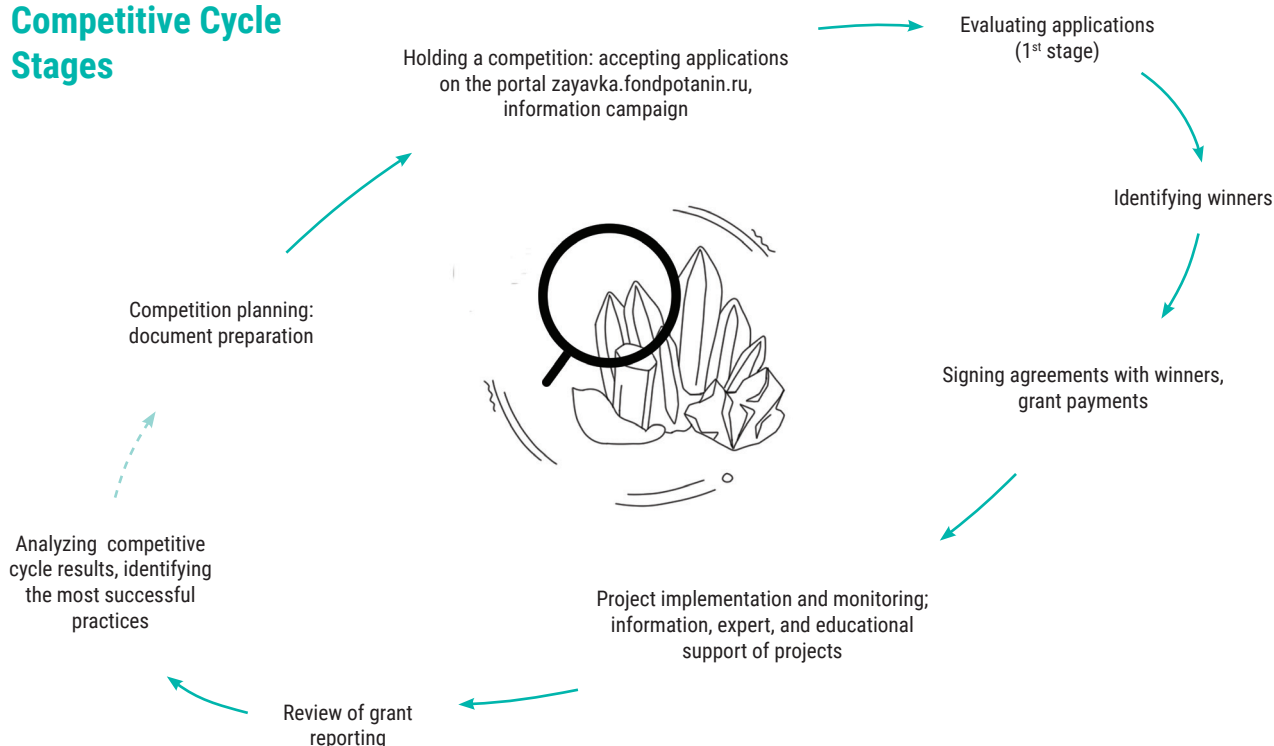


Competitions start sequentially: thus, participants have the opportunity to choose a competition that best suits their needs.



The launch of competitions is preceded by work with the target audience. To attract participants, the Foundation distributes information on the competition topics, demonstrates the requirements, explains what tools can be used to prepare the applications. Throughout the competitive cycle, we talk about our grantees' experience in previous years: we share best practices and success stories.

Competitive Cycle Stages



Online system for grant management administration

We updated our online system for grant management in 2020.

The portal zayavka.fondpotanin.ru/ru has become user-friendly for applicants, beneficiaries, experts, and the Foundation's employees. All stages of grant management administration are organized on this portal: preparation of competition documents, holding competitions, review of grant reports, and results analysis. It enables us to make grant administration simple, clear, and transparent.

In 2022, we adapted the portal to the changes in competitions procedures, continued to modernize and enhance processes. For example, when we launched the Foundation School in a new format (summer volunteer programs in protected areas and cultural heritage sites in Russia), the portal was improved: the School participants were able to estimate the distance to the location and select their priority camps. In addition, changes were made regarding the distribution of applications.

One of the portal's features is customized statistics on every program and competition and aggregated statistics for a particular period. The statistics help forecast the next competition, plan workload, schedule, and grant fund. For instance, statistics on different regions help us understand where to hold an information campaign to attract new participants.

133+ K

users registered in the Foundation's online system

20+ K

new users per year

Financial Indicators

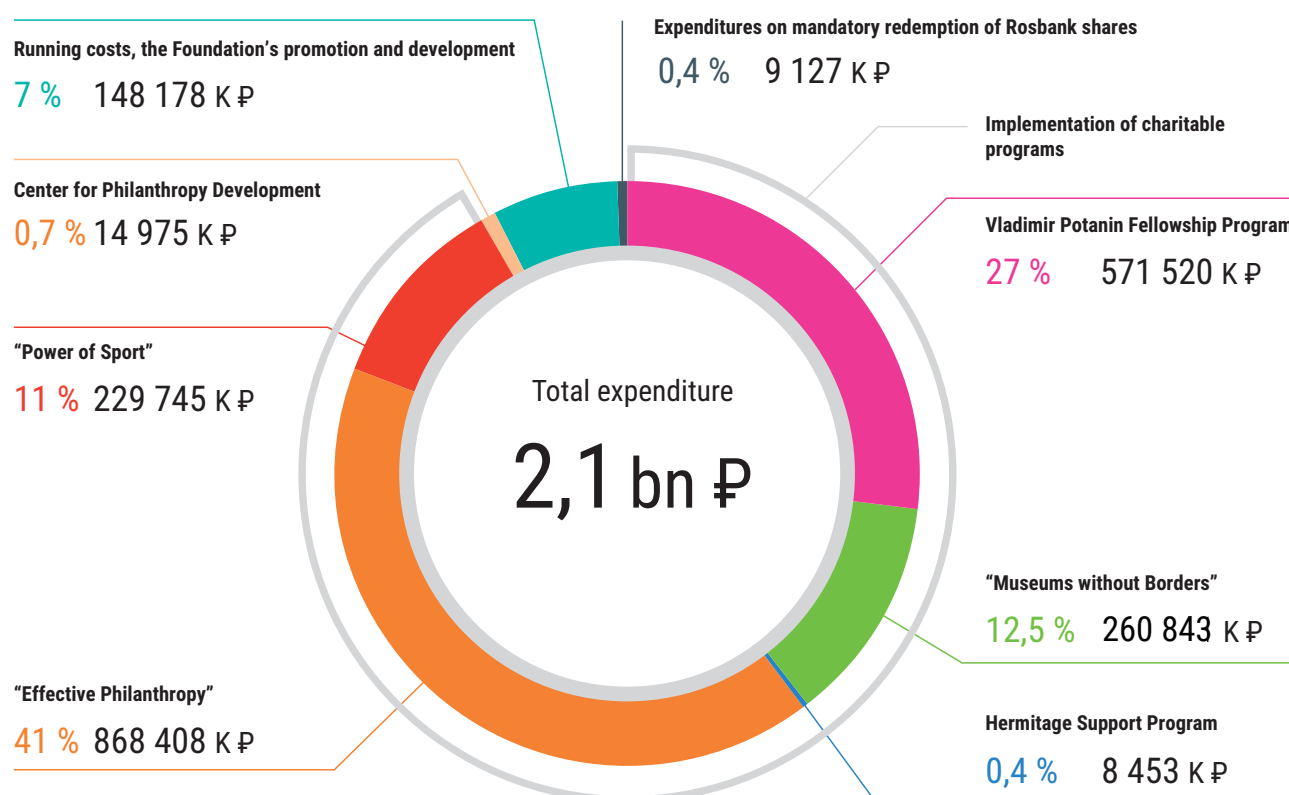
Foundation's income, thousand ₺



Expenditure dynamics for three years, thousand ₺

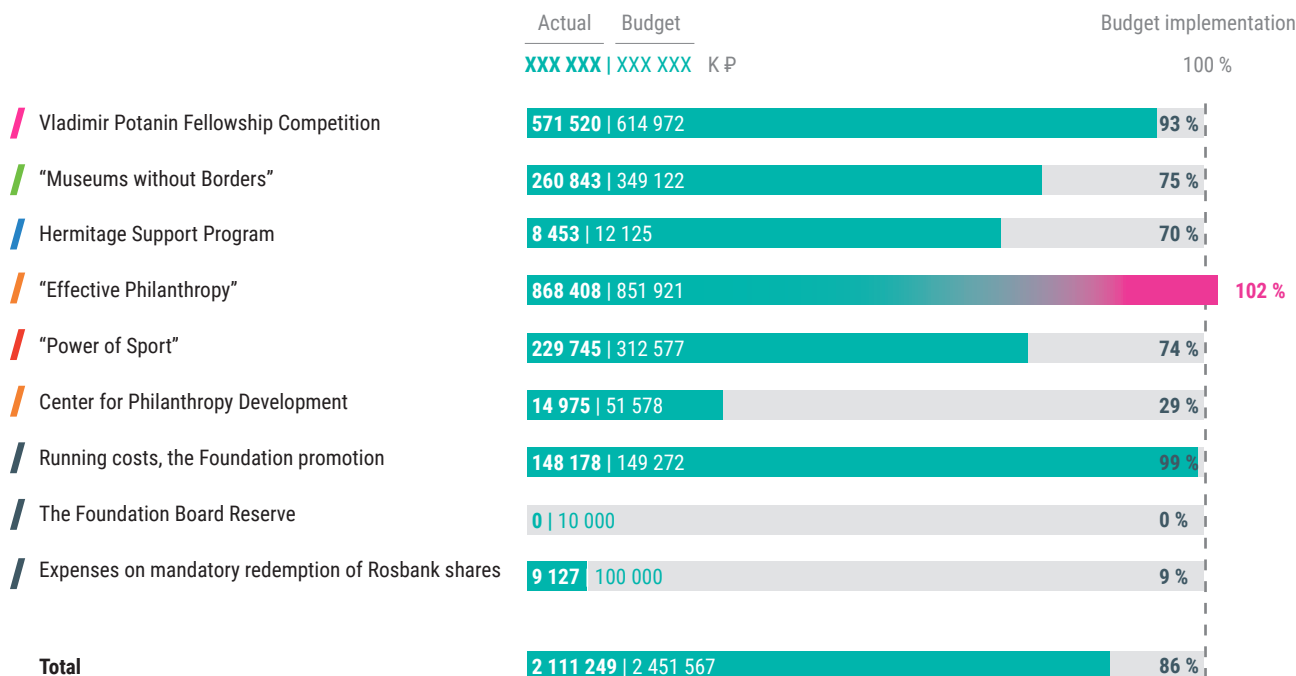


Expenditure breakdown by activity types

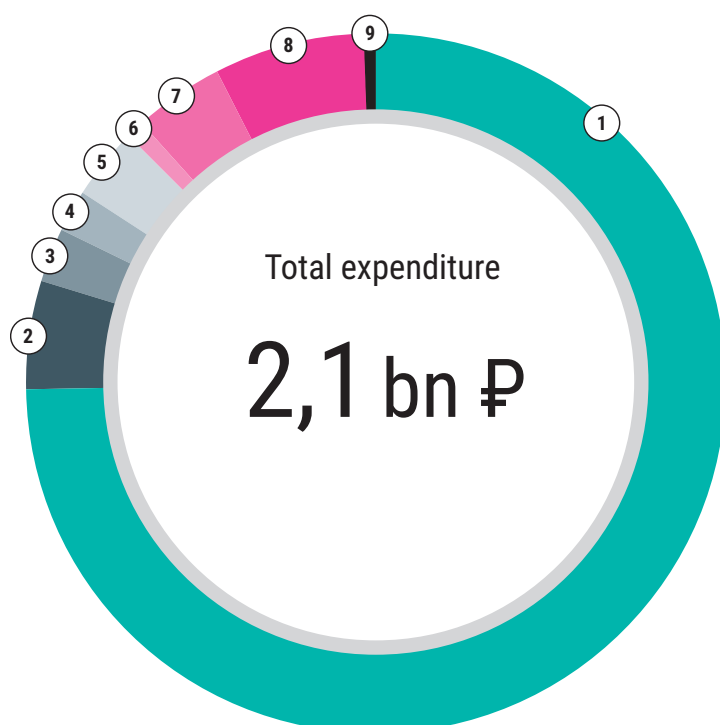


Implementation of budget approved by the Foundation Board

The optimization of competition procedures allowed us to redistribute resources and increase the budget for the “Effective Philanthropy” program. To complete the anti-crisis measures taken during the pandemic, the Foundation supported leading NGOs that work with the most vulnerable groups of people. The “Help is Always Given” competition brought together 70 socially-oriented non-government organizations.



Expenditure breakdown by types



- ① Scholarships and grants
75 % 1 580 321 K ₺
- ② Holding open competitions
5 % 105 225 K ₺
- ③ Grant and project monitoring, holding events for grantees
2,4 % 50 566 K ₺
- ④ Holding public events
1,8 % 38 924 K ₺
- ⑤ Program promotion and development
3,4 % 72 141 K ₺
- ⑥ Supporting research, raising awareness
1 % 20 552 K ₺
- ⑦ Program administration
4 % 86 215 K ₺
- ⑧ Running costs, the Foundation's promotion and development
7 % 148 178 K ₺
- ⑨ Mandatory redemption of Rosbank shares
0,4 % 9 127 K ₺

New Financial Model

The Foundation formed six endowments managed by different companies. This was done to create healthy competition between management companies and more flexible solutions for the Foundation. The six endowments were created to support the Foundation and its programs in education, culture, art, social sports, and philanthropy.

Endowments are formed by:

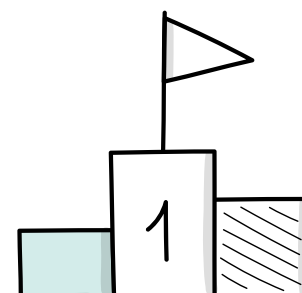
- donations to form endowments;
- donations to replenish endowments;
- income received from deposited donations;
- donations of shares to replenish endowments.

More information on the Foundation's endowments is available on pp. 12–18

Total assets at the end of 2022

91 bn 45 m ₺

Public recognition and communications



The Foundation topped several rankings in 2022.

Forbes

RAEX
RATING REVIEW

 **МЕДИАЛОГИЯ**

1st place in the Forbes ranking «20 Best Charitable Foundations by Russian Businessmen— 2022». Ranking is based on expert evaluation by six criteria and budget.

1st place in the 2022 ranking of corporate and private NGOs RAEX. The ranking is based on 4 indicators: the scale of activities, information transparency, public recognition, and activity in the media space.

1st place among private foundations in the social media monitoring ranking “Medialogia”. The Foundation was also included in the top 20 most notable NGOs in the media.

The Foundation in the media space



206 million people

total reach

10 183

media publications; in almost half of them the Foundation is the center of attention

1,5+ m

social media reach

335 620

visitors to the fondpotanin.ru website

175 972

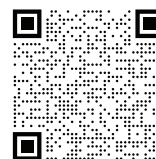
visits to the «Competitions» page of the Foundation's website

43,8 %

mobile website visits

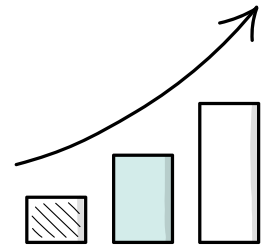
Modern communication standards

The Foundation supports projects focused on inclusion, adaptation, rehabilitation, socialization, and other types of assistance to socially vulnerable groups of people. To ensure respectful and proper interaction with the teams of such projects and their beneficiaries, we developed a special glossary.



Download the glossary
Please, note that
the document is in Russian

02



The Endowments

Endowment – a Tool for Strategic Development

The creation of the Vladimir Potanin Foundation Endowment is the cornerstone of the organization's sustainable development. The endowment enables us to achieve long-term goals by implementing and supporting large-scale social projects in education, culture, art, social sports, and philanthropy.

At present, the Foundation has formed six endowments. The Foundation's budget comes from the endowments 2023 returns. The returns provide sufficient funds to continue grant support, hold competitions, events, and research. In addition, the investment strategy includes future development of the organization and its programs.

Creation of the Foundation's endowments

The creation of the Vladimir Potanin Foundation endowments has become the final stage of a long journey. The decision on its formation was made a long time ago. This was recorded in the strategic vision approved by the Foundation in 2016. However, the legislation on endowments that was in force at that time was controversial regarding the formation of endowments within organization, and this model was a priority for the Foundation.

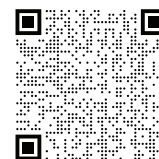
In 2020, the government adopted anti-crisis measures that removed the conflicts regarding the formation of endowments within charitable organizations. After that, the Foundation started working on creating its own endowment.

In spring 2022, we received 10 billion rubles from Vladimir Potanin, the founder of the organization, and we formed two endowments. In autumn 2022, four more endowments were created.



Oksana Oracheva

The Foundation's General Director



[Read the interview](#)

In 2021 and 2022 we laid the groundwork for creating endowments, it is a long process.

The main task was to choose the management companies which would manage the Foundation's endowment. We held a competition, analyzed the proposals, and selected companies with whom we shared the same vision of strategic management. All companies have experience of working with institutional investors and endowments. As a result, our endowments are managed by the following companies:

росбанк | КАПИТАЛ

ТКБ ИНВЕСТМЕНТ
ПАРТНЕРС

ТРАСТЮНИОН
ЭССЕТ МЕНЕДЖМЕНТ

ТРИНФИКО

БКС УПРАВЛЯЮЩАЯ
КОМПАНИЯ

RWM capital

Investment Strategy

The Foundation's portfolio consists of two parts:

- market investments: securities, cash and deposits;
- long-term strategic investments: Rosbank shares.

The main investments in marketable securities are government securities and corporate bonds of reliable issuers.

This asset composition ensures sustainability and protection against inflation.

The Foundation mitigates the risks of low diversification and high asset correlation with a conservative investment strategy.

Even though the Foundation's investment policy towards marketable securities can be characterized as conservative, the degree of management companies' conservatism varies. These differences – in the composition of assets and in timing of endowments' formation – explain the differences in returns from endowments at the end of the year.

How the endowments have changed the Foundation



The Foundation has switched to a new financial model: starting from 2023, the budget of the organization comes from the endowment income.



The Council for the Endowment Use has been established.



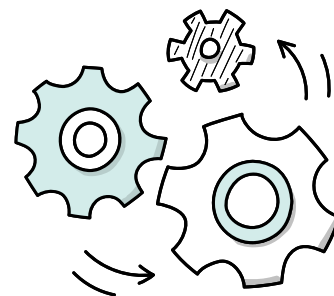
The Endowment Managing Director has joined the team.



The Finance Directorate has been restructured: the positions of Financial Director and Chief Accountant were separated.



Development of the Investment Policy of the Vladimir Potanin Foundation had commenced. The document was approved in 2023.



Read the document

Six endowments, formed inside the Vladimir Potanin Foundation, are the largest endowments in Russia

interfax INTERNATIONAL INFORMATION GROUP

14 Sep 2022 14:27

Interros to transfer up to 50% of Rosbank's shares to endowment of charitable foundation, another 10% as DFA to incentivize bank's employees



MOSCOW. Sept 14 (Interfax) - Vladimir Potanin's Interros, which acquired Rosbank from Societe Generale in April of this year, has begun the process of transferring up to 50% of the bank's shares to Potanin's charitable foundation, according to Potanin's statement on the topic posted on Wednesday on Interros's Telegram channel.

Following the transfer of up to 50% of Rosbank's shares, the Potanin Foundation's endowment will reach the planned total of 100 billion rubles that should ensure the financial stability and longevity of its charitable programs.

"In turn, the foundation becomes an independent charitable organization with independent governing bodies," Potanin stressed.

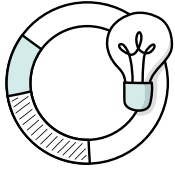
At the end of 2022, the net total of the Vladimir Potanin Foundation endowments assets was:

91 bn 45 m ₺

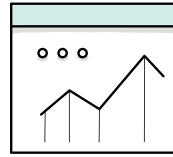
Council for the Endowment Use

The Council for the Endowment Use is a collegial body established in accordance with Federal law No. 275-FZ "On Procedure of Establishment and Use of Endowment for Designated Purpose by Non-Commercial Organizations" from December 30, 2006.

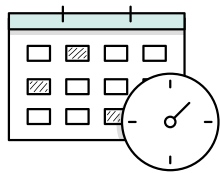
Key functions of the Council:



preliminary approval of the Foundation's financial plan



monitoring of the financial plan implementation



determining the purpose and goals of using the endowment returns, the payments amount, the execution procedure and frequency of payments



preliminary approval of donation agreements, according to which funds are transferred to replenish endowment through public funding, securities, etc.

Members of the Council for the Endowment Use

5

Council meetings were held in 2022



Andrey Sharonov

General Director Alliance of the ESG Alliance, Chair of the Council



Elena Bayukova

Foundation's Financial Director



Zarema Kasabieva

Vice-Rector for Strategic Enrollment management, Student Affairs and Alumni Relations (NES)



Zelfira Tregulova

Independent art historian, Director of the State Tretyakov Gallery (2015 – 2023)

Investments Structure

Composition of assets

Shares

87,6 % | 79 727 756 K ₺

Corporate bonds

4,9 % | 4 468 863 K ₺

Government securities

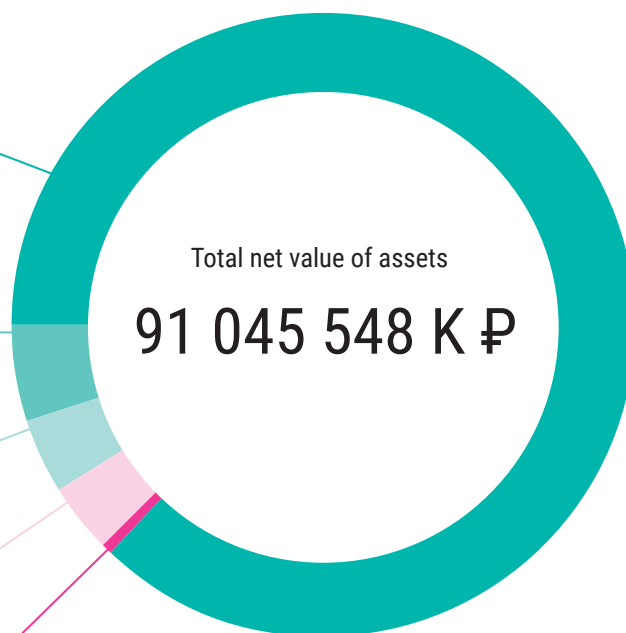
3,8 % | 3 483 715 K ₺

Cash and deposits

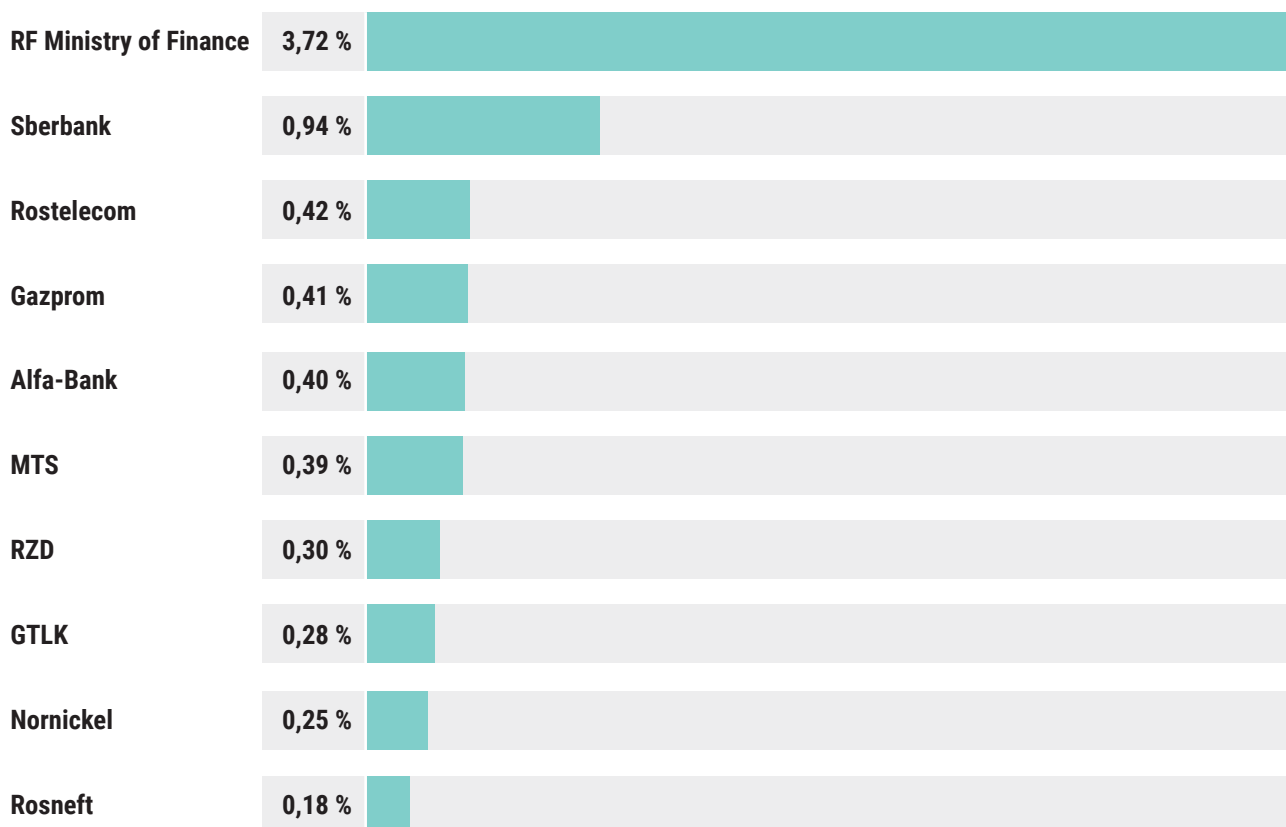
3,6 % | 3 237 829 K ₺

Other

0,1 % | 127 385 K ₺



Top-10 emitters in the Foundation Endowment's assets*



* Rosbank shares are not taken into account.

2022 Outcomes

Income from Endowments

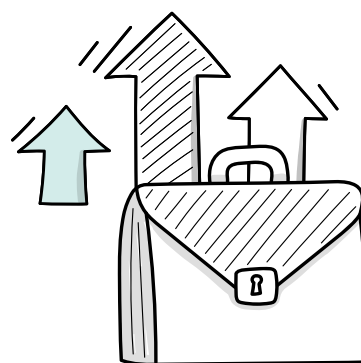
6 bn 316 m ₺

Income from Rosbank stocks revaluation

5 bn 600 m ₺

Income from assets put in marketable items of securities, cash, and deposits

716 m ₺



Vladimir Tsuprov

Foundation's Endowment Managing Director

The performance of the Foundation's endowments depended on the composition of assets and the date of the assets input.

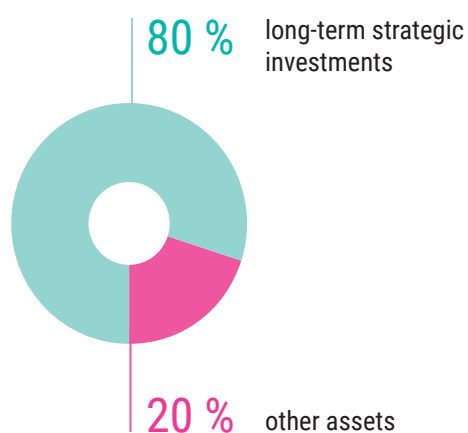
Management Companies Efficacy

Only cash and liquid assets can be the source of income from the endowment. The Foundation's objective is to increase the amount of liquid assets in order to get income which fully covers the Foundation's annual expenses.

Endowments	Management companies (MC)	Income from the market portfolio and deposits, K ₰	Returns to input, %	Expenses, MC, K ₰	Remuneration MC, K ₰
№ 1	RB Capital Management Company	340 107	♦ 6,64	3 418	13 480
№ 2	TKB Investment Partners	434 918	♦ 8,40	570	31 303
№ 3	TrustUnion Asset Management	1 023	♦ 1,11	126	2 106
№ 4	Trinfico	1 028	♦ 1,06	146	4 095
№ 5	BrokerCreditService	715	♦ 0,54	113	6 975
№ 6	ZAO RVM Capital	1 581	♦ 1,30	45	5 328
Total		779 373		4 417	63 286

Plans

By 2028, the Foundation aims to achieve the following composition of assets:



It is supposed, that market investments provide investment income which amounts to up to 50% of the Foundation's expenses in the current calendar year.

Market investments provide additional financial security. The Foundation sets a goal for management companies to achieve net investment income that exceeds inflation by at least 2%.

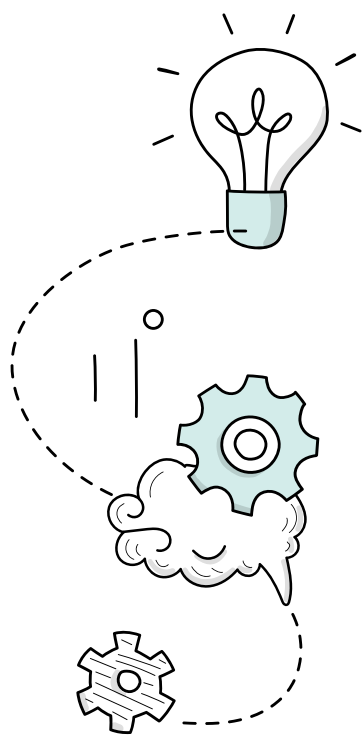
The breakeven point is the most important target parameter of the Foundation's investment policy. At the breakeven point, the Foundation fully covers its expenses from the endowment returns and has accumulated unexpended income.

Achieving the breakeven point means that the Foundation spends only returns from the endowment, part of which is capitalized.

03

Our work

The Foundation's theory of change is based on two approaches: creativity as the main way to transform the world and leadership. For these reasons, the Foundation invests in:



Ideas that change the world;

Institutions that make these changes sustainable;

Professionals who can become drivers of these changes.

Apart from quantitative indicators such as the number of events, beneficiaries, volunteers, specialists who participated in trainings, the Foundation focuses on developing the community. By combining the efforts of different groups we bring existing projects to a new level and signal to all the caring people that their initiatives can be approved and implemented.

Charitable Programs

Museums without Borders



“Museums without Borders” is a program which supports professionals and organizations who change the idea of museums and their role in the modern world, make them an open public institution. The “Museum Guide” Forum and several special grants and projects are also included in the program (see page 21).

“Museums without Borders” in numbers

7

competitions held

121

grants received

5

special grants

3

research projects

632

competition applications accepted

7

educational events

3 412

subscribers of the program Telegram channel

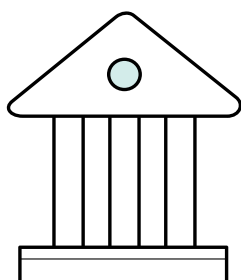
Competitions

/ “Industrial Experiment”

/ “Creative Museum”

/ “Museum 4.0”

/ Professional Development Competition for Museum Employees



Competition winners:

- study and introduce innovational techniques (for example, art-mediation and orf-pedagogy in museum);
 - establish art residences on the territories of former factories;
 - breathe new (cultural) life into water towers, hydroelectric power stations and other industrial facilities;
 - create edible souvenirs and board games;
 - put on interactive performances and quests.
-

Research supported by the “Museums without Borders” program

“Culture of Happiness: Role of Cultural Institutions in Personal Well-Being of Russian Citizens”

2019–2022 | European University in Saint Petersburg

“Culture-Based Regional Development”

2020–2022 | Moscow School of Social and Economic Sciences

“Core Competences Required by the Cultural Sector”

2022 | “Future Time” Fund

Special Grants and Projects

Theatrum |
Festival “Golden Mask”

“Iskusny Glagol – New Format” |
“Pro Arte” Foundation

«Good Museum» | Tretyakov Gallery

Series of documentaries “Museums without Borders” |
TV Channel “Culture”

“Museum Guide” Forum

“Museum Guide” Forum is an annual event for museum leaders and professionals that focuses on the future of museums, their growth, and emerging roles. In 2022, the Forum was held as an online marathon. This allowed participants to devote more time to studying creative management and sociocultural design.



Forum in numbers

16

speakers

3

lectures

3

workshops

38

project publications

11

creativity development
publications

16

project management
publications

800 000+

video views on the Forum website
and the Foundation’s VK page

Our Grantees

“General’s House: City Opera” Project | “Gallery” Exhibition Center

The Izhevsk Museum and the Center for Contemporary Drama decided to give a fresh start to the General's House – a classicist mansion, historical and architectural monument of the Udmurt Republic. To do this, the project team organized a creative lab and created an opera about the problems of Izhevsk residents and a film about the history of the General's House. Both are based on museum materials, research, and interviews with Izhevsk residents.



Marina Rupasova

The leader of the “General’s House: City Opera” project

We wanted to integrate the General's House into the urban space and share its value via a project that we could implement together, which would be interesting to people and could “hook” them with its originality. The results exceeded our expectations.

We created an interesting product: a festival, which was a little provocative, yet innovative. This project involved institutional changes: we became the Museum of the Izhevsk City.

It turns out that the more we promote the General’s House, the more we increase its symbolic capitalization. Earlier, no one was interested in the building, but during the project an investor appeared. This person is ready to restore the building and keep the museum and the theatre.

“Encephalitis Tick. Caught Red-Handed” Project | Khabarovsk Grodekov Museum

Employees of the Grodekov Museum did a research on the history of tick-borne encephalitis in the Khabarovsk Krai Territory in the late 1930s - 1970s and the invention of a vaccine from it. The exhibition, based in this research, will open at the end of October 2023. The description of research by microbiologists, virologists, and neuropathologists is told as a detective story with the search for evidence and suspects.



Anna Averina

Head of History Unit, Khabarovsk Grodekov Museum

We are looking for a new perspective, a new language to speak about everyday things that are around us for almost seven months a year (ticks’ activity season). Research on tick-borne encephalitis and discoveries made in Khabarovsk Krai are milestones in the development of national virology. The Vladimir Potanin Foundation has been creating an environment for innovations in the museum sector for many years. The Foundation has developed a large museum community which continues to grow, change the museum language, open museums for various audiences, ask new questions, and give new solutions to already established requests.

Projects “Journey to Ludik Country”, “Senofest”, “Subsistence Farming”, “Northern Design Laboratory”, “Karelia History: XX century” | Karelia Republic National Museum, Petrozavodsk

The Initiatives of Denis Kuznetsov, the academic secretary of the National Museum of the Karelia Republic, have been supported by the Foundation many times. He is one of the developers of the museum advancement concept in Karelia Republic and the concept of the National Museum. With the support of the Foundation, the oldest Museum in Karelia made several films, published books, organized exhibitions about the traditional culture of the region’s indigenous people, launched a range of souvenirs, and conducted an educational program for exhibition producers.



Denis Kuznetsov

Academic Secretary, Karelia Republic National Museum

The museum programs of the Vladimir Potanin Foundation are unique. Thanks to this expert community, a real cultural policy has been formed in the country. I believe that the most valuable aspect of these programs is the attention to people – museum professionals – not only institutions. All of the Foundation’s activities are important: a project school, the stories of competition winners which developed and modernized museums in Russia. The Foundation sets trends and provides guidelines for museum professionals in the modern world.

Power of Sport



The Program “Power of Sport” supports initiatives aimed at the development of sport as a socio-cultural phenomenon which covers various aspects of modern society: culture, education, healthcare, philanthropy, and others. We unite leaders who strive to preserve sports and cultural heritage, and who are ready to go beyond traditional sports activities to develop intersectoral and interdisciplinary interaction and strengthen social ties.

“Power of Sport” in numbers

7

competitions held

110

grants received

1

special grant

1

research project

707

applications accepted for competitions

17

educational events

3 749

subscribers to the program Telegram channel

Competitions

/ “Sports for All”

/ Professional Development Competitions for Employees of Social Sports NGOs



Competition winners:

- promote unique sports games such as archery or magnet hockey;
- involve people with special needs and senior citizens in sports activities;
- revive young sailors’ clubs and gliding schools;
- open chess lounges (clubs);
- hold steeplechase and other sports competitions for a wide range of audiences.



Research and Analytics

“Evaluating the Effectiveness of Social Sports Projects”
2022 | Financial University under the RF Government

Special Grants and Projects

“Inclusive Sports for All” | Russia Special Olympics

“Power of Sport” | “Novy Ochag” Magazine

“Social Sport” Column | Agency for Social Information

Our Grantees

“Curling in Taiga” Project | Petropavlovsk School № 39, Tyuhtjat, Krasnoyarsk Krai

Winter sports are being developed in a remote rural taiga region of the Krasnoyarsk Krai. There is a curling club at the school: it has three sections according to the level of training. The members of the club hold competitions and a regional open festival. Thanks to the project, curling has gained popularity among the residents of the nearby villages.



Konstantin Gureev

Headmaster of Petropavlovsk School № 39

The school in our village was established not a long time ago, in 2019. And the Russian Curling Federation visited us in 2021. We held family competitions. Our village is multinational, so we had an impromptu world championship in taiga. One of the residents said to us: “Please, leave these stones”; she did not realize how expensive such equipment is. We tried to fulfil our dream: organizing a curling club, so children that live in remote rural settlements have an opportunity to play new sports. We trained three coaches and icemakers. Curling is a part of our physical education classes. We held several competitions. We hope that our club will become a platform for curling development.

Any activity leads to new connections and partnerships. The project enabled us to link schools, children, and the local community. Two local businessmen were inspired by our idea and now they want to make the sports ground perfect, so people can play volleyball, basketball, and tennis. They also want to buy a special greenhouse to shelter the ice platform from snow.

“Inclusive Sports for All” Project | Russia Special Olympics

The project received the Foundation’s special grant to scale up inclusive sports in the Russian regions and socially integrate people with special mental needs through sports events.



Olga Slutsker

President, Russia Special Olympics

The “Inclusive Sports for All” project continues the Special Olympics in terms of inclusive society development and socialization of people with mental disabilities. We observe that inclusion of people with special needs in sports helps them learn to trust, open up, and find their place in society.

“Integrated Development of the Organization Leader Competences” Project | Family Leisure and Sports Center “Verkhneaysk”, village Verkhny Aysk, Chelyabinsk region

Akbar Murtazaliev is a Urals champion in hand-to-hand combat and grappling (grappling is a type of martial art that combines close combat techniques from multiple wrestling disciplines). After graduating from Chelyabinsk State University, Akbar moved to Verkhny Aysk. The professional athlete decided to change the life of the village by creating an eco-sports village. In 2021, Akbar won the competition for professional development of social sports workers and received the Foundation’s grant to study at National University of Physical Education, Sports and Healthcare in Saint Petersburg. He became a specialist in adaptive physical education.



Akbar Murtazaliev

Head of the Family Leisure and Sport Center “Verkhneaysk”

Our educational program was held both online and offline. Offline classes were in the Saint Petersburg Rehabilitation Center. I had an internship there and did warm-ups for children with cerebral palsy. The result is noticeable: muscle elasticity develops, it becomes easier for children to do certain movements, and there are fewer seizures. I did exercises with dumbbells and rubber equipment with adults. Within a couple of months, progress was visible: motor activity improved. Before participating in the Foundation’s competition, I did not think about adaptive physical education, I am a professional athlete, and I worked as a coach. I did not know that there would be so many people willing to engage in adaptive physical education, including those from other villages. More adaptive sports coaches are needed so that more children and adults can improve their physical abilities.

Vladimir Potanin Fellowship Program



The Vladimir Potanin Fellowship Program is the Foundation's largest education initiative since 2000. The program unites professionals from higher education and related fields who are ready to contribute to the development of society and ensure sustainable change. The strategic goal of the program is long-term development of the educational environment that supports the value of knowledge, professionalism, creativity, and volunteering.

Vladimir Potanin Fellowship Program in numbers

751

student-fellows

150

winners among university professors

7

competitions held

4

research projects

7

special grants

2

partnership projects

16

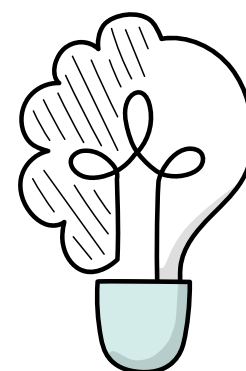
educational events

9

episodes of the podcast about new professions "Robot, Work for Me"

2

landing pages (and interactive university ranking and a landing page on the winning projects of the master's program faculty staff competition 2021/2022)



Competitions

- / Fellowship Competition for Master's Students
- / Master's Program Faculty Grant Competition
- / Professional Development for University Staff Competition
- / Foundation School Competition

Competition winners

- implement volunteering projects;
- conduct research;
- develop new educational programs and courses;
- introduce original and innovative teaching methods;
- develop competences;
- develop and broaden knowledge in strategic management, educational design and interaction with various audiences.

Foundation School – 2022

In 2022, the Foundation School was held in the format of summer volunteer camps in protected areas and heritage sites in various parts of the country. 182 winners of the Vladimir Potanin Fellowship Competition for Master’s Students were given the opportunity to participate in the Foundation School.

Special Grants and Projects

“Universities’ Third Mission” Project | Institute of Social and Economic Design, Higher School of Economics

Interactive ranking of universities participating in the program

Podcast “Robot, Work for Me”

Our Grantees

“Development and Implementation of the Course ‘Virtual Heritage: VR/AR Technologies for Art and Culture’” Project | Higher School of Economics, Perm

This discipline introduces students to the history of technology, 3D-modelling, and VR/AR technologies. Thanks to this course, students of the Digital Humanities Program received a special prize in the nomination “Cultural Heritage of My Country” in the All-Russian Competition “My Country – My Russia”. (SPIEF)



Iliana Ismakaeva

Lecturer, Department of Humanities, Academic Supervisor of the Digital Humanities program, Higher School of Economics, Perm

At present, VR/AR technologies are one of the most demanded, and they are actively used not only for entertainment, but in education and culture. Unfortunately, they are inaccessible for many humanities students. The unique feature of the project and the program is the training of professionals with a wide set of skills in academic and digital fields. This includes doing project and teamwork, nurturing the ability to communicate with people from various fields – IT, science, the arts, and creative thinking. These are the skills most relevant in the modern, ever-changing world.

One of the project’s results was the development networking links with various institutions, and the students have become active members of partnering institutions at different stages of the project implementation. Starting from the next academic year, the course will be offered as a cross-campus discipline, so students of any HSE campus can study it.

“Biotechnology Summer School” Project and “Sports Nutrition” Course |
ITMO University, Saint Petersburg

Lyudmila Nadtochy is a winner of the Master’s Program Faculty Grant and Program Competition in Professional Development for University Staff. Her projects promote biotechnology programs at ITMO University. In 2022, the university developed the «Sports Nutrition» course based on the best practices in nutritional science, physical education, and sport.



Lyudmila Nadtochy

Associate Professor, Department of Ecotechnology,
School of Bioscience, ITMO University

Participation in the Vladimir Potanin Foundation competitions was very important to me for many reasons. Firstly, I learnt how to be the project leader. Secondly, I gained valuable experience working with a team of like-minded people. Thirdly, I developed self-trust, the ability to share my experience with other people and the desire to move forward. Thanks to the project, I was invited as an expert on “Healthy Eating” to the project team FISU “Healthy Campus” of ITMO University.

“Culture Volunteers. United by Music” Project |
Novosibirsk State University

Anton Niyazov was a winner of the students’ competition and Anton Niyazov was a winner of the students’ competition and the Foundation School 2022. Anton conducts the Novosibirsk University Orchestra with amateur musicians: future physicists, mathematicians, and economists. The student decided to stage Pyotr Tchaikovsky’s opera “Eugene Onegin” to the support community, enhance communication, and share experience.



Anton Niyazov

The leader and the chief conductor
of the Novosibirsk University Orchestra



Our project enables us to establish horizontal connections. It does not only promote academic culture but develops communication between people who are passionate about culture. Many people are involved in the project, and we are making the opera. The final stage of the project is Pyotr Tchaikovsky’s opera “Eugene Onegin”. It is about singing, dancing, decorations, costumes, and make-up. But the most important thing is open dialogue between professional musicians and amateurs who want to participate in something great.

Effective Philanthropy



“Effective Philanthropy” is a program that supports and develops philanthropy, the non-commercial sector, and volunteering. The main goal of the program is to enhance the financial stability of Russian NGOs and create an environment for the long-term development of philanthropy in Russia.

“Effective Philanthropy” in numbers

6

competitions held

2

events

3

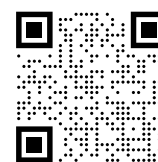
research projects

3

special projects

Special Projects

The model of NGO's maturity: launch of an online tool to evaluate organizational maturity and develop a database to identify the sector's average numbers



Visit the website

Competitions

- / “Help is Always Given” (Tochka Opory)
- / Competition by invitation for grantees of anti-crisis competitions
- / Professional Development Competitions for Representatives of Socially-Oriented NGOs

Competition winners:

- socially support the most vulnerable groups of people;
- introduce new working formats to meet modern requirements;
- scale up the achieved results;
- strengthen the NGOs' organizational and financial potential.



Research

Learning strategies and practices of involving alumni and mass donors in endowment activities

2022 | Tomsk State University

“Endowments in Russia: Current State and Prospects”

2022 | Institute for Public Finance Reform

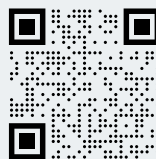
“Coverage of Endowments in the Media and Social Media”

2022 | Zadorin Sociological Laboratory. ZIRKON Group

Special Grants and Projects

“NGO-Profi” | Agency for Social Information

The website on endowments endowment.fondpotanin.ru (in Russian)

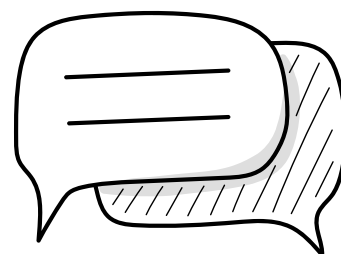


Learn more about history, development, transformation, and prospects of endowments in Russia

endowment.fondpotanin.ru

VI Forum “Endowments-2022”

The Endowments forum is annually held in Moscow since 2017. The forum is jointly organized with Business School SKOLKOVO. It has become a significant educational and analytical platform for discussing endowments model, technology of working with them, and best practices. In 2022, 180 people participated in the forum. More than 45 thousand people watched the broadcast of the event.



Our Grantees

Project on maintaining quality and adequate assistance to beneficiaries of Curative Pedagogics Center | Regional charitable organization “Center for Curative Pedagogics”, Moscow

During 32 years of functioning, the Center for Curative Pedagogics has helped 29 thousand children with special needs and trained 64 thousand specialists from different regions and countries. The Center has initiated the establishment of the first integrative kindergarten, the first private orphanage for children with severe disabilities, and the special training flat for adults with special needs.



Anna Bitova

Chair of the Center for Curative Pedagogics; Member of the Council on Guardianship in the Social Sphere under the Russian Government

In Moscow, there is a lack of help for young adults with mental disabilities. Since last year, we have started classes for people over 18. Now we have a jazz band, where they play musical instruments, sing, and give concerts. In addition, we have a pottery workshop and a gastronomic area where people learn how to cook. We dream of offering new training programs such as landscaping and weaving. Thanks to the Foundation’s support, the Alliance “Everyone is Valuable” is developing. This Alliance protects children and adults with special mental needs. 10 organizations joined the Alliance during this year. Now there are 57 members. We have strict selection criteria, and, when we ask why someone wants to join us, the answer is: “We want to be together and change the current state of affairs together”.

Project on training early intervention specialists | Diaconal Center “Touch”, Orenburg

Natalia Kaliman has been involved in the rehabilitation of children since 1995. She is a speech therapist and pathologist. In 2003, Natalia registered the Diaconal Center “Touch” which helps children and adults with special needs.



Natalia Kaliman

Director, “Touch” Diaconal Center

In Orenburg, our Center has been offering services of early intervention since 2021. We are the only organization that provides such services. We have developed links with the city's private medical organizations. Neurologists and pediatricians of these clinics recommend people consult us. We continually develop our professional qualifications and provide systematic help to families with children with special needs. Within the grant project, specialists of our Center have been trained in the use of special medical equipment “orthoses” to rehabilitate patients. Also, our specialists had a 3-day internship in Togliatti organization “Solar Circle”. Not only did we learn how our colleagues work, but also visited Togliatti families with special needs children. The more families receive early assistance, the higher the quality of life and education of a child will be. This means that the prospects for independent or accompanied living will be improved in the future.

Project aimed at maintaining availability and quality of services to support families with children with special needs | Center for the Support of Families with Children with Special Needs "Support", Rostov-on-Don

Participation in the Center's programs helps families to overcome social isolation and stigmatization of people with severe disabilities. It enhances parents' competence in the development and rehabilitation of children with special needs.



Lyudmila Nam

Head of the Center for the Support of Families with Children with Special Needs "Support"

We managed to keep two of our important systemic programs – "Growth" and «I am in the Group» (83 families with children with special needs participate in the programs). The most important social aspect of working with such families is the fact that a child stays in the family. At the moment, the Rostov region experiences a lack of systemic services for families with children with special needs. We fill in this gap and develop a functional approach to rehabilitation of children with special needs. I would like to note that we are a strong, regional organization which continuously develops, reflects on the quality of the provided services, monitors the performance, and has a developed professional network.

As the head of the organization, I am in the chat of the competition "Help is Always Given" where participants publish their reports. I always read them carefully to learn about new practices and their effectiveness. We frequently communicate with colleagues and discuss joint projects. This enriches our work and develops a professional community of philanthropists.

“Cultural District” Center for Cultural Innovations |
“Cultural Capital of the Volga Region” Foundation, Nizhny Novgorod

The main task of the Center is training employees of cultural institutions, employees of educational centers, volunteers, and civil servants involved in cultural activities. The Center also provides consultations on projects focused on cultural development of the city districts.



Anna Gor

Head of the Center for Social Innovations “Cultural District”, Deputy Head of Regional Development, Pushkin State Museum of Fine Arts

The Foundation's support enabled us to make the Center for Social Innovations one of the most important organizations in cultural policy in the Nizhny Novgorod region. Now we have developed a team of new leaders in cultural construction with a modern and broad understanding of urban culture. Thanks to our initiative, Nizhny Novgorod administration has been holding the grant competition “Cultural District” for the fourth year. The program “Museum Embankment” has attracted the attention of the regional administration to the problems of museum development. We also run the “Journey to Hometown” project, which is focused on research of cultural resources and tourist opportunities of the eight Nizhny Novgorod districts.

The most important aspect of our activities is initiatives by residents, that turn into cultural projects. We offered new ways of dialogue with the residents: through projects and discussions, creative industries and businesses, transformation of the urban environment, and training in cultural management. We developed a huge database of different methodological techniques and consulting services.

Center for Philanthropy Development



The Center for Philanthropy Development conducts research, analyzes modern trends and best practices, publishes and disseminates both its own information – analytical, research materials and guidelines – and materials prepared by partners, while publishing the results of research implemented with the support of the Center.

“Research Internships” Competition

Competition winners:

- study scientific and applied aspects of philanthropy;
- develop their professional competences;
- help their organizations reach new level of their activities.

Research

“Climate Philanthropy”

2022 | N. Paramonova

“Participatory Grantmaking. Culture of Participatory Grant Distribution”

2022 | E. Aleynichenko

“Future Horizons. Ideological Leadership and Visionary in Philanthropy”

2022 | Herzen University, A. Semenova

“Modern NGO Head: Knowledge, Skills, and Competences”

2022 | VCIOM, A. Verizhnikov, E. Yushkina

“Professional Standard ‘NGO Head’ in Practice: Demand and Efficiency”

2022 | VCIOM, A. Verizhnikov, E. Yushkina

“Quality Management in NGO: Possible Solutions”

2022 | VCIOM, A. Verizhnikov

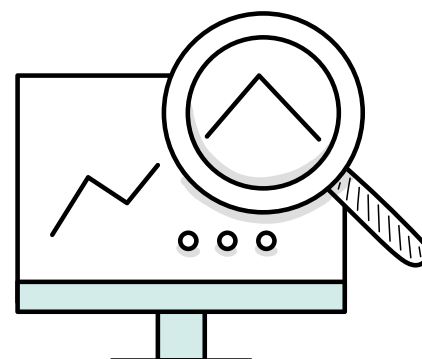
Special Projects

Library of the Center for Philanthropy Development (in Russian)



Learn more about research, methodological recommendations, and other materials prepared by the Center

fondpotanin.ru/activity/philanthropycenter



Our Grantees

“Ideological Leadership and Visionary in Philanthropy: Future Horizons” Project |
Russian State Pedagogical University after Herzen, Saint Petersburg

The winner of the “Research Internships” competition Anastasia Semenova is an Associate Professor of Herzen University. Within her internship, she prepared the research material on national philanthropy future. The Foundation used the results of this research to publish infographics and posts for social networks.



Anastasia Semenova

Associate Professor of the Russian State Pedagogical University after Herzen

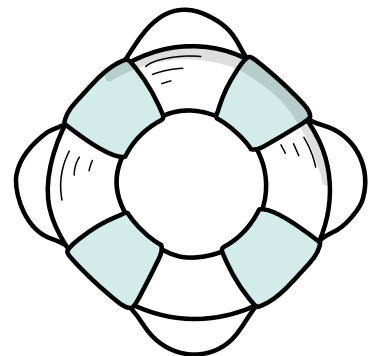
Philanthropy of the future is closely related to systemic problem solving. Its priority is to create and maintain a prolonged social effect. The research enables me to identify a trend of a search for new leaders, visionaries, who can transform the current situation in philanthropy. My final material provides a justification of the need to find new leaders in the sector. These leaders can interpret trends, predict the future of the sector and feel comfortable in the present situation while using it to their advantage. The internship gave me an impetus to further study the phenomenon pro bono, as a part of the national philanthropy sector analysis.

Multiple-Program Competitions

Practices of individual giving and volunteering for winners of all the Foundation’s competitions

Competition winners:

-
- help socially vulnerable groups of people;
 - hold charitable events;
 - develop new spaces for mutual help;
 - develop volunteering.
-



Our Grantees

“Ustinov Estate” Project | Sosnovoborskoye village, Saratov region

There is a merchant’s estate from the XIX century in the Sosnovoborskoye village, Saratov region. Only a tower remained from the manor house, but the whole estate is visible: a park with cascading ponds, the manager’s house, the office, the church, and two stables where Orlov trotters were raised for 200 years. The journalist Maria Karmanova has been telling stories about her travels in the Saratov region and she cannot bear the fact, that the village becomes empty and the historical building is being dismantled into bricks. She dreams that it would be possible to walk around the estate, tourists would visit the place, and new leaders would appear in the village.



Maria Karmanova

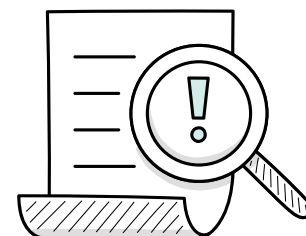
Journalist, the author of the “Ustinov Estate” project

Usually, such large projects are implemented by foundations and NGOs. My personal impulse is to think about the historical object of the XIXth century, its preservation is a challenging task due to the economic situation in the village. It is impossible to solve this problem in a year. I think, that the support of this initiative is a signal to all caring people that their projects can also be supported, and we need to act with more courage. The cultural space of a village, a settlement, a district can shape a person, their attitude to the homeland and readiness to be a part of the country. The more developed parts of a large country are, the stronger the whole space will be. And you won’t need to travel somewhere to find happiness.

Research Approach

The emergence, development, and consolidation of social innovations are directly connected with conducting research. The Foundation actively supports research in education, culture, social sport, and NGOs. The research findings enable specialists to study best practices, choose instruments to measure social effects of their projects, and be involved in global trends.

Among the studies initiated by the Foundation in 2022, it is worth highlighting the research on evaluation and promotion of endowments and development of a professional standard for NGO heads. They contain recommendations that could be used by practitioners to develop these institutions.

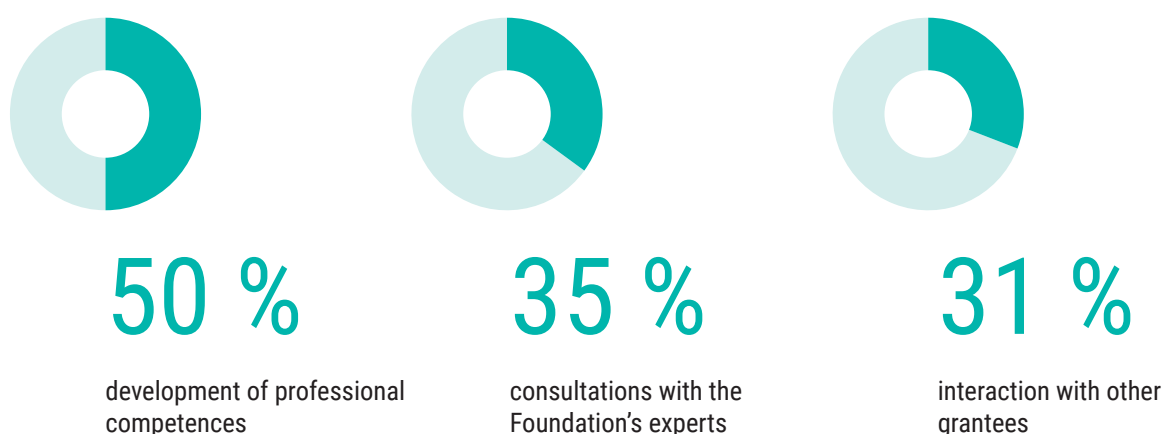


Handling Feedback



Regular feedback from our grantees and experts is an essential part of objective evaluation of our performance. The feedback from our target audiences helps us understand the community needs, and meet them more effectively and competently, enhancing the effect of our work. When summarizing the results, we usually conduct surveys and interviews with the key stakeholders. These results are considered when preparing for a new competition season.

The 2022 survey of grantees demonstrated the following needs of the Foundation's community:



Survey participants noted the simplicity of the application process (69 %) and the agreement signing (74 %). At the same time, 26 % had difficulty in submitting an application, 20% encountered difficulties in preparing reports. The Foundation took this into consideration in planning consultations for 2023 competitions.

Many respondents expect further improvements to the portal. Those who failed to win grant competitions would like to receive recommendations on what aspects of the application to focus on in their next attempts.

Both the Foundation's fellows and grantees require more active horizontal interaction. To meet this demand, the Foundation is developing an online community platform.

Grantees and fellows highly appreciated the organization's transparency and the consideration of their feedback by the Foundation's team. 80% of those, who participated in the Foundation's competitions in previous years, believe that the process has been fine-tuned.

Important decisions on optimization are made at the annual seminar for operators. The Foundation created Telegram channels for each competition to ensure prompt communication with the applicants.

We evaluate our performance regularly throughout the year. Every summer we hold the Foundation's strategic session. In 2022, we improved our processes. The Foundation's team discussed its work and summed up the year at a special meeting "Achievements-2022: Learning from Our Experience". The meeting was moderated by experts from "Process Consulting".

04

Foundation Management

The Foundation Board is the highest collegial body. Its main function is to ensure that the Foundation complies with the purposes it was established for.

The Supervisory Board is the Foundation's collegial body which supervises the Foundation's activities.

The General Director is the sole executive body of the Foundation who manages the Foundation and reports to the Foundation Board.

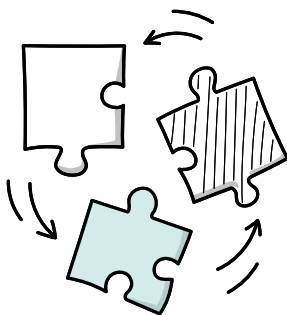
The Council for the Endowment Use is one more collegial body established in 2022.

Due to the transition to independent management, there have been changes in the composition of the Foundation Board and the Supervisory Board. Now they include representatives from areas where the Foundation operates.

There were 23 meetings of the Foundation's collegial bodies, including 18 meetings of the Foundation Board and 5 meetings of the Council for the Endowment Use.

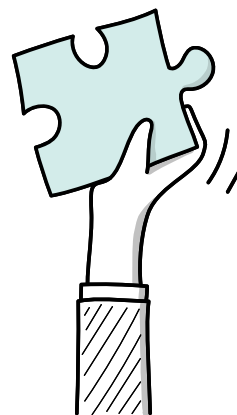
Foundation Board:

- approves charitable programs, sets priorities, resolves issues of reputational risks, monitors compliance of the Foundation's activities with the Foundation's goal;
- elects and excludes members of the Foundation Board, Supervisory Board, Council for the Endowment Use; elects/terminates/approves the employment contract of the General Director;
- approves the Foundation's Charter in a new edition, annual reports, audit organization, management companies, annual plan, and budget;
- approves transactions in accordance with the Foundation's Charter;
- makes decisions on forming and dissolving endowments;
- makes decisions on the Foundation's participation in business entities (to replenish the endowment with securities and transfer them to trust management) and others.



Supervisory Board:

- gives comprehensive support to the Foundation to achieve its goals;
- monitors the Foundation's activities;
- gives recommendations/instructions/comments to the Foundation;
- oversees decisions made by the Foundation Board, the General Director, and others.



Team

We strive to strengthen our personnel's potential, as we are certain that a well-connected team of professionals is one of the key factors for the Foundation's sustainable development. Last year, the employees contributed to the preservation of protected areas and Russian cultural heritage by voluntarily participating in the process with fellows at the Foundation School.

The Foundation uses a linear organizational structure with the addition of a cross-functional model in the Program Directorate.

44

full-time employees
at the end of 2022

13

new staff members
in 2022

19

in-house trainings

92

business trips

27

cities visited

23

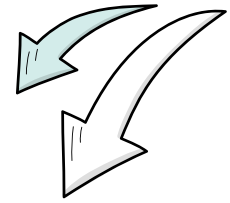
trips within the Foundation
school

10

Foundation's sites visited
by the staff



05



Risk Management

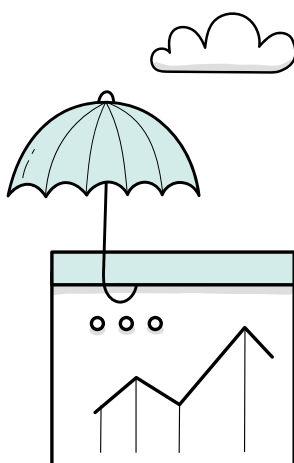
Risk management is an integral part of all Foundation's processes, including strategic planning, grant activities, endowment management, financial planning, and operational activities. The purpose of the risk management system is to provide reasonable assurance that the Foundation's objectives will be achieved.

All Foundation's employees within their jobs duties participate in the risk management system.

Such instruments as monitoring the regulatory environment, monitoring the business reputation, and reporting of management companies, surveys of the Foundation's employees and counterparties are used to identify and manage risks.

Risks are seen as a challenge, not a problem. There are four groups of risks: regulatory, reputational, financial, and operational. The Foundation's employees conduct meetings to exchange information about risks.

The key component of the Foundation's risk management system is managing endowment risks.



Endowment risk management tool:

- comprehensive analysis of management companies before concluding trust management agreements;
- choice of an investment strategy based on risk analysis;
- adoption of risk declarations in trust management agreements;
- monitoring the business reputation of management companies;
- monitoring the effectiveness of endowment management;
- monitoring the regulatory environment, the securities market, and the financial system.

The Foundation adopts local regulations to achieve reasonable confidence in the strategy of maintaining and increasing the endowment portfolio and to develop the endowment risk management system.

In 2022, in accordance with the due diligence principle, 2,694 individuals and legal entities – the Foundation's counterparties – were checked.

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