



ANNUAL REPORT 20



FOCUS-MEDIA FOUNDATION carries out activities in the field of public health and the development of civil society initiatives.

The mission of the Foundation is to support vulnerable youth and women with HIV through the implementation of social programs and the development of youth, medical, pedagogical, and non-profit communities.

Program objectives of the Foundation:

- employment: creation of favorable starting conditions for vulnerable adolescents and youth ages 14-25;
- health: keeping vulnerable adolescents and women with HIV healthy. Implementation of prevention programs in the field of socially significant diseases;
- developing and strengthening communities of NGOs, teachers, health workers, and youth activists.

We are working to:

- provide young people with equal starting opportunities and increase the competitiveness of vulnerable youth groups on the labor market;
- preserve and strengthen the reproductive health of young people, protect them from socially significant diseases, including the abuse of psychoactive substances;
- ensure good health and the right to quality medical care for women with HIV;
- strengthen the potential of pedagogical, medical, youth and NGO communities to work with vulnerable youth and women with HIV.

Target groups for the Foundation:

- employees of NGOs working with beneficiaries of the Foundation;
- gynecologists, employees of AIDS centers and other medical institutions;
- teachers and administration of schools, colleges, and universities;
- young activists and volunteers of the Foundation's programs.

Beneficiaries:

- students of schools, colleges, and universities;
- vulnerable youth, children without parents, young people with disabilities, under aged mothers;
- women of reproductive age, including women with HIV;
- adolescents with HIV;
- PAS-addicted adolescents.

FOCUS-MEDIA Foundation has the experience and continues to work in many large cities and regions of Russia, such as Yekaterinburg, Nizhny Novgorod, St. Petersburg, Udmurt Republic, Kirov, Naberezhnye Chelny, Kemerovo, Volgograd, Irkutsk, Tver, Republic of Buryatia, Norilsk, Rostov-on-Don, Moscow, and other. We also have experience in Ukraine, Kazakhstan, Belarus, Georgia, and Moldova.



Increasing Access to Employment for Vulnerable Youth in Russia Initiative

Implementation period: January 11, 2020 - November 30, 2020

Supported by the Citi Foundation/CAF Charitable Foundation for the Development of Philanthropy

Project costs in 2020:



8 456 859 rubles



2 179 606 rubles salaries



5 503 858 rubles training,
internship and events

773 395

Project regions:

Nizhny Novgorod and Nizhny Novgorod Region
Volgograd Region
St. Petersburg
Yekaterinburg and Sverdlovsk Region
Moscow and Moscow Region

Target audience:

- Vulnerable youth: young people with disabilities, young mothers, college/high school students;
- Teachers and NPO representatives working with youth.

Project goal: improving competitiveness of vulnerable groups of youth (vocational schools students, orphans and disabled people) at the job market by promoting on-line educating platform "My career", training teachers and involving business companies and HR-agencies in the project.

Activities in 2020 and brief project outcomes:



- 3,950 vocational school students and 102 young people with disabilities developed skills on career4me.ru platform necessary for successful employment.
- 102 young people with disabilities took part in employment activities and developed the necessary skills.
- 1510 high-quality CVs were created on the platform.
- 490 students, who had been trained on the platform, got a temporary or permanent job.
- 95 new teachers took part in the training activities and learned about the platform.
- 89 teachers, who had been trained in the previous project, learned how to apply the new motivation system when interacting with their students.
- 260 students who graduated the platform completed on-the-job training.
- 38 employers and businesses use the platform to involve candidates to internships and paid jobs.
- On November 28, the final event for 646 project participants took place on the YouTube platform, which included the presentation of project results, the announcement and awarding of the best students and teachers, the quiz, the lottery on job search, and master classes for students and teachers. The experts spoke about the basic skills of job search, self-presentation, effective communication, team interaction, and public appearance in TEDx format. (<https://clck.ru/SBFzu>).

Nikita Bobkov, Nizhny Novgorod.

Nikita graduated from a technical college with a degree in Mechanical Engineering. He started to search for a job when he was a third-year student. Nikita took part in various competitions and graduated with honors from the technical school, but this was not enough for successful employment.

While studying at the technical school, Nikita completed online training on the career4me platform. "After training, I felt more confident and decided to take part in the regional Career4me competition," Nikita says. The members of the jury included a representative of Nizhny Novgorod 70th Anniversary of Victory Plant. Nikita was second in the competition and got acquainted with the representative of the plant's HR department. Soon Nikita was offered an employer-sponsored education at Nizhny Novgorod State Technical University and a contract with Zavod JSC.

For the second year, Nikita has been working at the enterprise of his dreams. At first, he worked as a picker in an assembly shop. Classmates laughed at him: "Top student!" But after six months, Nikita became the section manager. He participated in the Handy man competition, got an annual bonus in the amount of a monthly payment, and, in January 2020, was promoted to the position of technologist-programmer with a good salary.

"I found my way," Nikita says. Now, he is working in a new modern plant workshop, where he is engaged in programming the technological process. He is only 22, but he continues to study and participates in all interdepartmental conferences and webinars!










COMPREHENSIVE SUPPORT PROGRAM FOR VULNERABLE YOUTH IN THE FIELD OF SEXUAL AND REPRODUCTIVE HEALTH AND SOCIAL WELL-BEING

Implementation period: January 01, 2020 - December 31, 2022
Supported by the European Union

Project costs in 2020:

	11 198 308 rubles
	2 992 476 rubles salaries
	3 565 682 rubles training, internship and events
	3 590 288 rubles regional project support
	1 049 862 rubles administrative costs

Project coverage:

Rostov-on-Don, Yekaterinburg, Nizhny Novgorod

Project goal: strengthening the organizational, methodological and advocacy capacity of 9 regional CSOs to provide comprehensive support to sexual and reproductive health and rights (SRHR) and social well-being of vulnerable adolescents in Nizhny Novgorod, Yekaterinburg and Rostov-on-Don regions of Russia.

Target audience:

- 9 NGOs working with young people aged 14-18 in three Russian regions;
- Young facilitators, Champions4Life, 16-25 years old;
- Beneficiaries - adolescents studying at secondary schools, vocational schools, and colleges, including those from children homes, boarding schools students, children from vulnerable families, young drug abusers, young people with disabilities, young mothers, and young people with HIV.

Activities in 2020 and brief project outcomes:



- Despite the lockdown in February - March, the Foundation managed to select partner NGOs during site visits to the regions of the project, conclude agreements and transfer donations to 9 NGOs to implement the project in the regions.
- Training on the methodology of the project programs, scheduled for April 2-4, 2020, was canceled due to the COVID-19 pandemic, but the Foundation's staff managed to adapt the training program to the online format, and in April-July 2020 held 14 webinars for 18 representatives of the partner NGOs.
- Training of partners on the Community-based Participatory Research (CBPR) methodology was also organized online with the help of AIDS Foundation East-West (AFEW). After training, the project partners were able to develop research protocols, collect some data, and process the results for writing reports.
- After partial removal of quarantine, partner NGOs started implementing the project in the regions. Training activities were held for young leaders (Champions) to conduct the Journey4Life prevention program. 66 people were trained.
- From September to December 2020, the Champions held 70 sessions under the Journey4Life program aimed at increasing the potential of young people (2 sessions in Nizhny Novgorod and 5 sessions in Rostov-on-Don) for 128 participants from schools and colleges.
- In the frames of Career4me youth employment program, training activities were conducted for 54 teachers who registered their groups on the platform and involved 1,452 school and college teenagers in online training on basic employment skills.
- Partner NGOs were able to apply the acquired advocacy and communication skills during the round tables. Round tables in the Project regions covered more than 70 participants, namely specialists who work with youth, teachers of secondary specialized educational establishments, representatives of employment centers, education departments, committees on youth policy, college administrations, which made it possible to widely disseminate information about the project and attract support from local educational institutions and administration.
- In total, in the first year, the project reached 7,578 vulnerable youth.

Maria Graisman, Egor Savvateev **New Life Regional Public Foundation, Yekaterinburg**

In March-April 2020, the FOCUS-MEDIA Foundation with partners from AFEW held online webinars and practical training sessions on Community-based Participatory Research (CBPR) for partner NGOs participating in the project. Maria Graisman and Egor Savvateev from the New Life Regional Public Foundation (Yekaterinburg) were trained to draw up a research protocol, collect data, and analyze the results and managed to involve representatives of the target group in the research! This allowed obtaining valuable data from "closed", inaccessible respondents and made it possible to improve the quality of prevention programs and materials in many ways. Maria and Egor presented the results of the research at a meeting of the Local Ethics Committee at the State Research Center of Virology and Biotechnology VECTOR and received a letter of approval from the committee. This makes it possible to publish the research results in different sources and use them to argue in favor of conducting prevention programs among groups vulnerable to HIV.





SUPPORT AND DEVELOPMENT OF THE FOCUS-MEDIA FOUNDATION AND ITS JOURNEY4LIFE PROGRAM

Implementation period: October 15, 2020 - October 15, 2021
Supported by the Vladimir Potanin Charitable Foundation

Project costs in 2020:



167 388 rubles



94 766 rubles salaries



70 560 rubles training
and events

2 062 rubles administrative
costs

Project partners:

Young Doctors of Don Regional Public Organization, Volunteers of Udmurtia Regional Public Organization, Ravnye Autonomous Non-Commercial Organization, Doverie Social and Psychological Center, Republican Center on Prevention and Fight against AIDS, Kuzbass Against Drugs and AIDS.

Target audience:

- Employees of the Foundation and regional partner NGOs
- Vulnerable young people in remote areas
- Disabled young people

Project goal: adaptation of the Journey4Life program to the online format (onLIFE) to provide better access to the target audience and smooth work in promoting a healthy lifestyle, maintaining and strengthening reproductive health, preventing socially significant diseases, and developing the potential of young people.

Activities in 2020 and brief project outcomes:

- The methodologist reworked the materials of the Journey4Life full-time program into zoom-webinars, developed a program for Telegram.
- An initiative group of 10 volunteers was created from regional volunteers familiar with the Journey4Life offline program.
- The program developed by the methodologist was tested by trainers on a group of volunteers.
- A pilot of the onLIFE online program was created.
- The initiative group of volunteers was trained to carry out the pilot online program and skills in online facilitation.
- The initiative group of volunteers started testing the pilot on young people, beneficiaries.
- Representatives of the initiative group conducted a demo version of the program for 400 participants of the Young Wave regional online forum (Rostov-on-Don)
- A questionnaire for quantitative research was developed to assess the effectiveness of the adapted online program.



Diana,
participant of the online program, Rostov-on-Don.

"I took part in the onLIFE program. It's so cool one can get valuable knowledge and experience without even leaving home. You can stay in your pajamas and with a mask on your head, sing songs and dance, talk about what excites you and meet guys from other cities."



SUPPORTING ACTIVISM AND PROTECTING THE RIGHTS OF HIV-POSITIVE WOMEN IN THE RUSSIAN FEDERATION

Implementation period: January 09, 2020 - March 31, 2022
Supported by the United Nations Democracy Fund (UNDEF)

Project costs in 2020:



5 789 887 rubles



988 884 rubles salaries



2 793 166 rubles training,
and events



1 568 964 rubles support
to NGOs

438 873 rubles administrative
costs

Project coverage:

Nizhny Novgorod (Nizhny Novgorod region),
Rostov-on-Don (Rostov region).

Target audience:

- HIV-positive women
- Medical staff

Project partners: STEP Charitable Foundation
(Nizhny Novgorod), Young Doctors of Don
Regional Youth Charitable Public Organization.

Project goal: improving health services for
HIV+ women and develop social activism
among affected women.

Activities in 2020 and brief project outcomes:

- 213 gynecologists and other health professionals from Rostov and Nizhny Novgorod regions were trained to provide friendly and supportive services to HIV+ women and improved their counseling skills.
- Trained gynecologists and other health professionals were included into a WhatsApp group. The chat was created to support doctors on the prevention and treatment of HIV, as well as on issues related to HIV+ people. The chat united 200 participants.
- www.womanplus.info online reference platform was developed and maintained to refer HIV+ women to gynecologists and other health professionals providing support services.
- Initiative groups of HIV+ women have been created in two project regions to activate the community and actively participate in the project. Participants of initiative groups meet at least twice a month to participate in a support group. At the request of the group, gynecologists, infectious disease specialists, pediatricians, oncologists, peer consultants (open HIV+), activists working on topics such as tuberculosis, hepatitis were invited to participate in the meetings. Also, make-up artists were invited to the meetings, who talked about the basic principles of facial care. 36 meetings were held during the reporting period.
- Data on the needs of HIV+ women was collected and analyzed in two project regions. A total of 50 women with HIV were interviewed.
- A document containing a strategy for the implementation of an information and educational campaign, as well as tools for the campaign were developed. The campaign aims to reduce stigma and discrimination against HIV+ women by medical personnel.
- A group for HIV+ women was created in Viber with the aim to bring together activists from the two project regions. The group publishes important news and interesting events on HIV activism. It involved 150 participants.
- 6 teams of doctors and HIV+ activists were formed (3 in each region).
- On December 11-13, 2020, the project teams held a meeting in Moscow. During the meeting, a draft for information and educational seminars for medical specialists was developed, the potential for seminars was strengthened.
- Videos for the awareness campaign were created. Two video clips, one for doctors, one for HIV+ women were produced. The message is to demonstrate that difficulties associated with HIV status can be solved, that there are activists ready to help and support.



Alena Tarasova,
Coordinator of the women's initiative group, peer consultant,
Nizhny Novgorod



Coordinator of the women's initiative group, peer consultant, Nizhny Novgorod

As a coordinator of the self-help group for women with HIV, I am sure that this is an important and necessary format. When attending groups, women feel free and safe. They feel sympathy and unbiased treatment. They let their fears go and build trust. Many girls with children feel it uncomfortable to attend general meetings, while they are one of the most vulnerable categories and they often leave therapy. Our group welcomes women with children. They can ask specialists and get mutual support. I am glad that girls share contacts with each other and gather outside the office, speak to each other, and go for a walk with their children. This speaks of the positive impact of the meetings.

DISSEMINATION OF BEST PRACTICES IN PROVIDING HIV/AIDS SERVICES TO KEY GROUPS AMONG YOUNG PEOPLE

Implementation period: July 01, 2020 – June 30, 2021

Supported by AIDS Foundation East-West promoting the prevention, treatment and care for public

Project costs in 2020:



Project coverage:

Nizhny Novgorod Region

Project goal: increasing the demand for services among young representatives of key groups, expanding the coverage of services, and finally, achieving better results in health care in relation to HIV.

Project partners: STEP Charitable Foundation (Nizhny Novgorod)

Target audience:

Young people, representatives of key groups affected by the HIV epidemic from 14 to 24 years old.

Activities in 2020 and brief project outcomes:

- Strategic planning was carried out to increase the sustainable development of the STEP Foundation, a project partner.
- On July 23-27, 10 residents of the STEP Rehabilitation Center were trained on the preparation of Champions4Life, young facilitators.
- Trained Champions carried out the Journey4Life program based on the Rehabilitation Center. During the reporting period, 50 residents of the center took part in the program.
- The program was successfully integrated into the work of the Center and serves as an additional tool aimed at forming, supporting motivation for a longer remission, and has a positive effect on the recovery process.
- An informative and educational brochure "Simply about the difficult" was developed to be disseminated among the project participants.
- An educational video "You are not alone" was created. The script of the video was written based on the first data of the survey conducted among residents of the Center. It tells about the factors influencing the onset of drug use. The video provides alternative ways for action in particular situations that may subsequently lead to the beginning of drug use.
- Based on the best practices of organizations that work with young people, the "Assessment of factors influencing the practice of risky behavior among 14-20-year-old participants" research was implemented. It is planned that at least 500 people will participate in the survey during the project.
- "Beyond the addiction" lectures for adolescents in Nizhny Novgorod region were developed and conducted. The lectures were developed jointly with the STEP Foundation and former attendees of the Rehabilitation Center. These lectures were delivered to 14-19-year-old residents of the center. 127 young people took part in the project during the reporting period.



Misha, Champion, STEP Rehabilitation Center, Nizhny Novgorod.

I have been a Champion4Life since September 2019. I began to conduct the program almost immediately after training. I held meetings among those with whom I had passed the rehabilitation program. Participation in this program motivated me greatly to recover and be in remission as long as possible. I completed the rehabilitation program more than a year ago, but I still visit the Rehabilitation Center to carry out the Journey4Life and coordinate the work of the Champions who are still in the program. It is extremely important for me to be aware of and feel involved in something that is being done for the good of someone. Journey4Life gives me this opportunity.






COMPREHENSIVE SUPPORT FOR HIV+ WOMEN AFFECTED BY THE COVID-19 PANDEMIC IN NIZHNY NOVGOROD AND ROSTOV REGIONS

Implementation period: September 01, 2020 – December 31, 2021

Supported by the Presidential Grants Foundation for the Development of Civil Society

Project costs in 2020:

	831 556	rubles
	397 862	rubles salaries
	360 607	rubles training, and events
	73 087	rubles administrative costs

Project coverage:

Nizhny Novgorod Region
Rostov Region

Project goal: Improvement of living standards and social integration of women with HIV in Rostov-Don and Nizhny Novgorod regions by providing comprehensive psychological, material and social support.

Project audience

Women with HIV

Project partners: STEP Charitable Foundation (Nizhny Novgorod), Young Doctors of Don Rostov Regional Youth Charitable Public Organization.

Activities in 2020 and brief project outcomes:

- 2 training events to prepare peer consultants were conducted to provide psychological and social support to the target group. 20 people in total participated in training. Consultants are ready to provide psychological and social support to women with HIV in Rostov-on-Don and Nizhny Novgorod regions
- Kits for mothers - HIV+ pregnant women in Rostov and Nizhny Novgorod regions were purchased. The kits included diapers, breast milk substitute, bed mats, nipples, bottles, baby cream, wet wipes, pads, baby soap.
- Trained peer consultants started distributing kits for mothers.
- New Year's gifts for children (up to 7 years old) of HIV+ women were purchased. A total of 115 gift kits were purchased.
- Jointly with project partners, the criteria for the selection of women with children under 7 to receive gifts were developed. Social and economic capabilities of women served as the main criterion.
- Due to the unfavorable epidemiological situation caused by the coronavirus infection, it was not possible to hold events and matinees for children. Gifts were delivered to children individually or given to mothers in the AIDS Center.



**Olga,
Nizhny Novgorod.**

We met Father Frost and Snow Maiden. They congratulated us on the New Year. The girls brought their medals to show off. They took everything very seriously. But the most interesting thing began when the gifts were granted... The children squeaked, and squealed, and cried "Hurray! This is what I dreamed about!" every time a gift was taken out of the bag. Thank you all for finding the opportunity to please the kids and us!

JOURNEY4LIFE For YOUNG PAS USERS

Implementation period: July 01, 2020 – June 30, 2021
Supported by Estee Lauder Companies LLC

Project costs in 2020:

	1 134 261	rubles
	280 206	rubles training, and events
	482 060	rubles salaries
	206 746	rubles support to NGOs
	165 249	rubles administrative costs

Project coverage: Sverdlovsk region

Project goal: implementation of the Journey4Life program in rehabilitation centers for psychoactive substance users in Sverdlovsk region.

Project partners: New Life Regional Public Foundation

Target audience: users of psychoactive substances undergoing rehabilitation in social rehabilitation centers.

Activities in 2020 and brief project outcomes:

- An orientation meeting has been held for the New Life Foundation and the Uralets Association, which will be used as the basis for the program implementation. The meeting was attended by 10 people.
- The project participants were provided with personal protective equipment. All purchased protective equipment was transferred to the training participants, as well as to trainers to ensure safety in connection with the spread of the coronavirus infection during training and for subsequent work on the basis of rehabilitation centers.
- From among the clients of the post-treatment program implemented on the basis of the Uralets Association, 10 candidates for participation in training for Champions were selected.
- On September 09-13, the Champions training took place. 10 representatives of the Association of the Ural-Siberian region "Ural without drugs" became Champions. They will conduct the Journey4Life program with the clients of rehabilitation centers who are addicted to psychoactive substances.
- Together with the leaders of the rehabilitation centers, groups from residents were formed to participate in the Journey4Life program. A total of 35 people took part in the program.
- On December 1, a joint event was held with 25 participants dedicated to World AIDS Day. The event was held under the slogan "Global Solidarity and Shared Responsibility".



Svetlana Shaikhullina,
psychologist at the New Life Regional Public Foundation, Yekaterinburg.



After completing training on the Journey4Life program, I conducted the program at the Doverie Rehabilitation Center for people overcoming addiction. The guys took part in all the exercises with pleasure. Especially I liked the one called "The River of Life". In my opinion, it is an excellent tool for analyzing any life situation: what one chooses, what one feels, how one acts, and what (who) influences one's choice. Also, we all really liked to draw up group rules through game exercises. We followed the group rules before, but it was these "lived-through" rules, based on our own experience, that "did well". They are still hanging on the wall in the most conspicuous place, and those guys who went through the program constantly pay attention to them, urging others to follow them. "Positive Voice" was another interesting exercise. The participants asked many questions on HIV infection, were interested in the topic, and shared their sore points. "What?", "So what?", "What's next?" magic questions helped to summarize training and make conclusions on how this tool can be used in life, what is the use of new knowledge and skills! In my opinion, the program is very effective. It helps to cover all the issues of concern to people who are overcoming addiction! The guys are happy to wear their well-deserved "Man of Change" white bracelets and tell others about their new experience.

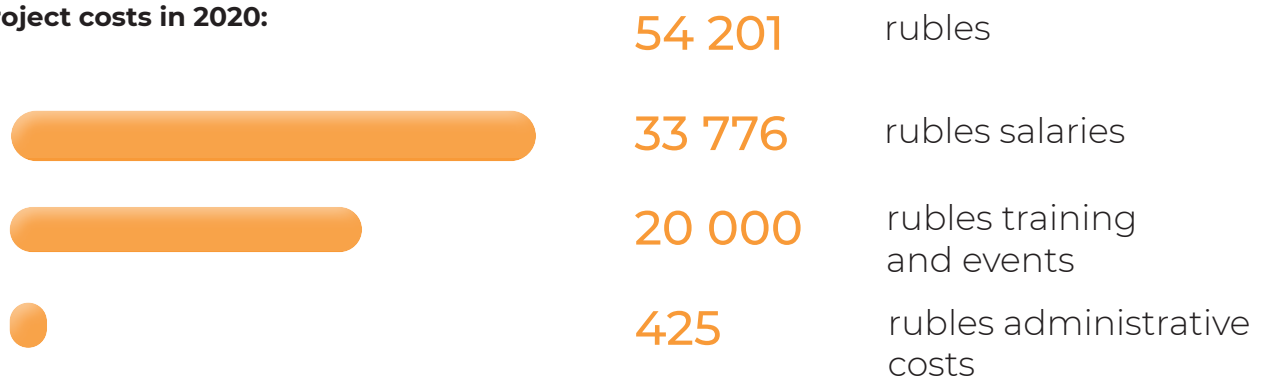
STEM EDUCATION - THE WAY TO PROGRESS



Implementation period: December 15, 2020 - November 15, 2021

Supported by the CAF Charitable Foundation for the Development of Philanthropy

Project costs in 2020:



Project coverage: Moscow, Moscow region, St. Petersburg, Leningrad region

Target audience: high school and college students aged 15-19, school and college teachers

Project goal: Increasing the competitiveness of young people (from schools and colleges of the participating regions) for follow-up employment through the use of STEM technologies and learning on the Career4Me online platform with the assistance of trained teachers, business companies, and employers.

Activities in 2020 and brief project outcomes:

- Creation of a working group for project implementation
- Preparation of a project implementation plan
- Development of a logo for the educational program within the project
- Development of a website for the educational program within the framework of the project (<https://focusmediafund.wixsite.com/stem>)

Organizational structure and employees of the Foundation



Regional partners/coordinators



Doverie Social and Psychological Center, Non-profit Public Organizations, Nizhny Novgorod



Volunteers of Udmurtia Regional Public Organization, Izhevsk



Republican Center for the Prevention and Control of AIDS Budgetary Institution of Health Care, Ulan-Ude



Ravnye Autonomous Non-profit Organization providing assistance to various categories of the population and preventing socially significant diseases, Yekaterinburg



Young Doctors of Don Rostov Regional Youth Charitable Public Organization, Rostov-on-Don



New Life Regional Public Foundation for assistance to various categories of the population of the Sverdlovsk region, Yekaterinburg



Fellowship of Children and Youth of Don Regional Youth Organization, Rostov-on-Don



STEP Charitable Foundation, Nizhny Novgorod



Kuzbass against drugs and AIDS Foundation, Kemerovo region



Atlas Autonomous Non-Profit Organization, Rostov-on-Don



Ser'eznye Namereniya Autonomous Non-profit Organization, Yekaterinburg



Mir Chelovka Humanitarian Center, Non-government Regional Public Organization, Nizhny Novgorod



Irina Yermolaeva, Volgograd region



Evgeniya Somova, Yekaterinburg

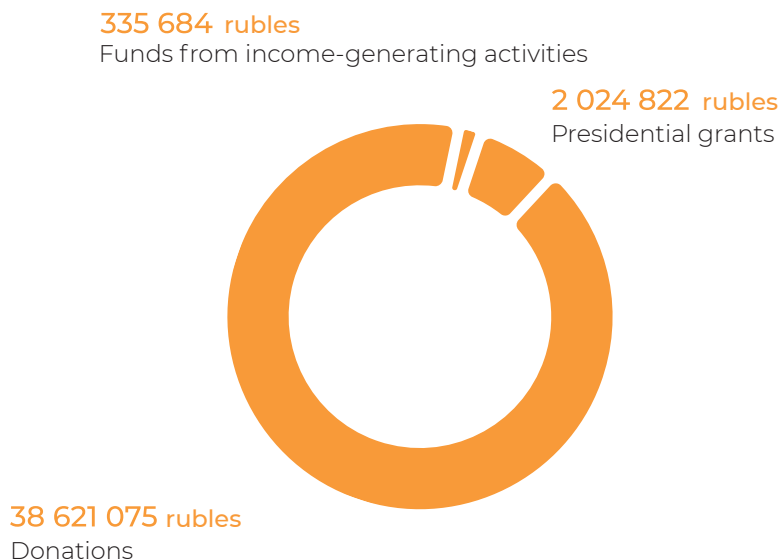


Olga Ovechkina, Nizhny Novgorod region

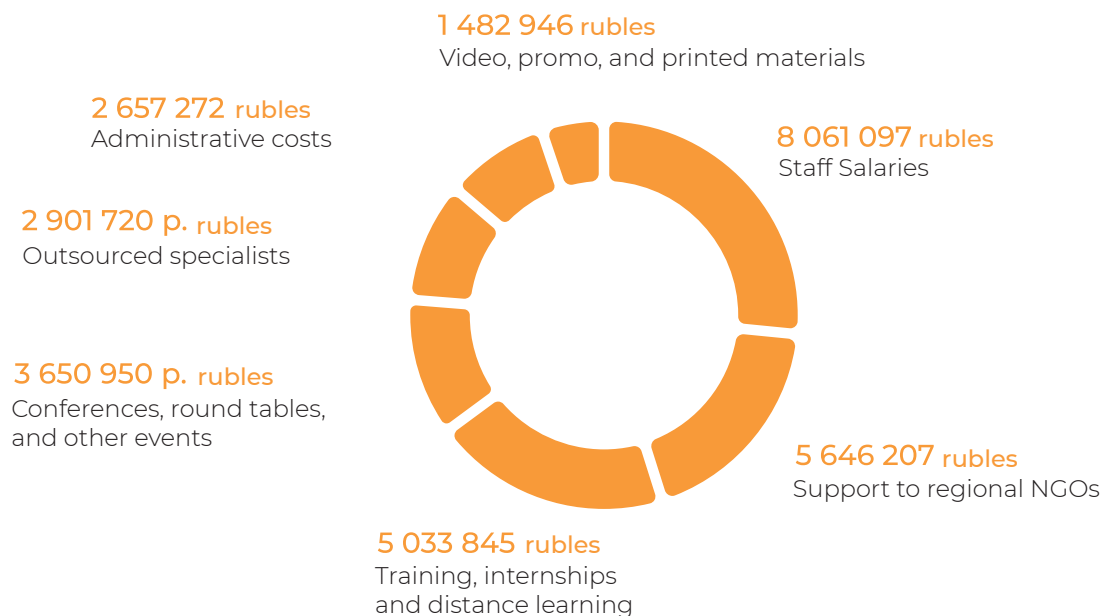


Olga Borisova, St. Petersburg

Income of the FOCUS-MEDIA Foundation 40 981 581 rubles



Expenses of the FOCUS-MEDIA Foundation 29 434 037 rubles



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- Presidential Grants Foundation for the Development of Civil Society
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- CAF Charitable Foundation for the Development of Philanthropy
- Citi Foundation
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