



PUBLIC HEALTH AND SOCIAL
DEVELOPMENT FOUNDATION
FOCUS-MEDIA

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ANNUAL REPORT 2021

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Dear friends, donors, and followers of FOCUS-MEDIA Foundation, dear colleagues!

Below you will find our report for 2021. In 2021, our Foundation celebrated a landmark date, its 19th anniversary! And we are proud that all these years we have been working for the benefit of people, helping our young wards from vulnerable groups to acquire the skills necessary to build a successful adulthood, make career, and preserve health. We have been helping and still help women living with HIV to cope with the disease, find their true identity, and become more socially mindful and active.

Last year turned out to be difficult like the previous one, when we all suddenly found ourselves locked in our homes and apartments because of the COVID-19 pandemic. In 2021, the strength of the pandemic declined and we had more freedom to work. However, not all the restrictions were lifted and we all had to be very creative and resourceful to do our job.

We hope we didn't let you down! Having summed up the results of the year we were greatly surprised how much we managed to do! We implemented 7 large projects for our target groups, including vulnerable youth (students of secondary vocational training schools, adolescents with disabilities, children from single-parent and poor families, orphans, underage mothers, etc.), women living with HIV, as well as civil society organizations working in the said areas. We also held a direct charity campaign for low-income and multi-child families on New Year's Eve, provided pregnant women living with HIV with the necessary things for labor and delivery and bottle-feeding.

We are a small organization with 10 full-time employees and about 30 members employed under the civil contracts but we believe that it is not the number of staff but skills that allow the organization to achieve great success. In the past year, we devoted a lot of time to improving the skills of our employees in the field of project management and fundraising for charitable projects. We managed to keep the team and attract new people. People are our main value and we will do our best to retain them.

Get an idea of what we are doing. I'm sure it will be interesting. I wish you pleasant reading!

**Evgeniya Alekseeva,
Director of FOCUS-MEDIA Foundation**



Career4Me

About the project

The project helps young people acquire the skills necessary for employment and building a successful career, increases motivation and develops communication skills.

Participants use the unique Career4Me online platform, while the training model allows them to obtain the necessary competencies, develop self-confidence and leadership skills. Besides, as part of the Career4Me Journey program, new participants communicate and learn from the experience of “peer mentors” who have received special training and now help newcomers to realize their abilities.

Project goal

We believe that young people need certain conditions to have an equal and successful start in life. To that end, it is important for them to develop social skills and be motivated. Modern technologies make this process exciting and effective.

Target audience

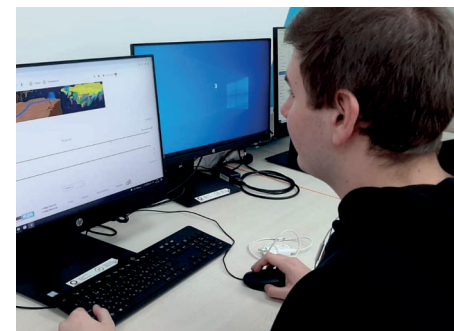
- young people aged 14-20 studying in secondary vocational training schools
- young mothers
- high-school students
- young people with special needs
- teachers and representatives of CSOs working with youth in the regions

Coverage: Nizhny Novgorod, Sverdlovsk, Moscow, Ryazan, Volgograd, Leningrad and Rostov regions, St. Petersburg and Rostov-on-Don

What we do

As part of the project:

- teachers are being trained to work with the Career4Me platform to develop young people's agile skills, and also learn methods of effective career guidance
- young people study on the platform under the supervision of the trained teachers
- participants undergo internships and make field trips
- training sessions for “peer mentors” are held
- Career4Me Journey program is being implemented in colleges.



Results for 2021

223

college teachers were trained to work with the Career4Me platform

3 670

young people were trained with the Career4Me online platform

2 436

participants prepared high-quality CVs and more than 48% of them received employment experience

28

business entities used the platform to search for employees and access the target group

115

teenagers underwent "peer mentors" training sessions and received the necessary skills to conduct the Career4Me Journey program among their peers

80

young people with disabilities acquired the skills necessary for successful employment

55

teachers completed the 'Coaching as a method of developing the professionalization and employability skills of students of secondary vocational training schools' online advanced training course

242

teenagers completed on-the-job training

Feedback

I liked the very tactics of conducting Career4Me training sessions, game-based exercises. The material was mastered 1000% without lectures and paperwork! You are doing a great job. Thank you for the possibility to take the course. For me, it was a leap in the dark but I am glad that I have made it. There's nothing to add except that I would like to spend more time with you.

- Participant of the "peer mentors" course

Thanks to Career4Me platform I acquired the skills of building successful communications and overcoming barriers. I learned to listen to my interlocutors, which is especially important for my future job in the hotel business. From the Self-presentation section I learned that a person has 30 seconds for a pitch when introducing himself and that it is important not to be late to the interview, look neat, speak confidently and to the point. I found Time Management course a very important for me, as much depends on how we plan our day. At the end of the course, I studied to create CVs, and having received 5 points, I posted my CV on the Career4Me platform. The very next day I received a call from Euro Hotel and was invited for an interview, which ended in employment. I have been a hotel employee for half a year now and would like to thank the organizers of the Career4Me platform for their work, because they really help students and make a big contribution to their future life.

- Artyom Kholmatov, student of Ural College of Business, Management and Beauty Technology

STEM Education - The Way to Make Progress

About the project

STEM (Science, Technology, Engineering, Math) is the interdisciplinary approach to study exact and natural sciences in the course of project activities.

The project consists of three blocks:

- 1) professional development program for teachers to study STEM methodology
- 2) interaction of teachers and their students with businesses during trips and webinars
- 3) project activity.

As a result, the participants – high-school students – are involved in project activities and improve their knowledge of exact and natural sciences.

Project goal

The project helps high-school students become competitive in the open labor market and allows them to get to know potential employers at an early stage.

What we do

As part of the project:

- teachers undergo advanced training and learn STEM methods
- participants take tours to the production facilities of engineering companies
- participants attend webinars with representatives of engineering companies
- project activities are carried out in groups (1 trained teacher + 15 students)
- competition of STEM projects developed by groups of students is held

Target audience

- teachers of exact and natural sciences (physics, mathematics, computer science, technology, biology and chemistry) (40 people)
- their students in grades 8-11 (600 people)

Coverage: Leningrad region and St. Petersburg



STEM Education - The Way to Make Progress

Results for 2021

40

teachers were trained on the advanced training program

34

teachers jointly with their students developed STEM projects, and their schools received equipment to implement these projects

2

teachers launched STEM electives in their schools

400

people took part in webinars with representatives of engineering partner companies (Caterpillar, Sveza, Schneider Electric)

5

training groups that had developed the best projects received certificates to acquire additional STEM equipment and materials

40

high-school students with teachers visited the production facilities of engineering partner companies (Sveza, Schneider Electric)

25

schools received methodological, organizational and financial support from the Foundation to introduce the STEM approach in their learning programs

Foundation brought together

schools and colleges on the one hand, and future employers on the other. At the end of the projects' competition, representatives of the secondary and higher educational institutions and businesses actively discussed the submitted projects based on their specializations. Finally, the participants of the competition received a versatile feedback. Now they have a clearer idea of how to implement STEM projects from a pedagogical, applied engineering, and career guidance point of view.

Feedback

“These are very inspiring courses! Many thanks to the organizers for this opportunity. It was very interesting to me. For me, participation in this program was a great experiment. I have never done coding in my life, I only learned about Arduino during the courses. During September and October, I and my students tried a lot of things. I ordered parts from China. It turned out to be very easy to provoke students' interest. Everybody had a job to do.

- **Andrey Khudukon, handicraft teacher** at the Mginsk boarding school for children with visual impairments (Leningrad region). He and his students build a mini greenhouse for the Rastyonok laboratory within the STEM project competition

Comprehensive support of HIV-positive women

About the project

The project provides women living with HIV with psychological, material and social support. On the womanplus.info platform, HIV-positive women can get free consultations from gynecologists, infectious disease doctors, pediatricians, psychologists, peer consultants and lawyers. Comprehensive support allows improving women's living standards and its quality.

What we do

As part of the project:

- Doctors working with HIV-positive women improve their skills by undergoing training courses offered by the Foundation. They learn the specifics of counseling women living with HIV on reproductive health concerns, the specifics of pregnancy and childbirth, etc.;
- The project increases planning potential and involvement of HIV-positive women in communities created in the project regions;
- The project allows reducing the stigma and discrimination of HIV-positive women by medical personnel;
- The target audience gains access to information and equal's support by developing and strengthening the HIV women community;
- Material support is provided to HIV-positive pregnant women to ensure safe delivery and post-natal care in maternity hospitals, as well as women with children under 7;
- The project improves cooperation with relevant departments in the project regions (regional AIDS centers, municipal health departments, social services, etc.);
- The project allows improving professionalism of regional partner organizations in support and development of the HIV women community.

Project goals

The project's goal is to improve living standards and social inclusion of women living with HIV. We work to improve the quality of health care services provided to HIV-positive women, break down stereotypes, reduce the stigma and encourage women to be more socially active.

Target audience

- Women of reproductive age (18-45 years old) living with HIV and their children under 7 years old
- Medical specialists

Coverage: Rostov region (Rostov-on-Don), Nizhny Novgorod region (Nizhny Novgorod)



Comprehensive support of HIV-positive women

Results for 2021

330

children under 7 received New Year and Children's Day gifts

4 349

users of womanplus.info

20

peer consultants were trained in two project regions

213

medical specialists took part in training sessions dedicated to Counseling on HIV Infection

2

initiative groups of women with HIV were created in two project regions

72

meetings as support groups were held with the participation of various specialists

9

specialists consult on www.womanplus.info

100

people took part in the final conference dedicated to Wellbeing of HIV-positive women

50

women with HIV completed a needs assessment survey

475

women received consultations on womanplus.info

Feedback

I am 49 years old. I became aware of my HIV status about a year ago. For me it was like a bolt from the blue. As it turned out my partner and ex-fiancé knew about his diagnosis and took "immune herbs" on advice of some "doctors". He believed that those herbs could replace antiretroviral therapy. Now I understand that all this has nothing to do with reality. Only antiretroviral therapy can help a person with HIV. It was impossible to preserve relationships and it was incredibly difficult to accept all this. A long period of acceptance began. I started to set myself up to take the ART. There were many fears associated with a possible side effect. I wanted to avoid all this as much as possible. At the AIDS Center, I saw a poster with information about the online platform for HIV women. I decided to try it. At that time, I didn't need doctors' care as I was lucky with full-time specialists, but I really wanted to talk with people like me. On the platform, I found a link to the Viber chat. I followed the link and was added to the group. I had access to all the correspondence. I very carefully re-read all the messages and, to be honest, for the first time that year I felt some relief because I realized that I was far from alone. The participants openly share their acceptance experience, talk about the beginning of therapy and much more. Somehow I decided to tell my story. I was touched by so much support and warmth, and no blame. I was especially struck by a story that is incredibly similar to mine. It is about the story of a 50-year-old woman, almost like me. I'm glad to have this chat as you are getting support almost 24/7. The moderator of the group periodically uploads useful information, recordings of webinars, that is, we have the possibility to acquire new knowledge without leaving home. Therefore, there is nothing left but to live on. There are no more fear with such support.

- Foundation's mentee

Comprehensive support of HIV-positive women

Results for 2021

6

teams conducting educational seminars in medical institutions in the two project regions held training courses for more than 1,000 medical specialists of various levels, and 336 medical staff participated in the survey. The survey was conducted before and after HIV educational seminars

2 500

information and educational materials were developed

500

people communicate in online chats

120

HIV-positive pregnant women received labor and delivery kits and peer consultations

1012

medical staff of various levels took part in the educational campaign



Dance4Life

About the project

The project promotes the ideas of healthy living among young people, helps them maintain and improve reproductive health, communicates about HIV and other socially significant diseases, and helps to unlock their personal potential.

What we do

As part of the project:

- The Foundation has developed a comprehensive program to prevent the main threats to the health of young people, namely HIV/STIs, addiction to psychoactive substances (PSA), alcohol and tobacco. Peer mentors and educators are being trained to implement the program;
- The pilot comprehensive program to prevent the main threats to the health of young people is being implemented in small settlements in three Russian regions;
- The comprehensive preventive support program to be used in educational institutions has been also provided to the regional executive authorities and the media;
- The online Journey4Life program has been created to ensure better access to the audience and uninterrupted work to promote a healthy living, preserve and strengthen reproductive health, prevent socially significant diseases and unlock the potential of young people;
- The Journey4Life program has been introduced in the drug addiction and substance abuse rehabilitation centers in the Sverdlovsk and Nizhny Novgorod regions.

Project goal

The project helps reduce risk behavior among young people aged 15-18 living in small settlements in the project regions. Children receive knowledge about HIV/STIs prevention, harm of PSA use, danger of alcohol and tobacco. Besides, the project involves local authorities and state educational and health institutions.

Target audience

Young people aged 14-30, namely:

- Students of schools and colleges aged 14-18 living in small settlements of the project regions who are exposed to health risks and do not have access to programs for the prevention of HIV/STIs and PSA addiction (10,311 people)
- Young leaders aged 17-30 (188 people)
- Young PSA users (156 people)

Coverage: Republic of Udmurtia, Kemerovo, Orenburg, Rostov, Nizhny Novgorod regions, Yekaterinburg



Dance4life

Results for 2021

812

young people took part in the Just Like That interactive exhibition aimed at the prevention of PSA use

1 530

high-school and college students aged 15-18 participated in the full-time online Journey4Life program

6 380

young people took part in online and offline events, including those dedicated to World AIDS Day and World Remembrance Day of AIDS Victims

87

peer mentors, Champions were trained to deliver the preventive program

45

teachers were trained to work with the comprehensive preventive program for students

15

gynecologists and 20 other specialists learned about adolescence, the main difficulties and successful solutions in the provision of friendly health care services to young people

156

young people, patients of rehabilitation centers, took part in the Journey4Life program

Feedback

Very cool training sessions with lots of useful information. Interesting delivery. Many thanks to Polina and Alik for a great work time, new knowledge and good mood.

- Anastasiya Starchenko, project participant

Many thanks to Alik and Polina for a great weekend. At first, I was dissatisfied much to spent 4 hours for meetings. But after the first time, I realized that the time had passed almost imperceptibly, because I was in the process listening to interesting information. I simply did not keep track of time and fell out of reality in a good sense. It was an interesting experience, I really enjoyed it!

- Karina Leger, project participant



Results for 2021

380

young people from the Nizhny Novgorod region took part in the "Out of addiction" info lessons dedicated to Constructive methods for achieving goals, What to do if failed to achieve goals, Consequences of taking PSA: social, psychological, and health

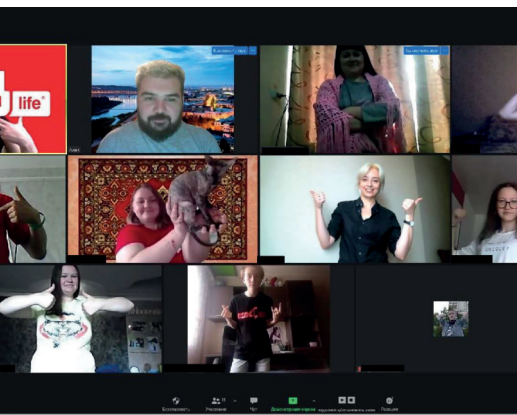
24

peer mentors from among the patients of rehabilitation centers were trained to conduct the preventive program

374

parents of teenagers attended 10 face-to-face parent-teacher meetings organized to draw attention to the health of young people and improve their social wellbeing, as well as to improve mutual understanding and interaction between young people and their parents

- The online version of the program is **fully prepared** and ready to use. CSO partners were trained to run the program;
- The online version of the program was assessed. The assessment showed that the program is **effective** enough to be used both in the case of various restrictions on face-to-face events and in cases where it is necessary to involve hard-to-reach target groups;
- Foundation's team was trained to work with digital and anti-crisis management tools. The training strengthened the information and methodological potential of the team and the sustainability of the **Journey4Life** program and the organization as a whole;
- Foundation's educators developed a **methodological guide** on Interactive technologies for the prevention of socially significant diseases in pedagogical activity for school and college teachers;
- The Orenburg region was added to the partner network;
- **Refresh training** sessions were held for Champions of Nizhny Novgorod and Sverdlovsk regions.



Comprehensive Youth Support Program and Development of charity

About the project

The project is mainly focused on the development of the potential of Russian regional CSOs working with vulnerable youth through training and implementation of the comprehensive program for youth development in the field of employment, reproductive health, and capacity building. CSOs are also trained to conduct research on the effectiveness of programs with the involvement of representatives of communities (target groups).

What we do

- 1) We train CSOs in the community-based participatory research (CBPR) program to develop advocacy, communication and fundraising skills, engage partners and local authorities in the development and effective implementation of inclusive and youth-responsive policies in the regions.
- 2) We train CSOs in the implementation of the Journey4Life program for capacity building, empowerment of youth in the field of reproductive health.
- 3) We train CSOs to implement the Career4Me youth employment program.
- 4) We provide direct support to women with HIV and families with children in difficult life situations.

Project goals

The project is aimed at strengthening Russian Civil Society Organizations (CSOs) to create and support conditions for inclusive and sustainable youth development in three Russian regions, direct assistance to vulnerable groups, namely women living with HIV, families and children in difficult life situations.

Target audience

- 9 regional CSOs that work with youth
- regional, municipal and district educational departments
- administration of educational institutions

Coverage: Nizhny Novgorod, Yekaterinburg and Rostov-on-Don



Comprehensive Youth Support Program and Development of charity

Results for 2021

- **CSOs - partners** took part in strategic meetings and webinars and were trained to use various SMM, fundraising, reporting and program evaluation tools.
- Thanks to training, CSOs both improved the quality of youth programs and raised funds of more than **3.5 million rubles** to support their activities and develop new youth support projects in their regions.
- The partners also conducted a number of surveys among local beneficiaries. According to the results of a qualitative study conducted among the participants of the **Journey4Life** program, it can be concluded that the program contributes to the development of the ability to build communications with people of different ages and statuses, a sense of self-confidence and responsibility for one's words and actions.
- Project participants improve motivation and **take more active** part in various events. Such skills have a positive impact on the formation of the culture of participation and tolerance. Young people who took part in the project adequately perceive certain social problems, can openly discuss them with the partner and other people, while understanding the importance of the problems' solution and the possibility of their participation.
- Focus groups and a quantitative survey held among the participants of **Career4Me** program confirm that it helps young people master communication skills, prepare for an independent job search, learn to understand where and how to find a job in their region or even in another part of the country, know how to have a conversation with an employer.
- Organizations learned to **independently** conduct surveys and research on the results of their work.
- Three round tables and several events were held in each region to inform the public and stakeholders about the implementation of youth programs and the results of the study among young people to obtain support and attract participants and partners. **More than 300 people** took part in these events.

Feedback

Thanks to participation in the project of the FOCUS-MEDIA Foundation and training in conducting research we managed to apply for and receive grant funding in the form of subsidies from the budget of the Nizhny Novgorod Region to implement the Only Path To Follow project, which is aimed at creating the largest a center for social and psychological rehabilitation of drug users in the Nizhny Novgorod region. Besides, thanks to the training courses we won the competition conducted by Glaxo Smith Kline (GSK), an international pharmaceutical company, whose activities are based on scientific research, aimed at support of HIV projects in Russia. Based on an earlier study on the barriers to access treatment for women living with HIV in the Nizhny Novgorod region, we were able to prepare an application, and now support projects for women living with HIV in the Nizhny Novgorod region have funding for 24 months.

- Anastasiya Starchenko, project participant



New Year Tree of Kindness

About the project

Children from multi-child and low-income families in six regions of Russia received New Year's gifts.

Event goal

The New Year is the time when all the dreams come true, the time for miracles and kindness. Children from multi-child and low-income families, children with developmental disabilities and various diseases also dream of a New Year's miracle. Our Foundation helped make their dreams come true.

What we do

As part of the event, the Foundation's staff made the lists of children from 2 to 10 years old from multi-child and low-income families. The children wrote letters or drew pictures with the desired gifts for Father Frost. The gifts were purchased in according with the letters. Children above 10 were presented with sweet gifts.

Target audience

512 children from multi-child and low-income families, as well as children with diseases and developmental disabilities.

Coverage: Balashikha municipal district, Yekaterinburg, Berezovsky, Lipetsk, Nizhny Novgorod region, Rostov-on-Don, St. Petersburg

Results for 2021

332

children received dream gifts

180

children received sweet gifts

Feedback

You are my wizards! I have 8 children. I really want to make a holiday for them, a magical New Year, but sometimes it is difficult to do it. In December, I was in rehabilitation with one of my children with disabilities. I have no time, energy and financial resources to prepare for the holiday. Fortunately I was offered to participate in the New Year Tree of Kindness campaign. My younger children drew, the older ones helped them sign letters for Father Frost. Then we sent photos of the letters and a miracle happened! All children received what they wished for. The gifts were chosen with feeling. Even my elders, who were not eligible to participate in the campaign because of their age, were presented with sweet gifts. Everyone was satisfied. The New Year's magic happened. Believe in miracles! Thank you very much!

- Mom of 8 children



Flow of funds

Fund sources

Funds from foreign and international organizations
Presidential grants
Donations from Russian legal entities
Funds from state budget
Funds from natural persons and crowdfunding platforms

Amount

39,233,445 rubles
5,806,694 rubles
3,369,439 rubles
409,344 rubles
48,980 rubles

Total for the year

48,867,902 rubles

Project-specific expenses

Development of youth employability skills

Expense item	Amount
Employee compensation	5,576,681.98 rubles
Training courses and internships	6,577,790.71 rubles
Assessment of the needs of target groups and project activities	2,561,700.00 rubles
Project support in the regions and assistance to target groups	2,380,282.13 rubles
Administrative expenses	1,537,175.53 rubles
Total for the year	18,633,630.35 rubles

Project-specific expenses

Development of responsible attitude to lives and health of adolescents

Expense item	Amount
Employee compensation	2,849,484.87 rubles
Training courses and internships	3,795,482.42 rubles
Assessment of the needs of target groups and project activities	443,645.00 rubles
Project support in the regions and assistance to target groups	2,873,040.41 rubles
Administrative expenses	910,362.50 rubles
Total for the year	10,872,015.20 rubles

Project-specific expenses

Wellbeing of HIV-positive women

Expense item	Amount
Employee compensation	1,431,149.28 rubles
Training courses and internships	2,268,170.87 rubles
Assessment of the needs of target groups and project activities	1,302,103.25 rubles
Project support in the regions and assistance to target groups	2,459,603.70 rubles
Administrative expenses	853,681.13 rubles
Total for the year	8,314,708.23 rubles

Project-specific expenses

Support of Russian CSOs and development of charity

Expense item	Amount
Employee compensation	964,197.52 rubles
Training courses and internships	1,021,541.49 rubles
Assessment of the needs of target groups and project activities	130,000.00 rubles
Project support in the regions and assistance to target groups	2,058,635.23 rubles
Administrative expenses	189,051.15 rubles
Total for the year	4,363,425.39 rubles

Our donators

- Presidential Grants Foundation, a single operator of the President of the Russian Federation grants with the goal to develop civil society
- European Union represented by the European Commission
- United Nations Democracy Fund
- City Foundation through the CAF America Foundation for the Support and Development of Philanthropy
- Vladimir Potanin Foundation
- CAF Foundation for the Development of Philanthropy, Estee Lauder Companies LLC
- Linde Gas Russia JSC
- State Budgetary Institution Moscow House of Public Organizations
- AIDS Foundation East West aimed at promoting health and increasing access to prevention, treatment and care for public health

Team



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Annual report 2021