



BABUSHKA ADOPTION FOUNDATION YEARLY REPORT

01.01.2014- 31.12.2014

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## **INTRODUCTION FROM THE DIRECTOR OF BABUSHKA ADOPTION**

2014 was a very challenging year for Kyrgyzstan. In 2014, the Kyrgyz Republic was affected by the financial crisis in Russia. The Kyrgyz economy is closely linked to the Russian economy, as nearly 1,000,000 Kyrgyz are guest workers in Russia. These guest workers support their families and the Kyrgyz economy through remittances to Kyrgyzstan. Due to diminished economic opportunity in Russia, Kyrgyzstan saw a large decrease in remittances coming from abroad, resulting in the devaluation of the Kyrgyz Som, and to price increases for staple goods. Financial volatility puts increased financial strain of the aged citizens of Kyrgyzstan. The financial crunch makes the support Babushka Adoption (BA) provides to the aged citizens of Kyrgyzstan even more vital to their economic survival and well-being.

BA has also been negatively affected by the financial downturn. Due to the recent economic shocks and a number of other financial challenges, BA started developing income generating activities in order to find new sources of revenue that would bring long-term financial sustainability for the Foundation. BA developed and submitted several project proposals to different donors, asking to help lay the income generation base for the Foundation. The projects aimed to start income generation activities at BA. Two of these income-generating activities have been developed. As a result of implementation of the both projects in 2014-2015, BA projects becoming a self-sustainable organization in the future.

Further, 2015 saw BA become a member of a governmental working group focusing on developing national legislation on social protection of elderly population in 2015-2017. Additionally, BA became a member of a working group for the Ministry of Social Protection of the Kyrgyz Republic on examining applications from Kyrgyz NGOs for giving grants by the Ministry of Social Protection of the Kyrgyz Republic to implement and provide services by the Kyrgyz NGOs. Working in state commissions provides needed experience in this field for the Foundation and its Director. Involvement of BA in state commissions proves that the expertise of BA is required, considerable, and important on the national level, and that BA has a voice in influencing decision-making regarding elderly.

In 2015, BA continued providing its financial and social services for the beneficiaries of BA as well as supporting the Self Help Groups. The details are below in the report.

I would like to cordially thank sponsors, donors, volunteers, and friends of BA for supporting the beneficiaries of BA and BA's activities, and for sponsors' commitments and kindness, which helps to save the lives of many needy, lonely, vulnerable seniors in Kyrgyzstan.

May God give you all the best in return for your generosity and for thinking of those who are so vulnerable.

Babushka Adoption continues to change and improve the lives of the elderly and help them live more dignified and happy lives.

The Babushka Adoption Foundation's **mission** is to help improve the lives of the elderly through provision of both social and financial support as well as the promotion of their interests. The following goals and activities were designed and implemented to achieve the ultimate objectives of the organisation.

***Goal 1: Social-financial support of the elderly***

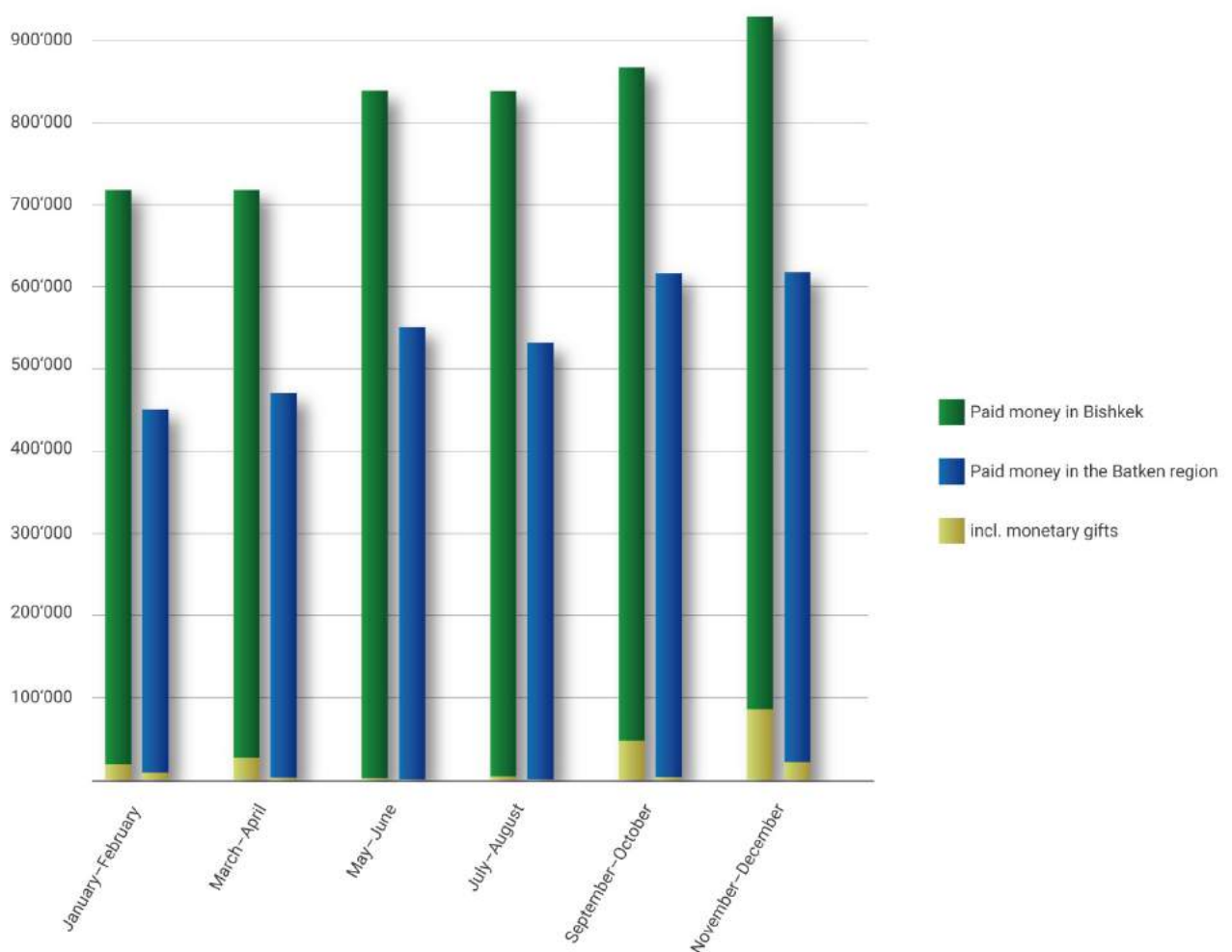
**Financial support**

Babushka Adoption Foundation operates a sponsor programme, providing monthly welfare cash transfers from sponsors around the world (Switzerland, Denmark, The Netherlands, Germany, Malta, Kyrgyz Republic and others) to the most vulnerable older people in Bishkek and the rural areas of Batken Oblast. The financial support provided through Babushka Adoption Foundation makes a significant difference to the lives of older people. The majority of older people supported by Babushka Adoption Foundation have no family network to support them financially or socially. Our beneficiaries received 10 Euros per month from their individual sponsors in 2014. The sponsors' funds were delivered to the beneficiaries on a bimonthly basis.

Below is a diagram with indication of cash payments to babushkas during 2014. The amounts are in Kyrgyz Som. Exchange rate for 1 EURO is 71.2 Soms.

Diagram №1.

Amount of the paid money in Bishkek and Batken region, in Soms, 2014



In order to organize the sponsorship support scheme to beneficiaries and retain or increase the number of sponsors and their beneficiaries, the staff of BA implemented **the following activities.**

During the reporting period Babushka Adoption received 211 applications (incl. Batken and Bishkek head office) for financial support from needy older people and assessed the living conditions and needs of 199 candidates for adoption (incl. Batken and Bishkek). 94 elderly people became beneficiaries, 102 beneficiaries left our sponsorship programme due to death or moving in or out of

the country. 42 people became new sponsors, 46 sponsors left our sponsorship programme and were substituted by new sponsors. At the end of 2014 BA supported 977 beneficiaries. The Staff of Babushka Adoption delivered the money (cash payments) to the recipients personally. Housebound elderly received the sponsors' money at home. Others, able to walk, came to special meeting points, the so called money distribution places. BA distributed money at **23** such points (In Bishkek there are 11 meeting points, in Batken region 12).

In order to maintain a strong relationship with our sponsors, we communicated news about their adopted babushka(s) and their wellbeing, provided financial reports, and other matters throughout the year. At the end of 2014 we sent all our **549** sponsors New Years letters with their individual financial sponsorship report.

As an important part of the sponsorship program, Babushka Adoption Foundation also works to establish close personal relationships between sponsors and their adopted babushkas, to ease the feelings of loneliness and social isolation among the elderly. The Babushka Adoption team translates letters, helps the beneficiaries to send letters to their sponsors, delivers gifts and additional money from sponsors, and organizes meetings between sponsors and their adopted babushkas. It is truly wonderful when our elderly people have an opportunity to meet their sponsors and speak with them about their life stories. In 2014 we organized 13 meetings between sponsors and their beneficiaries.

Summary of Sponsorship Scheme Activity

sponsors (549) by country, December 31, 2014

<b>ACTIVITY</b>	Applied for support from Babushka Adoption	211	<b>BABUSHKAS</b>
	Social Workers assessed living conditions of	199	
	Inserted into database, translated profiles of	144	
	Newly "adopted"	94	
	Left the sponsorship programme	102	
	Translated letters for sponsors from	164	
	Received & delivered parcels from the sponsors	45	
	Received and passed over additional monetary gifts for Christmas, birthdays, etc.	120	
	Total number of supported babushkas as of 31.12.2014	977	
	Attracted new sponsors	42	<b>SPONSORS</b>
	Left the sponsorship programme/scheme	46	
	Informed about change of beneficiaries	102	
	Sent confirmation about receipt of money to	251	
	Sent request for renewal of sponsorship to	420	
Translated letters for babushkas from	68		
Arranged meetings with babushkas	13		
Exchanged e-mails with sponsors	2500		
Total number of sponsors, supporting the babushkas	549		

### Social aid

In addition to financial support, Babushka Adoption Foundation provides homecare help. Our social workers assist the most vulnerable elderly people through practical services such as grocery shopping, paying bills, assisting with personal hygiene, cleaning their house, etc.

During the year our social workers have regularly provided social support and services to 40 of our beneficiaries. If a beneficiary does not need help of the social worker any more, we rotate our social workers, offering the services to other elderly in need.

Some of our babushkas are also involved in our social care activities. We have 10 babushkas out of our beneficiaries that assist us in distributing money to beneficiaries, who are unable to come to the money collection points. This activity also promotes social interaction among the elderly.

### Humanitarian aid

Throughout the year BA distributed humanitarian aid and clothes to its beneficiaries as well as other vulnerable parts of our society.

Juice	24 L
Noodles, pasta	85 kg
Gingerbread cookies	2 kg
Oil	38 L
Rice	35 kg
Semolina	12 kg
Buckwheat	26 kg
Sugar	31 kg
Candy	7 kg
Potatoes	3 kg
Flour	10 kg
Washing powder	10 packs
Peas	10 kg
Meat	30 kg
Tea	10 pac
Grocery bags for the International day of older people through Nakormim.kg project	30 bags
Grocery bags from Demir bank	10 bags
New Year grocery bags from young people of Bishkek	6 bags



BA distributed these donations to its elderly as well as to other needy beneficiaries of our partners.

***Goal 2: Mobilize and Strengthen the capabilities of elderly people.***

### Support for Self Help Group

Self Help Groups (SHGs) are a group of pre-pension and pension age people, who work together to implement income generation activities, and participate in advocacy and social activities. Groups consist of 10-15 seniors. SHGs help the elderly partake in tasks that keep them active as well as socializing with other elderly to ward off feelings of loneliness common amongst the elderly.

Babushka Adoption established the first Self Help Groups in 2007. It continues to support the most active Self Help Groups from various rural areas: 4 SHGs in Belovodskoe village of Chui Oblast and 15 SHGs in the Leilek district of Batken Oblast. These group members meet regularly to discuss old people's needs, address the problems of social re-integration, implement income generation activities and participate in community development activities at local level. BA mentors development of the groups and contributes to strengthening of the marketing capacities of the SHGs.

*-Strengthening marketing capacity of the Self Help Groups of BA*



In 2014 Babushka Adoption continued to work on strengthening the marketing capacity of members of Self Help Groups, thus contributing to the sustainability of the Self Help Groups and poverty eradication. In order to strengthen the marketing capacity of the groups, the following activities were implemented:

*Development of the SHG's income generation activities in Belovodskoe through purchase of raw materials and rabbits.*

In 2014, BA, having received a grant from the Swiss Embassy in Kyrgyzstan, made a contribution to strengthening of the marketing capacity of the 4 Self Help Groups from Belovodskoe village in different ways. In order to help the beneficiaries of BA increase the groups' savings reserves, BA, with help from the Swiss Embassy, helped purchase raw materials and rabbits of the breed "Flander", "Riezen", and "French sheep" for a Self Help Group "Fur". A special tender was held. The mentioned rabbits belong to elite group of rabbits. The "Flander" breed is unique and its rabbits become very big in sizes in a very short period of time, giving more than 6 kg of meat. In comparison, the usual rabbits weigh about 2 kgs.



For the SHG "Igolochka," BA purchased missing materials. They included: bed sewing material, material for making souvenirs, and yarn. For the Self Help "Orchideika" BA purchased flower tubers for growing lilies, begonias and others, different chemical fertilizers and soil. Special inventory for collecting pollen from flowers, special bee keeping knives, wire, and medicines for bees were bought for the Self Help Group "Pchylka".

It should be pointed out that the official handing over of the purchased raw materials took place in the Elderly Initiative Support Center in Belovodskoe village, with participation of the local authorities. For the moment, each group grows and develops more successfully due to the purchased materials and received skills. The SHG "Igolochka" started to produce competitive goods of modern designs: bed clothes, national souvenirs with improved design, toys, etc. Profitability of the SHG "Orchideika" was increased as members started to grow new plants, using gained

knowledge and sprouts. The SHG “Pchyelka” (translated as “Bee”) started to collect pollen and increased the products items.

**-DEVELOPMENT OF A LOGO “BABUSHKINO” under financing of the Swiss Embassy in the Kyrgyz Republic.**

The self help groups of Babushka Adoption produce different handmade items. They sell their hand made items through their networks or at the local market of Belovodskoe village, where they have a selling point. Sometimes it is difficult for the groups to sell their items due to the lack of marketing skills and unawareness of the public about the things produced by our elderly. BA is always working to improve the quality and marketing capacities of the Self Help Groups, and increase sales. In order to increase sales and make the public aware of the goods produced by the Self Help Groups, Babushka Adoption Foundation decided to develop a logo with a brand for the goods produced by the elderly. The project on logo development and improving marketing capacities of the groups was supported by the Swiss Embassy in the Kyrgyz Republic. The grant amount was 10,000 CHF. Having organized a tender, BA chose a company “M-Vector”, which developed the logo and the brand name “Babushkino”. Further works on promotion of the logo and the brand name will be implemented in 2015. All the activities regarding development of the SHGs in Belovodskoe were kindly financed by the Swiss Embassy in the Kyrgyz Republic.



**-IMPROVING DESIGN AND QUALITY OF THE HAND MADE ITEMS**

**Holding of a training session on 29-30 May 2014,** on “Modern design and compatibility of colors in production of the handicrafts”. The training was organized for the Self Help Group “Igolochka” in Belovodskoe village with the financing of a Swiss grant. A special trainer-designer was involved, who trained the SHG members on combining colors and fabrics, and improving design of the handicrafts. An increase in quality for the products means greater demand in the market place.



-2 consultations on handicrafts making on the 9<sup>th</sup> and the 10<sup>th</sup> of June, 2014, on improving design of the stuffs and souvenirs, produced by Self Help Groups, took place. The group members were consulted on working with wool and designing small national souvenirs. As a result of the trainings and consultations, the Self Help Group “Igolochka” got a real customer, who showed interest in ordering little souvenirs from time to time.

-2 exchange visits on flower growing. Within the project framework, an experience exchange of the flower growers between Self Help Group “Orchideika” from Belovodskoe village and some flower growers of Bishkek took place. On the 6<sup>th</sup> of June, members of the SHG “Orchideika”, together with Babushka Adoption staff, attended an exhibition “Kaleidoscope of flowers” presented by the flower growers club from Bishkek. During the exhibition our SHG members could see different houseplants, get advice from the professionals and buy some sprouts. On June 26<sup>th</sup>, the group members from “Orchideika” were brought to Bishkek to visit “Master Garden,” a growing company to learn from the experienced landscape designer Mrs. Nadezhda Zhelenina about cultivation and breeding of indoor plants. She gave recommendations and responded to questions from BA Self Help Group members.







All in all 8 different consultations were held during 6 months.

#### *-CONSULTATIONS ON MARKETING*

BA involved external SHGs development specialists, who made an analysis of the income generation activities of our Self Help Groups and made recommendations. In the long term the recommendations will help to increase efficiency and profitability. The consultants visited all the SHGs from Belovodskoe once and met the staff of BA 6 times to make the diagnostics of the groups' capacities. The Self Help Group members received group consultations of the external expert on further development of their self-help and income generation activities. The recommendations for BA were as follows:

- a) involve young people by making the activities more dynamic, as well as developing intergenerational link between the elders and young people.
- b) assist elderly with sale of the crafts, souvenirs and other stuffs like honey, rabbit fur, bed clothing.
- c) teach elderly to use the Internet for selling stuffs and learning new skills via the Internet.
- d) continue advocating with the local authorities to improve their living on the local level.

#### *-MARKETING INVESTIGATION*

The marketing investigation was held by employees of BA. Employees of BA visited all of the biggest markets in Bishkek, as well as a number of shops to find out what kind of products were available on the market, the

prices, quality, etc. The investigation was done to find out what else could be produced by the elderly to gain maximum income. The findings of the investigation were that the Self Help Groups should continue making bed clothes, honey, grow indoor flowers and rabbits. These types of activities are doable by our members and bring the maximum income.

#### ***-SALE OF THE HANDICRAFTS AT THE EXHIBITIONS FAIRS***

BA assists the groups in selling the crafts at fairs and exhibitions.

In December a BA volunteer from Germany Mrs. Tatjana Bastron with a German community (residents of the Federal Republic of Germany) in Bishkek organized participation of the beneficiaries, representatives of Self Help Groups of BA in an exhibition at Steinbreu café in Bishkek on 6.12.2015. The SHG members sold handmade Kyrgyz national souvenirs and other handmade crafts to generate their own income. This opportunity to sell their products helped to improve the moral and financial condition of some seniors from the Belovodskoe village.

All of the activities stated above had an aim to make the Self Help Groups of BA stronger, more profitable and successful. Strong and profitable SHGs are self-sustainable and thus, they make their contribution to poverty eradication among vulnerable parts of society.

#### ***Promotion of the idea of the social patronage***

Our self-help group members have begun to promote the idea of social responsibility and take care of the immobile elderly in their communities. Members of the groups from Belovodskoe and the Batken region are taking care of several babushkas. Our SHG members visit the immobile babushkas, helping the housebound babushkas at home and bring foodstuffs. Members of the group “Pushok”-rabbit keepers regularly organize trips to a Belovodskoe elderly hostel to make performances for the elderly.

### ***Goal 3: Protection and promotion of rights of the older people***

Babushka Adoption is a member of AgeNet Central Asia without Borders. Together with partner organizations, BA organized the annual charity activity “From Heart to Heart” on May 20<sup>th</sup>, as well as activities for Elderly People’s Day on 1<sup>st</sup> of October. As a member organization of Age Net, Babushka Adoption took part in all events, round table meetings, conferences organized by the Age Net to protect the rights and interests of older people. BA took part in all advocacy events of its partner organizations to protect and promote the rights of the older people on the national level.

#### ***-Participation in development of the national legislation on social support of the population***

Membership in the working group to develop a strategy of the social protection of population. In June 2014 by a decree of the Ministry of Social Protection, the charitable Foundation BA was included into a working group to develop a strategy of social protection of population. The group

consisted of NGOs including BA and the Ministry's staff. BA Foundation contributed to part of the strategy regarding development and improvement of the services.

***-Membership of the Director of BA in a commission of the Ministry of Social Protection to give out grants to local NGOs***

The director of BA Aidai Kadyrova became a member of the Commission on assessing applications from the local NGOs to get financing from the Ministry of the Social Protection in return for social services, provided by NGOs. The commission considered and assessed project applications from 52 NGOs around Kyrgyzstan. The work in the commission gave good experience and an understanding of the social situation in the countryside, as well as further knowledge on the strengths and weaknesses on project proposal writing by local NGOs.

***-Round table in Belovodskoe village***

A round table on September 25<sup>th</sup>, 2014 was organized and held by BA. It was held to attract attention of the local authorities, local council and young people to the problems of elderly people. The round table, titled: "Elderly people: how to make their life better?" was attended by deputy head and leadings specialists of social development department of the Major's office of Bishkek, head of the Pervomaiskij district of social protection of Bishkek city, a deputy of the Belovodskoe



local council, school activists, deputy head of a local school, local journalists and members of the SHGs. The round table group concluded they would focus on developing intergenerational relationships between elderly and young people, and to further develop communication between self help group members and local authorities and other public institutions. The Deputy of the local council showed interest in supporting activities of the Elderly Initiatives Center and the SHGs of BA.

***Goal 4: Strengthening of institutional capacity of Babushka Adoption***

***Organizational diagnostics***

A mini organizational diagnostic was held by the team members of GIZ, Mrs. Evy Cornelia Grüber and Mr. Alois Schläpfer in Spring 2014. The diagnostics was made within a project of GIZ in Kyrgyzstan on strengthening civil society. According to the results of the mini diagnostics, the auditors made some recommendations, among which was that BA should continue developing new projects and the sponsorship scheme to protect the most vulnerable, paying equal attention to development of new projects and the sponsorship scheme.

***Organizational diagnostics by Collaborative Governance Programme (USAID)***

Babushka Adoption applied to the Collaborative Governance Programme (USAID) for an organizational diagnostics of the organization. Within 2 weeks Mrs. Saliya Akkulova, Mrs. Rimma Sultanova on organizational development from the Collaborative Governance Programme made an assessment of the organization on the topics such as strategic management, financial management, public relations and operational management. The report is attached. The assessment was rather optimistic, assessing/characterizing all our aspects as good and excellent, but at the same time it gave the necessary recommendations for further growth of the organizational and strategic capacity of BA.

### ***Partner Organizations***

Babushka Adoption Foundation has sister organizations in Europe that assist in attracting sponsors and facilitate fundraising activities for BA in Europe. Babushka Adoption Association Switzerland and Babushka Adoption Verein Deutschland enable BA to operate local bank accounts for the convenience of Swiss/German sponsors, to consult the sponsors on sponsorship questions and to raise funds for babushkas and Babushka Adoption Foundation.

### ***Association Babushka Adoption in Switzerland***

In Switzerland there exists an officially registered Association 'Babushka Adoption Switzerland'. The Association was founded in 2002 to help promote its sister organization 'Babushka Adoption Foundation Kyrgyzstan'. However, the main reason of establishment of BA Association in Switzerland was to open and operate a bank account in Switzerland, which would guarantee safekeeping of the donations and minimizing transfer fee expenses that would occur while sending money from the European bank to the Kyrgyz bank.

Members of BA Association in Switzerland assisted BA Kyrgyzstan to operate a bank account at UBS. They received necessary bank information from the UBS bank and sent it to Kyrgyzstan. When necessary, the members of BAVD transferred the sponsors' funds to the Kyrgyz Bank account of BA. Subsequently this money was distributed to the beneficiaries of BA. The members of BAV Switzerland helped BA to work with the Swiss sponsors, answering their questions or helping to organize transfer. Members of BA Switzerland promoted our Foundation in Switzerland.

### ***Association Babushka Adoption Germany***

BA Germany was officially registered in 2008. This organization was opened to pursue the same goals as in case with BA Association in Switzerland; to help promote its sister organization from Kyrgyzstan and to open and operate a bank account in Germany, and to credibility to Babushka Adoption Association Germany. The existence of a German Association Babushka Adoption gives more chances for success while we are looking for donors and sponsors. After establishing an Association we opened a bank account. Members of the Board of BA Association Germany opened a bank account at CommerzBank AG. We opened a bank account in Germany to avoid paying high charges for transferring money from a German/European Bank to a Kyrgyz bank as transfers are very expensive. Lowering costs saves BA money as well as making donating more attractive for prospective donors. However in 2012, the head of BA Association had to reopen a bank account at another bank Hypovereinsbank, due to some requirements of the German legislation. The head of



Babushka Adoption Association, Mrs. Gudrun Binder, implemented a number of activities during the reporting year as well. She operated our bank account, organized transfer of the funds to Kyrgyzstan, kept accounting of our funds, and kept constant contact with the Babushka Adoption Foundation. In addition to operating our German bank account, Mrs. Gudrun Binder promoted BA in Germany. During the year she worked as a contact point/person for the German sponsors of Babushka Adoption, clarifying information about how to become a sponsor, how to arrange a transfer, etc. She provided tax exemption papers to all German sponsors throughout the year.

It should be noted that all the work implemented by our partner organizations is done voluntarily to help improve the lives of the elderly people from Kyrgyzstan.

Babushka Adoption Foundation partners with Elnura Foundation ([www.elnura.nl](http://www.elnura.nl)) in the Netherlands. Elnura Foundation helps to attract new BA sponsors from the Netherlands and draw attention to the plight of the elderly in Kyrgyzstan. In 2012 Babushka Adoption together with Elnura Foundation worked on preparing a project proposal on establishing a day center, including building of a toilet and a bath. BA and Elnura Foundation intended to submit the project for MMM. To prepare the project BA made a portrait of elderly people, made a budget for renovation of tea houses, building a bathhouse, held negotiations with local government to agree future work together. Members of Elnura Foundation were in Kyrgyzstan in September 2012 to collect necessary data for project proposal for MMM. The Dutch partners visited our branch office and met with our beneficiaries, with representatives of the local authorities and others to find necessary information for the proposal. Since our project did not meet some of the MMM criteria, the project proposal on establishing a day center for older people with a toilet and a bath was submitted to other donors by Elnura Foundation. Finally the project was supported by the Wild Geeze Foundation. The project would be started in March 2015.

We are very thankful to friends of BA and our partners for their great contribution in favor of all elderly in Kyrgyzstan.

***Extension of BA to the USA.*** We applied to the Peace Corps asking for a Peace Corps volunteer who would help us with fundraising activities in the US. In the end of 2014 we started exploring opportunities of promoting BA in the US, possibly launching some crowdfunding actions via American crowdfunding organizations. BA, through its volunteers, is also exploring the possibilities of BA opening a branch in the US.

### ***Partnership with AgeNet-Central Asia without Borders.***

Babushka Adoption is a member of AgeNet - Central Asia without Borders. This regional network consists of 35 social protection organizations from CIS countries, such as Resource Centre for the Elderly, HelpAge International, Public Association of Social Protection of the Population, Adventist Development and Relief Agency Kyrgyzstan.

### ***Volunteering***



During 2014 there were 2 volunteers from Switzerland and a German volunteer. The Swiss volunteer Mr. Roman Dona assisted us in our fundraising activities in our office and also he provided support in the house of the elderly during his two month stay with us.



Another Swiss volunteer, a young student Mrs. Ella Stanisch as well as Mrs. Tatjana Bastron from Germany assisted us in our office work. Mrs. Tatjana Bastron also developed a plan of marketing development of the BA Foundation.

***Exploring income generation activities, making different assessments, diversification of the sources of income***

BA was influenced by many external and internal factors, which resulted in a lack of donor financing for BA. 2014 saw BA making different assessments and investigations, receiving consultations for exploring new business ideas for long-term revenue. Following the investigation and consultation results it was decided by the management of BA that from 2015 BA would provide paid social-psychological for the population we serve. It was also decided that BA could generate income through creating and offering a database of all people over 50 years old, looking, but having difficulties securing a job. The elderly often have trouble finding work due to their lack of Internet skills. BA will create and promote a database, containing tutors, gardeners, and nannies. BA hopes the database will help employ people 50 years or older. BA will charge a small fee to employers when a match is made. This will be another source of income for the Foundation. One more source of income for BA foundation could be through promotion sales of the Self Help Group items and getting 1 USD from sale of each item, which will be spent for sponsorship of the beneficiaries of BA.

***Public relations***

Babushka Adoption continued working on promotion of PR of the Foundation. We aim to promote the group in order to involve new sponsors for support of the needy elderly. We promoted the work of BA via social networks (via the local forum Diesel and Facebook).

There were several media reports during the year about Babushka Adoption Foundation and its beneficiaries in local media.

In summer there was a report for the Kyrgyz local TV channel ELTR.

There were some publications on:

1. On 11.02.2014 “We will feed the needy”:  
[http://www.knews.kg/video/44839\\_nakormim\\_nuidayuschihnya/](http://www.knews.kg/video/44839_nakormim_nuidayuschihnya/)
2. “Kyrgyzstan’s Frail Healthcare System Leaves Elderly in the Lurch” by David Gullette on 30.04.2014, source English: <http://eurasianet.org/node/68323>
3. “Old and cold” by David Thrilling on 19.06.2014  
<http://www.economist.com/blogs/banyan/2014/06/pensions-central-asia>

### **Fundraising**

BA applied to all Embassies located in Bishkek. BA also applied to all local tourist agencies, as well as construction companies asking to support venerable older people from the database of BA. In December 2014, BA applied to 31 German organizations in Germany with the same request of supporting babushkas. There was only one feedback from the South Korean Embassy, which said that they were not able to support anyone due to lack of the funds.

We applied to different airlines and tourist companies. Unfortunately, there was not a single feedback from them either.

BA submitted 6 project proposals to different organizations. 2 projects were supported.

## **THE SUPERVISORY BOARD**

The Supervisory Board is the managing and supervising body of Babushka Adoption Foundation established in order to carry out internal supervision of BA activities. The Supervisory Board, comprised of members from the international development community and Kyrgyz citizens, continued to oversee Babushka Adoption Foundation’s activities and bolster the credibility of the organization. In 2014 the Board met quarterly.

In addition to Board meetings the Chairman held regular management meetings with Babushka Adoption Foundation Director, Mrs. Aidai Kadyrova, to exchange information and provide advice and consultations.

### **Members:**

Mr Jonathon Hornbrook (Chair)

Mrs Djamilya Tchukurova

Mr Markus Müller

Mrs. Nurjamal Bokoeva

Mrs. Elena Yun

Mr. Christian Steiner

Mr. Karl Goepfert

Mrs. Sabine Machl

Mr. Ednan Karabaev

## **FINANCIAL REPORTING**

The Babushka Adoption accounts and keeps its financial management according to the International Standards of Accounting, in accounting programme I S. Babushka Adoption and its employees regularly report to and make payments to the social fund and tax inspection. In the beginning of each year BA holds an annual financial audit which is available in the office of BA.

The Board of Babushka Adoption approves the annual budget and tracks budget execution. Babushka Adoption Foundation makes information about its financial activity available to our donors and sponsors, and for those who are interested in BA activities