



**II International Conference of Ukrainian Philanthropists Forum
"Philanthropy and Crisis: from Consumption to Active Steps"
19 February 2010, Kyiv**

Conference objective: to discuss how philanthropic priorities are establishing during the economic and financial crisis and what new opportunities become available to philanthropists as a result of these changes.

Participants:

- Representatives of foundations and national support organizations from Europe, USA and Russia;
- Representatives of leading Ukrainian private, corporate and operation foundations, as well as community foundations;
- Representatives of local charity and non-profit organizations;
- Representatives of business corporations and companies that engage in charity;
- International diplomats;
- Representatives of the Verkhovna Rada and the Cabinet of Ministers of Ukraine;
- Representatives of mass media;
- etc.

Date: 19 February 2010

Venue: President Hotel, Kyiv, 12 Hospitalna Street, www.president-hotel.com.ua

Program

"Philanthropy and Crisis: from Consumption to Active Steps"

9:00 – 9:30 Registration

9:30 – 9:45 Opening

9:45 – 11.30 Discussion Panel: "Hard Times – Hard Choice: Philanthropy of Change or Food Aid"

During the time of change, when social needs are increasing and resources of communities and families are limited, business companies and foundations face a choice: to concentrate their activities on satisfaction of basic human needs (food, shelter, medical care, etc.) or to continue to invest in resolution of more general problems that will have consequences for many people in the future. Is there any right solution to this dilemma?

11:30 – 12:00 Coffee break



12:00 – 13:30 Interactive session “Philanthropy Pantry”

Section 1. "E-Philanthropy: Reloading"

Objective: To determine the potential of modern Internet technologies and their use for the development of Ukrainian charity.

Ukrainian Internet is becoming a space for the development of innovative forms of philanthropy. In this regard, the Ukrainian philanthropists face a number of topical questions, the answers to some of which can be found within this section: What are the successful practices of online philanthropy which are now being actively implemented in Ukraine? What are the obstacles, risks and hazards in the development of charity by means of Internet technologies? How can one ensure security and transparency in collection of e-donations?

Section 2. "Media and Charity: the Cross Point"

Objective: To discuss the role of the Ukrainian mass media in philanthropy and their possible involvement in charity.

In the times of financial and economic crisis, when the problems of the society are only exacerbated, there arises more and more often the question about the role, which modern mass media can or should play in the development of Ukrainian charity. How should the Ukrainian media react to the plea for help? What tools can help the media to implement their social responsibility? How can the national media promote international standards of philanthropy in Ukraine? These and other questions will be central for discussion during this session.

Section 3. "Charity instead of Souvenirs: Is It Possible in Ukraine?"

Objective: To discuss whether it is possible for Ukrainian companies to implement corporate charity initiatives in order to reconfigure their souvenir budget for charitable activities.

Modern trends in corporate philanthropy suggest that Western companies more and more often refrain from buying expensive souvenirs for their employees, customers and partners, and instead direct these funds to support charity projects and initiatives. Will this initiative gain support of the Ukrainian companies? What steps are they ready to undertake for implementing this initiative? How can charities be of use to companies in this direction? What support do the companies need to implement this initiative?

13:30– 14:30 Lunch

14:30 - 16:00 Workshops

Workshop 1 <i>“Social technologies: added values in philanthropy”</i>	Workshop 2 <i>“Corporate Philanthropy: Win-Win Models”</i>	Workshop 3 <i>“Community foundations: stable charity on the local level”</i>
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<p><u>Workshop objective:</u> to look into the role of social technologies in sustainable development of foundations and charities in the crisis.</p>	<p><u>Workshop objective:</u> to look into corporate philanthropy as a part of the overall business strategy of company development in the crisis.</p>	<p><u>Workshop objective:</u> to look into community foundations as a tool for sustaining stable charity in the localities in the crisis.</p>
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16:00 – 16:30 Break

16:30 – 17:30 Talk Show "Dreams Come True: Systematic Philanthropy in Practice"

Objective: to show how cooperation of corporate and private philanthropy lead to quality changes

Topics for discussion:

- private and corporate charity: what is at the beginning and what the cross points between them are;
- whether all business approaches are suitable for administration of charitable activities;
- whether competitors can become partners for the single charity goal;
- business charity is not only money;
- changes that can be reached thanks to integration of corporate and private charity.

17:30 – 18:00 Summing up of the conference results. Closing of the official part of the conference.

19:00 – 21:00 Philanthropists' social gathering "Blago-Art"

Venue: Liudmila Bereznytska and partners' gallery (Andriyivsky Uzviz, 2-b).

How does charity support the development of art in Ukraine? What anticrisis expression has art found? What prospects are embedded in the combination of charity and art? These and other topical questions will be discussed in the course of the social gathering for philanthropists, organized by Ukrainian Philanthropists Forum and Fund for Development of Modern Art 'Eidos'.