

**Charity Foundation for Assistance to People of Art
«ARTIST»**



TRUST AS A STRATEGY

The World Communication Forum DAVOS

11-12 March, 2014

ABOUT «ARTIST»

Charity Foundation for Assistance to People of Art «Artist» was founded in 2008 by famous Russian artists:



National artist of Russian Federation –
Evgeny Mironov
Honored artist of Russian Federation –
Maria Mironova
Honored artist of Russian Federation –
Igor Vernik
Producer –
Natalia Shaginian-Needham

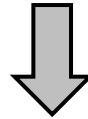
Our Mission - is a possible support to people of art on their needs - theater and film old actors who dedicated themselves to art, but today is not able to lead a decent life in old age.

Our Goal - is to draw public attention and encourage people to think about the attitude of those who helped us to understand and appreciate literature, music and dance.

TRUST – WHAT DOES IT MEAN?



Trust - a belief in an action of another person in a certain way.



Trust - always belongs to an exact person and it is private.

Trend 1: Donors do NOT pick nonprofits based on their impact. Donors choose charities based on **personal relationships and exact person who I know and who I trust and then closely goes impact!**

Your Strategy: Build trust by fostering personal relationships with your major donors. And communicate - Communication isn't the only ingredient for developing trust, but it is a critical one.

STORY SHOULD BE ...

Trend 2: Major donors love a Big Idea, but for all that clear and transparent Story

▪ **Defined and specified it in details:**

- who needs help;
- what kind of programs do you have;
- how much money you need to collect for each idea/program and how it will be spent;
- discussing your financials with donors is a great opportunity for them to understand where the money goes and how much it really costs;
- what kind of reports donors will receive and how often.

Your Strategy: What are your Big Ideas?
Talk about them with your donors in details, be clear and open! That conversation creates such trust and credibility.



«ARTIST» STORY IS ...

First aid «SOS»



The program is implementing in the following areas:

- purchase and provision of essential medicine;
- ophthalmic surgery;
- rehabilitation in sanatorium;
- rehabilitation equipment (diapers, wheelchairs, hearing aids, etc.)
- etc.

Love confession



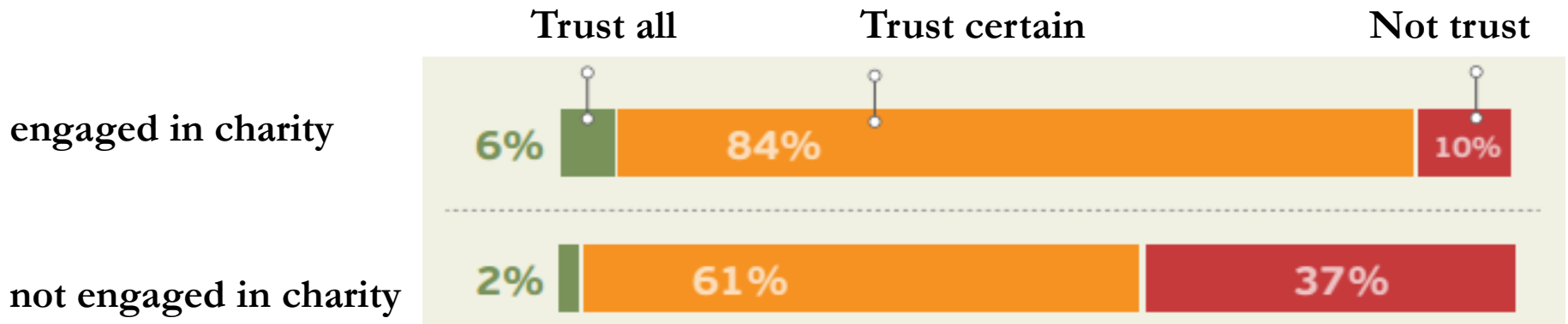
The program is implementing in the following areas:

- congratulations with the holidays (Birthday, Theatre Day , New Year's Day, Victory Day , etc.);
- Regular dinners for older film and theater actors;
- Providing complimentary tickets to performances and other events;
- concert-award «Confession in love»
- etc.

PERSONAL OR CORPORATE VOLUNTEERING

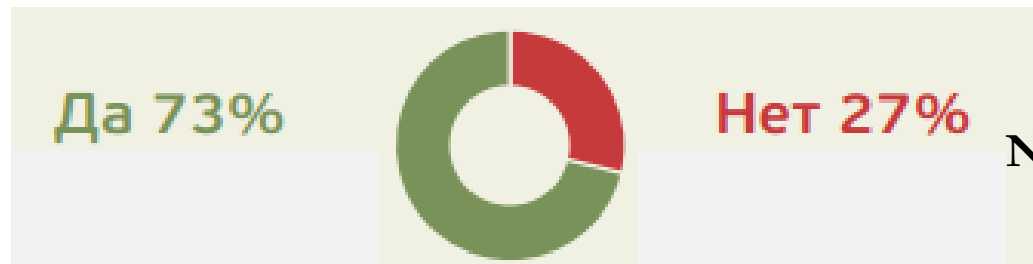
Trend 3 Major donors who volunteer or participated in a corporate social programs give more and trust more.

Level of confidence to charity projects in Russia



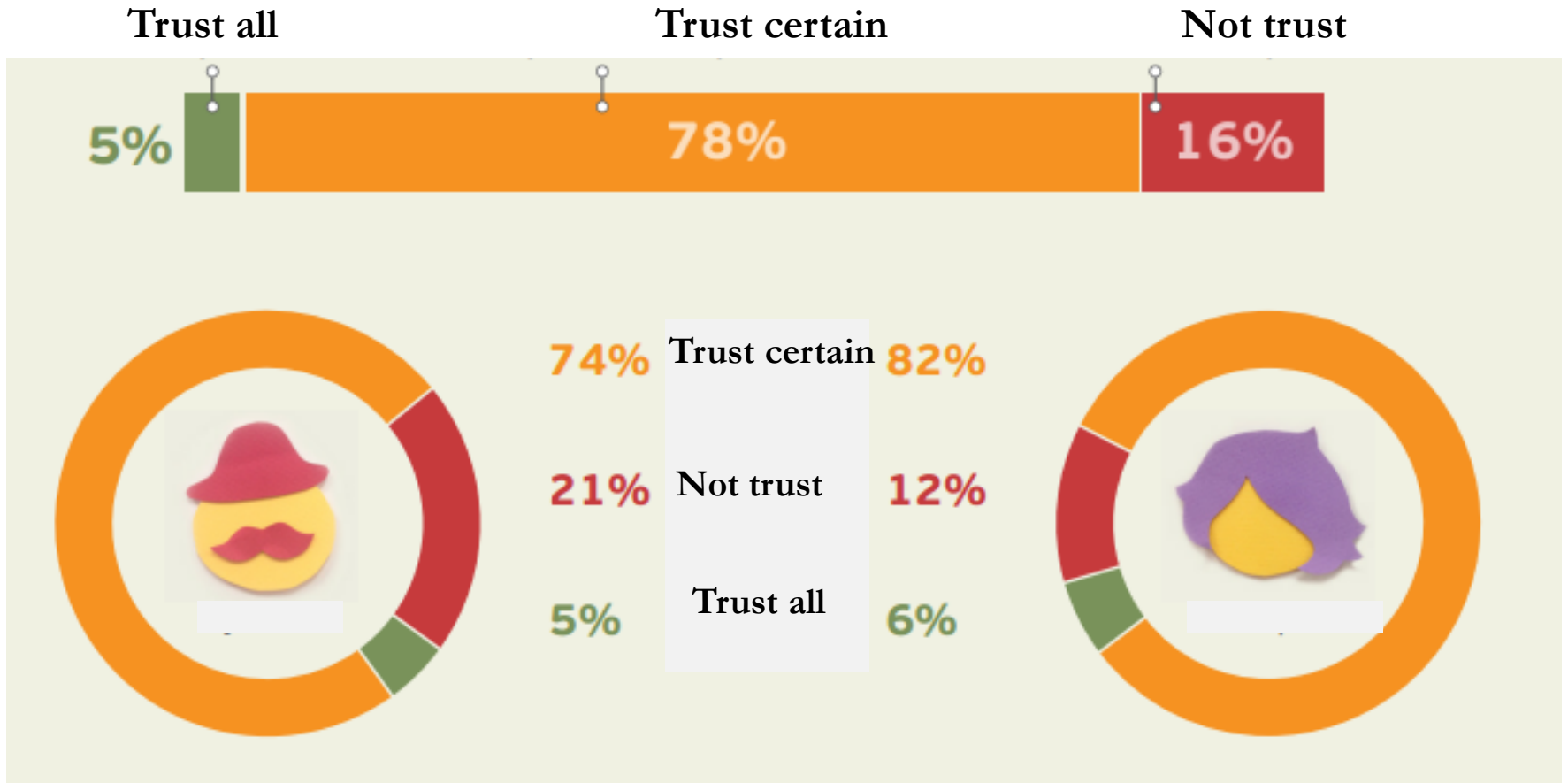
If your company would participate in a charity project do you suppose that you will actively follow?

YES, it would be an additional driver



NO, company is enough

LEVEL OF CONFIDENCE TO CHARITY PROJECTS IN RUSSIA



CONCLUSION

- **More than 2,500 charities registered in Russia**
- **The main vectors of institutional (organized) charity for 2014:**
 - professional charity in Russia will grow, expanding those activities;
 - involvement in philanthropy new people and companies with CSR programs giving them opportunity to take volunteer participation;
 - increasing the flow of information about activities of charity organizations;
 - increasing the number of professionals and business managers in nonprofits;
 - development of a wide collaboration between the various charity organizations and business in order to improve company's internal climate and rise their goodwill;
 - active development of a regional charity

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THANK YOU!



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