



ANNUAL REPORT

2020



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ABOUT US

The Vladimir Potanin Foundation is one of the first major private foundations in Russia. It was founded in 1999 by the entrepreneur Vladimir Potanin to implement large-scale humanitarian programs: there are seven such programs at present. We work in the following fields: culture, higher education, social sport and philanthropy development.

OUR MISSION

We develop a philanthropy culture uniting active and creative professionals who participate in solving current public issues and achieve sustainable social change. We offer opportunities for new ideas and create environment for their implementation.

2020 became the year of global challenges that led to managerial chaos and increasing inequality. The year threatened the non-commercial sector with the risk of regress due to dramatic reduction in resources, massive restrictions and necessity of targeted assistance. But the sector's accumulated professionalism became a real safety margin and allowed NGOs to tackle new complex tasks. Being in an uncertain situation, we did our best to make our grantees feel more confident.

This report is a story about our work with the year 2020 challenges.

40 000

PEOPLE

IN OUR COMMUNITY

1745

GRANTEES

>1,8

BILLION RUBLES

TOTAL EXPENDITURES OF THE FOUNDATION



**If ever I wanted to help
someone, now is the time**



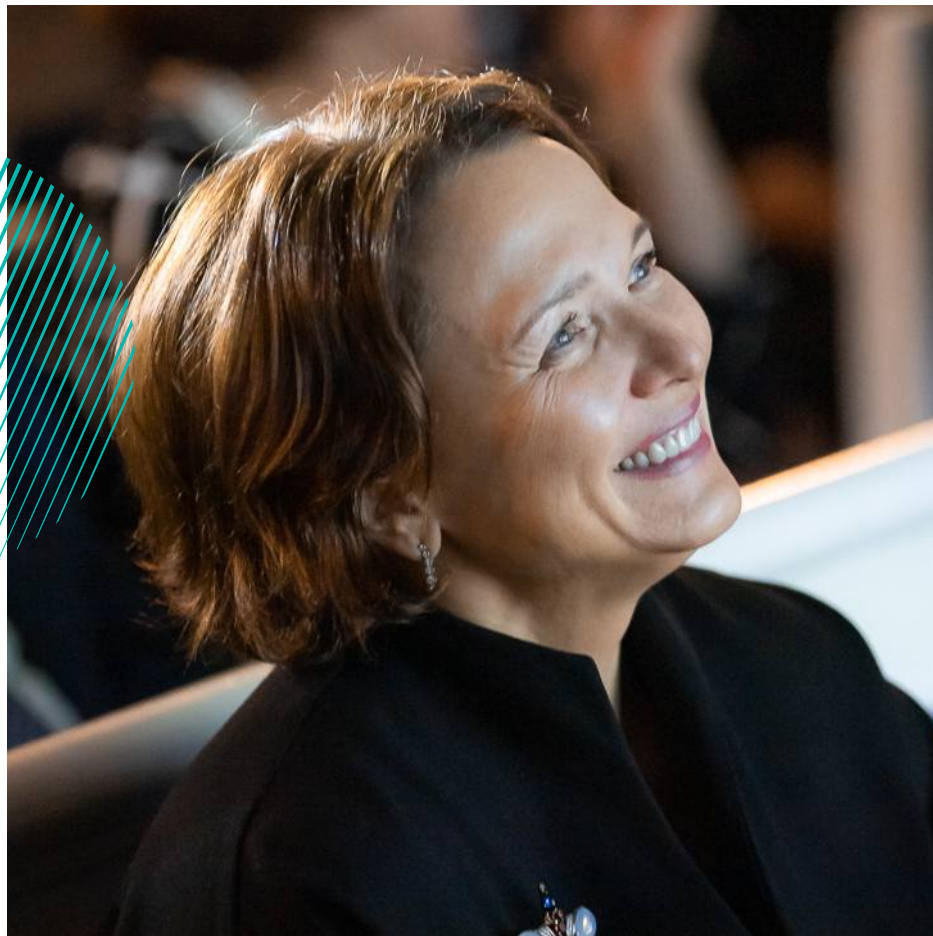
Vladimir Potanin

The Foundation budget is drawn up from Vladimir Potanin personal finances. In 2020, the founder allocated an additional 1 billion rubles in order to support the sector. Overall, the budget and the scope of activities of the organization doubled, in comparison with 2019.



more information

IN OUR OWN WORDS



As the coronavirus pandemic entered our lives, it also brought extra philanthropic work with it. We did not stand aside and so our running costs increased by 82% comparing to the previous year, which is partially a result of the “anti-crisis initiatives”. In March of 2020, Vladimir Potanin announced that he would allocate an additional 1 billion rubles to support NGOs, which help socially-compromised persons, such as multi-child families, the elderly, people with physical and mental difficulties, children with no parents, homeless persons, patients of psychoneurological institutions, and care homes. The Foundations swift reaction to the pandemic was essential for many NGOs, which found themselves in difficult situations without the usual donations volume and no opportunity to work as usual. Our creative approach to the circumstances of the pandemic has brought us solutions we will definitely take with us into 2021. The changes of 2020 definitely made the Foundation a better organization.



Larisa Zelkova, Chair of the Board, the Vladimir Potanin Foundation



The year 2020 turned out to be more than a simple crisis for the Foundation. We realized, that we must move forward with no pit stops, that our help is much needed and valued, which pushed us to be strong in the given circumstances. It was a difficult journey at times, but we constantly strived to get the best out of any situation. We managed to deal with all of the challenges successfully – an achievement of each and every member of our team, our partners, experts, competition operators, and everyone, who helped us on the way. It is certainly an achievement of our grantees, whom we would like to thank for putting their trust in us. Thanks to our mutual work and partnership we completed this year with a lot of experience, which we intend to take into the future.



Oksana Oracheva, General Director, the Vladimir Potanin Foundation



OUR WORK IN NUMBERS

19
grant competitions

18 762
applications

GRANT SUPPORT WAS GIVEN TO:

465
professionals

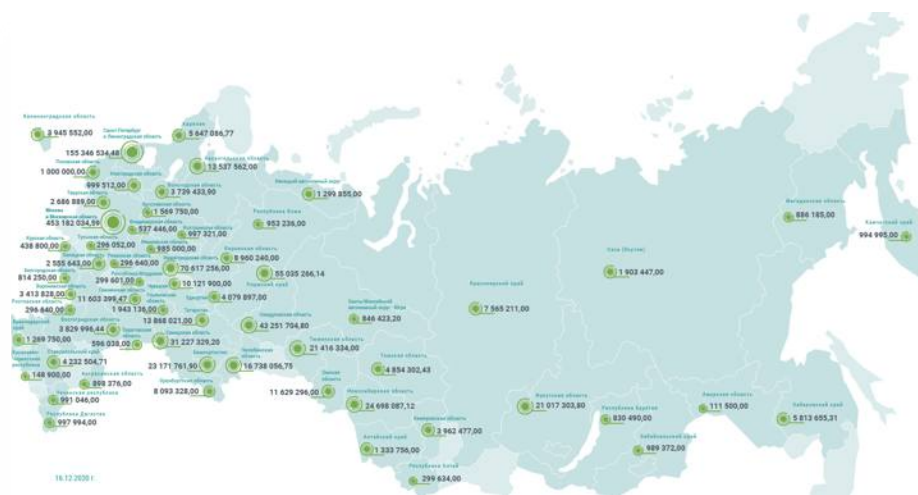
426
organizations

Scholarships
were awarded to

854
students

>200
experts to evaluate
applications

12
operators
of competitions



Applicants from
83
regions

36
countries

16
studies

4
surveys on
the pandemic's
effect on our
grantees and fellows

OUR WORK IN NUMBERS

The Foundation's experience was presented at

70

external events

The Foundation's staff participated in

140

events

98 992

event participants

52

events for grantees by the Foundation

48

public events



> 9 900

media publications

> 550 000

views

> 3 000

subscribers on Telegram channels

571 000

comments

49 950

tweets

179 000

website visitors



▶ **Dima's Dream Fund**, the winner of the Foundation's "New Dimension" competition – supports new methods of working with children who suffer from heavy and/or multiple psychophysical impairments. Despite the cancellation of the key fundraising event in 2020, the Fund managed to provide help to more children than it was initially intended.

▶ The "Common cause" grant allowed **the Volgodonsk Centralised Libraries System** to keep in touch with their visitors during the pandemic. The System's website was renewed, the Volgodonsk streets audioguide was produced alongside a series of podcasts. The libraries' staff hosted a series of event broadcasts.

▶ **ANPO "RASsvet"**, the winner of "Philanthropy School" competition – completed "Going to the Doctor with no Panic!" project. The goal of the project was to help prepare children with ASD for their visits to healthcare providing institutions.

▶ **"Starost V Radost"** (Old Age in Joy) Foundation was able to increase its outreach several times, thanks to the victory in the "Common cause" and "New dimension" competitions. The number of "Starost V Radost" regions grew from 37 to 48 and the supply volume of medical equipment and disinfection expendables increased trifold.

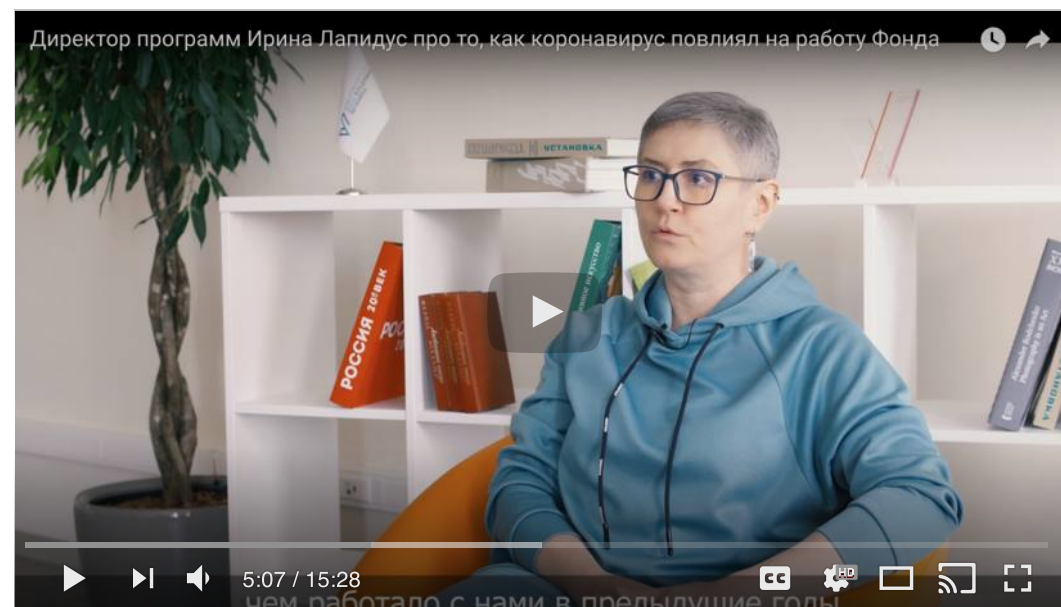


HOW COVID AFFECTED OUR WORK

In 2020, we prioritized safety of those we work for and well-being of the whole sector. The Foundation has joined the work of mitigating the effects of the pandemic.

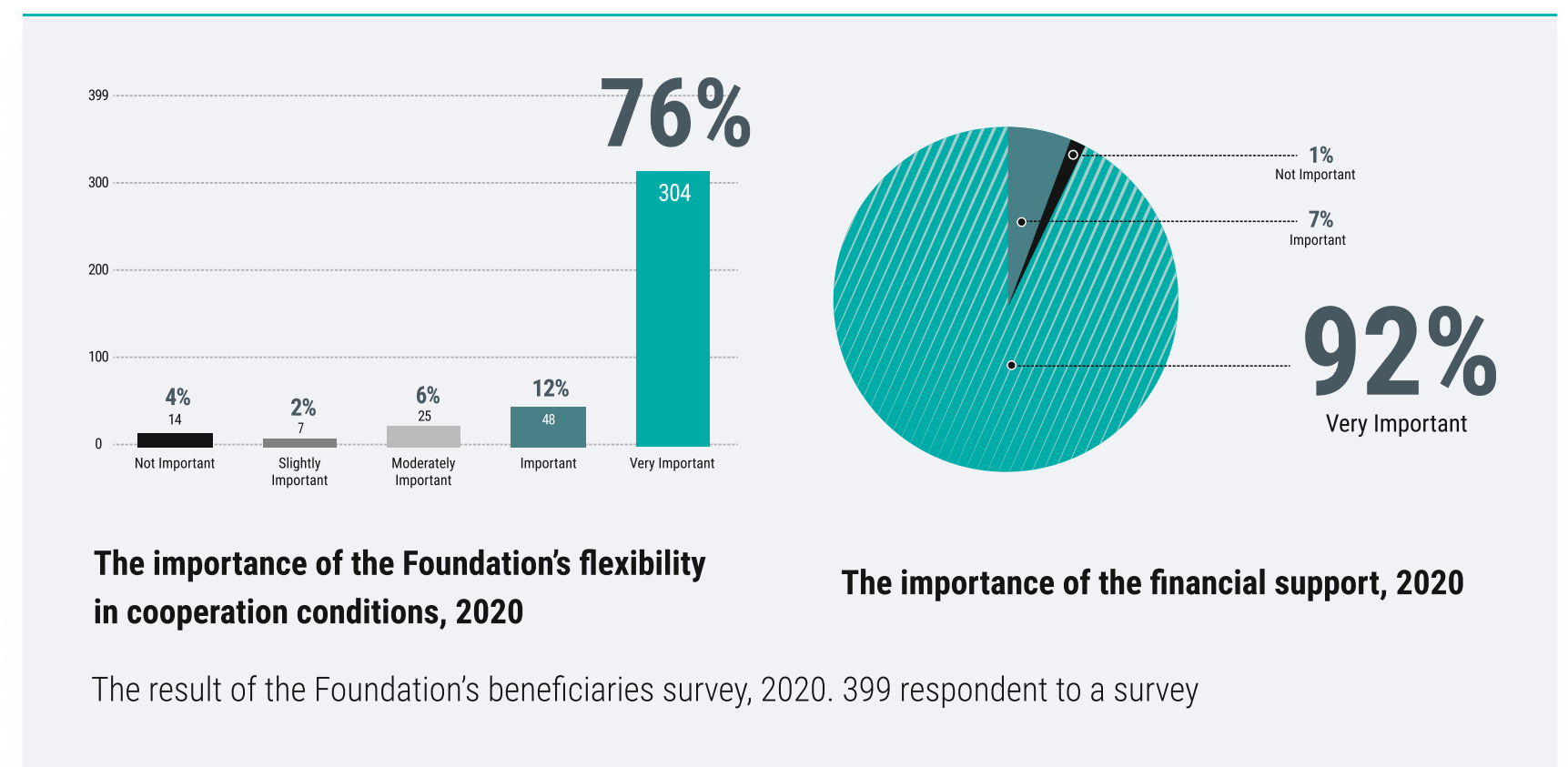
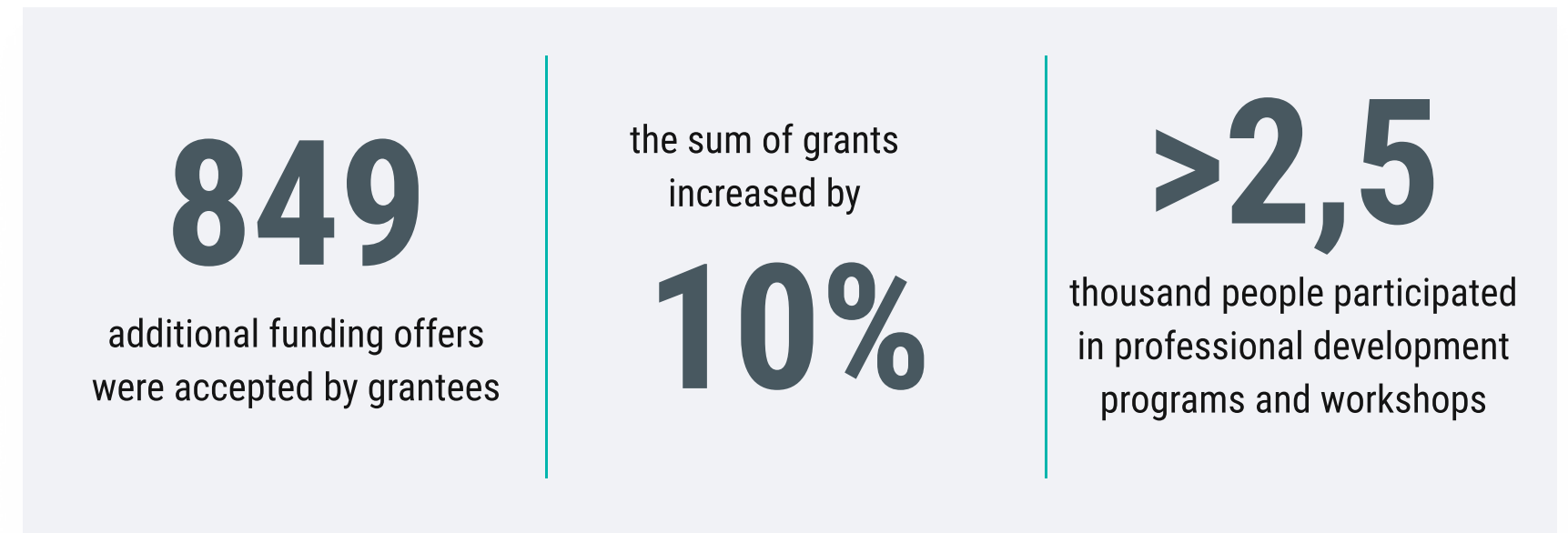
WHAT WE DID:

- We helped those who help others via anti-crisis competitions
- We provided expertise and guidance via professional development courses and workshops
- We created flexible project implementation conditions for our grantees
- We provided additional financial support options



▲ Irina Lapidus, Program Director

“In order to execute the devised anti-crisis measures the Foundation’s team had to remould our work pattern to fit the online format. In the end, we succeeded, despite the uncertainty and the never-ending changes across all areas of our engagement. Our objective for the near future is to transform these innovative tools and practices from temporary anti-crisis measures into effective permanent grantee management techniques, to incorporate these tools into our grant management administration and community work processes”.



▲ How pandemic affected winners of the Foundation's competitions



▼ The Covid-19 pandemic has prevented hospice residents from seeing their families in-person. The winner of “New Dimension” competition, **The Vera Hospice Charity Fund**, implemented a video calling system, which allowed hospice residents to communicate with their relatives and friends.



▼ **“Dari Edu” (Food giving) Project** helps people in need across Russia by giving out food supplies. The Fund, the winner of “New Dimension” competition, distributes 20-30 tons of food monthly, helping those in tough situations. The organization had to restructure its operations during lockdown by implementing chat bots, an electronic queue system, as well as by recruiting more volunteers.



▲ **Irkutsk Center for Abilitation** is an organization focused on helping children with mental and psychological developmental challenges. Children with these difficulties require in-person access to medical specialists and other children. Thanks to the “New Dimension” grant the Center opened virus-free spaces for offline sessions and held regular lessons online.

▶ **AdVita Cancer Charity Fund** from Saint Petersburg, the winner of “New Dimension” competition, actively fought the spread of Covid-19 by supplying their care recipients and medical staff with bulk quantities of personal safety gear. The Fund also gave gifts to its cancer patients. On the photograph you can see the doctors of NNMRC of Oncology named after N.N. Petrov with gift boxes for the inpatients.



ANTI-CRISIS INITIATIVES

COMMON CAUSE

Developing conditions for fast and qualitative adaptation to new requirements of non-profit organizations and cultural institutions and further strengthening of their potential in the period of uncertainty.

223
winners

Grant Fund
200
million rubles

The multimedia project of the HSE University students editorial team
common-cause.tilda.ws

NEW DIMENSION

Support of the leading social infrastructural organizations.


56
competition winners received institutional support of their statutory activities

of them ▶

15
NGOs received a donation for establishing endowments

5
NGOs received a donation for endowments replenishment

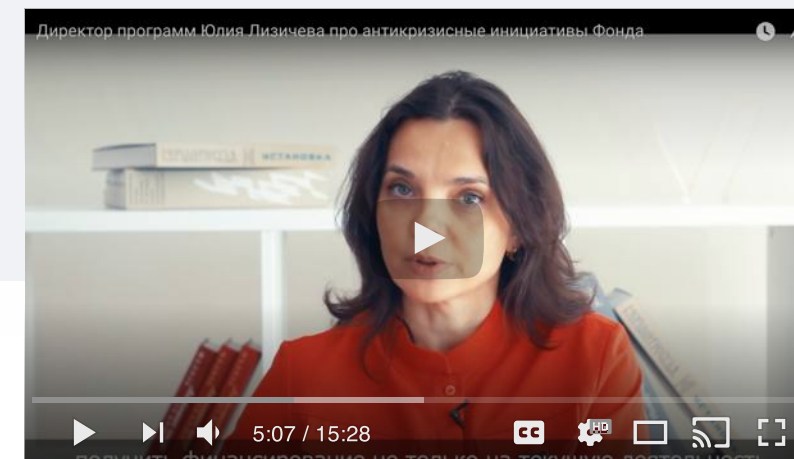
Grant Fund
500
million rubles

Video interviews
"Lessons of Persistence"


PHILANTHROPY SCHOOL

Grants for projects aimed at improving living standards of vulnerable groups of people.

Grant Fund
300
million rubles



◀ **Julia Lizicheva, Program Director**
"It was of utmost importance for the Foundation to continue supporting those, who usually provide support to others. We structured our anti-crisis competitions in a way which facilitated a distribution of support to everyone: local initiative groups, small and big NGOs. We are convinced, that we would be able to observe the ripple effect of this decision for a long time via the funded projects".



◀ **Julia Karakasheva**, Fundraising Director, the Charitable Foundation by Konstantin Khabensky (competition "New Dimension"):

"Thanks to the Foundation's support, we delivered equipment and expendables to medical organizations. Thanks to this aid, more than 4 thousand children and young adults in Russia with oncological diseases, of which 70% have brain tumors, will receive medical check-up and treatment".

CHARITY EVENTS "UNITING MUSEUMS AND NGOS"

▶ In the run-up to the Victory Day:

5,5 thousand gift boxes with marshmallows produced by "Kolomensky Posad" were delivered to older people, people with disabilities, and care recipients of the Foundation "Starost V Radost" (Old Age in Joy)

▶ In the run-up to the New Year festivities:

6 thousand boxes with the Kolomna marshmallow were given to care recipients of the Foundation "Starost V Radost" (Old Age in Joy)

Souvenirs from museums were presented to care recipients of Dima's Dream Fund, "Downside Up" Fund, and "Bolshaya Peremena" (Big Break) Foundation

**NOT ONLY SURVIVED,
BUT BECAME STRONGER**

Watch video
covid.takiedela.ru/



▲ **“Starost V Radost”** (Old Age in Joy) Foundation, the winner of the “Common cause” and “New dimension” competitions, held a series of online events aimed at providing emotional support to older people, who were stuck in care providing institutions during the pandemic.

▼ **“Raduga” (Rainbow) Children’s Charity Center** in Omsk has won the “New Dimension” competition. The Center focused on maintaining the same level of palliative and targeted care throughout the pandemic, while preserving the workplaces for its staff. Thanks to the grant, rehabilitation specialists joined the Center’s team.



▼ **“Upsala Tsirk” (Upsala Circus)** is a socio-cultural project, which gives access to Circus Arts lessons to around 100 kids from socially-compromised groups: children with special needs, children from troubled and foster families, children of migrants. The Circus has won the “Common Cause” grant and used its funds to facilitate online courses in juggling and Circus Arts.



▲ The Mission of **“Connection” (So-edinenie) Deafblind Support Foundation** is to create links between the worlds of the sighted-hearing and the deafblind individuals, focusing on executing programs of social adaptation for people with sight and hearing impairments. “Connection” has won in the “New Dimension” competition, which allowed the Foundation to launch a CRM system and advance in the overall level of fundraising and anti-crisis management.



▲ **“Fond Borby s leykemiyej” (Fighting Leukaemia Fund)**, the winner of the “Common Cause” competition, continued supporting adults, diagnosed with leukosis. The Fund was able to maintain a pre-pandemic level of support for care recipients and their families and facilitated online appointments with haematologists and psycho-oncologists.



SUSTAINABILITY IN UNSTABLE TIMES

In the year of crisis, the demand for endowments as tools which ensure long-term financial stability were in higher demand than before the pandemic. The statistics confirms this hypothesis – a quarter (41) of existing endowments were registered in the period from January 2019 to March 2021.

EDUCATION

NGO professionals continued advanced training at the program “Endowment Growth Strategy” in 2020. The program is implemented in partnership with Moscow School of Management SKOLKOVO.

25 NGO representatives participated in the program.

DISCUSSION

- The Foundation’s representatives discussed endowment funds in the Federation Council and in the Civic Chamber of the Russian Federation.
- The Foundation in partnership with Moscow School of Management SKOLKOVO held the annual forum on endowment funds “Endowments. Shared Power”.
- The presentation of the endowment which was created to support cultural professionals, public and municipal cultural institutions and representatives of creative industries was made at the Ulyanovsk Cultural Forum. The initiative of its development belongs to the team of the Center for Social Innovations, the Foundation “Ulyanovsk – the Cultural Capital”. This organization is the winner of the competition which supports centers of social innovations in culture.

ILLUMINATION

- We launched the project “Not about Money” in partnership with RBC, which is focused on endowments development in Russia and abroad, as well as on initiatives, which are implemented thanks to endowments.
- The exhibition “Endowment and Long-term Strategies: the Art of Explanation” was presented in Syktyvkar as a part of the III Northern Cultural Forum. The exhibition was organized by the Foundation “Dobry Gorod Petersburg” with the Foundation’s support.



▲ The winner of “Museum 4.0” competition, “Zapadnaya Bashnya” (Western Tower) history club in Kaliningrad, executed a project titled **“Old Russian Rowboat”** thanks to the grant. The project’s team recreated a unique single tree rowboat using archaeological research and finds. The 10 meter long boat, weighing 9 tons, was handcrafted from a single oak tree using authentic tools, materials, and techniques. The boat creators are planning to take it on a sailing trip across Russian rivers and lakes.



▲ The photograph depicts the premiere of the ballet “Aniuta” at **Perm Opera and Ballet Theater named after P. I. Tchaikovsky** (photography by Andrey Chuntomov). The Theater plans to create an endowment fund. Alla Platonova – the Theatre’s employee – studied at the “Endowment Growth Strategy” advanced training course, organised by the Foundation and SKOLKOVO in 2020.



▲ In 2020, the **Fellowship Competition for Master’s Students** winner selection process was held online. The competition has proven to be much-in-demand, the participants showing their best creative skills, resiliency and teamwork. The contest winners receive monthly scholarship of 25 thousand rubles.

PROGRAM ACTIVITIES: FULFILLING COMMITMENTS

EFFECTIVE PHILANTHROPY

[#financialsustainability](#) [#russiango](#)
[#philanthropydevelopment](#)
[#crosssectoralcooperation](#) [#partnership](#)
[#volunteering](#) [#longtermdevelopment](#)
[#bestpractices](#) [#buildingtrust](#)
[#qualitystandards](#)

SPECIAL GRANTS "TO BE PRECISE"

The project accumulates reliable statistics on social and ecological problems, regions' rankings, analytical reports and catalogues of non-commercial organizations.

[techno.st](#)

"NGO-PROFI"

The project is implemented with the support of the Council on Guardianship under the Government of the Russian Federation. The Agency for Social Information is the initiator of the project.

[nko-profi.asi.org.ru](#)

VLADIMIR POTANIN FELLOWSHIP PROGRAM

[#sustainabledevelopment](#) [#educationalenvironment](#) [#professionalism](#) [#leadership](#)
[#mastersdegree](#) [#educationsystem](#) [#multidisciplinaryapproach](#)
[#professionaldialogue](#) [#partnerships](#) [#personalscholarships](#) [#grants](#)

- The number of winners of the Fellowship Competition for Master's Students was increased to 750 people.
- The awarded sum of the Master's Students Scholarship increased to 25 thousand rubles.
- The number of winners of the Master's Program Faculty Grant Competition was increased to 150 people.
- 20 students from 14 countries (6 countries participated for the first time) started their studies at the "Master of Sport Administration" program in Russian International Olympic University (RIOU). The program is offered in blended learning format.
- 113 MGIMO received an opportunity to undertake international internships. 23 students successfully completed their internships, while 40 students had to return home at the grant's expense due to the pandemic.

SPECIAL GRANTS

- Master program "Transmedia Production in Digital Industries", HSE University.
- Program of the Center for Digital Cultures and Media Literacy, HSE University "Participation Environment".
- Large-scale project "Developing and Scaling Up Practices of the University Third Mission", HSE University, Digital transformation accelerator.

CULTURAL SYMPHONY

[#professionalexchangesupport](#)
[#internationalcooperation](#)
[#Russianheritagepromotion](#) [#bestpractices](#)
[#sharingexperience](#)

"Russia XX-XXI. Russian Chronicles" – a joint project of the Foundation and the Center Pompidou (Paris). The museum collection of Russian artists' works is available at [centrepompidou.fr](#)

HERMITAGE SUPPORT PROGRAM

[#preseverveculturalheritage](#)
[#supportofprofessionals](#)
[#professionaldevelopment](#) [#grants](#)
[#researchtrips](#) [#museumpractices](#)

Grant to support important research and projects for the museum.

PROGRAM ACTIVITIES: FULFILLING COMMITMENTS

MUSEUMS WITHOUT BORDERS

#professionalsupport #museum #sharingexperience #cooperation #bestpractices #grants #research #strategicvision #competitions #projectdevelopment #professionalmobility #centerforsocialinnovations #volunteers #partnerships

- 16 winners of the competition “Museum 4.0”.
- 90 winners of the professional mobility competition for museums’ staff “Museum Bridges”.
- 15 winners of the “Museum Volunteer” competition.
- 14 winners of the professional skills competition “Iskusny Glagol”.

SPECIAL GRANTS

- Program and festival of museum-art projects “THEATRUM: Re-Formation”, which are aimed at helping theaters and museums to return to normal work.
- Project “Theater and Museum. Cooperation” which is implemented by the museum “Tsaritsyno” in partnership with the Victoria and Albert Museum (London).
- Exhibition project “NEMOSKVA is round the corner” in the Manege, central exhibition hall (Saint Petersburg), which was visited by 48 thousand people.
- “New Tretyakov Gallery Living Room” and Arzamas.Academy projects.

CENTER FOR PHILANTHROPY DEVELOPMENT

#developmentvector #futurephilanthropy #research #newchallenges#practicaltools #innovatoveapproaches #tacklingchallenges #professionalcommunity

The second cycle of the “Russian-European exchange program for the non-commercial sector leaders”.

The program is implemented by the European Foundation Centre.

POWER OF SPORT

#socialsport #associationofleaders #intersectoralcooperation #partnershipsdevelopment

The New Foundation program, which has just started.

PRACTICES OF INDIVIDUAL GIVING AND VOLUNTEERING

The first cross-program competition aimed at supporting initiatives on dissemination of the best practices of personal philanthropy, volunteering, and organisation of charitable initiatives and events. 57 people won the competition.

- ▶ To make the process of grant competition administration more comfortable, we launched a new online grant management system, which is more user-friendly and allows the Foundation to automate and simplify many processes.
- ▶ >80 thousand registered users in the Foundation online system.
- ▶ The Fellowship Competition for Master’s Students was the first competition to start accepting online applications on the 14 November 2020.

EVENTS – NEW FORMATS

FOUNDATION'S ANNUAL EVENTS

MUSEUM GUIDE FORUM

- >45 experts
- >25 museums from 9 countries
- >15 000 views of broadcasts

The forum was held as part of the "Intermuseum" international festival. The volunteering service of Naberezhnye Chelny Art Gallery won in the Foundation's nomination category "The best museum voluntary service".

ИНТЕРМУЗЕЙ 21
МЕЖДУНАРОДНЫЙ ФЕСТИВАЛЬ

#MuseumwithoutBorders

UNIVERSITY RANKINGS

Expert discussion on higher education development during a crisis. The ranking of universities participating in the Vladimir Potanin Fellowship Program was presented during the discussion.

>150 participants

#FellowshipProgram

CONFERENCE FOR MASTER'S PROGRAMS FACULTY

The conference "Master-Level Education 2025 – Community of Stakeholders. We build future working together" was moved to fall due to the pandemic and was held online.

>40 experts from 4 countries

>200 university staff

100 representatives from businesses, authorities and NGOs

100 master's students

#FellowshipProgram

FORUM "ENDOWMENTS 2020. SHARED POWER"

The Vladimir Potanin Foundation with Moscow School of Management SKOLKOVO under the auspices of the Ministry of Economic Development, RF held the IV Forum "Endowments 2020. Shared Power".

58 speakers

11 countries

54 Russian regions

#Effective Philanthropy



◀ Oksana Fodina, Program Director

"By the time of the official lockdown announcement and the start of the obligatory remote working regime we have already decided to hold all of our events online. Today, we can clearly see the correctness of that move. The Foundation's public platforms have always been places for professional and friendly networking, aggregating a community of like-minded people. Hence, the transferring of events into the virtual realm in the moment of enforced isolation and event restrictions provided an opportunity for the community to express mutual support, empathy, and solidarity".



Center for Philanthropy Development held a couple of meetings with the leaders of the philanthropic sector to discuss current industry trends. The events were hosted in the Foundation's **"Think&Drink Philanthropy"** format.

The **2020 Museum Guide Forum** was held online in partnership with ICOM (International Council of Museums). The key objective of the forum was the discussion the role of cultural and museum sectors in achieving sustainability goals.



In September of 2020 Russian News Agency TASS held a discussion "New Age Universities: Adaptiveness as Competitive Advantage". **The annual University Ranking of the Vladimir Potanin Fellowship Program presentation** was held as a part of the discussion.

The Foundation and the N. I. Lobachevsky State University of Nizhny Novgorod held a joint **online-conference "Master's Programs 2025 – a partnership of stakeholders. Working together to build the future"**. Conference participants – higher education experts, academic staff, as well as business and state representative – discussed key vectors of strategic development in future graduate education.

4 QUALITY EDUCATION
4 КАЧЕСТВЕННОЕ ОБРАЗОВАНИЕ
 ЗАДАЧА 4-4
 INCREASE THE NUMBER OF PEOPLE WITH RELEVANT SKILLS FOR FINANCIAL SUCCESS
 УВЕЛИЧИТЬ ЧИСЛО ЛЮДЕЙ, ОБЛАДАЮЩИХ НЕОБХОДИМЫМИ НАВЫКАМИ ДЛЯ ПОЛУЧЕНИЯ ДОСТОЙНОЙ РАБОТЫ

16 PEACE, JUSTICE AND STRONG INSTITUTIONS
16 МИР, ПРАВОСУДИЕ И ЭФФЕКТИВНЫЕ ИНСТИТУТЫ
 ЗАДАЧА 16-8
 DEVELOP EFFECTIVE, ACCOUNTABLE AND TRANSPARENT INSTITUTIONS
 СОЗДАТЬ ЭФФЕКТИВНЫЕ, ПОДЧЕТНЫЕ И ПРОЗРАЧНЫЕ УЧРЕЖДЕНИЯ НА ВСЕХ УРОВНЯХ

17 PARTNERSHIPS FOR THE GOALS
17 ПАРТНЕРСТВО В ИНТЕРЕСАХ УСТОЙЧИВОГО РАЗВИТИЯ
 ЗАДАЧА 17-16
 ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT
 УКРЕПИТЬ ГЛОБАЛЬНОЕ ПАРТНЕРСТВО В ИНТЕРЕСАХ УСТОЙЧИВОГО РАЗВИТИЯ

SUSTAINABLE DEVELOPMENT GOALS **ЦЕЛИ УСТОЙЧИВОГО РАЗВИТИЯ**

CURATING TOMORROW



EVIDENCE-BASED APPROACH

“EFFECTIVE PHILANTHROPY” PROGRAM

- Research article “Evaluation of NGO Organization Maturity”, Deloitte.
- Research article on participation strategies and practices of university’s alumni and donors in Tomsk State University endowment activities.
- Translation of the methodological guide “Unlocking the Potential of Philanthropy”, WINGS.
- Research article “Endowments in the Crisis Period”, NES.

VLADIMIR POTANIN FELLOWSHIP PROGRAM

- Research article “Master-Level Education 5.0: a Model of Master-Level Education Effective Support: Master’s Degrees Programs Sustainability Before, During and After the Crisis”, NTF.
- Research article “The Birth of Master’s-Level Education”, HSE University.
- Research article “Young Leadership Potential as a Resource for Social Development”, “Dialogue” Foundation for social initiatives development.

“MUSEUM WITHOUT BORDERS” PROGRAM

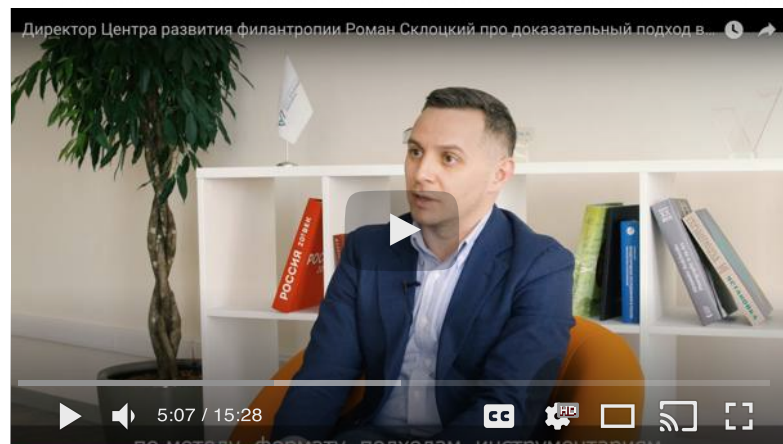
- Research article “Culture of Happiness: the Role of Cultural Institutions in Personal Well-Being of Russian Citizens”, European University.
- Publication of the foresight session results “Museum: the Power of Place” on the future of Russian regional museums.
- Analytical overview and digests on museum practices “MUSEUM – VOLUNTEER – SOCIETY”, “Association of Cultural Managers”.
- Research article “Russian Regional Capitals: Development Based on Culture” Moscow School of Social and Economic Sciences.



EVIDENCE-BASED APPROACH

“POWER OF SPORT” PROGRAM

- Research article “Power of Sport: How Projects in Sport and Active Lifestyle Change Society for the Better”, Center for Social Projects “Platform”.
- Research article “Sport for Development and Peace”. Review of international social sport projects, HSE University.
- Research article “International Experience in Evaluating Social Sport Programs”, “Evolution and Philanthropy” Organization.



▲ Roman Sklotskiy, Director of the Center for Philanthropy Development

“Managing new challenges is a process, which requires extreme adaptability to the changing landscape and innovative decision-making skills, while maintaining a sustainable strategic vision. It is vital to make only well-informed decisions. That’s why evidentiality is one of the Foundation’s key approaches. We value openness and as such, we share the results of our research with all interested parties, thus helping ourselves and our partners to stay at the intellectual vanguard”.

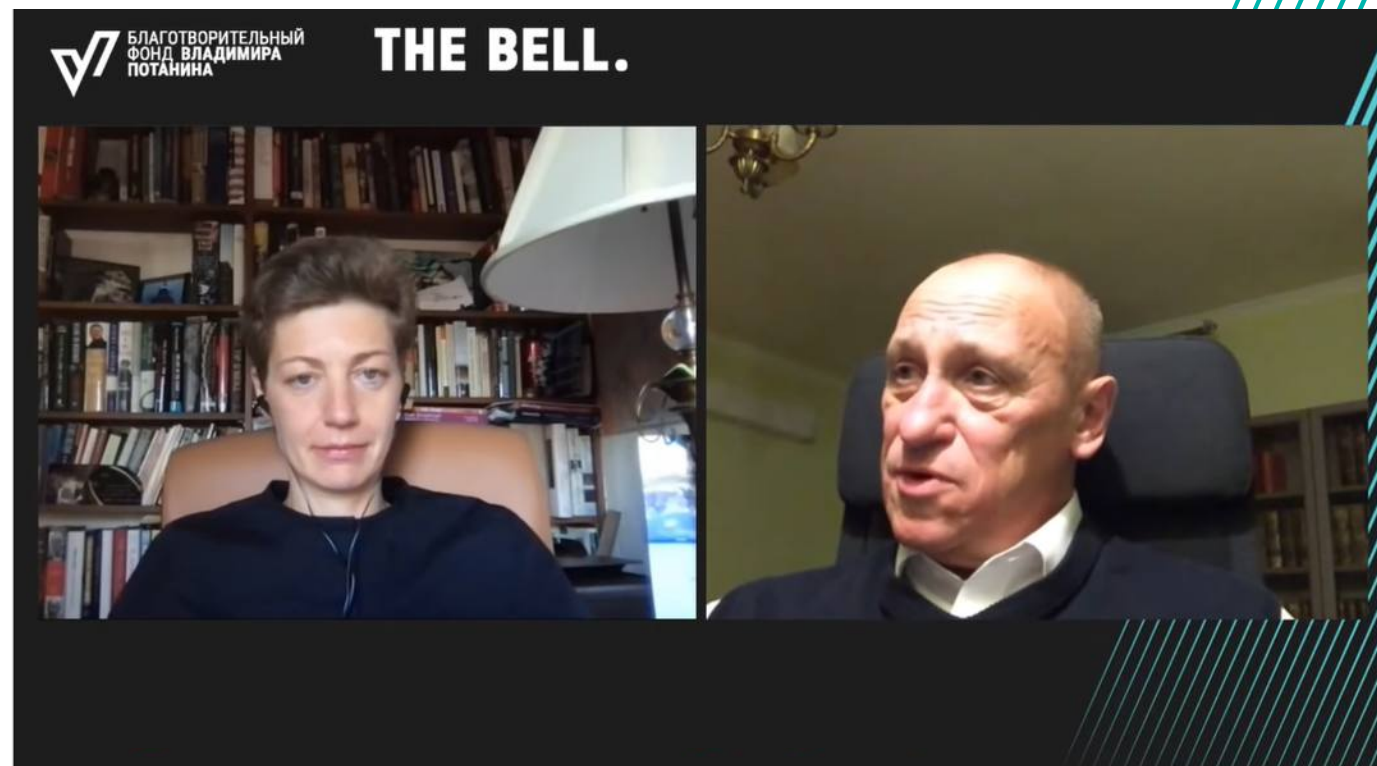
CENTER FOR PHILANTHROPY DEVELOPMENT

- There are three digests dedicated to philanthropy response to the pandemic in different regions:
 - “Review of the World Leading Philanthropic Organizations’ Initiatives in Relation to COVID-19”.
 - “East European and Post-Soviet Countries: Philanthropy during the Pandemic”.
 - “Countries with Developing Philanthropy: Response to the Pandemic Challenges”.
- Publication “Philanthropy Networks: Creating Value, Voice and Collective Impact” by WINGS translated into Russian.
- Publication “Philanthropy in Russia” written and translated into English as a part of the “Cultures of Giving” international project, WINGS.

- International research on the impact of supporting organizations in philanthropy in Russia, India and Kenya. Center for Philanthropy Development conducted the Russian part of the research. The research was conducted in partnership with WINGS and Sattva Indian consultancy.
- Research article “What Knowledge is Required by the Non-Commercial Sector?”, Zircon research group.
- Research article “Digitalization of the Non-Commercial Sector: Readiness, Barriers and Effects”, HSE University.
- Report “Future of Philanthropy: the Key Trends. Meta-Analysis of Forecasts” in Russian and English.
- Research article on the infrastructure of the Russian NGO sector, Zircon research group.
- Digest “Fundraising during Times of Change: Lessons and Tendencies”.

POWER OF DIALOGUE

FOSTERING LEADERSHIP

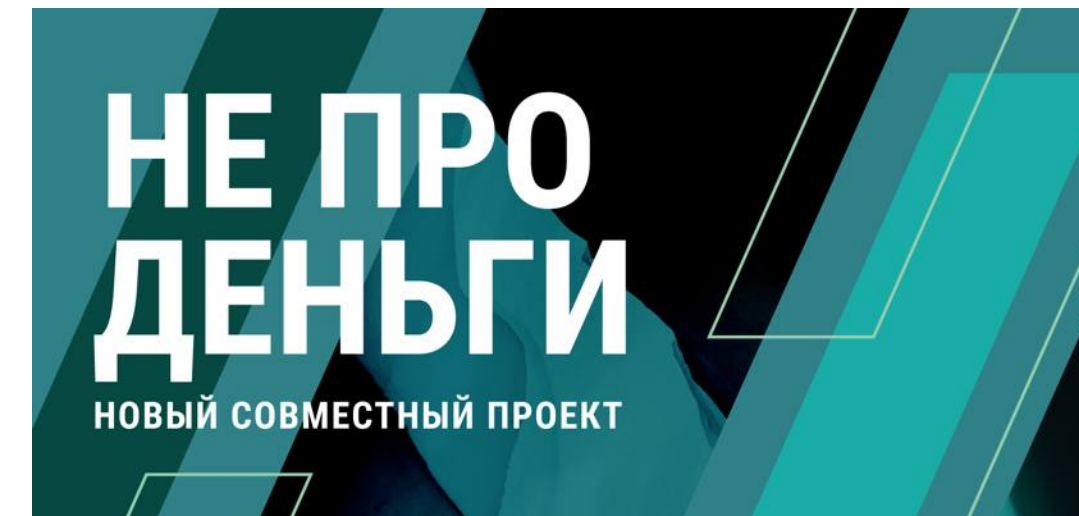


Check out interviews with the participants of the project: the economist Sergei Guriev; the actress Chulpan Khamatova; the museum planner Gayle Lord; the General Director of the State Tretyakov Gallery Zelfira Tregulova; the social planner Indy Johar; the economist Alexander Auzan; the filmmaker Alexander Sokurov.

more than
70 000
views

Partner
THE BELL.
talks.thebell.io

NOT ABOUT MONEY



Project from a series of monthly video interviews with the leaders of organizations, that created endowments and analytical materials on endowments.

fondpotanin.rbc.ru

ARTGUIDE

The magazine's Strana (The Country) section regularly publishes features on culture and cultural initiatives in the Russian regions, they papers are available at artguide.ru website.

artguide.com



◀ **Julia Grozovskaya, Strategic Communications Director**

"A crisis is always a great opportunity to reconsider our priorities. By changing our own perception and removing the old and the unnecessary we have the power to change our surrounding environment. Thus, a new consensus, new rules of the game, a new language are created. That is why the Foundation pays extra attention to partner, grantee and industry communications. Combining open dialogue with the culture of communication is a big part of our mission. Having the right values and behavior are a constant objective for the Foundation, since without them we cannot achieve meaningful impact."



▲ K. A. Timiryazev State Biological Museum, the winner of the “Common Cause” competition, launched a **“Bioefir” online education studio**. The studio offers online lessons in botany, zoology and anatomy for school students and their families.

▲ Staff of the **Krasnoyarsk Art Museum named after V.I.Surikov** digitized its museum objects thanks to the grant of “Common Cause” competition. The Museum continued holding tours and educational events online over the course of the pandemic.

PUBLIC RECOGNITION

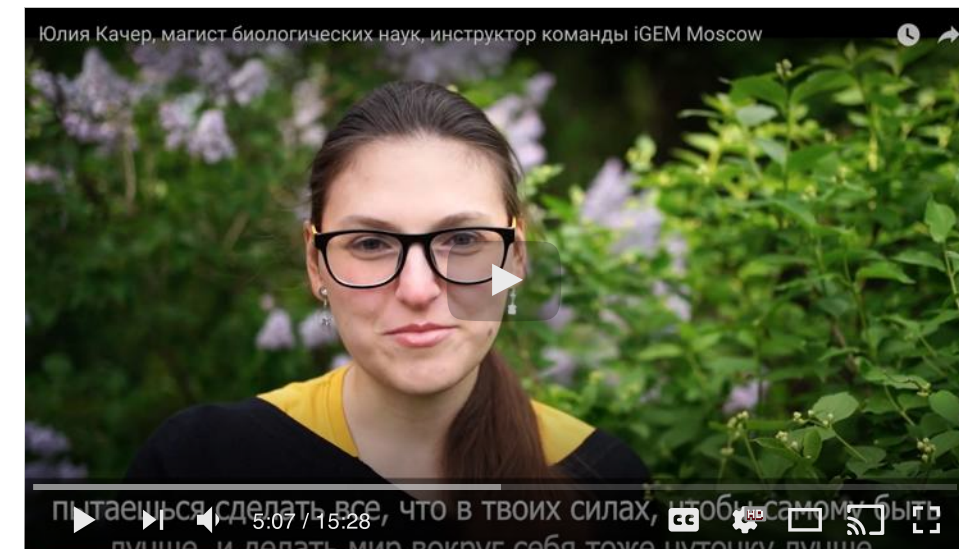
- ▶ **1st place** among charitable foundations according to Forbes.
- ▶ **1st place** in the RAEX ranking: the Foundation has become the leader among corporate and private charitable foundations.
- ▶ The joint education initiative “Museum: the Power of Place” of the Foundation and Moscow School of Management SKOLKOVO took **the 3rd place** in the competition EFMD Excellence in Practice, a special nomination “Development of an Ecosystem”.

OUR GRANTEES ACHIEVEMENTS

- ▶ Anna Lazareva, Julia Kacher and Marina Marchenko, winners of the Fellowship Competition for Master’s Students in 2019/2020, won the gold medal in the international biotechnological competition iGEM-2020.
- ▶ The Winner of the Master’s Program Faculty Grant Competition Elena Isaeva won in the contest “Leaders of Russia” .
- ▶ Many projects and organizations, which became the winners of the Foundation’s competitions, were shortlisted for the “Made in Russia” award by the “Snob” magazine, including: the project “Cascade. The Project as a Method” in the nomination “Z-zoomers”; the Foundation “Homeless Shelter” in the nomination “Society”; the festival “Territory” in the nomination “Theater”.
- ▶ The project “To be Precise” of the Foundation “Nuzhna Pomosh” (Help Needed) supported by the Vladimir Potanin Foundation won the first all-Russian Datavis prize in the nomination “Best Data Visualization”.
- ▶ The Foundation’s Grantee – the “Moscow Lights” Museum – became a laureate of the “Gold Photon” award.

Vladimir Potanin

- was named The Philanthropist of the Year by Forbes Russia
- topped the media presence ranking according to “Kommersant” in the nomination “The Most Charitable”
- received the “Personal Contribution” award from The Art Newspaper Russia



▲ Julia Kacher, winner iGEM

“Financial and psychological support is extremely important to those starting their career in science – students, doctoral researchers, young scientists. The Foundation provides this assistance with its Scholarship. As a bioengineer, I found the second year of my studies to be critically important: I had to combine lab work with writing my Master’s thesis. Alongside this essential work, my team and I were preparing for the international iGEM competition in synthetic biology. In the end, we earned a golden medal – the first one among Russian scientists. Thanks to the Scholarship for Master’s Students I could focus on my professional development and studies without being distracted and worrying about bringing in extra income”.



▲ In February of 2020, Vladimir Potanin received the “Personal Contribution” award from The Art Newspaper Russia at the annual “The Art Newspaper Russia Awards”. The ceremony was held at Gostiny Dvor. The State Hermitage Museum’s Director Mikhail Piotrovsky handed the prize to Vladimir Potanin.

FINANCIAL INFORMATION

prepared in accordance with the management accounting data

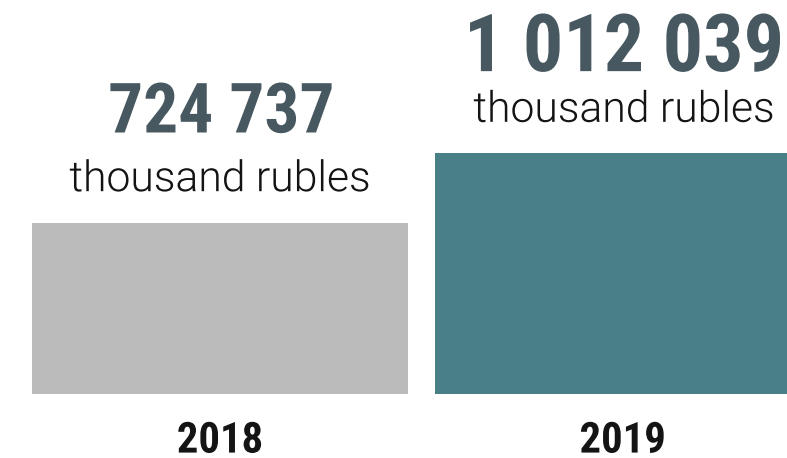
THE FOUNDATION'S INCOME

In 2020, the Foundation's income from donations for statutory activities amounted to **2 328 020 thousand rubles**. With account of the unspent earmarked funds of **989 243 thousand rubles** from last year, the total sum of earmarked funds equaled to **3 317 263 thousand rubles**.

Non-operating income received in 2020 equaled **44 567 thousand rubles**

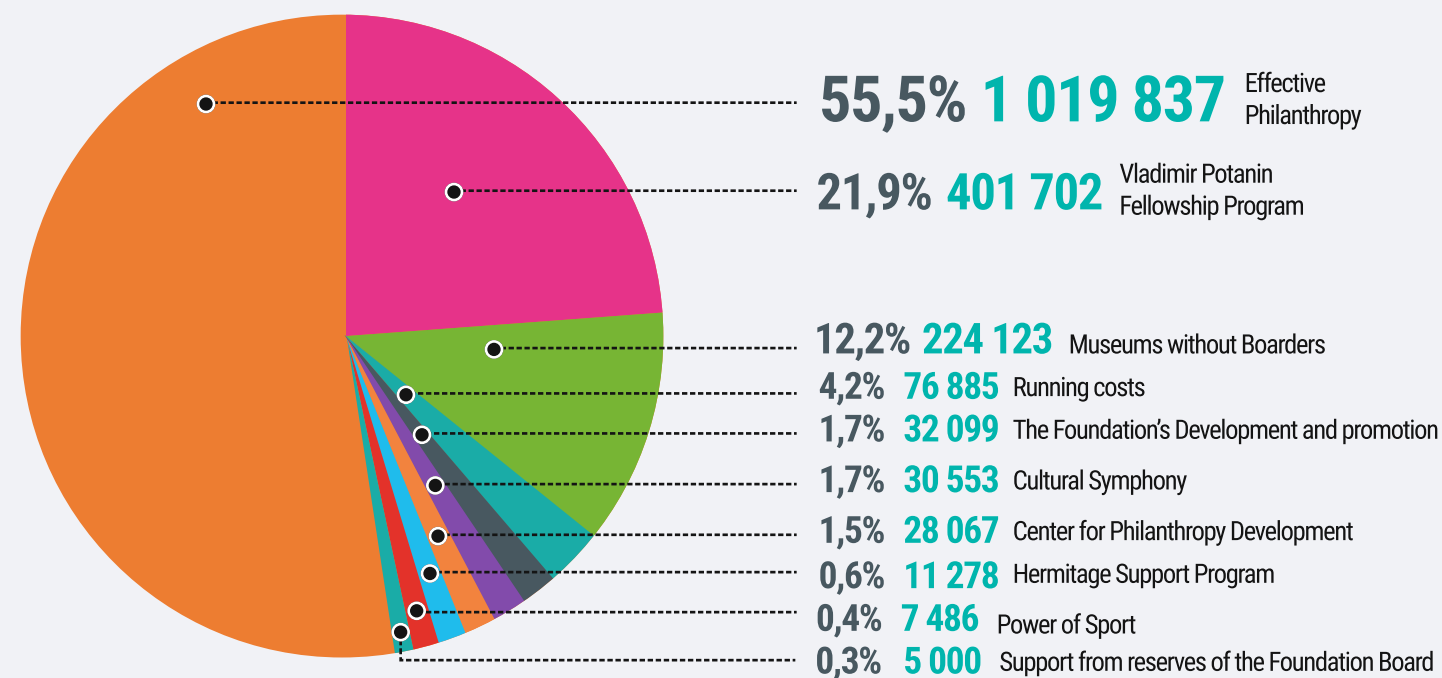
THE FOUNDATION'S EXPENDITURES

1 837 030
thousand rubles



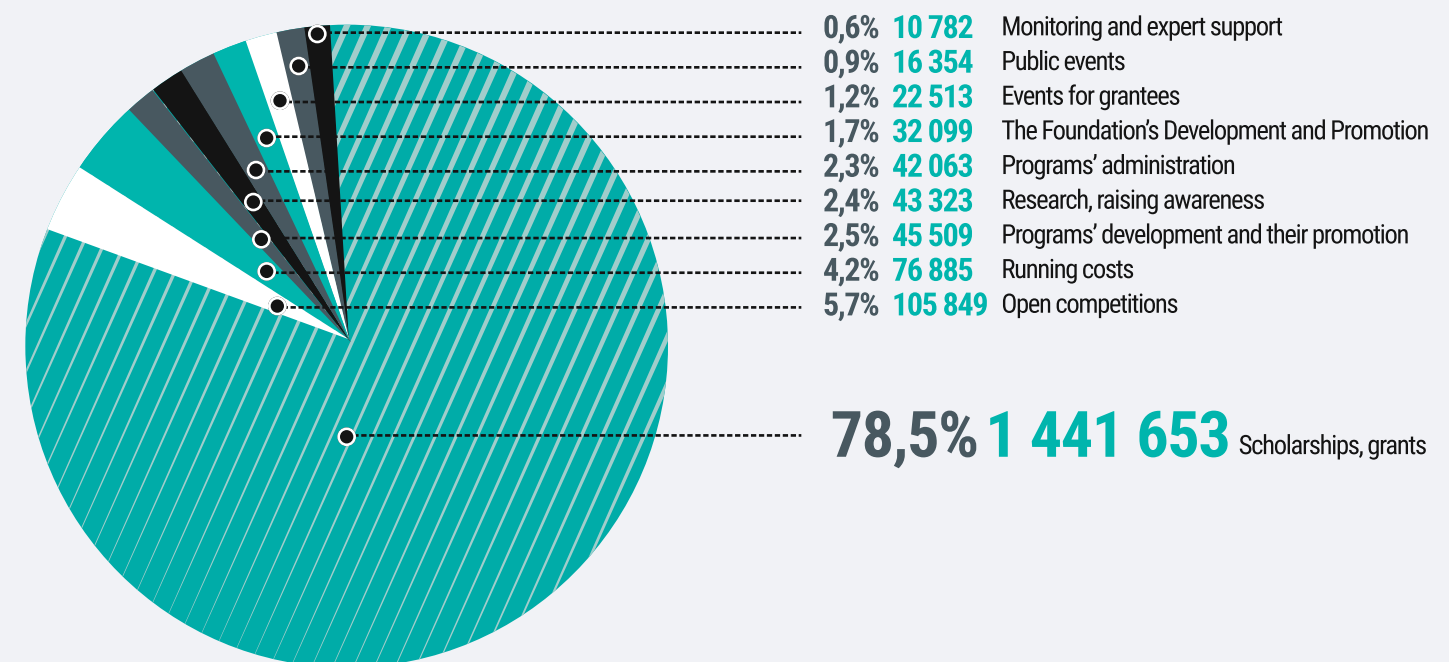
EXPENDITURE CLASSIFICATION

types of activities, thousand rubles



EXPENDITURE CLASSIFICATION

types of expenditure, thousand rubles



◀ **Elena Bayukova, Finance director - Chief Accountant**

"The switch to online work was executed successfully for the Foundation in general and the financial department in particular, despite the urgency – we managed to avoid delays in payouts. We also submitted all of the official annual, quarter, and monthly reports on time, despite the doubled support budget. It was a big challenge for the finance department, since the amount of payments and spendings increased twofold".



◀ **Anastasia Kumaritova, Director of the legal department**

"We have faced challenges in formalising our legal relationships with the grantees during the pandemic, which made us turn to alternative ways of establishing contracts: offers and bills of acceptance. This method helped us to continue working normally and effectively".

THE FOUNDATION'S DEVELOPMENT

RISKS

The process of risk-oriented leadership is an integral part of management and it is embedded in the structure and activities of the non-commercial organization. In order to facilitate such management, The Department for the Internal Control and Risk Management was established in 2020.

Risk management options are integrated in the Foundation's grant competitions:

- The system of risk assessment by projects applicants is implemented on the Foundation's portal.
- The agreements with operators include terms on risk management.



◀ Dina Biygishieva, Director of the Internal Control and Risk Management Department

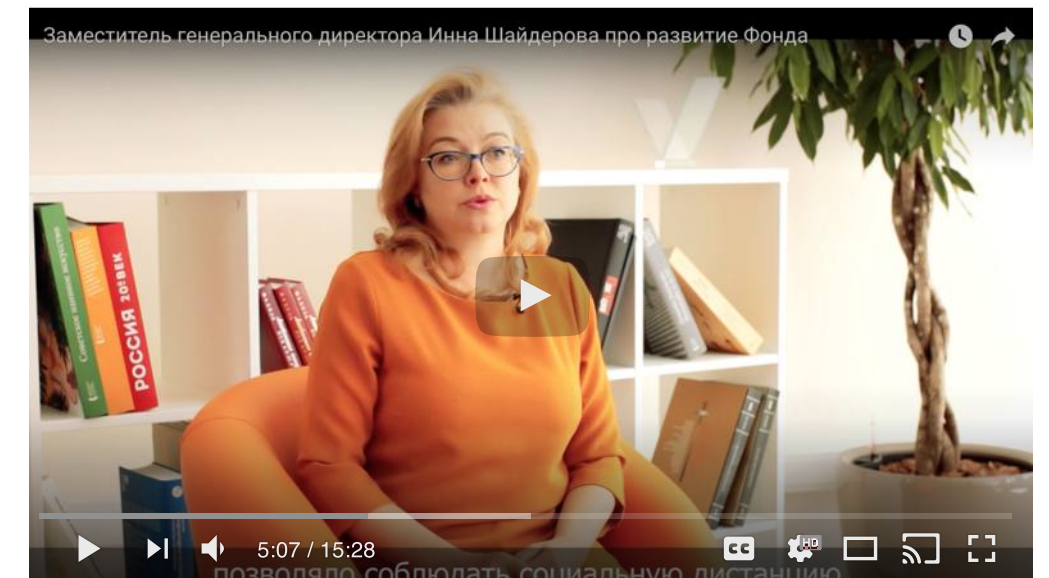
"Sustainable business management requires thorough risk assessment and prevention mechanisms, in order to select the correct paths and make the right choices. The situation of overarching uncertainty pushed us to think about the concept of an NGO's organisational maturity. Together with Deloitte we started trying to answer the question of what defines the said maturity for an NGO, what lies in its foundation and which criteria are we to use, in order to determine the maturity level. We are currently planning to test the results of our research and later share our findings with the sector".

TEAM

- The Foundation's team includes 37 people, 10 of which were employed in 2020.
- The majority of the team worked remotely due to the pandemic.
- The Foundation's staff participated in 140 events.
- In summer of 2020, the Foundation's team participated in the strategic session, where plans for the organization's further development were outlined.
- The Foundation obtained a new space in 2020.

▶ Inna Shayderova , Deputy General Director

"At the beginning of 2020 we knew much less about the coronavirus, than we do today, however, it was evident that in a changing environment we must prioritize the health and safety of our partners, grantees and team members. We had to quickly establish remote working scheme without causing disruptions, which we did successfully. As soon as the lockdown started easing, we devised a set of regulations and procedures designed to make the gradual return to the office safe and convenient. In the end, the Foundation continued accelerating in its operations and development. We got our own conference hall in 2020, where we host external events as well as ones for our grantees while maintaining strict health and safety measures".





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