

**APPROVED**  
**by a Resolution of the Vladimir Potanin Foundation’s Board**  
**(Minutes of « 26 » May 2020 No. 26/05/2020)**

**“POWER OF SPORT” CHARITABLE PROGRAM**

“Power of Sport” Charitable Program (the “Program”) is a new area in the strategy of the Vladimir Potanin Foundation (the “Foundation”), which is meant to realize humanistic ideals, values, and norms that shape a broad space for discovering human capabilities, satisfying people’s interests and needs, and activating the human factor. The new program is also an important component of the Foundation’s strategy seeking to nurture creative professionals and consolidate their efforts to ensure best possible access to the public good they create. The program focuses on identifying the potential of sport as a social institution, unlocking its internal powers and new opportunities for pursuing positive social change.

We support project initiatives seeking to develop sport as a socio-cultural phenomenon present at all levels of the modern society, capable of impacting the modern value systems, contributing to citizens’ personal social responsibility and their practices in addressing social problems. We value innovation and innovative approaches. We bring together leaders prepared to step outside the conventional formats of sport activities, make independent decisions, and develop inter-sectoral interaction. These leaders are developing creative approaches and see sport as a powerful tool for strengthening social ties and promoting environmental awareness, as well as universal cultural values that underlie peace, solidarity, non-violence, tolerance, and justice.

The program supports the growing recognition of sport as, on the one hand, an opportunity for implementing the utmost human potential in harmony with the environment, and, on the other hand, an important tool integrating all aspects of sustainable development.

The program utilizes various approaches to supporting its beneficiaries, serving as a resource for information, education, grant support, etc. The program develops and maintains partnerships with the Russian and global professional communities that share our vision of sport as a force in social development.

**Our goals:**

- Facilitating the preservation of sport and cultural heritage and development of a favorable environment for citizens’ active participation in social sport initiatives addressing social problems in urban and local communities;
- Facilitating an increased role of sport as a powerful tool for strengthening social ties in the society and an additional tool for addressing socially important issues;
- Facilitating an increased role of non-profit organizations as a platform for social development and innovative collaborations through sport, as well as interactions between non-profit organizations and organizations from other sectors in implementing programs in partnerships and increasing their impact;
- Growing a community of leaders in the social sport<sup>1</sup> development field, capable of identifying social issues, implementing positive social change, and assuming personal responsibility for the result.

**Our objectives:**

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<sup>1</sup> Social sport is a range of practices to address social issues through engagement of people in physical activities and mass sports.

- Popularizing knowledge about modern trends in the field of sport for the benefit of social development. Popularizing Russian and foreign innovative social practices and methodologies for using sport to address social issues;
- Supporting leaders and their initiatives that engage local communities and non-profit organizations in the development of sport social projects to address social issues and seek to consolidate stakeholders’ efforts for working with sports communities; creating a social sport project lab;
- Supporting creative collaborations between social sport leaders and organizations seeking to effectively address relevant social needs and achieve sustainable social change;
- Organizing an ongoing dialogue and professional exchanges, including international ones, focused on using sport as a social development tool for non-profits’ representatives, local and regional community leaders; creating and expanding a community of experts; supporting interactions between organizations;
- Supporting and replicating best educational practices and methodologies to increase the quality of teaching social sport management; contributing to the emergence of a range of modern career paths in sport.

**Expected outcomes:**

The program contributes to the deployment of new and development of existing project initiatives in the field of social sport, seeking to engage people representing various groups to pursue social goals in which the values of mutual respect, harmony between groups, and social cohesion are vital.

Stimulating and supporting an innovative approach to the system of internalizing the values of fitness and sport, the Program will contribute to reinforcing the connection between the social field and culture of sport in the Russian society. Viewing sport as a multidimensional social phenomenon, the Program employs sport in conjunction with other fields, such as culture, education, healthcare, developing a culture of charity, which, in its turn, will ensure sustainable social change at the community level.

The Program will help strengthening the leaders’ professional and creative potential and developing their personal social responsibility by supporting them in gaining skills and knowledge necessary to use sport for the purposes of ensuring sustainable development of their communities through innovative solutions for their social issues.

The Program will help to increase the status of Russian non-profit organizations in the society, their development and strengthening as spaces for social development and innovative collaboration through sport. By supporting inter-sectoral and interdisciplinary interaction, the Program will help its beneficiaries to become drivers for the development of their regions and emergence of communities of the future. We are transitioning from short-term, one-off projects to long-term programs and strategic partnerships that ensure sustainable and scalable outcomes.

The Program’s educational module will help to expand the Program beneficiaries’ professional skills and competencies.

**Our beneficiaries and partners:**

The Program beneficiaries are non-profit organizations and professionals with a leadership and creative potential interested in developing and implementing social projects and strategies in the field of sport and fitness to address social issues, who use innovative approaches in their work.

We support self-motivated, forward-looking non-profits and communities, non-profit sector representatives, and leaders motivated to develop their professional field, region, or country in order to strengthen communities, develop mutual understanding, and improve the quality of life.

The Program’s main target audiences include:

- Non-profit (including charitable) organizations;
- Non-profit sector professionals, leaders of urban and local communities, representatives of sport communities with high-level motivation and creative approaches to the development of their non-profits and their field;
- Professional communities interested in sustainable development and increasing the quality of life, broad public;
- Research and academic institutions, specialized educational institutions, and knowledge hubs.

**Program activities:**

The main indicators for assessing effectiveness in the Program’s implementation include achieving long-term impact and sustainable social effects, adapted to real-life circumstances, as well as their scalability. Tools and methods employed by the Program depend on its objectives.

The Program may include the following components/activities:

- Support for non-profit organizations, project groups, and non-profits’ leaders and staff, which may be of financial (grants or donations to legal entities and individuals), expert, advisory, organizational, informational, or other nature; it may extend to implementation of projects, institutionalization of partnership initiatives, acquiring new skills and knowledge, or facilitating professional mobility;
- Monitoring of supported projects during their implementation period. Assessment of the outcomes and measuring the impact of supported projects;
- Research and analysis of modern trends and practices in the field of sport for social development; publishing and dissemination of Russian and foreign research reports and analyses;
- Educational/training events and events to build skills and competencies: training courses, seminars, webinars, master classes, labs, business games, etc.;
- Creating spaces, in Russia and abroad, for professional exchanges and dissemination of Russian and international knowledge and practices: conferences, round tables, forums, discussions, strategic planning sessions, foresight sessions, professional exchange initiatives, schools, competency centers, etc.;
- Outreach campaigns and participation in large-scale social sport initiatives.

**The Program’s stages and timeframe:**

The Program components/activities are implemented in a combination of cycle-based and one-off formats.

The Program is implemented indefinitely (until the Foundation Board makes a decision to discontinue the Program).

**Additional information:**

- The Program components/activities are regulated by the Foundation’s respective regulatory documents;
- Expected revenues and planned expenditures for the Program are to be approved by the Foundation Board as part of the Foundation’s annual plans and budgets;
- The Program documents are to be published on the Foundation’s website at [fondpotanin.ru](http://fondpotanin.ru).