
Little Cloud Foundation Performance Report 2015

The Little Cloud Foundation was officially registered on the 29 September, 2014. Therefore, this report will be centred around the activities of the organisation for the period of eight months, from the date of registration up until the end of financial year, i.e. 30 June, 2015.

The main activities of the organisation were carried out in three directions. The first direction was related to organisational and administrative matters, the second direction was associated with fundraising activities and provision of support to the fund recipients and the third direction focused on the marketing and promotion of the organisation.

Firstly, I would like to address the organisational and administrative side of our operations.

In order for the fund to be fully operational in Australia, we had to register the association with the Consumer Affairs Victoria. It was the first step, which required a lot of preliminary work, such as establishing the team, allocating the roles, clarifying and formulating goals of the organisation and working on the constitution of the association. Then, in order for the organisation to operate outside of Victoria and across all of Australia, we had to register with the Australian Securities and Investments Commission (ASIC).

The next step was to obtain the permission to conduct fund-raising activities in each state. To date, this authorisation has been granted to us only in Victoria. Moreover, the association had to obtain TFN and ABN to be able to conduct its activities. All of these steps were accomplished. The next step (which, unfortunately, we did not have time to complete during the past financial year) is to register with the Australian Charities and Not-for-profits Commission (ACNC) to obtain the status of a charitable fund (and, as a consequence, to receive tax concessions in the future).

It should be noted that any registration not only requires the completion of application forms, but also involves preparation and alignment of internal business processes. For instance, to register with ACNC we need to think through and describe all of the operational processes that occur in the organisation, taking into account all of the potential risks that we might encounter in our work and considering mechanisms for crisis management. All of the aforementioned procedures should be reflected in the 'Manual and procedures' document and only upon the completion of this document, the organisation will be ready for registration with ACNC. Today, we are in the final stages of revising this document and expect to submit all of the paperwork required for the registration with ACNC within the next month.

Considering the plans for the new financial year, the organisation is due to register with ACNC. We then need to obtain permission to conduct fundraising events in NSW and WA and establish local plenipotentiary representations. Moreover, we have to address the issue of tax exemption. Lastly, we have to expand the financial instruments (channels) for collecting donations (PayPal and other mechanisms).

The second direction of our organisation is characterised by the provision of assistance to the recipients of the fund. Our first addressee was the Regional Children's Clinical Hospital No.

2 of the Primorye region, Vladivostok. There are 65 abandoned children (0-4 years) currently living in the socio-medical residential unit. Some of the children were born to HIV-infected mothers and several are profoundly disabled.

Our project was associated with renovating the hospital residential wards housing these children. In the period from the 29 September up to the 30 June, our sponsorship manager was negotiating with one of the companies in Vladivostok and was able to organise a free renovation for the first ward, which was completed in October, 2014. In February 2015, The Little Cloud Foundation funded renovation of the second ward and raised money for the repair of the third ward (collection of donations was closed at the end of June). However, the contract for renovations, as well as the payment for construction work, were carried out in the new fiscal year.

The second recipient of support was to be Lenya Gurtovoy, a Vladivostok-based leukaemia suffering boy, who required bone marrow transplantation. Regrettably, during the period of targeted fundraising organised by the Little Cloud Foundation, Lenya passed away from cardiac arrest. After that, upon obtaining written consent from the people who donated funds for Lenya's treatment, part of the sum was transferred to Daminika Soboleva (2 years old, Kaliningrad). Daminika suffers from epilepsy and presents with a cluster of neurological disorders, requiring complex medical intervention. The funds provided by our organisation contributed towards the cost for Daminika's assessment and treatment at the Teknon Medical Centre in Spain.

Little Cloud Foundation's next addressee was Eva Dyachenko (6 years old, Brovary, Ukraine). Eva suffered from a relapse of acute myeloblastic leukaemia requiring urgent bone marrow transplantation following a course of chemotherapy. The timeframe for collecting donations was very tight (around 4 weeks), since the operation had to be performed while the blasts in Eva's blood were at the minimum level after chemotherapy. In two weeks, the foundation raised over \$6500 to support Eva.

I would like to note that Eva's parents had simultaneously appealed to several other charities to collect funds for her treatment. As a result, in addition to our foundation, the fundraising was conducted by two other funds that had 3 or more years of experience in the field. To our great surprise, the amount of funds, raised by us, was comparable to the amount collected by "Inna" (a large Ukrainian fund) and almost 6 times greater than the sum collected by the second participating fund. For us, this is an indicator that despite being a newly established institution, we can successfully cope with relatively ambitious goals.

The fund has also received several appeals, one of which was for Matthew Panfilov, who required assistance for the operation and Artem Panfilov, who needed rehabilitation in a sanatorium. The appeal has been denied due to the lack of supporting documents. Decision in regards to helping triplets with leukaemia from Russia is currently pending due to the lack of necessary documentation.

The decision pertaining to a girl from Australia, recently diagnosed with a brain tumor, is also currently pending, as we are waiting on a medical statement after radiotherapy.

In addition, we are continuing conversations around potential cooperation with the orphanage in Kherson, home to 64 abandoned children aged up to 4 years. They require help with food supply and household items as well as the overhaul of the building.

We also plan to complete the fundraising for rehabilitation of Nazar Kabarovskiy (6 years old, Kherson, Ukraine. Nazar has diagnoses of hydrocephalus and cerebral palsy requiring rehabilitation and ongoing professional support. This is one of the projects that will be implemented in the 2015-2016 fiscal year. Speaking about the plans in this area for the coming year, the Foundation is ready to conduct fundraising for 3 simultaneous projects. At the same time, we are aiming to complete renovations for the remaining 4 residential wards in the medical socio-medical unit of the Regional Children's Clinical Hospital No. 2 of the Primorye region, Vladivostok. Moreover, we are considering funding the repair of bathrooms and the playroom in the same unit.

Next year we propose to expand the geographical scope of our operations to include aid recipients both in Australia and in the former CIS countries beyond Russia and Ukraine (for example, Kazakhstan).

The third area of activity undertaken by the Foundation is associated with creating the name and the image of the organisation. Firstly, this direction aims to produce an image of transparent organisation to strengthen the confidence of our donors. Secondly, we aspire to promote the activities of the fund as much as possible, thereby systematically expanding the audience of potential donors.

We have already held multiple successful fundraising events, such as Christmas charity sale, garage sales, charity evening in conjunction with the opening ceremony, Christmas event "Invite the fairytale to your home", participation in the Maslenitsa Slavic Fair and participation in the upcoming Russian Fair.

Plans for next year include increasing the number of functions (incorporating events in NSW and WA), participating in major community events such as St. Vladimir's Grand Ball and Maslenitsa, as well as organising garage sales on a regular basis (4-6 events a year in Victoria), attracting sponsors (2-3) and developing the practice for installing charity donation bins at various locations.

We have also established a Facebook group, which initially served as a platform for organising the workflow of the fund and then became the chief instrument of interaction with the public. We have created the logo, our slogan, the website "Little Cloud Foundation", as well as our Instagram profile.

Additional plans for next year include creating a professional brand-book with a promo video and updating the website, as well as cooperating with Zaganmama (a project with 10,000 followers) and Australian Russian-speaking media (articles, banners on their websites etc).

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President, Little Cloud Foundation