



ROOTS and WINGS
foundation



ANNUAL REPORT 2019

A YEAR OF EXPANSION AND EVOLUTION FOR ROOTS & WINGS

2019 brought change, transformation and renewed strength to Roots & Wings. With our **LIVE CROWDFUNDING** and **REVITALISING SMALL TOWNS** programmes gaining momentum, the foundation has grown into the role of supporting local community initiatives. Specifically, we have found our niche with programmes that promote a culture of individual drive, responsibility, trust and solidarity that, in a myriad of way, are creating the basis for stronger communities throughout Hungary.

We've reorganized and expanded our team to include two additional members who are helping us to meet new challenges; they are moving us forward in the Live Crowdfunding Programme, as well as in our communications and financial management.

We have also reorganized our work environment by moving into **A MORE SPACIOUS OFFICE** with improved working conditions and room for organizational growth. We have adopted new ways of working to provide increased autonomy and flexibility for our staff. We strive to generate the capacity required to perform our duties through better listening and learning from each other, and by sharing the experiences we accumulate individually and collectively.



**NEW TEAM MEMBER:
DÓRA SIMAY**



**NEW TEAM MEMBER:
KRISZTINA KONCZ**

These **CHANGES**, which allowed us to start thinking as an organisation rather than in the specific functions of individual programmes, took up a lot of capacity and channelled our attention away from other activities. It negatively impacted this year's performance of our largest and oldest programme, the Community Foundation Support Programme (CFSP). Yet, we believe that as a result of the organizational changes we will be able to reach more active citizens and encourage them to bring about a better, fairer, more liveable society..

THE LIVE CROWDFUNDING PROGRAMME – FOLLOWING A PATH OF ORGANIC GROWTH

In May, Roots & Wings organized its trademark community fundraising event, which we can proudly say has evolved into a veritable tradition of its own. On the evening of the fundraiser, our cherished values — a shared sense of responsibility, willingness to take action together, solidarity and dignity — were tangible throughout the venue. The three projects “on display” were the [Acceptance Bakery](#) run by Roma women, the renewal of [Parola magazine](#) (with a focus on sharing the success and methodologies of community development), and the [Be THERE!](#) Programme. Together, these projects received a total of HUF 2 million to achieve their goals. In addition to funding, the participants also gained confidence, fundraising savvy, experience, and media attention. In terms of the latter, Acceptance Bakery benefited the most, [gaining national attention](#) following the event.

THE COVER OF PAROLA MAGAZINE

PAROLA

A KÖZÖSSÉG- ÉS TÁRSADALOMFEJLESZTÉS FOLYÓIRATA

2019/4.



AT A TIME OF RENEWAL, PAROLA INSPIRES WITH EXAMPLES

“Parola is a storybook about people like me, who just won’t put up with letting life go by,” says Kitti Boda, a fellow at the Hungarian Association for Community Development, and featured contributor to the magazine.

The Hungarian Association for Community Development was set up to support communities and their actions. Parola has been reporting on community development for 30 years with inspiring stories and lessons learned, like how communities can successfully respond to housing poverty and unemployment.

In order to inspire more people to take action, and to improve their overall impact, Parola was hoping to revamp its print and online editions. On 16 May, they received HUF 654,000 in donations at the live crowdfunding, community fundraising event. The result can be seen [here](#).

In 2019, a new organization hosted a live crowdfunding event with our professional and financial support. The **PÉCS COMMUNITY FOUNDATION** organised a [community fundraising event](#) that resulted in grants totalling approximately HUF 2.5 million for 3 local initiatives. It was a great pleasure, as always, for Roots and Wings to contribute



to organizing a live crowdfunding event outside of the capital, and to boost the confidence of the organizers while simultaneously invigorating local civil society groups.

In autumn 2019, **FERENCVÁROS COMMUNITY FOUNDATION** organized its fifth [live crowdfunding event](#). This uplifting event, which was organised with the highest standards, raised an unprecedented HUF 3.5 million thanks to our donors – many of whom have become regular participants at our community fundraising events.

The Live Crowdfunding Programme, however, did suffer a loss in 2019: with **TÉRERŐ COMMUNITY FOUNDATION** closing down. We were sad to say goodbye to our long standing partner, especially after the success they had organizing two events in the city of Miskolc. We hope the city will remember these fundraising nights, and that we can, in one way or another, return live crowdfunding to Miskolc soon.

Creating a community of and for people living with disability, especially those who feel that they live in isolation, and helping them adapt and become resilient while also contributing to their physical and mental health, is the aim of the members and staff of PTE PEAC "Rolling Basket" basketball team in Pécs.

"Only a fraction of people with disabilities even think they have the opportunity and the right to play sports and to be part of a supportive community," said László Janovics, President of the Baranya County Basketball Association and founder of the Rolling Basket team, at a live crowdfunding event organized by the Pécs Community Foundation in 2019.

The PTE PEAC Rolling Basket asked for support for a large-scale awareness-raising programme, together with an event where participants could try a number of sports, and an international basketball tournament. The team received generous donations totalling HUF 1,050,000, and put their plans into action on 26–27 October. "All of my expectations were exceeded by what happened here in terms of both the atmosphere, as well as the diversity of the donations offered. It was all very touching, a perfect evening indeed," said Janovics.



All in all, in 2019, nine unique social initiatives participated in **THREE LIVE CROWDFUNDING EVENTS** and received meaningful support to enact their plans and grow. These initiatives will continue to promote the integration of people with disabilities, to strengthen local identities, to support active participation in local affairs, to raise local public awareness and to promote Roma social inclusion.



In addition to working with our existing partner organisations, the Live Crowdfunding Programme has also sought out new organizations to team up with.

Among the many groups showing signs of interest, there is at least one truly committed to organising a live crowdfunding event in 2020. We have also had **PROMISING DISCUSSIONS WITH** several NGOs, a university, companies, and members of the Hungarian Diaspora in Berlin.



LIVE CROWD-FUNDING EVENT IN FERENCVÁROS

THE COMMUNITY FOUNDATION SUPPORT PROGRAMME FACING SETBACKS

Fraught with difficulties and challenges, 2019 was a year like no other for the Community Foundation Support Programme (CFSP), which after years of success and development, eventually encountered a number of failures. The first shock came when, at the beginning of the year, the trustees of the **TÉRERŐ COMMUNITY FOUNDATION FOR OUR CITY** (Miskolc) announced that they would close the foundation. Following on two strikingly successful years, their decision was based on the difficulty of keeping up with the ever-increasing tasks imposed by a rapidly-growing organization,

conceptual differences between key trustees and increasing political pressure.

The second setback was of a different nature: while we managed to implement our ideas — launched campaigns, sought out new groups of organizers, worked with more

SWIMATHON FUNDRAISING EVENT



than a dozen people and groups on the topic – no new community foundation or organizing group was established.

We found that the key figures in the organizing groups were alarmed by the amount, quality, and length of **VOLUNTEER** work involved in setting up a community foundation. They were also concerned that their livelihoods and social contacts might face **STIGMATIZATION**. More specifically, they were anxious about the implications of being engaged in establishing an independent NGO with the help of a foundation listed as a foreign-supported organisation. This was further complicated by the perception that establishing a community foundation promises few short-term results or immediate successes, while **LONG-TERM** organisational building is not very attractive – according to reports from our partners.

Last but not least, we as an organization, take responsibility for presumably failing to provide the **RIGHT KIND OF ASSISTANCE** at important stages of local work, fundraising and organisational development.

At the same time, it was reassuring that the two active community foundations continued to grow and experiment boldly. During the year, we also saw how embracing worthy local causes might be harnessed to foster initiative, to encourage paying attention to one another, and to make our environment more liveable.

The [Pécs Community Foundation](#) stepped up its fundraising efforts; they organized their first live crowdfunding event in the spring, and raised almost HUF 2.5 million for 3 local initiatives. Four performances were organized in conjunction with the Pécs Theatre, and were combined with fundraising events. They bravely undertook management of the Pécs City for Wheelchair Users programme, raising funds abroad and coordinating the work of local CSOs to make the inner city of Pécs accessible. They also mapped and disseminated good practices.

The [Ferencváros Community Foundation](#) also sought out and found new additions to their already long list of successful projects. They created and ran a pop-up community radio, [Radio9](#), which provided publicity for the municipal elections and a chance for district residents to engage in dialogue with experts on public affairs. Radio9 was so successful in strengthening democracy and civic engagement that the foundation decided to continue broadcasting even after the elections.

We look forward to continuing to work with these two community foundations, supporting them professionally and financially.



In the second half of the year, the programme devoted more time to self-reflection, specifically, processing and interpreting our experiences. As an important part of this effort, we underwent an external expert evaluation. The evaluation found that, despite the aforementioned difficulties, people who came into contact with us were touched by the concept of a community foundation, identified with the values we stand for, and considered themselves members of an active minority through their cooperation with us. The evaluation also clearly demonstrated that the two

operating community foundations share our values, and that their local embeddedness, credibility, and influence are growing.

The evaluation gave us an opportunity to reflect on the causes of our shortcomings, and most importantly, on what we need to change — what assumptions, ingrained habits and practices we need to break with — and how to reinterpret the programme. We have come a long way and will continue, based on this new concept, from spring 2020.

As a result of our international work, the European Community Foundations Initiative (ECFI) — the organisation supporting cooperation between community foundations in Europe — asked us to [write a country report](#) on Hungarian community foundations. In the publication, we present many of the key players whose drive, dedication and devotion are crucial for the development of Hungarian community foundations. We have illustrated how to work in a country where there is increasingly shrinking space for independent NGOs. In addition to the publication, we became active members of the international sphere of community foundations, sharing our experience in Africa, Latin America and several European countries. Furthermore, as a rapporteur, we spoke to the audience of the German Foundations Association and of the Grantmakers East Forum, about how to strengthen democracy and successfully represent local affairs in a difficult political context.

We look to the future with cautious optimism. In the wake of the 2019 municipal elections, many cities and districts are under new leadership and have adopted a positive attitude towards the CSO sector. This in itself has unleashed new energies; several groups have signed up to take advantage of the opportunities offered by community foundations in this new context. At our June Swimathon, we felt this encouragement and inspiration among our swimming team and supporters.

Based on the external evaluation and our own analysis, our values are relevant and we have a better understanding of the very dynamic context in which we work. This is embedded in many of our conversations: we continue to believe in community foundations as institutional promoters of local action, solidarity and local well-being.

REVITALIZING SMALL TOWNS:
WORTH DWELLING IN
TOGETHER WE ACHIEVE MORE.

KISVÁROS: ÉRDEMES MARADNI!

Együtt többre megyünk!

REVITALIZING SMALL TOWNS: TARGETING RE- MAINERS

In recent years, the populations of small towns have, on average, fallen by a third. To put it simply, those better off, better educated or simply bound by fewer constraints, have left. In many places, what remains is anomie, alienation, isolation, helplessness, incapacitation and division.

Still, we see small towns, where the strong fabric of human relationships can be found, as a means of providing opportunities for people to connect with each other and share the experience of belonging to a community. We also believe that experienced local leaders committed to the community, along with functioning institutions and local organizations, can still promise change.

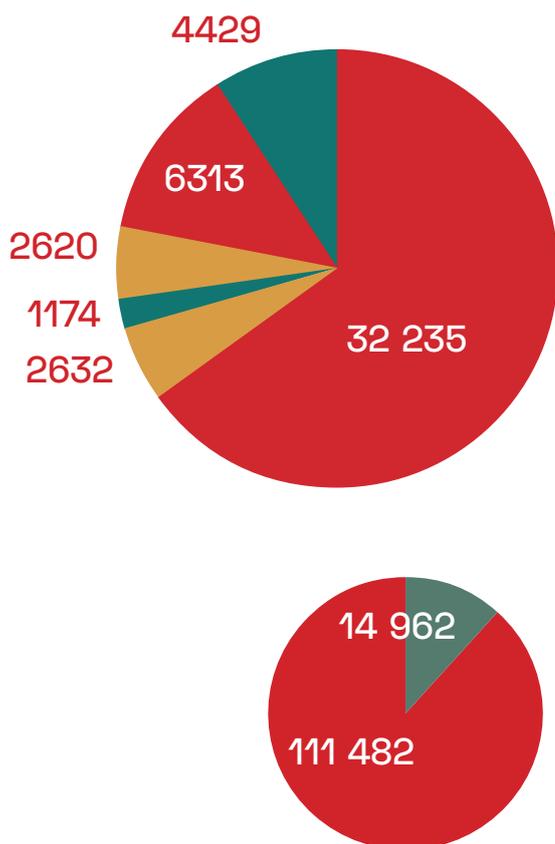
In this context, the Roots & Wings Foundation's Revitalizing Small Towns Programme set out to strengthen communities which are capable of creating an inspiring intellectual environment and a supportive society, while also mobilising resources to implement their locally-born vision. We are looking for **LOCAL LEADERS AND HEROES** who are willing to take responsibility for their communities, and whom we can encourage by introducing them to new partners, and by supporting them professionally and financially.

The foundation's programme wants to help those who decided to stay, and to demonstrate that active citizenship, civic attitudes and democratic values are worth defending.

In 2019, after a great deal of discussion and research, we developed the details, communication plan and expert background of the programme. Thus the third fully-fledged programme of Roots & Wings will be ready to launch in 2020!

SUPPORTERS & FINANCES

Together with the amount carried over from the previous reporting period, the foundation had approximately HUF 126 million at its disposal in 2019. From this, we spent nearly HUF 49 million, and set aside approximately HUF 77 million for 2020. A significant part of our funding was granted for multi-annual use and will therefore be benchmarked for 2020 and 2021. Multi-annual grants enable us to plan ahead and ensure the long-term perspective required by many of the foundation's partners.



Thousand HUF	2018	2019
EXPENDITURE		
Staff wages	22444	32235
Remuneration of external experts	1812	2632
Travel expenses	2011	1174
Promotion & Events	4075	2620
Grants	8292	6313
Office and administrative costs	3664	4429
TOTAL	42298	49403
RESOURCES		
Domestic	14352	14962
International	107304	111482
TOTAL :	121656	126444

In 2019 the average exchange rate was €1 = HUF 325.

Our detailed financial report, which is part of our public benefit report, can be found on our website along with the auditor's report. If you have any questions about our finances, please contact us!

Special thanks are owed to our pro bono contributors and volunteers for all their hard work: Alix Abele, Anja Böllhoff, Laura Dittel, Rita Fejes, Zsuzsa Gyenes, Gábor Holczer, Panna Horváth, József Huszerl, Zsuzsa Jánosi, Miklós Kis, Mónika Kisfaludy, Dalma Kökény, Alexandra Kuti, Viktória Ladics (HR Partner Consulting), András Lőke, Sarolta Laki, István Miszori, András Mizsur, Ditta Molnár, Vanda Sarolta Petrucz, Tímea Ágota Rózsa (ICG), Olivér Sas, Hannah Sherill, Kata Sugár, Balázs Szabados, László Szalay (ICG), András Szilvay, Ádám Szitár, Olívia Rabatin, Hajnalka Vaskeba, Imre Végvári, David Young and Patrik Zsebedits.

Our Foundation is a member of the Self-Regulatory Body of Fundraising Organizations.



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Trust

Velki
Tamás



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The Roots and Wings Foundation is considered a foreign-supported organisation under the Law on the Transparency of Organisations Supported from Abroad. We are proud to be an ethical fundraising organization supported from both home and abroad.