



Big Brothers Big Sisters of Russia

Старшие Братья Старшие Сестры России

**PROMOTION OF CHARITABLE
INITIATIVES IN SOCIAL MEDIA:
SUCSESSES AND CHALLENGES**

Your time today is their future tomorrow!



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**ONLY 10-15% orphans
have a real chance for
an adequate adult life.**

**Rest of them become
alcoholics, drug addicted,
criminals, prostitutes or just
die/commit suicides.**



*There are ca. 700,000 orphans in Russia
Ca. 120,000 of these children live in institutions (orphanages)*

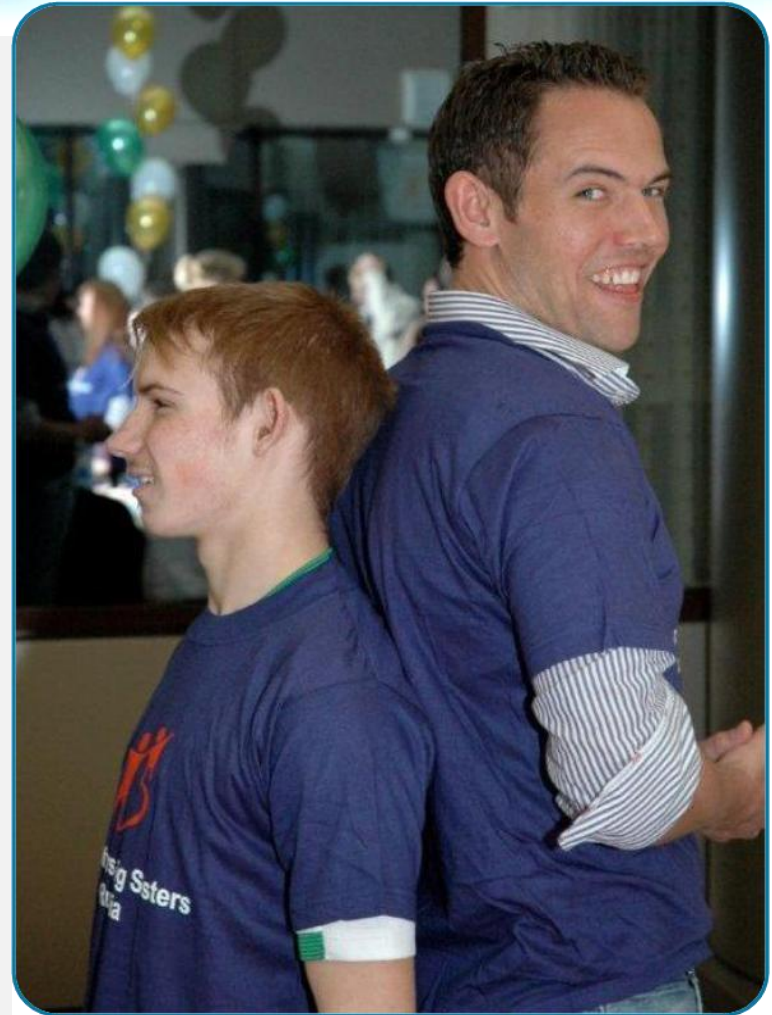


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ABOUT US

- Big Brothers Big Sisters (BBBS) is an international mentoring program for children in difficult life situations.
- The program was established in the USA more than 100 years ago. Now it works in 13 different countries including Russia and helps over 280,000 children.
- Program history in Russia is over 10 years. Regions of presence – Moscow, Ioshkar-Ola, Perm, Kirov.
- Big Brothers Big Sisters is a secular program open for everyone independent of his/her religious beliefs or their lack.





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OUR MISSION

We help children in difficult life situations (Littles) to achieve their potential through professionally organized one-to-one relationships with adult volunteers (Bigs).

Friendship of a professionally arranged match Little-Big develops under the supervision of professional psychologists and social workers.





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WHAT WE DO

- We recruit, check and train adult volunteers for children who need a significant adult in their life.
- We recruit and prepare children from 5 to 17 years old who live in orphanages, who don't have chances for an adoption and who need individual support.
- If a volunteer and a child agree we create a Big-to-Little match for individual interaction and friendship and support this match.

In 2011 we served over 350 Russian children, including 139 children in Moscow





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BIG AND LITTLE

- A volunteer and a child meet once a week for two or three hours and spend time together playing, making classes, talking, doing sport, etc.
- A volunteer becomes probably a first person in a child's life who accepts him/her unconditionally.
- A volunteer becomes a significant adult, a role model, a reliable friend for his/her Little.
- Time commitment for volunteers is at least one year.



Our psychologists and social workers support both a child and a volunteer during their participation in the program by supervising and consulting them



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WHY SOCIAL MEDIA

- **AWARENESS**
- **VOLUNTEERS**
- **FUNDRAISING**



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THANK YOU MARK!





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MAIN CHANNELS



- **AWARENESS**
(647 like)



- **VOLUNTEERS**
(510 like)

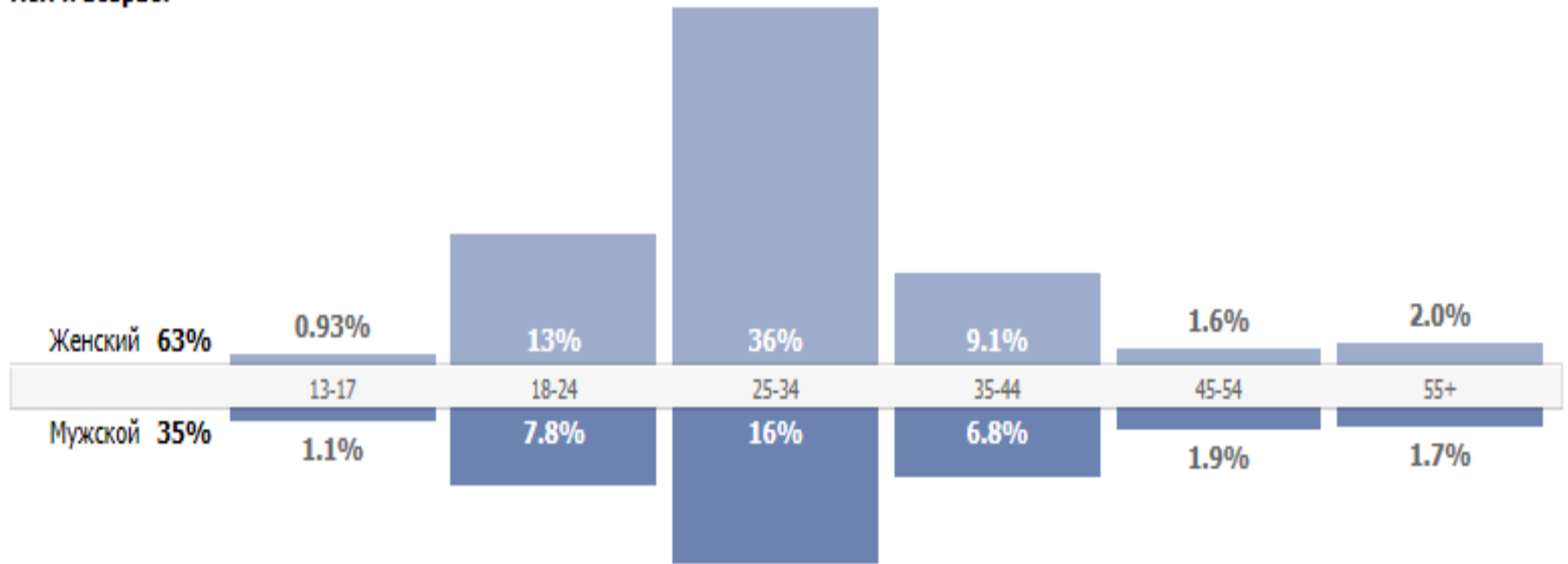


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TARGET AUDIENCE

Пол и возраст?





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GEOGRAPHY

Страны[?]

- 445 Россия
- 59 Соединенные Штаты Америки
- 14 Великобритания
- 7 Франция
- 7 Турция
- 6 Италия
- 6 Канада
- 6 Германия
- 5 Палестина
- 4 Болгария
- 3 Объединенные Арабские Эмираты

Города[?]

- 394 Москва
- 9 Лондон, Англия
- 5 Чикаго, Иллинойс, Соединённые Штаты Америки
- 5 Moscow, Mordovia
- 4 Нью-Йорк, Соединённые Штаты Америки
- 4 Санкт-Петербург
- 3 Казань
- 3 Пловдив, Болгария
- 3 Рамалла, Палестина
- 3 Париж

Языки[?]

- 269 Английский (США)
- 247 Русский
- 79 Английский (Великобритания)
- 12 Немецкий
- 8 Арабский
- 8 Турецкий
- 4 Французский (Франция)
- 4 Испанский
- 3 Болгарский
- 2 Итальянский
- 2 Японский



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WHAT DO PEOPLE LIKE

**STORIES,
STORIES,
STORIES!!!**

Прием в посольстве Ирландии/ Reception at the Irish Embassy

К альбому · Мои фотографии



Мне нравится · Комментировать

Отметить фотографию



OR REALLY HOT NEWS!



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EVENTS



Down Under Ball Moscow

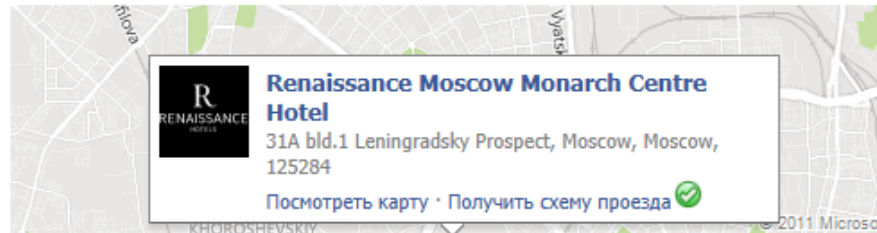
← Мероприятия

Открытое мероприятие · От Roman S. Sklotskiy, David Gorrel и еще 3

3 марта 2012 г. с 19:00 до 23:30

You are invited to the
The Inaugural Down Under Ball

March 3rd, 2012
From 7pm
...Еще



Публикуйте: Запись Ссылка Фото Видео

Напишите что-нибудь...

Karen Louise Percy
Attention all DUB Instant Raffle Winners .. please contact Big Brothers Big Sisters to collect your prize. Email info@nastavniki.org or let them know what you won --

Пойдут (149)

- Roman S. Sklotskiy (Организатор) ×
- Jessie Cumming (Организатор)
- Len Readle
- Наталья Соловьева
- Elena Zhuravleva
- Melinda Rishkofski

Возможно (70)

- Света Горбачёва-Брежнева
- Dora Tumanian

Appr. 50% of
guests
registered via
Facebook

Over RUB 2
mln raised



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INSPIRING EXPERIENCE



FOUNDATION

To engage its social media community, **Home Depot** allowed fans to vote for a volunteer project or nonprofit to win \$25,000 in **Home Depot** gift cards to complete a second volunteer project. In the four months that the program has been running, the company's increased its "likes" from 800 to 19,748.



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Georgia Natural Gas is using social media to forge partnerships with other organizations and to reach the broader community in Georgia. Recently, the company advertised its **TrueBlue Community Awards**, honoring the work of Georgia's hardest-working nonprofit organizations, on Facebook.



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CHALLENGES

- **Content**
- **Interactive**
- **Fundraising**



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CONTACTS

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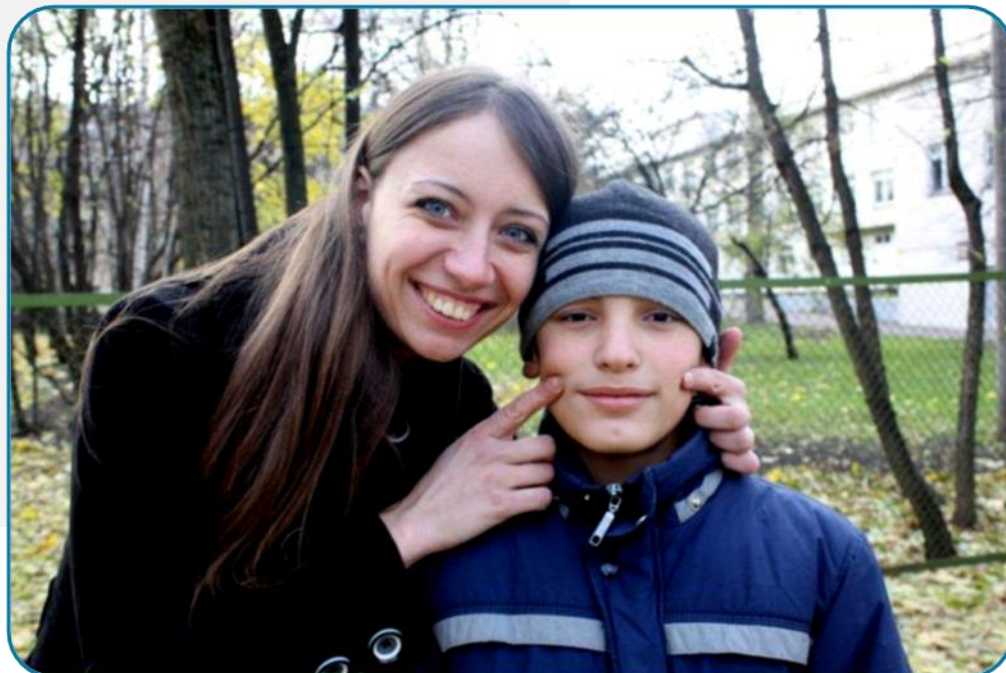
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