



Development strategy of Deafblind Support Foundation "Con-nection" (2019-2023)





President of the Foundation
Dmitry Polikanov

MISSION

To become a development institution for a sustainable system of effective organizations that develop and integrate successful solutions and practices giving deafblind people and other categories of people with disabilities the opportunity for self-realization, development and integration into society.

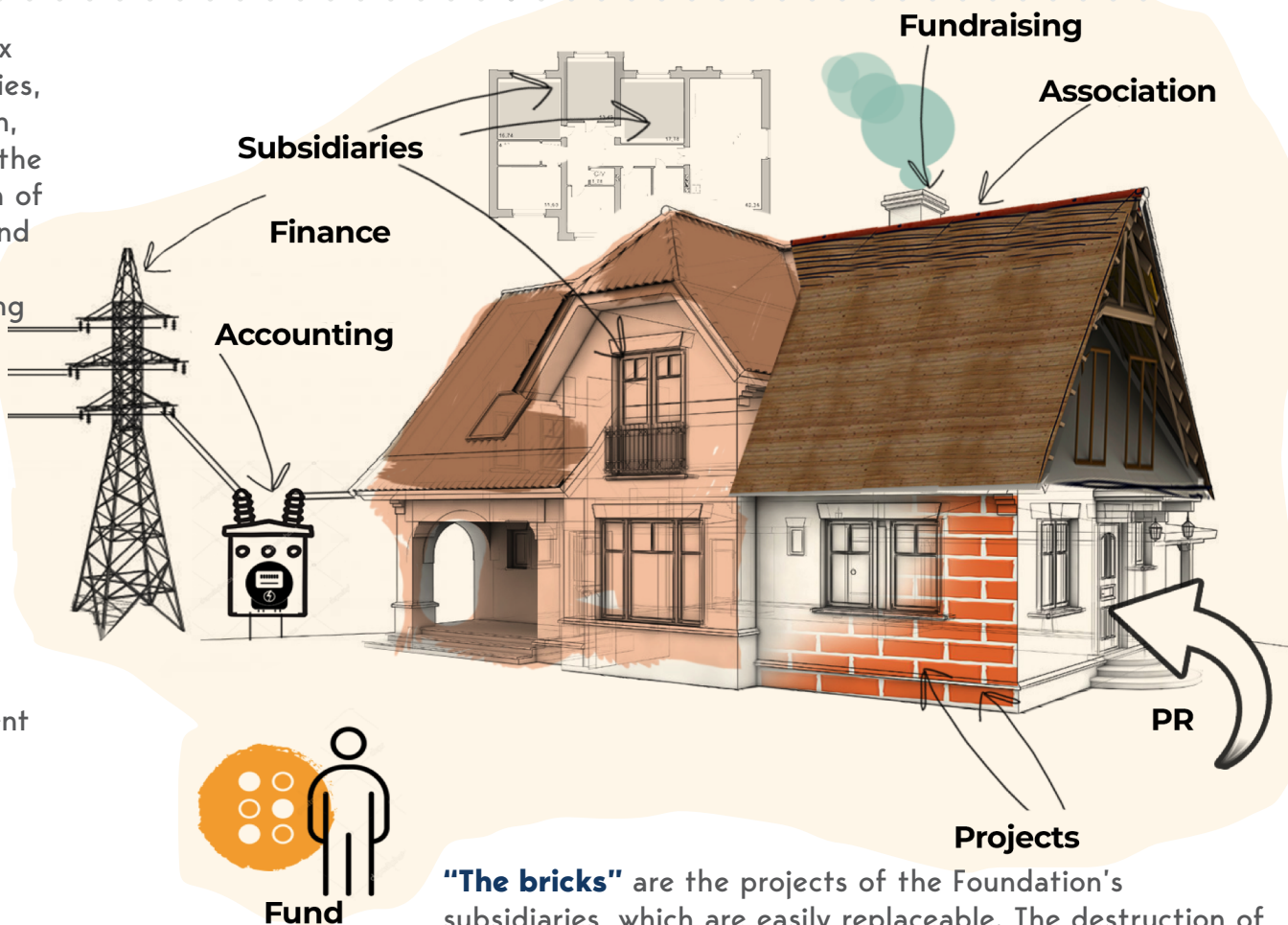
Its essence is: from the Con-nection Foundation to a "constellation" of sustainable and effective NGOs.

Foundation environment

“House” - as a complex of “rooms” – subsidiaries, united under a common, coordinating “roof” in the form of the association of persons with hearing and vision impairments and organizations supporting them “Con-sent”.

«Electricity» - financial support for subsidiaries from the Foundation.

“A switch” is an element of control of the foundation accounting and the administrative department.



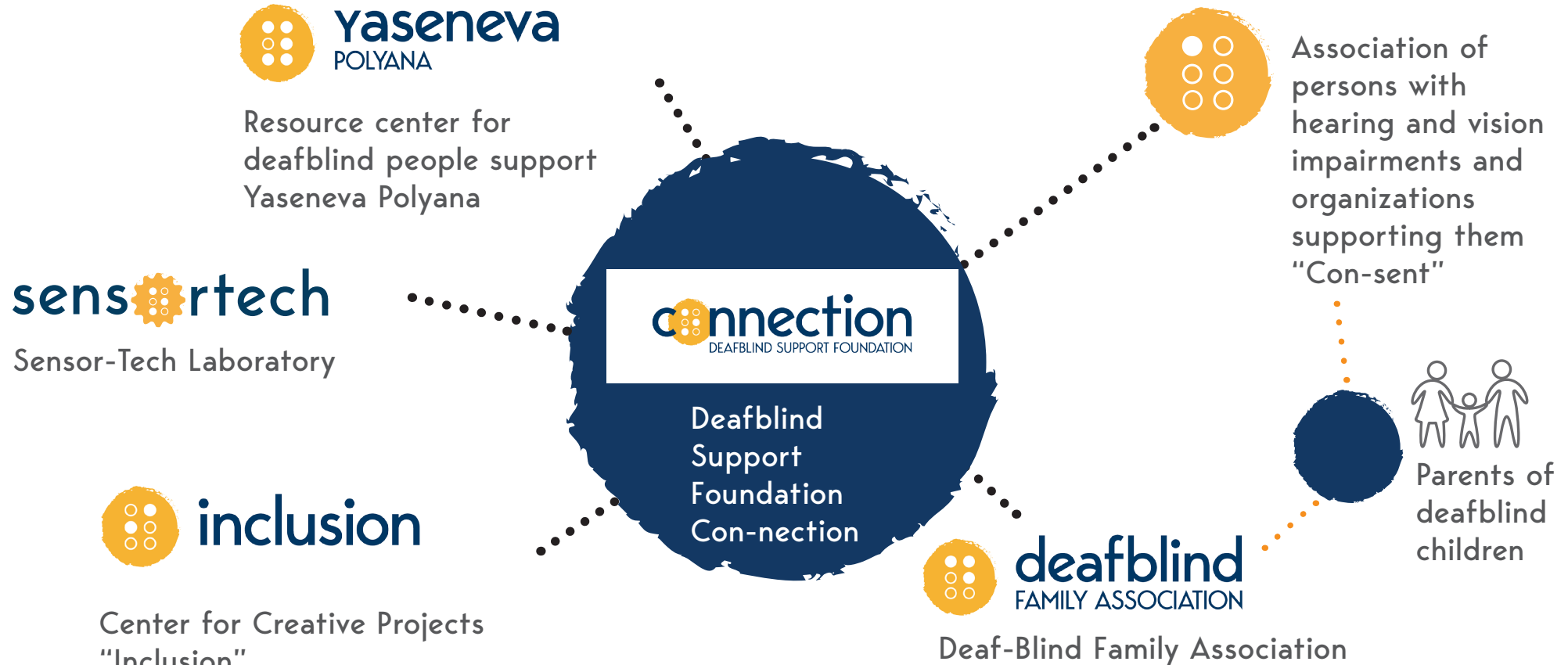
“The bricks” are the projects of the Foundation's subsidiaries, which are easily replaceable. The destruction of one does not lead to the collapse of the entire building.

The furnace is coordinated fundraising of subsidiaries, a source of “energy” alternative to foundation “electricity.”

Association of people with impaired hearing and vision “Con-cent” - a unified organization for the hearing and vision impaired, which unites the deafblind people and their relatives.

“Door” - communication with the outside world through coordinated PR activities based on a unified communication strategy.

Structure and objectives



Factors affecting the development strategy of the Foundation

1

The evolution of the environment over the next five years will entail a further increase in the number of children with severe multiple disabilities, including impaired hearing and vision. In the case of senile deafness, we will also come to a qualitatively different generation of people over 60 years old who adapt faster and are more advanced in the use of various gadgets.

2

Technical devices are being developed in the world and in Russia that help people with hearing and vision impairments. One more step will be taken to replace the lost functions of the body or supplement them with the help of modern technologies.

3

The possible change of priorities of state policy and business are the elements of reducing sustainability for charitable activities. But despite this, it is realistic to almost completely satisfy the request from the deafblind people to the state in key areas of concern.

Main activities of the foundation

Goals

To create mechanisms that meet the needs of the deafblind people (learning, employment, support, leisure and self-realization, family)

To create a career guidance system, train at least 500 deafblind people

To create a family assistance system in which the 80% of the families who need help are covered by Community projects, form local communities around regional offices

Regional development

 **Yaseneva**
POLYANA

 **deafblind**
FAMILY ASSOCIATION

Emphasis

Raising deafblind leaders, focusing on age 30-40 +

The "Academy" program, youth programs, career guidance for the deafblind people

Children and teenagers, relatives of the deafblind people

Main activities of the foundation

Goals

To implement applied and fundamental projects aimed at restoring hearing and vision

To implement the social integration of deafblind people through participation in social and cultural rehabilitation programs

To ensure a high level of public awareness about deafblind people and recognition of the Foundation's subsidiaries in the Russian Federation

sensortech

Sensor-Tech Laboratory

inclusion

**Informing
and engaging**

Emphasis

Interaction with most scientific projects in the interests of deafblind people (studying the "phenomenon" of deafblindness)

Development of accessibility in the field of culture, education with a focus on youth

Promoting sustainable financing and recognition of the subsidiaries, retaining and developing links with current and new finance donors

Successful Transformation of the Foundation



Maintaining a stable system of support to deafblind people

- The achieved basic level of satisfaction of the needs of our wards is not reduced.
- The total amount of funds spent on deafblind people remains at the same level
- Foundation's subsidiaries are becoming more independent from the Foundation and have optimal staff for development



Improving the quality of life of deafblind people

- The number of wards is growing
- The layer of independent, active deafblind people and their relatives is increasing as a support for the system
- There is no increase in administrative costs, and subsidiaries have the potential not only to maintain the system, but also to create new products and services

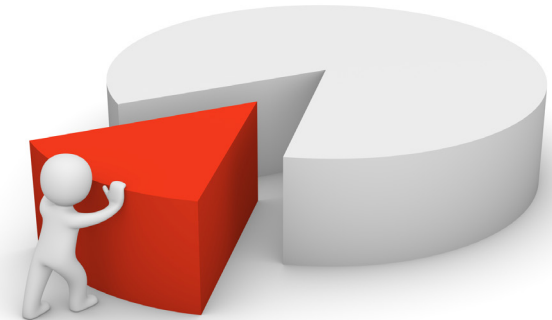
Successful Transformation of the Foundation



Increase in the share
of financial independence of the
subsidiaries by 2023



Keeping the volume
of consolidated expenses for solving
the problems of deaf-blind people
(Foundation + ""con-stellation") at the
level of 200-250 million rubles. in
year



Smooth reduction
of the Foundations budget

Successful Transformation of the Foundation

WE MANAGED TO SAVE



1.

People - a network of qualified teachers, lawyers, innovators with the technologies they have created and activists from among the deafblind people and their relatives



2.

Social services (tiflosurdtranslation and services of escort, accompanied accommodation and "Respite" service for the families with children with disabilities



3.

Rehabilitation centers, which are opened or opening all over the country (Resource center in Yasenevo, Deafblind House in Puchkovo, House under cover in Leningrad Region, etc.).



4.

Documents - unique archives, new study guides and other publications.



5.

Project partners and social entrepreneurs (ceramic workshops in Moscow and Novosibirsk, souvenir production in Puchkovo, etc.)

Purpose of transformation of the Foundation

Create elements of reducing volatility for the charity activities of the "Connection".

In general, it is necessary to transform the wards from passive aid recipients into active assistants to the new constellation of NPOs and, to some extent, co-investors of their success.

They help us



Regional Development Program

Year	Deafblind census	Deafblind education	Leisure centers	Employment	Association
2019	5,000 people in the database	125 people trained in courses, a flow separation system and a network of local partners have been created	1300 deafblind people attend 39 centers, 14 centers work independently	2 projects supported, database of job seekers created and analyzed	For the first time, 20 deafblind people were trained at the School of Leaders, 4 projects were supported, 10 regional branches of the Association were established
2021	6500 people in the database	250 people took computer skills training courses, 150 - social and cultural rehabilitation	1300 deafblind people attend 39 centers, 14 centers work independently	250 people who get career guidance got a job	30 regional branches of the Association are functioning, 60% current Regional Development Program projects are transferred to the Association
2023	8,000 people in the database, the database operated by 45 unified regional centers	500 people have been trained in computer skills courses	70 centers is working	600 people got a job	45 regional branches of the Association are functioning, deafblind activists are introduced into public councils at government bodies

Regional Development Program

Year	Accompanied accommodation	Assistance services	"Your Interlocutor" magazine	Targeted assistance
2019	The work method of training apartments is described. 4 projects are supported (including Quiet House vs. Podolsk and the launch of the rehabilitation center for accompanied accommodation in the Leningrad region)	5 services work at the regional level, 1220 people receive assistance services	Administrative costs of the magazine are reduced, sustainable financing model is developed, 4 issues came out	60 people received rehabilitation equipment, 250 people are covered by targeted assistance
2021	Accompanied accommodation in at least 3 centers is implemented with government funding		Staff for the editorial team of the magazine is trained, sustainable financial model of the magazine activities is implemented	
2023	At least 3 places for accompanied accommodation work, and are available as state service		The magazine is published in electronic form, and also is available in paper form in 45 regional centers (3 copies each) and libraries (3 copies each), an updated editorial team works successfully	

"Yaseneva Polyana" Program

Year	"Academy" Program	Diagnostic training	Conferences	Work with young scientists
2019	An educational license has been obtained, development roadmap was made, an electronic library of deafblindness resources has been updated	Specialists from 12 regions are trained in diagnostic training, training methods are verified, a roadmap of their transfer to the state as part of the "Early Aid" program was made	A conference was held in Novosibirsk in partnership with the university	An international conference of young scientists was held (pre-conference of young deafblind)
2021	At least 250 people are continuously trained in the Academy	In 30 regions, a diagnostic training system was introduced, in 20, a system for diagnosing the deafblind potential was introduced.	A conference was held in one of the main regions of the country	Youth Conference was held under the auspices of the DBI and with the funding from this organization
2023	Courses within the Academy work successfully and are in demand in the professional community (500 people are continuously trained)	In 45 regions, a system for diagnosing potential of deafblind teenagers and young people was introduced, the students enrolled in educational programs are working with children from the Deafblind Family Association	A large international conference is held every two years, alternating with a regional conference	The youth conference has become worldwide and is held regularly under the auspices of the DBI.

"Yaseneva Polyana" Program

Year	"Perkins" Program	Education	Career guidance	Development of the resource center Yaseneva Polyana	Prevention of social orphanhood
2019	A financial model for the development of resource centers in the regions and training on adapted Perkins modules was created, specialists were trained in accordance with the Perkins program, the first internship in the Netherlands was arranged	Training programs for volunteers and young scientists are implemented in 5 countries according to the Foundation methods, stages for the "Mentors and Students" programs are developed, young scientists enrolled in work within the "Mother's school" project	A pilot project on career guidance has been implemented, a model for developing entrepreneurial skills in deafblind people has been tested	Center works with 150 people per year, paid classes are arranged, marketing model of sales of additional education programs for specialists was developed, etc.	The "Respite" program was arranged in 4 regions and is implemented with the governmental funding
2021	Teacher training completed in agreement with Perkins International, 40 "gurus" was trained	3 specialists received a candidates of sciences degree, at least 3 doctoral students are being supported, the developed concept of the Alumni Association is being implemented (at least 3 online and 1 offline events per year)	Professional community has certified deafblind career guidance methods, 250 deafblind persons took part in the Career and Employment Program		The "Respite" program was transferred to 20 regions with the governmental funding
2023	45 "gurus" are ready to work in the regions on the topic of deafblindness, the Academy implements its own courses based on the Perkins program and the infrastructure created within it.	There is a full-fledged community of graduates of the Academy's programs and youth projects (Alumni association), there are 10 candidates of science and 1 doctor of science on deafblindness in the country	Deafblind career guidance methods has been introduced into the state education, labour and employment systems, 500 deafblind persons took part in the Career and Employment Program		"Respite" has become a nationwide social service and is implemented with the governmental funding

Deafblind Family Association Program

Year	"Together in touch"	"Healthy family"	Development of regional branches
2019	The Board of Trustees is established, 5 active local communities are formed around the regional branches (at least 20 people in each)	500 families are in focus and are covered by Association projects	15 active and independent regional branches is working (5 activists each), a model for measuring activity according to a number of parameters was made, 10% of the association projects are implemented jointly with the regional development program of the Foundation, 10% of the projects are implemented together with the Yaseneva Polyana center
2021	20 active local communities are formed around the regional branches	1000 families are in focus and are covered by Association projects	30 regional branches are working, 50% of the association projects are implemented jointly with Deafblind Association, 20% are implemented together with the Yaseneva Polyana center
2023	Active local communities are formed around the regional branches in 45 regions	1500 families are in focus and are covered by Association projects	45 active and independent regional branches is working (5 activists each), 80% of the association projects are implemented jointly with the Deafblind Association "Con-sent" or under its auspices.

Center for Creative Projects "Inclusion" Program

Year	Performances	Inclusive Theater Schools	Work with the professional community
2019	4 shows per year, 6 commercial shows, not less than 300 thousand roubles from them earned for statutory purposes	A new group of students started studying in Moscow theater school, students has graduated from all the Inclusive Theater Schools, 2 schools promote their teaching methods holding the special events	1 method is described in the format of university requirements and an agreement was reached with the university on its use for teaching students, the specialists of "Inclusion" participate in 5 professional conferences holding reports, an inclusive theater festival and educational seminar were held (at the Cultural Forum-2018)
2021	Center for Creative Projects "Inclusion" arranges 10 big shows per year Center for Creative Projects "Inclusion" arranges 10 big shows per year	10 Inclusive Theater Schools were established and are working sucessfully, 6 schools promote their teaching methods holding the special events	The Inclusive House of Arts was created in which "Inclusion" plays a leading role.
2023	Center for Creative Projects "Inclusion" arranges 10 big shows per year	Schools are working according to "Inclusion" methodologies in 14 cities with over the the million population	10 main Russian theater universities use the methods of "Inclusion", incorporating them into training programs, the festival of inclusive theater has become regular, "Inclusion" is the leading participant and co-founder of the Inclusive House of Arts

Informing and engaging Programs

Year	Deafblind Awareness	Recognition of the Subsidiaries	Amount of raised funds
2019	The level of public awareness about deafblindness in Russia is 48-49%	The recognition level of the subsidiaries is 3% of the national sample, a joint PR promotion program with subsidiaries has been created and is being implemented	The amount of raised funds (excluding Board of Trustees members, grants and subsidies) did not decrease, compared to 2018. The strategy of "transferring" major donors of the Foundation to the subsidiaries was formulated.
2021	The level of public awareness is 53%	The recognition level of subsidiaries is 10%	The process of "transferring" large "donors" of the Foundation to the subsidiaries (4 donors) was started, the total amount of funds attracted to the portfolio of "constellation" projects to work with deafblind people due to coordination with with
2023	The level of public awareness about deafblindness in Russia is 57%	The recognition level of the subsidiaries is 17% of the national sample	10 large donors have been "transferred" to the subsidiaries and support them, the total amount of funds raised in the constellation of the subsidiaries to work with the deafblind by coordinating with with subsidiaries.

Sensor-Tech Laboratory Programs

Year	Technologies	Research	Rehabilitation
2019	An organization for the commercialization of the Charlie and Robin devices is established; more than 50 devices are used by the target audience; a professional version of See My World application for doctors has been released.	A study was conducted in the field of studying the tactile perception of the blind with the help of EEG (at least 10 participants); a scientific research study was conducted in the field of cortical prosthetics (a detailed TOR for R & D has been developed).	A course on modern assistive technologies and methods for the restoration of hearing and vision has been developed for specialists working with deafblind people (video lectures and methodological materials have been published).
2021	More than 500 "Charlie" and "Robin" devices are used by the target audience; more than 10% of ophthalmologic clinics in Russia use "See My World"; 15% of the investment returned in the form of donations	The number of patients increased by 25%	Rehabilitation programs have been developed for deafblind and blind people who restored their vision with the methods of gene therapy and prosthetics (an integrated approach of work together with subsidiaries)
2023	A new generation of basic products ("Charlie", "Robin", etc.); devices are available in most developed countries and the target audience exceeds 5,000; a telemedicine project in the field of ophthalmology (AI-diagnostics) was implemented; 50% of investments returned in the form of donations.	At least 6 master's and 2 candidates of science scientific works are defended on the subject of the Laboratory activities.	The laboratory is the center of competence for specialists on the topic of rehabilitation of the deafblind with the help of high-tech medical and assistive technologies (implementation programs, methodological materials and video courses are regularly updated)



**Make a donation
on the website of the Foundation "Con-nection"**

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