



**NIOK**  
FOUNDATION

# ANNUAL REPORT

# 2019



**Balázs Gerencsér,**  
**Director**

2019 was a year with exciting developments as well as successful continuation of our core services and programs.

We continue to support Hungarian CSOs with our information services, the nonprofit.hu portal and newsletter, the adjukossze.hu fundraising platform and with our software donations program. These services are the cornerstones of our work supporting a high volume and wide range of organizations. We are proud to work with diverse organizations: small, upcoming organizations as well as ones larger than ourselves; local organizations as well as urban ones that work for diverse goals in the fields of education, health, social services, media, human rights, communities, environment protection or culture. This diversity mirrors our values and is key to the authenticity and success of a healthy civic sector.

Our civil information portal, nonprofit.hu reached 1 M page visits; we provided software and hardware donations for CSOs in the value of 500 000 000 HUF; and organizations raised close to 280 000 000 HUF through our fundraising platform adjukossze.hu.

NIOK Foundation became a member of regional partnerships supporting social base building projects in the V4 countries. NIOK has a leading role in transferring its methodology on building social base to regional partners.

To create an inspiring and well equipped space we could share with other CSOs, we remodelled our offices and created new functions to serve a new concept. The Civil Tech Hub now accommodates training courses, workshops, networking and other events.

All these services and programs could not have worked without the support of our local and international donors, partners and volunteers, and the dedicated work of NIOK staff. Many thanks to all of them on behalf of our foundation as well as Hungarian CSOs!

# SUPPORTING CSOS IN MICRO-DONOR FUNDRAISING



Local donors are key to sustaining an independent, strong and diverse civic sector. Apart from funding they are one of the most inner constituents of an organization: the most engaged, the most connected and the ones who feel ownership for the cause and want to make a difference.

**380 000** donations  
in the value of  
**277 485 250 HUF**  
for **202** organizations

To support giving culture and local fundraising efforts of CSOs NIOK Foundation has developed and operates a fundraising portal that is the first of its type and the most popular one in Hungary.

This multifunction donation platform, adjukossze.hu provides services that allow one-time/regular bank card donations, crowdfunding campaigns, match funding campaigns, and text or call based donations. The site hit 1.5 million Euros in total donations in 2018 just after 5 years of its establishment.

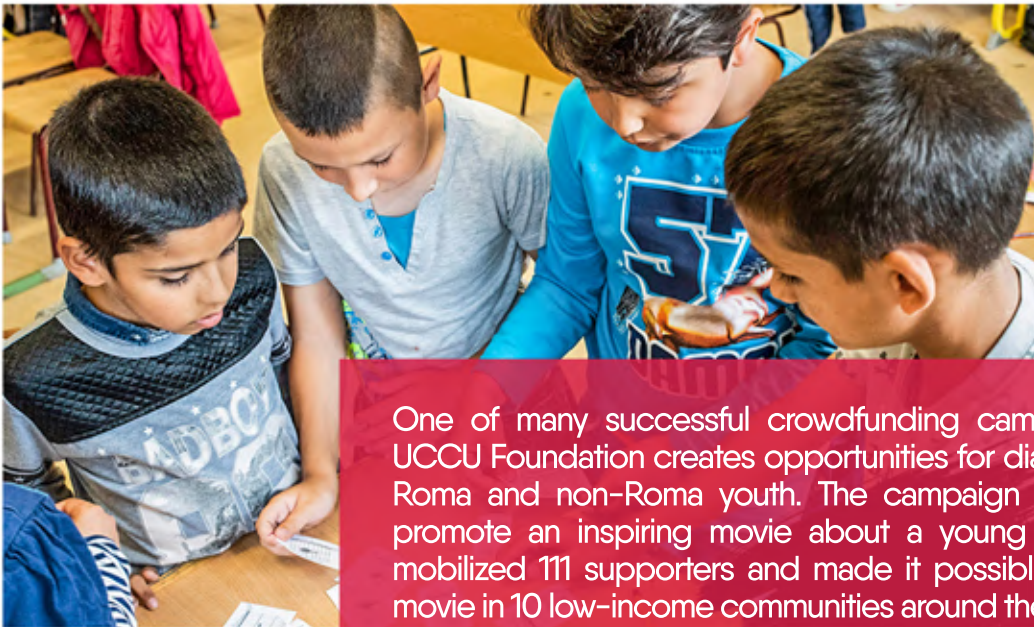
In 2019 Hungarian CSOs raised 277 485 250 HUF through our donation platform in total, which shows a 3% increase from the previous year. We were thrilled to see a

**54%** increase in the total amount of regular donations

which demonstrates donors' deeper commitment to the organizations and their causes, and a definite development of giving culture in Hungary. Text/call based donations reached an all-time highest amount this year:

**175 042 000 HUF,**

including an exceptionally successful campaign. There is an ever increasing interest in crowdfunding with 81 campaigns in 2019, so there are more and more organizations that gain experience, knowledge and skills to run successful campaigns.



One of many successful crowdfunding campaigns in 2019: UCCU Foundation creates opportunities for dialogue between Roma and non-Roma youth. The campaign raised funds to promote an inspiring movie about a young Roma boxer. It mobilized 111 supporters and made it possible to screen the movie in 10 low-income communities around the country.

The services of the platform were typically used by smaller or mid-sized organizations. In 2019 all together 202 Hungarian CSOs raised funds through the platform, for the following causes: social 28%, educational 23%, health 10%, animals & nature protection 11%, culture 11%, other 14%.



We also offer online fundraising and communications consultancy support to help CSOs run successful fundraising campaigns. Beside the consultancy support we also held 2 fundraising courses for 28 participants coming from 22 CSOs.



# INFORMATION AND KNOWLEDGE TRANSFER SERVICES



In the mid '90s NIOK Foundation was one of the first to systematically gather news, information and knowledge relevant to Hungarian CSOs, and to make them publicly available on one central portal. To date, nonprofit.hu and the related weekly nonprofit newsletter play an essential role as a leading infrastructure and a source of up-to-date information and knowledge for CSOs in Hungary, including a knowledge center, an event calendar, grant calls and job offers.

**1.1 M** page  
visits

**772** pieces of  
content

**11 456** newsletter  
subscribers



The main areas we cover in our knowledge transfer content and activities are: legal information, transparency, human resources, finances and accounting, fundraising, online communications, leadership and management, and tech solutions. In 2019 we reached 1.1 M page visits on nonprofit.hu, shared 772 pieces of content and had 11 456 newsletter subscribers to our weekly newsletter.

With regard to other means of knowledge transfer in 2019 we focused on events that allowed regional or international networking and sharing of experience.



Megaphone 2019 © Techsoup Europe

In partnership with TechSoup Europe, we had the opportunity to host the 2019 Megaphone conference, which provided 18 workshops in two days for 106 participants from 27 countries, including 20 Hungarian participants. The event offered inspiration, fresh perspectives, first-hand experience and practical knowledge about narratives, communication tools and tech solutions to fight disinformation and propaganda.



**46** workshops  
**270** participants  
**27** nationalities

As a member of the TechSoup Europe network, we participated in two training course series supported by Erasmus+. In the first one we selected and sent 5-5 participants from various CSOs to Vienna, Prague and Warsaw for weekly courses in social media, online fundraising, storytelling and online marketing. The 15 participants shared the knowledge they gained with an additional 127 people.



Megaphone 2019 © Techsoup Europe

In the second Erasmus+ program we held a one-week course in Budapest for 10 Austrian and Czech participants. The 6 workshops covered online communication, fundraising with a focus on crowdfunding and peer-to-peer, CRMs, online marketing, video marketing and video creating, and brand building.

# TECHNOLOGY FOR SOCIAL GOOD



Digital transformation allows CSOs to become more productive in their everyday operations, and work to their full potential to accomplish their mission. As a partner of the TechSoup Global Network and a member of TechSoup Europe, NIOK Foundation's CivilTech program has provided software donations and digital tools for CSOs for more than 12 years now. In 2019 the program provided tech solutions from 15 partners, including Microsoft, Cisco, BitDefender, Adobe and Zoom.



**365** donation requests from

**195** organizations at

**276** M HUF market value

**8** tech-related training courses

**82** participants from CSOs

In the past few years we realized that most organizations also need practical support in digital transformation. Thus we provide tech-related training courses through various partnerships.

Started in late 2018, the 4-part Microsoft Civil Branch series introduced AI solutions that could potentially serve CSOs' goals. In September 2019 we started a series of 6 Office 365 training courses supported by Microsoft, focusing on how cloud based solutions can support effective team and remote work. In November a complex 4-part Excel training course started.



In 2019 we created the Civil Tech Hub in our offices, supported by Microsoft Hungary – an inspiring space that accommodates tech-related and other courses, workshops, networking and other events for CSOs. It is also available to CSOs for rent at a moderate price. The Hub opened in September 2019 and hosted 20 events with close to 200 participants by the end of the year.



It is a space we can use to host our own events, but it also provides an opportunity for CSOs who don't have a large enough training or meeting room for their own events.

So far the Hub has already hosted a wide range of events ranging from Excel training courses through mindfulness workshops to a CSO's Christmas party.





# BUILDING SOCIAL BASE AND EMBEDDEDNESS

In partnership with OSIFE, NIOK Foundation has been supporting CSOs in Hungary to enhance their embeddedness and sustainability and to improve their constituency building efforts since 2016. Since 2019 NIOK has been supporting partner organizations in the V4 region within the OSIFE Social Base Program and is a partner in a 3-country partnership, the Stronger Roots consortium that incorporates Hungary, Czech Republic and Slovakia.

These 2 regional partnerships give support to altogether 60 CSOs in the region from January 2020 on, using NIOK Foundation's methodology to build social base. The supported organizations work for causes like human rights, minorities, investigative journalism, anti-corruption, active citizenship, education, people living with disabilities, conscious consumption, public transportation or participatory theatre.

Within the program NIOK and its partners offer services that significantly raise visibility, outreach and fundraising skills of the supported organizations. The services include intense mentoring and consultancy support via internal and external experts in the format of personal mentoring, consultancy, training courses and networking opportunities. The intense support helps CSOs understand their audiences and constituencies better, and build a stronger and more robust social base of supporters, donors and volunteers. CSOs also become able to 'translate' the results and statements of their surveys or policy papers for their audiences, and thus engage them to support or finance their missions. They learn techniques to map, monitor and develop their donor relations, and fundraise for their mission more efficiently.

GROUP SUPPORTER  
ACTIVIST ENGAGE CREATE  
LIKE ACTIVE  
COMMUNITY HEAR  
BASE DONOR VOLUNTEERS  
FUNDRAISING ACROSS ALLIANCE  
BETTER PEER MEMBERSHIP

The program runs in partnership with grant giving entities and is provided for organizations whose projects have been granted funding to build their social base.

In the framework of the OSIFE Social Base Building program we organized a 1.5-day workshop in June for all participants of the program in the region. The workshop's main goal was exchanging experience in the following areas: creating and building a constituency, engagement paths, reaching out to new audiences, online communication and fundraising. The event hosted 40 participants from 6 countries (Hungary, Slovakia, Czechia, Poland, Bulgaria and 2 experts from the US).

**COMMUNICATION**  
EFFICIENT ORGANIZATIONS  
CAMPAIGNS EXPERIENCES **SOCIAL**  
**NETWORK** NEW LEARN  
INTERESTS STRATEGIES **BUILDING**  
**AUDIENCES** NETWORK

The Stronger Roots consortium provided funding for 12 Hungarian CSOs in the value of more than 110 000 000 HUF for their constituency building projects that will start in 2020. The consortium also provided grants for 12 Czech and 11 Slovakian organizations.

# VALIDATION AND REGRANTING

Beside the validation services we provide in the CivilTech program, we also partner with various corporations to support their granting initiatives with grant management services.

In the Digital Chance program we partner with SAP Hungary to support children and young people in disadvantaged communities in their IT and digital education to create better opportunities for them. The program supported 7 organizations with 7 840 000 HUF funding in total.

The Meet and Code program, also supported by SAP and run by the TechSoup Europe partnership, is more and more popular each year. The program provided a 400 Euro grant each for 50 projects to provide access to coding and digital skills for young people.



Adj Esélyt Alapítvány's project, „Robotics offline and online” received the Diversity Award at the annual Meet and Code Award international ceremony. The project was a great social experience between students with and without handicaps, where robots supported the development of students' cognitive and social skills.

**79** organizations supported  
grant value **21.44 M HUF**



We also provided grant management support for Aldi Hungary in their “Youth and environment protection” program, which supported 22 projects with 7 000 000 HUF funding in total. The project included rescuing pond turtles, games about environment friendly eating and environmental education for kids living in disadvantaged areas.



# BUILDING RECOGNITION AND VISIBILITY FOR CSOS



In the past years Hungarian CSOs' position has been weakened by numerous attacks on their credibility from the government. In 2016 NIOK relaunched its annual Civil Society Awards program to raise awareness to unique and innovative civil initiatives and programs that have achieved exceptional impact, generated overarching partnerships in between sectors, or inspired others to make social change. NIOK, in partnership with Civil Compass Foundation, acknowledges CSOs in 8 professional categories and one people's choice award each year, awarding for example the most promising newly established organization, the best fundraising campaign or the best advocacy initiative. The Civil Society Awards program is supported by MagNet Bank.

Winners of the Award included a local organization engaging young people in astronomy, an initiative collecting cosmetics and hygienic products for women in need, and a book vending machine that promotes literature to young people. The people's choice award was voted for publicly by close to 20 000 voters.



**118** applications

**50%** of applicants outside of Budapest.

**31** nominees

**8** winners

plus 1 people's choice based on

**20 000** votes from the general public.



We have initiated and supported important causes regarding political changes that threatened civil values: freedom of citizens' self-organization, right of democratic participation in public matters, freedom of science and compensation of segregated education.