

# ROOTS and WINGS

foundation



# ANNUAL REPORT 2020

# AGAINST THE TREND: THE ROOTS AND WINGS FOUNDATION LEVELS UP IN 2020

The staff and trustees of the Roots and Wings Foundation look back on 2020 as a difficult, yet outstandingly successful year — at least in terms of the foundation's professional work. This sentence rarely appears in yearly reviews, but in our case, the facts and figures, which will be objective as usual, clearly underscore this statement.

2020 was a year consumed by the COVID-19 pandemic, and this was no different for our foundation. Initially we were pessimistic about the crisis; we thought that the economic crisis unfolding in the wake of the lockdown could quickly make it impossible for NGOs to function altogether. We assumed that mandatory self-isolation would make our job very difficult because, as a support organisation, we mostly want to inspire people to meet and work together. Also, as a non-governmental organisation with very few staff members, we felt helpless in the face of a pandemic.

As we thought it all through again, our attitude changed fundamentally. We realized that this is precisely when action is called for — for communities, for solidarity, for harnessing the power of locality. We realized that we are not helpless: we have stable, open donors who accept our proposals for change; cyberspace offers many opportunities; and in an emergency, many people turn towards action. What finally convinced us of the opportunities this new situation presented was the Community Foundations Day in mid-April, where we found that we could indeed connect, talk and be inspired online. We even found many unexpected partners. Moreover, the event proved that community foundations can provide meaningful material, and intellectual

## TRUSTEES





and emotional help to their communities, even in a pandemic. Since then, there has been no stopping: all of the foundation's programmes are supporting, with all their might, numerous NGO and citizen initiatives with money, intellectual capital, and the power of togetherness and joint action.

2020 will also be memorable for us because, by the end of the year, our foundation, which was established in 2014 with a single programme, was able to boast three equal, long-term programmes aimed at initiating deep social change in Hungary, by supporting bottom-up initiatives.

Despite taking action, our foundation was also characterized by a tendency to turn inwards in the wake of the pandemic and the ensuing self-isolation. We have focused quite a lot on ourselves, and done so successfully. We conducted an organisational review, during which we explored the operating and decision-making mechanisms of the foundation, which had grown significantly. Next, we tried to make those mechanisms more transparent and efficient, and to adapt them to the needs of staff members and executives. Likewise, we started to create a system to measure the social impact of our work.

Throughout the coronavirus pandemic, the operations of the foundation progressed smoothly, but our staff members, individually and as a team, were facing serious challenges: increased stress, seclusion, insecurity and fear of the future. To ensure our own personal well-being, we asked for extra HR support and organised two outdoor field trips when it was finally safe to be together, in nature.

## BEING OUTDOORS





## LEAP INTO THE FUTURE! FUND: A QUICK RESPONSE TO THE CRISIS

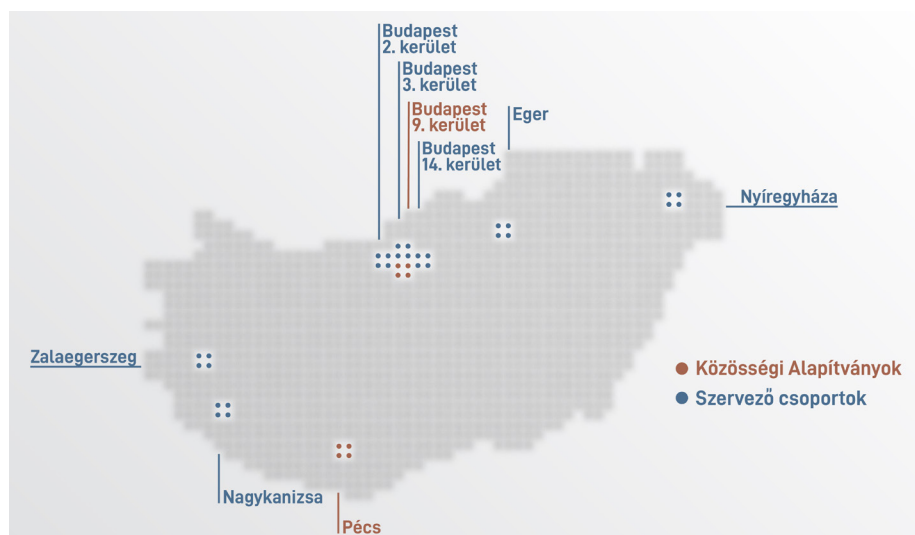
As a support organisation, the Roots and Wings Foundation felt obliged to rapidly respond to the economic and social crisis caused by the COVID-19 pandemic. Thanks to the flexibility of our sponsors, in April we established the **Leap into the Future! Fund**, through which we hoped to provide financial assistance to NGOs working to alleviate the human suffering and socio-economic losses caused by the pandemic at a local level.

Beginning in May, the fund granted nine civic initiatives a total of HUF 3.45 million. The supported initiatives included a school for children with special needs, food aid and support for the homeless. Each initiative brought us something extra and important.

Reading through the grant applications was a poignant and moving experience: it provided us with a harsh snapshot of the fragility of Hungarian civil society, of relations within communities that have been left completely on their own, and of the need to save lives and make radical changes. After **summarizing our experiences**, we had no doubt that our support, no matter how modest, was serving important causes and secured the survival of important NGOs — as further evidenced in each of their reports.

## THE COMMUNITY FOUNDATION SUPPORT PROGRAMME HAS BEEN REVIVED

The Community Foundation Support Programme 'is facing a setback', we wrote in **our last annual report**. After an ill-fated 2019, a coronavirus-hit 2020 brought unexpected success to the foundation's oldest programme: in our seven-year history, we have never worked with such well-prepared and committed organising groups that demonstrate such an in-depth understanding of the community foundation concept. Therefore, we are quite optimistic that the number of community foundations in Hungary will soon multiply.

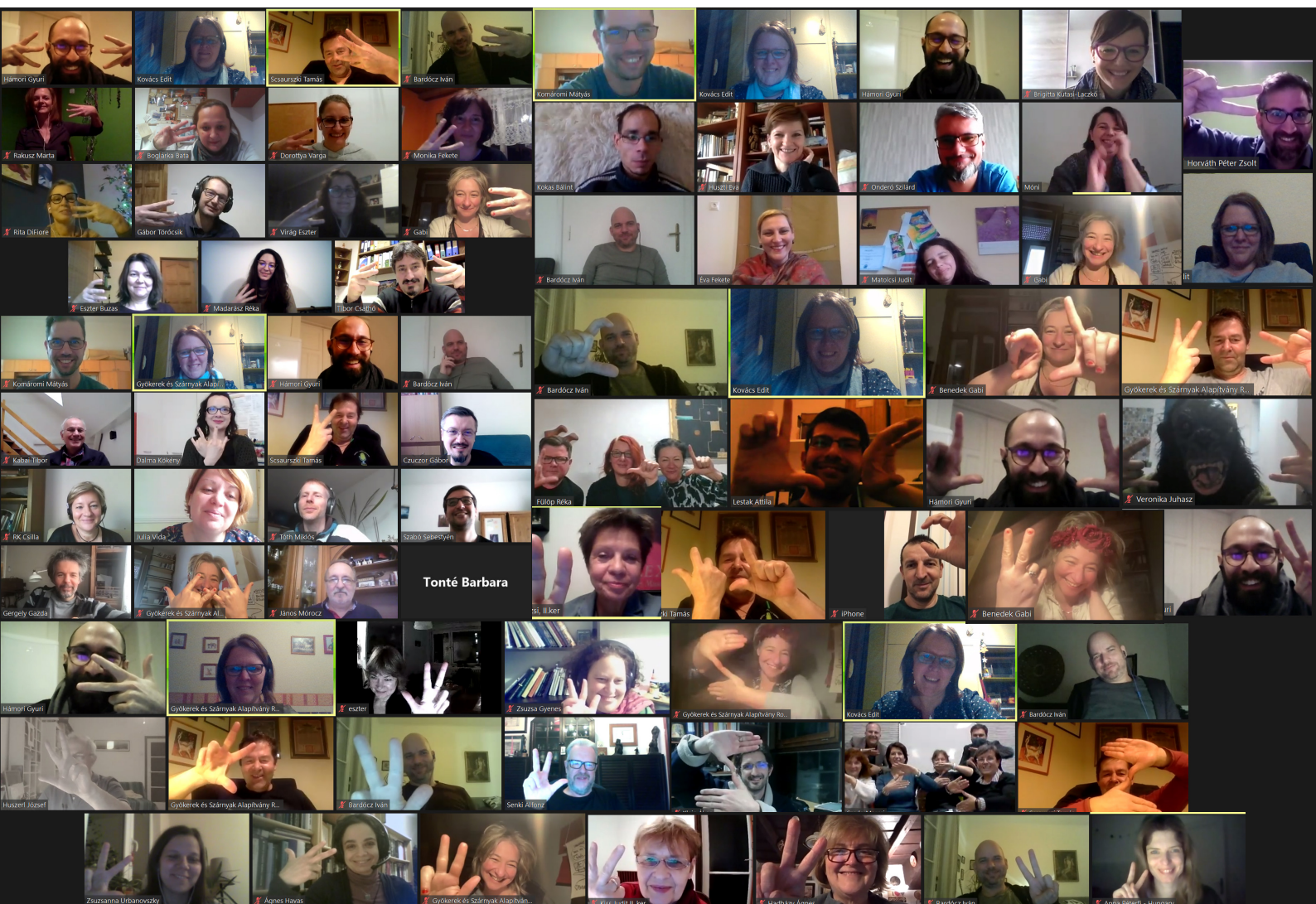




# SUPPORTING SEVEN NEW ORGANISING GROUPS

Our past experiences and our current, drastically changed circumstances, have brought about a radical paradigm shift in both our thinking and our work. Despite using a wide range of instruments, in the past years we have had great difficulty finding effective and ambitious groups in Hungary who were ready to establish a community foundation. The pandemic made in-person meetings and expanding our network of contacts with our usual tools impossible. Beyond that, we were under a time constraint: we knew that unless we acted effectively during the first half of the year, 2020 would pass without us being able to do anything to achieve our goal of creating an ever-expanding and thriving network of community foundations.

Of the several options we came up with, we chose what we called ‘working with professionals’. This involved a call for applications by community development professionals who, working in the spirit of our programme, could look for key figures in their town or in Budapest, to form a community foundation organising group. The community development professionals would also pledge to prepare these new figures to successfully apply to the Community Foundation Support Programme.





This change was a resounding success; following our spring campaign, we contracted six excellent professionals who started working in the early summer. Each of these professionals built an organising group and successfully participated in the programme's open call for proposals in the autumn. To our delight, two groups that had previously expressed interest in the concept of community foundation also applied. After a careful selection process, we can proudly say that in 2021 we are supporting seven strong and well-prepared teams as they establish their own community foundations in the 2<sup>nd</sup>, 3<sup>rd</sup> and 14<sup>th</sup> districts of Budapest, and in Nyíregyháza, Eger, Zalaegerszeg and Nagykanizsa. In addition to our targeted professional support, we have made our support package more attractive by offering grants of HUF 1 million to support successful team work.

OUR LOCAL EXPERTS MET ONLY ONCE IN PERSON



## THE BREAKTHROUGH: COMMUNITY FOUNDATIONS DAY

In January 2021, we began planning Community Foundations Day, which would take place in April. Our aim was to provide an opportunity for foundations to workshop together and to provide a platform for them to share information about themselves with others.

We had made great progress by the time the country went into a COVID-19 lockdown in mid-March. After a few days of shock and shuffling to rearrange our personal lives, we decided to hold the meeting virtually, despite our lack of experience in hosting online events.

Community Foundations Day was a diverse event, rich in facts and experiences: we learned how Hungarian and Transylvanian community foundations were helping their own communities during the first wave of the pandemic; those interested got a glimpse into the world of foundations; and co-workers had a chance to talk about professional challenges. Last but not least, we learned that it is possible to meet, build relationships and be inspired online — a pandemic does not make community work impossible. We gained momentum at that point, which has persisted throughout the year and has allowed all of the foundation's programmes to achieve significant success.



# LOCALITY HAS GAINED VALUE

During the pandemic, the question of which organisations have real local embeddedness and which can be counted on in an emergency, was pushed to the forefront. Ferencváros and Pécs Community Foundations closed an economically difficult year — several fundraising events were cancelled and many supporters stepped down due to economic difficulties — it became clear to their communities that they could always and increasingly be counted on.

The Ferencváros Community Foundation contacted nearly 40 local NGOs and initiatives to find out exactly what problems they were struggling with and what help they could provide. This organisation has never before supported its community in so many ways. Their Péter Zwack Memorial Fund kicked off activities by providing three non-governmental initiatives with HUF 1 million in support during the first wave of the pandemic, 100 laptops to educational organisations, and an additional HUF 2.2 million in grants to support the survival of 6 local initiatives during the second wave of the pandemic. The live crowdfunding event also brought an unparalleled success: 3 civic projects received more than HUF 6.4 million in donations.

The urban presence and influence of the Pécs Community Foundation also grew despite the pandemic. After providing rapid response to the crisis, the foundation found an unorthodox way to hold its two major events in the autumn: the Swimathon was transformed into a city walk, and the live crowdfunding event became an online event. Together, nine civic initiatives raised more than five million forints from almost five hundred donors. Each of the groups involved went beyond the call of duty: their visibility, fundraising and confidence were all strengthened. In addition, the community foundation was invited to a body established to rethink the city's civil society strategy. They also signed an agreement with two faculties at the University of Pécs, and were registered as a professional internship-host organisation. The Swimathon won the 'Civic Project of the Year' award from **Made in Pécs** magazine.

TAMÁS SZÉP,  
PÉCS COMMUNITY  
FOUNDATION TRUSTEE,  
ACCEPTING THE PRIZE



## GYURI, THE NEW HEAD OF PROGRAMME

We have made significant changes to the support we provide to community foundations to enhance their professionalism. In the autumn, we advertised multi-themed courses with several guest speakers. Staff, volunteers and decision-makers from these foundations had a chance to take part in in-depth discussions on: how to involve Hungarians living abroad who have ties to their town or city; how to effectively run the board of trustees of a foundation; how community foundations work worldwide; and what they can do to better reach the public. Feedback has shown that the courses have proven useful and inspiring, and we hope to make them a permanent part of the professional support package provided by the Community Foundation Support Programme.

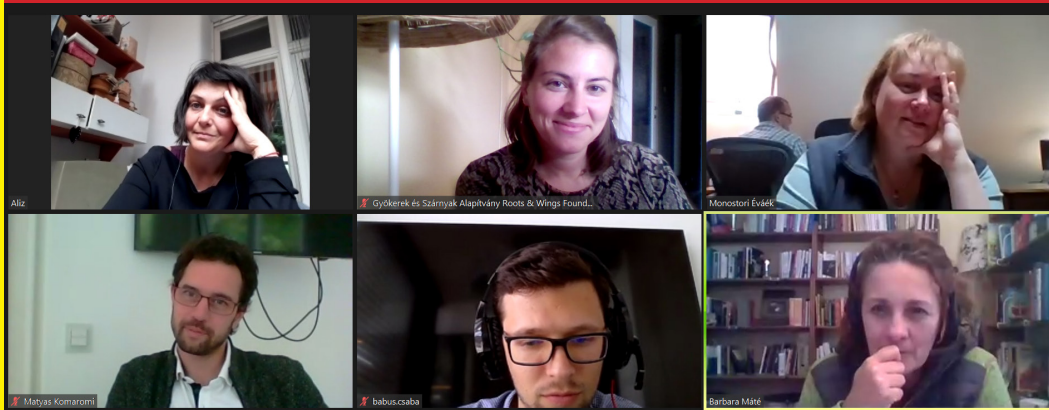


## NEW LEADER, NEW ROLE

In 2020 we reviewed the position of the Community Foundation Support Programme within the Roots and Wings Foundation. It is our oldest and largest programme, and carries quite a serious profile, but we increasingly see it as only a slice of the foundation's activities, albeit a very important one.

Accordingly, we reshuffled staff members' responsibilities and found a new programme officer, György Hámori (Gyuri). Gyuri has a degree in philosophy, and previously worked on domestic and international civic and educational projects. He joined us in November, bringing great enthusiasm, openness and a desire to learn.

## PREPARATION FOR THE ONLINE EVENT





# THE GIVING CIRCLE PROGRAMME BRINGS SOMETHING NEW TO EUROPEAN FUNDRAISING

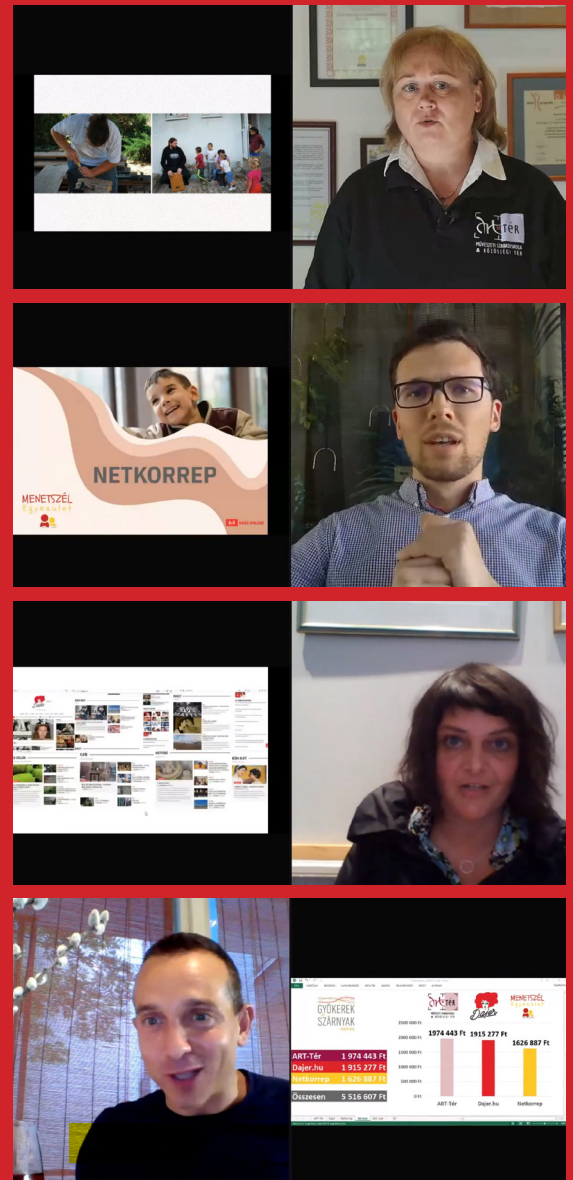
In order to maintain our support for bottom-up social initiatives, the Roots and Wings Foundation's Giving Circle Programme tested a novel fundraising method. It has been impossible to hold community fundraising events like our 'live crowdfunding event' in person due to pandemic measures, so we developed an online version using methods we already knew and applied, as well as some successful new ideas that had been tested in Australia.

We held a ten-day, online peer-to-peer fundraising campaign for three pre-selected civil society projects. During the event, which was actually Europe's **first online live crowdfunding event**, our partners presented their plans on how to make different segments of Hungary more liveable to 120 donors. The success of the campaign and the online live Crowdfunding Night exceeded all our expectations: a total of HUF 5,611,607 was awarded to civic initiatives from 420 donors in 8 countries. During the process, the three projects received not only money, but also encouragement, self-confidence and publicity for their causes, thus multiplying the impact of their activities.

By the end of the online live crowdfunding event, **Élettér Egyesület** (Living Space Association) in Komárom had received HUF 2 million. The organisation is setting up a repair shop, sewing shop and music studio in Komárom's all-arts, free school, which employs disadvantaged people and involves local residents. The funding they received will be used to install a heating system in the building.

**Dajer.hu** is a community project and online magazine written, sung and photographed by women aged 40+ for their contemporaries, who also believe that women's lifelong visibility and sense of fulfilment is important. They got a HUF 1.95 million grant to pursue their objectives.

The Menetszél Egyesület [**Crosswind Association**] online private tutoring programme received 1.65 million for technological developments that will allow them to tutor more disadvantaged children, both in Hungary and abroad.



# TALENT MANAGEMENT WITHOUT BORDERS

The Menetszél Egyesület's online private tutoring programme provides private tutoring in English, maths and history for more than a hundred students in need. NetCoach regularly searches for students and volunteer tutors and pairs them up. The association provides a professional tutoring programme. Volunteers sacrifice one to two hours of free time per week to provide indispensable help to the most disadvantaged children. Distance is no obstacle: in many cases, children living in the Hungarian countryside are taught by Hungarians living abroad.

During the online live crowdfunding event and the campaign that preceded it, Menetszél received HUF 1.65 million for technological developments that will allow them to tutor a greater number of disadvantaged children. They also used a portion of this support to launch a campaign to expand their volunteer base, develop their online services and prepare a new programme to involve special and developmental educators in their work. Additionally, they sent laptops to Transylvania as there really are no limits to online private tutoring.

The success of the online live crowdfunding event provided a number of important lessons for the Giving Circle Programme. First, it showed that the experience of donating can be replicated in an online space. Second, participants could form a community by contributing not only money, but also positive energy, enthusiasm and support to civic initiatives, thus becoming part of their work themselves. Third, we were pleased to see that the online forum was completely open not only in theory, but also in practice: many people from the countryside and abroad who would never have been able to experience the in-person event took part. Although the online live Crowdfunding Event was born out of compulsion, it will remain part of the Giving Circle Programme repertoire: it provides a powerful experience that can now be accessed anywhere in the world.



**SUMMARY TABLE OF 2020 LIVE CROWDFUNDING EVENTS**



The Giving Circle Programme did not hide its recipe for success: with their support, the Community Foundations in Ferencváros and Pécs organised similar online live crowdfunding events in the autumn. During the event in Ferencváros, the three attending projects raised HUF 6.4 million. The event in Pécs also showcased 3 projects, which raised over HUF 2 million.

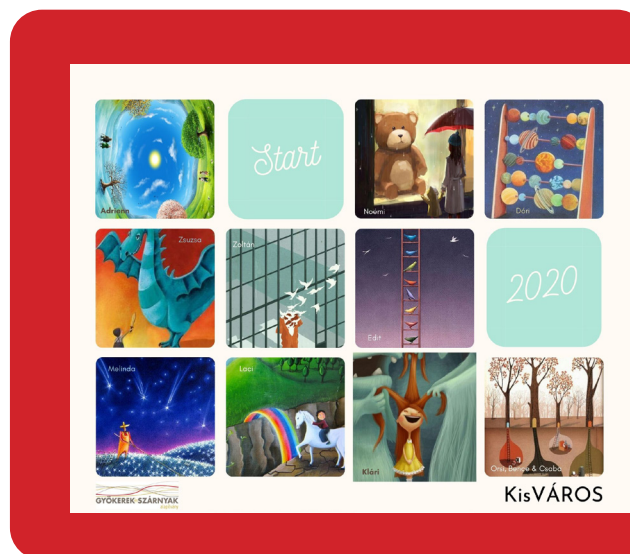
The first European online live crowdfunding event also attracted international attention: in addition to representatives from The Funding Network, which created and promoted the crowdfunding event, other members of the international network were also interested in the experience, including members in Romania, Turkey, Poland and Macedonia.

The programme has made great strides in other areas as well; the Youth Business Group, an umbrella organisation for numerous student organisations, has decided to organise a live crowdfunding event in 2021. This means that, with our support, an organisation completely different from community foundations or the R&WF, is set to organise a crowdfunding event for the very first time. In 2021, our programme will continue to look for additional partners interested in supporting civil society efforts within their communities by hosting live crowdfunding events.

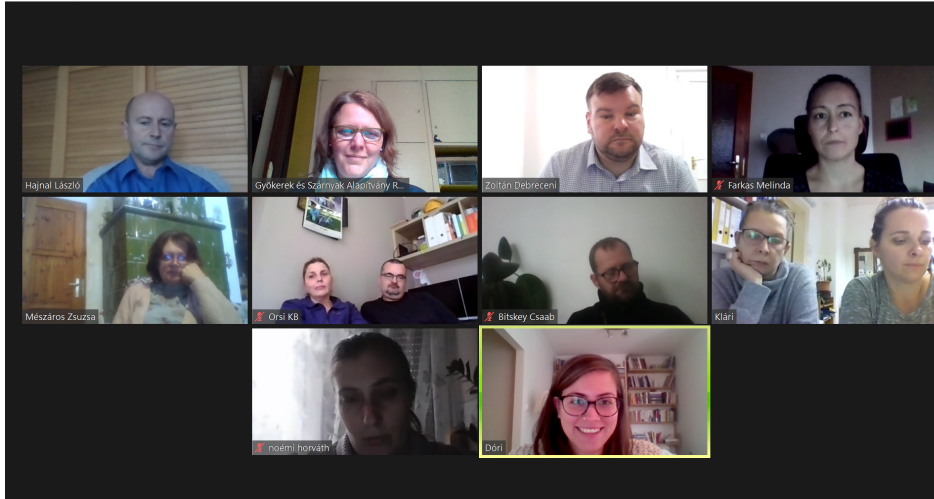
## THE REVITALISING SMALL TOWNS PROGRAMME GETS PUT ON THE MAP — SIX TIMES!

Our foundation's youngest programme, the Revitalising Small Towns Programme, aims to strengthen communities that create an intellectual environment, organise a supportive force field, and mobilize local funds to implement the ideas of the people who live there. We believe that the scope of action and cultural change offered by community foundations can also appear in small Hungarian towns. The aim of the programme is to strengthen the creative capacity of small-town communities, as well as their community leaders. We would like to support those who value the importance of their active participation at the local level, where there is still a chance to build institutions based on democratic values and citizen involvement.

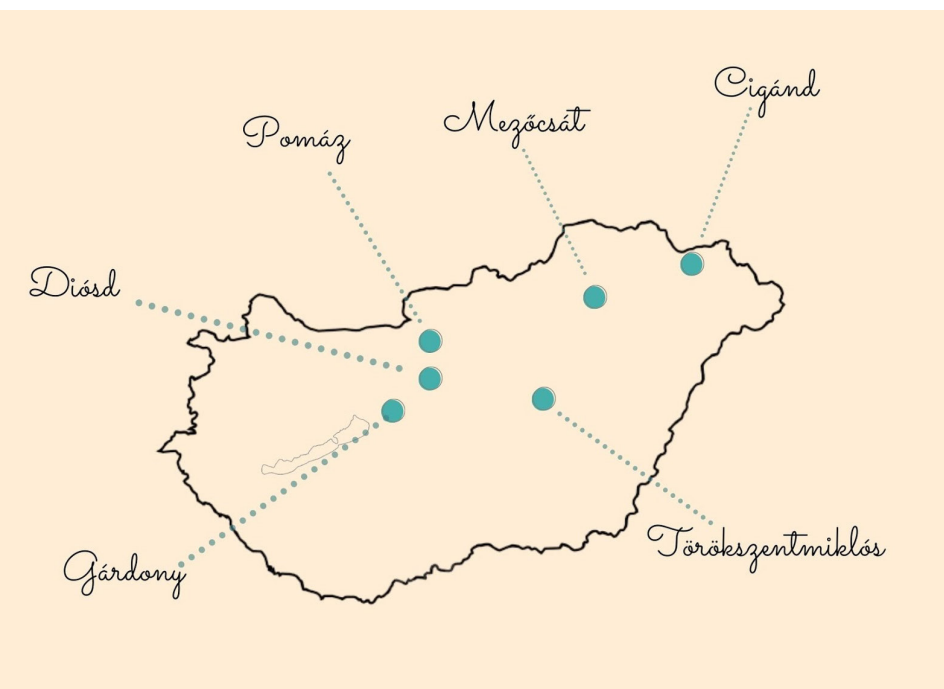
We have pledged to provide three years of professional and financial support to community leaders who take responsibility for their community. We hope that, with our support, it will become obvious that the local community is able to take charge of its own affairs, autonomously and creatively.



In 2020, the Revitalising Small Towns Programme sought out community leaders from small town communities through two campaigns. We received a total of 79 applications. After careful consideration, 6 were selected. Thus, from 2021, we will be providing long-term support to people in Gárdony, Diósd, Pomáz, Törökszentmiklós, Mezőcsát and Cigánd to implement their own ideas, as smoothly, enjoyably and effectively as possible, for the benefit of the whole community.



## THE FIRST ONLINE MEETING OF THE REVITALISING SMALL TOWNS PROGRAMME PARTICIPANTS



**Gárdony** is a town with a population of 11,000, on the shore of Lake Velence, a prominent tourist destination. In the last three years, the number of new residents, mostly from Budapest, has increased dramatically (by almost 2,000). During this time, a sense of professional jealousy, aloofness and distrust has wormed its way into

the attitudes of the residents living in different parts of town and in their community. Felhő csoport [The Cloud Group] submitted an application to change this: their goal is to provide a pure sense of trust and belonging to the community as a whole. Therefore, they are initiating actions to improve cooperation and common reflection at the town level.

In **Diósd**, infrastructure and institutions have not kept up with the rapidly growing population, and as a result, fissures have developed in the social fabric. Most residents have lived the majority of their lives helping and co-operating with one another, but today, alienation is their basic experience.



The group we support will continue to broaden the scope of their popular and well-known actions, which aim to build real human relationships and a living neighbourhood.

For the community of **Pomáz**, the challenge posed by Budapest's proximity is not emigration, but rather a sudden increase in the population and the ensuing alienation of residents. Much like Diósd, the sudden expansion from a village to a small town has created social strains. With their local eco-programme, the Ökokör [Eco-Circle] in Pomáz aims to forge a green-minded community with our support.

A young Greek-Catholic priest applied to our programme from **Cigánd**, the only town in Hungary's **Bodrogköz** region. While younger, more educated social groups have already emigrated from the community, he is trying to unite those who have stayed to create a community space within the framework of the Hungarian Village Programme. He envisions developing their creative power in the next three years to establish a firmer community base.

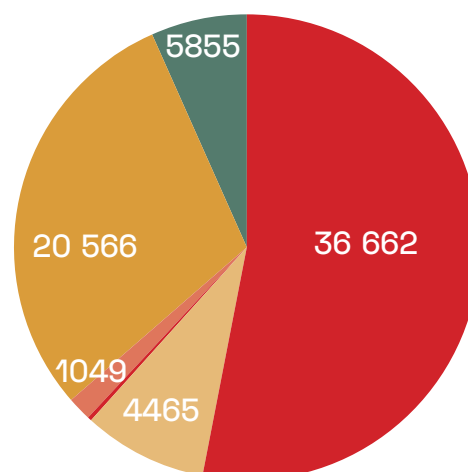
The applicant from **Mezőcsát**, a young rural-development agricultural engineer, considers helping rural areas catch up to the rest of the country, developmentally, to be of paramount importance. She wants to connect the people currently working alone to improve their town, and to create a common space, which would house a family history gallery, and a shop for local craftspeople to showcase and sell their products.

A stimulating community life can provide an alternative to emigration, which affects small Hungarian towns. Having a community experience that reflects the present is crucial for individuals. In **Törökszentmiklós**, the goal of community building is to increase the self-determination and role of the local community in shaping their own affairs. Therefore, the aim of this project is to engage in community planning, organise a cultural round table, a Club of Values, and a street-music festival to reinforce the use of an important community space.

## SUPPORTERS & FINANCES

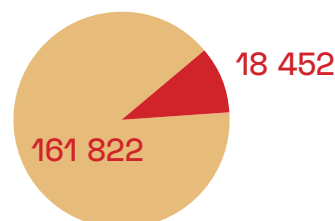
Together with the amount carried over from 2019, in 2020 the foundation had approximately HUF 180 million at its disposal. Of this, we spent approximately HUF 69 million in 2020, and rolled over roughly HUF 111 million into 2021. We estimate that the implementation of our plans for this year will require about 100 million forints.

A significant portion of our grants have been provided for multiyear use. Hence, we will use them in 2021 and 2022. Multi-annual grants make it possible to plan long-term programmes and provide the necessary perspective for our partners.



| Expenditure                      | Thousand HUF |
|----------------------------------|--------------|
| Staff wages                      | 36 662       |
| Remuneration of external experts | 5 855        |
| Travel expenses                  | 298          |
| Promotion & Events               | 1 049        |
| Financial support granted        | 20 566       |
| Office and administrative costs  | 4 465        |
|                                  | 68 895       |

| Resources     | Thousand HUF |
|---------------|--------------|
| Domestic      | 18 452       |
| International | 161 822      |
| Total         | 180 274      |



Miller Family Trust

Magyarországi vállalatok és magánszemélyek

Velki Tamás

PORTICUS

MAECENATA STIFTUNG



Our detailed financial report, which is part of our public benefit report, is available on our website, along with the auditor's report. If you have any questions about our finances, please do not hesitate to contact us!



Pro bono supporters and volunteers  
whose work we are especially grateful for

Kinga Bedő, Brigitta Benkő, Balázs Bötös,  
Emese Kimmel, Viktória Ladics, Anna Sulyok (HR Partner Consulting),  
András Lőke, István Miszori, Tímea Ágota Rózsa (ICG),  
Balázs Szabados, László Szalay (ICG), David Young

Our foundation is a member of the Self-Regulatory Board  
of Fundraising Organizations.

[www.gy-sz.hu](http://www.gy-sz.hu)  
[www.facebook.com/gyokerekesszarnyakalapitvany](https://www.facebook.com/gyokerekesszarnyakalapitvany)  
[gysza@gy-sz.hu](mailto:gysza@gy-sz.hu)

Seat

1092 Budapest, Ráday utca 32, Hungary

Tax number

18626166 - 1 - 43

Bank account number

EUR: HU59 1620 0106 1161 7040 0000 0000

representative

Tamás Scsaurszki

Members of the Board

Iván Bardócz, Gabriella Benedek, Axel Halling,  
Mátyás Komáromi (until 2020 november), Edit Kovács,  
Tamás Scsaurszki, Attila Turi

Participants in the design and implementation of the programmes

Iván Bardócz, Gabriella Benedek, György Hámori, Mátyás Komáromi,  
Krisztina Koncz, Edit Kovács, Tamás Scsaurszki and Dóra Simay

Postal address: 1114 Budapest, Mészöly street 7.

