



# Annual Report 2023

**Initiatives  
creates  
changes**



# INSOURCE: “AT THE SOURCE OF INITIATIVES”


## **Our philosophy**

We believe that initiatives and projects that start from a small idea in our team, are developing and bringing results. In addition, we promptly respond to initiatives from our community members, and help them develop and scale these initiatives. Everything is in a cycle: small ideas are growing and developing into large projects, meanwhile large projects can always become the basis for new initiatives and ideas. **InSource** is the source of this process.

**InSource: Center for Development of Initiatives** is a non-profit, non-governmental organization that provides a platform for the development and implementation of initiatives aimed at improving the quality of life of residents of small communities.

**Official date of establishment:** December 25, 2015.

**Mission:** Improving the quality of life of residents of small communities through the development of civic competencies and supporting local initiatives.



**InSource** has eight years of experience working at the local and regional level.

The organization has official documents to guide NGO activities. These documents regulate the mechanism for recruiting and working with staff; financial management; project management; contract administration; progress reporting, subgranting and administration, etc. InSource has developed and approved an organogram that shows our current organizational structure. Every year **InSource** publicly reports on its activities and issues in an **Annual Report**.

Professional team ensures effective and timely implementation of projects and assignments. **InSource** team has extensive experience in promoting and implementing mechanisms of public participation, providing mentoring support in organizational development and project activities to NGOs, and implementing initiatives aimed at the socio-economic development of local communities.

One of the key activities of **InSource** team is work with youth. Besides arranging different projects, our team regularly organized events for youth from 2018 to 2022. These activities were aimed at involving young people in decision-making at the local and regional levels.

Our team pays a lot of attention to communication of our activities and ensuring access to information about **InSource** and its activities through NGO website and social media.

However, the most important thing is that **InSource: Center for Development of Initiatives** is a team of people who love what they do and are ready to do their best. We believe that initiatives create changes, and each of us is the source of this change. The main thing is to work hard and have the courage to implement initiatives.

# OUR TEAM

## Management



**Ivanna  
Mryha**  
head of  
InSource



**Serhii  
Oleksiievets**  
deputy head of  
InSource



**Tetiana  
Kodman-Mukomela**  
member  
of the board

## Supervisory Board



**Mariia  
Zakharchenko**  
head of the  
Supervisory Board



**Dmytro  
Yakymets**  
secretary of the  
Supervisory Board



**Volodymyr  
Pletyuk**  
member of the  
Supervisory Board



## Team



**Viktor  
Smoliak**  
desinger



**Alla  
Dakhnovets**  
project  
manager



**Oksana  
Oleksiievets**  
event  
manager



**Bohdana  
Kapitsa**  
communications  
manager



**Mariia  
Hizhytska**  
event  
manager



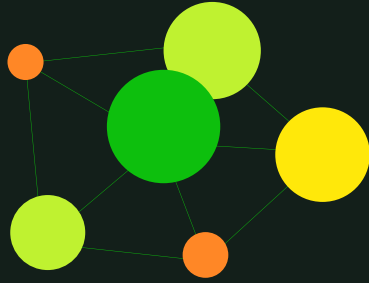
**Mykhailo  
Danylichuk**  
team  
member



**Liubov  
Babka**  
accountant



**Iryna  
Volshanytska**  
head of the audit  
committee



# Projects 2023



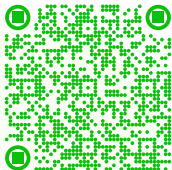
## **Ternopil community\*: uniting efforts to prevent domestic violence**

### **Geography:**

Ternopil city territorial community\* of Ternopil region.

### **Brief description of the project:**

to draw attention to the problem of domestic violence and promote public awareness of its prevention through a series of educational and training events





## Project results:

- We created 10 videos of up to 1.5 minutes in length with opinion leaders calling for the prevention of domestic violence.
- We reached more than 18,000 unique users on our online platforms.
- An exhibition of 10 thematic stands was developed and presented, covering the topic of domestic violence and informing about methods of its prevention and response. Each stand illustrates a separate topic: forms of domestic violence, myths and their refutation, signs of toxic relationships, statistics on domestic violence Ternopil and many other important and relevant information.
- A forum was held on the topic “Ternopil Community\*: Joining Efforts to Prevent Domestic Violence”, which was attended by more than 100 participants. Among the forum participants were representatives of local governments and government institutions, specialized services and organizations working to prevent domestic violence, police, psychologists, social representatives, non-governmental organizations, educators, community activists, media representatives, volunteers and all those interested in this topic.
- Social and gender norms that help prevent and overcome domestic violence were promoted among residents of the Ternopil community\*.
- Residents of Ternopil community\* were informed how to respond in case of domestic violence and which specialized services to contact to ensure that victims receive the necessary support.

\* (in Ukrainian – hromada: an administrative unit designating a town, village or several villages and their adjacent territories)

# Business development in the northern part of Ternopil region

## Geography:

Zbarazh, Lanivtsi, and Kremenets territorial communities\* of Ternopil region.

## Brief description of the project:

Within the framework of the **EU4Business program**, with funding from the EU and the German government, the **Business Development of the Northern part of Ternopil Region project** was implemented in three communities\* of the Ternopil region in April-November, 2023. The project was implemented through the cooperation of the **Entrepreneurship Development Fund** and **InSource: Center for Development of Initiatives**.

The project's goal was to promote entrepreneurship in the northern part of Ternopil region, create conditions for business education for potential and current entrepreneurs, increase the investment attractiveness of communities\*, and stimulate investment.

The **Business Development of the Northern part of the Ternopil Region** project is a comprehensive initiative that provides a series of relevant opportunities for small and medium-sized businesses, from training to the opportunity to attract grants to develop their own business.





## Project results:

In May-August, our team launched a **B2B School**, which became a unique opportunity for local entrepreneurs to receive business education in their community\*. During the four-month training, the school participants gained relevant knowledge and skills in running their own business and studied the experience and best practices of small and medium-sized enterprise development at specialized institutions in Ternopil, Ivano-Frankivsk, and Lviv.

### As a result of the B2B School business school:

- 34 participants took part in the business school;
- 25 participants successfully completed the business school, attending 70% of all classes;
- 20 participants successfully completed the business school, attending 80% of all classes;
- 20 participants have at least 8 hours mentorship for writing business plans;
- 19 participants created own business plans;
- 8 participants apply their business plans for grants.

**In addition, 10 training sessions were held** for those representatives of micro, small and medium-sized businesses in the communities\* who were not selected for the business school but were interested in gaining specialized knowledge and skills. These events were attended by 200 people.

\* (in Ukrainian – hromada: an administrative unit designating a town, village or several villages and their adjacent territories)



One more area of this activity within the project was work with local communities\*. As a result, **15 strategic documents** were developed for them:

- Investment passports for Lanivtsi, Zbarazh and Kremenets communities\*;
- Information materials for investment sites in Lanivtsi, Zbarazh and Kremenets communities\* (3 investment sites for each community\*; 9 sites in total);
- Municipal roadmaps for Lanivtsi, Zbarazh and Kremenets communities\* (one roadmap for each community\*).

These documents were presented during the **Invest in Your Community online forum**.

**The Business Development of the Northern part of Ternopil Region** project has taken steps to improve the investment image of communities\*. In particular, in October, participant from Zbarazh, Lanivtsi, and Kremenets territorial communities\* took part in the **Anuga international exhibition in Germany**.

\* (in Ukrainian – hromada: an administrative unit designating a town, village or several villages and their adjacent territories)





Also in October, we held **conference for representatives of communities\* and business associations called Uniting for Victory**.

The event brought together more than 50 participants, including representatives of business, local government and the public of Ternopil region. The event program included 3 plenary sessions and a roundtable discussion with 17 speakers representing donor organizations, farms, agricultural cooperatives and government agencies.

On November 22, the **results of the Business Development of Northern part of Ternopil Region project were presented**. The initiative brought together representatives of territorial communities\*, including local entrepreneurs, representatives of local governments, the public, and stakeholders involved in the implementation of the Northern Ternopil Business Development project. The event program included a presentation of the project results and three plenary sessions.



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“We have a family business of sushi delivery. In fact, I didn’t have any high expectations when I started business school. I was just interested in expanding my knowledge, meeting new people, learning something new, and traveling around Ukraine a bit. But after finishing business school, I can say that I got much more than I expected. In our family business, we started applying the knowledge I gained literally from the first month and we are already seeing results. In my opinion, there is a lack of communication between entrepreneurs in our community. This training was the first one I took, and I think it would be good to implement it on a regular basis”



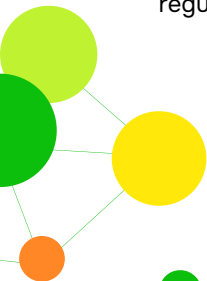
**Viktoriia TKACHUK,**  
business school participant  
and co-owner of Sushimania, a  
catering company

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“I didn’t ask myself if it was worth it at all. I was interested in the experience that I could learn something new without spending a lot of money, without spending a lot of effort. I am a specialist in a narrow field, I am an agronomist. Accounting, digitalization – it was all extremely interesting, it was all new. I hope that I will be able to apply it in my own production, thereby improving my business and helping other people around me”



**Halyna FOMINA,**  
private entrepreneur, business  
school participant

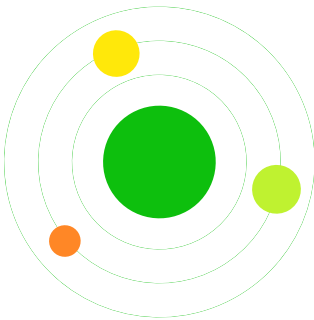


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“I needed this knowledge. I call myself an intuitive manager. But I realized that I needed to turn my knowledge into something tangible. I was looking for a place where I could find knowledge that would be voluminous. That is, when I have tools, when I have some kind of process automation. All these things already exist, and I wanted to find them. And I was able to do it within this project. I got a lot of cool tools. For example, a business plan writing tool helped me structure many things. Project management helped me a lot. It was a separate “fairy tale”: how to start planning and how it should end. It was very valuable. It was also valuable to learn how to count money “correctly”. It may sound funny, but I used to use the words “income” and “profit” synonymously. Now I realize what a significant and clear difference there is between them. I can list a lot of such things...”



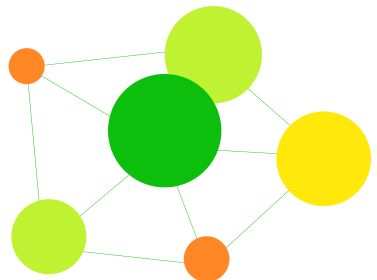
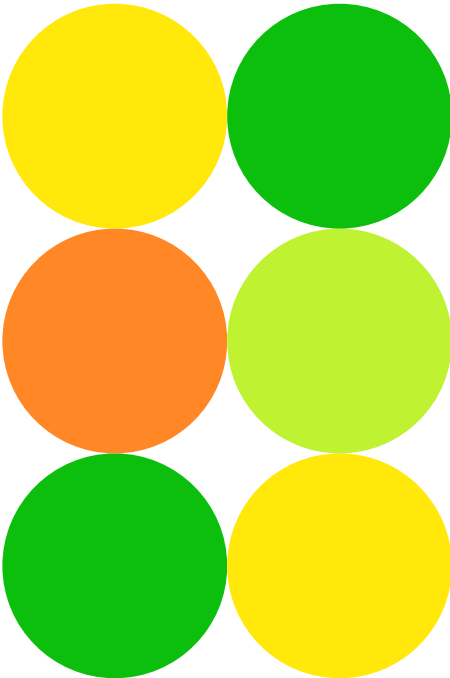
**Mykhailo DANYLCHUK,**  
private entrepreneur,  
family doctor, business  
school participant



**The Business Development of Northern Ternopil Region project has become a comprehensive initiative that has allowed us to launch effective mechanisms to support and further develop the competitiveness of small and medium-sized businesses in three territorial communities\*, which will be effective and in demand at the local level, in the existing conditions, and will meet the needs of local entrepreneurs.**

\* (in Ukrainian – hromada: an administrative unit designating a town, village or several villages and their adjacent territories)

# Support of our partners' initiatives



The team of the **InSource: Center for Development of Initiatives** is always open to cooperation and is willing to help colleagues and partners with the implementation of their initiatives and projects. 2023 was no exception in this regard. Our team joined the events held by our partners, as well as helped other NGOs to organize and conduct activities, establish cooperation with the authorities, and communicate with the target audience.



## Na zلامي (On the Crossroads) exhibition

**InSource: Center for Development of Initiatives** in cooperation with the **Eastern Ukrainian Center for Civic Initiatives** organized a presentation and exhibition of the traveling exhibition **Na zلامي (On the Crossroads)** in the cities of Dubno and Rivne in January-March. This activity was made possible within the framework of the **project Empowering Civil Society to Transform the Culture of Memory – Nonviolent Solutions to Donbas** implemented by the following NGOs **Kurve Wustrow (Germany)** and the **Eastern Ukrainian Center for Civic Initiatives (Ukraine)** together with the **InSource: Center for Development of Initiatives** and partners with the support of the Federal Government of Germany.

**Na zلامي (On the Crossroads)** exhibition is an exhibition of 14 stands that combines eyewitness accounts with infographics and static data. It demonstrates the personal experiences of the victims due to uncertainty, disruption of their lives, illegal detention and confiscation of property in the occupied territories of Ukraine.

The exhibition uses statistics and personal stories to demonstrate the personal experiences of Ukrainians and the disruption of their daily lives. It shows the true face of the new «authorities» in the occupied territories of Luhansk and Donetsk oblasts: a legal vacuum, confiscation of property, illegal detention and torture of dissenters.

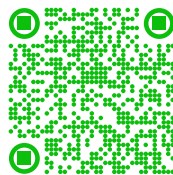
**Na zلامي (On the Crossroads)** exhibition was created to reflect on the war in Ukraine and the impact of the armed conflict on the civilian population.





## Na mezhi (On the Borderlines) exhibition

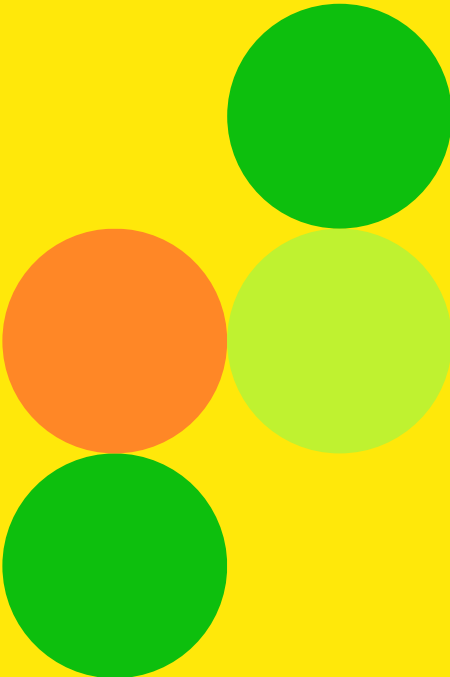
**InSource: Center for Development of Initiatives** in cooperation with Ivano-Frankivsk regional organization **Moloda Prosvita** within the framework of the project **Empathy. Support. Integration**, organized a presentation of the graphic novel **Na Mezhi (On the Borderlines)** (printed edition) and an exhibition **The Lost Home** at the Ternopil Art Museum in March.



The exhibition and the novel are based on 22 stories of IDPs from different regions of Ukraine. The cultural and educational publications were created by the Ivano-Frankivsk regional organization **Moloda Prosvita**. Through these products, public figures try to talk about the complex and sensitive problems of the civilian population during martial law.

After that The **Moloda Prosvita** team traveled to other locations to present the novel and exhibitions in three European countries and six regional centers in Ukraine's West.

# Development of organization



Each year, **InSource**: Center for Development of Initiatives devotes a lot of effort, resources, and time to its own development and the development of the team. Without systematic work in this area it is impossible to implement powerful initiatives and projects, work for the future, and maintain the trust of colleagues, partners, and donors.

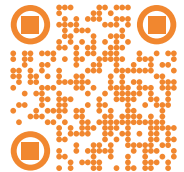
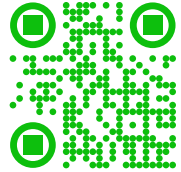
In 2023, **InSource**'s efforts were focused on updating the logo and developing a brand book for the organization. The **InSource** team carried out these activities in cooperation with the creative agency **Digitalkit**.

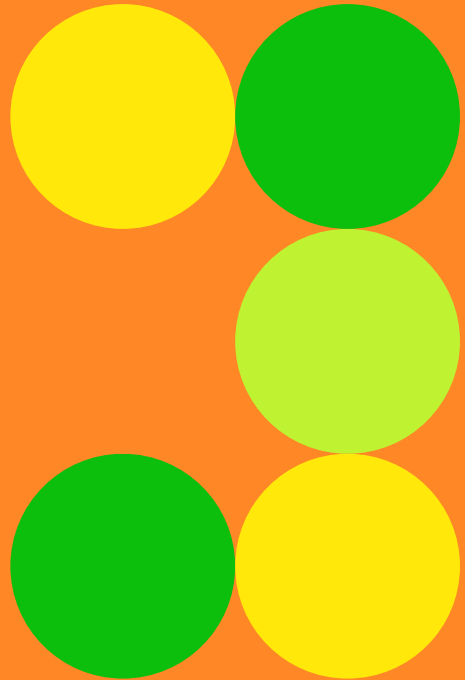
The logo of the **InSource: Center for Development of Initiatives** combines two elements:

- Graphic – three circles that grow from smaller to larger and highlight the “in” prefix.
- Text – the inscription “source”.

In this synergy between forms, text, and word meaning, **InSource** symbolizes the source of change, development, and teamwork to help communities succeed. In the future, the logo will contain only the English version of the organization's name to better convey its meaning.

The creative agency **Digitalkit** has also developed a detailed brand book for the **InSource: Center for Development of Initiatives**, which you can find on the **InSource** website.





# Our team about InSource

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“If I have to choose one word associated with **InSource**, it will be “people”. After all, you can have many projects that will be “done” either by one person or by the principle “there is a project and there are people, no project and no people.” There were periods in **InSource** when there were no projects, but there were people. People are always here, in **InSource**. That is why for me, **InSource** is a team. Our team member Mariia Hizhytska often says that **InSource** is a lot of very different people who somehow manage to stick together. This is what I continue to admire about our organization. How do we do it?”



**Ivanna MRYHA,**  
Head of InSource

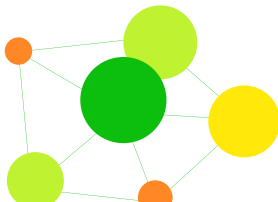
How was 2023 for me at **InSource**? It was a year of paperwork, an amount that we had never had before. I also remember it because everyone asked: “Are you really doing this? How do you work with this?” And now we have accomplished it, we have completed this year, and it turned out that there is nothing complicated if you really work systematically. In fact, I am convinced once again that it is not difficult to manage the processes in a project, it is usually difficult to manage people in these processes. You need to have a unique approach to everyone and take into account that we are all different”.

”

“For me, being involved in **InSource** community means first and foremost understanding the needs of local residents, their local requests, problems, and interaction with them, as well as the opportunity to develop myself in the fields in which I would like to prove myself or improve my skills. It was extremely interesting to join a Project called Business development in the northern part of Ternopil region. I think this is one of the biggest projects that the team implemented this year. It was very interesting to communicate with local businesses, to observe people, in particular how they want to develop their business, how important it is to them, and how much they are willing to invest in it. I wish our NGO would develop partnerships with other public organizations next year. So, we will have the opportunity to launch larger projects that will cover several regions. We have a lot of experience since 2015 and we are ready to increase it”.



**Bohdana KAPITSA,**  
InSource communications  
manager



”

“**InSource** is about something interesting and modern. I am impressed by our team spirit, development, and ability to develop others. Good example of this is our project for entrepreneurs. I think people see us as modern team or organization, with potential, and want to develop themselves in a way like we do. I like the idea that anyone, who wants to develop themselves and develop others, can join our organization. Those who join **InSource** are not afraid of change and want to change themselves – no matter if it is a teenager or adult. In our team, everyone has their own duties, and at the same time anyone has an opportunity to do several things simultaneously. People join us and sometimes leave due to circumstances, but we always maintain a certain connection with them, which might develop in the future, and this is how we attract active people to the team”.



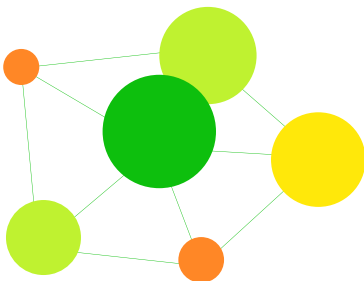
**Mariia HIZHYTSKA,**  
InSource event manager

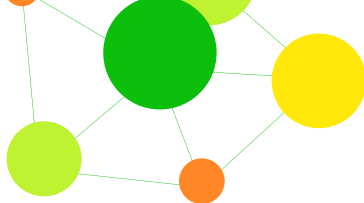
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“Why should you cooperate with **InSource**? We have been developing trusting relationships both within the team and with partners over the years. You can reach us with your initiative, get support and professional help. We regularly and honestly communicate about our activities. What might look like unnecessary work and excessive bureaucracy for others, is an indicator of efficiency and transparency for us.”



**Alla DAKHNOVETS,**  
InSource project manager





“Why **InSource**? I feel excited in this community. It gives me the opportunity to fully immerse myself in each project and understand the whole “kitchen” from A to Z.

Among all the projects of 2023, the most valuable for me was **Business Development of the Northern part of Ternopil Region** project. We had a lot of traveling, an opportunity to learn a lot of new things. It was a very valuable experience. Well, there were a few little difficulties in this project, especially when you had to do a few tasks at the same time. However, all disadvantages were outweighed by plenty of advantages, in particular, communication with new people and experts.”



**Viktor SMOLIAK,**  
InSource designer

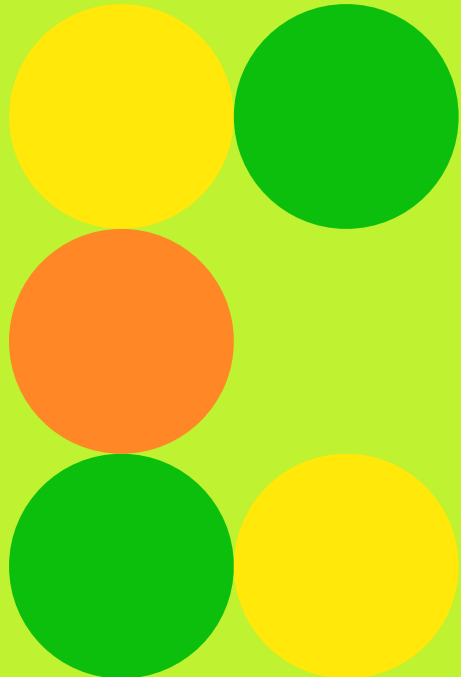
“I have been following **InSource**’s activities through the media for some time. I feel ideological connection with a lot of things that **InSource** implements. And then **InSource** organized an event that was very important to me (business school – editor). I took part in this activity and was finally able to meet the team. So, after that I made a decision to join the NGO.

...Talking about **InSource**’s values, I would like to highlight the way of communication where people are sharing ideas. For me, this is the best kind of interaction. In addition, **InSource** is a team of people here who not only have ideas but also look for opportunities to implement them. This is most valuable to me.”



**Mykhailo DANYLCHUK,**  
InSource team member

# Finance





**2 145 413** UAH

Total budget



Own contribution

**2 153** UAH



Projects

**2 004 350** UAH



Development of organization

**138 910** UAH

# AFTERWORD

Despite all the difficulties, 2023 is over! Our team is grateful to those who are always by our side and help us implement our initiatives, reach our goals, and achieve the desired results. First of all, we are grateful to the Armed Forces of Ukraine for protecting our freedom and allowing us to make changes and work.

2023 was a challenging but successful year for the **InSource** team. We are finishing it with confidence that we are moving in the right direction and are implementing important initiatives and projects with the support of our partners.

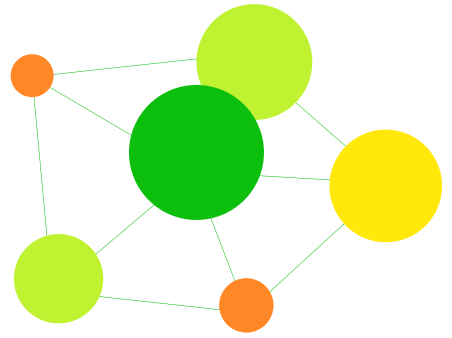
We have plans for 2024 and are ready to implement them persistently and professionally.

Our team is pleased to continue to unite, cooperate, and steadily develop together with everyone who believes in **InSource**, supports it, and helps. Our success and development depend on you. We value everyone and are extremely grateful for staying with us.

At **InSource**, the team follows our hearts to create in Ukraine and for Ukraine.

Always yours **InSource** team!





# WE ARE SINCERELY GRATEFUL FOR YOUR SUPPORT AND COOPERATION



# CONTENTS

<b>InSource: “At the source of initiatives”</b> .....	<b>3</b>
<b>Our team</b> .....	<b>5</b>
<b>Projects 2023</b> .....	<b>7</b>
Ternopil community: uniting efforts to prevent domestic violence .....	8
Business development in the northern part of Ternopil region .....	10
<b>Support of our partners’ initiatives</b> .....	<b>16</b>
Na zlami (On the Crossroads) exhibition .....	18
Na mezhi (On the Borderlines) exhibition .....	19
<b>Development of organization</b> .....	<b>20</b>
<b>Our team about InSource</b> .....	<b>22</b>
<b>Finance</b> .....	<b>26</b>
<b>Afterword</b> .....	<b>28</b>



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