Hospice charity fund
Vera
Someone who can’t be cured can still be helped.

VERA Hospice Charity Fund is the only non-profit organization in Russia supporting palliative and hospice care for children, adults and elderly. We fundraise to assist hospices in Moscow and other regions of the country, we provide support to patients and their families and implement social programs for hospice staff.
Why we do what we do

We are here because no matter how little time one may have left, there’s still much we can do to help them.

We are here because Russian state medical and social system does not cover the care for those who can never be cured.

We are here because Russian hospices cannot survive without charity input, and hospice patients need good lobby in mass media and in governmental structures.

We are here because without charity money hospices in Russia lack essential medical equipment and daily care products such as diapers and bandages, they lack qualified staff and social support for patients and employees.

We are here because we know how to help effectively and we are certain that efforts make a real difference for patients and their families.
Palliative care practice was first brought to Russia relatively late. It was not until the 90s that the first hospice was established. Even today state budgeting does not cover most of what hospices need. Palliative care is still not fully included into the federal and municipal medical care programs. Thus it is essential that VERA Hospice Charity Fund expands and provides necessary funding to cover more needs of more terminal patients suffering from severe pain syndrome and other physical and psychological symptoms in Moscow and all over Russia.

<table>
<thead>
<tr>
<th>NUMBER OF HOSPICES IN RUSSIA</th>
<th>500 for adults</th>
<th>NUMBER OF HOSPICES LOOKED AFTER BY VERA</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 in 1994</td>
<td></td>
<td>0 in 1994</td>
<td></td>
</tr>
<tr>
<td>98 in 2014</td>
<td></td>
<td>1 in 2007</td>
<td></td>
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<tr>
<td>50 for children</td>
<td></td>
<td>1 in 2015</td>
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NEEDED
What we do:
VERA Hospice Charity Fund
key programs

**Moscow Hospice No. 1 Support Program** – over 40,000 patients in care during the operating years since 1994

- Providing medical equipment and improving facilities
- Assisting limited-means patients and their families in fulfilling their last wishes and in making their life more comfortable and dignified
- Providing training for staff and lectures from world’s leading specialists in palliative care
- Providing financial and social assistance to staff
- Building and maintaining the system of volunteer help (a well-built team of over 400 volunteers in 2015)
- Providing first-ever in Russia bereavement and grieving program for the relatives
- Renovating the building and the wards of the hospice
- Providing the hospice-at-home service with medical cars

**Regional Hospice Support Program** – over 30 hospices all over Russia

- Providing medical equipment to hospices all over Russia working with regional administration to establish hospice-at-home service
- Training medical palliative care personnel
- Providing financial support to employees
Palliative care for terminally ill children

(there are only 4 children hospices in Russia none of them in Moscow, thus Fund Vera team is the only professional children in-home care team)

Direct support to over 300 children and young adults in Moscow and other regions diagnosed with terminal diseases (including oncology, neurology, and genetic diseases)

Building the first hospice for children in Moscow providing financial support to hospitals and scarce hospice units in the country that work with terminally ill children

Supporting parents and relatives in bereavement period

Organizing training and education for hospice staff abroad in world’s leading hospices

Palliative and Hospice Care Awareness Program

Social advertising and media publications

Public speeches and events

Educating hospice staff and medical community in general about hospice values and philosophy

Volunteer Fostering Program

Developing volunteering as an alternative way to support hospice patients

Organizing and maintaining the volunteer support system in hospices for both in-care and hospice-at-home patients.

Organizing programs for emotional burn-out of hospice staff and volunteers
VERA Fund: growth dynamics

When first established in 2006 with First Moscow Hospice as its basis, VERA Fund had 4 employees and 1 institution in care. Within 12 years we’ve grown significantly, developing professional palliative care in Moscow and regions, including in our activities individual patients all over Russia. Today we are an organization with over 60 employees and second most reputed NPO in Russia. Below is the chart demonstrating the increase in charitable funds we accumulate and spend on Fist Moscow Hospice.
The funds we attract and spend

*Efficiency* and *transparency* of our financial flows is top-priority for Vera Fund trustees.

Financial statements for each month and annual audit resolutions can be found at our website www.hospicefund.ru/fund/report/
How we raise charity funds

Charity is a rapidly growing market in Russia. And some charities, including helping the aged and the dying, are called “non-popular charities”. Attracting funds to provide palliative and hospice care is therefore a challenging task in Russia. Death, dying and the dying have always been a taboo subject in our communicative culture. And society responds easier to children-oriented charities.

The chart below demonstrates the number of non-profit foundations by the type of institutions they provide support to. This data is based on the research held by the “Donors Forum” for the Ministry of Economic Development of RF in April 2013 and includes all the NPFs registered and actively working in Russia: www.donorsforum.ru/wp-content/uploads/2013/04/doklad_2013.pdf

<table>
<thead>
<tr>
<th>Type of Institution</th>
<th>Number</th>
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<tbody>
<tr>
<td>Nursing Homes</td>
<td>13</td>
</tr>
<tr>
<td>Orphanages</td>
<td>26</td>
</tr>
<tr>
<td>Hospitals and Clinics</td>
<td>30</td>
</tr>
<tr>
<td>Hospices</td>
<td>1</td>
</tr>
<tr>
<td>Shelter for Homeless</td>
<td>9</td>
</tr>
<tr>
<td>Educational Institutions</td>
<td>54</td>
</tr>
<tr>
<td>Religious Organizations</td>
<td>11</td>
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Over the years, whilst striving to overcome the stereotype and spread the idea of how important it is not to ignore the needs of terminally ill, but rather to use our knowledge and our assets to make them live a better life, we have worked out different ways of fundraising.

How we fundraise:

**Commercial projects** – such as publishing series of unique literature collections, with all the sales revenue going to the VERA Fund.

**Events** – with some of them having become an annual tradition, we organize concerts, performances, festivals and auctions, working alongside with our partners – musicians, directors, magazines and commercial companies who provide the necessary technical budget.

In 2008 our board has established an **Endowment program**, which has been enlarging since and is managed by 3 major financial companies in Russia.
Where the money comes from

The list of Legal entities supporting our activities is wide and includes Russian companies as well as international corporations operating in Russia. For more details please refer to our webpage: http://www.hospicefund.ru/fund/partners/

As the chart shows, the largest source of charity funds incoming to VERA is Individual donations.
Crowd funding

In 2014, crowd funding has become one of key fundraising instruments in Russia. The crowd funding project raising money our little patients for collecting is currently run at planeta.ru/campaigns/6706. It has attracted 1200 donors and over 2,000,000 rub (60,000 euro) within two months.

VERA Hospice Fund is the first Russian NGO to have raised such a significant amount for charity purposes in this period of time with the help of crowd funding.

One of our most successful instruments is fundraising is social network: eg. Facebook

We are currently undergoing registration procedure www.globalgiving.org, a major international charity fundraising web site.
We currently provide aid to over 30 hospices in Russia — only those that are transparent, that guarantee quality and professionalism in their work; those eager to learn and grow and those sharing our vision of palliative care, which includes 24\7 access for friends and relatives and are 100% free of charge.


Patients included in VERA’s childcare program come from all over Russia and CIS.
What we see as activity headlines for 2015–2016

Further increase of incoming funds flow via expanding to the regions and creating regional fundraising network; Enlarging our endowment that is targeted to provide for salaries and social care for hospice staff.

Completing the construction of The First Children Hospice in Moscow by 2016 and meanwhile recruit and train its future staff.

Expanding Childcare program further into the regions.

Proceeding with educational programs for VERA hospices all over Russia.

Working together with municipal and federal authorities, amend certain medical care regulations to include palliative care needs and patients rights.

Actively develop the Professional all-Russian Hospice Care Association which was established by Vera Funds’ initiative in 2014.

Launching a 24-hour hotline meant to assist terminal patients and their families.

Attracting more volunteers to hospices all over Russia.
Every day we work on making our purpose trustworthy and our help efficient. We are proud of what has been done and look forward to doing much more. Our largest asset is people. That includes our patients, hospices staff, foundation employees and our guardians. The VERA Hospice Charity Fund’s Board of Trustees includes Russia’s prominent economists and businessmen, scientists and medical doctors, artists and journalists, writers, directors and musicians.

These people have joined together to make things better for those who cannot be cured, but can still be helped.
VERA Fund’s international supporters and inspirers include **Dr. Satbir Jassal**, Chief Physician at Rainbow Hospice for children and young people in East Midland (sat.jassal@gmail.com), **Mark Hunter**, Medical Director at Acorns Childrens Hospices Trust (mfhunt@globalnet.co.uk) and **Robert Thycross**, Director of the World Health Organization’s Collaborating Centre for Palliative Care from 1988–2005 (robtwy@yahoo.com).

Over the last year I have had the great pleasure of working very closely with the Hospice Foundation Vera, in Moscow. They have pioneered the care of the dying children within the Moscow having adopted many of the concepts and advice from around the world and then adapting it for the Russian children and families. I would strongly commend the type of work that they have started to do and the ideas that they have to bring Moscow and Russia up to world standard in looking after its life limited and dying children. As an organisation they have excellent core administrative structure as well as some of the most hard-working and a visionary doctors and nurses that I have ever met. Any support that you give this organisation will be greatly appreciated and every rouble will be spent wisely to benefit the people of Moscow.
VERA Hospice
Charity Fund Details

Recipient: Fund “Vera”
Bank: Sberbank of Russia OAO Moscow
Account number: 40703810438180133973
(in Russian roubles)
TIN 7724296034, KPP 770401001
BIC 044525225

Correspondent account:
30101810400000000225
Principal State Registration Number:
1067799030826
(certificate 77 № 008801539 of 28/11/06)

By donating to Vera, you confirm that you
agree to the donation terms and conditions.

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E-MAIL: fund@hospicefund.ru
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kv. 12, Moscow, Russia
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building), Moscow, Russia
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