



FOR AZERBAIJAN
LEAVE YOUR MARK



A 2-YEAR REVIEW

For Founding Members



DEAR FRIENDS

It has now been two years since the unique historical moment in the Fall of 2020 brought us together to establish For Azerbaijan! This was the height of the emotion that in an instant forever bound us together for the cause. This was an effort of all the people around the world who call Azerbaijan home or who have a special affinity to it, wanting to do something bigger than themselves, and play their role in the reshaping of the social fabric in this new era. Today, we can confidently say we have managed to convert an emotional moment to a lasting and thriving institution with a stellar reputation – “FOR AZERBAIJAN”.

On behalf of the Board of FA, I am writing this to report to all of you that we have now turned FA into a sustainable and impactful organization that we once envisioned. This report reflects the results of the two-year effort you were all a part of, and lays out our vision going forward.

Samir Suleymanov

Chairman of the FA Board

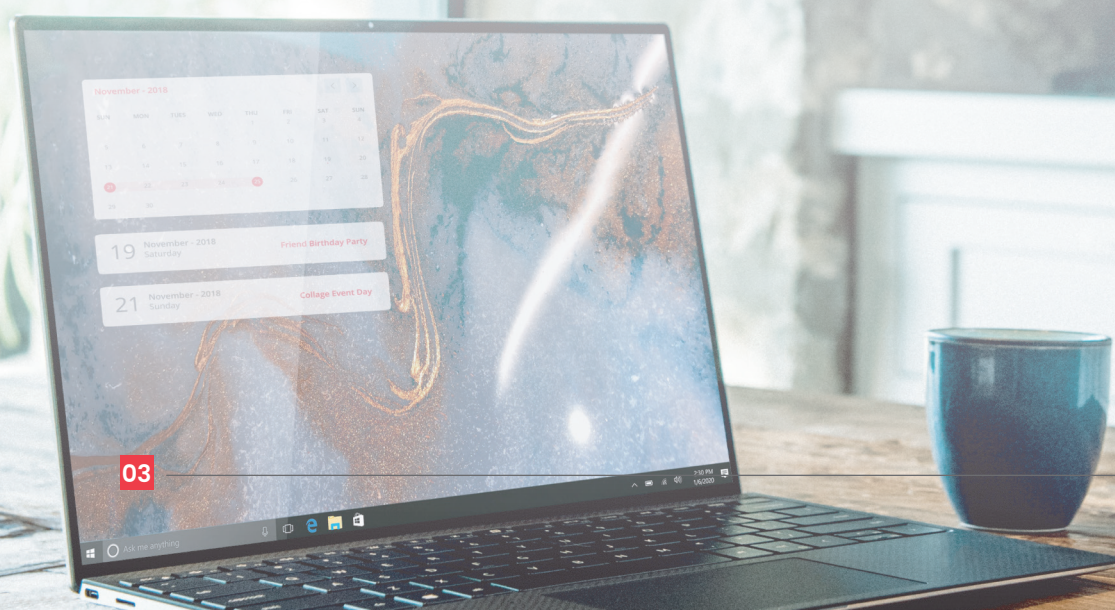
OUR MESSAGE

FA has become a reputable organization with a strong following and room to grow

Key highlights: We have raised almost \$200,000 from Founding Member contributions, corporate matching programs, and campaigns. An additional \$300,000 has been raised from corporate sponsors and partner contributions in Azerbaijan. Around 700 individual donors supported our programs and campaigns. We have implemented two flagship projects, several other impactful projects, and supported two partner-implemented projects in two years. We have been officially registered in the US and Azerbaijan as a charity with operational bank accounts, opened a local office and hired staff, while also creating a complete but nimble governance and management structure.

First, we remained committed to FA's founding principles:

- 1 Transparent:** We have reported detailed statements of funds raised and expenses in the annual report. This report includes further details. We have kept a running dashboard of all contributions on the website. Each donor has the ability to trace their donations seamlessly. We have continued to hold Board Meetings weekly, open to any willing participant.
- 2 Impactful:** We have identified and executed those projects that allowed us to leverage our resources and that served as a showcase for how to undertake challenging issues. This report offers details on these projects.
- 3 Sustainable:** Our operational framework ensured that FA remains sustainable while making an impact, contributions from the Founding Members remain steady, and outcomes of our projects integrated in ongoing public initiatives in the country.
- 4 Scalable:** We have had particular success in leveraging core contributions of the Founding Members by third parties, fund-raising campaigns, sponsor organizations, and individual partners. We punched way beyond our weight!



Second, we remained focused on three key areas set out in the founding documents:

1. **Help Recovery:** Assist the families impacted by conflict in overcoming their trauma.

Given the origins of FA, this has been our biggest concern and impact area in the medium-term. We started with a Summer Camp for 78 children who lost a parent in the conflict. The camp focused on social rehabilitation and mental and spiritual healing. Our model was adopted and replicated by multiple state agencies since then. The model scaled beyond our expectations.

We also organized a pilot program to provide psychological relief to around 40 veterans, which confirmed that there is a skill gap in the country on this front. This led us to develop our largest and most complex project yet – Capacity Building for Psychologists to treat PTSD in Azerbaijan. The training is provided by experts from Veteran Affairs of the US Department of Defense and also academic quarters. The program includes joint scientific research, adaptation of new treatment protocols, and assessment manuals. The entire program is based on bringing two new PTSD Treatment methodologies to the country – Cognitive Processing Treatment and Written Exposure Therapy – which previously were nonexistent.

2. **Make Ends Meet:** Support struggling families to help them meet their most basic needs.

Efforts under this theme focused more on the short-term measures that we feel compelled to support. We focus on specific actions that target the needs of a member of the community we are engaged in. Under this, we have provided immediate post conflict relief to a select number of families – around 140. We have supported special events with kindergarteners, remote education classes during COVID, emergency medical care for members of the Summer Camp, and supported fund raising by leveraging our platform for similar events, including an online musical concert to the benefit of veteran families.

3. **Embrace the Future:** Help the community develop to the best of their potential.

In this forward-looking area of our engagement, we have focused on the ongoing support of our Summer Camp attendees and surviving mothers. We have introduced a community healing approach in the country – kept the children together as a community, providing them with ongoing mentorship and emotional support with our volunteers and in-house social workers, and now gearing up to a process leading to college enrollment. We have worked with their mothers trying to support them in their efforts to rebuild their social and economic engagements. In partnership with another organization, we have carried out a special campaign to provide stipend funding to 20 young ladies studying in colleges in Azerbaijan and provided a special sponsorship program to two sisters studying psychology and sociology in Turkey.



OUR VISION

Working hand-in-hand towards a stronger FA

Over the last two years, we have established a robust organization with strong credibility and recognition, and an effective approach to project identification and implementation. The support of the Founding Members has been unwavering. Equally important, we have demonstrated the value a group like you can bring to the country, filling the gaps in the public service administration and capacity gaps in specific sectors. Going forward, we intend to build on this foundation and make more impact.

Stronger Organization

The Founding Member institution is the cornerstone of FA. We count on the strong support of our Founding Members and **would like to expand membership**, while maintaining our strict qualification criteria. We would like to call each Founding Member to **identify at least one new candidate**. Remember, we can leverage each dollar contributed by the Founding Member at least 3 times. This allowed us to save 2/3 of your contributions, ensuring we can sustain FA for years to come. Over the next two years, we would like to establish additional Local Charters of For Azerbaijan, with representation at the FA Board. We heard loud and clear that FA can make more impact and more of its services are needed.

Proven Strategy

We will **carry out one flagship project at a time**, defined as projects that are large and complex, directly implemented and managed by us, and that require partnerships and/or sponsorships by others. The Year 1 Flagship was the Summer Camp; the Year 2 (and maybe Year 3) Flagship will be Capacity Building Program for Psychologists. Besides the Flagships, we will only directly oversee the continued support of the community we have established (students, mothers, trainees). We intend to **increase our footprint through third-party managed programs** whereas we will either fund these as grants or support fundraising on our platform. We will delegate the implementation for such projects while maintaining high standards of reporting and accountability.

Forging Partnerships

We will seek to establish ourselves as a **preferred partner** for corporate responsibility programs in Azerbaijan and will work through our Baku Branch and representatives in large companies working in Azerbaijan to showcase our achievements and capabilities.

FA Team

Founding Members

Comprising more than 50 dedicated professionals across the globe, the FM institution is the highest steering body in FA structure



Advisory Groups

Advisory Council

Serves as an ad-hoc advisory body for the Board on key issues, drawing from the inputs of FMs with relevant expertise or interest on matters under discussion

Scientific Advisory Council

Joe Ruzek, Ph.D.
Former Director,
US Veterans Affairs

Jamila Ismayilova, FeD
Psychiatrist, Mental
Health Center. Research
team leader

Gunel Muradova
Clinical Psychologist
National Mental Health Center

Management

Emil Hasanov
General Manager Baku

Farida Alishova
Project Coordinator Baku

Elnur Kalantarov
Program Manager Baku

Local Advisory Group

Made up by local subject matter expertise related to a given project, the group helps the local management team make impact on the ground

FA Volunteers

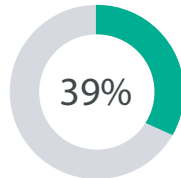
A group of 20 dedicated youngsters providing unparalleled support to carry out day-to-day operations

Finances

TOTAL DONATIONS \$512,647

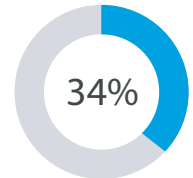
Founding Members

FM provides monthly fixed contributions to sustain FA core funding resources.



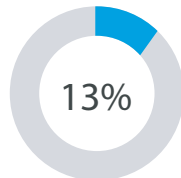
Corporate Sponsors

Firms that support specific projects in line with their CSR programs



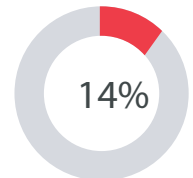
General Public

Individual contributions received through public funding drives

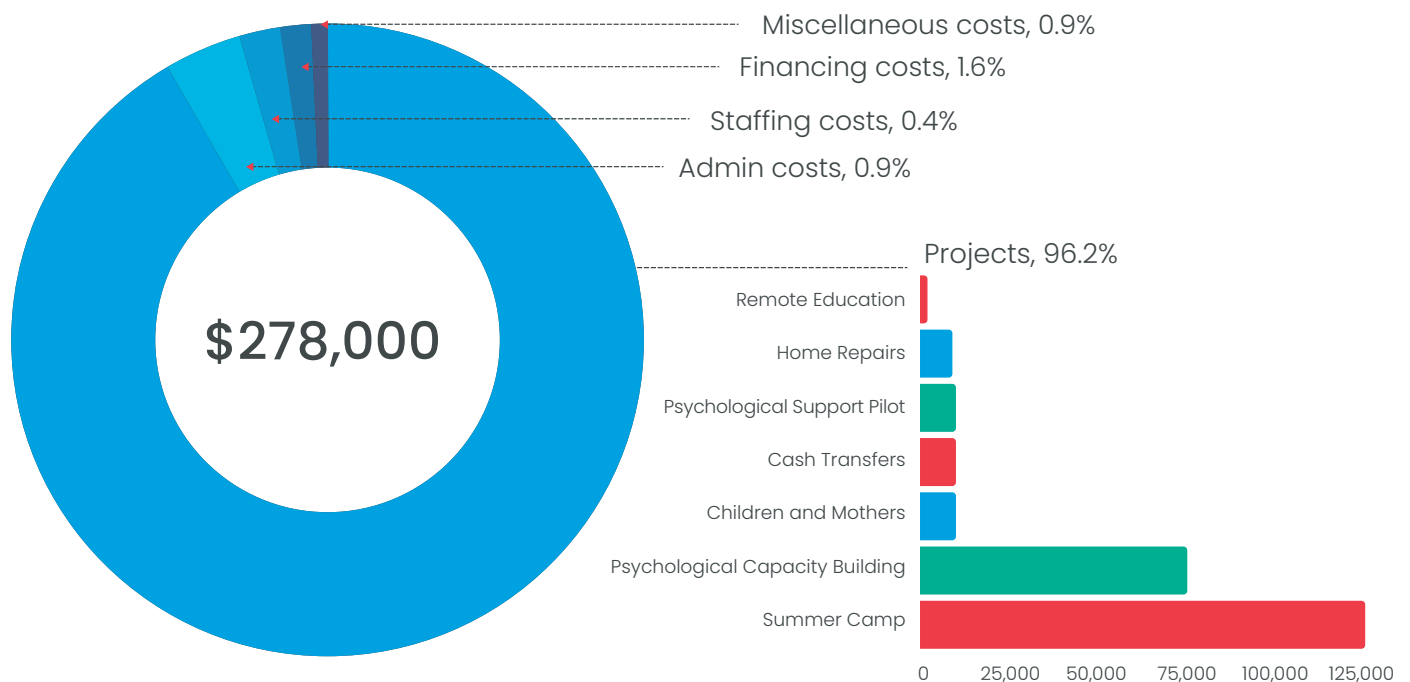


Other Sources

Funds received from matching, employers of FMs, or in-kind donations



DISBURSEMENTS & EXPENSES



PROJECTS

01. CAPACITY BUILDING FOR PROFESSIONAL PSYCHOLOGISTS

This project aims to bring the state-of-the-art PTSD treatment approaches to Azerbaijan by training and equipping local professional psychologists. At the end of the project, over 50 local professionals will be ready to deploy the two most effective PTSD treatment approaches – Cognitive Processing Treatment (CPT) and Written Exposure Therapy (WET) – which are currently not practiced in Azerbaijan. FA managed to bring on board world-class experts and institutions working on PTSD treatment, while also securing sponsorship from Pasha Insurance to finance their hands-on practical engagement.

The project can potentially shape the public policy considerations in treating PTSD patients. To ensure critical scale and that learned lessons disseminated effectively across the profession, FA partnered with the National Health Insurance Authority. Books, manuals, and protocols developed at the end of the project will serve as blueprints in guiding the professionals in the field.

The project will be done in phases. Initially, there will be online courses, workshops, and months-long supervised treatments in the first phase, which will be followed by publication of two books in Azerbaijani about two treatment methodologies. Phases three and four will include development of a smartphone app by the US Veterans Affairs for the Azerbaijani audience to make scaling easier, and scientific research and publications based on the training experience by the National Center for Mental Health and the US experts to forge an academic foundation.



02. SUMMER CAMP'21

This project aimed to support those who suffered a sudden bereavement, especially those at a delicate age – 78 of them. Having consulted professionals and learned from experiences around the world, it was concluded that the most effective way to deliver such a help at this scale was to get them together – building a community that shares a strong bond for years to come. Only within such a community, can its members confide in each other and heal each other; and only in such a community can you reveal where more targeted professional help may be needed. It worked!

The kids have become life-long friends and gained confidence. But equally importantly, since the camp's conclusion, the model was adopted and replicated by multiple and larger institutions, creating communities across the country. We worked very hard to do this project as a partnership and was able to leverage FM contributions by nearly three times. Private individuals, private companies, government agencies, and organizations of young volunteers joined FA to make this a success. FA continues to engage these children and will support them in the next phase of their lives.



PROJECTS

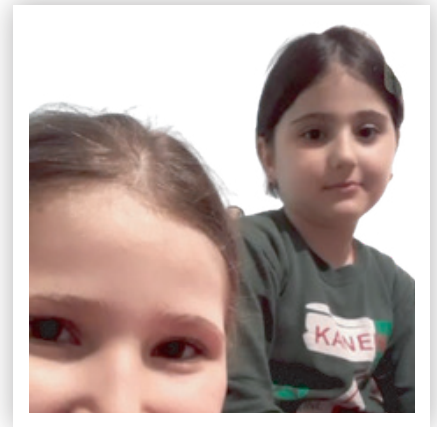
03. PSYCHOLOGICAL REHABILITATION PILOT

The project helped around 37 families in need of mental health counseling and psychological rehabilitation and proved effective in identified gaps in mental health treatment and later served as an invaluable input in the development of the larger Capacity Building project. FA put together a team of professional psychologists and psychiatrists. The team designed treatment plans, courses, and self-study materials, with a goal to reduce the risk of PTSD and help stabilize the psycho-emotional state of those intimately impacted by the conflict. In addition, FA began collaborating with a private hospital and mental health center, which assisted with patient evaluations.



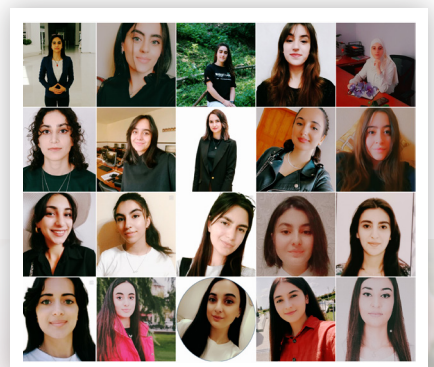
04. REMOTE EDUCATION

High-quality education is one of the key inputs for our children to ensure their personal well being and support their families in the future. In this regard, we have decided to support the development of education for children raised in our target group families. FA collaborated with Natavan, a distance education platform operating in the United Kingdom that has designed a variety of exciting courses for the kids of veterans and fallen soldiers, from English and Russian languages to math and coding. We have also included children from low-income families in Azerbaijan in this project.



05. SUPPORTING GIRLS' EDUCATION

In partnership with a New York-based nonprofit, FA opened its platform to support the education of 20 college girls in Azerbaijan. More than 370 individuals donated throughout the campaign, making it possible to provide monthly stipends to these 20 girls selected by the partner nonprofit organization. In addition, we decided to support 2 other college girls studying psychology and sociology in Turkish universities. Their specialization is a good fit for our community-based rehabilitation program to which they committed to contribute. Being able to transform the lives of young women has been a proud achievement for FA.



PROJECTS

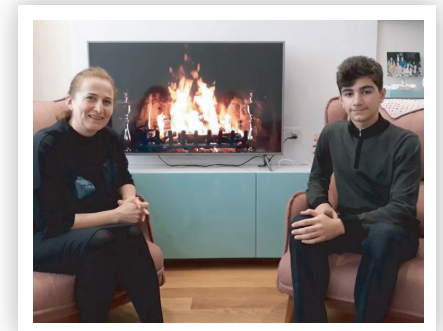
06. IMPROVING LIVIND CONDITIONS

Through the first ever FA project, right at the heels of our establishment and with the generous support of our FMs, we have supported over 140 families across regions, dearly facing the misfortunes of the pandemic, armed conflicts, and poverty. Many of these families received FA monthly support for several months, meeting their most immediate needs at trying times. Those who received food packages, and those whose homes received hot water and heating systems, were touched beyond words. We partnered with the Red Hearts and an army of volunteers in delivering this project.



07. CHILDREN AND MOTHERS

Handled by our in-house Child Psychologist, Malahat Kazibekova the project offers a community-based approach to healing trauma. Children who lost a parent and mothers who lost a husband during the conflict come together under the supervision of the psychologist. The platform serves as a tool for the mothers and children to engage with each other, sharing their stories, building community, and healing together.



08. KARABAKH CONCERT

FA put its platform into use to support a community-driven charity campaign. Artists and singers across the US and Azerbaijan joined efforts during the campaign. Through FA platforms around US\$15,000 was donated and later used for psychological support services.



IMPACT

FA philosophy in achieving impact has been guided by the "beyond numbers" principle. Cognizant of our size, but fully aware of the talent tool united behind the organization, founding principles set out scalability at the core of FA operational framework. Leveraging its resources, FA needed to undertake complex projects that could serve as a model to be scaled by public agencies and other non-profit organizations. This approach has been proven effective and we will continue following it.

FA has developed the state-of-the-art platform to ensure smooth flow of funds from donors to beneficiaries. By removing a significant bottleneck, FA **platform has been used by several other charities** to reach hundreds of recipients, which was not possible previously.

The Capacity Building for Professional Psychologists project will introduce two new treatment approaches, which previously did not exist in Azerbaijan. Trainees under the project are **first generation professionals equipped with the necessary skills** to help hundreds of people in years to come.

As the first of its kind project, the model of Summer Camp **has served as a blueprint for** several public agencies and charities. Hundreds of young children now benefit from these programs annually, forging life long friendships.

The Mother and Children project introduced a **community-based approach to healing trauma**. Once its transformative powers are demonstrated and widely adopted, the impact on the lives of people will be invaluable.

Meanwhile FA also continued to inspire and promote positivity



Hundreds of volunteers supported FA projects



More than 700 individuals donated to FA fundraisings



Thousands followed & shared FA ideas on social platforms





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