



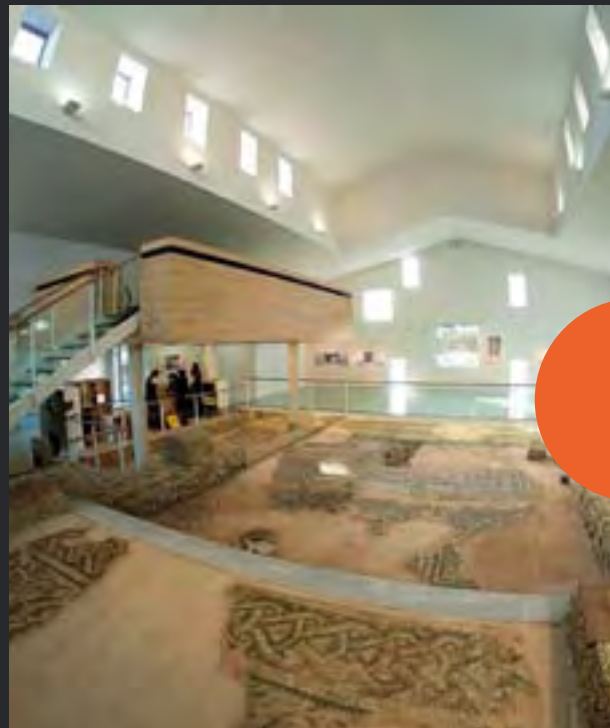
Supporting Bulgaria  
to realize its full potential  
as a successful  
and modern  
European nation.



# AMERICA FOR BULGARIA FOUNDATION MISSION

## DEVELOPMENT AND SUPPORT

The America for Bulgaria Foundation assists in strengthening a vibrant market economy and the institutions of democratic society in Bulgaria, helping the country to realize its full potential as a successful, modern European nation



## GENEROSITY

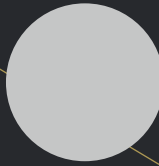
The Foundation represents the generous face of the American people and embodies the highest standards of US ethical conduct, transparency, and core values

## FRIENDSHIP

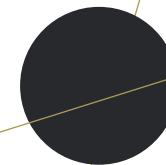
The America for Bulgaria Foundation seeks to enhance the longstanding legacy of goodwill and friendship between the American and Bulgarian people and through many of its programs, to promote the US-Bulgaria people-to-people contacts and exchange of ideas and resources



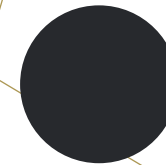
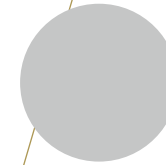




# HISTORY



The founding of the **America for Bulgaria Foundation** (ABF) was made possible by the success of the Bulgarian-American Enterprise Fund (BAEF), an investment fund created by the United States of America, acting through the U.S. Agency for International Development (USAID), to support the development of the private sector in Bulgaria. Originated by the first President Bush and the United States Congress through the Support for East European Democracy (SEED) Act in 1991, the BAEF began with an initial capital base of \$55 million that subsequently grew through successful investments to over \$400 million.



The Fund stimulated free markets and entrepreneurial activity by making debt and equity investments in over 5,000 small and medium-sized enterprises and became a major real estate investor. Employing thousands, many of these companies have prospered and now are role models of professional management, transparency and good governance. A major bank, the Bulgarian American Credit Bank (BACB), evolved from these investments and became the leading bank in Bulgaria for middle market lending.

The BAEF also had a major influence on the development of western-style capital markets, working with the government to create the country's first home mortgage program, the first mortgage bond issuance and the first listed special purpose investment vehicles, all of which helped increase capital formation and provide investment products for the public as well as for the newly-formed private pension system. These pioneering initiatives have been adopted by other Bulgarian institutions and are now widely in use.

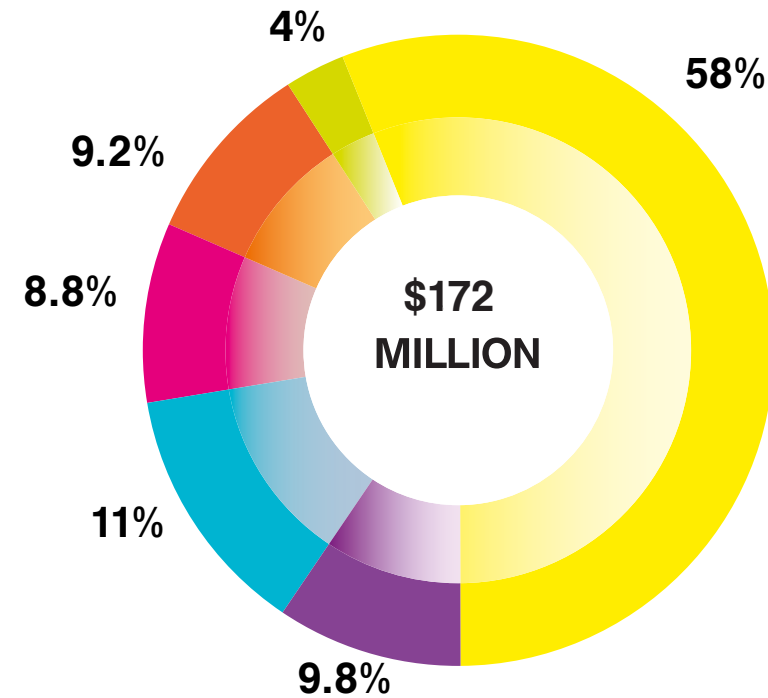
Despite its considerable progress since 1989, Bulgaria's transition to a society of legal justice, civic participation, widespread economic prosperity and true democracy remains a work in progress. Many economic and social challenges are acknowledged but unresolved, while others are virtually unaddressed. Nearly all are underfunded, in part due to a lack of resources both public and private, and in part because private philanthropy is not yet well developed

With the support and encouragement of the U.S. President, Congress, and USAID, the BAEF's volunteer Board of Directors founded the **America for Bulgaria Foundation** in early 2008 to address these concerns. The ABF Board believes that this \$400 million foundation can make a major contribution to Bulgaria's continued progress, and represents an enduring legacy and symbol of U.S. commitment to an important ally - a solid long-term centerpiece for strong, positive US-Bulgarian relations.





**AMOUNT GRANTED  
IN 2009-2014: \$172 MILLION**



- **Education and Libraries: \$99 million**
- **Civil Society and Democratic Institutions: \$18.9 million**
- **Agriculture: \$6.7 million**
- **Economically Disadvantaged: \$16.6 million**
- **Arts and Culture: \$15 million**
- **Cultural Heritage and Tourism: \$15.8 million**

- With over \$400 million we are the biggest philanthropic organization in Central and Eastern Europe
- In 2009-2014 we funded 530 projects of 310 organizations at a total of \$172 million
- With grants totaling \$30 million per year we are the biggest benefactor of Bulgaria's education, culture, heritage, civil society, agriculture and disadvantaged
- We partner with Bulgarian universities, schools, libraries, community centers, cinemas, theaters, opera houses, symphony orchestras, museums, galleries, state and municipal institutions, the judiciary, NGOs, social entrepreneurs and researchers in over 200 cities and villages in Bulgaria

# AREAS

## THE AMERICA FOR BULGARIA FOUNDATION ADMINISTERS GRANTS IN SIX AREAS:

### EDUCATION AND LIBRARIES

### CIVIL SOCIETY AND DEMOCRATIC INSTITUTIONS

### AGRICULTURE

### ECONOMICALLY DISADVANTAGED

### ARTS AND CULTURE

### CULTURAL HERITAGE AND TOURISM

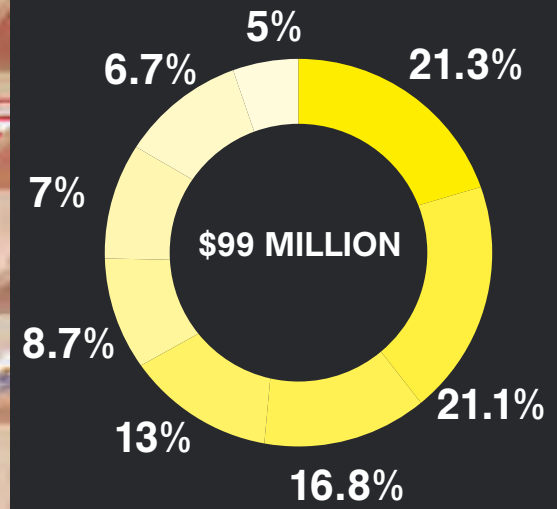
The future prosperity of Bulgaria depends on the robustness of its private sector. This is why after carefully studying the country's economic and societal needs, the America for Bulgaria Foundation Board selected six areas of grant-making: Arts and Culture; Agriculture and the Environment; Civil Society and Democratic Institutions; Economically Disadvantaged; Education and Libraries; and Heritage Tourism. These areas capitalize on Bulgaria's unique local character and competitive advantage – its rich and important history and culture; its abundant and favorable agricultural resources; and its highly educated and entrepreneurial citizens. At the same time, we address the underlying obstacles to development – Bulgaria's economically disadvantaged people and its still-evolving rule of law.

For the private sector to deliver the desired economic growth, the ABF supports initiatives that encourage entrepreneurship and leadership; increase productivity through innovation and application of new technologies; nurture US-Bulgaria linkages through people-to-people and international exchange; improve the legislative environment and enforce the rule of law. The constructive engagement and collaborative action of private, public, and individual agents will help make these initiatives successful.

ABF's predecessor organization, the Bulgarian American Enterprise Fund succeeded by funding and otherwise empowering the entrepreneur. Our strategic approach is to fund entrepreneurial organizations and to listen to the local needs and learn from our beneficiaries. We partner with institutions and individuals with the vision and capacity to promote change. We are committed to measuring quantitatively and qualitatively the outcomes of our grants whenever realistically possible. Ultimately, we aspire to enhance and strengthen the goodwill and friendship between Bulgaria and the United States and to represent the generosity of the American people.



# EDUCATION AND LIBRARIES

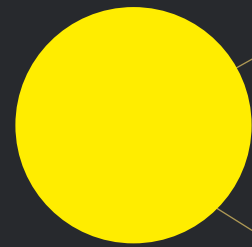


- Muzeiko
- AUBG
- Teach for Bulgaria
- School Programs
- Universities
- Libraries
- American College
- Entrepreneurship



## OUR MISSION

The mission of the **America for Bulgaria** Foundation in the area of Education is to support Bulgaria in developing its human capital that will guarantee its successful future as a modern and prosperous nation. We are committed to improving the quality of education in Bulgaria, raising the prestige of the teacher's profession, and nurturing education as a core value.







**We supported  
628 participants in  
exchange programs in  
the United States**

**We invested \$8.5 million  
in educational exchange  
programs**

## OUR INITIATIVES:

- **Enhancing teachers' qualification and motivation.** We support programs that train educational professionals, including teachers and principals, to help them develop their full potential as leaders at school and in the classroom. We aim to expand their prospects for professional growth; increase their motivation; provide access to US expertise in education; and improve the teaching process.

- **Developing the next generation leaders.** ABF stimulates the intellectual potential of the country by investing in Bulgaria's next generation leaders. We do so by supporting exchange and training programs for young leaders. We also seek and develop talents and create opportunities for closer interaction between universities and high schools. To build examples of high academic standards in education, ABF also supports American legacy and other premier educational institutions in the country.

- **Modernizing the learning environment.** ABF supports efforts to improve the school curriculum with a variety of programs that bring the best of American teaching methods to the Bulgarian classrooms by introducing new educational tools and techniques. ABF works to improve the educational process by modernizing classroom settings and introducing new classroom technologies. By assisting with the development of language and science labs, we complement theoretical learning with practical knowledge.

- **Closing the gap between the highest and lowest achievers in education.** ABF is committed to programs that target educational inequalities among schools and among students. Our end goal is to improve the educational quality for students across the board, with an emphasis on improving the success of the lowest achievers in the classroom.



**For five school years we  
worked in all 28 regions, in  
213 towns, and we reached**

**210,000 students**

**7,000 teachers**

**714 schools**

**(28% of all Bulgarian schools  
in the 2013-2014 school year)**



## WITH OUR PROGRAMS WE AIM TO:

Support leaders in education

Back innovative educational programs

Present the best examples of the Bulgarian and American educational methods

Assist schools to reestablish practical training in natural sciences

Create future leaders in science and technology

Set up an interactive educational environment in Bulgarian schools

Build up networks of young entrepreneurs

Encourage the inclusion of students in the job market in the future



## TECHNOLOGIES IN EDUCATION

With the help of **America for Bulgaria**, in the course of five years 45 Bulgarian schools introduced world-class educational standards technologies. The School of the Future initiative supports the establishment of education centers for natural sciences, foreign languages, interactive schooling and information technologies. Our projects encourage teamwork, practical experiments and interactive education.

**We invested \$3.5 million in school projects**

**We supported 45 schools**

**We helped the schools to raise an additional \$1 million**

**We reached over 30,000 students**

**We trained 721 teachers in interactive approaches and modern education technologies**







## Entrepreneurship: Summer Entrepreneurship Program (SEP)

We send 30 young Bulgarian entrepreneurs for five intensive weeks of training and practice in New York, at Babson College and in Silicon Valley. The participants acquire basic business skills and learn the prerequisites for success. Under the mentorship of successful entrepreneurs and the managers of leading US companies, they go through all the stages of the process: from generating the initial idea to forming a strong work team and articulating a market strategy. The program was founded by **America for Bulgaria** and is operated by the Institute for International Education in New York. The former participants in the program established the Association of Bulgarian Leaders and Entrepreneurs (ABLE).



### WE IDENTIFY LEADERS: ACADEMY FOR TEACHERS AND PRINCIPALS

The teachers and principals in the Promising Leaders in Education and the Academy for School Leaders programs see each individual student's success as their top priority. The participants interact with leading American education experts from Columbia University and Bank Street College in New York and exchange their experiences with them and their institutions. The teachers' and principals' **America for Bulgaria** programs are of key significance for the development of Bulgarian schools.

Participants: **77**  
Towns and villages: **38**  
Students reached: **23,000**  
Teachers and principals indirectly reached: **5,600**

**For 5 years we supported 150 young entrepreneurs**





## WE INVEST IN THE FUTURE OF SCIENCE AND TECHNOLOGY: Olympic teams in natural sciences

In 2009-2014 the Bulgarian natural sciences olympic teams won 256 medals (49 gold, 87 silver and 120 bronze) in international competitions in informatics, mathematical linguistics, physics, chemistry, biology and astronomy. **America for Bulgaria** has made a long-term commitment to support the Bulgarian natural sciences national teams by providing preparation and participation in the most prestigious international Olympiads and competition.

Our support for the natural sciences olympic competitors is an investment in the future of Bulgaria and its young people who will become the engine of innovation, scientific achievement and economic prosperity of this country.

**We invested \$1.6 million in the course of 5 years**

**We support 8 olympic teams: in physics, young physicists, chemistry, linguistics, astronomy, astrophysics, biology and informatics**

**Since the beginning of the natural sciences olympic movement, Bulgarian participants have won 636 medals: 116 gold, 216 silver and 304 bronze**



## KEY SKILLS

### **Students Institute for Mathematics and Informatics – Union of Mathematicians in Bulgaria**

The participants in the Informatics and Mathematics Students' Institute draft science projects under the mentorship of teachers, university professors and scientists. The authors of the two best projects represent Bulgaria at the six-week Summer Research School at the MIT.

### **Space Challenges Program – Tsiolkovsky Association**

Space Challenges is Europe's largest education program for space research. Its aim is to inspire young Bulgarians for advancement in science and technology, to introduce the ideas of Bulgaria's new entrepreneurs in the sphere and to expand our knowledge of the universe. The program includes lectures, discussions and practical sessions conducted by scientists from NASA, the European Space Agency and the universities at Oxford, Princeton, Harvard and many others.





## ENGLISH LANGUAGE AND AMERICAN CULTURE

### American assistant teachers of English – Bulgarian-American Commission for Educational Exchange Fulbright

Each year the American Assistant Teachers of English Program makes 30 young university educated Americans assistant teachers of English at Bulgarian high schools. It helps 8th to 12th grade students to improve their English, get closer acquainted with English and American literature and expand their general knowledge through discussions. The young teachers are active in their schools' and their towns' social life through creative projects and voluntary activities.



In 2010-2014, 110 young american teachers taught in 37 language schools in 28 cities

## Spelling Bee, a CORPlus program for correct spelling

How can mastering English be both efficient and fun? The answer is the Spelling Bee National Competition. During the past two school years over 7,000 students from 300 schools participated. The Spelling Bee competition helps students expand their knowledge of English and its vocabulary while teachers benefit from getting access to new methods and educational resources. At the end of each year Spelling Bee organizes a summer camp for the best "bees" and their teachers.

Participants:  
**Over 7,000**

Schools::  
**300**

Towns:  
**161**







Students reached:

**2,510**

Teachers trained:

**300**

Towns:

**48**

### JUMP Math – Institute for Progressive Education

The Canadian program JUMP Math is among the five best educational innovations in the world. It makes studying math both easy and pleasant. JUMP Math grants Bulgarian schools a successful innovative studying program for maths at beginners' level. It has three components: training and professional assistance for teachers, education material for 1st to 7th graders, and a comparative analysis of traditional education methods and JUMP Math.

### CLOSING THE GAP

#### Students With Special Educational Needs Program – Center for Inclusive Education

The Center for Inclusive Education builds up the Bulgarian model for inclusive education with the help of leading specialists from the US and the UK. The program trains a selected group of 75 teachers and 20 resource specialists and sets up the environment for educational inclusion at five pilot schools. It entails parents, teachers, school managements, resource specialists and the students themselves. The program's online portal offers material for resource specialists, teachers and parents.

## WE BACK THE SYMBOLS OF BULGARIAN EDUCATION

Sofia University, Bulgaria's oldest and largest, got three completely renovated halls. With **America for Bulgaria** funding, the legendary Hall 272 as well as halls 224 and 243 now have world-class equipment and design to enable modern interactive education and conference links to all parts of the world.



**The total amount:  
\$1,320,000**





## TEACH FOR BULGARIA

Set up in 2010 on the initiative of **America for Bulgaria**, Teach for Bulgaria aims at providing equal access to quality education for every Bulgarian child. The program is a partner in the Teach for All international network for expanded educational opportunities, which operates in 32 countries on six continents. Teach for Bulgaria provides an opportunity for quality education to every child regardless of their abode and the financial means of their parents and schools.



**90**  
new teachers in  
state schools

**50**  
schools throughout  
the country

**6,000**  
students



Teach for Bulgaria selects and trains young specialists in different areas. For 2 years they work as highly efficient instructors to students who need motivational support. Following the completion of the program, the young teachers continue with their development as active supporters of change in education.

**In 2010-2018 America for Bulgaria supports Teach for Bulgaria with two grants worth a total of \$15 million**



[www.zaednovchas.bg](http://www.zaednovchas.bg)



# MUZEIKO

## AMERICA FOR BULGARIA CHILDREN'S SCIENCE CENTER

As the modern world gets increasingly intricate, children need constant training through acquiring new skills. During the past 10 years, children's museums have emerged as the best alternative to formal education. They are places where children acquire important skills while they play and have fun.

Muzeiko Children's Museum in Sofia capitalizes on this tendency and is the first such institution in Eastern Europe. The center was set up on the initiative of **America for Bulgaria** which granted nearly \$21 million for its construction.



Muzeiko opens in fall 2015.



The concept to the building belongs to Lee H. Skolnick Architecture + Design Partnership, a leading US company specializing in museum building. Everything inside Muzeiko has been thought over to the minutest detail, from the distinctive architecture through energy efficiency and the interactive exhibitions rooms that spawn children's interest in science, engineering, ecology, communications and the arts.

Muzeiko contents has been generated by scientists, educators and designers in keeping with the requirements of modern education. Its concept is based on learning through play and interactive activities as well as development of multiple intelligence, applying of suggestopedia and other enhanced learning and potential expanding techniques.



We made a grant of \$19.7 million for fellowships for over 500 Bulgarian students at the AUBG as well as for the construction of the America for Bulgaria Students' Center



## AMERICAN UNIVERSITY IN BULGARIA

### Investing in quality education and Bulgarian talent

**America for Bulgaria** believes in quality education in the spirit of the American liberal tradition and supports the American University in Bulgaria, in Blagoevgrad, the first such university in Eastern Europe. The AUBG started in 1991 with 208 students and 16 instructors. Twenty-four years later it is now a symbol of quality education in a multicultural environment. At present, it has over 1,000 students of 40 nationalities, and 74 instructors from all the five continents ensure the principles of quality education are being maintained.

### According to the Ministry of Education rating system, in 2013 the AUBG:

- Had the most modern campus in Bulgaria
- Provided the best quality education in business administration, journalism and mass communications, and economics
- Had the highest percentage of well-paid jobs of its graduates in business administration, journalism and mass communications, economics and political sciences, and international relations
- Had the highest percentage of business administration graduates employed in management position

[www.aubg.edu](http://www.aubg.edu)





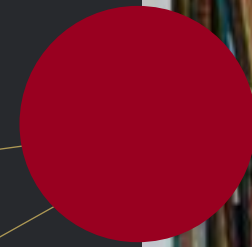
## National Academic Library and Information System NALIS: Knowledge Just a Click Away

Bulgarian libraries and cultural institutions store resources of international significance, but many are still "unconnected" to new technologies and are thus inaccessible for the outside world. **America for Bulgaria** funds with \$6 million the establishment of a national online catalog of Bulgarian academic libraries. An investment in the newest software solutions triggered the setting up of a new library communications infrastructure between scientific institutions and provided the platform for the digitalization of Bulgaria's most important printed resources.



FOUNDATION  
NATIONAL ACADEMIC  
LIBRARY INFORMATION  
SYSTEM

[www.nalis.bg](http://www.nalis.bg)



Through the NALIS portal readers can use a single order to search through 2,600,000 catalog entries in 33 academic and public libraries in Bulgaria. Over 20,000 digitized copies of unique books, study material and documents in Bulgarian libraries are available to everyone. Over 35,000 searches are conducted in the online catalog per month, and the number of visitors is growing.



# CIVIL SOCIETY AND DEMOCRATIC INSTITUTIONS

## OUR MISSION

We support the strengthening of Bulgaria's democratic society, based on the rule of law and transparency as well as responsible public institutions that create a proper environment to attract investment and help the private sector.

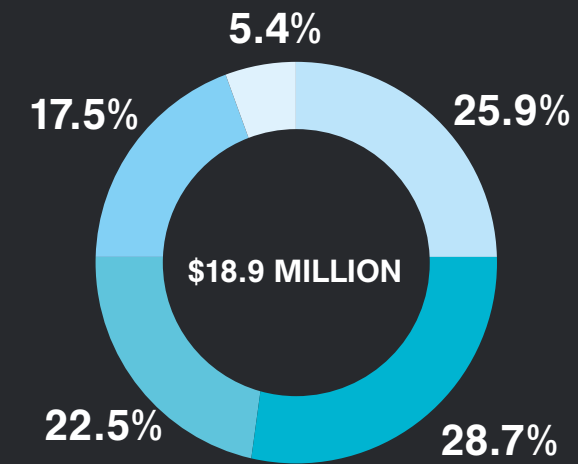
We back the development of active and powerful non-governmental organizations, we encourage civic participation in public and community affairs, and we

contribute to the reemergence of philanthropy, charity and voluntary activities in Bulgaria. We affirm democratic values and support the establishment and development of contacts between professionals from the United States and Bulgaria.

We work with both civic associations and public institutions that have both the vision and the capacity to incur positive social change.

## OUR PRIORITIES

- Strengthening of the judiciary
- Support for independent journalism
- Promotion of good governance
- Encouragement of civic engagement and philanthropy



- Judiciary
- Good Governance
- Independent Journalism
- Civic Engagement
- Other

We have made available 112 grants of a total of nearly \$19 million







## STRENGTHENING OF THE JUDICIARY

We support programs that

- Contribute to more public trust in the judiciary
- Improve the professional capacity of judges, prosecutors and law enforcement officers
- Step up the next generation of magistrates and lawyers and assist in upgrading legal education
- Promote wider use of mediation and other ADR methods

*"At the university, we are taught how to apply the law. As a judge I have learned how to administer cases. In the United States I have learned how to serve the people."*

A participant in the professional exchange program in the United States



### Our partners include:

- Bulgarian Institute for Legal Initiatives
- Bulgarian Judges Association
- Association of Prosecutors in Bulgaria
- International Moot Court Competitions Association
- Bulgarian Lawyers for Human Rights Foundation

*"The framers of the Constitution were so clear that they felt an independent judiciary was critical to the success of the nation."*

Hon. Sandra Day O'Connor,  
Associate Justice of the Supreme  
Court of the United States  
(1981–2006)





## SUPPORT FOR INDEPENDENT JOURNALISM

We support broadcast and print media that:

- Promote high professional and ethical standards
- Apply objective and up-to-date investigative journalism
- Provide opportunity for professional exchanges and training

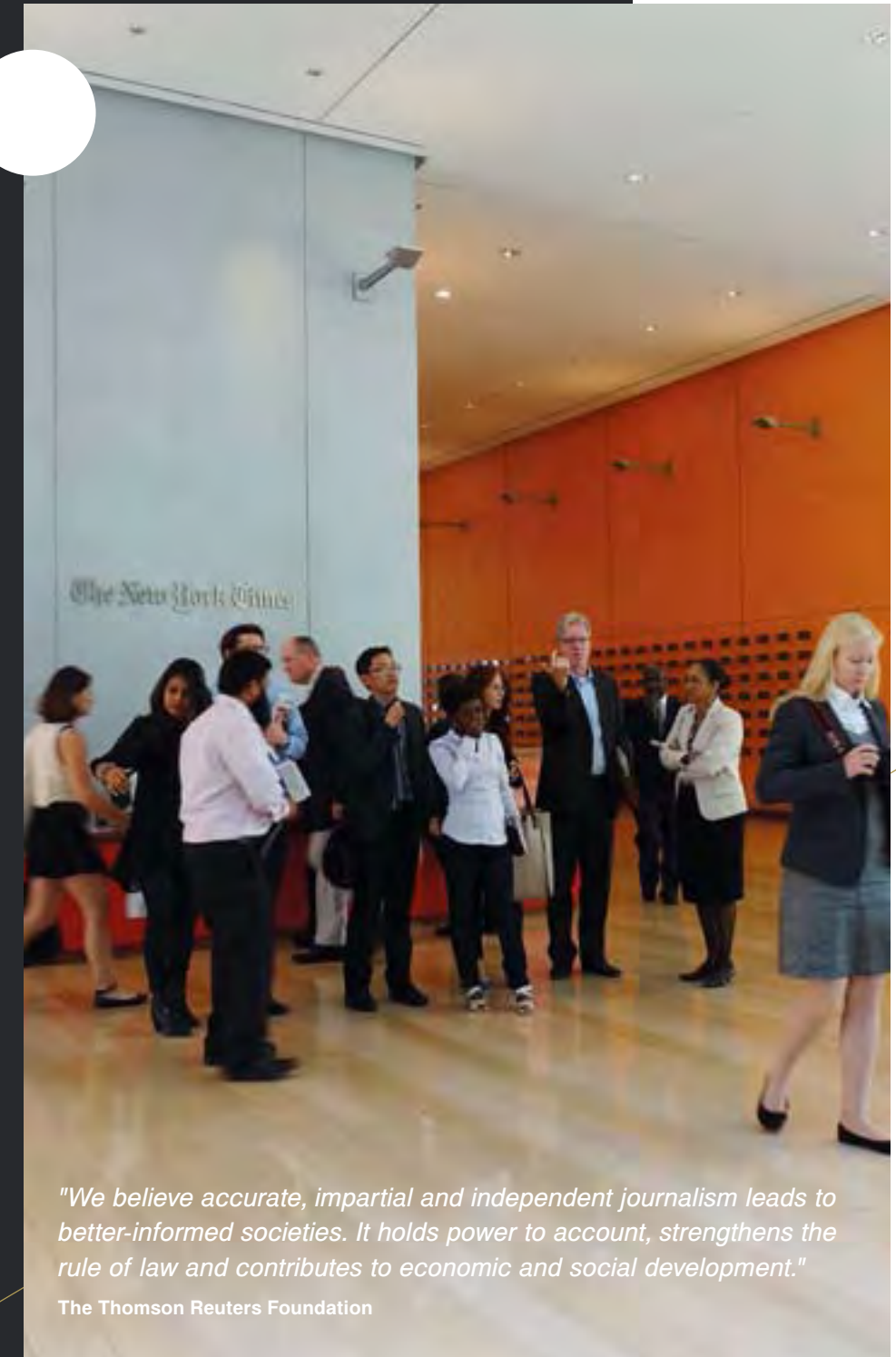
*"In a series of seminars and professional discussions I got 'first hand' information about the media practices and standards in the US media. Furthermore, I got access to the most up-to-date methods of investigative journalism and database research."*

A participant in a professional training program in the United States

## Our partners include:

- Association of European Journalists-Bulgaria
- Bulgarian National Television
- Economedia Ltd
- Otets Paisiy 36 Foundation
- World Press Institute

The scope of broadcast and print media we support is balanced, but we focus on electronic media and online publications



*"We believe accurate, impartial and independent journalism leads to better-informed societies. It holds power to account, strengthens the rule of law and contributes to economic and social development."*

The Thomson Reuters Foundation





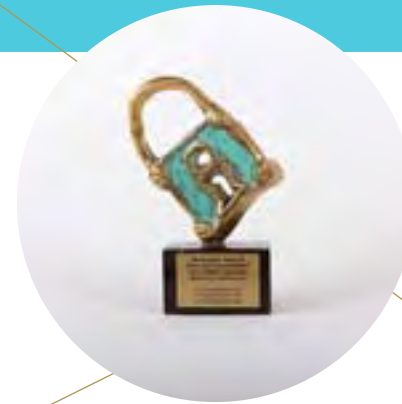
## PROMOTE GOOD GOVERNANCE

We support initiatives that:

- Counter corruption and institutional misappropriation
- Encourage accountability and transparency of public life
- Ensure access to public information and monitoring of the state agencies
- Support the growth of young public leaders

*"Regulatory quality and public sector integrity are two dimensions of public governance that critically matter for the confidence and decisions of all investors and for reaping the development benefits of investment."*

Organization for Economic Co-operation and Development (OECD)



### Our partners include

- Transparency Without Borders Association
- Access to Information Program Foundation
- Institute for Public Environment Development Association
- Institute for Market Economics
- Institute for Regional and International Studies Association

*"The initiative makes a big difference in civil society's endeavor to deliver upon integral and transparent relationships between the financial sector and the public institutions."*

A participant in an anti-high level corruption project

## WE ENCOURAGE CIVIC ENGAGEMENT AND PHILANTHROPY

We support programs that:

- Promote the reemergence of philanthropy, charity and volunteering in Bulgaria
- Strengthen the organizational capacity and fund-raising capabilities of non-profit organizations
- Encourage civic involvement in public and community affairs



*"I learnt that when there is a good idea, no matter how ambitious it might seem, if you start looking for a solution and for motivated people around, it can be realized."*

A participant in a capacity-building for NGOs program



*"Effective philanthropy requires a lot of time and creativity – the same kind of focus and skills that building a business requires."*

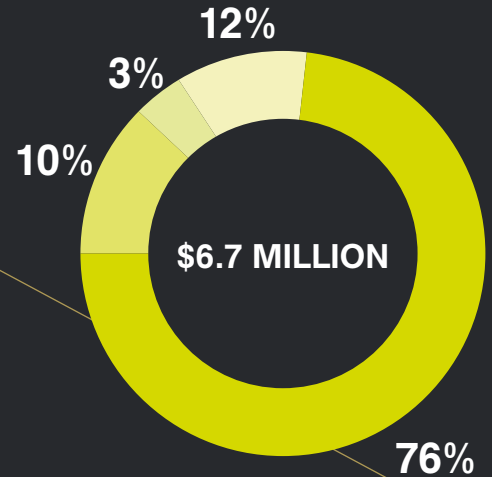
Bill Gates

## Our partners include

- Bulgarian Center for Not-for-Profit Law
- Bulgarian Donor's Forum
- Time Heroes Foundation
- Devetaki Plateau Association
- Workshop for Civic Initiatives Foundation/Community Foundations Program







- Increase of productivity of the Bulgarian agriculture through investments in education, science, and extension services
- Institutional support for improvement of the agricultural policy and business environment
- Support for building strong professional organizations
- Projects related to environmental education and sustainable economic development

# AGRICULTURE

## OUR MISSION

Agriculture and agribusiness continue to be an important part of Bulgaria's national economy providing income to farmers, creating investment opportunities for the private sector, and driving many related industries. The mission of the America for Bulgaria Foundation in the area of Agriculture is to promote competitive, modern Bulgarian agriculture. We support institutions and organizations with vision and invest in leaders who drive a positive change in agribusiness development and people's mindset. We promote life-long learning and foster U.S.-Bulgaria people-to-people exchange of knowledge and experience.

- Increasing agricultural productivity
- Providing institutional support for public and private decision making in a market-oriented policy setting
- Supporting the development of robust professional organizations



## WE EXCHANGE KNOWLEDGE AND EXPERIENCE

For six years **America for Bulgaria** assisted 133 Bulgarian specialists to visit leading US institutions as fellows of the Cochran Fellowship Program exchange for farmers, agricultural producers as well as civil service sectors and the Norman Borlaug Fellowship Program, which provides young Bulgarian scientists with the opportunity to work with leading researchers at the best American farming and food processing technological institutes.



## WE CREATE LEADERS

We support innovative professional organizations to be leaders in the development of modern and competitive agriculture in Bulgaria. We partner with the Bulgarian Association of Agricultural Producers, the Bulgarian Branch Chamber of Woodprocessing and Furniture Industry, the Bulgarian Food Bank and the National Union of Bulgarian Horticulturists. We invest in preparing objective economic analyses in cooperation with the Institute for Market Economics, the Institute of Agricultural Economics and the IntelliAgro Foundation.



## WE CONNECT SCIENCE AND BUSINESS

We apply the American model to provide services for farmers (Extension Service) in leading agrarian universities and support the introduction of new technologies to help Bulgaria's farming productivity.

# \$2 million

### Our partners:

- **The Trakia University – Stara Zagora:** the Extension Service in Dairy Farming, the America for Bulgaria National Center for Professional Training and Competence
- **Agricultural University – Plovdiv:** the National Demonstration Site for New Agricultural Technologies, the Experimental Center for Integrated Control of Plant Diseases, the International MA course in Agro Business and Entrepreneurship
- **University of Food Technologies:** the Research of Functional Probiotic Foodstuffs
- **Angel Kanchev University in Ruse:** Soil Protection Extension Service
- **University of Forestry, Sofia:** the Biological Resources Extension Service







## WE SUPPORT PROFESSIONAL EDUCATION

Over 3,500 students and 150 teachers in six Bulgarian training schools study in a modernized educational environment:

- **Professional School of Veterinary Medicine, Lovech:** Modern biology classroom
- **Professional School of Agriculture in Dobrich:** Young Farmers' Club
- **Professional School of Grain Processing and Food Technologies, Ruse:** patisserie training unit
- **Professional School of Agriculture and Economics in Svilengrad:** high technology plant cultivation classroom
- **Professional School of Agriculture in Sandanski:** America for Bulgaria Career Development and Civic Education Center
- **Professional School of Tourism and Food Technologies in Razlog:** modern language and computer classrooms



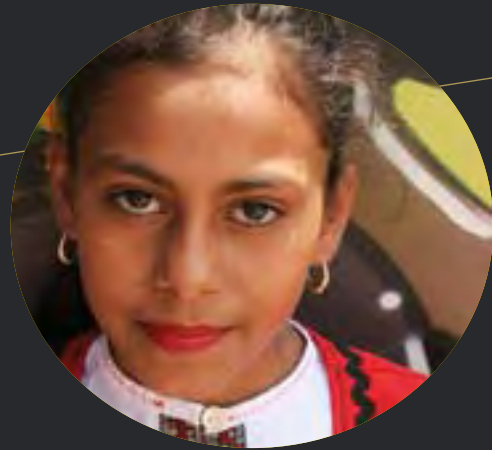
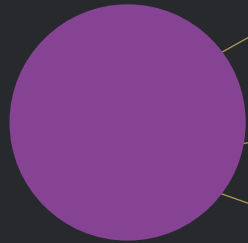
## WE CREATE ATTITUDE TO NATURE

**America for Bulgaria** cooperates with sustainable development and environmentalist organizations:

- **Corporate Social Responsibility-Bulgaria Association:** CO2 Diet
- **Gorichka Association:** Sustainable With Gorichka Film Fest
- **Ecosystem Europe Association:** School for the Future Summer Academy
- **Fun in the Mountain Association:** Mountains Are Our Home and Future
- **TOGETHER Foundation:** The tasty Gardens, nature lessons for everybody
- **New Thracian Gold Association-Bulgaria:** Wild World of the Eastern Rhodope

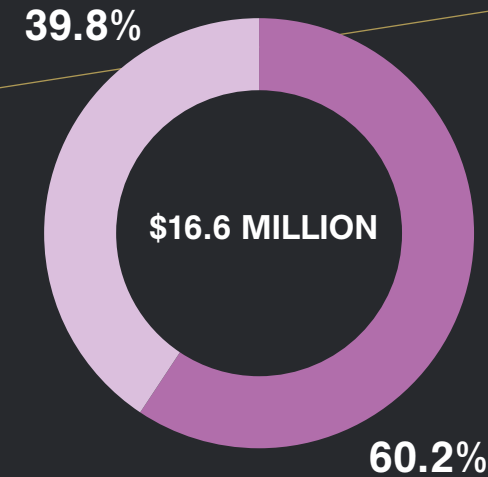


# ECONOMICALLY DISADVANTAGED



## OUR MISSION

Across all program areas, the **America for Bulgaria** Foundation is supporting efforts to build and strengthen a vibrant market economy. To achieve this goal, Bulgaria's disadvantaged poor must be included. There are extremely high levels of unemployment and very low levels of education among the disadvantaged. Roma comprise an estimated 10% of the population and make up a significant portion of the poor. To achieve better outcomes for Bulgaria's most impoverished citizens, America for Bulgaria Foundation is investing significant resources in the creation of a new organization, named the Trust for Social Achievement (TSA).



● 53 grants (before TSA)

● TSA



## TRUST FOR SOCIAL ACHIEVEMENT

The Trust for Social Achievement seeks to provide equal opportunities for the disadvantaged by funding projects in three main areas:

- Early education and prevention of dropouts for children at risk, especially Roma and economically marginalized children.
- Providing access to jobs for groups at risk, especially for Roma and the economically marginalized.
- Improving the capacity of local organizations, focusing on financial accountability and assessment of completed projects based on measurable indicators.





THE TRUST FOR SOCIAL ACHIEVEMENT ENDORSES PROGRAMS THAT IMPROVE THE WELFARE OF BULGARIA'S POOREST:

- **The Economic Development and Access to Jobs Program** provides opportunities to people belonging to groups at risk to establish contacts with employers, encourages entrepreneurship and provides housing assistance.

- **The Early Childhood Development Program** provides equal opportunities to disadvantaged children up to 6 years of age. It focus on children's proper care and encourages their enrollment in kindergartens. The program drafts modern and efficient programs for early childhood education and care.

- **The Educational Opportunities and Achievements Program** seeks innovative strategies and initiatives to improve the educational achievements of the poorest children. It supports programs to decrease the number of dropouts, improve attendance, help increase the performance of students at risk, increase the number of high school graduates, and enhance the quality of education.



TRUST  
FOR SOCIAL  
ACHIEVEMENT

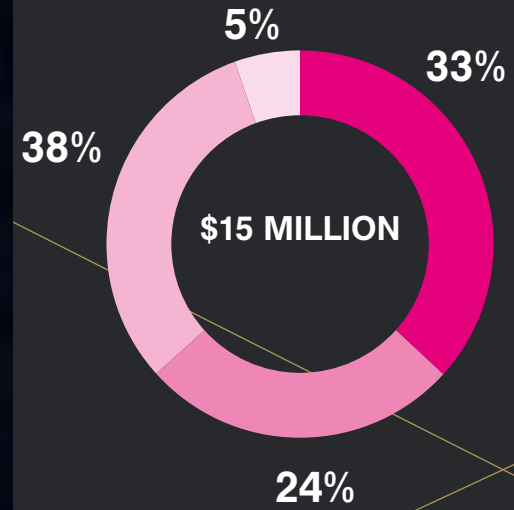


*"Invest in educational and developmental resources for disadvantaged families to provide equal access to successful early human development. Develop cognitive skills and social skills in children early — from birth to age five when it matters most. Sustain early development with effective education through adulthood. Gain more capable, productive and valuable citizens that pay dividends for generations to come."*

James J Heckman, Nobel Prize Laureate for Economics



America for Bulgaria has invested  
\$15 million in 203 arts  
and culture projects



- Bringing American Art to Bulgaria
- Appreciation for Bulgarian Culture
- Education in Arts
- Bulgarian-American Cultural Exchange



# ARTS AND CULTURE

## OUR MISSION

The mission of the **America for Bulgaria Foundation** in the area of Arts and Culture is to create viable private sector art organizations in Bulgaria by encouraging private initiatives to take on a greater role in Bulgaria's cultural life. We bring the Bulgarian audience the best examples of American art. We provide opportunities to accomplished Bulgarian artists as well as aspiring young talents to perform and create. We aim to spark the interest of the youngest in the arts and thus cultivate the future educated audience for quality cultural events. We identify and train art managers and build the capacity of art organizations.





## WHY CULTURE?

The cultural programs supported by the Foundation are more than show and fireworks. The cultural strategy of **America for Bulgaria** generates both present-time and future benefits for society:

- **Economic.** Both the not-for-profit and the creative industries create jobs, attract tourism and reinvigorate towns, neighborhoods and villages. Bulgaria's cultural industry has a big development potential.
- **Educational.** Good educational strategies never underestimate arts and culture appreciation. The arts improve educational performance, hamper juvenile delinquency and support the abilities of educators in keeping with 21st century demands. The arts encourage children's creativity and their skills for critical thinking, analysis and communication.
- **Cultural.** The arts act as a natural bridge between America and Bulgaria, connecting audiences and professionals belonging to different generations.
- **Civic.** The arts and culture have a key significance in developing democratic values as they actively involve citizens to discuss issues of importance. They encourage collective decision-making in contentious areas.
- **Preservation of tradition.** The arts preserve cultural heritage and pass it on to future generations.







*"I like working with kids because I enjoy seeing the looks on their faces and, it's kind of selfish, I want a future audience."*

**Joshua Bell**



*"In Bulgaria there is an explosion of talent."*

**Raina Kabaivanska, opera singer**



*"I am worried by a society that fears being provoked."*

**Edward Albee**

## WE BRING ON THE BEST

Vesko Eschkenazy, *violin*

Joshua Bell, *violin*

Evgeni Bozhanov, *piano*

Edward Albee, *drama*

Elizabeth Kostova, *literature*

Elmira Darvarova, *violin*

Zachry Karabashliev, *literature*

Kalina Ivanov, *cinema*

Kenneth Turan, *film criticism*

Krassimira Stoyanova, *opera*

Ludmil Angelov, *piano*

Maxim Eshkenazi, *orchestra conductor*

Maria Kowroski, *ballet*

Mario Hosen, *violin*

Marta Petkova, *violin*

Midori, *violin*

Milen Ruskov, *literature*

Raina Kabaivanska, *opera*

Ryan MacGinley, *photography*

Robben Ford, *jazz*

Sarah Chang, *violin*

Svetlin Roussev, *violin*

Suzanne Farrell, *ballet*

Frank McComb, *jazz*

Harry Benson, *photography*

Javor Gardev, *drama*



## WE ENRICH CULTURAL LIFE

We support projects that provide audiences to both established professional and young talent, showcase world art in Bulgaria and place it on the international cultural scene.

- **CLASSICAL MUSIC:** The Music of America, The Metropolitan Opera Live, American Ballet for Bulgaria, Piano Extravaganza, Days of Music at the Balabanov House in Plovdiv
- **JAZZ:** A to Jazz
- **DRAMA:** American Season at the National Theatre, Varna Summer International Drama Festival
- **MODERN ART:** One festivals, International Glass Festival, Contemporary American Art in Bulgaria, The Ancient Bath in Plovdiv
- **CINEMA:** Cinemania, So Independent
- **PHOTOGRAPHY:** Masters of Photography
- **MUSEUMS AND GALLERIES:** Night of Museums and Galleries, Plovdiv
- **LITERATURE:** Elizabeth Kostova Foundation Platform for Literary Translation and Fiction
- **FOLKLORE:** National Folklore Festival Koprivshtitsa, Living Heritage Program



**We supported 2,400 events attracting over 1,300,000 spectators**



## WE CREATE YOUNG AUDIENCES

We encourage programs, through both regular school and extracurricular as well as family activities that provoke an interest in the arts among the young.

**Our educational activities attracted 18,885 children from 139 schools throughout Bulgaria**

- Fortissimo Class, Fortissimo Family (Triola Quintola Foundation)
- Art for the Youngest, Children's Fair (EasyArt Foundation)
- Dedal Art School in Varna
- Zlatitsa Marching Band

## WE SUPPORT TALENT

We help training and vocational schools and arts colleges to upgrade their curricula and capacity up to 21st century standards. Our partners include the Percussion Department of the Arts School in Pleven, the Kunino School of Sculpture, the National Applied Arts School in Tryavna, the National School of Music and Dance in Plovdiv, the National School of Music – Sofia, the Applied Arts School in Sofia.

**Over 1,800 students from 16 schools participated in international competitions, received new equipment, and study on updated curricula in refurbished classrooms and workshops.**







## WE CONNECT ARTISTS

We develop initiatives to enable young professionals to participate in practice-oriented short-term educational programs in Bulgaria and abroad. We encourage professionalism and high achievement in the arts by interaction between partner organizations in Bulgaria and the United States.



**With the Children Circle** is an informal network of over 70 organizations and museums that offer children's programs. The participants exchange ideas and work in cooperation to provide every child with access to arts and culture.

**Art on the Road** disseminates independent stage production in Bulgaria, provides equal access to cultural products, assists independent artists to develop management skills, and encourages the receiving stages to be open to young artists' projects. Over 30 companies stage their new productions every year. In 2014, over 14,000 spectators attended events in 22 towns.

**Bulgarian-American Drama Exchange** is a cooperation program with Drama League, one of the most influential theatre organizations in the United States, and with the Trust for Mutual Understanding in New York. Up to 2014 it sent 71 Bulgarian artists to the United States.



# CULTURAL HERITAGE AND TOURISM

## OUR MISSION

The **America for Bulgaria** Foundation seeks to promote heritage tourism by capitalizing on Bulgaria's thousands of years of history, working toward identifying and developing a critical mass of attractions that will broaden Bulgaria's appeal well beyond today's beach and ski tourism. The America for Bulgaria Foundation plans to fund the development and preservation of selected major archaeological assets, many of which are world-class sites.

Related archeological research, utilizing technology unavailable to Bulgarian archeologists until now, has the promise of attracting world attention to Bulgaria's central role in the development of early man and such important civilizations such as those of the Thracians and Romans. Possible discoveries can put Bulgaria on the cultural tourism map, becoming an important cultural tourist destination in the manner of Athens and Turkey's Ephesus. Major economic benefits will flow to a number of sectors of the Bulgarian economy as the tourist businesses grow.

**We granted \$700,000 for the Small Basilica**

## SMALL BASILICA, PLOVDIV

In 2010-2013, in cooperation with the Culture Ministry and Plovdiv Municipality we excavated and made accessible to visitors a small architectural gem of Late Antiquity: Plovdiv's Small Basilica. Built in the 5th century, the church retained 110 square meters of fine mosaics as well as a well-preserved baptistery, but for years it had laid in abandonment and overgrowth. On the initiative and with the assistance of America for Bulgaria, the mosaics were restored and brought back to their original places, and the ruins of the basilica were turned into a museum.






Sofia, 2015


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