

# – WE CAN BE **HEROES** –

Exploring Europe for a better world

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A close-up portrait of a woman with brown hair tied in a bun, wearing black-rimmed glasses and a red cardigan over a white patterned top. She is looking slightly down and to the right with a gentle smile. The background is a blurred outdoor setting with a building and some greenery.

**HERO #11**

**CIVIC CROWDFUNDING  
WITH LYUBOV**

# THE PROJECT

« **We are one of the first crowdfunding platform with social projects in Ukraine.** »

## CAN YOU INTRODUCE YOURSELF ?

Hello, I'm Lyubov Zhdan, I'm the Chief Development of [Moy Gorod](#).

## WHAT'S MOY GOROD ?

[Moy Gorod](#) ["My City" in Ukrainian] is a non-profit and non-political organization created in 2015. It's a space bringing together active citizens ready to improve [Odessa](#) and where they can find how to make their projects real. More than 7.000 citizens are connected to our platform now. We are one of the first crowdfunding platform with social projects in Ukraine.

« **People here have plenty of ideas, but  
nowhere to find support yet.** »

## WHAT'S THE ISSUE YOU WANT TO SOLVE ?

Lots of people here in Ukraine have lost faith in politics and in its capacity to resolve our issues. We think only citizens can change things. People here have plenty of ideas, but nowhere to find support yet. We want to show them they are not alone. Their energy needs to be shared and inspire others.

## SO, HOW TO DO IT ?

That's why we created Moy Gorod, a crowdfunding platform on which active citizens can post their ideas online and connect with other people. We give them tools to bring their ideas to life. On our platform they can search for resources : money, volunteers, skills and competences, etc. Money isn't enough, you have to find people, team up and build a community.

« **Money isn't enough, you have to find people, team up and build a community.** »



# THE COMMUNITY

## WHAT KIND OF PROJECT TO YOU SUPPORT ?

We only support social projects, not commercial ones. We have actually 38 projects on the platform. For example :

- [Cherrytea.od.ua](http://Cherrytea.od.ua) : a website where you can give clothes or stuff you don't use anymore to people in need, for free ;
- [GladPet](#) : this is my project. The idea is solving problems with homeless animals by coordinating volunteers, shelters and organizations ;
- [Odessa.Pub](#) : an online media for positive news and inspiring stories in Ukraine and Odessa ;
- [#postcrossing4odessa](#) : postcards where everyone can share their culture and stories. It's a good way to know each other ;
- [Museum for change](#) : Odessa Art Museum paintings need to be restored.

## HOW DO YOU HANDLE FUNDRAISING CAMPAIGNS ?

We only give money to the one structure in charge of managing the project. We regularly ask for evidences like pictures, videos and bills. If we don't have any proofs about its progress, we summon its members and we control bank transactions.

## YOU SUPPORT URBAN PROJECTS AND YOU'RE FED UP WITH POLITICIANS. WHAT'S YOUR RELATIONSHIP WITH THE MUNICIPALITY ?

They know about us, they like our work and if we need official documents they help us, as any other Odessite. But we don't partner with the municipality, they don't finance us. Thanks to our platform, citizens created trash collection on the beach. In Odessa, 80% of the population don't throw their stuff on the garbage, especially cigarettes. The municipality is satisfied because they don't need to pay this public service, and citizens agree to pay to change their city in a positive way.

## WHAT'S YOUR PROJECTION ?

We are improving our website to make it more visible and accessible for users. We are focusing now on our city of Odessa, it's our first step. Maybe we'll extend our platform for other cities of Ukraine to have more impact.

**« The municipality is satisfied because they don't need to pay this public service,  
and citizens agree to pay to change their city in a positive way. »**

# THE BUSINESS MODEL

## WHAT IS YOUR ECONOMIC MODEL ?

We don't take commissions. We have partners : companies finance us to help social projects and we help them make their brand more popular. You know how important ["corporate social responsibility" - CSR -](#) is to companies. They can sponsor citizens project if they want. And they can use our platform to promote their own social projects. For example, in 2009, [Kärcher cleaned Potemkin Steps](#) [a historical monument in Odessa] with high-pressure cleaners and we helped them organize it. These companies don't need money to make these kind of projects real, but they need to communicate and mobilize a community of active people who want to change their city.

## HOW DO YOU SELECT COMPANIES YOU WANT TO WORK WITH ?

It could be all companies. But they all have to act in accordance to CSR.

**« These companies don't need money to make these kind of projects real, but they need to communicate and mobilize a community of active people who want to change their city. »**

# APPROACH OF LIFE

« **One person can't change everything. But with a community, we can do something great. With Moy Gorod and GladPet I'm a part of the solution.** »

## WHY HAVE YOU DECIDED TO ENGAGE IN MOY GOROD ?

I was working in tourism before. But I wanted to act by myself and become a changemaker. I'm fed up with the inaction of our governments. One person can't change everything. But with a community, we can do something great. With My City Platform and GladPet I'm a part of the solution.

## WHAT MOTIVATES YOU IN LIFE ?

When people thank me for the work I've done. It's encourages me to go ahead !

## CAN YOU GIVE ME ONE WORD/ADJECTIVE/FEELING TO SUM UP YOUR ENGAGEMENT ?

"One small investment is the first step for a great future". It's my motto. We can't make something great if we don't start somewhere. So, let's do it now, and step by step it can become bigger.

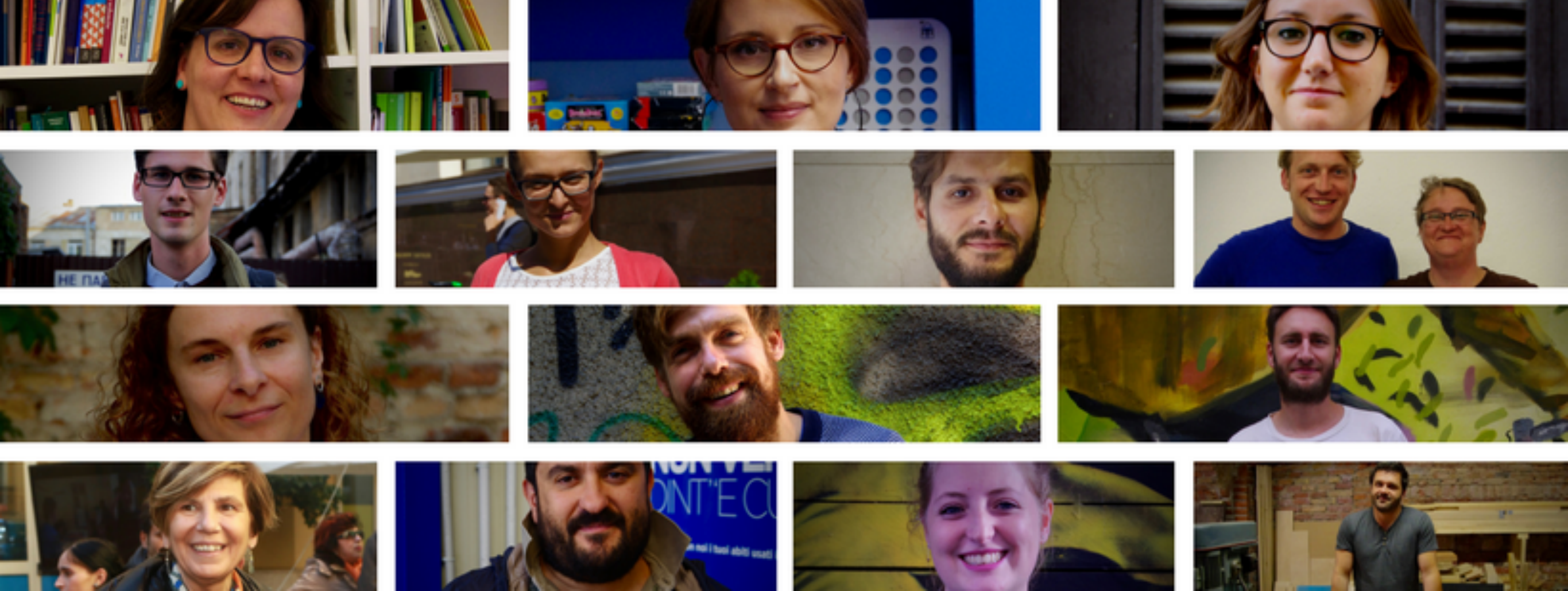
« **One small investment is the first step for a great future.** »





credit : Moy Gorod





[www.wecan-beheroes.org](http://www.wecan-beheroes.org)



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