

# REPORT

## Projector Creative & Tech Foundation

April – December 2022

PROJECTOR  
CREATIVE  
& TECH  
FOUNDATION

PROJECTOR  
CREATIVE  
& TECH  
FOUNDATION

OVER THE COURSE OF THE  
8 MONTHS OF THE FOUNDATION'S  
WORK, WE GREW FROM A STARTUP  
TO A SUSTAINABLE NON-PROFIT  
CHARITABLE ORGANISATION  
WITH A LONG-TERM IMPACT.

# TOTAL RAISED TO SUPPORT THE FOUNDATION

in hryvnias

**₴22,188,546**

in dollars

**\$609,443,47**

in euros

**€571,595,79**

# TOTAL NUMBER OF GIRLS & WOMEN GRADUATED: 167

MOTION DESIGN COURSE	16	QA	20
GRAPHIC DESIGN	29	ANIMATION	7
MOBILE APPS DESIGN	20	ART DIRECTION	5
IT PROJECT MANAGEMENT	20	TYPO LOGO & DESIGN CAMP	5
UI/UX DESIGN	20	SEO BEGINNING	4
TARGETING	21		

# TOTAL NUMBER OF GIRLS & WOMEN STUDYING NOW: 247

TARGETING	21	PROJECT MANAGEMENT	12
FRONT END	15	UX/UI	17
GRAPHIC DESIGN	20	DIGITAL MARKETING	69
MOTION DESIGN	20	IT SUPPORT	27
FRONT END	17	GRAPHIC DESIGN	5
PYTHON	10	UX DESIGN BEGINNING	2
QA	12		

# TOTAL NUMBER OF GIRLS & WOMEN THAT WILL STUDY IN 01/02.2023: 270

DIGITAL MARKETING (INCO)	35
--------------------------	----

SEO	15
-----	----

TARGETING	30
-----------	----

UX DESIGN BEGINNING	15
---------------------	----

WEB DESIGN BEGINNING	30
----------------------	----

MOBILE APPS DESIGN	15
--------------------	----

LEAD GENERATION	20
-----------------	----

IT PROJECT MANAGEMENT	20
-----------------------	----

NLP	15
-----	----

QA	20
----	----

AFFILIATE MARKETING	15
---------------------	----

MOTION DESIGN	20
---------------	----

GRAPHIC DESIGN	20
----------------	----



# REVIEWS OF STUDIES BY UKRAINIAN WOMEN



Masha Morhunova



Anastasiia Aksonova



Olia Rehei

## Motion Design Scholarship Student

It was great! It was fascinating but more challenging than I expected (which was fine). Curator Lisa was superb: she provided profound feedback while thoroughly explaining everything. It was probably the best course in Projector and the best lecturer/curator. Not to suggest that the others were worse, but Lisa was one love. I admired her approach. Even when it appeared like the animation was plain bad, she always had something positive to say. It was uplifting and increased my motivation to progress. It was pure joy!

Projector, you are incredible. You went above and beyond, and I would give you 100 out of 10! Thank you!

## Mobile Apps Design Scholarship Student

Everything was fantastic! I admired the curator Lisa because she was intelligent, compassionate, and motivating. Manager Victoria was also wonderful; she was friendly and did a great job explaining things. Generally, the studies were well organized; everything was simple to understand and functioned without difficulty. The lessons were excellent; everything was demonstrated in great detail, and Lisa provided further explanations and even gave video feedback. Amazing!

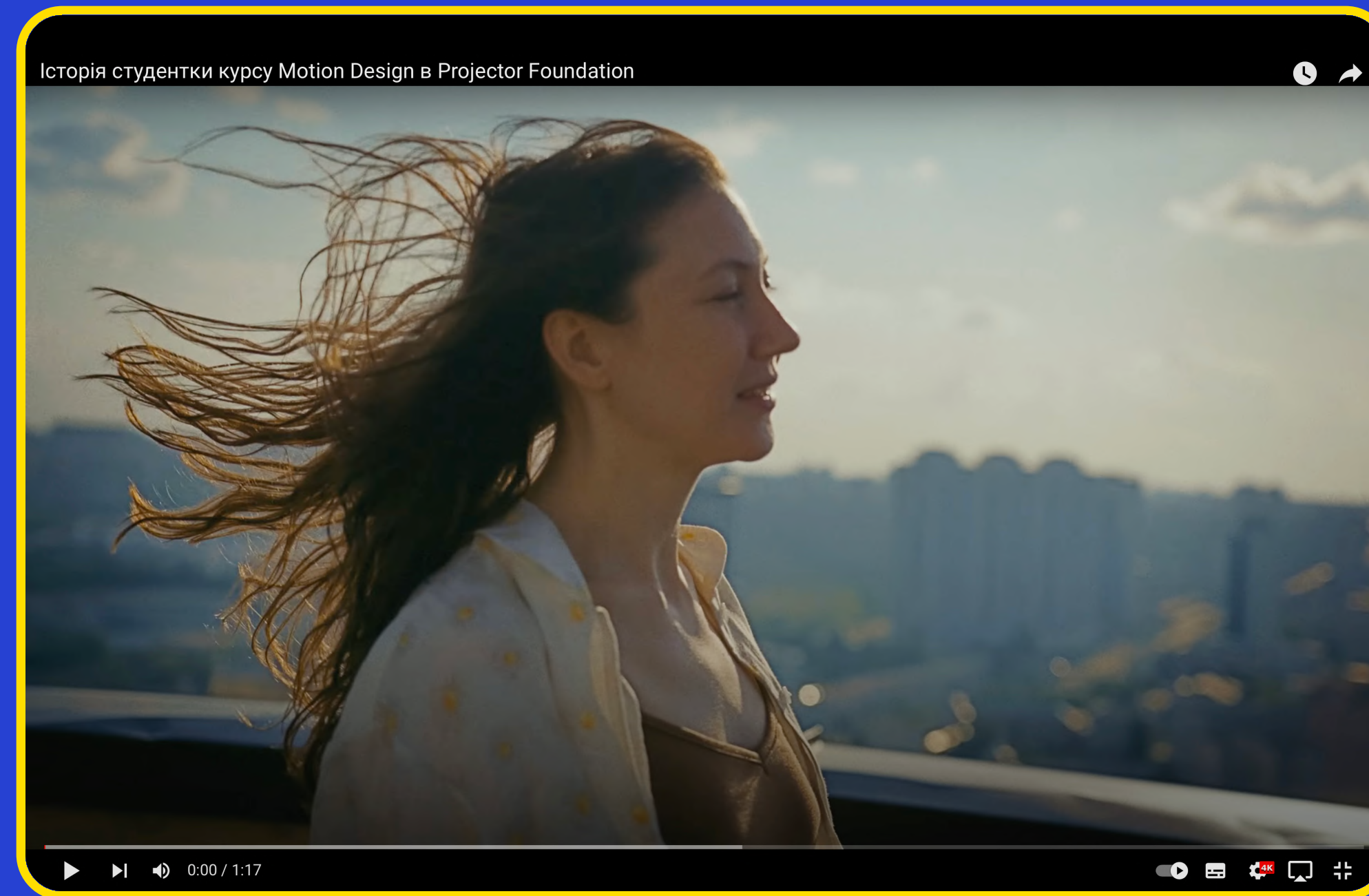
## UI/UX Design Scholarship Student

I was thrilled to get the chance to learn from you. I awaited the mentor's comments like a girl would wait for a boy to take the first step. After that, I was more eager than ever to do or revise my homework. Understanding what was problematic and what looked fantastic when you reviewed your work from the initial stages to the finished product was a beautiful experience.

Thank you for teaching us to be perfectionists and to pay attention to small but essential details. Lectures were meaningful, exciting, and focused, covering a minimum of theory and a maximum of practice.

# REVIEWS OF STUDIES BY UKRAINIAN WOMEN

The story of the Motion Design course student  
at the Projector Foundation



[Tap to watch](#)

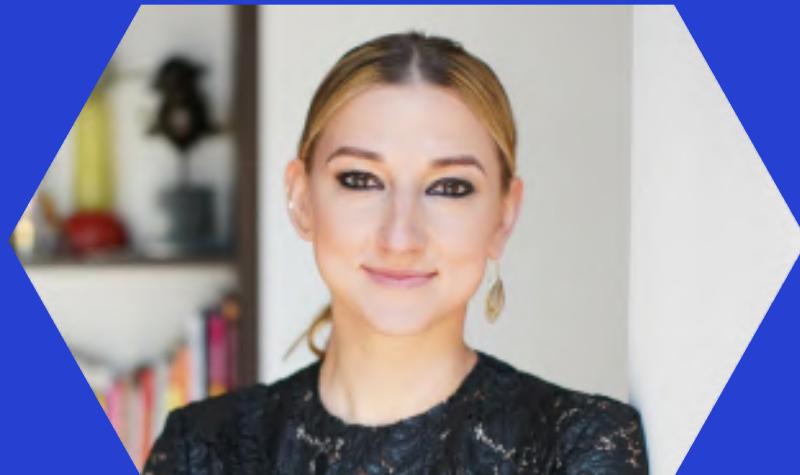


# AMBASSADORS OF THE FOUNDATION



Olena Zelenska

The First Lady of Ukraine



Olena Borysova

Restorator, CEO at Gastro Family



Oleksandra Govoruha

Head of International PR at Sigma Software  
GroupCo-Founder of UTEW Tech Tribe



Olga Royenko

Creative Entrepreneur  
CEO at Royenko Marketing Agency



Nina Levchuk

Co-founder of United4Ukraine  
Google Startups & VCs Lead



Vira Platonova

Senior Vice President of Visa



Oksana Pavlenko

Founder & Editor-in-Chief  
of Divoche.media



Olenka Severenchuk

Head of Communication of the Minor  
Academy of Science of Ukraine



Nadya Pereviznyk

Communication consultant and  
psychologist



Yuliya Fediv

Ex-head of Hromadske.ua  
First CEO at Ukrainian Cultural Fund



Anna Novosad

Minister of Education and Science of  
Ukraine (2019-2020)



Yana Barinova

Project Manager of European policies and  
Ukrainian relations at ERSTE Foundation



# COLLABORATION

Funds from collaborations go towards education of Ukrainian girls and women in creative & tech fields



The Ebaut YouTube show has released a charity episode on occupations and careers



Projector Institute and the Ukrainian brand Woolkrafts created a charity blanket Укриття (Shelter) as a design war piece



# INTELLECTUAL COLLABORATION WITH ROBERT SAPOLSKY

We hold a charity lecture "War and science: what neurobiology knows about violence" with the world-renowned American neuroendocrinologist, professor of biology, neuroscience and neurosurgery at Stanford University, Robert Sapolsky. During the event, participants were making donations to the Projector Foundation.



**ЛЕКЦІЯ**

Як війна впливає на наші мізки:  
конспект інтерв'ю Роберта  
Сапольскі від Projector Institute  
Що нейробіологія знає про насильство

PROJECTOR  
CREATIVE  
& TECH  
FOUNDATION

16.11  
19:00

спікер  
Роберт Сапольскі

**ВІЙНА І НАУКА:  
ЩО НЕЙРОБІОЛОГІЯ  
ЗНАЄ ПРО НАСИЛЬСТВО**

prjctr\_institute

prjctr\_institute Наука знаходить пояснення навіть тоді, коли здається, його бути не може. Щоб спробувати пояснити наші відчуття, емоції й ту реальність, в якій живемо, через призму нейробіології, ми запросили Роберта Сапольскі, професора Стенфордського університету.

Виступ відбудеться для підтримки Projector Foundation – освітнього фонду, що допомагає жінкам, які постраждали від війни, здобути нову професію.

Участь безкоштовна.

3 тиж.

khimiakorysia Омг 🔥🔥🔥

3 тиж. Позначки «Подобається»: 2 Відповісти

Уподобали tetyana\_fishchuk і ще 1,564

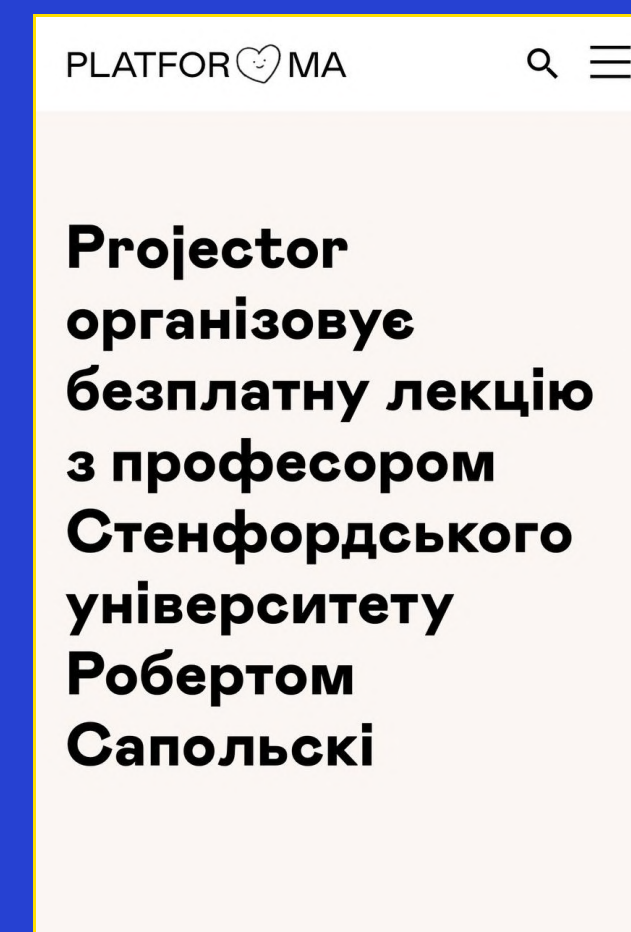
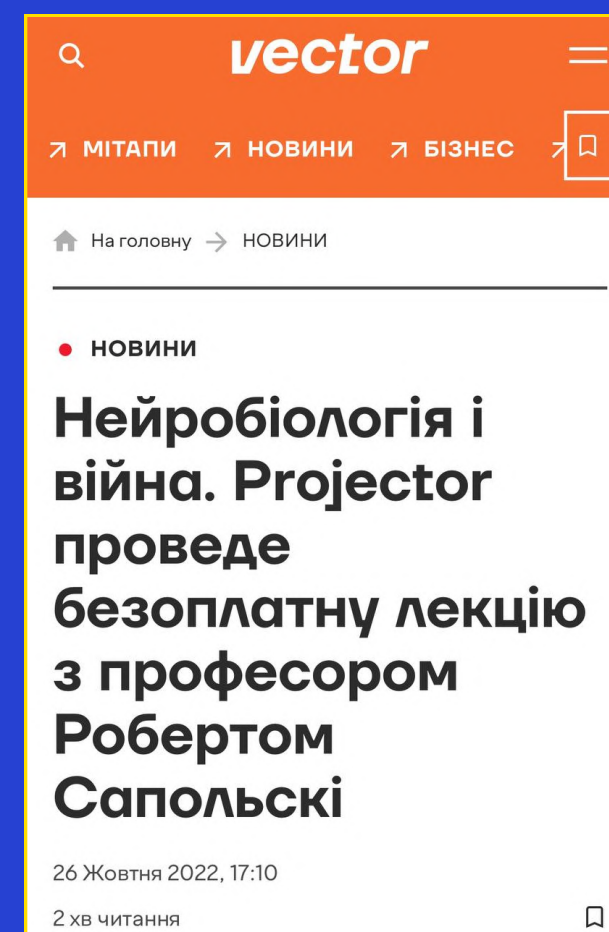
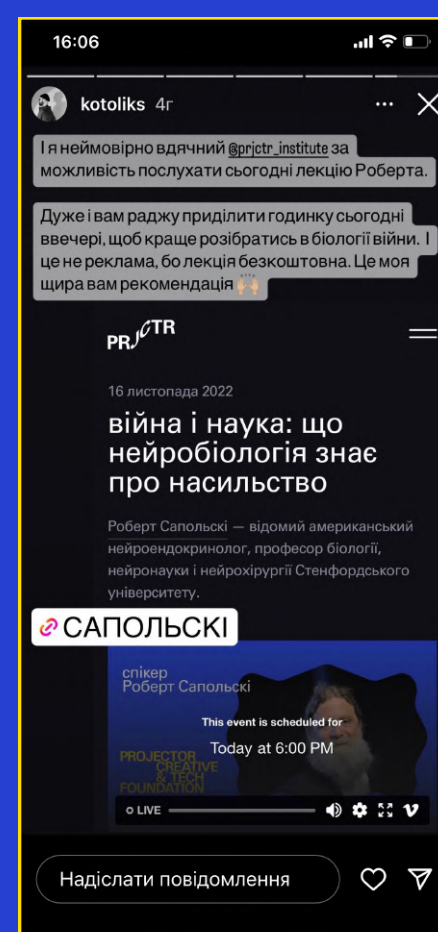
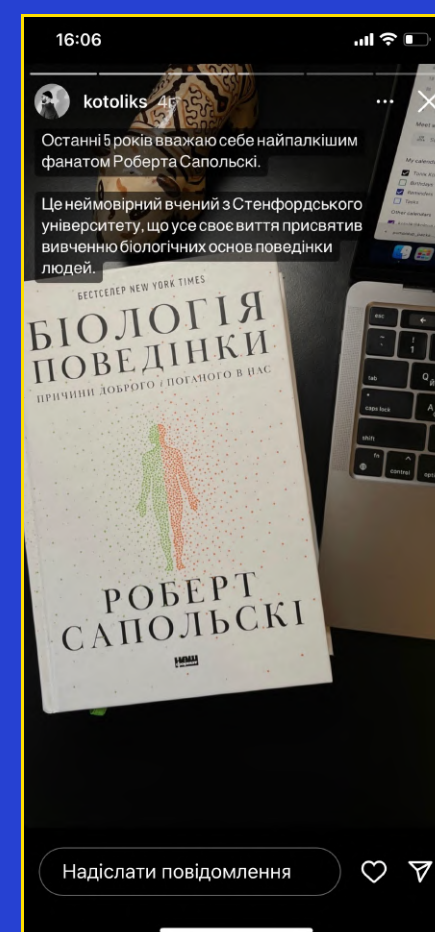
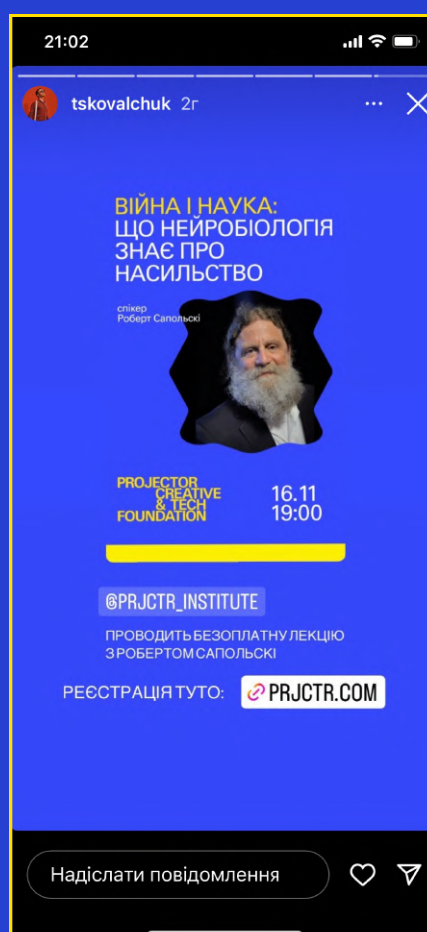
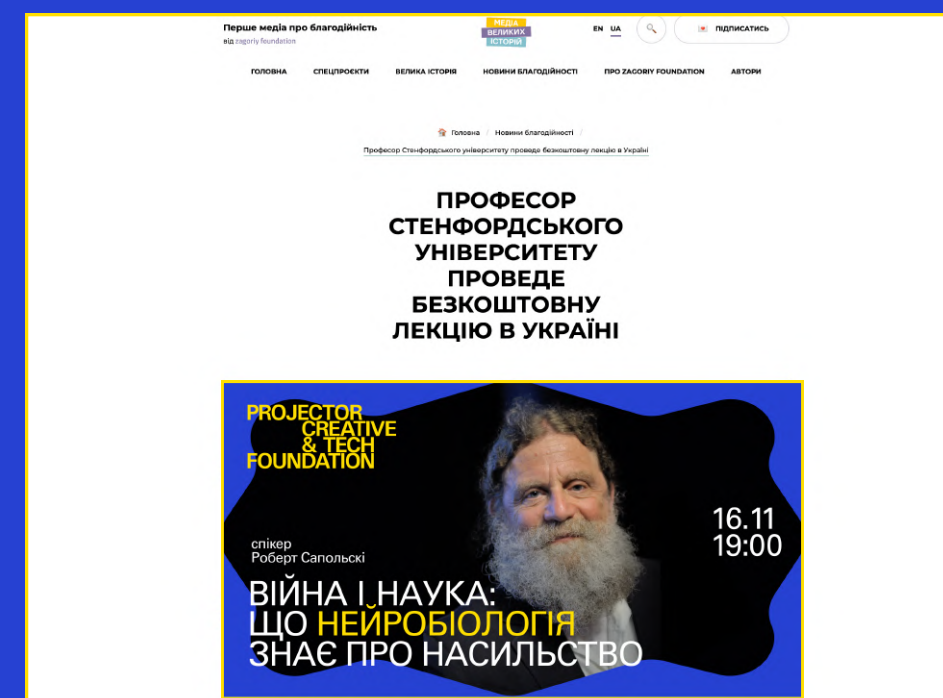
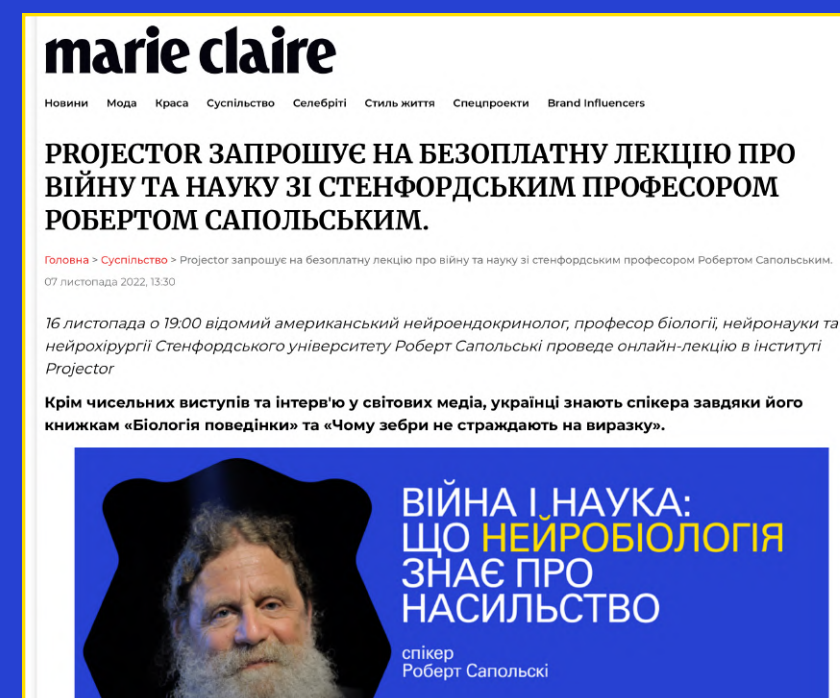
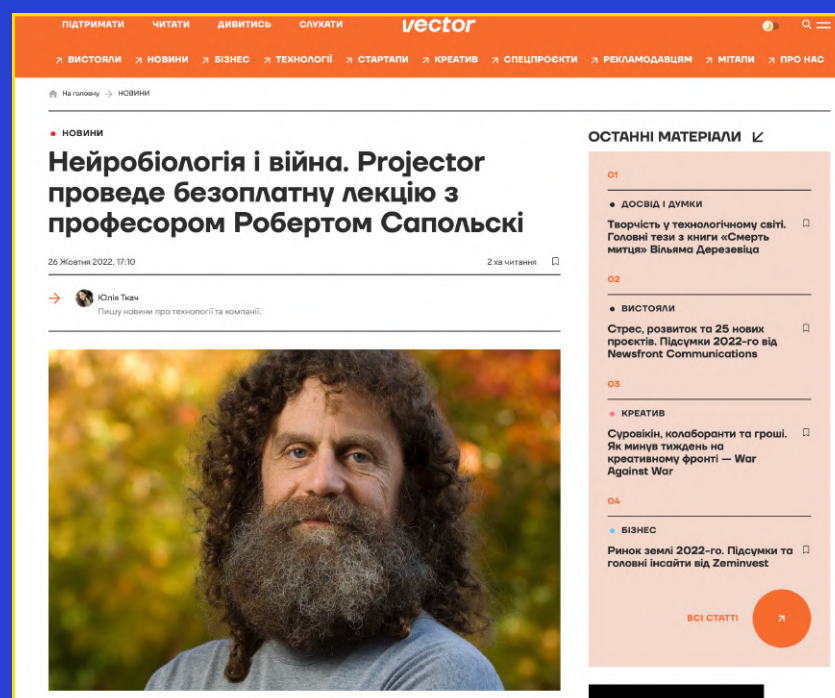
ЖОВТЕНЬ 25

Додайте коментар...

Опублікувати



# MEDIA ABOUT EVENT AND PROJECTOR FOUNDATION





# SPECIAL EVENTS

Krupynka is a one-day online charity conference for designers of interfaces and digital products. Among the speakers were creative directors and top managers from world-famous companies like Apple, Google, and Adobe.

The charity conference raised 730,200 hryvnias, enabling 40 Ukrainian women to get free Graphic Design and Targeting education.





# MENTORSHIP PLATFORM

We launched a mentorship platform as place to meet creative & tech industry mentors.

On the platform, you can get mentoring sessions from professionals ready to share their expertise in exchange for donations to support Ukrainians through the Projector Foundation and other funds.



PRJCTR  
MENTORSHIP  
PLATFORM

# MENTORSHIP PLATFORM

₹1,639,397

total funds raised  
(₹663,298 of them for Projector Foundation)

1,298

total number of sessions booked

₹ 1,263

the average donation

PRJCTR  
MENTORSHIP  
PLATFORM



# BLACK FRIDAY AT PROJECTOR INSTITUTE BECAME CHARITABLE

This year, the cost of a subscription to the Projector educational video library turned into a charitable donation this year.

On Black Friday, we raised UAH 700,000 for the Foundation, allowing us to train another 35 women next year.

100% of each subscription was donated to charity:

- 50% to the Projector Foundation
- 50% to the Come Back Alive Foundation



# MEDIA COVERAGE

[Dev.ua](#)

[bzh.life](#)

[Visitukraine.today](#)

[TechUkraine](#)

[NZL \(від TheUkrainians\)](#)

[rada.gov.ua](#)

[Telegraf.design](#)

[News.finance.ua](#)

[Дія.Бізнес](#)

[Медіа Великих Історій](#)

[Vctr.media](#)

[Divoche.media](#)

[Platforma](#)

[Anywell](#)

[Liga.tech](#)

[Dou.ua](#)

[bazilik.media](#)

[Thedigital.gov.ua](#)

[34.ua](#)

[AIN.UA](#)

[Wonderzine.ua](#)

[ITC.ua](#)

[HappyMonday](#)

[Newmedia](#)

[Highload.today](#)

[Sundries.com.ua](#)

[Big Kyiv](#)

[business.rayon](#)

[Kyivstar Business Hub](#)

[Mezha.media](#)

[Вінницька ОВА](#)

[Мережа правового](#)

[розвитку](#)

[sadeczanin.info](#)

[Nic.ua](#)

[senior.ua](#)

[vpolshchi.pl](#)

[sostav.ua](#)

[Наш.Київ](#)

[Nachasi](#)

[The Village Україна](#)

[Marie Claire Україна](#)

# THE FOUNDATION WAS CREATED WITH THE SUPPORT OF



Ministry  
of Digital Transformation  
of Ukraine



**Business**

## OUR PARTNERS

**She's Next**

empowered by **VISA**

**VISA**



INCO ACADEMY  
WORK IN TECH



Швеція  
**Sverige**



with support from  
**Google.org**



OUR GOAL FOR 2023  
IS TO GIVE TRAINING  
TO 1,000 UKRAINIAN  
GIRLS AND WOMEN

Thank you for your help in guarding  
the educational front with us!  
Only together we are truly invincible.

BECAUSE TO BE EDUCATED MEANS TO BE FREE.

# CONTACTS

foundation@prjctr.com  
+380 97 015 9272

[prjctrfoundation.com](http://prjctrfoundation.com)

# YOU CAN SUPPORT US USING THESE BANK DETAILS:

**USD**

IBAN:

UA823052990000026004016812281

SWIFT: PBANUA2X

**EUR**

IBAN:

UA393052990000026002026809167

SWIFT: PBANUA2X

**UAH**

IBAN:

UA733052990000026003026802895