



**TROTOARA**

# TROTOARA FOUNDATION ANNUAL REPORT OF ACTIVITIES 2018







**The young people are not the future. They are the present. They are the inspiration for all of us, they are the cause which worths fighting for.**

In a society with more than **70% of the youth living in risk of poverty and social exclusion**, activities involving kids and teenagers are the most important battle, in which we all should fight, and give everything we can. **The battle to win!**

**It is not enough** just to plant the seed to have a tree. You must nourish it, you must take care for it. It needs sun, water, forest creatures. In other words, it needs a good environment.

**If you do not like the environment - change it!**

Year 2018 was our strongest year up to now. More than 60 different events visited by over 5000 people, 10000+ likes of our Facebook page, 1100+ followers in Instagram, 22000+ on our website, we created a second YouTube channel, Facebook group with more 1800+ members, membership cards, challenges and much more.

**Over 100 working days of T.R.A.P.** – the place where the students are feeling safe and at home.

We attracted much more partners, donors, friends and volunteers.

**We succeeded in creating an amazing and unique festival**, covering almost everything, which inspires and interests the today's youth. And on top of this - we made it so the students organized it by themselves - acting as a main and devastating driving force.

We are the present - all of us on the curb (Trotoara). Our path in 2019 is wide open, and the direction is the same - up and ahead! **Let's walk it together!**

**For more than 4 years we at Trotoara Foundation have focused our efforts in these directions:**

# Work with young people and involve them in activities. Main goal is to engage them, to inspire them, to provoke them, to make them want and think. To provide a place to express themselves and an environment to listen to them.

# Work with volunteers - workers, employees, parents, managers, old and young - people who love the youth and give a heart and a soul for a better present and a future.

# Engage the business and the corporate social responsibility. We think that the way to live in a better environment is to make all of the layers of the society to work together. The main support for this should come from within the society and not from the outside.

**Deyan Plamenov Yankov**  
Director @ Trotoara  
Sofia, January 2019



# TROTOARA

## Who are we?

Trotoara Foundation is a legal entity with a non-profit purpose registered in 2014. It consists of a board of members who are currently: Lyubomir Dimitrov Vakavchiev, Aneliya Antnonova Moravska and Deyan Plamenov Yankov. The role of a director and chairman of the board is executed by Deyan Yankov who is also the founder.

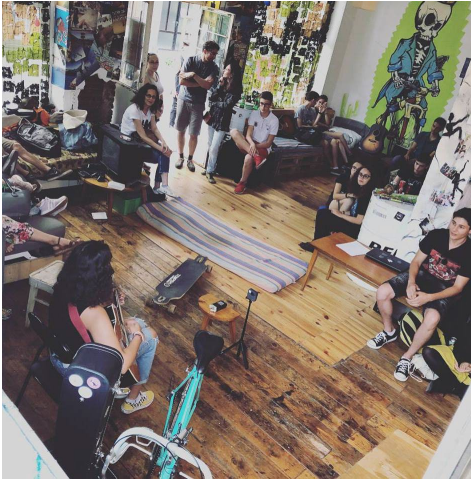
## Our goals

- # Development of universal and social, cultural and spiritual values.
- # Development and encouragement of the Bulgarian national and European identity through the preservation of cultural heritage, the natural environment and the authenticity of the Bulgarian language.
- # Consolidation, inclusion and integration of young people aged 12-16 years from different social and ethnic groups and the promotion of tolerance among youth. Supporting youth's personal abilities, cultural and spiritual development.
- # Development and promotion of volunteering.

## Main activities

- # Organize festivals, performances, concerts, exhibitions, literature readings and other activities on the national and international level, targeting topics related to the objectives of the Foundation.
- # Conduct, assign and assist projects and studies, as well as support public initiatives, related to the objectives of the Foundation
- # Fund ideas, projects and other activities, in the areas of music, literature, art, education and environmental activities, with its own funds or funds obtained by similar international and local organizations.
- # Gather and disseminate information and informational and education materials, related to the objectives of the Foundation, as well as exchange information with local and international organizations with similar objectives.

# Activities in 2018



## T.R.A.P. – Trotoara Room for Angry People

Our main project in 2018 is our youth community center called T.R.A.P. The space consists of around **320 m2 rented house and warehouse in the center of Sofia**, located at Bratya Miladinovi Str. No.26.

In 2018 the construction and operation of the sound and music recording studio was able to happen thanks to volunteers and the amazing and endless energy of the **trappers** (this is how the kids coming to T.R.A.P. call themselves). There is a month or two left to finish with all of the reconstruction and after that the center will be operating in full scale - with music rehearsal room, sound recording studio, a dance hall and a workshop for recycling electronic scrap and plastic.

It's worth mentioning that the T.R.A.P. started to operate actively in early 2018, and little by little became the most popular and famous place for the teenagers in Sofia. For less than a year more than **300 kids aged between 12 and 18 years old** came to T.R.A.P. and participated in the events, workshops, volunteer work and other interesting things which were organized.

## T.R.A.P. Membership Cards

Looking for new ways of motivation, together with the trappers we created T.R.A.P. membership cards. The cards provides you with free access to all of the events, give serious discounts within our sponsors and donor organizations, but mostly it is a sign that you earned it with heavy work, passion and perseverance.

**It is an honor to have a T.R.A.P. card!** To receive it you must collect **100 points**.

If you succeed in completing a challenge you receive 100 points. The challenges are given by a 5 people committee of trappers, who interview you and give you tasks which take serious amount of time and effort..

Participating in activities organized in T.R.A.P. and outside of it also gives points. Organizing events, volunteer work, cleaning, recycling, doing good to other people - these are just a few of the things for which the committee gives points.



## The Events

As a main tool for working with the teenagers we invented the events - different of size and type.

All of the events are organized by teenagers under the mentorship of Trotoara. Acting as volunteers, managers, participants, DJ's and other the kids learn valuable skills like keeping deadlines, working in teams and many other.

You are 15 years old and want to organize a concert? Come to T.R.A.P.! Want to do an exhibition? We provide the materials! Want to do something, but do not know what exactly? **We are here for you!**



# Statistics



## T.R.A.P.

Work days:

**100+**

Kids visited:

**300+**



## Member cards

Cards issued: **84**

Participants: **184**

Given points: **8088**

Taken points: **512**



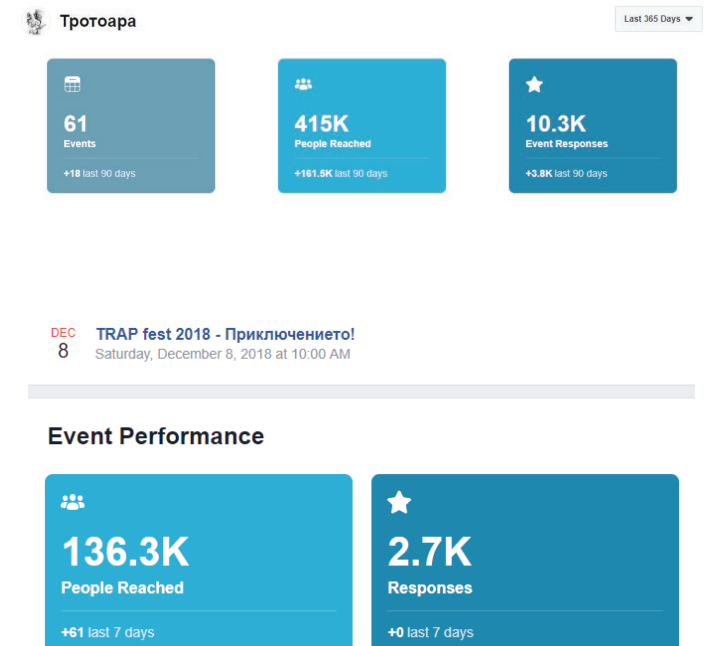
## Events

Number of events: **60+**

Visitors: **5000+**

Volunteer students: **400+**

People reached: **415K**



# Social networks

## Facebook page

[facebook.com/trotoaracom](https://facebook.com/trotoaracom)

10023 likes

## Facebook group T.R.A.P.

[facebook.com/groups/1696477087046597](https://facebook.com/groups/1696477087046597)

1877 members

## Instagram

[instagram.com/trap.trotoara](https://instagram.com/trap.trotoara)

1127 followers

## Website

21198 users



## YouTube channel Elements

[youtube.com/c/elements-trap](https://youtube.com/c/elements-trap)

264 subscribers / 5574 views

13 videos

## YouTube channel Trotoara

[youtube.com/c/trotoara](https://youtube.com/c/trotoara)

203 subscribers / 28759 views

30 videos





# TROTOARA



THIS IS HOW WE WANT TO LOOKS  
THE T.R.A.P. BACKYARD IN 2019



# Notable events



## Beyond the Academic

19.01.2018

In collaboration with Mika Foundation, T.R.A.P. was the host of an exhibition consisting of the art pieces of students from Bulgaria and the United States of America. Over 100 paintings were shown whilst other events connected to the cause were being implemented.



## African vibes at TRAP

28.04.2018

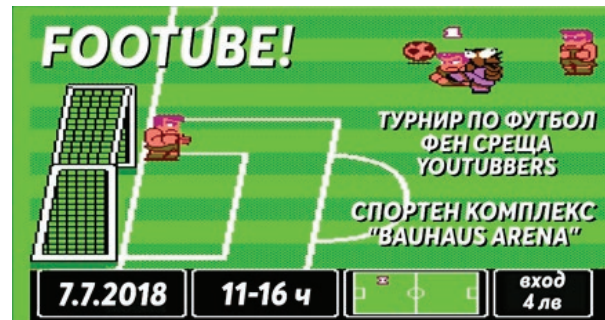
The Trappers joined together and organized a charity concert for school kids in Uganda. The objective was to raise 500\$ with which the school in Uganda could install a system for drinkable water. Amazing artists, a workshop for flag sewing and decoration... all led to raising 800\$! Students helping students - is there something better than that?



## Invaders - 12 hours gaming & YouTubers

18.02.2018

The first gaming event organized by the Foundation in collaboration with the student non-formal group eMedia\_TV supported by Ardes.bg. Under the management of Trotoara, Invaders left the basis of future gaming events with the partnership of Ardes.bg



## Footube - YouTubers VS fans

7.07.2018

Youtubers gathered to play football for charity! Youtubers versus fans, versus gamers and versus each other - the concept was to show that computer fans are leading an active life and could provoke their followers to do the same and play sports.



## TRAP fest Earth Hour 2018

24.03.2018

For a second consecutive time, the Earth Hour was marked with a massive concert. With the exception of the music, the leading force of the event was the role of the students acting as organizers, the inclusion of various partner organizations and the spreading of awareness on the topic of global warming.



## Other events

Except for the aforementioned events, a lot more were organized - in the Trap, outside of it, in different clubs in Sofia and even outside of Sofia. We created new formats of DJ parties - Trap, Rap & Dubstep and K-Trap. Major DJs and organizers - the tireless trappers, now equipped with a brand new DJ controller, bought with the funding provided by our sponsors.



# TRAP fest 2018 - The Adventure<sup>2</sup>

8 - 9.12.2018 / Sofia Tech Park / Innovation Forum "John Atanasov"



The biggest student-organized event so far.  
Maybe even the biggest one in Bulgaria.  
Music, dances, gaming, inspiration and much more - the activities in the Trap fest were just too many to count.

Trotoara Foundation, supported by social businesses, NGOs, media and artists, as well as the active participation of students from SMG, NPMG, NGDEK and trappers, organized for a second consecutive year the Festival of youth, technologies and art. The objective of the initiative is to involve the youth's energy and power for developing and achieving important skills, connected to the management, participation and organization of the event as in each program and activity for the realization of the festival key figures are the students.

Held live by Youtube and Twitch, with the attendance of 1000+ people, this annual event is turning into an endless source of inspiration for everyone who has been part of it.



- # Over 250 volunteers on the average age of 15
- # Over 100 attendants from different schools and high schools from Sofia and the country
- # Over 50 volunteers from various corporations



# Main partners in 2018



## HPE - The Cause

Hundreds of hours of volunteer work, help and support in almost every of our activities, donations and awarded grant. Thanks to the inspired, restless and amazing members of **The Cause** team in the family of **Hewlett Packard Enterprise**, our work got wings and became able in such a big scale.

**We love you friends!**



## Ardes.bg

Starting from February with our first gaming event, Ardes support for the young people made miracles. They helped us make our second YouTube channel, gave us computers and equipment, but mostly they made T.R.A.P. fest 2018 possible. Great professionals and good givers!



Perfect technical services and equipment for our events. The best and biggest company in the renting business is here for Trotoara!



## Experian / Ubisoft / VMWare Obecto / MusalaSoft / UltraPlay

These are our main IT partners in 2018 - they showed not only that they can work together despite the competition, but also showed that the IT sector is in one of the first places in the economy for a reason - they have the best CSR programs. Restless volunteers, donations, common events and wonderful moments. We hope that your support gives you the same happiness as it gives to the teenagers you are providing for!



# Main partners in 2018 for the reconstruction works of T.R.A.P.



## Venkov Engineering

**GIANTS!** Even this word is not enough to describe how much Venkov Engineering supported us in the construction. Trotoara would not be the same without your support!



The main provider for the electrical installation of T.R.A.P. - right on time! A serious donation from a serious partner!



Always online, making everything possible to support us in our transport needs - either for the events or for the reconstruction of T.R.A.P.



The biggest producers of aluminium profiles in the country made what was needed to deliver top quality windows and doors for T.R.A.P. All of them! Without you this would not be possible! Thank you!



## JAF Bulgaria

With non-stopping support with wood material, JAF are one really social responsible company. Helping not only to Trotoara, but also to other organizations, they are showing the right way to do good!



# MUSIC REHEARSAL ROOM, SOUND RECORDING STUDIO, DANCE HALL, RECYCLING WORKSHOP

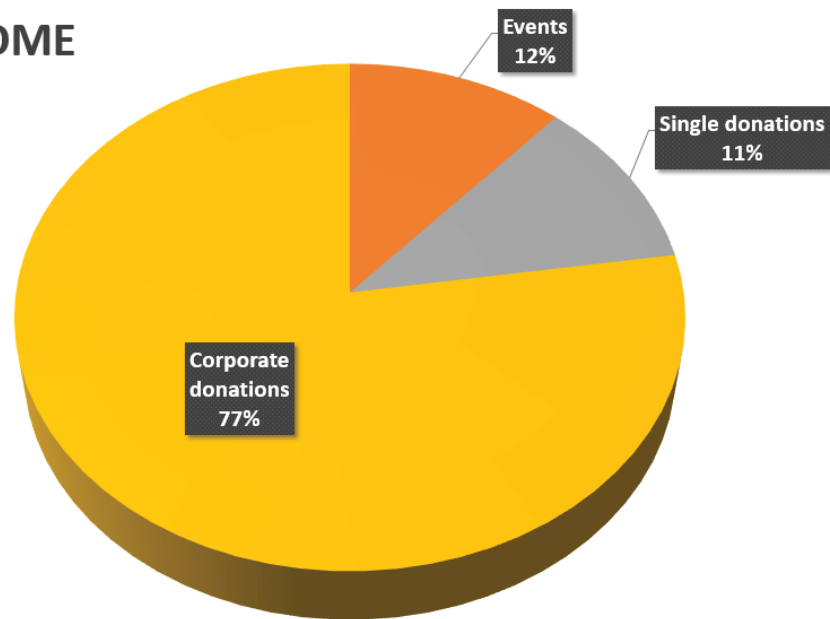


**TROTOAPA**



# Financial report

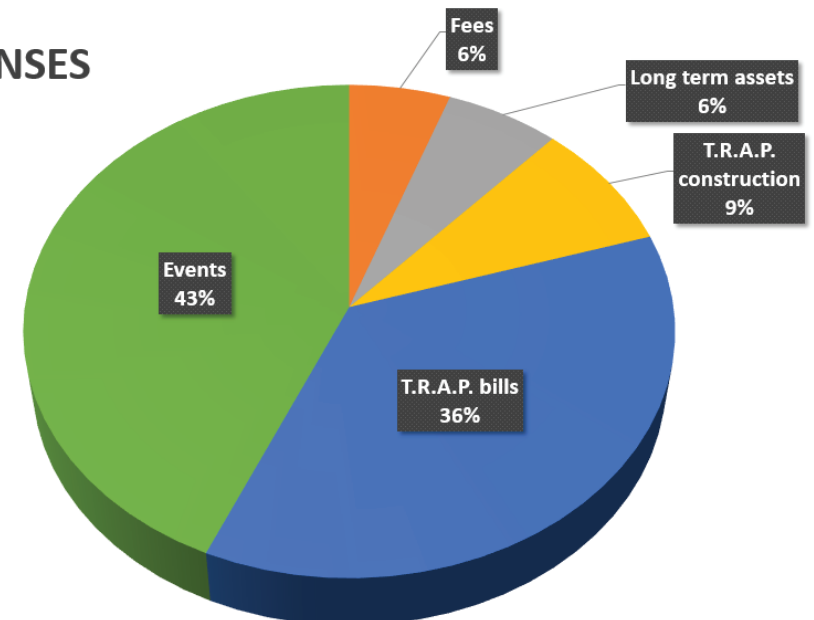
## INCOME



Main part of the expenses were given for organizing events and activities in T.R.A.P. These are our two main tools for working with the teenagers. Thanks to this it became possible to find new sponsors and donors, volunteers and opportunities. And on top of this hundreds of teenagers were there to express themselves and to learn and work together for them and T.R.A.P.

Its worth mentioning that we have been awarded with a grant from HPE of 15 000 \$. After more than a year working together, we were able to win their hearts and trust of this multinational corporation. And not to forget all of these small donations, every single SMS sent, everycent and lev donated by those who are the heart of our community - the people!

## EXPENSES





# What is expected in 2019

**TRAP fest EARTH hour Special / 30.03.2019**  
Concert for celebrating the Earth Hour

**TRAP fest Open Air / July 2019**  
Open air festival - sports, music, arts

**TRAP fest 2019 - The Adventure<sup>3</sup> / December 2019**  
Youth festival for arts and technology

**and much more activities throughout the year ...**



- # Recycling - materials, plastic, electronics, clothes
- # Photo contest
- # Open air festivals out of the city and tourism
- # YouTube - videos, music, vlogs and digital content
- # Music, dances, visual arts, DJ parties and concerts
- # Gaming!
- # Volunteer activities



# Join us!



- # If you are enthusiastic and you want to help the young people for their development.
- # If you work or have interests in the areas of art, music, literature, education, ecology or other inspirational activities.
- # If you want to share your experience and skills with the trappers.
- # If you have free time and if you think that it's worth giving it to young people and to participate in projects & events connected with them.
- # If you are changemakers and you want to protect young people from drugs, alcohol and violence.
- # If you want to create a new powerful and inspired generation

## **HELP US WITH MATERIALS, TECH, EQUIPMENT, FURNITURE AND OTHER RESOURCES**

Get in touch with us for more information about alternative options for helping us with the much-needed materials, furniture and equipment. The Foundation requires musical instruments, dancing shoes, paints, brushes, costumes for acting classes, help with the furnishing of its halls, audio/video equipment, computers and everything that our youngsters might use.

## **BECOME A VOLUNTEER OR A MENTOR**

Volunteers are the main part of each of our projects. Help our cause! Get in touch with us through the contact form in our website for more information about our current activities and how you can support Trotoara. We are constantly looking for people with interests and skills in the following areas::

- # Writing and content creation
- # Work with young people and teenagers
- # Teachers and mentors
- # Expertise in the areas of music, arts or ecology
- # Famous persons who want to help and spread our ideas and work
- # People to connect us with donors, sponsors and businesses
- # Management and organizational work and physical labor





# How to support

Trotoara Foundation  
Allianz Bank Bulgaria

IBAN: BG40BUIN95611000454879  
BIC: BUINBGSF

PayPal: donate@trotoara.com  
Website: <http://trotoara.com>

## Изпратете SMS на 17 777 с текст "DMS TRAP"

Нашият младежки център има нужда от вашата помощ!



**ТРОТОАРА**

[www.trotoara.com](http://www.trotoara.com)

## Подкрепете Т.Р.А.Р.!

Изпратете дарителски SMS с текст на латиница DMS TRAP на номер 17 777 (за абонати на Telenor, VIVACOM и A1). За абонаментни дарения и други начини за даряване посетете <http://www.dmsbg.com>. За абонати на Telenor, A1 и VIVACOM цената на 1 SMS е 1 лв., за потребители на предплатени услуги 1 SMS е 1,20 лв. с ДДС, за абонамент стойността е 2 или 5 лв. месечно.