

# VP/SI IN CENTRAL EASTERN EUROPE

## KIUSAMISVABA KOOL – GOOD DEED FOUNDATION

### SOCIAL PROBLEM AND SOLUTION

According to several studies, such as the OECD's PISA 2015 survey, in Estonia around one fifth of **pupils** suffer some type of **bullying at school**. This is a higher rate than the average of the EU.

To tackle this issue, the Estonian organisation **Kiusamisvaba Kool** (Bullying-free School) is implementing **KiVa**, a research- and evidence-based **anti-bullying programme** created by the University of Turku in Finland. The programme includes three pillars:

1. **Prevention:** focus on preventing bullying, –e.g. KiVa lessons to pupils; information and materials for students, teachers and parents; online support.

2. **Intervention** (when a bullying case has emerged): in each school, a “KiVa team” is formed and trained by a specialist and this team is given a comprehensive methodology and the tools to effectively handle incidents in schools.
3. **Research and analysis:** annual surveys filled by students and group talks with teachers and consulting teachers to better understand the situation and how it evolves.

This programme is not a one-year project, but is designed to be implemented on a **permanent basis** to ensure that schools remain bullying-free on the long term.



Preventing and ending bullying at school  
© Iris Kivisalu

## ABOUT THE VPO & THE SPO

Good Deed Foundation	Kiusamisvaba Kool	KiVa
Venture philanthropy organisation (VPO)	Social purpose organisation (SPO)	Programme
<ul style="list-style-type: none"> <li>• Foundation</li> <li>• Founded in 2003</li> <li>• Launches and scales high-impact initiatives that solve acute social issues in the Estonian society.</li> <li>• Sectors: education, public health, social welfare, employment and environment.</li> </ul>	<ul style="list-style-type: none"> <li>• Founded in 2012 by Good Deed Foundation, Estonian School Psychologist Association, other partner organisations and three private individuals.</li> <li>• Aim: to make schools in Estonia free of bullying.</li> </ul>	<ul style="list-style-type: none"> <li>• Programme created in Finland to put an end to bullying at school.</li> <li>• Implemented in Estonia by Kiusamisvaba Kool.</li> <li>• Currently implemented in different countries around the world by other organisations (e.g. Belgium, Chile, Italy, New Zealand, etc.).</li> </ul>

## OBJECTIVES FOR THIS PROJECT



1. Launch the **first evidence-based anti-bullying programme in Estonia** to decrease the bullying rates in schools systematically.
2. Show a positive trend in **decreasing bullying rates** in schools and, for the first years, to grow the network of schools implementing the programme by 5-10 schools a year.
3. **Partner with the government** to make the programme available for all schools in Estonia in the longer term.
4. Develop a strong organisation that **drives public discussion and standards** in anti-bullying work.

## APPROACH TO IMPACT MEASUREMENT



As part of the programme, pupils fill in an anonymous and online **questionnaire** before the programme starts, and then every year during spring to assess the change in each school. Teachers and school staff are also asked to provide feedback twice a year through different questionnaires.

Kiusamisvaba Kool also conducts **group talks** with teachers, offers them additional training and consults teachers on a regular basis.

### REPORTING



Kiusamisvaba Kool publishes **annual results** on their website, and reports key numbers to Good Deed Foundation and the other founding organisations and individuals.

## GOOD DEED FOUNDATION'S INVESTMENT

### FINANCIAL SUPPORT



The financial support started three years after the launch of the initiative. The grants from 2015 to 2017 came from a local fund managed by Good Deed Foundation. The **€20,000 grants** in years 2015 and 2016 were both used to secure the organisation through

a period financed by public sector grants leaving gaps between different financing calls. The **€10,000 grant** in 2017 was focused on increasing organisational capacity to fundraise from the private sector.

### NON-FINANCIAL SUPPORT (NFS)



Access to networks



Business planning



Governance



Management team & CEO support



Operational management



Strategy consulting

Good Deed Foundation set up the SPO and supported the CEO during the first years of operations in building the **network of partners and volunteers**, setting up the **governance model** and **securing financing** through local and international calls. Moving into the role of a capacity builder, Good Deed Foundation took a **seat** on the **Supervisory Board** and advised in strategic decision making.

**Pro bono experts** have been involved for **financial analysis** and continuous **HR consultancy**. This includes support in hiring, development and organisational design. The last grant by Good Deed Foundation was aimed at hiring a marketing expert to increase the organisation capacity in fundraising with successful pilots and additional resources raised in the last year.

## SOCIAL RETURN TO DATE



The KiVa programme created by the University of Turku in Finland is running in over **20 countries** across the world, with already successful results: it has helped to significantly reduce bullying at schools. Studies have shown that the programme has had additional benefits in terms of decreasing school dropout rates, increasing school enrolment, motivation and academic success, as well as reduced students anxiety and depression. The KiVa programme has helped to resolve or mitigate cases for up to **98% of the victims**.

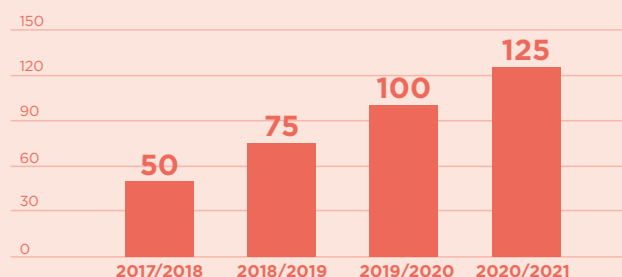
In **Estonia**, the KiVa programme was running in **50 schools** in 2017/2018. In schools where the programme has been implemented for five years the proportion of victims has **fallen from 21.5% to 14.5%**. In comparison, in Finland, where the programme has been implemented for close to ten years now, the number of victims went down from over 17% to just over 12% in the first seven years of implementation.

## THE SPO'S DEVELOPMENT PLAN

Kiusamisvaba Kool's ultimate goal is to have the programme implemented in all (approx. 500) schools in the country. The goal for the period 2018–2020 is to increase the number of schools gradually (see graph on the right).

The focus is on establishing a **strong financing model** and **increasing the private sector** funding up to 50% of the programme costs. This includes the development of **paid services** and **new fundraising rounds** involving both private and corporate donors.

Number of schools implementing the KiVa programme in Estonia



## INVESTMENT OPPORTUNITY



The KiVa programme provides a strong case for the social impact oriented donors, showing annual decrease in bullying rates in Estonia. To fund their further growth Kiusamisvaba Kool needs to raise **€100,000 annually** in the years 2018, 2019 and 2020. In order to become less dependent on

government support, the investment would go into developing paid services, e.g. extra consultations and training to schools and parents both from schools already implementing the programme, but also to schools in preparatory phases.

## WHAT THEY THINK



Good Deed Foundation has pushed us to develop both analytically and professionally: using the McKinsey assessment, expanding our organisational capability through funding and providing expert advice from their team and beyond. We are steadily and systematically moving to next levels every year.”

**Triin Toomesaar**, CEO, SA Kiusamisvaba Kool



There is a real value in working with an organisation from the very first days and seeing their growth and development over the years. Kiusamisvaba Kool introduced the first evidence-based programme and took the first years to prove that it is able to show steady declines in the bullying rates. The local team has developed a support model to help schools implement the programme and with more difficult cases. Their stamina and strive for measurable results and continuous growth inspires us every day. Our focus is now on helping the initiative to grow and bring more stability through private sector involvement – both as philanthropists and clients.”

**Pirkko Valge**, CEO, Good Deed Foundation

## FOR MORE INFORMATION

### Visit their websites:

- **Kiusamisvaba Kool:** [www.kiusamisvaba.ee](http://www.kiusamisvaba.ee)
- **Good Deed Foundation:** [www.heategu.ee](http://www.heategu.ee)

### EVPA:

- **Contact us at** [knowledge.centre@evpa.eu.com](mailto:knowledge.centre@evpa.eu.com)
- **Visit our website** [www.evpa.eu.com](http://www.evpa.eu.com)

### Disclaimer

The case study presented in this leaflet features organisations that are continuously working on their business model. As a result, all cases are evolving organisations and thus their model is continuously evolving.

This leaflet was produced with the financial support of the Charles Stewart Mott Foundation



CHARLES STEWART  
MOTT FOUNDATION®