2024 Report



EXPANDING and GROMING

*no matter what



CONTENIS

1. Introduction The most important thing is thank you!		
2. Who we are		
3. Our team		
4. The Others in facts and figures		
5. What we do		
Mainstreaming cross-cutting values in society Articles on the website theothersby.org Info campaign "Values on! Podcast "The Other stories" Zero Discrimination Week TikTok launch International dates		

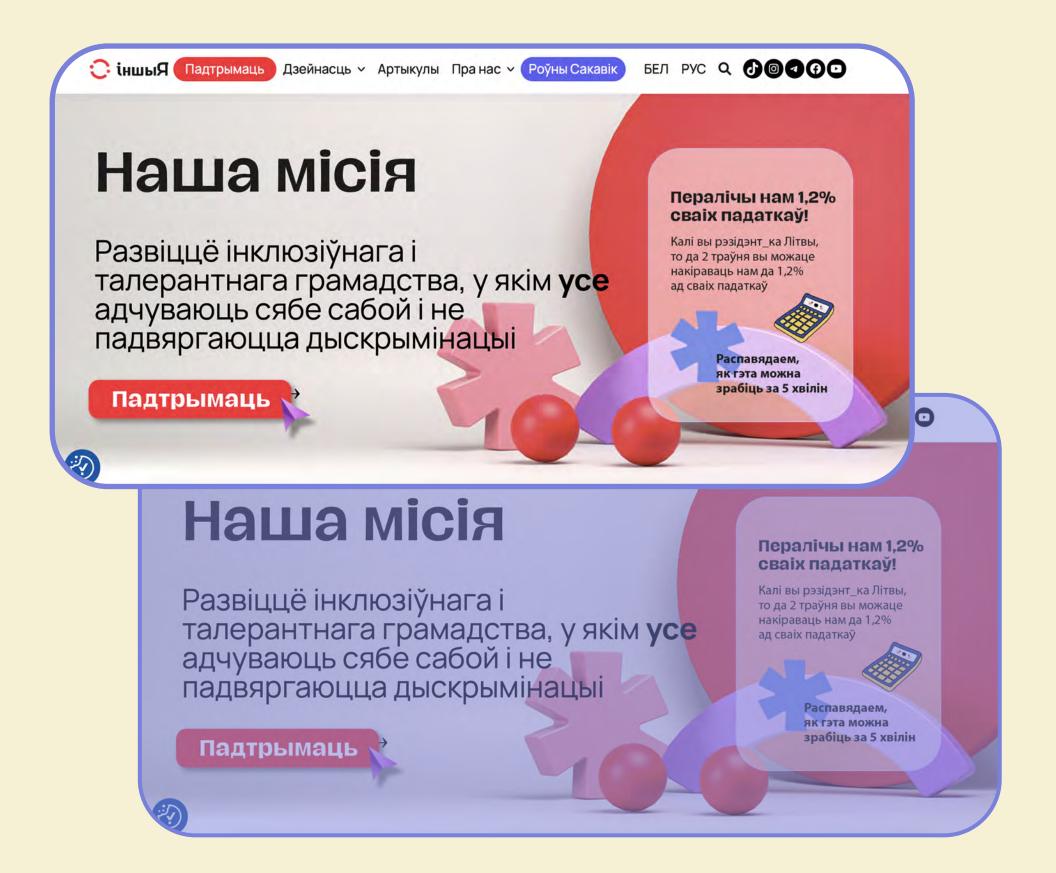
03	Incorporating cross-cutting values into	
06	the activities of CSOs and other stakeholders	29
07	Research on cross-cutting values	30
_	Consultation on cross-cutting values	32
10	What's New? Digest	34
16	Do it boldly! course	35
20	Online educational program "Course on Values"	37
21	Developing connections between the civil society	
22	and the media	38
23	Building and increasing the resilience of vulnerable groups	40
24	Organizational development	42
25	6. Plans	45
26 27	7. How to support us	48
	8. Contacts	51

INTRODUCTION



We would like to say that 2024 was an easy and pleasant year for all of us, but unfortunately it was not our reality. Last year, many countries changed their leaders, including the USA, which had a significant impact on international relations. Such trends as populism and polarization were strengthening in the world, many people were talking about the "right turn" in Europe. At the same time, detentions continued in Belarus, people and organizations were recognized as "extremists" and "terrorists" and given unjust sentences.

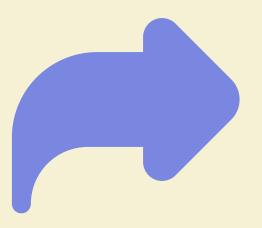
However, we did not stop and continued our work in favor of equity and inclusion every day. We expanded and grew, no matter what the news was. For example, in October 2024, our website was blocked in Belarus. Inside the country, it became possible to read us only with a VPN. However, we made a "mirror", wrote explanatory posts and continued our work.





Last year was (quite) a lot of work. This led us not only to awesome achievements and appreciation of our work by our colleagues but also to (over)workload, which had steadily been driving our team to burnout. In the end we survived this intense and very active year, did not lose ourselves and even strengthened our team. But we really want 2025 to be kinder to us, to you and to the world in general.

And now we're excited to share our 2024 results with you!





THE MOST IMPORTANT THING IS THANK YOU!

In 2024, we accomplished many significant things in partnership with great organizations, initiatives, activists, journalists and experts: posts, articles, podcasts, events and even whole projects. Looking back at the results of our work together, we would like to say **a big thank you to all our partners** once again! We are happy about our work together and look forward to its continuation. It's a pity that for various reasons we can't mention all of you in this report.

Special thanks to our readers, followers and event participants. Your support and activity is what inspires us to move forward and create new projects.





The Others are a Belarusian youth organization founded on March 4, 2022, which works for Belarus and the youth of Belarus and unites young Belarusians who are forced to live in different countries



MISSION

Promoting an inclusive and tolerant society where everyone feels a sense of self and is not discriminated against

VALUES

- * Human rights, including mutual respect, equality, non-discrimination
- ***** Inclusion
- Gender equality
- * Environmental stewardship

ACTIVITY AREAS

- * Mainstreaming cross-cutting issues in society
- * Including cross-cutting issues in SCO's and other stakeholders' activities
- * Building and increasing the resilience of vulnerable groups
- * Organizational development

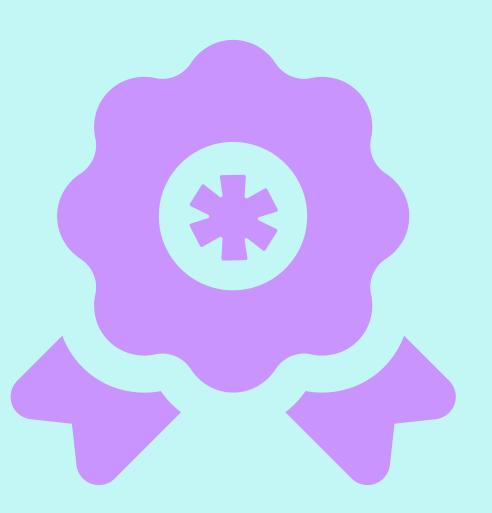
OURTEAM



Everything we achieved in 2024 was thanks to our awesome team. We are all different, live in different cities and countries, take on different tasks, like doing very different things and have very different vacations. But we appreciate and care for each other and are very happy when we have the opportunity to see each other offline. And also, despite our difference and our seemingly very utopian dream to change the world for the better, we realize that even small actions can make the life of every single human and non-human a little better. And that is already a great deal and worthy of doing.

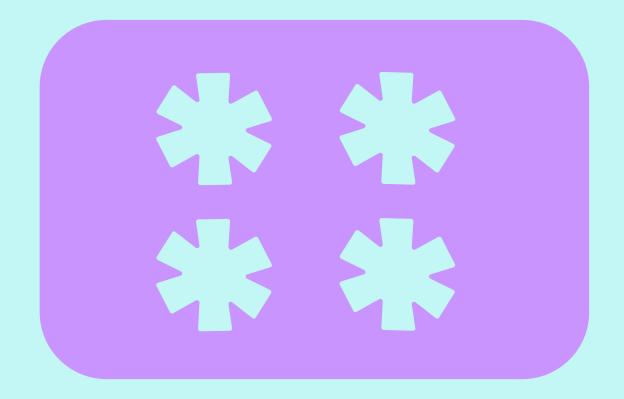
In 2024, our team <u>won</u> the prize at J4T AWARDS 2024. The initiative "Journalists for Tolerance" awarded The Others in the nomination "Team of the Year" for "active work on NGO-media relations and media work as a platform for authors who write about vulnerable groups".

Thank you for high recognition of our work! We do appreciate it and it strongly motivates us to keep going.



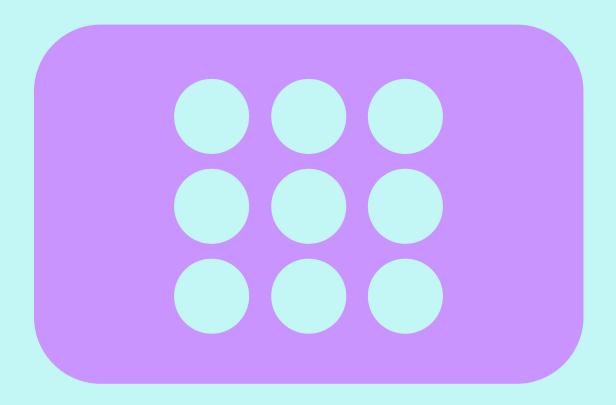


WE ARE 13 PEOPLE NOW:



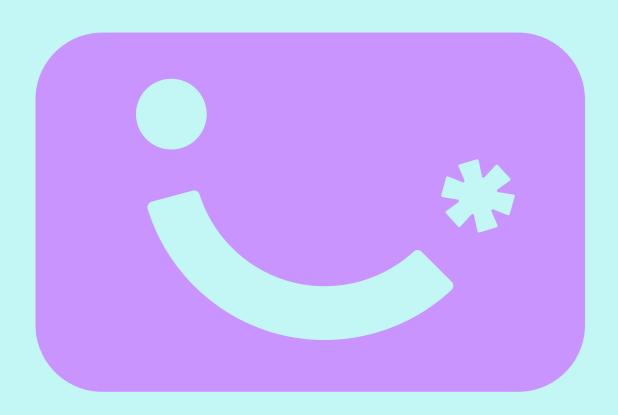
4 PARTNERS

the core of the team, which is responsible for setting and achieving goals and objectives



9 SUPPORTERS

people who help the organization achieve its goals and objectives



YOU CAN BECOME A PART OF THE OTHERS TOO

In 2024 we opened the call for volunteers.

Now everyone is welcome to apply and join our team to work alongside us to make this world a more inclusive place



CO-FOUNDERS AND PARTNERS

I cook yummies, knit tops, watch detective series



DASHAZDW coordinator

DIMA

project manager, director



I play board games and manically binge-watch series on Netflix

I grow plants and collect Terry Pratchett's books



MARYNA project manager

SASHA

designer, psychologist



I love BTS, read funfics



SUPPOTERS

I love yoga and everything related to it, as well as traveling



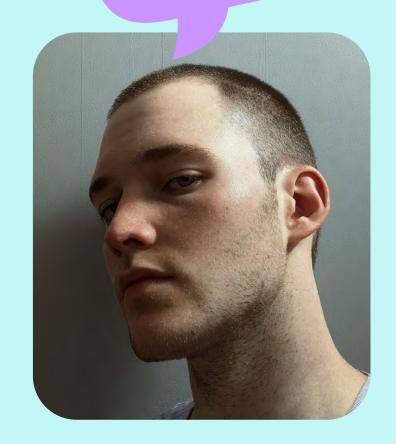
ARYSHA
PR and event making

I love fiction,
baking all sorts of things,
and admire cultural
and historical heritage



VOLYA translator





DIMAfinancial manager





ZHENYAwebsite editor

"I moderate a (unnecessary) philosophy club



ZMITSERSMM-specialist



ПРЫХІЛЬНІ_ЦЫ

I love design, writing text and people. I combine it all in SMM



KATESMM-specialist

I love football and drinking coffee alone



ALEXEYadvertising specialist

I love tech, ecology, and all this world.
Self-proclaimed king of the rats



SIARHEI content-maker

I do pylon, learn sign language, organize space



ЮЮ translator, editor

We want to stay visible even in these challenging times.
But unfortunately, it's not safe for all the people in our team. To keep some of us private and at the same time present everyone on an equal footing, we asked Midjourney's neural network to create portrait images of us.

THE OTHERS IN EACHS

AND FIGURES



WHAT ABOUT EVENTS

* 25 more than in 2023

Participants

200 more than in 2023

participants

25*5 more than in 2023
partners
within ZDW 2024

O public photos from events

The Others

events

27

events

With partners

* 19 more than in 2023 events

270+
participants

400+
participants

2 times more than in 2023 offline

2.5 times more than in 2023

abroad

4 countries

12 cities

8 online

14

in Belarus



AND WHAT ABOUT THE CONTENT



new articles on the website



19 issues of the "What's New?" mailing list



423 minutes of the "The Other Stories" podcast



new TikTok channel



26000+* people visited the site



4700+ social media followers



* 4 times more 736 600+ content reach on social media



33 UUU social media interactions



AND A FEW MORE NUMBERS SHOWING HOW IT WAS ALL DONE



17493 messages in Slack



countries the team lives in

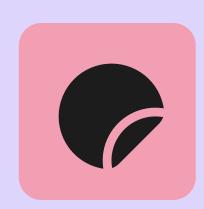


amount of care for the team



240 euro donations





new very life-like sticker pack on Telegram



new coffee machine



people –
it took to open
a pack of mangoes
for a coffee break

MAINSTREAMING CROSS-CUTTING VALUES IN SOCIETY



ARTICLES ON THE WEBSITE THEOTHERSBY.ORG

In 2024, we published **54 new publications** (one more than last year), which more than 14,000 people read. The articles highlight different aspects of the cross-cutting values and tell about the experiences of vulnerable groups.

Text by our journalist Aliaksei Gulitsky "There is a lot of speculation and gossip about us, but no one wants to know us". The story of Roma-activist Rasma won the 1st place in the category "Material about equality and non-discrimination of vulnerable groups" of the "J4T AWARDS" award of "Journalists for Tolerance" initiative.

THE MOST POPULAR ARTICLES IN 2024

- What is slur and how we use it without even realizing
- Checklist: how to cope with stress and burnout
- The story of Aksana, who has been raising her daughter on her own since 15 years old and doesn't give up
- The story of Lyuba, who had an experience of psychoactive substance use in Belarus and in emigration launched a drug femme initiative
- "Nature doesn't care what the passport says".
 The story of an intersex girl Viktoria



INFO CAMPAIGN "VALUES ON!"

To draw subscribers' attention to the topic of cross-cutting values and to provide with tools to implement them in daily lives, we carried out an info campaign on Instagram, TikTok and Telegram in the autumn of 2024 — #закаштуйся.

The main idea of the campaign "Values on!" was that cross-cutting values are not just theoretical principles but various practices that can be easily implemented in everyday life.

partnering materials

38 400+ 1500+

campaign reach

publications on our social networks

interactions with materials







PODCAST "THE OTHER STORIES"

The first season of the podcast "The Other Stories" was released in 2024. In this podcast you can listen to the stories of Belarusians in emigration with challenging life experiences. Within the year **8 episodes** were released.

Among the heroines there is a woman who lives fully with a positive HIV status; a girl with experience of drug addiction and homelessness; a 72-year-old woman who became a blogger and started a new life in emigration.

The podcast gives you the opportunity to get answers to the questions you would be embarrassed to ask, to notice stereotypes and to look differently at others — those who seemed misunderstood or distant. And in some stories, maybe even vice versa — to recognize yourself.



LISTEN TO THE PODCAST ON ANY SUITABLE PLATFORM













ZERO DISCRIMINATION WEEK

On March 1-10, 2024, our organization conducted a significant campaign on the **International Zero Discrimination Day**, an annual initiative of the United Nations that calls for equal treatment for all people before law and in practice.

Starting in 2020, we are uniting different organizations and initiatives around this day — and later a week — to loudly declare that discrimination is unacceptable.

In 2024, we focused on how discrimination can be expressed in various forms and the ways in which it can be combated. Together with our partners, we organized **22 events**, 19 of which took place offline in Belarus, Lithuania, Poland, and Georgia. The events were attended by **more than 240 people who cares**.

Activities included game nights with our "Believe it or not" board game, trainings, workshops, play and movie screenings with discussions, quizzes, interactive and social games, a forum theater, lectures and discussions, painting on shoppers, webinars, and a Human Library.

THE WEBPAGE OF THE WEEK

90%

of participants reflected on their attitudes towards vulnerable groups

90%

of participants learned new things about equality and non-discrimination

690K+

reach of materials and posts with hashtags



TIKTOK LAUNCH

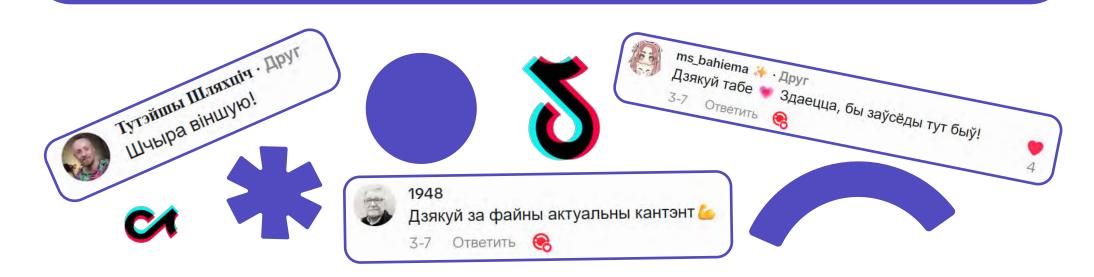
In March 2024, we <u>started</u> the TikTok, whose main goal is to talk about serious things in simple words: gender equality and ecology, love and discrimination, human rights and respect for diversity. Our TikTok is not just a blogger's project but a place where everyone can find something close to themselves, get support and attention. In 2024 we managed to create a cozy, safe and inclusive community for 1000+followers.

At the end of the year, we started translating trends into Belarusian and made 31 videos on our "sounds". *The most popular* — has been viewed more than 20,000 times.

261000+ 3000+ comments

29000+ 811 reposts

This is how we were congratulated on our TikTok birthday





INTERNATIONAL DATES

One of our regular activities is to highlight international dates related to human rights and the situation of various vulnerable groups. International dates are **an additional occasion** to make a vulnerable group more visible and draw attention to the difficulties they face.

In 2024 we held **14 events** on different dates in Belarus, Lithuania, Poland and online, which were attended by **more than 160 people**.

AMONG OUR HIGHLIGHTED DATES:

- International Day for Transgender Visibility
- World Autism Awareness Day
- International Day against Homophobia, Biphobia and Transphobia
- World Contraception Day
- International Day for Cultural Diversity
- International Day of Refugees





INTERNATIONAL DATES

Many events were held in cooperation with other organizations and initiatives. Among the event formats were film discussions, art workshops, collage workshops, lectures, quizzes, live events and networking events, etc.

In addition, we were developing our community in Vilnius:

we created a special

Telegram channel "The Other Vilnius",
where we announce our local events.

Join us!







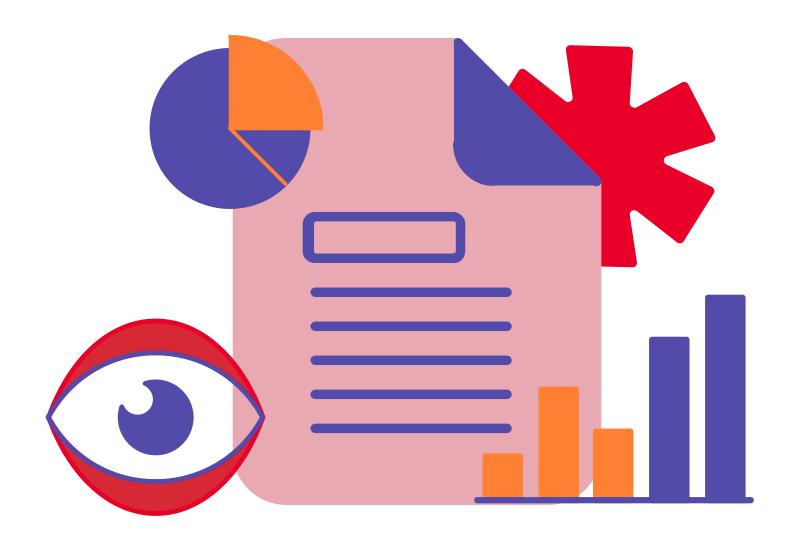
INCORPORATING CROSS-CUTTING VALUES INTO THE ACTIVITIES OF CSOS AND OTHER STAKEHOLDERS



RESEARCH ON CROSS-CUTTING VALUES

In spring 2024, with the help of a sociologist Philip Bikanau, we conducted in-depth interviews with representatives of 20 Belarusian public organizations of different work areas. Our goal was to find out how they implement such cross-cutting values as **inclusiveness, gender equality** and environmental stewardship in their activities, and whether it is important for them at all.

Through the survey, we learned how representatives of organizations understand cross-cutting values, what kind of practices they use in their daily work, what challenges they face and what needs exist in this area.



THE RESEARCH TEXT ON THE WEBSITE



RESEARCH ON CROSS-CUTTING VALUES

Building on the results of the survey, we developed <u>guidelines</u> that highlight the weak points in the topic of cross-cutting values and can be used as a kind of reference for everyday actions. The guidelines are targeted at organizations whose activities are directly aimed at improving the situation with cross-cutting values in Belarusian civil society.

A response to the interview question "What motivates you to put different values into practice?":

"For me, it's just like a base. The basic thing you do just because this is something that is done in a civilized society [...], it's just culturally embedded in our organization that we do these things, and we consider them all the time"



CONSULTATION ON CROSS-CUTTING VALUES

To help organizations more easily integrate cross-cutting values into their work, we opened up the possibility to receive free expert consultations in accordance with the results of the above-mentioned <u>survey</u>. In 2024, we processed **27 requests for consultations**, 24 of which were supported by us.

How do consultations proceed? First, we make a short call to clarify the request. After that we suggest possible solutions. Most often it is an introductory assessment (team survey), analysis of the survey results, joint discussion of the results, educational event for the team on the most relevant topic. If the organization has a specific request right away, we conduct a short consultation: we analyze the request and look for solutions.

145

people were reached within the consultations

9,3 ** of 10

rate of our support within the consultations

rate of the applicability and relevance of our recommendations

80%

of respondents were able to improve their activities with our help

100% of respondents are ready to recommend our consultations



CONSULTATION ON CROSS-CUTTING VALUES

The Others' recommendations are realistic and can be easily integrated into work. I also liked the truly individualized approach — before and during the consultations, real efforts were made to understand what we really needed, what was interesting and relevant

Our meeting influenced the team's understanding of shared values. In our daily activities, we return to these questions and evaluate our activities through the necessary "focus". The cross-cutting values are now applied more meaningfully

The consultation request form is still open. Fill it in to learn how to integrate cross-cutting values into your processes and develop specific solutions that can be immediately applied to your activities.

^{*}The terms of the consultations in 2025 are discussed individually for each request



WHAT'S NEW? DIGEST

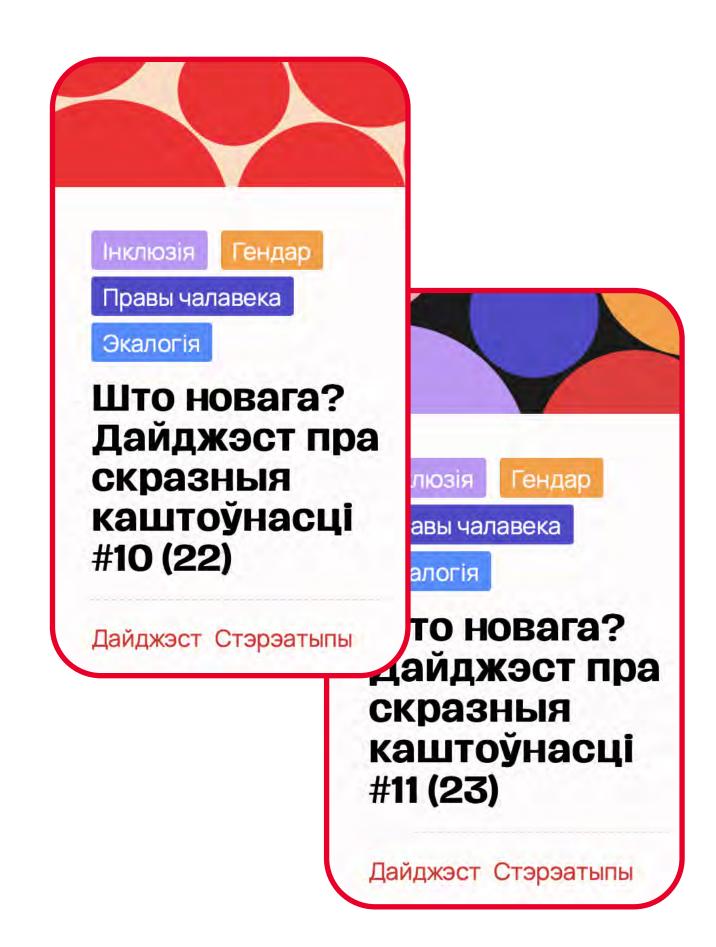
In this **monthly** digest, we **cover important news** in the fields of human rights, inclusion, gender equality and environmental stewardship, share cool announcements and opportunities and tell you about new initiatives and projects.

You can read the digest <u>on our website</u> and on social media. But if you want to receive it as soon as possible, <u>subscribe for free</u> — and the digest will get into your mailbox before anyone else's at the beginning of each month.

300 people are already receiving our digest

SUBSCRIBE

READ ALL 2024 DIGESTS





DO IT BOLDLY! COURSE

This is a basic course on event organization for those who dream of organizing their first event but don't know where to start. During the practical course, we shared with **15 participants** our "recipes" for successful events that can both change the world for the better and consider cross-cutting values.

The course consisted of two parts:

- 1. An offline intensive training from July 1 to 6 in Vilnius. We studied the theory and practiced planning events together. At the end of the training all the participants developed event plans.
- 2. Independent practice during August-November for 8 participants whose action plans were chosen for our implementation support.

20 experts involved in the delivery of the course

100% of participants incorporated cross-cutting values into their work

people took part in the participants' activities

83% of participants improved their knowledge as a result of the course

participants conducted their events

credibility of participants recommending our course to other event organizers



DO IT BOLDLY! COURSE

Course reviews

This course enabled our team to create a great presentation of the project, to hear feedback, to see the project through other people's eyes. We also learned how to pitch the project — it was very useful. Cross-cutting values is a separate area. We found values in our project that were not obvious. This course will be useful both for beginners who are just creating their project (have only an idea) and for those who have already started their activities

The "Do it boldly!" course was an introduction to project planning and how to integrate cross-cutting values into one's projects. The course was completely aimed at ensuring that all participants got useful information and new experience (even those who had been doing it for a long time), and beginners like me got enough knowledge not to be afraid and to start acting boldly at last!

It is a thorough course that places its graduates several steps higher in the professional level. The program is adjusted to the demand of today's cultural sector. The organizing team really makes every effort to ensure that all participants are enriched in knowledge and feel safe and comfortable



ONLINE EDUCATIONAL PROGRAM "COURSE ON VALUES"

On December 1, a new **online course for self-study** was released on our <u>educational platform</u>. It provides **basic theoretical knowledge** about cross-cutting values (human rights, inclusion, gender equality and environmental stewardship) and **demonstrates examples** of practices for integrating values into the activities of organizations and initiatives.

The course is available to all who are interested, can be taken at a convenient pace, and upon completion you will receive a certificate. During December, **15 people** registered for the course, 4 of whom completed the course and received certificates.

In support of the course, together with invited experts, we held a **series of three online classes** on "Cross-Cutting Values in Nonprofit Organizations".

people attended the classes

75% noted their high benefit

plan to use the received knowledge in practice

And to make knowledge about cross-cutting values available to a wider range of activists, the experts prepared thematic articles based on the results of the online classes:

- What is gender policy and why a public organization needs it
- Gender Audit for NGOs:
 Why Conduct It and Where to Start
- Human rights as a value and a goal.
 A human rights-based approach in the work of civil society organizations



DEVELOPING CONNECTIONS BETWEEN THE CIVIL SOCIETY AND THE MEDIA

Last year we started a new project "Together for Values — JA" in partnership with <u>Razam e.V.</u> and "Journalists for Tolerance".

What is done within the project?

- Renovate broken connections between civil society and the media
- Increase the presence of important topics and vulnerable groups in the media
- Support pluralism and inclusion in newsrooms
- Increase the visibility of NGO work

What was done in 2024?

- Two Networkings between NGOs and Media
- Workshop for Journalists "Inclusive Journalism: How to Write about Vulnerable Groups in a Way That Doesn't Harm Anyone"
- Training and Mentoring for NGOs on Developing Communication Strategies
- Webinar Series "How to work in the context of extremism"

116

people participated in the project activities 100%

of participants of educational formats are planning to use the acquired knowledge in practice

83%

of participants of networking events are planning to cooperate with new contacts 5

organizations received consultations and developed plans to improve public communication



DEVELOPING CONNECTIONS BETWEEN THE CIVIL SOCIETY AND THE MEDIA

Reviews of our educational events

Alesya, 39 years old, participant of the workshop for journalists:

"I think that this workshop is good not only for journalists, but also for all people.

And especially for those who write and speak about other people, to the wide audience.

The best thing is not theories, but real meetings with representatives of vulnerable groups"

Volia, human rights activist, participant of the training for NGOs:

"I hadn't had any experience with communication strategy. This is a super opportunity for a young initiative to evaluate itself and its activities and to start working more effectively and efficiently with the audience, to convey important messages, to encourage important changes"

BUILDING AND INCREASING THE RESILIENCE OF VULNERABLE GROUPS



This is an important area of work for our organization as it is aimed at helping vulnerable groups to strengthen their abilities and cope with external factors that block their development. Unfortunately in 2024 we didn't manage to get funding for implementation of at least a part of the plans in this direction.

However, at the beginning of 2024, we published <u>the article "How to cope with stress and burnout"</u>, which was the second most read on the website. In addition to the article, we made a corresponding <u>check-list</u> that helps you not only understand how you are feeling right now, but also suggests specific practices to improve your condition. The checklist has been downloaded from the website **almost 150 times**.

This high demand simply for burnout materials on top of our work in 2023 in this area only confirms **the importance and necessity to act**. We hope that in 2025 we will find the necessary funds to realize our plans.

ORGANIZATIONAL DEVELOPMENT



Developing and strengthening the capacity of an organization is often an area of work for which the team does not have enough time and effort. However, we have decided for ourselves that without allocating resources to this, we simply cannot provide quality services to our target groups. Therefore, in 2024, we dedicated a significant part of our working time to developing our team and improving various organizational processes.

What did we manage to do in a year?

- **Met offline** twice **with (almost) the entire team**. The first time we met to adjust the strategy and refine the tactical plan. The second time we devoted it to working with a psychologist to pay more attention to the state of the people in the team and the processes that affect it.
- ** We conducted **an environmental-audit** to find out that many of the things we already do are truly sustainable and environmentally friendly. But we also found areas for growth.
- ** We developed an *inclusive policy* to create in our organization the most favorable and comfortable environment for all people.



What did we manage to do in a year?

- We prepared a *privacy policy* because we care about our users' personal data and don't want it to get into the wrong hands.
- ** We published **content usage rules** for our website and social networks because we had finally realized ourselves as a niche media. And what kind of media can live without rules for the use of its content?
- Besides the public documents, we were working a lot with internal processes: we updated the communication rules for the team, developed documents on working with volunteers, discussed and prepared a draft of financial policy. All these documents help not only to build our work, but also to ensure succession in processes and approaches in the organization.
- ** We ended the year with **an organizational capacity assessment**. The assessment gave us many points for discussion and reflection. And we immediately planned some changes for implementation in 2025.

As a result of all this work, we would like to say to our colleagues in the sector that although it takes a lot of time and energy and commitment from the team, **the result is worth it!** Please grow yourselves. And we are always happy to share our experience and help with advice, especially when working with policies, procedures, and teams.



Considering the extent and growth of activities in 2024, this section just had no chance to be small and modest. Follow us so you don't miss anything and join our activities in all formats.

- From March 1 to 31 we are holding "Equal March" a month for equality, non-discrimination, and inclusion.
- We want to actualize our **work with volunteers**, announce new calls to the volunteer team, and work with those who are already with us. **But also you can join us right now**, without waiting for a special call.
- In the autumn, we plan to hold a **School of Equality and Inclusion**, a pilot format aimed at introducing activism to those who don't know anything about it yet.
- During the summer, we have also planned **a training session on how to prepare and conduct the "Human Library" format**. This will help not only to learn how to organize the format itself, but also how to prepare and organize events in general.
- We already have the idea to repeat our favorite basic course for event organizers this winter "Do it boldly!" offline.
- We plan to develop and promote a basic online course for self-study "Course on Values" and our educational platform.





- In Vilnius, we have planned to hold a monthly **Belarusian-speaking networking event**. But we usually organize something else as well. Join the Telegram channel "The Other Vilnius", not to miss the announcements.
- We dream that by the end of the year we will be able to not only develop a concept but also conduct **the first** "Inclusive Award" from The Others. Stay tuned in December to find out who the leaders of the civil society are.
- We also plan to **publish various materials** about cross-cutting values throughout the year on our <u>website</u>, as well as on *Instagram*, *Telegram* and *TikTok*. Subscribe to us so as not to miss any useful materials

See you at the events and online!

SUPPORTUS



If you are close to our values and like what we do, you can support us in many ways. Just find yours!



Donate

A great way to say thank you to us is to support us with a one-time or monthly subscription of any amount <u>on the</u> website. And if you are a Lithuanian resident, you can *transfer up to 1.2% of your taxes to us* annually.

6

Join the volunteer team

Now we are open for volunteers. Your skills can help promote human rights, inclusion, gender equality and environmental stewardship.



Like, comment, repost, subscribe

Your actions influence social media algorithms. Thanks to your activity, our posts will be seen by more people. Follow us on *TikTok*, *Instagram*, and *Telegram*. Tag us by **@theothersby**.



Read and share the links

On the website *theothersby.org* you can find a lot of useful information on equality and inclusion. Don't forget to share it with others.





Come

Attend our events yourself and bring someone you know. We organize events to make the world a better place. So when you attend them, you help us change the world.

Su

Subscribe

This way you're sure to be kept up to date with our news and we'll know that our activities are interesting for you. *The emails* come twice a month.

Spread the word

Tell your friends about our work. In tough times, word of mouth is a great way to spread the information.

Thank you for all your support and help!
We appreciate you very much and thanks to you,
we continue our work.

CONICIS



info@theothersby.org theothersby.org



VšĮ «The Others BY» Registration code 306096505