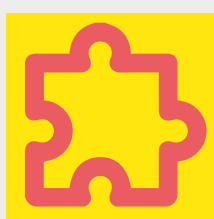
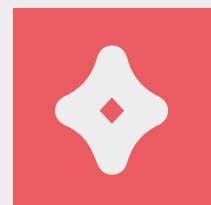


# Diversity and intersectionality

Strategic plan of Fulcrum UA  
for 2023-2025



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#### On the strategy

This strategy was born as a critical analysis of the previous strategic plan of Fulcrum “Building bridges” as well as a generalization of the plans and aspirations of the organization for the next **three years**. The strategy was discussed at the strategic session of the organization in the village of Slavske (Lviv region) It was presented to the Board of the organization by the Chairman of the Board.

# Name of organization

**Fulcrum UA** — a public organization in Ukraine, named after the concept of a fulcrum, symbolizing our role in providing a stable foundation and, at the same time, constant systemic change.

Fulcrum as an acronym stands for Fostering Unity, Leadership, Cooperation, and Rights for Underrepresented Minorities.

## “Tag cloud”

<b>Fostering</b>	<b>Творчість</b>
<b>Unity,</b>	<b>Особистість</b>
<b>Leadership,</b>	<b>Чесність</b>
<b>Cooperation, and</b>	<b>Комунікація</b>
<b>Rights for</b>	<b>АКТИВІЗМ</b>
<b>Underrepresented</b>	<b>Освіта</b>
<b>Minorities</b>	<b>Права</b>
	<b>Охорона здоров'я</b>
	<b>РОЗВИТОК</b>

# Brief history of the organization

Fulcrum was created by the team of the project supported by Elton John and implemented by an all-Ukrainian network of PLWH (Now CO “100% Life”)

In June 2009, Zoryan Kis, Bogdan Globa, and Oleksiy Zavadskyi became the founders of a new organization — AUCO Fulcrum. Terry White became the ideological inspiration and mentor of the organization. Z. Kis was the director of Fulcrum until 2012. During this time, the organization began cooperation with the Elton John Foundation, strengthened, and increased the number of projects and donors, it also became quite visible in the Ukrainian LGBT+ movement.

From 2012 to 2016, Bogdan Globa was the director of the organization. During this period, the organization grew significantly, it introduced a number of innovations, diversified the “portfolio” of projects and donors, had 9 local branches, and developed the parent movement “TERGO”, which later became an independent organization. During this time, “Friendly Doctor” and “Index of Corporate Equality” became the flagship projects of the organization.

Since 2012, Fulcrum has been a member of the International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA). In 2013, Fulcrum became the first LGBT organization to initiate a coalition project with non-LGBT organizations, starting a coalition to overcome discrimination in the workplace - “Ukrainian Index of Corporate Equality”.

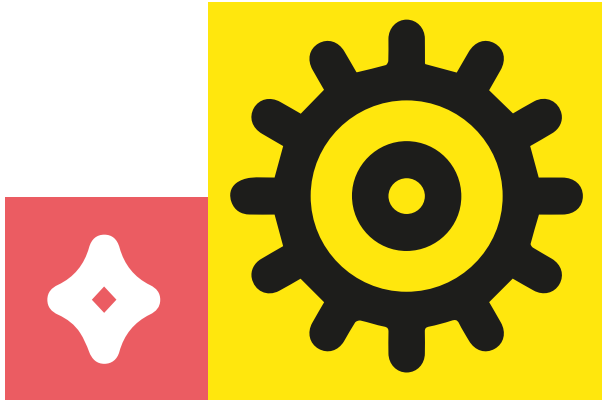
Tymur Levchuk held the position of director from 2016 to 2023. Under his leadership, the organization received a new legal entity — the NGO Fulcrum UA — and a new “face” (rebranded), strengthened its governance and became a leader in its field in terms of the number of innovations. The organization contributed to the development of the “Military LGBT and our allies” movement, which also became an independent organization. Tymur Levchuk and Zoryan Kis are the founders of the NGO Fulcrum UA.

The beginning of russia’s full-scale war against Ukraine prompted the organization to respond more actively to the social and humanitarian needs of the community. In March, people’s deputy Inna Sovsun registered in the Verkhovna Rada the first draft of the law on registered partnerships in the history of Ukraine, on which the teams of the deputy and Fulcrum worked side by side for almost two years.

From the beginning of 2023, Tetiana Kasian, who has been working here since 2019, became the executive director of the organization. During the war and in the period of post-war reconstruction, the NGO Fulcrum UA aims to further transform from a non-governmental organization that focused on one community to an inclusive one that uses an intersectional approach.

# Structure of organization

Fulcrum UA has a classic structure for Ukrainian public organizations:



members of the organization (General Assembly), including the founders of the organization;



Chairman of the Management Board,  
Management Board;



executive director;



team.

## Mission of organization

**Our mission is to build an open, inclusive, tolerant society in Ukraine that values diversity.**

## Vision of organization

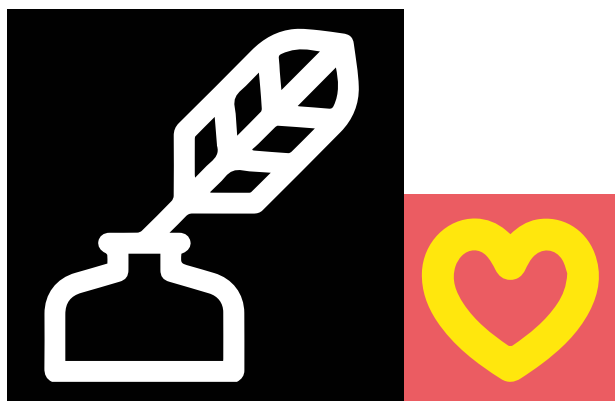
We strive to achieve our mission by advocating for change in, among other things, public opinion, business practices, editorial policies, political agendas and legislation.

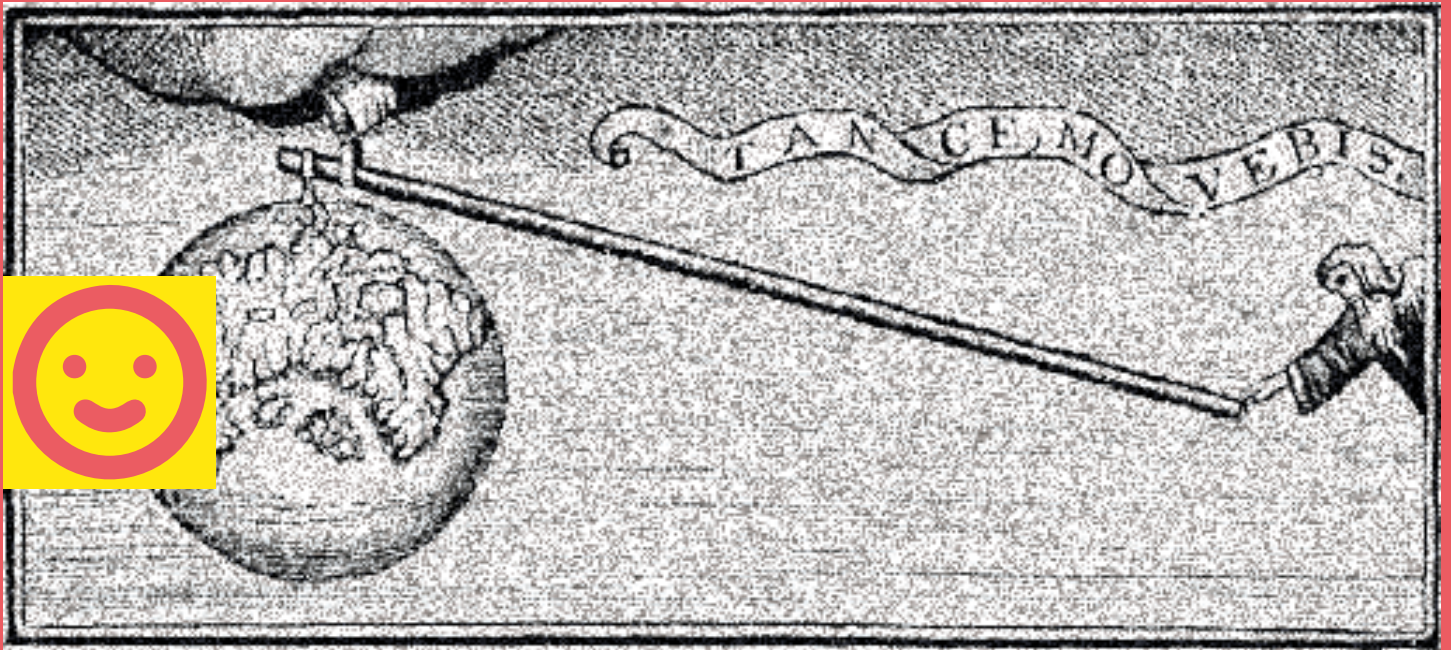
On the path to systemic change, we work for underrepresented groups, focusing efforts, in particular (but not only!) on LGBT+ representatives, women, as well as people most affected by war (veterans, IDPs/refugees, people with disabilities).

We cooperate, in particular, with business communities, authorities, political parties, youth, media, and opinion leaders.

Fulcrum takes an intersectional approach, recognizing that the fight for equality goes beyond LGBT+ or any other single community, and includes all underrepresented groups.

Fulcrum has transformed from an organization focused only on the LGBT+ community into an intersectional organization that cares about diversity and inclusiveness in Ukrainian society.





"Archimedes lifts the Earth with a lever."  
Engraving from Varignon's book (1787) on mechanics.

“Give me a lever long enough and a fulcrum on which to place it and I shall move the world!”

This quote is attributed to Archimedes, the ancient Greek mathematician, physicist and engineer. It emphasizes the power of social change, which requires a stable FULCRUM.

# Values and principles of work inside and outside

→ **Value and personal freedom:** every person has the right to freedom of choice and free expression of his/her personality, as well as respect, dignity and the profess of his/her own values.

→ **Ethical and ecological communication:** our organization works for sustainability and honesty in all types of communication, both within the team and with other organizations and the public.

→ **Partnership, cooperation, alliance:** involves the work of the organization on the basis of equality, trust and mutually beneficial cooperation with all stakeholders, including partners, communities, authorities and other public organizations.

→ **Consistency and Sustainability:** we work to develop sustainable strategies and action plans, strive for systemic change and respond quickly to changing contexts, while also caring about the sustainability and continuity of our activities. We want our organization and society as a whole to constantly develop and improve.

→ **Use of innovations and technologies, creativity:** involves the use of the latest tools and technologies for the effective work of the organization, as well as the stimulation of creative thinking and an innovative approach. The organization strives to be a leader in its field by using innovative approaches and creating technologies that contribute to the achievement of its goal.

→ **Leadership:** we set standards and identify gaps where we can have a significant impact here and now.

→ **Responsibility. Efficiency.** This principle means that our organization takes responsibility for its actions and their consequences, always ensures that the set goals are achieved as efficiently as possible with optimal resource costs in order to ensure maximum benefits for our target audiences, partners and society as a whole.





# Target audiences

We work with such target audiences as:

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the business community, including CSR, sustainability and HR professionals, as well as business associations;

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political parties, politicians, deputies and government officials;

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blogger(s) and opinion leader(s);

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media;

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civil society organizations — national and international;

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LGBT+;

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women;

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people most affected by the war (veterans, IDPs/refugees, people with disabilities).

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# Strategic areas of work

The organization has three strategic areas of work:

## Advocacy, expansion of the circle of allies

- working with business
- working with political circles, promoting legislative changes
- working with society

## Services for the community and other target audiences

- career search (education)
- training for HR
- health (HIV and STD prevention)
- mental health
- targeted humanitarian and social support

## Institutional development of the organization

- finance
- promotion, PR, media work
- long-term international cooperation
- transition from small and medium to long-term and large projects
- increasing team capacity.

# Expected results by areas of work

## Advocacy, expansion of the circle of allies

**Task 1:** on the way to equal rights for LGBTI+ people: to introduce registered civil partnerships in Ukraine

### Why?

Ukrainian legislation does not recognize LGBTIQ couples, so they have limited rights compared to heterosexual couples.

### Advocacy

- Work in the parliament — raising the awareness of deputies and advocacy of the draft law in committees.
- Ensuring the work of the advocacy manager until the draft law is put to the vote.
- Formation and development of a network of allies that support the implementation of partnerships.

### Alliance

- Increase the level of support for civil partnerships in Ukrainian society through information campaigns and events.
- Organize an annual Allies Forum and attract more participants, unexpected speakers

and partners, in particular, representatives of businesses and business circles, to reach out from 25 to 35 thousand people in three years.

→ Conduct an annual information campaign in support of civil partnerships and reach at least 1 million people.

→ Conduct other awareness-raising activities, including podcasts, interviews, festivals, etc.

**Expected result:** an increase in the level of support from 56% (NDI) to 68% in three years.

### **Increasing the level of acceptance of diversity in Ukraine:**

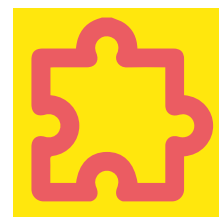
→ Engage business in dialogue and implement best practices on diversity and inclusion.

→ Conduct an annual ranking of companies that support D&I in the workplace - the Corporate Equality Index.

→ Award allies annually to recognize their contributions in supporting diversity and inclusion

**Result:** allies and businesses commit to supporting D&I and make an annual contribution with us to increase acceptance.

## **Services for the community and other target audiences**



**Task 2:** Provide services to LGBT+ people according to their needs.

### **Why?**

The needs of LGBT+ individuals and other target audiences of the organization have grown and changed due to the negative impact of the war.

→ Provide free HIV/STD testing and doctor consultations.

→ Raise awareness of PrEP and treatment for people living with HIV.

→ Provide free psychological consultations (at least 200 per year).

→ Research the mental health needs of vulnerable groups and develop educational materials (booklets, online courses, etc.).

→ Conduct training of the business community on policy adoption and provision of corporate psychological services.

→ Counseling on career growth, assistance and support during training and retraining.

# Institutional development of the organization

**Task 3:** develop the organization's ability to perform strategic tasks.

- Supporting team capacity: looking after the team's mental health, well-being and professional growth through training.
- Training and professional development of the personnel of the financial department.
- Long-term international cooperation: participation in international conferences, round tables, where the organization will present its work and create a network of allies to promote equality, diversity and liberal values.

