

Team «Argus» from Saratov.



Our social innovation is development of websites to raise awareness of the problems and needs of the social sphere organizations in order to attract more resources needed to solve these problems and meet these needs, and more people willing to provide their help and support.

Identification of the Social Problem

- Social sphere organizations do not use technologies to attract more support and supporters and cannot make the most of the online marketing and fundraising, email communication, social media, mobile engagement, and much more.



Our Solution

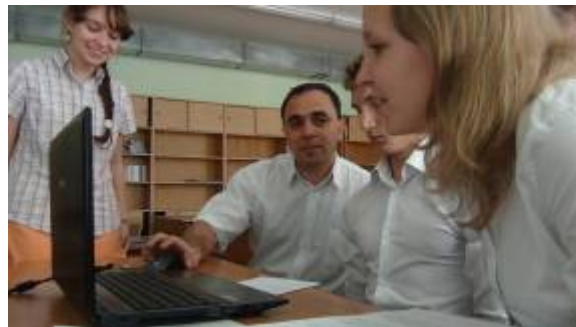
We developed and facilitated websites for:

- Saratov branch of the Children's Foundation,
- The shelter for homeless animals,
- 5 local kindergartens
 - attract more attention and support of more people and organizations,
 - raise necessary resources to solve the problems of the groups those organizations are serving.



Our Activities

- We developed and facilitated websites as a part of the “Webdesign” after school activity.
- The first step was to learn more about the needs of organizations we wanted to help.
- The second step was to develop of the websites design and content, promotion of the organizations and raising awareness of their needs.
- On the way we were learning how to use our gained webdesign skills, as well as the online marketing, internet advertising and social media tools.



Our Results

- During participation in the Social Innovation Relay 2012-13 we developed and facilitated the following websites:
 - www.helpdogs.ru for homeless animals' shelter
 - www.sarдетфонд.рф for Saratov branch of the Children's Foundation
 - websites for kindergartens
- We organized fundraising events and
 - raised 33 000 roubles for a little girl who needs a cancer treatment.
 - Attracted volunteers, necessary supplies and raised the amount of donations on behalf of the Homeless Animals' shelter.
- Our initiative was appreciated by the organizations we were working with and by the people who have become aware how they could help thanks to our websites and fundraising events.



Our Team and Resources

- Overall there were 10 students actively involved in our Social innovation Project.
- All team members were also members of the 'Webdesign' after school Club
- All team members were involved in:
 - Development and facilitation of the websites,
 - Collaboration with the organizations we were trying to help
 - Promotion activities and organization of fundraising events
 - Recruiting and working with volunteers
- The start up funds were provided as part of the National Endowment for Democracy grant and applied for hosting and maintenance costs of the website during the academic year.
- All website design, content and facilitation works were provided by team "Argus" free
- Modern fundraising format via mobile technologies and web-based monetary transactions. SMS billing system X-bill was applied to raise funds for the Homeless Animals' Shelter.

Potential for Growth & Plans for the Future

- We think our social innovation strategy is effective and can be applied in the future to develop a network of schools and share experience with like-minded students.
- We expect our ability to use the modern technology -based instruments to raise funds and recruit people and organizations who will support the organizations in the social spheres will expand too.
- We thank our teachers and our HP e-mentor for ongoing encouragement and support and hope we shall enjoy working with them in the future.
- The management of the Argus Team than you for your attention.
- You can learn more about our project and get involved at www.helpdogs.ru and www.сардетфонд.рф