

Shaping #OurDigitalFuture

Annual Report 2021





3 About the Avast Foundation

- 4 Message from the Global Executive Director
- 6 Message from Avast's Chief Executive Officer
- 8 A foundational year

Contents

17 Activities and grantmaking

- 19 Programs and initiatives: Youth
- 20 Youth Leadership Board
- 22 Spark Fund
- **26** CARE Czech Republic
- **28** Be Safe Online
- **30** Programs and initiatives: Activating digital citizenship
- **31** Moonshot Platform
- **32** Česko.Digital
- **33** Disaster response
- **37** Employee engagement
- 40 Thought leadership

43 Financials

45 Governance and leadership

47 Future outlook

48 Contact



Weempower digital citizens across the globe

The Avast Foundation, an independent charity, was founded by Avast (LSE:AVST), a global leader in digital security and privacy, to help empower digital citizens across the globe by supporting digital freedom and citizenship. It builds on a decade-long program of philanthropic activities conducted in countries with Avast offices and employees. The Foundation works in partnership with people and communities to tackle issues of digital exclusion, remove barriers to digital access, and champion digital citizenship and civic participation. Its programs are designed to deliver meaningful change and shape a world where technology plays a positive role in building and sustaining communities.

Message from the Global Executive Director

Aunique opportunity to lead a different kind of corporate foundation

Dear Changemakers,

The Avast Foundation community includes so many individuals and organizations from all walks of life, all over the globe, and I am thrilled to be presenting to you our first annual report. When I joined the Foundation in late February 2021, I knew that I had accepted a unique opportunity to lead a different kind of corporate foundation, backed by a supportive and enthusiastic leadership team at Avast, and an organization with a long history of philanthropic giving and a real commitment to do good in the world. The Avast Foundation was created to address challenges and barriers to digital freedom and digital citizenship. Not only are these terms and ideas in constant flux as the digital world and our understanding of it evolves, but their core components — digital safety and security, digital expression, digital identity and privacy rights - are also often in contention and not equally guaranteed for all around the world. In pursuing a digital world that is safer, more equitable, and more inclusive for all, we find ourselves at the intersection of questions and conversations around digital access, the digital skills gap, digital and social inclusion, digital poverty, free speech, identity, law enforcement, technological innovation, ethics, and more.

The context in which we are working is filled with competing priorities both complex and challenging. And it is deeply relevant to all aspects of our lives. Since the onset of the COVID-19 pandemic, the world has experienced a variety of unforeseen

consequences, with major impacts on people's lives, livelihoods, and overall quality of life. Digital and especially online technologies have proven integral to the lives of millions around the globe, not only enabling better tracking of disease, but also allowing many to live and work from home more conveniently than ever, creating — for those with reliable internet access - a situation in which digital interaction, entertainment, and networks have become indispensable tools for maintaining connection and community with others.

The move to a way of life that's much more reliant on digital tools has also revealed broad inequities in the availability of those tools, who has access to them, and the skills to use them effectively. Educational disparities have widened as students in lower income communities across the globe have lacked access to the hardware and internet necessary to connect to their online lessons.





The world needs more people who are dedicated to creating a more open and equitable world, and we are so pleased to count you among our supporters and as part of our community.

Essential workers — who are not only the medical professionals, but also the grocery store clerks, childcare workers, transportation sector employees, and more - have found themselves at the sharp end of COVID risk, while those with caring responsibilities, especially women, have left the workforce in historic numbers.

Our world has been dramatically remade in ways that will ripple far into the future and that we may not fully understand until years to come.

At the same time, we face the dichotomous results of an always-on media and the empowerment of citizen journalists and bystanders to record and share events in real time. The deliberate and coordinated spread of misinformation and disinformation across social networks has grown with broad implications for public health, safety and political stability across the globe. Similarly, individual behaviors such as online trolling and hateful speech can have devastating effects on the mental health and wellbeing of individuals and members of marginalized groups who are often targeted.

We've seen enormous social upheaval in reaction to unjustified police violence, and a growing public outcry against policing tactics and government policies which are discriminatory and sometimes deadly in their application. Activists and changemakers have more tools than ever to connect with one another, and digital technologies have been a positive enabler of their work against oppression and injustice globally. Yet, we know that the use of digital technologies in law enforcement such as facial recognition and algorithmic sentencing recommendations can have disproportionate impacts on minoritized communities - and that poorly designed and even less well understood algorithms underpinning many of our social networks and governing the use of our data by both governments and the private sector can magnify inequities that exist offline.

Against the backdrop of all of this, the public debates around digital and data privacy, the concerns over data sovereignty, and the calls for more transparency and accountability from both governments and the private sector around the use of and protection of individuals' data, are rightly growing.

The challenges that exist in the digital realm are nearly endless. Additionally, we are facing these challenges while also recognizing the impending reality of climate change, with its disproportionate effects on the world's poorest and least powerful.

This is indeed too much for any one of us - any one organization or individual - to contemplate, let alone tackle, alone. It is the magnitude of these challenges that also defines the magnitude of the opportunities that we have. As we have seen from the collective efforts from Avast staff globally we can work together around a shared vision, to create a better world - one that we can be proud to leave to future generations.

And so that is what we have focused on in our first year - developing our vision for a safer, more equitable and inclusive digital world and finding concrete, impactful opportunities to contribute to its creation. In these pages you will learn more about the establishment of our Youth Leadership Board, the creation of the Spark Fund, our campaign for a #TrollFreeFuture, our work with Avast staff to create a new space for staff engagement and many other aspects of our support for global changemakers. The world needs more people who are dedicated to creating a more open and equitable world, and we are so pleased to count you among our supporters and as part of our community.

Shane Ryan,

Global Executive Director, Avast Foundation



Avast Foundation Annual Report 2021

Message from Avast's CEO

Advocating for a safer, private, and more free #DigitalWorld

Avast has always protected people online with powerful and innovative technology, and giving back to the community has always been a core part of our culture. The company and its vision have evolved along with advances in digital technologies that have changed nearly every aspect of how we live. As we have grown in our ambition to protect people's digital freedom, we have also seen the many ways in which digital rights and freedoms are in jeopardy around the world. There is a growing divide between the digitally free and the digitally oppressed, the spy and the surveilled, and accurate information and misinformation. The internet today is not moving in the right direction; it's moving towards a more closed, less free, and more misinformed future.

It is the nature of the decentralized internet that no one can simply wave a magic wand to create a better digital world in which people are empowered, enabled, and informed, rather than disenfranchised and oppressed. And so, those with the power to influence the future of the internet must work together to truly promote digital freedom. We must fight for users to have the access and power to decide how and when their data can be shared. We must advocate for the free and open flow of information on the internet so ideas and free expression can be achieved without censors taking hold. And more than anything, we must work to ensure those around the globe who don't have free and open access to the internet are afforded that right before it's too late.







The Foundation works directly with communities, charities and both governmental and non-governmental organizations to empower digital citizens around the world and create a more inclusive, equitable digital future; one in which everyone can achieve their full potential and feel protected.

I am very proud of what the new Avast Foundation has achieved in its first year, and especially how it has purposefully brought in new voices and perspectives to inform its philanthropic vision. I had the opportunity to meet the members of the Foundation's Youth Leadership Board in March of this year. Even in that brief meeting, it was clear to me that these young people have an enthusiasm for technology matched by their passion for creating a better world. I was struck by how much extraordinary potential lives in young people, and inspired by the work they are doing to achieve their visions of a brighter world.

I have been equally impressed by the Foundation's responsiveness in the face of crisis and unthinkable events — a natural disaster in the Czech Republic in June 2021 and then the Russian invasion of Ukraine in February 2022 — and how nimbly it has been able to work with our employees to mobilize additional aid and volunteering efforts, as well as coordinate direct evacuations from Ukraine.

The new Avast Foundation was established to bring Avast's philanthropic activities closer to the purpose of the wider Avast organization and complement it with deeper reach at the societal level with the goal of meaningful community engagement. Avast works to provide consumers, families, and small businesses with technological solutions and information that helps them control and improve their online experience,

Avast works to provide consumers, families, and small businesses with technological solutions and information that helps them control and improve their online experience, while using our corporate voice to advocate for a safer, private, and more free digital world.

while using our corporate voice to advocate for a safer, private, and more free digital world. The Foundation, as an independent philanthropic organization, is able to work more broadly with communities to tackle the systemic social issues related to digital freedom and citizenship. We believe strongly in the power of business to do good by doing well, and the Foundation motivates Avast employees by animating our wider purpose. The establishment of the Avast Foundation and our continued partnership to reach its goals manifests our commitment to digital freedom.

I would like to express my gratitude to the entire Avast Foundation team for a very successful first year, and wish them all the best in their meaningful and impactful work. Thank you, and congratulations!

Ondrej Vlcek, CEO, Avast



Our activities in 2021 were dedicated to ensuring the responsible disbursement of the donation we received from the Avast Group and toward creating our long-term vision, strategy and purpose.

We developed our vision, mission, and long-term goals on the basis of a set of core values that will underpin the way we approach partnerships and grantmaking and will guide our decision making.

We value the inherent strengths of people and local communities, which is why inclusive co-design is at the center of our grantmaking practice. We believe that organizations working directly with communities are best-placed to make programmatic decisions and to measure and describe the impact they are having on communities, which is why we use a trust-based approach to our partnerships. We

understand that creating social impact is not a linear process and that practices and approaches within the social sector benefit from constant reexamination and constructive dialog. That is why we enter into partnerships with organizations willing to examine their practice, take risks on new approaches, and document their learning along with us.

In short, the Foundation is a financial partner that seeks to empower people and organizations to make the greatest impact possible on their local communities and our collective digital future.

A foundational year



A strategy for change

We envision an equitable and inclusive digital future in which everyone has safe access to the tools and opportunities they need to reach their full potential.

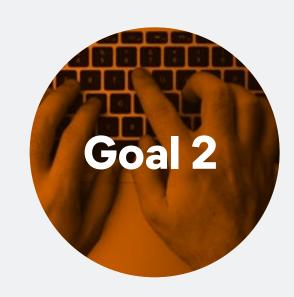
We work toward that vision by enacting our mission: To work globally with communities, NGOs, charities, educational institutions, governments and policy makers to tackle issues of digital exclusion, remove barriers to digital access, and champion digital citizenship.

The Foundation's five year strategy (2021-2026) was crafted following extensive consultation with our governing boards, Avast leadership and employees, and conversations with organizations around the globe. Our strategy identifies three overarching goals which guide our work.



To build impactful partnerships that are diverse, inclusive, future focused and show concrete change is possible in the areas of digital freedom and digital citizenship.

We will engage partners from across the government, charitable, and business sectors working alongside communities to co-design an agenda that will shape the future of digital freedom and citizenship. Our interventions will focus our collective resources to champion and demonstrate our wider vision.



To champion constructive debate in our quest for solutions to barriers around digital freedom.

We will engage a range of communities, influencers and leaders in the field to understand and share the challenges and possibilities around digital freedom. We will share new and emerging ideas related to digital freedom and citizenship and provide a platform for others to engage with these big questions through sponsorship, research, ambassadorial roles, and more.



To create wider world value and leadership by collectively and individually supporting others.

We will use the principles of inclusive co-design to seek opportunities to work together with the Avast community in order to maximize our collective potential. Our interventions will harness the power of employee participation in order to give back to the Foundation and wider community.



Our pillars of work

The Foundation organizes its work around three pillars that enable us to progress toward our goals.

Programs and initiatives

Direct grantmaking and partnerships, sponsorships, and programs. Within this pillar, we work in both thematic and responsive ways. Our aims in the thematic program are to establish longer-term partnerships with organizations and communities working towards social change that is aligned with our vision of a more equitable and inclusive digital future. We have identified three core themes where the Foundation can add value over the long term: Youth, Families and Vulnerable Communities, and Activating Digital Citizenship. Each theme is at a different stage in its development, with the Youth program being the most advanced. Key partnerships are described in greater detail in the activities and grantmaking section below.

Our responsive work exists to enable us to act quickly and nimbly in response to unforeseen crises, such as natural disasters, political or economic instability.

2 Employee engagement

Programs that we put in place to enable employees of the Avast companies worldwide to make a positive difference in their communities through volunteering, donations, and fundraising.

Thought leadership

Raising awareness, convening and connecting organizations, experts, and communities around key issues related to digital freedom and citizenship.

Leadership should contribute to the developmentof a more inclusive digital future

Contact

Creating impact and documenting learning

The Foundation aims to make a lasting social impact. Our grantmaking and thought leadership should contribute to the creation and development of a more inclusive and equitable digital future by reducing digital exclusion, removing barriers to digital access, championing digital citizenship, and empowering people to reach their full potential through their use of digital and online tools.

That said, we recognize the futility of trying to boil the ocean. Over time, we will create an impact framework to drive data informed decisions about how to find, fund, and fully support programs to ensure and

increase their efficacy and our overall impact. At the end of 2021, we recruited a Head of Grants, Impact, and Insight, who has begun building a foundational theory of change and an impact and measurement framework. This framework will enable us to measure the outcomes and describe the impacts of our financial support, vis a vis our partners and programs and inform how we engage with and support our partners in their own measurement and evaluation journeys. It will also become a part of a cyclical process through which we evaluate and refine our partnership selection process, and provide data to show what activities may impact digital freedom and citizenship.

A foundational year

Ultimaker

Activities and grantmaking

About the Avast Foundation



Sustainable Development Goals

The Avast Foundation believes in the power of technology to build an inclusive sustainable digital society. We are committed to playing our role in delivering the United Nations Sustainable Development Goals (SDGs). Developing an equitable and inclusive digital future is our way of delivering on these goals. In 2021, we identified four SDGs to which our work is directly connected and through which we can understand the lasting impact of the work of our partners. As we expand our portfolio of programs and refine our impact strategy, we will continue to review how our work connects to the full portfolio of SDGs.

The SDGs and their targets are highly integrated, and progress with one goal may be dependent on success in another, or, indeed may inhibit achievement of other goals and targets.



Our 4 priority Sustainable **Development Goals in** support of the 17 UN SDGs





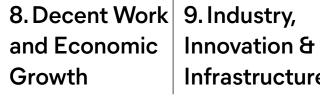














10 Reducing Inequality

12.Responsible Consumption & Production

















Society

1. No **Poverty** 2. Zero Hunger

3. Good Health & Well-being 4. Quality **Education** 5. Gender **Equality**

7. Affordable & Clean Energy

11. Sustainable Cities & **Communities**

16 Peace, Justice, & Strong **Institutions**









Biosphere

6. Clean Water & Sanitation

13 Climate Action

14. Life **Below Water**

15. Life On Land

13



Reduced inequalities – including youth



Goal 10

Reduced inequalities: within and among countries, as well as correcting disparities in influence in international organizations among developed and developing nations. The Avast Foundation is doing its part to create governance structures that are inclusive and represent voices from around the globe through the creation of the Youth Leadership Board and the participatory grantmaking mechanisms that underpin the Spark Fund. In addition, through the Spark Fund, we are funding local organizations in countries across the globe that are addressing social, economic, and environmental challenges in their communities, thereby contributing to this goal. Addressing inequalities, especially in digital access and inclusion, will be a cornerstone of the work that we do.

Climate Action



Goal 13

Climate action: Take urgent action to combat climate change and its impacts. Climate change represents a threat to vulnerable communities and the Avast Foundation is committed to exploring the ways we can magnify and support action on climate change or to mitigate its impacts. For instance, our responsive funding may be used to provide relief for climate-related events in the future. Further, we are aware of the many ways in which digital technologies are required to support a just climate transition, as well as the importance of climate related action to young people. We expect to explore these issues further.

Peace, justice and strong institutions

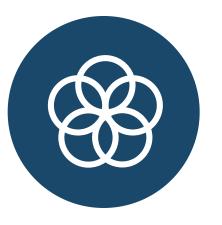


Goal 16

Peace, justice and strong institutions: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. Trustworthy technology and communication platforms are essential for building just and inclusive institutions globally. The Foundation is working towards this goal through its commitments to inclusive, participatory, and representative decision making. Furthermore, by supporting organizations that are expressly making transparency, freedom of speech, and open government their areas of impact, we are magnifying our impact in these areas through our partners. We believe that online safety and digital rights are now necessary to ensure both citizen participation and institutional accountability, and our work on digital citizenship and civic participation contributes to this goal.

Partnerships for the Goals





Goal 17

Partnerships for the Goals: Strengthen the means of implementation and revitalize the global partnership for sustainable development. The UN notes that as of 2021, nearly half the world's population still remains offline, despite the increased need for internet connectivity that arose during the pandemic. As more and more of the world's citizens come online, there will be a huge need to ensure that they are able to access the internet in ways that are safe, secure, and private, and which support their entrance into a global economy and society, both as individuals and communities.

Avast Foundation Annual Report 2021



Activities and grantmaking

Financials

Governance and leadership

Future outlook

Contact



Countries reached via direct awards:

Czech Republic •

Serbia

Slovakia

Spain

Japan

United Kingdom •

Poland

Italy

United States

Belgium

Argentina

Additional countries reached via partners:

Georgia

Kenya

Ukraine

Moldova

Armenia

Countries with YLB members:

Thailand Malaysia

Philippines

Venezuela

Ghana

Global reach

2

countries

Our year at a glance

Key milestones

Strategy and Five Year Plan Launch of employee programs

€2,013,981

Awarded to good causes

35Number of

awards made

Launch of first youth program

Brand development and launch

Setting the direction

Our activities in 2021 have included setting the future direction for the Foundation by establishing its vision, mission and strategic goals, and creating the fundamental operating infrastructure to implement that strategy effectively. We made grants aligned with our strategic aims and crafted our brand and public voice, which is complementary to, although deliberately distinct from, the Avast corporate brand. This work was coordinated with Avast's corporate rebranding, and the Avast Foundation aligned its programmatic, website, and overall communications launches with the company's September 2021 brand reveal.

Contact



Programs andinitiatives

Governance and leadership

¹ New Philanthropy Capital (2009), "Granting Success: Lessons from Funders and Charities", by Padraic Brick, Angela Kail, Justine Järvinen, and Tim Fiennes.

Research in philanthropy suggests that longer-term funding - from three to five years - provides the greatest chance for organizations to successfully meet intended outcomes and create sustainable impact.¹

As we familiarize ourselves with the organizations and programs that are tackling issues of digital freedom and citizenship around the world, we intend to follow best practice through longer term partnerships. Working in this way is also in line with our strategic objective of becoming a world class organization.

In our first year, we supported a variety of organizations and programs, from small event sponsorships to two-year pilot partnerships with the possibility to extend our engagement. We committed funds to one multi-organization partnership, one in-house program, match-funding to one employeedriven fundraiser, and 15 beneficiary organizations, many of which will use the granted funds throughout 2022 and beyond. We provided core funding to a further 19 organizations selected through an inclusive process with the Avast employee community. Several of these grants are described in greater detail throughout these pages.

We also began to develop our voice and thought leadership, and worked with the Avast company and staff to co-design an employee engagement program. Aspects of the program were piloted throughout 2021, with the comprehensive program launching in April 2022.

Programs and initiatives: Youth

Helping youth to come together

Developing and supporting youth-related programs was our initial programmatic priority in 2021. Young people are often among the most vulnerable and disenfranchised. As a group they have less collective access to power and influence at any level. Yet it is their futures and wellbeing which are often most adversely affected by issues from climate change to growing inequality, including the digital divide, worldwide.

Despite their often disadvantaged position, youth possess valuable ideas, new perspectives, and often a more open approach to addressing social and systemic problems. Studies of Gen-Z youth routinely note that they tend to be more globally minded and more concerned about climate change, social justice, and living purpose-filled lives than older generations, including millennials. ²³ Furthermore, technology is considered a key mechanism for driving increased inclusion as it supports connectivity to allow youth to come together around causes. ⁴ We believe that as we work toward a more inclusive digital future, youth need to be in leading roles.

- ² Deloitte (2020), "For Millennials And Gen Zs, Social Issues Are Top Of Mind—Here's How Organizations Can Drive Meaningful Change", accessed 19/05/2022
- ³ Global Web Index (2019), "THE YOUTH OF THE NATIONS: Global Trends Among Gen Z", accessed 19/05/2022
- ⁴ McKinsey (2018),"'True Gen': Generation Z and its implications for companies", accessed 19/05/2022



Programs and initiatives: Youth

Youth Leadership Board



Jiří Bartušek Czech Republic

Lei Motilla

Philippines



Dunola Oladapo, YLB Chair **United Kingdom**



Hector Fuentes Curras Venezuela



Joyce Danso Ghana



Palis "Fresh" Pisuttisarun Thailand

I joined the YLB because digital freedom is a fundamental right that we should all enjoy - and when all people unite to fight for it, there's power in that.

Hector Fuentes Curras

One of our first endeavors was to create a globally representative Youth Leadership Board (YLB) to provide guidance, direction, and input to the Avast Foundation, representing the youth voice as we develop not only youth-focused programs. Eight young people were recruited in mid-2021 to serve for one year on our inaugural YLB.



Kesevan "Kay" Veloo Malaysia



Austin Cole United States

More information about each of the YLB members can be found on the Avast Foundation website.

YLB outcomes

In their words...

In December 2021, the YLB was halfway through its year of service. Now in mid-2022, we are working with the YLB members to transform and formalize their ongoing role in the Foundation. This reflective period has been by design; in accordance with our commitment to inclusive co-design and empowering youth, the YLB had a broad mandate and freedom to determine how best to inform the Foundation's perspective and approaches. In early May 2022, the YLB presented their recommendations based on 10 months of working together.

These recommendations include increasing the connection of the YLB to the ongoing work of the Foundation and providing further avenues for each YLB member to contribute their specific expertise.

While the members of the YLB serve voluntarily, the Foundation seeks not to be burdensome or extractive, and to support participation from potential members of all socioeconomic circumstances. Each YLB member received an honorarium as recognition of their service and any necessary expenses were paid by the Foundation.

What will the YLB provide?

Alignment: The YLB aligns with the strategy of the Avast Foundation in driving improvements through thought leadership and championing new ideas.

Action: By carving out an intentional space for diverse young people all over the world to have dialogue and to discover lived experiences on barriers and actions, we can co-design and co-create a strategy of youth engagement with the Foundation that has a better representation of youth experiences.

What have the YLB achieved to date?

Research Report: Initiated the creation of a research report on youth experiences online

Youth Partnerships: Engaged in youth-related partnership meetings and projects, including as youth consultants to Ten Years' Time, which is also an Avast Foundation learning partner; as members of the Spark Fund steering committee; and as advisors to Moonshot Platform.

Visibility: Contributed blogs, ideas, videos, and other communication assets towards meaningful youth visibility as part of the internal and external face of Avast Foundation.



From the moment Global Fund for Children approached the Avast Foundation with the idea of launching the Spark Fund together, the Foundation has been a true partner in this innovative pilot program. The Foundation's generous funding and deep commitment to youth empowerment have enabled youth panelists from around the world to design and lead grantmaking processes, investing in youth-led and youth-focused groups driving transformational change.

Katherine Gilmour, Senior Programs Manager at GFC

Programs and initiatives: Youth

Spark Fund

At the height of the social disruption caused by the COVID-19 pandemic, young people bore a number of additional impacts, compounding their vulnerability and needs. Their studies were disrupted and the gap between those who had access to technologies enabling them to learn online and those without access revealed and deepened existing inequities in nations around the world. Youth entering the workforce faced uncertain economic futures and a lack of employment opportunity, while others shouldered new and unexpected familial and caring responsibilities.

Global Fund for Children (GFC) proposed a youth-led, participatory grantmaking fund that would empower

young people around the globe to make funding decisions for their communities. We developed the Spark Fund program together, bringing in additional partners Shared Nation and Catch22 to create an innovative program, which is being piloted over two years. The Fund invests in youth-led and youth-focused efforts to disrupt social inequities and tackle injustice, while strengthening networks for advocacy, movement building, and learning, by increasing the capacity of changemakers to influence long-term systemic change. It makes use of a new digital platform to facilitate decision making. Flexible funds combined with capacity development encourage these groups to take risks and innovate, while capturing valuable learning.



Avast Foundation Annual Report 2021

The Spark Fund makes available a pool of grant funding to youth-led and / or youth-focused organizations, initially in four regions: Europe/Eurasia, South Asia, Southern Africa, and Latin America. Each regional Spark Fund is co-designed by youth panelists from the region, ensuring that the pooled fund reflects the context and needs experienced by youth-led groups and movements on the ground. GFC oversees the recruitment and selection of panel members, coordinates the administrative work of the panels, and facilitates the process through which panelists create the unique parameters for the call for applications and selection within the region. To make funding decisions, panelists use a version of Shared Nation's giving circle platform, which enables equitable and efficient decision making through mechanisms including pairwise voting, which reduces the burden of evaluation. The version of the platform used for Spark Fund has been co-designed by Shared Nation, GFC and the youth panelists, as has Spark Fund's brand identity. Catch22 joined Spark Fund as a research partner to investigate what role online services can play in meeting the needs and providing services for socially marginalized youth. The research will be delivered in the first half of 2022.

In addition to youth-led regional panels, young people sit on the global steering committee, which comprises representatives from GFC, Avast Foundation, Shared Nation, Catch22, and each of GFC's and Avast Foundation's youth leadership boards, respectively.

Spark Fund outcomes

In October-November 2021, the first round was conducted in Europe/Eurasia. Ten youth panelists, aged 20-28, were recruited from five countries in the region. Together over three months, these panelists designed a pilot participatory grantmaking process to select grantees from applicants in Georgia, Moldova, Ukraine, and Armenia. Through nine intensive meetings, they determined to keep a broad focus encompassing both youth-led and youth-focused change within these countries. They provided input to shape the experience of working with the platform, and participated in two rounds

of voting prior to a final, facilitated decision making session, in which the first 12 Spark Fund grantees were selected.

The level of response for the first call was above all expectations, receiving 152 applications, 108 of which met the eligibility criteria set out by the panel. The 12 inaugural Spark Fund grantees were awarded annual financial support of \$10-12,000 USD per year. In total, the Spark Fund awarded \$142,000 USD in grants for 2021. All Spark Fund partners will receive ongoing support and capacity development from GFC for two years.

\$142,000 USD

total of grants awarded

152
applications

Image provided by Global Fund for Children



Spark Fund outlook

In the first half of 2022, we have run the remaining pilot rounds. The rounds in Europe/Eurasia, South Asia, and Southern Africa were conducted in English, while for Latin America, the platform was translated and the round conducted in Spanish. Response has been similarly high or higher than in the first round, demonstrating the appetite and need for youth involvement in local and systemic change.

We are now working with our Spark Fund partners to attract additional investment and ensure its longer term sustainability. The outcomes to date illustrate the appetite for youth leadership and involvement, while also highlighting the need for thoughtful and deliberately designed program delivery that enables youth to play an active and equal role. At the same time, we are capturing the learning from the process of co-designing the program among the partners. Ten Years Time is the learning partner that is working across the partnership to capture and document how the design principles and values of the Spark Fund evolve to influence the ecosystem of the Avast Foundation. The steering committee will meet in August 2022 to reflect on these learning outcomes and set the course for the second year of the pilot.

Through the participatory process..., we have been able to see different points of view and we've created a call for applications that is, first of all, accessible and easily understandable. I love that we've had the opportunity to participate with other activists to build something for the communities that know the systems and the problems we've been facing. It's been fantastic, and this is why I think it's such a great opportunity.

Sofía Luna, Spark Fund Americas panelist and youth activist from Peru



Image provided by Global Fund for Children

Image provided by Global Fund

for Children



Meet the first Spark Fund partners

- Feminismd. Chişinău, Moldova. Feminismd raises awareness about gender equality issues. By utilizing its social media platforms and organizing in-person and online events, the organization informs teenagers in Moldova about gender equality and social justice issues and empowers them to combat these problems.
- Initiative for Social Changes. Tbilisi, Georgia. Initiative for Social Changes (ISC) promotes and advocates for sustainable positive changes for the welfare and protection of social groups in vulnerable circumstances. The organization's priority areas are child protection and welfare; gender equality and women's rights; and youth empowerment.
- Queer Sista Platform. Yerevan, Armenia. Queer Sista Platform is a queer feminist organization working with and for LGBTQ+ people. The platform hosts different queer initiatives and creates a safe space for self-expression, as well as for collective, peer, and professional support.

- Frontline Youth Network. Berd, Armenia. Frontline Youth Network (FYN) is a community of young people who connect and empower other young people from rural and borderline communities in Armenia. Working at the grassroots level, FYN's mission is to advance youth activism, engage people on the frontlines, and advocate for sustainable peace.
- Invisible Labor. Tbilisi, Georgia. Invisible Labor is a youth-led volunteer organization that promotes reproductive health and rights for women. The organization's efforts are focused on alleviating period poverty, improving access to hygienic facilities and low-cost or free menstrual hygiene products, and increasing workplace protections.
- Youth Centre Studem. Bălţi, Moldova. STUDEM is a youth center led and managed by a group of elected young people, and its priority is to increase civic engagement among youth. STUDEM also works to foster media literacy through partnerships with media institutions.

- Havasar Educational Foundation. Yerevan, Armenia. Havasar Educational Foundation is a youth-led organization focused on improving access to inclusive education for children with disabilities. Havasar has created a mobile educational app that contains accessible lessons for children with visual, hearing, or intellectual disabilities.
- Ngo Pharos. Ceadîr-Lunga, Moldova. NGO Pharos is a youth-led organization that trains other young people on how to work with local authorities so they can raise awareness about issues affecting youth. The organization also empowers young people to implement their own projects.
- Youth for Public Health. Tbilisi, Georgia. Youth for Public Health improves access to educational resources for young people in rural areas and supports and strengthens youth development. The organization is launching a mobile classroom that delivers on-site and in-person programs using specially designed equipment with interactive educational resources and a mobile cinema.

The Spark Fund also has three partner organizations in Ukraine. For their safety, we are not naming these organizations at this time.

Avast Foundation Annual Report 2021



Empowering young people, particularly those marginalized due to personal characteristics and those in underserved communities, is core to the vision of a more equitable and equal digital world. CARE Czech Republic (CARE), proposed to pilot a project in western Georgia, where physical access to digital tools is limited, with a particular focus on young women who face more digital inequality and safety issues online. The project seeks to foster youth civic activism, building an inclusive community through increased digital literacy, while contributing to safer and more inclusive use of digital technologies among all genders.

CARE is well established in western Georgia, having engaged youth communities in peacebuilding activities, youth empowerment and public campaigning to prevent the spread of COVID-19. The pilot project is directly aligned with the Local Area Group's development strategy. The initial draft of the project indicated the development and delivery of a curriculum to a group of selected participants. As we worked with CARE to understand the aims of the project, we shared our value of inclusive co-design.

Programs and initiatives: Youth

CARE Czech Republic

CARE personnel saw this as an opportunity to revise the project proposal and find ways to include the participants in the design and delivery of the program, rather than simply recruiting them to learn from a premade curriculum. As funded, the project takes a youth-led, co-design approach, with the aim to build upon CARE's existing networks to address digital capacity gaps among youth and to provide local youth with the necessary skills and tools to be active, safe and effective online.

While the project began in January 2022, we want to highlight this ongoing cooperation, as it illustrates the power of the approach to partnership that we are committed to taking. CARE delivered their first interim report covering a period from January to April 2022, a moment which provided an opportunity for further reflection and learning on both sides.

Image provided by CARE Czech Republic



For quite some time now, I have been trying to live actively and be an active citizen, trying to contribute to the development of my region. I decided to participate in the project for several reasons. I have wanted to study digital technologies for a long time, because I think that this knowledge is very important for every young person today. In addition, I want to contribute to the development of my country. Most of all I love the activities that the trainer offers during the training, besides I love the fun and friendly environment.

Preliminary feedback from participants, like NG, aged 15, is positive.

CARE outlook

A truly partnership-based approach leaves partners feeling better and more capable to deliver their goals, thanks to feedback and support.

We aimed to provide feedback to support CARE in their ongoing project design and delivery. The feedback was met with the following response from CARE's Program Manager, Jan Paul, who noted that it was constructive and helpful.

"We are thankful for constructive ... feedback (definitely not a norm). We are thankful for the fact that the donor actually read the report (again, not a norm). [We appreciate the] emphasis on quality and lessons learned and care about the sustainability of the project.

We do not [often] meet with this kind of feedback, and we all would certainly love to discuss project implementation in this tone more often in our projects." Further, after requesting some time to work through the feedback due to an increased workload because of CARE's Ukraine-response efforts, Jan wrote,

"Thank you for your understanding and empathy regarding our workload. I truly appreciate it and secretly wish this understanding would become a norm among various actors in this sector. I will gladly e-meet you in a couple of weeks. We will have a new update about the project implementation, and we can discuss the further potential of this project."

The non-profits and charities we work with are often under extreme pressure to deliver. They are routinely under-resourced and yet staffed by passionate people who are dedicated to doing good and necessary work.

Programs and initiatives: Youth

Be Safe Online

Bud' Safe Online (BSO), which means "be safe online" in Czech, was started as a non-commercial educational outreach project by the Avast company in 2018. This collaboration between a popular Czech Influencer, Jirka Kral, and the Avast social media and PR teams, aimed at reaching school-aged children to teach them the basics of online safety in an engaging manner.

Initially, BSO was conceived as a series of physical workshops at schools, supported by ongoing educational influencer campaigns on social media, with an emphasis on Instagram. Jirka Kral and an Avast ambassador delivered digestible messages about online safety and security backed by the latest in Avast's threat research. From 2019 to 2020, the program was transformed into an open, interactive online course, supported by social media campaigns and additional influencers in both the Czech Republic and Slovakia. Palacky University faculty provided pedagogical support in developing an effective curriculum, and the program team regularly conducts focus groups

with youth in the target age range (9-14) to keep the content fresh, relevant, and understandable. The Avast Foundation became responsible for the program in January 2021, and has worked with Avast staff from the PR, social media, and threat research teams to produce new educational content.

The BSO brand is strongly and positively associated with Avast and its expertise. It has also become a trusted brand on its own, having received seven awards in a variety of categories, including the 2019 Sustainable Development Goals Czech Republic award in the Goal 4, Quality Education category. In the autumn of 2021, a 10-episode podcast aimed at parents called "Mom and Dad on the Net" aimed to help parents get to know their children's digital world and advise on how to protect them online. Together with experts and influencers, including Avast CEO Ondrej Vlcek, they discuss why the online world is so attractive to children, what dangers they face on the Internet and what digital parenting entails.







BSO primarily uses Instagram, YouTube, and TikTok to reach its audience, and these social media channels are collectively followed by nearly

100,000

young people in the Czech Republic.

TikTok, which was newly launched in September 2021, reached

40,000

followers in just seven months.

9.1/10 course score rating given by participants >70,000 71% children have completed the online course

NPS score

BSO: Equipping the next generation to stay safe online

Social media channels and the online course create a comprehensive platform that helps children and schools become oriented and learn about cybersecurity.

The BSO project has been a successful educational project with a strong attachment to the Avast brand. We have begun exploring how the project may fit into the broader landscape of online safety education in the Czech Republic, and whether there are opportunities to work in tandem with additional programs in the education sector to deliver meaningful and impactful online safety education to more children in formal educational contexts as well.

As with all of the programs we choose to fund, finding avenues for sustainability and greater systemic impact will be important to the future of the BSO program.

30



Programs and initiatives:
Activating Digital Citizenship

Working toward more inclusive democracy and civil society

Opportunities exist to use tech in innovative ways to engage people in pro-social activities, connecting civil society and the private sector, working toward more inclusive democracy and civil society, through initiatives like open government and increased transparency. Many such initiatives are more entrepreneurial in nature, and require a higher risk tolerance and greater level of engagement between the Foundation and our grantees.

Programs and initiatives: Activating digital citizenship

Moonshot Platform

We've also gained valuable advisors from the Youth Leadership Board - an extraordinary group of young leaders who offer their international and multidisciplinary perspectives at many key milestones of our development.

Yemi A.D., founder of the Moonshot Platform

Through our partnership with Moonshot Platform, we will bring visibility and attention to innovators and social entrepreneurs who are tackling the Sustainable Development Goals worldwide, and simultaneously work to provide a platform for the Youth Leadership Board to develop a global youth network and deliver longer-term impact through their own work. Moonshot Platform connects so-called impact hackers - founders of early-stage scalable for-profits and replicable non-profits - with other changemakers to accelerate growth and maximize their impact.

Currently in the development phase, Moonshot Platform will offer multiple touch points to engage changemakers. The Moonshot team are clear in the benefits the partnership will hold for them by upgrading their activities and presence across multiple spaces:

- Broaden international reach which will allow exchange of experiences and data among the international youth community
- Deep dive with selected group of future impact leaders to accelerate their growth and form meaningful alliances
- Recognize & accelerate organizations with huge potential for impact at their inflection point
- Bring more contributing partners on board to support organizations in their impact journey.

Yemi A.D., founder of the Moonshot Platform, provided the following reflection when asked to describe the current partnership with the Foundation:

"Our partnership with the Avast
Foundation has a different and very
refreshing dynamic. We've embarked
on a trust-based collaborative journey
through which we can truly challenge
ourselves and focus on our genuine
intentions and long-term goals, instead
of chasing the unsatisfying short-term
marketing needs or rigid bureaucratic
minutiae. This enables dynamic iteration
of the entire project while emphasizing
self-efficacy and self-accountability
throughout the whole team.

Even though we are only at the start of our journey together, we already know that the partnership with Avast Foundation will be highly beneficial and transformational for everyone on board."

The potential long term impact is significant as it seeks to build and scale a community of changemakers and to operate as a knowledge hub for the innovative work realized under its umbrella.





Programs and initiatives: Activating digital citizenship

Česko.Digital

Česko. Digital (CD) is an established Czech Republic-based non-profit organization linking expert volunteers with civil society and public-sector organizations that require additional capacity to improve digital citizen services. CD has more than 5000 volunteers in its network and through its projects - 16 ongoing and nine already completed - it is delivering impact to more than four million individuals.

Avast Foundation is supporting CD as a financial partner, with a one year grant that began in December 2021. The supported project will see the creation and implementation of a new volunteer portal that aims to simplify the volunteer journey and increase efficiency and engagement, thereby increasing the scale of volunteer impact. This responds directly to requests of existing volunteers and to CD's recognition that these improvements will enable the organization's growth and increase its capability to deliver additional value to the public sector.

Alongside this work, CD aims to develop the civic-tech community within the Czech Republic by creating

opportunities to develop tech innovation leadership, connect with organizations outside of the Czech ecosystem, and find opportunities to use the expert skills through increased employee engagement of Avast's and other partners' staff.

CD was among several first-responding organizations to begin coordinating and connecting the myriad voluntary services cropping up across the country following the Russian invasion of Ukraine. Although this was hugely labor intensive, CD CEO Eva Pavlikova shared that under the circumstances, "Our current partnership with Avast Foundation has many facets and is already bringing lots of added value, including expert volunteering, where Avast staff support our projects, and joint Mastermind sessions, where project management experts share their knowledge with representatives from the public sector and NGOs. We're also now finalizing our new Volunteer Portal, which has already tremendously simplified our project administration around the provisioning of help for Ukraine and all migrants affected by the war, projects which were obviously unanticipated by are now highly impactful."

The organization's communications and activities to begin provisioning needed technical support related to Ukraine garnered significant attention. Volunteer registration to CD's platform increased from 4616 in December 2021 to 5420 by March 2022. Moving forward in 2022, CD aims to launch activities with international dimensions within the global civic-tech community.

Volunteer registration to the platform

4616 from December

5420 March 2022

2021

Disaster response

In June 2021, the South Moravian region of the Czech Republic was hit by a deadly tornado, which swept through several villages leaving widespread destruction. Avast's second-largest office is in Brno, Czech Republic, which is near the affected region, and many employees had friends, family, or home communities impacted.

25,000€
Avast Foundation goal



the goal amount

matched by Avast Foundation for all funds donated above the goal amount

167,000€

Total donated by the Foundation two weeks after the fundraiser was initiated

Disaster response

Mobilizing quickly

Several joined relief efforts organized in the immediate aftermath, and just as quickly, the Foundation received impassioned calls from Avast staff asking us to help the region. We mobilized a public fundraiser through a local foundation with which Avast organization has a pre-existing relationship. We set a goal of 640,000 CZK (25,000 EUR) and communicated that we would provide a 5x match for all funds donated up to that amount and a 1x match for all funds donated above that amount. In the end, the community raised over 1,500,000 CZK in disaster relief, and the Foundation donated a total of 4,124,385 (167,000 EUR) two weeks after the fundraiser was initiated. Nadace VIA, the beneficiary organization, in total collected over 500M CZK from individual and institutional donors. Working in partnership with local municipalities and other local aid organizations, they distributed the funds to affected individuals and families, first as cash aid to meet immediate needs, and then as additional grants to support rebuilding and intermediate-term support.

While we had considered from the beginning that the Foundation should be able to respond to disasters quickly and nimbly, this capacity was tested much earlier than we expected. Fortunately, we were able to rely on existing links and local knowledge to work immediately with a local, trusted and capable organization.

That capacity was tested again early this year on an even more devastating scale. In February 2022, when Russia invaded Ukraine, our links to and understanding of the local capacities of aid organizations served us well. We made an immediate donation of \$200,000 USD (190,000 EUR) to People in Need, a Czech humanitarian aid organization already working in the region, including Ukraine, Slovakia, Poland, and Czech Republic. The Foundation worked closely with Avast to coordinate employee volunteer efforts and to stand up another matching fundraiser within the first days following the attack. We continue to monitor the situation and check in with organizations working to provide humanitarian and other aid to Ukrainian civil society and those who have fled and continue to flee.



Disaster response

Ukraine: creating safety in chaos

On 24 February 2022, Russia's military campaign against Ukraine sent shockwaves around Europe and then the globe. This moment had particular emotional and historical context for some countries in Europe. The fact that many Avast staff are in Czech Republic, and that the company also has staff in Ukraine and Russia, provided an additional sense of urgency compounded by the senseless loss of life the world was beginning to see in cities like Kyiv. By March 1, the UN reported more than 100 dead including children, 406 casualties and more then 150,000 people displaced. This was in just a few days. Humanitarian aid was swift in coming, as thousands of people were displaced.



Avast Foundation

Ukraine: creating safety in chaos

Rescue initiatives

Many of our staff in Ukraine reached out for help and support from the company and colleagues in neighboring countries. As early as March 26, we were in touch with Avast staff and NGOs on the ground to better understand the situation; there were at that time many gaps in support. One such gap was the availability of options for the evacuation of Avast staff and of their families, many of whom were vulnerable or unable to find a way out. The Avast leadership team in discussion with Avast Foundation and staff volunteers explored ways to support those that wanted to leave immediately.

Working with arrivals at several border crossings, many staff volunteered to provide transport, food and accommodation for team members and their extended families, as well as logistic support in organizing and maintaining contact with those affected. Avastians invited people to stay with them and transported people from the border. The

Foundation, directed by the Avast leadership team, also launched a direct evacuation initiative to offer a number of vulnerable families in parts of Ukraine transport to the border via our networks on the ground in the Ukraine, which were established within the first days of the crisis.

These efforts were critical to ensure our people and their loved ones did not fall through the cracks while humanitarian aid organizations established their larger scale operations. Neither Avast nor the Foundation are equipped for long term rescue initiatives of ongoing direct international aid. Our core rationale for engaging in the short term was the existence of a critical short term gap, and an opportunity to move vulnerable people out of the region in partnership with local NGOs and volunteers, backed by world class security advisors. Given the chaos on the ground, these efforts proved worthwhile, as the team was able to get some families out and to safety, prioritizing those with children or disabled family members.



Image provided by Yuliia.

Yuliia's story

Yuliia, a mother who left Ukraine on transport coordinated by the Avast Foundation, asked us to share her story more widely.

She said, "When the war started on February 24, we were at home and woke up at 4.50 from the terrible explosions. It was very scary and our hands began to shake. From the balcony overlooking the forest - we saw a glow over Chernihiv - and realized that the worst-case scenarios had come true. My family and I are very grateful to the Avast Foundation for helping us evacuate (getting us to the border), accommodating us and providing financial support. Being in a state of shock, it is difficult to plan our actions and routes, but thanks to caring people, we are now safe."

It is among the strategic aims of the Foundation to work with the Avast employee community to amplify our collective impact. We have worked with the Avast organization to create volunteering, donation, and fundraising schemes that animate our shared purpose and values of giving back and creating a better world. Avast has long supported employee involvement in charitable giving and the organizational culture creates momentum for engagement with social causes. When the new Avast Foundation was introduced to employees in early 2021, we built on this history and added new dimensions for our engagement with staff. With the full support of Avast leadership, we embarked on a journey to co-design employee engagement programs with staff.

Employee engagement

Employee engagement

New dimensions for engagement with staff

Through company wide surveys, workshops, and an employee steering committee, we collectively created a model which enables Avast staff around the globe to engage with good causes in a variety of ways. Those include:



Employee matching or incentive donation campaigns, whereby the Avast Foundation may release a portion of funding to match employee donations to a specific cause or organization. This mechanism was used, along with responsive funding, to drive donations to victims of a natural disaster in 2021 and to support refugees from the invasion of Ukraine in 2022.



Participatory grant-making with employees, whereby staff may select, through voting or other mechanisms, causes which the Foundation will fund. This facility was used to select 19 beneficiary organizations to receive core funding through our December 2021 #ShareTheGood campaign.



Dollars for Doers, whereby staff can earn donation credits for each hour volunteered with a vetted organization, and can then donate that earned credit toward an organization of their choice.



An ambassador program, whereby a handful of (currently four) Avast staff, work with the Avast Foundation to raise awareness of Foundation programs and act as liaisons between the employee community and the Foundation. Ambassadors receive a small quarterly honorarium in appreciation for their commitment.





Within each of these mechanisms, the program allows employees to work with causes close to their hearts, even those not directly related to our core mission areas. This is beneficial as it creates goodwill between employees and the Foundation - which their hard work supports - and it allows the Foundation to meaningfully connect with communities and organizations with which we might not otherwise be able to work.

The program is now facilitated through a dedicated online platform through which employees can donate to or find volunteering opportunities for vetted charities. The platform was selected in 2021 as part of the co-design process with employees, although it was implemented and then formally launched in April 2022. Commensurate with the overall culture of giving back, around 35% of staff signed onto the platform in the first month.

Since its launch, the Foundation and Avast's Diversity and Inclusion team have worked together to build employee engagement challenges and will use campaigns to raise awareness of various causes throughout the year. Data on engagement, along with feedback from staff, volunteers, and beneficiary organizations will drive improvements to the program and our mechanisms for engaging employees.

Employee engagement

#ShareTheGood

At the end of 2021, we encouraged Avast staff to #ShareTheGood by nominating and voting on organizations that they would like to see receive funding. An employee committee consisting of the Foundation's ambassadors made final decisions on how to allocate the dedicated funding. In total, 19 organizations from 11 countries received core grants. Seven of these organizations work in fields aligned with or adjacent to digital freedom and citizenship, while the other 12 represent a variety of causes.

The digital freedom and citizenship landscape is full of opportunities for convening conversations and connecting stakeholders in dialogue about what a more equitable and inclusive digital future can look like.

Thought leadership

In 2021 we launched the #TrollFreeFuture campaign and a multi-year cooperation with Oxford University to sponsor two doctoral students conducting research into online trolling. In 2022 and beyond, we will look to partner with additional researchers and thought leaders on subjects of interest around digital rights, including privacy, digital philanthropy, and other relevant subjects.



Thought leadership

Creating research opportunities

The Foundation is sponsoring two PhD studentships at Oxford Internet Institute (OII), Oxford University.

Anna George, a recipient of one studentship, researches online safety and specifically how extremist ideas spread online. As Anna completes her studies, she has also generously contributed to a number of thought leadership articles about pertinent issues related to online safety, including the UK's Online Safety Bill. These articles have been published both through the OII website, as well as shared through Avast Foundation's channels. Anna also provided guidance to our Troll Free Future campaign.

The second studentship has not yet been filled, and we are working closely with OII to find an appropriate student whose areas of interest and expertise overlap with and are able to extend the exploratory research we've begun into online trolling through the Troll Free Future survey, which revealed differences among generations and also among residents of the US and the UK when it comes to online trolling behavior.

#TrollFreeFuture campaign

Research into online trolling - what prompts it, who does it, and how it harms those who are the frequent targets of trolls - has expanded widely in recent years, especially as victims of particularly vitriolic and hateful, sometimes racist, misogynistic, and even directly threatening online abuse have spoken out. Social media platforms have come under increasing scrutiny for their role in curbing - or enabling - the spread of both false and offensive messages, especially as that hate appears to spill over into real world violence and harm.

We commissioned a poll of 4,000 people in the US and UK during the summer of 2021. The results revealed that trolling behavior is fairly common, and while the worst abuse may be directed toward public figures, it also happens among closer contacts, like friends and associates.

#TrollFreeFuture campaign: Research findings

United Kingdom

1

Across all age groups, jumping on the bandwagon is seen as one of the biggest drivers of trolling. The people that share this mentality are divided in:

23%16-24 year old

26% 25-34 year old

35% 35-44 year old

2

Almost one in five people also believe their trolling behaviour wouldn't cause any harm



3

Anger is the biggest driver of trolling behaviour – nearly a third across all age groups cite this as a key motivator

4

16%
of people think
that standing up
to people who
are hateful is the
most acceptable
excuse to troll and

26% rising to 1 in 4 among people aged 16-24

United States

1

Over two thirds of American 25–34-yearolds (64%) have engaged in trolling online (defined as leaving intentionally offensive messages or insulting someone on purpose online)

64% of 25-34 year old Americans have engaged in trolling online 57%
acknowledge that others have been

upset by their actions

40%
believe themselves to be considered as confrontational.

We used these findings to drive awareness and generate engagement through our social media channels online, and we continue to return to these themes through our work with the YLB, Anna George, and others, as the topic is unfortunately evergreen.





Budget

The Foundation received donations totaling €2,672,484. The Foundation received the entirety of its operating budget as a donation from the Avast Group (Avast s.r.o.). For the financial year ended December 31, 2021, the Foundation recorded a loss of €77,771.

The Avast Foundation does not employ its own staff. Foundation team members, including the Executive Director are employed by Avast on behalf of the Foundation and staffing costs are recharged to the Foundation's operating budget. Avast also provides HR and general IT, Legal, and Finance support for a monthly fee. Donations to the Avast Foundation by Avast were made in multiple installments in multiple currencies (USD, EUR, and GBP).

				_
	Total Amount	Donations received	Overhead	Programs
Donations				
Donations received	€2,672,484	€2,672,484		
Total Donations received	€2,672,484	€2,672,484		
Personnel				
Payroll costs	€451,447		€393,102	€58,345
Contractors	€25,368		€25,368	
Total Personnel costs	€476,815		€418,470	€58,345
Travel & Training				
Travel costs	€9,452		€9,452	
Total Travel & training costs	€9,452		€9,452	
Professional services				
Business consultancy	€1,288		€1,288	
Communication consultancy	€30,746		€30,746	
Communication services	€18,395		€18,395	
IT services, license fees	€11,348		€11,348	
Total Professional services	€61,777		€61,777	
Program spend				
Thought Leadership	€171,961			€171,961
Awards	€2,013,981			€2,013,981
Promotional material	€9,794			€9,794
Total Program Spend	€2,195,736			€2,195,736
Total - Operating costs	€2,743,780	€0	€489,699	€2,254,081
Operating Profit	(€71,296)		18%	82%
Financial expenses	(€6,475)			
Net Profit/(Loss)	(€77,771)			

Contact

Avast Foundation Annual Report 2021



List of funded programs

- **1.** Spark Fund, online participatory grantmaking fund (Shared Nation, JAS Technology, Catch22, Global Fund for Children)
- 2. National Diversity Awards (Inclusive Companies Limited)
- **3.** Civic Tech Open (Nadace Open Society Fund Praha)
- **4.** RFE/RL Press Freedom Hackathon (AGENTURA XACT S.R.O)
- **5.** Tornado Relief Fundraiser (Nadace VIA)
- **6.** Educational Scholarship (Friends of the International School of Prague)
- **7.** Kiswahili Language Development App (The Imperative Inc.)
- 8. Social Media Education and Empowerment Project (Care Czech Republic)

- **9.** Awareness event / Book launch, providing psychological services over chat (Asociace poskytovatelu socialnich sluzeb Ceske republiky, z.s.)
- **10.** Higher Education Scholarships (Oxford University)
- **11.** Mentoring Partnership (The Duke of Edinburgh's International Award Czech Republic)
- **12.** Annual Financial Partnership, organization professionalization (Česko Digital)
- **13.** Two-year Financial Partnership (Moonshot Platform)
- **14.** Online Course Development (Father's Development Foundation)
- **15.** Be Safe Online, online safety educational program (Avast Foundation)

#ShareTheGood campaign

Core funding was provided to each of the following organizations"

- → DemocracyLab
- → European Digital Rights (EDRi)
- → Electronic Frontier Foundation, Inc. (EFF)
- → Electronic Privacy Information Center (EPIC)
- → Open Rights Group
- → Fundacja Panoptykon
- → Chicas en Tecnología Asociación Civil
- → Brentford FC Community Sports Trust
- → SOS Dečija sela Srbija
- → Polish Migration Forum Foundation
- → Chicas Poderosas Inc
- → Essere Animali Odv
- → Fundación Street Child España
- → Liga proti rakovine SR, oz. (Vystrihaj sa Slovensko)
- → Zpátky do života, spolek (Nadační fond Vrba)
- → Prague Pride, z.s. (Sbarvouven.cz)
- \rightarrow Život 90, z.ú.
- → Junák český skaut, středisko Psohlavci Uherské Hradiště, z. s.
- → Junák český skaut, z.s.
- → NPO Kidsdoor



The Avast Foundation is governed by three bodies, which are the Executive Board, Supervisory Committee, and Advisory Board. Avast Foundation directors serve on a voluntary basis and do not receive compensation for their service, although they may be reimbursed for reasonable travel expenses related to the fulfillment of their duties.

Governance and leadership

At the end of 2021, the membership of these bodies was as follows.

The Executive Board, which is responsible for overseeing the foundation's day-to-day operations and its grantmaking, comprised: Shane Ryan, Leontien Smink, Jaya Baloo, and Arjan Baak.

The Supervisory Committee, which oversees the appointments to and operations of the Executive Board, comprised: Craig Battley, Hannah Shepherd, and Laila Dookia.

The Advisory Board, which provides advice, insights, and guidance to the Executive Board, comprised: Ondrej Vlcek, Trudy Cooke, Lisa Carey, and Michal Pechoucek.

Avast Foundation

Teams

The Avast Foundation is led by Shane

Ryan, Global Executive Director and a

member of its Executive Board, Shane

took the helm at the Avast Foundation

in February 2022, following his role

National Lottery Community Fund

and associated secondment to the

community-builder whose previous

roles include Chief Executive Officer of

Future Men, an award-winning charity

that supports Black boys and men,

and Vice Chair of Children England.

He is a co-founder and current Chair

of the Grenfell Young People's Fund,

a co-founder and current Chair of the

Fathers Development Foundation, and

Encouragement of Arts, Manufactures

a Fellow for the Royal Society for the

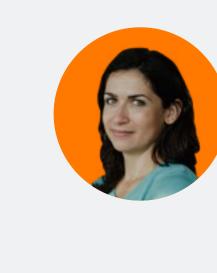
Department Of Digital, Culture, Media

as Deputy Director for the UK's

and Sport. Shane is a champion

of youth advocacy and veteran

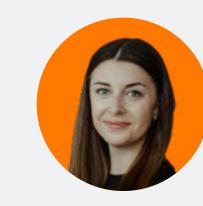
Avast Foundation staff



Erin Gallegos is the Foundation's
Head of Partnerships. She is
responsible for program development
and establishing relationships
with potential grantees, thought
leadership partners, and other funding
organizations that align with the
Foundation's strategic goals. She helps
to shape the Foundation's overall
communications and storytelling.



Julia Szymanska, the Foundation's Employee Engagement Manager, is responsible for developing and implementing employee programs that engage Avast staff with social causes, such as volunteering, donations, and fundraising. She is also the smiling face of the Be Safe Online program and acts as a spokesperson and online safety expert through the program.



Tereza Kofronova is responsible for the Be Safe Online program, and oversees the development of educational and social media content, the engagement of Avast experts and external influencers, and the participation of BSO in relevant local communities of practice. She also provides much appreciated administrative support to the Avast Foundation team.



Lalita Taylor acts as the
Foundation's Head of Social Media
and Campaigns. She is responsible
for cultivating the Foundation's
social media presence, elevating
its thought leadership profile,
and raising awareness of the
Foundation's partners throughout
our communication channels.



Chris Stein joined the Foundation in February 2022 as the Head of Grants, Insights and Impact, and is responsible for the development of the Foundation's theory of change, impact framework, and the execution of its ongoing monitoring and evaluation strategy.



Alena Vohankova supports the Foundation's social media, website, and overall communications.

Employee ambassadors



Dan Casey,Collections Specialist



Tereza Sevcikova,Partnerships Specialist



Jakub Gros, Scrum Master



April Pressley,US Office Manager

The Avast Foundation would also like to acknowledge additional team members, including Nina Jakešová, and the wider Avast community. Teams across Avast, including its PR, Marketing, Brand, Web, Legal, Finance, HR, IT, CRM, and even Threat Intelligence teams, have provided direct support that enables our work. We also worked with a number of external partners to support pieces of our work, and we are grateful for all of you.

46

and Commerce.

Progressing toward our strategic goals

While the last several years — and even the last several months — have shown us that it is impossible to make accurate predictions about the state of the world even in the near term, we believe that it is nevertheless necessary to operate with a firm sense of direction and a clear understanding of what we would like to — and what we can — achieve along with those we want to serve.

We have identified four strategic objectives that we aim to have achieved by 2026. These are capacious enough for us to pursue under even the most unpredictable circumstances, but concrete enough to provide us with clear direction and focus. By 2026, we will have

- → Grown the Foundation's portfolio of impactful partnerships to include new themes/beneficiary groups/ communities in line with our strategic goals.
- Developed a world class Employee Engagement programme that allows staff to feel good by doing good in a meaningful way and connects them to inspiring and practical opportunities.
- → Increased our focus on impact by achieving strategic objectives and milestones with our partners, so that we can champion ideas, push boundaries and influence change across the digital world globally.
- → Become a powerful voice in 21st Century Philanthropy and Digital Freedom by involving the communities affected by society's challenges in the decisions about how philanthropic assets are deployed and inviting others to do the same in order to change the digital landscape to be a fairer, freer, more equitable place for all.

As of the publication of this report, we are halfway through our second year of operation, and beginning to hear from our partners and their beneficiaries about the impact of our work on their organizations and the communities they work with. By the end of 2022, we expect that we will have made significant progress toward these objectives by:

- → Continuing to grow the Foundation' portfolio of impactful partnerships and programs in our thematic areas and using strategic storytelling to highlight our partners and their work.
- Conducting and evaluating the pilot of our staff engagement program, including volunteering, donation, and fundraising initiatives, an ambassador program, and bespoke expert volunteering opportunities
- → Developing an impact and measurement framework that will enable us to document the impact we and our partners are making in championing ideas and creating change thus aligning this to the overall ESG framework.
- → Convening conversations and creating opportunities for thought leadership by bringing together leaders in digital freedom and citizenship and digital philanthropy. This includes establishing the platform for our Youth Leadership Board and youth globally to explore their contribution to our digital future.





Contacts

Avast Foundation (Stichting Avast) is a not-for-profit benefit organization incorporated in the Netherlands.

foundation@avast.com www.foundation.avast.com



in



Databankweg 26 3821AL Amersfoort Netherlands RSIN 862110592

Up-to-date ANBI documentation can be found on the Avast Foundation website.