

Impact Report



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“The joy of giving is the greatest in the world,” Hannes Tamjärv wrote when the Good Deed Foundation was born 20 years ago. He believes an immense treasure is hidden within each of us that might just help someone, somewhere. A simple desire to cultivate a philanthropic mindset and make charitable giving a common practice in Estonia has given birth to dozens of social initiatives, each contributing to a better society in its own unique way. Thousands of people have supported these charitable causes – either by monetary donations or by investing time, skills, and knowledge. Over the years, a caring community of changemakers, supporters, and volunteers has formed around the Good Deed’s cause.

Together, we can help bright and novel ideas grow into initiatives that address and resolve important societal issues. We help them get off the ground and continue supporting them even after these ideas have evolved into viable solutions. While our role is to fund these endeavours through the Good Deed, we are also wholeheartedly committed to launching and helping them grow – we are fund managers with entrepreneurial spirit. This means taking risks, having high expectations, but also standing by the initiatives when things don’t go as smoothly as expected.

While launching the Good Deed Impact Fund, we were guided by certain principles: personalised, long-term support; financial help paired with expertise and knowledge. Being rigorous and at the same time building long term partnerships. The creation of the Education Fund allowed us to delve deeper into the field of education: collaborate with existing initiatives, and launch new ones, such as the Internship Programme for Educational Leaders and the Competence and Career Model for Educational Leaders. The knowledge and experience gained with each supported pilot or initiative enable us to make valuable contributions to the education sector today.



Together, we can help bright and novel ideas grow into initiatives that address and resolve important societal issues.

While our methods have evolved over time, our goal is the same: we continue looking for solutions to complex societal problems and try to engage as many people in Estonia as possible. Many successful entrepreneurs and enterprises have partnered with the Good Deed Foundation to contribute to causes that have the potential to create positive social change. We have involved more than 100 people, donated over 1,000 hours of valuable volunteer time every year, and raised 4 million euros from the private sector in recent years. It shows that investing in social causes is becoming more common in Estonia.

We have long been waiting for new developments and opportunities in the philanthropic sector. While witnessing the birth of new funds, we hope the initial 4 million euros will soon grow to 40 million, and that in the wake of new opportunities, a new generation of initiatives is waiting to be launched, while the existing ones can keep growing for the benefit of every community, school, and child in need.

With deep gratitude to the Good Deed community,

Pirkko Valge
CEO of the Good Deed Foundation

GOOD DEED FOUNDATION

Our mission is to foster philanthropic thinking and habits in Estonian society. Through the Good Deed funds and incubator, we offer opportunities to support high-impact societal initiatives by funding or volunteering one's time and expertise.

The Good Deed Foundation launches and develops initiatives that tackle pressing societal problems. In partnership with NGOs, the government, and entrepreneurs, we assess, validate, and test new ideas and look for ways to expand and scale viable solutions.

In the past 20 years, the Good Deed has launched a variety of initiatives, from the Re-use Centre (Uuskasutuskeskus) to the Internship Programme for Educational Leaders. We run the NULA incubator and have launched two funds to accelerate the growth of initiatives – the Impact Fund and the Education Fund. We focus on initiatives that create positive and measurable societal impact.



100

**INITIATIVES
LAUNCHED AND/OR
SCALED**



2

**PHILANTHROPIC
FUNDS LAUNCHED**



4 mln

EUROS RAISED



1000

**HOURS PER YEAR
CONTRIBUTED BY
THE GOOD DEED
COMMUNITY**

**2003
GOOD DEED
FOUNDATION**

**2004
RE-USE CENTRE**

**2006
TEACH FOR
ESTONIA
HEALTHY
ESTONIA
FOUNDATION**

**2008
I LOVE TO HELP
DONATION
ENVIRONMENT
100 initiatives
collected donations
4.6 million euros
donated**

**2012
BULLYING-FREE
SCHOOL**

**2014
SPIN
PROGRAMME**

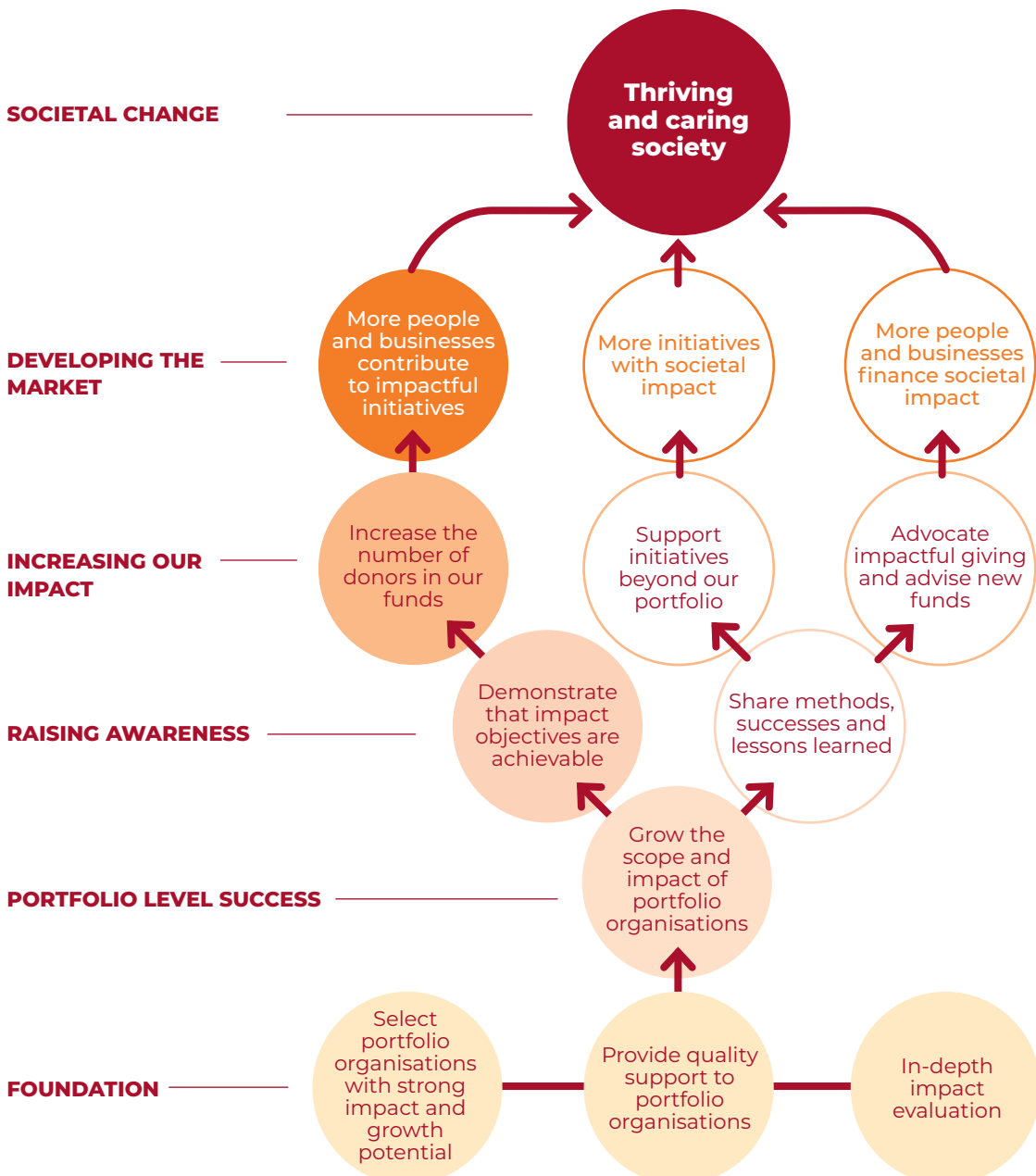
**2016
NULA INCUBATOR
71 initiatives in the incubator
626 ideas submitted**

**2018
GOOD DEED
IMPACT FUND
10 initiatives
1 million euros**

**GOOD DEED
EDUCATION FUND
20+ initiatives
3 million euros**

OUR IMPACT

We support social initiatives to help them grow and inspire new impactful endeavours, as well as encourage further philanthropic contributions and impact investments. We are driven by the desire to create a caring, compassionate society where every individual has a chance to reach his or her full potential from an early age.



OUR SUPPORT

Focus on impact

We offer advice on impact measurement and evaluation. Together, we can ensure that each initiative focuses on increasing its positive impact on the target audience.

Long-term perspective

Our work with each initiative continues for several years. We stand by them from the project launch to its expansion across Estonia and beyond. We also support them when they need to restructure their activities or adapt to changing conditions.

Capacity building

To ensure initiatives are well managed, have a strong team, a tested and validated solution, a solid funding strategy, and a well-defined communication plan, the Good Deed staff and its volunteers invest their time and knowledge.

Flexible financing

We fund initiatives through grants and investments. The form and use of funding are as flexible as possible. The Good Deed's financial support is often used to expand the initiative's team.

OUR COMMUNITY

We build a community of people committed to investing their time and resources to help new initiatives launch and existing ones grow. Our community brings together social change leaders, supporters, and volunteers.



GOAL-SETTING AND STRATEGY



BOARDS AND GOVERNANCE



RECRUITMENT AND DEVELOPMENT



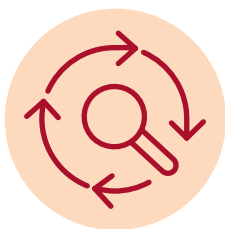
COMMUNICATION



SERVICE DESIGN



FUNDING



IMPACT MEASUREMENT



IT AND DATA



LEGAL ADVICE

RE-USE CENTRE

Re-use Centre (Uuskasutuskeskus) is a social enterprise that aims to make re-use and re-design easily accessible and commonplace. Its ambition is to reach a point where most Estonians consider re-use an obvious choice when buying and using things. Today, the Re-use Centre operates 17 stores across the country.

The Re-use Centre's operating model is built on collecting donations from Estonian people and companies and putting usable things back into circulation in its stores, with the assistance of its partners. Proceeds from the sale cover the centre's operating costs and its ongoing expansion. In addition, the centre supports those in need, for example, large families, refugees, women's shelters, and animal shelters. The enterprise partners with theatres, film-makers, artisans, student companies, etc.

The bigger the circulation volume of second-hand products, the higher the organisation's environmental and societal contribution. They believe no clean and usable items should be discarded in landfills but reintroduced into circulation and given a new life instead. This shared goal serves as an inspiration for the team effort.

Re-use Centre was established in 2004 by the Good Deed Foundation, the Estonian Fund for Nature, the Caritas Foundation, and Rasmus Rask and Priit Mikelsaar.



5.8
MILLION EUROS IN
ANNUAL REVENUE



163 500
DONATIONS
PER YEAR



1215
TONS OF TEXTILES
RECIRCULATED
ANNUALLY



As the founder of the initiative, the Good Deed has provided invaluable support, including hands-on help in the beginning, but also through strategic volunteers and as a supervisory board member in the later phase. The support of the community network, in particular, has helped the Re-use Centre become the most successful social enterprise in Estonia!

Katriin Jüriska
CEO of Re-use Centre



NULA INCUBATOR

An incubator for social initiative leaders to test innovative ideas and grow them into viable solutions. Created in partnership with the National Foundation of Civil Society.

8

SEASONS

626

IDEAS
SUBMITTED

71

INITIATIVES IN
INCUBATOR

500 000€

SEED CAPITAL FROM
THE NATIONAL
FOUNDATION OF CIVIL
SOCIETY

INCUBATOR STAGES



CAMPAIGN FOR
IMPACTFUL
IDEAS



SELECTING
THE BEST IDEAS AND
TEAMS FOR
THE INCUBATOR



6-MONTH
INCUBATION
PROGRAMME



START-UP CAPITAL
OF UP TO 25 000
EUROS FOR UP TO
THREE TEAMS

NULA INCUBATOR PROGRAMME



Workshops

Workshops engage expert help for problem analysis and development of the concept, funding, impact measurement plan, and communication strategies. Also, an action plan for the upcoming period will be created.



Testing the idea

To design a functional solution, the concept needs to be tested in a real-life setting. That means gathering feedback from the target audience and donors first and developing a solution accordingly.



Mentoring

Experienced mentors support teams as they develop their ideas and test the business models. We involve highly skilled professionals with strong expertise in product and service development, along with industry professionals, marketers, and lawyers.



Team building

We believe that a successful solution requires a team with appropriate competencies and clearly defined roles and responsibilities. Fontes PMP, a talent agency, helps and advises NULA teams in this regard.

2016

Lapse heaolu
arengukeskus
Vaikuseminutid
Avatud kool
Topsiring
+3 initiatives

2017

ASÕP
Alustavat õpetajat
toetav kool
Käpp ja käsi
Liikumisetsept
+2 initiatives

2018

Tugitakso
Seniorship
+5 initiatives

2019

Köömen
Jututaja
Proovikivi
+7 initiatives

2020

Helge Kool
e-Lapsehoidja
+8 initiatives

2021

Kõnnime Koos
EatB4
+9 initiatives

2022

Digiõps
Noorte Vabamu (NoVa)
Kooliratas
+7 initiatives

2023

Claar Education
Räägime surmast
Logopesa
+7 initiatives



Anneli Roosalu

executive director of the National Foundation of Civil Society

We all react differently to social problems; some look for someone to blame, while others try to find a solution. Solution seekers think along and submit their ideas to the NULA incubator. For eight years, the Good Deed Foundation has provided them with meaningful and practical support. With the help of trainers and mentors, the ideas in the incubator have evolved into initiatives that change the world.

Let's Walk Together's journey illustrates well how an idea on paper can grow into a real initiative that improves the physical activity habits of Estonians. The NULA incubator was our first test; we had to present our idea and develop it step by step. From there on, we've been supported by the Good Deed Impact Fund throughout the journey. Today, walking groups are active in 14 municipalities, and we keep growing!



Katre Savi

initiator of Let's Walk Together

FOUNDER OF NULA



PARTNERS OF NULA

Luminor

FONTES

Talendiga juhid!

Delfi

Eesti Päevaleht

SUBSTITUTE TEACHER PROGRAMME

The Substitute Teacher Programme (ASÖP) was propelled by the NULA incubator. The programme aims to alleviate teacher shortages and work overloads. In a medium-sized Estonian school with approximately 500 students, about 200 lessons need replacing every month. Organising substitutions is time-consuming; preparing and teaching cover lessons in addition to main work increases teachers' workload and the risk of burnout.

By offering high-quality replacement lessons taught by motivated teachers, the project seeks to cut down on the time and effort needed to organise substitutions in schools. Half of the teachers in the programme hold a teaching certificate or are studying to become teachers, and half of them have prior experience in leadership or youth work. In six years, more than 3,500 people have enrolled in the programme as substitute teachers; one in six have taught substitute lessons, and 75 have taken up regular teaching positions.

Schools pay the substitute teachers according to the cost of the replacement lesson, and ASÖP receives a commission based on the number of substituted lessons. Since the COVID crisis, ASÖP has been collaborating with the Ministry of Education and Research to coordinate substitutions and alleviate teacher shortages.

The first teachers and schools joined the programme during the NULA incubation period. We covered the team's expenses from the Good Deed Impact Fund to help the programme expand across Estonia. The Good Deed Education Fund supported the development of an online platform that connects educational institutions and substitute teachers. We have involved several strategic volunteers to support the programme and helped with projects related to the COVID-19 pandemic and Ukrainian refugees.



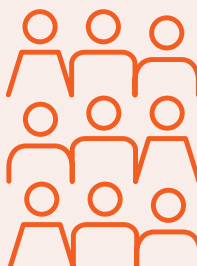
50 295

**SUBSTITUTED
LESSONS**



313

**SCHOOLS AND
KINDERGARTENS
JOINED THE
PROGRAMME**



3590

**SUBSTITUTE
TEACHERS JOINED
THE PROGRAMME**



The idea for the Substitute Teacher Programme emerged upon hearing about the challenges associated with finding replacements for teachers on sick leave and the resulting concerns about students' academic progress. Now we have a solution that helps schools. The Good Deed Foundation has been by our side to help us reach out to every school in Estonia. ASÖP helps ASAP!

Teibi Torm

founder of the Substitute Teacher Programme

GOOD DEED IMPACT FUND

Estonia's first strategic philanthropy fund focuses on social initiatives that address and solve acute societal problems in Estonia and measure the impact of their actions. The Fund's contributions include grants, investments, and non-monetary donations to support high-impact social causes.



10
INITIATIVES
SUPPORTED

822 000
EUROS IN GRANTS AND
INVESTMENTS

1015
HOURS OF PRO
BONO EXPERTS

5x
INCREASE IN SCOPE
OF THE INITIATIVES

FOCUS AREAS



**CHILD AND
FAMILY
WELFARE**



**MENTAL AND
PHYSICAL
HEALTH**



**EQUAL
OPPORTUNITIES**



ENVIRONMENT

INITIATIVES

- Solve pressing problems in the Estonian society
- Have high growth potential
- Have strong leadership and team
- Sustainable financial model
- Measure their impact on the target audience

FUND'S CONTRIBUTION



KNOWLEDGE AND TIME OF THE GOOD DEED FOUNDATION TEAM



PRO BONO EXPERTS



GRANTS AND INVESTMENTS



IMPACT MEASUREMENT

2018
Bullying-Free School
SPIN Programme
Hand and Paw
Programme

2019
Substitute Teacher
Programme

2020
Head Matters
Centre for Child
Welfare and
Development

2021
Ringo Eco

2022
Let's Walk Together
Bright School
Köömen



Andres Rätsepp

supervisory board member
of the Good Deed Founda-
tion and supporter of the
Good Deed Impact Fund

Making charitable contributions to critical societal issues is important to me. Participation in the fund helps me understand the root causes of problems and their solutions' complexity. It's an opportunity to see teams working and making progress. When supporting social issues, it is crucial to consider the number of people who will benefit from a solution – how many lives will improve as a result. The Impact Fund pays great attention to impact measurement. It gives me, as a supporter, assurance that my contribution supports the right cause.

SUPPORTERS OF THE IMPACT FUND

Ahti Heinla
Anders Anderson
Andres Rätsepp
Anne Holm Rannaleet
Armin Kõomägi
Heldur Meerits

Helen and Martin Tajur
Indrek Kasela
Indrek Prants
Jaan Puusaag
Mari-Ly Kern
Marju Kern

Marko Kull
Mari-Liis and Martin Villig
Märt Lume
Raul Kirjanen
Sven Mansberg



P R F O O D S

BULLYING-FREE SCHOOL

Bullying is a widespread problem that hinders learning and damages mental health. In Estonian schools, studies find that one in five children, or even one in four in some schools and grades, say that they have experienced bullying in the last few months. Being a victim of bullying can result in anxiety, depression, problems with self-esteem, and suicidal thoughts.

Bullying-Free School promotes a research- and evidence-based anti-bullying programme KiVa in Estonia, created by the University of Turku in Finland. The KiVa programme teaches children and school communities how to recognise and respond to bullying incidents. The programme has three pillars: prevention lessons with the homeroom teacher to enhance children's social and emotional competence, handling bullying incidents, and outcome surveys. In the ten years the programme has been around, a quarter of Estonian schools have joined it. The vision of a society that values safe and caring relationships and does not tolerate bullying in school settings drives the initiative.

The Good Deed Foundation was one of the founders of the Bullying-Free School. Prior the launch of the programme we conducted the impact and cost analysis of various anti-bullying programmes. After the launch we have supported the supervisory board by involving managerial and financial competencies and working on the financing model. To maintain and improve the quality of programme execution, we have financed the team's growth and piloting the mentoring model for the schools.

Bullying-Free School was established in 2012 to eliminate bullying in schools across Estonia. The founders: Good Deed Foundation, Estonian Association of School Psychologists, SA Omanäolise Kooli Arenduskeskus, and the private contributors Kristi Liiva, Kristiina Treial, and Rasmus Rask.



47 000

**STUDENTS
SUPPORTED
THROUGH THE
KIVA PROGRAMME**



123

**SCHOOLS IMPL-
MENTING THE
PROGRAMME**



22%

**LESS BULLYING
AFTER ONLY
ONE YEAR**



Rasmus Rask

Founder of the Bullying-Free School

Kindergarten and school years have the greatest impact on our lives. In my opinion, the way a child is treated at school has a bigger impact on him than the lessons he is taught. Does he have friends? How does he interact with teachers? In short, does he enjoy attending school? I am very pleased that we have been able to implement the University of Turku's evidence-based bullying prevention programme and thus help our children feel happy at school.

CENTRE FOR CHILD WELFARE AND DEVELOPMENT

More than half of Estonian parents have felt that they need advice on how to support and raise their children, and nearly half of parents have felt anxiety or depression. Nevertheless, services offered to families with children primarily start when school-age children develop severe problems with behaviour or academic performance. Research reveals inconsistent accessibility and quality of these services, along with insufficient efforts to prevent problems.

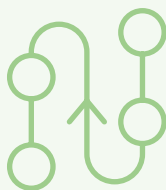
The Centre for Child Welfare and Development (LaHe) operates as a competence centre that creates local prevention and support centres for families, called Perepesa (Family Nest). Currently, the family centres operate in five local municipalities, with the next wave of expansion being prepared with the support of the European Social Fund. The programme focuses on families from pregnancy until the start of school, aiming to empower parents, notice possible risks early on, and ensure that necessary services are available to families. The family centres support parents during pregnancy, help them adapt to a child's birth and parenting, as well as maintain healthy family and couple relationships. Psychological counselling, speech therapy, parenting training, workshops, and a playroom for children are also available.

The Good Deed Impact Fund supports programme and strategy development, impact assessment and salary contributions to strengthen and grow the team.



5

**CENTRES ACROSS
ESTONIA**



15 200
VISITS PER YEAR



9.6
**OUT OF 10 FOR
CLIENT
SATISFACTION**



The support of the Good Deed Foundation is important in many ways. The Impact Fund's financial support opens further doors to private and public investors alike. The professional competence of the Good Deed community gives us a sense of assurance, which is even more important: knowing that we are not alone, that we have a place to go for advice, and a supportive shoulder to lean on.

Maarja Oviir-Neivelt

Founder of the Centre for Child Welfare and Development

SPIN PROGRAMME

SPIN is a sports-based development and prevention programme for 9- to 18-year-olds. There are 33 groups across Estonia. Every week, there are 1.5-hour sessions for the participants that entail football practices and life-skill workshops. The programme is aimed at youth who need support developing social and self-determination skills. This is achieved by encouraging consistent participation, knowledge sharing, and practice through team sports.



786
YOUTHS HAVE
COMPLETED THE
PROGRAMME



24%
OF PARTICIPANTS'
SCHOOL PERFOR-
MANCE IMPROVED

LET'S WALK TOGETHER

A fifth of Estonian adults are obese, a third of working-age people move actively less than 15 minutes a day, and almost half of all deaths are a result of lifestyle-related health risks.

Let's Walk Together (Kõnnime koos) leads community-based guided walking groups across Estonia. Walking is one of the easiest ways to incorporate physical activity into everyday habits, positively affecting mood and health. Once a week, Let's Walk

Together organises a 45–60-minute walk at a moderate pace under the guidance of a group leader.

Let's Walk Together is a NULA alumnus. The Good Deed Impact Fund was the first supporter of the programme. We helped kick-start the first walking groups and contributed to the wages and the development of the programme.



552
PARTICIPANTS
IN WALKS



20
GROUPS
ACROSS
ESTONIA



774
WALKS

KÖÖMEN

Refugees and immigrants have a hard time entering the labour market and frequently struggle to hold onto their jobs. Social benefits are often their primary source of income.

The social enterprise Köömen offers refugees an 8-month programme in which they can better adapt to Estonian work culture, learn the Estonian language, train in food service, and expand their social network. Participants gain practical

work experience in catering, food service and preparation.

Köömen has completed the NULA incubator. We have funded the development of the team, the impact assessment and supported their expansion to Tallinn.



29
PARTICIPANTS



84.5%
SHARE OF EARNED
INCOME

HEAD MATTERS

More than a third of girls and a fifth of boys between the ages of 11 and 15 feel sad or depressed more often than once a week. These figures surpass those of our neighbouring countries. Young people often cannot articulate their reasons for negative feelings or find the necessary help. To prevent anxiety and depression from becoming chronic illnesses, it is essential to intervene early on. Only a third of people with depression seek help. However, long-term depression has severe consequences for both the person suffering from it and society at large.

Head Matters (Peaasi.ee) focuses on preventing mental health problems, early interventions, and reducing stigma. Their team consists of specialists in mental health, youth, and education. Youths between the ages of 16 and 26 are offered group training, online counselling, and courses. Peahea, a youth-oriented intervention programme that teaches young people how to cope with common mental health issues, began testing in 2022. The youths can meet with a counsellor up to six times and choose the topics according to their needs. Additionally, Head Matters has developed mental health first aid training. The initiative's goal is to ensure that 1% of Estonian residents can provide mental health first aid, including 10% of education workers.

The Good Deed Impact Fund has helped develop and pilot new services (group counselling, Peahea youth counselling). We have also supported mental health first aid training courses and the expansion of the team (communication, accounting and IT support).



7000
**PEOPLE
RECEIVED
MENTAL HEALTH
FIRST AID
TRAINING**



28
**GROUP COURSES
IN EMOTIONAL
REGULATION**



2750
**YOUNG PEOPLE
RECEIVED
INDIVIDUAL
COUNSELLING**



21
**NEW MENTAL
HEALTH
COUNSELLORS
TRAINED**



Peaasi.ee was born out of our desire to prevent avoidable suffering and bring the topic of mental health to the spotlight. Today, the number of people seeking help has grown sharply, and we need to take quick and bold steps to ensure young people get help when they need it. With Good Deed support, it is safer, faster, and more efficient to do so.

Anna-Kaisa Oidermaa
founder of Head Matters

BRIGHT SCHOOL

Bright School (Helge Kool) enables data-driven adjustments in school life to reduce and prevent student burnout. An online app has been developed to help students assess their moods and coping skills. While students receive individual feedback on their situation through the app, homeroom teachers can see aggregate class data, and support specialists have access to the whole school perspective. Bright School helps identify and provide timely support to students who are beginning

to lose their joy in school life.

With the support of the Good Deed Impact Fund, an online application was developed that includes functionality for filling in and analysing student questionnaires. This solution enables users to systematically view and evaluate class data, placing students' interests at the forefront and involving them in finding the solution that best suits their needs.



15
SCHOOLS HAVE
BEEN USING THE



APP
2267
INDIVIDUAL TESTS

SUBSTITUTE TEACHER PROGRAMME

The Substitute Teacher Programme (ASÕP) helps schools find substitute teachers with little time and effort. When the need for a substitute teacher arises, the schools notify the ASÕP. In 97% of the cases, they find a suitable replacement teacher.

The Good Deed Impact Fund's support focuses on the organisational development and expansion

across Estonia. Today, the programme is operational in all counties. We have helped to bring competent people to the council, mentored the leaders, and engaged a pro bono legal expert. Financial support was used to develop and expand the team.



48%
OF ESTONIAN SCHOOLS
COVERED



4.5
AVERAGE RATING OF
SUBSTITUTE TEACHERS

RINGO ECO

The quantity of disposable food packaging generated by takeaway providers, the food industry, and mass events, increases every year. Ringo Eco's goal is to make the reuse of food containers easy and comfortable, ultimately reducing our collective environmental footprint. Ringo Eco is an environmentally conscious company developing a food packaging reuse system that provides reusable

containers for restaurants and events, as well as building packaging collection systems and container washing centres. It was the Good Deed Impact Fund's first impact investment to fund the launch of the organisation



2 mln
FOOD CONTAINERS
SAVED



60 000
REGISTERED USERS

GOOD DEED EDUCATION FUND

The fund's purpose is to catalyse new educational initiatives aiming to solve the most pressing concerns in general education in Estonia. We set up the fund in collaboration with new-generation entrepreneurs Martin Villig and Taavet Hinrikus and with support from the companies Bolt and Wise. To date, the fund has received donations from more than 60 companies and entrepreneurs who wish to contribute to much-needed and lasting positive change in education.



20+ 1 780 000

SUPPORTED
INITIATIVES

EUROS IN GRANTS AND
INVESTMENTS

66%

OF ESTONIAN STU-
DENTS POSITIVELY
IMPACTED

80%

OF SCHOOLS
INVOLVED IN
EDUCATIONAL
INNOVATIONS

FOCUS AREAS



QUALITY OF SCHOOL LEADERSHIP

School leaders are facing major educational challenges, such as limited resources, the implementation of a learner-centric approach, and the recruitment and motivation of teachers. Our support aims to raise the quality of school leadership and administration.



A NEW GENERATION OF TEACHERS

The Estonian teacher workforce is one of the oldest in the OECD, and the number of unqualified teachers continues to grow. We support initiatives that aim to engage a new generation of teachers and support their professional development.



TEACHING LEARNING SKILLS

The modern approach to learning entails a paradigm shift in education: teachers are now expected to teach skills rather than facts or knowledge. We help re-evaluate goals, metrics, and, above all, how to teach children to learn.

IMPACT

44 461

STUDENTS'
DEVELOPMENT
SUPPORTED

901

NEW TEACHERS IN
ESTONIAN SCHOOLS

52

EDUCATIONAL
LEADERS PAR-
TICIPATED IN
DEVELOPMENT
PROGRAMMES

414

SCHOOLS
IMPLEMENTED
EDUCATIONAL
INNOVATIONS

ROLES



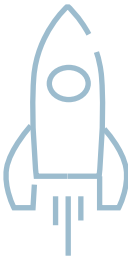
SUPPORTER

We have supported **13 educational initiatives** with funding, knowledge, and networking.



INVESTOR

We have invested in the expansion of **4 educational startups**.



INITIATOR

We have launched **3 new initiatives** in school management and leadership.



CHANGE AGENT

We help gain new insights and knowledge, drive innovation, promote cross-sectoral collaboration, and **support long-term change**.

2019

Substitute Teacher Programme
Expansion of Teach for Estonia
Internship Programme for
Educational Leaders
99math

2022

Praktikal
Teach for Estonia Study Circles
Edumus School
Projects supporting Ukrainian
students Action Steps

2018

Launch of the
Good Deed
Education Fund

2020

codesters.club
HK Unicorn Squad
Praxis Alarm
Jõhvi Technology School
School Leaders' Recruitment
Programme

2021

Alpa Kids
Back to School
Competence and
Career Model for
Educational Leaders



Taavet Hinrikus
founder of the Good Deed
Education Fund

In my dream school, learning is relevant, practical, and connected to real life. I envisage school as a small society where different people and ideas come together to teach children not just academically but also socially. Where you come from doesn't matter in today's open world; what matters are the skills you've developed.

The goal of establishing the Education Fund was to support innovation and encourage thinking beyond the box. We invest in education so that schools can serve as springboards for children to change the world.

SUPPORTERS OF THE EDUCATION FUND

Alari Aho
Priit Alamäe
Riivo Anton
Viljar Arakas
Ahti Heinla
Martin and Terje Henk
Taavet Hinrikus
Monica and Ott Kaukver
Gerri Kodres
Kaarel Kotkas
Oliver Leisalu
Alvar Lumberg

Märt Lume
Anastassia and Alar Mäerand
Martin Mägar
Meelis Niinepuu
Veljo Otsason
Kairi Pauskar
Andrus Purde
Andres Rätsepp
Tõnu Runnel
Ragnar Sass
Riho Taba
Martin and Helen Tajur

Annika Tallinn
Hannes Tamjärv
Kaisa and Taavi Tamkivi
Kalev Tanner
Sten Tikk
Priit and Kärtu Vaikmaa
Martin and Mari-Liis Villig
MTÜ Edumeel



TEACH FOR ESTONIA

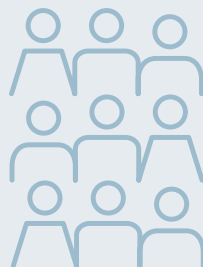
Over half of general education teachers in Estonia are aged 50 or older. There is a growing shortage of young teachers, low interest in teacher training programmes at universities, and only 54% of young teachers are still working in schools five years after graduation. However, the increasing number of candidates for the Teach for Estonia programme shows growing interest in the teaching career among talented professionals.

Teach for Estonia (Noored Kooli) is a two-year development programme for education leaders. Within two years, participants work in schools where the rate of pursuing post-primary education is lower than average. The participants undergo intensive preparatory training as well as teacher training at Tallinn University. Additionally, they are supported by the programme mentors.

While at school, the teachers focus on students' individual development and improving their learning skills. In the second year, participants develop their leadership skills and implement a collaborative project at school to improve students' learning and social skills and increase their motivation. By creating a study environment that supports further learning, the programme participants develop into future educational leaders.

After completing the programme, many keep working as teachers, and over 80% continue working in education. Several Teach for Estonia graduates have become principals. Additionally, some work as curriculum and development managers in schools, some in ministries, or contribute to educational innovation by leading various educational initiatives and startups.

The Good Deed Foundation and Swedbank **launched Teach for Estonia in 2006.** The initiative addresses the shortage of the next generation of teachers by bringing talented people into education.



7000
STUDENTS PER YEAR



348
NEW TEACHERS



127
PARTICIPATING SCHOOLS

We've been contributing to the Teach for Estonia programme for 17 years to ensure that all Estonian children receive a high-quality education. The programme has proven its value by bringing more than 300 new teachers into education. The most valuable contribution of the programme is engaging the next generation of teachers, developing self-management skills, and promoting life-long learning among young people.

Tarmo Ulla

board member of Swedbank Estonia and chairman of the supervisory board of Teach for Estonia



INTERNSHIP PROGRAMME FOR EDUCATIONAL LEADERS

Together with the Tallinn Education Department and talent management company Fontes PMP, the Good Deed Education Fund launched an internship programme for school leaders to support the best management practices at schools. The significant challenges of education — finding and keeping teachers, implementing a new learning approach, limited resources, and helping students with different needs — require a new level of ability from school leaders.

School leaders participating in the programme undergo a ten-week management internship in companies with a strong managerial culture. Following the internship, they apply what they learned to their daily work at school while continuing their cooperation with company mentors and the Fontes coach. School leaders have undertaken various development projects, ranging from strategy update and team leadership enhancement projects (new staff onboarding programmes, recruitment, 1:1 interviews, salary system) to wider use of digital opportunities.

The Good Deed Education Fund has spearheaded the programme's expansion throughout Estonia. School leaders from numerous general education schools and vocational institutions across the country have successfully completed the internship. The following 14 companies have contributed: Bolt, Coop Pank, Ericsson Eesti, Fortumo, Glia, LHV, Pipedrive, Swedbank, SEB, SOL Baltics, Telia, Töötukassa, Veriff and Wise.

As facilitators of the project, we have contributed to programme management and communication while also supporting the cause financially. We hope that the initiative will grow into an independent and self-sustaining educational programme that keeps contributing to the development of Estonian school leaders in the long run.



5
YEARS



52
SCHOOL
LEADERS



14
COMPANIES



Introducing a leadership mindset in schools is an invaluable contribution to education. A headmaster serves as a role model, responsible for both personal and organisational development and goal achievement. However, merely nudging the team towards professional growth is insufficient for the school to grow people who will change the world. This programme inspired me to be the leader of a school that educates future changemakers in society.

Mari Roostik

principal of Tartu Jaan Poska Gymnasium, graduate of the Internship Programme for Educational Leaders

COMPETENCE AND CAREER MODEL FOR EDUCATIONAL LEADERS

In order to create a comprehensive framework for advancing the career and development of academic leaders, the Good Deed Education Fund, together with the Association of Estonian School Leaders and the Ministry of Education and Research, initiated the modernization of the Educational Leaders' Competence and Career Model. The model was prepared under the leadership of Fontes experts, with contributions from universities, school principals, and several experts from Estonia and abroad.

The competence and career model, created over 2 years of work, describes the abilities and tasks of outstanding educational leaders. Great school

leaders are knowledgeable about learning, able to orchestrate the learning process, and possess exemplary leadership qualities. Together with the project experts, we described the most critical leadership competencies: self-management and people management skills, building a collaborative school environment that supports professional development, strategic planning, and organisation management. The model aids in the career and growth planning of educational leaders, as well as facilitating the recruitment, development, and preparation of next-generation leaders.



27

LOCAL AND FOREIGN EXPERTS INVOLVED



38

SCHOOL LEADERS INVOLVED



COMPETENCE AND CAREER MODEL

SCHOOL LEADERS' RECRUITMENT PROGRAMME

Schools must be led by capable people to ensure the quality of education. Supporting school leaders' professional development begins with targeted and professional recruitment. To better understand the current recruitment practices of local governments, the Good Deed Education Fund commissioned the Centre of Applied Anthropology to conduct a study. The study revealed that several standard practices, such as structured interviews, targeted searches, and evaluation of the candidate's leadership ability, were not systematically applied in education.

As part of the project, we offer local governments the opportunity to involve a professional recruitment partner in the recruitment process. Through a systematic and well-thought-out

process, stronger candidates can enter the competition, and the school administrator can make an informed choice. After completing the capability assessment, candidates become aware of their leadership competencies and weaknesses, and schools can provide a framework to support leaders' professional development.

Together with experts from the talent management company Fontes and the Ministry of Education and Research, we put together recruitment guidelines for hiring educational leaders. The guidebook covers all stages of the recruitment process, from preliminary work to supporting the induction of the selected leader. The manual was well received and is currently being used in municipalities across Estonia.



13

SCHOOL LEADERS RECRUITED



8

MUNICIPALITIES

SUBSTITUTE TEACHER PROGRAMME

Over the last six years, the Substitute Teacher Programme has expanded across Estonia and enabled the replacement of nearly 50,000 school lessons. The Good Deed Education Fund supported the creation and launch of an online platform that facilitates the coordination of substitute lessons and collaboration between educational institutions and substitute teachers.

Submitting substitute applications, registering requests from educational institutions, sending job offers to substitute teachers, and bringing them together with schools take place through the online platform. The platform helps keep track of the lessons given and streamlines the invoicing process. In addition to the financial contribution, the Good Deed Education Fund assisted with project management by bringing on an experienced expert in platform development.



585

**SUBSTITUTE
TEACHERS HAVE
TAUGHT LESSONS**



78

**SUBSTITUTES BECAME
ACTIVE TEACHERS**

EDUMUS

Edumus offers high school students a wide range of meaningful elective e-courses taught by professionals in their respective fields. The courses aim to impart 21st-century skills and knowledge that will be essential in the future. The initiative reduces educational inequality and makes many electives available in communities where these opportunities would otherwise not exist.

The Good Deed Education Fund invested in developing and expanding the Edumus platform so that as many Estonian students as possible could enrol in electives. Edumus has expanded to half of Estonia's high schools and brought more than 100 subject-matter experts to education.



80+

**DIFFERENT ELECTIVE
COURSES**



9.2/10

**POINTS AVERAGE
STUDENT FEEDBACK**

BACK TO SCHOOL

According to the Estonian Education Information System, only a third of general education schools offer career counselling. Career education is part of the elective curriculum in grades 9 and 12. However, career education should start much earlier to help young adults make informed choices and pursue careers in their fields of interest.

Back to School (Tagasi Kooli) aims to help 7th to

9th graders develop awareness of themselves and their possibilities, as well as make meaningful educational and career choices. The Good Deed Education Fund supported the creation of 37 video lessons with self-analysis tools for this purpose. Learning tours introducing various organisations and the daily activities of different professions can be watched on the tagasikooli.ee website.



37

E-LEARNING TOURS



30 000

**E-LEARNING TOUR
VIEWS**

TEACH FOR ESTONIA STUDY CIRCLES

Educational development plans have long been based on the modern concept of learning, which places the self-directed learner at its core. To accomplish this, we need to move on from the traditional lecture format, in which students have a passive role and teachers are responsible for the learning process.

With support from the Good Deed Education Fund, the Teach for Estonia initiative developed a programme designed to improve students' learning skills.

These skills must be taught in the relevant subject lessons. During the programme, teachers participate in study circles once a month to learn effective strategies and techniques, which they can then apply in the classroom. In the 2022–2023 school year, the programme was successfully tested in five schools. In the 2023–2024 school year, the programme expanded to 10 additional schools.



15
SCHOOLS



150
TEACHERS AND
SCHOOL LEADERS

ACTION STEPS

Investing in teachers' professional development is a must to improve the quality of education. Consistent and systematic support, along with opportunities to reflect on and apply new teaching methods, are important aspects of teacher development.

A new instructional coaching programme to improve teaching and learning was created in cooperation between English and Estonian teachers and researchers. Action Steps (Arengusammud) consists of more than

100 development steps that describe the key aspects of teaching. Regular meetings with study partners help consolidate new knowledge and understanding. Meetings take place every two weeks to observe lessons, provide feedback, and choose a new development step to implement. With the support of the Good Deed Education Fund, the programme has been launched in 10 schools and is currently expanding across Estonia.



111
TEACHERS



51
MENTORS

PRAXIS ALARM

Every year, up to 3,000 high school students drop out or have to repeat a year. Reduced opportunities for further learning increase their socio-economic vulnerability and limit opportunities to obtain additional education. The Good Deed Education Fund supported the Praxis Alarm (Häirekell) project, which focused on reducing the number of high school dropouts. The think tank Praxis used anonymised data from the

eKool School Information System to identify dropout risk factors and provide a behavioural science-based solution to reduce dropout. The alarm clock module in the school information system generates notifications for homeroom teachers, helping them to identify the students at risk of dropping out, and intervene in time.



10%
OF ESTONIAN SCHOOLS
INVOLVED IN DATA
ANALYSIS



31
SCHOOLS PARTICIPATED
IN THE PILOT

PRAKTIKAL

Learning natural sciences such as physics and chemistry can be complicated and often too theoretical, with blurred connections between learned topics and real life. This hinders learning and dampens students' enthusiasm for the subject. Thus, fewer and fewer school graduates choose science and engineering as a career path, increasing the shortage of science teachers as a result.

Praktikal allows teaching science through practical activities. The solution includes 11 courses, test equipment sets, teaching and instructional

materials, and an interactive online platform. This makes lessons more engaging and exciting for students, while also saving the teacher about 10 hours per week.

The Good Deed Education Fund invested in Praktikal to expand the selection of test sets across subjects and grade levels and develop a distribution system for the Praktikal solution. Every fourth school in Estonia uses Praktikal's test kits today. Now the initiative is expanding to Germany.



146
SCHOOLS IN
ESTONIA



21 862
STUDENTS IN
GRADES 7-9 IN ESTONIA

ALPA KIDS

Today's children spend a large part of their time on a smart device, but there is little educational content in their native language online that supports their development. Together with teachers and researchers, ALPA Kids creates age-appropriate and culture-based digital learning games for children aged 3-8.

The Good Deed Education Fund's participation aimed to help the initiative create personal learning paths for children. The ALPA application offers

content corresponding to the child's abilities and allows monitoring of the child's development with the help of learning analytics. The ALPA Kids solution is available in 14 languages and used in 8 countries worldwide.

When the Ukrainian crisis broke out, we gave a one-time donation to the initiative so that 100 educational institutions that accepted Ukrainian war refugees could have free access to digital games that teach the Estonian language and culture.



120 000
USERS IN ESTONIA



420
KINDERGARTEN AND
SCHOOLS

99MATH

99math is an online maths practice environment designed to engage children in maths through game psychology. 99math identifies students' weak areas by observing solution patterns and proposing exercises based on the students' (and their teachers') abilities. The 99math environment can be used to enrich learning content in class as well as for remote learning.

The Good Deed Education Fund invested in 99math in its early phase to ensure that the worldwide solution would remain available to Estonian students in their mother tongue. Today, 99math has expanded beyond Estonia and operates globally.



3.2
MILLION ACTIVE STUDENTS PER MONTH



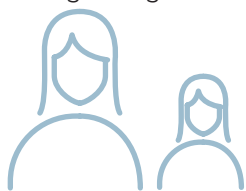
67 000
ACTIVE TEACHERS PER MONTH

HK UNICORN SQUAD

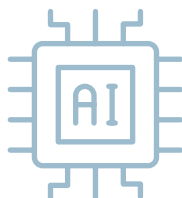
According to Eurostat, women make up less than a quarter of the workforce in Estonia's tech industry. Early gender segregation can be observed in the participation in extracurricular activities that develop STEAM skills at ages 7–14, with the participation rate of one or two girls for every ten boys. HK Unicorn Squad is a movement that offers technological education only to girls. The goal is to encourage the girls' interest in technology, robotics,

and the natural sciences.

With support from the Good Deed Education Fund, HK Unicorn Squad expanded across Estonia. More than 3,000 girls have already participated in the Unicorn Squad activities, and work has begun to link the programme to formal education. In the spring of 2024, the programme designed for high school girls will start.



3000
GIRLS



312
STEAM MENTORS

KOOD/JÕHVI

In the autumn of 2021, a new technology school for adults that helps cope with the growing demand for software developers opened in Jõhvi. Studying is free and based on an international self-study system that emphasises the importance of teamwork and problem-solving skills. The project-based programme lasts up to two years and is entirely practical.

The Good Deed Education Fund's support helped to launch kood/Jõhvi and ensure the admission of 200 students in the first and second years of operation. The first 70 graduates have already entered the labour market.



10 000
CANDIDATES



500
STUDENTS

CODESTERS.CLUB

Codesters.club is a three-year digital solutions development programme designed for high school students. The programme aims to enhance technical skills and knowledge, boost creativity, and develop teamwork and collaboration skills. Participants are taught the digital literacy skills needed to create user-centric digital solutions in all walks of life.

With the support of the Good Deed Education Fund, the programme expanded to 16 groups in Tallinn, Narva, and Tartu. In addition to financial support, we extended our network of supporters to the codesters.club team, assisting them in communication and strategy.



280
STUDENTS



12
MENTORS

PACT FOR THE FUTURE

Over the last 20 years, the Good Deed Foundation has made significant social contributions in Estonia. Every day, we support initiatives that gradually seek to root out complex societal problems. Our collective endeavour is driven by the desire to create a better tomorrow each day. We envision a welfare society with Nordic values — one in which children may safely walk to school, schools are encouraging and supportive, and communities are safe. It can only be achieved if it's our common cause: addressing critical societal concerns and helping those in need. Together, we must build up our small country.

To create lasting, positive change, we need consistent donations from supporters who have the courage and habit to donate to charity. In response to the Ukrainian war, we witnessed a significant increase in the number of donors in Estonia. A closer look at the data revealed that a donation just a little higher than 2,000 euros was enough to rank in the top 1% of the largest private donors. A company donating 6,000 euros a year was among the top 10% of the major supporters. Overall, just 5% of companies made monetary donations. I am sure that our actual capacity is far bigger.

What if we made a pact as a society — a social agreement that people with higher incomes set a target to donate 5% of their earnings? If people earning a minimum of 5,000 euros a month

donated 5% of their annual income, it would add up to more than 15,000 major donors and increase the volume of donations by more than 50 million euros, breathing new life into generating public good and facilitating change in Estonia.

We wish to grow a community of caring people and provide effective ways to channel social investments. Thank you to the Good Deed community and its supporters for your contributions and a two-decade partnership. Let's continue together to build a better future for our children, communities, and the entire planet.



Martin Villig

Chairman of the supervisory board of the Good Deed Foundation and co-founder of the Education Fund



"I LOVE TO HELP" DONATION ENVIRONMENT

We have been fostering a culture of charitable giving in Estonia since 2008, when we launched an online environment for making small donations together with Swedbank. "I Love to Help" (armastanaidata.ee) donation platform brings together donors and carefully selected charity organisations.



13x INCREASE IN
AVERAGE DONATION
SIZE



100
INITIATIVES
SUPPORTED



3.2 mln
EUROS OF
DONATIONS
COLLECTED



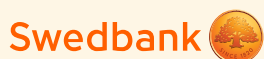
1.4 mln
EUROS
DONATED
BY SWEDBANK

GOOD DEED FOUNDATION'S SUPPORTERS

Ahti Heinla
Armin Kõomägi
Urmo Kübar
Küllil Lilleorg

Doug Miller
Tiina Mõis
Andrus Purde
Jaan Puusaag

Anne Holm Rannaleet
Hannes Tamjärv
Mart Tõevere
Martin Villig





GOOD DEED
FOUNDATION

Impact Report #3
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