



Дорога к дому

Одесский благотворительный Фонд
Одесса, Украина

The Way Home

Humanitarian Fund
Odessa, Ukraine



Lifeball "Crystal of Hope" award 2010



О Фонде «Дорога к Дому»

- Основан 1996 году Сергеем Костиным
- Социальные проблемы после распада Советского Союза: Бездомность, наркотики, алкоголь, преступность и проституция
- Распространяется эпидемия ВИЧ/СПИДа
- В 2000 году были начаты программы для уличных детей



Интернет

1. Ranking Google, Bing, Yahoo, Yandex
2. Средство популяризации организации
3. Новые возможности для коммуникации
4. Вебсайт как эффективное средство представления информации
 1. CMS
 2. Blog
 3. Media Archive

Результат: новые контакты и предложения

Интернет-Маркетинг Как оно соотносится?



Интернет = бесконечный поток
людей



Нет посещений на сайте?



Ваш сайт – пустая улица.
Посетители Вас не находят.

Нет посещений = Нет
маркетинга

Ваш сайт – переполненная
улица.
Это значит траффик.



Траффик = люди





<http://www.wayhome.org.ua/>



<http://www.aids.ua/>

<http://www.streetkidsodessa.com/>

Блог

1. Публикация информации
2. Отправка уведомления в социальные сети и поисковые системы
3. Результат увеличение посещаемости



"tweets"



Social network



"tweet" Short text message (SMS) with link

P > Manage Social Networks

[Edit Profile](#) | [Settings](#) | [Recent Posts](#) | [My Media](#) | [Help](#)

Below is a list of social networks you have yet to hook in to your Ping.fm account. Setup is easy. Just click the "Add Network" and follow the directions on the service page.

[Click here](#) for more information about adding networks.

 Google Buzz	Add Network	 WordPress.com	Add Network
 MySpace	Add Network	 Custom URL	Add Network
 Ning	Add Network	 Delicious	Add Network
 GTalk Status	Add Network	 YouAre	Add Network
 AIM Status	Add Network	 Multiply	Add Network
 LinkedIn	Add Network	 Yammer	Add Network
 Tumblr	Add Network	 Flickr	Add Network
 Identi.ca	Add Network	 StatusNet	Add Network
 Brightkite	Add Network	 TypePad	Add Network
 FriendFeed	Add Network	 StreetMavens	Add Network
 Plurk	Add Network	 myYearbook	Add Network
 Jaiku	Add Network	 Posterous	Add Network
 Blogger	Add Network	 Photobucket	Add Network
 Plaxo Pulse	Add Network	 Yahoo Profiles	Add Network
 Bebo	Add Network	 Tagged	Add Network



Результат



Дорога к дому

twitter

Have an account? [Sign in](#)

Get short, timely messages from Sergey Kostin.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and follow [@WayHomeFund](#).

[Sign Up >](#)

Get updates via SMS by texting [follow WayHomeFund](#) to your local code. [Codes for other countries](#)

WayHomeFund

New blog post : Art Classes Begin <http://bit.ly/eZlyD3>

about 3 hours ago via Ping.fm

New blog post : Art Classes Begin <http://bit.ly/eZlyD3>

4:36 AM Nov 29th via Ping.fm

New blog post : "Brownies" scored 24 goals and won in the unofficial match vs combined team of school #110 with the score 24:15. <http://bit.ly/c4geB2>

2:17 AM Oct 25th via Ping.fm

New blog post : "Brownie" won 9:6 over a team of the veterans of Big Dalnik. <http://bit.ly/c4geB2>

1:31 AM Oct 16th via Ping.fm

New blog post : To live despite! <http://bit.ly/adv7we>

12:11 AM Oct 15th via Ping.fm

Name Sergey Kostin

Location Odessa

Web <http://www.street...>

Bio The Way Home Foundation in Odessa works for children and homeless people in Odessa, Ukraine, in addition to an extensive program for HIV/AIDS Prevention

85 following 2 followers 0 listed

Tweets 13

Favorites

Following



Результат

facebook Home Profile Find friends Account ▾

Sergey Kostin

Wall Info Photos +

What's on your mind?
Attach: Share Options

Sergey Kostin New blog post : Art Classes Begin
 Art Classes Begin | The Way Home
bit.ly
We have a new volunteer at our center named Katya. She began her work at our center last week by teaching the children some basic art lessons. One of the

Even Jahr Happy birthday Sergey
03 November at 17:55 · Like · Comment · See friendship

Sandy Bolton Happy birthday Sergey...hope you have a great one :)
03 November at 12:09 · Like · Comment · See friendship

Christopher Connolly С днем рождения!
03 November at 10:25 · Like · Comment · See friendship

RECENT ACTIVITY

- Sergey is now friends with **Никита Ильченко** and **Вероника Ильченко**.
- Sergey is now friends with **Никита Ильченко** and **Audrey Kolodski Ball**.
- Sergey posted a link on **The Way Home Foundation - Street Kids Odessa's** Wall.

Sergey Kostin Here are some pictures fro our summercamp for the children in 2010
 Summer Camp 2010
by: Sergey Kostin
Photos: 12
22 October at 12:23 · Like · Comment · Share
Sandy Bolton likes this.

Information
No basic information shown.

Friends
31 friends View All

Robert Gamble	Christopher Connolly	Claudio Corbelli
Alla Soroka	Yves Ghysens	Вадим Федоров

Likes
2 likes

Mechai Viravaidya	Bill & Melinda Gates Foundation

Photos
2 of 4 albums See all

Create an advert

Keep on Truckin'

FRONTIERVILLE
Resilience is part of the pioneer spirit. Come to FrontierVille and start your own homestead today!
Elena Nechosina and **ИННА ЛАЗАРИУК** played this.

Пришвидши свій Інтернет.
google.com

Google Chrome швидкий, безкоштовний веб-браузер, спеціально розроблений, щоб ваші улюблені веб-додатки працювали блискавично швидко.

Авіаквитки за 647\$
flyuia.com

Двічі на тиждень **Chat (0)**

Київ - Гоа **MAY**
ОН-ЛАЙН бронювання та реєстрація! БЕЗКОШТОВНА участь у програмі лояльності "Панорама Клуб"

Amsterdam - ClubBar Lounge

Facebook Community

facebook Home Profile Find friends Account

The Way Home Foundation - Street Kids Odessa

Wall Info Discussions Photos Video Events

Write something... Attach: Share Options

Дорога к дому
Message all members
Promote Group with an Advert
Edit group settings
Edit members
Invite people to join
Create group event

Help us reach our goal of 100,000 new members! Invite your friends and family members!

Information
Category: Organisations - Non-Profit Organisations
Description: Our Upcoming Project:
Our program plans to build a shelter

Erica Batres We had our first update to the blog from one of our children named Lena! You can check out her impressions from her trip to Kiev with the soccer team. www.streetkidsodessa.com
Monday at 14:13 · Like · Comment

Erica Batres

The Way Home Foundation - Street Kids Odessa photos
26 November at 14:45

Erica Batres It was a very enjoyable weekend for the kids who traveled to Kiev for the football tournament. On Saturday, the competing teams participated in a community service project. We cleaned a local park together, then Team Odessa toured the Kiev's Football Stadium.
The following day, Team Odessa played marvelously against te...

Create an advert

Хит-сезона! Samsung B7722

Новый телефон Samsung больше возможностей, больше развлечений: Камера 5 Мп, Wi-Fi, поддержка 2-х СИМ-карт. Всего 399 \$ и он твой!

iphone.in.ua
iphone.in.ua

Правильные iPhone с надлежащим сервисом

Райффайзен Банк Аваль
aval.ua

Chat (0)



Дорога к дому



moneybookers.com

Facebook Fund Rising for Way Home Foundation

Hello Sergey. Welcome to Facebook Fund Rising for the Way Home Foundation application.

Donate

Donate 15\$ to the Way Home Foundation Fund

Donate Money...

Invite

Invite your friends to donate to the Way Home Foundation

To be able to invite your friends to donate you should donate 15 \$ yourself

Present

The perfect birthday present, donate on behalf of a friend.

Birthday Present...

Спасибо за внимание