HOMELESS COOKIES

Development Project of a Wellbeing Improvement Model

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ABSTRACT

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The aim of the thesis was to create and implement a development project improving the wellbeing of the chosen target group. The pilot execution of the model was implemented in co-operation with Hirundo day center employees and its clientele consistent of mainly Eastern European Roma. The specific target group was narrowed down to Roma women, aiming to offer them a grassroot level experience of empowerment and at the same time create a tool for social work professionals. We have worked with the Hirundo service users before and last spring carried out a campaign sharing the stories of Bulgarian and Romanian Roma in social media. After the success of the public campaign and relationships built with the clientele, we wanted to develop a project with more tangible and sustainable solutions for the daily struggles of the marginalized community.

The tool is a model of a service combining the basic components of grassroot level client work. The model guidebook applicaple for various social sector and diaconial work environments is attached as an appendix. This thesis report follows the process of developing the model and introduces the theoretical framework justifying the procedure.

Keywords: empowerment, participation, anti-discriminatory practice, community development, inclusion, sustainability, Roma women, gender-specific work, grass-roots, service model

CONTENTS

1 INTRODUCTION

This thesis is part of a campaign that started as a school assignment in spring 2015. The campaign is a social media based ensemble that aims to provide interactive communion between the population in Helsinki and the Bulgarian and Romanian (mainly Roma) immigrants. The campaign aims to offer an alternative perspective to the 'Roma issue', which has been speculated in the mainstream media in merely negative aspect. The campaign introduced some of its target group's own stories in Facebook and it reached a surprisingly wide group of people and was also well taken in the Romanian and Bulgarian communities in Finland. However after the public campaign we felt that we would like to enhance the situation of the target group in more tangible way, so we decided to create another project that would continue the campaign and this thesis arose from that idea.

The campaign has emerged from a school project but has turned into a passionate way of practising a grass-root level social movement. That being said, in this thesis we have concentrated on modelling a method of a social work practice. Thus, this report will present the procedure of the modelling process and introduce the model as an end product of the thesis.

The method is a procedure that enables fundraising, social gathering and educative guidance with an empowering effect. It can be used to serve any discriminated or socially excluded group of people and is to be executed by social work field professionals. The model may also be used in diaconia work when working with marginalized groups such as our target group. As the principle of diaconia is to give a voice to the voiceless and bring the marginalized individuals from the margin to the center, the method introduced in this thesis work can be considered as a diaconal tool for empowerment. In the field of diaconia, more focus has been shifted to the societal structures behind the suffering of the marginalized and hence diaconal work is aiming to affect those structures strengthening the social function of diaconia (Veikkola 2002.)

The method itself is rather simple, however in this report we have elaborated its influence with the respect of empowerment, community development and feminism. This report also reviews the pilot execution of the method through a learning process and discusses the problems that emerged during its first implementation and also introduces possible solutions to those problems. We have created and experimented this method in the Hirundo day center, where our target group was the women clients.

This report also presents the target group and its demand for this type of practice. We will also reflect the professional development in a personal level in the end of the report. The model of the procedure is attached to this report as appendix 1 and the educative information package, which we used in our project, is attached as appendix 2. This thesis report is a useful utility to observe the complexity of the model's procedure, yet the model can be offered on its own to any organisation or other operator of social work field.

2 BACKGROUND AND JUSTIFICATION

In this chapter we will provide brief background information on our previous campaign, which the thesis project is linked to. We also introduce Hirundo day center and their services. The introduction and analysis of the target group and their position in our society will be followed by an informative justification of the process.

1.1 I have a story –project

In the spring 2015, we partnered up in order to produce a project for Hirundo day center. The project ended up being a campaign and the first (and rather naïve) thought was to clarify and brighten the reputation of Bulgarian and Romanian immigrants as this heterogeneous group have been stigmatized as "Roma beggars" in the mainstream media and discussion. The campaign changed its nature as we learnt not to represent the target group but to let them represent themselves with a realistic and open way. We offered the arena through social media and street posters for the Bulgarian and Romanian paperless immigrants to tell their own individual stories. The campaign has a Facebook site that achieved a notable audience and is still receiving new views and likes almost year after our own activity on the site. After the project we decided to link the thesis project to 'I have a story' campaign for many reasons. The success of the public campaign and the lessons learnt from it, as well as the newly formed relationships with the target group were among the most important reasons.

2.2 Hirundo day center

Hirundo day center serves the paperless immigrants in Helsinki providing them basic daily services. Paperless immigrants are EU-citizens who have the right to stay and work in any European Union country for maximum of three months

without a residence permit. Yet they are not entitled to the Finnish social security system, but only to the very minimum of healthcare services (Enache 2012.) The clientele is mainly consistent of Romanian and Bulgarian immigrants of whom approximately two thirds are of Roma background. Hirundo functions under HDL, Helsinki Diaconess Institute. Services provided cover the basic needs such as access to shower, laundry facilities and common area for socialization and warming one's own meal as well as assistance with job and apartment seeking. Service users also receive assistance in different bureaucratic procedures such as filling in forms for instance for Kela and Employment office.

2.3 Target group

The clientele of Hirundo is slightly male dominant and although the services are offered for all, the women service users are oftentimes left with less attention due to various reasons that will be analyzed later on in this chapter. Therefore one of Hirundo's yearly objectives for 2015 was to focus some services on the female clients.

Hirundo service users are in a vulnerable position in the society due to notable uncertainty in multiple areas of basic needs such as lack of accommodation, unemployment and lack of medical care. The public image of the 'Roma beggars' portrayed in the media is mostly negative and they are facing prejudice and racism from both the officials and ordinary people. After delving into this public opinion in the 'I have a story' –campaign, we now wanted to concentrate on more concrete ways to advance the circumstances of the target group. When cross sectioning the Romanian and Bulgarian paperless immigrants, the women are left in the most vulnerable position. Our target group was chosen according to the objective mentioned above. The aim is to create a model for an activity that can continue after the project as one of the regular services among others.

The female clients of Hirundo spend their days mainly working on the streets of Helsinki, selling Iso numero -magazines, begging or collecting recyclable cans. Since the day center is open only for a limited time during the day, the women often do not come as regularly since it is off their working hours. This was also a big challenge in our work, as we wanted to target the women in specific, however, we will discuss the challenges in more detail in the upcoming chapters.

The women in Roma culture, which is the background of majority of Hirundo clientele and our target group, are in vulnerable position as they often do not have strong possibilities of self-determination in the male dominant culture (Enache 2012). Empowering the women to become active members of the society needs to be planned and practiced carefully, taking into consideration and respecting the cultural aspects. This we will be ensured by co-operating closely with the Hirundo staff who have the expertise and first hand knowledge on the target group.

The clients of Hirundo have also received medical assistance from Global Clinic, volunteering medical professionals and students who have nursed the clients' need in different medical dilemmas. The majority of the medical assistance consists of women's sexual health disorders that could at least partly be prevented with the knowledge of birth control, private hygiene and family planning. These topics became the subject of another part of the project, an informative presentation for the women.

The idea of only including women came from the Hirundo staff, however it can be justified with the sensitivity of the topic that is often left to the women in this community to be dealt with. Yet, we had to maintain open and dialogical approach, because the male members of the community could forbid the women to take part to the project. For these reasons we have combined the two fundamental needs of the women clients and set forth a model for an event where the women have a possibility to earn some money, learn about sexual health and spend an empowering afternoon in a comfortable and confidential

environment. Because the event is only for women, the chance to earn money is also an incentive to gather the women clients and an excuse for the men to only have women in the event.

2.4 Justification for the project

Community development relies on a principle of continuity and empowerment. After building a foundation, personally with the clients of Hirundo and publically through social media and posters, we wanted to create extension to the first project. This extension aligns also with the community development principle of continuity. The same principle will also be a guideline to the new project; the event with the possibility for women to earn money is modelled so that it can be used in a future purposes.

Another theme for thesis came from the Hirundo staff. We were requested with the main idea for the new project and it was also their approach to limit the target group to women. We were asked to organize some kind of work and an event to educate the women about intimate health and sex. Empowering women in the areas of earning money and sexual health among a discriminated male dominant ethnic minority group sounds complicated and the complex aim of the project should be explained in more detail by dismantling the theme. According to Narayan Deepa

> In its broadest sense, empowerment is the expansion of freedom of choice and action. It means increasing one's authority and control over the resources and decisions that affect one's life (Deepa 2016.)

This definition of empowerment is an important guideline throughout the thesis. As the target group has limited resources and restricted chances to work, the point of earning money becomes a precondition to the other objective of the thesis. In order to gather the women together for an educative and empowering event, we had to come up with a chance to create incomes to compensate the time women would otherwise be working elsewhere. Thus, the significance of

the event is twofold in terms of empowerment, a chance to earn money and a chance to learn about sexual health. In both objectives self-determination nurtures the authority and control of the women in a way that creates long-term benefit.

3 CONCEPTUAL AND THEORETICAL FRAMEWORK

In this chapter some of the key concepts and approaches of the model will be discussed in order to create an in-depth overview. Theory will be reflected on the target group and our experiences working with the paperless immigrant women.

3.1 Empowerment and Diaconia

Empowerment is a practice of helping the people to help themselves. One cannot be empowered by another, but by their own will and initiative. Thus it is also important to understand and keep in mind that empowerment cannot always be reached if the target group is lacking motivation.

Empowerment is a term often occuring in the field of diaconia as well since it has become one of the core aspects of diaconial practice. The biblical understanding of individual lies on the knowledge that every being is created in the image of God and thus has the godlike capacities and abilities undependant on their social situation (Dietrich 2014.)

According to Thompson one of the main factors in empowerment is human agency, meaning one's ability to make decisions for themselves and be responsible for their actions (Thompson 2007). Alsop, Bertelsen and Holland (2005) discuss the measurement and analysis of one's assets when it comes to measuring empowerment. The importance of knowing the individuals psychological assets is crucial in order to follow the development process.

> People make choices that are characterized by 'adaptive preferences', or narrow practical aspirations that shape how they conceive their life possibilities (Alsop et al. 2005).

According to Kabeer (1999) especially women in some cultures justify being unempowered by cultural beliefs and thus do not feel the need for being

empowered. The underinvestment of human capital due to upbringing enhances the internalization of second class status and affects the life choices in a disempowering manner (Becker 1995). Also Cornwall and Edwards emphasize the change in the self-image of the women as an essential factor in social change. Without such deep-rooted realization and separation from the experience of inferiority no external interventions can bring sustainable development (Cornwall & Edwards 2014.) Empowerment is a long process that happens both inward and outward. The inward progress cannot be measured as unambiguously than outward factors that are more concrete, but both are interlinked with each other.

Our tools for empowerment in the model are sexual education and an opportunity for a short-term income. Through these tools we aimed to reinforce the self-determination of the women both sexually and financially. Keeping in mind the nature of the empowerment being a long term process, we aim for the contuniaty of the project in order to reach more sustainable results. As we decided to use the Restaurant day concept as a platform for the money making, its nature as a cyclic event enables and supports the idea of contuinity.

Cornwall and Edwards discuss the importance of tackling the structural basis of gender inequality in order to reach more substantial changes in the womens roles in the community. The womens own realization of their rights and current situations can lead to deeper conciousness and action for change (Cornwall & Edwards 2014.) In the male-dominant cultural background of the target group sexual self-determination of the women is weak. Cultural sensitivity is a key aspect but should not be taken as a justification for mal-treatment. According to Cornwall and Edwards female empowerment should not only be about supporting the women to cope with the daily oppression but to provide them with the necessary information to question what they may have considered natural and eventually iniate a change in that reality (Cornwall & Edwards 2014). As the women gain more knowledge on their rights and are educated on sexual health, they may firstly see the reason and secondly have firmer ground for questioning and challenging the learned harmful patterns of behavior.

3.2 Community Development

In order to understand community development, one has to first define community. Community is consistent of a group of people binded together by either formal or informal social bonds such as location, ethnicity or common interest. The community of paperless immigrants is one of varieble nature due to the mobility of the people. Within the community that is Hirundo clientele, there are two notably separate communities, the Bulgarians and the Romanians. Despite the occational conflicts between the two sub-groups,with the support of the Hirundo workers, we decided to bring them together in the project.

Ledwith introduces the Freirean pedagogy, where the change and proggress in the community rises from the critical conciousness and collective action of the oppressed instead of the initiative from the powerful. In order to reach the critical thinking within, at times it needs to be encouraged from outside. According to Ledwith community workers role is to offer the context for questioning that helps the people to critically ponder the connections between their lives and the society (Ledwith 2005.)

3.3 Women in Roma culture

Roma culture has been male-dominant throughout the history. Stewart researced eastern European Roma communities and stated that already from early age the boys were taught that they were superior to the women while young girls and women were taking care of all house chores (Stewart 2001). Traditionally Roma women are treated as second class beings in the communities and are expected to adapt to decisions made by the men of the family. Pagony claims that the Roma women are facing institutionalized discrimination, denying threir right to education, career making and decision-making involving their families. The phenomenom should not be seen as cultural diversity but as denying human rights. The society's values that are

strongly based on the presumption of sexual equality and individuality are contradicting with the way the Roma women are treated at least in the most traditional communities (Pogany 2004.)

The education of the Roma girls is usually interrupted when they reach puberty. The men of the family want to protect the family's reputation by keeping the girls home, away from temptations and threats. At the same age the girls are starting to be seen as unclean due to the physical changes and awakened sexuality. In Enache's report on Romanian Roma in Helsinki, an interviewee Roma lady tells that there are cases when a boy snatches a girl, forces her to sexual intercourse and it ruins the future and reputation of the entire family. 'No one wants a girl that is ruined' (Enache 2012). Despite all the protection, Roma girls generally become mothers at an early age. According to Rat 16 percent of teenage Roma girls are a mother of one, and 5 percent of two children (Rat 2012.) Growing numbers of kidnapping Roma girls for marriage are occuring in Romania and Bulgaria. According to Fonseca most times the cases lead to engagement undependant on the girl's will and choice and even if the girl manages to avoid marriage their reputation is ruined for life (Fonseca 1996).

Pogany's research claims that the inferiority of Roma women often leads to domestic violence in the families (Pogany 2004). The question of faithfulness in marriage evolves mainly around women staying true and respectful of their husbands. When immigrating abroad Roma families are often separated geographically and in Enache's report it is stated that in such occasions notable concern is placed on the women's faithfulness. It seems to be more acceptable for the men to have sexual affairs, which is found unlucky for the women but justified by the culture (Enache 2012.) When it comes to contraception, the usage of condom is seen as a sign of unfaithfulness due to which most men are not willing to use it.

The power positions shift partly when eastern European Roma families come to Finland. Men of the family and in-laws are the decision-makers when it comes to immigrating but in Finland women often are the ones earning and at times

may have the control over the money. Enache suggests that the moving might also have positive outcomes on the family relations. It seemed that domestic violence decreases due to the knowledge of Finnish legislation. At the same time the pressure of adjusting to a foreign culture may lead to even more strict stand on cultural regulations regarding women (Enache 2012.)

4 PROJECT DESCRIPTION

In this section we will describe the process of our thesis project. The purpose of the project was to create a model for a social work method. As it emerges from the previous chapters we have planned and created this method for a specific target group, however it can be used as a tool for fundraising and informative gathering for any given situation or target group. The complete model is attached to this report as an appendix, yet this chapter will discuss the process of making the model and its pilot execution that results as this specific thesis project. First there will be a short literature review in order to give a picture of already existing theory in respect of the project. Secondly we will give a detailed account of the thesis process from more concrete point of view. The last part of the chapter discusses the challenges and presents evaluation of the work.

4.1 Literature review

In the beginning of the project we understood that theories of empowerment, community development and anti-discriminatory practice should be revised. These theories are also the base of our academic journey, however for this project we wanted critical approach and a focus on excluded communities. Ledwith's take on Freire's doctrines were used as well as Deepa's incisive concept of empowerment.

Another type of theoretical data was used for making a model of social work method. Fook & Pease's book about transforming practices in the field of Social work was influential instrument and Gray's and Schubert's article about knowledge production in the social work was worth noticing regarding of modelling new way of producing knowledge and transforming it into practice of social work.

Third theoretical viewpoint throughout the process came along the target group. As we had already worked with Romanian and Bulgarian Roma immigrants, we

had observed the culture of this group closely. However, for us it was difficult to have direct discussion with the target group due to language barrier and therefore it was necessary to study the culture of this community with some reference books. Two most important pieces regarding Roma culture were Huomio! Romaneja tiellä edited by Markkanen, Puurunen and Saarinen and Romanien ahdinko ja ihmisoikeudet written by István Pogány. The first mentioned book has various influential articles written by individuals with an interest in Romanian and Bulgarian roma immigrants. Because of the various writers, this book gave different aspects to the Roma community's everyday life. Pogány's work on behalf was an interesting and valuable window to the lives of this discriminated group of people. Both of the books mentioned introduced also critical thoughts about Roma culture and more specifically about women's position within the culture.

Lastly, components of the broad literature about women's rights and feminism were scanned for the project. Albeit the women's issue was not the main focus in the theoretical review, Simone Beauvoir's The Second Sex gave inspiration for the work with women in general and assisted in the difficult contradiction of universal women's rights and cultural attributes.

4.2 Description of the process

 When we were asked by Hirundo staff to create an event with a possibility to earn money and at the same time gather the women for an informative and inspiring session, we agreed on primarily create a method for fundraising and gathering, as it seems to be the most efficient method in terms of empowerment to solve a specific problem in the field of social work.

The second objective in our project was indeed the target group, which has been already discussed in previous chapters. Our aim from the beginning was

to create a procedure that can be used for any given group in any given service environment. It is important to notice that even though the thesis project is a depiction of the pilot version of using and creating a new model with a specific client group, the completed model itself plays essential role in this thesis and should therefore be elaborated too.

The model manual for the project is attached to this report and also discussed in its own chapter, however following paragraph will abruptly introduce the process. First we decided to develop a product that could be sold in the Restaurant Day. With consultation from Hirundo staff and developing ideas we decided to bake cookies. In Finland one has to go through a bureaucratic process in order to sell any food or unused goods. Restaurant day is a sort of a guerrilla movement against this bureaucratic force and since the beginning of the Restaurant Day movement the authorities have only prohibited illicit alcohol sales during the day. The point of the Restaurant Day is that anyone can open a pop-up restaurant anywhere during that day. This carnival was a perfect frame for the cookie sale as it is known from people serving eatables from various cultures and backgrounds.

The recipe for 'Homeless cookies' was asked from a Romanian staff member of Hirundo. The package was designed to be commercial and to remind of the 'I have a story' campaign. An ostentatious part of packaging was the *mărțișor* ribbon, which is a tradition in some Eastern European cultures that is worn during the month of March to welcome spring. The *mărțișor* ribbon turned out to be a very effective visual marketing device as many Eastern European customers recognized the ribbon in the cookie packages and stopped for that reason alone by our cookie stand. During the sales day it was a delight to also meet customers who came to buy cookies for the sake of following the campaign.

After deciding the product and its sale outlet, we organized the event and advertised it in Hirundo by posters and with the staff's help. The information package was composed from the desired topics of Hirundo and Global Clinic

workers, comprehending simple knowledge of contraception, sexually transmitted deceases, pregnancy and women's rights. The information package is and its components are discussed later in this chapter.

During the event day, we baked the cookies with help from Hirundo staff. Since the information package was not used this time, because none of the service users came, it was reviewed with the staff in order to inspect its suitability for the purpose. The cookies were sold in the railway station during the Restaurant Day and while some clients were simply buying the cookies, some were merely interested in the campaign and the purpose of the sales. The profit (180 euros) was given to Hirundo staff to put on an account for future events.

The educative part of the event was composed after discussing the most common reasons for the women clients of Hirundo visiting the medical reception offered by Global Clinic. Contraception, sexually transmitted deceases and pregnancy were among the topics that turned out to be the relevant issues to be promoted. The lack of this type of information and knowledge stem from educational inequality within the target group, but also from women's vulnerable status in their community. Thus we decided to add women's rights section to the educative portion of the event.

After few attempts to cooperate with healthcare professionals we decided to produce the educative package ourselves, because we felt that our knowledge of the target group would enhance the right type of information and its presentation. The information was very basic so we were able to produce it with few different references. The information package is attached to this report as appendix 2.

Along the process of producing the information package we came across a contradiction of the women's cultural aspects in our target group and universal human rights and idea of social justice. This contradiction designated the means of the presentation and discussion of the sensitive topics, however the information was seen as universal requirement for better quality of life for the

women in our target group. To resolve the ethic problem brought by the contradiction mentioned above, we were inspired by De Beauvoir's thoughts about equality between sexes in marriage. De Beauvoir discusses similar problems in marriage that were under consideration in our research. Sexual behaviour in marriage, as well as women's self-determination has been defining issues in the effort to improve women's status in society and personal life universally throughout history. De Beauvoir compares women and men in the marriage using two opposite terms, 'transcendence' and 'immanence'. She explains, that transcendence is personified in man and immanence in woman. These two depictions of the roles of different sexes in the marriage rule the place of the sexes also in the society.

Woman is historically seen immanent at home and within family, her role of a stationary caregiver prevents her chance of reaching and designating the outside world and future. She can only surpass herself towards the community and society in general via her husband (De Beauvoir 1949.) When written, these thoughts were common even in legislature in Europe and even today this type of role division between the sexes is apparent globally. Especially in the Roma culture and specifically in the communities of our target group this division is explained by cultural norms, yet the twisted roles have occurred in many cultures worldwide and are one of the main reasons why women lack of education and particularly knowledge about their rights to self-determination and health. Therefore, it is important to improve women's possibilities to education and empowering information even when the information contradicts cultural norms.

4.3 Challenges and evaluation

The project started with generating ideas. We went through different types of earning possibilities and at first we were thinking of asking some mailing tasks

or such from different companies. However soon it became clear that we have to endeavour as independent work process as possible because of two reasons. First, Hirundo staff warned us of the possibility of lack of participation from the clientele and second, the model that we were creating was not intended to be reliant of third parties, which would have been the case if a company had offered the employment opportunity. For these reasons we came up with baking cookies.

Even though the idea changed during the process, we had a learning experience throughout the project and only through the difficulties and challenges we were able to create this model so that it will work as it is in its complete form. Like mentioned above, the biggest challenge was the fact that participation in this type of project that takes place outside of the office hours of Hirundo day centre was insecure. The staff had tried something similar before and none of the women showed up. To tackle this issue, we thought that we would advertise the event before hand using interprets at Hirundo.

The advertisement was intentionally focused on the baking and monetary reward and since the event was only for ladies, this was also part of the justification for the men to permit the ladies to partake. However, as we could not offer any money in the end of the event day, because the money reward would obviously come from the cookie sales, we were told that, even though many of the women invited were interested and willing to participate, they had to earn the money of that day on their own. This was a huge problem that we had not taken into account. It is understandable that the women, who often are the ones in families bringing the day's living from their day's work, could not spend their time doing something else than earning money for family's daily needs. However, we managed to continue the project by deciding that if no women showed up to the event, we would bake and sell the cookies and by doing so have a budget for the next session so that we could pay the ladies some of the money in advance. This turned out to be a very beneficial adversity, because we gained noteworthy redemption in regard of the manual of the model.

During the process and especially on the event day we discussed the project with Hirundo staff. We were told that the project from our part was going well and that by creating a practice such as the cookie project with this client group, we should always consider the target group's reasons to participate or not to participate.

Since the last project, it was clear to us that the Romanian and Bulgarian immigrants have met a lot of professionals with the aim of enhancing the circumstances of their community. Yet only very few tangible ways to help has been introduced and since the target group is lacking the very basic necessities of everyday life, improving the mainstream attitudes towards the Eastern European Roma communities were simply not enough. Through the cookie project we had a change to offer a tool to self-employment as well as empowering experiences. This aspect of the project was appreciated and understood by the Hirundo staff and also given a trust for follow-up.

Our aim was not to provide only immediate subsidy, that the target group might search for, however the meaning of the project was to show that through their own motivation and work it is possible to gain profits in other ways than they have used to and at the same time provide information that could tackle the reasons why the women clients of Hirundo most often need medical attention from Global Clinic. Parker, Fook and Pease describe the obstacles in the empowerment process in a way that could reflect our motivation for the project:

> "The implication for practice, therefore, is not to eliminate contingency, but to create the conditions that will enable people to exercise self-determination in the face of contingency" (Parker, Fook & Pease 1999).

With the model we created this aim was met, yet we also managed to produce knowledge for any similar need of such project. Gray and Schubert call for new models of knowledge production in the social work and state that more comprehensive take on the research and different approaches to knowledge should be refined in a way that would make the knowledge more useful in

practice (Gray & Schubert 2013). This focus on mind we were able to fulfil the main objective of the thesis, producing knowledge of a tangible solution to the need of the product.

5 MODEL OF SOCIAL WORK PRACTICE PROCEDURE

The end product of this thesis is a model of a practice procedure that enables social work practitioners to combine fundraising into a social activity and educative information session in an empowering way. In this report we have presented the process of making the model and its pilot execution, theoretical framework and the complete model itself is attached to this report as appendix 1. In this chapter the model will be introduced, explained and justified.

5.1 Introduction of the model

The steps of the procedure in this model are fractioned into two contiguous parts, one of which is showing an implementation with examples from our cookie project and another that shows the model of a procedure. The model is composed to be very simple and easy to understand and thus theoretical framework has been omitted, as the primary use of the model is to carry out the practice procedure for any given target group within any possible environment. With no framework to the theoretical aspects of its empowering and community developmental effects, this thesis report is an applicable addition to the model, however it can be used as a manual for organizing the project by itself too.

The model starts with a section called 'familiarizing with the target group' and is the most important framework for the project as it defines the product that will be sold, its marketing, the educative information and participation for the event. The target group should be investigated inside and outside of the group, as it is important to know the cultural preferences of the group, their self-knowledge and their own definition of their place in society. Also it is valuable to ponder their image in the society from public viewpoint in order to answer the following questions: how to introduce the target group and their product to the public and

how will this project empower the target group and increase their involvement in the society.

The model continues with a section of designing the product. In this part the most important recognition is to connect the product to the target group's know-how, culture, preferences, ability to make the product and even to their sociological status. The involvement of the target group at this stage is preferable in order for them to get the sense of ownership and also to possibly guarantee the participation in later stages. The product has to be something that the target group can call their own and are familiar with making of. Even though it might be something that they are only learning of making, it should have some connection to their strength as socially challenged group. In addition to our project's example, for instance a visually challenged group's other, more vibrant senses could be exploited. It is noteworthy that the product can also be immaterial such as a music show or equivalent.

With the product design process efficient marketing ways should be investigated. For marketing channels we recommend the social media in all its forms and any existing connections. In our project we established valuable connections with other organizations and some public persons by direct contact. This was done already in the 'I have a story' campaign and in the cookie project we simply used all these connections and affiliations with social media.

After designing the product a precise budget should be calculated. The budget should include the ingredients of the product, a possible prepayment for the participants and any additional costs that might be relevant. The budget designates the size of the event and should therefore be calculated before presenting the event to the target group. Possible providers for the budget are organizations affiliated with the target group or a fundraising from previous projects. The budget should also include the sale venue's payment if there is no free possibility for the distribution of the product.

The educative part should be produced from the topics that are important to the target group. To approach these topics one could ask, what kind of knowledge is the target group missing? What are the major challenges within the target group that could be avoided with certain information? If there is a need for such informative lesson, it could also be a starting point to the project. However, also in this part the comprehensive knowledge and understanding of the target group plays important role. If the topic is sensitive or difficult to discuss, the information should be simple, to the point and compact. The presentation of the information package should be considered thoroughly, yet the more sensitive the topic, the better it is to present the information as straightforward as possible. We learnt that the topic should be discussed by professionals, leaving only necessary space for comments and questions, because the model's intention is to first give out the information and then leave space for adjusting and discussing it later in the event, when more relaxed atmosphere will be achieved through familiar and comfortable action and socializing while making the product.

It is noteworthy, that the information can spread within the target group via the participants of the event, thus it is important to continue the topic's processing after the presentation in order to sort of test the understanding of the topic within the participants.

When introducing the event and the project to the target group, the timing plays important role. Whether it should be day before the event or weeks advanced, one will only know by knowing the target group and its life outside of the organizing facet. The different ways of presenting the event should also be pondered, as the target group might have limitations in receiving the invitation to the event. In our case the limitations were language barrier and illiteracy, so we used posters with pictures to promote the event at Hirundo, yet the most significant promotion was its Romanian and Bulgarian staff.

With the introduction of the event, depending on the target group's possibilities to participate, a possible incentive should also be introduced. If the revenue

from the sales of the product goes directly to the participants, it can be the incentive, however it can also be the activity itself (for example in a housing facility). In our case we found out that a prepayment should be reserved in order to gain participation, because the women clients of Hirundo have to earn money each day to provide for the family.

On the day of implementing the event, when prepared with care, one can focus on creating and maintaining a warm, welcoming and safe environment for the participants. The names and contact information of the participants should be collected at the beginning of the day and the occasion of the payday informed clearly. If the facilitators have agreed on a pre-payment for the attendants, it should be delivered at the end of the day. Collection of feedback is beneficial for the facilitators in order to develop the model for future usage.

The course of the sales day is dependant on the product and the chosen platform for the sales and to keep it as simple as possible the model is presented by firmly leaning on the example of the Homeless Cookies pilot execution. The choosing of the sales persons is important and ideally they could be participants of the event. In the case of Homeless Cookies, due to language barrier we decided to sell the cookies ourselves, but strategically chose the location according to the target group's preference, in this case being the main railway station of Helsinki. One should also be considerate and sensible of how to portray the target group of the project.

The final evaluation takes place at the end of the process and is consistent of participants' feedback and facilitators' experience. The final income of the sales may also serve as a possible indicator for the evaluation yet the feedback and experience of participants should play more important role in measuring the results. Participants' feedback can be gathered vocally, by using feedback forms or using more creative tools such as drawing, depending on the target group's nature and literacy. In the guidebook we introduce a simple feedback form that was designed to serve the Homeless cookies pilot execution. Based on the received feedback in order to reach more sustainable results one can

evaluate the demand and continuation of the project, possibly modifying the plan according to the gained experience.

5.2 Evaluation of the model and its possibilities in the social sector and parish diaconia

Especially when working on the grass root level of social sector, acquisition of resources as well as creating some sort of activities while discussing issues that can have a positive effect on participants quality of life, are often core objects when planning services for a specific user group. After the practical placements throughout our studies in organizations that provide low threshold encounters for its clientele, we have learnt that very simple activities are organized in order to create sense of belonging for the target group. Since our target group consisted of women, whose status is weak within their discriminated community, offering an activity with sense of belonging and empowering can help the women realize their potential and as it is discussed in chapter three, this can have a positive effect on the women's circumstances in their community in the long run (Cornwall & Edwards 2014).

Also the everlasting need for resources in social sector have become clear to us. Additionally, the social sector organizations are in key role to provide objective and precise information for their clientele that it would otherwise be left without. To support our own observation we have discussed the importance of information and resources in previous chapters. Deepa's definition of empowerment calls for self-determination over the resources and decisions and "freedom of choice and action" (Deepa 2016) and this can only actualize through efficient possibilities for income and knowledge. Therefore, by combining these fundamental elements of client social work we thought that the model of the procedure in our project would be a useful method for any social sector organization.

The model is intentionally very simple and as well as the process, the manual has been peeled off of intermediaries, complicated stages and challenging idioms. The purpose of the model is to offer instructions for organizing a client-based project, such as the 'Homeless cookies' -project. Together with this thesis report it can also be an educative practise model for social sector students to organize in their practical placements. When it comes to diaconia work, one could find the model useful when organizing group activities for instance immigrants, elderly people, marginalized young people or substance abusers. The model also offers opportunities for co-operation between the church and the public sector, which could be useful in reaching more sustainable results in the local communities (Jääskeläinen 2002). Next we will discuss the justification for this type of model with examples from the cookie project to prove that the method is applicable and loyal to some social work approaches.

As discussed above, it is important to create the product so that the target group know what they are doing, even better than the workers, so that the clients will really feel that its their project. This way the worker-client power relation can be altered from workers being 'the powerful' and the clients being 'the powerless'. In the core of empowerment, there is an idea of the worker making him/herself useless towards the end of the empowering practice (Fook & Pease 1999) and even better, to make him/herself invisible during the process. These power relations between worker and client are reasonable to recognize but not to emphasize.

Parker, Fook and Pease discuss that empowerment being a privilege of those who already have power, i.e. the workers, it is moved away from those who are being empowered (Fook & Pease 1999). This dilemma in our work is handled so that the women are employed with something that is perhaps more familiar to them than to us. As cooking and baking together is a part of the culture of the women and the recipe is from Balkan area, the knowhow of making the cookies come from the women or at least is comfortable and familiar to them, diminishing our (or any workers) role.

Bringing any kind of informative discourse to the event of employment and social gathering is, in this case, very productive. The event is planned to start with informative session and to continue with more relaxed, yet profitable action because the possible tension of a sensitive topic of the information can ease during comfortable social act. More importantly, the discussion from the informative session can be continued in more emancipated atmosphere of the baking (or any other action). Thus, any unasked questions will more likely to be brought up or a discussion about the topic among the women can take place with only little intervention and steering from the workers. In this type of setting, where the information is provided by workers with a different worldview from those who are taking the information in Freire's lessons about distributing knowledge without discrimination are relevant. As the information is something that the women need in their very personal affairs, we cannot obviously take the knowledge to everyday practice per se, however we can give the knowledge, take it to the discussion during action that allows "mutuality, reciprocity and trust" between the workers and participants (Ledwith 2016.)

The pilot execution of the model was executed without participants from the target group. The lack of participation taught a valuable lesson for us. We now know more about the incentive for our target group. For the next cookie project we will have prepayments, which with the rest of the budget is comprised from the total revenue of the cookie sales collected this time. We were able to sell cookies with 180 euros on a stormy day, with only handful of by-passers as potential costumers. Even with that experience we received notable interest towards our campaign and the target group. The model and its components were inspected and accepted by the Hirundo staff. The project had been discussed over with some women clients of Hirundo and it has gained interest. If we had involved the women more intensively in the planning of the product, the level of participation on the actual event day might have been different. Hence after the pilot execution one of the modifications in the model guidebook was to involve the target group in product planning and design starting from stage one.

With all its simplicity, we believe that this model is a great tool for any organization providing client services. Of course it can be applied in any setting in which the components of this procedure are integral, however with its empowering and community developmental approaches it is most useful among discriminated or socially excluded social sector clientele, minorities or any other oppressed group that would benefit from a combination of empowering employment, social gathering and anti-oppressive guidance.

6 PROFESSIONAL GROWTH

6.1 Mirjam

The whole process of first Minulla on tarina- campaign and now Homeless cookies and sexual education have played a crucial role in my professional growth. I did two of my practical placements at Hirundo day center through which I already gained some knowledge, experience and growing interest in working with the paperless immigrants. After Minulla on tarina campaign it was clear to me that I wanted to do my thesis with and for the same target group with which I had already built meaningful relationships. Seeing the everyday struggle of the target group and the limited resources of the day center, we wanted to develop a service model with more tangible and sustainable approach. Even though I was familiar with the uncertainty of everything when working with the target group and was certain of being prepared and having considered all possible outcomes, I still found myself facing unexpected challenges that pushed me to reconsider my own motivation and expertise. Those moments were the hardest but at the same time most honest and fruitful times of reflection and self-evaluation. In the pilot experiment the lack of participation by the Roma women forced us to dwell deeper into the factors leading to such situation which we would have not done if everything had proceeded according to the original plan. What could have been a discouraging event turned out to be a valuable lesson of social work practice.

The practical part of the thesis was pleasant since I enjoy concrete tasks and working on the grass-root level with the people. During the report writing process I had the chance to practice my academic writing and referencing which occationally felt like an enormous challenge but at the same time ended up being a good and educative experience. In the thesis process I have had the chance to put in practice various theories and approaches on community development, anti-oppressive practice, participatory approach and empowerment that have been present throughout the studies. As a future social

worker and deacon, I have gained valuable experience and confidence on grass-root level social practice, project planning and execution. Practicing social work without recognizable diaconial aspects such as spiritual guidance, yet maintaining the principles of diaconia in everything I have done and especially the encounters with the clients, has been a teachful experience, broadening the perception and usage of diaconia in my personal professional growth. Most of all I have learned about the beauty and value of encountering one another despite lingual and cultural differences. As we have agreed to continue the project with Hirundo day center I look forward to developing more innovative and alternative services to empower the Roma women and the whole group of paperless immigrants as well as raise awareness in the Finnish society.

6.2. Milja

During the project assignment in spring 2015 we created a successful campaign, which started a long-term project with Hirundo and its clientele. Then, we were able to establish confidence with clients that we did not share language nor culture with. These types of relationships have been my strength as long as I can remember and also have defined my study path and I know it will also define my career path. We got a lot of positive feedback from various directions, yet the most impressive feedback was the moment when I walked in the railway station and suddenly I received kisses on my cheek and a hug from a lady who was selling Iso Numero. She was involved in our campaign and I almost fell in tears as I realized that even without common language I felt such a strong approval for our work.

Now, that we have executed thesis project as a continuation to the first campaign, I understand the importance of continuation in social work and community development. For us it has been a facilitation to continue the previous project and a longer commitment has also gained more confidence from the clientele, the public and from Hirundo staff. This continuation has been

empowering to the target group of our projects, but also for me as social work student. I have come to realize significant prospects about the field and its potential and more importantly my own potential within social work field.

This specific thesis project has had several changes throughout the process. Instead of making a plan b, we have committed to our first plan with flexibility to allow its grow and conversion. Deciding to make a model of a social work practice sounded at first very ambitious, however it was the most important decision, because it also allowed us to continue our work with the Hirundo clientele even further and in case we cannot commit to that longer, then there is a manual for someone else to do it. Also, I believe that this manual is practical for other organizations, in fact when constructing the model I tried to consider how would each step be implemented in another setting of different target group and environment. The most difficult part of the modeling process was to find literature about new methods and models of social work. Many articles and books covered theoretical transformation of social work field, but practical guidance about creating new procedure was not found.

The changes in this thesis project have taught us valuable lessons about projects in social work field. They have forced us to rethink many parts of the model and made us realize how small things can affect the result of the big picture. Another aspect of the learning process was the research of our target group. As mentioned earlier, we felt already before starting this project that we had gained confidence from the target group. However, as it is mentioned in the model of the practice that the most important phase of the procedure is to familiarize with the target group and its culture, place in the society, internal conflicts and other possible aspects that might be influential in the product design and participation. For this reason, we read variety of literature of Eastern European Roma culture and studies about their life in Finland. The most important part of this research was to find out what was the target group's own idea of their culture and women's role in their community. After considering these aspects we managed to connect them with universal idea of social justice and women's rights. We also had to elaborate the sensitive topic of sexual

health with the respect of our target group's culture. These intercultural issues were interesting to study, challenging to actualize and in the end, one of the most pedagogical experiences throughout the process. Personally, I was pleased to hear that in this project the target group was restricted to only women, as I find women's rights and equality between sexes preferable viewpoints to any research.

In this report we have taken along the previous project, I have story –campaign in many sections, even though this thesis report is mainly about modeling a new service method. Yet it would be difficult to understand the whole picture of our motivation for the project, the continuation aspect and our relationship with the target group without bringing in the whole ensemble. As a matter of fact, there would not be one project without another in this case. As a whole, these two projects and their future extension have produced a great confidence, knowledge and commitment to end my studies and start a new career.

7 CONCLUSION

Throughout this report, we have aimed to justify the need for the wellbeing improvement service model using theoretical framework, example of the pilot execution Homeless Cookies and finally a detailed description of the model procedure. In our experience, the process sums up both theoretical and practical knowledge and experience of the four year studies in the international degree program for social services, community development and diaconia.

As it is stated in the introduction, we have based this project on our previous campaign. The continuation felt appropriate as we executed the 'I have a story' –campaign with the target group by doing hands-on activities related to the campaign among the Hirundo clientele at the day-center and thus became familiar with the people and their needs. This thesis project was born from those needs, however soon we realized that the aim of the thesis could serve many other groups too, so we forwarded the project to serve bigger group of addressees. The way this project aims to improve the quality of life and empower its users was then decided to model into a useful package of social work procedure for service users and workers in the social work field. The project with its roots from the 'I have a story' –campaign will continue in the future Restaurant Days, first with our input and hopefully later generated with other students, volunteers or other facilitators working in Hirundo.

The procedure's nature is such, that it allows social workers socialize and act with the clientele, reducing the sometimes harmful power realtions between workers and clients and enabling the target group to have a sense of ownership. At the same time the procedure allows the clients to use their own assets to enhance their situation, providing information and income. Ultimately the procedure brings the target group, workers and essential elements of client work together and enables equal participation and empowering activities to be done with a marginalized or socially excluded group.

The model is applicable to any chosen social sector or diaconial work environment, but is customized specifically to work for the excluded people groups and communities. By bringing the people together and giving them tools, both informational and practical, to help themselves, the idea of collective empowerment experience becomes reality. The model serves the workers working with the target group, the target group itself, and ideally the society, by including excluded individuals to become active members of the society. Such inclusion and empowerment is not to take place overnight, but the model may be used as a grass root level tool to start the process of inclusion. We intentionally simplified the model in order to guarantee the applicability to various social work environments leaving room for practical modifications. It may function as a chameleon model, conforming to the individual characteristic needs of the surroundings, yet maintaining the main aim of grass-root empowerment.

The aim of encouraging the participants to become active decision makers and initiators of their own lives supports the idea of empowerment and participation. The effectiveness of the model cannot be measured only by the pilot execution, but the experience gave valuable insight and helped us to develop the model to be more suitable for the target group. The continuation of the project with the target group shall guarantee the ongoing development of the model as now the basis has been firmly established.

> Empowerment is not an individual experience; it is collective. The process of community development recognizes the need to create the context for change on a personal and project level, but that the process must be extended into wider collective action for a social justice outcome. We cannot change the root causes of discrimination unless we act collectively (Ledwith 2016.)

The Freirean quote above portraid by Ledwith sums up our thesis work. By first creating the model for the social work practice procedure, putting it into practice in the Homeless Cookies pilot execution and handing out the model for external use we have aimed to practice grassroot level community work. By doing all this publicly, sharing the stories of Bulgarian and Romanian Roma and creating

awareness in the Finnish society, we have succeeded to challenge the public views on the discriminated minority group and given a voice to the voiceless.

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APPENDIX 1: MODEL OF SOCIAL WORK PRACTICE PROCEDURE

Model of Social Work Practice Procedure

Guidebook

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Introduction

You are holding in your hands a guidebook for a model of social work practice procedure developed by two social work students.

This model is developed for organizing an empowering event for a chosen target group. The steps of the procedure in this model are fractioned into two contiguous parts, one of which is showing the model of a procedure and the other showing an implementation with examples from the pilot project Homeless Cookies. The pilot execution of the model proved to be an efficient tool for empowering a marginalized group by providing them income and valuable information.

The event is consistent of two main elements aiming to improve the wellbeing of the target group, first an educational session on chosen topic relevant to the group, followed by an active afternoon of preparing goods for selling. The public sale of the goods raises awareness on the group as well as brings them income.

The model is a procedure that enables fundraising, social gathering and educative guidance with an empowering effect. It can be used to serve any discriminated or socially excluded group of people and is to be executed by social work professionals.
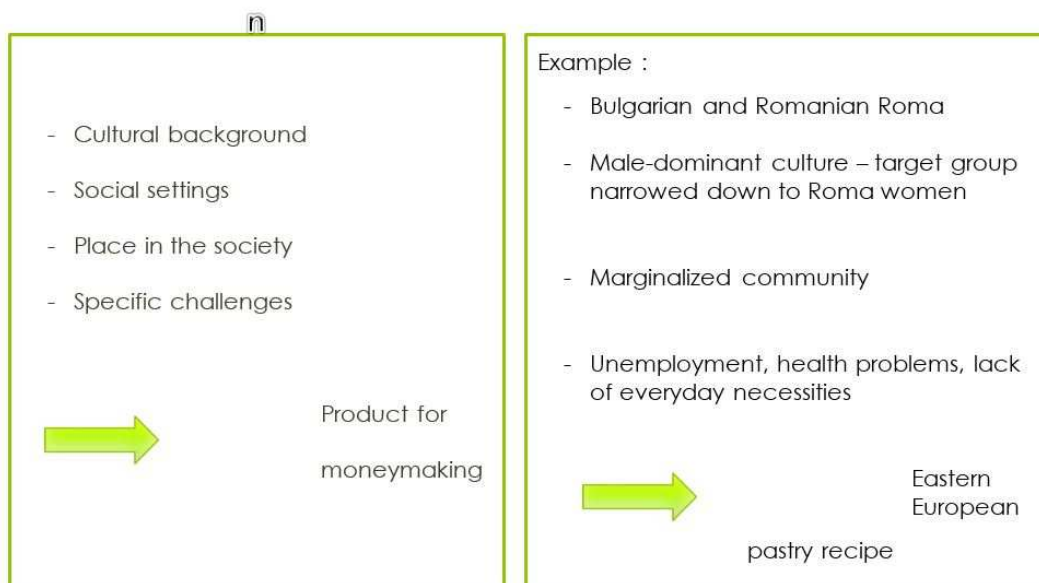
1. Familiarizing with the target group

The project starts with a section called 'familiarizing with the target group' and is the most important framework for the project as it defines the product that will be sold, its marketing, the educative information and participation for the event. The target group should be investigated inside and outside of the group, as it is important to know the cultural preferences of the group, their self-knowledge and their own definition of their place in society. Also it is valuable to ponder their image in the society from public viewpoint in order to answer the following questions: how to introduce the target group and their product to the public and how will this project empower the target group and increase their involvement in the society.

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1. Familiarizing with the target group

First and most important step is to familiarize with the target group. Take into account its needs, competences, motivation and possible hindrances for participation. On this basis you can decide on the product and optional educational part and move to stage two.

n

- Cultural background

- Social settings

- Place in the society

- Specific challenges

Product for

moneymaking

Example :

- Bulgarian and Romanian Roma

- Male-dominant culture – target group narrowed down to Roma women

- Marginalized community

- Unemployment, health problems, lack of everyday necessities

Eastern European

pastry recipe

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2. Product design and resource overview

The model continues with a section of designing the product. In this part the most important recognition is to connect the product to the target group's know-how, culture, preferences, ability to make the product and even to their sociological status. If possible, the target group should be involved at this stage already in order for them to have a sense of ownership and possibly guarantee participation in following stages. The product has to be something that the target group can call their own and are familiar with making of. Even though it might be something that they are only learning of making, it should have some connection to their strength as socially challenged group. It is noteworthy that the product can also be immaterial such as a music show or equivalent.

With the product design process efficient marketing ways should be investigated. For marketing channels we recommend the social media in all its forms and any existing connections. After designing the product a precise budget should be calculated. The budget should also include the sale venue's payment if there is no free possibility for the distribution of the product. Possible providers for the budget are organizations affiliated with the target group or a fundraising from previous projects.

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2. Product design and resource overview

In stage two the most important recognition is to connect the product to the target group's know-how, culture, preferences and ability to make the product. When deciding on the product you should consider resources at hand and plan the process of preparation and sales carefully.

- Name of the product

  o Use creativity !

  o Consider target group's preferences

- Budget

  o Who provides ?

  o Percentage of income of sales for attendants

  o Pre-payment for attendants

- Production premisees

  o Comfortable ground for target group

Example :

- Homeless Cookies – Balkan recipe

- Incredients & package material, pre-payment for participants

  o Provided by the service provider
  o Whole income uncut to the attendants
  o Pre-payment on the event day as an incentive for participation

- Day center for paperless immigrants

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- Schedule
  - o Preparation time
  - o Event date
  - o Sales time
- Marketing
  - o Use social media
  - o Take advantage of already existing channels
  - o Timing is important !

- Where the product will be sold and during what timeline ?

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- Schedule :
  - o Preparation week
  - o Event : Saturday
  - o Sales : Sunday, Restaurant Day
- Social media network sharing stories of Bulgarian and Romanian Roma
- Restaurant day

3. Plan for educational part

The educative part should be produced from the topics that are important to the target group. To approach these topics one could ask, what kind of knowledge is the target group missing? What are the major challenges within the target group that could be avoided with certain information? Also in this part the comprehensive knowledge and understanding of the target group plays important role. If the topic is sensitive or difficult to discuss, the information should be simple, to the point and compact.

The topic should be discussed by professionals, leaving only necessary space for comments and questions, because the model's intention is to first give out the information and then leave space for adjusting and discussing it later in the event, when more relaxed atmosphere will be achieved through familiar and comfortable action and socializing while making the product.

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3. Plan for educational part

This part of the process is optional, depending on whether you see the need for the educational part or not. Topic is chosen according to the target group's needs and competences. This part takes place in the beginning of the event so discussion may continue in a more relaxed setting while preparing the products to be sold. Depending on the sensitivity of the topic, take into account cultural aspects when planning who presents the information and the size of the group.

- What is the aim of the session ?

- Who produces the information ?

- How to present ?

   o Target group's literacy rate

   o Language

   o Interactivity

Example :

- Topic : Sexually transmitted diseases, contraception and women's rights

- Aim : Prevent unwanted pregnancies and sexually transmitted diseases, tackle misinformation and empower the women

- Health care professionals provide the information with the help of interpreters
   o visual help due to illiteracy

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4. Inviting the target group

When introducing the event and the project to the target group, the timing plays important role. Whether it should be day before the event or weeks advanced, one will only know by knowing the target group and its life outside of the organizing facet. The different ways of presenting the event should also be pondered, as the target group might have limitations in receiving the invitation to the event. With the introduction of the event, depending on the target group's possibilities to participate, a possible incentive should also be introduced. If the revenue from the sales of the product goes directly to the participants, it can be the incentive, however it can also be the activity itself (for example in a housing facility).

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4. Inviting the target group

After carefully planning the event, it is time to invite the target group. Honesty and openness regarding the nature of the event is crucial and timing is the key.

- Who is invited ? - How are the invitations presented ? - Incentives	Example : - All women coming to the day center - Public information session for the entire clientele of the day center - Constant individual reminders by the workers - Posters in the day center - Pre-payment for participants as an incentive

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5. Event day

On the day of implementing the event, when prepared with care, one can focus on creating and maintaining a warm, welcoming and safe environment for the participants. The names and contact information of the participants should be collected at the beginning of the day and the occasion of the payday informed clearly. If the facilitators have agreed on a pre-payment for the attendants, it should be delivered at the end of the day. Collection of feedback is beneficial for the facilitators in order to develop the model for future usage.

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5. Event day

On the event day as all practicalities are organized you can focus on creating a warm and welcoming atmosphere. Below are a few useful tips for the day.

- Collect the names and the contact information of participants

- Optional pre-payment for attendants at the end of the day

- Inform on the time and date of the pay day

- Collect feedback

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6. Sales

The course of the sales day is dependant on the product and the chosen platform for the sales and to keep it as simple as possible the model is presented by firmly leaning on the example of the Homeless Cookies pilot execution. The choosing of the sales persons is important and ideally they could be participants of the event. In the case of Homeless Cookies, due to language barrier we decided to sell the cookies ourselves, but strategically chose the location according to the target group's preference, in this case being the main railway station of Helsinki. One should also be considerate and sensible of how to portray the target group of the project.

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6. Sales

This phase varies depending on the product and the platform of sales. To simplify phase six we will firmly lean on the example of the Homeless Cookies pilot project.

- Who sells ?

- Location

- How is the target group of the fundraising presented ?

- Layout of the salesbooth

- Distribution of income

Example :

- Conductors of the event sell the product on Restaurant Day
- Location : Main train station of Helsinki where the target group spends time daily
- Target group is presented in the name of the product (Homeless cookies) and in story posters of the previous campaign sharing the stories of Bulgarian and Romanian

  Roma
- The income goes uncut, evenly divided to all participants on an agreed day following week

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7. Evaluation and continuation

The final evaluation takes place at the end of the process and is consistent of participants' feedback and facilitators' experience. The final income of the sales may also serve as a possible indicator for the evaluation yet the feedback and experience of participants should play more important role in measuring the results. Participants' feedback can be gathered vocally, by using feedback forms or using more creative tools such as drawing, depending on the target group's nature and literacy.

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7. Evaluation and continuation

The feedback can be gathered in formal or more creative ways depending on the target group's preferences and abilities. In the Homeless cookies example we designed a feedback form suitable for the illiterate target group that can be filled in with the assistance of a worker in addition to gathering vocal feedback from the participants.

Feedback - Homeless cookies 20.2.2016

Sexual education	❤️	😊	😒	👎
Baking	❤️	😊	😒	👎
Atmosphere	❤️	😊	😒	👎
Would you attend again ?	❤️	😊	😒	👎

Comments :

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7. Evaluation and continuation

Based on the received feedback in order to reach more sustainable results one can evaluate the demand and continuation of the project, possibly modifying the plan according to the gained experience.

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APPENDIX 2: WOMEN'S SEXUAL HEALTH INFORMATION PACKAGE

WOMEN'S SEXUAL HEALTH

Presentation of women's rights issues concerning women of Bulgarian and Romanian immigrants in Finland. This presentation will be a tool to advocate issues of women's rights and women's sexual health in an event for women at Hirundo day center.

Topics:

-contraception

-sexually transmitted deceases

-pregnancy and children

-what else? Intimate hygiene and period?

CONTRACEPTION

A contraceptive chip (implant) is a small hormonal contraception implant, which is placed to arm. It contains progesterone that makes the mucus in the cervix resilience and therefore blocks the sperm from getting into the uterus. It also prevents the liftoff of the egg cell. The implant is always placed by a doctor.

The implant is very effective in birth control and it lasts 3-5 years depending on the model. Fertility recovers right after removal of the implant. The usual side effects are a bruise on the skin where the implant is placed, in very rare occasions the placed implant might cause pain in the area around it. THE IMPLANT DOES NOT CONTRACEPT STD'S!
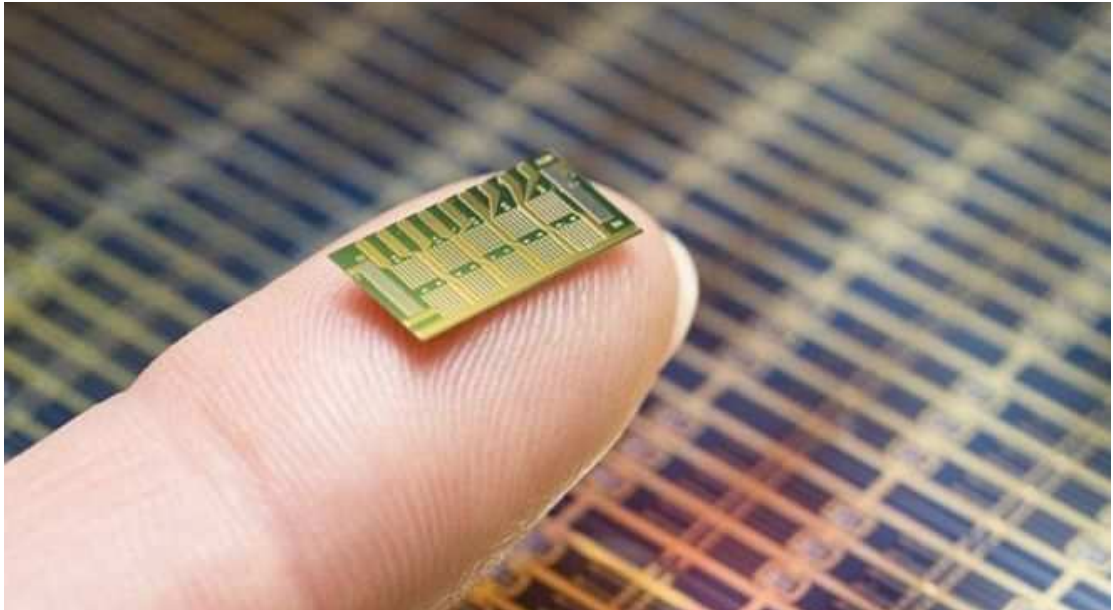
Condom is a thin rubber cover, which is pulled over a hardened penis. After the ejaculation, the sperm remains in a small sac on top of the condom and therefore wont reach the vagina. Condom is an only contraception which protects from STD's

(http://www.tohtori.fi/ehkaisyklinikka/)
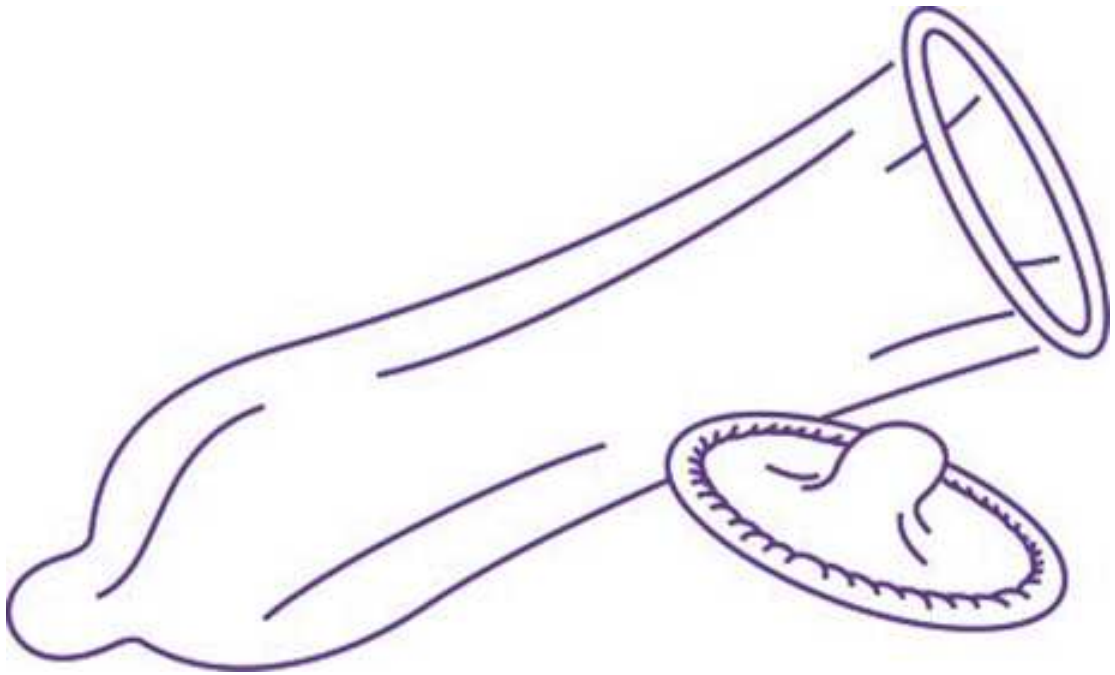
(Oral contraceptives are taken regularly once a day in the form of a pill.

Vaginal ring is a flexible nearly transparent ring that is placed inside the vagina for three weeks at a time.

Intrauterive system is a T-shaped device that contains a hormone called levonorgestrel. It is inserted into the uterus by a doctor.

Intrauterive device is a T-shaped device with a copper wire around it.

 It is also inserted into the uterus by a doctor.

http://www.sexualityandu.ca/teachers/classroom-presentations/birth-control-contraception)

SEXUALLY TRANSMITTED DECEASES

Gonorrhea

This long-term STD that is spread bacterially, affecting a female's cervix, a male's urethra, or the throat in both sexes, which means that it's transmitted by vaginal, oral, and anal sex. The symptoms of gonorrhea are pretty subtle; the most noticeable being burning when urinating or a yellowish penile discharge in men.

Hepatitis B

Sexually transmitted hepatitis is hepatitis B (or HBV). If left untreated, a Hep B infection will scar and damage the liver, causing cirrhosis and liver cancer. Unfortunately, over half of those affected show no symptoms, but those who do suffer muscle pain and fatigue, yellowing of the eyes (or jaundice), nausea, and a distended stomach.

Syphilis

Syphilis is transmitted when direct contact is made between the small, painless sores on the mouth, rectum, vagina, or around the genitals in areas not protected by latex condoms. It can also be transmitted via infected mother to her baby during pregnancy. When there are no sores, the disease is still present. Syphilis symptoms are rare, however, the most telling are sores or lesions on and around the genitals, as well as hair loss, sore throat, fever; headache; and a white patchy skin rash.

Chlamydia

Like Gonorrhea, Chlamydia affects a man's penile urethra and a woman's cervix. However, oftentimes those who've contracted Chlamydia don't show symptoms for months or even years, which explains why it's the most common and rampant STD. If you do show symptoms, you'll feel pain during intercourse and have a discolored, thick discharge from the vagina or penis. Transmitted via sexual penetration with an affected partner, using latex condoms can prevent transmission of this curable STD.

Lice

Lice causes itchiness in the genitals. They show themselves as visible eggs or lice in the coarse hair of the genital region and they can spread to the armpits and eyebrows if left untreated. Typically transmitted via sexual contact, lice can also be passed via contact with infested linens or clothing.

Human Pappiloma Virus (HPV)

HPV is transmitted through genital contact—via vaginal and anal sex, and also oral sex and genital-to-genital contact. Most times HPV doesn't show any symptoms until it's far advanced, but genital warts as well as RRP, a condition where warts grow in the throat and eventually cause breathing difficulties are common.

HIV

HIV is transmitted via the exchange of body fluids—such as semen, vaginal secretions, blood, or breast milk. Within a month or 2 of contracting HIV, about 40 to 90-percent of those afflicted suffer from flu-like symptoms including fever, fatigue, achy muscles, swollen lymph glands, sore throat, headache, skin rash, dry cough, nausea, rapid weight loss, night sweats, frequent yeast infections (for women), cold sores, and eventually, pneumonia. Luckily, many individuals who are diagnosed early can live a long, productive life with HIV thanks to a combination of highly active anti-retroviral drug therapy, which prevents to progression to AIDS.

(http://www.activebeat.com/sexual-health/the-10-most-common-stds/)

Genital herpes

Candidiasis (yeast infection)

PREGNANCY AND CHILDREN

-The most typical symptoms of new pregnancy are swollen and sensitive breasts, nausea and fatigue, frequent urination and absence of menstruation

-After experiencing some of these symptoms the new pregnancy can be verified with a pregnancy test, which is sold in pharmacies

-Normal pregnancy lasts an average of 280 days or 40 weeks.

-Pregnancy changes body and mind in many ways, most of the changes are temporary, yet most changes are uncomfortable (Digestive problems, pain in the hips , back and pubic symphysis, urinary incontinence, fear, anxiety, mood changes)

WOMEN'S RIGHTS ISSUES

Presentation of women's rights issues concerning women of Bulgarian and Romanian immigrants in Finland. This presentation will be a tool to advocate issues of women's rights and women's sexual health in an event for women at Hirundo day center.

-Right to privacy; in the Finnish legislation people are entitled to confidence in the matters of social services

> -however, violent crimes are not a private matter and authorities can report any violent act without victim's permission, especially when the victim is under 18 years old

-All violence against women is prohibited by the Finnish law. The criminal law does not define the sex of the victim and is used in all forms of violent assaults.

-Finland has also ratified a Europian Comission agreement concerning violence against women and there is government regulation on bringing into force the Council of Europe Convention on preventing and combating violence against women and domestic violence

-Violence against women is defined as "any act of gender-based violence that results in, or is likely to result in, physical sexual or psychological harm or

suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life." (General Assembly Resolution 48/104 of 20 December 1993)

-Women have right to refuse having sex under all circumstances, forced sex in a marriage is a crime and can be charged as a rape, even attempt of sexual crime is punishable under Finnish legislation

-Finland has ratified the Universal Declaration of Human Rights

   -Article 1. Right to equality in dignity and rights for all human beings

   -Article 2. Freedom from discrimination of any kind

   -Article 3. Right to life, liberty and personal security

   -Article 4. Freedom from slavery and servitude in all its forms

   -Article 5. Freedom from torture and cruel, inhuman or degrading treatment or punishment

   -Article 6. Right to recognition as a person before the law

   -Article 7. Right to equality before the law and the protection of law without any discrimination

   -Article 16. Right to marriage for women and men of full age, freedom to chose one's spouse, and establish a family based on the mutual consent of the spouses

-Article 23. Right to work, favourable working conditions, equal pay for equal work, favourable remuneration, and right to participate in trade unions

-Article 29. Duties and responsibilities to the community shall be observed by all, one may not infringe on these rights of others