



**OUR CHILD FOUNDATION**

**ANNUAL REPORT 2010**



**LOVE  
IS A GIFT**



**UNCONDITIONAL LOVE  
STIMULATES HEALTHY  
SELF-CONFIDENCE.  
CHILDREN WHO GROW UP  
IN THE ATMOSPHERE OF LOVE  
TEND TO HAVE FEWER  
EMOTIONAL PROBLEMS,  
THEY ARE PLAYFUL AND  
COMMUNICATIVE.**

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# Editorial by Zuzana Baudyšová, Director of the Our Child Foundation



Dear child protectors,

Thank you very much for your generous support of at-risk children to whom we all could lend a helping hand in the year 2010.

Thanks to your support in 2010, our foundation was able to ensure safety of hundreds of children and to help solve problems of dozens of families.

**Thanks to your financial donations exceeding CZK 11 million we could support the following individuals or institutions in 2010:**

- We could satisfy 64 individual applications submitted by families of children in dire situations.
- We helped 8 institutions that specialise in helping disabled and at-risk children.
- We helped 10 families from Hrádek nad Nisou that were affected by August floods.
- We financed the training of 14 assistance dogs for disabled children.
- We financed special adaptation of three cars owned by families with disabled children.
- We supported the Fund for Children In Need and its Klokánek facilities by financial donation of CZK 642,500.
- We granted the amount of CZK 1,000,000 for the salaries of consultants at the Safety Line.
- We granted the amount of CZK 650,000 to the AKORD day-care centre for seriously disabled children and youth.

**Thanks to your support, our 2010 achievements include the following:**

- Our Legal Aid Line helped more than 300 citizens who needed legal advice in the area of legal protection of children.
- We operated the INTERNET HOTLINE that was founded to fight and eliminate on-line child pornography. In 2010 our operators processed over 1,500 reports regarding illegal internet content.
- We organised three educational seminars as a part of the Positive Parenting campaign. These seminars produced two educational DVD's containing lectures given by child psychologists and other experts.
- In cooperation with respected child psychologist Jiřina Prekopov we supported the production of a special-edition DVD titled Restoration of love in families – child raising through love.
- We organised two successful charity drives within the project entitled Helping Children Together .
- We organised an enlightenment campaign and exhibition STOP Child Abuse.
- We gave Christmas presents to 491 children from 15 children's homes.
- As an intermediary in a dispute regarding child custody arrangements, we successfully defended the rights of the children involved.

We would like to publicly acknowledge and appreciate long-term support from, and cooperation with, all companies that believe in us and give us the opportunity to help at-risk children. Our big thank you also goes to the general public. We would like to thank our patrons Helena Vondrckov and the RWE Transgas, a. s. company.

We would like to thank our notable sponsors: ROSSMANN, C&A Moda s. r. o. and the SYNOT holding for their generous financial and moral support.

I would like to appreciate the devotion of the members of the Board of Trustees and the Supervisory Board, auditors and legal advisors at the Legal Aid Line.

I would like to thank our team for their hard and responsible work.



**Zuzana Baudyřov**

Director of the Our Child Foundation

# Foreword by Jaroslava Jalovecká, Deputy Chairwoman of the Board of Trustees



**In 2005 you became a member and then the Deputy Chairwoman of the Board of Trustees of the Our Child Foundation. What made you decide to accept this position?**

Coincidentally, the Our Child Foundation's history is just as long as the history of the B.I.G. Prague company. It is not a coincidence, however, that we are very close with this foundation almost during this whole time. Being one of its many partners we want to be there when the foundation needs us. The longer I watch Zuzana Baudyšová and her team work, the more I appreciate the opportunity to be "a part of it", at least a little. The Our Child Foundation is a sort of a phenomenon for me – its everyday focused efforts aimed at helping thousands of children, families, children's homes, foster parents and other people and institutions whose mission is to protect children and devote their love and time. It is unquestionable that Zuzana Baudyšová has helped change the perception and legal situation of the protection of children and their rights. – Do you still want to know why I accepted, meekly but immediately, the offer to work in the Board of Trustees of the foundation several years ago?

**What would you wish the foundation for 2011; and what would you wish the children?**

I want to wish the foundation at least as many professional and enthusiastic employees and partners as it has now. I want to wish these people enough energy, invention and much needed optimism and determination. Of course, I wish the foundation receptive and generous donors. We would not be able to help without them. Jean de La Bruyère once said: "Children have neither past nor future, they enjoy the present, which seldom happens to us, adults". – I want to wish all children happy, joyful, inspiring and motivating present, so that they can look back at their childhood as at the happiest time of their life.

A handwritten signature in black ink, appearing to read 'Jalovecká'.

**Jaroslava Jalovecká**

Deputy Chairwoman of the Board of Trustees,  
Managing Director, B.I.G. Prague

# Foreword by Kateřina Luisa Paděra-Daňhelová, MBA, CEO of holding SYNOT



**The SYNOT TIP, a.s. company has been supporting the Our Child Foundation for a long time. Why did you decide to cooperate with this particular non-profit organisation?**

Not all children are lucky to have moms and dads and harmonic social backgrounds. The Our Child Foundation helps children who find themselves in life-affecting situations. We are aware of the importance of families and health for one's life; it was the reason why we decided to support the Our Child Foundation – because it offers real and specific solutions to at-risk and abused children. We greatly appreciate the proactive approach demonstrated by the people in the foundation, when it comes to dealing with the problems these children have. Besides, it is not just about the direct support but also the generally valid and applicable solutions in the field of the protection of children and their rights.

**How do you assess the cooperation with the foundation?**

The SYNOT TIP, a.s. company has been supporting the Our Child Foundation's activities through financial donations for charitable purposes since 2007. Our company has so far granted to the foundation more than three million crowns, to support the foundation's activities and numerous important projects. We know the foundation does the best it can in using these financial sources. The foundation's team can make sound and sensitive decisions when it comes to projects that are to be supported. We cherish the cooperation with the Our Child Foundation and we are proud to be able to help children who have had less luck in their lives than most of their peers.

A handwritten signature in black ink, consisting of a large, stylized initial 'K' followed by a horizontal line and a short vertical stroke.

**Kateřina Luisa Paděra-Daňhelová, MBA**  
CEO of holding SYNOT

# Profile of the Our Child Foundation

The Our Child Foundation has been helping abused, molested, disabled, abandoned or otherwise at-risk children since 1st October 1993. Zuzana Baudyšová founded the Foundation and has served as its Director ever since. In 1994, in relation to its aim to help children in life-affecting situations, the foundation founded the Safety Line, the Parent Line and the Call Home Line. It had operated and financed these lines until 2004, when it handed them over to a newly-established Safety Line Association. It has, however, remained its general sponsor.

The Our Child Foundation allocates financial resources to help children in life-affecting situations. It also provides legal aid, organises educational events and promotes and encourages legislation changes. It closely cooperates with foreign non-governmental organisations. As of 2005 the foundation has regularly given the annual Golden Heart Award to notable child protectors; the award per se is dedicated to psychologist Zdeněk Matějček.

The number of individual applications for financial support submitted by parents of disabled or abandoned children has been increasing. The foundation also regularly announces grant proceedings thanks to which numerous projects are financed, the aim of which is to promote education and improvement of care of disadvantaged children.

Educational activities have been a priority of the Our Child Foundation. It started in 2005 with the campaign STOP Child Abuse and continued with subsequent programmes entitled Let's Red Card Child Abuse and, during the last two years, with the Positive Parenting campaign. The foundation utilizes the positive parenting ideology to point out the necessity for changes in child education patterns as well as for the prevention of corporal and psychological punishment.

Since it was founded on 23rd November 2005, the Legal Aid Line has proved to be exceptionally helpful in providing legal assistance to the general public. Experienced lawyers are at disposal to clients who face problems from the area of family law, in particular. Legal aid is provided free of charge (phone charges may apply). The Legal Aid Line was founded by the Our Child Foundation and it has been operated in cooperation with the Czech Bar Association. In 2006, the Legal Aid Line team won the award Lawyer of the Year in the Family law category.

In 2007, the Our Child Foundation's Internet Hotline became the first hotline ever to focus on dangerous and illegal Internet contents. Professionally trained operators receive reports and inputs from callers and they attempt to eliminate from the Internet especially child pornography contents. They closely cooperate with the Czech Police and with more than thirty similar hotlines from all continents. To this day the operators have processed more than 5,500 reports regarding questionable Internet contents that have the potential of harming children.

Every year, director of the foundation Zuzana Baudyšová makes public appearances, takes part in government-level meetings and meetings with representatives of NGO's or educational institutions. She represents the Czech Republic and the foundation at international meetings of child protectors.

## **If you seek help, here is where to turn:**

Our Child Foundation: [www.nasedite.cz](http://www.nasedite.cz)

Legal Aid Line: 777 800 002, [lpp@nasedite.cz](mailto:lpp@nasedite.cz)

Internet Hotline: [www.internethotline.cz](http://www.internethotline.cz),

[oznamte@internethotline.cz](mailto:oznamte@internethotline.cz)

Safety Line: 116 111

Parent Line: 840 111 234

Call Home Line: 800 111 113, 724 727 777

# Organisational Structure

## Foundation director:

### Zuzana Baudyšová

She founded the Our Child Foundation in 1993 and has served as its director ever since.

She founded the Safety Line for Children and Youth Association in 1993. She was the director of the association until 2003. From 1994 to 2004 she was the Chairwoman of the Board of Directors of the association.

Until 2009 she was a member of the Committee for the Rights of the Child of the Government Council for Human Rights.

She has been a long-term member of the Board of Directors of the Brussels-based European Federation for Missing and Commercially Exploited Children (Missing Children Europe).

She is an honorary member of NSPCC (National Society for the Prevention of Cruelty to Children).

## Board of Trustees:

### Marta Ptáčková

Chairwoman of the Board of Trustees

### Jaroslava Jalovecká

Deputy Chairwoman of the Board of Trustees

### Martin Chalupský

Member of the Board of Trustees

## Supervisory Board:

### Iva Chaloupková (since Oct 2010)

Chairwoman of the Supervisory Board

### Vladimír Doležal (until Sept 2010)

Member of the Supervisory Board

### Miluše Slapničková

Member of the Supervisory Board

### Kamil Čermák

Member of the Supervisory Board

## Foundation employees:

### Michaela Maxová

Fundraising Manager  
Production Manager

### Petra Kácovská

Advertising and Promotion Manager

### Markéta Sodomková (since Sept 2010)

Project Manager

### Anna Žebrová

Foundation Secretary  
Economic Agenda

### Monika Šimůnková (until May 2010)

Deputy Director  
Foundation Attorney  
Manager of the Legal Aid Line  
Manager of the Internet Hotline

### Petra Adámková

Public Relations

## Foundation Patroness:

### Helena Vondráčková



Pictured from left to right are: Petra Adámková, Michaela Maxová, Anna Žebrová, Zuzana Baudyšová, Helena Vondráčková, Markéta Sodomková, Petra Kácovská.

POSITIVE PARENTS SERVE AS THEIR CHILDREN'S PERMANENT ROLE MODELS. CHILDREN LIKE TO LEARN NEW THINGS, AS LONG AS THEIR HELPFUL PARENTS SHOW PATIENCE, LOVE AND UNDERSTANDING.





# Positive Parenting

For two years running, the foundation has been concerned with an educational campaign entitled Positive Parenting. Its goal is to point out the need for a change to the child-raising paradigm. It is focused on the elimination of corporal and psychological punishment in child raising. This educational campaign is a follow-up programme to the long-term campaign entitled STOP Child Abuse that was launched in 2005.

Positive parenting means that parents give unconditional love, safety and support to their children and that they spend enough time with them and listen to them. At the same time, they shall set clear boundaries and be able to explain unacceptable behaviour or, if necessary, to apply non-violent forms of punishment. Positive Parenting shall refer to such parent behaviour that reflects the best interests of the child, i.e. educational, encouraging and non-violent behaviour that includes appreciation and guidance, including boundary setting that enables full development of a child.

In 2010 the foundation organised three educational seminars where numerous Czech experts gave their lectures, including Jaroslav Šturma – psychologist and Chairman of the Czech-Moravian Psychological Society; Taťjana Horká – general practitioner for children and psychologist for the youth; Marie Nováková – lecturer in the area of social skills development; Jeroným Klimeš – psychologist and therapist; Simona Hoskovcová – psychologist; and many more. The foundation plans to organise a series of seminars in 2011.

Seminars for parents and the general public produced two educational DVD's with lectures given by lecturers. The foundation also cooperated with the Foundation Fund of Jiřinka Prekopová in the production of a DVD entitled Restoration of love in families – raising through love (Obnova lásky v rodině – výchova láskou) that depicts the activities and philosophy of respected psychologist Jiřina Prekopová and her colleague Jaroslav Šturma. The foundation offers these DVD's for sale; the proceeds go to at-risk children. In 2010 a total of 150 DVD's were purchased.

The number of abused and molested children in the Czech Republic is alarming. Experts in the area of child protection stated that 20,000 to 40,000 children become victims of these acts every year. Only isolated cases are actually resolved. Statistics of the Czech Police show cases of suspected or proved abuse of a child under 15 years of age that often ended in the death of the victim. Twenty-six children died as a result of cruel treatment in 2010. A total of 344 children were victims of battery. According to police statistics, there were 179 cases of restriction of personal freedom of a child and abuse of a dependent person, which represents a 10-percent increase year-on-year.







The Foundation prepared entertainment programme for children and held a charity sale of whistles with red cards.



Director of OC Europark Libor Pospíšil attended the opening press conference.



Hundreds of shopping centre customers saw the exhibition.



The kids were very excited about puzzle competitions.



Children from the Klokánek facility that is operated by the Our Child Foundation came to play.



Fitness trainer Hanka Kynychová and television presenter Adéla Gondíková took part in the programme.



Numerous famous personalities supported the exhibition. Pictured from right to left are: Ester Janečková, Radka Kocurová, Lucie Křížková, Monika Žídková, Zuzana Baudyšová, Hanka Kynychová, Martina Kociánová and Michaela Dolinová.



The Foundation promoted its activities through actual life stories of its former child clients.

# STOP Child Abuse Educational Campaign and Exhibition

In 2010 the foundation was concerned with educational activities as a part of its long-term campaign entitled STOP Child Abuse that was launched in 2005.

The foundation organised an educational campaign and exhibition the aim of which was to increase awareness about the high numbers of abused and molested or neglected children. The exhibition was displayed at the shopping centre OC Europark Praha Štěrboholý from 25th May to 15th June 2010. The foundation also presented its achievements throughout the last 17 years. During this period of time it allocated more than CZK 220 million for the benefit of at-risk children.

The grand opening of the exhibition took place on 25th May, which was coincidentally the International Missing Children Day. Numerous personalities and members of the press attended the ceremony. In addition to the exhibition, the foundation offered for sale a symbolic whistle accompanied by a red card that lists the Ten Rights of the Child and contact information of the Legal Aid Line. Furthermore, the foundation also organised an entertainment programme on 12th June. Among the guests were children from the Klokánek facilities operated by the Fund for the Children In Need in Prague. The following personalities expressed their support of the activities of the Our Child Foundation: TV presenter Radka Kocurová, model Lucie Křížková, TV presenter Michaela Dolinová, Miss Europe 2005 Monika Žídková, TV presenter and singer Martina Kociánová, TV presenters Ester Janečková and Adéla Gondíková, fitness trainer Hanka Kynychová, TV presenter Slávek Boura, singer David Deyl or dance formation A-force Junior from the Prague-based Centrum tance [Dance Centre].

"I am a two-time mother. Any maltreatment of children is absolutely unacceptable. I would like to wish Mrs. Baudyšová and her foundation much strength in her admirable efforts and the much needed work for the benefit of at-risk children," said Monika Žídková.

"Being a three-time father, I take it very personally when I hear about child abuse. These inhuman acts are committed by persons who shall have no place in the society as I have defined it. Children are the most cherished thing we can have," TV presenter Slávek Boura said.

"I have tears in my eyes when I realise just how cruel one's early stage of life some children have. I am really glad that the Our Child Foundation tries to help these little brave children," said TV presenter Radka Kocurová.

The aim of the Our Child Foundation's long-term educational activities is to increase awareness about the protection of children's lives and rights. It points out the harm and injustice committed on children. Children have their rights and they deserve respect and loving care. It is essential that they live in a safe and harmonic environment that guarantees happy childhood.

# Five Million for Children's Smile

In 2010, the Our Child Foundation was once again invited to take part in a successful charity campaign organised by the drugstore chain ROSSMANN spol. s r. o. on behalf of disadvantaged children. Between 9th August and 14th August, customers of all 110 ROSSMANN stores in the Czech Republic had the chance to purchase specially marked products. The entire proceeds went to projects supporting at-risk children.

The Our Child Foundation would like to thank everyone who took part in the campaign Five Million for Children's Smile and who contributed to the overall proceeds of CZK 5,902,564.

The launch of the campaign was supported by TV presenters Ivana Gottová and Ester Janečková and actress Alice Bendová. The ceremony during which a gift check was presented was attended by a nine year-old girl Barborka and her assistance dog Eliška who were the face of the campaign.

## Where does the money help?

- The proceeds are used to finance the training of 14 assistance dogs for disabled children. The training of one assistance dog that helps a child live normal life again costs approximately CZK 200,000. Most of these dogs are trained in cooperation with the organisations Helppees, o. s. a Pomocné tlapky, o. p. s.
- Special laser for eye operations in newborns. The equipment was purchased by the Foundation for CZK 862,400. It is used to perform eye operations in Bohemia, where there was no such equipment available and premature infants from the entire country needed to be transported to Brno. As of 8th November 2010, it has been used at the Neonatology Department of the Institute for the Care of Mother and Child in Prague – Podolí. The handover ceremony was attended by singer Karel Gott and his wife Ivana whose two daughters were born at the local maternity ward.

- The foundation allocated CZK 1,130,448 for the purchase of resuscitation apparatuses that can save lives of newborns. These apparatuses will be given to ten maternity hospitals around the country: to Thomayer Faculty Hospital Prague, Karlovarská krajská nemocnice a. s. (Karlovy Vary Regional Hospital), Oblastní nemocnice Mladá Boleslav (Mladá Boleslav District Hospital) – already handed over at the end of the year 2010. During the first half of the year 2011 these apparatuses will be handed over to maternity wards in Liberec, Písek, Šumperk, Ostrava, Havlíčkův Brod, Jihlava and Pardubice.
- The remaining amount of the proceeds is used to cover financial needs of parents with disabled children who are supported by the foundation based on individual applications addressed to the foundation.

The foundation allocated CZK 200,000 and the ROSSMANN joined and donated CZK 50,000 for the purchase of a specially adapted car for a disabled girl named Barborka, who was the face of the campaign. The parents can now take her places in a car that is big enough for the entire family, wheelchair and assistance dog.

The Our Child Foundation highly appreciates the help from the ROSSMANN Company, its employees, campaign partners and customers. We would also like to thank noted personalities and media partners for their support of this successful campaign thanks to which we were able to help dozens of children.

The ROSSMANN Company became the 2010 Sponsor of the Year of the Our Child Foundation. Its representatives accepted a thank-you certificate entitled Child Safety Award.

[www.prodetskyusmev.cz](http://www.prodetskyusmev.cz), [www.rossmann.cz](http://www.rossmann.cz)



Opening press conference – 4th August 2010.



Expectant mother Ester Janečková purchased some baby products as a part of the campaign.



Ivana Gottová and Charlotte Ella financially supported children at risk.



Alice Bendová and her newborn baby came to support the campaign.



Sample of the ad used for this successful campaign.



Check presentation ceremony on 1st September 2010.



Handover of a laser for eye surgeries in children at the Institute for the Care of Mother and Child in Prague – Podolí.



This three-year old disabled girl was among the first few children to have received their therapy dogs.



Karel Gott and his wife Ivana did not miss the opportunity to attend the laser handover ceremony.

### How do assistance dogs help disabled children?

Barborka (9) who became the face of the File Million for Children's Smile campaign in its second year has been disabled almost her whole life. She is a second grader at a normal school where she has an assistant who helps her with the curriculum. We asked her mom what it is like to live with an assistance dog.

### Whose idea was to get Bára an assistance dog?

We take her to rehabilitations at Česká rehabilitační společnost of dr. Vojta. They told us to contact the Helpes organisation. It took Bára and Eliška approximately nine months to get along, before they could give the dog to us. People at Helpes had to take care of some minor training for Barča's needs, especially considering her age and speech impediment.

### How does Eliška help your daughter?

Bára has communication problems due to her speech impediment. Quite often Eliška does not understand what Barča wants from her. She always comes when Bára bangs a wheel of her wheelchair. Sometimes it is enough to point at an object and Eliška will bring it. She has learned certain rituals, too. When Bára wakes up in the morning and her feet are sticking from underneath her blanket, Eliška will take off Bára's socks. When we have to go to the bathroom, Eliška knows she has to open the door.

### The assistance dog has been with your family for almost a year now. What has changed in your household?

It has become more peaceful and quiet. Only the younger son caused some disruption. We had to explain to him that the dog is Barča's dog and that she is not only to play with.

### Does Eliška go to school with Bára? Has her classmates' behaviour changed?

Since she got Eliška, Bára has had much fewer epileptic seizures and her overall attitude is more positive. Eliška does not go to school with Bára. The truth is, however, that when they are outside, Bára's self-confidence is boosted. We live in a small town and Eliška is the first assistance dog that lives there. For example, when we go shopping, everybody looks at Eliška.

### Assistance dogs:

The role of an assistance dog is to help integrate their disabled owner into the society, or to facilitate their resocialisation. It is the symbolical communication bridge, it boosts the owner's self-confidence and self-reliance. Most of these dogs play a key role in the canine-assisted therapy, development of the owner's motor skills, spastic muscle warming and mental condition improvement. The training of assistance dogs is not paid for by the state and families have to rely on the help from sponsors and non-profit organisations.



Barborka and her companion, assistance dog named Eliška.

# Activities Aimed at Helping Children in 2010

## GRANT PROCEEDINGS, FOUNDATION PROJECTS, INTERNATIONAL COOPERATION AND OTHER ACTIVITIES

### GRANT PROVIDED FROM THE FOUNDATION INVESTMENT FUND (FIF) IN 2010

Every year the Our Child Foundation announces grant proceeding for the support of humanitarian projects and programmes in the area of child protection. It redistributes proceeds from the Foundation Investment Fund. **In 2010, the foundation supported eight projects and allocated CZK 420,127.**

Funds from grant proceedings are intended for citizen associations, special-purpose facilities operated by churches and public service organisations active in the area of protecting children and their rights (with the exception of foundations). The foundation makes sure the supported projects comply with the Convention on the Rights of the Child. In 2010 the foundation received a total of 48 applications, 12 of which had formal deficiencies and had to be eliminated from the decision making process. The Board of Trustees of the Our Child Foundation approved the financial support of the following eight projects the purpose of which is to help at-risk children:

#### **Daneta, o. s., Hradec Králové**

Project: Healing power of therapy

Support of active leisure time activities in disabled children by means of therapy methods, e.g. stay in a multi-sensory room Snoezelen. Its purpose is to stimulate and develop sensory receptors through the patient's own experience. This project includes canine-assisted therapy and other procedures.

Financial support from the Our Child Foundation: CZK 21,427

#### **Dětské krizové centrum, o. s., Praha (Crisis Centre for Children, Prague)**

Project: To make home "home again"

Professional interdisciplinary care provided to abused, molested and neglected children and children in life-affecting situations. Part of the project is crisis intervention, as well as professional diagnostics and subsequent therapy.

Financial support: CZK 165,200

#### **Diakonie ČCE – středisko v Plzni (Plzeň branch)**

Project: Renovation and equipment for Centrum SOS Archa crisis centre

System of support provided to children and their unstable families in crisis situations when the mental development and health of children is at risk. Purchase of didactic equipment, psychological tests and other supplies.

Financial support: CZK 7,849

**Spondea při ČČK Brno, o. p. s.**

Project: Immediate support and help to at-risk children  
The goal of the supported project is to ensure services in the area of social and legal protection of children.  
Financial support: CZK 50,650

**Teen Challenge International ČR, Brno branch**

Project: Centre for at-risk children  
Payment of costs incurred with broadband Internet and rent for the premises for children from socially disadvantaged Roma communities.  
Financial support: CZK 25,000

**DĚTSKÝ KLÍČ Šumperk, o. p. s. (Children's Key)**

Project: Personal assistance for disabled children  
Provision of the necessary assistance to children with ASD during their leisure time activities.  
Financial support: CZK 40,000

**Asociace rodičů a přátel zdravotně postižených dětí v ČR, o. s. Klub Hornomlýnská, Praha (Association of Parents and Friends of Disabled Children in the Czech Republic)**

Project: Centrum Filipovka – personal assistance for disabled children  
The association strives to provide equal conditions to disabled children under 15 years of age, with respect to education and leisure time, and to give them the opportunity to grow up with their families.  
Financial support: CZK 60,000

**Rozum a Cit, o. s., Prague**

Project: Relief support for foster families  
Development of the network of services provided to foster families, e.g. temporary professional assistance with foster care issues.  
Financial support: CZK 50,000

## INDIVIDUAL APPLICATIONS 2010

Every year the Our Child Foundation considers dozens of applications submitted by parents and friends of children who are physically disadvantaged or who live in socially disadvantaged families. The foundation responds to particular needs based on the actual situation of the applicant (family) or the child in question.

**In 2010 the Our Child Foundation supported a total of 64 applications by allocating the amount of CZK 9,416,996.66. In 2009 there were 50 approved applications.**

Typically, the applications are for the purchase of an apparatus (aid) or equipment that facilitates movement and rehabilitation in children with physical or combined disability, or for a contribution for such purchase. Other examples include the purchase of school supplies for children from socially disadvantaged families, medical equipment, treatment stays, remuneration of personal assistance costs in case of disabled children, purchase of hearing aid for children with hearing impairment, and many more. The decision whether to approve an application and to provide financial contribution up to CZK 10,000 rests with the foundation director Zuzana Baudyšová. Awards above this amount are approved by the Board of Trustees, pursuant to the provisions of the foundation Statutes and the purpose for which it was established.

### Legal and financial aid provided to a cruelly abused boy from Brno

Several years ago the boy sustained severe leg burns. To this day he needs to undergo regular plastic surgeries, one of his toes had to be amputated and one more amputation is still imminent. These injuries were caused by the boy's mother who put him in extremely hot water and forced him to stand in it. On 22nd March 2010 a court sentenced her to 32 months in prison for cruel treatment of her son. The boy has a one year-old stepbrother. Following the publication of details about this case, the Our Child Foundation was approached by the father of the younger boy who sought, and was granted, the custody of the younger boy. The older boy lives with his grandmother who is has been seeking custody. She contacted the foundation in an attempt to protect her grandson from his cruel mother. Last year the foundation provided impromptu legal aid and paid expenses incurred with the purchase of medical supplies. In 2010 it paid for a treatment stay in a spa that the boy needed as a part of this therapy.



Consequences of cruel abuse will affect his whole life.

### Hearing aid for a two year-old girl

A two-year old girl struggles with a serious heart condition her whole life. Her parents contacted the Our Child Foundation via an individual application. The girl has been coping very bravely. Following three heart surgeries (all of them inevitable in order to save her life) she was also diagnosed with hearing impairment, possibly resulting from one of the heart-saving surgeries. It was determined that the girl needed a hearing aid, which the family could not afford. The Board of Trustees was informed about the medical condition of the girl and decided to approve the application in full.

### The foundation helped families with children whose homes were destroyed by floods

In August 2010 the foundation immediately responded to the complicated situation of families with children whose homes were destroyed by flash floods. The foundation allocated CZK 500,000 for ten selected families from Hrádek nad Nisou. All families have at least two children; one of them has four children and one even has five children. Their homes were either totally destroyed or severely devastated. The foundation also granted financial support to a family with a disabled boy. Representatives of the local municipality and social security authority helped the foundation choose the most eligible beneficiaries. The foundation allocated CZK 50,000.



This baby girl had to undergo heart surgeries after she was born.



However, hearing impairment was a side effect, so now she has to use a hearing aid.

## Individual applications approved in 2010

Applicant	Purpose of the contribution	Amount awarded (in CZK)
AKORD, o. s. Praha	Contribution for the operation of a day-care centre for disabled children	500,000
AKORD, o. s. Praha	Contribution for salaries, other staffing costs and statutory payments	150,000
Bednaříková Petra	Contribution for the purchase of a positioning device for son	10,000
Bognárová Marcela	Remuneration of costs incurred with summer camp stay for son	3,500
Bratigamová Jana	Cochlear implant for disabled daughter	10,000
Brejchová Hana	Walking aid for son who suffers from post-injury brain damage	40,139
Bučková Vlasta	Special pushchair for disabled son	15,234
Centrum u Bartoloměje Kutná Hora	Vouchers for the purchase of supplies for children in year-long care	2,100
Coutin Caicedo Martha Elena	Contribution for attorney's fees in a child custody case	6,420
Česká neonatologická společnost	Purchase of three resuscitation apparatuses and ten monitors to these apparatuses	619,138
Dandová Lenka	Purchase of a special pushchair for disabled daughter	10,000
Dašková Zuzana	Kindergarten lunch fees (the mother is a seriously disabled single mother)	4,740
Dašková Zuzana	Contribution for the purchase of a refrigerator (the mother is a seriously disabled single mother)	6,985
Dašková Zuzana	Kindergarten lunch fees (the mother is a seriously disabled single mother)	3,429
Dětský domov Býchory	Talent show entitled Most Cherished Concert for children from children's homes	150,000
Dětský domov DOMINO, Plzeň	Contribution to accommodation expenses for a student from a children's home	45,192
Dětský domov Horní Slavkov	Contribution for the purchase of sports equipment and art supplies for children	50,000
Ephata, o. s., Praha	Contribution for psycho-rehabilitation activities for children with hearing impairments	8,000
Fajtova Jitka	Purchase of two special wheelchairs for disabled twins	169,346
Fond ohrožených dětí - ČR	Contribution to salaries of employees of Klokánek facilities from the entire country	500,000
Fond ohrožených dětí - Janovice	Contribution for the renovation of a garden in a Klokánek facility	130,000
Fond ohrožených dětí - Pardubice	Contribution to tuition and school supplies for the son of a client of Klokánek who is a single mother	12,500
Havlová Petra	Personal assistant for disabled son	9,600
Helpes, o. s. Praha	Remuneration of the training of six therapy dogs for disabled children	1,250,000
Holubová Sylva	Contribution for the purchase of a mechanical wheelchair for son	10,000
Horehledová Irena	Contribution for the installation of garage door to a barrier-free house	51,406
Horehledová Irena	Spa treatment for disabled son	5,040
Hošková Pavlína	Contribution for the purchase of a car for the transport of a seriously disabled son	100,000
Hradecká Lenka	Purchase of hearing aid for two-year old daughter who suffers from serious hearing impairment	27,936
Kepková Markéta	Contribution for the purchase of a mechanical wheelchair for seriously disabled son	9,840
Klub Hornomlýnská Praha	Contribution for salaries of personal assistants	248,500
Kolpingova rodina Praha	Contribution for salaries and mandatory payments for employees of an asylum home	100,000

Applicant	Purpose of the contribution	Amount awarded (in CZK)
Koptárová Jarmila	Contribution for the payment of summer cap stay for two foster-care sons	4,700
Koukola Oldřich	Purchase of a special pushchair for disabled daughter	17,795.50
Kuřátková Jana	Purchase of rehabilitation aid devices for a disabled daughter	7,040
Leščíšínová Květuše	Contribution for the purchase of a rehabilitation equipment for son	20,000
Machylová Lucie	Contribution for the purpose of a bicycle trailer for disabled son	10,000
Město Hrádek nad Nisou	Financial assistance to 10 families who were affected by floods	500,000
Muhlřaitová Jana	Walking aid for a disabled son	7,500
Navarová Jitka	Contribution for the purchase of a hydromassage tub for disabled son	35,197
Nguyen Miloš	Contribution for the remuneration of rent for a student from Children's Home in Krásná Lípa	15,000
Občanské sdružení Hurá	Transportation to a camp for children with mental handicaps and children from socially disadvantaged families	5,000
Paličková Lucie	Adaptation of a car for the transport of disabled son	250,000
Pestrá společnost, o. p. s., Praha	Contribution for the training of a therapy dog for four-year old child	150,000
Písařová Petra	Contribution for the purchase of a hearing aid for seven year-old hearing-impaired daughter	9,999.66
Pomocné tlapy, o. p. s. Starý Plzenec	Remuneration of the training of six therapy dogs for disabled children	1,250,000
Reiterová Jiřina	Contribution for the purchase of a car for the transport of a seriously disabled daughter	200,000
Rohánková Vlasta	Spa treatment remuneration for a grandson who suffers from serious consequences of abuse	5,040
Rusňáková Michaela	Specially adapted car for disabled daughter	420,000
Sdružení Linka bezpečí	Contribution to SLA for the remuneration of utilities, rent, transportation, travel expenses and other services	500,000
Sdružení Linka bezpečí	Contribution to SLA for salaries and other staffing costs	500,000
Solařová Šárka	Contribution for school-organised skiing lessons for daughter (the mother is a disabled single mother)	2,000
Solařová Šárka	Tuition for daughter (the mother is a disabled single mother)	6,000
Sotová Jitka	Mobile chair for disabled son	100,000
Stanovská Martina	Cochlear implant for a disabled son	45,853
Supíková Hana	Contribution for the purchase of a mechanical wheelchair for a severely disabled son	8,645
Šanovcová Alena	Wheelchair for a son who suffers from cerebral palsy	23,134
Tomanová Hana	Remuneration of costs incurred with summer camp stay for son of a single mother	2,800
Urubová Radka	Contribution for the purchase of a speech processor for deaf son	150,000
Urubová Radka	Contribution for the purchase of accessories to a speech processor for deaf son	29,200
Ústav péče o matku a dítě, Praha	Purchase of a laser for eye surgeries in premature infants	862,400
Vaculíková Karla	Special pushchair for son who suffers from muscular atrophy	7,260
Valentová Irena	Remuneration of costs incurred with summer camp for daughter	3,900
Wawrzosova Sylva	Purchase of walking aid accessories for disabled daughter	9,487.50

## CHARITY DRIVE HELPING CHILDREN TOGETHER

The Our Child Foundation announces public charity drives on behalf of children in life-affecting situations in exceptional cases. In 2010 a transparent bank account number 60666066/5500 was established for this purpose – namely for a long-term charity drive under the name Helping Children Together. Therefore, the foundation is able to respond to sudden needs of disabled children who need joint help from non-profit organisations and the general public. Examples include the purchase of rehabilitation and medical equipment, compensation of costs incurred with personal assistance or support to abused children. Individual life stories of children in life-affecting situations can be found on the website [www.nasedite.cz](http://www.nasedite.cz) or in partner media outlets. Potential donors can visit the website where they can find detailed information about the transparent account to which they can send their financial donation and where they can verify the actual transfer of the payment on behalf of the recipient-child in whose name the charity drive was organised in the first place.

The charity drive Helping Children Together has already helped the parents of a seriously disabled girl named Violka; they did not own a suitable car in which they could transport their daughter to medical treatments. Thanks to this charity drive the foundation was able to finance the purchase of a specially adapted vehicle. Furthermore, the foundation announced a charity drive in 2010 on behalf of a boy named Andrej (13) who needed a speech processor for his cochlear implant. Furthermore, the foundation was able to purchase mechanical wheelchairs for disabled twins Tereza and Veronika thanks to a charity drive.



The family can take Violka places thanks to a specially adapted car.

### Speech processor for cochlear implant for Andrej

Andrej was born deaf and his only chance to acquire the ability to hear was represented by a cochlear implant. Thanks to his talent and determination he was chosen by a committee and underwent his first operation when he was two and a half years old. He received the implant during this first operation. Having used it for ten long years he found the existing implant unsuitable and technically obsolete. His mom contacted the Our Child Foundation with a request for help with the purchase of a new speech processor thanks to which Andrej's quality of life would improve. Thanks to kind donors and contribution from the Our Child Foundation the Freedom processor for the Nukleus cochlear implant was purchased. It meant a huge relief and life energy for Andrej. The public charity drive earned CZK 129,000; the foundation contributed CZK 21,000, so as to cover the entire purchase price of the speech processor.

### Wheelchairs for disabled twins

Twins Veronika and Tereza (15) suffered from cerebral palsy as newborns. When they were one year old they were diagnosed with a serious case of epilepsy. The girls are both confined to a wheelchair. They, however, have grown out of their old wheelchairs. Plus after years of use the wheelchairs have become dilapidated. Therefore their family sought help from the Our Child Foundation and the general public. Thanks to very positive response the charity drive only lasted a few days and the foundation was able to finance the purchase of both wheelchairs in the total amount of CZK 169,346. The twins will use these mechanical wheelchairs on the way to a special school, to doctor's appointments and for other activities when they need to go places. They will be adjusted to the girls' needs and future motor skills.

The Our Child Foundation would like to thank all kind donors who respond to charity drives organised on behalf of particular children in dire situations. We highly appreciate the gratuitous support and help. Thank you.



Andrej was excited to accept and try a new speech processor for his cochlear implant.



Twins Veronika and Tereza each have a new wheelchair thanks to the fundraiser.

## LEGAL AID LINE

Since it was founded in 2005, the Legal Aid Line has become an integral part of the foundation's counselling services. It is used by parents, grandparents or social workers in the area of child care who occasionally face complicated situations in which they need professional legal advice. Lawyers working for the Legal Aid Line have so far provided legal aid to 1,800 people. The legal aid is free; the client only pays telephone charges. E-mail questions are free altogether.

Team of experienced lawyers provides legal advice in the area of family law and protection of the rights of children. The Line was founded by the foundation and it is operated in cooperation with the Czech Bar Association. The lawyers most commonly assist in divorce cases and post-divorce arrangements, when the parent's disputes affect their children. Frequently asked questions are related to child custody disputes with a spouse who is a foreigner, international abductions, etc.

### When and how to contact the lawyers

Wednesdays between 2:00 p.m. and 6:00 p.m.

Phone: 777 800 002

Email: lpp@nasedite.cz

### Legal Aid Line statistics

Since the Legal Aid Line was launched in 2005 until 31st December 2010, the Legal Aid Line lawyers responded to 1,446 phone calls and answered 436 e-mails. In 2010 it represented 204 calls and 77 e-mails.

"Having described their case and the specific matters, the clients will learn from us what the usual legal practice is, what procedures are to follow and what they shall expect in court and, therefore, what to prepare for," says Mgr. David Strupek who has worked for the Legal Aid Line since it was founded. His public service is a natural part of his profession, he says. "Lawyers are generally expected to devote a certain part of their professional life, if possible, to the general good and free of charge," he adds.

Lawyers working for the Legal Aid Line in 2010, aside from its manager Monika Šimůnková, included: Marie Myslílová, Jitka Kučerová, Markéta Vaňková, David Strupek, Zuzana Bělinová (Špírková).

In the second half of the year 2010 two new lawyers joined the Legal Aid Line team, namely Hana Klímová and Michaela Vosátková. Monika Šimůnková served as the manager of the Legal Aid Line until May 2010.

We would like to thank all lawyers working for the Legal Aid Line for their generous support of children and families in life-affecting situations.

### Structure of inquiries in 2010 – by legal area(s)

Legal area(s)	Calls	E-mails
Family law	143	52
Criminal law (crimes committed on children)	28	14
Inquiries regarding other legal areas (administrative law etc.)	10	2
Civil law (inheritance proceedings, procedural inquiries, housing issues, etc.)	10	0
Psychological problems	2	3
Social security law	1	0
Institutional care	0	2
Other	10	4
<b>Total</b>	<b>204</b>	<b>77</b>

### Structure of inquiries in 2010 – by caller/sender

Caller/sender	Calls	E-mails
Mother	106	35
Other – relation to the child unspecified	35	12
Father	22	12
Relative	18	6
Grandparent	10	5
New partner of parent	6	4
Child	4	2
Social worker	2	1
Teacher	1	0
<b>Total</b>	<b>204</b>	<b>77</b>

**Find out more about specific cases handled by the Legal Aid Line**

Case number 1: A mother of three contacted the lawyers. She had been in a dispute with her ex-husband and the father of the two older children, regarding their custody. The ex-husband applied for the custody of the 17 year-old son and 10 year-old daughter. The son agreed. The mother stated that the situation had been complicated for the daughter who did not want to live with the father. She was in contact with local social workers, trying to fight against fake stories allegedly made up by the ex-husband who had been trying to hurt her reputation.

Legal advice: It is a parent's (father's, in this case) right to request changes of the circumstances of the custody of their underage children. It means that all persons involved will have to go through the court proceedings. The court will obviously take into consideration the so far flawless custody of the daughter. The daughter's wish, as to who she wants to stay with, is also important. The girl's age will allow the court to have her point of view determined from an interview with a child psychologist, from an expert's opinion, etc. Naturally, the most suitable solution is amicable settlement. Should the parties fail to do so; the court will have to try to establish that there is no reason for the daughter to go live with her father (that this change would not be beneficial for her) and that so far the mother's care has been perfect. She was recommended to hire an attorney who can protect her and her daughter's interests.

Case number 2: Legal Aid Line lawyers were contacted by a Czech woman who was afraid of being charged with international abduction of a child. Her ex-husband and the child's father is a Czech national who has lived in the United States, as he is a Green Card holder. They have a one year-old son together. They were divorced in April. According to a court ruling the father has the right to see his child every Wednesday and every odd weekend. However, since he has lived in the United States, he does not visit or regularly pick up his son. The mother, who has been granted exclusive custody, plans to travel to Australia (where she used to live and where her sister and her family live). Her ex-husband refused to grant his consent with this journey. She was afraid that if she attempted to travel to Australia without the ex-husband's consent, he would sue her for international abduction.

Legal advice: If the child's father refused to grant his consent for no legitimate reason, the mother may ask a court to render a decision in lieu of the father's consent. This proceeding is not costly at all. Custodianship disputes are exempt from court fees and they are relatively short. The lawyer also informed the woman about other options. She can ask the court to change the resolution regarding the custodianship arrangements, or to invalidate this resolution. Furthermore, she can ask that the father's parental rights be terminated or abridged. The lawyer also recommended the mother to hire a local attorney for this complicated case.

## INTERNET HOTLINE, SAFER INTERNET FOR CHILDREN

The foundation tries to make the Internet a safer place for children where they can find only information and entertainment. Its efforts include the elimination of dangerous contents that can negatively affect children and youth, which is why the foundation launched the first Czech Internet hotline in 2007 – [www.internethotline.cz](http://www.internethotline.cz).

Every Internet user, having encountered questionable content, may contact operators of this hotline via e-mail ([oznamte@internethotline.cz](mailto:oznamte@internethotline.cz)) or via an online form at [www.internethotline.cz](http://www.internethotline.cz). Potentially dangerous contents will be submitted to the Czech Police or foreign hotlines. The first Czech Internet Hotline is a member of the international association INHOPE. Therefore it closely cooperates with more than thirty similar projects from many countries of the world. Suspicious links are most typically reported to the United States, the Netherlands, Russia etc. These reports are handled by the respective police force in the partner country, [www.inhope.org](http://www.inhope.org).

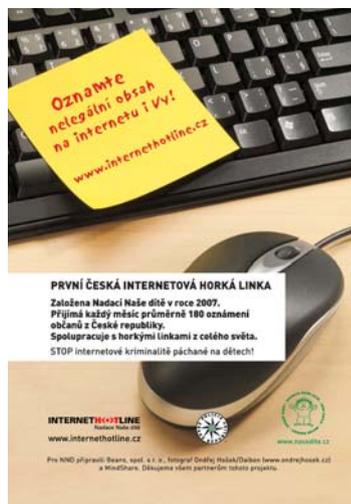
The Our Child Foundation worked within an international alliance of non-governmental organisations – eNACSO. With some support from the European Union the alliance members strive for the implementation of measures for the reduction of child pornography and other Internet-related risks, [www.enacso.eu](http://www.enacso.eu).

### More than 5,500 reports have been processed in four years

Since it was founded in 2007, Internet Hotline operators have processed 5,561 reports and suspicious links (as at 31st December 2010). Of this number, 5,168 were reported by the general public and 393 were found by the operators themselves, usually in relation to child pornography, molestation, racism, extremism or paedophile grooming. The operators submitted 2,258 links to the Czech Police. A total of 1,630 reports were submitted to partner Internet hotlines abroad, on the basis of long-term close cooperation.



Representatives of the Our Child Foundation with elementary school pupils after a lecture on Internet safety. Monika Šimůnková is second from right, while Zuzana Baudyšová is fourth from right.



## 2010 statistics of reports received by Internet Hotline

In 2010 the number of reports from the general public decreased, from the average number 169 per month in 2009 to 129 per month. Child pornography related reports still dominated. Frequent cases also include pornography depicting violence and disrespect to humans. Operators of the hotline forwarded to the Czech Police a total of 637 reports that were subsequently investigated by the Department of Internet Crime.

### 2010 Report Statistics

<b>Total number of reports</b>	<b>1,552</b>
Questionable links found by hotline operators	181
<b>Processing method(s)</b>	
reported to the Czech Police	637
reported to hotlines abroad	560
<b>Content type</b>	
Child pornography	764
Racism, extremism	7
Pornography depicting violence, zoophilia or disrespect	25
Interest in paedophilic contents	6
Pornography made accessible to minors	1
Other – legal content, inquiry	930
<b>Total number of links processed</b>	<b>1,733</b>

## Safer Internet Day

This international day is observed to support safer Internet, more responsible use of on-line technologies and mobile phones especially by children and youth. It has been observed annually since 2004 – on the second day of the second week of the second month of the current year. In 2010 it was 9th February. Representatives of the foundation visited an elementary school in the Ústavní Street in Prague's eighth borough (Praha 8). They spoke to local students about the rules of safe Internet use. The students were shown an educational film entitled Seznam se bezpečně (Meet new people. But be safe) and they could discuss their experience with the Internet, chats and social networks, [www.saferinternetday.org](http://www.saferinternetday.org).

## PUBLIC RELATIONS

For two years running, the Our Child Foundation has been concerned with the educational campaign entitled Positive Parenting and the related seminars for the general public, as a part of the media coverage of its activities. Topics made public by the foundation included the protection of children from abuse and sexual exploitation. The foundation also warned about the alarming numbers of missing children and runaway children. Thanks to the media the foundation informed about its activities and projects aimed at helping children, about the educational campaign and exhibition STOP Child Abuse, as well as about charity drives for the benefit of disabled children.

Director of the foundation Zuzana Baudyšová made regular appearance in the media, giving statements on current issues regarding child protection. She was a guest in, or interviewed by, the Czech Television, TV Nova, TV Prima, TV Z1, Public TV etc., as well as by printed media, public radio and private radio stations.

### Advertising campaigns and other educational presentations

The principles of the educational campaign entitled Positive Parenting were communicated via printed advertising as well as PR articles, banners and advertising board (CityLight) around the country. The Internet Hotline and the Legal Aid Line were mentioned in advertising articles in printed media, by banners and by PR articles (in both printed and online media). Radio spots were used as a part of the Five Million for Children's Smile campaign in August – the latter in cooperation with the ROSSMANN spol. s r. o. company, and as a part of the Letters to Santa campaign (organised by OC Europark Praha Štěrboholy in November and December).

To celebrate its 17th anniversary, the foundation had a film documentary produced about its activities from the last twelve months. The documentary premiered in the Semafor Theatre during a gala meeting of noted sponsors of the foundation. It was followed by a film documentary from the 2010 Golden Heart Award ceremony. The foundation also distributed regular newsletters to e-mail accounts of registered users, whose number increased

significantly in 2010. The e-mail newsletter is issued quarterly. The foundation also created its own profile on Facebook and maintained its video channel on YouTube, [www.facebook.com](http://www.facebook.com), [www.youtube.com/nasedite](http://www.youtube.com/nasedite).

Media coverage of the Our Child Foundation in 2010 was represented by 742 articles, most typically in regional dailies (37%) and Internet servers (20%). The ratio of coverage by national dailies increased to 11%. Upon the recalculation to GRP, the most significant part of media coverage was represented by TV and radio programmes (31%) followed by nationwide dailies and other (both 26%). In case of nationwide dailies there was a one-percent increase, in case of other (press) there was a nine-percent increase, compared with the previous period.

Most articles covering the foundation in 2010 were published by the Mediafax agency (72). As far as nationwide dailies are concerned, the foundation was most frequently mentioned by Mladá fronta DNES (33 articles). Novinky.cz had the most articles out of all internet servers (23 articles).

### The Our Child Foundation issued press releases on the following occasions:

- 9th February – Safer Internet Day
- STOP Child Abuse educational campaign and exhibition
- 25th May – International Missing Children's Day
- Charity drive Helping Children Together
- Most recent statistics on abused and molested children in the Czech Republic
- Seminars as a part of the Positive Parenting campaign
- Internet Hotline battling online crime
- Legal Aid Line and its statistics
- 17th anniversary of the Our Child Foundation
- Extraordinary Golden Heart Award 2010
- 19th and 20th November – notable days with respect to child protection
- The Letters to Santa project for children from children's homes
- The Five Million for Children's Smile project – with the ROSSMANN spol. s r. o. company

### Ratio of media coverage according to the number of news pieces / articles and GRP



#### Number of articles / news pieces

1 Nationwide dailies	11%
2 Internet	21%
3 Other media	13%
4 Local media	36%
5 TV and radio	5%
6 News agencies	14%

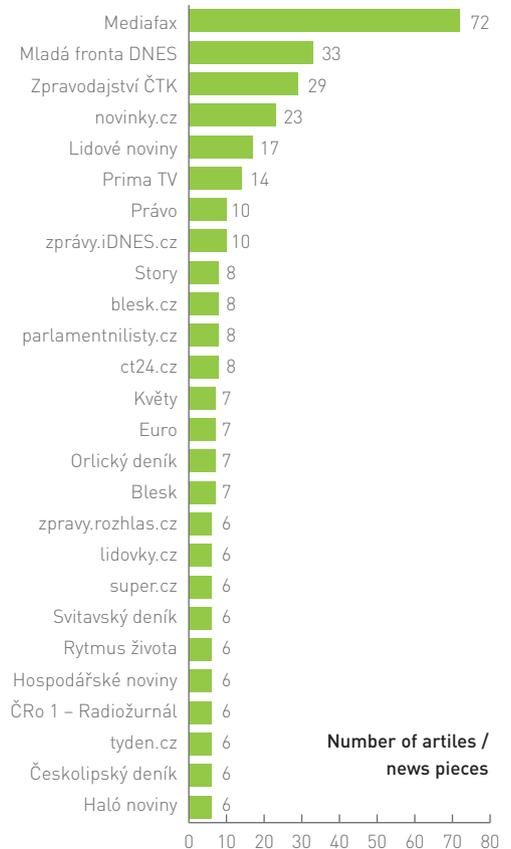
#### GRP

1 Nationwide dailies	26%
2 Internet	14%
3 Other media	26%
4 Local media	3%
5 TV and radio	31%

The charts represent the ratio of individual groups of media with respect to the overall media coverage of the Our Child Foundation. The pie chart on the left depicts number; the pie chart on the right depicts GRP.

*The media coverage analysis on behalf of the Our Child Foundation was prepared free of charge by a long-term sponsor of the foundation, the NEWTON Media, a. s. company.*

### Media most frequently mentioning the foundation



The chart lists media outlets that published the most news pieces / articles on the foundation during the period of time in question (at least six news pieces / articles).



Members of the press with the director of the Foundation.



Opening press conference on the occasion of the launch of the Five Million for Children's Smile campaign (4th August 2010).



Zuzana Baudyšová taking questions from members of the press.



Press conference hosted by Karel Voříšek (right). Special guest of Seznam a. s., Rita Gabrielová (pictured second from right).



25th May 2010: Opening press conference on the enlightenment campaign STOP Child Abuse. Host of the event Michaela Dolinová (left).



Pictured from left to right during a press conference with Zuzana Baudyšová are Vladimír Mikel and František Wagner, Executive Heads of the ROSSMANN company, and Zbyněk Straňák, MBA.



Director of the Foundation taking questions from a news reporter from TV Prima.

## INTERNATIONAL ACTIVITIES

The foundation aims to protect children on the national, European and global levels, which is why it closely cooperates with numerous organisations that have a similar objective – to provide to children safer environment for their healthy and unlimited development.

### Missing Children Europe

The European Federation for Missing and Sexually Exploited Children, Missing Children Europe (MCE), promotes European projects that aim to protect children from abduction and exploitation. On 17th-18th November 2010 it organised a conference of European experts (representing governments and NGO's) in the Royal Palace in Brussels, in cooperation with the Belgian organisation Child Focus. The conference was entitled Vulnerable children on the run – European challenge. The Our Child Foundation was represented by its director Zuzana Baudyšová, who is also a member of the Board of Directors of MCE. The conference on missing children took place under the auspices of Paola Queen of Belgium and her husband, Belgian Justice Minister and other European personalities. The participants acknowledged the significant progress achieved over the last ten years in the area of missing and commercially exploited children in Belgium, France, Greece and other European countries. Presentations were given by individual member countries that take part in the implementation of the unified European phone number 116 000 and the realisation of respective national centres for the help to missing children in all EU member states. To this date, a total of 13 national centres have been launched that mutually cooperate in helping missing children and their families, [www.missingchildreneurope.com](http://www.missingchildreneurope.com).



### INHOPE

INHOPE is an international association of Internet hotlines the aim of which is to battle Internet crime where the victims are mostly children. The Our Child Foundation, with its Internet Hotline, joined in 2007. The association currently has 36 full-fledged members from all over the world, while two prospective members have been undergoing an acceptance procedure. The INHOPE association facilitates the exchange of experience among operators of individual national hotlines, provides support to newly founded hotlines and education in the area of the protection of children with respect to Internet use. Operators of the very first Czech Internet Hotline operated by the Our Child Foundation have been (thanks to INHOPE) in contact with all member hotlines from more than 30 countries. Therefore, they can easily forward reports on potentially dangerous Internet contents that are located on servers in their respective countries, [www.inhope.org](http://www.inhope.org).

### eNACSO

The main goal of the eNACSO organisation is to ensure safety of children in the process of the use of on-line technologies, especially the Internet, mobile phones, etc. The organisation was founded in 2008 as an EU-supported project. The number of members has been increasing continuously: 21 non-profit organisations from various European countries were members in 2010. The organisation is involved in the realisation of national and international projects the aim of which is to increase awareness and to eliminate risks to children in the on-line world. For example, it strives to outlaw the so-called grooming (on-line communication with children with sexual subtext) throughout the EU and to outlaw intentional viewing of materials depicting child abuse, even if these materials are not downloaded, [www.enacso.eu](http://www.enacso.eu).



LOVING PARENTS DEVOTE THEIR LOVE AND TIME TO THEIR CHILDREN'S PLAYFUL MOMENTS. THEY ENCOURAGE CREATIVITY IN THEIR CHILDREN AND THEY ENJOY TOGETHER EVERY NEW DISCOVERY MADE IN THE WORLD AROUND THEM.



HAPPINESS HAS MANY

COLOURS

# Cultural and Social Events, Cooperation with Sponsors

## **The Most Cherished Concert of talented children from children's homes**

The Kolín Theater hosted a national show entitled The Most Cherished Concert on 14th-16th May 2010. It is a mixed programme of music, dance and dramatic performances and numbers of talented children from Czech children's homes. The 19th annual show took place under the auspices of the director of the Our Child Foundation Zuzana Baudyšová. The foundation supported this talent show by CZK 150,000. The programme was hosted by TV presenter Tereza Pergnerová. The Most Cherished Concert was organised by the Býchory Children's Home under the leadership of Aleš Bureš.

## **The Wedding Flower Day in Dobříš supported at-risk children**

On Saturday 29th May 2010 the Dobříš Castle hosted the 7th annual Wedding Flower Day, which is a prestigious social and cultural event. It included an auction of professionally made wedding bouquets. The proceeds in the amount of CZK 62,600 went to children in life-affecting situation, such as those who are supported by the Our Child Foundation. The programme was hosted by TV presenter Jan Musil. The Wedding Flower Day was organised by the Wish Production Agency of Petr Nárožný Jr. and owner of Dobříš flower shop Letizia, Mrs. Martina Krátká.

## **České Radiokomunikace a. s. and its employees helped children**

During a gala meeting of employees of the České Radiokomunikace a. s. company on 9th September 2010, CEO of the company Jane Hannah presented a gift check to the foundation for the amount of CZK 200,000. A charity drive was organised by the employees during the gala programme. The overall proceeds amounted to CZK 4,232. They were used to finance the foundation's project aimed at helping at-risk children. Furthermore, the employees of the company organised yet another charity drive at the end of the year – to support a disabled boy named Lukáš who needed an electric wheelchair. They contributed CZK 13,400.

## **Artists sang for good cause in Nová Bělá**

Opera singer from the Slovak National Theatre Jana Doležilková (soprano) and Canadian opera singer Mario Zhang (baritone) performed on 14th August 2010 during a charity event entitled Nová Bělá pod otevřeným nebem 2010. Patricie Janečková and other talented artists also performed. The proceeds from the tickets, i.e. CZK 45,832, were donated to the Our Child Foundation. The full house experienced unique musical atmosphere in which talent was combined with the desire to support abused and disabled children from Moravia-Silesia who are supported by the foundation.

### **Dragon boat race on the Vltava River helped charity organisations**

Fans of legendary dragon boats took part in a charity race on the Vltava River, next to Střelecký ostrov (Island) in Prague. The race took place on 29th May 2010 and it was organised by Rotary Club Prague International. The proceeds in the amount of CZK 200,000 were divided among three organisations: the Our Child Foundation, Život 90 and ICTUS, o. p. s.

This unusual race and its participants dressed in funny costumes attracted more than 1,000 spectators. A total of 16 sponsors put together a total of 19 teams whose participants were from several European countries. Director of the Our Child Foundation Zuzana Baudyšová was a special guest of the programme.

### **Exhibition of photographs The Little Kid In Us...**

On 26th April 2010, the Mandarin Oriental Hotel in Prague's Malá Strana borough hosted the grand opening of an exhibition of photos by Karel Zakar. One of the works of art was auctioned for charitable purposes, for the benefit of at-risk children. The event was organised by Tereza Herz Pokorná and hosted by TV presenter Pavel Anděl. The author's photo was auctioned for CZK 33,333. This amount was accepted by Zuzana Baudyšová in the form of a gift check. The programme was opened by film director Juraj Herz. Jazz singer Darja Kuncová performed as a part of the programme.

### **Transactions at Aukro.cz supported child protection on the Internet**

Between 4th May and 31st July 2010 all users of the Aukro.cz online store could donate CZK 1 from their transaction to the Our Child Foundation. The charity drive entitled Aukro přes překážky only required brief registration. Subsequently CZK 1 was subtracted from all transactions carried out by registered users. This amount was transferred to a special charity drive account of Aukro.cz. Aukro.cz doubled the resulting sum collected from the users. Finally, the Our Child Foundation received CZK 35,508 for the operation of the Internet Hotline.

### **Christmas concert of the patroness of the foundation Helena Vondráčková**

Leading Czech singer Helena Vondráčková had her regular concert in the Lucerna Hall in Prague. Aside from unique cultural experience the event also meant significant support of at-risk children. During the pre-Christmas meeting of the patroness of the foundation and her musical guests the director of the foundation accepted gift checks from notable long-term sponsors: director of the C&A Moda s. r. o. company Miloslav Hájek presented a check for CZK 919,000. Zuzana Baudyšová also accepted financial donation of CZK 450,000 the SYNOT holding, represented by CEO Kateřina Luisa Paděra-Daňhelová.

### **The foundation as a partner for the Christmas project Letters to Santa**

Christmas wishes of more than 500 children from children's homes came true thanks to the Letters to Santa project. It was organized by OC Europark Praha Štěřboholý on 17th November – 19th December 2010 in the main galley of the mall. A total of 491 children from 15 children's homes wrote down their wishes. Singer Helena Vondráčková was the patroness of this project. On 2nd December she performed for children and signed autographs under the Christmas tree. The project was supported by the ENI Česká republika s. r. o. company which donated presents.

### **Thanks for the interest in the charity calendar for 2011**

Sponsors and friends of the foundation can display the favourite traditional calendar where individual months are represented by a series of pastels by Josef Čapek, thanks to kind consent of the inheritors of the copyright. The proceeds from the sale of the calendar amounted to CZK 75,600. This project of sponsor calendars for the Our Child Foundation was kindly supported for the sixth time by the B. I. G. Prague agency – long-term partner and sponsor of the foundation.

### **Employees of Philip Morris ČR organised a charity drive**

Charity drive on behalf of the Our Child Foundation and Domov Barbora in Kutná Hora took place among the employees of the company. The proceeds amounting to CZK 99,200 were achieved thanks to the sale of Christmas candy, 2010 calendars and products by clients from Domov Sue Ryder. Furthermore, the employees organised a charity sporting event and sold tickets to this event's matches. The Our Child Foundation received CZK 55,500. This amount was used to purchase medical aids for two disabled children.

### **SAZKA, a.s. donated CZK 500,000 for the benefit of at-risk children**

On the occasion of the 17th anniversary of the foundation, this notable long-term sponsor expressed its trust and support of the foundation's project. During a meeting of notable sponsors at the Semafor Theatre in Prague, Director of Promotion of the SAZKA, a.s. company Jan Hortík presented to the foundation a gift check for CZK 500,000 for the benefit of children in life-affecting situations.

### **Representatives of the foundation attended a seminar by Jiřina Prekopová**

On 6th–7th January 2010, the Brno-based headquarters of the Office of the Public Defender of Rights was the venue for a lecture by respected psychologists Jiřina Prekopová and Jaroslav Šturma. More than two hundred experts from the area of childcare and child psychology attended. Both lecturers are laureates of the Golden Heart Award of the Our Child Foundation. This two-day seminar was attended by director of the Our Child Foundation Zuzana Baudyšová and the foundation's attorney Monika Šimůnková. The main topic of the seminar was the restoration of the atmosphere of love and communication in families. The event took place under the auspices of the Ministry of Labour, represented by the Head of the Department of Family Support Klára Vítková Rulíková. For more information about Jiřina Prekopová, visit [www.prekopova-nadacnifond.cz](http://www.prekopova-nadacnifond.cz).

### **Second Christmas and Christmas Eve in Europark**

Unusual competition entitled Second Christmas was held by the shopping centre OC Europark Praha Štěřboholy. This event concluded by a goofy Christmas Eve that was held on 24th October 2010, i.e. two months ahead of the regular Christmas Eve. The event was hosted by TV presenter Leoš Mareš. Actress Alice Bendová and her son Václav came to support the foundation. When winners were drawn in the suspense finale, the foundation won the second prize (holiday with CK Fischer travel agency valued at CZK 30,000) and the third prize (purchase valued at CZK 10,000 at OC Europark). The prizes will go to children from children's homes.

**The Czech Nightingale competition and the SYNOT TIP company supported talented children from children's homes**

During the Český slavík (Czech Nightingale) award ceremony in November 2010, which was broadcast live on television, the SYNOT TIP company donated CZK 250,000 to talented children through the Our Child Foundation. These financial resources will be used for the 20th annual talent show of children from children's homes under the name Nejmilejší koncert (Most Cherished Concert). This talent show includes musical performances as well as poetry, drama, dance and other forms of art. The check was presented by the CEO of the SYNOT TIP company Kateřina Luisa Paděra-Daňhelová. The check presentation ceremony could take place during the live broadcast of the award ceremony thanks to long-term kind support from the event organiser Musica Bohemica, s. r. o. and its Executive Head Jaroslav Těšínský.

**Donor SMS helping the Our Child Foundation projects**

You can support the activities of the Our Child Foundation on behalf of at-risk children by sending a donor text message (SMS). One-off donor SMS formatted as DMS NASEDITE can be sent to 87 777. You will be charged CZK 30 the foundation receives CZK 27. Should a donor decide to support the foundation all year long, he/she can send a donor SMS formatted as DMS ROK NASEDITE to 87 777. Every month CZK 30 will automatically be charged to the sender. For more information, visit [www.darcovskasms.cz](http://www.darcovskasms.cz). In 2010 the Our Child Foundation received financial support in the amount of CZK 33,048. We would like to thank all anonymous donors who helped at-risk children this way.

**THE OUR CHILD FOUNDATION WOULD LIKE TO THANK ALL KIND DONORS WHO SUPPORT THE FOUNDATION'S ACTIVITIES AIMED AT PROTECTING THE RIGHTS AND LIVES OF CHILDREN. WE WOULD LIKE TO THANK OUR SPONSORS, PATRONS AND PARTNERS FOR THEIR HELP AND SUPPORT. WE CAN ALL HELP COMPLICATED CASES OF DOZENS OF CHILDREN AND THEIR FAMILIES IN LIFE-AFFECTING SITUATIONS.**

# Photos from Our Child Foundation Events



Zuzana Baudyšová accepting a check at the Dobříš Castle on the occasion of the Wedding Flower Day. Pictured on the right is representative of the organiser Petr Nárožný Jr. The event was hosted by presenter Jan Musil (left).



CEO of České Radiokomunikace a. s. Jane Hannah (right) and Zuzana Baudyšová.



Wishes came true thanks to the Letters to Santa project for children in children's homes.



Musicians led by opera singer Jana Doležilková at a concert on behalf of the Foundation.



CEO of the SYNOT TIP company Kateřina Luisa Paďera-Daňhelová (left). The financial support for talented children from children's homes.



Children from the Foundation's Klokánek facility were also very excited about their presents.



Notable sponsors presented the Foundation with checks during a concert of singer Helena Vondráčková (right).



Donation from the SAZKA, a.s. company was presented to the Foundation by Jan Hortík, Director of Promotion.



At a Saint Nicholas Day party in the AKORD day-care centre in Prague.



Rotary Club presenting the proceeds from a Dragon boat race that was held on the Vltava River.



Pictured from left to right are General Director Kateřina Luisa Paděra-Daňhelová, Director Miloslav Hájek and Director Zuzana Baudyšová.



Pictured from left to right are: Zuzana Baudyšová, Klára Vítková Rulíková, Tatjana Horká, Jiřina Prekopová, Eva Labusová, Monika Šimůnková.



Host Pavel Anděl (right), photographer Karel Zakar and exhibition organiser Tereza Herz Pokorná (left).

# Golden Heart Award for Child Protectors

On 4th October 2010 the Our Child Foundation celebrated the 17th anniversary of its existence and activities aimed at child protection. The event took place in the Semafor Theatre in Prague and was hosted by TV Nova newsreader Karel Voříšek. Several notable guests appeared on stage throughout the evening. Musical performance was given by Jiří Suchý who was accompanied by Jiří Svoboda, director of the Semafor Theatre. Singer Helena Vondráčková came to support the Our Child Foundation, as she has been the foundation's patroness for nine years. Talented children from the children's home in Horní Slavkov prepared dance and musical numbers. Their dream came true when they performed the song *Sladké mámení* together with Helena Vondráčková.

## Extraordinary Golden Heart Award 2010 bestowed upon Zdeněk Miler

The Our Child Foundation bestowed upon famous illustrator Zdeněk Miler the Extraordinary Golden Heart Award. Zdeněk Miler is the author of the famous Mole cartoon character. He is also the author of Czech cartoon series *Kubula a Kuba Kubikula* or *Forman Šejtroček*, *Zvědavé štěňátko* (The Curious Puppy) etc. The Our Child Foundation recognized Miler's contribution to art and his efforts aiming at bringing happiness to millions of children around the world. The artist's daughter Kateřina Lovis Miler accepted the award and certificate on behalf of his father during a ceremony at the Semafor Theatre.

**Since 2005 the Golden Heart Award the purpose of which is to commemorate the legacy of professor Zdeněk Matějček was awarded to:**

- Jiřina Prekopová, respected child psychologist and founder of the firm hug therapy
- Petra Vitoušová, co-founder and president of the *Bílý kruh bezpečí* organisation
- Jaroslav Šturma, director of the Paprsek Children's Centre and Chairman of the Czech-Moravian Psychological Society
- Marie Vodičková, founder and Chairwoman of the Fund for Children In Need; under her leadership the fund operates facilities for at-risk children under the name *Klokánek* (Baby Kangaroo)
- Ludvík Hess, founder of the "babybox" project the aim of which is to save lives of newborns
- Irena Dušková, director of the Prague-based AKORD daycare centre for disabled children
- Two years ago, the extraordinary award was bestowed upon Czech Television's programme *Pošta pro tebe*, whose authors helped children from children's homes find their biological family.

The Our Child Foundation also presented a thank-you certificate to the ROSSMANN company that became its Sponsor of the Year for the second time. Thanks to a charity drive organised by this retail chain of drugstores in August 2010, the Our Child Foundation received CZK 5,902,564 in financial support of at-risk children.

# Photos from the Golden Heart Award Ceremony



The Marcipánka candy store rewarded the dance performance of children from a children's home by a marzipan cake.



The guests enjoyed the performance by Jiří Suchý accompanied by Jiří Svoboda.



Representatives of the ROSSMANN company, Executive Head Vladimír Mikel and Marketing Manager Jana Kasardová (right).



Performance by the patroness of the Foundation, singer Helena Vondráčková, was exceptionally successful.



Kateřina Lovis Miler (right) accepted an extraordinary Golden Heart Award that was bestowed upon her father Zdeněk Miler.



Performance by young talented singers from the children's home in Horní Slavkov.



Helena Vondráčková, Zuzana Baudyšová and Karel Voříšek with children from a children's home.



The gathering of notable sponsors of the Foundation was hosted by TV Nova newsreader Karel Voříšek.

POSITIVE PARENTING AIMS TO STRENGTHEN RELATIONSHIPS WITHIN FAMILIES. RESPONSIBLE PARENTAL CARE COMBINED WITH UNDERSTANDING CAN BUILD STURDY BRIDGES OF MUTUAL SUPPORT AND LINK EDUCATION WITH RESPECT AND OPEN COMMUNICATION.

**TOLERANCE BRINGS**

**PEOPLE TOGETHER**





# Acknowledgements and List of Sponsors

The Our Child Foundation would like to thank all companies, sponsors and donors for their kind support and cooperation. We would like to thank media outlets, advertising agencies, media partners and Internet partners for their trust and promotion of the activities of the foundation. We would like to thank hundreds of anonymous donors for their financial support and moral support of the protection of children through the Our Child Foundation.

We highly appreciate cooperation with artists who kindly support our projects and who claim no fee for their performance.

Our biggest thank you to all.

## Patron:

RWE Transgas, a. s.

## Patroness:

Helena Vondráčková

## Sponsor of the year:

ROSSMANN, spol. s r. o.

C&A Moda CR, s. r. o.

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Vondráčková Helena – Foundation Patroness • Bendová Alice • Bělinová Zuzana • Boura Slávek • Čermák Kamil • Červenková Daniela • Deyl David • Doležal Vladimír • Doležilková Jana a Mario Zhang • Dolinová Michaela • Gondíková Adéla • Gottová Ivana • Grebeň Petr • Hadač Jan • Chaloupková Iva • Chalupský Martin • Jalovecká Jaroslava • Janečková Ester • Kociánová Martina • Kocurová Radka • Kozák Čeněk • Klímová Hana • Krbec Ctirad • Křížková Lucie • Kynychová Hanka • Kučerová Jitka • Mádlová Klára • Michálek Miroslav • Myslílová Marie • Pavlíčková Monika • Pokorná Jana • Pokorná Tereza • Prekopová Jiřina • Ptáčková Marta • Runát Pavel • Slapničková Miluše • Sluková Daniela • Smutná Renata • Smejkal Radek • Strupek David • Suchý Jiří • Svoboda Jiří • Šole Miroslav • Tichá Eva • Těšínský Jaroslav • Trombíková Irena • Vaňková Markéta • Vosátková Michaela • Voříšek Karel • Zakar Karel • Žídková Monika • and hundreds of anonymous donors.

### Advertising and media partners:

#### Advertising agency of the foundation:

Draftfcb s. r. o.

#### Media agency of the foundation:

Mindshare s. r. o.

#### Main advertising partners of the Our Child Foundation:

JCDecaux, Městský mobiliář spol. s r. o. • Super poster, s. r. o.

#### Main media partners of the Our Child Foundation:

Český rozhlas (Czech Radio) • ČRo 1 – Radiožurnál • ČRo 2 – Praha • ČRo 3 – Vltava • Televize Prima

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### Our thanks to the sponsors of this annual report

We would like to thank all those who gave their services free of charge in publishing this document.

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# Financial Section

## Contributions and revenues from activities – 2010

	000's CZK	%
Received contributions – other	6,300	29.41
<b>Financial contributions – P/L items</b>	<b>6,300</b>	<b>29.41</b>
<b>Revenues from the FIF – interests</b>	<b>623</b>	<b>2.91</b>
Other revenues	753	3.52
Business revenues	428	2.00
Revenues from the dissolution of funds from previous years	2,724	12.72
<b>Total revenues</b>	<b>3,905</b>	<b>18.23</b>
<b>Donations and revenues – P/L items – total</b>	<b>10,828</b>	<b>50.55</b>
RWE Transgas a. s.	3,535	16.50
Rossmann event	5,903	27.56
Transfer of net proceeds from a charity drive	490	2.29
Transfer of 2009 FIF profit	420	1.96
Speech processor for a deaf boy named Andrej	158	0.74
Global Payments Europe – the Internet Hotline project	30	0.14
Contribution for a cochlear implant for a boy with hearing impairment	46	0.21
Special pushchair for a disabled girl	11	0.05
<b>Other contributions received – balance sheet items</b>	<b>10,593</b>	<b>49.45</b>
<b>Contributions – total</b>	<b>21,421</b>	<b>100.00</b>

## These resources were used as follows

	000's CZK	%
<b>a) Balance Sheet</b>		
Helppes, Pomocné tlapy – assistance dog training	2,500	21.75
Purpose-specific financial resources granted by the RWE Transgas a. s. company	1,650	14.36
Institute for the Care of Mother and Child – laser for eye operations in prematurely born infants	862	7.50
Czech Neonatal Society – 10 sets for hospitals for resuscitation of newborns	619	5.39
Grants provided from the resources of the Foundation Investment Fund (FIF) *)	420	3.65
Car for a seriously disabled girl	420	3.65
Car for the purposes of transport of a physically disabled girl	200	1.74
Speech processor for a boy with hearing impairment	158	1.37
Pestrá společnost – training of an assistance dog for a blind four year-old boy named Jakub	150	1.31
Cochlear implant for a disabled boy	46	0.40
Contribution for a special pushchair for a three year-old girl	11	0.10
	<b>7,036</b>	<b>61.22</b>
<b>b) P/L statement items</b>		
Safety Line Association – contribution for operating expenses	1,000	8.70
Contributions granted on the basis of individual applications submitted by guardians of disabled children	746	6.49
AKORD – contribution granted to day-care centre for children and youth with serious disabilities	650	5.66
Contribution granted to the Fund for Children in Need	640	5.57
Contribution granted to 10 families affected by August floods	500	4.35
Contribution for the purchase of a car for a seriously disabled boy	250	2.18
Contribution for wheelchairs for disabled twins	170	1.48
Children's home and school in Býchory	150	1.31
Kolpingova rodina (the Kolping family) – contribution for the operation of an asylum centre for mothers and their children	100	0.87
Contribution for the purchase of a car for the transportation of a seriously disabled boy	100	0.87
Contribution for the purchase of a positioning device for an immobile boy	56	0.49
Children's Home in Horní Slavkov – contribution for therapeutic/treatment stay for children	50	0.44
Rent for a student from the Domino Children's Home	45	0.39
	<b>4,457</b>	<b>38.78</b>
<b>Resources used – total</b>	<b>11,493</b>	<b>100.00</b>

### Overview of long-lived tangible and intangible fixed assets of the Our Child Foundation (in thousands CZK)

Purchase prices	Opening balance	Accruals	Retirement	Transfers	Closing balance
Independent movables and groups of movables	1,536	-	(13)	303	1,826
Assets received as donations	36	-	-	-	36
Long-lived assets in progress	99	303	(99)	(303)	0
<b>Total</b>	<b>1,671</b>	<b>303</b>	<b>(112)</b>	<b>0</b>	<b>1,862</b>

Accumulated depreciation	Opening balance	Depreciation	Retirement	Closing balance	Book value
Independent movables and groups of movables	(1,321)	(128)	13	(1,436)	390
Assets received as donations	(26)	(7)	-	-33	3
Long-lived assets in progress	-	-	-	0	0
<b>Total</b>	<b>(1,347)</b>	<b>(135)</b>	<b>13</b>	<b>(1,469)</b>	<b>393</b>

### 2010 Economic activities of the Our Child Foundation

Revenues (in 000's CZK)	year 2010
Financial contributions – income	6,300
Revenues from FIF – interest	623
Other revenues	753
Business revenues	428
Revenues from the dissolution of funds from previous years	2,724
<b>Donations and revenues – P/L item – total</b>	<b>10,828</b>

In 2010 the Our Child Foundation managed to achieve smooth progress for all its projects aimed at helping children at risk and to sustain stable financial management.

The Foundation adhered to the rule stipulated in its Statute for restricting its administration costs (up to 20 percent of its equity). The achieved administration cost value that includes overall costs incurred, included individual projects, is 17.3 percent. After subtraction of project costs with respect to projects for the benefit of children and families in life-affecting situations, the administration costs amount to only 7.3 percent.

The Foundation secured the necessary level of funding from individuals and entities to fulfil the objectives and mission set out in its Statutes.

Costs (in 000's CZK)	2010
<b>Material costs</b>	<b>199</b>
which included: promotional items for children and sponsors	8
fuel	91
office supplies and consumables	73
energy consumption	27
<b>Services</b>	<b>2,534</b>
which included: production of advertising materials, translations, other services	737
advertising	377
accounting services, auditing, tax consultancy	528
rent	280
membership in international organisations	172
fax, phone charges, postage	187
representation	83
travelling expenses	114
repairs and maintenance	56
<b>Personnel costs</b>	<b>2,934</b>
which included: salaries of employees, including external workers	2,220
social and health insurance	714
<b>Other costs</b>	<b>410</b>
<b>Depreciation of long-lived tangible assets</b>	<b>135</b>
<b>Income taxes</b>	<b>58</b>
<b>Total operating costs</b>	<b>6,270</b>

Costs (in 000's CZK)	2010
<b>Financial contributions provided to individuals and other organisations:</b>	<b>4,457</b>
Safety Line Association – contribution for operating expenses	1,000
Contributions granted on the basis of individual applications submitted by guardians of disabled children	746
AKORD – contribution granted to day-care centre for children and youth with serious disabilities	650
Contribution granted to the Fund for Children in Need	640
Contribution granted to 10 families affected by August floods	500
Contribution for the purchase of a car for a seriously disabled boy	250
Contribution for wheelchairs for disabled twins	170
Children's home and school in Býchory	150
Kolpingova rodina (the Kolping family) – contribution for the operation of an asylum centre for mothers and their children	100
Contribution for the purchase of a car for the transportation of a seriously disabled boy	100
Contribution for the purchase of a positioning device for an immobile boy	56
Children's Home in Horní Slavkov – contribution for therapeutic/treatment stay for children	50
Rent for a student from the Domino Children's Home	45
<b>Total costs</b>	<b>10,727</b>

# Independent Auditor's Report

## To the Board of Administration of Nadace Naše dítě:

- I. We have audited the financial statements of Nadace Naše dítě ("the Company") as at 31 December 2010 presented in the annual report of the Company on pages 56–71 and our audit report dated 4 March 2011 stated the following:

We have audited the accompanying financial statements of Nadace Naše dítě, which comprise the balance sheet as at 31 December 2010, and the income statement, for the year then ended, and a summary of significant accounting policies and other explanatory notes. For details of Nadace Naše dítě see Note 1 to the financial statements.

### Board of Administration's Responsibility for the Financial Statements

The board of administration is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the Czech Republic, and for such internal control as the board of administration determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Act on Auditors and International Standards on Auditing as amended by implementation guidance of the Chamber of Auditors of the Czech Republic. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including an assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

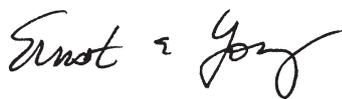
## Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Nadace Naše dítě as at December 31, 2010, and its financial performance for the year then ended in accordance with accounting principles generally accepted in the Czech Republic.

- II. We have also audited the consistency of the annual report with the financial statements described above. The management of Nadace Naše dítě is responsible for the accuracy of the annual report. Our responsibility is to express, based on our audit, an opinion on the consistency of the annual report with the financial statements.

We conducted our audit in accordance with International Standards on Auditing and the related implementation guidance issued by the Chamber of Auditors of the Czech Republic. Those standards require that we plan and perform the audit to obtain reasonable assurance as to whether the information presented in the annual report that describes the facts reflected in the financial statements is consistent, in all material respects, with the financial statements. We have checked that the accounting information presented in the annual report on pages 56–71 is consistent with that contained in the audited financial statements as at 31 December 2010. Our work as auditors was confined to checking the annual report with the aforementioned scope and did not include a review of any information other than that drawn from the audited accounting records of the Company. We believe that our audit provides a reasonable basis for our opinion.

Based on our audit, the accounting information presented in the annual report is consistent, in all material respects, with the financial statements described above.



**Ernst & Young Audit, s.r.o.**

License No. 401

Represented by



**Magdalena Soucek**

Partner



**Irena Liškařová**

Auditor, License No. 1146

4 March 2011

Prague, Czech Republic

Balance Sheet as at 31 December 2010 (in CZK thousands)

ASSETS	Line	Current period opening balance	Current period closing balance
<b>A. Total fixed assets</b>	<b>1</b>	<b>324</b>	<b>393</b>
<b>I. Total intangible fixed assets</b>	<b>2</b>	<b>0</b>	<b>0</b>
<b>II. Total tangible fixed assets</b>	<b>10</b>	<b>1,671</b>	<b>1,862</b>
4. Separate movable items and groups of movable items [022]	14	1,572	1,862
9. Tangible fixed assets in progress [042]	19	99	-
<b>III. Total long-term investments</b>	<b>21</b>	<b>0</b>	<b>0</b>
<b>IV. Adjustments to acquired fixed assets</b>	<b>29</b>	<b>(1,347)</b>	<b>(1,469)</b>
7. Adjustment to separate movable items and groups of movable items [082]	36	(1,347)	(1,469)
<b>B. Total short-term assets</b>	<b>41</b>	<b>69,110</b>	<b>69,426</b>
<b>I. Total Inventories</b>	<b>42</b>	<b>520</b>	<b>548</b>
1. Material in store [112]	43	520	541
7. Merchandise in store and retail shops[132]	49	-	7
<b>II. Total Receivables</b>	<b>52</b>	<b>1,408</b>	<b>869</b>
6. Receivables from staff [335]	58	8	5
8. Income tax [341]	60	154	124
17. Other receivables [378]	69	11	
18. Unbilled revenue[388]	70	1,235	740
<b>III. Total short-term investments</b>	<b>72</b>	<b>67,161</b>	<b>67,981</b>
1. Cash [211]	73	34	7
2. Stamps and vouchers [213]	74	-	8
3. Bank accounts [221]	75	67,127	67,966
<b>IV. Total other assets</b>	<b>81</b>	<b>21</b>	<b>28</b>
1. Prepaid expenses [381]	82	21	28
<b>Total Assets</b>	<b>85</b>	<b>69,434</b>	<b>69,819</b>

LIABILITIES	Line	Current period opening balance	Current period closing balance
<b>A. Total equity and liabilities</b>	<b>86</b>	<b>68,800</b>	<b>68,879</b>
<b>I. Total equity</b>	<b>87</b>	<b>63,831</b>	<b>68,778</b>
1. Equity (901)	88	36,212	36,107
2. Funds	89	27,619	32,671
<b>II. Total Profit/ (loss)</b>	<b>91</b>	<b>4,969</b>	<b>101</b>
1. Account of profit/ loss(963)	92	4,969	101
<b>B. Total equity and liabilities</b>	<b>95</b>	<b>634</b>	<b>940</b>
<b>I. Total reserves</b>	<b>96</b>	<b>0</b>	<b>0</b>
<b>II. Total long-term liabilities</b>	<b>98</b>	<b>0</b>	<b>0</b>
<b>III. Total current liabilities</b>	<b>106</b>	<b>568</b>	<b>610</b>
1. Suppliers (321)	107	74	68
5. Liabilities to employees (331)	111	131	129
6. Other liabilities to employees (333)	112		2
7. Liabilities arising from social security and health insurance (336)	113	75	70
9. Other direct taxes (342)	115	23	22
17. Other liabilities (379)	123	219	219
22. Unbilled deliveries (389)	128	46	100
<b>IV. Total other liabilities</b>	<b>130</b>	<b>66</b>	<b>330</b>
2. Deferred income (384)	132	66	330
<b>Total liabilities</b>	<b>134</b>	<b>69,434</b>	<b>69,819</b>

Income Statement as at 31 December 2010 (in CZK thousands)

Text	Line	for the accounting period		2009 Total
		main activity	operational activity	
<b>A. Expenses</b>	<b>1</b>			
<b>I. Total costs of purchases</b>	<b>2</b>	<b>199</b>	<b>0</b>	<b>292</b>
1. Material used (501)	3	172	–	265
2. Energy consumption (502)	4	27	–	27
<b>II. Total services</b>	<b>7</b>	<b>2,534</b>	<b>0</b>	<b>2,999</b>
5. Repairs and maintenance (511)	8	56	–	63
6. Travel expenses (512)	9	113	–	116
7. Expenses for representation (513)	10	83	–	146
8. Other services (518)	11	2,282	–	2,674
<b>III. Total personnel expenses</b>	<b>12</b>	<b>2,934</b>	<b>0</b>	<b>3,107</b>
9. Wages and salaries (521)	13	2,220	–	2,364
10. Mandatory social security insurance (524)	14	714	–	743
<b>IV. Total taxes and fees</b>	<b>18</b>	<b>6</b>	<b>0</b>	<b>6</b>
16. Other taxes and fees (538)	21	6	–	6
<b>V. Total other expenses</b>	<b>22</b>	<b>301</b>	<b>0</b>	<b>120</b>
21. FOREX losses (545)	27	37	–	12
22. Gifts (546)	28	179	–	17
24. Other expenses (549)	30	85	–	91
<b>VI. Total depreciation, asset disposals, creation of reserves and provisions</b>	<b>31</b>	<b>238</b>	<b>0</b>	<b>88</b>
25. Amortization and depreciation of fixed assets (551)	32	135	–	88
26. Net book value of tangible and intangible fixed assets sold (552)	33	99	–	–
28. Material sold (554)	35	4	–	–
<b>VII. Total contribution provided</b>	<b>38</b>	<b>4,457</b>	<b>0</b>	<b>884</b>
32. Membership fees provided (582)	40	4,457	–	884
<b>VIII. Total income tax</b>	<b>41</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total expenses</b>	<b>43</b>	<b>10,669</b>	<b>0</b>	<b>7,496</b>

Text	Line	for the accounting period		2009 Total
		main activity	operational activity	
<b>B. Revenues</b>	<b>44</b>			
<b>I. Total revenue from own products and services</b>	<b>45</b>	<b>0</b>	<b>428</b>	<b>270</b>
2. Revenues from services (602)	47	-	428	270
<b>II. Total change in internal inventory</b>	<b>49</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>III. Total capitalization</b>	<b>54</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>IV. Total other revenues</b>	<b>59</b>	<b>3,980</b>	<b>0</b>	<b>1,991</b>
15. Interest (644)	63	1,091	-	1,909
16. FOREX gains (645)	64	1	-	2
17. Settlement of funds (648)	65	2,724	-	
18. Other revenues (649)	66	164	-	80
<b>V. Total revenue from sold assets, release of reserves and provisions</b>	<b>67</b>	<b>120</b>	<b>0</b>	<b>0</b>
19. Proceeds from sale of tangible and intangible fixed assets (652)	68	50	-	-
21. Proceeds from material sold (654)	70	70	-	-
<b>VI. Total contributions received</b>	<b>75</b>	<b>6,300</b>	<b>0</b>	<b>10,214</b>
27. Contributions received (donations) (682)	77	6,300	-	10,214
<b>VII. Total operational subsidy</b>	<b>79</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total revenues</b>	<b>81</b>	<b>10,400</b>	<b>428</b>	<b>12,475</b>
<b>C. Profit/loss before taxation</b>	<b>82</b>	<b>-269</b>	<b>428</b>	<b>4,979</b>
34. Income tax (591)	83	0	58	10
<b>D. Profit/ loss after taxation</b>	<b>84</b>	<b>-269</b>	<b>370</b>	<b>4,969</b>

## Notes to the Financial Statements for the Year Ended 31 December 2010

### I. Background

#### **Description of the Accounting Entity:**

The Our Child Foundation ("the Foundation") was established on 1 October 1993. Its registered office is at Ústavní 91/95, Prague 8, the Czech Republic, Identification Number 60166754. The Foundation is incorporated in the Foundation Register maintained by the Municipal Court in Prague, Section N, File No. 57.

The purpose of the Foundation is to support humanitarian projects which help to create an effective system of child protection in the Czech Republic and to ensure the protection of human rights within the Children's Rights Convention. The humanitarian projects are supported by the re-distribution of grants for programs aimed at reaching the Foundation's goals.

In addition, the Foundation aims to help children who find themselves in difficult life situations.

The Foundation supports and develops cooperation with international organizations active in the field of child protection and collaborates on joint projects with these organizations.

The Foundation's Promoter – Zuzana Baudyšová

The Foundation's equity in cash amounted to CZK 36,104 thousand as at 31 December 2010. It is deposited with COMMERZBANK a.g., Prague Branch, A/C No. 1331175314/6200, and with Československá obchodní banka, a.s., A/C No. 154051281/0300. In previous years, the Foundation's equity was increased by movable items totaling CZK 108 thousand which were not entered in the Foundation's property. In 2010, the sum was reduced by the value of assets disposed and the annual depreciation charge at an amount of CZK 105 thousand. The Foundation's equity was increased by movable items not entered in the Foundation's property totaling only CZK 3 thousand.

Foundation's Managing Director – Zuzana Baudyšová

Members of the Foundation's Board of Administration:

Marta Ptáčková – chair

Jaroslava Jalovecká – vice-chair

Martin Chalupský – member

Members of the Foundation's Supervisory Board:

Iva Chaloupková – chair

Kamil Čermák – member

Miluše Slapničková – member

## **II. Information about accounting methods used and general accounting policies**

The Foundation uses accounting methods which are in accordance with the accounting regulations set by Act No. 563/1991 Coll. on Accounting, Decree No. 504/2002 Coll. as amended, and the Czech accounting standards for accounting entities whose main scope of activities is not business. The accounting period is one calendar year.

### **Explanation Added for Translation into English**

These financial statements are presented on the basis of accounting principles and standards generally accepted in the Czech Republic. Certain accounting practices applied by the Company that conform with generally accepted accounting principles and standards in the Czech Republic may not conform with generally accepted accounting principles in other countries

### **Method of processing and keeping of accounting documents**

The Foundation's double-entry bookkeeping is maintained by the certified external accountant Marcela Komárková, IC 60475897. Accounting records are processed using the SOAS software; they are filed in hard copy and electronically on CDs. The accounting documents are filed in the Foundation's registered office.

### **Valuation and Depreciation and Amortization of Assets**

Purchased tangible and intangible fixed assets with a cost exceeding CZK 10 thousand are recorded at their acquisition cost, which consists of purchase price and other related costs. Fixed assets acquired for no consideration are valued at cost pursuant to donation contracts.

The depreciation of tangible assets and the amortization of intangible fixed assets are calculated based on the acquisition cost and the estimated useful life of the related assets. The estimated useful lives are as follows:

	Years
Computer technology	3
Passenger cars	3-5

Short-term financial assets consist of cash on hand and in bank.

Receivables and liabilities are recorded at their nominal values.

#### **Valuation of Inventory**

Purchased inventory is stated at acquisition cost including other related costs. Inventory acquired for no consideration is valued at cost pursuant to donation contracts.

#### **Equity and Funds**

Equity consists of monetary and non-monetary contributions, gifts recorded in the Foundation Register and tangible fixed assets acquired free of charge. In addition, the Foundation creates special-purpose funds for predetermined purposes in connection with the Foundation's activities set out in its statutes.

#### **Foreign Currency Transactions**

Assets and liabilities whose acquisition or production costs were denominated in foreign currencies are translated into Czech crowns at a fixed exchange rate corresponding to the Czech National Bank rate set on the first working day of the financial year. On the balance sheet date, monetary items are adjusted to the exchange rates published by the Czech National Bank as at 31 December.

Realized exchange rate gains and losses were charged or credited, as appropriate, to income for the year.

Revenues and expenses are recognized on an accrual basis; that is, they are recognized in the periods in which the actual flow of the related goods or services occurs, regardless of when the related monetary flow arises.

Donations and contributions received are recognized as follows:

- Donations and contributions received to support the Foundation in fulfilling its mission, which are not restricted for specific donees, are credited into income;
- Donations and contributions received for a particular purpose and restricted for specific donees are recognized on the balance sheet (in the Funds caption).

Expenses incurred in fulfilling the Foundation's mission are charged to income. Expenses incurred in connection with specific donees are recognized on the balance sheet (in the Funds caption).

### Income Tax

The corporate income tax expense is calculated based on the statutory tax rate and book income before taxes, increased or decreased by the appropriate permanent and temporary differences (e.g. non-deductible provisions and allowances, entertainment expenses, differences between book and tax depreciation, etc.).

## III. Additional information to the balance sheet and income statement

### Tangible Fixed Assets:

Summary of tangible fixed assets (in CZK thousands):

#### Cost

	At beginning of year	Additions	Disposals	Transfers	At end of year
Separate movable items and groups of movable items	1,536	–	(13)	303	1,826
Donated tangibles	36	–	–	–	36
Tangibles in progress	99	303	(99)	(303)	–
<b>2010 Total</b>	<b>1,671</b>	<b>303</b>	<b>(112)</b>	<b>–</b>	<b>1,862</b>
<b>2009 Total</b>	<b>1,433</b>	<b>254</b>	<b>(16)</b>	<b>–</b>	<b>1,671</b>

In 2010 asset additions included assets acquired by purchase and asset disposals related to obsolete and non-operational assets.

As at 1 January 2010, tangibles in progress included a passenger car acquired by the Foundation as a donation in 2009. This car had never been put in use and was sold for CZK 50 thousand in January 2010.

## Accumulated Depreciation

	At beginning of year	Depreciation during year	Book value of assets disposed	Disposals	At end of year	Net book value
Separate movable items and groups of movable items	(1,321)	(128)	-	13	(1,436)	390
Donated tangibles	(26)	(7)	-	-	(33)	3
Tangibles in progress	-	-	-	-	-	-
<b>2010 Total</b>	<b>(1,347)</b>	<b>(135)</b>	<b>-</b>	<b>13</b>	<b>(1,469)</b>	<b>393</b>
<b>2009 Total</b>	<b>(1,275)</b>	<b>( 88)</b>	<b>-</b>	<b>16</b>	<b>(1,347)</b>	<b>324</b>

## Unbilled revenue

As at 31 December 2010 and 2009, unbilled revenue includes, in particular, interest accumulated on a term deposit which was credited by the bank after the year-end.

## Summary of Changes in Equity

	Equity	Funds	Retained earnings	Total
<b>Balance as at 31 December 2009</b>	<b>36,212</b>	<b>27,619</b>	<b>4,969</b>	<b>68,800</b>
Decrease – gifts provided	-	(7,036)	-	-
Decrease – use for Collection	-	(2,724)	-	-
<b>Decrease total</b>	<b>(105)</b>	<b>(9,760)</b>	<b>(4,969)</b>	<b>(14,834)</b>
Increase – donations received	-	10,593	-	-
Increase – profit 2009 excl. NIF	-	4,549	-	-
Increase – deferred income tax 2009	-	(330)	-	-
<b>Increase total</b>	<b>-</b>	<b>14,812</b>	<b>-</b>	<b>14,812</b>
Profit or loss for current year	-	-	101	101
<b>Balance as at 31 December 2010</b>	<b>36,107</b>	<b>32,671</b>	<b>101</b>	<b>68,879</b>

The equity balance decrease reflects a decrease in the value of movable items due to their sale and also a decrease in the value of movable items due to accounting depreciation.

Funds increases and decreases reflect purpose-restricted funds received and provided.

#### Method of ascertaining the income tax base, allowances and their use (in CZK thousands)

	2010
Taxable revenues, other	288
Taxable income from advertisement	319

The Foundation claimed a tax allowance of CZK 300 thousand, which was used to cover costs associated with activities which are not subject to tax. The income tax liability for 2010 was CZK 78 thousand.

	2010	2009
Profit before taxes	159	4,979
Non-taxable revenues	(10,220)	(12,123)
Non-deductible expenses	10,668	7,496
Taxable income before allowances	607	352
Tax allowance	(300)	(300)
<b>Tax base</b>	<b>307</b>	<b>52</b>
<b>Current income tax rate</b>	<b>19%</b>	<b>20%</b>
<b>Income Tax</b>	<b>58</b>	<b>10</b>

#### Liabilities

Overdue payables were CZK 5 thousand and CZK 0 thousand as at 31 December 2010 and 2009, respectively.

## Liabilities due for social security and health insurance

The deductions from 2011 and 2010 December wages payable as at the wage payment date, i.e., 10 January 2011 and 10 January 2010, respectively, are as follows

(in CZK thousands)	2010	2009
Prague Social Security Administration, Prague 8	49	52
Occupational Health Insurance Co., Prague	7	8
General Health Insurance Co., Prague	14	15
Prague Financial Authority	22	23
<b>Total</b>	<b>92</b>	<b>98</b>

Unbilled deliveries include particularly accruals for unused vacation and unbilled accounting services, which are charged to income as the relevant costs are incurred.

Service costs comprise the costs incurred in the Foundation's operations, the most important of them being advertising and promotion costs and costs incurred in making the Foundation more visible.

## Staff information (information about the statutory body members is presented separately)

(in CZK thousands)	2010	2009
	Number of employees	Number of employees
Full-time positions	5	5
Contract for work	23	18
Job performance contract	2	1
Wages and salaries	2,220	2,364
Social security and health insurance	714	743
<b>Total personnel expenses</b>	<b>2,934</b>	<b>3,107</b>

Of those, wage costs for individual projects as per the Foundation statutes in 2010 and 2009

(in CZK thousands)	2010	2009
Stop violence on children – public education	278	329
Puzzle – re-distribution of foundation contributions	28	491
Legal Help Line	251	178
Individual requests	466	185
Safe Internet – nation-wide project	457	227
Foundation Investment Fund	278	246
Cross-border cooperation	278	229
Positive parenthood	154	144
Child protection in media and advertising	428	434
Administrative overheads	316	493
Other	-	151
<b>Total</b>	<b>2,934</b>	<b>3,107</b>

Statutory and supervisory board members received no bonuses in the period under review.

## Summary of monetary gifts provided (in CZK thousands)

	2010		2009	
	Balance sheet	Expense accounts	Balance sheet	Expense accounts
Safety Line for Children and the Youth Association – contribution for operation	-	1,000	2,270	-
Grants provided from NIF funds	420	-	682	-
Restricted funds granted by RWE Transgas a. s. *)	1,650	-	2,156	-
Contribution to Fond ohrožených dětí (The Fund for Children in Need)	-	640	1,403	-
Contribution to Dětské krizové centrum (The Children's Crisis Center)	-	-	701	-
Contribution to the Children's home and school Býchory	-	150	200	10
Contribution to severely handicapped children – Astra Zeneca	-	-	50	-
Contribution to the orphaned Jirásek siblings	-	-	30	17
Contribution for purchase of an automobile for a handicapped girl	420	-	436	-
Foundation contributions within the Puzzle project	-	-	-	200
AKORD – contributions to the day-care facility for gravely handicapped children and youth	-	650	-	100
STATIM OS – contribution to baby box	-	-	-	100
Children's home Horní Slavkov – contribution to curative stay	-	50	-	15
Kindergarten BERUŠKA Nový Jičín – camp for flood-affected children	-	-	-	41
Contribution to Dům na půl cesty – Pod Křídly (social services center)	-	-	-	60
The nicest concert of children from children's homes (contest)	-	-	-	50
Contribution for purchase of a mechanical wheel chair for a handicapped child	-	-	-	41
Contributions granted to handicapped children on individual requests	-	746	-	250
HelpPes, Helping Paws – assistant dog training	2,500	-	-	-
Czech Neonatal Society – ten newborn resuscitation sets for hospitals	619	-	-	-
An automobile for transportation of a physically handicapped girl	200	-	-	-

	2010		2009	
	Balance sheet	Expense accounts	Balance sheet	Expense accounts
Institute for the Care of Mother and Child – laser for premature children eye surgery	862	-	-	-
Eventful Society – training of an assistant dog for a blind four-year Jakub	150	-	-	-
A cochlear implant for a handicapped boy	46	-	-	-
Speech processor for an aurally impaired boy	158	-	-	-
Contribution for a special buggy for a three-year handicapped girl	11	-	-	-
Contribution for a convertible device for immobile Tomáš	-	56	-	-
Contribution for 10 families with children affected by the August floods	-	500	-	-
The Kolping family – contribution for the operation of a sanctuary centre for mother and child	-	100	-	-
Contribution for wheelchairs for handicapped twins	-	170	-	-
Contribution to rent for a girl student from the Domino children´s home	-	45	-	-
Contribution for an automobile for transportation of a gravely handicapped boy	-	100	-	-
Contribution for an automobile for transportation of a gravely handicapped boy	-	250	-	-
<b>Total</b>	<b>7,036</b>	<b>4,457</b>	<b>7,928</b>	<b>884</b>

\*] In 2010, the Foundation was granted CZK 4,000 thousand by RWE Transgas; of this, CZK 2,000 thousand was allocated for the year 2010 and CZK 2,000 thousand for the year 2011). In 2010, CZK 1,650 was provided to third parties for restricted purpose (including CZK 315 thousand which remained undistributed as at 31 December 2009), CZK 465 thousand were used to cover the costs incurred in projects of the Foundation and CZK 200 thousand remained undistributed as at 31 December 2010. Of the money determined for the year 2011, CZK 300 thousand were recognized as deferred income since the monies are determined to cover the costs to be incurred in projects of the Foundation in 2011, and CZK 1,700 thousand was recorded at fund accounts as at 31 December 2010.

## Summary of donations and proceeds received (in CZK thousands)

	2010		2009	
	Balance sheet (Restricted donations)	Revenue accounts	Balance sheet (Restricted donations)	Revenue accounts
<b>Total donations</b>	<b>10,593</b>	<b>6,300</b>	<b>5,551</b>	<b>10,214</b>
<b>Received from:</b>				
RWE Transgas a. s. *)	3,535	465	2,300	700
Rossmann project	5,903	-	2,104	701
Collection for a car for severely handicapped girl	-	-	857	-
CK Alexandria – curative stays of children	-	-	100	-
Musica Bohemica – curative stays of children	-	-	100	-
Astra Zeneca ČR	-	100	50	-
Other received contributions	-	4,315	-	8,313
Global Payments Europe – 2010 Internet Hotline project**)	30	70	40	-
Provident Financial – 2009 Internet Hotline project***)	-	-	-	500
Sazka	-	500	-	-
SynotTip	-	700	-	-
Pražská plynárenská	-	150	-	-
Transfer of profit 2009 NIF	420	-	-	-
Transfer of net proceeds from a collection	490	-	-	-
Speech processor for deaf boy Andrej	158	-	-	-
Special buggy for a disabled girl	11	-	-	-
Contribution for a cochlear implant for an aurally impaired boy	46	-	-	-
Revenues – interest on NIF	-	623	-	1,126
Revenues – business activities	-	428	-	270
Revenues – release of prior year funds ***)	-	2,724	-	-
Revenues – other	-	753	-	865
<b>Total</b>	<b>10,593</b>	<b>10,828</b>	<b>5,551</b>	<b>12,475</b>

\*) In 2010, the Foundation was granted CZK 4,000 thousand by RWE Transgas; of this, CZK 2,000 thousand was allocated for the year 2010 and CZK 2,000 thousand for the year 2011. In 2010, CZK 1,650 was provided to third parties for restricted purpose (including CZK 315 thousand which remained undistributed as at 31 December 2009), CZK 465 thousand were used to cover the costs incurred in projects of the Foundation and CZK 200 thousand remained undistributed as at 31 December 2010. Of the money determined for the year 2011, CZK 300 thousand were recognized as deferred income since the monies are determined to cover the costs to be incurred in projects of the Foundation in 2011, and CZK 1,700 thousand was recorded at fund accounts as at 31 December 2010.

\*\*\*) In 2010, the Foundation received a contribution for the Internet Hotline project from Global Payments Europe. The contribution will be used to cover the costs of the project in 2011 and was therefore recognized as deferred income as at 31 December 2010.

\*\*\*\*) In 2010 the Foundation released to income part of the funds created from retained earnings to cover the costs for the distribution of proceeds from collection carried out in the years 2007–2010. Collection proceeds were accounted for as revenues of the period in which they were earned and considering the fact they were not used immediately in that year they became part of the respective year profit and following the approval of the Board of Administration the profit was transferred to funds next year.

Public collections pursuant to Act No. 117/2001 Coll. as at 31 December 2010:

In 2010 and 2009, the Foundation organized public fund-raising campaigns in accordance with Act No. 117/2001 Coll. with a gross yield of CZK 948 thousand and CZK 3,109 thousand, respectively. In 2010 and 2009, parts of the yield in the amounts of CZK 8 thousand and CZK 857 thousand, respectively, were restricted.

Summary of the management of proceeds earned from a contract for the transfer of remaining funds that, pursuant to the decision of the House of Deputies of the Parliament of the Czech Republic, are restricted to support foundations (NIF):

In 2010 and 2009, the Foundation deposited these funds on a deposit account kept with COMMERZBANK. The term deposits were repayable on 14 January 2010 and 14 January 2011, respectively, and bear an interest rate ranging from 1.7 to 3.1% p.a.

The interest accumulated on term deposit was CZK 623 thousand and CZK 1,126 thousand and was credited into income for 2010 and 2009, respectively.

In 2010 and 2009, the amounts of CZK 420 thousand and CZK 682 thousand, respectively, were redistributed pursuant to the contractual terms and conditions. The remaining portion was used for the Foundation's administration.

Prepared on: 4 March 2011



**Zuzana Baudyšová**

Accounting entity's statutory body



**Marcela Komárková**

Person responsible for the financial statements

# Grant Rules

## **The Our Child Foundation grant rules for awarding foundation contributions from the income of the Foundation Investment Fund in 2010.**

The purpose and goal of the Our Child Foundation (“foundation”) is to support humanitarian projects that aim to create an effective system of child protection in the Czech Republic and to ensure the protection of human rights in compliance with the Convention on the Rights of the Child. Humanitarian projects will be supported by the provision of grants (foundation contributions) for programmes that aim to achieve the objectives set out by the foundation. The foundation simultaneously seeks to provide direct help to children who find themselves in extremely difficult, life-affecting situations.

### **Conditions for awarding grants:**

1. The aim of the project must be to protect children in the Czech Republic, or the project must be directly aimed at the protection of children, especially children who find themselves in difficult, life-affecting situations (children who are physically or sexually abused, or mentally or physically disabled). Furthermore, the project must offer or ensure prevention of violence against children including commercial sexual exploitation (i.e. child pornography, child prostitution and child trafficking), prevention of negative phenomena in relation to children and youth and the implementation of the Convention on the Rights of the Child into practice.
2. Only the following legal entities that are concerned with the child protection issues may apply for a grant (foundation contribution):
  - legal entities that have not been found for the purpose of commercial profit, i.e. citizen associations, church-operated legal entities (provided, however, that they provide social, medical, educational and cultural services) or public benefit companies
  - public legal entities – only public colleges and universities and semi-budgetary organisations (in case of the latter, provided that they invest at least 50 percent of the required financial resources for the given project)Exception to the list are legal entities where decision-making processes or general operation (factually or legally) is directly or indirectly done by members of the Board of Trustees of the Our Child Foundation, or members of its Supervisory Board, employees of the foundation or their family members.
3. Projects must be implemented within one year (12 consecutive months), including the drawing up of the respective budget.
4. Along with their application, the applicant must submit an original or certified copy of the certificate of registration (in case of a civic association – a certificate of incorporation in the Register of Civic Associations issued by the Ministry of the Interior; in case of a public benefit company – a certificate of incorporation in the Commercial Register issued by the competent District Court; in case of a religious organisation – an excerpt from the register kept by the Ministry of Culture; in case of a public legal entity – another document proving its existence). The certificate of registration must not be older than three months, i.e. issuing authority issued the certificate no earlier than within three months prior to the submission of the grant application.
5. Furthermore, the applicant shall submit an uncertified copy of a document governing the internal terms and conditions of the organisation (e.g. the Articles of Association or Statutes).

**Award procedure schedule:**

1. The foundation's grant programme for each year shall be announced by the director. It is published on the website of the foundation and by other available means.
2. Applicants shall send their applications to the address of the foundation, i.e. Nadace Naše dítě, Ústavní 91/95, 181 21, Praha 8. The application, including all appendices, shall be submitted in two counterparts, whereas only one of them must include the originals of all documents, while the second part may contain copies.
3. The deadline for the submission of applications shall be 31st March of the current calendar year (no attention will be paid to applications received after this deadline).
4. The foundation shall keep records of all applications and perform a formal review. Applications that fail to meet all formal criteria shall be excluded from any further proceedings.
5. Nobody is in any way legally entitled to the foundation contributions. The Board of Trustees of the foundation shall decide on the award of a contribution based on recommendations of the Board of Advisors.
6. All applications are initially reviewed by the director of the foundation. Having approved/refused an application, the director shall submit it to the Board of Advisors.
7. The Board of Advisors shall familiarize itself with the contents of the application. Pursuant to the grant rules the Board shall evaluate, discuss and issue recommendation for the Board of Trustees. Should the Board of Advisors conclude that an application has substantial deficiencies; the application shall not be recommended to the Board of Trustees. The Board of Advisors shall justify its standpoint in an appraisal submitted to the Board of Trustees.
8. The Board of Trustees shall make the final decision on the approval or rejection of foundation contributions to individual applicants.
9. Having rejected or approved the applications, the Board of Trustees shall return the applications to the director of the foundation, along with precise specifications of the amount and purposes for which the grant is to be used.
10. The foundation shall notify all applicants in writing of the conclusion reached by the Board of Trustees no later than within three months after the deadline for grant application submission (i.e. by 30th June). However, the foundation is not obliged to communicate the reasons why a particular application has been rejected.
11. The foundation shall enter into a contract on the provision of foundation contributions with the applicants of approved projects and it shall make sure the funds are transferred pursuant to the terms of the contract. By signing the contract, the applicant undertakes to cooperate with the Our Child Foundation and grants his/her/its consent to the foundation to check the proper drawing of the allocated funds, i.e. the applicant undertakes to submit interim reports and a final report on the project (both text report and financial data report). Costs incurred prior to the contract conclusion cannot be compensated.
12. As the grant provider, the foundation reserves the right to carry out continuous review. Should the grant beneficiary fail to meet the objectives of the project for which subsidies were granted or should the grant beneficiary use the funds in a manner that is in conflict with the purpose established by the contract, the beneficiary shall return the funds to the foundation.
13. The grant beneficiary shall submit to the foundation a statement of funds within the time period specified in the contract.

**Grant applications must comply with the following criteria:**

- Completed application form containing the applicant's data.
- Up-to-date document on registration of the organisation (original or certified copy – see above), in any case not older than 3 months.
- Copy of the document governing the internal terms and conditions of the organisation (e.g. Articles of Association).
- Project description and schedule.
- Project costs (budget).
- Detailed specification of the required funds and the manner of use (semi-budgetary organisations must prove the compliance with the applicable conditions, i.e. the allocation of at least 50 percent of the necessary funds from their own resources).
- Overview of other funding applications submitted in relation to the project, including the amount.

Prague, 7th September 2000.

Approved by the Board of Trustees of the Our Child Foundation on 7th September 2000.

Last update: 25th January 2010.

# Independent Auditor's Assurance Report

## To the Board of Administration of Nadace Naše dítě:

We have examined the List of subsidies granted in 2010 from the funds generated by Nadační investiční fond (hereinafter referred to as the "the List") for the year ended 31 December 2010 (see Appendix 1) in accordance with "The Contract for the transfer of funds determined by Resolution No. 413 of the House of Deputies of the Parliament of the Czech Republic adopted at the 15th session 8/7/99 on the government bill for the distribution of funds attained by the sale of shares determined for the Foundation Investment Fund in the first stage" and "The Contract for the transfer of the remaining funds determined by the resolution of the House of Deputies of the Parliament of the Czech Republic for the purposes of granting support to Foundations in the 2nd stage, entered into under Section 18, paragraph 2, letter a) point 6) of Act No. 171/91 Coll.," (hereinafter referred to as the "the Contracts") – see Appendix 2.

## Board of Administration's Responsibility

The Board of Administration is responsible for preparation of the accompanying List and for using the Foundation Investment Fund for the foundation purpose as defined in the Contracts and for the separate maintaining of the accounting records in accordance with the accounting principles generally accepted in the Czech Republic.

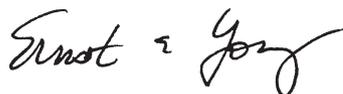
## Auditor's Responsibility

Our responsibility is to express a conclusion about the List for the year ended 31 December 2010 based on our audit. We performed our assurance engagement in accordance with the International Standard on Assurance Engagements. Those standards require that we comply with ethical requirements and plan and perform the assurance engagement to obtain reasonable assurance that the company meets the requirements contained in the Contracts and therefore our procedures included examining evidence based on samples as to whether the usage of the Foundation Investment Fund was incurred for the purposes specified in the Contracts, and whether separate accounting records were properly maintained in accordance with accounting principles generally accepted in the Czech Republic. Our audit procedures are limited to the disbursement of funds by the Foundation Investment fund to recipients and does not extend to the usage of those funds by the recipients for its intended purposes.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

### Auditor's Conclusion

In our opinion, the List of Subsidies granted in 2010 from the funds generated by Nadační investiční fond for the year ended 31 December 2010 of Nadace Naše dítě has been prepared, in all material respects, in accordance with the Contracts.



**Ernst & Young Audit, s.r.o.**

License No. 401

Represented by



**Magdalena Soucek**

Partner



**Irena Liškařová**

Auditor, License No. 1146

4 March 2011

Prague, Czech Republic

### List of subsidies granted in 2010 from the funds generated by Nadační investiční fond (in CZK thousands):

Recipient	Subsidy purpose	Amount awarded
DANETA, svépomocné sdružení rodičů a přátel zdravotně postižených dětí, o. s.	Healing strength of therapy	21
Dětské krizové centrum, o. s.	To make home a home again – professional multidisciplinary care for endangered, hag-ridden, abused, or neglected children, and for children in difficult life situations	165
Diakonie ČCE – Plzeň Center	Equipment and refurbishment of the SOS Archa Children Center	8
SPONDEA, ČČK Brno, o. p. s.	Immediate assistance for children in need	51
Teen Challenge International ČR	Children center for endangered children	25
Dětský klíč Šumperk, o. p. s.	Personal assistants for disabled children	40
Asociace rodičů a přátel zdravotně postižených dětí v ČR, o. s. ("Hornomlýnská" Club)	Centrum FILIPOVKA – personal assistants for disabled children	60
Rozum a Cit, o. s.	Respite services for foster families	50
<b>Total 2010 subsidies</b>		<b>420</b>

# Basic Information about the Our Child Foundation

## **Nadace Naše dítě (The Our Child Foundation)**

Date established: 1st October 1993

Legal form: foundation

CIN: 60166754

VAT Number: CZ 60166754

Entered in the register maintained by the District Authority for Prague 8 on 1st October 1993,  
under the reference number 20265/93-306-2176/601

Entered in the Register of Foundations administered by the Municipal Court in Prague, Section N, File 57

Founder: Zuzana Baudyšová

Registered address: Ústavní 91/95, 181 21 Prague 8

## **Contact information:**

The Our Child Foundation

Ústavní 91/95

181 21 Prague 8

Phone: +420 266 727 933

Fax: +420 266 727 911

Email: [nadace@nasedite.cz](mailto:nadace@nasedite.cz)

[www.nasedite.cz](http://www.nasedite.cz)

[www.internethotline.cz](http://www.internethotline.cz)

## **How you can help...**

Accounts for donations from individuals:

60666066/5500

111000222/0300

3300033/0300

Account for donations from legal entities (on the basis of gift contracts): 2388483/0300

Single payment DMS: by entering DMS NASEDITE and sending the message to 87 777. Price per DMS is CZK 30;  
the Our Child Foundation receives CZK 27.

DMS Annual support: by entering DMS ROK NASEDITE and sending the message to 87 777; every month donors will be  
automatically charged CZK 30. For more information, visit [www.darcovskasms.cz](http://www.darcovskasms.cz).

