



OUR CHILD FOUNDATION ANNUAL REPORT 2008



HOW MANY MORE  ARE WE GOING

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TO WITNESS SUCH INJUSTICE?

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EDITORIAL

BY ING. ZUZANA BAUDYŠOVÁ, DIRECTOR OF THE OUR CHILD FOUNDATION



Dear Child Protectors,

In this annual report we are happy to present you with the balance of our activities for 2008. This year has been an anniversary year for us, one in which we commemorated 15 years since the Foundation was first established.

Throughout its existence, the Our Child Foundation has encountered numerous cases of injustice perpetrated against children. Our efforts have always been to help rectify such cases and provide better conditions for children at risk. We invest patience, rigour, compassion and considerable amounts of good, honest work in the activities of the Foundation. At the same time, we need your goodwill – the support of benefactors, sponsors, partners and the general public, who give us the financial and moral support necessary to find solutions for the problems of real children in difficult circumstances.

Over fifteen years we have redistributed more than 200 million crowns to help children at risk. Our principal motto is 'Love and security to all children'. In this annual report, we have prepared for you a brief summary of our activities over the past 15 years.

Our Child Foundation's fifteenth year of operation has meant, besides educational activities, redistributing financial resources to help children. The foundation has supported 71 different institutions helping physically and sexually abused and disabled children with a sum of CZK 4.3 million. In 2008 we gave CZK 3 million to support the nationwide activities of Safety Line. The Foundation also helped resolve 39 separate requests to help children and families in difficult circumstances, contributing a total sum of CZK 0.7 million. We quickly responded to the financial crisis at the Fund for Children in Need, which threatened to disrupt the operation of its Klokánek homes and the lives of children living there, by providing 'first aid' amounting to CZK 0.5 million.

The Foundation has also been active in joint European collaborations with child protection organisations. In January we organised a conference for leading representatives of the European Federation for Missing and Sexually Exploited Children (Missing Children Europe). Also taking part in the conference was Mrs Margarida Barroso, wife of the President of the European Commission.

We have also been pressing for the realisation of international projects focused on improving child protection in Europe, such as the Missing Child Alert system. Simultaneously, we were also able to make a timely address to government representatives with a request to include child protection as one of the main topics of the Czech Presidency of the EU.

For the second year running, our Foundation has been successfully operating the first Czech Internet Hotline to combat child pornography and other dangerous materials on the web.

Hundreds of citizens have sought the assistance of experienced lawyers using the Legal Aid Line, which, thanks to sponsors and lawyers giving free expert counselling to members of the public, is now running for its third year. The selfless and responsible work of these professionals is highly appreciated.

In 2008 we extended our long-term campaign STOP Violence against Children to incorporate the project Let's Red Card Child Abuse!. This education campaign has been warning of the increasing numbers of children murdered as a result of physical abuse. It broadens awareness of the responsibility every citizen has to report cases where the lives or health of children are put at risk. Radka Kocurová and Tomáš Rosický became patrons of the campaign, and we would like to thank them warmly for their solidarity.

Just like every year, we thoroughly enjoyed the pre-Christmas atmosphere of our traditional project Letters to Baby Jesus. The project enabled us to conjure a smile onto the faces of 440 children in 13 children's homes. The patron of the project was Helena Vondráčková, who has now been Patroness of our Foundation for a number of years. Thanks to her goodwill, at the end of the year the Foundation received a cheque with a substantial donation from the company C&A, which has in turn become the Foundation's Sponsor of the Year 2008.

I would like to thank all our patrons, dear sponsors, artists, and all good people who have supported the activities of the Our Child Foundation in 2008. I thank you for your goodwill and belief. With your help we can ensure brighter futures for those children who have not had the good fortune enjoyed by others.

I would like also to thank the Board of Directors and Supervisory Board and the team of partners for their year-round conscientious work.



Yours faithfully,
Zuzana Baudyšová
Director of the Our Child Foundation

FOREWORD BY ING. JOSEF PROUZA, DIRECTOR OF THE PROMOTIONS AND PR DEPARTMENT AT SAZKA, A.S.



A long time ago, a French friend of mine explained to me that the view down every street or boulevard should end with some dominant feature, something to catch the eye. And sure enough, the end of every Parisian street is enthroned with some remarkable structure, be it a statue, column, arch or fountain. For many Czech children the view of their own street, unfortunately, is capped by nothing remarkable, rather it ends in hopelessness and fear. Yes, of course, when choosing which sponsorship activity to take up, you can always make the same, dispassionate, cold-blooded calculation and basically always reach the same conclusion: what's best and most effective at 'selling' the sponsor? Children. What else?

Defenceless, abused, sick, etc. children. Show a child with some harrowing disability and there is not a dry eye in the house. It is true that even in this sensitive area, actions will sometimes occur that border on trafficking in emotions. Fortunately, the Our Child Foundation has never based its appeal on such "charms".

On the contrary, the approach of the Our Child Foundation, with Zuzana Baudyšová at the helm, has never made too much of this aspect – the emotive and instinctive – of their work, as if to say "let's never go down that route". I recall another friend, confined to a wheelchair, who would always emphasise that one should never treat disabled people with maudlin pity or complaisance, but matter-of-factly, even 'dryly'. Because pity is exactly what people with disabilities do not need. Pity amplifies the disability and pushes the disabled person further away from the non-disabled public.

And from its inception, the Our Child Foundation has "only" ever provided abused or at-risk children with very matter-of-fact and concrete help, the practical statue of hope, the column of social solutions and fountains of psychological communication. And it has often stood up

for at-risk children quite forthrightly, without compromise. And maybe for this very reason the Foundation has outlived many others, at first glance, more ambitious projects. Its work can be seen, touched and cannot be argued away. Its work is out there in real social terrain not awash in floods of sentiment and sensitive tears, viewed best just before Christmas, by candlelight. The Our Child Foundation has never been overseen on the incense candles and hankies. For which they should be thanked.

The collaborative journey taken by the company SAZKA and the Our Child Foundation has already taken us a long way, but what will we find at the end of the street? For the time being, even we don't know what will be standing there. But we suspect it might be something beautiful, something worth continuing our journey to see. A chance to look upon something worthwhile.

A handwritten signature in black ink that reads "Josef Prouza". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Josef Prouza
SAZKA, a.s.

PROFILE OF THE OUR CHILD FOUNDATION

The non-governmental organisation Our Child Foundation was established on 1 October 1993. Throughout its history the Foundation Director has been its founder, Ing. Zuzana Baudyšová. For more than fifteen years now, the Foundation has now been fulfilling its mission, which is to help children in difficult, life-affecting circumstances. It concentrates on helping and protecting children who are being physically, sexually or otherwise abused. It helps children with disabilities, children who have been abandoned or who find themselves in the midst of a complex crisis.

Our Foundation strives to protect children's rights, their well-being and their lives in many different ways. This involves direct financial support, legal counselling and educational activities. In addition, the Foundation is also active in campaigning for legislative change and strives to ensure child protection measures not just in the Czech Republic, but also in the European Union. We work in partnership with several international child protection organisations and participate on numerous programmes run by the EU.

Every year the Foundation announces several proceedings for awarding grants to support social facilities for children, and processes individual requests to help parents and children in need who turn to it for help. We co-operate with numerous children's homes, social care facilities, children's nursing homes and many other institutions.

In 2008, the company was repeatedly placed in the top one hundred most admired companies in the Czech Republic, as announced by the Czech Top 100 Association. In addition, it occupied first place in the category Public, Social, Personal and Other Services.

The Our Child Foundation is funded through contributions from various organisations (45%), the general public (45%), and from EU grants (10%).

The Our Child Foundation set up and launched the nationwide Safety Line in 1994. This is targeted at children who find themselves in difficulty, feel threatened and who, for whatever reason, cannot seek help from those close to them. Starting in 2008, the new **Safety Line** number is +420 116 111. The Foundation extended this first successful project by giving help and advice via its **Parents' Line**, which parents can contact by dialling +420 840 111 234, and also by the **Message Home Line**, number +420 800 111 114, intended for children who have run away from home or fled from a childcare institution. After ten year's experience, the administration of the helpline was handed over to the Safety Line Association, to whom the Foundation continues annually to give generous support. In 2008, the Our Child Foundation provided a sum of CZK 3 million to operate Safety Line.

The Our Child Foundation plays an active role supporting families in legal matters affecting children. As part of the multi-annual campaign STOP Violence against Children on 23 November 2005, it launched the **Legal Aid Line**, through which free specialist information and legal advice concerning children is given by calling **+420 777 800 002**. Legal counsellors also offer advice by email: lpp@nasedite.cz.

The Foundation also endeavours to protect children from the dangers confronted when using the Internet. The greatest hazards are represented by child pornography, prostitution, racism, the supply of narcotics, data fraud, etc. Therefore, on 1 April 2007, the Foundation established and launched the Internet Hotline at the address www.internethotline.cz. The hotline is designed for reporting and subsequently eradicating child pornography and other illegal Internet content.

In order to promote greater awareness of the need to protect children from physical and mental distress, in 2008 the Foundation launched another extensive education campaign entitled Let's Red Card Child Abuse! This campaign, with nationwide impact, argued for the necessity of an active approach on behalf of the general public in child protection, and drew attention to the statutory responsibility for reporting the maltreatment of children. This is the responsibility of every citizen who learns of any case of child abuse and who must report such cases to the police. The campaign was greeted with a tremendous response from the general public.

The Director of the Our Child Foundation, Ing. Zuzana Baudyšová, and her deputy, the Foundation Attorney, Mgr. Monika Šimůnková, participated over the course of 2008 in numerous public appearances and lectures in the Czech Republic and abroad. They joined in a wide range of meetings, workshops and top-level negotiations held not only within the non-profit sector, but also at government level. As advocates of children's rights and child protection, they represented the Foundation and its mission not just in the Czech Republic, but also on the European stage.

You can find the Our Child Foundation website by going to www.nasedite.cz.

ORGANISATIONAL STRUCTURE

Foundation Director:

Ing. Zuzana Baudyšová

- Founded the Our Child Foundation and the Safety Line for Children and Youth Association in 1993
- Member of the Children's Rights Division of the Human Rights Council of the Czech Republic
- Member of the Board of Directors of the European Federation for Missing and Sexually Exploited Children, Missing Children Europe, with its headquarters in Brussels
- Honorary member of the NSPCC (National Society for the Prevention of Cruelty to Children)
- From 1994–2004 Chairwoman of the Board of Directors for the Safety Line Association

Foundation Board of Directors:

Ing. Marta Ptáčková

Chairwoman of the Board of Directors

PaedDr. Jaroslava Jalovecká

Deputy Chairwoman
of the Board of Directors

Mgr. Martin Chalupský

Member of the Board of Directors

Supervisory Board:

JUDr. Vladimír Doležal

Member of the Supervisory Board

JUDr. Miluše Slapničková

Member of the Supervisory Board

Kamil Čermák

Member of the Supervisory Board

Foundation Employees:

Mgr. Monika Šimůnková

Assistant Director
Foundation Attorney
Manager of the Legal Aid Line
Manager of the Internet Hotline
for international activities
Member of the Board of Directors
of the Safety Line Association

Mgr. Michaela Maxová

Fundraising Manager
Production Manager

Anna Žebrová

Foundation Secretary
Economic Agenda

Petra Káčovská

Advertising and Promotion Manager

Bc. Petra Adámková

Public Relations

Foundation Patroness:

Helena Vondráčková



739 X

CHILDREN IN THE CZECH REPUBLIC WERE SEXUALLY ABUSED IN 2008. OFTEN THEY WERE MINORS FORCED INTO PROSTITUTIONS AND PORNOGRAPHY. IN 21 CASES THE SEXUALLY ABUSED CHILDREN WERE YOUNGER THAN 3 YEARS OLD.

798 X

CHILDREN WERE PHYSICALLY AND SEXUALLY ABUSED IN 'COMPLETE' TWO-PARENT FAMILIES DURING 2008. PERPETRATORS ARE FAMILY MEMBERS AND PERSONS CLOSE TO VICTIMS. ONLY VERY RARELY DO THESE VIOLENT ATTACKS THAT OCCUR BEHIND CLOSED DOORS EVER COME TO LIGHT.

WHAT THE FIRST 15 YEARS OF THE OUR CHILD FOUNDATION HAS SIGNIFIED FOR CHILD PROTECTION

In 2008, the Our Child Foundation celebrated its 15th year successfully helping children who face difficult futures. The primary efforts of those fifteen years have concentrated on providing support to physically and sexually abused, disabled and abandoned children. The Foundation has been fighting on behalf of children living in families with formidable financial, psychological and relationship problems. The Foundation has been active not only in the Czech Republic, but has also been co-operating with child protection organisations in many European countries.

Emergency helplines

In order to carry out its mission, on 1 October 1994 the Foundation established the nationwide Safety Line targeted at children in desperate situations. For ten years the Foundation administered and secured the finances of Safety Line, as it likewise did for Parents' Line and Message Home Line. In the fifteen years of its lifetime, thanks to its sponsors and contributions from the general public, the Our Child Foundation has raised finances exceeding CZK 145 million. In its first ten years of operation, an average of 50 thousand desperate and unhappy children sought help from Safety Line.

A broad array of long-term activities

The Our Child Foundation has been active for many years in the implementation of the Convention on the Rights of the Child, both in the Czech Republic and in Europe. It has devoted itself to a series of educational campaigns and programmes through which it seeks to help children from problem families, children's homes, diagnostic centres and institutional schools. This is achieved by direct financial support, awarding grants and by processing individual requests for essential help. The Foundation has focused on driving forward legislative change and improving the living conditions of children who have had tough start in life.

The Foundation's battle against child abuse

The Foundation has been battling against the physical abuse of children with the help of educational campaigns and various other publications. These have included the Ten Commandments for Children, the Ten Commandments for Parents and the Children's Rights Primer, explaining the responsibilities as well as rights of children. In 2005, we addressed the public with an appeal and campaign to STOP Violence against Children. Anyone could join in simply by buying a red whistle and information card. The campaign continued through 2007 and 2008 with the challenge Let's Red Card Child Abuse!. Since 2005, as part of its STOP Violence against Children campaign, the Foundation has been conferring the Golden Heart Award in token of its respect for those who have tried to improve the lot of children's lives.

Financial support and material gifts

Over its last fifteen years of activity, the Our Child Foundation has helped at-risk children with a total sum of money exceeding CZK 200 million.

- Dozens of applicants turn to the Our Child Foundation with requests for individual help. Primarily this involves contributing towards purchasing some kind of therapeutic device, paying for a personal assistant, supporting children of families in dire social need, supporting abandoned children, etc. Over fifteen years the Foundation has helped hundreds of children in this way with a sum of more than CZK 8,709,000.
- Since 2001, under the grant proceedings for obtaining revenues from the Foundation Investment Fund, the Foundation has provided financial resources totalling CZK 4,380,000 to a total of 122 projects. Grants are designated in support of humanitarian projects and programmes in the area of child protection.
- Since 2004 it has been announcing grant proceedings for so-called 'Puzzle Projects' to help abused, disabled and abandoned children, children in crisis and children from socially disadvantaged families. Financial support is allocated to civic associations, various organisations and other non-governmental institutions helping groups of children at risk in this way. Under these grant proceedings, the Foundation has distributed a sum totalling in excess of CZK 5,851,000 and supported 131 projects.

- Throughout its fifteen-year existence, the Foundation has also resolved numerous urgent and exceptional cases by providing assistance to children at risk and their families – and not just in the Czech Republic. It contributed CZK 0.5 million to help protect children's lives in Sri Lanka following the devastating effects of the 2004 Tsunami.
- It launched a public collection to help a Vietnamese boy whose mother had given birth to him at a maternity ward in Most during her 6th month of pregnancy. Thanks to the collection organised by the Foundation, more than CZK 740 thousand was raised to pay for his intensive care.
- In 2002 the Czech Republic was struck by a disastrous wave of flooding. The Our Child Foundation earmarked a sum of CZK 540 thousand to help dozens of affected families with children in the municipality Hořín na Mělnicku, who literally lost the roofs from over their heads.
- The Foundation helped Marcela Krajníková and her two children from Roudnice nad Labem by raising a public collection. Against their mother's will, son and daughter (both minors) were taken to Argentina by their father. The Foundation launched a public collection to support the mother and reunite her with the children.
- The Foundation also supports children in the area of education and personal development. For quite a number of years now, it has been funding the 'Most Cherished Concert' – a nationwide festival

for talented children from children's homes. Children perform recitals, play music, dance and sing.

- Since 2006, the charity has organised a Christmas charity auction on the web, proceeds from which go directly to helping support children at risk in the Czech Republic. Every year sees a number of well-known celebrities also joining in.
- The Foundation is the joint organiser of the Christmas event Letters to Baby Jesus, by which members of the public can help make the Christmas wishes of children in children's homes come true. The patron of this Christmas event is the legendary singer Helena Vondráčková.

Long-term international co-operation

Since 2001 the Foundation has been working in partnership with Missing Children Europe, the European Federation for Missing and Sexually Exploited Children, with its headquarters in Brussels. The Foundation is a member of INHOPE, the International Association of Internet Hotlines, with its headquarters in Dublin. In co-operation with the Brussels non-governmental organisation EURONET, the Foundation strives to advocate child protection and children's rights in the EU Member States and EU institutions. Recently the Foundation has joined eNASCO, a European alliance of 14 non-governmental organisations leading efforts on child Internet safety.

LET'S RED CARD CHILD ABUSE!



The launch of the campaign against child abuse was hosted by Petr Vondráček, while Vlasta Horváth sang. Also present was the face of the campaign, the child model Nikolka Kuličová.



The campaign was supported by a host of stars. From right: actress Alice Bendová, actor Daniel Bambas with Director Zuzana Baudyšová, campaign patron Radka Kocurová, TV presenter Lucie Váchová and singer Michael Foret.



The children enjoyed plenty of educational and fascinating competitions, and were handed small gifts from the sponsors by the campaign patron.

In 2008, the Our Child Foundation concentrated a large proportion of its educational activities on protecting children against physical, psychological and sexual abuse. It was led to take this approach in part by 2007's chilling statistics, which revealed that during the same year 20 children had either been murdered or their deaths caused as a result of physical abuse. This figure was 5 victims more than in the previous year and ten more than in 2005! The aim of the campaign was to raise public awareness regarding the forms of psychological terror and physical abuse of children, the issue of the commercial exploitation of children, and to inform the public about the so-called statutory 'obligation to notify'. By running this campaign, the Our Child

Foundation attempted to reduce numbers of child victims of violence.

The campaign symbol was a red card and whistle. Children could blow on the whistle if they were being mistreated. The red card says STOP Violence against Children, just as the red card is used to punish and prevent foul play in football. The campaign patrons were Czech international footballer Tomáš Rosický and his partner Radka Kocurová, TV presenter. Many other famous faces also got involved, publicly expressing support for the Foundation's activities. The campaign was accompanied by two huge public events organised by the Foundation in Prague city centre at the Paláce Flóra shopping centre. These included musical performances and

children's competitions, which set about promoting children's rights in game form. Educational leaflets, posters and other materials were presented as part of a press conference and were subsequently reproduced in the media, on public transport and other public places.

Child protection in the Czech Republic

The Our Child Foundation is interested in mapping the situation in the Czech Republic regarding the child protection issue in greater detail. As the educational campaign Let's Red Card Child Abuse! got underway in 2008, on behalf of the Our Child Foundation the company GfL Praha conducted two surveys of public opinion on the issue of child abuse. The findings illustrate the fact that child protection of

at-risk children in the Czech Republic is not of a particularly high standard. This viewpoint was expressed by more than half of those questioned. Sceptical responses to this question came predominantly from women and adults over 30 years old.

Of those respondents who considered that child protection of at-risk children in the Czech Republic was insufficient,

22% regarded a change in legislation as essential. Other important aspects that needed improvement were increasing the interest of citizens (17%), their awareness (12%) and toughening the sanctions and punishments for child abuse (11%). Women placed greater emphasis on communication with children. Graduates of higher education placed most faith in legislative changes and improvements in

the practices of social and other workers. Just less than 80% of respondents thought that awareness of the child abuse issue in the Czech Republic should be improved.

The Foundation's educational campaign was also levelled at broadening recognition of the so-called "obligation to notify", which is stipulated by law when criminal acts are perpetrated against children.

Age structure of physically and sexually abused children in the Czech Republic in 2008

Reported cases	Number of children (boys and girls)	
	Physical and psychological abuse	Sexual abuse, child pornography and child prostitution
Of which: Aged up to 1 year	53	4
Age 1 to 3 years	148	17
Age 3 to 6 years	231	71
Age 6 to 15 years	644	550
Age 15 to 18 years	163	97
Total in 2008	1,239	739

Social environment of physically and sexually abused children in the Czech Republic in 2008

Child's social environment	Number of children (boys and girls)	
	Physical and psychological abuse	Sexual abuse, child pornography and child prostitution
Complete two-parent family	524	274
Family without mother	53	33
Family without father	324	239
Family with stepmother	39	7
Family with stepfather	268	133
Alternative family	25	35
Institutional care	6	18

Note: The table contains the number of physically or sexually abused children as reported to the Centre for Helping Children at Risk (only one prevalent form of physical/sexual is recorded for each child).

Source: Ministry of Labour and Social Affairs of the Czech Republic

The research demonstrated that almost three quarters of respondents knew what the statutory obligation to notify entailed. But a mere 6% of respondents thought that people generally observed the obligation to notify! The main causes for failure to comply with statutory obligations were seen as a lack of interest and indifference (57%) followed by fear (39%). Other possible reasons included – invasion of privacy, lack of awareness and becoming too personally involved.

Obligation to notify

The Foundation has long called for the need to comply with the obligation to notify in cases of violence against children. Not only is there a moral obligation to prevent such violence, but there is also the obligation to notify as enshrined by law. The law imposes the obligation to notify the criminal act of child physical abuse committed against a person charged into care, but also the obligation to prevent its being committed, which can be achieved by promptly notifying the police or other representative of the state. Anyone failing to comply with this obligation is committing a crime (with a maximum sentence of three years imprisonment). The notifying person is obliged to truthfully report all facts indicating the occurrence of child abuse, without being answerable for whether the crime can be proven or not. With reference



Children with the TV presenter Zora Jandová and the Foundation Director during the educational competitions.



Campaign patron and the Foundation Director whistling against child abuse.



to the crime of sexual abuse, the obligation is to prevent it from being committed. The obligation to prevent a crime from being committed is discharged by promptly notifying all circumstances to the relevant bodies in the criminal justice system



(see § 167 and § 168 of the Criminal Code). Notification can also be made anonymously, but it is advisable to have some documentation demonstrating that notification has indeed occurred.

ACTIVITIES AIMED AT HELPING CHILDREN IN 2008

GRANT PROCEEDINGS, FOUNDATION PROJECTS, INTERNATIONAL CO-OPERATION AND OTHER ACTIVITIES

PUZZLE 2008

As part of its grant proceedings under the Puzzle Project, in 2008, the Our Child Foundation distributed a total of CZK 1,121,150 to help children at risk.

Already for the fourth time, the Foundation announced proceedings to provide Foundation contributions as part of the Puzzle Project. Applications for contributions could be submitted by civic and other associations as well as non-governmental institutions providing assistance to at-risk, physically and sexually abused, disabled and abandoned children. In 2008, the Foundation received a total of 78 requests under the Puzzle Project. Of these, 33 projects were supported. These were approved by the Board of Directors of the Our Child Foundation based upon recommendations from the Foundation Board of Advisors and the Foundation Director. In line with grant rules, which are available at www.nasedite.cz, funds were transferred by the organisation in December 2008 to support projects implemented in 2009.

Puzzle 2008 was designated to support projects in the following areas:

- Mothers and children in need
- Physically and mentally disabled children
- Families – family assistance
- Children at risk
- Foster families
- Disabled children – personal assistance
- Legal protection of children
- Children and young people in crisis situations
- Families – children with behavioural problems
- Children from socially disadvantaged families.

Projects financially supported under the 2008 Puzzle Project grant proceedings

Civic and other associations and non-governmental institutions	Project supported by Puzzle grant	Awarded amount in CZK
ACORUS, o.s. Prague	Support for parenting skills of mothers at risk of domestic violence	50,000
AKORD, o.s. Prague	Day care centre for disabled children	60,000
APLA Praha – association helping people with autism	Ensuring and delivering personal assistance to people suffering autism spectrum disorders	50,000
Biliculum, o.s. Mikulov	Day care centre in Mikulov – for children with multiple disabilities	60,000
Czech Helsinki Committee, Prague	The criminal – what is taken, what is returned and how to continue – support for children of prisoners and education	50,000
D.R.A.K., o.s. Liberec	D.R.A.K. activities for parents and disabled children	20,600
DANETA o.s. Association of Parents and Friends of Disabled Children, Hradec Králové	Chirophonetics or improving communication with disabled children	7,200
Diocese Charity Brno – District Charity Brno, St. Margaret's Home for Mothers in Need	Help for mothers with children who find themselves in crisis situations	40,000
Diocese Charity Brno – District Charity Znojmo	Family social assistant in Znojmo	25,000
Dílňny tvořivosti, o.s. – Creative Workshops, Prague	A social therapeutic workshop for disabled children	10,000
Federation of Parents and Friends of Children with Hearing Impairments, Prague	Tamtam Early Care Centre for children with hearing impairments and combined disabilities	20,000
Hafík – Canine Therapy Training Association, Lomnice nad Lužnicí	Canine therapy with children who have various disabilities and with children suffering chronic disease	29,000
HoSt Home – Start ČR, o.s. Prague	HoSt – family support in Prague	45,000
Kojetín Charity	Shelter for mothers with children in need, in Kojetín	20,000
JAHODA, o.s. Prague	Street worker, outreach work with children and young people	35,000
Jistota, o.p.s. – secondary, basic and infant school, Prostějov	Assistant care for disabled children	50,000
Kaňka – civic association for leisure and therapeutic activities, Tábor	Art therapy and ergo-therapy for children with combined disabilities	45,350
Letní dům o.s. – Summer House, Prague	Another step together – leisure activities for abandoned children	30,000
MANIA, o.s., Chomutov	Sluníčko Community Centre – leisure activities for Roma children	20,000
Municipal Charity Plzeň – Plzeň	St. Zdislava's Home for Mothers and Children in Need	50,000
Municipal Administration of Social Services in Most	Children's day care centre	50,000
Mirabilis, o.s. civic association, Prague	Assistants for our children	20,000
Nejste sami, o.s. – You are not alone, Karlovy Vary	Ensuring operation of the Giraffe Day Centre	30,000
District Charity, Liberec	Home for mothers with children in need	50,000
Okamžik – Association to Support not only the Visually Impaired, Prague	Day care centre for children with visual impairment	14,000
OO SPMP Chomutov – Association for the Disabled	Classroom personal assistant	62,800
Parent Project, o.s., Vrchlabí	Day care centre for disabled children	45,000
Rozum a Cit, o.s. – Sense and Sensibility Civic Association Prague	Advisory centre for foster families	10,000
Special Basic and Infant School, Litomyšl	Rehabilitation activities for pupils with serious combined disabilities	31,000
Šťastný domov, o.s. – Happy Home, Kostelec	Foster Care Home in Lišnice	10,000
Teen Challenge International ČR, Prague	Running a day care centre for at-risk children and young people	13,000
Klíček Basic School, o.p.s. Prague	Purchasing and installing stair lifts for disabled children	20,000
School for Special Needs Children – Diakonie ČCE Ostrava	Support for physiotherapeutic care of disabled children	48,200
Total grant amount provided within the Puzzle Project 2008		1,121,150

GRANTS PROVIDED FROM THE FOUNDATION INVESTMENT FUND (FIF) IN 2008

Within the FIF grant proceedings, the Our Child Foundation redistributed a total of CZK 642,612.

The grant proceedings to allocate revenues from the Foundation Investment

Fund are intended to support humanitarian projects and programmes engaged in child protection. Proceedings are open to civic associations, special-purpose facilities operated by churches, and public service organisations active in the area of protecting children and their rights (it does not apply to foundations). Applications may be filed by legal entities implementing projects and programmes that contribute to creating an effective system for protecting children and their rights in the

Czech Republic in compliance with the Convention on the Rights of the Child.

In 2008, the Foundation received 41 applications under the proceedings, 11 of which had formal deficiencies and so were eliminated from the decision making process. The Board of Advisors and the Foundation Director studied the remaining projects in detail. The Foundation Board of Directors then proceeded to approve support for 19 projects in total.

Projects receiving FIF grants in 2008

Applicant	Supported project	Awarded amount in CZK
AKORD, o.s. Prague	Providing assistant and physiotherapeutic care to children and young people with mental disabilities	100,000
APLA – JM, o.s. Brno – association helping people with autism in S. Moravia	Assistant service for children and young people suffering autism spectrum disorders	30,000
Daneta, o.s. Hradec Králové	Canine therapy or using a dog to help people with physical disabilities	38,000
Dětské krizové centrum, o.s. – Children's Crisis Centre, Prague	'Road out of Hell' – specialist interdisciplinary care for children at risk, abused, etc.	100,000
Children's Home with School in Býchory, basic school and school canteen in Býchory	I dance to live	25,000
Dětský klíč Šumperk, o.p.s.	Personal assistance for children and young people with autism	31,000
Diakonie ČCE – Christian Help Centre in Prague	Children are a gift – outreach social work in families at risk	20,000
Diocese Charity Brno – District Charity Znojmo	Magdala – help to victims of the sex trade and enforced prostitution, Znojmo	27,540
Drop In, o.p.s. – Centre for the Prevention and Cure of Drug Dependency	Integration of the family	10,000
Fund for Children in Need	Kangaroo pouch for the very young	30,000
Kolpingova rodina Prague 8	Kolping House – shelter for mothers with children	48,000
Congregation of Sisters of the Most Sacred Sacrament	You and me makes us	15,004
Liga za práva vozíčkářů – League for the Rights of Wheelchair Users	Personal assistance for Dominik	46,308
NIPI ČR, KO PK, Social Services Centre	We're coming to help you	5,000
POMNĚNKA – Civic Association of Parents and Friends of at-risk and Disabled Children	Project to develop psychomotor skills	22,920
Sdružení pěstounských rodin – Association of Foster Families	Family therapy for families with children in foster care	25,000
SPONDEA at ČČK Brno	Rapid intervention to protect children	37,340
SPRP Early Care Centre, Ostrava	Early care for children whose development is jeopardised due to poor health	16,500
Teen Challenge International ČR	Children's centre for at-risk groups of children	15,000
Total sum provided within the FIF grant proceedings in 2008		642,612



9,274 X X

**POLICE SEARCHES LAUNCHED FOR MISSING CHILDREN IN 2008.
THIS DISTRESSING PHENOMENON IS COMMEMORATED ON 25 MAY,
INTERNATIONAL MISSING CHILDREN'S DAY.**

60 X X

**CASES OF CHILD ABUSE HAVE ENDED WITH THE DEATH OF THE VICTIM
IN RECENT YEARS. WE ARE WITNESSING A DRASTIC RISE OF SUCH CASES
ACROSS THE COUNTRY. IN 2005, 10 CHILDREN DIED AS A RESULT OF CHILD
ABUSE, BUT THE FIGURE HAS GROWN BY 5 WITH EVERY SUBSEQUENT YEAR.
IN 2007, THE NUMBER OF CHILDREN ABUSED AND MURDERED
WAS 20. IN 2008 WAS MURDERED 15 CHILDREN.**

SOURCE: MINISTRY OF THE INTERIOR, CZECH REPUBLIC

INDIVIDUAL APPLICATIONS

Every month, the Our Child Foundation receives several individual applications, which it does its best to resolve and financially support. In this way it helps specific children and families dealing with complicated situations and often facing very difficult and distressing futures.

The decision on whether to provide financial support of up to CZK 11 thousand rests with the Foundation Director Zuzana Baudyšová. Awards above this amount are decided upon by the Foundation Board of Directors. Approved applications should always comply with the Foundation Statutes and the purpose for which the Foundation was established.

In 2008, the Foundation gave financial support to 39 individual applications totally CZK 1,641,968, including support for two extraordinary applications. These latter involved the release of CZK 500 thousand to provide immediate support for at-risk children housed in Klokánek children's facilities. The second case involved a sum of CZK 478,135 used by the Foundation to resolve an urgent problem of the day care centre at the Úsměv Social Care Home in Chlumín by purchasing a 9-seater Ford Transit Minibus for transporting clients with disabilities.

Orthopaedic wheelchair for Bára from Brno

The Our Child Foundation gave its support to an application from a mother in Brno, who turned to the Foundation with a request to help finance her daughter's orthopaedic wheelchair. Today Barbora is 16 years old, but shortly after she was born doctors gave her a post-natal diagnosis of childhood cerebral palsy. Since she was tiny girl, Bára's family has always struggled to do their very best for her. She's had many courses of rehabilitation and undergone several orthopaedic operations, including a difficult operation on her spine, which the doctors performed two years ago. Despite all the efforts of the professionals and her family, the condition has unfortunately not improved enough to allow her to walk independently. And so she spends nearly all day in her wheelchair.

The young woman bravely struggles with her disability and is not about to give up the fight. She's now in her fifth year studying successfully at grammar school and is trying, despite her health difficulties, to enjoy the active life of a young woman. She goes swimming several times a week, sings in a choir, travels to a 'wandering' summer camp, and last winter went on a skiing course for the first time.



Disabled girl with new wheelchair.

Because an orthopaedic wheelchair was an absolute must, and because her old chair wasn't suitable for her condition, her mum contacted the Our Child Foundation with a request for help. The Foundation granted the application and got in touch with the company Pfizer, spol. s.r.o. whose employees organised a Christmas collection on behalf on Bára. Thanks to the collection, it was possible to pay the entire amount requested to buy the new wheelchair, which cost CZK 40,861. A symbolic cheque with the proceeds was accepted by Mgr. Monika Šimůnková at a gala evening hosted by Pfizer, and the money for Bára was paid at the beginning of 2009.

Individual applications supported in 2008

Applicant	Purpose of contribution	Contribution in CZK
Bergmanová Simona	Assisting in developing the talents of a girl at a children's home	1,400
Bognárová Marcela	Stay at a summer camp for a boy from a socially disadvantaged family	3,000
Brejchová Hana	Financing the treatment of a girl following an accident in which she sustained serious brain injuries	5,000
Dašková Zuzana	Paying for the place of a child at an infant school on behalf of an ill and socially disadvantaged mother	5,386
Mateřídouška Day Care Centre, o.p.s. in Chodov	Interactive board for children with disabilities	33,400
Children's Home and School Canteen, Uherské Hradiště	Support for the talent show 'Most Cherished Concert' for children from children's homes	50,000
Domino Children's Home, Plzeň	Rent at a half-way house for a boy from a children's home	29,070
Children's Home with School in Býchory	Project supporting developing the talents of children from a children's home	40,000
Children's Home with School in Býchory	Buying equipment for a children's dance troupe from a children's home	10,000
Fond ohrožených dětí, o.s. – Fund for Children in Need	Covering the costs for children staying at a Klokánek facility	500,000
Fraňková Andrea	Pushchair for a disabled son	5,000
Hýblová Jana	Settling the costs of a stay at a burns centre	44,891
2nd Basic School, Jirkov	Transporting children from a special school to children's summer camp	5,000
Jirásková Alžběta	School equipment, books and activities for children from a family in dire financial circumstances	21,766
Jirsáková Natálie	Pushchair for a disabled daughter	5,000
Jochová Jarmila	Transport for physically disabled five year-old daughter	30,000
Jurková Eva	Musical instrument for disabled son	10,000
Keplová Pavla	Hearing aid for girl with disability	10,000
Klčo Vladimír	Hearing aid for daughter with congenital hearing impairment	8,520
Kostková Romana	Portable oxygen equipment for physically disabled girl	10,000
Koudelková Martina	Rehab stroller for son with physical disabilities	10,000
Krebs Lubomír	Rehab stroller for child with physical disabilities	10,000
Líznerová Ivana	Anti-allergy mattress for son with disabilities	4,990
Máčalíková Eva	Transport for son seriously disabled with cerebral palsy	7,200
District Charity, Liberec	Urgent acquisition of basic equipment for children	60,000
Děda foster family	Financial support for foster family in need	75,970
Pjajčíková Kateřina	Speech processor for daughter with congenital defect	10,000
Pochopová Bohdana	Special rehab Motomed for three year-old daughter	20,000
Polívková Veronika	School fees for basic school of fine arts for talented girl	2,600
Romodrom, o.s.	Support for family with children in difficult financial situation – purchase of nappies	4,973
Rožcová Monika	Special wheelchair for disabled son with cerebral palsy	18,629
Salesiánské středisko mládeže SKM (Salesian Young People's Centre)	Transport and food for children from children's home	4,000
Schwarzová Jana	Placement equipment for physically disabled son	9,815
Secondary, basic, and infant school for the visually impaired, Brno	Therapeutic adjustable support chairs for disabled children and classroom equipment	60,000
Špatenková Dana	Adjustable support equipment for 5 year-old daughter with severe physical disabilities	11,300
Úsměv Social Care Home in Chlumín	9-seater Ford Transit Minibus for transporting clients at day care centre	478,135
Veselá Pavla	Personal assistance for son disabled with childhood autism	6,000
Vilímová Kristýna	Personal assistance for son with mental disabilities	10,000
Vosátková Jana	Rehab stroller for disabled child	10,923
Total amount provided as part of individual applications		1,641,968

Oxygen concentrator improves Tereza's quality of life

As part of our individual applications, we got to know the story of student Tereza. This girl was born with several heart defects. The most serious of these couldn't be corrected, and about 16 years ago the doctors informed the parents that no one could expect to live with such an illness. This brave young girl was able, however, to turn her fate around.

Seeing that she was attached to an oxygen machine for 15 hours a day, few suspected that with her serious illness she would be able to attend basic school. And yet with the help of her self-sacrificing parents she completed her basic education and entered the grammar school. When her heart would allow, she could join in lessons. And when it wouldn't, she had to be connected up to the oxygen machine. Things looked up when her parents discovered an oxygen concentrator weighing only 2.8 kg. But the price meant that it was out of reach.



Life will never be the same again with a new oxygen concentrator.

The Our Child Foundation, as part of its individual applications, was able to provide the Kostka family with CZK 10 thousand to help buy the machine. With contributions from other organisations, the money needed to buy the oxygen concentrator could be paid as well.

LEGAL AID LINE

Parents or relatives of children can sometimes find themselves in a situation where they need legal advice on matters of family law. In such cases they can turn to the Legal Aid Line of the Our Child Foundation. First launched by the Foundation on 23 November 2005, it has now been running the helpline for 3 years. Legal advice from experienced lawyers is provided to callers free of charge, or at least just for the price of a standard-rate call. The lawyers on the Legal Aid Line perform a magnificent service for families with serious legal problems and also for families suffering financial hardship. The helpline is available for people who cannot afford expert legal counsel. Thanks to these obliging lawyers, the helpline can find solutions to challenging family situations or

problems with a child purely for the price of a phone call or by email completely free. From its inception, the Legal Aid Line of the Our Child Foundation has been operated in collaboration with the Czech Bar Association. The helpline is the holder of the 2006 Lawyer of the Year in the family law category.

People can contact the lawyers by calling +420 777 800 002 or by using the email address lpp@nasedite.cz. Every Wednesday, between 10:00 am and 6:00 pm, the experienced legal counsellors of the Legal Aid Line of the Our Child Foundation use their legal advice to help resolve on average 8–10 cases involving relations between parents and children. The lawyers are most frequently contacted by parents of children, especially mothers. But also grandparents and other relatives will seek out help. The

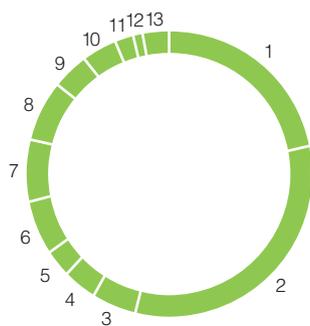
Legal Aid Line records enquiries from social workers, school representatives and the children themselves.

From its launch through to 31 December 2008, lawyers for the Legal Aid Line answered more than 1,000 telephone calls and over 300 email enquiries.

In 2008, legal consulting services were provided on the Legal Aid Line for free by the Legal Line Manager, Mgr. Monika Šimůnková, and the following legal experts: JUDr. Marie Myslílová, JUDr. Jitka Kučerová, JUDr. Markéta Vaňková Ph. D. and Mgr. David Strupek. In the second half of 2008, the team was extended to include Mgr. Zuzana Špírková.

We would like to express our gratitude to them for their willingness to help and their support for children and families in difficult living situations.

Structure of calls on the Legal Aid Line (%)



1	Pending divorces	22
2	Post divorce situations	32
3	Relations with grandparents	5
4	Determination and denial of paternity	4
5	Fostering and adoption	3
6	Family law – other queries	6
7	Civil law	7
8	Criminal law	7
9	Social security law	4
10	Other kinds of law	4
11	Psychological problems	2
12	Institutional care	1
13	Others	3

We asked the lawyers what induced them to take on this self-sacrificing collaboration with the Our Child Foundation and the Legal Aid line. What in their work so far has proved most interesting?

Mgr. David Strupek

In countries where there is a long democratic tradition, lawyers regard it as

a commonplace, even as a prerequisite for prestige and maintaining one's good reputation, that where the opportunity and right skills exist, they will devote at least a fraction of their time to so-called pro bono legal services. In the Czech Republic too this practice has caught on. Family law is a perfect case in point where those clients who need legal aid most urgently, are those who often due to social circumstances are least able to afford it. And so when the Our Child Foundation contacted me with their offer, I couldn't turn them away.

The work of a lawyer is generally fascinating in its variety, because there are great number of life stories constantly being revealed to you, each of which is in some way remarkable or unique. When working on the Legal Aid Line there's also the question of quantity: in one afternoon I get to hear and assess many more such stories than during a month's work in a law firm. Thus to a certain extent it's more intensive and it certainly rewards the work I put in; at the end of the day, I'd even say it raises the level of my professional experience. Many times an inquirer will ask about things on the phone that we'd never broach sitting in the same office, so that some problems I'll be resolving for the first time ever, which is not something I always find easy.

JUDr. Jitka Kučerová

This is work that truly has some value. The scope of topics covered by the queries very often exceeds my usual family-law agenda, so I get the opportunity to broaden my experience.

JUDr. Marie Myslílová

I decided to reply to the challenge issued by the Our Child Foundation, which was published in the Advocacy Bulletin and called for lawyers to participate in a free legal advice line. I liked the idea, it seemed to me worthwhile, and so I offered my services to the Foundation. Working with the Legal Aid Line is interesting for me because it is an essential service for the wider public.

Mgr. Zuzana Špírková

I found out about the Legal Aid Line from my classmate and friend Mgr. Jana Radilová, who has worked for this helpline in the past. What made me get in touch with the Our Child Foundation was, in the first place, the desire to help, and secondly, the inner requirement I felt to take on a more detailed legal caseload, more simply put, to work much closer with other people, ideally with parents and children who are engaged in questions of family and civil law. The law firm where I work, and which has made it possible for me to collaborate with the Legal Aid Line, offers a broad spectrum of legal services;

nonetheless, family law only forms a small part of that spectrum.

Work on the helpline has so far brought me what I was looking for – direct contact with people trapped in difficult situations, which in the majority of cases I can somehow help them with, or at least point them in the right direction. Putting it very simply, the Legal Aid Line has helped put me back in touch with 'reality'. Thanks to the chance it's given me, I've found out that compared to many children, I grew up in an absolutely idyllic environment. Some of the stories that I hear from callers or read in emails I find quite shocking. I hope that the numbers of such sad stories will start to decline. But in the meantime, I'm happy that thanks to the Foundation, those who need it have someone to turn to, and that thanks to my profession I can participate, whenever I get the chance, in the work of the Our Child Foundation through the Legal Aid Line.

JUDr. Markéta Vaňková, Ph. D.

The reason for my interest in working for the Legal Aid Line was to attempt, at least in part, to help enquirers in matters of family law, and to be able to resolve such types of issues relatively quickly. What I like about the work is bringing enquirers into contact with the possibility of finding some kind of instantaneous solution, and also to be in direct contact with the reactions of callers.

INTERNET HOTLINE

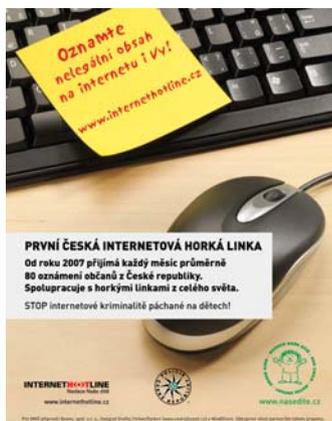
The first ever Czech Internet Hotline was launched by the Our Child Foundation on 1 April 2007. The aim of the project is to fight against illegal content on the web. Primarily this involves child pornography, prostitution, racism, extremism, the supply of narcotics and other illegal content. Internet Hotline works in co-operation with the public, the Police of the Czech Republic and Internet service providers.

The first Czech Internet Hotline receives an average 80 reports every month.

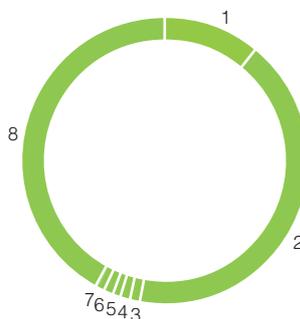
Anyone who encounters dangerous or suspicious content when browsing the Internet can contact the specialist Internet Hotline using the website www.internethotline.cz or by sending an email to oznamte@internethotline.cz. Trained specialists will assess the report and turn over potentially illegal cases to the Czech Police. Unsuitable content located on servers abroad are dealt with through co-operation with other hotlines working around the world.

Mission and tasks of the Internet Hotline

- To obtain from the public information about websites with active links to child pornography, information on the prostitution of children, the setting up of paedophile networks and other forms of Internet crime
- To hand over information and suggestions to the Police of the Czech Republic
- In co-operation with the company Seznam.cz, as well as other web portals, to try and block or remove illegal content as soon as possible
- To co-operate with other national hotlines as part of the organisation INHOPE
- To broaden awareness regarding the issue of Internet safety, to try and achieve appropriate legislative changes in this area.



Reports to Internet Hotline in 2008 (%)



1	Enquiries	11
2	Child pornography	42
3	Racism, extremism	1
4	Pornography depicting violence against and disrespect, zoophilia	1
5	Paedophile interest	1
6	Pornography accessible by children	1
7	Fraud	1
8	Other	42

Illegal content monitored by Internet Hotline

- The manufacture, supply and distribution of child pornography, illegal sexual practices, storing child pornography, setting up paedophile networks
- Extremism, racism
- illegal trafficking and supply of drugs and narcotics
- Internet fraud.

Dangers threatening children on the Internet

- Sexual harassment and so-called 'grooming' activities by paedophiles
- Children's access to erotic and pornographic content
- Extremism, racism and similar aggression
- Insults, extortion and bullying
- Identity theft, data abuse
- Drugs, supply of narcotics
- Gambling and hazardous types of gaming
- Fraud, abuse of Internet banking
- Many others.

Internet Hotline statistics 2008

Total reports received *	1,119
Unsuitable addresses actively searched for by Internet Hotline	131
Sent to Czech Police	560
Sent to other hotlines	366

Type of content:

Child pornography	532
Racism, extremism	15
Pornography depicting violence against and disrespect towards people, zoophilia	5
Paedophile 'grooming' activities	10
Pornography accessible by children	9
Fraud	7
Other	355
Enquiries	139

* Address, link, enquiry, warning about Internet activity.

In 2008, Internet Hotline became a full member of the organisation INHOPE

On 22 October 2008 in Lisbon, Portugal, after a year of provisional membership, the Internet Hotline of the Our Child Foundation was awarded full membership of the organisation INHOPE, the International Association of Internet Hotlines. This status was likewise conferred upon the Portuguese Linha Alerta. The meeting in Lisbon was attended by Foundation Attorney Mgr. Monika Šimůnková. In negotiations with INHOPE members, she represented the Czech Internet Hotline and made the case for being awarded full membership status. With its award of full membership, the Internet Hotline of the Our Child Foundation joins a network of thirty hotlines from around the world that are brought together under the international organisation INHOPE. Achieving full membership was preceded by a series of essential steps, meetings and fulfilment of the criteria established by INHOPE, Achieving full membership was preceded by a series of essential steps, meetings and fulfilment of the criteria established by INHOPE, which is an umbrella organisation representing over 30 Internet hotlines for reporting illegal Internet content.



Representative of the Our Child Foundation, Monika Šimůnková (right), with Manager of the Austrian hotline Stopline, Barbara Schlossbauer (centre), alongside Austrian hotline operator.

As part of the International Association of Internet Hotlines, Monika Šimůnková, together with Internet Hotline operators, participates in training sessions run by INHOPE in Dublin in January 2008. Here they are shown the structure of the whole organisation, taught how it operates, and familiarised with all information essential for hotline operators and staff, including technical operations and the processing and evaluation of reports.

In September, the Internet Hotline operator and its attorney were shown around behind the scenes at the Austrian hotline Stopline, where they learnt how the hotline operated and from experience acquired over 10 years of successful operation. This hotline, which is also a member of INHOPE, operates at the address: www.stopline.at. Furthermore, as a member of INHOPE, the Foundation was actively engaged throughout the year in the regular activities of the working sub-group Network Expansion and its representative participated in various meetings of this organisation.

INHOPE

The International Association of Internet Hotlines, INHOPE, was set up in 1999 and has its headquarters in Dublin, Ireland. It supports and brings together a global network of hotlines whose task is to combat Internet crime. INHOPE represents Internet hotlines from Europe, Asia, South America and Australia.

www.inhope.org

The Czech Internet Hotline project was supported in 2008 with EC funds.

Educational activities for schools across the Czech Republic

At the start of December 2008, the Our Child Foundation began to address representatives of all basic schools, secondary schools, both state-funded and private, with educational materials devoted to the Internet Hotline. The materials were primarily intended for teachers of IT. In this way they were able to learn about the activities of the Internet Hotline. The aim was to broaden awareness of the hotline among teaching staff who have an opportunity introduce the fundamentals of safe Internet use to students and pupils, i.e. those groups of children most at risk of Internet crime.



Czech Children and the Internet

The Our Child Foundation, as administrator and operator of the Internet Hotline takes an active interest in questions of safe Internet use in the Czech Republic. Thus in co-operation with the company TNS AISA, s.r.o. it has conducted research into Czech families that has brought to light interesting information regarding children's online behaviour. At the same time, the research forms an overview of parental attitudes to protecting children from harmful materials disseminated on the web. The results demand that the Foundation further extends its educational campaigns with regard to Internet safety.

– Up to 51% of children aged 10–15 have a computer with Internet access in their own rooms, which is where they also use their computers most often. They spend an average of 1.5 hours a day online during the week, and up to 2.5 hours a day at the weekend.

- About 70% of children aged 14–15 visit chat rooms.
- 93% of children aged 10–11 download or play online games.
- 37% of Czech children aged 14–15 communicate online with strangers, people they know only from virtual environments. 35% of such children have no rules set by their parents for such use of the computer.
- 14% of children aged 14–15 meet up in person with someone they have met online.
- More than a third of children aged 14–15 give out their personal details to unknown persons online.
- 45% of children aged 14–15 send out photos and share their own videos online.

- 17% of parents do not check their children's online activities; the majority make haphazard checks. They very often discover that their child has visited unsuitable sites or communicated with an unknown person.
- Programmes that restrict children's access to unsuitable sites are used by only 8% of parents (parental control).

This research was carried out free of charge in 2008 on behalf of the Our Child Foundation by the company TNS AISA s.r.o. The research was commissioned in 2008. Taking part in the survey were 319 families with children aged 10 – 15 from across the Czech Republic.

PUBLIC RELATIONS

Over the course of 2008, as part of its public relations and co-operation with the media, the Our Child Foundation focused on the alarming increase in numbers of abused and missing children and the need for increased protection in this area. The Foundation also devoted its energies to the subject of Internet safety for children and warned against the hazards children often confront when going online.

The Foundation additionally introduced to the public its international projects, which should be realised in the Czech Republic in partnership with the European Federation for Missing and Sexually Exploited Children, Missing Children Europe, with its headquarters in Brussels. The second half of the year brought with it a reminder of the Foundation's fifteen years of work in protecting the health and lives of children, honouring 'children's protectors' with the Foundation's Golden Heart Award and strengthening awareness of the Convention on the Rights of the Child and other topics.

These subjects were interspersed across the various media output released over the course of the year. The Director of the Our Child Foundation, Zuzana Baudyšová, and the Foundation Attorney Mgr. Monika Šimůnková additionally released statements

regarding various causes célèbres both in the Czech Republic (e.g. the so-called Kuřim child abuse affair) and abroad (the Fritzl case in Amstetten, Austria, international child protection). Through their appearances at conferences organised by the Foundation, they appealed to representatives of the press to use the media to better inform the public



Press conference to mark International Missing Children's Day. From right: TV presenter Radka Kocurová, Director Zuzana Baudyšová and Foundation Attorney Monika Šimůnková.



A Foundation press conference to introduce international projects run by the European Federation for Missing and Sexually Exploited Children.

about children's issues in the Czech Republic and together with the Foundation, to forcefully exert pressure on government representatives who are able to make a significant contribution towards increasing child safety and improving children's living conditions.



International press conference organised in Prague by the Our Child Foundation with representatives of Missing Children Europe. From right: Margarida Barroso, Zuzana Baudyšová and Sir Francis Jacobs.



Guest at the Our Child Foundation press conference was MUDr. Džamila Stehliková, Czech Minister for Human Rights and Ethnic Minorities.

Dates, topics and guests of press conferences organised by the Our Child Foundation:

22 January 2008

International press conference of the Our Child Foundation with the participation of leading representatives of the European Federation for Missing and Sexually Exploited Children, Missing Children Europe. Conference guests were the wife of the EC President, Mrs Margarida Barroso and MUDr. Džamila Stehlíková, Czech Minister for Human Rights and Ethnic Minorities.

27 March 2008

Latest results from the Legal Aid Line. Statistical findings and hazards for children online and the benefits of the Internet Hotline. Activities of the Our Child Foundation in the area of child protection against physical and sexual abuse. The conference was hosted by Světlana Zárubová, newsreader for TV Prima. During the conference, representatives of the organisation presented Director Zuzana Baudyšová with a cheque for CZK 60 thousand in support of Our Child Foundation projects. Conference guests were PhDr. Iva Chaloupková, Press Spokesperson of the Czech Bar Association, Mgr. Rita Gabrielová, Spokesperson for the company

Seznam.cz, and Martin Kožíšek, administrator for the social networking site Lidé.cz.

22 May 2008

International Missing Children's Day. Introducing a new stage in the campaign Let's Red Card Child Abuse!. Guests at the press conference were MUDr. Czech Minister for Human Rights and Ethnic Minorities, Lieutenant-Colonel Mgr. Pavla Kopecká, Press Spokesperson for the Criminal Police and Investigation Service Bureau and Radka Kocurová, Campaign Patron for Let's Red Card Child Abuse!

29 September 2008

Press conference marking the 15th anniversary of the Our Child Foundation – a summary of Foundation activities in support of children at risk. Announcing another year for the Puzzle Project 2008. First year the Internet Hotline has officially been in operation. Collection for families with adopted children who find themselves in difficult circumstances. Conference guests were Ing. Marta Ptáčková, Chairperson of the Our Child Foundation Board of Directors, Helena Vondráčková, Patroness of the Our Child Foundation and Tomáš Příbyl, Internet Hotline specialist.

11 November 2008

November anniversaries to mark the struggle to protect children's rights (19 November – World Day for Prevention of Child Abuse, 20 November – anniversary of the adoption of the Convention on the Rights of the Child). Research findings from the company GfK Praha on the topic of awareness regarding the obligation to notify and the state of child protection in the Czech Republic. Three year's operation of the Legal Aid Line. Christmas projects of the Our Child Foundation to help children in need (charity auction, Letters to Baby Jesus). Conference guests were David Strupek, advocate for the Legal Aid Line and Ing. Karel Šmejkal, Client Service Director of the company GfK Praha.

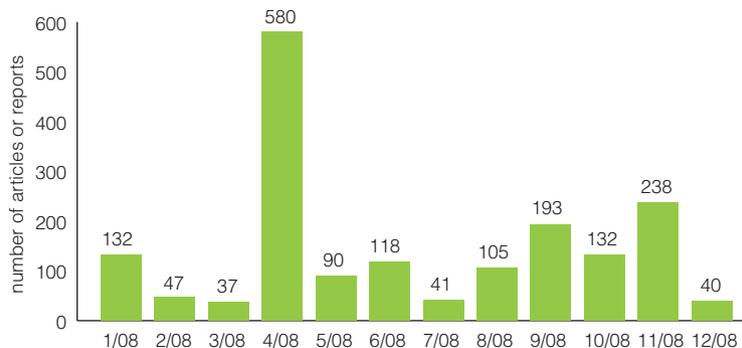
Advertising campaign and other educational presentations

Through the pages of printed periodicals, the Foundation carried out a nationwide advertising campaign to thank sponsors, contributors and anonymous donors, who support the activities of the Foundation by making financial donations or sending DMS (donations by mobile phone) messages to help children in need. Using City lights advertising spaces, ad frames in the Prague Metro, as well as posters on trams etc., the Foundation notified the general public of its Let's Red Card Child Abuse! campaign. Printed periodicals volunteered free advertising space for the Foundation to promote the Legal Aid Line, the Internet Hotline and the campaign Let's Red Card Child Abuse!.

A leaflet was produced in 2008 to celebrate 15 years of work by the Our Child Foundation, which carried a synopsis of the Foundation's work and the projects so far realised. With the help of sponsors the Foundation issued on 1 October 2008 a bulletin as a supplement in the Lidové noviny daily newspaper. By reading the bulletin, the public was able to learn how the Our Child Foundation has been helping children at risk for the previous fifteen years. A video documentary on the Foundation's activities was also produced to mark the occasion.

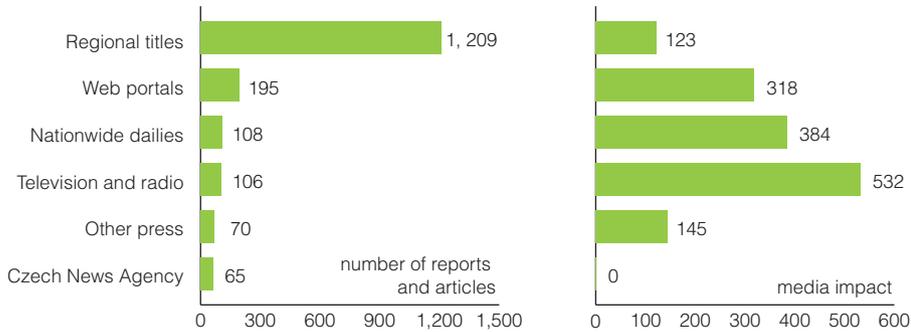
The Foundation's representatives continuously made media appearances throughout 2008, were guests in discussions, and provided statements on numerous news reports concerning child protection. The media outlets concerned included Czech Television, ČT 24, TV Nova, TV Prima, Z1, Public TV and others. The Foundation also engaged with other print periodicals, public radio and commercial radio stations.

Developments in media promotion during 2008



The diagram shows developments in media promotion during 2008.

Number of reports and articles in individual media groups



The diagrams illustrate the numbers of reports and articles broadcast or published in individual media groups as well as their media impact.

Comparison of level of media promotion between 2007 and 2008

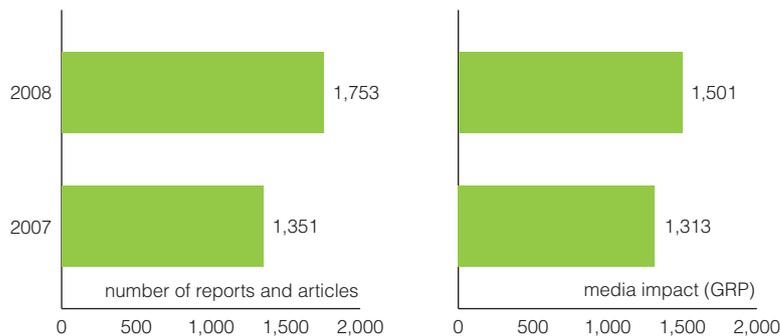


Diagram comparing the level of media impact of reports and articles on the Our Child Foundation between 2007 and 2008.

The analysis was processed for the Our Child Foundation free of charge by its long-term partner NEWTON Media a.s.

Analysis of media presentation of the Our Child Foundation in 2008

- Publicity for the Our Child Foundation in 2008 comprised a total of 1,753 reports and articles. In contrast to 2007, the number of reports and articles was up by almost a third (from 1,351 to 1,753, i.e. by 30%). In this regard, the Foundation's media activities can be regarded a success. A marked increase in numbers of reports was seen in regional newspaper titles, on web portals, and on the Czech News Agency ČTK. Contributing most to increased media promotion were April's reports and articles (580), with the second highest number of reports recorded in November (238). The Foundation's media promotion during the autumn months was relatively strong and stable.
- Regional titles had a marked effect on the overall level of media promotion (1,209 articles, i.e. up 45% compared with 2007).
- The second highest number of references were published by web portals (195, i.e. up 55% compared with 2007). Articles from national daily newspapers had the highest impact on recipients (26%). The newspaper MF Dnes was most active in providing information about the Our Child Foundation (44 articles).
- The largest media impact (35%) was generated by reports broadcast by radio and television news and current affairs programmes.

INTERNATIONAL ACTIVITIES

Missing Children Europe

In Prague at the beginning of 2008, the Our Child Foundation organised a meeting of the highest representatives of the European Federation for Missing and Sexually Exploited Children. This organisation, bearing the new name Missing Children Europe (MCE), was founded in 2001 and is headquartered in Brussels. It represents 21 non-profit organisations engaged in helping missing and sexually exploited children. The organisations so far hail from 15 different European countries.

Also at the Prague meeting was guest Margarida Barroso, wife of the European Commission President, who later in the year became an honorary member of Missing Children Europe.

The senior representatives of the European Federation first drew up, and at a Prague press conference then introduced, three main projects to help missing and otherwise at-risk children. These projects are designed to make Europe become a safer place for children. The press conference was broadcast in full by the television station ČT 24. At the conference, Džamila Stehlíková, the Czech Minister for Human Rights and Ethnic Minorities, expressed her support for the proposals set out by Missing Children Europe, as also did later the Czech Interior Minister, Ivan Langer.

The Our Child Foundation, headed by Zuzana Baudyšová, Member of the MCE Board of Directors, worked hard over the course of the year appealing to leading Czech politicians and constitutional experts to take on board the child protection proposals and measures advocated by MCE. In several EU countries, these projects are already contributing to child safety.



Also participating at the meeting of the European federation Missing Children Europe (MCE) in Prague were the Vice President of MCE Costas Yanopolous from Greece (second from left), the Deputy Secretary General of MCE Delphine Moralis from France (first from right) and MUDr. Džamila Stehlíková (first from right).



Director of the Belgian organisation Child Focus, Kristine Kloeck (right) and Delphine Moralis, Deputy Secretary General of Missing Children Europe (left) with the Director of Our Child Foundation, Zuzana Baudyšová (centre).



Leading representatives of the organisation Missing Children Europe laid out in Prague three priority projects important for increasing child protection as part of the EU.



From right: Wife of the EC President, Margarida Barroso, Zuzana Baudyšová and President of the European Federation for Missing and Sexually Exploited Children, Sir Francis Jacobs in Prague.

The three basic priorities of Missing Children Europe and the Our Child Foundation as set out at the Prague meeting of the European Federation are as follows:

- Setting up a **national centre**, which will provide a hotline with the number **+420 116 000, Missing Children Hotline**. This number already works e.g. in Belgium, Denmark, Greece and Portugal. Harmonising the number for missing children within the EU should enable victims to more easily access absolutely vital help in the event of abduction, or help missing children anywhere in Europe.

- Launching a **national warning system for urgent cases of missing children**. Such a system has already saved children's lives in a number of EU countries where cases of abduction have occurred. The project would combine the work of police, the media, and would use opportunities to publicise information about an abducted child using motorway signs, etc. Thus it would help facilitate rapid co-operation between the general public and the emergency services in saving children's lives and in the search for victims of abduction.

- Linking together the banking sector, providers of financial and Internet services, the criminal justice system and non-governmental organisations in the fight against the **commercial sexual abuse of children online**. The project should help monitor the flow of money from the sale of child pornography and subsequently to detain persons engaged in this illegal trade.



**Missing
Children
Europe**

EURONET

Since 2006, the Our Child Foundation has been a member of the international organisation EURONET, which brings together organisations in the non-governmental sector that are working in support of children's rights across Europe. One of its primary activities involves the mutual collaboration of states that, over the coming years, will take on the Presidency of the European Council and to further champion the rights of children at the level of other EU institutions. The objective is for individual members of EURONET to exert pressure on their national governments so that child protection becomes one of the priorities of the Presidency of the country concerned. The 6-month role of the Presidency was set for the Czechs to assume from the beginning of 2009. Therefore the Our Child Foundation, addressed the Czech prime minister and other government representatives regarding the issue. In addition, EURONET is devoted to the issue of 'positive parenting', whereby it focuses on spreading word regarding the right ways to raise children.

www.europeanchildrensnetwork.eu

INHOPE

The Our Child Foundation continued its successful collaboration with the organisation INHOPE during 2008. This is the International Association of Internet Hotlines headquartered in Dublin. After meeting all the conditions set by the international association, the Foundation and its Internet Hotline were awarded full membership of INHOPE. In 2008, INHOPE brought together over 30 national hotlines from around the world. International Activities Manager of the Internet Hotline, Mgr. Monika Šimůnková, together with hotline operators took part in a visit to an Internet hotline in Austria, received training in Dublin, and participated in various other meetings organised as part of the INHOPE organisation.

www.inhope.org

eNACSO

The Our Child Foundation became a member of the European NGO Alliance for Child Safety Online in the autumn of 2008. It thus entered a two-year project financed by the EU that brings together 14 European NGOs. The aim is to reduce the hazards to which children are exposed when using online technology. The alliance is devoted to a wide range of activities, in particular, to reduce the risks associated with child Internet use. The Our Child Foundation Attorney, Mgr. Monika Šimůnková, represented the organisation at its initial meeting in Copenhagen.

www.enacso.eu



80 X

REPORTS ARE MADE EVERY MONTH REGARDING UNSUITABLE INTERNET CONTENT BY USERS OF THE INTERNET HOTLINE. THIS HOTLINE IS COMBATING CHILD PORNOGRAPHY, DRUG TRAFFICKING, EXTREMISM AND OTHER INTERNET HAZARDS. 45 % OF CZECH CHILDREN POST THEIR PHOTOS AND SHARE VIDEOS OF THEMSELVES ON LINE – THEREBY EXPOSING THEMSELVES TO ENORMOUS RISKS!

1,239 X

INCIDENTS OF PHYSICAL AND MENTAL ABUSE OF CHILDREN WERE REPORTED TO THE CZECH AUTHORITIES. THIS REPRESENTED AN INCREASE IN 2008 OF 34 CASES COMPARED TO THE SAME STATISTIC IN 2007. MOST OFTEN THE VICTIMS WERE BOYS AND GIRLS AGED 6 – 15 YEARS OLD. IN 53 CASES ABUSE WAS REPORTED ON CHILDREN LESS THAN A YEAR OLD. THESE STATISTICS ARE A MERE TIP OF THE ICEBERG. HIDDEN CASES NUMBER IN TENS OF THOUSANDS!

SOURCE: INTERNET HOTLINE, MINISTRY OF LABOUR AND SOCIAL AFFAIRS, CZECH REPUBLIC

CULTURAL AND SOCIAL EVENTS, CO-OPERATION WITH SPONSORS

Concert by Patroness Helena Vondráčková gives Foundation a financial boost

Long-serving Foundation Patroness singer Helena Vondráčková, sold out Prague's Lucerna venue with her traditional Christmas concert. Her superb performance was enjoyed by 3,700 concert-goers and devoted fans. The night was rounded off with a string of famous guests: the singers Jitka Zelenková, Monika Absolonová and Michal David. During the concert, the Director of the Our Child Foundation, Zuzana Baudyšová, received a cheque from Miloslav Hájek, Regional Director of the company C&A, for a sum of CZK 1,725,768. Another cheque, this time for CZK 100 thousand was handed over to the Foundation by the company Inexco Argosy, s.r.o.

Christmas market in Žďár nad Sázavou helps children in need

The Children's and Young Person's Home in Žďár nad Sázavou organised a Christmas market. Proceeds from the sale of goods and the nominal entrance fee were handed over to the Our Child Foundation at a celebratory concert. Taking part in the concert on behalf of the Our Child Foundation were its Director Zuzana Baudyšová and Secretary Anna Žebrová. The Foundation's representatives were presented with the proceeds from the

market totalling CZK 10 thousand. These funds have been earmarked to purchase disability aids for disabled children. The Foundation also obtained CZK 3 thousand from the company DEL based in Žďár nad Sázavou.

Proceeds from the sale of the Foundation's calendar total CZK 75 thousand

The fifth calendar of the Our Child Foundation, this time with the joyful name 'Hopsa, hejsa' (hop, skip, jump), met with an enthusiastic response from individuals and companies alike. The high quality graphic design, production and publication of the 2009 calendar was taken care of by the communications and marketing agency B.I.G. Prague. Thanks also go to leading Czech artist Aleš Lamr for providing samples of his work – full of colour, imagination and optimism. Sales of the Our Child Foundation raised CZK 75 thousand in support of children at risk.

The award ceremony for the best Czech singers, Český slavík, helps children

On Saturday 13 December 2008, a winner was randomly chosen from among the public casting votes in the Český slavík competition. The prize was a trip to Florida. The holiday was won by Růžena from Frýdlant nad Ostravicí, but for personal reasons she was unable to go. The event

organiser, Musica Bohemica s. r. o. with the agreement of Růžena decided to give a voucher of CZK 100 thousand for abandoned children aided by the Our Child Foundation. Thus the Alexandria Travel Agency swapped the original trip to Florida for two people for 16 trips, full board, to Bulgaria. The Our Child Foundation handed the travel voucher to the children at the Children's Home with School in Býchory.

Our Child Foundation Christmas charity auction raises CZK 125,902

Many famous names put items up for auction. Most people were interested in a signed strip from Tomáš Rosický, the strip of defender Michala Kadlec, a signed calendar from goalkeeper Petr Čech or the T-shirt, CD and DVD from the group Chinaski. Other items auctioned off were also donated by celebrities, e.g. Monika Absolonová, Lucie Váňová, Vlasta Horváth and Pavel Šporcl. The Christmas charity auction took place from 19 November to 3 December 2008 on the website of the auction portal Aukro.cz.

2008 Canon Golf Championship Tournament in aid of children

This traditional golf tournament from the company Canon was fought out on 19 – 20 September 2008 in Karlovy Vary. European golf stars Peter Baker and Tony

Johnstone from the famous European Golf Tour also made their appearance. The aim of the tournament was also to show support for the charitable activities of the Our Child Foundation. The Foundation was supported by the players themselves, who played a game called trouble shooting, where every shot was given a financial value. A sum of CZK 60 thousand was raised in support of children. The cheque was received by Foundation Attorney, Monika Šimůnková.

Collection for the Děda family with four children from Bystřice nad Pernštejnem

The Our Child Foundation helped resolve a desperate situation faced by a couple with three adopted children and a newborn son, all of whom were threatened with eviction. The start of this sad affair began with a well-meant favour to a friend, for whom the couple acted as loan guarantors. Because the friend failed to repay the loan, the outstanding amount, plus interest and debt collector's fees grew to almost CZK 700 thousand. The family were being threatened with the bailiffs. Since the stable home life of four children was now at risk, the Our Child Foundation decided to help the Děda family by awarding them an immediate sum of CZK 30 thousand to settle their acute financial problems and announced a further public collection. The Děda family

thereupon obtained an additional CZK 45,370 from anonymous donors.

Gala evening in Roman villa raises CZK 100 thousand for Internet Hotline

As part of celebrating 55 years since the foundation of the Telecommunications Research Institute, the forerunner of the company TTC TELEKOMUNIKACE, and the 15th anniversary of the company TTC MARCONI, a cheque for CZK 100 thousand was presented to Zuzana Baudyšová, Director of the Our Child Foundation, at the Troja Palace. The money has been allocated to run the first Czech Internet Hotline of the Our Child Foundation.

The Volvo Masters Amateur Golf Tournament raises CZK 21.6 thousand for children at risk

On Saturday September 2008, the final of the prestigious Volvo Masters Amateur Golf Competition took place in Mariánské Lázně. The company Volvo Auto Czech, s.r.o., which has been a sponsor of the Our Child Foundation for many years, decided to support at-risk children as part of this event and organised a sale of charity wristbands, thereby raising CZK 21.6 thousand.

Letters to Baby Jesus makes children from 13 children's homes happy

The Christmas event was organised as a partnership between the Our Child Foundation and the Europark Shopping Centre in Štěřboholý, Prague. Letters to baby Jesus were written by 440 Children. The project was greeted with great enthusiasm and support by generous people and all the children's wishes were fulfilled. Christmas presents were wrapped in the Europark Shopping Centre, and thanks to the help of the company Convoy, they were distributed to each of the homes scattered around the Czech Republic. Establishing something of a tradition, patron of this year's Letters to Baby Jesus was again Foundation Patroness Helena Vondráčková, who alongside the Foundation Director also played a role in setting up the project.

Foundation representatives take part in theatre premiere in Kolín

The Our Child Foundation has now for a number of years collaborated and supported the Children's Home with School in Býchory. And so on 19 June 2008, the Foundation Director, Zuzana Baudyšová and Secretary, Anna Žebrová took part in the festive premiere of the play Lost Heart by the Modroočko Dance Company and written by playwright is Jolana Burešová, which was also created by the children of

the Býchory Children's Home. The children were a fantastic success. The Our Child Foundation contributed to the realisation of the project by contributing CZK 10 thousand.

Zuzana Baudyšová and Radka Kocurová christen book on children's prenatal development

The Foundation Director together with TV presenter Radka Kocurová became joint godparents to the book *Tummy, Tummy, who lives in you?* The book guides readers both young and old through the prenatal development of the child, from conception to birth, and explains to children how they came into the world. Author Miriam Pešková decided to give her royalties amounting to CZK 36,135 to the Our Child Foundation. The celebratory christening was performed by Alfred Strejček, with singer Lenka Filipová also making an appearance.

Czech Radio Pardubice supports campaign against child abuse

To mark the occasion of the Pardubice Aero Fly-in, the local Czech Radio invited the Our Child Foundation to come and raise awareness about its campaign *Let's Red Card Child Abuse!* among visitors to the weekend event, held in Eastern Bohemia between 31 May and 1 June 2008. Every visitor at the Aero Fly-in had an opportunity to learn about the campaign

and to buy a whistle and red card. The Foundation Director participated in an interview with the editor of Czech Radio at a makeshift studio on the airfield, which broadcast the atmosphere of the day's events directly to the region's listeners.

Foundation distributes funds obtained from the reality show on TV Prima VyVolení 3

The sum raised by DMS exceeded CZK 1.8 million. A further sum of CZK 1 million was contributed by the company Synot Lotto. Funds were redistributed among the following three organisations:

- **Úsměv, Social Care Home in Chlumín** – during the filming of *VyVolení*, the day care centre had lost a vehicle, which had basically become no longer suitable for use. So the Our Child Foundation decided to help buy a new vehicle to fit at least 9 people. This gift was also made possible thanks to the Ford dealers MOTOL BENI and the importers Ford Motor Company, who sorted out a 29% discount.
- **Klánovice Children's Home** – Sixty children had a long-anticipated dream finally realised. Part of the funds were put to work building an outdoor swimming pool for the home's resident children, from three to eighteen years of age.
- **AKORD Day Care Centre** – funds helped secure personal assistants for children

with disabilities, in addition they were used for operational costs and in providing physiotherapeutic care to the centre's clients.

CZK 100 thousand from Prestige Management to help children at risk

On the 16th of May 2008 at the Ypsilon Golf Course near Liberec, a celebratory christening was held to celebrate the first book recapitulating 15 successful years of the agency Prestige Management. Godparents on the occasion were former TV Prima newsreader Štěpánka Duchková, musician Michal David, and singer Monika Absolonová. Also invited to the celebrations was the Our Child Foundation Director, Zuzana Baudyšová, to whom the agency director Martin Peter presented a cheque worth CZK 100 thousand. Funds were designated for physically and sexually abused children as well as all children otherwise at risk that the Our Child Foundation tries to assist.

The Our Child Foundation gets two prestigious accolades from the Czech TOP 100 Association

The 10th year of this prestigious competition to become a top one hundred most-admired company in the Czech Republic, the Czech TOP 100 for 2008, brought the Our Child Foundation two accolades at once. In this way,

the Foundation continued its successes from years gone by. It came first in the category Public, Social, Personal and Other Services. In addition, it was numbered among the 100 most admired companies in the Czech Republic. An honorary diploma was accepted by Foundation Director Ing. Zuzana Baudyšová at a celebratory get-together in April 2008.

British Ambassador hosts Our Child Foundation Concert

On 8 April, at the invitation of the British Ambassador Linda Duffield, an Our Child Foundation concert was held at the British Embassy. Patroness of the Foundation Helena Vondráčková performed, as did the opera singer Andrea Kalivodová and violinist Jaroslav Svěcený with his daughter Julie. The concert was organised to say thank you to partners of the Our Child Foundation and protectors of children. The programme was hosted by TV presenter Tomáš Krejčíř. Cheques with a total value of CZK 750 thousand were handed over to Foundation Director Zuzana Baudyšová by senior representatives of the company SAZKA, a.s. and SATPO Development, s.r.o. Participating in the event were numerous other famous faces from the worlds of culture and politics.

Zuzana Baudyšová holds discussion with children as part of the film festival One World

In Prague from 5–13 March 2008 was held the festival of documentary films on human rights – One World. On 13 March, Director of the Our Child Film Festival Zuzana Baudyšová was a guest of the organisation People in Need, at a schools showing of the film Emotikony at Prague's Atlas Cinema. The documentary was watched by students in the fifth class of the Prague 6 basic school. The film was followed by a discussion led by Zuzana Baudyšová with the children on the subject and principles of safe Internet use, and the rights and responsibilities of children.

Christmas collection in collaboration with the Poštovní spořitelna bank

The many years of co-operation with the Poštovní spořitelna bank, a subsidiary of ČSOB, as part of a nationwide Advent collection also continued into 2008. This collection represents a significant contribution that enables the Foundation to meet its budget commitments. Poštovní spořitelna clients contribute to the Foundation anonymously, and their funds go to help abused, disabled and otherwise at-risk children dealing with difficult circumstances that the Foundation endeavours to resolve. As of 31 December 2008, the sum obtained thanks to the

nationwide pre-Christmas collection totalled CZK 4,242,666.67.

DMS in support of Our Child Foundation projects

The general public can also support the Foundation's activities – helping physically and sexually abused, disabled or abandoned children. Every volunteer donor has the chance to send a so-called 'Donor SMS' by entering DMS space NASEDITE and sending it to 87 777. Price per DMS is CZK 30; the Our Child Foundation receives CZK 27. Find out more at www.darcovskasms.cz. In this way, 2008 saw the Foundation raise CZK 58,752. This money has been designated for the direct support of children at risk.

The Our Child Foundation would like to sincerely thank all the good-hearted people, sponsors, and partners for helping and supporting its activities to assist children and families in very difficult, life-affecting circumstances.

SNAPSHOTS FROM OUR CHILD FOUNDATION EVENTS



Chief Executive Officer of SAZKA, a.s., JUDr. Aleš Hušák, presented a cheque to the Foundation in support of children.



Monika Šimůnková accepted funds from the company Pfizer designated to purchase a wheelchair for a girl with disability.



Christening of a book by author Miriam Pešková, who has given over all her royalties to help the Foundation.



Regional Director of C&A, Miloslav Hájek, handed over a cheque at Helena Vondráčková's concert to further the Foundation's activities in child protection.



At Helena Vondráčková's Christmas concert, the company Inexco Argosy, s.r.o. presented the Foundation with a financial donation of CZK 100,000.



The thank you concert for the Foundation's sponsors took place thanks to support from the British Ambassador, Linda Duffield (right).



From right: TV presenter Tomáš Krejčíř, singer Andrea Kalivodová, violinists Julie and Jaroslav Svěcení with Zuzana Baudyšová.



Patroness of the Foundation, Helena Vondráčková, at a thank you concert for Foundation sponsors together with film director Jiří Menzel and his wife Olga.



The concert at the British Embassy brought with it financial support for children from the company SATPO Development, s.r.o. where a symbolic cheque was handed over by Ing. Miroslav Švejda, Technical Director.



The child protection activities of the Foundation were also supported by the company Prestige Management, headed by its director Martin Peter.



Children from children's homes were overjoyed to receive Christmas presents – the Letters to Baby Jesus event.



Clients of a day care centre in Chlumín were happy to receive the new 9-seater minibus.



Press Spokesperson of the holding SYNOT ITO, Jiří Hrabovský, presented a cheque to Zuzana Baudyšová.



A sponsor donation from the Director of TTC MARCONI, Josef Šelep, which has been earmarked for running the Internet Hotline.



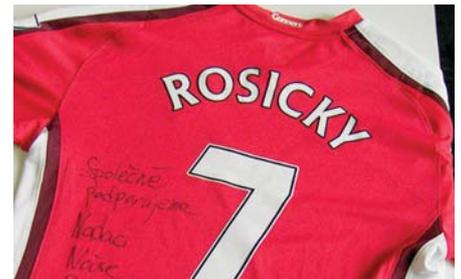
Helena Vondráčková was once more patron of the Christmas project Letters to Baby Jesus.



Senior representatives of the company Volvo Auto Czech, s.r.o., Director General Greg Maruszewski and Marketing Director Sylva Webster, with the Director of the Our Child Foundation, Zuzana Baudyšová.



During Český slavík, the award ceremony for the Czech popular poll for best singer, the Foundation Director accepted a travel voucher for a trip to the seaside for children in children's homes from the Executive Director of the Alexandria Travel Agency, Mgr. Ing. Zdeněk Marek.



The signed strip of football international Tomáš Rosický attracted bidders at the Christmas charity auction.

GALA EVENING TO MARK THE FOUNDATION'S FIFTEENTH ANNIVERSARY

To celebrate its 15th anniversary of work in the area of child protection and defending children's rights, thanks to its sponsors, the Foundation organised a gala evening in recognition for support throughout its long years of activity. Child protectors assembled 1 October 2008 in the Malostransky Palace in Prague. Over the course of the celebrations, a performance was given by talented children from the Modroočko Dance Club in Kolína, which, led by Lenka Šfastá, presented excerpts from the dance fable by Jolana Burešová The Lost Heart. Guests were deeply moved by readings given by David Kubeš from the Zvíkovské Podhradí Children's Home. Not only did he give a truly professional performance of the work, he had written all the poems himself! Monika Absolonová sang for the guests, while violinist Pavel Šporcl gave a recital. The gala evening was hosted by TV presenter Jan Čenský.

As the evening progressed, guests responded to the exhortations of host Jan Čenský and sent the Foundation token gifts in the form of donor SMS mobile phone messages in support of children in need. In addition, Foundation Director Zuzana Baudyšová was presented with a cheque by Press Spokesperson Jiří Hrabovský of the holding SYNOT Lotto for CZK 500 thousand. These funds have already been allocated to protect children in difficult circumstances, whose sad fates the Foundation is striving hard to change.

Expressions of support for the Foundation were voiced by the British Ambassador Linda Duffield, Prague Deputy Mayor Markéta Reedová, Prague Deputy Mayor Marie Kousalíková, TV presenter and patron of the current Foundation campaign against child abuse, Radka Kocurová and also footballer Tomáš Rosický. Participating in the anniversary get-together were also members of the Board of Directors, including Chairwoman Marta Ptáčková, the lawyers from the Legal Aid Line, and many other guests who realise the importance and necessity of child protection and the work carried out by the Our Child Foundation.

SNAPSHOTS FROM THE FOUNDATION'S ANNIVERSARY CELEBRATION



There are never enough children's smiles. The happy dancers from Kolín received minor gifts from sponsors in recompense for a fantastic performance.



Skilful dancers from the Modroočko Dance Club Kolín.



Host of the event Jan Čenský with Zuzana Baudyšová.



Violinist Pavel Šporcl performed at the gala evening without claiming any fee, just like the other artists taking part.



Talented David Kubeš from the Zvíkovské Podhradí Children's Home with the Foundation Director and the host of the event Jan Čenský.



Foundation Director Zuzana Baudyšová and Secretary Anna Žebrová with children from the Modroočko Dance Club Kolín.



The foundation has enjoyed the long-term support of singer Monika Absolonová.



Host of the event Jan Čenský with Zuzana Baudyšová and Radka Kocurová.



The Our Child Foundation team.

GOLDEN HEART AWARD FOR CHILD PROTECTORS

This was the third occasion on which the Our Child Foundation conferred on child protectors Golden Heart Awards, which are dedicated to the work of Prof. Zdeněk Matějčík, pioneer in child psychology. These distinguished awards were presented by Director Zuzana Baudyšová and other personalities to people for whom the lives of defenceless children are not simply matters of indifference – people who care. Announcements were made on 1 October 2008 as part of the gala evening organised to celebrate the 15th anniversary of the Our Child Foundation. Over the course of the year, Foundation representatives had become familiar with a great many arduous destinies and life stories, and it was on the basis of this information that the Our Child Foundation Board of Directors was able to make its decisions regarding awards for child protectors.

The Golden Heart Award of the Our Child Foundation in 2008 was awarded to:

Eduard Trdý

In the spring of 2007, this observant neighbour rescued little Jakub and Ondra M from their cellar dungeon in Kuřim, when on the screen connected to his domestic 'babysit' he caught an accidental glimpse not of his daughter, but pictures of a naked and bound boy from the neighbour's house. He did not ignore

what he had seen, and without thinking twice, called the police. With this act, Eduard Trdý saved the lives of both boys, for which he truly deserves the Golden Heart of the Our Child Foundation.

Irena Dušková

The Director of the AKORD Day Care Centre in Prague has for many years now been working to help disabled children. Under her leadership the Day Care Centre provides care to children with mental disabilities, combined disabilities and learning difficulties, aged from 3 to 26 years. At the same time, the centre enables parents of seriously disabled children a chance to go to work. Irena Dušková also devotes her time to training personal assistants for children with disabilities. The Our Child Foundation holds her selfless work in the highest esteem, and so has awarded Irena Dušková with a Golden Heart.

Alžběta Jirásková

Life plunged this nineteen-year-old girl and her younger siblings into an utterly desperate situation. In 2007 their mum died of cancer, the father hadn't been around for ages, and two underage siblings with Alžběta and her gran were left alone in a flat from where the landlord was impatient to kick them out. What is more, the family owed money for their mother's treatment. After her mother's death,

Alžběta decided to foster her fourteen-year-old sister and nine-year-old brother. To look after them she earned money from part-time work, while at the same time putting herself through university. For Alžběta the priority was always keeping the family intact, and the Golden Heart is an acknowledgement of her courage and resolve.

The Our Child Foundation also awarded a special prize, which was given to the television programme *Post for You* and its presenter Ester Janečková.

Dozens of children who spent their childhoods in educational institutions and children's homes have found their biological parents and families thanks to the programme *Post for You*. TV presenter Ester Janečková sensitively intervenes in the fate of children searching for their families. She has helped to bring together numerous families whose members have, in many cases, gone for decades without a glimpse of one another. For their work uniting and restoring families, the Our Child Foundation has awarded the programme *Post for You* and Mrs Ester Janečková a special Golden Heart.

GOLDEN HEART PHOTO GALLERY



Director of the AKORD Day Centre, Irena Dušková, accepted the Golden Heart Award of the Our Child Foundation from the British Ambassador Linda Duffield.



A special Golden Heart Award went to TV presenters Ester Janečková and Martin Kavan (alias 'Postman Ondra') from the Czech Television programme Post for You.



Winner of the Golden Heart Award from the Our Child Foundation, Mr Eduard Trdý.



Alžběta Jirásková, a brave young girl, was awarded the Golden Heart 2008.



ACKNOWLEDGEMENTS AND LIST OF SPONSORS

We would like to thank all the companies named below, the mass media, advertising, media and Internet partners, and of course, the many hundreds of citizens for their co-operation, financial help, and support for the activities of the Our Child Foundation and its projects in 2008. We would also like to thank the artists for their collaborations over the course of 2008 without claiming any fees or royalties. Our thanks also go to private individuals for their material donations and to the hundreds of donors who help us anonymously and support the Our Child Foundation in its child protection activities.

We sincerely thank you all!

Patron of the Our Child Foundation

RWE Transgas a.s.

Patroness of the Our Child Foundation

Helena Vondráčková

Sponsor of the Year 2008

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

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Individuals

Bajer Patrik • Balková Ivana • Bambas Daniel • Bártová Lenka and family • Bendová Alice • Bílková Lenka • Boch Karel • Bradáč Miroslav • Casado Ignacio Villa • Cibulka Aleš • Cibulková Markéta • Čenský Jan • Čermák Kamil • Taneční klub Modroočko • Dasha • Doležal Vladimír, JUDr. • Dušek Martin, MUDr. • Foret Michael • Havrda Vladimír • Horváth Vlastimil • Chalupský Martin, Mgr. • Chinaski • Jalovecká Jaroslava, PaedDr. • Jandová Zora • Janová Světlna • Kalivodová Andrea • Kavanová Šárka • Kavan Martin • Klementová Lenka and family • Klubrt Václav • Knura Petr • Kobera Pavel, Ing. • Kocurová Radka • Kozák Čeněk • Krejčíř Tomáš • Křížek David • Kubeš David from the Zvíkovské Podhradí Children's Home • Kučerová Jitka, JUDr. • Kuchařová Taťána • Kuličová Nikola • Málek Jaromír • Martínková Helena • Martuš Eduard • Michal Martin, MM agency • Michálek Miroslav • Minařík Petr • Mr and Mrs Runát • Mr and Mrs Schirl • Myslílová Marie, JUDr. • Páša Václav • Pešková Miriam • Pospíšil Roman • Production and purchasing staff, Hotel Corinthia • Ptáčková Marta, Ing. • Rosický Tomáš • Roztočilová Libuše • Slapničková Miluše, JUDr. • Sluková Daniela, Ing. • Smejkal Radek • Strupek David, Mgr. • Svěcená Julie • Svěcený Jaroslav • Svoboda Petr • Šporcl Pavel • Štefánek Miroslav • Tatek Jaroslav • Tolarová Jaroslava • Tomáš Martin • Váchová Lucie • Vaňková Markéta, JUDr. PhD. • Vondráček Petr • Zárubová Světlana • Zelený Pavel, JUDr.

FINANCIAL SECTION

Contributions and Income Received from Operations in 2008

	thousands of CZK	%
Contributions received – other	12,321	60.11
EU grant	1,143	5.58
Special-purpose funds accepted from the company RWE Transgas	969	4.73
Contributions to the Internet HotLine project	797	3.89
Other minor contributions	70	0.34
Financial contributions – income	15,300	74.65
Income from Financial Investment Fund – interest	1,280	6.24
Income from operational activity	231	1.13
Other income	906	4.42
Total income	1,137	5.55
Accepted donations and income – income statement – total	17,717	86.44
Special-purpose donation from RWE Transgas	2,031	9.91
Contribution to the project EU Internet HotLine	500	2.44
Minor contractual contributions	199	0.97
Collection for the Děda family	50	0.24
Other accepted contributions – balance sheet	2,780	13.56
Contributions TOTAL	20,497	100.00

These funds were used as follows

	thousands of CZK	%
Balance sheet		
Foundation endowment for Safety Line	3,000	36.49
Special-purpose funds offered by the company RWE Transgas	1,860	22.62
Grants provided from the Foundation Investment Fund	643	7.82
Contribution to Děda family	45	0.55
Contributions to children with visual impairments	60	0.73
Contribution for Home for Mothers with Children in Need	60	0.73
Contributions to severely disabled children	64	0.78
Contribution to Social Care Home in Chlumín	55	0.67
Contribution to Mateřídouška Day Care Centre	30	0.36
Contribution towards transport at day care centre	30	0.36
Contribution to a motomed	20	0.24
Contribution to the Modroočko Dance Club	10	0.12
	5,877	71.49

	thousands of CZK	%
Income statement		
Contribution towards orphan siblings Jirásek	22	0,27
Contribution to Domino Children's Home	29	0,35
Contribution towards the Děda family	30	0,36
Donation to Children's Home with School in Býchory	40	0,49
Most Cherished Concert of children from children's homes	50	0,61
Other contributions	163	1,98
Contribution towards Social Care Home in Chlumín	423	5,15
Contribution towards the Fund for Children in Need	500	6,08
Foundation contributions within the Puzzle project	1,086	13,21
	2,343	28,50
Overall use of funds	8,220	99,99

Overview of Tangible and Intangible Assets of the Our Child Foundation in Net Value as at 31 December 2008

CZK	acquisition price	total allowances	net book value
Tangible fixed assets	1,380,595.70	(1 243 738,20)	136,857.50
Other tangible assets	51,958.00	(30 992,10)	20,965.90
Total	1,432,553.70	(1,274,730.30)	157,823.40

Financial Results of the Our Child Foundation in 2008

Income	(in CZK thousands)
Income (in CZK thousands)	2008
Contributions received to support Foundation operations	15,300
Income from the Foundation Investment Fund - Interest from Tds	1,280
Interest received	500
Auction sale of items	248
Advertising	231
Other operating income	158
Total income	17,717

Thanks to its stable financial management, in 2008 the Our Child Foundation ensured smooth progress for all its projects aimed at helping children at risk and supporting families in crisis.

The Foundation adhered to the rule stipulated in its Statute for restricting its administration costs (maximum 20% of equity). The Foundation secured the necessary level of funding from companies, organisations and the general public to confidently fulfil the objectives and mission set out in its statutes.

Expenses	(in CZK thousands)
Material expenses	249
Of which: Fuel and Foundation endowment for passenger car maintenance	69
Overall material expense for EU project InternetHotLine	68
Office supplies and consumables	65
Promotional gifts and items for children and sponsors	20
Power consumption	17
Minor tangible and intangible assets	10
Services	2,762
Of which: Overall services for EU project InternetHotLine	839
Accounting services, audit, consulting	480
Advertising and promotion	457
Other services (production of printed materials, translating, etc.)	420
Rent	190
Fax, telephone, postage	177
Entertainment	138
Travel expenses	54
Repairs and maintenance	7
Personnel expenses	4,703
Of which: Wages and salaries including contracts (non-EU projects)	2,389
Wages and salaries including contracts (EU projects)	1,133
Social security and health insurance (non-EU projects)	820
Social security and health insurance (EU projects)	361
Depreciation of tangible fixed assets	37
Other expenses	647
Income tax	
Total operating expenses	8,398
Financial donations to other individuals and organisations:	2,343
Contribution towards orphan siblings Jirásek	22
Contribution to Domino Children's Home	29
Contribution towards the Děda family	30
Donation to Children's Home with School in Býchory	40
Most Cherished Concert of children from children's homes	50
Other contributions	163
Contribution towards Social Care Home in Chlumín	423
Contribution towards the Fund for Children in Need	500
Foundation contributions within the Puzzle project	1,086
Total expenses	10,741

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 Foundation") as at 31 December 2008 presented in the annual report of the Foundation on pages 56 – 68 and our audit report stated the following:

We have audited the accompanying financial statements of Nadace Naše dítě, which comprise the balance sheet as at December 31, 2008, 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 I. 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. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies and making accounting estimates that are reasonable in the circumstances.

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, 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.

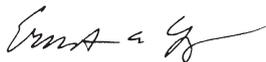
Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Nadace Naše dítě as at December 31, 2008, 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 board of administration 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 respect, with the financial statements. We have checked that the accounting information presented in the annual report on pages 51 – 68 is consistent with that contained in the audited financial statements as at 31 December 2008. 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 Foundation. 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

13 March 2009, Prague, Czech Republic

Balance Sheet as at 31 December 2008 (in CZK thousands)

ASSETS	Current period opening balance	Current period closing balance
A. Total fixed assets	14	158
I. Total intangible fixed assets	0	0
II. Total tangible fixed assets	1,252	1,433
Separate movable items and groups of movable items (022)	1,252	1,433
III. Total long-term investments	0	0
IV. Adjustments to acquired fixed assets	-1,238	-1,275
Adjustment to separate movable items and groups of movable items (082)	-1,238	-1,275
B. Total short-term assets	63,721	67,433
I. Total Inventories	579	465
Material in store (112)	579	465
II. Total Receivables	1,167	1,828
Trade receivables – customers (311)	174	0
Receivables from staff (335)	16	6
Income tax (341)		41
Claims for subsidies and other settlements from government budget (346)	176	460
Other receivables (378)	64	68
Unbilled revenue(388)	737	1 253
III. Total short-term investments	61,892	65,100
Cash (211)	12	9
Bank accounts (221)	61,880	65,091
IV. Total other assets	83	40
Prepaid expenses (381)	83	40
Total Assets	63,735	67,591

LIABILITIES		Current period opening balance	Current period closing balance
A.	Total equity and liabilities	62,830	66,161
I.	Total equity	58,882	59,256
	Equity (901)	36,146	36,125
	Funds	22,736	23,131
II.	Total Profit/ (loss)	3,948	6,905
	Account of profit/ loss(963)	3,948	6,905
B.	Total equity and liabilities	905	1,430
I.	Total reserves	0	0
II.	Total long-term liabilities	0	0
III.	Total current liabilities	898	890
	Suppliers (321)	98	84
	Liabilities to employees (331)	203	248
	Other liabilities to employees (333)		10
	Liabilities arising from social security and health insurance (336)	126	167
	Income tax (341)	137	
	Other direct taxes (342)	44	61
	Other liabilities (379)	220	220
	Unbilled deliveries (389)	70	100
IV.	Total other liabilities	7	540
	Deferred income (384)	7	540
	Total liabilities	63,735	67,591

Income Statement for the Year Ended 31 December 2008 (in CZK thousands)

A. EXPENSES	For the accounting period		2007 Total
	Main activity	Operational activity	
I. Total costs of purchases	249	0	267
Material used (501)	224		242
Energy consumption (502)	25		25
II. Total services	2,762	0	3,810
Repairs and maintenance (511)	10		22
Travel expenses (512)	143		106
Expenses for representation (513)	138		70
Other services (518)	2,471		3,612
III. Total personnel expenses	4,702	0	4,586
Wages and salaries (521)	3,521		3,537
Mandatory social security insurance (524)	1,181		1,049
IV. Total taxes and fees	4	0	6
Other taxes and fees (538)	4		6
V. Total other expenses	593	0	459
Contractual penalties and late payment interest (541)	7		
Other penalties and fines (542)			1
FOREX losses (545)	186		67
Gifts (546)	224		265
Shortages and damage (548)	47		
Other expenses (549)	129		126
VI. Total depreciation, asset disposals, creation of reserves and provisions	88	0	102
Amortization and depreciation of fixed assets (551)	37		11
Material sold (554)	51		91
VII. Total contribution provided	2,343	0	2,333
Membership fees provided (582)	2,343		2 333
VIII. Total income tax	0	0	0
Total expenses	10,741	0	11,563

B. REVENUES	For the accounting period		2007 Total
	Main activity	Operational activity	
I. Total revenue from own products and services	0	231	663
Revenues from services (602)		231	663
II. Total change in internal inventory	0	0	0
III. Total capitalization	0	0	0
IV. Total other revenues	1,938	0	1,028
Interest (644)	1,780		1,015
FOREX gains (645)	87		13
Other revenues (649)	71		
V. Total revenue from sold assets, release of reserves and provisions	248	0	445
Proceeds from material sold (654)	248		445
VI. Total contributions received	15,300	0	13,563
Contributions received (donations) (682)	15,300		13,563
VII. Total operational subsidy	0	0	0
Total revenues	17,486	231	15,699
C. Profit/loss before taxation	6,745	231	4,136
Income tax (591)	22	49	188
D. Profit/loss after taxation	6,723	182	3,948

Notes to the Financial Statements for the Year Ended 31 December 2008

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: Ing. Zuzana Baudyšová

The Foundation's equity in monies amounted to CZK 36,104 thousand as at 31 December 2008. 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 21 thousand which were not entered in the Foundation's property.

Foundation's Managing Director: Ing. Zuzana Baudyšová

Members of the Foundation's Board of Administration:

Ing. Marta Ptáčková – chair

PaedDr. Jaroslava Jalovecká – vice-chair

Mgr. Martin Chalupský – member

Members of the Foundation's Supervisory Board:

JUDr. Vladimír Doležal – chair

Kamil Čermák – member

JUDr. 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 Ing. 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

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 fixed semi-annual rate set on the first working day of each half-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	1,220	–	–	161	1,381
Donated tangibles	32	–	–	20	52
Tangibles in progress	–	181	–	(181)	–
2008 Total	1,252	181	–	–	1,433
2007 Total	1,311	–	(59)	–	1,252

The 2007 disposal was recognized because of a donation of assets to a third person.

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	(1,220)	(24)	–	–	(1,244)	137
Donated tangibles	(18)	(13)	–	–	(31)	21
2008 Total	(1,238)	(37)	–	–	(1,275)	158
2007 Total	(1,286)	(11)	–	59	(1,238)	14

Grants

In 2006, the Foundation entered into a contract with the European Union to receive a grant for the Safer Internet Plus and Hotline projects (hereinafter the “EU project”), covering the period from 1 January 2007 to 31 December 2008 with an approved budget of EUR 170,881. The first installment of CZK 929 thousand arrived in 2006. In 2007 no additional funds were received. Accordingly, the Foundation, having recognized the 2007 revenue pertinent to the contract, recorded a receivable of CZK 176 thousand from the EU as at 31 December 2007. In 2008, the second installment of CZK 860 thousand arrived. As at 31 December 2008, the Foundation recognized a 2008 revenue of CZK 1,143 thousand arising from the contract and a receivable of CZK 460 thousand from the European Union, which is presented within amounts due from government in the accompanying balance sheet.

Unbilled Revenue

As at 31 December 2008, unbilled revenue includes, in particular, interest accumulated on a term deposit which was credited by a bank after the end of the current period.

Summary of Changes in Equity (in CZK thousands)

	Equity	Funds	Retained earnings	Total
Balance as at 31 December 2007	36,146	22,736	3,948	62,830
Decrease	(41)	(5,877)	(3,948)	(9,866)
Increase	20	6,272	–	6,292
Profit or loss for current year	–	–	6,905	6,905
Balance as at 31 December 2008	36,125	23,131	6,905	66,161

The equity balance decrease reflects disposals of movable items that were not recorded in the Foundation's equity and were disposed because they were obsolete.

Funds increases and decreases reflect restricted funds received and provided.

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

Taxable revenues, other:	406
Taxable income from advertisement	231

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 2008 was CZK 71 thousand.

Amount in CZK thousands	2008	2007
Profit before taxes	6,976	4,136
Non-taxable revenues	(17,080)	(14,578)
Non-deductible expenses	10,741	11,563
Taxable income before allowances	637	1,121
Tax allowance	(300)	(337)
Tax base	337	784
Current income tax rate	21%	24%
Income Tax	71	188

Liabilities

No current payables were overdue as at 31 December 2008. As at 31 December 2007, the Foundation had overdue current payables totaling CZK 14 thousand. The payables were settled in January 2008.

Liabilities due for social security and health insurance:

The deductions from 2008 and 2007 December wages payable as at the wage payment date, i.e., 10 January 2009 and 10 January 2008, respectively, are as follows:

Amount in CZK thousands	2008		2007	
	Total	Of which EU project	Total	Of which EU project
Prague Social Security Administration, Prague 8	120	3	90	34
Occupational Health Insurance Co., Prague	16	–	15	8
General Health Insurance Co., Prague	31	1	21	6
Prague Financial Authority	61	2	44	19
Total	228	6	170	67

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)

	2008		2007	
	Total	Of which EU project	Total	Of which EU project
Full-time positions	5	–	5	–
Contract for work	19	4	5	3
Job performance contract	3	2	3	2

Amount in CZK thousands	2008		2007	
Wages and salaries	3,521	1,133	3,537	1,141
Social security and health insurance	1,181	361	1,049	233
Total personnel expenses	4,702	1,494	4,586	1,374

Of those, wage costs for individual projects as per the Foundation statutes in 2008 and 2007:

in CZK thousands	2008	2007
EU project	1,494	1,374
Stop violence on children – public education	345	360
Puzzle – re-distribution of foundation contributions	485	471
Legal Help Line	193	202
Individual requests	199	208
Safe Internet – nation-wide project	121	121
Foundation Investment Fund	279	294
Cross-border cooperation	235	249
Other	1,351	1,307
Total	4,702	4,586

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

Summary of monetary gifts provided (in CZK thousands)

	2008		2007	
	Balance sheet	Expense accounts	Balance sheet	Expense accounts
Safety Line Association	3,000	–	3,000	–
Grants provided from NIF funds *)	643	–	442	–
The nicest concert of children from children's refuges (contest)	–	50	–	180
Foundation contributions within the Puzzle project	–	1,086	–	1,149
Collection to finance child protection – TOP hotel Prague	–	–	11	–
The Krajník children – Argentina	–	–	58	–
Contributions to severely handicapped children – granted by ZFP akademie	–	–	170	–
Contributions to severely handicapped children – other	64	–	–	–
Contributions to the day-care facility AKORD	–	–	–	300
Contribution to the Children's refuge Klánovice	–	–	–	333
Transfer of unused funds to subsequent years	–	–	2	–
Contribution to Domov matky s dětmi v tísni (a facility for mothers and children in need)	60	–	–	–
Contribution to a dancing group Modroočko – Children's refuge Býchory	10	–	–	–
Contribution for a movement therapy aid (motomed)	20	–	–	–
Contribution for transport to a day-care facility	30	–	–	–
Contributions to blind children	60	–	–	–
Contribution to the day-care facility Mateřídouška	30	–	–	–
Restricted funds granted by RWE Transgas a. s. **)	1,860	–	–	–
Contribution to the Děda family	45	30	–	–
Contribution for a car to a social services provider in Chlumín	55	423	–	–
Contribution to Fond ohrožených dětí (The Fund for Children in Need)	–	500	–	–
Contribution to the Children's refuge and school Býchory	–	40	–	–
Contribution to the Children's refuge Domino	–	29	–	–
Contribution to the orphaned Jirásek siblings	–	22	–	–
Other contributions	–	163	50	371
Total	5,877	2,343	3,733	2,333

*) Grants provided from the NIF funds totaled CZK 476 thousand in 2007. However, CZK 34 thousand were refunded to the Foundation in 2008 before the financial statements for the year ended 31 December 2007 were finalized. This amount was added to grants provided from the NIF funds in 2008; the original amount to be distributed in 2008 was CZK 609 thousand.

**) In 2008, the Foundation was granted CZK 3,000 thousand by RWE Transgas; of this, CZK 1,875 thousand were provided to third parties, CZK 969 thousand were used to cover the costs incurred in projects of the Foundation, and CZK 156 remained undistributed as at 31 December 2008. Of the money provided to third parties, CZK 15 thousand were refunded the Foundation before the financial statements for the year ended 31 December 2008 were finalized; as a result, the amount presented was adjusted to reflect this fact.

Summary of donations and proceeds received (in CZK thousands)

	2008		2007	
	Balance sheet	Revenue accounts	Balance sheet	Revenue accounts
Restricted donations	2,780	–	398	–
Received from: RWE Transgas a. s. *)	2,031	969	–	–
Collection for the Děda family	50	–	–	–
ZFP akademie a.s.	–	–	170	–
Provident Financial s.r.o.	–	–	60	–
ATREA s.r.o.	–	–	40	–
Skanska	–	–	50	–
Kobera Pavel	30	–	50	–
Ogilvy Public Relations s.r.o.	60	20	–	–
Astra Zeneca ČR	50	50	–	–
Víla Casado	30	–	–	–
Judr. Zelený	19	–	–	–
Other	10	–	28	–
Provident Financial – 2009 Internet Hotline project **)	500	–	–	–
Contributions for the EU project	–	797	–	755
Other contributions	–	12,321	–	11,703
EU grants ***)	–	1,143	–	1,105
Revenues – interest on NIF	–	1,280	–	764
Revenues – business activities	–	231	–	663
Revenues – other	–	906	–	709
Total	2,780	17,717	398	15,699

*) In 2008, the Foundation was granted CZK 3,000 thousand by RWE Transgas; of this, CZK 969 thousand were used to cover the costs incurred in projects of the Foundation, and CZK 2,031 thousand were intended for distribution to third parties.

**) In 2008, the Foundation received a contribution for the Internet Hotline project from Provident Financial. The contribution will be used to cover the costs of the project in 2009 and was therefore recognized as deferred income.

***) The 2008 and 2007 figures represent revenues arising from the contract entered into with the EU. As at 31 December 2008, the Foundation received CZK 1,789 thousand and the remaining amount of CZK 459 recorded as a receivable (see "Grants").

Public collections pursuant to Act No. 117/2001 Coll. as at 31 December 2008:

In 2008 and 2007, the Foundation organized public fund-raising campaigns in accordance with Act No. 117/2001 Coll. with a gross yield of CZK 7,268 thousand and CZK 4,511 thousand, respectively. In 2008 and 2007, parts of the yield in the amounts of CZK 50 thousand and CZK 12 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 2008 and 2007, the Foundation deposited these funds on a deposit account kept with COMMERZBANK. The term deposits were repayable on 14 January 2009 and 14 January 2008, respectively, and bear an interest rate ranging from 2.05% to 3.6% p.a. The interest accumulated on term deposits was CZK 1,280 thousand and CZK 764 thousand and was credited into income for 2008 and 2007, respectively.

In 2008 and 2007, the amounts of CZK 609 thousand and CZK 476 thousand, respectively, were redistributed pursuant to the contractual terms and conditions. The remaining portion was used for the Foundation's administration.

Prepared on: 13 March 2009



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 (FIF) during 2008

The purpose of the Our Child Foundation (hereinafter “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 in accordance with the Convention of the Rights of the Child. Humanitarian projects are supported by the provision of grants (Foundation contributions) for programmes that serve to achieve the Foundation’s objectives. 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 and/or it must be a project directly related to child protection, especially children who find themselves in difficult, life-affecting situations (children that are physically and sexually abused, mentally or physically disabled). Furthermore, the project must be aimed at preventing violence against children, including commercial sexual exploitation (e.g. child pornography, child prostitution, child trafficking), preventing negative phenomena in relation to children and young people and at implementing the Convention of the Rights of the Child into practice.
2. The applicant for a grant (Foundation contribution) must be a one of the following types of legal entity active in the area of child protection and children’s rights:
 - A legal entity not founded for the purpose of commerce, i.e. a civic association (o.s.), a church legal entity (c.p.o.) (providing social, health, educational and cultural services) or a public benefit company (o.p.s.)
 - Public legal entity – state-funded universities and semi-budgetary organisations only (semi-budgetary organisations only on the condition that they invest at least 50% of their financial resources in the given project).
3. Projects must be implemented in one year (twelve consecutive months), including the drawing up of the relevant budget.
4. Along with the application, the applicant must submit an original or certified copy of the certificate of registration (i.e. in the case of a civic association – a certificate of entry in the Register of Civic Associations issued by the Ministry of the Interior; in the case of a public benefit company – a certificate of incorporation in the Commercial Register issued by the competent regional court; in the case of a religious organisation – an extract from the register kept by the Ministry of Culture). The certificate of registration must not be older than two months, i.e. the issuing body has issued the certificate in a period of less than two months before the submission of the grant application.
5. Furthermore, the applicant must submit an uncertified copy of a document governing the internal terms and conditions of the organisation (e.g. the Articles of Association, Statutes).

Award procedure schedule:

1. The Foundation’s grant program for each year shall be announced by the Foundation Director. Information pertaining to the grant program shall be published on the Foundation website, or by other available means.
2. Applicants shall send their applications to address of the Foundation at Ústavní 91/95, 181 21, Prague 8. Applications, including all attachments, shall be submitted in two counterparts, of which only one must contain originals of all documents; the second counterpart may contain copies.

3. The closing date for submitting applications shall be on or before 31 March of the applicable calendar year (applications received after this date shall be discarded).
4. The Foundation shall keep records of all applications and shall perform a formal examination of them. Applications failing to meet all formal prerequisites shall be excluded from any further proceedings.
5. There shall be no legal entitlement to the contributions awarded by the Foundation. The Foundation Board of Directors shall decide on the award of a Foundation contribution based on the recommendations of the Foundation's Board of Advisors.
6. The Foundation Director shall initially provide her opinion on any and all applications received by the Foundation and shall subsequently submit the application to the Board of Advisors, always by 30 April of the calendar year, indicating whether she recommends the application for approval or rejection.
7. The Board of Advisors shall familiarize itself with the application content and in compliance with the Grant Rules, the Board of Advisors shall assess and discuss the application and draw up its recommendation for the Board of Directors. Should the Board of Advisors find an application to have substantial deficiencies, the application shall not be recommended to the Board of Directors. The Board of Advisors shall justify its standpoint in an appraisal submitted to the Board of Directors.
8. The Board of Directors shall make the final decision on approving or rejecting the award of the Foundation funds to individual applicants.
9. The Board of Directors shall subsequently return rejected and approved applications to the Foundation Director, precisely specifying the grant amount and the purpose for which the grant shall be used.
10. The Foundation shall notify all applicants in writing of the conclusion reached by the Board of Directors no later than within three months after the deadline for submitting grant applications (i.e. by 31 June); however, the Foundation shall not be obligated to communicate the reasons for rejecting an application.
11. The Foundation shall enter into a contract on the award of the Foundation contribution with the applicants of all approved projects and shall secure the transfer of the funds according to the contractual provisions. By signing the contract, the applicant undertakes to co-operate with the Foundation and grants his/her consent to the Foundation to check the proper drawing of the allocated funds, i.e. the applicant agrees to submit reports on the project in the form of an interim and final report (containing text and figures). The grant shall not be used to cover capital expenditures.
12. As the grant provider, the Foundation reserves the right to perform continuous inspections, and should the grant beneficiary fail to meet the objectives of the project for which the grant was received, and/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 a statement of funds to the Foundation 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, original or certified (see above) copy of the certificate of registration – not older than 2 months
- Copy of the document governing the internal terms and conditions of the organisation (e.g. Articles of Association)
- Project description and schedule
- Project expenses (budget)
- Precise specification of the required funds and their manner of use (semi-budgetary organisations must demonstrate that they have complied with the condition which states they must contribute at least 50% of funds for the applied for project from their own resources)
- Overview of other funding applications submitted in relation to the project, including the amount

In Prague, 7 September 2000

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

Last updated on 30 January 2008.

Independent Auditor's Report



To the Board of Administration of Nadace Naše dítě:

We have audited compliance 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 "Contracts") – see Note 1.

We conducted our audit in accordance with International Standards on Auditing applicable to compliance auditing and with the Act on Auditors Czech republic. Those Standards require that we plan and perform the audit to obtain reasonable assurance about whether Nadace Naše dítě has complied with the relevant sections of the Indenture. An audit includes examining appropriate evidence on a test basis. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, Nadace Naše dítě was, in all material respects, in compliance with the Contracts referred to in the preceding paragraph as of December 31, 2008.

A handwritten signature in black ink, appearing to be 'Ernst & Young'.

Ernst & Young Audit, s.r.o.
License No. 401
Represented by

A handwritten signature in black ink, appearing to be 'Magdalena Soucek'.

Magdalena Soucek
Partner

A handwritten signature in black ink, appearing to be 'Irena Liškařová'.

Irena Liškařová
Auditor, License No. 1146

Our thanks to the sponsors of the Annual Report

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

Our special thanks belong to:

The team at B.I.G. Prague and graphic designer Pavel Rakušan for the free graphic work and page-break publication.

To Radana and Pavel Runát for printing of the annual report that was provided by them in terms of organisation and financial aspects, with the help of Tiskárna Glos Semily (printing house) employees (Miroslav Štefánek and Vladimír Havrda) and the companies Antalis, s.r.o., Bedřich Uzel - Beta - servis and Repromat, a.s.

Translation agency ASPENA s.r.o. for translation into English.

The ALLPHOTO stock photo agency for providing photos.



BASIC INFORMATION ABOUT THE OUR CHILD FOUNDATION

Our Child Foundation

Our Child Foundation

Date established: 1 October 1993

Legal form: foundation

Identification Number: 60166754

Tax Identification Number: CZ 60166754

Registration information: District Authority for Prague 8, 1 October 1 1993, Reference Number 20265/93-306-2176/601;

Recorded in the Register of Foundations administered by the Municipal Court in Prague, Section N File Number 57.

Founder: Zuzana Baudyšová

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

Contact Information:

Nadace Naše dítě

Our Child Foundation

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Fax.: +420 266 727 911

Email: nadace@nasedite.cz

www.nasedite.cz

www.internethotline.cz

How you can support the Our Child Foundation

The account number of the Foundation where donations are accepted on the basis of a gift contract: 2388483/0300

Number of the Foundation collection account: 3300033/0300

Single payment DMS (donation by mobile phone): by entering DMS space NASEDITE and sending it to 87 777. Price per DMS is CZK 30; the Our Child Foundation receives CZK 27.

DMS Annual Support: by entering DMS space ROK space NASEDITE and sending to the no.: 87 777, every month donors will be automatically deducted CZK 30. Find out more at www.darcovskasms.cz

Published by the Our Child Foundation, 2009

Consulting, design and production:

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WE WANT TO MAKE SURE THAT CHILDREN

DO NOT SUFFER AT ALL

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