

# OUR CHILD FOUNDATION

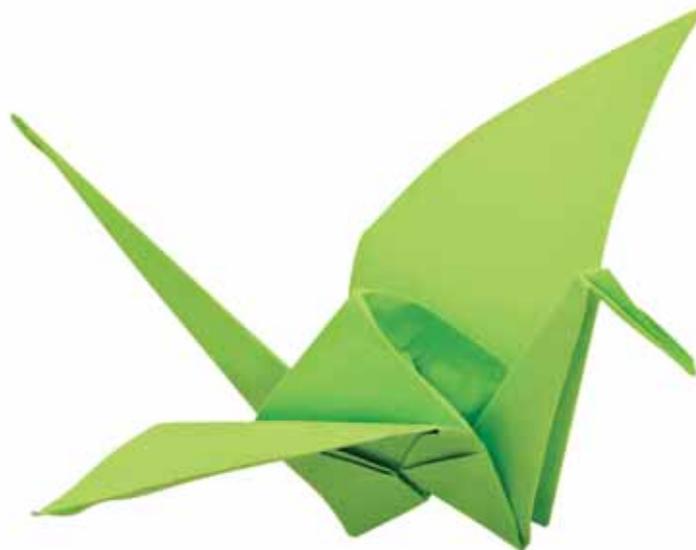
ANNUAL REPORT 2007



**ORIGAMI BRINGS HOPE. FOR THOUSANDS OF YEARS, PEOPLE HAVE BELIEVED THAT FOLDING ANIMALS, FLOWERS, AND OTHER MOTIFS FROM PAPER BRINGS HEALING POWER AND GOOD FORTUNE. IN JAPAN, FOLDED PAPER MODELS WERE ORIGINALLY GIVEN ALONG WITH SMALL GIFTS FOR GOOD LUCK. THE CRANE IS ONE OF THE TRADITIONAL JAPANESE SYMBOLS OF LONGEVITY AND THEREFORE, PEOPLE OFTEN PUT DOZENS AND EVEN HUNDREDS OF ORIGAMI CRANES ON LONG STRINGS AND HANG THEM IN THEIR HOMES TO BRING THEM GOOD FORTUNE.**

**A VERY TOUCHING STORY IS ASSOCIATED WITH THE WELL-KNOWN MONUMENT OF THE CHILD VICTIMS OF HIROSHIMA. IT DEPICTS A TEN-YEAR-OLD GIRL HOLDING AN UNFINISHED PAPER CRANE IN HER HANDS. THE LITTLE GIRL PERISHED WITHOUT BEING ABLE TO FOLD HER MUCH-DESIRED ONE THOUSAND CRANES.**

**THE MESSAGE OF HEALING AND GOOD FORTUNE IS ALSO THE CREED OF THE OUR CHILD FOUNDATION. WE SEEK TO HELP CHILDREN IN DANGER WHO PUT ALL THEIR CONFIDENCE IN US. PARENTS COME TO US TO SUPPORT THEM IN RESOLVING THEIR FAMILY CONFLICTS AND DISPUTES, OR WE TAKE THEIR PLACE AND PROTECT ABANDONED CHILDREN IN DIFFICULT LIVING SITUATIONS. THE OUR CHILD FOUNDATION ENDEAVORS TO BRING HOPE TO EVERY BOY AND GIRL.**



# CONTENTS

ANNUAL REPORT 2007

01

EDITORIAL BY ZUZANA BAUDYŠOVÁ, DIRECTOR OF THE OUR CHILD FOUNDATION	02
A WORD FROM MARTIN CHALUPSKÝ, PRESS RELATIONS OFFICER OF RWE TRANSGAS A.S.	04
SEVEN YEARS OF COOPERATION – HELENA VONDRÁČKOVÁ, PATRON OF THE OUR CHILD FOUNDATION	05
PROFILE OF THE OUR CHILD FOUNDATION	06
ORGANIZATIONAL STRUCTURE	07
PERSONALITIES SUPPORTING THE OUR CHILD FOUNDATION ACTIVITIES	08
ACTIVITIES AIMED AT HELPING CHILDREN IN 2007	10
PROJECTS, CAMPAIGNS, GRANTS AND OTHER ACTIVITIES	10
LET'S GIVE A RED CARD TO CHILD BATTERING	10
2007 PUZZLE	12
GRANTS PROVIDED FROM THE FOUNDATION INVESTMENT FUND IN 2007	14
INDIVIDUAL APPLICATIONS	15
LEGAL AID LINE	16
STORIES FROM THE LEGAL AID LINE	17
INTERNET HOTLINE	19
INTERNATIONAL ACTIVITIES	20
PUBLIC RELATIONS	22
CULTURAL AND SOCIAL EVENTS, COOPERATION WITH SPONSORS	26
SNAPSHOTS FROM OUR CHILD FOUNDATION EVENTS	30
GOLDEN HEART AWARD FOR PROTECTORS OF CHILDREN	34
GOLDEN HEART AWARD PHOTO GALLERY	35
ACKNOWLEDGMENTS AND LIST OF SPONSORS	36
FINANCIAL SECTION	39



# EDITORIAL

## BY ZUZANA BAUDYŠOVÁ, DIRECTOR OF THE OUR CHILD FOUNDATION

### Dear Benefactors and Child Protectors,

Another year has passed and we are gladly presenting you the balance of our joint work for 2007.

In the fourteenth year of its existence, our Foundation once again significantly supported the activities of the nationwide Safety Line for Children, the first project of the Foundation that has been successful on a long-term basis. The financial support provided to this highly important organization amounted to CZK 3 million.

We also provided an amount of CZK 1.6 million to 54 social welfare facilities helping battered, abused, and handicapped children. Moreover, the number of individual applications submitted by parents, mainly seeking aid for their physically and mentally handicapped children has been growing every year. As a result, we have distributed CZK 1.5 million in favor of individual applications in 2007.

We are happy that our legal counselor, in cooperation with a team of lawyers was able to provide free legal counseling services in the area of child legal protection to hundreds of people throughout the year. Regrettably, there is an increasing number of cases of harsh disputes between parents over the custody of their children, which often result in kidnapping or even merciless execution of the child.

In 2007, we successfully launched an Internet Hotline for reporting and combating child pornography, which in most cases is, unfortunately accompanied by child prostitution. Arresting Internet criminals is a very challenging task for the Police of the Czech Republic.

Before Christmas, it was a delight for us as well as for our patron, Helena Vondráčková, to be able to make children from 9 children's homes in the Czech Republic happy by giving them Christmas presents.

Dear Protectors of Children, we are grateful for your goodwill and support of children at risk. We would also like to thank you for supporting the nationwide campaign against child battering, for your DMS (Donor Message Service) messages, as well as for the financial contributions that you have been sending us as a token of your confidence in our efforts.

I would like to thank the Board of Directors, headed by Chairwoman Marta Ptáčková, as well as the whole Foundation team, including our external associates, for their diligent work throughout the year. Together, we are helping suffering children and we are seeking other ways, including legislative, of fighting injustice done to children.

We are grateful for your immense support and help aimed at making the grim childhood of children at risk, easier.

Yours faithfully,  
Zuzana Baudyšová  
Director of the Our Child Foundation

## TEN PRINCIPLES FOR PARENTS

**A CHILD WHO IS LOVED IS CAPABLE OF LOVING.**

**A CHILD WHO EXPERIENCES A FEELING OF BEING SAFE AND SECURE LEARNS TO TRUST.**

**A CHILD WHO IS SURROUNDED BY FRIENDSHIP LEARNS TO BE KIND.**

**A CHILD WITH WHOM WE PRACTICE FAIR PLAY LEARNS TO BE PATIENT.**

**A CHILD WHO IS PRAISED GAINS SELF-CONFIDENCE.**

**A CHILD WHO IS MET WITH TOLERANCE LEARNS MORE EASILY TO BE TOLERANT.**

**A CHILD WHO IS HUMILIATED LOSES SELF-CONFIDENCE.**

**A CHILD WHO IS EXPOSED TO RIDICULE BEGINS TO FEEL ASHAMED.**

**A CHILD WHO IS BEATEN LEARNS TO FIGHT.**

**A CHILD WHO IS OVERLY CRITICIZED LEARNS TO JUDGE.**



## A WORD FROM MARTIN CHALUPSKÝ, PRESS RELATIONS OFFICER OF RWE TRANSGAS A.S.



We highly appreciate the contribution of the activities of the Our Child Foundation in the area of protecting children and their rights. Our satisfaction is shown by the fact that starting this year, we have significantly intensified our cooperation and we have become a patron of the Foundation. RWE supported the activities of the Foundation for the first time five years ago. Since then, we have been in regular contact, the result of which is our support of the Internet Hotline project.

We would like to emphasize the active approach of the Foundation to resolving the problems of children. The Our Child Foundation is indeed one of a few institutions that are not merely hiding behind children's issues and are actually doing something for them. I believe that long-term direct aid as well as the extraordinary effort to find solutions, which, in legislation terms, may be applied on a nationwide basis, is especially significant.

RWE cooperates with four major charitable institutions in the Czech Republic and through them, we support some two hundred organizations and individuals every year. We take advantage of their long-time experience and our help is thus more effective and better targeted. We provide donations to our handicapped fellow citizens and to organizations that take care of them. We help seniors and we also greatly support environmental activities and health research. The Our Child Foundation is our fourth major partner. Its activities are strongly needed and moreover, they suitably complement the overall scope of support provided by RWE.

# SEVEN YEARS OF COOPERATION – HELENA VONDRÁČKOVÁ, BENEFACTOR OF THE FOUNDATION

05



Helena Vondráčková, a top artist, has been a patron of the Our Child Foundation since 2000. In 2007, she supported various charity events, including events organized by the Our Child Foundation, through her fabulous performances. At her autumn concert that took place at the Lucerna Hall in Prague, she received CZK 200,000 for children as the patron of the Foundation. Helena Vondráčková has traditionally participated in the Christmas Letters to Santa Claus event that took place at the Europark Štěrboholy shopping center.

“The Our Child Foundation is preparing to celebrate its 15th anniversary of helping children in difficult living situations and I myself have been honored to be able to cooperate with the Foundation as its patron for seven years. I may say that the seven years are a lucky number not only for me but mainly for the children, whose often very complicated and bleak life story has been bettered and resolved thanks to the efforts of the Our Child Foundation team and its Director, Zuzana Baudyšová.”

“I’m convinced that children should grow up being loved by their families and that childhood should be a wonderful time of their lives. Some boys and girls are fortunate; others, regrettably, are not as fortunate due to various reasons. It would make me very happy if I could help these less fortunate children at least a little through my ‘patronage’, and I’m grateful to the Foundation for enabling me to experience this feeling of fulfillment.”

Yours truly,  
Helena Vondráčková

# PROFILE OF THE OUR CHILD FOUNDATION

06

The Our Child Foundation is a non-governmental organization established on 1 October 1993 with the mission to help children who find themselves in difficult living situations. Its aim is to support battered, sexually or otherwise abused children. The Foundation also helps handicapped and abandoned children in crisis situations. The founder of the Our Child Foundation is Zuzana Baudyšová.

During the first ten years of its activities, the Our Child Foundation focused on supporting the Safety Line, which helps children and adolescents in solving problems with their families and friends. The Safety Line is designated for those who can't handle their problems, feel threatened and who, for whatever reason, don't want to or can't confide in people close to them. In 2007, the Our Child Foundation provided CZK 3 million for the Safety Line operations.

In cooperation with the Safety Line Association, additional lines have been launched and are continuously supported to help children and young people: **The Message Home Line** is available at telephone number 800 111 114 and it is designated for children and young people who have run away from home or an institution.

**The Parents' Line** is available at telephone number 840 111 234 and it is designated for parents, grandparents and other family members from all over the Czech Republic, to whom the line offers help in crisis situations involving their children.

**The Legal Aid Line** is available at telephone number 777 800 002 and it provides free professional information and legal counseling relating to children or family problems. The legal counselors also provide counseling services by e-mail: [lpp@nasedite.cz](mailto:lpp@nasedite.cz).

**The Internet Hotline** was established by the Our Child Foundation in 2007. The objective of the Internet Hotline is to ensure secure and safe Internet for children and to reduce Internet crime, particularly in the area of child pornography and prostitution. Any unsuitable web content encountered on the Internet may be reported through the website [www.internethotline.cz](http://www.internethotline.cz) or by sending an e-mail to [oznamte@internethotline.cz](mailto:oznamte@internethotline.cz). This line is the first of its kind in the Czech Republic.

The Our Child Foundation helps children and families by means of direct financial support, legal counseling, educational activities and enforcing legislative changes, as well as by other available means. The Foundation cooperates with international child protection organizations and participates in a number of programs

within the EU. Every year, the Our Child Foundation calls for a number of grant award procedures, and processes individual requests for assistance from people in need who approach the Foundation. The Foundation also cooperates with children's homes, social care facilities and other organizations. The Foundation representatives take part in a wide range of public events and present lectures at conferences throughout the Czech Republic and abroad.

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

In 2007, the Our Child Foundation ranked among the "100 Most Admired Companies" in the Czech Republic – which is a survey announced every year by the Czech Top 100 Association. The Director of the Our Child Foundation, Zuzana Baudyšová and the Foundation attorney, Monika Šimůnková, participated in a number of meetings, workshops and top-level negotiations in the course of the year. They also acted as advocates of children's rights and child protection in the Czech Republic at various public conferences.

**You may find the Our Child Foundation website at [www.nasedite.cz](http://www.nasedite.cz)**

## Foundation Director:

Zuzana Baudyšová

- Founded the Our Child Foundation and the Safety Line Association
- 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
- Member of the Board of Directors of EURONET, with its registered office in Brussels
- Honorary member of the NSPCC (National Society for the Prevention of Cruelty to Children)

## Foundation Board of Directors:

Marta Ptáčková

Chairwoman of the Board of Directors

Daniela Sluková

Member of the Board of Directors

Jaroslava Jalovecká

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:

Monika Šimůnková

Assistant Director  
Foundation Attorney  
Manager of the Legal Aid Line  
Member of the Board of Directors of the Safety Line Association

Michaela Maxová

Fundraising Manager  
Production Manager

Anna Žebrová

Foundation Secretary  
Economic Agenda

Petra Kácovská

Advertising and Promotion Manager

Petra Adámková

Public Relations

## Foundation Patron:

Helena Vondráčková



From left: Monika Šimůnková, Petra Kácovská, Michaela Maxová, Zuzana Baudyšová, Anna Žebrová and Petra Adámková.

# PERSONALITIES SUPPORTING THE OUR CHILD FOUNDATION ACTIVITIES



## Michaela Dolinová

(Hostess, actress and singer)

**How do you perceive the activities of the Our Child Foundation in the area of providing help to children in the Czech Republic?**

"I know that the Our Child Foundation has been in operation for many years. I clearly recall how the Foundation struggled for existence at the beginning, how it strived to persuade partners and sponsors about the benefits of the project and how it fought to convince others that children in our country needed help. I'm the mother of two girls, aged 9 and 12, and I know that raising children and protecting them isn't easy at all. No one has a universal recipe and I have a feeling that we, parents, often have none at all. That's why I'm grateful that the Our Child Foundation has endured, that it's functioning, helping, that it has plans for the future and that children and parents seeking help can turn to it any time."

In 2007, you supported the Internet Hotline project of the Our Child Foundation, where people can report dangerous web content. The hotline focuses on combating child pornography and prostitution. Why were you attracted particularly by this project and, in your opinion, is the Internet safe for children?

"I like one saying: Sixteen is the worst age because you're never allowed to have what you really want. But where do you look for it? On the web. With my older daughter, twelve-year-old Tereza, I already feel the influence of her classmates, who determine what is 'in' to wear and what web sites are really 'cool'. Thanks to the Internet Hotline, I feel secure that I can report anything on the Internet that doesn't seem right. The hotline consultants know how to put an end to dangerous web content. Whether the content involves a dating website, a chat or other topics unsuitable for children."

## Barbora Špotáková

(World Javelin Champion, holder of the 2007 Athlete of the Year award)

**How do you perceive charity activities in the Czech Republic? You have donated one of your autographed track shoes to the Our Child Foundation for the 2007 Christmas Charity Auction. What led you to cooperate with the Foundation?**

"I have a very positive attitude towards all organizations focusing on helping children in the Czech Republic, as well as other activities in the area of children's rights, and I consider their activities as more than desirable. I wanted to grant the request because I was certain that I was supporting a good cause."





### Jan Musil

(Host)

**How do you perceive the activities of the Our Child Foundation in the area of providing help to children in the Czech Republic?**

"Obviously, I perceive them as indispensable and, what's most important, as reliable on both the part of society and especially on the part of children!"

**In 2007, you hosted the Golden Heart Awards Ceremony. The award is given by the Foundation within the "Stop Violence against Children" campaign. What is the attitude of Czech society towards the issue of mistreated children?**

"Rather lax – at least judging from specific cases presented in the media. Despite the fact that the situation is improving, I sometimes get the feeling that a child has to suffer a lot or even die before something happens. That's why the activities of the Our Child Foundation are so desirable and important! It can 'cry out loud' and 'push' in situations where little or nothing is done to protect children."

### Pavel Zuna

(Host and Chief Editor of Prima TV news)

**How do you perceive the activities of the Our Child Foundation in the area of providing help to children in the Czech Republic?**

"I have the feeling that the Our Child Foundation is doing excellent work. Helping children who aren't able to fight back or even find a way out of various living situations is indeed a praiseworthy cause. Moreover, the Our Child Foundation, including the director, Zuzana Baudyšová, is a guarantee for me that all the acquired funds are used for carefully selected purposes. And frankly speaking – we can't say the same about every foundation operating in the Czech Republic."

**You personally supported the Foundation's campaign entitled "Let's Give a Red Card to Child Battering!". What led you to cooperate with the Foundation?**

"Battering any living creature is heinous. Child battering whether physical or emotional is something unimaginable to me. I think every decent person is obligated to do something against it – if he or she has the possibility to do so. In this context, supporting a campaign aimed against child battering was the least I could do. It's not even worth mentioning."

**Do you think that the Czech public is indifferent to child battering?**

"I don't think the approach of our society towards child battering is indifferent. I believe we don't fully realize the depth and the scope of the problem. That we who love and spoil our children and see our friends do the same, can't imagine that it can be different in thousands of other families. That's why it is essential to talk about the problem and to show examples no matter how horrifying. It's the only way 'the rest of us' can start noticing things, to which we would otherwise pay no attention. And it's the only way we can actually help someone some day."



# ACTIVITIES AIMED AT HELPING CHILDREN IN 2007

## PROJECTS, CAMPAIGNS, GRANTS AND OTHER ACTIVITIES

### Let's Give a Red Card to Child Battering!

The campaign of the Our Child Foundation entitled "Let's Give a Red Card to Child Battering!" seeks to direct the attention of the public to forms of physical and emotional child battering and to the issue of the sexual exploitation of adolescents. Through the campaign, the Foundation strives to reduce the number of children subjected to violence and attempts concurrently to help mistreated children.

The Foundation launched a nationwide campaign entitled "Stop Violence against Children" in 2005 and in 2007, it continued in its efforts in a new form and with a new name. People could join in the new charity campaign entitled "Let's Give a Red Card to Child Battering" by purchasing red cards and whistles. Along with the red card, the people received comprehensive information and contact information to use in case they encounter child battering, child mistreatment, and violence against children, whether in their own families or in their neighborhoods. Just as a red card is used to stop unfair play in football, the red card says STOP Violence against Children.

Throughout the year, the Foundation Director, Zuzana Baudyšová, and the Foundation attorney, Monika Šimůnková, repeatedly participated in conferences and various meetings and appealed to the public, politicians, and experts not to be indifferent to child battering and to adopt measures aimed at reducing the number of battered children in the Czech Republic.

A total of 13,000 whistles were sold in the course of the campaign, i.e. from 1 June to 31 December 2007. The revenue from the sales was designated for the support of children at risk. Packets containing a whistle and a red card were sold at Globus hypermarkets and thanks to cooperation with Simply You, also in a chain of pharmacies, where customers received PargaVit vitamins in a variety of flavors as a free gift.

Experience and statistics suggest that thousands of children are battered or abused in the Czech Republic either by their parents, relatives or people from the neighborhood. Dozens of cases of child battering has resulted in the death of a child over the past three years. In 2005, there 10 cases and the number has been gradually increasing every year. In 2007, 20 children were murdered in the Czech Republic.



### Age structure of battered and abused children in the Czech Republic in 2007

Reported cases	Number of children (boys and girls)	
	Physical and mental abuse	Sexual abuse, child pornography and prostitution
Of which: Aged up to 1 year	50	1
Age 1 to 3 years	104	10
Age 3 to 6 years	198	48
Age 6 to 15 years	685	535
Age 15 to 18 years	168	85
<b>Total in 2007</b>	<b>1,205</b>	<b>679</b>

Note: The table contains the number of battered or abused children as reported to the Center for Helping Children at Risk (only one prevailing form of battering/abuse is recorded for each child).

Source: Statistical data of murdered children in the Czech Republic, Právo daily newspaper.

Source: Age structure of battered and abused children in the Czech Republic in 2007, Ministry of Labor and Social Affairs of the Czech Republic.

### Social environment of battered and abused children in the Czech Republic in 2007

Child's social environment	Number of children (boys and girls)	
	Physical and mental abuse	Sexual abuse, child pornography and prostitution
Complete two-parent family	562	244
Family without mother	41	30
Family without father	315	249
Family with stepmother	22	13
Family with stepfather	234	120
Alternative family	22	14
Institutional care	9	9

Note: The table contains the number of battered or abused children as reported to the Center for Helping Children at Risk (only one prevailing form of battering/abuse is recorded for each child).

Source: Ministry of Labor and Social Affairs of the Czech Republic.

### Puzzle 2007

As it does every year, the Our Child Foundation has announced a grant for foundation contributions within the Puzzle Project. Applications could be submitted by civic and other associations and non-governmental institutions that provide assistance to at-risk, battered, abused, handicapped, and abandoned children. In 2007, the Foundation received a total of 45 applications within the Puzzle Project for the financial support of specific projects from all over the Czech Republic, 32 of which were approved for funding. The projects were selected and approved by the Board of Directors based on the recommendations of the Foundation Board of Advisors and the Foundation Director.

In total, the Our Child Foundation distributed an amount of CZK 1,149,340 from the Puzzle Project in favor of endangered children in 2007.

The Our Child Foundation Puzzle Project 2007 is designated to help in the following areas:

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



Overview of projects that received grants from the Our Child Foundation Puzzle Project in 2007:

Civic and other association and non-governmental institutions	Projects applied for within the Puzzle Project	Awarded amount in CZK
AKORD, Prague 2	AKORD Day Care Center	100,000
APLA-JM, Brno, Association Helping People Suffering with Autism	We Want to Play Too – leisure-time activities for autistic children	25,000
Centrum J.J. Pestalozziho – J.J. Pestalozzi Center, Chrudim	Comprehensive care – We're Safe Now...	40,000
Centrum pro rodinu a sociální péči – Center for Family and Social Care, Ostrava	APPEAL Project – OASA social services	35,000
DANETA, Association of Parents and Friends of Disabled Children, Hradec Králové	Curative caves	40,500
Dětské informační centrum – Children's Information Center, Polička	Personal assistance	30,000
Dětský klíč – Children's Key, Šumperk	Personal assistance for Children's Key	30,000
Diacony of the Evangelical Church of Czech Brethren – center in Ostrava	Debora Shelter	30,000
Diocese Charity – St. Margaret Home, Brno	Social aid to mothers with children in need – emergency unit	32,000
Diocese Charity Brno – Regional Charity in Znojmo	Learning at the Home	45,000
Dílny tvořivosti – Creative Workshops, Prague 8	A social therapeutic workshop	
Dlaň životu – A Palm for Life, Ostrava	Shelter for pregnant women in need	35,000
Fond ohrožených dětí – Fund for Children in Need, Prague 1	A playground for Klokánek (alternative family institutional care) in Pardubice	40,000
HoSt Home-Start ČR, Prague 11	HoSt – family support in Prague	25,000
Hussite Children's Home with Sheltered Housing, Příbram	I Have a Mum Too	35,000
Kojetín Charity	Shelter for mothers with children in need in Kojetín	50,000
Kolpingova rodina – Kolping Family, Prague 8	Electrical appliance renovation at the Kolping Home	60,000
Koníček – Pony, České Budějovice	Animals Help Us	25,000
Letní dům – Summer House, Prague 1	Social rehabilitation for children and young people from children's homes	40,000
Mirabilis, civic association, Prague 4	A Buggy for Kristýnka	20,300
Náš domov – Our Home, Koclířov	Shelter for mothers with children in need	29,540
Občanské sdružení Rozum a Cit – Sense and Sensibility, Prague 7	Advisory Center for Foster Families	50,000
Regional Charity in Liberec	Home for mothers with children in need – St. Anne Home	25,000
Regional Charity in Ústí nad Labem	Světluška Family Services Center	30,000
Pro Vás – For You, Olomouc	Zone Club – a low-threshold facility for children and youth (LTFCY)	20,000
Romodrom, Prague 1	Baruvas Low-Threshold Club!	25,000
SALUS, Kopřivnice	SALUS Home	35,000
Silesian Diacony, Český Těšín	Social assistance for families and extension of the activity scope to leisure activities	50,000
Special Basic and Infant School, Litomyšl	Rehabilitation activities for pupils with severe multiple disabilities	30,000
Středisko pomoci ohroženým dětem ROSA – Assistance Center for Children at Risk, Kladno	Psychological and relaxation stays for families with disabled children	50,000
Středisko rané péče SPRP, Center of Early Care, Ostrava	Early care in the territory of the Moravian-Silesian Region	28,000
Šťastný domov – Happy Home, Kostelec nad Orlicí	Assistant for Pavlínka	20,000
<b>Total grant amount provided within the Puzzle Project</b>		<b>1,149,340</b>

### Grants Provided from the Foundation Investment Fund (FIF) in 2007

Within the FIF grant proceedings, thirteen projects from the Czech Republic were supported by the Our Child Foundation totaling CZK 475,742.

The grant proceedings are designated to support humanitarian projects and programs in the area of child protection. Applications may be filed by legal entities

implementing projects and programs 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 2007, a total of 38 projects applied for grants from the Foundation Investment Fund (FIF) in 2007. However, 10 of the total number of submitted applications showed formal deficiencies and 1 application was later withdrawn from the proceedings, thus

11 applications were excluded from the further selection process.

The FIF grants were awarded on the basis of a competition. The competition was designed for civic associations, special-purpose facilities operated by churches, and public service companies active in the area of protecting children and their rights (does not apply to foundations).

### Overview of projects that received FIF grants from the Our Child Foundation in 2007:

Applicant	Supported project	Awarded amount in CZK
Asociace rodičů a přátel zdravotně postižených dětí v ČR – Klub Hornomlýnská, o.s. – Civic Association of Families and Friends of Disabled Children in the Czech Republic – Hornomlýnská Club	FILIPOVKA – Assistance center for families with children with visual defects and combined disabilities	31,000
AKORD, o.s.	Provision of physiotherapy to children and young people with mental and combined disabilities	85,000
Asociace mediátorů, o.s. – Civic Association of Mediators	Mediation as a tool for helping children and families in difficult living situations	18,000
APLA – JM, o.s. – Association Helping People Suffering with Autism	Personal assistance for children and young people with autistic spectrum disorders	30,000
BILICULUM, o.s.	Mikulov Day Care Center	78,594
Dětský stacionář Světluška, o.p.s. – Světluška Day Care Facility, Public Benefit Company	The More You Eat, the More You Want to Learn	30,000
Diocese Charity Brno – Regional Charity in Znojmo, legal church entity	Home for mothers in need in Znojmo	25,000
Fond ohrožených dětí, o.s. – Fund for Children in Need	Klokánek Children's Facility in Prague 8	30,000
Husitský dětský domov s chráněným bydlením v Dubenci, o.p.s. Hussite Children's Home with Sheltered Housing in Dubenec	I Have a Mum Too	33,600
Kolpingova rodina, Praha 8, o.s. – Kolping Family in Prague 8	Kolping Home – shelter for mothers with children	40,500
LOGO, o.s.	Will You Give Me a Chance?	17,368
Silesian Diacony, legal church entity	EUNIKA early care	26,680
Zdravotní klaun, o.s. – Hospital Clown Civic Association	Hospital clowns	30,000
<b>Total grant amount provided from the FIF</b>		<b>475,742</b>

### Individual Applications

Every year, the Our Child Foundation also provides financial support based on individual applications seeking help for children from all over the Czech Republic. Financial support of up to CZK 5,000 is approved by the Foundation Director,

Zuzana Baudyšová, whereas an award of higher amounts is decided 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 2007, the Our Child Foundation provided

financial donations to individual children from socially disadvantaged families, to various facilities and associations in the total amount of CZK 1,408,368 as well as non-financial assistance, i.e. a notebook for a physically disabled boy with a combined visual and motor disability.

Applicant	Purpose of contribution	Contribution in CZK
AKORD	Assistance services for clients with severe disabilities	300,000
Association of Parents and Friends of Disabled Children	Implementation of the Bank Aid Project – purchase of aids for the disabled	4,713
Marcela Bognárová	Payment of summer camp for her son Patrik	3,000
Children's Home in Klánovice	Work associated with the construction of a swimming pool next to the children's home and school cafeteria building	94,881
Children's Home in Klánovice	Completion of a pool for children from the children's home	237,959
Children's Home and Basic School in Býchory	Organization of "The Most Pleasant Concert", a national show of children's homes	180,000
Children's Home in Žatec	Summer recreational trip for seven children from the children's home	35,000
EPHATA	Psychological and rehabilitation stay for hearing-impaired children	5,000
Fund for Children in Need – Mrs. Škerková	Funding a rent debt for a mother of six children	5,000
Eva Harnochová	Purchase of an antidecubit mattress for her son Zdeněk	3,800
Iva Hladíková	Purchase of a Motomed motor assisted movement therapy device for her disabled daughter	50,000
Jana Hýblová	Payment for the hospitalization of her son at the burn trauma center	4,830
Petra Hybšová	Covering the salary of a personal assistant for her severely disabled son Jakub	13,750
Miroslava Chalupová	Purchase of a wheelchair for her disabled daughter	5,000
Alžběta Jirásková	Coverage of the housing fees of three orphans in a very difficult living situation	81,435
Zdeněk Kryl and Zdeňka Krylová	Purchase of a Motomed for their disabled daughter Aneta	10,000
Ivana Liznerová	Purchase of a special child car seat for her disabled son	3,950
Miroslava Lukášiková	Acquisition of a compensation aid for transporting her disabled daughter	5,000
Kopecný family	Support for the Kopecny family, with 7 children in foster care	128,739
Jaroslava Minaříková	Purchase of a hearing aid for a disabled boy from a children's home	9,060
Renata Nováková	School fees for two sons – the mother is in a difficult financial situation	5,000
Under Our Wings, Smrčková Emílie	Support for the construction of a house for children in a foster family	100,000
Romodrom o.s.	Material support for a socially disadvantaged Romany family with 14 children	13,718
Patrik Šnedár	Purchase of a buggy for Patrik, a physically disabled boy	29,926
Special Basic School in Jirkov	Bus transport to a summer camp for mentally disabled children	5,000
Basic School in Karviná	Equipping a new classroom for children with autistic spectrum disorders	69,310
Basic School and Children's Home in Vrbno pod Pradědem	Purchase of school supplies for an art school student	4,298
<b>Total contribution amount in CZK</b>		<b>1,408,368</b>
Mgr. Libuše Půtová	A notebook for a boy with physical, visual and motor disabilities	Notebook

### Legal Aid Line

The problem of battered, abused and otherwise at-risk children is accompanied by legal issues that need to be resolved. Not only do the parents and/or relatives of such children deal with legal problems, but people from the children's closest environment, social workers, and others also seek help. The Our Child Foundation has therefore launched a telephone line, where experienced lawyers provide free advice in the area of family law as well as other legal areas concerning children. The Legal Aid Line of the Our Child Foundation is available at telephone number 777 800 002.

The line began operation on 23 November 2005 and since then, experienced legal counselors have been continuously helping to resolve cases involving parent-child relations. The legal counselors are ready to provide advice every Wednesday from 10:00 a.m. until 6:00 p.m. Legal advice is provided free of charge, only costing the price of the telephone call.

In early 2007, the Legal Aid Line team received the prestigious St. Yves Award from the Czech Bar Association and epravo.cz, which was awarded as a part of the 2006 Lawyer of the Year. A total of 357 professionals were among the nominees in ten categories. The Legal Aid Line team won the family law category and the award was accepted on its behalf by the Legal Aid Line Manager, Mgr. Monika Šimůnková along with her colleague and fellow lawyer, Mgr. David Strupek, at the Awards Ceremony. In addition, the Foundation received a check

for CKZ 50,000 at the Awards Ceremony as a sponsor donation from the Czech Bar Association and epravo.cz.

The most frequent problems resolved by the Legal Aid Line legal counselors include the following areas:

- Civil law – within the scope relating to the rights and obligations of minors
- Family law
- Alternative family care – foster care and adoption
- Social and legal child protection
- Institutional education and care
- Criminal law – issues relating to minors
- Issues relating to the Social Security Act and other issues

From the launch of the Legal Aid Line operated by the Our Child Foundation until December 31, 2007, experienced lawyers have answered more than 733 telephone

calls and more than 160 e-mail inquiries. The counselors are mostly approached by parents of children (primarily mothers). Nevertheless, grandparents and other relatives also turn to the Legal Aid Line for assistance. The Legal Aid Line also records a number of inquiries from social workers, school representatives, and children.

In 2007, 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. Markéta Vaňková, Ph. D., JUDr. Marie Myslílová, JUDr. Jitka Kučerová, Mgr. David Strupek, Mgr. Jana Radilová (née Kožená), Mgr. Marie Šebelová.

We would like to express our gratitude to them for supporting children and families in difficult living situations.

### Statistics for the period from May 23, 2005 to December 31, 2007

Mothers	50.60%
Fathers	22.20%
Grandparents	12.70%
Other relatives	4.20%
New partner of a parent	2.80%
Social worker or NGO representative	1.30%
Children and youths	0.90%
Teachers, school representatives	0.10%
Other individuals (friends, neighbors, etc.)	5.20%

### Stories from the Legal Aid Line

The Legal Aid Line counselors are available to callers who need advice in very difficult living situations and in connection with issues relating to children. These people don't have sufficient funds or, due to other reasons, can't or don't want to approach lawyers at law offices, and the Legal Aid Line thus represents a necessary and easily accessible service.

Below you will find a number of cases, which the Legal Aid Line counselors have dealt with or in relation to which they provided legal advice.

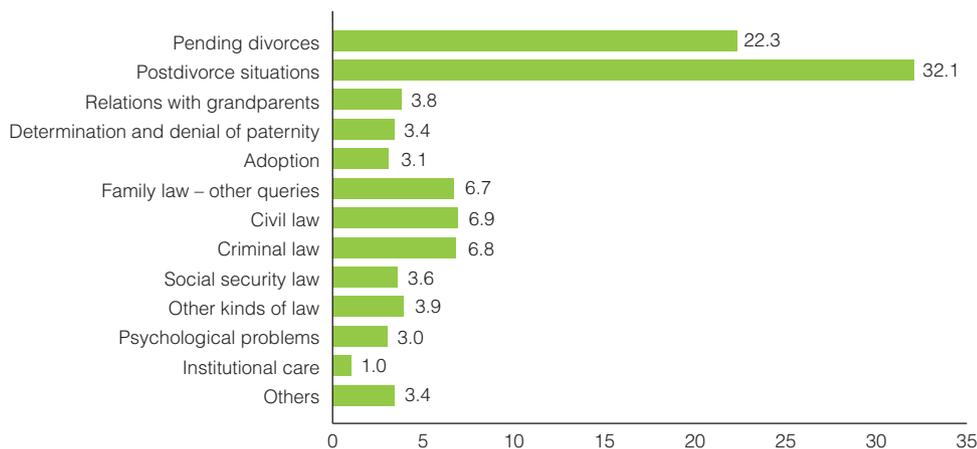
#### Story No. 1:

It's 2:30 p.m. and a woman who doesn't know how to handle her family situation is calling the Legal Aid Line. She's not getting along well with her husband anymore and

their marriage may soon break up. They have a 14-month-old daughter. The mother has called the Legal Aid Line to find out what would happen to her daughter in case of a divorce. First of all, she was advised that before dissolving their marriage, the court would decide on the adjustment of the conditions of their minor daughter after the divorce, i.e. to whose care their baby daughter would be entrusted. The mother subsequently asked whether the child, at this age, had to spend the whole weekend with the other parent or whether she could stay only during the day – since the parents were living in different towns. Another question related to the option of joint custody and the probability of the court deciding on joint custody, which was of great concern to the mother. All the questions involved family law and the lawyer provided information to the mother namely in this legal area. It's probable

that, with view to the child's young age, the daughter would be entrusted to the care of her mother and contact with her father would be either agreed by the parents or decided by the court. Weekend stays with her father are possible if the father is able to take proper care of the child, without causing detriment to her (the young age of the child is not an obstacle). With a view to the age of the child as well as other circumstances, the counselor deems joint custody unsuitable and a court decision in this sense in accordance with the practice of the courts as improbable. All, of course, depends on the agreement of the parents and the lawyer recommends an assessment of the situation by a child psychologist. The mother is also advised to seek legal aid in her place of residence so that professional support is available to her during the dissolution of their marriage.

### Structure of calls – by content (%)



**Story No. 2:**

The Legal Aid Line counselor is dealing with a case of the parents of a six-month-old baby girl, which concerns family law and the modification of parent-child contact. The mother contacted the Legal Aid Line. The parents are divorced and the baby is in the care of her mother. The baby should be in the care of her father every other weekend; however, he hasn't shown up for the last two months. The last time he came for his daughter, he wasn't sufficiently prepared to take her and to ensure due care for her throughout the weekend. This was followed by a meeting with a social worker, who suggested

modifying the father's contact with his daughter to 3-hour sessions, three times a week. The father disagreed with this suggestion. The Legal Aid Line counselor suggested to the mother to consider adjusting the father's contact with their daughter through a court and/or to create another suggestion with the social worker and to create conditions that would enable the development of the relationship of her minor daughter with her biological father. The mother further inquired about the rights of her current husband, who was not the biological father of the baby. The lawyer summarized that her current husband had the right to participate in the

upbringing of the child as the mother's partner, without having any parental responsibility or parental rights, however, and without taking the place of the biological father. In this case, the biological father probably feels "pushed away" from his daughter, and this may have resulted in a loss of interest in his daughter and subsequent failure to provide maintenance for the baby. The calling mother is therefore advised to improve her communication with the biological father of her child and to try to contribute actively to creating a positive relationship between the father and the child.



Line counsellor Mgr. David Strupek and Line Manager Monika Šimůnková accept the 2006 Lawyer of the Year award on behalf of the Legal Aid Line.

The Czech Bar Association spokeswoman PhDr. Iva Chaloupková (third from right), and the Legal Aid Line lawyers and manager Monika Šimůnková at a gala dinner at Kaiserštejn Palace, Prague.



### Internet Hotline

On April 1, 2007, the Our Child Foundation launched test operations of the Internet Hotline within the framework of the combined CZESICON project. Test operation changed over to regular operation on October 9, 2007. The hotline is available at the website [www.internethotline.cz](http://www.internethotline.cz). It is the first of its kind in the Czech Republic and it is operated by the Our Child Foundation.

In cooperation with the public, the Police of the Czech Republic and Internet service providers, the Internet Hotline of the Our Child Foundation combats the dissemination of child pornography and the propaganda or spreading of other illegal web content, such as extremism, trafficking, drugs, Internet fraud, etc.

Through the website [www.internethotline.cz](http://www.internethotline.cz) or by sending an e-mail to [oznamte@internethotline.cz](mailto:oznamte@internethotline.cz), anyone who encounters dangerous content while browsing the Internet may contact Internet Hotline professionals and notify them of this unsuitable material. The thoroughly trained Internet Hotline personnel will assess the material and, if necessary, inform the Internet Crime Department of the Police of the Czech Republic. The safety and security of children on the Internet is an issue that concerns more than just a limited circle of people. On the contrary, it concerns anyone who sits down at his or her PC, regardless of age, sex or knowledge. It's sad, yet true, that the most vulnerable are children in particular – they have the

courage and the desire to discover new things and knowledge; however, they lack the necessary life experience. That's why they need the help and support of adults.

#### The Internet Hotline of the Our Child Foundation was developed with the support of:

- A grant from the European Union,
- Partners,
- Sponsors.

With its first Internet Hotline in the Czech Republic, the Our Child Foundation became a member of INHOPE on October 25, 2007; it is an international organization associating Internet hotlines from all over the world. The Foundation thus joined the global effort aimed at fighting Internet crime and child pornography. Its membership was approved after duly meeting all the required terms and conditions and following an excursion of the INHOPE representatives to the Czech Internet Hotline premises in September 2007 and the subsequent presentation of the hotline's activities at the meeting of INHOPE.

#### Internet Hotline results from April 1, 2007 to December 31, 2007

(The Internet Hotline was running in test operation from April 1 to October 9, 2007, without being widely promoted among the public.)

The Internet Hotline received a total of 207 reports and suggestions from the public relating to dangerous web content in the above specified period. Of these, 129 cases were handed over to the Police of the Czech Republic.

The Internet Hotline also received reports from abroad, i.e. 9 cases in the subject period.

#### Illegal web content topics, which the Internet Hotline focuses on, include:

- Child pornography, illegal sexual practices, zoophilia (pursuant to Section 205 of the Penal Law), child prostitution (Section 217 – associating pedophile interests)
- Extremism (pursuant to Sections 198 and 198a of the Penal Code)
- Trafficking of drugs and other illegal substances (pursuant to Sections 187, 188a of the Penal Code)
- Internet stores

#### Internet Hotline partners:

The partners of the combined CZESICON Safer Internet plus/Internet Hotline and Internet Helpline project are:

- Our Child Foundation ([www.nasedite.cz](http://www.nasedite.cz)), a non-governmental organization,
- Safety Line Association ([www.linkabezpeci.cz](http://www.linkabezpeci.cz)), a non-governmental organization,
- S602 a.s. ([www.software602.cz](http://www.software602.cz)) a joint-stock company, and
- CZI s.r.o. ([www.czi.cz](http://www.czi.cz)), a limited-liability company, which is also the CZESICON project coordinator.

## International Activities

### Missing Children Europe

The Director of the Our Child Foundation, Zuzana Baudyšová, is a member of the Board of Directors of the European Federation for Missing and Sexually Exploited Children, founded in 2001. In 2007, the organization changed its name to Missing Children Europe. The organization has its headquarters in Brussels and represents 21 non-profit organizations, which are active in the area of missing children and in combating the sexual abuse of children.

Missing Children Europe operates in 15 member states of the European Union and its primary tasks include:

- To support the sharing of experience among member organizations,
- To represent member organizations in relation to European institutions,
- To act as the European representative of the International Center for Missing and Exploited Children in Washington, D.C.

The Foundation Director also met with the wife of the President of the European Commission, Margarida Barroso, in Brussels, who will become an honorary member of Missing Children Europe in 2008.

In late 2007, the Our Child Foundation began preparations for a meeting of the chief members of the Board of Directors of Missing Children Europe, which is scheduled to take place in Prague in early 2008 and its organization is secured by the Foundation.



The wife of the European Commission President, Margarida Barroso, with Foundation Director Zuzana Baudyšová.

### EURONET

Within its membership in EURONET, an international organization associating non-governmental organizations supporting children's rights throughout Europe, the Foundation continued in its activities launched in 2006. One of these involves the mutual cooperation of member states that are to assume the Presidency of the Council of the European Union. The goal is to secure that individual EURONET members influence the governments of their respective countries in a manner ensuring that child protection becomes one of the priorities during the presidency of each individual country. The Czech Republic will assume Presidency of the Council of the European Union in 2009 and the Our Child Foundation has, therefore, initiated activities through which child protection should become one of the high-priority interests of national governments.

In October 2007, Monika Šimůnková replaced the Foundation Director, Zuzana Baudyšová, in her position in the Board of Directors of EURONET.

## INHOPE

The Foundation cooperated with INHOPE on launching the Internet Hotline test operation and later, regular operations. This cooperation resulted in the Our Child Foundation joining the association. INHOPE, i.e. the International Association of Internet Hotline Providers, is based in



Foundation attorney Monika Šimůnková with leading representatives of INHOPE in Berlin.



The representative of the international association INHOPE at a meeting in the Czech Republic.

Dublin, Ireland, and its members currently include 30 national hotlines from 27 countries worldwide. In the course of the year, the Foundation attorney, Monika Šimůnková, participated repeatedly at INHOPE meetings abroad. In September 2007, INHOPE representatives came to the Czech Republic and a meeting, at which the President of the Police, Oldřich Martinů, also participated, focused on discussing the cooperation of the Czech Police, the Our Child Foundation and namely their joint efforts in the area of fighting the dissemination of child pornography via the Internet.

### Activities in the Field of International Law – International Child Abduction

Throughout the year, the Legal Aid Line counselors frequently dealt with inquiries from the area of law applicable to international marriages. As a result of the issues that the lawyers had helped to resolve through the Legal Aid Line, Monika Šimůnková participated actively in the activities of a special task force of the Ministry of Justice focusing on the issue of international abduction and the enforcement of decisions on raising minor children. The task force comprised representatives of the applicable departments of the Ministry of Justice and the Ministry of Labor and Social Affairs, judges, and the Office of the Agent of the Government. The purpose of the task force was to perform a concise analysis and to propose measures aimed at improving and accelerating the implementation of The Hague Convention on Child Abduction and

at improving and speeding up the enforcement of decisions on removing a child from a parent's custody. This resulted in a proposed amendment to the procedural rules relating to proceedings conducted in compliance with The Hague Convention and to proceedings concerning the enforcement of decisions on raising children, which were further processed during the legislation process and submitted to the Parliament of the Czech Republic for approval. Another output was the design and preparation of educational and awareness-increasing activities targeted at entities and events dealing with the issue of international abductions (e.g. international conferences, information leaflets for the public, etc.). The Foundation concurrently became a partner of the Ministry of Justice in the area of increasing awareness and disseminating information in this area, namely through its Legal Aid Line and information published on the Foundation website. In connection with this issue, the Foundation attorney, Monika Šimůnková, was appointed a member of the International Child Abduction Expert Panel of the Ministry of Labor and Social Affairs, the primary objective of which should be to provide professional assistance when resolving especially complex cases of international parent disputes.

### Public Relations

In the course of the year, the Our Child Foundation organized a number of press conferences associated with various projects and events, e.g. the Internet Hotline and Legal Aid Line projects, the anniversary of the Convention on the Rights of the Child, the International Missing Children's Day, etc. Through their participation at the conferences organized by the Our Child Foundation, the Foundation Director, Zuzana Baudyšová, and the Foundation attorney, Monika Šimůnková, appealed to representatives of the media to raise the awareness of the public in connection with children's issues in the Czech Republic with the aid of the media and to jointly challenge those governmental officials who could significantly contribute to increase child protection and to improve their living conditions.

#### The dates and topics of the Our Child Foundation press conferences:

March 20, 2007 – Launch of the Internet Hotline test operation, the Legal Aid Line receives an award for Lawyer of the Year, nominations for the 2006 Golden Heart Awards;

May 22, 2007 – International Missing Children's Day, the "Stop Violence against Children" campaign continues with "Let's Give a Red Card to Child Battering!";

August 23, 2007 – Puzzle 2007: two years of the project; shelters for mothers with children; assistance services for handicapped children;

October 9, 2007 – Commencement of the Internet Hotline's regular operation, current child protection issues in the Czech Republic,

The Foundation conducted a print advertising campaign to thank sponsors, contributors and anonymous donors who supported the Foundation's activities through financial donations or by sending DMS messages to help children in need. The Foundation's awareness campaigns used outdoor advertising spaces, city lights, ad frames in the Prague Metro (underground), as well as posters in trams and buses. The Foundation also contacted the public through flyers placed in doctor's office waiting rooms.

The Foundation approached the public by distributing leaflets through doctor's waiting rooms, i.e. through a total of 500 waiting rooms of offices of general practitioners for children and youths and 1,387 waiting rooms of offices of general practitioners and pediatricians. An educational publication targeted at helping battered and abused children was distributed in a volume of 18,000 copies – this means of promotion was ensured free of charge by IDS Media CZ s.r.o.

In 2007, Zuzana Baudyšová and Monika Šimůnková appeared repeatedly in the media, participated in discussions and expressed their opinions on a number of reports and articles focusing on the topic of child protection, including Czech Television, CT 23, TV Nova, and TV Prima, as well as printed periodicals, Czech Radio and private stations.

### Top 10 foundations and foundation funds according to media output in 2007

Based on the media output published in all periodicals and media, the Our Child Foundation ranked 2nd among the most frequently mentioned or quoted non-profit organizations.

1. Partnership Foundation
2. Our Child Foundation
3. Tereza Maxová Foundation
4. A Drop of Hope Foundation Fund
5. Adra Foundation
6. Charter 77 Foundation
7. Foundation for the Development of Civil Society
8. Dagmar and Václav Havel Foundation – Vision 97
9. Via Foundation
10. Committee of Good Will – The Olga Havlová Foundation

Source: Donor Forum, Newton Media, 2000–2007

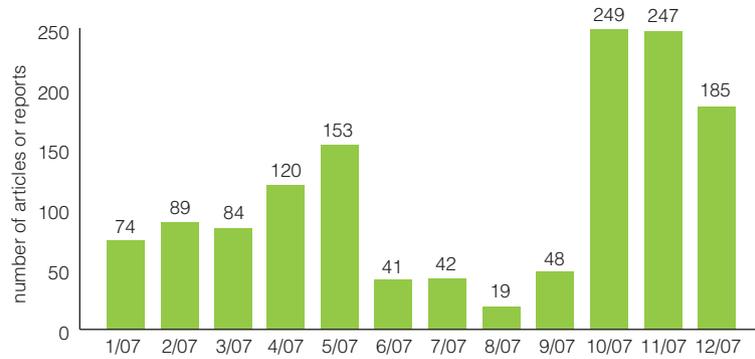


Foundation attorney Monika Šimůnková with radio journalists at a press conference.

Foundation Director Zuzana Baudyšová giving interviews to journalists.



### Development of Media Promotion

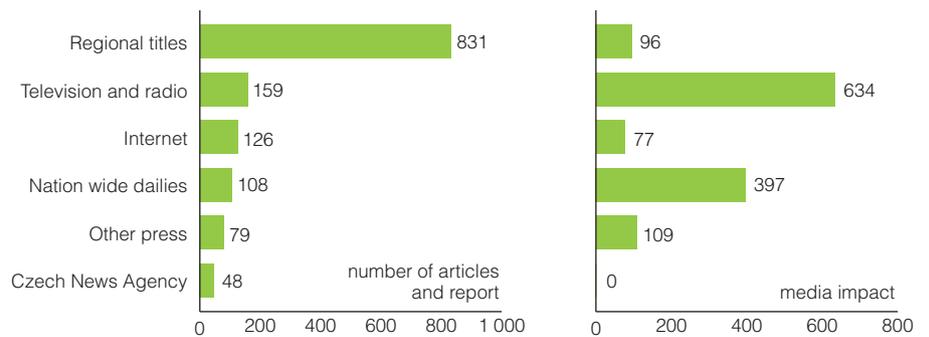


The diagram shows the development of media promotion of the Our Child Foundation in 2007 in individual months.



Media representatives at an Our Child Foundation press conference.

### Number of Articles and Reports in Individual Media Groups

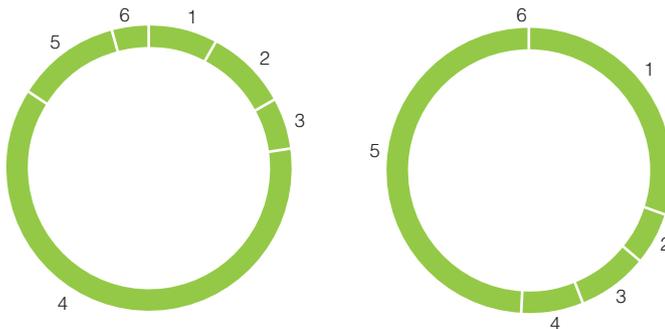


The diagrams show the number of articles and reports published in individual media groups and their media impact, taking into account the readership and the positioning of an article in a title in the case of print media.

## Media Promotion Division According to Media Groups (%)

	Number of articles and reports	Media impact
1 Nation wide dailies	8	30
2 Internet	9	6
3 Other press	6	8
4 Regional titles	61	7
5 Television and radio	12	49
6 Czech News Agency	4	0

The media promotion ratio according to the number of articles or reports and their media impact



The diagrams show the share of articles or reports with added value according to their number and media impact. The media impact expresses the rate of impact of a story on the readers, listeners or viewers and it is grounded on the "average" addressed percentage share of the population aged 15 and above, which represents 8.8 million inhabitants of the Czech Republic. This parameter is namely based on the readership and viewer rate of the individual media, and in the case of print media, it concurrently takes into account the positioning of an article in a title. The Czech News Agency is not included in the media impact parameter as its outputs are designated for professional journalists and not for the general public.

## Analysis of the Media Promotion of the Foundation in 2007

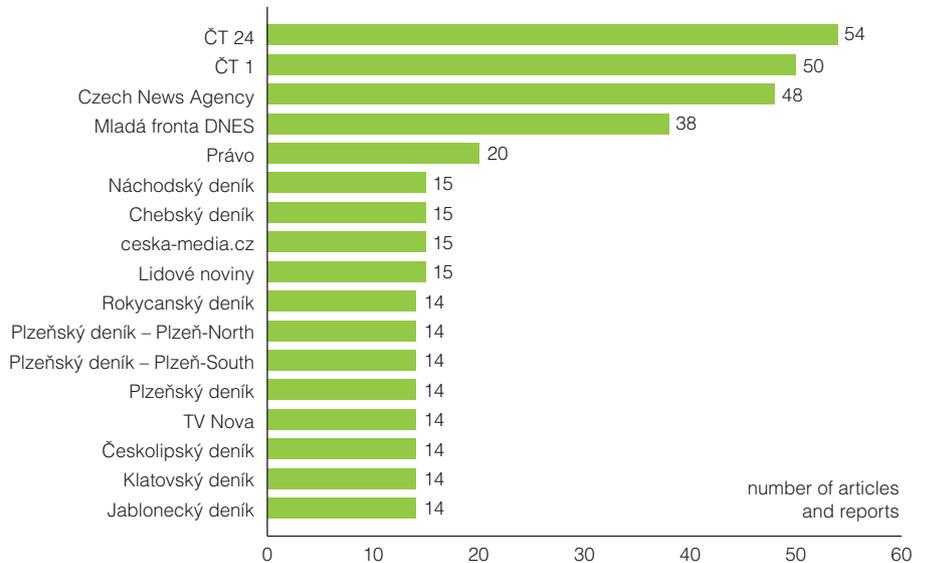
The Our Child Foundation appeared in a total number of 1,351 articles in the Czech media. The total number of articles is a summary of the promotion of the Foundation and the activities of the Foundation Director, Zuzana Baudyšová, in the media. The most attention was given to the Foundation 249 articles published in October and 247 articles published in November.

Regional titles published a total of 831 articles (61% in terms of the article volume, 7% of the media promotion volume) about the Foundation, e.g. on December 31, 2007, the last day of the year, the Foundation Director expressed her opinions on domestic violence against children, namely in relation to the death of Jan Rokos (75 mutations of the regional dailies Deníky Bohemia and Moravia).

The most intensive media impact was achieved by reports broadcast on television and radio (159 reports, 12% in terms of the report volume, 49% of the media promotion volume). A total number of 54 reports was broadcast by ČT 24 and 50 by ČT 1. Last year, each month a different case was discussed in the media, to which the Foundation representatives were asked to provide a statement or a professional opinion. The majority of articles or reports with a similar topic was published in December 2007 and concerned child prostitution.

The second most influential media group were nationwide dailies, which published 108 articles (8% in terms of the article volume, 30% of the media promotion volume). The Czech News Agency informed the public through 48 news reports.

### Media Most Frequently Focusing on the Foundation



*The diagram shows the media or titles that published the largest number of articles or reports about the Our Child Foundation in the subject period.*

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

# CULTURAL AND SOCIAL EVENTS, COOPERATION WITH SPONSORS

## Zuzana Baudyšová as the Patron of the "Most Pleasant Concert"

"The Most Pleasant Concert" is a national festival of children's homes and its 16th year took place on May 19, 2007 in Kolín. The concert featured child reciters, bands, dancers, and singers selected at regional shows in seven regions. The standard of the national show was traditionally high and the total number of participants totaled 300 children from 54 children's homes. The tradition of the Most Pleasant Concert was conceived by members of the Federation of Children's Homes, who were inspired by festivals of children's homes organized abroad. The Our Child Foundation supported this year's show by providing CZK 180,000 within the framework of individual applications.

## The Way for Drug Addicts

The Our Child Foundation representatives visited the CESTA (WAY) therapeutic facility in Řevnice, which is managed by MUDr. Ivan Platz and which has been helping children addicted to drugs for 10 years. The educational and therapeutic facility for young drug addicts was founded by Dr. Platz and Dr. Milada Votavová. During the ten years of its existence, 475 teenagers have come to the facility to find a way out and to let professionals show them how to change their attitudes towards life and to help them free themselves of their addiction. An

overall of 314 children and young people have successfully completed the 59-day therapy, which has opened a new way in their lives. Dr. Ivan Platz received the Our Child Foundation 2006 Golden Heart Award for his long-life work in favor of children and young people with educational problems.

## A Gift for Romany Children from Ovčáry in Nové Dvory, Kutná Hora District

The Foundation provided clothes, shoes and school supplies for twelve children from the Romany community in the total amount of CZK 13,718. The items were purchased by the Romodrom Civic Association representatives. The building in Ovčáry is in a desolate condition; 47 people, half of whom are children, live in two basement rooms. The dilapidated two-floor building lacks a facade, windows and doors. There are no hygienic facilities, no running water or power. The public became aware of this Romany community, where children are living in unfavorable conditions, in connection with the search for a 4-year-old missing boy. In March 2007, more than 50 locals helped the police in their search for the missing boy, who was later found dead; traces of violence were discovered on his body.

## Christmas Letters to Santa Claus with an Autograph Session with Helena Vondráčková

On Thursday, November 22, 2007, a pre-Christmas charity event entitled "Letters to Santa Claus" began in the Europark Shopping Center in Štěrboholy, Prague. The abundant program featured talented dancers from the Býchory Children's Home and an autograph session with Helena Vondráčková. The Letters to Santa Claus made the Christmas wishes of children come true. People could give specific gifts to children from children's homes that the children wished for as a Christmas present. The event continued until December 16, 2007 and good-hearted people made more than 500 wishes of children from children's homes from all over the Czech Republic come true.

## Students from the Bishop's Grammar

School in Skuteč Discussed Children's Rights with the Foundation Director  
The Foundation Director, Zuzana Baudyšová, was invited as a guest to a discussion with students of the Bishop's Grammar School in Skuteč, which was organized as a part of the Human Rights Week. The Foundation Director talked with the young people about the rights and obligations of children, the Convention on the Rights of the Child, the Children's Rights Primer, safe Internet, and the Stop Violence against Children and Let's Give

a Red Card to Child Battering campaigns. The students and teachers were also interested in the cooperation of the Czech Republic and the European Union in the area of child protection, as well as in a wide range of other activities associated with helping battered, abused and otherwise threatened children.

#### **The Foundation Is Committed to Safe Internet for Children**

As a member of the European Federation for Missing and Sexually Exploited Children, the Our Child Foundation entered the second year of its efforts aimed at raising public awareness on the need to protect children from risks they may encounter on the Internet. The Safe Internet for Children campaign seeks to focus the attention of young people, teachers and the public on possible risks associated with the Internet. The Foundation distributed stickers with the 10 Web Commandments for Children to school facilities. The Foundation Director, Zuzana Baudyšová, discussed the topic of safe Internet for children at public conferences and at meetings with children at schools. The Foundation also addressed the issue of a safe Internet for children within the framework of its independent and extensive Internet Hotline project. For detailed information, see the Projects, Campaigns, Grants and Other Activities section.

#### **The Foundation has Significantly Supported the Operations of the Nationwide Safety Line for Children in Need**

The Foundation Director, Zuzana Baudyšová, founded the nationwide, free Safety Line in 1994. In 2004, full responsibility for the operation of the Safety Line, the Parents' Line, the Message Home Line and Internet Hotline was assumed by the Safety Line Association. The Our Child Foundation has retained its position as general sponsor of these projects and since 2007, it has been represented in the association's Board of Directors by the Foundation attorney, Monika Šimůnková. In 2007, the Foundation provided CZK 3 million to the Safety Line Association for the operations of these vital services for children in crisis situations.

#### **The Foundation Thanked Its Benefactors and Celebrated Its 14th Birthday**

On October 2, 2007, close and prominent guests gathered in the historical environment of the Kaiserštejn Palace in Prague for a gala dinner held by the Our Child Foundation in token of its gratitude for their cooperation and support throughout the year and as an occasion for celebrating the 14 years of its activities aimed at helping children in difficult living situations. The pleasant atmosphere was enhanced by the performance of violin virtuoso Václav Hudeček. The gala dinner

decoration and catering were secured by Eurest, a long-standing partner of the Foundation. During the gala event, the Foundation Director accepted a check in favor of the children in the amount of CZK 500,000 from the representative of SAZKA, a.s., Jaroslav Bernard.

#### **The Traditional Pre-Christmas Collection in Cooperation with Poštovní spořitelna**

For more than 10 years, the Our Child Foundation and ČSOB's Poštovní spořitelna have been jointly organizing a pre-Christmas collection amongst the bank clients. This nationwide collection represents a significant source filling the Foundation's budget. The funds, which are contributed anonymously to the Our Child Foundation by clients of Poštovní spořitelna, are used to help battered, abused, abandoned, handicapped, and otherwise at-risk children. By December 31, 2007, the total funds raised through the collection amounted to CZK 3,358,842.37.

### **The Foundation Celebrated International Children's Day in the "Deal or No Deal" Show on TV Prima**

Television Prima, as the media partner of the Our Child Foundation, prepared a financial donation in favor of at-risk children. Television celebrities were invited to take part in a special edition of the "Deal or No Deal" TV game show with the aim to win as much money as possible to aid battered, abused, abandoned, and handicapped children. Actor and host Martin Zounar, news host Světlana Zárubová, and two actors from the "Very Fragile Relations" TV series, Daniel Bambas and Sandra Pogodová, challenged the banker and managed to win a total of CZK 530,000 for the children in a thrilling joust. At the taping of the show, which was broadcast on June 3, 2007, the Foundation was represented by its director, Zuzana Baudyšová, attorney, Monika Šimůnková, and secretary, Anna Žebrová, and they were accompanied by children from the Children's Home in Klánovice, which has been supported by the Our Child Foundation for many years. The TV game show was hosted by Pavel Zuna, who has been cooperating personally with the Foundation on the "Let's Give a Red Card to Child Battering!" project, for which the popular news host readily recorded radio and TV spots for free.

### **Partnership in the Chosen One Reality Show Charity Week**

The Our Child Foundation was invited by TV Prima to participate in the Chosen One reality show project, the competition week of which was dedicated to charity activities. From October 15 to October 20, 2007, the reality show participants met with children and clients supported by the Our Child Foundation. In the company of Zuzana Baudyšová, the participants also visited the Social Care Institution in Chlumín, the AKORD Day Care Center and the Children's Home in Klánovice, Prague. The highlight at the end of the charity week was a live show broadcast on TV Prima. The show was accompanied by a collection to benefit disadvantaged children and viewers were able to contribute by sending DMS messages. Multiple Golden Nightingale winner Karel Gott, Lucie Vondráčková, Helena Zetová, Sámeer Issa, Aleš Brichta and other artists performed for free. The show was hosted by Tereza Pergnerová. The Foundation would like to thank everyone who contributed by sending DMS messages. The collection managed to raise CZK 1,857,195 for children; an amount of CZK 1,000,000 was donated by Synot Lotto.

### **The Czech Pharmaceutical Manufacturer, Simply You, Donated CZK 60,000 to Aid Children**

At the press conference of the Our Child Foundation held in May on the occasion of International Missing Children's Day, the Foundation Director, Zuzana Baudyšová, accepted a check for CZK 60,000 from Stanislav Marks, the Commercial Director of Simply You, a Czech pharmaceutical manufacturer. The company has been presenting the logo of the Our Child Foundation on all vitamin and other products distributed to pharmacies throughout the Czech Republic. Moreover, with each PargaVit product sold, the company contributes a part of the revenues to support the projects of the Our Child Foundation. Simply You has also joined the Let's Give a Red Card to Child Battering campaign by selling whistles in its pharmacy chain.



### **“Children of Asia 2008” Foundation Calendar**

The fourth calendar of the Our Child Foundation, titled “Children of Asia 2008”, was conceived in 2007 namely thanks to cooperation with B.I.G. Prague and to the photographs of Mr. and Mrs. Schirl. The photographs of the two Czech globetrotters, who took them on their travels across Asia, were displayed to the public in summer 2006 in the Benedictine Monastery in Police nad Metují. The exhibition, titled “The Children of Asia”, roused immense attention among the public – as did the idea to contribute to the protection of Czech children by buying photographs of children from Asia. The charitable sales exhibition raised more than CZK 40,000, which was donated to several Czech children in need. In 2007, the photographs were used to create a calendar with a charitable mission. The revenues from the sale of the Foundation calendar exceeded CZK 70,000. The acquired funds aided in the implementation of the Our Child Foundation projects aimed at helping children in need.

### **The Christmas Charity Auction Raised Over CZK 97,000 for Children**

The second year of the Our Child Foundation charity auction, organized in cooperation with the auction web portal Aukro.cz, commenced on November 26, and closed on December 10, 2007. The items donated for the charity auction were sold for the total amount of CZK 97,836.50. The auctioned items featured a number of highly attractive articles; for example, items donated by the bands Chinaski and Divokej Bill, or by top athletes or football players, including gift items or weekend vouchers, and much more. The World Javelin Champion and 2007 Athlete of the Year, Barbora Špotáková, donated her autographed Olympic track shoe.

### **CZK 200,000 for Children from the Gala Concert by the Foundation Patron, Helena Vondráčková**

The gala concert of the Patron of the Our Child Foundation, Helena Vondráčková, took place on November 10, 2007 at Prague's Lucerna Hall. The concert guests also featured singers Jiří Korn and Jitka Zelenková. The Foundation Director, Zuzana Baudyšová, accepted checks in the total amount of CZK 200,000 during the show. The funds were designated to help children in difficult living situations.

### **The Public Supported the Foundation's Activities by Sending DMS Messages**

The number of Donor Message Service (DMS) messages received by the Our Child Foundation in 2007 amounted to 72,786. A Donor Message Service is a donor SMS, through which any mobile phone owner may easily support the Our Child Foundation by contributing a small amount. The price of each DMS message is CZK 30, of which the Foundation receives CZK 27. The DMS messaging services are secured by the Donor Forum. The Foundation uses the funds acquired through DMS messages for the direct support of individuals and legal entities dealing with physical or emotional battering, abuse and neglect of children, mentally or physically handicapped children, and for the operations of the Legal Aid Line.

**The Our Child Foundation would like to thank all the good-hearted people, sponsors, and partners for helping children.**

# SNAPSHOTS FROM OUR CHILD FOUNDATION EVENTS



The "Deal or No Deal" TV game show special on TV Prima was dedicated to the Our Child Foundation. Zuzana Baudyšová, host Pavel Zuna and celebrities with the winning briefcase. Contestants from right to left: actor Daniel Bambas, host Světlana Zárubová, actor Martin Zounar, and actress Sandra Pogodová.



Actor Daniel Bambas and host Pavel Zuna in the TV Prima "Deal or No Deal Special" for the Our Child Foundation.



Kaiserštejn Palace was the venue of the gala dinner for benefactors, which was also a celebration of the 14th anniversary of the Our Child Foundation. The highlight of the evening was, among other things, the performance of the violin virtuoso Václav Hudeček.



Foundation representatives Zuzana Baudyšová, Anna Žebrová and Monika Šimůnková kept their fingers crossed for the contestants in the "Deal or No Deal Special", who wanted to win the highest amount possible for threatened children.



At the gala dinner for benefactors held on 2 October 2007, the representative of SAZKA a.s., Doc. Ing. Jaroslav Bernard CSc., presented a cheque to Zuzana Baudyšová in favour of the Foundation.



The clients of the AKORD Day Care Centre in Prague and its Director, Irena Dušková were visited by the participants of the Chosen One reality show and Zuzana Baudyšová.



Zuzana Baudyšová and Helena Vondráčková accepted two cheques in favour of the Our Child Foundation at the concert of the Foundation Patron held at Prague's Lucerna Hall.



Children from the Children's Home in Býchory, Helena Vondráčková and Zuzana Baudyšová at the grand opening of the pre-Christmas "Letters to the Christ Child" charity event.



The concert entitled "The Chosen Ones for the Our Child Foundation" was hosted by Tereza Pergnerová.



Foundation Patron Helena Vondráčková helped make the wishes of 500 children from children's homes come true within the framework of the "Letters to the Christ Child" charity event.



In addition to other guests, the Golden Nightingale, Karel Gott, performed for free in favour of the children at the "The Chosen Ones for the Our Child Foundation" concert.



The Foundation representatives hand over a donation for Romany children from Ovčáry in Nové Dvory, a district of Kutná Hora.



From right to left: The Ministress MUDr. Džamila Stehlíková, Margarida Barroso – wife of the President of the European Commission, Foundation Director Zuzana Baudyšová and Sir Francis Jacobs – President of Missing Children Europe.

# THE GOLDEN HEART FOR CHILD PROTECTORS

It's not easy to take care of disabled children, children in children's homes, abandoned or abused children. They need much more affection, patience, understanding and time than other children who are growing up in happy families. The Our Child Foundation deeply respects people who give love to children with a formidable fate. That's why the Foundation has awarded the Golden Heart for the second time within its "Stop Violence against Children" campaign. The mission of the award is to publicly thank individuals working in governmental and non-governmental organizations that help battered, abused, abandoned, handicapped and otherwise at-risk children. The nomination competition is dedicated to the work of the doyen of psychology, Professor Zdeněk Matějček.

By February 15, 2007, the Foundation had received a total of 134 votes for 78 child protectors nominated from all over the Czech Republic within the second year of the Golden Heart Awards nomination competition.

## Golden Hearts were awarded to the following child protectors on March 25, 2007:

The winning nominees of the 2nd year of the Golden Heart Award and the winners of the 2006 Golden Heart Award are **Marcela and Jaroslav Kopecký from Hovězí near Vsetín.**

Mr. and Mrs. Kopecký have dedicated their lives to abandoned children. They have gradually accepted 7 minor children into foster care: Václav, Eva, Jiří, Barbora, Vojtěch, Marie, and Jana. They have

adopted four of these children and are considering adoption of the remaining three. They dedicated all their time to the children and to their development. The children sing and dance in a folk ensemble, they are members of a volunteer fire company, they participate in various public events and competitions. Even Vojtěch, who suffers from severe hearing loss and is forced to use a special hearing aid, dances and sings in the folk ensemble and takes an active part in all family activities. Mr. and Mrs. Kopecký have succeeded in creating a loving and motivating family environment for the children. The whole family received a trip to a sea resort from Happyland and the Our Child Foundation – the Foundation contributed to the trip with an amount of CZK 128,739.

The second Golden Heart was awarded to **MUDr. Ivan Platz from Řevnice.**

MUDr. Ivan Platz has been working with children and young people with educational problems for 30 years. Ten years ago he founded an educational and therapeutic facility for young drug addicts along with his colleague, Milada Votavová. He has been helping drug-exposed children by not condemning them and by being tolerant. Thanks to his efforts, the CESTA (WAY) educational and therapeutic facility in Řevnice is one of a few facilities in the Czech Republic able to take care of these children. He has experienced both success and failure; regardless of his popularity or financial remuneration, the individual is always first place for him.

The third Golden Heart was awarded to **Mgr. Eva Dvořáková from Plzeň.**

Eva Dvořáková is the Director of the Domino Children's Home in Plzeň. She has been committed to working with children for more than 35 years. She took an active part in the creation of the first family group of children in the children's home and in securing studio apartments for young people leaving Domino. At present, she is participating in a project implemented by the Region of Plzeň – "A Chance for the Future" – aimed at helping young people who are leaving the children's home after completing their studies and preparation for their future occupations. The children trust her. For them, she isn't the director of their children's home, but mainly their "Auntie Eve", to whom they may come any time. "For me, Auntie Eve is mainly a person who's able to listen and help with problems, who's willing to give a helping hand even to people who have disappointed her in the past," says Míra Bartoš, who has lived at Domino since the age of 13, along with his sister. He is now living in a studio apartment in Plzeň and is studying at the university.

The Our Child Foundation has awarded a special prize to **MUDr. Ludvík Hess from Prague** for introducing Baby Boxes in the Czech Republic, which have already saved the lives of a number of babies.

The Our Child Foundation highly values the work of all child protectors and it has therefore arranged a small surprise in cooperation with the Na Fidlovačce Theatre to express its gratitude to all the nominees – the successful play *Poslední doutník* (The Last Cigar) with Tomáš Töpfer and Eliška Balzerová in the leading roles. They, too, deserve our thanks.

# GOLDEN HEART PHOTO GALLERY

35



The Golden Heart Award for the winning nominees Marcela and Jaroslav Kopecký from Hovězí near Vsetín was accepted by Marcela Kopecká.



The second Golden Heart was awarded to MUDr. Ivan Platz from Řevnic.



From left to right: the host of the evening, Jan Musil, Foundation Director Zuzana Baudyšová and the Golden Heart award winners: MUDr. Ludvík Hess, Marcela Kopecká, Mgr. Eva Dvořáková, and MUDr. Ivan Platz.



The third Golden Heart was awarded to Mgr. Eva Dvořáková from Plzeň.



A special prize and Golden Heart was awarded by the Our Child Foundation to MUDr. Ludvík Hess from Prague.

# ACKNOWLEDGEMENTS AND LIST OF SPONSORS

We would like to thank all the companies named below, the media, advertising, media and Internet partners, and of course, the hundreds of citizens for their cooperation, understanding and for financially supporting the Our Child Foundation and its projects in 2007.

We would also like to thank the artists for taking part in the numerous events for free, and other private individuals for their material donations, as well as the hundreds of donors who anonymously help and support the Our Child Foundation and its projects aimed at protecting children. We sincerely thank you all!

## Foundation Patron:

RWE Transgas a.s.

## Main partners and sponsors in 2007:

AstraZeneca Czech Republic s.r.o. • B.I.G. Prague s.r.o. • Československá obchodní banka, a. s. • Eclipse Print a.s. • Ernst & Young Audit & Advisory, s.r.o., a member of the Ernst & Young Group • EUREST, spol. s r.o. • Globus ČR, k.s. • MERO ČR, a.s. • MOSER, a.s. • NEWTON I.T.,s.r.o. • Poštovní spořitelna ČSOB, a.s. • Pražská plynárenská, a.s. • Provident Financial s.r.o. • SATPO Pod Slovany, s.r.o., a member of the SATPO Group • SAZKA, a.s. • SYNOT Lotto, a.s. • ŠKODA AUTO a.s. • Tiskárna Glos Semily, s.r.o. • UniCredit Leasing CZ, a.s. • Volvo Auto Czech, s.r.o., and its authorized dealers • ZFP akademie,a.s.

## Long-term sponsors:

Aukro s.r.o. • AV MEDIA, a.s. • berolina CZ s.r.o. • Bohemia sekt, Českomoravská vinařská a.s. • BP ČR s.r.o. • CCS Česká společnost pro platební karty s.r.o. • COMMERZBANK Aktiengesellschaft, Prague branch • Czech Bar Association • České aerolinie a.s. • Europark Shopping Center s.r.o. • Fujitsu Siemens Computers s.r.o. • Glamour, a.s. • Happyland Bohemia s.r.o. • HEWLETT-PACKARD s.r.o. • Inexco Argosy spol. s r.o. • Investiční kapitálová společnost KB, a.s. • Johnson & Johnson, s.r.o. • Karlovarské minerální vody, a. s. • Laube Petr • Metrostav a.s. • Prestige Management, spol. s r.o. • ProTys, a.s. • Rodinné květinářství Klimešových • Severočeské doly a.s. • Skřivánek s.r.o. • STAVITELSTVÍ KROUTIL s.r.o. • STOCK Plzeň, a.s. • URGO - MEDCOM s.r.o. • The Embassy of the United Kingdom of Great Britain and Northern Ireland

## Other sponsors:

2IN • Agip Česká republika, s.r.o. • ALWIL Trade, spol. s r.o. • AS Computers spol. s r. o. • ASPI Publishing s.r.o. • ATREA spol. s r.o. • Beiersdorf spol. s r.o. • BRAMAC střešní systémy spol.s r.o. • Canon CZ s.r.o. • C - CAR s. r. o. • Centrum Praha – Štěrboholy a.s. • Central European Real Estate Service, s.r.o. • ComAp, spol. s r.o. • CZECH TOP 100, a.s. • ČESKÁ RAFINÉRSKÁ, a.s. • Česká Unigrafie, a.s. • Český národní podnik, s. r. o. - MANUFAKTURA • Daimler Chrysler Automotive Bohemia s.r.o. • DHL Express Czech Republic, s.r.o. • ECOTEXTIL,s.r.o. • Epravo.CZ, a.s. • EuroCar EC s.r.o. • EUROPRINTY, spol. s r. o., Praha • FIOMO, a.s. • Giese & Partner, v.o.s. • GTS Novera a.s. • GUARANT International spol. s r.o. • HABART, s.r.o. • iAudit International s.r.o. • IDS Media CZ s.r.o. • Jan Becher – Karlovarská Becherovka, a.s. • KNO Česko, spol. s r.o. • Květiny Cattleya • LEROS, s.r.o. • McAfee, Inc. • M E D I A T E L, spol. s r.o. • MICROSOFT s.r.o. • Océ-Česká republika, s.r.o. • optitravel s.r.o. • PLAYMAN s.r.o. • Reader's Digest VÝBĚR s.r.o. • RUDOLF HOMOLKA Authorized Volvo Dealer • Simply You a.s. – PargaVit • Skanska DS a.s. • Směr, v. d. • SMP CZ, a.s. • Sven Car, s.r.o. • TELE DATA SYSTEM, spol. s r.o. • TNS AISA s.r.o. • TNT Express Worldwide, spol. s r.o. • TYPOS, tiskařské závody, a.s. • UNILEVER ČR, spol. s r.o. • UNITEC CS a.s. – Jiří Hájek • VARIA spol. s r.o.

### Individuals:

Vondráčková Helena – Patron of the Our Child Foundation • Balková Ivana • Balzerová Eliška • Benda Ondřej • Bílková Lenka • Crha Pavel • Čermák Kamil • Dastlíková Alexandra • Divokej Bill • Doležal Vladimír • Dolinová Michaela • Fridrichovský Patrick • Gott Karel • Horkelová Zdenka • Hudeček Václav • Charamza Pavel • Chinaski • Jalovecká Jaroslava • Kobera Pavel • Kozák Čeněk • Kožíšek Pavel • Kratochvíl Jiří • Kuchařová Taťána • Lukešová Anna • Mádllová Klára • Málek Jaromír • Michálek Jaroslav • Musil Jan • Naxerová Margareta • Nešetřil Petr • Pelan Vladimír • Plaček Karel • Podkonický Juraj • Ptáčková Marta • Robinson Lucie – photographer • Říhová Martina • Sehnalová Jitka • Mr. & Mrs. Schirl • Scholzová Magdalena • Slapničková Miluše • Sluková Daniela • Svoboda Petr • Špotáková Barbora • Tichá Eva • Töpfer Tomáš • Vaňková Eva • Vlasatý Petr • Vrbová Marie • Vrtílek Lukáš – photographer • Zuna Pavel • Pavel and Liduše Žilák

### Advertising and Media Partners

We would like to thank all the advertising and media companies and individuals named below, for their cooperation and assistance in providing free advertising and commercial space, securing free spot broadcasts and otherwise cooperating or participating in promoting the Our Child Foundation.

Foundation Advertising Agency: FCB Prague

Foundation Media Agency: MindShare Czech Republic

### Main Advertising and Media Partners of the Our Child Foundation:

BigMedia, spol. s r.o. • Country Radio • Český rozhlas – ČRo1 Radiožurnál – ČRo2 Praha – ČRo Vltava • Super poster, s.r.o. • tb media s. r. o. • Televize Prima

### Advertising and Media Partners:

AD-Net, spol. s r.o. • ASPI, a.s. – School Management – Accounting in Practice – Tax and Law • BETTER MARKETING, s.r.o. • Czech Indoor Media, s. r. o. • Czech Bar Association – Advocacy Bulletin • Czech News Agency • FEBIOFEST s.r.o. • Floren Capital, a.s. – Parents' web magazine • Hornopočernický zpravodaj • Impax, spol. s r.o. • Inzerce4you • JCDecaux, Městský mobiliář spol.s r.o. • Noviny Prahy 16 • OnlineTV, EasyCo s. r. o. • Pharmabusiness Magazine • Rádio Impuls, Ráááádío • Rádio Kiss Hády • Rádio Kiss Morava • Rádio Relax s.r.o. • Řepská sedmnáctka • Skvělá, časopis • STOP – Stodůlecký posel • Vydavatel EUROPRINTY, spol. s r. o., Praha – Zrcadlo doby • Professional Trade Union of Medical Workers from Bohemia, Moravia and Silesia – Profese magazine • Publishing house: Axel Springer Praha, a.s. – Top dívky • Publishing house: Bauer Media v.o.s. – Claudia – Pestrý svět – Šťastný Jim – Tina • Publishing house: Burda Praha spol. s r.o. – Katka • Publishing house: ECONOMIA a.s. – Hospodářské noviny – IN Journal – IN magazín • Publishing house: EURONEWS, a.s. – týdeník EURO • Publishing house: Geronia Czech Republic, s.r.o. – Cinema • Publishing house: M1N, s.r.o. – Moje 1. noviny • Publishing house: MAFRA, a.s. – Lidové noviny – Mladá fronta DNES – ONA Dnes • Publishing house: MEDIACOP, s.r.o. – Instinkt • Vydavatelství Mladá fronta, a.s. – Maminka – MF Plus – Moje psychologie • Publishing house: RF Hobby, s.r.o. – 21. století junior • Publishing house: Reader's Digest Výběr, s.r.o. – Výběr • Publishing house: Respekt Publishing a.s. – Respekt • Publishing house: RINGIER ČR, a. s. – ABC – Blesk pro ženy – Reflex – TV Max – TV Plus – TV Revue – Týdeník televize • Publishing house: Sanoma magazines Praha s.r.o. – Překvapení – Týdeník Květy – Vlasta

### Internet Partners

We would like to thank all the Internet partners named below for cooperating with the Our Child Foundation and for supporting its projects in 2007.

ARBOmedia, s.r.o. (<http://www.computerworld.cz>, <http://www.christine.cz>, <http://www.idg.cz>, <http://www.ifondy.cz>, <http://www.interval.cz>, <http://www.pcworld.cz>, <http://www.scienceworld.cz>) • Atlas.cz (<http://www.atlas.cz>) • Babinet.cz (<http://www.babinet.cz>) • Bajer Patrik – Giant interactive s. r. o. (<http://www.giant.cz>) • Centrum.cz (<http://www.centrum.cz>) • Centrum vzdělávání (<http://www.centrumvzdelavani.com>) • Co, kdy v Praze (<http://www.cokdyvpraze.cz>) • CZI s.r.o. (<http://www.czi.cz>) • Českénoviny.cz (<http://www.ceskenoviny.cz>) • Explorer a.s. – domény a webhosting (<http://www.explorer.cz>) • Finanční noviny.cz (<http://www.financninoviny.cz>) • ChytráŽena.cz – Vaše internetová přítelkyně (<http://www.chytrazena.cz>) • Jednorozec.cz (<http://www.jednorozec.cz>) • Kurzy.cz (<http://www.kurzy.cz>) • UNIMEX spol. s r.o. – INZERTKA.cz (<http://www.inzertka.cz>) • Naše děťátko (<http://www.nasedetatko.com>) • Patria.cz (<http://www.patria.cz>) • Pek Martin – audio-foto.cz (<http://www.audio-foto.cz>) • Pro mámy (<http://www.promamy.cz>) • Respekt (<http://www.respekt.cz>) • Rodina.cz (<http://www.rodina.cz>) • Seznam.cz (<http://www.seznam.cz>) • Švamberk NET, s. r. o. (<http://www.svamberk.net>) • Tomášek Jan (<http://www.jantomasek.cz>) • VOLNY.cz (<http://www.volny.cz>) • Žena-in.cz (<http://www.zena-in.cz>)



## Contributions and Income Received from Operations in 2007

	thousands of CZK	%
Contributions from organizations – financial	5,743	39.00
Contributions from individuals	5,308	36.05
EU grant	1,106	7.51
Contributions from organizations for the EU Project	755	5.13
Contributions from organizations – allowances in kind	651	4.42
<b>Financial contributions – income</b>	<b>13,563</b>	<b>92.11</b>
<b>Income from Financial Investment Fund – interest</b>	<b>764</b>	<b>5.19</b>
Special-purpose donation for the "Under Our Wing" Project, Valašské Meziříčí	100	0.68
Special-purpose donation for children with hearing defects	70	0.48
Special-purpose donation for the Home for Mothers with Children in Need	60	0.41
Special-purpose donation for the purchase of a vehicle for the Social Care Home in Chlumín	55	0.37
Special-purpose donation to cover the medical expenses of an ill boy	50	0.34
Special-purpose donation for the purchase of a Motomed	50	0.34
Fund raiser – collection for the purpose of child protection at the Top Hotel Prague	12	0.08
Other contributions	1	0.01
<b>Special-purpose contributions received – balance sheet</b>	<b>398</b>	<b>2.70</b>
<b>Contributions received – total</b>	<b>14,725</b>	<b>100.00</b>

## The acquired funds were used as follows:

	thousands of CZK	%
<b>Balance sheet</b>	<b>3,733</b>	
Of which: Foundation endowment for the Safety Line for Children and Youth Association	3,000	49.46
Grants provided from the Foundation Investment Fund in 2007	442	7.29
Contributions to severely disabled children	169	2.79
Donation for the Krajník children – Argentina	58	0.96
Motomed for a disabled child	50	0.82
Fund raiser – collection for the purpose of child protection at the Top Hotel Prague	12	0.20
Transfer of unused funds to accrued funds	2	0.03
<b>Income statement</b>	<b>2,333</b>	
Of which: Puzzle Project – support of projects focused on child protection	1,149	18.94
Contribution for the construction of a swimming pool at the Children's Home in Klánovice	333	5.49
Contribution for the operations of the AKORD day care facility	300	4.95
Requests of individuals	291	4.80
Children's homes – The Most Pleasant Concert	180	2.97
Other contributions	80	1.32
<b>Contributions provided – total</b>	<b>6,066</b>	<b>100.00</b>

## Overview of Tangible and Intangible Assets of the Our Child Foundation in Net Book Value as at 31 December 2007

CZK	Acquisition price	Total allowances	Net book value
Tangible fixed assets	1,278,798.20	(1,278,798.20)	0.00
Other tangible assets	32,000.00	(17,779.43)	14,220.57
<b>Total</b>	<b>1,310,798.20</b>	<b>(1,296,577.63)</b>	<b>14,220.57</b>

## Financial Results of the Our Child Foundation in 2007

Income	thousands of CZK
Financial contributions	13 563
Of which: Contributions received to support the Foundation operations	10 433
EU grant (176,000 is currently a receivable)	1 106
Contributions received for the EU Project	755
Contributions received for the Stop Violence against Children campaign	577
Contributions received for the Puzzle campaign	563
Contributions received for the Legal Aid Line	100
Contributions received – other	18
Contributions received for international cooperation	11
Income from the Foundation Investment Fund – interest from Tds	764
Advertising	663
Sale of whistles – Stop Violence against Children campaign	348
Interest received	251
Auction sale of items	98
Other operating income	12
<b>Total income</b>	<b>15 699</b>

Expenses	thousands of CZK
<b>Material expenses</b>	<b>267</b>
Of which: Fuel and Foundation endowment for passenger car maintenance	98
Material expenses for the EU Project	68
Office supplies and material consumption	51
Promotional gifts and items for children and sponsors	28
Power consumption	18
Immaterial tangible and intangible assets	4
<b>Services</b>	<b>3,810</b>
Of which: Advertising and promotion	1,699
Services associated with the EU Project	697
Accounting services, audit, consulting	483
Other services (production of printed material, translations...)	434
Fax, telephone, postage	176
Rent	176
Entertainment	70
Travel expenses	59
Repairs and maintenance	16
<b>Personnel expenses</b>	<b>4,586</b>
Of which: Wages and salaries, including contracts – other projects	2,395
Wages and salaries, including contracts – EU Project	1,141
Social security and health insurance – other projects	817
Social security and health insurance – EU Project	233
<b>Depreciation of tangible fixed assets</b>	<b>11</b>
<b>Sold items</b>	<b>91</b>
<b>Taxes and fees</b>	<b>6</b>
<b>Other expenses</b>	<b>459</b>
<b>Income tax</b>	<b>188</b>
<b>Total operating expenses</b>	<b>9,418</b>
<b>Financial donations to other individuals and organizations:</b>	<b>2,333</b>
Puzzle Project – support of projects focused on child protection	1,149
Contribution to the Children's Home in Klánovice	333
Contribution to the AKORD day care facility	300
Requests of individuals	291
Children's homes – The Most Pleasant Concert	180
Other	80
<b>Total expenses</b>	<b>11,751</b>

The operations of the Foundation were stabilized in 2007. In its financial management, the Foundation complied with the rule, set forth in its Charter, limiting its administrative costs to 20% of the Foundation's endowment. The Foundation was able to raise the funds necessary for securing all projects for providing help to endangered children through contributions from organizations and individuals. Thus, the Foundation fully complied with the objectives as well as the mission stipulated in its Statutes.

## 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 2007 presented in the annual report of the Foundation on pages 44–54 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, 2007, and the income statement, for the year then ended, and a summary of significant accounting policies and other explanatory notes. For details on 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 and 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 the 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, 2007, and its financial performance and its 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 above-mentioned financial statements. The management of Nadace Naše dítě is responsible for the accuracy of the annual report. Our responsibility is to express, based on our audit, an opinion on the consistency of the annual report with the financial statements.

We conducted our audit in accordance with International Standards on Auditing and the related implementation guidance issued by the Chamber of Auditors of the Czech Republic. Those standards require that we plan and perform the audit to obtain reasonable assurance as to whether the information presented in the annual report that describes the facts reflected in the financial statements is consistent, in all material respect, with the financial statements. We have checked that the accounting information presented in the annual report on pages 44–54 is consistent with that contained in the audited financial statements as at 31 December 2007. 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 above-mentioned financial statements.



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



Magdalena Souček  
Partner



Irena Liškařová  
Auditor, License No. 1146

14 March 2008  
Prague, Czech Republic

## Balance Sheet as at 31 December 2007 (in CZK thousands)

ASSETS	Current period opening balance	Current period closing balance
A. Total fixed assets	25	14
I. Total intangible fixed assets	0	0
II. Total tangible fixed assets	1,311	1,252
Separate movable items and groups of movable items	1,311	1,252
III. Total long-term investments	0	0
IV. Adjustments to acquired fixed assets	(1,286)	(1,238)
Adjustment to separate movable items and groups of movable items	(1,286)	(1,238)
B. Total short-term assets	63,812	63,721
I. Total Inventories	143	579
Material in store	143	579
II. Total Receivables	70	1,167
Trade receivables – customers	–	174
Receivables from staff	6	16
Income tax	56	–
Claims for subsidies and other settlements from government budget	–	176
Other receivables	2	64
Unbilled revenue	6	737
III. Total short-term investments	63,562	61,892
Cash	3	12
Tradable shares and other securities	63,559	61,880
IV. Total other assets	37	83
Prepaid expenses	37	83
<b>Total Assets</b>	<b>63,837</b>	<b>63,735</b>

LIABILITIES		Current period opening balance	Current period closing balance
<b>A.</b>	<b>Total equity and liabilities</b>	<b>62,213</b>	<b>62,830</b>
<b>I.</b>	<b>Total equity</b>	<b>58,621</b>	<b>58,882</b>
	Equity	36,146	36,146
	Funds	22,475	22,736
<b>II.</b>	<b>Total profit/loss</b>	<b>3,592</b>	<b>3,948</b>
	Account of profit/loss	3,592	3,948
<b>B.</b>	<b>Total equity and liabilities</b>	<b>1,624</b>	<b>905</b>
<b>I.</b>	<b>Total reserves</b>	<b>0</b>	<b>0</b>
<b>II.</b>	<b>Total long-term liabilities</b>	<b>0</b>	<b>0</b>
<b>III.</b>	<b>Total current liabilities</b>	<b>1,624</b>	<b>899</b>
	Suppliers	105	98
	Liabilities to employees	109	203
	Liabilities arising from social security and health insurance	71	126
	Income tax	–	137
	Other direct taxes	21	44
	Payables to the government budget	929	–
	Other liabilities	279	221
	Unbilled deliveries	110	70
<b>IV.</b>	<b>Total other liabilities</b>	<b>0</b>	<b>6</b>
	Deferred income	–	6
	<b>Total liabilities</b>	<b>63,837</b>	<b>63,735</b>

## Income Statement for the Year Ended 31 December 2007 (in CZK thousands)

A. EXPENSES	For the accounting period		2006
	Main activity	Operational activity	Total
I. Total costs of purchases	267	0	242
Material used	242	–	219
Energy consumption	25	–	23
II. Total services	3,810	0	2,683
Repairs and maintenance	22	–	21
Travel expenses	106	–	113
Expenses for representation	70	–	59
Other services	3,612	–	2,490
III. Total personnel expenses	4,586	0	2,914
Wages and salaries	3,537	–	2,160
Mandatory social security insurance	1,049	–	754
IV. Total taxes and fees	6	0	3
Other taxes and fees	6	–	3
V. Total other expenses	459	0	421
Other penalties and fines	1	–	4
FOREX losses	67	–	62
Gifts	265	–	232
Other expenses	126	–	123
VI. Total depreciation, asset disposals, creation of reserves and provisions	102	0	6
Amortization and depreciation of fixed assets	11	–	6
Material sold	91	–	–
VII. Total contribution provided	2,333	0	1,592
Membership fees provided	2,333	–	1,592
VIII. Total income tax	0	0	0
Total income tax	11,563	0	7,861

B. REVENUES	For the accounting period		2006
	Main activity	Operational activity	Total
I. Total revenue from own products and services	0	663	287
Revenues from services	–	663	287
II. Total change in internal inventory	0	0	0
III. Total capitalization	0	0	0
IV. Total other revenues	1,028	0	1,069
Interest	1,015	–	1,012
FOREX gains	13	–	53
Other revenues	–	–	4
V. Total revenue from sold assets, release of reserves and provisions	445	0	143
Proceeds from material sold	445	–	143
VI. Total contributions received	13,563	0	9,999
Contributions received (donations)	13,563	–	9,999
VII. Total operational subsidy	0	0	0
Total revenues	15,036	663	11,498
C. Profit/loss before taxation	3,473	663	3,637
Income tax	29	159	45
D. Profit/loss after taxation	3,444	504	3,592

## Notes to the Financial Statements for the Year Ended 31 December 2007

### 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, Insert 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 2007. 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 42 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 – chairperson

PaedDr. Jaroslava Jalovecká

Ing. Daniela Sluková, who was a member of the Foundation’s Board of Administration until 30 December 2007, was replaced by Mgr. Martin Chalupský, elected effective from 1 January 2008.

#### Members of the Foundation’s Supervisory Board:

JUDr. Vladimír Doležal

Kamil Čermák

JUDr. Miluše Slapničková

## 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

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 and gifts recorded in the Foundation Register. In addition, the Foundation creates special-purpose funds for predetermined purposes in connection with the Foundation's activities set out in its statutes.

### Foreign Currency Transactions

Assets and liabilities whose acquisition or production costs were denominated in foreign currencies are translated into Czech crowns at a fixed exchange rate corresponding to the Czech National Bank rate set on the first working day of the period. 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 reserves and provisions, entertainment expenses, differences between book and tax depreciation, etc.).

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

#### Intangible and Tangible Fixed Assets

Summary of intangible and tangible fixed assets (in CZK thousands)

Cost	At beginning of year	Additions	Disposals	At end of year
Separate movable items and groups of movable items	1,279	–	(59)	1,220
Donated tangibles	32	–	–	32
<b>2007 Total</b>	<b>1,311</b>	<b>–</b>	<b>(59)</b>	<b>1,252</b>
<b>2006 Total</b>	<b>1,295</b>	<b>16</b>	<b>–</b>	<b>1,311</b>

The 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	(1,279)	–	–	59	(1,220)	–
Donated tangibles	(7)	(11)	–	–	(18)	14
<b>2007 Total</b>	<b>(1,286)</b>	<b>(11)</b>	<b>–</b>	<b>59</b>	<b>(1,238)</b>	<b>14</b>
<b>2006 Total</b>	<b>(1,280)</b>	<b>(6)</b>	<b>–</b>	<b>–</b>	<b>(1,286)</b>	<b>25</b>

## 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 with an approved budget of EUR 170,881, covering the period from 1 January 2007 to 31 December 2008. 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 "EU project"), covering the period from 1 January 2007 to 31 December 2008 with an approved budget of 170,881 EUR. The first installment of CZK 929 thousand arrived in 2006 and was presented within amounts due to government in the balance sheet compiled as at 31 December 2006. In 2007 no additional funds were received. After recognizing the corresponding revenues from this project for 2007, the Foundation recorded a receivable from the European Union of CZK 176 thousand, which is presented within amounts due from government in the accompanying balance sheet.

## Unbilled Revenue

As at 31 December 2007, 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 2006	36,146	22,475	3,592	62,213
Disposals	–	(3,733)	(3,592)	(7,325)
Additions	–	3,994	–	3,994
Profit or loss for current year	–	–	3,948	3,948
Balance as at 31 December 2007	36,146	22,736	3,948	62,830

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

Taxable revenues, other:	458
Taxable income from advertisement	663

The Foundation claimed a tax allowance of CZK 337 thousand, which was used to cover costs associated with activities which are not subject to tax. The income tax liability for 2007 was CZK 188 thousand.

Amount in CZK thousands	2007	2006
Profit before taxes	4,136	3,637
Non-taxable revenues	(14,578)	(11,009)
Non-deductible expenses	11,563	7,859
Taxable income before allowances	1,121	487
Tax allowance	(337)	(300)
<b>Tax base</b>	<b>784</b>	<b>187</b>
<b>Current income tax rate</b>	<b>24%</b>	<b>24%</b>
<b>Income Tax</b>	<b>188</b>	<b>45</b>

## Liabilities

Short-term overdue liabilities totaled CZK 14 thousand and CZK 4 thousand as at 31 December 2007 and 2006, respectively. The liabilities were settled in January 2008 and 2007, respectively.

#### Liabilities due for social security and health insurance:

The deductions from 2007 and 2006 December wages payable as at the wage payment date, i.e., 10 January 2008 and 2007, respectively, are as follows:

Amount in CZK thousands	2007		2006
	Total	Of which EU project	
Prague Social Security Administration, Prague 8	90	34	50
Occupational Health Insurance Co., Prague	15	8	6
General Health Insurance Co., Prague	21	6	15
Prague Financial Authority	44	19	21
<b>Total</b>	<b>170</b>	<b>67</b>	<b>92</b>

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)

	2007		2006
	Total	Number of employees Of which EU project	
Full-time positions	5	–	5
Contract for work	5	3	2
Job performance contract	3	2	1

Amount in CZK thousands	2007		2006
	Total	Of which EU project	
Wages and salaries	3,537	1,141	2,160
Social security and health insurance	1,049	233	754
<b>Total personnel expenses</b>	<b>4,586</b>	<b>1,374</b>	<b>2,914</b>

#### Of those, wage costs for individual projects as per the Foundation statutes in 2007 and 2006:

in CZK thousands	2007	2006
EU project	1,374	–
Stop violence on children – public education	360	353
Puzzle – re-distribution of foundation contributions	471	354
Legal Help Line	202	183
Individual requests	208	203
Safe Internet – nation-wide project	121	118
Foundation Investment Fund	294	275
Cross-border cooperation	249	242
Other	1,307	1,186
<b>Total</b>	<b>4,586</b>	<b>2,914</b>

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

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

	2007		2006	
	Balance sheet	Expense accounts	Balance sheet	Expense accounts
Safety Line for Children and the Youth Association	3,000	–	4,094	–
Grants provided from NIF funds *	442	–	437	–
The nicest concert of children from children's refuges (contest)	–	180	–	180
Foundation contributions within the Puzzle project	–	1,149	–	1,139
Collection for an ill baby	–	–	742	–
Collection to finance child protection – TOP hotel Prague	11	–	–	–
The Krajník children – Argentina	58	–	79	–
Contributions to severely handicapped children – granted by ZFP akademie	170	–	–	–
Contributions to severely handicapped children – other	–	–	79	–
Contributions to the day-care facility AKORD	–	300	–	–
Contribution to the Children's refuge Klánovice	–	333	–	–
Transfer of unused funds to subsequent years	2	–	–	–
Other contributions	50	371	–	273
<b>Total</b>	<b>3,733</b>	<b>2,333</b>	<b>5,431</b>	<b>1,592</b>

\* Grants provided from NIF funds in 2007 totaled CZK 476 thousand. However, CZK 34 thousand was refunded to the Foundation in 2008 before the financial statements for the year ended 2007 were finalized.

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

	2007		2006	
	Balance sheet	Expense accounts	Balance sheet	Expense accounts
Restricted donations	398	–	740	–
Received from: Česká finanční a pojišťovací služba (Czech financial and insurance service)	–	–	50	–
Svaz Vietnamců ČR (Union of Vietnamese in the Czech Republic)	–	–	103	–
Cigler Marani Archit	–	–	50	–
ZFP akademie	170	–	–	–
Provident Financial	60	–	–	–
ATREA	40	–	–	–
Skanska	50	–	–	–
Mr. Kobera Pavel	50	–	–	–
Other	28	–	537	–
Contributions for the EU project	–	755	–	–
Other contributions	–	11,703	–	9,999
EU grants *	–	1,105	–	–
Revenues – interest on NIF	–	764	–	758
Revenues – business activities	–	663	–	287
Revenues – other	–	709	–	454
<b>Total</b>	<b>398</b>	<b>15,699</b>	<b>740</b>	<b>11,498</b>

\* The Foundation has received CZK 929 thousand; the remaining CZK 176 thousand is recorded as a receivable (see Grants above).

**Public collections pursuant to Act No. 117/2001 Coll. as at 31 December 2007:**

In 2007 and 2006, the Foundation organized public fund-raising campaigns in accordance with Act No. 117/2001 Coll. with a gross yield of CZK 4,511 thousand and CZK 2,005 thousand, respectively. In 2007 and 2006, parts of the yield in the amounts of CZK 12 thousand and CZK 660 thousand, respectively, were purposefully bound.

**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 2007 and 2006, the Foundation deposited these funds on a deposit account kept with COMMERZBANK. The term deposits were repayable on 14 January 2008 and 29 December 2007, respectively, and bear an interest rate ranging from 2.05% to 2.40% p.a.

The interest accumulated on term deposits was CZK 764 thousand and CZK 758 thousand and was credited into income for 2007 and 2006, respectively.

In 2007 and 2006, the amounts of CZK 476 thousand and CZK 437 thousand, respectively, were redistributed pursuant to the contractual terms and conditions. The remaining portion was used for the Foundation's administration.

Prepared on 14 March 2008



Zuzana Badyšová  
Accounting entity's statutory body



Marcela Komárková  
Person responsible for the financial statements

## Grant Rules for Awarding Foundation Contributions within the 2007 PUZZLE Project

The goal and purpose of the Our Child Foundation (hereinafter referred to as the "Foundation") is to support humanitarian projects that contribute to the development of an effective system in the Czech Republic aimed at ensuring the protection of children and human rights in accordance with the Convention on the Rights of the Child. Humanitarian projects will be supported by providing contributions for programs that serve to meet the objectives of the Foundation. The Foundation concurrently strives to directly support children who find themselves in very difficult living situations.

### Terms and Conditions for the Foundation Contribution Award:

1. The objective of the project shall be the protection of children in the Czech Republic and/or the project shall be directly associated with child protection, namely of children in a difficult living situation. Furthermore, the project shall be aimed at preventing violence against children, at avoiding negative phenomena in relation to children and youths, and at implementing the Convention of the Rights of the Child into practice.
2. The applicant applying for a foundation contribution shall be a legal entity.
3. Projects shall be implemented in the course of one year (twelve consecutive months), including the drawing up of the relevant budget. The foundation contribution shall not be used to cover capital expenditures.
4. Along with the application, the applicant shall submit an original or a 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 organization - an extract from the register kept by the Ministry of Culture). The certificate of registration shall not be older than 2 months, i.e. the issuing body has issued the certificate in a period of less than 2 months before the submission of the application for a Foundation contribution.

Furthermore, the applicant shall submit an uncertified copy of a document governing the internal terms and conditions of the organization (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 shall be submitted in one copy.
3. The deadline for submitting applications shall be by or before 30 September 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 the 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, indicating whether the application is recommended by her 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; 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 cooperate 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 and shall concurrently document specific aid provided from the awarded grant.

**Grant applications shall 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 organizations (e.g. Articles of Association);
- Project description and schedule;
- Project expenses (budget) – the grant shall not be used to cover capital expenditures;
- Precise specification of the required funds and their manner of use;
- Overview of other funding applications submitted in relation to the project, including the amount.

### Grant Rules for Awarding Foundation Contributions from the Foundation Investment Fund (FIF) in 2007

The goal and purpose of the Our Child Foundation (hereinafter referred to as the "Foundation") is to support humanitarian projects that contribute to the development of an effective system in the Czech Republic aimed at ensuring the protection of children and human rights in accordance with the Convention on the Rights of the Child. Humanitarian projects will be supported by providing grants (foundation contributions) for programs that serve to meet the objectives of the Foundation. The Foundation concurrently strives to directly support children who find themselves in very difficult living situations.

#### Terms and Conditions for Grant Award:

1. The objective of the project shall be the protection of children in the Czech Republic and/or the project shall be directly associated with child protection, namely of children in a difficult living situation. Furthermore, the project shall be aimed at preventing violence against children, avoiding negative phenomena in relation to children and youths, and implementing the Convention of the Rights of the Child into practice.
2. The applicant applying for a grant (Foundation contribution) shall be a legal entity.
3. Projects shall be implemented in the course of one year (twelve consecutive months), including the drawing up of the relevant budget. The Foundation contribution shall not be used to cover capital expenditures.
4. Along with the application, the applicant shall submit an original or a 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 organization - an extract from the register kept by the Ministry of Culture). The certificate of registration shall not be older than 2 months, i.e. the issuing body has issued the certificate in a period of less than 2 months before the submission of the application for a grant.

Furthermore, the applicant shall submit an uncertified copy of a document governing the internal terms and conditions of the organization (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 shall be submitted in triplicate.
3. The deadline for submitting applications shall be by or before March 31 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 the 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's 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 by or before April 30 of the applicable calendar year, indicating whether the application is recommended by her 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's 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; 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 cooperate 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). Any expenses incurred prior to the execution of the contract shall not be covered by the awarded funds.
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 shall comply with the following criteria:**

- Completed application form containing applicant 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 organizations (e.g. Articles of Association);
- Project description and schedule;
- Project expenses (budget);
- Precise specification of the required funds and their manner of use;
- Overview of other funding applications submitted in relation to the project, including the amount.

Prague, September 7, 2000

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

Updated on January 15, 2007

## 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, 2007.

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

Magdalena Souček  
Partner

Irena Liškařová  
Auditor, License No. 1146

14 March 2008  
Prague, Czech Republic

### Our Thanks to the Sponsors of the Annual Report

We would like to thank all those who have participated in publishing this document.

#### Our thanks belong to:

The team at B.I.G. Prague and graphic designer Pavel Rakušan, for the free graphic layout, break and processing of the document;  
The Glos Semily printing house for the free printing of the document.  
Skřivánek s.r.o. translation agency for securing a free translation into English.



# OUR CHILD FOUNDATION BASIC INFORMATION

## Our Child Foundation

Date established: October 1, 1993

Legal form: foundation

Identification Number: 60166754

Tax Identification Number: CZ 60166754

Registration information: District Authority for Prague 8, 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

Ústavní 91/95

181 21 Prague 8

Tel.: +420 266 727 933

Fax: +420 266 727 911

E-mail: nadace@nasedite.cz

Website: www.nasedite.cz

The Foundation's account number for remitting financial donations based on donation agreements: 2388483/0300

Number of Foundation's fundraising bank account: 3300033/0300

Donation SMS: DMS [space] NASEDITE can be sent to the number 87777.

One DMS costs CZK 30. Of this amount, the Our Child Foundation receives CZK 27.

The DMS service is provided by the Donors Forum.