

OUR CHILD FOUNDATION  
ANNUAL REPORT 2009





The campaign entitled Positive Parenting is the foundation's response to the high numbers of physically and mentally abused children in the Czech Republic. "Positive Parenting" means that children are granted unconditional love, safety, and support from their parents who are able to spend as much time as possible with their children, and listen to them. At the same time they shall be able to define boundaries and explain unacceptable behaviours by non-violent means of punishment, should it be unavoidable.

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



### Dear Friends,

the year 2009 was very tough for us because of the global financial crisis. However, we succeeded thanks to you.

Thanks to your support and trust we could help hundreds of at-risk children, and not just in terms of financial help. Many parents received professional advice, contact information or edification. There are still more and more applications for help to disabled children from socially disadvantaged families. Thanks to your help we **redistributed CZK 8.8 million** to children in need in the year 2009.

An example of the above may be the purchase of a specially refitted vehicle for a seriously handicapped girl thanks to a charity drive organised by the foundation. If the family did not have the car the girl would not be able to go to rehabilitation procedures and other forms of treatment. We collected far more than we needed. The extra resources were used in 2010 to purchase a car for another family with a seriously disabled girl.

Our activities for the benefit of at-risk children are summarised in this annual report.

We are glad to announce that we have retained our position in the **Czech Top 100** competition of "most favourite companies and organisations" in the Czech Republic.

In 2009 our foundation took an important step in terms of the protection of children and promotion of healthy relationships in families. We launched a campaign entitled **Positive Parenting**. Its main idea is raising children without corporal and psychological punishment. Unconditional love and willingness to listen and spend more time with children are the foundation stones for positive habits, strong characters in children and happy childhood. We were pleasantly surprised by the response on the side of parents and experts concerned with education and child care issues. They appreciated the self-education opportunities represented by seminars taught at our foundation, as well as the chance to absorb ideas of positive attitudes towards the parenting mission.

For the third year running, our Foundation has been operating the **Internet Hotline** to combat child pornography on the web. Child abuse in Internet contents is a serious problem these days. In our opinion, it is essential that we cooperate with law enforcement agencies and foreign hotlines in blocking inappropriate contents and reducing Internet-related crime rate.

Hundreds of parents found our **Legal Aid Line** particularly important and helpful. For the fourth year running, our Foundation provided free-of-charge professional consulting in the area of family law and child protection. Kind cooperation of lawyers under the auspices of the Czech Bar Association is highly appreciated.

We would like to thank all companies and the general public for their cooperation and support. Ordinary people have been helping us absolutely anonymously! By giving us your donations, you are giving us a piece of yourself. Thanks to your help, we can change the destiny of many children for the better. Your trust, cooperation and long-term support is highly appreciated.

We would like to thank our patrons, Mrs. Helena Vondráčková and RWE Transgas, a.s., all our kind sponsors, complaisant artists and donors who support the activities of the Foundation for the benefit of at-risk children, be it morally or financially.

I would also like to thank our Board of Trustees and the Supervisory Board, our auditors and the team of partners for their conscientious work.

Yours faithfully,



Zuzana Baudyšová,  
Director of the Our Child Foundation

## FOREWORD BY MILAN FAFEJTA, CEO OF PRAŽSKÁ PLYNÁRENSKÁ, A.S.



### **The Pražská plynárenská, a.s. company has supported the Our Child Foundation for a long time. Why did you decide to cooperate with this non-profit organisation?**

Cooperation between the non-profit sector and large companies is a common thing these days and Pražská plynárenská is not an exception. There are numerous projects the implementation of which requires financial support from the commercial sector. Which is why one has to make a decision in terms of their focus and particular projects that deserve to be supported? In our philanthropic activities we focused on helping those who really need help. So it was a natural decision to support children in dire situations. Projects organised by the Our Child Foundation are known to have concrete results. The decision to support this particular foundation was not a hard one. I am glad we can take part in doing a good thing.

### **How do you find the cooperation with the Foundation so far?**

Pražská plynárenská has cooperated with the Our Child Foundation for more than ten years. I think it speaks for itself. It is inspiring to see the extraordinary enthusiasm of the people in the Foundation. I would like to with the Our Child Foundation and its partners the best of luck and success in their endeavours.

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

Milan Fafejta,  
CEO of Pražská plynárenská, a.s.

## FOREWORD BY MARTA PTÁČKOVÁ, CHAIRWOMAN OF THE BOARD OF TRUSTEES OF THE OUR CHILD FOUNDATION



**You have been Chairwoman of the Board of Trustees of the Our Child Foundation from the very beginning. How would you describe its activities so far?**

I have been involved with the Our Child Foundation from the very beginning and to be able to participate in its child protection efforts for seventeen years. I am very happy about the achievements for the benefit of at-risk children. At the same time I am well aware of the commitment that I and my team have towards the children and our sponsors, whom I would like to thank on this occasion. We must also help children whose life did not start the normal way as one would expect.

**What is your wish for children who have tough childhood and seek support from the Our Child Foundation?**

I was lucky to have had kind and caring parents. Me and my siblings had a great childhood. My parents' love gave me solid foundation for strength that comes in handy when I am either happy or sad. As I get older my gratitude for this gift is bigger and bigger. So I wish all of them kind and strong families. And as for children who do not have families of their own, I wish they could find a helping hand, perhaps in the Our Child Foundation.

A handwritten signature in black ink that reads "Marta Ptáčková". The signature is fluid and cursive, with a long, sweeping flourish at the end.

Marta Ptáčková,  
Chairwoman of the Board of Trustees  
of the Our Child Foundation

## FOREWORD BY FRANTIŠEK WAGNER, EXECUTIVE HEAD OF THE ROSSMANN, SPOL. S R.O. COMPANY



**The Rossmann, spol. s r.o. company organised a huge campaign in 2009 in which more than two million crowns were collected for children's smile for the benefit of the Our Child Foundation. Why did you decide to support this particular foundation by your campaign?**

The campaign entitled Five million for children's smile was our way to celebrate the 15th anniversary of the Rossmann, spol. s r.o. company on the Czech market and to thank Czech consumers for their contribution to our growth and prosperity. So we looked for suitable project that were worth supporting. And since we are aware of the importance of family and health, we decided to invest in this area. Most of our employees are parents themselves.

And most of our female customers are mothers. However, not everyone has the opportunity to grow up in families and to have family backgrounds. We were later convinced that our choice had been the right choice – and not just by numbers. We wanted to choose an organisation with previous experience that would help us give the money to the right recipients. We contacted the Our Child Foundation because of its superb reputation and because of the trust we had in its founder, Zuzana Baudyšová. She is a very nice woman whose work is her mission.

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

František Wagner,  
Executive Head of the Rossmann,  
spol. s r.o. company.



## FOREWORD BY MILOSLAV HÁJEK, DIRECTOR OF THE C & A MODA, S.R.O. COMPANY



**For the second time in a row, the C&A company became the respected Sponsor of the year of the Our Child Foundation.**

**Why did you decide to sponsor this particular foundation?**

Why the Our Child Foundation? Because this foundation gives the most beautiful gift to its sponsors: it is the smile on the faces of children whose destiny was not the brightest one you can imagine.

**What do you think about child protection in the Czech Republic?**

In global terms, the level of protection of children in the Czech Republic appears to be good. However, it doesn't mean that it is perfect, let alone unnecessary. It is admirable that the Our Child Foundation not only specialises in helping specific children and organisations by specific projects, but it is also concerned with edification with respect to children's rights and family relationships.

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

Miloslav Hájek,  
Director of the C & A Moda, s.r.o. company

## PROFILE OF THE OUR CHILD FOUNDATION

The Our Child Foundation has been helping children in difficult, life-affecting situations since 1 October 1993. Throughout its history the Foundation Director has been its founder, Zuzana Baudyšová, who is also the founder of the Safety Line, the Parent Line and the Call Home Line. Between 1994 and 2004 the Foundation operated these crisis intervention lines. Having transferred the agenda onto Sdružení Linka bezpečí (Safety Line Association) the Foundation remained its general sponsor. It still co-finances them.

Our Foundation strives to help abused, disabled, molested, abandoned and otherwise at-risk or disadvantages children. This involves financial support, legal counselling or educational activities. In addition, the Foundation is also active in campaigning for legislative changes etc. We work in partnerships with numerous respected international organisations and participate in child protection programmes in the EU.

Every year the Foundation announces several proceedings for awarding grants to support organisations that take care of at-risk children. It processes individual requests to help children in life-affecting situations. It provides contributions for the purchase of rehabilitation aids for

disables children, hearing aids, personal assistants or financial support to children from particularly socially disadvantaged families, etc.

The Foundation's long-term focus includes educational and prevention campaigns. In 2009 the Foundation focused on the Positive Parenting campaign, as a part of the STOP Violence Against Children campaign that was launched in 2005. It is a campaign that stresses the importance of raising children without physical and psychological forms of punishment. Every year since the year 2005 the Foundation awards the Golden Heart Award to child protectors. The award for extraordinary achievements in the area of protection of lives and well-being of children is dedicated to famous child psychologist, Professor Zdeněk Matějček.

Of particular importance is the launch and operation of the Legal Aid Line, through which legal advice concerning family law is given by legal counsellors for free (only for the price of the phone call itself). Hundreds of parents in difficult social or family situation have so far sought help through this line. The Foundation launched this line on 23 October 2005. It 2006 it was awarded the Legal Counsellor of the Year in the Family law category.

Since 2007 the Foundation has played an important role in protecting children from Internet contents through the first Czech hotline of its kind, the Internet Hotline, as well as through educational projects. As a part of global endeavours to eradicate child pornography and other unacceptable contents, The hotline processes on average 180 reports a month. Thanks to close cooperation with law enforcement authorities and foreign hotlines the Foundation takes part in eliminating child pornography, prostitution, extremism and other forms of crime that represent on-line hazards to children.

The Director of the Our Child Foundation, Zuzana Baudyšová and her deputy, the Foundation Attorney, Monika Šimůnková, participated over the course of 2009 in numerous government-level meetings or meetings on the NPO or education level. They represented the Foundation and the Czech Republic at numerous international conventions of child protectors.

### **Help to children and parents:**

The Our Child Foundation: [www.nasedite.cz](http://www.nasedite.cz)  
Legal Aid Line: 777 800 002, [lpp@nasedite.cz](mailto:lpp@nasedite.cz)  
Internet Hotline: [www.internethotline.cz](http://www.internethotline.cz),  
[oznamte@internethotline.cz](mailto:oznamte@internethotline.cz)  
Safety Line: 116 111  
Parent Line: 840 111 234  
Call Home Line: 800 111 113, 724 727 777

# ORGANISATIONAL STRUCTURE

## Foundation Director

### **Zuzana Baudyšová**

She founded the Our Child Foundation and has been its director since 1993.

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

Until 2009 she was a member of the Committee for the Rights of the Child of the Government Council for Human Rights Member of the Board of Directors of the European Federation for Missing and Commercially Exploited Children, Missing Children Europe, with its headquarters in Brussels.

Honorary member of NSPCC (National Society for the Prevention of Cruelty to Children).



Bottom, right to left: Monika Šimůnková, Zuzana Baudyšová, Michaela Maxová.

Top, right to left: Anna Žebrová, Petra Adámková, Petra Kácovská.

## Foundation Board of Trustees

### **Marta Ptáčková**

Chairwoman of the Board of Trustees

### **Jaroslava Jalovecká**

Deputy Chairwoman of the Board of Trustees

### **Martin Chalupský**

Member of the Board of Trustees

## Supervisory Board

### **Vladimír Doležal**

Member of the Supervisory Board

### **Miluše Slapničková**

Member of the Supervisory Board

### **Kamil Čermák**

Member of the Supervisory Board

## Foundation Employees:

### **Monika Šimůnková**

Deputy Director  
Foundation Attorney  
Manager of the Legal Aid Line  
Manager of the Internet Hotline for international activities  
Member of the Board of Directors of the Safety Line Association (until November 2009)

### **Michaela Maxová**

Fundraising Manager  
Production Manager

### **Anna Žebrová**

Foundation Secretary  
Economic Agenda

### **Petra Kácovská**

Advertising and Promotion Manager

### **Petra Adámková**

Public Relations

## Foundation Patroness

### **Helena Vondráčková**



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A positive attitude towards raising children means the creation of environment for happy and comfortable childhood. Children who are raised in an atmosphere of respect with no violent means of punishment involved tend to be (among other things) more communicative, they experience fewer emotional issues and they are more responsible for their actions.



## POSITIVE PARENTING

In 2009 the Our Child Foundation launched an educational campaign entitled Positive Parenting in which it made use of its previous experience with a long-term campaign entitled STOP Violence Against Children. Its goal is to raise awareness with respect to high numbers of physically and mentally abused children in the Czech Republic.

In the Positives Parenting campaign the Foundation strives to stress out the importance of raising children in the atmosphere of respect, with no violent methods involved. Positive attitude towards parenting It is essential that children receive unconditional love, safety and support from their parents.

Positive Parenting stresses out the necessity to define borderlines and rules in raising children that guide children in easier and clearer assumption of responsibility for their own behaviour and actions. The purpose of this campaign is to improve relationships between parents and children, with an emphasis on raising children without any physical and psychological methods of punishment.

In 2010 the educational campaign was extended to include seminars taught by respected experts in child psychology. They can be attended by the general public and experts and they offer inspiration and the possibility to share experience with raising children.

The purpose of this campaign and cooperation with experts is to contribute to awareness and discussion in finding answers to hot issues related to relationships in families under today's conditions.

According to the Ministry of Labour and Social Affairs 2009 statistics, 3,613 cases of child abuse were reported. 1,536 cases of violence in complete families (i.e. with both father and mother living in the same household) were proved. However, these are only recorded cases. Tens of thousands unrevealed cases of child abuse are thought to have taken place.

Experts still discuss the issues of corporal punishment, i.e. whether it should be prohibited altogether, or whether it should be acceptable to limited extent and on soft tissues only. Even though most European countries have outlawed corporal punishment completely we are aware of the negative reaction and lack of understanding on the side of a greater part of the Czech public with respect to the proposal to outlaw corporal punishment.



## FIVE MILLION FOR CHILDREN'S SMILE

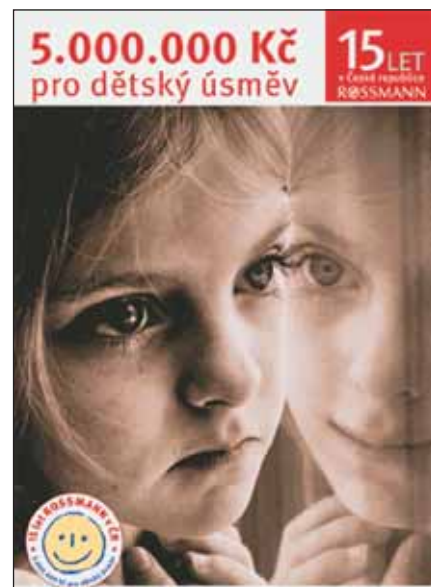
Thousands of kind donors from all over the country supported a charity event organised by the Rossmann, spol. s r.o. company for the benefit of at-risk and ill children. People who bought an item bearing a special logo of the event entitled Five million for children's smile did a good deed. Earnings from the sale of every single product went to particular projects to support children. The event took place under the auspices of Mr. Jiří Janeček, Councilman of the City of Prague for social matters.

In six days (10 August–15 August 2010) the amount of CZK 5,610,028 was collected in 110 drugstores and perfume stores of the Rossmann retail chain thanks to the organiser, partners and kind shoppers. The earnings were equally distributed among specific projects organised by the Foundation fund Kapka naděje and the Our Child Foundation.

The Our Child Foundation received CZK 2,805,014. The amount was distributed among three important projects that aim to help children cope with traumas caused by violence and projects the purpose of which is to eradicate these atrocities.

- The amount of CZK 1,402,507 was granted to the Fund for Children in Need to run its facility Klokánek (Baby Kangaroo), where abused and sexually exploited children live.
- The amount of CZK 701,254 was granted to the Children's Crisis Centre Prague that helps children cope with effects of abuse and regain strength to live on.
- The amount of CZK 701,253 was used to support the programme entitled STOP Violence Against Children organised by the Our Child Foundation, the purpose of which is to prevent abuse and sexual exploitation and to protect children's lives and well-being. Part of the project is also the educational campaign entitled Positive Parenting.

The Our Child Foundation would like to thank the Rossmann spol. s r.o. company for including the foundation into its charity event and for successful realisation thereof. We would like to thank our business partners and media outlets. We would like to express our gratitude to the general public and to all donors who purchased the products bearing the charity logo for their contribution. The generous earnings helped at-risk, abused and molested children. The Rossmann, spol. s r.o. company become the Sponsor of the year 2009 of the Our



Child Foundation. Not just because of the generous financial support, but also because of the level of moral support.

**How does the director of the Rossmann, spol. s r.o. company, František Wagner, evaluated the campaign and cooperation with the Our Child Foundation?**

The campaign was a success, as one tells by the amount collected, i.e. CZK 5,610,028. Of this amount CZK 2,805,014 was granted to the Our Child Foundation. Cooperation with the Our Child Foundation was flawless and nothing but professional. We admire their enthusiasm and determination in their fight for the greater good – i.e. by helping helpless children. All projects that help children are the result of hard work of the foundation. We “only” provide financial support to selected projects. The Director of the Foundation, Zuzana Baudyšová, and her team are doing a great job and we wish them strength and the best of luck in their future endeavours. It is a challenging path to take and we are glad that we could accompany the Our Child Foundation for a while. Our feelings about the campaign are positive and we are looking forward to future cooperation.



Campaign's press conference attended by the representatives of Rossmann, Foundation fund, the foundation and City of Prague.



Zuzana Baudyšová (right) presented CEO Florian Knauer (middle) with a thank-you certificate for the support of at-risk children. Pictured on the left is Olga Stanley, Project Manager of the Rossmann company.



Handover of generous amount on behalf of the protection of rights and well-being of children.



## ACTIVITIES AIMED AT HELPING CHILDREN IN 2009

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

#### PUZZLE 2009

The purpose of the Puzzle 2009 grant proceeding was to support four organisations by the amount of CZK 200,000

Already for the fifth time, the Foundation announced proceedings entitled Puzzle intended for citizen's associations and other non-governmental institutions that help at-risk, abused, sexually exploited, disabled and abandoned children, or mothers and fathers in difficult life-affecting situations, etc. The Foundation received a total of 48 requests from organisations. Based on a resolution of the Board of Trustees the Our Child Foundation supported four humanitarian projects. The Board of Trustees approved the projects based upon recommendations from the Board of Advisors and the Foundation Director. In line with grant rules, which are available at [www.nasedite.cz](http://www.nasedite.cz), funds were transferred to the applicants in December 2009 to support projects implemented in 2010.

**Within the Puzzle 2009 grant programme the Our Child Foundation supported the following organisations and projects:**

DANETA, self-help association of parents and friends of disabled children, citizen's association, Hradec Králové

*Project entitled "For better communication"*

The project involves help to children with mental and combined disability in whose case it is necessary to encourage the development of communication with people around them at a very young age. For this purpose, special educator and speech therapist assistance is necessary, as are special compensation aids. Communication is a basic prerequisite for raising, education and easier assimilation of disabled children into their respective peer groups. The Foundation contributed CZK 50,000 for the development of communication skills of disabled children.

Association of Parents and Friends of Disabled Children in the Czech Republic, the "Hornomlýnská" club, Prague 4  
*Project entitled Centrum FILIPOVKA, utilisation of the basal stimulation concept in disabled children as a part of the respite care process*

The main aim of the project is to improve the quality of life of children with serious disabilities and to contribute to better understanding and exchange of information between disabled children and personal assistants. Under the basal stimulation concept, seriously disabled children are perceived as functioning and autonomous personalities, as well as members of the society that are not to be ignored. It continuously emphasises the goals of the disabled and the necessity to support and promote preconditions for their achievement. The Foundation allocated CZK 50,000 for training of respite care assistants in the methods of basal stimulation.

Acorus, o. s., Prague 9  
*Project entitled Systematic work with children as witnesses to domestic violence*

This project is aimed at systematic work with children whose mothers had to seek asylum in the asylum centre of the Psychosocial centre Acorus for victims of domestic violence. These children are often secondary or direct victims of domestic violence. Their recent traumatic experience has negative impacts on their psychosocial development in all aspects of life. The aim of the project is to investigate into individual hazards in specific children and to help mothers make the appropriate steps, so as to minimise the negative effects of domestic violence on their children. For this purpose, the Foundation allocated and presented CZK 50,000 as a part of the Puzzle 2009 grant.

The J. J. Pestalozzi Centre, o.p.s., Chrudim  
*The "We Can Overcome Fright" project*

This project represents an extension of a current project the purpose of which is to provide comprehensive help to domestic violence victims, namely to children, young people and mothers with small children. It enables flexible and individual approach towards violence victims, in order to cater for their needs and individual treatment requirements. It includes individual therapy and group counselling. Services can be provided either anonymously or to clients whose identity is known. There are several forms of contacts with specialists that client can choose from: be they anonymous phone calls, e-mails or personal face-to-face communication with social workers. The Our Child Foundation allocated CZK 50,000 for this project.

## GRANTS PROVIDED FROM THE FOUNDATION INVESTMENT FUND (FIF) IN 2009

Within the FIF grant proceedings, the Our Child Foundation supported 20 projects. It redistributed a total of CZK 681,817.

The grant proceedings are intended to support humanitarian projects and programmes engaged in child protection. Proceedings are open to civic associations, special-purpose facilities operated by churches and public service organisations active in the area of protecting children and their rights (it does not apply to foundations). The foundation makes sure the supported projects comply with the Convention on the Rights of the Child.

In 2009, the Foundation received applications from 66 organisations, 24 of which had formal deficiencies and had to be eliminated from the decision making process. The Board of Trustees decided to support 20 projects the purpose of which was to help and support at-risk children

Projects receiving FIF grants in 2009:

Applicant	Supported project	Awarded amount in CZK
AKORD, o. s., Praha	Providing assistant and physiotherapeutic care to disabled children	90,000
APLA-JM, o. s., Brno	Assistant service for children suffering autism spectrum disorders	19,000
Archdiocese Charity, Prague	Therapeutic programme for children – victims of, and witnesses to, domestic violence	25,000
Centrum pro rodinu Terezín, o.s. (Centre for Family)	Prevention of failure of the system of aftercare in children in foster families	60,000
DANETA, o.s., Hradec Králové	Special aids for children with visual impairment	30,000
Dětské krizové centrum, o. s., Praha Children's Crisis Centre, Prague	Professional interdisciplinary care of at-risk, abused and molested children	18,000
DĚTSKÝ KLÍČ Šumperk, o.p.s. Children's Key	Personal assistance for children with autism	25,000
Diakonie CCE – the Betlém centre	Canistherapy, hippotherapy for disabled children	25,000
Diakonie CCE, the Javorník – Travná centre	Half-way home 2009	25,000
Farní charita Česká Lípa (parish charity)	Leisure-time activities for abused, molested and neglected children	40,000
Helppes, o.s., Prague	Canistherapy for disabled children	28,317
JAHODA, o.s., Prague	Social worker for a community centre	25,000
Kolpingova rodina, Prague 8	Kolping House – shelter for mothers with children	21,000
Kolpingova rodina, Smečno	Psycho-therapeutical stay for families with children suffering from spinal muscular atrophy	50,000
Koníček, o.s., Adamov	Hippotherapy, zootherapy for disabled children	30,000
Letní dům, o. s. – Summer House, Prague	Social rehabilitation for children and young people from children's homes	20,000
Slezská diakonie, Český Těšín	Rehabilitation aid for disabled children	60,000
Slezská diakonie, the Eliada centre, Brno	Personal assistance for disabled children	37,500
Sluneční domov, MO SPMP Prague 9 (The Sunny Home)	Rehabilitation and recreational stay for children with autistic spectre of defects	30,000
Teen Challenge International ČR, Prague	Running a day care centre for at-risk children and young people	23,000
Total sum provided within the FIF grant proceedings in 2009		681,817

There is nothing more beautiful than bright and genuine children's laughter. Joy, laughter and play. Children like to laugh and they like to play even more. Give them the most valuable thing – your love and time.



## INDIVIDUAL APPLICATIONS IN 2009

Financial support of individual applications is an important part of the efforts of the Foundation to directly support at-risk and disadvantages children. Still more and more people and relatives of disabled, injured, abused or molested children turn to the Foundation for help, as do socially disadvantaged families. Through said individual applications the Foundation provides contributions for the purchase of rehabilitation aids for disabled children, hearing aids, personal assistants or financial support to children from particularly socially disadvantaged families, etc.

The decision whether to provide financial support of up to CZK 10,000 rests with the Foundation Director Zuzana Baudyšová. Awards above this amount in case of applications submitted by a family or institution concerned with the care of at-risk children are decided upon by the Foundation Board of Trustees. Approved applications should always comply with the Foundation Statutes and the purpose for which the Foundation was established.

**In 2009 the Foundation gave financial support to 50 individual applications in the amount of CZK 3,309,847.**

This represents an increase by 11 applications, if compared with the year 2008.

### Rehab Motomed for Patrik after a serious injury

The Foundation approved an application from a mother from the Liberec Region who wanted to purchase a special rehab device referred to as Motomed. The purpose of this device is to improve muscle strength of her 14 year-old son Patrik who suffers consequences of a head injury. During a football game the ball landed on a roof of a nearby garage. Patrik climbed up to get it and fell and landed on his head. He was in coma, remained unconscious for five weeks and underwent several brain surgeries, which included craniectomy. According to his mother, the boy who used to be playful and active ended up in a state of conscious unconsciousness. It was a big tragedy for the family. Having been released from hospital, the boy could not control bodily functions and he didn't talk or eat. Years of relentless efforts started to show some results and Patrik's condition improved. He can now repeat more than 100 words; he can also repeat a short poem, even though he is unable to comprehend individual words and sentences. However, his condition is complicated by post-injury epilepsy. His health condition almost has not changed. The mother who has fully focused on her son turned to the Our Child Foundation with a request for a financial contribution so that she could purchase the rehab Motomed. It is specifically designed to affix the boy's extremities, it enables movement and it also improves the strength of muscles. The Our Child Foundation



Patrik on his new Motomed. Pictured with his mom and younger brother.

granted CZK 10,000 that facilitated the purchase of the device for CZK 138,000. Having overcome some initial fears, Patrik exercises on the device with the help from his mom and younger brother.

### Assistance to children who were affected by July floods

In the summer of 2009 the Czech Republic was affected by devastating floods. The Foundation responded to a request from the Beruška (Ladybug) Kindergarten from Nový Jičín and granted a financial contribution in the amount of CZK 40,800 to remunerate a stay in a summer camp for 12 children from the flooded towns and villages. The kindergarten organised the summer camp from 3 July to 10 July in the Beskydy Mountains. The Foundation covered the costs of transportation, board, accommodation and other costs associated with the stay of 12 children from families whose households were damaged or destroyed by floods. The summer camp stay helped children cope with their recent traumatic experience.

Applicant	Supported project	Awarded amount in CZK
AKORD, o. s., Praha	Contribution for the purchase of equipment for the Akord day care centre	100,000
Antonovičová Milena	Mechanical wheelchair for daughter who suffers from cerebral palsy	40,861
Babybox, o.s. - Statim	Contribution for the construction of a "babybox" in a hospital in Kroměříž	100,000
Bidmonová Lenka	Spa therapy for ill daughter	4,818
Bognárová Marcela	Stay at a summer camp for a boy from a socially disadvantaged family	3,500
Brunátová Iva	Special baby carriage for daughter with serious physical handicap	10,000
Dašková Zuzana	Remuneration of kindergarten fees, clothes for daughter whose mother is a single mother with serious physical handicap	6,505
Dětské krizové centrum, o. s. - Children's Crisis Centre, Prague	Contribution for the operation of the centre	701,254
Dětský domov a MŠ Horní Slavkov (Children's Home with Kindergarten)	Treatment stay in the Czech Republic	15,000
Children's Home and School Canteen, Most	Talent show entitled "Most Cherished Concert" for children from children's homes	50,000
Children's Home in Býchory	Project supporting developing the talents of children	10,000
EPHATA, o. s., Praha	Psycho-rehabilitation activities in 2008 and 2009 for children with hearing impairments	12,000
Fajkusová Michaela	Wheelchair for disabled daughter	10,000
Famfulíková Petra	Special baby carriage for disabled son	10,000
The Fund For Children in Need	Covering the costs for children staying at a Klokánek facility	1,402,507
Hošková Pavlína	Motioned for disabled son	10,000
Chvátalová Gabriela	Special pushchair with accessories for seriously disabled son	10,000
2nd Basic School, Jirkov	Transporting children from special schools to children's summer camp and school supplies for a foster parent with two underage siblings	5,000
Jirásková Alžběta	Remuneration of expenses incurred with respect to treatment	46,732
Juchelka Jiří	Special seat for disabled child	7,263
Kameníčková Renata	Positioning device for disabled son	5,128
Králová Hana	Walking aid for disabled son	10,000
Křížová Michaela	Positioning device for disabled child	5,577
Kuňáková Iveta	Positioning device for disabled son	10,000
Líznerová Ivana	Stair-climbing device for disabled son	4,260
The Beruška (Ladybug) Kindergarten, Nový Jičín	Treatment camp for 12 children from families affected by floods	40,800
Matušková Eva	Walking aid for daughter with a congenital defect	9,118

Applicant	Supported project	Awarded amount in CZK
Menšíková Lochmanová Simona	Special "Junior" tricycle for disabled son	2,000
Miková Soňa	Rent for a client at the "Most k životu" (Bridge to Life) asylum home, Trutnov	7,440
Moždíková Zuzana	Special baby carriage for disabled son	10,000
Navrátilová Martina	Adjustable bed for disabled son	10,000
Nováčková Eva	Purchase of supplies for an underage mother's newborn baby	10,000
Palkechová Vladislava	Wheelchair accessories for daughter suffering from cerebral palsy	10,000
Pod křídly, o. s. (Under Wings), Valašské Meziříčí	Contribution for equipment for a half-way house	60,000
Rohánková Vlasta	Treatment of grandson who suffered severe burns and was physically abused	12,580
Rohovský Pavel	Special baby carriage for disabled daughter	10,000
Romodrom, o. s.	Support for family in difficult financial situation – purchase of nappies for 1.5-year old son	3,882
Rýdlová Hana	Wheelchair for disabled daughter	9,199
Schmiedhuber Luděk	Rehabilitation pushchair for seriously disabled daughter	29,926
Slaninová Alexandra	Wheelchair for disabled daughter	10,000
Solařová Šárka	Tuition for daughter from a socially disadvantaged family	6,000
Šantorová Věra	Stay at a summer camp for two children from a socially disadvantaged family	7,000
Tvarůžkovi (the Tvarůžek family)	Pushchair for disabled son	10,000
Ungerová Gabriela	Remuneration of costs incurred with respect to visit of daughter in Italy – international child custody dispute	10,000
Vašátková Hana	Treatment stay in the Czech Republic	5,128
Veselá-Pecková Hana	Mechanical wheelchair for disabled son	10,000
Wawrzosova Sylva	Car for transport of seriously disabled daughter	436,369
Total amount provided as part of individual applications 2009		3,309,847

## LEGAL AID LINE

Among the Foundation's long-term projects is the Legal Aid Line where free-of-charge legal consulting is provided by experienced attorneys who specialise in issues concerning the protection of children. In cooperation with the Czech Bar Association, the Foundation launched the Legal Aid Line on 23 November 2005, and it ensures its continuous operation. Legal advice can be sought by parents, relatives, social workers, educators etc. either via e-mail or phone. It specialises in family law and is intended to serve the general public. In 2006 it was awarded the Lawyer of the Year Award in this area. Expert advice is provided by experienced lawyers free of charge. Clients only pay telephone charges. E-mails are free.

**Legal Aid Line contact telephone number:**  
777 800 002

**Contact e-mail:** lpp@nasedite.cz

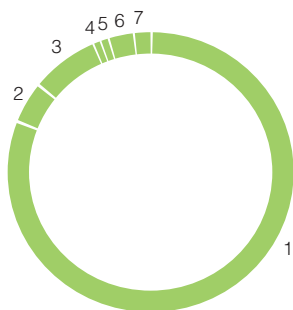
Experienced lawyers employed by the Legal Aid Line of the Our Child Foundation helped during 2009 on Wednesdays between 10:00 a.m. and 6:00 p.m.

From its launch through to 31 December 2009 lawyers for the Legal Aid Line answered more than 1,242 telephone calls and over 359 email enquiries. In 2009 it represents 229 calls and 69 e-mails.

Callers most usually seek advice with respect to divorces and post-divorce arrangements. Parents ask about their possibilities in terms of arrangements of contacts with their children, or they want to know what to do and where to seek help in case their partner fails to comply with the verdict on custody, etc. The lawyers also give advice in the area of criminal and civil law, social security or institutional care. Clients also ask about issues concerning fostering and adoption, determination and denial of paternity, relations with grandparents, etc.

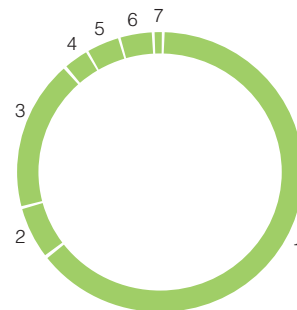
According to statistics, professional legal aid is most usually sought by mothers. Grandparents and other relatives are among frequent callers as well. Lawyers often provide consultation services in cases of international marriages when the couple faces divorce or separation. The Czech parent then asks what to do to be able to live in the Czech Republic with his or her child, without facing abduction charges, etc. The Legal Aid Line records enquiries from social workers, school representatives and the children in life-affecting situations themselves.

Structure of calls in 2009 – by topic in %



1 Family law – total	80
2 Civil law	5
3 Criminal law	8
4 Social security	1
5 Institutional care	1
6 Questions from other legal areas	3
7 Other	2

Structure of e-mails in 2009 – by topic in %



1 Family law – total	65
2 Civil law	6
3 Criminal law	17
4 Social security	3
5 Psychological problems	4
6 Questions from other legal areas	4
7 Other	1



In 2009, legal consulting services were provided on the Legal Aid Line for free by the Legal Line Manager, Monika Šimůnková and the following experts who worked for free: Marie Myslílová, Jitka Kučerová, Markéta Vařková, David Strupek, Zuzana Bělinová (Špírková).

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

**Director of the Foundation spoke at a conference on out-of-court settlements**  
Zuzana Baudyšová spoke on the topic of: Disputes of families from the perspective of non-profit organisations concerned with the rights of children. On 21–22 September 2009 the Office of the Public Defender of Rights (Ombudsman) in Brno hosted a conference with workshop and panel discussion under the auspices of the Minister of Justice of the Czech Republic, Daniela Kovářová, Mayor of the City of Brno Roman Onderka and Governor of the South Moravian Region Michal Hašek. The main topic of the conference was the issue of out-of-court settlements. It was organised by the Union of Professional Mediators of the Czech Republic in cooperation with the Association of In-house Lawyers of the Czech Republic, the Collaborative Law working group and the University of Jan Amos Komenský.

The Director of the Foundation presented the long-term experience of the Our Child Foundation with legal counselling to families and with help via expert mediators who can help prevent nasty disputes concerning the custody of children whose parents can't reach agreements of post-divorce custody.

**Monika Šimůnková represented the Foundation at a conference of female lawyers Femina Iuris Monika Šimůnková**

The very first conference of Czech female lawyers, Femina Iuris, was organised by the Czech Bar Association. The association and the Our Child Foundation cooperate on the Legal Aid Line project. The conference was held in Prague on 19–20 November 2009 in the presence of the Minister of Justice Daniela Kovářová. Renata Vesecká (The Supreme Public Prosecutor of the Czech Republic), Petra Buzková (lawyer and former Minister of Education) and Dagmar Lastovecká (Constitutional Court Justice) presented their contributions, as did Anne Birgitte Gammeljord (CCBE President) and many other noted female lawyers. The main topic of the conference was: Female lawyers as managers of their own professional and personal lives. Discussions also focused on the issues of Czech approach towards justice, consumer protection and family law. The Foundation Attorney, Monika Šimůnková, spoke at this conference during a programme entitled

**Volejte průřevní pomoc**  
**777 800 002**  
Linka právní pomoci Nadace Naše dítě  
středa 14.00–18.00 hod.

Potřebujete radu v oblasti právní ochrany nezletilých?  
Máte právní problém týkající se vztahů rodičů a dětí?  
Máte dotaz ohledně osvojení, pěstunské péče či ústavní výchovy?  
Víte o opáčení trestného činu na dítěti a nevíte, co máte dělat?

Obraťte se na Linku právní pomoci Nadace Naše dítě.

Tam získáte právní rady a informace o možnostech pomoci v řešení vašeho problému, zodpovíte dotazy, dozvíte se, jak můžete ve vaší situaci postupovat. Linka je určena pouze pro dotazy ohledně problematiky dětí a nezletilých.

Pracovní hodiny: 14.00–18.00 hod. středa  
provoz: 14.00–18.00 hod. středa

dmf  
Nadace Naše dítě  
www.nasedite.cz  
Step učili na dítěch

Family law in international contexts, her contribution was entitled: Legal assistance possibilities in the protection of children in the non-profit sector.



Raising children by love, respect and understanding is based on the best interests of children. It brings joy to children and parents alike. Parenting is educational, encouraging, it includes appreciation. It enables full-fledged development of a child.

## INTERNET HOTLINE, SAFER INTERNET FOR CHILDREN

Children face risk when using the Internet for work or play. The first Czech hotline of the Our Child Foundation, Internet Hotline ([www.internethotline.cz](http://www.internethotline.cz)), aims to reduce the risk and protect children in this regard.

Since 2007 it battles child pornography, prostitution, extremism and other illegal content. It cooperates with the general public, Czech Police and internet services providers. Thanks to its membership in an international association of hotlines (INHOPE), Internet Hotline operated by the Our Child Foundation maintains active contacts with more than 30 similar hotlines from all over the world. [www.inhope.org](http://www.inhope.org)

Internet Hotline is a member of an international alliance of non-governmental organisations entitled eNACSO. Through cooperation, these organisations attempt to convince internet service providers in the Czech Republic and other European countries to block access to pages that demonstrably contain child pornography. It also stresses out the importance to outlaw the so-called “grooming activities” (i.e. contacting children by offenders with hidden paedophilic and otherwise dangerous intentions). [www.enacso.eu](http://www.enacso.eu)

Suspicious content can be reported via a dedicated form through the website [www.internethotline.cz](http://www.internethotline.cz) or by e-mail to [oznamte@internethotline.cz](mailto:oznamte@internethotline.cz).

The first Czech Internet Hotline of the Our Child Foundation receives on average 180 reports every month.

In 2009 more than 840 cases of child pornography internet contents were reported. This represents 40 percent of dangerous contents that are brought to the attention of the line by the general public and that can be further reported to the Czech Police or partner hotlines. Reports concerning racism, extremism and grooming are also frequent. In 2009 operators processes 2,113 reports and suspicious websites.

Internet Hotline statistics 2009	
Total reports received	2,032
Unsuitable addresses actively searched for by Internet Hotline	81
Processing method:	
Sent to Czech Police	803
Sent to hotlines abroad	698
Type of content:	
Child pornography	848
Racism, extremism	14
Pornography depicting violence against and disrespect towards people, zoophilia	1
Paedophile 'grooming' activities	11
Pornography accessible by children	2
Other – legal content, enquiries	1,237
Total number of links processed	2,113

### The Safer Internet Day

On 10 February 2009 the Foundation observed the Safer Internet Day. The purpose of this observation is to remind children and young people of the necessity for safe use of the Internet, online technologies, mobile phones etc. It stresses the importance to battle illegal or harmful contents sent via the Internet and other forms of questionable behaviour in using these technologies. Online technologies have quickly become a favourite means of communication of young people. However, they must be aware of the possible risks they might encounter on the Internet – and they must know how to deal with them. The European Commission and INSAFE, network of European centres promoting safer Internet, launched the annual Safer Internet Day. The year 2009 was the sixth time the event took place.

### Internet Hotline of the Our Child Foundation presented at the Safer Internet for Children conference

On 20 April 2009 a conference entitled Safer Internet for Children organised by the Ministry of the Interior and the European Commission was held in Prague. Among the guest speakers was the Director of the Our Child Foundation Zuzana Baudyšová who presented the first Czech Internet hotline, Internet Hotline, and its achievements. Attendees of the conference adopted the so-called Prague Declaration. Under this declaration, individual countries should cooperate on the protection of children in the environment of the Internet by adopting and amending necessary legislation and measures with Europol and Interpol. Among guest speakers were the Minister of the Interior Ivan Langer, Police Commissioner Oldřich Martinů, representatives of the European Commission and other guests.



Zuzana Baudyšová (second from the left) with foreign participants of the Safer Internet for Children conference.



Founders of a new hotline in Romania obtained valuable information from the Czech Internet Hotline operated by the Our Child Foundation.



Miroslav Vaňura hosted a debate on the Internet and its risks. The foundation was represented by Monika Šimůnková (second from the right).



A lecture on Internet safety was very well received by students.

### Guests from Romania learned about the operation of the Internet Hotline of the Our Child Foundation

The Czech Internet Hotline became the mentor of a newly established line in Romania. On 17–18 March 2009 two representatives of FOCUS Romanian Centre for missing and sexually exploited children visited the Our Child Foundation, as a part of their efforts to launch a new Internet hot line in Bucharest. While in Prague, they met with the Director of the Our Child Foundation Zuzana Baudyšová, the Manager of the Internet Hotline Monika Šimůnková and operators of the Czech hotline. The Romanian guests learned valuable information about technical facilities of the line. They were also told how it works, how reports are processed or how cooperation and communication with other entities is organised (i.e. with the police, Internet service providers, foreign hotlines, etc.). The guests were also informed about the extent of media coverage of the line in the Czech Republic, as well as with opportunities in terms of awareness among the general public. They were also interested in more information about the admission into the INHOPE organisation. [www.copiidisparuti.ro](http://www.copiidisparuti.ro)

### Internet Hotline and the Our Child Foundation as partners of educational film “Seznam se bezpečně” (Meet new people. But be safe)

The Our Child Foundation as an operator of the first Czech internet hotline took part in the production of the educational film “Seznam se bezpečně” (Meet new people. But be safe). The Foundation provided authors with educational and information materials and it shares its long-term experience with them, as far as the issue of safe use of the Internet by children is concerned. The film was produced by the Seznam.cz, a.s. company. It is indented for children aged 12 to 16, their parents and teachers. Through short stories it warns them about risks associated with the use of the Internet that children may encounter online. Among the examples are anonymous personal ads, in case of which the risks include abuse or rape. The film tells a story of an underage girl who found a pen friend in a paedophile. She was naïve enough to send him her photos and became a victim of blackmail. The Prague premiere of the film was scheduled on Thursday 28 May 2009 during a press conference of the Seznam.cz company. The Foundation was represented by Monika Šimůnková. The film was provided to all elementary schools in the Czech Republic under the auspices of the Ministry of Education. It included an information leaflet informing about the first Czech hotline, the Internet Hotline. The film can also be viewed at [www.seznamsebezpecne.cz](http://www.seznamsebezpecne.cz).

### The Senate of the Parliament of the Czech Republic and experts discussed the issue of safer Internet

The Foundation Attorney, Monika Šimůnková, who is also the manager of the Internet Hotline for international cooperation took part in a panel discussion on the issue of safer Internet held by the Senate of the Parliament of the Czech Republic on 2 December 2009. The aim of the discussion was to stress the increasing risks associated with child pornography and molestation with respect to Internet contents. The Foundation Attorney introduced the Internet Hotline and its nationwide and global activities. In her speech, she suggested legislative changes in the area of child protection with respect to Internet use in the Czech Republic. The panel discussion was held under the auspices of the First Deputy Speaker of the Senate of the Parliament of the Czech Republic, Alena Gajdůšková, and the Deputy Chairman of the Committee on Legal and Institutional Affairs of the Senate of the Parliament of the Czech Republic, Miroslav Antl.

### Debate with students on the issues of Internet-related risks and the Internet Hotline

A meeting of experts and students focused on the issue of Internet-related risks was held at Dr. Emil Holub Secondary School in Holice and at the Elementary School in Solnice (Rychnov Region). Part of the meeting was film screening “Seznam se bezpečně” (Meet new people. But be safe) and practical demonstration of how fast one can encounter a sexual offender on the Internet. The meeting was held with the participation of the Foundation Lawyer, Monika Šimůnková and the host of the event Miroslav Vaňura (author of TV Nova programme “112 v ohrožení života” and educational film entitled “Meet new people. But be safe”). Other guests included Czech Senator Miroslav Antl, Head of the Department of Computer Crime of the Czech Police Karel Kuchařík, Head of the Department of Computer Crime of the Prague directorate of the Czech Police Václav Písecký and the administrator of the Lidé.cz server Martin Kožíšek.



## PUBLIC RELATIONS

The main priority of the Our Child Foundation in the course of 2009 was to raise awareness of the alarming increase in numbers of abused and molested children in the Czech Republic and of the insufficient system of protection and help to missing children. The Foundation launched an educational campaign entitled Positive Parenting. Its purpose was to improve relations in families and to promote methods of raising children without physical and psychological means of punishment. It is a long-term initiative. However, as a part of the Positive Parenting project people have various opportunities with respect to self-education, inspiration, sharing of experience with other parents or soon-to-be parents.

The Foundation played a very important role in negotiations on the governmental level (the Ministry of the Interior and the Ministry of Transportation) in terms of the realisation of a nationwide system the purpose of which is to help missing and abducted children. The Foundation also initiated meetings and a joint press conference with the Minister of the Interior, Ivan Langer. Top representatives of the Brussels-based organisation Missing Children Europe also took part at these events.

The media presentation of the Our Child Foundation peaked in May 2009 (with 236 reports and/or articles). Furthermore,

an increase in numbers of reports and/or articles was seen in February 2009 (188 reports and/or articles), March (114 reports and/or articles), June 2009 (108 reports and/or articles) and November 2009 (90 reports and/or articles).

### Advertising campaigns and other educational presentations

Early in 2009 the Foundation published a thank-you ad in the newspapers MF Dnes and Lidové noviny. It provided an overview of redistributed financial resources for the year 2008 as well as acknowledgement to donors, sponsors and anonymous contributors who support the Our Child Foundation.

Using City Lights advertising spaces all over the country the Foundation presented the issues of safer Internet and its Internet Hotline during the first half of the year. During the second half of the year the main focus was on the Positive Parenting campaign. Ads in printed periodicals informed of the Legal Aid Line, the Internet Hotline and the Positive Parenting campaign. Thanks to media partnerships, printed media and radio stations informed of the Five million for children's smile campaign in which the Rossmann, spol. s r.o. company was a partner.

At the occasion of the 16th anniversary of the establishment of the Foundation a film was produced that summarised the activities of the Foundation over the



Press conference of the foundation on May 21, 2009.

last 12 months, as was a document from the Golden Heart Award presentation ceremony, where efforts of child protectors are acknowledged.

Thanks to cooperation with Internet partners the Foundation was able to realise its Internet banner ad campaign informing the public about the Internet Hotline and the possibility to send DMS. The Foundation also distributed e-mail newsletters to registered addresses.

The Foundation's representatives continuously made media representatives and were guests in discussions. They also provided statements on numerous news reports concerning child protection, e.g. for the Czech Television, TV Nova, TV Prima, Z1, Public TV etc. The Foundation also engaged with print periodicals, public radio and commercial radio stations.

## Press conferences held by the Our Child Foundation: dates, topics and guests

### 2 April 2009

Representatives of the Brussels-based European Federation for Missing and Sexually Exploited Children (Missing Children Europe, MCE) met the Minister of the Interior Ivan Langer in Prague. The joint meeting was instigated by the Our Child Foundation. The Director of the Foundation Zuzana Baudyšová is a Member of the Board of Directors of MCE, which is an important Brussels-based organisation engaged in child protection. The joint meeting and the subsequent press conference was attended by the Minister of the Interior Ivan Langer, Deputy Minister of Justice František Korbela, Chief Commissioner of the Czech Police Oldřich Martinů, MCE President Sir Francis Jacobs, MCE Secretary General Francis Herbert, Director of the Department of Crime Prevention Jitka Gjuríčová, Director of the Our Child Foundation and Member of the Board of Directors of MCE Zuzana Baudyšová and Foundation Attorney Monika Šimůnková.

### 21 May 2009

The Foundation presented the current statistics in terms of missing children in the Czech Republic, at the occasion of the International Missing Children's Day (which falls on 25 May). The Foundation appealed for the adoption of a system of prompt tracing of missing and abducted children that has already been established in some EU countries and which the Foundation discussed with representatives of the Ministry of the Interior and the Ministry of Transport. The Foundation provided representatives of media outlets with 2008 statistics concerning the numbers of abused and molested children in the Czech Republic and it stressed the ever-increasing numbers of new cases. It also informed of the results of a unique research into the trends of Internet use among Czech children and parents that the Foundation carried out as a part of its Internet Hotline service. The conference was hosted by Kateřina Herčíková. The press conference was attended by: Pplk. Markéta Kalousková (Lt. Col.), Police Inspector with the Department of General Crime of the Czech Police; Pplk. Pavla Kopecká (Lt. Col.), spokeswoman of the Department of Criminal Police and Investigation; Rita Gabrielová, spokeswoman of Seznam.cz, a.s., Tomáš Rychecký, director of TNS AISA, s.r.o.

### 10 September 2009

Presentation of a new campaign entitled Positive Parenting. Its goals, key visuals and presentation towards the general public. The Foundation also informed of its intention to start offering seminars for the general public and professionals in Positive Parenting, effective January 2010. It also summarised the 16th year of its activities in the sector of protection of rights and well-being of children in the Czech Republic and Europe. The press conference was hosted by Aleš Cibulka. A special guest at the conference was Eva Labusová who is in charge of preparation of the Positive Parenting seminars for the Our Child Foundation. Speaking on behalf of the Foundation, the Foundation Director Zuzana Baudyšová had a speech, as did the Foundation Attorney, Monika Šimůnková. Zuzana Baudyšová had a speech, as did the Foundation Attorney, Monika Šimůnková.



12 November 2009

Representatives of the Our Child Foundation informed of the 20th anniversary of the Convention on the Rights of the Child (20 November) and they reminded of the fact that the World Day for the Prevention of Abuse and Violence Against Children falls on 19 November. Representing the Internet Hotline, they suggested that the so-called grooming be outlawed and that websites that evidently contain child pornography be blocked. As a part of the Positive Parenting campaign people may sign up for educational seminars. The Foundation organises a traditional event entitled Letters to Santa, under the auspices of the Foundation Patroness Helena Vondráčková. The press conference was hosted by Stanislava Lekešová.



Kateřina Herčíková hosted a press conference of the foundation in May.



Representatives of media organisations were interested in the Internet Hotline project. The questions were answered by the lawyer of the foundation.



Press conference at the Ministry of the Interior in the presence of Minister of the Interior Ivan Langer as well as key representatives of the Missing Children Europe organisation and the Our Child Foundation.

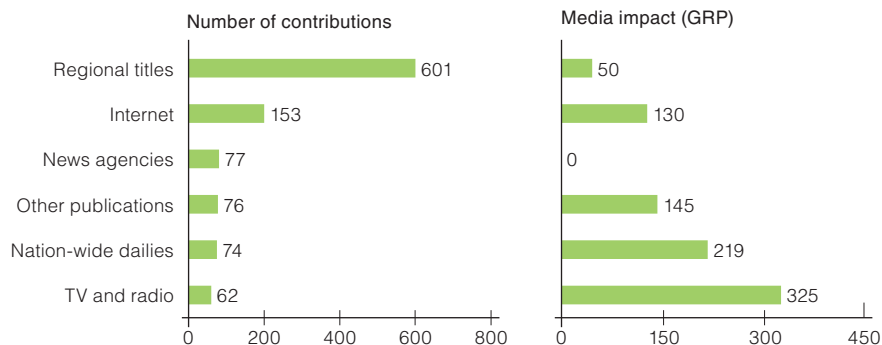


The foundation publicly defends the rights of children. Zuzana Baudyšová giving interviews for media.



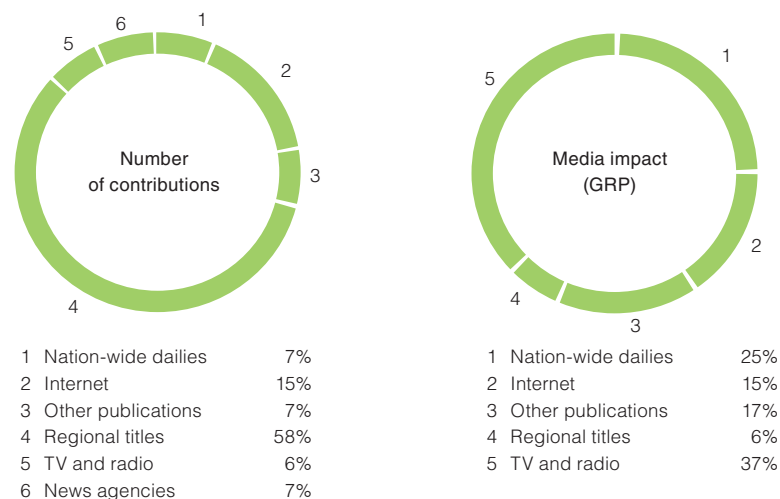
Representative of the foundation with the host of the November press conference of the foundation Stanislava Lekešová (middle).

## Numbers of reports and/or articles by media categories



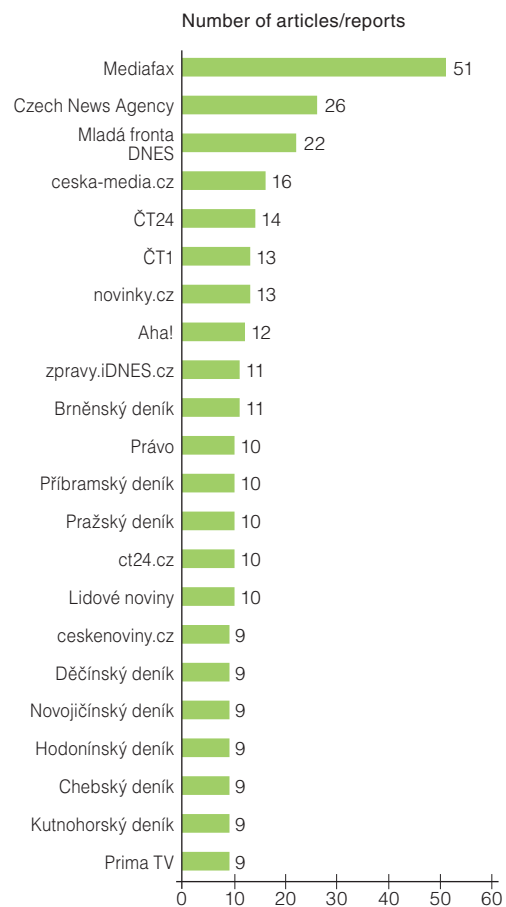
The diagrams illustrate the numbers of reports and/or articles broadcast or published in individual media categories and their media impact.

## Ratio of media promotion according to the number of reports and/or articles and their media impact



The diagrams illustrate the share of individual media groups in the total media promotion of the Our Child Foundation.

## Media most frequently focusing on the Foundation



The diagram shows the media that broadcast/published the largest number of reports and/or articles on the Our Child Foundation in the subject period (with at least 9 reports and/or articles).

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

## INTERNATIONAL ACTIVITIES

### Missing Children Europe

The Director of the Our Child Foundation, Zuzana Baudyšová, was re-elected Member of the Missing Children Europe (MCE) Board of Directors

A meeting of this international organisation for child protection was held in Budapest, Hungary. During a meeting of MCE members on 12 March 2009 the Director of the Our Child Foundation Zuzana Baudyšová was re-elected Member of the Board of Directors of the Brussels-based European Federation for Missing and Sexually Exploited Children. MCE is the European Federation for Missing and Sexually Exploited Children. It represents 24 non-profit organisations that so far hail from 17 different European countries.

The primary task of MCE is the implementation of programmes the purpose of which is to increase safety of children within the framework of the EU. MCE plays an important role in the process of exchange of valuable experience among member organisations as well as in representing towards EU institutions. MCE is also the European representation of the International Centre for Missing and Exploited Children that is headquartered in Washington, USA.

As MCE attempts to implement three key child protection projects in the Czech Republic that have not so far been implemented, a meeting took place at the Ministry of the Interior where top representatives of MCE met with the then-minister Ivan Langer and the Director of the Foundation Zuzana Baudyšová. The meeting was focused on the following child protection programmes:

1. Launching national warning systems for urgent cases of missing children and their interconnection among individual EU member countries. The aim of this initiative is to facilitate rapid and more effective cooperation in tracing missing children. The system effectively works in France, the Netherlands and Greece.
2. Launching national centres that will operate hotlines for missing children, children on the run and their families. The number 116,000 should be the same throughout Europe. The number already works in five EU countries, three new countries joined in May 2009. The Our Child Foundation is looking for partners for the national centre.



**Missing  
Children  
Europe**



Right to left: MCE Secretary General Francis Herbert, Monika Šimůnková and Zuzana Baudyšová of the foundation, MCE President Sir Francis Jacobs.



President of the European Commission José Manuel Barroso attended a working session of the Missing Children Europe organisation. Pictured with him is Zuzana Baudyšová.



Zuzana Baudyšová presented the activities of the foundations during a session of Missing Children Europe in Brussels.

3. Involvement of the Czech Republic is the so-called financial coalition that would like together the banking sector, Internet service providers and other entities. This form of close cooperation should help trace persons who make on-line payments for child pornography and find and apprehend recipients of these payments for illegal contents.

[www.missingchildreneurope.com](http://www.missingchildreneurope.com)

## INHOPE

### International Association of Internet Hotlines celebrated its 10th anniversary

The Our Child Foundation continued its close collaboration with the association of internet hotlines – INHOPE – during 2009. New members were admitted during a meeting that was held in Luxembourg on 11–15 May 2009 and where the Foundation was represented by its Director Zuzana Baudyšová. Two new members from Russia and one from South Africa are provisional members who will seek full membership.

On 4 November 2009 INHOPE celebrated its 10th anniversary. The Brussels-based organisation significantly expanded its network of lines the mission of which is to provide safer Internet for children. It brought together 36 national hotlines from 31 countries of the world. Hence, INHOPE has become the most important organisation battling illegal Internet contents. The Our Child Foundation (as an

operator of the first Czech hotline Internet Hotline) has been a member of INHOPE since 2007. During the events celebrating the 10th anniversary the Foundation was represented by Monika Šimůnková.

[www.inhope.org](http://www.inhope.org)

## eNACSO

The Foundation actively cooperated with other non-profit organisations that are members of the eNACSO alliance. It is a EU-funded project that brought together 17 non-governmental organisations from Europe. The Our Child Foundation has been a member since 2008 when the project was launched. The main focus of eNACSO is on effective protection of children, in order to reduce hazards they are exposed to when using online technologies (Internet, mobile phones, etc.). The alliance proposes (among other things) to outlaw intentional viewing of materials depicting abused children in all EU countries, even if said materials are not physically downloaded. Furthermore, the alliance proposes that the so-called “grooming” be illegal, i.e. sexually-charged proposals made by adults to children via the Internet. Monika Šimůnková represented the Foundation at a working meeting where further strategies were discussed with respect to the promotion of the main ideas of the alliance in individual EU countries.

[www.enacso.eu](http://www.enacso.eu)



Members of the INHOPE international association during a meeting of hotlines in Luxembourg.



Meeting of the eNACSO alliance in Budapest, Hungary: pictured on the left is Monika Šimůnková who represented the Foundation.



Children are dependent on those who care for them.

They need to be protected and to grow up in a harmonious environment.

The benefit of positive parenting lies in protecting children from physical and psychological punishments.

## CULTURAL AND SOCIAL EVENTS, COOPERATION WITH SPONSORS

### **The Foundation supported the creation of a “babybox” in Kroměříž**

On 29 July 2009 the Foundation Director Zuzana Baudyšová attended the opening of the twenty-sixth “babybox” in the Czech Republic. It is located in the Kroměříž Hospital, in the emergency room building. It is connected to the maternity ward. The Our Child Foundation and the Synot loto holding contributed CZK 100,000 to the construction of the Kroměříž babybox. The Foundation is fully aware of the necessity and importance of “babybox” in saving lives of newborn babies, as many cases have shown already. It supports institutions that help abandoned children and it has cooperated with the founder of “babyboxes”, Mr. Ludvík Hess. In 2005 he was awarded the Golden Heart Award by which the Foundation acknowledges child protectors.

### **Children from fifteen children’s homes wrote letters to Santa and were excited about the presents they got**

Approximately 524 children from Czech children’s homes were happy about their Christmas wishes that were fulfilled thanks to a project entitled Letters to Santa. Letters with their wishes were on display in the Europark Shopping Center in the Prague borough of Štěrboholy from

23 November to 18 December 2009. Shoppers who wanted to fulfil a wish had the opportunity to purchase gifts according to what children wrote in their letters. Shortly before Christmas the gifts were wrapped and sent to fifteen children’s homes. Singer Helena Vondráčková was once again Patroness of the Letters to Santa project. Vondráčková took part in the entertainment programme, signing autographs and performing for the children. The Convoy company was in charge of distribution of the gifts.

### **Auction of Karel Gott’s suit earned CZK 111,000 for at-risk children**

An on-line auction of a leather suit owned by multiple award winner, singer Karel Gott earned an amount that was presented to the Foundation Director via a symbolical gift check on 21 May 2009, during the Česká hvězda (Czech Star) gala evening held by the Bauer Media, v.o.s. publishing house. The auction winner was the Executive Head of the publishing house, Mr. Jaromír Skopalík, who bid CZK 111,000.

### **Charity drive helped two families with seriously disabled daughters**

In cooperation with the Seznam.cz, a.s. company the Our Child Foundation announced a public charity drive on 10 September 2009. The aim of this drive was to collect money to help parents of a seriously disabled girl named Ela from the town of Karviná. The earnings in this charity drive were much better than we expected and could be used to help not just one, but two seriously disabled children. CZK 834,867 was collected. A new suitable car was purchased for Ela, including car insurance. Her parents can drive her to rehabilitation and to doctor’s appointments. The car was purchased for CZK 439,369. Having received approval from Ela’s parents, the Foundation used the remaining financial resources to help yet another seriously disabled girl. Parents of a seriously disabled girl named Viola (4.5) needed a suitable car to take their daughter to rehabilitation, appointments and consultations with doctors. The Our Child Foundation granted the purchase of a car for Viola worth CZK 420,000. We would like to thank all kind donors!

### **Calendar by artists Jiří Hurt and Michaela Žemličková dedicated to the Foundation**

A 2010 calendar by photographer Jiří Hurt and painter Michala Žemličková represents an unusual combination of photography and drawing. Earnings from the sale of an exclusive signed copy were donated to the Our Child Foundation. The copy was purchased by the Ponnath Řezničtí mistři, s.r.o. The celebratory christening took place in Prague in the presence of the representative of the Foundation, Monika Šimůnková, on 16 December 2009. Roman Šmucler became the patron of the calendar. The calendar covers the development of women's fashion in the 20th century. Personalities who posed for the calendar did it for free.

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

A gala evening took place on 14 September 2009 to mark the 16th anniversary of the Our Child Foundation and to award the Golden Heart Award to child protectors. Projects of the Foundation aimed at helping children in dire situations were also financially supported by the SAZKA, a.s. company. The Director of the Foundation Zuzana Baudyšová was presented with a symbolical check for CZK 500,000 from the hands of Jaroslav Němec, Member of the Board of Directors at SAZKA, a.s, on behalf of at-risk children.

### **Internet Hotline supported by České Radiokomunikace**

The České Radiokomunikace, a.s. company supported the Internet Hotline operated by the Our Child Foundation by CZK 250,000. The Foundation Attorney Monika Šimůnková accepted this donation from the CEO of the company, Jane Hannah, at a gala meeting of employees of České Radiokomunikace. Furthermore, a small charity drive was organised among the employees during the meeting. They managed to collect CZK 7,683 and donated the amount to the Foundation as well. Both donations were used to support the Internet Hotline, which is a long-term project of the Our Child Foundation aimed at providing safer Internet for children.

### **Christmas concert by Helena Vondráčková helped children**

Shortly before Christmas, Foundation Patroness Helena Vondráčková prepared two splendid Christmas concerts. Among the concert-goers were also children from several children's homes. In Prague's Lucerna Hall Helena Vondráčková performed songs from her new album as well as her famous hits. Among guest performers were Slovak band No Name, singer Šárka Vaňková and the Andrea dance ensemble. Charlie Band performed with Helena Vondráčková. During the concert, the Director of the C & A company Miloslav Hájek presented the Foundation Director Zuzana Baudyšová with a check for CZK 1 million to help children in dire situations. Furthermore, the Foundation was presented with a check for 100,000 from the Inexco Argosy, s.r.o. company, represented by Marie Becková.

### **Earnings from the sale of a charity calendar amounted to CZK 62,000**

The Director of the B.I.G. Prague communication agency, Jaroslava Jalovecká, presented the Foundation with earnings from the sale of 2010 calendars in the amount of CZK 62,000. Pictures for the calendar were donated by famous artist, writer and filmmaker Petr Sís who has lived and worked in the United States since 1984. He wrote several books for children and about children for which he was numerous awards in the Czech Republic and abroad, e.g. The Tree Golden Keys, The Tree of Live or The Wall, for which he won the prestigious Magnesia Litera Award. We really appreciate the long-term cooperation with the B.I.G. Prague communication agency that has been in charge of the production of the calendar for six years running. The agency communicated with sponsors, handled orders and delivered calendars to their new owners. We would like to thank individuals and companies for purchasing this calendar.

### **The SATPO Development, s.r.o. companies supported children in crisis situations**

The SATPO Development, s.r.o. company voiced its support to abused, molested and disabled children via its director, Věra Nekvasilová. The company has long been one of the sponsors and partners of the Our Child Foundation. The Foundation is very thankful for the long-term cooperation and support of urgent cases of children in need. In 2009 the Foundation was donated CZK 350,000. These financial resources were used to purchase aids for disabled children and to resolve financial needs of abandoned, abused or otherwise endangered children.

### **Representatives of the Foundation attended a congress of PhDr. Jiřina Prekopová**

A congress entitled Love and a firm hug was held in Prague on 14–17 October 2009. The main idea behind the congress was to restore healthy relationships between parents and children. It included lectures on the “firm hug therapy”. The Director of the Foundation Zuzana Baudyšová presented Jiřina Prekopová with the Golden Heart Award of the Our Child Foundation, as the laureate was at a conference abroad when the Golden Heart Award gala evening was held. Among the speakers at the conference were leading experts in child psychology from the Czech Republic and abroad.

### **The Europark Shopping Center supported at-risk children**

A travelling competition held by the shopping center brought financial support for children in need. Customers visiting the Europark Shopping Center in the Prague suburb of Štěrboholý had the opportunity to take part in a travelling competition in October 2009. Among the prizes was a “vacation of your dreams” worth CZK 100,000 and other prizes. The management of the shopping center contacted the Our Child Foundation to act as a proxy in case some competition participants fail to show up to claim their prizes. And indeed, it happened in two cases. Representatives of the shopping center presented the Our Child Foundation with two checks. Zuzana Baudyšová accepted the second and third prize on behalf of the Foundation in the total value of CZK 40,000. The finals were held on 31 October 2009. Among the guests was the representative of the Association of Czech Travel Agents, Tomio Okamura.



### **The Český slavík competition (Czech Nightingale) helped children even this year**

As a part of the Český slavík 2009 competition where the best Czech signers are announced the Our Child Foundation was presented with a financial donation on behalf of at-risk children. A symbolical check for CZK 800,000 from the SYNOT TIP company was presented to the Foundation by the CEO of the Synot Holding, Kateřina Luisa Paděra Daňhelová. These financial resources will be used to support the needs of disabled and otherwise disadvantaged children. The Foundation would also like to thank the organisers of the gala evening for Český slavík, i.e. the Musica Bohemica, s.r.o. agency and its Executive Head, Jaroslav Těšínský, for their support.

### **Abandoned children were excited about Christmas presents from sponsors**

Thanks to a generous donation from the AGIP Česká republika, s.r.o. company the Our Child Foundation could put smile on the faces of hundreds of abandoned children who spend their childhood without the proximity and love of their families. The company donated small presents. Among them were sports equipment, board games, portable radios and hundreds of other items. One-half of this donation was delivered to fifteen children's homes all over the country as a part of a Christmas charity drive entitled Letters to Santa. The second half was donated to the Fund for Children in Need for its seventeen homes for children named Klokánek (Baby Kangaroo).

### **Donor SMS mobile phone messages to help the Our Child Foundation projects**

You can support the activities of the Our Child Foundation on behalf of at-risk children by sending a donor SMS mobile phone message. Thank you for doing so. One-off donor SMS formatted as "DMS NASEDITE" should be sent to 87 777. One message costs CZK 30. The Our Child Foundation receives CZK 27. Donor SMS representing monthly contributions formatted as "DMS ROK NASEDITE" should be sent to 87 777. Every month CZK 30 is automatically charged to the sender. For more information, visit [www.darcovskasms.cz](http://www.darcovskasms.cz). In 2009 you donated CZK 59,805 via these donor SMS and helped dozens of at-risk children. Thank you!

The Our Child Foundation would like to thank all kind donors and nice people who have been supporting the Foundation for many years. We would like to thank our sponsors and partners for their generous help and kind support to the Foundation's activities for the benefit of children and families in complicated life-affecting situations.

## PHOTOS FROM OUR CHILD FOUNDATION EVENTS



Helena and the kids from the Býchory Children's Home at the "Dopisy Ježíškovi" (Letters to Santa) Christmas event.



Karel Gott's legendary leather suit, hosts Gábina Partyšová and Maroš Kramár and the successful bidder Jaromír Skopalík (right.)



Singer Helena Vondráčková helped children make their Christmas wishes come true.



Checks from OC Europark Praha (shopping centre) were presented to children who live in a children's home.



Right to left: Helena Vondráčková, the foundation director and C & A director Miloslav Hájek at the foundation sponsor's Christmas concert.



Check from an auction of singer Karel Gott's leather suit.



A new "babybox" was put to service in Kroměříž. Babybox project founder Ludvík Hess with the director of the foundation.



Authors of, and models from, an exclusive 2010 calendar.



České radiokomunikace CEO Jane Hannah (left) and a lawyer representing the foundation, presenting a donation for the Internet Hotline.



Jaroslav Němec, Member of the Board of Directors of SAZKA, a.s. presented a donation to children in dire situations.



A conference of the respected Jiřina Prekopová (left) who was awarded the 2009 Golden Heart award.



Ela with her mom and family in their new car that will help the child to travel to rehabilitation treatments and other procedures.



Parents of disabled Viola were given a new car thanks to a charity drive. Now she can be comfortably taken to see her doctors.



Abandoned children were very excited about Zuzana Baudyšová's visit.



Director of the SATPO Development, s.r.o. company, Věra Nekvasilová (right) with a donation for children.



Synot holding CEO Kateřina Luisa Paděra Daňhelová (left) presented a check for the foundation at the Český slavík 2009 ceremony.

## GOLDEN HEART AWARD FOR CHILD PROTECTORS

Within the scope of an educational campaign entitled STOP Violence Against Children the Our Child Foundation presents an award for significant and extraordinary achievements in the area of the protection of rights, lives and well-being on children. The Golden Heart award is dedicated to Professor Zdeněk Matějček, pioneer in child psychology. During a gala evening in the Minor Theatre in Prague, marking the 16th anniversary of the Our Child Foundation on 14 September 2009, the Foundation conferred the 2009 Golden Heart Award on child protectors whose work and efforts in helping other people are greatly appreciated. The gala evening was hosted by TV presenter Aleš Cibulka. Patroness of the Foundation Helena Vondráčková performed for the new laureates. Talented children from the children's home in Horní Slavkov danced and sang during the programme.

The 2009 Golden Heart Award was awarded to people who devote most of their professional and private time to the protection of children. According to them it is important to support personality development and healthy development and to protect them from all forms of violence. The Our Child Foundation finds these issues important as well, as they are a part of its mission.

### The 2009 Golden Heart Award was accepted by:

**Petra Vitoušová**, co-founder and president of Bílý kruh bezpečí – civic association providing help to victims of crime. Under her leadership, Bílý kruh bezpečí helps adults and children cope with their experience with violence.

**Jaroslav Šturma**, director of the Paprsek Children's Centre and Chairman of the Czech-Moravian Psychological Society. For over 30 years he has been concerned with the issues of clinical psychology, consulting psychology and diagnostics. He specialises in the development of new forms of treatment of physically and mentally disabled children.

**Jiřina Prekopová**, respected child psychologist and author of the firm hug treatment. She wrote several books for parents that were translated to more than 20 languages and are considered to be bestsellers all over the world. For many years she has specialised in mental development of children and in restoration of the atmosphere of love in families. She accepted the price at the occasion of her 80th birthday.

The Our Child Foundation previously awarded the Golden Heart Award to these people:

Marie Vodičková, founder and director of the Fund for Children in Need. Under her leadership the fund operates facilities for at-risk children under the name Klokánek (Baby Kangaroo). Ludvík Hess, founder of the "babybox" project the aim of which is to have lives of abandoned newborns. Irena Dušková, director of the AKORD Day Care Centre in Prague. Its main mission is to help disabled children. Eduard Trdý, the man who saved two brutally molested boys from the town of Kuřim who informed the police of his accidental discovery. In 2008 a special prize was given to the Pošta pro tebe (Post For You) TV programme of the Czech Television for the efforts of their authors in helping children from children's homes find their biological parents.

## PHOTOS FROM THE GOLDEN HEART AWARD PRESENTATION CEREMONY



The foundation awarded the Golden Heart award to Jiřina Prekopová (middle).



The Golden Heart award was awarded to Jaroslav Šturma.



The Golden Heart award laureate Petra Vitouřová (middle) with Jaroslava Jalovecká and Zuzana Baudyřová.



Pictured left to right: with the Golden Heart award: Petra Vitouřová, Zuzana Baudyřová, Jaroslav Šturma.



Children from a children's home with Helena Vondráčková and the director of the foundation.



Host of the Golden Heart award ceremony Aleř Cibulka.



Zuzana Baudyřová and the foundation's patroness Helena Vondráčková.



Helena Vondráčková with children from a children's home.

## ACKNOWLEDGEMENTS AND LIST OF SPONSORS

We would like to thank the listed companies, media outlets, advertising agencies, media partners and Internet partners for their trust and kindness in supporting the activities of the Our Child Foundation.

Furthermore, we would like to thank hundreds of ordinary people and dozens of anonymous donors for their cooperation, financial contributions and moral support of the Foundation and its 2009 projects.

We would also like to thank various artists who cooperate with the Foundation and are willing to perform for free. We also greatly appreciated gift donations to at-risk children from individual donors.

Thank you all.

### Patron of the Our Child Foundation:

RWE Transgas, a.s.

### Patroness of the Our Child Foundation:

Helena Vondráčková

### Sponsors of the year:

ROSSMANN, spol. s r.o.

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

### Long-term partners:

Agentura MM Praha, spol. s r.o. • AGIP Česká republika, s.r.o. • AstraZeneca Czech Republic s.r.o. • Aukro, s.r.o. • AV MEDIA, a.s. • B.I.G Prague, s.r.o. • berolina CZ, s.r.o. • Bohemia Sekt, a.s. • CANON CZ s.r.o. • CCS Česká společnost pro platební karty a.s. • Centrum Praha – Štěřboholy a.s. • COMMERZBANK Aktiengesellschaft, pobočka Praha • Cukrárna Marcipánka • Česká advokátní komora • Český národní podnik, s.r.o. • Eclipse Print a.s. • Ernst & Young Audit s.r.o. • EUREST, spol. s r.o. • Eurocar EC s.r.o. • EUROPARK Shopping Center s.r.o. • FTV Prima, spol. s r.o. • Fujitsu Siemens Computers s.r.o. • Giese & Partner, v.o.s. • Glamour, a.s. • Global Payments Europe, s.r.o. • Happyland Bohemia, s.r.o. • Hewlett – Packard, s.r.o. • Inexco Argosy, s.r.o. • Investiční kapitálová společnost KB, a.s. • Johnson & Johnson, spol. s r.o. • MERO ČR, a.s. • Metrostav, a.s. • MOSER, a.s. • NEWTON I.T., s.r.o. • Poštovní spořitelna ČSOB, a.s. • Pražská plynárenská, a.s. • ProTyS, a.s. • Provident Financial s.r.o. • SATPO Jeseniova, s.r.o. • SAZKA, a.s. • Severočeské doly, a.s. • Seznam.cz, a.s. • Simply You, a.s. – PargaVit • Skřivánek, s.r.o. • STOCK Plzeň, a.s. • SYNOT TIP, a.s. • ŠKODA AUTO, a.s. • Tiskárna Glos Semily, s.r.o. • TNS AISA, s.r.o. • TTC Marconi, s.r.o. • UniCredit Leasing CZ, a.s. • VARIA, spol. s r.o. • Embassy of the United Kingdom of Great Britain and Northern Ireland • Volvo Auto Czech, s.r.o. • ZFP akademie, a.s. •

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• Vodafone Czech Republic, a.s. • WEKOSA, a.s. •

### Other sponsors:

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### Individuals:

Helena Vondráčková – Foundation Patroness • Bělinová Zuzana • Cibulka Aleš • Čermák Kamil • Červenková Daniela • Čížková Hana  
• Doležal Vladimír • Mr and Mrs Dušákovi • Fencel Zdeněk • Mr and Mrs Horákovi • Hurt Jiří • Chalupský Martin • Jalovecká Jaroslava  
• Kosnar Oldřich • Kozák Čeněk • Křtěnovi Alena and Karel • Kučerová Jitka • Martínková Helena • Mádlová Klára  
• Michálek Miroslav • Myslílová Marie • Pahlerová Jiřina • Ptáčková Marta • Runátovi Radana and Pavel • Slapničková Miluše  
• Sluková Daniela • Smutná Renata • Strupek David • Šmucler Roman • Tichá Eva • Vaňková Markéta • Žemličková Michaela

We would like to thank hundreds of anonymous donors for their generous financial support of projects aimed at helping at-risk children implemented by the Our Child Foundation.

## Advertising, media and Internet partners

### Advertising agency of the Foundation:

Beans spol. s r.o.

### Media agency of the Foundation:

MindShare s.r.o.

### Advertising and media partners:

Avenod CZ, s.r.o. – LCD obrazovky na výdejových automatech na kávu • COUNTRY RADIO s.r.o. • Česká tisková kancelář  
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Seznam.cz, a.s.

### Internet partners:

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# FINANCIAL SECTION

## Contributions and Income Received from Operations in 2009

	thousands of CZK	%
Contributions received – other	8,813	48.89
The Rossmann event	701	3.89
Donation from the RWE Transgas company	700	3.88
Financial contributions – Income	10,214	56.66
Income from the Foundation Investment Fund – Interest from Tds	1,126	6.25
Other income	865	4.80
Income from operations	270	1.50
Other income – total	1,135	6.30
Accepted donations and income – income statement – total	12,475	69.21
The Rossmann event – special–purpose donation	2,104	11.67
Special–purpose donation from the RWE Transgas company	2,300	12.76
Collection for the purchase of a car for a seriously disabled girl	857	4.75
CK Alexandria – treatment stay for children	100	0.55
Musica Bohemica – treatment stay for children	100	0.55
Astra Zeneca ČR	50	0.28
contribution for the Internet Hotline project	40	0.22
Other accepted contributions – balance sheet	5,551	30.79
Contributions – TOTAL	18,026	100.00

**These funds were used as follows:**

	thousands of CZK	%
a) Balance sheet		
Special-purpose funds offered by the RWE Transgas company	2,156	24.47
Foundation donation to the Safety Line Association	2,270	25.76
Contribution to the Fund for Children in Need	1,403	15.92
Contribution to the Children's Crisis Centre	701	7.96
Grants provided from the Foundation Investment Fund	682	7.74
Collection for Ela – to purchase a car for a disabled girl named Ela	436	4.95
Contribution to Children's Home with School in Býchory	200	2.27
Contribution for seriously disabled children – Astra Zeneca	50	0.57
Contribution towards orphan siblings Jirásek	30	0.34
	<b>7,928</b>	<b>89.97</b>
b) Income statement		
Contributions towards individual applications	250	2.84
Foundation contributions within the Puzzle project	200	2.27
Contribution to the AKORD Day Care Center	100	1.13
STATIM OS – contribution for a "baby box"	100	1.13
Contribution for equipment for the Pod Křídly half-way house	60	0.68
Most Cherished Concert of children from children's homes	50	0.57
The Beruška Kindergarten, Nový Jičín – summer camp for children affected by floods	41	0.47
Antovičová – contribution for the purchase of a mechanical wheelchair	41	0.47
Contribution towards orphan siblings Jirásek	17	0.19
Horní Slavkov children's home – treatment stay	15	0.17
Donation to Children's Home with School in Býchory	10	0.11
	<b>884</b>	<b>10.03</b>
Overall use of funds	<b>8,812</b>	<b>100.00</b>

### Overview of tangible and intangible fixed assets of the Our Child Foundation as at 31 December 2009 net book value (in CZK)

	acquisition price	total allowances	net book value
Tangible fixed assets	1,536,145.70	(1,320,499.20)	215,646.50
Other tangible assets	35,958.00	(26,535.00)	9,423.00
Tangible fixed assets under construction	99,000.00	–	99,000.00
Total	1,671,103.70	(1,347,034.20)	324,069.50

### Financial Results of the Our Child Foundation in 2009

Income (in CZK thousands)	2009
Contributions received to support Foundation operations	10,214
Income from the Foundation Investment Fund – Interest from Tds	1,126
Advertising	270
Interest received and other interest from Tds	783
Other operating income	82
Total income	12,475

In 2009 the Our Child Foundation managed to achieve smooth progress for all its projects aimed at helping children at risk and to sustain stable financial management.

The Foundation adhered to the rule stipulated in its Statute for restricting its administration costs (up to 20 percent of its equity). The achieved administration cost value that includes overall costs incurred, included individual projects, is 18.3 percent. After subtraction of project costs with respect to projects for the benefit of children and families in life-affecting situations, the administration costs amount to only 6.5 percent.

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

Expenses (in CZK thousands)	2009
Material expenses	292
of which: Promotional gifts for children and sponsors	102
Fuel	93
Office supplies and consumables	70
Power consumption	27
Services	2,998
of which: Production of printed materials, translations, other services	912
Advertising and promotion	647
Accounting services, audit, tax consulting	480
Rent	278
Membership in international organisations	185
Fax, telephone, postage	172
Entertainment	146
Travel expenses	115
Repairs and maintenance	63
Personnel expenses	3,107
of which: Wages and salaries including contracts	2,364
Social security and health insurance	743
Other expenses	127
Depreciation of tangible fixed assets	88
Income tax	10
Total operating expenses	6,622
Financial donations to individuals and other organisations:	884
Contributions towards individual applications	250
Foundation contributions within the Puzzle project	200
Contribution to the AKORD Day Care Center	100
STATIM OS – contribution for a “baby box”	100
Contribution for equipment for the Pod Křídly half-way house	60
Most Cherished Concert of children from children's homes	50
The Beruška Kindergarten, Nový Jičín – summer camp for children affected by floods	41
Contribution for the purchase of a mechanical wheelchair	41
Contribution towards orphan siblings Jirásek	17
Horní Slavkov children's home – treatment stay	15
Donation to Children's Home with School in Býchory	10
Total expenses	7,506

## 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 2009 presented in the annual report of the Foundation on pages 53–67 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, 2009, and the income statement, for the year then ended, and a summary of significant accounting policies and other explanatory notes. For details of Nadace Naše dítě, see Note I. to the financial statements.

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

The board of administration is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the Czech Republic. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies and making accounting estimates that are reasonable in the circumstances

#### **Auditor's Responsibility**

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

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

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

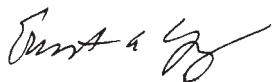
## Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Nadace Naše dítě as at December 31, 2009, and its financial performance for the year then ended in accordance with accounting principles generally accepted in the Czech Republic.

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

We conducted our audit in accordance with International Standards on Auditing and the related implementation guidance issued by the Chamber of Auditors of the Czech Republic. Those standards require that we plan and perform the audit to obtain reasonable assurance as to whether the information presented in the annual report that describes the facts reflected in the financial statements is consistent, in all material respect, with the financial statements. We have checked that the accounting information presented in the annual report on pages 47–67 is consistent with that contained in the audited financial statements as at 31 December 2009. Our work as auditors was confined to checking the annual report with the aforementioned scope and did not include a review of any information other than that drawn from the audited accounting records of the Foundation. We believe that our audit provides a reasonable basis for our opinion.

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



Ernst & Young Audit, s.r.o.

License No. 401

Represented by



Magdalena Soucek

Partner



Irena Liškařová

Auditor, License No. 1146

19 March 2010

Prague, Czech Republic

**BALANCE SHEET as at 31 December 2009 (in CZK thousands)**

ASSETS	Current period opening balance	Current period closing balance
A. Total fixed assets	158	324
I. Total intangible fixed assets	0	0
II. Total tangible fixed assets	1,433	1,671
4. Separate movable items and groups of movable items (022)	1,433	1,572
9. Tangible fixed assets in progress (042)		99
III. Total long-term investments	0	0
IV. Adjustments to acquired fixed assets	(1,275)	(1,347)
7. Adjustment to separate movable items and groups of movable items (082))	(1,275)	(1,347)
B. Total short-term assets	67,433	69,110
I. Total Inventories	465	520
1. Material in store (112)	465	520
II. Total Receivables	1,828	1,408
6. Receivables from staff (335)	6	8
8. Income tax (341)	41	154
12. Claims for subsidies and other settlements from government budget (346)	460	
17. Other receivables (378)	68	11
18. Unbilled revenue (388)	1,253	1,235
III. Total short-term investments	65,100	67,161
1. Cash (211)	9	34
3. Bank accounts (221)	65,091	67,127
IV. Total other assets	40	21
1. Prepaid expenses (381)	40	21
<b>Total Assets</b>	<b>67,591</b>	<b>69,434</b>

LIABILITIES	Current period opening balance	Current period closing balance
A. Total equity and liabilities	66,161	68,800
I. Total equity	59,256	63,831
1. Equity (901)	36,125	36,212
2. Funds	23,131	27,619
II. Total Profit/ (loss)	6,905	4,969
1. Account of profit/ loss(963)		4,969
2. Profit/loss to be approved (931)	6,905	
B. Total equity and liabilities	1,430	634
I. Total reserves	0	0
II. Total long-term liabilities	0	0
III. Total current liabilities	890	568
1. Suppliers (321)	84	74
5. Liabilities to employees (331)	248	131
6. Other liabilities to employees (333)	10	
7. Liabilities arising from social security and health insurance (336)	167	75
9. Other direct taxes (342)	61	23
17. Other liabilities (379)	220	219
22. Unbilled deliveries (389)	100	46
IV. Total other liabilities	540	66
2. Deferred income (384)	540	66
<b>Total liabilities</b>	<b>67,591</b>	<b>69,434</b>



**INCOME STATEMENT as at 31 December 2009 (in CZK thousands)**

A. Expenses	for the accounting period		2008
	Main activity	Operational activity	Total
I. Total costs of purchases	292	0	249
1. Material used (501)	265		224
2. Energy consumption (502)	27		25
II. Total services	2,999	0	2,762
5. Repairs and maintenance (511)	63		10
6. Travel expenses (512)	116		143
7. Expenses for representation (513)	146		138
8. Other services (518))	2,674		2,471
III. Total personnel expenses	3,107	0	4,702
9. Wages and salaries (521)	2,364		3,521
10. Mandatory social security insurance (524)	743		1,181
IV. Total taxes and fees	6	0	4
16. Other taxes and fees (538)	6		4
V. Total other expenses	120	0	593
17. Contractual penalties and late payment interest (541)			7
21. FOREX losses (545)	12		186
22. Gifts (546)	17		224
23. Shortages and damage (548)			47
24. Other expenses (549)	91		129
VI. Total depreciation, asset disposals, creation of reserves and provisions	88	0	88
25. Amortization and depreciation of fixed assets (551)	88		37
28. Material sold (554)			51
VII. Total contribution provided	884	0	2,343
32. Membership fees provided (582)	884		2,343
VIII. Total income tax	0	0	0
<b>Total expenses</b>	<b>7,496</b>	<b>0</b>	<b>10,741</b>

B. Revenues	for the accounting period		2008
	Main activity	Operational activity	Total
I. Total revenue from own products and services	0	270	231
2. Revenues from services (602)		270	231
II. Total change in internal inventory	0	0	0
III. Total capitalization	0	0	0
IV. Total other revenues	1,991	0	1,938
15. Interest (644)	1,909		1,780
16. FOREX gains (645)	2		87
18. Other revenues (649)	80		71
V. Total revenue from sold assets, release of reserves and provisions	0	0	248
21. Proceeds from material sold (654)			248
VI. Total contributions received	10,214		15,300
27. Contributions received (donations) (682)	10,214		15,300
VII. Total operational subsidy	0		0
<b>Total revenues</b>	<b>12,205</b>	<b>270</b>	<b>17,717</b>
C. Profit/loss before taxation	4,709	270	6,976
34. Income tax (591)		10	71
D. Profit/ loss after taxation	4,709	260	6,905

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2009

### I. Background

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

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

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

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

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

The Foundation’s Promoter – Zuzana Baudyšová

The Foundation’s equity in monies amounted to CZK 36,104 thousand as at 31 December 2009. It is deposited with COMMERZBANK a.g., Prague Branch, A/C No. 1331175314/6200, and with Československá obchodní banka, a.s., A/C No. 154051281/0300. In previous years, the Foundation’s equity was increased by movable items totaling CZK 108 thousand which were not entered in the Foundation’s property.

Foundation’s Managing Director – Zuzana Baudyšová

#### **Members of the Foundation’s Board of Administration:**

Marta Ptáčková – chair

Jaroslava Jalovecká – vice-chair

Martin Chalupský – member

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

Vladimír Doležal – chair

Kamil Čermák – member

Miluše Slapničková – member

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

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

### Explanation Added for Translation into English

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

### Method of processing and keeping of accounting documents

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

### Valuation and Depreciation and Amortization of Assets

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

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

	Years
Computer technology	3
Passenger cars	3–5

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

Receivables and liabilities are recorded at their nominal values.

### Valuation of Inventory

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

### **Equity and Funds**

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

### **Foreign Currency Transactions**

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

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

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

### **Donations and contributions received are recognized as follows:**

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

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

### **Income Tax**

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

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

#### Tangible Fixed Assets

Summary of tangible fixed assets (in CZK thousands):

##### Cost

	At beginning of year	Additions	Disposals	Transfers	At end of year
Separate movable items and groups of movable items	1,381	–	–	155	1,536
Donated tangibles	52	–	(16)	–	36
Tangibles in progress	–	254	–	(155)	99
2009 Total	1,433	254	(16)	–	1,671
2008 Total	1,252	181	–	–	1,433

The 2009 disposal was recognized because of a donation of assets to a third person.

Tangibles in progress include a passenger car acquired by the Foundation as a donation. This car had not been put in use and was sold for CZK 50 thousand in January 2010.

##### Accumulated Depreciation

	At beginning of year	Depreciation during year	Book value of assets disposed	Disposals	At end of year	Net book value
Separate movable items and groups of movable items	(1,244)	(77)	–	–	(1,321)	215
Donated tangibles	(31)	(11)	–	16	(26)	10
Tangibles in progress	–	–	–	–	–	99
2009 Total	(1,275)	(88)	–	16	(1,347)	324
2008 Total	(1,238)	(37)	–	–	(1,275)	158

##### Grants

In 2006, the Foundation entered into a contract with the European Union to receive a grant for the Safer Internet Plus and Hotline projects (hereinafter the “EU project”), covering the period from 1 January 2007 to 31 December 2008 with an approved budget of EUR 170,881. The first installment of CZK 929 thousand arrived in 2006. The second installment of CZK 860 thousand arrived in 2008.

As at 31 December 2008, after the recognition of a 2008 revenue of CZK 1,143 thousand arising from the contract, the Foundation recognized a receivable of CZK 460 thousand from the European Union, which is presented within amounts due from government in the balance sheet in the previous accounting period. This amount was paid to the Foundation in 2009.

#### Unbilled Revenue

As at 31 December 2009 and 2008, unbilled revenue includes, in particular, interest accumulated on a term deposit which was credited by a bank after the end of the current period.

#### Summary of Changes in Equity

	Equity	Funds	Retained earnings	Total
Balance as at 31 December 2008	36,125	23,131	6,905	66,161
Decrease	(12)	(7,928)	(6,905)	(14,845)
Increase	99	12,416	–	12,515
Profit or loss for current year	–	–	4,969	4,969
Balance as at 31 December 2009	36,212	27,619	4,969	68,800

The equity balance decrease reflects a decrease in the value of movable items, which were not recorded in the Foundation's equity, due to their accounting depreciation. The equity balance increase reflects the new assets acquired as donation.

Funds increases and decreases reflect restricted funds received and provided.

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

Taxable revenues, other	82
Taxable income from advertisement	270

The Foundation claimed a tax allowance of CZK 300 thousand, which was used to cover costs associated with activities which are not subject to tax. The income tax liability for 2009 was CZK 10 thousand.

Amount in CZK thousands	2009	2008
Profit before taxes	4,979	6,976
Non-taxable revenues	(12,123)	(17,080)
Non-deductible expenses	7,496	10,741
Taxable income before allowances	352	637
Tax allowance	(300)	(300)
Tax base	52	337
Current income tax rate	20%	21%
Income Tax	10	71

### Liabilities

No current payables were overdue as at 31 December 2009 and 2008.

### Liabilities due for social security and health insurance

The deductions from 2009 and 2008 December wages payable as at the wage payment date, i.e., 10 January 2010 and 10 January 2009, respectively, are as follows:

Amount in CZK thousands	2009		2008	
	Total	Of which EU project	Total	Of which EU project
Prague Social Security Administration, Prague 8	52	–	120	3
Occupational Health Insurance Co., Prague	8	–	16	–
General Health Insurance Co., Prague	15	–	31	1
Prague Financial Authority	23	–	61	2
Total	98	–	228	6

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)

Amount in CZK thousands	2009		2008	
	Number of employees		Number of employees	
	Total	Of which EU project	Total	Of which EU project
Full-time positions	5	–	5	–
Contract for work	18	–	19	4
Job performance contract	1	–	3	2
Wages and salaries	2,364	–	3,521	1,133
Social security and health insurance	743	–	1,181	361
Total personnel expenses	3,107	–	4,702	1,494

Of those, wage costs for individual projects as per the Foundation statutes in 2009 and 2008:

Project in CZK thousands	2009	2008
EU project	–	1,494
Stop violence on children – public education	329	345
Puzzle – re-distribution of foundation contributions	491	485
Legal Help Line	178	193
Individual requests	185	199
Safe Internet – nation-wide project	227	121
Foundation Investment Fund	246	279
Cross-border cooperation	229	235
Positive parenthood	144	–
Child protection in media and advertising	434	–
Administrative overheads	493	–
Other	151	1,351
Total	3,107	4,702

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

Summary of monetary gifts provided (in CZK thousands):

	2009		2008	
	Balance sheet	Expense accounts	Balance sheet	Expense accounts
Safety Line for Children and the Youth Association	2,270	–	3,000	–
Grants provided from NIF funds*)	682	–	643	–
Restricted funds granted by RWE Transgas a.s. **)	2,156	–	1,860	–
Contribution to Fond ohrožených dětí (The Fund for Children in Need)	1,403	–	–	500
Contribution to Dětské krizové centrum (The Children's Crisis Center)	701	–	–	–
Contribution to the Children's refuge and school Býchory	200	10	–	40
Contribution to severely handicapped children – Astra Zeneca	50	–	–	–
Contribution to the orphaned Jirásek siblings	30	17	–	22
Collection for Ela – to purchase an automobile for a handicapped girl	436	–	–	–
Foundation contributions within the Puzzle project	–	200	–	1,086
Contributions to the day-care facility AKORD	–	100	–	–
STATIM OS – contribution to baby box	–	100	–	–
Children's refuge Horní Slavkov – curative stay	–	15	–	–
Kindergarten BERUŠKA Nový Jičín – camp for flood-affected children	–	41	–	–
Contribution to Dům na půl cesty - Pod Křídly (social services center)	–	60	–	–
The nicest concert of children from children's refuges (contest)	–	50	–	50
Contribution for purchase of a mechanical wheel chair for a handicapped child	–	41	–	–
Other contributions granted based on individual requests	–	250	–	163
Contributions to severely handicapped children – other	–	–	64	–
Contribution to Domov matky s dětmi v tísní (a facility for mothers and children in need)	–	–	60	–
Contribution to a dancing group Modroočko – Children's refuge Býchory	–	–	10	–
Contribution for a movement therapy aid (motomed)	–	–	20	–
Contribution for transport to a day-care facility	–	–	30	–
Contributions to blind children	–	–	60	–
Contribution to the day-care facility Mateřídouška	–	–	30	–
Contribution to the Děda family	–	–	45	30
Contribution for a car to a social services provider in Chlumín	–	–	55	423
Contribution to the Children's refuge Domino	–	–	–	29
<b>Total</b>	<b>7,928</b>	<b>884</b>	<b>5,877</b>	<b>2,343</b>

- \*) Grants provided from the NIF funds totaled CZK 476 thousand in 2007. However, CZK 34 thousand were refunded to the Foundation in 2008 before the financial statements for the year ended 31 December 2007 were finalized. This amount was added to grants provided from the NIF funds in 2008; the original amount to be distributed in 2008 was CZK 609 thousand.*
- \*\*\*) In 2008, the Foundation was granted CZK 3,000 thousand by RWE Transgas; of this, CZK 1,875 thousand were provided to third parties, CZK 969 thousand were used to cover the costs incurred in projects of the Foundation, and CZK 156 remained undistributed as at 31 December 2008. Of the money provided to third parties, CZK 15 thousand were refunded the Foundation before the financial statements for the year ended 31 December 2008 were finalized; as a result, the amount presented was adjusted to reflect this fact.*
- In 2009, the Foundation was granted another CZK 3,000 thousand by RWE Transgas. In 2009, of this, CZK 2,156 thousand were provided to third parties, CZK 700 thousand were used to cover the costs incurred in projects of the Foundation, and CZK 315 thousand remained undistributed as at 31 December 2009.*

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

	2009		2008	
	Balance sheet (Restricted donations)	Revenue accounts	Balance sheet (Restricted donations)	Revenue accounts
Total donation	5,551	10,214	2,780	15,300
Received from:				
RWE Transgas a.s. *)	2,300	700	2,031	969
Rossmann project	2,104	701	–	–
Collection for a car for severely handicapped girl	857	–	–	–
CK Alexandria – curative stays of children	100	–	–	–
Musica Bohemica – curative stays of children	100	–	–	–
Astra Zeneca ČR	50	–	50	50
Other received contributions	–	8 313	–	12,321
Global Payments Europe – 2010 Internet Hotline project**)	40	–	–	–
Provident Financial – 2009 Internet Hotline project***)	–	500	500	–
Collection for the Děda family	–	–	50	–
Kobera Pavel	–	–	30	–
Ogilvy Public Relations s.r.o.	–	–	60	20
Vila Casado	–	–	30	–
JUDr. Zelený	–	–	19	–
Other	–	–	10	–
Contributions received for the EU project	–	–	–	797
EU grants****)	–	–	–	1,143
Revenues – interest on NIF	–	1,126	–	1,280
Revenues – business activities	–	270	–	231
Revenues – other	–	865	–	906
Total	5,551	12,475	2,780	17,717

\*) In 2008, the Foundation was granted CZK 3,000 thousand by RWE Transgas; of this, CZK 969 thousand were used to cover the costs incurred in projects of the Foundation, and CZK 2,031 thousand were intended for distribution to third parties. In 2009, the Foundation was granted another CZK 3,000 thousand by RWE Transgas; of this, CZK 700 thousand were used to cover the costs incurred in projects of the Foundation, and CZK 2,300 thousand were intended for distribution to third parties.

\*\*\*) In 2009, the Foundation received a contribution for the Internet Hotline project from Global Payments Europe. The contribution will be used to cover the costs of the project in 2010 and was therefore recognized as deferred income as at 31 December 2009.

\*\*\*) In 2008, the Foundation received a contribution for the Internet Hotline project from Provident Financial. The contribution was used to cover the costs of the project in 2009 and was therefore recognized as deferred income in the balance sheet as at 31 December 2008 and as revenue in the income statement 2009.

\*\*\*\*) The 2008 figure represents revenues arising from the contract entered into with the EU. As at 31 December 2008, the Foundation recorded a receivable of CZK 460 thousand related to these revenues (see "Grants").

#### Public collections pursuant to Act No. 117/2001 Coll. as at 31 December 2009:

In 2009 and 2008, the Foundation organized public fund-raising campaigns in accordance with Act No. 117/2001 Coll. with a gross yield of CZK 3,109 thousand and CZK 7,268 thousand, respectively. In 2009 and 2008, parts of the yield in the amounts of CZK 857 thousand and CZK 50 thousand, respectively, were restricted.

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

In 2009 and 2008, the Foundation deposited these funds on a deposit account kept with COMMERZBANK. The term deposits were repayable on 14 January 2009 and 14 January 2010, respectively, and bear an interest rate ranging from 3.1% to 3.6% p.a.

The interest accumulated on term deposit was CZK 1,126 thousand and CZK 1,280 thousand and was credited into income for 2009 and 2008, respectively

In 2009 and 2008, the amounts of CZK 682 thousand and CZK 609 thousand, respectively, were redistributed pursuant to the contractual terms and conditions. The remaining portion was used for the Foundation's administration.

Prepared on: 19 March 2010



Zuzana Baudyšová  
Accounting entity's statutory body



Marcela Komárková  
Person responsible for the financial statements

# GRANT RULES

The Our Child Foundation grant rules for awarding Foundation contributions from the income of the Foundation Investment Fund (FIF) during 2009

The purpose of the Our Child Foundation (hereinafter “the Foundation”) is to support humanitarian projects which help to create an effective system of child protection in the Czech Republic and to ensure the protection of human rights in accordance with the Convention on the Rights of the Child. Humanitarian projects are supported by the provision of grants (Foundation contributions) for programmes that serve to achieve the Foundation’s objectives. The Foundation simultaneously seeks to provide direct help to children who find themselves in extremely difficult, life-affecting situation

## Conditions for awarding grants:

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

**Award procedure schedule:**

1. The Foundation's grant program for each year shall be announced by the Foundation Director. It shall be published on the Foundation website, or by other available means.
2. Applicants shall send their applications to address of the Foundation at Ústavní 91/95, 181 21, Prague 8. Applications, including all attachments, shall be submitted in two counterparts, of which only one must contain originals of all documents; the second counterpart may contain copies.
3. The closing date for submitting applications shall be on or before 31 March of the applicable calendar year (applications received after this date shall be discarded).
4. The Foundation shall keep records of all applications and shall perform a formal examination of them. Applications failing to meet all formal prerequisites shall be excluded from any further proceedings.
5. There shall be no legal entitlement to the contributions awarded by the Foundation. The Foundation Board of Trustees 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.
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 Trustees. Should the Board of Advisors find an application to have substantial deficiencies, the application shall not be recommended to the Board of Trustees. The Board of Advisors shall justify its standpoint in an appraisal submitted to the Board of Trustees.
8. The Board of Trustees shall make the final decision on approving or rejecting the award of the Foundation funds to individual applicants.
9. The Board of Trustees 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 Trustees no later than within three months after the deadline for submitting grant applications (i.e. by 31 June). However, the Foundation shall not be obligated to communicate the reasons for rejecting an application.
11. The Foundation shall enter into a contract on the award of the Foundation contribution with the applicants of all approved projects and shall secure the transfer of the funds according to the contractual provisions. By signing the contract, the applicant undertakes to co-operate with the Foundation and grants his/her consent to the Foundation to check the proper drawing of the allocated funds, i.e. the applicant agrees to submit reports on the project in the form of an interim and final report (containing text and financial). Costs incurred prior to the contract conclusion cannot be covered.

12. As the grant provider, the Foundation reserves the right to perform continuous inspections, and should the grant beneficiary fail to meet the objectives of the project for which the grant was received, and/or should the grant beneficiary use the funds in a manner that is in conflict with the purpose established by the contract, the beneficiary shall return the funds to the Foundation.
13. The grant beneficiary shall submit a statement of funds to the Foundation within the time period specified in the contract.

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

- Completed application form containing the applicant's data
- Up-to-date, original or certified (see above) copy of the certificate of registration – not older than 3 months
- Copy of the document governing the internal terms and conditions of the organisation (e.g. Articles of Association)
- Project description and schedule
- Project expenses (budget)
- Precise specification of the required funds and their manner of use (semi-budgetary organisations must demonstrate that they have complied with the condition which states they must contribute at least 50 % of funds for the applied for project from their own resources)
- Overview of other funding applications submitted in relation to the project, including the amount.

In Prague, 7 September 2000

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

Last updated on 25 January 2009.



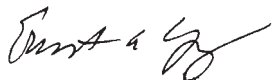
## INDEPENDENT AUDITOR'S REPORT

### 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, 2009.

A stylized signature of the Ernst & Young firm, consisting of the letters 'EY' in a cursive, handwritten style.

Ernst & Young Audit, s.r.o.

License No. 401

Represented by

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

Magdalena Soucek

Partner

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

Irena Liškařová

Auditor, License No. 1146

19 March 2010

Prague, Czech Republic

### Our thanks to the sponsors of the Annual Report

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

### Our special thanks belong to

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# BASIC INFORMATION ABOUT THE OUR CHILD FOUNDATION

## **The Our Child Foundation**

Date established: 1 October 1993

Legal form: foundation

Identification number: 60166754

Tax Identification Number: CZ 60166754

Entered in the register of the District Authority for Prague 8, 1 October 1993, Reference number 20265/93-306-2176/601

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

Founder: Zuzana Baudyšová

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

## **Contact Information**

The Our Child Foundation

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

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

## **How you can support the Our Child Foundation**

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

Number of the Foundation collection account: 111000222/0300

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

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

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