

Philanthropists, Jr. PROGRAM

Join us in introducing philanthropy to children and young people
in the Czech Republic!

THE PHILANTHROPISTS, JR. PROGRAM IN A NUTSHELL:

- **The Philanthropists, Jr. Program** builds on the best practices of our Be Helpful program for young philanthropists, which we operated for three years (2013-2016).
- 15 teams (totalling on average 250 children and young people) organize benefit events and raise money for good causes each year. Via Foundation matches the proceeds of their benefit events.
- Via Foundation provides the teams with advice, support in project planning, networking opportunities and funding.
- The program is unique in the diversity of the:
 - teams (school classes, extracurricular clubs, groups of friends of various ages),
 - benefit events (concerts, performances, sporting events, bazaars, auctions, etc.)
 - recipients of support, which are chosen by the teams and can be individuals or organizations.
- The program is aligned with the academic school year (the call is announced in June and projects run from November through May).

WHAT DO WE HOPE TO ACHIEVE?

- Awaken a sense of philanthropy among young people and invite them to experience it first-hand,
- Lead young people to help others and become active citizens,
- Support sharing and networking (through the junior philanthropists' club) and inspire other young people,
- Develop targeted charitable giving based on relationships.

promote connect inspire
support acknowledge develop
multiply impacts

WHAT IS OUR TARGET GROUP?

- Children and young people ages 6 to 26,
- Adults who have opportunities to lead young people toward active citizenship (teachers, leaders of extracurricular activities, parents, etc.).

"I liked that on D Day we all really tried to pour our best effort into our event. You could really see that during our visit to the cancer ward. It was a really powerful experience and I think everyone was glad they had a chance to make the kids' day a bit brighter."

Gabriela Plchová, Student and Girl Scout

WHY DO WE WANT TO LEAD YOUNG PEOPLE TO PHILANTHROPY?

- More than half of all young people in the CR are not active in civic or community affairs.
- Materialism and consumerism is growing among young people, while there is less emphasis on the importance of helping others, assuming responsibility for others, working for the good of the community and personal development.
- About 80% of Czech high school students believe that they cannot influence local, national or global problems.
- Young people do not come in contact with enough positive role models or opinion makers, people who are active in their communities and could motivate or lead them to help address issues in society (e.g. teachers, parents), despite the fact that the role of close role models is crucial.
- Children should not be taught philanthropy in a directive way but rather led through active engagement in philanthropic activities, either through their families or in school.

Sources: One World survey in schools in 2009 and 2012, Concept of State Support for Children and Young People 2007 - 2013 and a poll conducted by STEM and Via Foundation titled Philanthropy and Leaders in Czech Society, 2014

WHAT DO WE PROVIDE?

Support for the 15 teams:

- **Financial support for a benefit event (CZK 3,500 for event organization, matching of the proceeds up to CZK 15,000 and other financial bonuses when proceeds exceed CZK 30,000).**
- **Education, development, networking through:**
 - consultations on project ideas,
 - an opening experiential and educational retreat (sharing and workshops on topics including fundraising, PR, teamwork, legal issues, etc.) and a final evaluation meeting of the teams,
 - support in project planning and communication tools (“How to Plan a Benefit Event” manual, information on the Internet, social networks),
 - regional meetings of team during the year and founding of philanthropy clubs,
 - site visits to the teams and benefit events.

Support for others interested in philanthropy:

- **Project planning support** (“How to Plan a Benefit Event” manual, information on the Internet), networking (philanthropy clubs in regions of the CR) and public events. v regionech), akce pro veřejnost.

“The money that we raised stayed in our region and the help we gave was direct, targeted and truly delivered it to the people who needed it. Everyone who took part in the project learned something: how to organize events, deal with people, overcome shyness, assume responsibility for oneself and for others and develop intergenerational relationships. And we also learned that although we are working to raise money, sometimes we can work for our own and others’ enjoyment, too.”

Marie Dufková, Teacher

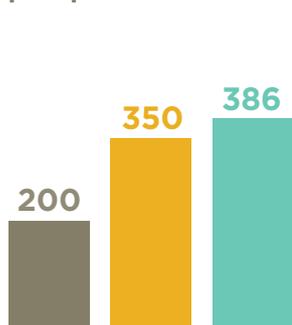
HOW MUCH DOES THE PROGRAM COST?

CZK 325.000	for grants and matching of benefit event proceeds
CZK 318.539	for education, project planning support and outreach (retreat, regional and final meetings, site visits to teams, manual, Internet site, public events)
CZK 400.719	for program coordination, development of partnerships, PR
CZK 125.311	for Via Foundation operational and administrative support
CZK 1.169.569	TOTAL

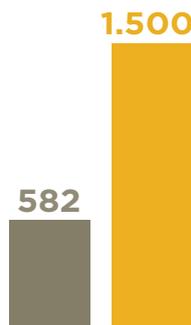
BE HELPFUL PROGRAM 2013 - 2016 IN FIGURES:

- Over 900 young people and other volunteers were engaged in the program,
- Average age of young participants was 13,
- It was the first benefit event for **more than half of the teams**,
- Total proceeds raised during the first two rounds of the program: CZK 441,434,
- Number of donors during the first two rounds of the program: 2,082,
- Most funds raised by a single project: CZK 47,120.

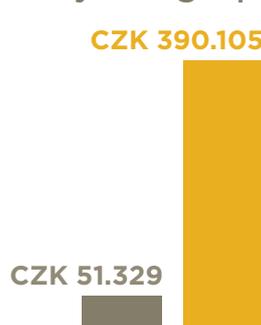
Number of engaged young people and volunteers:



Number of donors:



Most funds raised by a single project:



Total funds raised:



2013-2014



2014-2015



2015-2016

ABOUT THE TEAMS:

Snow White and the Seven Dwarfs for Kristýnka



Twenty drama club participants ages 7 to 10 from Ko-mořany decided to put on a performance of Snow White and the Seven Dwarfs to raise money for their preschool friend Kristýnka Suchomelova, who has childhood polio. Over the school year they practiced their roles, created stage sets and posters, handwrote invitations and hung up posters with their parents' help in nearby towns. The children also personally sought sponsors and patrons for the event, such as comedian Bolek Polívka and opera singer Magda Honzákova. *The benefit performance raised CZK 86,120 for Kristýnka and the funds were*

used to purchase a special adjustable chair for her.

Bazaar on wheels



A group of 8 children and young people ages 6 to 20 from the Atom Club for At-risk Children in Pilsen organized a bazaar for the non-profit organization Festina Lente, which has been running a camp and excursions for disabled people for over 20 years. The team began by obtaining non-financial gifts such as clothing, costume jewellery, accessories and books. They then held a “Bazaar on Wheels” stand at three events: a design trade fair, a bazaar in a former factory and an outdoor auto show. They asked people for donations and let them

choose a gift from among the donated items in exchange.

Their “customers” appreciated this original approach. *The team raised CZK 6,922 for Festina Lente through their Bazaar on Wheels benefit project.*

Christmas as a Gift



A group of high school students from socially marginalized Roma families in Brno organized a Christmas benefit gala evening. The proceeds went to the Gendalos scholarship fund, which supports Roma high school students in their studies and development of their personal potential. The students created the program for the gala evening, engaged performers, created invitations for their teachers, families and friends, decorated the event room and prepared refreshments. *The team raised CZK 39,228 to help support students through the Gendalos fund.*

WHY JOIN OUR EFFORTS?

- We have three years of experience in working with young people through our Be Helpful program (with an average of 250 children and young people plus 100 other volunteers participating per year).
- We are an experienced and well-established foundation. We have operated in the CR for the past 19 years with a long-term focus on philanthropy development. Along with the Be Helpful program, we present the Via Bona Philanthropy Awards, publish the Art of Giving quarterly journal on philanthropy and develop the Darujme.cz online fundraising tool for NGOs.
- We work with partners in the sector to increase the impacts of our work (Centre for Democracy in Education, Czech Council of Children and Youth, The Duke of Edinburgh’s Award, EDUin, SCIO, Gratias Tibi, etc.)

“School should be about more than just learning your grammar. In school children learn to be human – and that’s the best type of school for life.”

Irena Bílá, Teacher