

DEJME DĚTEM ŠANCI LAUNCHES THE SECOND EDITION OF ITS “WISHING TREE” PROJECT

Prague, 11th November, 2013 - **DEJME DĚTEM ŠANCI** o.s. (“DDŠ”), a leading Czech non-profit organisation for children and young people in children’s homes, launched today the second edition of its successful project, “**WISHING TREE**”. This is an online project that allows people to buy a Christmas gift for children from children’s homes quickly and easily, directly from their computer. The project website (www.stromsplnenychprani.cz) is accessible to the public **as of 9.00 am on the 11th of November 2013**. People have the opportunity to buy gifts **until midnight on the 12th of December 2013**, or until all presents have been purchased.

Children from 28 children’s homes that cooperate with DDŠ are involved in the project. Each child wrote a “Letter to Santa” which included their personal data, their wish and their message to Santa. Letters can be seen on the project’s website. In the first year, people fulfilled the Christmas wishes of 557 children for a total value of CZK 522,938. This second year will help nearly 1,000 children.

The director of **DEJME DĚTEM ŠANCI**, Michaela Chovancová, commented on the “Wishing Tree” project:

“The material amenities in children’s homes are very good, but the homes cannot afford to buy each child the gift that he or she wants – especially the older children, who often wish for some electronic gifts. Children also rarely have the opportunity to choose something themselves, and that’s what DDŠ wants to allow through this project. The success of last year’s “Wishing Tree” made us believe that this project makes sense, and donors also seem to appreciate the fact that they can fulfil the wish of a specific child. Our sincere thanks goes to everyone who will be getting involved in the project by buying a gift!”

The main partner of the “Wishing Tree” is **Patro.CZ** (www.patro.cz), which carries out all the orders and delivers the gifts to DDŠ. With the help of volunteers, **Patro.cz** sorts, packages and distributes the gifts to various children’s homes.

The process of buying a gift is very simple and does not take more than two minutes. After selecting a specific gift, which states the name and age of the child, variable symbol and the message to Santa, the donor provides his or her personal details, chooses a payment method, gives consent as to whether his or her name can be listed among the donors and confirms the selection. The donor will receive an e-mail with a gift certificate. If interested, he or she can also receive a donation certificate for a tax deduction.

DEJME DĚTEM ŠANCI o.s. provides comprehensive support for specific children growing up in children's homes throughout the Czech Republic. The organisation is currently working with 29 children's homes and involves over 200 children in its projects.

For more information about **DEJME DĚTEM ŠANCI**, please visit <http://www.dejmedetemsanci.cz>.

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Notes for Editors:

DEJME DĚTEM ŠANCI o.s.:

DEJME DĚTEM ŠANCI o.s. ("LET'S GIVE CHILDREN A CHANCE") provides comprehensive assistance to children from childrens' homes throughout the Czech Republic, especially when they start their independent lives. At the same time, it offers companies and individuals the opportunity to support a specific child growing up in a children's home, enabling them to support something that is credible and financially acceptable. At present, the charity is cooperating with 28 children's homes in all regions of the Czech Republic and 212 children are included in its projects. More information and a list of children that can be helped can be found on www.dejmedetemsanci.cz. DEJME DĚTEM ŠANCI o.s. is a member of AVPO – the Association of Community Organizations (Asociace veřejně prospěšných organizací) that brings together organizations that have as their top priorities transparency and professionalism in carrying out their community service.