

DEJME DĚTEM ŠANCI LAUNCHES NEW “DMS” FUNDRAISING INITIATIVE

Prague, 17th July, 2013: **DEJME DĚTEM ŠANCI o.s.**, (“**DDŠ**”) a leading Czech non-profit organisation for children and young people in orphanages, announces a new way for the public to show its support: directly from their mobile phones.

This new mobile plan was launched on 1st July, and came about as part of a larger initiative, a public collection, that began on 20th May of this year and was made possible due to the organisation having met the main legal requirement of having operated for a minimum of two years. The initiative has two main objectives. Firstly, **DDŠ** wants to raise the public’s awareness of the needs of children in orphanages, and to inform people about the possibilities of host care. Secondly, the initiative is aimed at boosting fundraising efforts, with a view to ensuring that the organisation’s many projects helping children, such as “Support me...”, “Find me...”, “I wish...”, and “Help me start in life...” , can move forward at speed.

Talking about the new initiative, Jiří Strejček, PR and marketing manager for **DDŠ** said:

*“This initiative is really the first large-scale promotional effort to be undertaken by **DDŠ**, and I must say that we are very pleased with the reaction that we have received from all over the country. There are so many children and young people in group-homes all over this country, and it is too easy to forget about them; the more that we expand and the more money we can raise, the more we can help them.”*

Anyone with a mobile phone can participate in the new mobile donation initiative that was launched on 1st July, simply by sending the SMS message “DMS DDS” to the number 87 777. Each SMS will cost the sender 30 CZK, 27 CZK of which will be donated directly to **DEJME DĚTEM ŠANCI o.s.**. If you would like to donate over the long-term, the SMS “DMS ROK DDS” can be sent to 87 777, and 30 CZK will automatically appear on your phone bill every month for one year. For those without a mobile phone, donations can also be made directly to the **DEJME DĚTEM ŠANCI o.s.** Raiffeisenbank account: 6072121060/5500.

Information on how to donate to **DDŠ** via SMS can be found on posters throughout Prague and other larger cities from mid-July, thanks to the support of JCDecaux.

For more information on **DDŠ** please visit 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 orphanages 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 an orphanage, enabling them to support something that is credible and financially acceptable. At present, the charity is cooperating with 27 orphanages 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.