# Executive summary

Pomoc Srpskoj Deci wants to keep children in Serbia and stop the huge outpouring of youth to other countries. We want to feed, heal and educate these children, so they can live a great life in their own country and not feel forced to move away far from their homes in order to survive.

## The business opportunity.

The need for our nonprofit is that there are no other organizations doing exactly what we do. There are also no organizations that are as transparent as we are.

## Taking advantage of the opportunity.

It will serve the market as there are a lot of people interested in helping children only, as they realize that they are the victims of their circumstances. Additionally, our transparency is what can attract more donors and volunteers.

# Main Objectives

* Help children living with health problems, feed them and heal them.
* Normalize their lives and create opportunities for them.
* Educate children by providing various types of lessons (English, design, marketing, etc).
* Create job opportunities for them, so they can feel comfortable staying in their countries and have a family here.

# Mission Statement

Our goal is to help our children grow up and live a normal life, not fearing for their well-being fear, and without worrying if they will have food on their tables. We want to ask you to join our cause so we can eliminate hunger and poverty, and help our children have a normal childhood and a fighting chance in life.

# Our Mission

* **Feed**
These children often don't have any food on their tables for days - we want this to stop.
* **Heal**
Our country offers limited medical treatments, and some children have to go to other countries just to receive treatment.
* **Educate**
We want to educate these children to give them a brighter future and help them stay in our country.
* **Support**
We will support them along the way with anything they may need.

##

# Organization Details

# Charity/Company Name: Pomoc Srpskoj Deci

# Address: Deliblatska 15, 2100 Beograd

# Telephone number: 069 3344890

# E-Mail: pomocsrpskojdeci@gmail.com

# Website: [www.pomocsrpskojdeci.com](http://www.pomocsrpskojdeci.com)

# Legal status: Registered organization in Serbia

# What the Organisation Does

Our organization helps underprivileged children, many of who have health issues stemming from birth. We want people to sponsor children throughout their youth and help them achieve their goals by finishing education and staying in Serbia. While Europe is dying off it's critical to have a program where we help and sponsor children and educate them to be able to work online jobs so that they can stay in Serbia and Europe.

# Our Vision

We want to keep these children in their home country of Serbia. Unfortunately, many of them will defect to other countries in search of a brighter future. We want to put a stop to this. We want to feed them and help them with their medical issues as best we can - by providing treatment, medicine, etc. After we have taken care of these essentials, we want to educate them and to allow them to be able to find a good paying job in the future.

# Our Values

We represent family, patriotic values. We love our country even though it has done little to help us and we have had to fend for ourselves and do everything alone. We want these children to have the support and possibilities to live well, have children, and prosper with security.

# Our Activities

Our activities so far have been gathering food, medicine, and other goods and bringing them to families directly.

We have bought medicine and medicinal equipment in the amount of $120 for a six-year-old girl who has suffered kidney failure.
To help poverty-stricken and sick children in Serbia. We think that in the center of Europe there should be no hungry children, especially given that our country has great agricultural abilities. 4: Background & Achievements to Date

# Our Goals

Our goals are to feed, heal and educate as many of our children as we can. We want to provide them with valuable life skills and knowledge and enable them to live prosperously and well. To create their own careers and families and stay in our country.

This project will help feed, educate and feed Serbian children living in awful conditions (often with no bathroom, running water or electricity). It will also help cover growing medical bills for children suffering from life-threatening illnesses. We are hoping to find a long term solution for children in remote villages to have proper education and life without problems. Most of the families that come to us live on a $150 / month basis. If you can call that a life. It's a harsh life for them.

# In the Next Year

In the next year, we hope to help pay each child’s monthly bills for medical supplies and food. After we have established this system, we want to start educating them and supporting them to choose the best carrier and acquire important life skills.

# In the Next 2-5 Years

In the next 2-5 years, we hope to provide these children with books, computers, tablets and other necessary equipment for them to learn skills that will help them find work. Ultimately we hope to create a space where we would hold workshops and training seminars for the children.

# Who Will Benefit from the Organisation’s Activities?

Our objective is to help every child living in Serbia, which is considered to be underprivileged in some way - whether they are ill, poor or uneducated.

While other continents are facing a big crisis with population increase Europe is struggling to keep the population on the increasing levels, so we need to do more to make sure that developing countries can have children stay in the villages, get proper education and continue living while having a normal life. Most of our families (that reached out to us) are living on a $150/ month basis if you can call that living. Yes, you heard that right, 150 dollars (or less in Eur or Pound) per month.

# How Will They Benefit?

They will benefit through food, home supplies, medicine, and medical supplies, and education and educational tools.

# People: an overview of the nonprofit’s structure

Our nonprofit consists of volunteers, all of us are otherwise employed and give all of our free time to the cause. Currently, we have four active members that are in charge of finding donors, contacting and maintaining relationships with them. Additionally, we contact families and keep them notified about everything that’s going on, and facilitate the donations made in their name. Other volunteers also write and maintain our website and its contents, and manage social media networks.

# Opportunities

There are currently no other non-profits in Serbia that focus solely on helping children. Although there is a handful of organizations that try to help the poor, and ill people - but these people are mostly adults. Our organization wants to be unique in helping only children and giving them everything we can. Because these children are just victims of their families choices and lifestyles and aren’t to blame for their situation. There is often no one to provide for them or support them, this is why we are unique in our cause. There are also opportunities with our people living in other countries, who had to move away because in search of a better life.

# Our Projections

In the future, we hope to open an education center, where children could come, gather and learn. We are just starting out and although we have helped some children, we want to help more and we want to aim for more than just keeping them fed. We have big aspirations as we hope to shape our youngest minds and build them up to be great, successful people, who can help others.

# Other Goals

Our other goals are to rebuild Serbian villages and rural areas where people can only work as farmers, or leave the area. We want to rebuild these places and bring back life to them, by keeping people there and bringing more people to live there and enjoy nature. We want to create a need to reopen the schools there, as most of them have shut down due there not being enough children or teachers.

# Market Opportunities

As we mentioned, our organization is a unique one. This creates market opportunities to reach people who believe in our country and want our children to stay here. It also creates opportunities for them to find employment within these companies.

# Next Steps

The next steps are to attract more donors and find more funding opportunities. We are working on receiving grants, and approvals for crowdfunding campaigns.

# Legal Entity - Humanitarian organization

## What Similar Services Are Currently Available?

Similar organizations currently available in our country are "Срби за Србе", "ADRA", "Budi human - Aleksandar Šapić".

## What is Unfulfilled Need?

The unfulfilled needs on the market are that there are no other nonprofits focused solely on helping children.

In our neighborhood, there are children who never had a bathroom, who live in really bad condition and with illness. We are eager is to help them and educate them so they can live much better than now.

## How the Organisation Will Integrate with Other Activities/Providers?

There are individuals and companies who build their success focusing to be best in what they do.

The organization is currently working on integrating and cooperating other nonprofits, such as an organization called “28. Maj”. We are always open to working with other providers who can help our cause, and spread our message and goals to others.

# Performance Monitoring

Performance monitoring is managed through keeping truthful and consistent records of all the families, help and donations received, as well as donors and information about them and their donations and activity.

# Promotion and advertising

Pomoc Srpskoj Deci is promoted and advertised through social media, Facebook, Instagram, Youtube. We are also actively reaching out to people managing big platforms and ask for a promotion and offer free advertising on our website and social media outlets.

# How & Where Will You Promote Your Activities/Services?

We promote all of our activities on our social media outlets and website. We share every story and every successful action through these outlets. We will also create dedicated newsletters for potential donors, as well as active ones.

# Running the Organisation

The organization runs with two co-founders and volunteers. Srdjan Savic and Vuk Kandic are co-founders, and manage and organize bigger donations, and assign work that needs to be done, but also maintains relationships with bigger donors. They also manage our accounts and payments.

# Board of Trustees

* Srdjan Savic
* Emir Kucevic
* Vuk Kandic

# Staff (Including Volunteers)

Co-funders: Srdjan Savic & Vuk Kandic

Volunteers: Marija Cehic, Emir Kucevic, Danijela Jovanovic, Dragana Jokanovic, Ilija Milosevic, Nemanja Joksanovic, Aleksandar Trifunovic

# New Equipment

20 computers, 2 units of printer/scanners

# Policies & Procedures

General guidelines and procedures can be found on our website.

# Fundraising Strategy

Broaden our network, and contact more donors.

Make a long list of teams network - include people who are able to make donations - but also who have access to larger networks. We have applied for GlobalGiving and Google AD grants to provide us with some funds and are in the process of attaining their help.

# General Funds

 We depend on donors and sponsors for donations, because we are a new organization that depends on volunteers

# Income & Expenditure Forecast

 2000e from donations forecast: 1500e/monthly for helping children and organizing fundraisers.