

Bátor Tábor

Annual Report 2016

Back to life!

We change lives!**





We provide life-changing experiences, strength and the tools to live and to recover for seriously ill children and their families. All of this is for free. We believe that the sun always shines beyond the clouds!



Bátor Tábor has recently celebrated its fifteenth birthday. In 2001, a few enthusiastic volunteers were brave enough to dream big: they organised a camp for children with cancerous illnesses at Római part of Budapest (Roman Riverbank). It is always uplifting to listen to the founders talk about the challenges of creating Bátor Tábor, the exciting pleasure they felt when children arrived, and the very first session Bátor Tábor had started. At that time only 35 children arrived in two sessions (70 in total). Nowadays, our programmes reach over thousand campers – ill children, parents and family members within the gates of our own campsite, and now outside it as well! What has not changed is the excitement of the first days of the sessions, as we, the volunteers are waiting for the first campers arriving, as they cross our gates, and as we welcome them while wearing bellboy or wizard's costumes, smiling from ear to ear. Since we already know how many gorgeous and great experiences are awaiting them here in the Bátor Tábor camp.

2016 HAS BEEN ALL ABOUT CELEBRATION AND STABILITY

- We celebrated our 15th birthday with a family day of nearly 1500 people, including our campers, volunteers, former and current colleagues.
- We have made a film about the 15 years of Bátor Tábor, paying tribute to the founders, colleagues and to all those who have contributed to building the camp with their time, knowledge and energy.
- Our GO! programme is already running in Poland, within its framework we regularly provide therapeutic recreation activities at two hospitals in Warsaw.
 We have also implemented
- We have also implemented the most exciting integrated communication and fundraising campaign of Bátor Tábor 'Behind the Clouds' by involving 15 Hungarian music bands.

ne is already vithin its larly provide on activities at rsaw. emented htegrated of fundraising Tábor 'Behind lving 15 Under the name of BENEFITness we have launched the first lifestyle change, and fundraising campaign of Bátor Tábor.

We feel honoured and very proud about caring for, continuing and building this 15-year-old magic of the world which is Bátor Tábor. Thank you very much for helping us achieving it!

 $\left(3 \right)$

Ervin Vadász CEO

Who we are

Bátor Tábor has been organising therapeutic recreation camps for seriously ill children and their families, as well as for families who lost their children due to a severe illness.

Besides Hungary, children come to us from three countries (Czech Republic, Poland, Slovakia), we are a regional centre.

Our GO! programme reaches 2 hospitals in Warsaw

WARSAW

HATVAN



All of our

programmes

are free.

We recruit our campers from 47 Hungarian and 13 foreign hospitals, and we provide them with criteria, guota and preparation.

> We now host nearly 1000 campers - seriously ill children and their family members - each year.

> > as well.

We ensure overall health safety in the camp.

programme which aims at providing

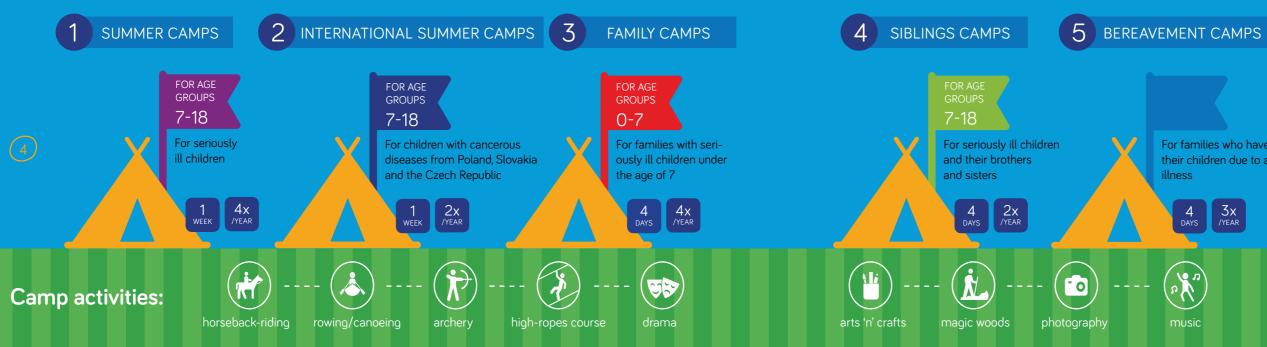
therapeutic recreation at hospitals

We have launched our GO!

The main point of the camps is to let children face different challenges, and to provide them with a lot of success and reinforcement.

We are operating our own campsite in Hatvan, Hungary. The campsite can host and accommodate 168 persons in one session.

5+1 TYPES OF SESSIONS FROM MARCH UNTIL THE END OF NOVEMBER





seriousfun children's network

22

from 50

thousand

volunteers

A global camp association with 30 members; Bátor Tábor is the only one in Central Europe.

+

years

For families who have lost their children due to a fatal Ilness





music

6 GO! PROGRAMME

For children confined to hospital beds or suffering from other types of diseases, and for their family members





CAMPERS COME FIRST. Their physical and emotional well-being is the most important for us.

3

WE APPRECIATE YOU AND WHAT YOU DO FOR US. It wouldn't be the same without the support of our volunteers, donors – like you.

> TRANSPARENCY IS A MUST. We work with the highest level of transparency.

WE APPRAISE YOUR TRUST. We appreciate it and take good care of it. We are truly

honoured that so many families, donors, volunteers trust us.

HELPING FEELS GOOD.

There are many different ways to help, you just need to find which suits you best. You feel better if you give.

WE THINK IN THE LONG RUN. Sustainability and independence are fundamental in our operation, in decision making and in the use of our energy supplies.

5

PROFESSIONALISM IS ELEMENTAL IN OUR WORK PROCESS. We urge to operate and nurture our business

relationships in the most professional way.

WE AIM TO DEVELOP CONSTANTLY. We are open to new solutions and consciously try to find innovative resolutions.

Our values

What we believe in and what we follow 10

8

WE TRY TO SHAPE THE WAY PEOPLE THINK. We believe that good is contagious and what we do in camp will bring about changes beyond the gates of Bátor Tábor.



Bátor Tábor is the only member of the SeriousFun Children's Network in Central Europe. The Network includes 16 camps and 15 Global Partnership Programs (GPP) worldwide. The first camp was founded by the worldfamous actor, Paul Newman in 1988. The Network has provided help to over 864 thousand children and their relatives since its foundation.

for my daughter.

We change lives!

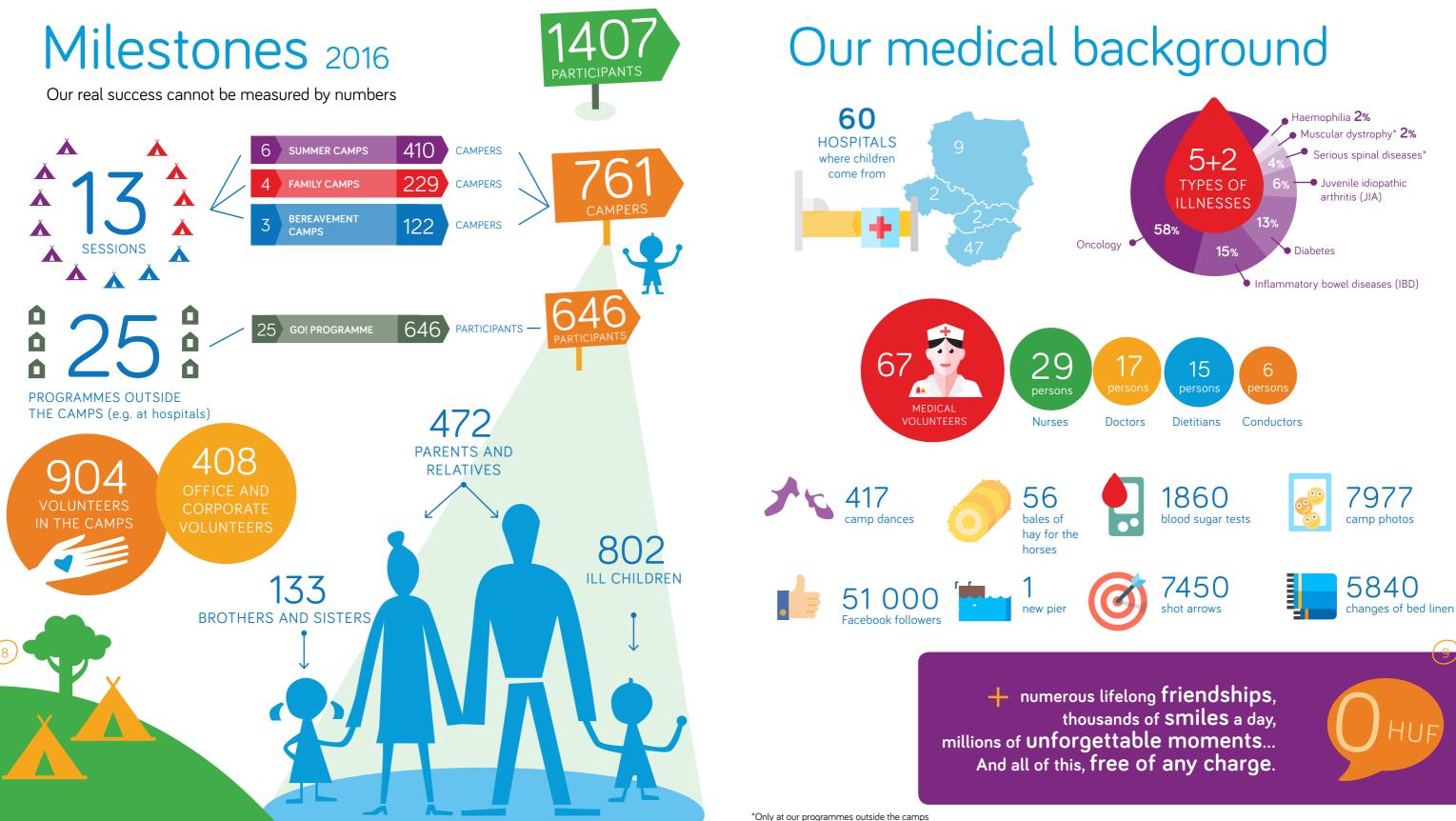
The long-term effects of the sessions have been investigated by us as the member of the SeriousFun Children's Network camp association. The surveys conducted before and after the camps were performed in cooperation with Yale University. According to the feedback of parents taking part in the surveys, it was not only their children's attitude towards the illness that had changed, but they have achieved progress in other areas too. We dare say with pride: together we really have changed lives!

'The value related to the concept of true friendship has changed

'She is much braver to start things."

'An easy-going, strong and thoughtful young man has returned to us."

79% became more open to new things 77% experienced improved self-confidence 76% experienced improving independence 72% developed better social skills



2016 full of events

WE ARE NEVER BORED PROGRAMMES, CAMPAIGNS

13 sessions, lots of courses and training sessions, many preparation weekends, even more programmes during the year, and numerous fundraising campaigns have made the year eventful.

GO! CAMP ANYWHERE



As a pilot project, in 2015 we started to deliver the method of recreational therapy at hospitals and other organisations. Most of the time, with a few hours or halfday programmes we visit children who are confined to bed as their status does not yet allow them to visit us, or who suffer from an illness which our camp is not suited for. In 2016, the programme was so successful that the number of the participants has tripled, and besides Hungary, we regularly visit the young patients of two hospitals in Warsaw.

WE CELEBRATED BÁTOR TÁBOR IS 15 YEARS OLD

More than 1500 guests arrived to Hatvan for the Family Day on April 30, to celebrate the past 15 years of Bátor Tábor together. Campers, volunteers, supporters, founders, former and current colleagues visited us on this special day. At 6 a.m. 15 teams started from Budapest to run 60 kms and to be welcomed by the loud and excited wall of guests in the great birthday buzz.







(10)

BEHIND THE CLOUDS SECRETS OF 15 MUSIC BANDS

'What has been your greatest fear that you could overcome?' – we asked this question from 15 popular Hungarian music bands. Their exciting, and many times really personal replies were illustrated by Péter Weiler. Pictures were printed on T-shirts, which were sold in the Bátor Tábor webshop and during the concerts of Budapest Park and major Hungarian festivals. As a closing moment of the campaign, the original graphics were sold off by a charity auction in November. This campaign was a result of the cooperation and collaboration of two dozen companies and the same number of private persons.



Music bands involved: Ganxsta Zolee | Halott Pénz | 30Y | Ivan & The Parazol | Anna and The Barbies | Kiscsillag | Magashegyi Underground | Punnany Massif | Rúzsa Magdi | Vad Fruttik | Wellhello | Žagar | Quimby | Irie Maffia | Csík Zenekar

The campaign in numbers: 1200+ sold T-shirts | Over 11,5 millin HUF revenue | 11 public events | 1400+ hours of invested volunteer work | 30+ media appearances

CIVIL PRIZE 2016 ÉLMÉNYKÜLÖNÍTMÉNY

The first Hungarian charity runner community, the 'Élménykülönítmény' has celebrated its 5th birthday this year, and has won the prize of the best fundraising programme in the 2016 Civil Prize Contest. Since it has been launched, over 2000 athletes have stood at the starting line in purple T-shirts, and have raised over 130 million HUF of donations for Bátor Tábor.







BENEFITNESS LIFESTYLE CHANGE IN A BENEFICIAL WAY

If I decide to lose 5 kilograms within a year, what can help me to achieve it? For example, if I see my friends encouraging me. If I know that they have also undertaken some long-term commitment, such as a monthly donation of 1000 HUF to Bátor Tábor. The main point of the BENEFITness programme is exactly this: besides training plans and dining diaries it provides a framework to lifestyle changing which encourages you not to give it up. In 2016 we had 13 people who succeeded in changing their lifestyle, and who recruited over 500 supporters and collected almost 2 million Forints.





OUR OTHER PRIZES IN 2016

Homepage of the Year - special prize

Social and civil organisations category - Hungarian Marketing Association

2x SME Marketing Diamond Prize Behind the Clouds; webshop – Hungarian Marketing Association

2x golden Effie Long-term efficiency; Social communication – Effie Awards





Volunteering

We change lives. Yes, the lives of volunteers, too.

(12)

'At Bátor Tábor we gain an insight how a perfect world would function

CAMP VOLUNTEERS

They are the ones who provide for the physical and mental well-being of children in our camps. A volunteer in average takes part in 3 sessions, however there are some who have been visiting our camps each year for 10 years. It often happens that their lives also change in the camp.

904 camp volunteers 85 450 hours worked

> 'I've become part of something great and enchanting."

ONE-DAY VOLUNTEERS

They are the ones who can not undertake a full session, but are ready to help some hours or a few days in the office or at our events. There are others who provide professional or technical assistance, such as translation or graphic design.

408 one-day and company volunteers 1630 hours worked



'Life spent here is useful and a real learning experience. It always brings something new and lets me also bring new things out of



'Bátor Tábor has been the best part of my life. It frames my years, and I can gain enormous power from it."

'I put all my heart and soul into this camp, however, I must admit that I get much more from it...'

THOSE WHO HELP THROUGH SPORT

They take part in sports contests wearing the colours of Bátor Tábor, or started a lifestyle change and perform fundraising.

522 athletes of 'Élménykülönítmény' 23 BENEFITness lifestyle changing persons



11+1 reasons why you should support Bátor Tábor

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We change lives together. Almost 1000 campers (ill children and their families) enjoy momentous experiences at us in a year.

We are transparent. We have been operating in a stable and transparent way for 15 years. We think three years in advance. Our finances are verified by Deloitte.

We are independent. Our operation is based solely on company and private donations. We do not accept state resources, neither apply for them.

We grant quality. Our expertise and professionalism is controlled by the SeriousFun Children's Network and the International Camping Evaluation. It ensures that your donation will be used in the best way.

Our supporters are satisfied. Thousands of private persons and hundreds of companies have experienced that their support creates values - in the form of new lives, smiles and new buildings.

It is a social investment. Each year almost a thousand campers, a thousand volunteers and the participants of our new hospital programmes are spreading the philosophy of helping others when they return to their homes. This way your support will become a real social investment which enables you to create values outside the walls of Bátor Tábor, too.

It has measurable effect. A better attitude towards the illness and recovery, a more positive self-image and improving social skills and relationships - beneficial outcomes and effects of Bátor Tábor are also proven by international studies.

We are multifaceted. There are at least 20 ways to support us. This is how stability and sustainability of Bátor Tábor are ensured.

We are international. Bátor Tábor was founded by 9 enthusiastic young Hungarian people. It makes them really proud that their initiation has already crossed our borders: as a Central European centre, in our camps we welcome children from abroad, and our operation is organised according to international standards.

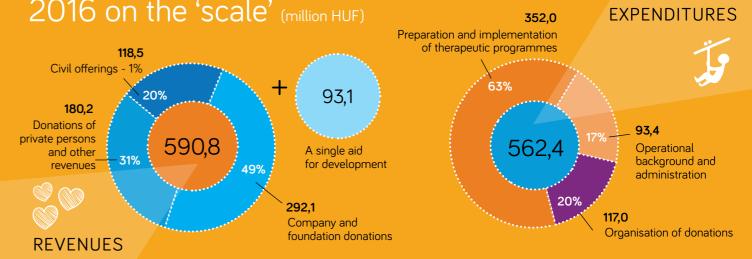
It is worth supporting. As a public benefit purpose entity, we can issue tax certificate for all companies registered in Hungary, which enables them to deduct 120% of their donations from their tax base.

We are growing. In 2001 we had 70 campers, and by now, about 8000 campers and almost 3000 volunteers have visited us.





2016 on the 'scale' (million HUF)



THANK YOU SO MUCH FOR BEING WITH US! - OUR MAIN SUPPORTING COMPANIES IN 2016

OVER 20 MILLION HUF

 GlaxoSmithKline Services Unlimited (UK) • Kulczyk Holding S.A. (PL) • SeriousFun Children's Network (US)

10-20 MILLION HUF

 Abercormbie & Fitch (US) Nadační fond Avast (CZ) Shire (US)

5-10 MILLION HUF

 Aldi Magyarország Élelmiszer Bt. AMC Networks Central Europe Kft. CIB Társadalmi Felelősségvállalás Alapítvány • Dentons Europe Oleszczuk sp.k. (PL) • Dovera (SK) • E.ON Hungária Energetikai Zrt. Inotal Alumíniumfeldolgozó Zrt. International Visegrad Fund • Johnson & Johnson Corporate Citizenship Trust (UK) / Janssen-Cilag • MagNet Magyar Közösségi Bank Zrt. • Merck Vegyi és Gyógyszeripari Kereskedelmi Kft. Strabag Property and Facility Services Zrt. • The Boeing Company (PL) • Union Bizotsító / Wiener Städtische Versicherungsverein (AT)

3-5 MILLION HUF

 C&A Foundation
Concorde Értékpapír Zrt. • Deutsche Bank Magyarország • eisberg Hungary Kft. • MetLife Europe Ltd. Magyarország

1-3 MILLION HUF

• Arpand Vagyonkezelő Zrt. • Autostrada Eksploatacja (PL) • AXN Magyarország Kft. • Bau-Komplex Építőipari, Vállalkozó és Ingatlanforgalmazó Kft. • BP Business Service Centre Kft. • Budport Handling Kft. • Civil Zrt. • Coordwell Kft. • Deloitte Könyvvizsgáló és Tanácsadó Kft. • Használtautó.hu • Hatvani Albert Schweitzer Kórház • Hewlett Packard Enterprise Hungaropharma Zrt. • Illés Logistics Zrt. • Ipari Kapuk, Logisztikai és Rakodástechnikai Kft. Iron Mountain Magyarország Kft. • KK Art Ltd. • KPMG Hungária Kft. • Medicons Orvoselektronikai Kft. • Morgan Stanley • Pfizer (SK) • PKN Orlen (PL) • Robert Bosch Elektronika Kft. • S.C. Johnson Kereskedelmi Kft. • Siemens • SILKEM Hungary Kft. • Sysartist Informatikai Tanácsadó Kft. • Unicredit Bank Hungary Zrt.

OUR MAIN DONORS OF SERVICES AND MATERIALS

 Absolut Media Zrt. • acb Galéria ACG Reklámügynökség • Airfilm Cinema Kft. • Akvárium Klub • Aldi Magyarország Élelmiszer Bt. Artex Logistic
Auguszt Ház Avalon Car(e) Services • BSI Sport

Kft. • Budapest Park • Budapesti Történeti Múzeum Kiscelli Múzeum / Fővárosi Képtár • Cactus Kreatív Stúdió Kft. • Captain Hungary Számítógépes Személyiségvizsgáló És Vezetési Tanácsadó Kft. • Central Médiacsoport Zrt. • Coca-Cola HBC Magyarország CoNetworking Tanácsadó és Szolgáltató Kft. • Delmar Szolgáltató Kft. • DESA Unicum (PL) • DRK • eisberg Hungary Kft. • E-motion Pictures Kft. • evoCRM Kft. • Experience TEN Kft. • Gammo Europe Kft • Gravoform Kft. • Grayling Hungary Kft. • HR Partner Consulting Kft. • HVG Press • I.T. Magyar Cinema Kft • Imedia Kft. • Infosector Számítástechnikai Kft. • Interton Elektroakusztikai Kft. • Intren Kft. • Kantar Media Kft. • Katti Zoób Divatház • Kempinski Hotel Corvinus • Kieselbach Galéria • L'Oreal Magyarország Kozmetikai Kft. • M&S Fashion (PL) • Magyar Telekom Távközlési Nyrt. • Market Építő Zrt. • Maros utca Kft. • Masterlease (PL) • Mazel Tov • Mobil Audio & Light Kft. • Opel Magyarország • Orbis (PL) • Pannonia Golf & Country Club • Person Magyarország Kommunikációs Kft. • Pólópokol • Printwork • Rauch Hungária

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We would like to express our gratitude to our supporting companies and private persons, especially to our regular donors. We are also grateful to those offering 1% of their taxes, to all participants of our charity events, runners and volunteers of our 'Élménykülönítmény' and **BENEFITness programmes.** to those who fill their cars via MOL-Bátor Tábor Cards, to the members of Telenor - Bátor Tábor mobile fleet, and to everybody who has contributed to our success with any tools, money and knowledge.

THANK YOU!





New accommodation for children, a new main building and the medical building was built on our campsite.

We became members of the SeriousFun (at that time Hole in the Wall) Children's Network. From now on instead of 50 children, one session could accommodate 70 children, thus we became able to host over 430 campers in a year.



2009

Our first international session was held, and our high-ropes course was built. We had 20 full-time colleagues.

The building of the three volunteer accommodations, which was started in the previous year, continued.

2007

6 1

2010

10 sessions per year, 21 full-time colleagues, a budget of 300 million HUF. Siblings' camps were started.

We won the Volunteer Programme of the Year award.

OFFICIALS, COLLEAGUES

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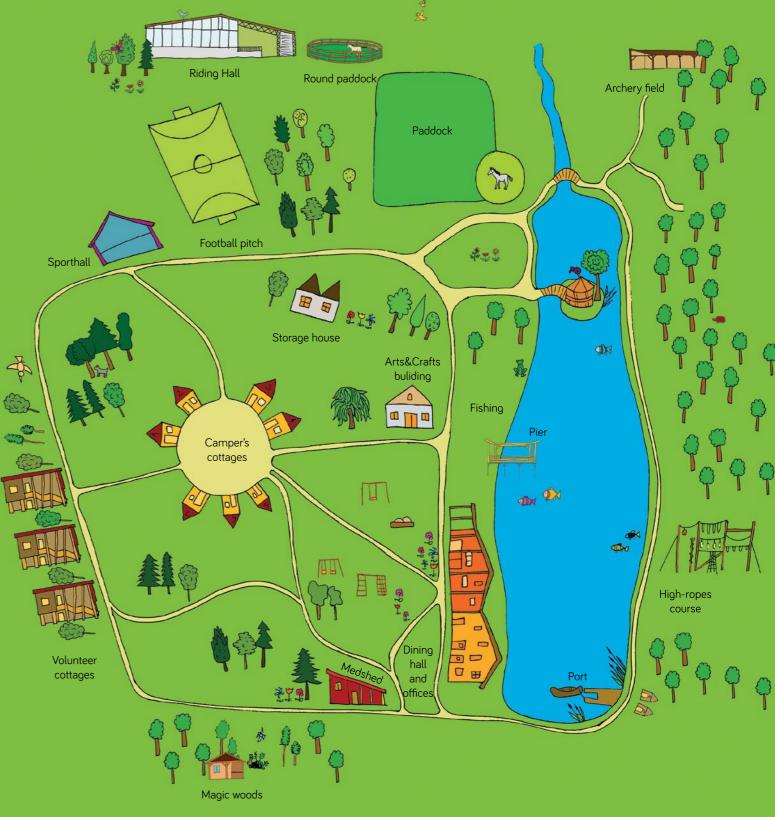
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Bátor Tábor, Hatvan



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