

Empowering Children Foundation Activity Report

2025



EMPOWERING
CHILDREN
FOUNDATION



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I am very proud to present You the report on the activities carried out by the Empowering Children Foundation team in 2025. This moment is particularly significant for us, as it marks the first year of implementing a new, ambitious, long-term strategy. Its goal is to reduce the scale of child abuse in Poland, particularly in the areas of peer violence and sexual exploitation – both online and offline. This approach is, of course, a continuation and consistency of our mission, which has guided the Foundation for 35 years and is embedded in everything we do.

The past year saw both continuity and expansion of projects from previous years, as well as the development of new initiatives to address the current challenges related to violence against children. We have consistently scaled our activities and organized them according to four key areas: assistance, prevention, advocacy, and mobilization. This system allows us to address the problem through a variety of means and from multiple perspectives.

Thanks to the enormous commitment of our team, in 2025 we launched “Peers” – a free of charge prevention program for primary and secondary schools aimed at countering peer violence. We also updated the materials and content of the “GADKI” child safety program, aimed at children aged 4–12, their parents, and guardians. We also expanded our support offerings to include direct assistance for children under 12 who exhibit harmful sexual behaviour – to prevent them from harming themselves and others. At the same time, we boldly launched the Polish version of the ReDirection self-help platform for those who access or search for child sexual abuse material – to address the underlying causes of abuse.

We also successfully expanded our existing activities. In 2025, two more Child Advocacy Centres were established. Our partner non-governmental organisation opened a centre in Rzeszów, and the Municipal Social Welfare Centre opened one in Kraków. This brings the network of these specialized support centres coordinated by us to 12 locations across Poland.

We are also very proud of the latest edition of the “Childhood Without Violence” campaign, which engages organisations across Poland. During the campaign, our local partners implemented nearly 5,000 initiatives to counteract violence against children!

Our support continues to reach out through multiple channels. Consultants working on the 116 111 helpline for children and youth continued to provide support and protection through calls, messages, and chats in 2025. We provided consultations to adults concerned about their child’s safety on the 800 100 100 helpline, so they could effectively respond to threats. We supported parents of young children through therapeutic and psychoeducational activities at the “Lighthouse” Parenting Centre, while also deepening our work on mentalization.

We also continue our efforts to diagnose the problem of child abuse, support institutions and organizations in effectively implementing the Child Protection Standards, and continue implementing our preventive programs related to children’s online safety. These efforts culminate in a multitude of projects we undertake to educate children, parents, and professionals. We translate the best practices we develop, the conclusions from research and daily work, and the observations of international solutions into advocacy efforts to ensure that the child protection system in Poland is of the highest possible standard.

The report You have before you provides a concise account of our recent work. However, the numbers You’ll see are only a fragment of the picture. Behind them lie the talent, hard work, and determination of our employees, collaborators, and volunteers who strive to change children’s lives for the better every day.

At the same time, almost none of our work would be possible without the generosity and goodwill of our donors and partners, who recognize the needs of child protection and provide the necessary funds. This support is crucial to the sustainability of our work to keep children safe.

Together with the Foundation’s Management Board and Council, I would like to thank our employees, collaborators, volunteers, donors, supporters, and partners. It is thanks to You that we can empower children!



Marta Skierkowska

President of The Empowering Children Foundation

We have been protecting children from violence and sexual abuse for over 30 years. We provide children and their caregivers with support, professional psychological and legal assistance and care. We teach adults how to react wisely and effectively to violence against children and what to do when they suspect that a child is abused. We support and engage parents to raise their children with love and respect. We influence Polish law to best protect the best interests of the child. We believe in violence-free childhood!

Year 2025

in The Empowering Children Foundation by the numbers

631

children provided with psychological assistance

770

caregivers provided with psychological care

5,293

psychological consultations and individual therapeutic sessions for children

2,885

psychological consultations and individual therapeutic sessions for caregivers

75,510

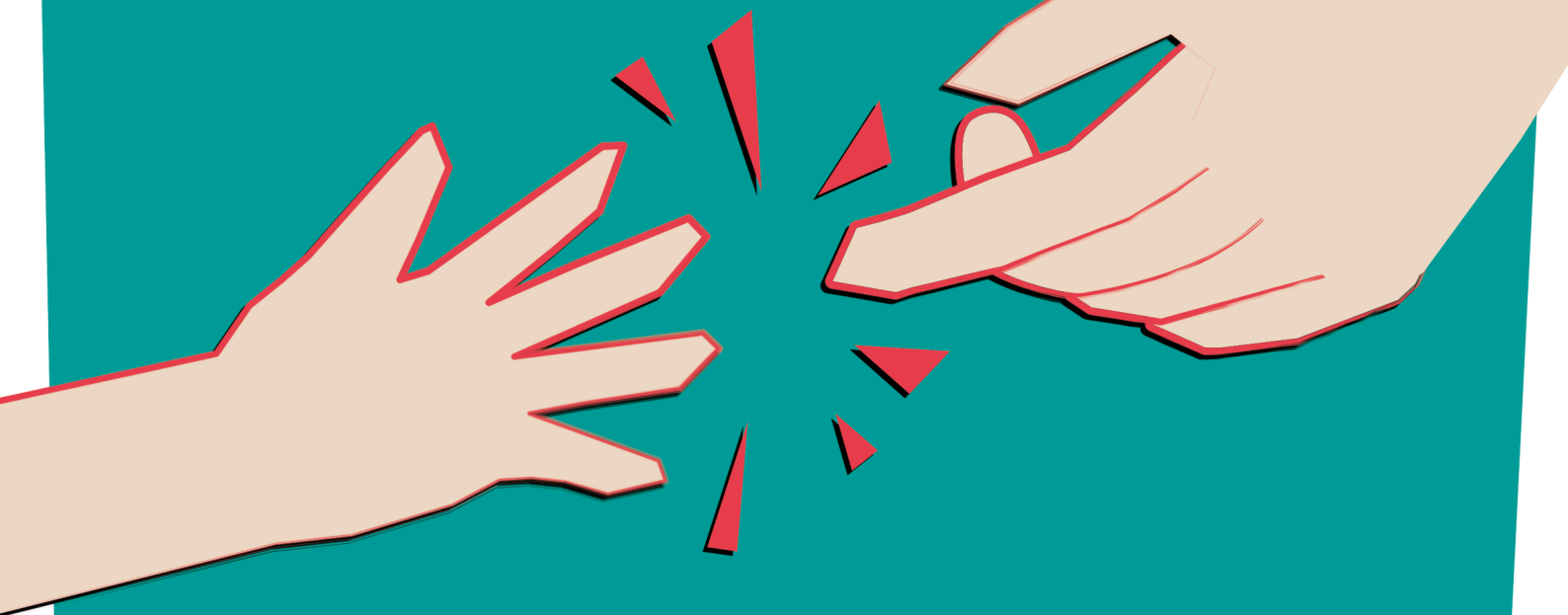
received calls and messages from children and youth in the helpline

57,022

participants of our conferences, trainings and webinars

587,340

participants of our online lessons



Help

Experiencing or witnessing abuse may have a negative impact on the development and physical, emotional and social functioning of a child, but it also may affect the child's later life.

The research shows that people who experience abuse or sexual abuse are many times more likely to attempt suicide or other self-destructive behaviour. Thanks to various forms of direct help – psychological, psychotherapeutic, psychiatric and legal consultations, we provide children and their non-abusing parents with effective help to reduce the consequences of traumatic experiences.

Our support also applies to situations where a child has experienced abuse online.

Moreover, if children and young people experience any difficulties and threats or feel the need to talk, they can contact our Helpline for Children and Youth 116 111, which operates 24 hours a day, 7 days a week.



Child Advocacy Centres Network



**CENTRUM
POMOCY
DZIECIOM**

The Child Advocacy Centre is a safe place where children affected by crime receive comprehensive, interdisciplinary psychological, psychiatric, and legal assistance in one place. It operates based on the Barnahus model, ensuring a friendly environment and the opportunity to interview children in a neutral, accessible environment. As part of the Child Advocacy Centre Network, we provide organisational and substantive support to existing facilities and organisations preparing to open a Child Advocacy Centre. As part of the program, we organize meetings, training sessions, workshops, and supervision for teams, and create tools to support the development, management, and evaluation of activities in the facilities.

Main sources of financing

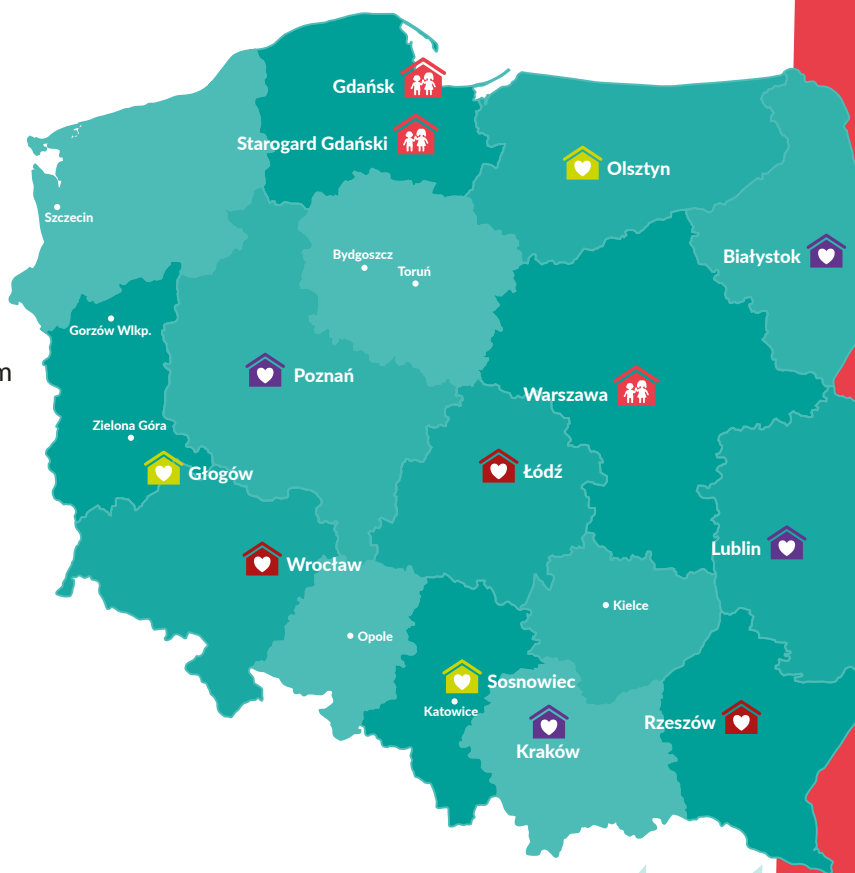
- The Justice Fund, administered by the Minister of Justice
- Drzewo i Jutro Foundation
- PKO Bank Polski Foundation
- UNHCR
- 1.5% of the income tax to Public Benefit Organisations (PBO)

2025 key activities by the numbers

2 newly opened CACs – in Rzeszów (Foundation for Social Psychoprophylaxis PRO-FIL) and Krakow (Municipal Social Welfare Centre in Krakow in partnership with the Krakow Foundation for Psychotherapy and Development 'Dom Terapii')

over 120 people – professionals from the institutions of the CAC Network benefiting from training, meetings, consultations and supervision carried out as part of the CAC Network activities

80 hours of training, meetings, consultations, and supervision for professionals from the institutions of the CAC Network – first-contact persons, lawyers, CAC coordinators, and therapists



centrapomocydzieciom.fdds.pl/wszystko-o-cpd

Warsaw Child Advocacy Centre

The Child Advocacy Centre (CAC) activities in Warsaw: interdisciplinary assistance to child victims of crime and their caregivers, as well as to children exhibiting problematic sexual behaviour.

The support includes: psychological (individual and group), psychiatric, legal, social, and educational assistance, providing a Child-Friendly Interview Room, and supporting professionals working with child victims of crime.



Main sources of financing

- Drzewo i Jutro Foundation
- City Hall of Warsaw
- The Justice Fund, administered by the Minister of Justice
- PKO Bank Polski Foundation
- 1.5% of the income tax to Public Benefit Organisations (PBO)

2025 key activities by the numbers

376 individuals covered with assistance (**including 163 children and 213 adults**)

257 legal counselling sessions

1,905 individual psychological and therapeutic assistance consultations (**including 1,313 consultations for children and 592 consultations for adults**)

209 hours of group support (for children and adults)

121 psychiatric consultations (for children and adults)

128 interviews held in the Child-Friendly Interview Room

Starogard Gdański Child Advocacy Centre

The Child Advocacy Centre (CAC) activities in Starogard Gdański: interdisciplinary assistance to child victims of crime and their caregivers, as well as to children exhibiting problematic sexual behaviour.

The support includes: psychological assistance (individual and group), psychiatric, legal, and social support, preparation for interviews, and support for professionals working with child victims of crime. Organization of the Starogard Gdański “Safe Childhood” conference and building local interdisciplinary collaboration.



Main sources of financing

- Starogard Gdański Municipality
- Starogard District
- Skarszewy Commune
- Drzewo i Jutro Foundation
- Pepco
- National Institute of Freedom
- Participants of the 9th Charity Ball of the Mayor of the City of Starogard Gdański
- Polpharma S.A.
- UNHCR
- PKO Bank Polski Foundation

2025 key activities by the numbers

326 individuals covered with assistance (**including 149 children and 177 adults**)

341 legal counselling sessions

2,190 individual psychological and therapeutic assistance consultations (**including 1,235 consultations for children and 955 consultations for adults**)

145 hours of group support (for children and adults)

185 psychiatric consultations (for children and adults)

246 participants of trainings and conferences

Gdańsk Child Advocacy Centre

The Child Advocacy Centre (CAC) activities in Gdańsk: interdisciplinary assistance for child victims of crime and their parents and legal guardians. The support includes: psychological and psychotherapeutic assistance (individual and group), psychiatric, and legal assistance; preparation for interviews in the Child-Friendly Interview Room; support for professionals working with child victims of crime.

Organization of the Gdańsk conference “Child Experiencing Trauma” and training for professionals.



Main sources of financing

- Municipality of the City of Gdańsk
- Drzewo i Jutro Foundation
- UNHCR
- Pepco
- Office of the Marshal of the Pomeranian Voivodeship
- Nationale-Nederlanden
- UNIQA
- Devinity
- ES Education
- PKO Bank Polski Foundation

2025 key activities by the numbers

325 individuals covered with assistance (**including 152 children and 173 adults**)

219 legal counselling sessions

2,778 individual psychological and therapeutic assistance consultations (**including 1,440 consultations for children and 1,338 consultations for adults**)

448 hours of group support (for children and adults)

178 psychiatric consultations (for children and adults)

232 participants of trainings and conferences

Child on the Web Counselling Centre

The Child on the Web Counselling Centre helps children, youth, and parents use the internet safely. We offer psychological consultations and individual, group, and family psychotherapy for situations related to cyberbullying, screen overuse, problematic online sexual behaviour, exposure to harmful content, and child sexual abuse. We also implement the Lighthouse program for parents, adapted to the Counselling Centre's practice. Additionally, we participate in training courses, lectures, and workshops for professionals, as well as online classes for children and youth.

Main sources of financing

- European Commission in the framework of the Safer Internet program
- Drzewo i Jutro Foundation



2025 key activities by the numbers

1,305 consultations
with clients

43 children covered
with assistance

Helpline Program

Running the helpline for children and youth 116 111 in Polish, Ukrainian and Russian – 24-hour telephone, chat and email support, life-saving interventions and running a helpline for adults related to children’s safety 800 100 100 – telephone and email consultations conducted by psychologists, educators, lawyers and other experts.



Main sources of financing

- Ministry of Health
- UNICEF
- International Rescue Committee
- UNHCR
- International Organization for Migration
- O Choinka!
- TK Maxx
- KappAhl
- UNIQA
- 1.5% of the income tax to Public Benefit Organisations (PBO)
- Nationale-Nederlanden

2025 key activities by the numbers

79,062 contacts (average 217 per day) via phone, chat, or email handled in 3 languages: Polish, Ukrainian, and Russian on the helpline for children and youth 116 111

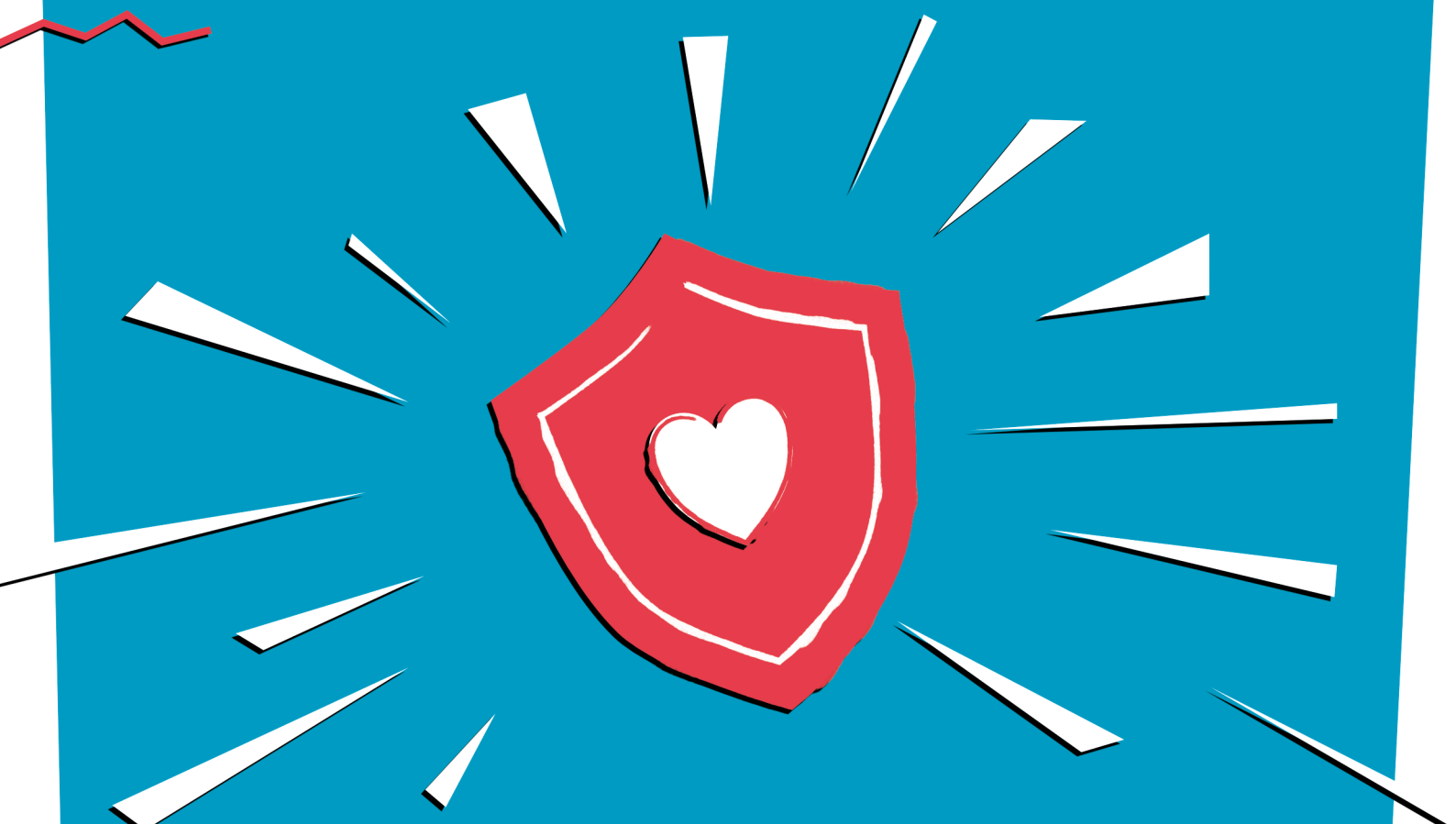
1,990 contacts via phone or email on the adult helpline regarding child safety 800 100 100

1,453 life-saving or health-saving interventions on the helpline for children and youth 116 111

800100100.pl ➔

116111.pl ➔

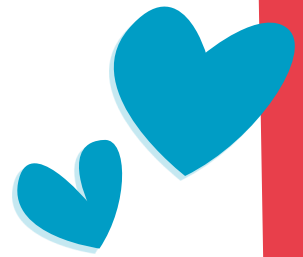
centrumwsparciadladzieci.pl ➔



Prevention

We place great importance on activities aimed at preventing child abuse. We educate parents and provide psychotherapeutic support to raise children without violence. We support families and professionals in the safe use of new technologies. Our services are also available to organisations and institutions that comprehensively ensure the safety of their children: nurseries, preschools, schools, non-governmental organisations, sports clubs, and others. We support them in implementing child protection standards, working together to make these spaces safer for children. We also provide education for all citizens, ensuring they know how to respond appropriately in situations where they suspect a child may be experiencing abuse. We also run an educational platform where we collect all educational materials prepared by the Foundation and share them free of charge with users.

Child Protection Standards



We support institutions and organisations where adults work with children to create a safe and attentive environment. We develop the concept of child protection standards, monitor the implementation of mandatory procedures, and create tools and materials to effectively protect children from violence. We provide training, consult on documents, and facilitate the development and implementation of standards. We have expanded our services to include in the helpline 800 100 100 on-call duty with support for adults in the scope of the safety of children under 18. We have concluded the pilot “Study of Child Protection Standards in Family Foster Care” and refined the study’s curriculum and our own model for cooperation between district representatives and foster families in developing and implementing standards. We have developed new publications: “How to Adapt Child Protection Standards to Family Foster Care Practices and How to Implement Them as a Family Foster Care Provider,” “The Principles of Safe Relationships in Day Care Facili-

ties. A Short Guide for the Staff,” the “Child Protection Standards in Entities Conducting Artistic and Cultural Activities” manual, and “A Responsive Facility, a Responsive Organisation. A Practical Guide to Intervention Procedures in Entities Required to Implement Child Protection Standards”.

Main sources of financing

- The Justice Fund, administered by the Minister of Justice
- UNICEF
- UNHCR
- IKEA
- National Institute of Freedom
- European Commission
- King Badouin Foundation
- Spring Impact

2025 key activities by the numbers

35 shifts and **270** consultations on the 800 100 100 line, regarding the application of child protection standards in practice.

77,000 students (children and teenagers) for whom we have prepared workshops and online lessons, on how they can influence their sense of safety in the places where they learn, play, and spend time, creating the Principles of Safe Relationships.

40 days of training and in-person workshops, attended by **600 people working with children** in various areas – including the second edition of the Child Protection Standards Study, and **nearly 20,000 adults** – professionals and parents – participated in online training and webinars on various aspects of protecting children from violence.

standardy.fdds.pl 

Safety of children and youth on the Internet – the Child on the Web program

In 2025, we conducted a series of educational campaigns to prevent online safety for children and young people. We created an innovative program to prevent peer violence, RÓWIEŚNICZY (Peers). We gathered nearly 1000 young people at the in-person Digital Youth Forum event. We organized nationwide Safer Internet Day celebrations, engaging over 1,200,000 people.

Main activities

- [Home Screen Rules Campaign](#)
- [Digital Youth Forum](#)
- [Safer Internet Day](#)
- [19th International Conference “Keeping Children and Youth Safe on the Internet”](#)
- [Sieciaki Program](#)
- [Necio](#)
- [RÓWIEŚNICZY \(Peers\)](#)

Main sources of financing

- European Commission in the framework of the Safer Internet program
- The Justice Fund, administered by the Minister of Justice
- Orange Foundation
- Orange
- Algida
- Nationale-Nederlanden
- Warsaw Marathon Foundation
- Fly on the Cloud

2025 key activities by the numbers

Home Screen Rules Campaign – **1,046,068** social media **followers**.

Safer Internet Day celebrations – **1,076,142 participants** in local initiatives, 161,040 participants in online lessons, 6,137 webinar participants, and a total (online and in-person) of 4,349 attendees at the gala.

International Conference **“Keeping Children and Youth Safe Online”** – a total (conference and webinar sessions) of **11,968 attendees**.

Sieciaki – **76,600 people** participated in online lessons.

RÓWIEŚNICZY (Peers) – **3,952 educational institutions** registered for the program. **91,190 people** started implementing the program.

Lighthouse Parenting Centre

The Lighthouse Parenting Centre is a preventative facility of the Empowering Children Foundation. We welcome entire families with children up to 6 years of age. We work with parents who want to stop their harmful behaviour toward their children. The year 2025 was our second full year of working with entire families after the transformation of the Child Advocacy Centre into the Lighthouse Parenting Centre.



Main sources of financing

- City Hall of Warsaw
- Drzewo i Jutro Foundation
- Praga Południe District Office of The Capital City of Warsaw
- Masovian Centre for Social Policy
- Masovian Voivodeship Office
- National Institute of Freedom
- Lotte Sp. z.o.o.
- ICG Poland
- IKEA
- Pru

2025 key activities by the numbers

350 parents of young children supported (277 families in the Centre).

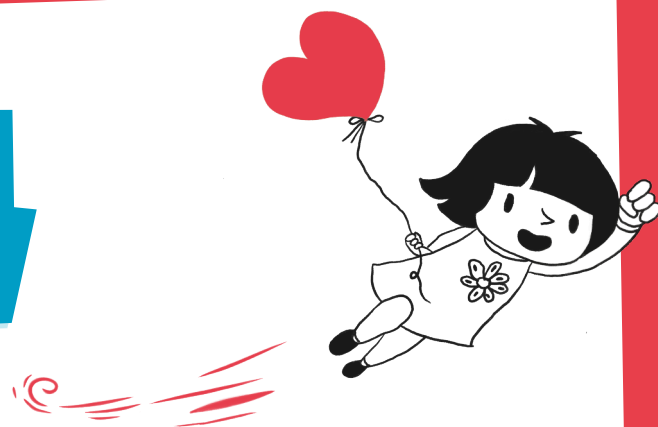
1,524 hours of psychological and therapeutic support (individual and family assistance).

4 “Parent as a Lighthouse” therapeutic groups online and in-person, **353 hours** of group psychological and therapeutic support.

330 participants in the 17th National Conference “Careful, a Child! Prevention of Abuse of Young Children.”

rodzice.fdds.pl 

Childhood Without Violence Campaign



The Childhood Without Violence campaign is a recurring initiative aimed at raising public awareness of violence against children, fostering a willingness to respond to violence, and promoting positive parenting methods.

In 2025, our Foundation, together with non-governmental organisations from the National Coalition for Child Protection, organised the second edition of the campaign. As part of this initiative, we conducted a nationwide media campaign aimed at parents and caregivers of children, promoting the important message “A good childhood empowers children”. The campaign’s messages were present in social media, traditional media, and external media.

We invited institutions and organisations from across the country to join the campaign. From October 8th to November 19th, 2025, activities for children and youth, workshops for parents and teachers, conferences, debates, and training sessions were organized in thousands of locations across Poland. On the campaign’s finale on November 19th, buildings and other architectural fea-

tures were illuminated across Poland in a symbolic gesture of protesting against child abuse.

Thanks to the involvement of social partners and public institutions, we reached thousands of families, reminding them that every child has the right to safety, respect and love.

The “Childhood Without Violence 2025” campaign was noticed by 34% of adult Poles. It was highly rated by its recipients and institutions undertaking educational initiatives. 100% of respondents recognised it necessary!

Main sources of financing

- Warbud Foundation
- Deviniti
- The Justice Fund, administered by the Minister of Justice

2025 key activities by the numbers

4,964 local initiatives and **3,798** illuminated buildings as part of the campaign.

Collaboration with **145** online creators, thanks to which the campaign message reached **10,756,500** people.

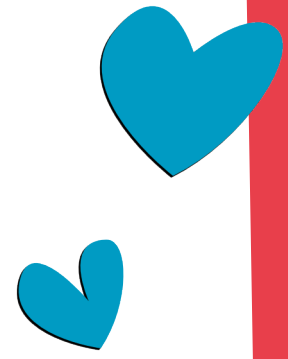
12,290 webinar participants and **272,700** students who benefited from the lessons implemented as part of the campaign.

17,478 campaign-related publications, generating a total reach of **42,550,717** and reaching **8,979,353** users on social media.

Awards received for the campaign: **Korczak Award, Empathy Kite (Latawiec Empatii).**

dzieciństwobezprzemocy.pl 

National Coalition for Child Protection



The National Coalition for Child Protection brings together national non-governmental organisations (NGOs) with a shared mission to protect children from violence. The Coalition's goal is to collaborate with member organisations to protect children from violence, in particular:

- improving the child protection system in Poland through joint advocacy activities of member organisations;
- mobilization and citizenship education in the protection of children from violence through joint educational campaigns;
- institutional and competency development of member organisations in the field of child protection;
- developing standards for child protection activities;
- exchange of information and experiences.

The Empowering Children Foundation coordinated the Coalition's activities through partnership, striving to address the needs and offers of the member organisations.

In 2025, the Coalition comprised 23 organisations. The main project implemented by the KKOD was the nationwide "Childhood Without Violence" campaign. The organisations also undertook joint advocacy campaigns. A training session for trainers from the organisations was held on the methodology of conducting "GADKI" training sessions for parents and children.

Main sources of financing

- National Institute of Freedom

GADKI

– simple conversations on important topics

GADKI is an educational and preventive program to improve child safety created by the Empowering Children Foundation. It includes short educational films addressed to parents with children in three age groups: 4–6 years old – “GADKI with Gadek” (Chatting with Gadek), 7–9 years old – “GADKI with Maks” (Chatting with Maks), and 10–12 years old – “GADKI with Wiki” (Chatting with Wiki).

The program teaches children five basic safety principles: assertiveness, recognizing inappropriate touch and manipulation, seeking help, protecting privacy, and taking care of their own safety in everyday situations.

Main sources of financing

European Commission



2025 key activities by the numbers

The program's message reached **2,812,974** people via traditional media.

The program reached nearly **1 million** viewers on social media.

gadki.fdds.pl

ReDirection

ReDirection is a program aimed at preventing child sexual abuse. It involves anonymous self-help for individuals who intend to view child sexual abuse material (CSAM), based on cognitive behavioural therapy principles and available online. It helps participants adopt a lifestyle free from CSAM. The program teaches them how to manage their

emotions, thoughts, and behaviours to consciously change their lives and stop accessing harmful content, thereby improving children's safety.

The program was created by the Finnish organisation Protect Children, and the Empowering Children Foundation is responsible for implementing it in Poland.

2025 key activities by the numbers

The program's message reached **152,055** people through traditional media.

The program launched at the end of the year, and during that time, **450** users participated.

The program gained nearly **40,000** followers on social media.



redirectionprogram.com 

Other educational activities

In 2025, the main tasks of the Education Department (formerly Training and Events) included: organising educational events, managing the edukacja.fdds.pl platform, and selling training courses and webinars as part of the ECF's business activities.

2025 key activities by the numbers

Nearly **500** people participated in the 23rd National Conference "Childhood Without Violence."

Over **5,000** new users of the educational platform edukacja.fdds.pl were added.

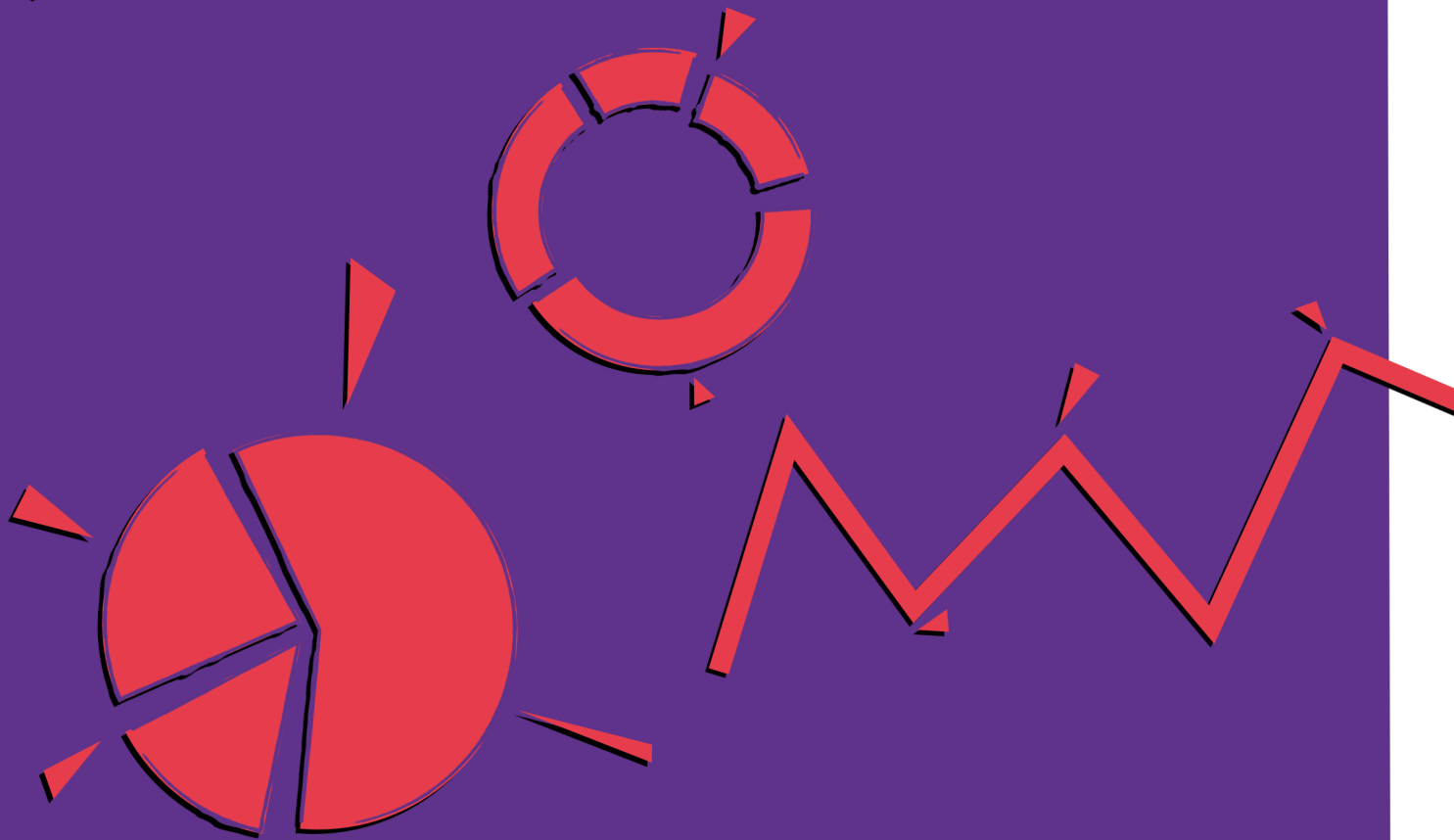
Main sources of financing

- The Justice Fund, administered by the Minister of Justice
- Economic activity

11 webinars, 14 online lessons, and 5 video podcasts were delivered as part of the "Childhood Without Violence" campaign.

Over **80** events (trainings, webinars, expert presentations) were organized as part of the business.

edukacja.fdds.pl 



Advocacy, research and expertise

We research current trends in the area of child abuse and utilize research findings to define the Foundation's strategic goals. We evaluate and continually strive to improve our activities. We closely monitor legal changes in the scope of child protection. We propose proven solutions to better protect children from abuse and collaborate with various entities to implement them. Based on research findings, direct aid experiences, and legal analyses, we develop expert opinions, which we share with decision-makers at various levels of the Polish administration.

Research Department

The Research Department conducts social research aimed at diagnosing the scale of the problem of violence against children in Poland and its deeper understanding. The research is aimed at developing recommendations for systemic changes for the benefit of children. The Department also conducts comprehensive evaluations of the Foundation's activities.

Main sources of financing

- The Justice Fund, administered by the Minister of Justice
- The Ministry of Health
- UNICEF

2025 key activities by the numbers

Conducting research assessing the implementation of the Child Protection Standards in Poland (**1,137** institutions surveyed and **22** qualitative interviews conducted).

Conducting the study "Knowledge and Use of Helplines Among Children and Youth 2025" (**812** respondents aged 11–17).

Evaluation of the "Childhood Without Violence" campaign (participation of **2051** campaign partners and a survey of **902** adult Poles).

The "13+ Test" project a nationwide verification of the effectiveness of age restrictions on social media with children in grades 1–3 of primary school (**22,103** students participated).

Conducting a survey of individual donors and supporters of the Child Protection Foundation (**805** respondents).

Evaluation of the RÓWIEŚNICZY ("Peers") prevention program (**977** students participated in the pilot program).

“Abused Child Theory, Research, Practice” Quarterly

The quarterly “Abused Child. Theory, Research, Practice” is a scientific journal published by the Empowering Children Foundation. Its goal is to expand the knowledge of professionals—psychologists, educators, doctors, lawyers, social policymakers, and others—on various aspects of child abuse. All articles are freely available in open access at dzieckokrzywdzone.fdds.pl.

Main sources of financing

- The Justice Fund, administered by the Minister of Justice

In 2025 four issues of the journal were published

Vol 1 (2025)

Terminology and communication aspects related to the issue of violence against children

Vol 2 (2025)

Legal protection of children against abuse – part 1

Vol 3 (2025)

Legal protection of children against abuse – part 2

Vol 4 (2025)

Standards for the Protection of Minors

dzieckokrzywdzone.fdds.pl/index.php/DK ↗

Child in Legal Procedures

Scope of activities: direct legal assistance to children, advocacy, implementation of the Child-Friendly Justice project, interdisciplinary activities with the Child Advocacy Centres. Conducting extensive educational activities, including the Children's Rights Academy, the Lawyer's Club, study visits for students, training for judges, prosecutors, attorneys, and legal advisors on child interviewing, hearing, and representation, legal workshops for parents and legal guardians of children participating in proceedings. Implementation of the project "Child Victim of Crime Caregiver" program, in which volunteers provide legal information via email, accompany clients to hearings, and monitor the level of child protection in justice institutions.

Main sources of financing

- The Justice Fund, administered by the Minister of Justice
- Ministry of Health
- City Hall of Warsaw
- UNHCR
- European Commission
- Unicef
- 1.5% of the income tax to Public Benefit Organisations (PBO)

2025 key activities by the numbers

264 consultations provided and **90** procedural documents prepared for parents and legal guardians and professionals related to interventions for protecting a child, children's rights in criminal and family proceedings, child representation, and interviewing children in a child-friendly environment.

110 responses related to the cases of protection of minors, by volunteers provided in the project Child Victim of Crime Caregiver.

250 individuals trained as part of educational activities.

462 telephone legal consultations provided to adults on child safety issues on the 800 100 100 line.

61 advocacy meetings were held at which the Foundation's advocacy proposals and proposed legal changes for the benefit of children were presented, and consultations were held on proposed legal changes.



Social mobilisation

We know that much can be achieved when people share a common goal and actively participate in both identifying needs and being part of the solution. We want everyone to be able to support us in our mission to protect children from violence. We are raising awareness among adults about violence against children and the risks associated with it, so that everyone can respond to violence against children and share this knowledge with others. Our activities are possible thanks to the support of citizens: one-time donations, monthly contributions, proceeds from the 1.5% tax to public benefit organizations (PBOs), and fundraising campaigns. We also encourage companies to partner with our foundation to implement the principles of corporate social responsibility.

Fundraising activities and support for the Foundation from donors

In 2025, the Foundation's fundraising activities were based on diverse and complementary funding sources. Regular contributions from individual donors provided a stable foundation for the budget, supplemented by one-off donations, which allowed for flexible response to current needs.

Companies and institutions contributed significantly to the funding, including Pepco, IKEA, the Warsaw Marathon Foundation (Biegam Dobrze), Circle K, Nationale-Nederlanden, Samsung, Algida/Twister, Kappahl Polska, UNIQA, ICG, Anwen, Early Stage, Rodowita, Fortum, RSM Poland, the PKO Bank Polski Foundation, the ING Children's Foundation, DSV, Boston Consulting Group, DNA Rynków, NetCompany, and JYSK. Donations from the 1.5% of the income tax to public benefit organizations (PBO) also contributed significantly.

The Foundation also implemented community engagement initiatives, such as "Letter from Santa Claus" and "Biegam Dobrze." The diversity of these activities enabled a coherent system of financing activities for the children and youth.



2025 key activities by the numbers

11,144 regular individual donors.

11,318 one-time donations from individual donors.

97 companies made donations.

14,500 individuals donated 1.5% of their taxes.

3,710 letters sent in the "Letter from Santa" campaign.

268 runners participated in the "Biegam Dobrze" campaign.

Promotion of the Empowering Children Foundation's Mission

In 2025, the Foundation's PR Department worked closely with all teams within the organisation to support the achievement of its strategic goals. A key task was to increase the reach and effectiveness of its communications, both among experts and partners in the sector, as well as the general public. Communication efforts were based on the development of proven tools and the imple-

mentation of new solutions and formats that allowed for reaching an increasingly wider audience. All activities were monitored based on performance indicators, enabling ongoing optimisation of activities. These initiatives contributed to the increased visibility of the Foundation and its messages, supporting public education, shaping attitudes, and fundraising efforts.

2025 key activities by the numbers

310 media appearances by experts from the Empowering Children Foundation, **41** press releases.

The Foundation's message reached **325,249,097** people through traditional media and **40,514,325** people through social media.

Over **18 million** views of the fdds.pl website in Google search results.

The Foundation's newsletters sent to over **35,000** recipients, a LinkedIn newsletter and a WhatsApp news feed were launched.

The awards received for the communication activities: **the Golden Paper Clip (Złoty Spinacz)** in the PR pro bono category, and **the Silver Paper Clip (Srebrny Spinacz)** in the NGO and Public Sector categories.



The implementation of our activities is also possible thanks to the work of other departments: finance and accounting, administration and HR.

Only together we can empower children!

Empowering Children Foundation

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