

One-line pitch

A Protecting Hand – Védő Kar

the civic association that offers professional help from qualified personnel for families with children in seemingly hopeless life crisis situations.

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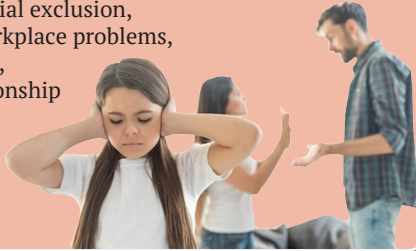


Problems

Problem, challenge, demand:

Nowadays, many difficulties and crises disrupt the sense of security of families, such as:

- wars and refugees
- financial difficulties and homelessness,
- economic crisis and social exclusion,
- unemployment and workplace problems,
- addictions and diseases,
- generational and relationship problems,
- state violence or domestic violence.



Solution

Our solution (services):

Implementation and promotion of social integration, inclusion, and modern family support with excellent professionals, in a unique way in the region. Differentiated treatment, special approach, and social sensitization.



Competitive edge

Our advantages:

- Modern methods of field work.
- Innovative supportive assistance and therapeutic procedures.
- Trusted, qualified and reliable staff.
- A wide and unique range of offers of crisis management, competence development and fun techniques based on Hungarian culture and natural empathy.

Our mission statement :

„To always be human, in all circumstances.”
(ARANY János)

Business model

Target market (segment) and its size:

Our association is currently focused on Somorja and its surroundings, but with the novelty of our activity, we would like to create a „license” for similar organizations.

Target group (users):

Families with small children who find themselves in seemingly hopeless life crises, which is showing to become a rising trends mainly due to war migration and accompanying issues.

Sales and marketing strategy:

Further extensive mapping of target groups by field work with the effective help of public administration bodies, also applying the usage of anonymous communication systems.

Financing projects from tax subsidies and donations.

Broader outreach to donors with the assistance of media.

Results so far

Where are we now?:

- Basic mapping of target groups by field work with the effective help of public administration bodies.
- Building a team on the foundations of values and expertise.
- Finding media outreach and supporter channels.
- Registrations with public administration bodies.
- Registration to the list of 1% - 2% tax recipients.

Long-term goals

Our visions :

- Establishment of a Community and Information Centre to support education and the development of social skills.
- Establishment of an outpatient centre for low-threshold rehabilitation and social care for children and families.
- Creation of a home-like emergency housing facility
- Ensuring intellectual property protection for our unique professional knowledge, licenses, and their subsequent promotion and publicity.
- Expansion of our institutional activities in southern Slovakia.

Challenges and opportunities

Competitors:

Our competitors are social aid organizations favored by the public administration and the media.

Team / Roles:

Our legal representative is a qualified manager,
Our responsible representative is a qualified social worker,
Our experts:
psychologist,
psychology and social work assistant,
social rehabilitation instructor,
qualified teaching assistant.

Investments

Investment demand:

To secure suitable premises for our activities, we would need, according to current market prices, investment capital in the amount of at least 350,000 euros, and for the purchase of special tangible assets approximately 60,000 euros. We welcome offers of premises or contributions to the purchase of equipment from donors.

With your donation, you can contribute to making our world a more humane place!

Our account number: SK947500 00000040 32436376

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