

A group of four children are sitting on a green lawn in a park-like setting. They are engaged in an activity, with one girl holding a small woven basket. A soccer ball and a water bottle are on the grass to the left. The background shows trees and a building.

# ANNUAL REPORT

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2024

# METHODIA HEART FOUNDATION

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# 01. INTRODUCTION TO METHODIA HEART FOUNDATION

The Methodia Heart Foundation is a non-profit organization committed to creating a positive and lasting impact on society. Through educational programs, volunteer activities, and socially responsible initiatives, the foundation works to improve the lives of children, support animal welfare, strengthen communities, and promote environmental conservation and social justice.

At the heart of the foundation's mission is the desire to support children deprived of parental care. This includes providing resources for their well-being, fostering their social integration, and encouraging personal development. By creating an environment of happiness, love, and understanding, the foundation helps these children build fulfilling lives. In addition, the foundation assists disadvantaged individuals and communities, focusing on empowerment and equal opportunities.

A commitment to animal welfare is another cornerstone of the foundation's work, with campaigns that encourage animal adoption, support shelters, and provide resources to assist new adopters in offering loving homes. Environmental protection is equally important, with initiatives such as tree planting, cleaning natural spaces, and reducing waste aimed at safeguarding the planet for future generations.

The foundation actively fosters volunteerism, engaging local communities through events and programmes that inspire individuals to contribute their time and skills. It also builds collaborative partnerships with organisations, businesses, and institutions to achieve shared goals and expand its impact.



## 02. ANNUAL REPORT ON KEY STRATEGIC GOALS

The Methodia Heart Foundation is dedicated to making a significant and lasting impact on society through a range of carefully designed programmes and initiatives. Central to its mission is the provision of safe and loving homes for children, achieved by developing and implementing programmes that offer financial and social support, creating nurturing environments where children feel valued and understood. The foundation also focuses on promoting social integration by organising events and activities that help children connect with their communities.

The foundation achieves its goals through various activities, such as organizing fundraising events, accepting donations, and hosting competitions and exhibitions. These activities not only provide necessary resources but also foster social integration and personal growth for the beneficiaries. Collaborations with similar organizations, both locally and internationally, enable the foundation to expand its reach and impact. Furthermore, the foundation works closely with government bodies and public organizations to develop and implement effective programs.

Through these strategic goals, the Methodia Heart Foundation works to build a more inclusive, sustainable, and compassionate society, improving the lives of children, animals, and communities while protecting the environment for the future.

In 2024, several impactful campaigns were successfully conducted. Financial support was raised to purchase birthday cakes for the children at the Home for Children Deprived of Parental Care within the Complex for Social Services 'Olga Skobeleva' in Plovdiv, ensuring they could celebrate their special days with joy. Additionally, multiple charity bazaars were organised, supporting four distinct causes. A volunteer afternoon was also held on Vitosha Mountain, dedicated to cleaning and enhancing the natural environment, demonstrating a commitment to community engagement and environmental care.

## 03. CHARITY CAMPAIGNS

During 2024 we have successfully organised and implemented several impactful charitable initiatives, with a strong emphasis on community engagement and support for meaningful causes.

One of the key initiatives was the **Donation Box**, where individuals were invited to contribute any amount to support the foundation's work. Additionally, the foundation introduced a **Payroll Donations** programme, enabling employees to donate via salary deductions. Participants could opt for either one-time contributions or recurring monthly donations by submitting a declaration to the accounting department.



Another highlight was the **Charity Bazaars**, which included two notable events. The **Culinary Bazaar** encouraged employees to showcase their culinary talents by preparing homemade treats, such as cakes and cookies, which were sold to raise funds.

The **Gift Bazaar** invited participants to donate handmade items, children's books, or toys, which were sold at symbolic prices to bring joy to others while generating resources for the foundation's goals.

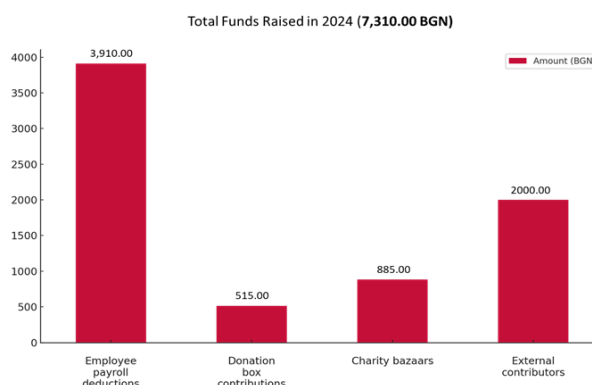


The foundation also held its **Traditional Charity Bazaars for both Easter and Christmas** at the office, featuring handmade Christmas decorations crafted by children from the Complex for Social Services "Olga Skobeleva" and talented Methodia employees. This event provided an opportunity to purchase unique and beautiful items while supporting a wonderful cause.



In addition, the foundation organised a **Christmas Gift Initiative** for the children at Complex for Social Services "Olga Skobeleva." Employees were invited to fulfill the children's Christmas wishes, as written in their letters to Santa Claus, spreading joy and making their dreams come true.

The proceeds from these initiatives have been allocated to support the foundation's charitable endeavours, reinforcing its mission to create a positive and lasting impact on society.





## 04. CAUSES

### **A Summer for Children Without Parents**

**500 BGN**

Every summer, many children without parental care face isolation and limited opportunities, spending their days confined to institutional homes. Instead of enjoying carefree moments in nature, they often experience loneliness, a lack of direction, and the risk of engaging in harmful or dangerous situations.

To address this, a week-long camp adventure was organized for 14 young people aged 16 to 18. This initiative aimed to break their routine by introducing creative challenges that foster personal growth, teamwork, and self-confidence. Immersed in nature and exposed to new perspectives, these youths were encouraged to explore innovative ways of thinking and collaborating, empowering them to grow into confident individuals ready to embrace their roles in society.

[Learn more about this initiative](#)

### **A Home and a Future for Radostina and Her Children**

**500 BGN**

Radostina is a single mother of twins who has survived domestic violence and now single-handedly cares for her children while facing significant challenges. Thanks to the donations raised for this cause, psychological support and medical check-ups are provided, ensuring the twins can grow up in a nurturing and supportive environment that enables them to reach their full potential.

[Learn more about this initiative](#)

### **Transforming the Paediatric Ward in Dobrich**

**500 BGN**

The paediatric ward at the Multi-profile Hospital in Dobrich is undergoing a complete transformation to create a healing environment that fosters kindness, freedom, and light. The redesign improves functionality, with separate sectors for infants, young children, and adolescents, and

incorporates elements inspired by the local community. A dedicated play area provides a vital space for children to relax, socialise, and momentarily escape the stresses of hospital life, ensuring a more positive and supportive experience during their stay.

[Learn more about this initiative](#)

## **Sports Ground for Patients at the      1,000 BGN Psychiatric Hospital in Lovech**

The State Psychiatric Hospital in Lovech, with nearly 200 beds, is one of the largest psychiatric facilities in the country, admitting approximately 480 patients annually.

Despite the management's efforts to provide suitable conditions for treatment and rehabilitation, many patients experience monotonous daily routines with limited opportunities for outdoor activities or physical exercise. To address this, funds are being raised to transform part of the hospital's grounds into a sports area. This new facility will offer patients, including those using residential and consultative services (over 250 individuals), the chance to engage in physical activities, improving their overall well-being and quality of life during their stay.

[Learn more about this initiative](#)

## **Birthday Cakes for Children at      1,048 BGN Olga Skobeleva Social Care Home**

Every child deserves to feel special on their birthday, yet for many children in institutional care, birthdays often pass unnoticed, without the warmth of a celebration. Without family to organize a party or provide a cake, these children miss out on a cherished childhood experience – blowing out candles and making a wish surrounded by friends.

To bring joy to these young hearts, we are ensuring that every birthday at the [Olga Skobeleva Social Care Home](#) in Plovdiv is celebrated with a delicious cake. Throughout 2024, our initiative will provide cakes for all birthday children, giving them a moment of happiness, recognition, and the chance to feel loved and valued.

Our support can turn these birthdays into cherished memories, reminding these children that they are not forgotten.



## 05. EXPENSE MANAGEMENT

### **Active Cost Management for More Resources Towards Causes**

The founders of the Methodia Heart Foundation actively manage the organization's expenses to ensure that all donations are directed towards supporting and realizing the foundation's causes.

### **Commitment to Covering Operational Costs**

The founders of Methodia Heart Foundation have made and strictly uphold a commitment to fully cover all administrative and related operational expenses of the foundation. This ensures that the foundation's only net expenses are dedicated to direct donations supporting its causes.

### **Preferential Conditions and Volunteer Contributions**

A significant portion of potential expenses is covered through volunteer efforts, amounting to over 200 hours of volunteer work in 2024.

## 06. SUMMARY FINANCIAL REPORT FOR 2024

1. Result from previous years' activities – **22,322.12 BGN**
2. Current result / available financial resources – **28,297.13 BGN**
3. Outstanding invoices to suppliers – **0 BGN**
4. Administrative and financial expenses – **248.40 BGN**
5. Expenses for salaries, civil contracts, and social security – **0 BGN**
6. Total amount of donations made – **3,554.00 BGN**
7. Total funds received as donations – **7,310.00 BGN**
8. Remaining available funds from donations – **26,498.47 BGN**

**"Thank You! Together, We Change Lives."**

Over the past year, you stood by our side, and together, we made a difference in many lives. Every donation, every act of support, and every shared cause has brought us closer to a world where kindness is a way of life. But our mission doesn't stop here!

With your help, we will continue to inspire, support, and bring hope to those in need. Let's keep making a difference – together!

## How You Can Support Us:

- Donate via bank transfer: **BG05UBBS80021012202540**
- Become a volunteer @ **methodia.heart@methodia.com**
- Share our cause: <https://www.methodia.com/corporate-social-responsibility>

