
ANNUAL REPORT
2008

ABOUT NEZISKOVKY.CZ

educational and information centre

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annual report

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neziskovsky.cz

The public benefit organization [Neziskovsky.cz](http://neziskovsky.cz) has been operating in the Czech Republic since 1993. During that time, more than 17,000 people from various NGOs have attended the organization's courses and educational programs. Most often they were courses on fundraising, project making, organizational management and management skills. Apart from educational and informational services for NGOs, [Neziskovsky.cz](http://neziskovsky.cz) has also been providing a long-term promotion of NGO work among the public. Over ten years since 1998, [Neziskovsky.cz](http://neziskovsky.cz) has been organizing an annual nationwide information campaign called 30 Days for the Non-profit Sector. In 2007, this media campaign was followed by a competition for the best public benefit advertisement called Sting of the Year.

The [Neziskovsky.cz](http://neziskovsky.cz) portal was established in 2002 and contains the largest catalogue of Czech NGOs and the services they cover. Via its website, [Neziskovsky.cz](http://neziskovsky.cz) also runs Job Market, Tax Calculator, Database of Financial Sources, Bazaar and provides basic consulting in the non-profit area. [Neziskovsky.cz](http://neziskovsky.cz) help their corporate clients in the area of social responsibility, corporate giving and philanthropy.

[Neziskovsky.cz](http://neziskovsky.cz) is represented in the Government Council for NGOs and participates in the preparation of new legislation. For instance, together with its partners the Ministry of Information and the Centre for Non-profit Sector Research, it helped to launch the Registrar of NGOs at the Public Administration Portal. At present it is cooperating on an amendment to the law on general benefit organizations and on the creation of the new law on public benefit organizations.

INTRODUCTORY WORD

Dear citizens of the Czech Republic

In 2008 the neziskovsky.cz public benefit organization was yet again here to work with a very specific group of entities - non-profit organizations and all the others that come into contact with them. We help NGOs operate in a way to be able to keep the promises they give to you the public - to their clients, donors and constituents - and to be effective in transforming these promises into the everyday results of their work. No matter if they provide social and health services, organize free time for children and adults, protect the environment, protect public monuments or advocate human rights.

2008 was a very demanding year from its very beginning and we had no idea that in the autumn we would be facing the worldwide economic crisis. From the beginning of the year we experienced the impacts of dependency on the implementation of European projects that were gradually winding down, and that meant a decrease in funding. The plan was to continue with project support, but the ministries got into a delay and this led to the projects suspension. In the summer it became clear that further support from European funds couldn't be expected because Prague's city government deliberately created regulations resulting in the smallest possible number of NGOs being supported so that state-established organizations and companies might benefit instead. This trend did not manifest itself only in Prague but also in most other regions. Not only Neziskovsky.cz but also many other organizations began to experience the crisis more severely.

The word crisis has a negative connotation for many people but every crisis can also bring something positive. Knowing this we began a strategy revision in September. External changes were so radical that it was necessary to adjust our direction to be able to continue our journey.

With a slightly adjusted mission, a new vision and a reduced staff we believe that we have found the path that will take us very far. We chose the more risky way, which means that we do not want to be dependent on government and municipality support. We perceive this to be unhealthy. Organizations with this dependency are subject to politics and often controlled by people who do not understand the non-profit sector at all. We want to prove to ourselves as well as to others that we can become an independent organization receiving funds from various sources in a reasonable mix. We have decided that in coming years the costs covered from public funds should not exceed 20% of the total yearly costs of our organization. Time saved by not having to create useless tons of paper, reports and justifications will be devoted to our clients, donors and other constituents - that is, all those for whom we are here.

We would like to thank all those who supported us and continue to do so. We are thankful for every gift even in the form of a positive thought.

We know that the following years 2009 and 2010 will be difficult but we also believe that with the support of the people around us we will be able to manage. To be able to continue to help, develop, improve, push forward, innovate...

Marek Šedivý
Executive Director



INFORMATION

about the organization

date of establishment

April 22, 1999 as a follow up organization to the Information CentRE of Foundations and Other Non-profit Organizations foundation (founded in 1993)

founder

Auxilia Foundation - Nadace Auxilia

mission

Through high quality educational and informational services Neziskovky.cz develops the non-profit sector in the Czech Republic and supports philanthropy.

vision

Neziskovky.cz is a recognized and economically stable organization providing educational, informational and consultancy services to non-commercial and commercial entities in the area of non-profit sector development and philanthropy.

main activities

public benefit services (registered):

Organization of educational, cultural, social and sports events

Informational service for NGOs, their partner organizations and sponsors

Organization and funding of public benefit activities

Counselling in organization, economics, finances and accounting

Publishing and editing

Administration of a database of non-profit organizations and a database of financial resources

Purchase and sale of goods with the purpose of selling to end consumers

statutory organs

Board of Directors

According to current legislation, the term of the Board of Directors Chairwoman Charlotte Sommer ended in 2008.

Board of Directors as of December 31, 2008

Roman Spáčil - Chairman

Dana Bérová - member

Jan Daubner - member

Kateřina Jurigová - member

Kateřina Šmelhausová - member

Karel Štögl - member

Advisory Board

In 2008, members of the Advisory Board Richard Medek, Tomáš Sokol and Karel Winkelbauer resigned.

Advisory Board members as of December 31, 2008:

Brigitte Lintner - Chairperson

Irena Brichtová - member

Pavel Šafránek - member

employees as of december 31, 2008

Marek Šedivý - Executive Director/
Fundraising, PR

Roman Anděl - Director of Operations

Hana Prchalová - Education Coordinator/
Fundraising, PR

Edita Kleckerová - Education Coordinator

Kateřina Pojerová - Head of Information
Department

Aleš Mrázek - Information Specialist

Věra Uhrová - Office Manager

HISTORY

1993

Information Centre for Foundations foundation and other non-profit organizations came into existence on the basis of an agreement at the Stupavské Conference of Foundations and other Non-Profit Organizations.

1994

Bulletin, the monthly publication for the non-profit sector, is published. ICN Foundation becomes the sole representative of the ČR in the Orpheus Civil Society Network – an international network of non-profit organizations.

1997

The project to bring donors together becomes independent when the independent organization Donors Forum (Fórum dárců) comes into existence. The Civic Advisory Centres project became independent and the organization itself came into existence. The first regional ICN Centre is opened in the Olomouc municipal library.

1998

ICN organized the first annual nationwide campaign called 30 Days for the Non-Profit Sector. More ICN regional Centres are opened in Hradec Králové, Strakonice and Český Krumlov. ICN becomes an intermediary for the division of grants from the German Robert Bosch Foundation.

1999

Two independent organizations emerge from the ICN Foundation - the NGO Information Centre and the ICN Foundation.

2000

Regional ICN Centres are converted to independent entities. The monthly publication for the non-profit sector Bulletin is renamed GRANTIS.

2002

The information portal www.neziskovky.cz is launched.

2003

ICN's Lecturers and Consultants Alliance is founded, the goal of which is to provide high quality and systematic education to non-profit organizations in the Czech Republic.

2005

Czech Telecom (ČESKÝ TELECOM) announces in cooperation with ICN, o. p. s., the establishment of Czech Telecom's fund for small donors

2006

The ICN | PFIZER | ACADEMY educational project comes into existence and is aimed at the education of non-profit organizations helping the ill and excluded.

2007

ICN organizes the first annual competition for the best public benefit campaign – STING (ŽIHADLO). The 30 Days for the Non-Profit Sector campaign finishes for the 10th year.

2008

Change of name to Neziskovky.cz, o. p. s. Change of name of the GRANTIS monthly into NEZISKOVKY.CZ and ending its publication as a monthly as of December 31, 2008.

COOPERATION

AND MEMBERSHIP

Membership of Neziskovky.cz employees in advisory bodies and commissions

- ◇ Government Council for Non-governmental Non-profit Organizations - Rada vlády pro nestátní neziskové organizace (Marek Šedivý)
- ◇ Program partnership of the Operational program Prague - Adaptability (Marek Šedivý)
- ◇ Siemens Help Fund Evaluation Commission (Marek Šedivý, Hana Prchalová)
- ◇ Ministry of Finance Selection Commission for a negotiator for a block grant for non-profit organizations (Marek Šedivý)
- ◇ Selection Commission for Government grant administration, Department of Information on European Affairs (Marek Šedivý)
- ◇ Steering Committee, Block Grant - Fund for NGOs from financial mechanisms of EHP / Norway, NROS (Marek Šedivý)

Cooperation with universities

- ◇ Caritas - Higher vocational school in Olomouc - Vyšší odborná škola sociální Olomouc
- ◇ Czech Agricultural University in Prague - Česká zemědělská univerzita v Praze
- ◇ University of Ostrava
- ◇ Charles University in Prague - Graduate 2008
- ◇ Charles University - Faculty of Humanities
- ◇ Charles University - Faculty of Philosophy
- ◇ Prague School of Economics

NEZISKOVKY.CZ IN THE FIELD

Series of courses and lectures for students and graduates of Charles University called Absolvent 2008 (Graduate 2008), April 18, 2008, Charles University in Prague

Conference: Opportunities for Education and Personal Development. Organizer: POHODA civic association in cooperation with Neziskovky.cz, June 12, 2008, Centrum Mariapoli, Prague 9 - Vinoř

Conference: Training for workers in the social area. Organizer: Centrum sociálních služeb

Praha (Social Services Centre, Prague), September 9-10, 2008, Novotného lávka, Prague 1

Exhibition: Medical Fair Brno/Central Europe - REHAPROTEX, co-organizer: Liga za práva vozíčkářů (League for the rights of the wheelchair-bound), October 23, 2008, BVV Veletrhy Brno (Brno Fairs)

WRITTEN ABOUT US

In 2008, Neziskovky.cz was mentioned in total in 42 articles and broadcasts in the following media:

Blesk
Boleslavský deník
Brněnský deník
Břeclavský deník
Českobudějovický deník
ČT 1
Euro
Finanční magazín
Havlíčkobrodský deník
Hradecký deník
Lidové noviny
Listy Prahy 1
Marketing & Media
Metro
Mladá fronta DNES
Moravskoslezský deník
Olomoucký deník
Pátek Lidových novin
Plzeňský deník
Pražský deník
Prosperita
Rádio Impuls
Strategie
Ústecký deník
Žena a život

REFERENCES

NGOs:

Armáda spásy (Salvation Army)
Asociace poskytovatelů sociálních služeb
(Association of Social Services Providers)
Centrum sociálních služeb Praha
(Centre for Social Services)
Centrum adiktologie (Adictology Centre)
Centrum pro duševní zdraví
(Centre for Mental Health)
Českobratrská církev evangelická
(Evangelical Church of Czech Brethren)
Člověk v tísni - společnost při České televizi
(People in Need)
ČVUT v Praze
(Czech Technical University in Prague)
Diecézní charita Brno
(Diocesan Charity Brno)
Dlouhá cesta (Long Way)
Emauzy ČR
Farní charita Litoměřice
(Litoměřice Parish Charity)
Farní charita Starý Knín
(Starý Knín Parish Charity)
Fokus Praha
Formika
Gerontologické centrum (Gerontology Centre)
Charita Valašské Meziříčí
(Parish Charity Valašské Meziříčí)
IDOR
Kaleidoskop
KCR Heřmánek
Lata
Máme otevřeno? (Are we open?)
Městská charita České Budějovice
(City Charity České Budějovice)
Městská policie hl. m. Prahy
(City Police Prague)
Mosty - sociálně psychologické centrum
(Bridges - Socio-Psychological Centre)
Národní technické museum
(National Technical Museum)
Oblastní charita Ústí nad Labem
(Ústí nad Labem Regional Charity)
Okamžik, sdružení pro podporu nejen
nevidomých (A Moment, Association for the
Support of Not Only the Blind)
Pohoda (Comfort)

Protebe live
Slunečnice (Sunflower)
Středisko ekologické výchovy a etiky Rýchory
- SEVER (Centre for Environmental Education
and Ethics Rýchory - NORTH)
Středisko rané péče SPRP České Budějovice
(České Budějovice Centre for Early Care)
Středočeská vědecká knihovna v Kladně
(Central Bohemian Scientific Library in Kladno)
ZO ČSOP 11/11 Zvoneček
Žába na prameni ("Dog in the Manger")

Companies and Institutions:

Česká televize (Czech Television)
Český rozhlas (Czech Radio)
ČSOB
Magistrát hlavního města Prahy
(Prague City Hall)
McCann Erickson Prague
Media Factory CR
Newton Media
PFIZER CR
PricewaterhouseCoopers
QandA
Semma
Stratex Communication

benefit screening of

SNEAK

PREVIEW OF

TAJEMSTVÍ PRSTENU

(CLOSING THE RING)

A sneak preview screening of the film Closing the Ring was held on April 1, 2008, in the Atlas Cinema in Prague 8. 102 guests who financially supported Neziskovsky.cz in the amount of 46,000 CZK attended the event.



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INFORMATION ON

THE ORGANIZATION'S ACTIVITIES IN 2008

EDUCATION

Benefit for NGOs:

- strengthening long-term sustainability and financial stability
- increasing effectiveness of employees' work
- better awareness about financial resources in the Czech Republic and the EU and the ability to make use of these funds
- ensuring professional and personal growth of employees
- image improvement and increase in aware-

ness of the organization's name among the public

2008 Topics:

- Preparation of projects and writing of grant applications, including SF EU
- Social services quality standards, Law on Social Services no.108/2006 of the Code
- Fundraising (from the basics up to specific forms of fundraising)
- Communication techniques for a successful presentation and negotiations
- Financial management of NGOs
- Financing of educational projects

- Creation and management of project budgets
- Public relations in practice
- Media training
- Facilitation
- Communication and conflict resolution
- How to be successful when applying for grants and subsidies
- Basics of communication
- Basics of assertive communication
- Assertive conflict resolution
- A guide to important aspects of the Law on Social Services no.108/2006 of the Code
- Analysis of written materials to meet social services quality standards
- Statement of finances, closing of books and accounting regulations
- Bookkeeping in practice
- Bookkeeping for managers
- Division of proceeds and costs, statement of finances and closing of books
- Time management
- NGO team management
- Carrying of discussions and debates
- Lecturing skills for junior and senior lecturers
- Feasibility study for NGO business plans
- Self-financing and management of the creating of a feasibility study
- Evaluation of job performance, evaluation interviews
- Efficient teamwork
- Motivation of employees, coaching
- Efficient product management
- Key organizational processes within NGOs

Forms

- Seminars
- Workshops
- Presentations
- Hearings
- Conferences
- Consultations

Lecturers – members of the Neziskovky's Lecturers and Consultants Alliance in 2008:

Mgr. Jan Horký
 PaedDr. Olga Medlíková
 Ing. Pavel Němeček
 Bc. Hana Prchalová
 MgA. Irena Swiecicki
 Ing. Marek Šedivý
 Mgr. Petr Vrzáček

Lecturers cooperating with Neziskovky.cz in 2008

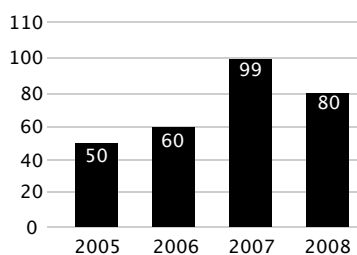
Radka Burketová
 JUDr. Lenka Deverová
 Štěpánka Duchková
 PhDr. Alena Halamová

Jiří Horecký, B.A. et B.A.(Hons)
 PhDr. Vladimír Jelen
 Mgr. Kateřina Jurigová
 PhDr. Dagmar Krutilová
 Mgr. Olga Konečná
 Mgr. Petr Konečný
 Helena Kunstová
 Mgr. Emilie Mácová
 Karel Malý
 Lukáš Novák
 Jiří S. Richter
 Mgr. Zuzana Richterová
 Mgr. Martina Straková
 Mgr. Pavel Sumec
 Bc. Kateřina Švábenická
 Bc. Vilém Urban
 Mgr. Petr Vít
 Karel Ženišek

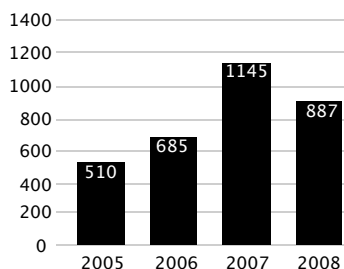
Open courses

One to two day educational courses on specific topics designed for those who want to improve their knowledge in certain areas, compare their experience from practice with theory, meet other NGO workers and exchange experiences with them. Open courses are often a source of new ideas that the course participants can use at work as well as for their own motivation.

In 2008 Neziskovky.cz organized 80 open courses (110 training days) that were attended by 887 NGO workers.



Number of open courses in different years



Number of participants in open courses each year

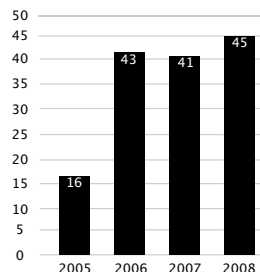
Turnkey education

Turnkey educational events last from one to several days and are designed to meet specific needs of a certain organization according to which the suitable educational form is chosen. Most often they are workshops, seminars and facilitated meetings. The lecturer cooperates with the organization when preparing the course and adjusts the program so that the required goal is reached. Turnkey seminars are good for groups of employees from one organization that are concerned with the same topic. This is most often teamwork, strategic planning, marketing, fundraising etc.

In 2008 Neziskovsky.cz organized 45 educational events (64 education days) that were attended by 276 NGO workers.

Turnkey education was ordered by six organizations.

Number of turnkey educational events



in individual years

PFIZER/ ACADEMY/ NEZISKOVKY.CZ



This is a joint project of Neziskovsky.cz and pharmaceutical company **PFIZER**. The goal of the Academy is to deepen PR and presentation skills of **NGO** workers, especially in the area of health and social care.

In 2008, 22 participants attended three one-day intense media trainings.

In addition, **PFIZER/ACADEMY** held a four-day course of lecturing skills and was attended by 12 participants.

Siemens Help Fond seminars

SIEMENS

In cooperation with Nadace Auxilia (Auxilia Foundation) seminars were held in Prague and Olomouc on "How to strengthen NGO sustainability?". Seminars were composed of two workshops. Deborah Edward of University of Texas, Austin, U.S.A. lectured on "Strategic marketing for Czech NGOs" and PaedDr. Olga Medlíková on "How to increase the efficiency of an NGO team?". In both Prague and Olomouc 92 people from different NGOs participated altogether.

Seminars with foreign lecturers

In April 2008 Neziskovsky.cz organized for members of their club a seminar at the PricewaterhouseCoopers offices by Thomas Ch. McLaughlin entitled "Get the Individual Fundraising Started - Get Inspired by the US Experience" which was attended by 12 participants. Thomas Chalmers McLaughlin Ph.D. is an assistant at the University of New England School of Social Work in Portland (USA) and during his Fulbright Commission scholarship lectured at the Faculty of Social Studies at Masaryk University in Brno.

In July 2008 Neziskovsky.cz organized a meeting for their members with Gene Brandt, President of TWB Fundraising, Chicago (USA) at the PricewaterhouseCoopers offices. 21 NGO representatives attended the discussion. Gene Brandt is a specialist in devising fundraising strategies and campaigns for NGOs.

ANALYSIS OF PROCESSES

in the organization and educational needs

Educational Needs Analysis (AVP)

AVP detects current problems concerning human resources within an organization. AVP sets up an educational plan necessary to reach efficient operations, and suggests methodical training of employees including selection of topics, training methods and activities leading to reaching the organization's goals and mission in the most effective way.

AVP is a system analysis with the goal of improving management and motivation of people within an organization. AVP costs are considered to be an investment that can be included in grant applications.

NGO process analysis (PAN Model)

PAN Model maps describe and analyze individual NGO processes and suggest optimal solutions.

The PAN Model is requested by those NGOs who need to increase efficiency of internal processes. The PAN Model significantly speeds up potential necessary changes in the organization and suggests priority areas for change. The PAN Model enables NGO management to make effective decisions easier.

The PAN Model is an investment that helps NGOs:

strengthen trustworthiness and transparency and thus their image

- increase an organization's chances to obtain financial support from companies and public sources including the EU
- increase the competitive advantage over other organizations
- introduce quality standards of social services within the organization

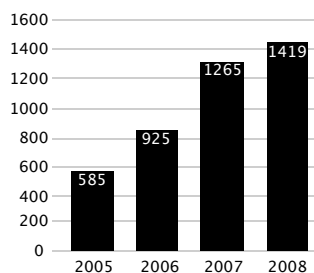
The PAN Model strengthens management systems within NGOs and it is therefore possible to include its costs in grant applications.

In 2008 the PAN Model occurred in six organizations.

WWW.NEZISKOVKY.CZ

The website contains information on NGO development, corporate social responsibility, education, legislation etc. Users make use of an online counselling office, document samples and databases of financial resources as well as NGOs. The web portal is one of the most integrated sources of information on the non-profit sector in the Czech Republic.

In 2008 there were on average 1419 visits daily.



Daily average number of visits in each year, www.neziskovsky.cz

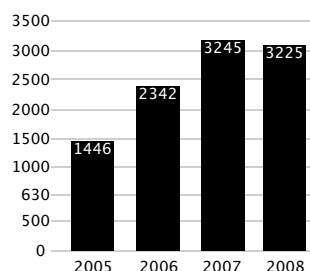
The portal consists of:

Job Market

This is the largest human resources website in the non-profit sector. It contains offers and requests for job opportunities and voluntary work in NGOs.

Development of Job Market has been supported by the European Social Fund, the Czech Republic's state budget and from the budget of the City of Prague.

In 2008 3225 ads were published.



Number of ads published in Job Market

Bazaar

Requests and offers for goods, materials, technology and services from companies, individuals and NGOs.

In 2008 162 ads were placed.

Reporting

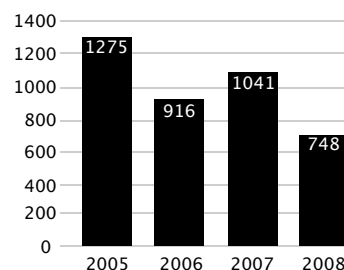
Regularly updated and reporting not only on the non-profit sector.

In 2008 288 news items were published.

Events Calendar

NGO events throughout the CR – exhibitions, lectures, concerts, theatre performances, open door days, conferences etc.

In 2008 there were 748 event announcements.



Number of announcements published in Events Calendar

Tax Calculator

This program enables the donors to calculate how to optimize their tax obligations by donating to NGOs. In 2008 the tax calculator registered 3742 uses.

NGO Catalogue

This is a reconstructed database of non-profit organizations in the Czech Republic and it includes all areas in which the non-profit organizations are active in all regions in the CR. Mainly those NGOs that provide their services to the

public are presented in the catalogue. NGO catalogue is used by corporate donors and sponsors, individual donors, the public, organizations seeking partners for project implementation, journalists, NGO employees, state and regional authorities, employees and students.

By the end of 2008 the NGO Catalogue contained 1137 records.

Database of Financial Resources (DBFZ)

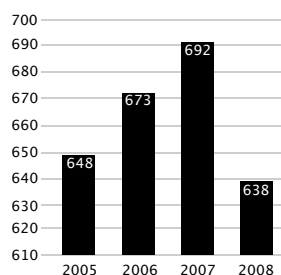
This is a publicly accessible and regularly updated listing of grant and subsidy programs including description, contact persons and deadlines. It is also possible to find programs of Czech and foreign foundations, foundation funds, ministries, regional and municipal government offices, EU funds and foreign representations in the Czech Republic.

The database serves all those seeking financing for public benefit projects.

In 2008 altogether 1185 grant announcements were published in the Database of financial resources.

Grant Calendar

Grant Calendar is a practical outcome of the Database of Financial Resources on which it is based. Subscribers receive an updated list of grant deadlines weekly by e-mail. The list of deadlines is significantly helpful to all NGO fundraisers. By the end of 2008 the list was distributed 638 e-mail addresses.



Number of subscribers to Grant Calendar

CONSULTING

In 2008 consulting was provided on two levels. Neziskovky.cz employees answered questions on NGO foundation and management and obtaining financial resources and public relations. Experts were consulted on questions in relevant areas.

In 2008, Neziskovky.cz employees answered 1699 e-mail, 789 phone and 35 personal questions within the basic consulting service regarding the non-profit sector.

In 2008 Neziskovky.cz offered consultations in the following areas:

- ◇ Legal consulting – creation, modification and liquidation of a non-profit organization, legal aspects of NGOs' public activities, contractual relationships, profitable activities of non-profit organizations, legal aspects of fundraising
- ◇ Accounting and taxes – accounting consultations, accounting and tax legislation updates, tax issues

External professional consultants working with Neziskovky.cz:

Mgr. Martin Elger, Ing. Eva Chmátalová, Karel Malý, Ondřej Novák

In 2008 Neziskovky.cz arranged altogether 35 consultations

LIBRARY

Neziskovky.cz library is a unique source of information on the non-profit sector in the Czech Republic and in the world. It is also the largest specialist library in the CR covering all areas of NGO activity. The library catalogue is accessible on-line at www.neziskovky.cz. Internet access is provided to the public in the library.

Library collections include:

- ◇ professional publications, magazines
- student diploma theses
- ◇ conference materials
- annual reports of non-profit organizations
- ◇ NGO promotional materials archive
- database of articles published in the Czech media

As of the end of 2008 4173 volumes were registered. 819 users visited the Library during the year and 171 borrowings were registered.

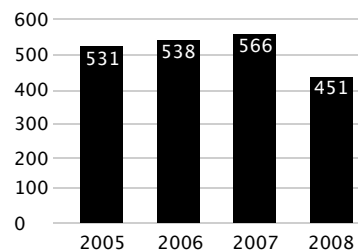
NEZISKOVKY.CZ MONTHLY

Grantis magazine is a nationwide periodical devoted to all areas of NGOs' interests.

Main sections:

- ◇ articles focused on NGO development
- ◇ information on grants and subsidies
- ◇ examples from practice
- ◇ legal, accounting and tax information
- ◇ educational opportunities
- ◇ world and Czech regional news

In 2008 NEZISKOVKY.CZ monthly had 451 subscribers and a print run of 800 copies. The last historic issue of the NEZISKOVKY.CZ monthly was published in December 2008.



Number of monthly subscribers to GRANTIS and the Neziskovsky.cz monthly

NEZISKOVKY.CZ CLUB

Neziskovsky.cz Club is designed for all non-profit organizations regardless of region or area of activity. Its members can receive discounts on education, advertising and consultations via Neziskovsky.cz, attend club meetings with NGO fundraising and marketing specialists from both the Czech Republic and abroad as well as discounts on products of Neziskovsky.cz Club partners.

In 2008 members of Neziskovsky.cz Club received regularly:

- ◇ monthly electronic information services
- ◇ monthly publication
- ◇ electronic Grant Calendar (cca 32 mailings per year)

Neziskovsky.cz Club Card brought the following benefits to members:

- ◇ 15% discount on Neziskovsky.cz open courses
- ◇ 15% discount on consultations on law, accounting and taxes
- ◇ 20% discount on advertisements on the www.neziskovsky.cz on web portal,
- ◇ in Svět neziskovek (NGO World) newsletter and in Grant Calendar
- ◇ Sale on products of Neziskovsky.cz Club partners (see below)
- ◇ 15% discount on research (financial and information resources etc.)
- ◇ 20% discount on technology rentals (overhead projector, VCR, flipchart etc.)
- ◇ 20% discount on Neziskovsky.cz publications
- ◇ Free usage of the Neziskovsky.cz library
- ◇ Free monitoring of the media regarding the subscriber organization once a year (upon request)

In 2008 the partners of Neziskovky.cz Club were the following companies:

ANAG, spol. s r.o.



Specialized internet bookstore in areas of: economics, management, human resources, accounting, taxes, law, computers, medical literature, psychology, languages, dictionaries, school books and health.

◇ 15% discount can be applied to all titles of this publishing house;

ASPI, a.s.



Provider of information in the area of law, taxes, accounting, wages and employment in electronic (CD/DVD, internet, PDA) or printed (books, magazines) form.

◇ 15% discount can be applied to all titles of this publishing house.

BENETA.CZ, s.r.o.



Creation of internet applications, presentations, e-shops and portals. Selection of software for questionnaire applications and mass mailing.

◇ 50% discount on setup and operational fee for the WWW.BENELIST.CZ program + a "package" of web pages for 1,- CZK. 15 % discount on graphic changes.

Capsa.cz



System for data and project administration.

◇ 40% discount for the system for data sharing and project administration

Grada Publishing, a. s



Top publishing of specialized literature in the Czech Republic; publishes books in the

areas: computers, economics, business, accounting, taxes, finance and law, medicine, psychology, construction, sports and non-fiction.

◇ 15% discount can be applied to all titles of this publishing house.

H1, s.r.o.



Consultancy company; offers consulting for internet business, analysis, courses and training. To its clients it also provides consulting and service for successful internet marketing, catalogue registration.

◇ 10% discount can be applied to all seminars organized by H1.cz

IGNUM, s. r. o.



Internet provider. Hosting and housing services provided.

35% discount on yearly fee for web hosting of choice

JAZYK, v.o.s.



Language courses and translating. Language education in the areas of lecturer teams management, creation of teaching methodology, lecturing.

◇ 10% discount on all translating services, and other provided services: www.jazyk-vos.com

Portál, s.r.o.



Portál publishing house covers a wide area. Provides information on new trends in pedagogy, psychology and social work and further offers publications on: philosophy, politology, sociology, anthropology, economics, ecology,

semiotics, media, health.

◇ list of publications for applying a 15% discount can be found at:

<http://neziskovky.cz/cz/neziskovky-cz/klub/>

OKSystem s.r.o.



Provides information systems for government and on turnkey basis, SI, IT training, certified tests of IT knowledge, payroll software and program.

◇ 20% discount on the price of the OKbase One accounting program licence

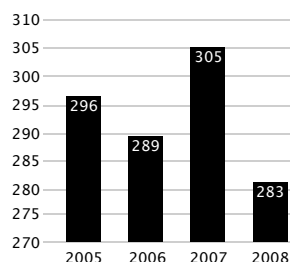
◇ 30% discount on the price of the OK mzdy (OK wages) program licence + 30% discount on annual fees for this program

Syndikát novinářů – Press Centre



Premises in the Centre of Prague. Offers a favourable space to hold press conferences, educational events or meetings. Press Centre has a capacity of 40 seats.

60% discount on services of the Press Centre



Number of subscribers to the Neziskovky.cz club

STING 2008 *COMPETITION*



Sting of the Year – a competition for the best Czech public benefit advertisement.

The competition is open to all who:

- a) are a non-governmental non-profit organization (civic association, public benefit organization, foundation, endowment fund, church-related legal entity)
- b) publicize a public benefit project not older than one year (campaign occurring on or after September 1, 2007).

The campaign can be nominated only by the contracting entity – an NGO. The award is given to the contracting entity as well as the producer (usually an advertising agency) and only the submitter receives the prize.

In the Sting's second year there were altogether 24 NGOs competing with 35 campaigns. The jury was composed of non-profit sector representatives, media, advertising and PR agencies as well as companies who support the non-profit sector in the long-term and evaluated the creativity of the campaigns as well as the efficiency of the chosen communication strategy and the influence of the campaign on selected target groups. Good targeting, correct means of communication and proper campaign assessment had a value of 50%.

The competition results were officially announced at a ceremony held on October 30, 2008 at 7pm in the Saint Simona and Juda church in Prague. Artists such as opera singer Edita Adlerová, chanson singer Jana Rychterová, percussionist and marimbist Markéta Mazourová and a children's ballet group of the National Theatre performed at the ceremony. The main prize – The Sting from Zlín sculptor Jiří Paška – was awarded to the four best organizations.

The main media partners of the Sting 2008 competition were Strategie weekly and Marketing magazine. The competition was also supported by Synot Lotto, ČSOB Bank, Media Factory, Pražská paroplavební společnost, Beneta.cz, IGNUM and Grada Publishers. Special thanks to pharmaceutical company PFIZER.



Results of The Sting

2008 COMPETITION



Category: Radio spot

Winner:

MÁME OTEVŘENO? o. s. (Are We Open?)
Campaign: Try it!
Advertising agency: Young&Rubicam Prague

Further nominations:

ZDRAVOTNÍ KLAUN (Health Clown)
Campaign: Confession – Health Clown
Advertising agency: Agentura Publicis Prague

NADAČNÍ FOND ČESKÉHO ROZHLASU
(Foundation Fund of Czech Radio)
Campaign: Fairy Tales from a Firefly
Advertising agency: DDB/own production

Category: Internet project

Winner:

R-MOSTY o. s.
Campaign: SKIN – Unusual brand for unusual people
Advertising agency: DDB

Further nominations:

ADRA o.s.
Campaign: eDonation
Own production

VAVÁKY o. s.
Campaign: Chances for pastures
Agency: Symbio Digital, ČSOP

Category: Printed advertisement

Winner:

R-MOSTY o. s.
Campaign: SKIN – Unusual brand for unusual people
Advertising agency: DDB

Further nominations:

NADAČNÍ FOND ČESKÉHO ROZHLASU
(Foundation fund of Czech Radio)
Campaign: Spring
Advertising agency: DDB/own production

SPOLEČNOST PRO LÉČBU ZÁVISLOSTI
TABÁKU (Society for Treatment of Tobacco Ad-
diction)
Campaign: Cigarettes or sex?
Advertising agency: Leagas Delaney Praha s.
r. o.

ČLOVĚK V TÍSNI o. p. s. (People in Need)
Campaign: One World 2008
Advertising agency: Comtech - Mantis Czer-
niak, Petr Vlasák

Category: TV spot

Winner:

MÁME OTEVŘENO? o. s. (Are We Open?)
Campaign: Try it!
Advertising agency: Young&Rubicam Praha

Further nominations:

NADAČNÍ FOND ČESKÉHO ROZHLASU
(Foundation fund of Czech Radio)
Campaign: Stars
Advertising agency: DDB/own production

ČLOVĚK V TÍSNI o. p. s. (People in Need)
Campaign: One World 2008
Advertising agency: Comtech - Mantis Czer-
niak, Petr Vlasák

Special reward of *Neziskovky.cz*

and *Strategie weekly*

VAVÁKY o. s.
for the internet campaign Chance for Pastures
Agency: Symbio Digital, ČSOP

PROJECT IMPLEMENTATION

Corporate Social Responsibility as a tool for support the competitiveness of small and middle-sized entities in Prague

Implementation period:

August 2006 – July 2008

Project partner: Nadace Auxilia

Donor: European Social Fund and Czech state funds

The main goal of the project was to improve the awareness of employers of corporate social responsibility (CSR) as an efficient tool for increasing the competitiveness of small and middle-sized businesses (SMB) in Prague.

Direct results:

- ◇ Methodology of SMB social responsibility at www.neziskovsky.cz
- ◇ Outcomes of research on corporate social responsibility – www.neziskovsky.cz
- ◇ Tax calculator at www.neziskovsky.cz
- ◇ Bazaar at www.neziskovsky.cz
- ◇ Website on CSR and corporate giving at www.neziskovsky.cz
- ◇ Opportunities fair
- ◇ Conference “Social responsibility = competitive advantage?”

Efficient organizational management as a tool to increase the capacity of non-profit organizations in the area of environment

Implementation period:

June 2007 – June 2008

Donor: NROS, Financial mechanism of EHP and Norway

The main goal of the project was to strengthen the capacity of 20 NGOs in the area of the environment through training their managers.

Direct results:

- ◇ Accredited re-qualifying course NGO Manager for 20 workers in NGO management
- ◇ Process analysis according to the PAN Model in five NGOs
- ◇ Internet publication of good practice examples – “Green” NGO Management – available at www.neziskovsky.cz

Educating social area workers

The goal of the project that ran from March 2006 till September 2008 by Centrum sociálních služeb Praha (Centre for Social Services Prague) was to create and implement a thorough educational program for social workers that would follow up with input and offer them lifelong continuous specialized education. Neziskovky.cz participated in the project by preparing and organizing most of the courses.

Other project partners were: Asociace občanských poraden (Civic Counselling Association), Česká asociace streetwork (Czech Streetwork Association), Humanistas-Profes, o. p. s., Jabok – Higher socio-pedagogical and theological school and Vzdělávací centrum pro veřejnou správu ČR, o. p. s. (Educational Centre for public administration CR).

The project was implemented with support from the European Social Fund, state budget of the Czech Republic and City of Prague budget.

Preparation, organization and realization of most of the courses from the Educating of government supported organizations management module. Altogether 668 participants from 60 institutions were registered to the Educating of Social Area Workers program and 2023 applications were received for individual courses.

Emotional and Social Competencies lecturer

The main goal of the project was to increase the qualification of 15 Prague lecturers through their further education and professional preparation in the area of emotional and social development. The project aimed at a thorough solution of the problem of insufficient capacity among lecturers in the given area in Prague considering the current market needs.

Neziskovky.cz was involved in the project by starting and administering an information portal on emotional intelligence – www.projektlesk.cz.

The lecturers gained tools for their further activity (educational working materials, educational module for potential clients), had the opportunity to verify their knowledge and skills that they gained during the project implementation and develop them during the pilot lessons under supervision. Pilot lessons were a methodology for three educational programs applying emotional and social competencies into various sectors (social services, healthcare and NGOs; university students; grade and high school teachers).

Interactive Portal for Management and Knowledge Sharing

The project was implemented from May 2006 until April 2008 at the Czech Agriculture University in Prague and was aimed at increasing the quality of human resources using current scientific know-how to improve the competitiveness of businesses as well as individuals and secure the permanent development of organizations and societies. The goal of the project was to create a specialized website that would serve as a tool for higher education and the awareness of managers of for-profit as well as non-profit organizations in Prague, especially small and middle-sized ones.

The www.zip.czu.cz portal is partially formed by an e-learning textbook and a database of practical case studies aimed at efficient and modern ways of knowledge usage in decision-making. The website is supported by an on-line consultancy service. Staff are also prepared to handle individual orders, projects, models etc.

Neziskovky.cz became involved in the knowledge information portal project to disseminate information and results to NGOs of scientific research carried out by Czech Agricultural University. NGOs need to improve managerial skills just as companies do.

Further partners were: Asociace malých a středních podniků a živnostníků ČR (Association of Small and Middle-sized Businesses), Česká manažerská asociace (Czech Managerial Association) and EpaX. The project was supported by the European Social Fund, state funds of the Czech Republic and the City of Prague.

FINANCIAL INFORMATION

<i>BALANCE SHEET (in thousands CZK)</i>	<i>31.12.2008</i>	<i>31.12.2007</i>
ASSETS		
Long-term assets	81	81
Intangible assets	0	0
Tangible assets	748	748
Long-term financial assets	0	0
Accumulated depreciation of fixed assets	-667	-667
Current assets	1 491	5 572
Stocks	8	9
Claims	774	2 617
Liquid assets	701	2 934
Other assets	8	12
Total assets	1 572	5 653
LIABILITIES		
Own resources	352	1 173
Property	399	399
Funds	774	0
Economic results account	-871	2 246
Retained earnings, accumulated losses from previous years	0	-1 472
Outside resources	1 270	4 480
Reserves	0	0
Fixed liabilities	0	0
Current liabilities	554	2 641
Other liabilities	716	1 839
Total liabilities	1 572	5 653

COSTS		
Total consumed purchases	167	978
501 Material consumption	130	918
502 Power consumption	37	60
Total services	7 218	5 832
511 Repairs and maintenance	4	41
512 Travel	13	20
513 Expenses	114	229
514 Other services	7 087	5 542
Total staff costs	4 542	5 942
521 Payroll costs	3 576	4 629
524 Statutory social insurance	912	1 245
527 Statutory social costs	54	68
Total taxes and fees	10	6
538 Other taxes and fees	10	6
Total other costs	1 082	319
544 Interest	0	0
545 Exchange rate losses	298	159
549 Misc. other costs	784	141
551 Depreciation of intangible and tangible assets	0	19
Provided contributions	0	1 984
Total costs	13 019	15 061

REVENUE		
Turnover and total goods	3 788	3 818
601 Revenue from own products	22	20
602 Revenue from sale of services	3 766	3 798
Total other revenue	252	820
644 Interest	16	6
645 Exchange rate profits	233	64
649 Misc. other revenue	3	385
652 Revenues from sale of intangible and tangible assets	0	365
Total contributions received	4 259	1 494
684 Contributions received (gifts)	4 259	1 494
Total operating subsidy	3 849	11 364
691 Operating subsidies	3 849	11 364
Total revenues	12 148	17 496
Before tax profits	-871	2 435
591 Income tax	0	189
After tax profit	-871	2 246

Auditor's report 2008

Výrok auditora

Podle našeho názoru účetní závěrka podává věrný a poctivý obraz aktiv, pasiv a finanční situace organizace Neziskovky.cz, o.p.s. k 31.12.2008 a nákladů, výnosů a výsledku jejího hospodaření za rok 2008 v souladu s českými účetními předpisy.

BVM Audit s.r.o.

člen mezinárodní asociace nezávislých profesionálních firem

MSI Global Alliance, Legal & Accounting Firms

Vicbořická 82/2, 400 01 Ústí nad Labem

osvědčení KAČR č. 277

Ing. Miroslava Nebuželská

osvědčení KAČR č. 2092

V Praze, dne 29 května 2009



Zpráva byla projednána se statutárním orgánem organizace a předána v souladu s podmínkami smlouvy:

Nedílnou součástí této zprávy jsou následující přílohy:

1. Rozvaha k 31.12.2008
2. Výkaz zisku a ztráty za období 1.1.2008 – 31.12.2008
3. Příloha k účetní závěrce za období 1.1.2008 – 31.12.2008

BVM Audit s.r.o.

Člen mezinárodní asociace nezávislých profesionálních firem

MSI Global Alliance, Legal & Accounting Firms

Osvědčení KAČR č. 277

ICO 64032907, CR: KS + UL, odd.C, s.l.10016

Tel.: +420 474745134

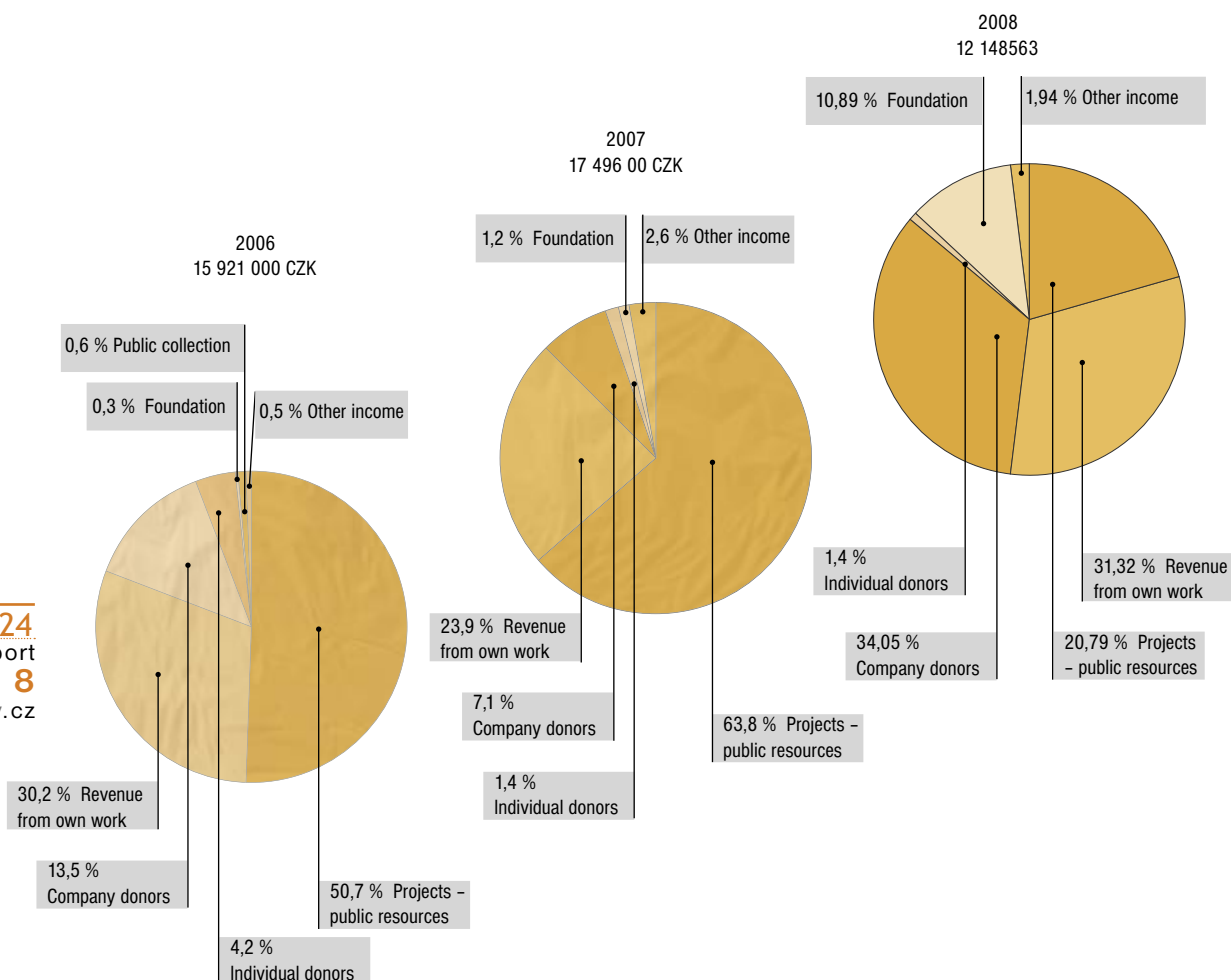
Fax: +420 474745137

E-mail: info@bvmaudit.cz

Http://www.bvmaudit.cz

OVERVIEW OF INCOME FOR THE YEAR 2008

according to the type of resources
(portfolio of financial resources)



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	Projects - public resources	Revenue from own work	Company donors	Individual donors	Foundation	Public collection	Other income	Total
2006	50,70% 8 075 900 CZK	30,20% 4 803 900 CZK	13,50% 2 149 000 CZK	4,20% 663 900 CZK	0,30% 50 000 CZK	0,60% 99 700 CZK	0,50% 78 700 CZK	100,00% 15 921 000 CZK
2007	63,80% 11 156 000 CZK	23,90% 4 183 000 CZK	7,10% ¹ 237 000 CZK	1,40% 253 000 CZK	1,20% 208 200 CZK	0,00% 3 000 CZK	2,60% 455 800 CZK	100,00% 17 496 000 CZK
2008	20,79% 2 525 921 CZK	31,32% 3 805 093 CZK	34,05% 4 136 000 CZK	1,01% 122 500 CZK	10,89% 1 323 582 CZK	0,00% 0 CZK	1,94% 235 467 CZK	100,00% 12 148 563 CZK

Operating costs and fundraising organizations in 2008 - a total of 1 807 790 CZK - 14% of the total cost of the organization.

Gratitude donors

Financial donations from individuals

Adamová Marta
Amesbury Stuart
Auerbach Norbert
Bérová Dana
Boháč Aleš
Brichta Irena
Daubner Jan
Daubnerová Soňa
Fiedler Jiří
Formanek S.
Horák Michal
Horký Jan
Jurigová Kateřina








Konečná Olga
Konečný Miroslav
Linhart Jiří
Lintner Brigitte
Majerová Jana
Medlíková Olga
Náčovská Lenka
Náčovský Pavel
Novák Lukáš
Pojerová Kateřina
Slanař Josef
Smutná Renata
Sommer Charlotte
Spáčil Roman
Swiecicki Irena

Šedivý Marek
Šedivá Zuzana
Šmelhausová Kateřina
Šopovová Jolana
Topham Shirley
Vaškovičová Ivana
Zahradníčková Jana
Zavadilová Klára

Volunteers

Michaela Fuksova
Markéta Hlaváčová
Pavla Wiedermannová
Tereza Zatloukalová

Corporate financial donations

	ČSOB, a. s.	50 000
	Glatzová & Co., v. o. s.	2 000
	Global Payments Europe, s. r. o.	20 000
	HALADA spol. s r. o.	25 000
	Kelly & Associates, s. r. o.	1 000
	NJK Unicos, spol. s r. o.	5 000
	Siemens, s.r.o.	30 000
	SYNOT TIP a. s.	4 000 000
	TITBIT, s. r. o.	1 000

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Corporate support through services provision

Amos Software, spol. s r. o.
CentroNet, a. s.
McCann-Erickson Prague, s.r.o.
MEDIA FACTORY Czech Republic, a.s.
Medici Tribune CZ, s. r. o.
NEWTON Media, a. s.

PricewaterhouseCoopers Česká republika, s. r. o.
QandA, s. r. o.
PFIZER ČR, spol. s r. o.



Public administration grants

Evropské společenství (European Union)
Magistrát hl. m. Prahy (City of Prague Town Hall)
Městská část Praha 1 (Prague 1 Town Hall)
Ministerstvo práce a sociálních věcí ČR (Ministry of Labour and Social Affairs)



Grants from foundations

Management Systems International
Nadace rozvoje občanské společnosti (NROS)