

## Generali Česká pojišťovna established a long-term cooperation with SOS dětské vesničky

- The global initiative The Human Safety Net, which also includes the CSR activities of Generali Česká pojišťovna, is dedicated in the Czech Republic to supporting disadvantaged families with children under 6 years of age and improving the conditions of childbirth
- The insurance company will support the use of the unique Five to Thrive model
- The goal of the joint activities is to help up to 5,000 children and families in the Czech Republic within five years

Prague – Generali Česká pojišťovna has a new important CSR partner, as part of the global initiative The Human Safety Net – SOS dětské vesničky. "Long-term relationships are the most valuable in life. That is why our goal is to be a lifetime partner not only for our clients and employees, but also for our communities. I am very pleased that we have established a strong partnership with SOS dětské vesničky. Thanks to this, we can help even more the most vulnerable and their families. Children are our future, we should not forget that," commented **Roman Juráš, CEO of Generali Česká pojišťovna**, on the cooperation.

The cooperation will focus on helping vulnerable families with children under the age of 6, whom SOS dětské vesničky help as part of the SOS Kompas program. Its goal is to prevent children from being taken into foster care and is based on the role of a social worker who visits the family in their home environment and helps primarily by solving the social or material situation so that the little ones can grow up at home.

When working with families, social workers use the unique Five to Thrive model, the implementation and use of which will be directly supported by Generali Česká pojišťovna in 17 locations in Bohemia and Moravia. This model is based on the findings of neuroscience and provides effective tools for caregivers to know how to properly develop traumatized children. SOS dětské vesničky is the only non-profit organization in the Czech Republic that practices this approach in practice.

"Thanks to the significant financial support and the establishment of long-term cooperation with Generali and Generali Česká pojišťovna, we are able to advance our work in such a way that we support both endangered children and their parents and help them cope with their traumatic experiences. We want to create a better family background that will be full of safety, love and care, so that the little ones no longer need our help in adulthood. In the future, we plan to develop our partnership through various expert volunteer activities and material collections. I look forward to the fact that together we will look for ways to further develop our partnership and improve people's lives," said **Jindra Šalátová, Executive Director of SOS dětské vesničky**.

In addition to the financial support, the cooperation will also include long-term support and assistance in the implementation of volunteer activities, the development of expert volunteering, possibly other material assistance, as well as networking, sharing experience and know-how with other non-profit organizations that are part of the global network within the THSN initiative.

### **SOS dětské vesničky**

SOS dětské vesničky is the oldest non-profit organization helping endangered children in the Czech Republic. Their history goes back to the 1960s, when some pediatricians and psychologists began to draw attention to the shortcomings of institutional care for children without families and the problem of emotional deprivation of these children. The inspiration for solving the problem was the already existing or developing SOS dětské vesničky in other Western European countries, which were created to help children who lost their parents and homes during the Second World War.

Currently, SOS dětské vesničky help in a total of 135 countries around the world. In the Czech Republic, SOS dětské vesničky provide preventive outreach social services for families at risk of child removal, a 24-hour crisis center for children who find themselves at risk, facilities for foster parents and the children, support for young people from foster care and, last but not least, training housing for vulnerable families with children.

### **The Human Safety Net**

The Global Initiative The Human Safety Net (THSN) is Generali Group organization helping local communities. It focuses on supporting disadvantaged families with children and the integration of refugees.

Find out more here: [www.thehumansafetynet.org](http://www.thehumansafetynet.org)