



DIGITAL | Brief



Who We Are

Skládáme se (www.skladamese.cz) is a place where the Czech public becomes an extended family for children from single-parent households and helps them experience childhood as it deserves to be experienced.

We connect specific families with donors and enable funding for a planned change in the life of a child and their family. Each story has a clear development plan, milestones, and professional support provided by a registered social activation service for families with children. The support is long-term, transparent, and focused on real impact.

Skládáme se (www.skladamese.cz) is operated by the Leporelo Foundation.

Brief in one line

Create a new digital-first behaviour that inspires the Czech society to “come together for childhood” and help secure funding for at least 100 single-parent families within the first year.

Background

Approximately 200,000 single-parent households live in the Czech Republic. Current data shows that 36-40% of them live below the at-risk-of-poverty threshold - significantly more often than the general population. The at-risk-of-poverty threshold is defined as 60% of the national median net income. In 2025, this corresponds to approximately CZK 18,600 - 19,000 net per month per person. This leaves very limited room for savings, child development activities, or coping with unexpected situations.

An estimated 100,000 to 130,000 children in the Czech Republic grow up in single-parent households below the poverty line.

These are not exceptional stories. They represent tens of thousands of children whose childhoods are limited by the conditions in which they grow up.

At the same time, **support for these families is often burdened by distrust and prejudice.** Skládáme se works exclusively with organisations providing registered social activation services for families with children. These nonprofit organisations accompany families long-term and are responsible for the fully transparent use of funds within the program.

Skládáme se is not an open crowdfunding platform where anyone can upload a story. It is a structured program.

Each family enters the program through a registered social activation service for families with children.

Professional organisations accompany the family long-term, help define a development plan, set milestones, and are responsible for the fully transparent use of funds.

We do not judge the past. **We focus on the child's future and the parent's real willingness to create change.**

“Coming together” is natural to Czechs (for gifts, shared bills, trips, etc.).

Challenge

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An innovative digitally native or originated campaign activation that uses public space, digital platforms, and community engagement to create a simple, shareable symbol and an annual/regular public engagement that Czech society can look forward to.

We expect a **strong concept capable of generating interest and organic reach despite limited media budgets.**

Design a digital/technological solution that:

- Creates a new, repeatable nationwide tradition, ritual or behaviour around the idea “coming together for childhood”
- Rethinks or reimagines fundraising mechanics to better convert awareness into donations
- Strengthens trust in the Skladáme platform
- Raises visibility of the need to support children from single-parent families

The solution should be scalable, feasible within a limited first-year budget, and have long-term growth potential.

CAMPAIGN AMBITION (PRIMARY GOAL)

To create a new shared tradition of “coming together for childhood” that raises visibility of children from single-parent families and gradually builds a long-term cultural platform with an annual peak moment.

Ambitious in its goal.

Flexible in its execution.

BUSINESS / BRAND OBJECTIVE (SECONDARY GOAL)

To build awareness of Skládáme se as a new, trustworthy and dignified platform that enables the public to help children from single-parent families in a concrete and transparent way - and to motivate Czech citizens to become an active part of this change.

Target audience

Primarily, **parents** who experience both the joy and the challenges of raising children and understand how fragile stability can be. They are open to the idea of extending this sense of security to other children.

Secondarily, **the broader public willing to participate** in a concrete and transparent change.

Insight

Czech society invests in the future of its own children. Yet more than 100,000 children from single-parent families grow up in conditions that limit their potential - and remain largely invisible in the public space.

Campaign Objective

By April 30, 2027, we expect to achieve the following:

- **Impact:** Secure funding for at least 100 families (two-year support) within the first 12 months and raise at least CZK 10,000,000 as a foundation for annual growth.
- **Engagement / Acquisition:** Acquire at least 7,000 new one-time donors and 1,000 new recurring donors.
- **Brand / Website Traffic:** Drive at least 500,000 unique visitors to skladame.se during the campaign.
- **Social:** Gain at least 10,000 active followers across social media platforms and engage at least 5,000 people in the public “coming together” ritual.
- **Brand perception:** Increase by at least 10 percentage points the share of people agreeing with the statement: “Supporting single-parent families makes sense.” (pre/post measurement)

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Key message

When we come together, children from single-parent families can experience childhood the way they deserve.

Brand Personality/Tone of voice

Dignified, not pity-based

Human, not moralizing

Transparent, not complicated

Positive - focused on change, not failure

Budget

At this moment, we have no allocated media budget (CZK 0). With a strong concept, we are prepared to raise CZK 200,000-500,000 to execute the first phase of the campaign.

We rely primarily on earned media, PR, innovative use of organic reach, guerrilla activation, and barter partnerships.

The first-year budget is limited. The solution must be feasible in its basic form but have the potential to scale in future years.

Web & Social media channels

Website - <https://skladamese.cz>

Facebook - <https://www.facebook.com/profile.php?id=61585425448980>

YouTube - <https://www.youtube.com/@Skladamese>

LinkedIn - <https://www.linkedin.com/company/skladamese>

Instagram - <https://www.instagram.com/skladamese/>

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