



# The Polsat Foundation

We've been working for  
children over 19 years

KRS 0000 135 921

The POLSAT Foundation – we have been helping children for over 19 years

The POLSAT Foundation makes continuous effort to improve the quality of the healthcare for young patients in Poland. We organize large, national campaigns to raise money for medical equipment needed in hospitals and health centers for children.

Unfortunately, the Public Healthcare System does not provide patients in need with proper care. The POLSAT Foundation saves children's lives and helps with financing the treatment and rehabilitation. Without its assistance, the young patients would lose their chance of recovery.

**We have helped 28,530 children during the period of the last 19 years.** Until now, the POLSAT Foundation helped in financing medical care for children with the following health problems: cystic fibrosis, Down syndrome, cerebral palsy, muscular dystrophy, arthrogryposis, congenital hearing loss (hearing aids, FM systems), cancer (bone, lymphatic and circulatory systems, etc.), brittle bone disease, Rett syndrome, perinatal damages (treatment of damaged brachial plexus), renal disease, congenital heart disease, diabetes, epilepsy, etc.

We also, finance medical treatments, medications and therapies. We sponsor the renovation and modernization of medical facilities.

The POLSAT Foundation is unique in terms of large scale assistance in financing treatments and rehabilitation.



**We support hospitals and centers  
that save children's lives and help with medical care.**

Until today, we have supported and equipped 1,193 hospitals and medical centers in Poland. The equipment consisted of :

- cardiac monitors
- pulse oximeters
- infusion pumps
- lamps for phototherapy
- X-ray and ultrasound equipment
- high-end specialized diagnostic equipment necessary for the treatment of premature babies
- high-end specialized equipment for the diagnosis of cancer in children
- medical equipment for diagnosis and monitoring the health condition of children – victims of accidents
- rehabilitation equipment and educational materials for the blind and partially sighted children staying in 24 specialized centers in Poland.

So far, the foundation donated to the statutory objectives over 215 million in total. The funds came from national campaigns, donations, and grants from companies and private donors.





## Leading investments

From the beginning of its operation, the Polsat Foundation supported the construction, renovation and modernization of hospitals and centers where children are treated and rehabilitated.

**1998-2000** - construction of a four-story building at the Children's Memorial Health Institute in order to create a post-operative intensive care unit, surgical clinic and operating theatre. This allowed to increase the number of surgical procedures performed at the Institute by 100%.

*„The factors that were particularly valuable to us in cooperation with the POLSAT Foundation were a professional performance of each project from the beginning to end and taking up tasks that were pioneering and at first glance, very difficult to complete. The harder the better. I really appreciate the courage you showed.” – said dr. Maciej Pirog, MD*





## Leading investments

**1998-1999** – established the Department of Bone Marrow Transplantation at the Hematology, Oncology and Transplantation Clinic for Children in Lublin – the first such unit in East-Central Europe and in Poland. This allowed to increase the number of all surgical procedures performed in Poland by 30%. During the 14-year history of the department, medical staff performed 253 hematopoietic cell transplantations in children.

**2000** – established the first specialized Children's Burn Center at the Institute of Pediatrics of the Jagiellonian Medical University College in Krakow.

**2002-2010** – purchased the advanced medical equipment and financed renovation of the Department of Orthopedics at the Centre for Rehabilitation and Orthopedics in Lubusz. There, arose 2<sup>nd</sup> Department of Orthopedics with 25 hospital beds. This increased the number of children treated by almost 25%. It is one of the best-equipped rehabilitation centers in Poland. With financial help from Polsat Foundation, the number of operated patients has more than doubled (from 834 in 2002 to over 1,800 in 2010).



**KRS 0000 135 921**  
KRS 0000 135 921



## Leading investments

**2004** – overhauled the Obstetric Ward at the Bielanski Hospital which increased the number of childbirths by threefold.

**2006** – constructed the new Neonatal Pathology and Intensive Care Unit at the Children's Memorial Health Institute and made it possible for the Institute to provide assistance to the doubled number of newborns who require highly specialized diagnostics, conservative and surgical treatment as well as intensive therapy. The unit takes care of newborns, referred here by other medical facilities in Poland, with complex heart, brain, kidney and other defects. They require immediate and complex treatment.

**2006-2007** – renovated the Hematology and Oncology Department at the Hematology and Oncology Clinic of the Regional Specialist Hospital in Olsztyn. It is the only clinic that specializes in diagnostics and treatment of children with cancer in the Warmia-Masuria Province.

**2008** – established a new Educational Institute for the Blind in Laski, where students are able to obtain a new profession such as masseurs or IT experts.





## Leading investments

**2009-2010** – renovated the Neonatal Unit at the Social Healthcare Complex in Otwock

**2011** – established the operating theatre in the Orthopedics & Traumatology Clinic at Adam Gruca Independent Public Clinical Hospital in Otwock which increased the hospital's operational capacity by 100% where patients come from all over the country. The hospital also runs a training program for the vast majority of orthopedic doctors in Poland. The operating theatre was constructed and equipped in a way that makes it one of the most modern of its kind in any orthopedic hospitals for children in Poland.

**2011** – renovated the Department of Pediatric Neurology at the Cathedral and the Neurology Clinic at the independent and public Central Clinical Hospital in Warsaw. More than 230-250 patients are treated here yearly. Every year, more than 800 young patients receive medical consultation in the Muscular Disease Outpatient Clinic. The team of doctors from the department collaborate with the leading research centers in Europe and USA that specialize in the field of neuromuscular diseases.

**2013** – established the Pomeranian Center for Laser Therapy named after the POLSAT Foundation. The Center is intended for children with congenital vascular anomalies (including hemangiomas), which are the most common birth defects, as well as hypertrophic scars and contractures resulted from scalds.

The POLSAT Foundation purchased 4 lasers with the value of 650,000 PLN for the Gdansk Center.



## Leading projects

From the very beginning of its operation, the POLSAT Foundation got involved in many pioneering projects:

- transferring the Liver Transplant Family Program to Poland,
- establishing the first Polish Children's Ward of Autologous Bone Marrow Transplantation and Gene Therapy at the Hematology Department of Proliferative Diseases of Children in the Wroclaw Medical University,
- establishing the Bank of Hemopoietic Cells from Umbilical-Cord Blood at the Department of Hematology, Oncology and Internal Diseases of the Warsaw Medical University. The Bank is named after the POLSAT Foundation.
- starting the program of atrial septal defects treatment in children using the Amplatzer non-surgical technique in the Children's Memorial Health Institute,
- implementing innovative medical techniques – the application of so-called artificial liver and intra-operative neuro-monitoring in the Clinic of Pediatric Surgery and Organ Transplantation at the Children's Memorial Health Institute.





## The campaign “We are for children”

For many Polish families, the illness of a child is not only emotional but also financially hard to bare. A specialized treatment, modern medications or complex surgical procedures require additional costs that often exceed parents' budget. Unfortunately, The National Health Service does not provide all patients with proper care and support. In view of this fact, the POLSAT Foundation saves children's life and helps them with treatment. Without its assistance, the young patients would lose their chance of recovery.

We are extremely grateful to our donors for their generous support which allows us to pursue our plans.

In our campaign - “We are for the children” - the children we help, the heroes in our spots, are not asking only for themselves but also for other sick children.

All spots and reports about our children we help can be found at

[www.fundacijapolsat.pl](http://www.fundacijapolsat.pl)



*Sandra, now a three years old, was born with myelocystocele.*

*Despite the disease, she is a cheerful girl. Every day she bravely fights for greater autonomy.*

*The hard work of her parents, and regular rehabilitation brings positive effects. Recently, Sandra started to stand without assistance. ‘I dream, she can easily stand on her own two feet and walk one day. Then she could live a normal life,’ - said Sandra's mother, Monica.*

The campaign “Show your heart donate 1% of your income tax to the POLSAT Foundation”



The Foundation was granted the status of a public benefit organization in April 13, 2004.

**1% of your income tax is of great value.**  
Even the smallest amount can support ill children.

It's that simple!

Just type KRS 0000 135 921 in your tax return.  
***Together with the POLSAT Foundation – show your heart.***

We devote the entire amount raised from 1% of the income tax to purchase medicines, finance rehabilitation and treatment for the youngest patients in medical facilities.

**You can help children we care for – 1% of your income taxes is of great value!**

**KRS 0000 135 921**

## Television advertising section on Saint Nicholas' Day



It is a campaign organized by the POLSAT TV and POLSAT MEDIA Advertising Bureau.

It is a unique occasion to help children in need – who are under the auspices of the POLSAT Foundation.

Just turn the POLSAT TV channel on December 6 at 18.45 and watch a special advertising section.

During the previous nine editions of the campaign we have raised 15,000,000 PLN.

The entire amount was devoted to cover children's treatment and rehabilitation.

The advertising section received an award in the category of Social Marketing in the Media Trends contest in 2005.

**In 2013 the Foundation was involved in two new projects:**

**Pilot study – doctor’s prescription of antibiotics in the acute inflammation of the throat and tonsils in children aged 2-15 years**

The newest research project is conducted by the University of Rzeszow, financed by the POLSAT Foundation, and supported by the Minister of Health.

The pilot study aims to verify the relevance of the administration of antibiotics in the inflammation of the throat and tonsils. It also verifies whether antibiotics are administered duly and whether their use affected the weakness of the body and relapse into illness. 75% of upper respiratory tract infections in children are viral infections that do not require the administration of antibiotics.

Our study is performed among patients from randomly selected primary care clinics operating in the Podkarpacie Province. Patients qualified to this study have clinical symptoms of throat or tonsil inflammation. Yearly, the problem affects about 130 thousand children aged 2-15 years from the Podkarpacie Province. Participation in the survey is anonymous and voluntary.

The study will be conducted in autumn and winter. It will cover 50 primary health care centers in the Podkarpacie Province.

**Polish Olympic Hopes**



**The Polish Olympic Committee, POLSAT TV and Procter & Gamble company support young sportsmen.**

This campaign is intended to take place yearly. The aim is to provide annual support to children and young people who do Olympic sports, as well as the promotion and popularization of sports activities among ill and disabled children.

The “Polish Olympic Hopes” financially supports sports organizations, associations, schools, non-governmental organizations and other entities involved in the organization of sports activities for both healthy and ill or disabled children. **The Polish Olympic Committee and POLSAT Foundation** are in charge of the distribution of financial resources.

The program is financed from funds raised ,thanks to campaign’s sponsors. Procter & Gamble took part in financing and organizing the first edition of the pilot project..

The Grey Group (WPP) agency became our partner. It prepared a visual identification and will create and promote further communication program.



For years, all the activities of the POLSAT Foundation are supported by the news journalists of two television channels: POLSAT and POLSAT NEWS.

Information on important events of the POLSAT Foundation appear in the news programs.

Every Sunday at 13:30 am, the POLSAT NEWS channel presents a program „To want is all you need” titled after the Foundation’s slogan.

In every episode, the host of the program, Monika Zalewska, together with guests invited to the studio, discusses important social problems of children’s treatment and healthcare in Poland. Although the program is under the auspices of the POLSAT Foundation, it also refers to the activities of other foundations and non-governmental organizations.

In 2009 the POLSAT NEWS channel was featured in the second edition of the special report of one of Polish commercial papers (“Gazeta Finansowa”) in view of corporate social responsibility. The channel received an award for the program “To want is all you need”, prepared in cooperation with the POLSAT Foundation.

During Thursday's visit on the television program “New Day” representatives of the POLSAT Foundation discussed their current activities and told the stories of the children they help. They presented reports about their lives, pursued passions and also about their diseases and the support they get from the loved ones.



**We can implement our action plans thanks to your support!**

**More information about Foundation's activities  
can be found on the multimedia website**

**[www.fundacijapolsat.pl](http://www.fundacijapolsat.pl)**

**THANK YOU!**







#### **POLSAT Foundation**

77 Ostrobramska street  
04-175 Warsaw, Poland  
tel.: +48-22/514 55 55  
fax: +48-22/514 47 30  
e-mail: [fundacja@polsat.com.pl](mailto:fundacja@polsat.com.pl)

#### **BANK ACCOUNTS**

##### **PLUS BANK S.A. O/WARSZAWA 21 1680 1248 0000 3333 4444 5555**

general account (money devoted to statutory purposes – donations, payments of 1% of income tax)

##### **PLUS BANK S.A. O/WARSZAWA 97 1680 1248 0000 3000 1041 3102**

account assigned for fundraising (funding children's treatment and rehabilitation, purchase of medical and rehabilitation equipment for children as well as children's hospitals and medical centers, funding renovations and customizations of public hospitals and medical centers, feeding children in schools, kindergartens and social welfare centers)