



MEDIA EVENT PROJECT

Mama Special
2023

From the Charitable Foundation "Dream to live"

The concept of the award

The Mama Special project is a social initiative launched in Ukraine in 2021 by the Dream to Live charitable foundation to support and reward heroic mothers raising children with disabilities. Every year, the organizers award the Mama Special prize and hold a special ceremony to honor the winners.

"Mama Special" is a multi-unique media and information project that includes an event for communication and awarding that inspires people with our Ukrainian women.

A woman, a Berehynia, is a legend of Ukrainian folklore, she is a goddess and she is, of course, a mother, wife, daughter, sister, grandmother who protects her family, defends her land, gives love to her defenders and gives the world the best - her children, brings them up in care and goes through all the difficulties with love and care for special children.

The unique Mama Special project tells the stories of Ukrainian women. The award ceremony will inspire and support unique women and mothers, because they deserve it and their stories give us strength and inspire us. We popularize that you can dream and live in any situation, and the dream to live comes true!

To implement the Mama Special project in 2023, we need funding from major international donors. The main partners of the project will be organizations and foundations working in the field of human rights protection and support for social initiatives.

The program of the event:

- Award ceremony for the nominees;
- a concert with the participation of stars and children;
- entertainment program for children (animators, master classes, gifts, and more);
- buffet table;
- a surprise from the organizer, and more.

Total number of participants and guests - **100 people**
(15 people - nominees, 15 people - children with disabilities,
50 people - honored guests, partners and friends of the
Foundation).



How it was last year



The atmosphere of the Mama Special 2021 ceremony: <https://youtu.be/d4V74Em7Gcs>

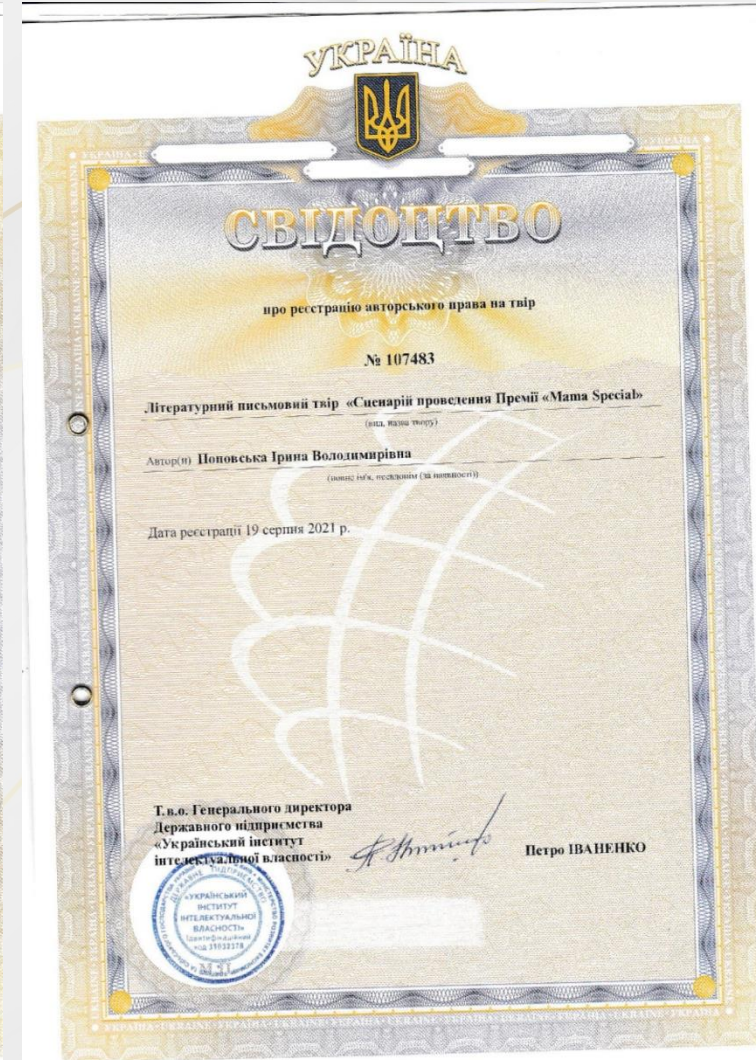
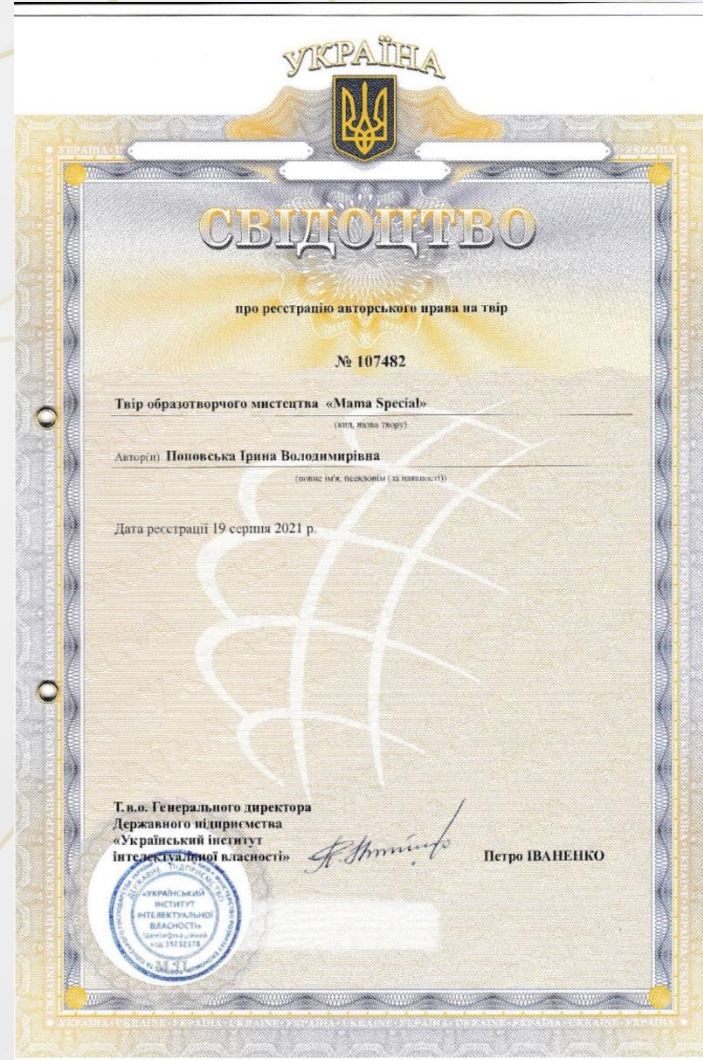
Espresso.TV news report about the Mama Special 2021 ceremony: https://youtu.be/Qnr0SqC_6yA

Copyright Mama Special 2021

On June 17, 2021, the first award ceremony was held to honor mothers of special children who, contrary to fate, surprise with their character and activities.

Iryna Popovska, the founder and chairman of the Dream to Live Charitable Foundation, which became the main organizer and initiator of the Award, received certificates of copyright for the event's work (Mama Special) and for the script of the Mama Special Award.

This, in turn, will allow the official holding of the Annual Award throughout Ukraine, social protection of the work and the script of the Ceremony and will draw more attention of our society and the state as a whole to families raising special children.



We invite partners to cooperate

CF "Dream to live" invites to cooperation and offers to become a partner of the project "Mama Special" 2023

Financial partnership:

- 1. We form a partnership package.*
- 2. We agree on a partnership with you.*
- 3. Provision of financial support by you.*

Partnership with products/gifts:

- 1. Your company has products/gifts for nominees and children with disabilities.*
- 2. Coordination of partnership with you.*
- 3. Provision of products/gifts by you*

Support with your capabilities:

You have capabilities or services that will be useful for the event, or you can help the project with information.

Our foundation assumes full responsibility for the use of the funds provided, and we undertake to provide reports on expenditures (photos, videos and media coverage of you as a partner)

We hope for the development of mutually beneficial cooperation, it is easier to do good deeds together!

Detailed information about the fund

Dream to live - these words have a special meaning for all Ukrainians now. We have gone through a lot and realized a lot. Our Foundation has been taking care of this path, which is different and difficult for everyone, especially for unusual children and mothers and their families, since 2014.

*On **10.08.2023 at 16.00** in the Hotel and Restaurant Complex "Sofievsky Posad" will be held an award ceremony for mothers of special children who, despite fate, surprise with their character and activities.*

For almost 9 years of charitable activity, the Foundation has provided assistance:

867 children have been paid for treatment in rehabilitation centers in Ukraine;

468 children under the Foundation's care have received medicines on several occasions;

5 orphanages received humanitarian aid in the form of teaching supplies and food;

1379 food packages for families from the frontline areas;

1978 hygiene products for children from the frontline areas and IDPs;

1189 hygiene products for adults from the frontline areas;

7512 baby food for children from the frontline areas and IDPs;

1066 school kits for children from the frontline areas and children with cerebral palsy;

968 New Year's gifts from the wards of the Cerebral Palsy Foundation;

67 joint media events with partners, including cultural, sports, and social projects.

In addition to its core business, the foundation is actively developing in other areas, supporting projects that make children's lives and the world a better place and draw public attention to important issues.

Responsible for the ceremony:



Head of the CF "Dream to live"

Iryna Popovskaya

097-227-78-50 fond@mriyuzhiti.com



Project manager of the CF "Dream to live"

Svitlana Seredyuk

067-537-78-28 svetlana.mriyuzhiti@gmail.com

Sincerely

THANK YOU

for your help in advance!!!