

# PORTUS PRAHA



## BENEFICIAL BRICK Project



# What is BB project?

Street art fundraising and educating campaign started in 1999 to support people with special needs.



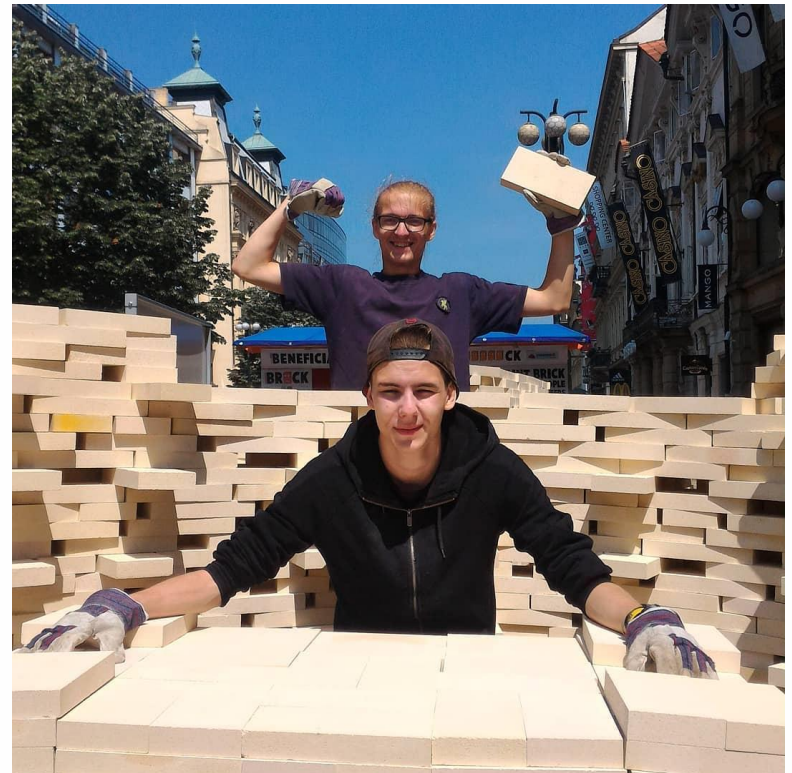


# How does it work?

Every year we build installation of around 12.000 white bricks in prague city center, where everybody who is passing around can buy one and paint it.



14 may of 2018  
*We are building our installation*





# How does it work?

Small stands can be found during a year all around Czech



Other brick stand around Czechia 2015 Brick stand during christmas on advent market 20



Other brick stand around Czechia 2017

Bricks domino event

# How BB helping?

Funds collected from street helped us support or fully start 26 projects aimed to support people with special needs, including protected livings, sheltered workshop, independent housing etc. aimed to help those people live fulfilled life.



Our latest project funded by BB campaign – „Dobroty s příběhem“





# Last project we created

“Dobroty s příběhem“ is our sheltered workshop where people with handicaps making czech food speciality – pickled cheese and pickled



*Clients from our protected living, while working like other people.*



Must try in Czechia  
„nakládaný hermelín“



#1 price in prestige czech business awards  
2016 in category social care company.



# How much BB fundraised?

Since our campaign started there was more than 256 000 bricks painted, and amount of money collected just via selling white bricks get over 1,300,000 Euros.



*Some of them are real art*



*Bricks connecting people*



# How much BB fundraised?

Almost same amount we also got via company sponsoring, cultural events like theater festival „Cihlafest“ and other activities connected with camp



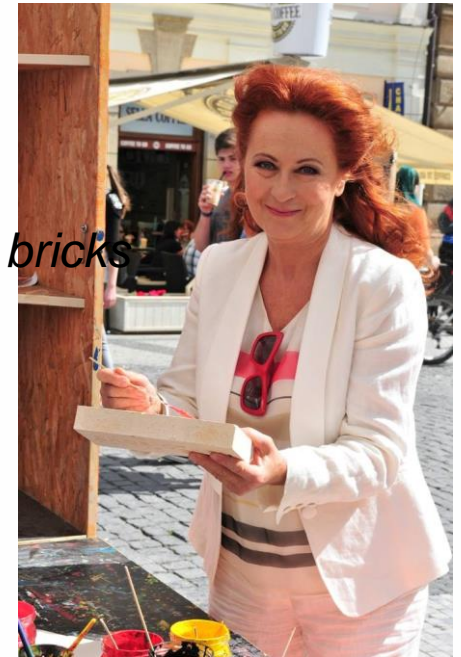
*Circus performance on Cihlafest*



*Czech-Brasillian drum band concert for bricks*



*“Cihlafest“ visitors*



*Famous czech actor a theater game donor*





# Who is behind?

Czech organisation Portus Praha. We are running 2 protected housing, 1 social therapeutic workshop and 1 sheltered workshop – all of this we created with support of BB campaign during 18 years. We also providing education curses for other social-care organisations.

OUR MOTTO:

*„Portus Prague is a haven for people with special needs to live with dignity, we develop themselves and freely live with others a life of human being.”*



*Our clients, on first picture with patron*

# Where comes idea?

From french „fall of bastille“ celebration, where people was able in 1999 buy a fake wall stone as souvenir.



**History fact:** *Because they didn't have powerful explosives, the men, women, and children who stormed the Bastille tore it down brick by brick. The bricks were given away or sold as symbols of the breakdown of tyranny.*



# Who started it all?

Organisation was started by mr. Sobek who was working as social therapist in state runned establishment for mentally handicapped, but wanted to offer modern kind of social service.



*Our first protected housing started at 2000*



*Construction of our second protected housing*

# What make us unique?

We are the only czech fundraising project which get aimed itself on raised prague tourism (80+% of donors are tourists)



*During summer peak people are even waiting for place to paint*



# What make us unique?

We are probably the biggest street art project in the world (by number of participants), on the end of every year more than 30 thousands people created our final



2018 after 14 days



2017 and brick number 4,000



2016 and our wall in may



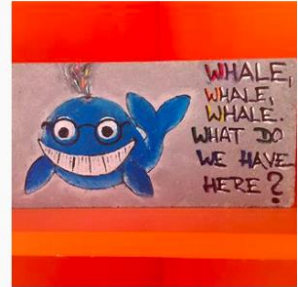
2009 before we created brick gallery





# What make us unique?

Thousands of other tourist taking pictures and giving us great promotion around all the world.



#BENEFICIALBRICK



#AKCECIHLA

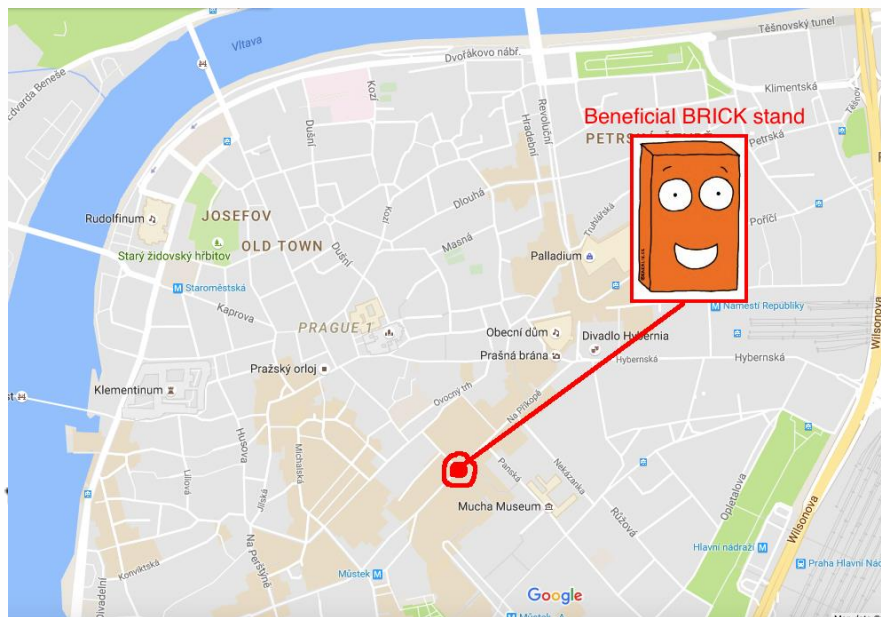




# Future is out of the borders

We are very open to share our know-how out of Czech Republic, and help any other organisation helping people with special needs to start BB in their country.

All you need is spot with lots of tourists



*Prague city  
center*



# BB will never be so successful without it

Generální partner AKCE ČHLA



Hlavní partner AKCE ČHLA



Hlavní regionální partner AKCE ČHLA



Partneři AKCE ČHLA



Mediační partner AKCE ČHLA



Základní partner AKCE ČHLA



## STAY IN TOUCH!

[www.akcecihla.cz](http://www.akcecihla.cz)

[www.beneficialbrick.org](http://www.beneficialbrick.org)

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