

στήριξη όλων στο όραμά μας,
ήση της επιτυχίας των προσπαθειών μας.



CAMPAIGN REPORT



Ε

Project
Elpida e.V.

ATHENS
APRIL/MAY 2022



PREPARING THE CAMPAIGN

After the end of our first campaign on the Greek island of Samos, it was clear to us after a short time that we wanted to focus our next campaign on Athens. In order to get a more detailed picture of the situation on the ground and to get to know our partner organisations personally, we travelled directly to Athens after the end of our Samos campaign. While preparing for our campaign it is important to us that we already have an idea of the needs of our partners on the ground, even though these may still change depending on the current situation.

Twice we had to postpone the start of the fundraising campaign: Due to the Russian invasion of Ukraine, we were unsure whether it would make sense to begin the campaign in Athens. However, the new solidarity and welcome culture in Europe has once again made us aware of the discrepancies in dealing with refugees at Europe's external borders. Due to the shift in media focus, many organisations in Greece had a hard time raising money for their works.

At first we also had problems generating donations. For this reason, in cooperation with **DREISECHSEINS BOUTIQUE**, we produced soli shirts for the first time. 100% of the proceeds from the sales went to the Athens campaign. As part of the shirt distribution, we were also able to organise a community gathering for the first time, where all buyers could pick up their shirts and supporters and those who want to become supporters could come by. A big thank you goes to **KUCKUCKSEI** for providing the location and for the generous donation. In a way, the community gathering marked the end of the fundraising campaign. The final implementation of the Athens campaign took place from 28 April to 3 May 2022.



OUR PARTNER ORGANISATIONS

GOODWILL CARAVAN

GOODWILL CARAVAN offers a wide range of services for refugees. This includes legal advice as well as medical support and housing services. Every year **GOODWILL CARAVAN** organises large distributions for Ramadan. This year, they were able to feed about 3500 people during the month of fasting.

Due to the high financial and logistical efforts, they asked us in advance if we would cover some of the costs. Due to the numerous donations, we were finally able to contribute 1600€ to the campaign, of which 78 food packages could be bought for 20,50€ each. This enabled us to provide food for 78 families and a total of 211 people during the fasting period. In the course of the Ramadan campaign, **GOODWILL CARAVAN** was able to support a total of 1500 families with food packs.

We are happy to have been a part of this total. At the time of our Athens campaign, we were able to continue to assist the **GOODWILL CARAVAN** team in distributing toys to children at the end of Ramadan and see the work of our partner organisation up close.

KHORA

KHORA was founded in 2016 and has been active in Athens ever since. In their **FREE SHOP**, people on the move and homeless people can choose clothes, shoes, bedding and hygiene products for free. It is important to them to give the users of the **FREE SHOP** as much freedom as possible in the choice of clothes and thus to ensure a dignified approach. In their **SOCIAL KITCHEN**, **KHORA** cooks about 450 hot meals a day. As many asylum seekers are unable to access financial support from the greek state, accessing food can be difficult, which is why Khora is also one of many soup kitchens in Athens.

As both the shop and the kitchen need a lot of resources in their daily work, we are very happy to have supported them with 1200€ in the course of the campaign.

With the numerous donations we were able to buy the **FREE SHOP** 1650 bars of soap, reflecting their current needs. In addition, we bought 5,800 food containers for the distribution of the daily meals, which can temporarily cover the needs of the **SOCIAL KITCHEN**.



MAZI HOUSING PROJECT



MAZI HOUSING PROJECT is involved in an area that has become one of the biggest social problems in Athens: housing shortages. The years of financial crisis and the political treatment of refugees in Greece have led to homelessness taking on an omnipresent role in the Athens cityscape. **MAZI** offers free accommodation to 23 single male refugees. For years, male refugees travelling alone have been systematically stigmatised in Europe, with negative stereotypes of criminality being coupled with the image of the single man.

Even in the asylum procedure, many have no chance of a fair assessment. This makes housing offers like the one from **MAZI HOUSING PROJECT** all the more important.

To relieve them of some of the financial burden, we were able to provide them with cleaning materials for the flats. These include brooms, sponges and toilet paper. Furthermore, we bought enough washing powder for two flats for the whole of next year. Since 40 degrees in the shade is not uncommon in Athens in summer, we were also able to provide **MAZI** with fans and mosquito repellent for each room of the two flats.





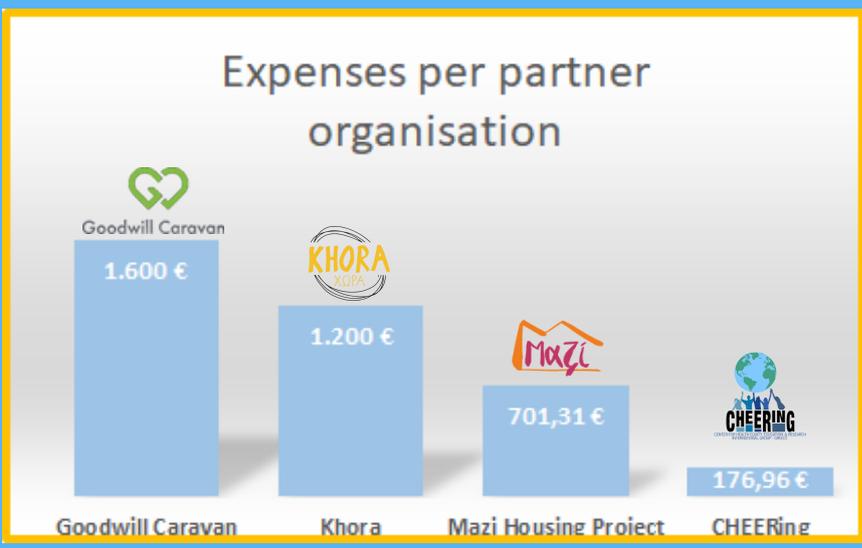
CHEERinGREECE

In the course of preparing our Athens campaign, we came into contact with the NGO **CHEERinGreece**. At that time, **CHEERING** had started offering football training for girls and boys at the camp in Malakasa, north of Athens. The initial contact with them gave rise to the idea of collecting football shoes for children from schools, clubs and private individuals and sending them to Greece. In the course of our cooperation, the need changed as **CHEERING** significantly expanded their offer. In the meantime, in addition to the training sessions in Malakasa, they also offer training for children in Athens and have now registered two teams, the **CHEERING ROCKETS** (U12) and the **CHEERING DREAMS** (U14). In addition, there are now two men's teams that also participate in an amateur league. For this reason, we have also been looking for shoes from size 38.

The response was phenomenal! The **German School of Athens**, the **Catholic Primary School Petershagen St. Hedwig** and the **Sophie-Scholl-Schule** actively supported us in this project and passed on our appeal for donations to their students. The football club **SC Berliner Amateure** also gave us the opportunity to collect shoes at a tournament on their club grounds and provided us with several complete sets of old jerseys. Furthermore, the Berlin club **CHAMPIONS WITHOUT BORDERS**, which is committed to the integration of refugees in sports, was able to support us with brand new footballs and football shoes. All in all, we were able to provide **CHEERING** with 271 pairs of football shoes, six original adidas footballs, two large sports bags full of jerseys, as well as a box full of other playing materials, such as goalkeeper gloves, shin guards and socks.

None of this would have been possible without the schools and clubs that collected on our behalf. Therefore, we would like to take this opportunity to sincerely thank all those involved!

THE CAMPAIGN IN NUMBERS



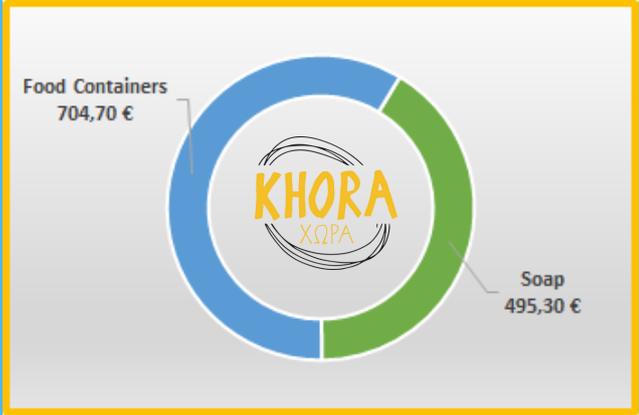
4.501,10 €	Total donations
72	Donors
53	days of fundraising

436.08€ went towards the costs of running the campaign (flights, car rental, fuel). The remaining 386,75€ will be used for the preparation of the next campaign and for donations.



NUMBER OF FOOD PACKS	78
PRICE PER FOOD PACK	20,50 €
NUMBER OF BENEFICIARIES	211
OF WHICH ADULTS	122
OF WHICH CHILDREN	89

5	Participating schools/clubs
124 kg	Football materials sent to Greece
271	Football shoes donated to CHEERinGreece
6	Original adidas footballs donated



OUTLOOK

Autumn Campaign: Northern Greece September 2022

Our second campaign is over, but the planning for our autumn campaign is already in full swing. Our plan is to carry this out in northern Greece - more precisely in Thessaloniki and Kavala. Northern Greece acts as a transit zone for many refugees before the Balkan route. Thousands of people are stuck in the cities there. The campaign will start at the beginning of July and we plan to travel to Greece again in mid-September. Until then, our main focus is on the implementation of a website. For **CHEERING**, we are currently compiling a list of football clubs that are committed to the integration of refugees and asylum seekers. This should be a point of reference for people who newly arrive in Germany and are football enthusiasts. In the near future, the second edition of our Soli Shirts will go on sale. Again, 100% of the proceeds will go to our campaigns. Furthermore, we plan to organise another community even at some point of the summer. The idea this time is to organise a panel discussion to bring the political system of isolation and exclusion of the EU into focus. The subsequent movement of people has highlighted the stark contrasts in Europeans' reception to refugees and adaptation of asylum policies. The new welcoming culture with which Ukrainians are being greeted is a positive sign that the term "refugee" does not have to be negatively tainted in public discourse. Unfortunately, this is the reality of many people living in Greece. For this reason, Project ELPIDA will continue to support these people! From the bottom of our heart we thank you and hope for your continued support as well!

