

Set 2 Student 2

Naked Heart Foundation

<p>Foundation History</p>	<p>Naked Heart Foundation (NHF), was set up by Natalia Vodianova in 2004. Her simple idea is that children distracted by play have greater chances to heal. Outdoor play facilities could redefine city landscapes and act as therapy. Natalia understood the importance of play. Children learn to engage with the world, becoming confident and resilient. Natalia decided that all children in Russia could benefit from her idea – especially those living in areas without playgrounds. In 2006 Foundation completed its first play park in Nizhny Novgorod. In 2009 40 play parks appeared in 30 Russian cities. The Foundation target is to build a total of 500 play facilities all over Russia through its Play with Purpose programme. In 2013 it opened its 100th site. In 2011 the Foundation launched the ‘Every Child Deserves a Family’ programme. Since 2011, the NHF has financed 18 projects in 7 cities across Russia, including a Family Support Centre in Nizhny Novgorod for families raising children with disorders: autism, cerebral palsy and Down’s syndrome; the first play library in Tula Region; Summer and Autumn camps for children with special needs across Russia. Founder Natalia Vodianova and a small team of devoted trustees are involved in fundraising.</p>	
<p>Objectives</p>	<ul style="list-style-type: none"> • to build an inclusive society open to people with disabilities and special needs; • encourage free support services for affected families; • to ensure that no child ends up in an orphanage; • to provide free services access to parents of disabled children; 	<ul style="list-style-type: none"> • to render international best practices and modern technologies support; • to contribute to a common cause in order to transform children’s lives; • to create conditions for playing; • to socialize and to integrate children from poor families into society.
<p>Events</p>	<ul style="list-style-type: none"> • Magic Fund Fair 2019, London • Love Ball Arabia, Doha • Fund Fair New York (Halloween) 	<ul style="list-style-type: none"> • Backstage Gala (Concert with acclaimed artists) • the most well-attended London Fashion Week in aid of Naked Heart Foundation; • Serdechny Priem 2012, Moscow - Gala-Dinner and Auction
<p>Reasons to Join</p>	<ul style="list-style-type: none"> • to motivate interest through play • to stimulate desire to help organize playgrounds • to develop responsibility for others • to understand the necessity of team work 	<ul style="list-style-type: none"> • to donate things for play area • to increase social empathy • to help understand the needs of disabled children • to appreciate the value of kindness and generosity.