



Mission Bambini
25 YEARS

ANNUAL REPORT 2024

ENGLISH VERSION



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On the cover: *Children's Heart* project in Italy, Niguarda Hospital (photo by Chiara Ercolani)

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This Annual Report is prepared in accordance with the **Guidelines for the preparation of the social report of Third Sector organizations** (Decree of the Minister of Labor and Social Policies of July 4, 2019). The figures contained in this Annual Report refer to the activity of the whole Mission Bambini Group, if not otherwise specified.

The consolidated accounts of Mission Bambini Italy for the year ending on 31.12.2024 with notes and mission report are published online at www.missionbambini.org and have been **certified by Deloitte & Touche S.p.A.**

PORTRAIT

- **Name of the entity:** Mission Bambini ETS
- **Tax code:** 13022270154
- **VAT registration number:** 05494870966
- **Head office address:**
Largo Ildefonso Schuster 1, Milan
- **Other offices:**
 - Headquarters (Italy): Via Ronchi 17, Milan
 - Swiss branch: Mission Bambini Foundation Switzerland, Via Nassa 21, Lugano
- **Legal form and qualification according to the Third Sector Code:** Foundation, Entity of the Third Sector (ETS)
- **Areas of operation:** Africa, Latin America, Asia, Europe and, particularly, Italy
- **Values and goals pursued:** to help and support children who are poor, ill, uneducated or who have suffered physical or moral violence, giving them the opportunity and hope of a life worthy of a person
- **Statutory activities:** social and socio-sanitary assistance, education, training
- **Links with other Third Sector entities:**
 - Mission Bambini is part of the following national and international networks: Working Group for the Convention on the Rights of the Child (CRC Group), Alliance for Childhood, Eurochild, Testamento Solidale Committee;
 - The Swiss Foundation is a member of ProFonds.
- **Context of reference:** Mission Bambini's projects respond to the issues of educational poverty, access to education and protection of the psychological and physical health of children and young people.

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THE WORLD OF MISSION BAMBINI

Together, every year, to leave no child behind



Goffredo Modena, Founder and President

Dear friends and supporters,

It is with deep gratitude and renewed commitment that I present to you this annual report, bearing witness to the tireless work of the Mission Bambini Foundation in 2024. **Each page reflects our dedication to ensuring a better future for the most vulnerable children, in Italy and around the world.**

A particularly important chapter was written thanks to the *Children's Heart* program. **In 2024, we were able to offer new hope to 80 children who received life-saving heart surgery.** These children's stories are stories of courage, of overcoming suffering, and of new chances. Behind every operation is a team of extraordinary doctors, as well as the collaboration of cutting-edge hospitals, and, above all, your generosity which makes all this possible.

But our commitment does not stop at the operating table. We know that a child's healing journey is not only about their heart. That is why **I am particularly pleased to share with you the project *Casa Cuore di bimbi*, developed in collaboration with the Niguarda Hospital in Milan.**

This initiative represents an important step forward in our support of families, offer-

ing a welcoming place where parents can find refuge and comfort during their child's hospitalization. *Casa Cuore di bimbi* will not be just accommodation, but a symbol of closeness and solidarity: a place where families can feel less alone and stronger in facing the challenges of illness.

Alongside our commitment in the field of health, we continue to invest passionately in education, convinced that it is the key to breaking the cycle of poverty and social exclusion. In Italy and abroad we continue to support projects in primary and secondary schools, offering tutoring for children facing difficulties, and accompanying those who have dropped out of school to resume their learning journey. Every child who smiles again, who rediscovers the joy of learning and being with others, is a victory that fills us with pride and encourages us to do even more.

Another important milestone this year has been the appointment of Dr. Stefano Oltolini as the Foundation's new General Manager.

His vast experience, gained over more than twenty years in the non-profit sector, represents an immeasurable added value for our organization. I am certain that, under his leadership, Mission Bambini will continue to grow and

strengthen its impact, reaching more and more children who need our help.

Finally, I would like to express my deepest gratitude to all of you who, with your support, your closeness, and your commitment, make our mission possible. Every donation, whether large or small, is a seed of hope that grows in a child's heart, an act of love that can change a life. **Thank you from the bottom of my heart for standing by our side, for believing in our work, and for sharing with us the vision of a world where every child can grow up happy and healthy.**

A handwritten signature in black ink that reads "Goffredo Modena".

About us

Mission Bambini ETS is an Italian Foundation established in 2000 by the entrepreneur Goffredo Modena and his family.

For 25 years, it has been committed to ensuring a better future for children in need, operating free of charge and guided by the values of Freedom, Justice, Truth, Respect for others, and Solidarity.

The Foundation mainly works in two areas: **Education**, to combat educational poverty and uphold the right to education, and **Health**, to provide timely care for children born with serious heart conditions.

MISSION BAMBINI IN SHORT

25
years of activity

2,000+
projects implemented

1.4 MILIONI
children and young people helped

77
countries of intervention

Our history

The Foundation's history includes several key milestones:

2000 The Foundation is created in Milan under the name "aiutare i bambini" ("helping children"). The first project is dedicated to supporting a kindergarten in Brazil.

2002 The first volunteer goes to Madagascar.

2005 The program *Cuore di bimbi* (*Children's Heart*) is launched to save children with heart conditions, and the first edition of *Babbo Natale per un giorno* is held.

2006 Educational projects in Italy begin, focusing on early childhood.

2009 Humanitarian emergency interventions start (earthquakes in L'Aquila, Haiti, Central Italy, and the Covid-19 pandemic).

2014 "aiutare i bambini" becomes "Mission Bambini." *Banco per l'Infanzia* is established.

2015 Mission Bambini Switzerland Foundation (in Lugano) and American Friends of Mission Bambini (in New York) are founded.

2016 The first crowdfunding campaign, #GivetheBeat, is launched..

2020 The 20th anniversary of activities is celebrated, with over 1.4 million children helped in 75 countries.

2022 The Foundation officially becomes a Third Sector Entity (ETS) and assumes the name "Mission Bambini ETS".

2023 An agreement is signed with Niguarda Hospital to create *Casa Cuore di bimbi*.

2024 Research is developed for a pedagogical toolkit created by the Center for Research on Intercultural Relations at the Catholic University of Milan, in collaboration with the network of partners.

Organization and Human Resources

Mission Bambini ETS is governed by the following institutional bodies:

President

Legally represents the Foundation, convenes and chairs the Board of Directors, implements resolutions, and exercises delegated powers.

Board of Directors (BoD)

Defines strategic guidelines, drafts and approves budgets, sets the organizational structure, approves statutory amendments and extraordinary operations. Appoints Directors, the General Director, and members of the Technical Committee.

General Director

Oversees administrative activities and may receive delegated powers. As of January 1, 2025, the General Director is Stefano Oltolini.

Technical Committee

Identifies and recommends projects aligned with the mission, monitors their progress, and provides non-binding opinions. It is composed of the President, the General Director, the Head of the Projects Area, and other experts appointed by the BoD.

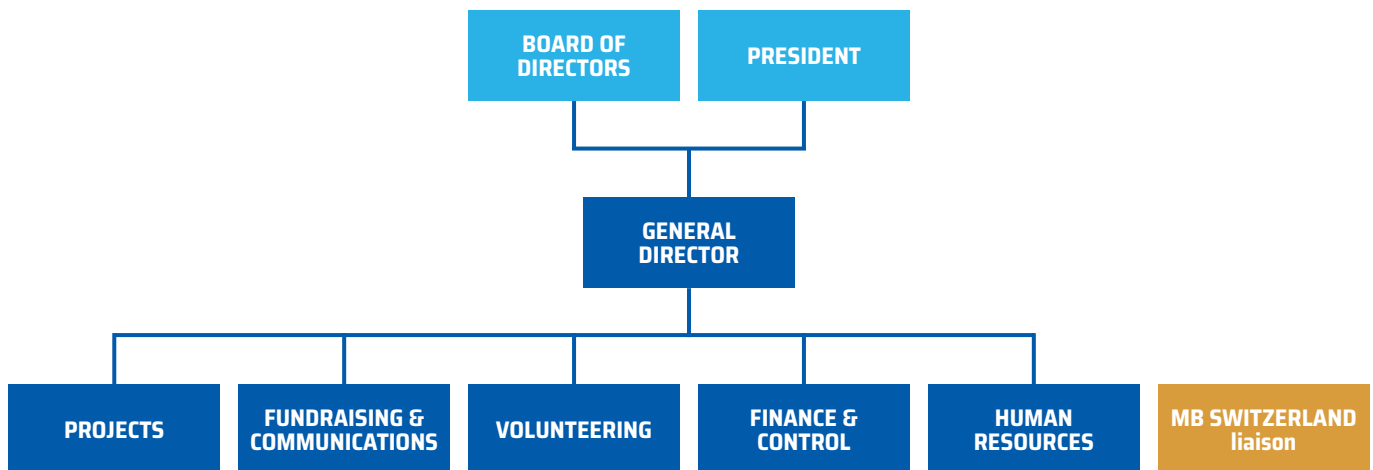
Board of Auditors

Verifies proper bookkeeping and prepares reports on financial statements.

Honor Committee

Established in 2019, it supports the BoD in relations with the economic, academic, and philanthropic sectors. Membership is by invitation of the President.

ORGANIZATIONAL STRUCTURE



As of December 31, 2024, **the staff consists of 24 employees, organized into four departments** (Projects, Fundraising & Communications, Volunteering, Finance & Control). Department Heads report directly to the President. The applicable National Collective Labor Agreement (CCNL) is that of UNEBA – the National Union of Social Assistance Institutions and Initiatives. In addition to employees, as of December 31, 2024, there was also one volunteer from the Universal Civil Service program.

Volunteering

Mission Bambini promotes the **culture of giving** through volunteering, offering opportunities to help children in need both in Italy and abroad. **The Foundation relies on a network of over 700 volunteers across the country**, 239 of whom began their activity in 2024. In 2024, volunteers donated more than 10,000 hours of service and received over 1,650 hours of free training.

Among the most active volunteers, Mission Bambini selects its “Ambassadors” (25 active as of December 31, 2024). These key figures stand out for their commitment, passion, and ability to spread the mission, supporting activities, becoming spokespeople for projects, raising awareness in communities, engaging new people, and promoting fundraising initiatives.



The 18th National Volunteers Meeting was held on September 28, 2024, in Sesto San Giovanni (Milan), with around 100 participants from all over Italy, to celebrate their commitment and share experiences.

Volunteering: main activities (2024)

Tutoring in schools

Ongoing study support for students in need in Milan.

International volunteering

Experiences of support in educational projects in Africa, Asia, Latin America, or Europe.

Children’s Heart hospitality

Support for children and families coming to Italy for heart surgery at Niguarda Hospital in Milan.

“Banco dei Desideri”

A national event with Feltrinelli bookstores for collecting books, toys, and stationery (September 6–8, 6th edition).

“Mission Bambini on Tour”

Local initiatives to raise awareness of the Foundation’s activities, engage communities, and collect donations (12 initiatives carried out).

Volunteering at HQ

Office activities supporting the staff (phone support, reception, data entry, logistics) in Milan.

Digital fundraisers

Participation in crowdfunding campaigns or promotion of personal online fundraisers.

Intervention methods

Mission Bambini develops concrete solutions by adopting **effective and replicable models** while optimizing the use of resources. The Foundation values networking and collaboration with stakeholders, **particularly local non-profit organizations** with specific expertise, in order to gain an in-depth understanding of contexts and increase the effectiveness of its actions.

The three main methods of intervention are:

- **Grant-making:** The Foundation provides non-repayable funding to partner organizations for local projects of a defined duration.
- **Capacity building:** In addition to funding, the Foundation offers training activities to strengthen partners' ma-

nagement, fundraising, and educational skills.

- **Direct implementation:** The Foundation develops and carries out projects independently, directly supporting beneficiaries through its own teams of experts (psychologists, pedagogists, educators, educational consultants). Currently, three projects fall under this category: the *Children's Heart* program abroad, and *Spazio Mission Bambini* and the training program *AllenaMenti per il futuro* in Italy.

In Italy, the grant-making and capacity-building approaches are also used for **"network projects"**, often on a national scale, involving multiple partners (non-profit organizations, schools, institutions, local authorities, research bo-

dies) and co-financed by third parties.

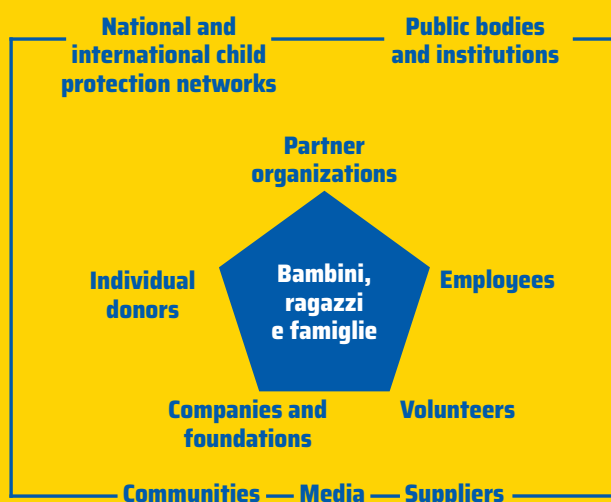
The Foundation is a member of:

- **Gruppo CRC:** Monitors the implementation of the UN Convention on the Rights of the Child at national level.
- **Alleanza per l'Infanzia:** A think tank that aims to influence government policies and public opinion in Italy for the wellbeing of children and adolescents.

Since 2021, the Foundation has also adopted its own **"Child Protection Policy"**, designed to safeguard minors from any form of abuse or violence.

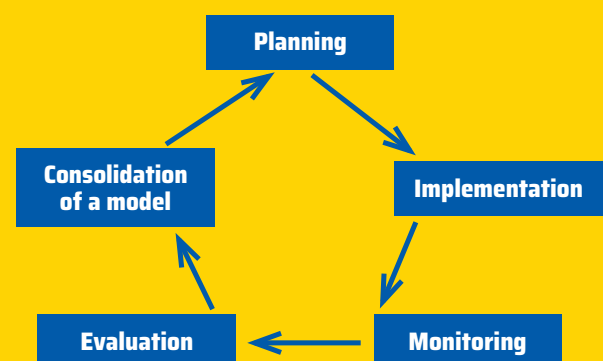
Stakeholder map

The Foundation engages and relies on the collaboration of various categories of stakeholders, both internal and external, always keeping children, young people, and families at the center of its focus.



The 5 project stages

Mission Bambini's project approach is designed to maximize the **social impact** of its initiatives, the **measurability**, and the **replicability**.



Mission Bambini Switzerland

Mission Bambini Switzerland, formally established on January 28, 2015 and based in Lugano, is fully recognized as a **Swiss Foundation** and operates under the supervision of the Federal Supervisory Authority for Foundations (AVF) and the Swiss tax authority. Founder and President is Goffredo Modena. Since 2015, Mission Bambini Switzerland has been a member of **ProFonds**, the umbrella organization for Swiss non-profit foundations and organizations.

As of January 1, 2025, in addition to Goffredo Modena (President), the Board of Directors (BoD) of Mission Bambini Switzerland includes Antonio Carbone, Clara Mascetti, and Stefano Oltolini. In 2018, the Swiss Foundation also established the Honorary Committee, with the role of assisting the BoD in promoting the Foundation's institutional activities. Membership in the Honorary Committee is by invitation of the President.

In 10 years of activity, Mission Bambini Switzerland has carried out **95 aid projects** for children in need across 14 countries worldwide.

Results 2024

4,125

children and young people supported

15

projects implemented

10

countries of intervention

Data refer to Mission Bambini Switzerland.

In Switzerland, the Foundation renewed its commitment in Canton Ticino to support children with autism spectrum disorders. For the fourth year, in collaboration with Fondazione ARES, Mission Bambini Switzerland contributed to the organization of the **Educational Camp**, a highly specialized summer campus in Giubiasco (Bellinzona) and S. Antonino. Particular attention was given to children with severe forms of autism, often excluded from such experiences. The camp involved 41 children and young people aged 3 to 18 and provided concrete support to families, as well as an opportunity for therapeutic continuity thanks to the involvement of teachers and professionals.

Abroad, in the field of Education, in 2024 Mission Bambini Switzerland supported **15 projects**:

- **11 projects** to ensure children's access to quality education and, where necessary, accommodation in residential centers, contributing to school fees, meals, and housing costs.
- **4 projects** within the broader *Borse Rosa* initiative. Support covered school fees and educational materials for secondary schools, vocational training, and university for female students living away from home, including food and housing expenses.

TESTIMONIALS

“ This year too, Michele enthusiastically took part in the farm week, accompanied by his reference pedagogist. He carried out activities that enhanced his skills: taking attendance, recording presence, typing recipes and instructions for craft activities on the computer. He also trained his communication skills, learning to calmly express what bothers him. It is very difficult for him to be in large groups or environments with strong stimuli (noises, smells, unexpected events), but during the week he learned to

tolerate them better, communicating his needs. Everything Michele learns is shared by his pedagogue, so that the work can continue at home as well. For Michele and for us parents, this week has a great value: an opportunity for intensive and high-quality support. We are deeply grateful for this wonderful opportunity.”

Barbara, Michele's mother.

In 2024, Mission Bambini Switzerland allocated **CHF 443,774** to its core activities supporting children, continuing to draw on a significant extraordinary income made available in 2023. The financial result reflects this approach.

Balance Sheet (CHF)

ASSETS	2024	2023
LIQUIDITY AND ASSETS HELD IN THE SHORT TERM	426,916	817,386
ACCRUED INCOME AND PREPAID EXPENSES	11,578	11,578
CURRENT ASSETS	427,038	817,386
LIABILITIES	2024	2023
PAYABLES FOR SUPPLIES AND SERVICES	8,378	49,391
OTHER SHORT-TERM PAYABLES	15,457	15,871
ACCRUED EXPENSES AND SHORT-TERM PROVISIONS	3,890	11,420
DEBT CAPITAL	27,685	76,682
FOUNDATION CAPITAL	50,000	50,000
RESULTS TO BE ATTRIBUTED	349,353	690,704
EQUITY CAPITAL	349,353	690,704
LIABILITIES	427,038	817,386

Income statement (CHF)

	2024	2023
NET INCOME FROM DONATIONS	143,186	301,932
DIRECT COSTS	-443,774	-342,207
GROSS PROFIT	-300,588	-40,274
PROPERTY INSURANCE, CONTRIBUTIONS, TAXES AND AUTHORISATIONS	-1,458	-290
ADMINISTRATIVE AND IT COSTS	-21,184	-24,991
ADVERTISING COSTS	-36,651	-35,359
OTHER OPERATING COSTS	-3,226	-4,730
OPERATING INCOME BEFORE INTERESTS AND TAXES	-363,107	-105,645
FINANCIAL COSTS	-14,012	-19,950
OPERATING INCOME BEFORE TAXES	-341,350	631,117
EXTRAORDINARY COSTS, UNIQUE OR RELATED TO OTHER ACCOUNTING PERIODS	0	-11,578
ANNUAL EARNINGS	-341,350	619,539



PROGRAMS

Children's Heart

Launched in 2005, the Children's Heart program aims to reduce child mortality caused by congenital and acquired heart diseases, providing free and timely care to children in countries with fragile healthcare systems. Mission Bambini coordinates the program directly, working with hospitals and volunteer doctors under the scientific direction of Dr. Stefano Marianeschi.

A key pillar of the project is the training of local healthcare staff, enabling partner-country teams to become increasingly self-sufficient.

Main activities

- **Free life-saving pediatric cardiac surgeries**, through:
 - travel and treatment in Italy (when it is not possible to operate on children in their country of birth); the costs of these surgeries are generally covered by Italian regional funds for international healthcare cooperation
 - surgical missions by volunteer medical/healthcare teams (in countries where hospitals are equipped but local teams are not yet able to perform the most complex procedures); missions are carried out multiple times at the same hospitals (high training value) and typically last 7–10 days
 - on-site surgeries performed by local staff trained by Mission Bambini volunteer doctors
- **Support to local hospitals**: donation of medical equipment and supplies, coverage of surgery costs carried out by local teams for low-income families.
- **Prevention (acquired heart disease)**: screening missions (diagnostic visits) and post-operative follow-up
- **Training of local medical/healthcare staff**: during surgical and screening missions, and through scholarships in Italy (in collaboration with the International Heart School of Bergamo)

Medical personnel

More than 100 Italian pediatric cardiac surgery healthcare professionals take part in these missions each year. In particular, they work for some of the most prestigious Italian hospitals such as ASST Grande Ospedale Metropolitano Niguarda, ASST Papa Giovanni XXIII, Ospedale Regina Margherita, Hesperia Hospital (with Hesperia Bimbi Onlus), and Ospedale del Cuore G.Pasquinucci (with Fondazione Monasterio).

Mission Bambini and AICS in Eritrea

In Eritrea, Mission Bambini promotes a project, funded by AICS, and entitled “Emergency actions to improve Eritrean healthcare services in managing the Eritrean population affected by chronic cardiovascular diseases, chronic kidney disease, and pediatric congenital and/or acquired heart conditions – AID 12631”.

In 2024

44

children operated

601

screenings (297 children awaiting surgery)

103

professionals trained

6,854

dialysis treatments provided

The Children's Heart program in 2024

80

children operated

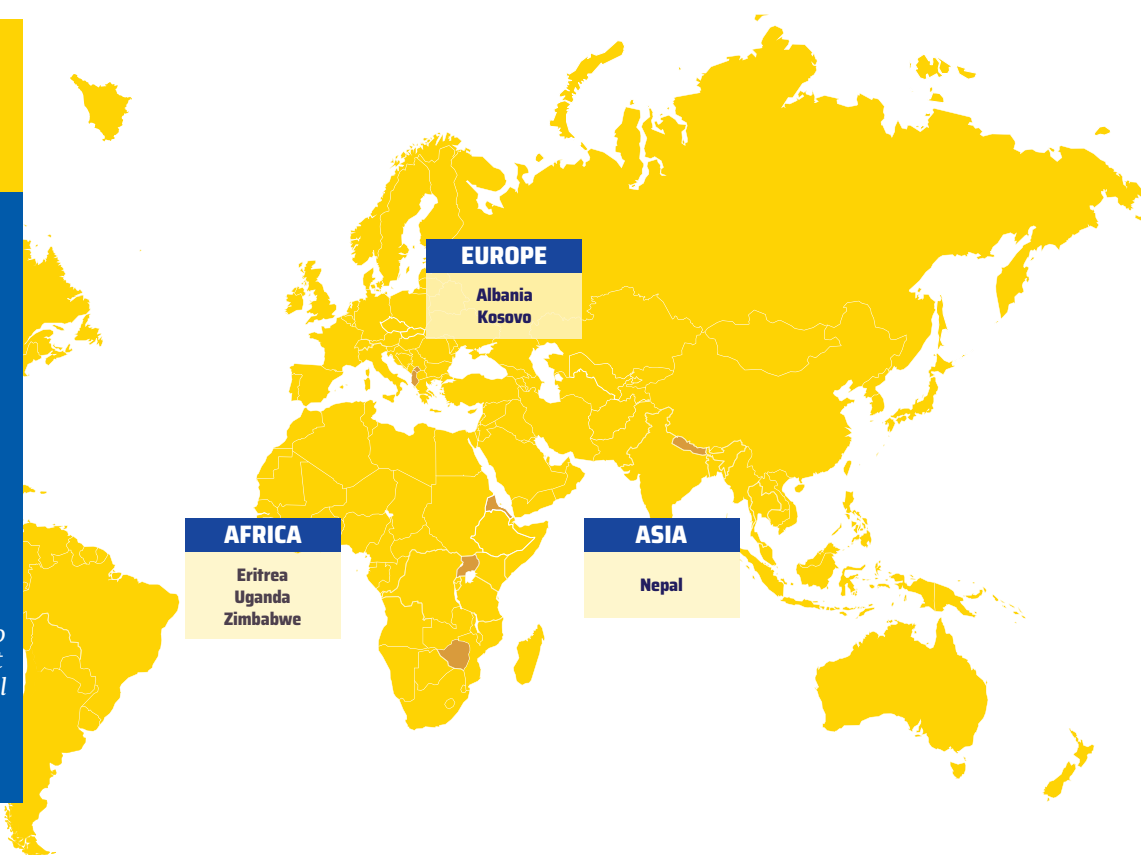
3,166

screenings

83

professionals trained

Since 2005, more than 2,800 children have received heart surgery, over 34,000 medical visits have been carried out, and 605 local doctors have been trained.



Children's Heart Home

Building on the experience gained with the Children's Heart program, in 2023 Mission Bambini launched *Casa Cuore di bimbi* (Children's Heart Home), **signing an agreement in November 2024 with the ASST Grande Ospedale Metropolitano Niguarda in Milan.**

For years, the Foundation has brought to Italy children with severe heart conditions from countries such as Albania, Kosovo, and Zimbabwe, many of whom were treated at Niguarda. Mission Bambini has covered travel, accommodation, and related costs for these families. But the need for support also affects Italian families: every year, 35% of the 4,000 children hospitalized at Niguarda Hospital come from outside Milan.

***Casa Cuore di bimbi* will offer parents - whether coming from another city or another country - a free or low-cost place to stay close to their children during heart surgery.**

Thanks to a 200-square-meter space made available free of charge by Niguarda Hospital, the facility will include **three bedrooms with private bathrooms, a reception area, living space, and play area, open 24/7 year-round.** Mission Bambini will fully cover renovation and running costs, while the hospital will provide utilities. A team of volunteers will offer practical help and emotional support to the hosted families.

The renovation and setup work will continue throughout 2025, with the goal of welcoming the first families in 2026.

Educational programs in Italy



In 2024

6,690

children and young
people helped

43

educational projects
in Italy

The term **“Educational poverty”** refers to the deprivation experienced by children and adolescents of the opportunity to learn, explore, develop, and freely nurture their abilities, talents, and aspirations. It is not simply a violation of the right to education, but rather a lack of broad educational opportunities. Economic poverty and educational poverty feed into each other.

Mission Bambini aims to combat educational poverty from the earliest years of a child’s life by ensuring access to high-quality, accessible, and inclusive early childhood education services.

The Foundation also works within schools to tackle educational poverty among children and young people, ensuring access to quality learning and education pathways in more innovative and inclusive school environments.

EARLY CHILDHOOD

Mission Bambini works to tackle educational poverty in the 0–6 age group by ensuring inclusive and accessible early education services. **Early childhood education is essential:** especially in contexts marked by significant material and educational poverty, it offers a **unique opportunity for children's well-being and healthy physical and psychological development**. It also supports the balance between family and work life, promoting, in particular, greater participation of women in the labor market.

Main activities

- **Free or subsidized access to services**
- **Extended opening hours and flexible scheduling**
- **Expansion of extracurricular services:** workshops, local outings, celebrations
- **Parental support:** parent-child experiential workshops, listening and guidance desks, peer-to-peer support activities to create spaces for sharing and mutual growth, psycho-pedagogical support for individual families, material goods
- **Support for the growth of partner organizations** in terms of sustainability, network creation, sharing of best practices, training, and pedagogical supervision.

Partner services include nurseries, micro-nurseries, preschools, and play centers managed by Third Sector organizations.

Scintilla

Scintilla is the most important program of the Early Childhood Area: it connects accessible and high-impact educational services, called *Stelle Mission Bambini (Mission Bambini Stars)*, to overcome educational poverty.

The *Mission Bambini Stars* were created in the outskirts of major Italian cities to offer the most vulnerable children quality education and support their growth. To date, **there are five Mission Bambini Stars, located in Bari, Catania, Naples, Rome, and Sesto San Giovanni (Milan).**

Working with the *Mission Bambini Stars* has led to the development of the **Foundation's Pedagogical Guidelines, a reference framework** to guide internal and external professionals and ensure high-quality, flexible interventions that support the whole family within its social context.

Another key step is the **creation of a pedagogical toolkit**, showcasing effective approaches and best practices for children and families. After a trial phase supported by the Center for Research on Intercultural Relations (RELINT) at the Catholic University of Milan, it will become fully operational in the 2025/2026 school year.

SCHOOLS

School is a fundamental common good that helps combat educational poverty and supports students' cognitive and personal growth, contributing to the development of a country's social and cultural capital.

Mission Bambini works closely with primary schools, lower secondary schools, and youth centers managed by Third Sector organizations, creating opportunities for learning and growth. All of the Foundation's partner schools are public institutions.

Main activities

- **Educational innovation:** combined use of digital and physical learning to move beyond a purely transmissive model of knowledge (traditional lecture)
- **Multidisciplinary workshops** (art, sports, theater, and educational robotics) aimed at developing and strengthening beneficiaries' life skills
- **Empowerment activities** to promote motivation and enhance self-esteem and self-awareness
- **Tutoring activities**
- **Orientation activities**
- **Training and supervision for teachers and families** to respond to children's needs in a holistic way
- **Renovation of indoor and outdoor spaces:** painting, routine maintenance of indoor and outdoor areas

Stringhe: piccoli numeri in movimento

Stringhe, promoted by Mission Bambini with 18 partners in Catania, Milan, and Naples, is the **first project in Italy to combine digital and physical education**. Mainly carried out in schools, it aims to combat educational poverty through the *Metodologia Integrata Strighe* (MIS), a methodology combining coding, educational robotics, and physical activity to develop computational thinking. A team composed of a psychomotor specialist, a digital educator, and a pedagogical consultant works alongside teachers. Over 2,500 children have participated, enhancing their life skills. The methodology is being tested and, at the end of the project, will be available for implementation in other schools.

The project *Stringhe: piccoli numeri in movimento* is supported by "Con i Bambini" social enterprise, as part of the call for funds "Un passo avanti" ("One step forward").



Spazio Mission Bambini

The project *Spazio Mission Bambini*, active in the outskirts of Milan and Rome, promotes well-being at school and addresses educational poverty and school dropout. A multidisciplinary team works with teachers to create welcoming and supportive school environments where students are listened to, encouraged, and motivated.

The main activities include:

- **Multidisciplinary workshops** (art, sports, theater, educational robotics) to develop life skills
- **Empowerment activities** to boost motivation, self-esteem, and awareness
- **Tutoring** to support students with homework, thanks to the involvement of our volunteers
- **Guidance activities** for students and parents in educational choices
- **Individual pedagogical support sessions** for listening and guidance in a supportive environment

In the 2023/2024 school year, Spazio Mission Bambini reached **714 students across 7 schools**.

The project takes a **systemic approach**, working within the school system and involving the whole school community, as meaningful educational change requires the active participation of all stakeholders. In addition to working with students, it offers training and supervision for teachers to equip them with tools to foster a positive classroom climate and manage both ordinary and challenging situations.

AllenaMenti per il Futuro

AllenaMenti per il Futuro targets **NEET** youth (young people currently “**Not in Employment, Education or Training**”) and aims at fostering personal growth and talent discovery.

It consists of two main actions:

- Group workshops on motivation, individual talent discovery, and development of transversal skills, using experiential learning and life coaching techniques
- Individual psychological support to address participants' specific needs

Activities combine individual work, pair work, plenary sharing, and debriefing. Participants are recruited through local organizations and the Foundation's social channels.

In 2024, 5 editions were held (4 in Milan, 1 in Rome), involving 44 young people.



Education abroad

Abroad, Mission Bambini ensures **access to quality education**, while fostering the development of talents and transversal skills, and supporting basic needs such as nutrition, health, and psychological care.

For children and youth in vulnerable situations (orphans, refugees, or those with health issues), the Foundation supports residential centers that provide both education and specialized care.

Through the Borse Rosa project, Mission Bambini helps girls complete high school, vocational training, or university, aiming to prevent early marriages and teenage pregnancies.

Educational projects abroad are made possible thanks to private donors who sponsor children remotely or fund a “Borse Rosa”.

Main activities

- Coverage of **school attendance costs** (tuition fees, books, uniforms, educational materials) and **meals**
- Coverage of **residential care costs**
- For the **Borse Rosa** project: coverage of school and educational material costs for attending high school, vocational training, and university; coverage of board and lodging for students not living at home
- **For schools and/or residential facilities:**
 - Routine or extraordinary maintenance, upgrading IT equipment, small renovations, furniture
 - Provision of hygiene products, food supplies, and personal protective equipment





FUNDRAISING

Fundraising

Source of funds

In 2024, Mission Bambini Italia received 61,145 donations*, raising a total of **€2,268,819** (Operating Statement, Section C), representing 50.8% of the total. The Operating Statement also includes the following revenues and proceeds:

- €2,039,005 from activities of general interest (Section A), 45% of the total;
- €100,146 from miscellaneous activities (Section B), 2% of the total;
- €41,550 from financial and capital activities (Section D), 0.1% of the total;

- €13,135 from general support (Section E), 0.02% of the total.

The **total sum of income** from fundraising, activities of general interest, and other activities was therefore **€4,462,655**, in line with the previous year.

*This number includes a donation campaign of €1 each via the PAYPAL payment system, totaling 21,017 donations.

SOURCE OF FUNDS BY DONOR TYPE*

From activities of general interest (Operating Statement, Section A)	AMOUNT (€)
Foundations and Associations	214,817
5x1000 (taxpayers donations)	193,543
Founders	150,000
Public bodies	266,550
Private entities	808,314
Donations of goods from businesses	268,648
Other revenues	137,133
SUBTOTAL	2,039,005

Explanatory note: The entries related to contributions from private individuals and public entities include proceeds derived from the use of the equity reserve called “Restricted reserve designated by third parties,” according to accounting principle **OIC 35**, effective from financial statements closed on December 31, 2021. These contributions therefore correspond to the value of funds disbursed during 2024 under contracts with Foundations, Associations, Companies, and Public Entities.

For 2024, an amount of **€193,543** was recorded under “5x1000” in the financial statements, corresponding to funds collected through 5x1000 thanks to the choice of **3,863 taxpayers** in their 2023 tax declaration.

*Data refers only to Mission Bambini Italia.

From fundraising activities (Operating Statement, Section C)	AMOUNT (€)
Private donors	1,702,267
Companies	566,552
SUBTOTAL	2,268,819
TOTAL	4,462,655

Destination of funds

In 2024, the funds used by Mission Bambini Italia for activities of general interest amounted to **€2,583,929**, equal to **59% of the total available funds**. These funds mainly covered support for projects benefiting children and all expenses related to their implementation.

In 2024, it was also possible to **set aside €220,000** for future expenses related to the construction of Children’s Heart Home, to be used in the following fiscal year.

As a general rule, funds collected through donations are allocated to the project or **projects chosen by the donor**. If no preference is expressed, Mission Bambini usually directs the funds to the most urgent or high-priority projects. Once the amount needed for a project is reached and exceeded, any surplus is allocated to other aid initiatives promoted by Mission Bambini.

The **2024 financial statements** closed with a surplus, which will also be placed in reserve for use in future projects.

DESTINATION OF FUNDS*

	AMOUNT (€)
For activities of general interest (projects)	2,583,929
For miscellaneous activities (merchandising)	84,822
For fundraising expenses	1,024,021
For organizational support	660,300
For financial expenses	21,613
TOTAL	4,374,685

* Data refers only to Mission Bambini Italia.

NOTE ON METHODOLOGY

The financial statements of Mission Bambini Italy for the year ended December 31, 2024, have been prepared in accordance with the “Guidelines” issued by the Ministry of Labour and Social Security on July 4, 2019, pursuant to Article 13, paragraphs 1 and 3 of Legislative Decree No. 117 of 2017, which governs the Third Sector Code. The Code is a cornerstone of the so-called “Third Sector Reform” and provides a comprehensive framework of regulations for the sector.

Costs associated with fundraising activities also include awareness-raising expenses, in line with the Reform’s requirements. The figures presented in the section on “Sources and Use of Funds” refer exclusively to Mission Bambini Italy. In the final section of this Annual Report, dedicated to financial data, the 2024 financial statements of Mission Bambini Italia are presented, compared with the corresponding statements for the year ended December 31, 2023.

Private donations

Private donations are the main source of support for Mission Bambini. Alongside more consolidated channels (direct marketing, 5x1000), the Foundation has expanded to innovative tools such as crowdfunding and digital fundraising.

In 2024, private donors to Mission Bambini Italia contributed **€1,702,267**, with appeals focused on key areas, particularly the **Children's Heart Home** project.

Year-round support is ensured through regular donations for education projects in Italy (*Ado-*

zioni in vicinanza), abroad (*Adozioni a distanza, Borse Rosa*), and the Children's Heart program (*Adotta un cuore, "Adopt a heart"*). In recent years, it has also become possible to set up a regular donation of €5 per month, which supports a dedicated fund for special needs reported by the projects themselves.

The Foundation maintains strong relationships with donors through the Mission Bambini NOTIZIE magazine, phone outreach, and periodic updates with news and multimedia content.

5x1000

For the year 2024, an amount of **€193,543** was recorded under "5x1000" in the financial statements, corresponding to the funds collected

through 5x1000 thanks to the choice of **3,863 taxpayers** in their 2023 tax return.

Digital fundraising

Digital fundraising for the Foundation's projects is mainly carried out through **the crowdfunding platform attivati.missionbambini.org**, which allows fully customized campaigns. These can be launched by the Foundation, volunteers, donors, or companies. Setting up a fundraiser for an event – a birthday, special occasions, in memory of someone, or for corporate initiatives – is simple: donors can establish a goal and share the personalized page with their network.

In 2024, the main campaigns included:

- **Birthday fundraising campaigns**, where donors could support a project of their choice.
- **#GivetheBeat**, the 7th edition supporting the program Children's Heart, which between No-

vember 2024 and January 2025 engaged 26 fundraising teams and raised over €52,000.



Legacies

In 2024, the Foundation received three legacies totaling over €117,000, which will help change the lives of many children. Since 2020, Mission Bambini has been part of the **Comitato Testa-**

mento Solidale, a network of non-profit organizations promoting the value of charitable bequests in Italy.

Communication

In 2024, Mission Bambini maintained consistent, thoughtful communication to inform and raise awareness about children in need in Italy and worldwide, promoting their rights and supporting projects for a better future.

The Foundation strengthened its use of digital tools (website, newsletter, social media) **and press activities**, always maintaining a respectful tone and protecting children's dignity. Collaborations with influencers and ambassadors helped broaden its reach.

In 2024	58,717 website unique users	29,922 Facebook followers	4,899 LinkedIn followers
	63,552 newsletter subscribers	5,942 Instagram followers	2,930 X followers

All multimedia and campaign content is produced in-house, ensuring consistency and innovative approaches to engage new audiences. One striking

example is the production of the podcast "Le forme della maternità - Seconda stagione", available on the most known broadcasting platforms.

Events

The year 2024 was rich in events. Thanks to long-standing partnerships and new collaborations, the Foundation took part in **fundraising**

dinners, concerts, sport events, and nationwide initiatives.

Milano Marathon

Aprile 7

The team relay race through the heart of Milan in support of the project Scintilla

- **25 teams and 100 runners** involved
- **Over €11,300** raised
- Thanks to: **WeWard**

Baby Spesa Sospesa and Giocattolo Sospeso

From May 15 to August 15 (Baby Spesa Sospesa)

and from November 14 to January 6 (Giocattolo Sospeso)

The collection of baby products and toys in Chicco stores across Italy, destined to the Mission Bambini "Stars"

- **Over 4,000 donations** collected in early childhood products and toys
- In partnership with **Artsana Chicco**

Banco dei Desideri (6th edition)

From September 6 to September 8

The sixth edition of the charity collection in Feltrinelli bookstores, supporting Mission Bambini partner organizations and schools.

- **115 Feltrinelli bookstores** involved
- **320 volunteers** participated
- **About 15,000 items** collected worth around €75,700
- In partnership with **laFeltrinelli**

Cena del Cuore da Giuliana

September 12

The fundraising dinner for Children's Heart project organized by Trattoria D'Ambrosio da Giuliana (Bergamo).

- **Over 200** guests
- **€8,000** raised

Charity Dinner Da Vittorio

November 7

The fundraising dinner dedicated to Children's Heart, held at Da Vittorio restaurant in Brusaporto (Bergamo).

- **140 guests**
- **Over €48,000** raised
- Thanks to: **Pentole Agnelli** and **Ca Indosuez Wealth Management**

Christmas Concert "Cuori all'Unisono" (2nd edition)

December 14

The second edition of the concert at Milan Auditorium in support of Children's Heart and Children's Heart Home, featuring the Orchestra Sinfonica Kids & Junior of Milan, the Children's Choir and Youth Choir of Milan.

- **465** participants
- **Over €19,000** raised
- Thanks to: **San Carlo**

Corporate fundraising

Mission Bambini has always focused on **building meaningful partnerships with companies** at both national and international levels. Many partnerships begin with one-time donations and evolve into long-term relationships, including co-marketing initiatives, support for Foundation projects, and corporate volunteering activities.

In 2024, Mission Bambini carried out both traditional activities, such as the renovation of indoor and outdoor spaces, and innovative initiatives such as the **Social Team Building**. These activities were organized nationwide, aligning the Foundation's project needs with the goals of partner companies.

Main activities

- **EMPLOYEE ENGAGEMENT:** Renovation and routine maintenance of school buildings, tree planting, and Social Team Building
- **MAIN PARTNERSHIPS:** Loyal companies that contribute with liberal donations to projects most aligned with their corporate mission
- **IN KIND DONATIONS:** Companies donate their products to be distributed to children and families
- **ACQUISITIONS:** Companies that came into contact with Mission Bambini for the first time
- **EVENTS SPONSORSHIPS:** Companies that support the Foundation through sponsorship and participation in events dedicated to its projects

In 2024

89 partner companies

835.200 euros collected*

750 employees involved in employee engagement activities

**includes: proceeds of fundraising from businesses and donations of goods from businesses*

The figures refer exclusively to Mission Bambini Italia.

Partnerships with Foundations and other bodies

Mission Bambini has built strong partnerships with Italian and international foundations and grant-making bodies to launch innovative, high-impact projects, supported by ongoing monitoring and evaluation. Key collaborations in 2024 include: **“Con i Bambini” social enterprise, the Italian Agency for Development Cooperation (AICS), Fondazione Azimut, Fondazione The Human Safety Net, Fondazione Mediolanum, Fondazione Pittini.**

In 2024

11 partner foundations and other bodies

1.289.681 euro collected *

** includes: proceeds from general interest activities from Foundations and Associations, public bodies, private entities.*

The figures refer exclusively to Mission Bambini Italia.



BALANCE SHEET

Balance Sheet (€)

ASSETS	2024	2023
A) MEMBERSHIP FEES OR CONTRIBUTIONS DUE	0	0
B) FIXED ASSETS		
I - Intangible fixed assets		
3) industrial patent rights and rights to use intellectual property	0	15,985
Total	0	15,985
II - Tangible fixed assets		
3) equipment (electronic office equipment)	1,289	4,995
4) other assets (furniture and fixtures)	12,124	14,549
Total	13,413	19,544
III - Financial fixed assets		
1) equity investments in:		
a) subsidiaries	48,309	48,309
3) other securities	1,410,278	1,368,742
Total	1,458,587	1,417,051
Total fixed assets	1,472,000	1,452,580
C) CURRENT ASSETS		
I - Inventories		
4) finished goods and merchandise	21,515	34,161
Total	21,515	34,161
II - Accounts receivable due within one year		
1) from customers	39,260	36,660
3) from public entities	175,538	191,225
4) from private entities for contributions	0	29,000
6) from other Third Sector entities	875,232	1,294,338
7) from subsidiaries	0	50,000
9) tax credits	13,724	21,126
12) from others		
within the next financial year	4,378	89,586
beyond the subsequent fiscal year	424	424
Total	1,108,556	1,712,360
IV - Cash and cash equivalents		
1) bank and postal deposits	1,213,041	916,603
2) checks	0	0
3) cash and valuables on hand	13,534	9,127
Total	1,226,575	925,730
Total current assets	2,356,646	2,672,252
D) ACCRUED INCOME AND PREPAID EXPENSES	18,492	20,169
TOTAL ASSETS	3,847,138	4,145,001
LIABILITIES	2024	2023
A) SHAREHOLDERS' EQUITY		
I - Endowment fund of the institution	1,071,378	1,071,378
II - Restricted assets		
2) restricted reserves by decision of institutional bodies	220,000	0
3) restricted reserves allocated by third parties	1,267,754	1,792,622
III - Unrestricted assets		
1) profit or surplus reserves	193,496	481,580
IV - Operating surplus/deficit	78,769	-288,084
Total shareholders' equity	2,831,397	3,057,496
B) PROVISIONS FOR RISKS AND CHARGES	0	0
C) PROVISION FOR SEVERANCE PAY	360,052	340,754
D) PAYABLES DUE WITHIN THE NEXT FISCAL YEAR		
7) accounts payable to suppliers	441,586	511,251
9) tax payables	31,929	35,515
10) accounts payable to social security institutions	42,692	56,101
11) payables to employees and collaborators	139,413	138,413
12) other debts	69	5,138
Total payables due within the next fiscal year	655,689	746,418
E) ACCRUALS AND DEFERRALS	0	333
TOTAL LIABILITIES	3,847,138	4,145,001

Operating Statement (€)

COSTS AND CHARGES

2024

2023

A) COSTS AND CHARGES FROM GENERAL INTEREST ACTIVITIES

1) Raw, subsidiary and consumable materials and goods	417,996	467,665
2) Services	431,753	419,712
3) Use of third-party assets	7,759	1,486
4) Personnel	641,314	703,657
7) Miscellaneous operating expenses		
Disbursements Italy	665,886	355,451
Disbursements abroad	132,200	642,878
Miscellaneous expenses for projects	67,021	36,700
8) Allocation to restricted reserve by decision of statutory bodies	220,000	0
9) Use of restricted reserve by decision of institutional bodies	0	-187,200
Total	2,583,929	2,440,349

B) COSTS AND EXPENSES FORM MISCELLANEOUS ACTIVITIES

1) Raw, subsidiary and consumable materials and goods	41,870	33,872
2) Services	212	0
3) Use of third-party assets	2,789	5,946
4) Personnel	0	20,504
7) Miscellaneous operating expenses	5,790	19,369
8) Opening inventories	34,161	39,249
Total	84,822	118,940

C) CHARGES FROM FUNDRAISING ACTIVITIES

1) Charges from regular fundraising activities	420,387	713,571
2) Charges from occasional fundraising activities	20,993	32,247
3) Other expenses (Personnel)	582,641	357,049
Total	1,024,021	1,102,867

D) COSTS AND CHARGES FROM FINANCIAL AND CAPITAL ACTIVITIES

1) On bank relationships	21,613	23,031
6) On loans	0	592
Total	21,613	23,623

E) GENERAL SUPPORT COSTS AND CHARGES

1) Raw, subsidiary and consumable materials and goods	7,408	20,034
2) Services	315,467	229,856
3) Use of third party assets	94,167	87,651
4) Personnel	210,791	408,394
5) Depreciation and amortization	22,828	32,579
7) Other expenses	9,639	39,185
Total	660,300	817,699

TOTAL COSTS AND CHARGES

4,374,685

4,485,917

INCOME AND REVENUES**2024****2023****A) REVENUES, INCOME AND INCOME FROM GENERAL INTEREST ACTIVITIES**

1) Income from membership fees and contributions from Founders	150,000	70,000
4) Liberal disbursements	214,817	223,807
5) Income from 5x1000	193,543	196,799
6) Contributions from private entities	808,314	754,320
7) Revenues from third-party services and transfers	268,648	184,323
8) Contributions from public entities	266,550	147,722
10) Other revenues, returns and income	137,133	54,918

Total	2,039,005	1,631,889
Surplus/deficit general interest activities (+/-)	-544,924	-808,460

B) REVENUES, ANNUITIES AND INCOME FROM MISCELLANEOUS ACTIVITIES

3) Revenues from services and transfers to third parties	78,631	64,616
7) Closing inventories	21,515	34,161

Total	100,146	98,777
Surplus/deficit from miscellaneous activities (+/-)	15,324	-20,162

C) REVENUES, RETURNS AND INCOME FROM FUNDRAISING ACTIVITIES

1) Income from regular fundraising activities	2,213,933	2,331,211
2) Income from occasional fundraising activities	54,886	71,402

Total	2,268,819	2,402,613
Surplus/deficit from fundraising activities (+/-)	1,244,798	1,299,746

D) REVENUES, INCOME AND INCOME FROM FINANCIAL AND ASSET ACTIVITIES

2) From other investments	41,536	65,415
5) Other income	14	15,062

Total	41,550	80,477
Surplus/deficit from financial and capital activities (+/-)	19,937	56,854

E) GENERAL SUPPORT INCOME

2) Other general support income	13,135	1,638
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Total	13,135	1,638
Surplus/deficit from general support activities (+/-)	-647,165	-798,500

TOTAL INCOME AND REVENUES	4,462,655	4,215,394
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Operating surplus/deficit for the year before taxes (+/-)	87,970	-270,523
Taxes	-9,201	-17,561

Operating surplus/deficit (+/-)	78,769	-288,084
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The main partners of Mission Bambini in 2024

Companies

 acinque ENERGIA CHE UNISCE	 amazon	 bontà la passione per la qualità	 Bottega Verde	 Bva Doxa	
 BORBONE CAFFÈ magica emozione	 chicco	 CLIFFORD CHANCE	 coop Lombardia	 corcoran MAGRI PROPERTIES	
 COVIVIO	 DILS	 laFeltrinelli	 FINECO	 GENERALI	 The Human Safety Net
 genertel	 ict CONSULTING	 KEYSIGHT TECHNOLOGIES	 MATTEL	 MEDIOBANCA	MEDIOBANCA
 micron	 mIRIADE PLAY THE CHANGE	 nuveen A TIAA Company	 ORIGINAL MARINES	 Paramount	
 Arlux THE HAIR CHOICE	 PayPal	 PENTOLE AGNELLI PROFESSIONAL COOKWARE	 pluxee	 Project Automation Ingegneria dei sistemi	
 SAN CARLO	 Schneider Electric	 SWING BY GRUPPO CINQUE	 WEXECUTIVE Tailoring Your Success	 ZURICH	

Foundations and other bodies

 AGENZIA ITALIANA PER LA COOPERAZIONE ALLO SVILUPPO	 CON I BAMBINI IMPRESA SOCIALE FONDO PER IL CONTRASTO DELLA POVERTÀ EDUCATIVA MINORILE	 FONDAZIONE ANAWIM	 FONDAZIONE AZIMUT ONLUS ENTE FILANTROPICO	 fondazione mediolanum
 Fondazione Pietro Pittini	 UNIVERSITÀ CATTOLICA del Sacro Cuore			



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- www.missionbambini.org



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n. 17252206
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- www.missionbambini.ch

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- CHF: CH21 0024 7247 1445 7740 L
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- Swift: UBSWCHZH80A

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PLEASE MAKE US DONATIONS PAYABLE TO:

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