

MOTHERS' DAY
FOR MANY OF US
A REGULAR DAY
FOR SOME OF US

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TOKYO

Problem

We always talk about the miracle of holidays and represent them from the perspective of people who have the opportunity to celebrate them.

The problem is **we do not really pay attention** to those somehow excluded from this all.

On Mothers' Day children living without a mother or family become **excluded from experiencing** the magic of this day so are the parents living with the disability to have a child.

Insight

In Hungary currently there are more than **20.000** children living in orphanages or with temporary foster parents.

The number of couples living without the ability to have a child is about **150.000**.



In addition the attitude of the society is still exclusive towards these adoptive parents.

Orphans and couples without children are excluded from celebrating Mothers' Day but we believe **there is something our society can do** with the power of connections and the ability to build bridges.



Idea

We for the first time in Hungary make a Mothers' Day campaign for Telekom which does not focus on parenting and it's perks but the steps we can do to:

- ease the exclusion by **improving the life circumstances** of the affected children
- give the excluded the chance to experience Mothers' Day in the future by **building bridges** between the affected children and couples
- **raise social awareness** and acceptance by bringing this topic closer to our society

with the tool of Telekom's digital assets.

#1 Every day is Mothers' Day

In 2020 from the day of Mothers' Day until the last day of May people with Magenta 1 package can raise money to the biggest open adoption foundation "Gólyahír Egyesület".

What do they have to do?

Having phone or video calls over **4** minutes with any of the added 5 family members they have on the package.

How do they help?

After each over 4 minute call they **raise 100 Ft** which will be transferred to the foundation.

How are they driven to talk more with each other?

Beyond the aim to help, they will get daily messages if they made any over 4 minute calls and know the amount they contributed to the operation of the foundation and improvement of life circumstances of children living there.



WE HELP CHILDREN WITHOUT FAMILY WITH THE POWER OF HAVING FAMILY

#2 Help Mothers' Day become reality

We place a citylight on Deák Square representing children's drawings of their mother.

How do they work?

There will be papers with the title of "My mother" with drawings from children of their mother and occasionally blank papers representing the lack of a mother in those children's life who don't have any.

How do they help?

They raise social acceptance by showing people these children's need of a mother and a family. Furthermore by placing information on the citylight about "Gólyahír Egyesület" we offer opportunity to those who are keen on to start the adopting process but did not know how to start it so far.

WE BUILD BRIDGES



#3 Spread the message

We make a social media campaign to make people accept that **children without mother or family** and **adoption** are topics we are allowed to talk about with the help of people who already adopted children.

How does it work?

People who successfully adopted children could create a community by using **#wecelebratemothersday** hashtag, so by using this hashtag they could express the importance of adoption and as sharing their lives they could bring people and even potential adoptive couples closer to the miracle of changing lives.

WE BRING PEOPLE CLOSER TO THE TOPIC

LET'S STEP AGAINST MOTHERS' DAY BEING A PRIVILEGE

TOGETHER. WITH YOU