What does the "Van Esély" Foundation do?

Calls for Applications: We launch grants 2–3 times a year for homeless people and the social workers who support them.

Micro-investments: small financial grants, **€300–€350** per project.

Personal Scale: support of **20 clients/families per year**, personal, "handscrafted" way.

Impact: Since 2000, more than **400 applicants**.

Goals: usually **training, tools, or work-related investments**

More Than Money: A 6-to-12-month support program, professional and methodological guidance for the social workers

The goal and method of the application are designed together by the **client and the social worker**

In summary:

- We provide resources for step-by-step progress.
- We build individual social membership.
- We offer reliable support and "lease" tailored social work.

History of Our Community Fundraising

- **2000–2012:** traditional grants.
- **2012–2018:** Individual social media - raise funds directly for specific client goals. **25 individual campaigns**
- **2018-** Yearly ambassador campaign (fundraising with campaign "ambassadors") called **Tour De Chance**.

Tour De Chance Campaign Results

(Currency converted from HUF to EUR at ~400 HUF/EUR)

Year	Number of Ambassadors	Revenue (EUR)	Revenue (HUF)
2018	14	~€7,950	3,179,000 Ft
2019	17	~€10,020	4,008,305 Ft
2020	21	~€14,340	5,737,332 Ft
2021	18	~€14,210	5,686,971 Ft
2022	—	—	—
2023	23	~€20,400	8,159,000 Ft
2024	24	~€18,300	7,323,000 Ft
2025	20	~€21,680	8,675,000 Ft
2026	23	~€25,130	10,053,000 Ft

How the Campaign Works

- **Duration & Reach:** 1 month long, featuring social media posts from an average of 20 ambassadors or ambassador groups.
- **Background Support:** Full-time coordination by one team member. Organized meetings, visual materials, sharing know-how and best practices
- **Who are the Ambassadors?** Friends, friends of friends, and social worker colleagues who previously submitted client applications.
- **The 50% Rule:** 50% of the current ambassadors stay connected with us

Benefits for the Participants & Organization

What does the ambassador get?

- personal challenge,
- sense of achievement,
- self-definition (Tipical social media benefits: self-expression, public image, and personal branding)

What does the organization get?

- About 50% of our annual budget
- self-defining input,
- community building,
- social integration, public visibility,
- growth potential,
- new skills

‚Doin' the same thing'

- Receiving **social membership**.
- Gaining an **identity** and an opportunity for self-definition.
- Acquiring **new knowledge and skills**.