



How we swapped  
donuts for warm meals  
**for Children**



**Annual Report**  
for 2025



**FUNDACJA  
POCIECHA**

# What exactly is the “Swap a donut for a warm meal for Child”?



Every year, around Fat Thursday, we encourage everyone to purchase "virtual donuts." The collected funds are distributed to community centers in the form of grants for warm meals for children.

**These centers can use the funds in two ways:**

**PURCHASING MEALS** - community centers partner with local "milk bars" (traditional affordable eateries) to provide varied, nutritious, and generous portions of food. These include classic meal sets such as meat cutlets with potatoes and salad, pierogi, hearty soups, or crepes.

**PURCHASING GROCERIES** - in some community centers, children prepare meals themselves under the supervision of an educator, using products purchased through the support of the POCIECHA Foundation.



In 2025, we provided...

25 047

warm meals for

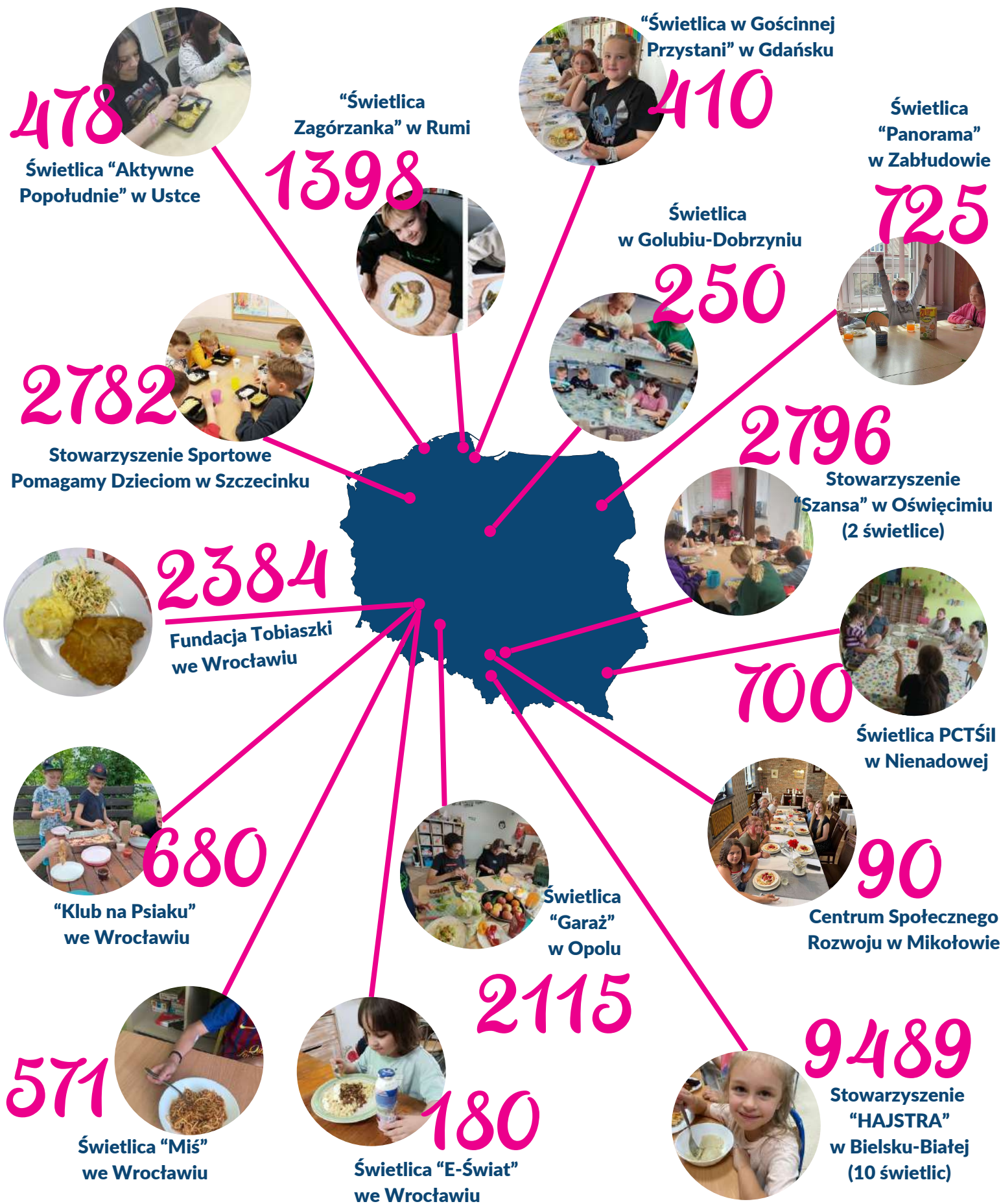
620



children in 25 community centers  
across Poland



# Total number of warm meals provided across participating centers



# Community Center Managers on the need for warm meals for children



*The introduction of the self-cooking program for children in our center has proven to be an incredibly valuable step. The children have gained greater independence, self-confidence, and awareness regarding healthy eating. They are learning basic culinary skills and discovering new flavors and products, all while having great fun collaborating and sharing responsibilities. This program has also increased parental engagement; parents now follow their children's progress with interest and even share recipes and ideas for cooking together at home.*

**Educator at the "Tobiaszki" Community Center**

*Warm and healthy meals are a wonderful gift for our children! Unfortunately, they don't always eat healthy food at home, which is why having lunch at the community center provides them with such immense support. They look forward to it with anticipation every day, asking: 'What's for lunch today?'*

**Ms. Dorota, Manager of the PCTŚil Community Center in Nienadowa**



*As a community center manager, I would like to express my deepest gratitude for the funding we received. Thanks to this support, our children were able to enjoy warm, nutritious meals, which for many of them was something special and much-needed. The children had the chance to try new dishes, such as pelmeni or fruit-filled pierogi. We thank you from the bottom of our hearts!*



**Ms. Marta, Manager of the "Klub na Psiaku" Community Center**

# Positive impact of the “WARM MEALS” program according to community center managers

- Warm meals provide vitamins and minerals necessary for the healthy development of a young person's body,
- Developing healthy eating habits - children have become more willing to choose vegetables and soups while limiting their intake of sweets,
- Improved well-being and concentration - eating a warm meal in the middle of the day boosted energy levels and engagement during activities,
- Children discover new flavors and bond with one another while sharing a meal,
- Children learned the components of a nutritious meal and gained the skills to prepare one themselves,
- Personal choices and empowerment - by being able to season dishes to their own taste, children learned that they have a say in what they eat and take responsibility for their choices,
- Reduced stress and uncertainty - children from families in difficult situations were guaranteed a daily, nutritious meal, providing them with a sense of security,
- The program attracted more children to the community centers, allowing for more educational and developmental activities,
- Equal opportunities - all children, regardless of their family's financial situation, were provided with a warm lunch,
- Social skills and cultural etiquette - outings to local eateries were an opportunity for children to try new foods while learning table manners, social etiquette, and how to behave in public spaces.

Over the last five years, we have co-funded warm meals in **dozens of community centers across Poland**, including locations such as Gdańsk, Ustka, Wrocław, Zielona Góra, Orzesze, Bielsko-Biała, Lublin, Oświęcim, Szczecinek, Opole, and Nienadowa.



More than **1,200 children** have enjoyed warm, nutritious meals thanks to your support!

# #wirtualnypaczek!

For the past three years, companies and corporations have been joining the campaign, outdoing each other with creative ways to support the cause. And what brilliant ideas they have come up with!



- Dedicated episode about the campaign on the ESVS company's original podcast,
- Fundraising for children's meals during Śląsk Wrocław football matches and #VolleyWrocław volleyball games,
- Delivering trays full of donuts to local children's homes,
- tagging business partners in social media posts to ensure the campaign reached the widest possible audience,
- choosing to donate funds directly instead of purchasing donuts,
- Charity auctions – a special auction held at the Museum of the Biecz Land (Muzeum Ziemi Bieckiej), with all proceeds donated to warm meals,
- creating dedicated online "money boxes" on the Zrzutka.pl platform to fund warm meals for children

**Ready to  
create some  
good with us?**



**Natalia Rawdanowicz**  
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Hunger is invisible, but it is real. 364,000 children  
in Poland suffer from malnutrition.\*

**Swap a donut for  
warm meals  
for Children**



\*According to the "Poverty Watch 2025" report, as many as 364,000 children in Poland live in extreme poverty, meaning they lack basic necessities such as food, housing, and medicine.

**1,5%** **KRS 0000 426 589**



**POCIECHA Children's Foundation**

(Fundacja Pomocy Dzieciom POCIECHA)



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