

# ANNUAL REPORT

2025/26



SRCE ZA DJECU

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Cover Photo:  
Eman Kero during the filming of a campaign marking  
the International Childhood Cancer Day. Photo by Radoš  
Jovanović, 2026.

Hana and Eman with a psychologist during their stay at the  
Parents' House Sarajevo, 2025.



Director Fikret Kubat with Asja, Ajlin, and Ahmed at the Parents' House Sarajevo, 2026.



**“OUR MISSION IS TO ENSURE THAT EVERY CHILD AND EVERY FAMILY, IN THEIR MOST DIFFICULT MOMENTS, FEELS THEY ARE NOT ALONE, THAT THEY HAVE A SAFE HOME, SUPPORT, AND HOPE THAT ENDURES.”**

*Dear friends,*

*Another year is behind us, filled with challenges, but also with remarkable results that reaffirm the strength of unity and trust we have been building for years. We are especially proud of the continuous and successful work of the Parents' Houses in Sarajevo and Tuzla, which once again served as a safe home and vital support for families of children undergoing treatment, a place of care, understanding, and hope in the most difficult moments.*

*Through the Emergency Medical Fund, we provided support to a large number of children, enabling timely diagnostics, access to therapies, and treatment abroad when it was most needed. Aware that the fight does not end with the final therapy, we have begun implementing the Project for Monitoring Late Effects of Treatment in children and young cancer survivors, ensuring a systematic approach to their long-term health and quality of life.*

*We felt the true strength of unity during the largest Zlatni Krug (Golden Circle) race and walk to date, where together we sent a powerful message of support to children and families going through oncological treatment. That day stood as a symbol of solidarity and clear proof that our mission is widely and genuinely supported by the community.*

*We concluded the year with the development of the Association's Strategy for the period 2026–2030, a clear and ambitious plan that will guide our further growth, strengthen our capacities, and improve services for children and families across Bosnia and Herzegovina.*

*We thank everyone whose trust, partnership, and support have enabled us to grow, enhance our programs, and remain a reliable pillar for those who need us most.*

*Sincerely,*

*Fikret Kubat*

Fikret Kubat, Director of the Association

## TOP 10 ACHIEVEMENTS OF HEART FOR KIDS IN 2025.

- 1 PSYCHOSOCIAL SUPPORT**  
Over **889** counseling sessions conducted with children and parents.
- 2 PARENTS' HOUSES**  
Provided free long-term accommodation for **58 families** at the Parents' House Sarajevo and **9 families** at the Parents' House Tuzla, as well as daily support
- 3 "MY HAIR, YOUR HAIR" PROJECT**  
Created **16 wigs** for girls who temporarily or permanently lost their hair.
- 4 REHABILITATION**  
**207 participants** attended the rehabilitation camp on Vlačić.
- 5 EMERGENCY MEDICAL FUND**  
Funds allocated for medications and supplements, surgical procedures, physical therapy, and medical diagnostics for more than **120 children** across Bosnia and Herzegovina.
- 6 SOCIAL FUND**  
More than **600 aid packages** distributed to families.
- 7 MLADICE — NETWORK OF YOUNG CANCER SURVIVORS IN BIH**  
Launched the implementation of the **Project for Monitoring Late Effects of Treatment** in childhood cancer survivors.
- 8 GRIEVING FAMILIES**  
Podrška i suosjećanje pružene za više od **60 porodica** koje su izgubile dijete u borbi s malignom bolešću.
- 9 COOPERATION WITH THE MEDICAL COMMUNITY**  
Procurement of medical and IT equipment for more than **5 hospitals** and **hematooncology departments in the Federation of BiH.**
- 10 REGIONAL COOPERATION**  
Organized the first professional conference "**Days of Pediatric Psycho-Oncology,**" bringing together regional expe and professionals from the social welfare system in the Federation of BiH.



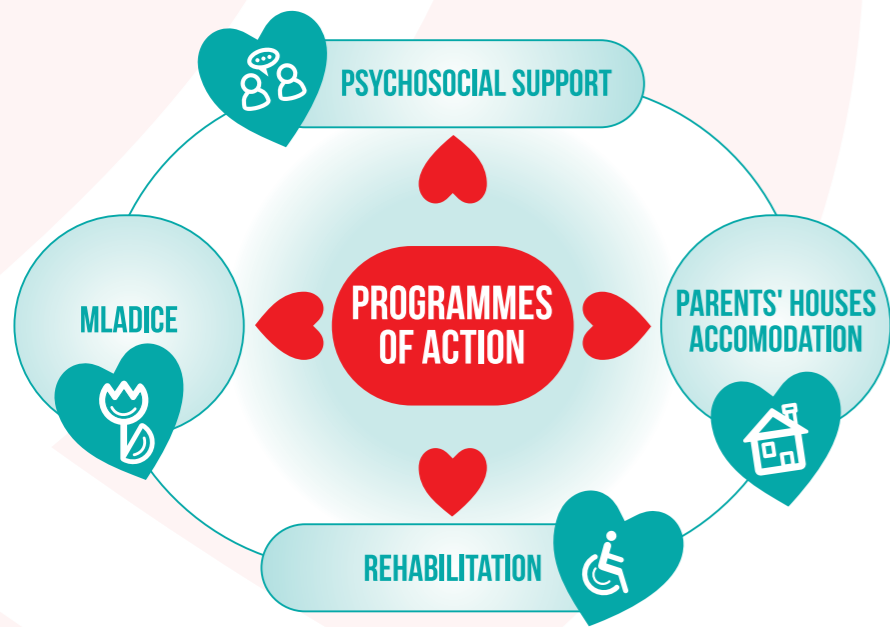
Adis during the filming of a campaign marking the International Childhood Cancer Day, 2026.

# ASSOCIATION PROGRAMMES OF ACTION

The Association "Heart for Kids with Cancer" carries out its activities through clearly defined programmes aimed at providing comprehensive care for children and young people affected by cancer, as well as their families. Each programme is designed to respond to the real needs of children, from the moment of diagnosis, throughout treatment, and into the period of recovery and long-term health monitoring.

Thanks to the continuous support of partners, donors, and friends of the Association, for more than two decades we have been building a support system in Bosnia and Herzegovina that ensures better-quality treatment for children, safe accommodation, professional psychosocial assistance, and the opportunity for dignified and equal childhood development.

At the heart of every programme is the child, and their safety, health, dignity, and future. Below in the report, we present the key programmes through which we operate: psychosocial support, the work of parents' houses, the programme for young cancer survivors, and rehabilitation and development activities, along with other initiatives that contribute to the systemic improvement of care for children with cancer.



The Ćirak family from Goražde during a visit by the mobile team with a food package donation, 2025.



Matej with psychologist Aldina at a creative workshop at the Parents' House Sarajevo, 2025.

## STRENGTH, COMFORT AND JOY IN DIFFICULT TIMES

Our psychosocial support programme has been developed through many years of experience working with children affected by cancer and their families. The focus is on their emotional, psychological, physical, and social needs, while never losing sight of the most important fact – that behind every need is a human being facing severe life challenges, who requires warmth, understanding, and closeness.

We work daily to provide children and families with strength in moments of uncertainty, comfort in moments of sadness, and moments of joy when happiness is most needed.

The programme includes continuous support from the moment of diagnosis, through all phases of treatment and recovery. We provide support through

creative workshops, psychotherapy for children, parents, and medical staff, as well as palliative care and support for parents after the loss of a child.

We also work on educating the wider community, produce wigs for children who experience temporary or permanent hair loss, and provide assistance in obtaining medicines, medical equipment, social support packages, heating supplies, and support during children's treatment abroad from Bosnia and Herzegovina.

This programme represents the heart of our work – a place where every family can find understanding, safety, and strength to face the most difficult moments.

### PSYCHOLOGICAL SUPPORT

- Individual sessions with children - **80**
- Counseling for parents - **652**
- Counseling for families - **66**
- Workshops with children - **56**
- Playroom with mothers - **35**
- Home visits - **12**
- Individual sessions with young people - **32**
- Individual sessions with medical staff in departments in Tuzla and Sarajevo - **97**

### EDUCATION AND WORKSHOPS

- 1 empowerment workshop for young people
- 2 creative workshops with a group of young survivors from the Parents' House Tuzla in cooperation with SKSC "Sveti Franjo"
- Organized expert manifestation "Days of Pediatric Psycho-oncology"
- Participation in **1 seminar and 1 conference** in the field of psychology

Luna with a wig from the project My Hair Your Hair in Parent House Sarajevo, 2025.



Workshop with cured children in the Tuzla Parents' House, 2025.



### SUPPORT FOR BEREAVED FAMILIES

- Individual sessions - **57**
- Mobile team visits - **3**
- Final farewells - **2**

### SOCIAL SUPPORT

- One-time financial assistance for families - **33**
- Hygiene and food packages for families - **100**
- Agricultural packages - **120**
- School supplies (stationery and backpacks) - **400**
- Volunteer engagement costs - **3**
- Direct recommendations for family assistance - **62**

### RELOCATION OF CHILDREN FOR TREATMENT ABROAD

- Assistance for relocation to Italy - **15**
- Assistance for relocation to Turkey - **10**
- Assistance for relocation to Slovenia - **1**
- Assistance for relocation to Croatia - **2**
- Consultations for relocation and regular check-ups - **25**
- Translation of medical documentation - **17**
- Transport assistance for relocation within Bosnia and Herzegovina - **8**

### MEDICAL FUND

- Procurement of medicines and supplements for children - **60+**
- Financing surgical procedures for children - **4**
- Physical therapy for children - **4**
- Medical diagnostics for children - **52**
- Costs of education and rehabilitation of children - **3**
- Procurement of medical and orthopedic aids for children and hemato-oncology departments - **5**

### MY HAIR FOR YOUR HAIR

- Organized **16 wig donations**
- Collected **3,910 hair donations**
- Organized **4 hair donation drives**

# A SECOND HOME WHERE PAIN IS REPLACED BY WARMTH

The treatment of a child places families under immense physical, psychological, and financial strain. It has been proven that preserving a family environment significantly improves the overall health condition of the child and contributes to faster recovery. Precisely for this reason, the Parents' House in Sarajevo was established as a safe and supportive place. It is intended for children undergoing treatment outside their place of residence, providing them and their families with accommodation, security, and moments of relief from everyday hospital challenges.

Opened in April 2016, thanks to the Parents' House, more than 700 square meters of space have been made available, including 10 family apartments with bathrooms, a shared kitchen and dining area, a multifunctional hall with a playroom, a washing room, a laundry room, and landscaped outdoor areas for play and relaxation. The Parents' House also houses the offices of the Association, a counselling centre, and a storage space.

The Association fully covers the costs of maintaining the facility, basic living needs, hygiene supplies, disinfection and protection, as well as all necessary material and technical conditions for a comfortable and dignified stay.

This support would not be possible without the good and responsible people, our donors and friends, who stand by families and children when help is needed the most.



## PARENTS' HOUSE SARAJEVO

·Accommodation provided for 10 apartments and 1 room

TOTAL OVERNIGHT STAYS	2555
TOTAL FAMILIES	58
TOTAL FAMILY MEMBERS	193
LONGEST STAY (IN DAYS)	201
AVERAGE STAY (IN DAYS)	65
AVERAGE APARTMENT OCCUPANCY	71%

## USERS OF THE PARENTS' HOUSE

FAMILIES BY CANTONS ZDK, HNK, USK, TK, SBK, KS, BPK

FAMILIES BY CITIES ZENICA, VELIKA KLADUŠA, MOSTAR, SANSKI MOST, SARAJEVO, CAZIN, ZAVIDOVIĆI, KAKANJ, SREBRENİK, BIHAĆ, VISOKO, GORAŽDE, DONJI VAKUF, KONJIC, TRAVNIK, JAJCE, BUSOVAČA, BUŽIM, TEŠANJ, FOJNICA, GRAČANICA, BUGOJNO, BREZA, TRAVNIK, VAREŠ, DOBOJ JUG, ILIJAŠ, TUZLA, KALESIJA.



Eman at a birthday celebration at the Parents' House Sarajevo, 2025.

**„THANK YOU ALL SO MUCH FOR THINKING OF US. YOU HAVE BEEN AN ENORMOUS SUPPORT TO US WHEN WE WERE COMPLETELY LOST. THAT IS NOT FORGOTTEN.“**

- Alma Jašarević, mother of a child undergoing treatment

# WARMTH AND SAFETY IN THE HEART OF TUZLA

In April 2024, the Association “Heart for Kids with Cancer” opened its second Parents' House in Bosnia and Herzegovina, in Tuzla, thanks to the generous support of donors from all over the world – the Municipality of Centar Sarajevo, the Government of Tuzla Canton, the Islamic Community in Bosnia and Herzegovina, the Government of the Federation of Bosnia and Herzegovina, the Federal Ministry of Labour and Social Policy, as well as numerous individuals who made this project possible. Following the example of Sarajevo, the Parents' House in Tuzla provides children and their families with accommodation, psychosocial support, and assistance during treatment, with a focus on creating a sense of home and security. The facility has over 400 square meters of space, including apartments that can accommodate up to five families at the same time, a day room, a playroom, a kitchen, a dining room, and other supporting facilities. Through this programme, the Association ensures the functioning of the Parents' House, accommodation for children and families, and provides all necessary material and technical conditions for a safe and comfortable stay. Children and their families have continuous access to free accommodation, food, basic necessities, disinfectants and protective equipment, as well as a warm and safe environment during the treatment process. This house is more than just a space – it is a place of warmth, security, and support that helps families overcome the most difficult moments.



Esma at a workshop at the Parents' House Tuzla, 2025.



## PARENTS' HOUSE TUZLA

TOTAL FAMILIES (LONG-TERM STAY)	9
TOTAL FAMILIES (SHORT-TERM STAY)	30
TOTAL FAMILY MEMBERS	96

## USERS OF THE PARENTS' HOUSE

FAMILIES BY CANTONS	TUZLA CANTON, BRČKO DISTRICT
FAMILIES BY CITIES	TUZLA, SREBRENİK, KALESIJA, GRAČANICA, BRČKO, ŽIVINICE



Asja and her mother Anida at the Parents' House Sarajevo, 2025.

# STRENGTH OF EXPERIENCE AND HOPE THAT INSPIRES

MladiCe represent a network of young people who have been cured of cancer and form an active group within the Association "Heart for Kids with Cancer." Established in 2011, following the example of European groups of young cancer survivors, MladiCe currently have 70 members, with the number continuously growing.

Their mission is multifaceted: together with the Association's team, they work on their own empowerment, education, rehabilitation, and resocialization, while also raising public awareness about the challenges faced by children and young people during and after treatment. The most valuable message they share through their stories is that cancer can be defeated and that life after illness is full of possibilities.

Through the Scholarship Fund, MladiCe members are entitled to financial support during their university education, as well as non-formal education that helps them develop skills and strengthen their competitiveness in the job market. This support motivates young people not to give up on their dreams and to continue building their future careers.

During 2025, MladiCe actively volunteered in the Parents' houses, at the rehabilitation camp Vlačić, within the project "My Hair for Your Hair," at the humanitarian race "Golden Circle," in the Srce Shop, at the Ceremonial Academy, and in blood donation campaigns. They also participated in the implementation of the project "Monitoring Late Effects of Malignant Diseases Treatment," which is important for young cancer survivors and focuses on establishing a system for tracking the long-term effects of the disease and its treatment.

On the international level, MladiCe actively participated in the Young Cancer Survivors Convention in Struga (Montenegro), the PanCare meeting at Jahorina, the annual CCI/SIOPE Europe meeting in Budapest, and the SIOP/CCI conference in Amsterdam. In addition, they were key participants in the CCI Europe EU-CAYAS-NET project, where they were recognized as the most organized and successful group of young cancer survivors.

MladiCe demonstrate that experience and unity can be the greatest strength, giving young people faith, support, and motivation to live full lives, while inspiring everyone around them.



MladiCe at a meeting at the Parents' House Sarajevo, 2025.



MladiCe at the Rehabilitation Camp on Vlačić, 2025.



MLADICE 2025		SCHOLARSHIP FUND	2023/2024	2024/2025	2025/2026
Empowerment Weekend	1	Scholarship recipients	42	34	31
Individual Psychotherapy	32	University students	26	14	19
MladiCe Gatherings	5	High school students	16	10	12
Participation in Conventions	5	Courses	3	2	0
		School supply packages	315	365	400



**“ONCE AGAIN, THANK YOU FOR EVERYTHING, FOR THE TIME SPENT TOGETHER AND FOR BEING SUCH WONDERFUL PEOPLE AS YOU ARE.”**

*Medina Ganić, mother of a child undergoing treatment*

Participants of the Rehabilitation  
Camp Vlačić 2025.

# REDISCOVERING THE JOY OF CHILDHOOD

Cancer treatment is a long, demanding, and often traumatic process that requires prolonged isolation of the child from their peers and disrupts the natural course of childhood. Children miss their home, daily activities, and the freedom that other children enjoy without interruption. After completing the hospital phase of treatment, returning to their home environment often brings challenges in resocialization and facing social stigma.

In order to help children and parents restore their lost balance and joy, the Association organizes a specially designed rehabilitation camp each year. The programme is completely free of charge and includes accommodation, meals, a variety of activities, and medical support. The organization of the camp is made possible through donations, grants, and the activities of the Association.

Guided by the exceptional experiences of previous years, in 2025 we once again organized the camp on Vlačić, where together we created a great deal of positive energy, smiles, and unforgettable moments that help children feel free, safe, and happy again.

REHABILITATION CAMP VLAŠIĆ VLAŠIĆ 2025

Participants	207
Children	120
MladiCe	17
Parents	57
Professional team	13
Duration in days	5
Number of activities	20
Workshops	125

## REHABILITATION CAMP







Myla, Mirela and Layla Redžić wearing the "U Srcu" hoodie from the winter collection, 2025.



Ilda wearing the "Ljubav" hoodie from the winter collection, 2025.



Lejna and Adis wearing the "Zagrljaj" and "Zmajev srce" hoodies from the winter collection, 2025.



Adna wearing the "Zagrljaj" hoodie from the winter collection, 2025.



Edis wearing the "Let srca" hoodie from the winter collection, 2025.

# SRCESHOP

## A PLACE WHERE EVERY PURCHASE MEANS SUPPORT

SRCE Shop is a way through which we continuously support children affected by cancer. Through cooperation with domestic and international partners, designers, and donors, we create unique clothing collections, hoodies, and promotional products. Every product purchased in the shop directly contributes to our programmes and their development.

In 2025, SRCE Shop continued to grow. From new collections and innovative products to engaging the community and public figures in promotion, we further strengthened the mission of the Association.

### COOPERATION WITH COMPANIES (B2B)

- **Continued collaboration** and sales of a large number of products to companies
- Partners include: **BH Telecom, Stanic Trade, OLX, Telemach, Lumite Dynamics, Mccann, ZIRA, Cargopartners**
- Products **created and delivered** for corporate clients

### EVENTS AND COMMUNITY

- Participation in **2 Orea Art Market** events
- Participation in the **"My Hair for Your Hair"** campaign
- Participation in **school bazaars** in Sarajevo
- **Pop-up stands** in Bihać (Winter Park 2025) and City Center Cazin

### PRODUCT DEVELOPMENT AND PRODUCTION

- Creation and launch of **new summer and winter collections**
- Designed **2 new hoodie models**
- Continued **collaboration with designers** from Bosnia and Herzegovina
- Produced **5,500 T-shirts** for the "Golden Circle" race

### DEVELOPMENT / PRODUCTION

- **DTF machine put into operation**
- **Produced DTF series prints** on T-shirts, hoodies, and caps

Amna during the filming of the campaign marking the International Childhood Cancer Day, 2026.



# TOGETHER FOR AWARENESS AND SUPPORT FOR CHILDREN

One of the key segments of our work is raising awareness about the challenges and issues related to childhood malignant diseases. The complexity of this fight requires the engagement of the entire community, and for that, it is essential that the public is informed about all aspects of treatment and the lives of children affected by cancer.

For this reason, the Association organizes awareness-raising campaigns several times a year, which also serve as fundraising activities, enabling the financing of a large number of our programmes and projects. The most significant campaigns include marking February 15 – International Childhood Cancer Day, “Golden September” – a month dedicated to raising awareness about childhood cancer, as well as one additional fundraising campaign.

These activities not only spread knowledge and understanding among the public but also strengthen the sense of unity and solidarity, showing children and their families that they are not alone in their fight.





# TOGETHER WE BUILD PATHWAYS TO RECOVERY

Strong and effective cooperation with the entire medical community is essential to the success of our programmes and projects. Pediatric clinics and hemato-oncology departments in Sarajevo, Tuzla, and Mostar regularly participate as partners and advisors, ensuring professional support and a safe path toward recovery for children affected by cancer.

By building solid bridges between the medical community and the Association, we strengthen capacities, improve programmes, and open new opportunities for children undergoing treatment. We are particularly proud of our long-standing cooperation with the Hemato-Oncology Department of the Pediatric Clinic at the Clinical Center of the University of Sarajevo, where many of our projects have been implemented with their support, as well as the outstanding collaboration with the Department of Hematology and Oncology at the Clinic for Children's Diseases of the University Clinical Center Tuzla. This partnership has delivered excellent results through psychosocial support projects, the construction of the Parents' house in Tuzla, and other initiatives.

In 2025, we further strengthened cooperation with adult hematology and oncology departments in Sarajevo and Tuzla, while strong international partnerships continued with clinics and organizations in Italy, Slovenia, Croatia, Turkey, and Serbia. Contact was also established for the referral of children for proton radiation therapy at a clinic in Trento.

Among our strategic goals is the continued development of partnerships with primary healthcare providers, including staff at local health centers and hospitals, in order to improve early diagnosis and enable timely initiation of treatment. This significantly increases children's chances of recovery and a healthy future.



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# HOW DO WE CREATE CHANGE?

Innovation, dedication, and solidarity are the foundations of the work of the Association Heart for Kids with Cancer, through which we continuously develop new forms of support for children affected by cancer and their families. Together with health institutions, partners, donors, and the community, we work to create concrete and sustainable change so that no child or family has to face cancer alone.

## WE BUILD A STRONG, SOLIDARITY-BASED, AND SUSTAINABLE ASSOCIATION

Through commitment, cooperation with partners, and community support, we develop effective programs and initiatives to provide comprehensive support to children affected by cancer and their families.

## WE EMPOWER CHILDREN, FAMILIES, AND LOCAL PARTNERS

We work to ensure that the voices of children are heard, their rights protected, and that our programs are responsive and tailored to the needs of children affected by cancer and their families.

## WE COLLABORATE STRATEGICALLY

By working with government institutions, nongovernmental organizations, the private sector, and the broader community, we build partnerships that enable more effective support for children affected by cancer and their families

## WE ADVOCATE AND ENGAGE THE COMMUNITY

We support children and their families in advocating for their rights through active community engagement, ensuring that policies and initiatives truly improve the lives of children affected by cancer.

## WE USE DIGITAL TOOLS AND DATA

We use digital platforms and tools to operate more efficiently, provide better experiences for our donors, and enhance our ability to recognize the needs of children in a timely manner.

## WE STRENGTHEN AND EXPAND OUR DONOR BASE

We continuously improve our programs and initiatives to attract new donors, while strengthening trust and engagement among those who support us the most.

Our partners, donors, and friends are a vital part of our story of providing care and support to children affected by cancer and their families—whether through improved legislation, financial contributions, donations of goods and services, or volunteer engagement. We build these bridges of friendship so that our partners and donors can achieve their own goals, while we move closer to fulfilling our mission of providing active, long-term, and comprehensive support to children affected by cancer and their loved ones.

Institutions and organizations, through their strategic and programmatic commitments, contribute to the realization of equal rights for children affected by cancer and their closest family members. Together with our strategic partners, we actively work on the creation and development of assistance and support policies for our young patients, while raising standards in pediatric oncology and rehabilitation.

## STRATEGIC DONORS

- Raiffeisen Bank
- BH Telecom
- Telemach
- ZIRA
- Vakufska direkcija Islamske zajednice u Bosni i Hercegovini
- Al Najat Charity Kuwait
- Kuwait Awqaf Public Fondation
- Zakat House
- Tawasul - Kuwaiti Society for Cultural Dialogue
- Al - Abdulghani Qatar
- KPMG
- Bosnalijek
- Diplomatski zimski bazar
- Podravka
- Grawe osiguranje
- Perutnina Ptuj
- Violeta
- Hold Ina
- Konzum/Mercator
- Vispak
- Asa Banka
- Bingo
- Mastercard
- Američka trgovačka komora u BiH
- Porche
- Sparkasse
- Core
- UniCredit Bank
- Hyundai
- EOL
- Sec One
- Lindex
- Lions Club International Foundation
- BHelp UK
- A2B Express
- Sarajevo City Center
- 3ptih
- OREA
- Newevent
- Profis - agencija za prevodenje
- NoLab
- TX Fusion

## DONORS 2025

- NLB Banka
- Intesa San Paolo Banka
- BBI Banka
- Zirat banka
- Adikko bank
- Unicredit fondacija
- Lilies of Hope Chicago
- Lutrija BiH
- Barel Oil
- Service Now
- Orbico
- DM
- Roche
- Toyota
- Triglav osiguranje
- Farmavita
- Medical Mostar
- Medical Park
- Olimpija voda
- Mlinar
- Akova Group
- Minerva Medica
- Salvit
- Stanić Group
- Cementara Kakanj
- Mozart
- Fo4a Arhitecture
- Wood Team
- IGM
- Narodnja kuhinja Stari Grad
- Coding
- Hotel Hills
- Crvena Jabuka market
- MHS
- Duhan Promet
- FineFood
- Sem Soluzioni
- EuroExpres Banja Luka
- Medimpex Sarajevo
- Softray Solutions
- Mi99
- Orka
- CIFS Sarajevo
- Saračević Tešanj
- Vent Commerce
- Connector Subsea Bosnia
- Medena Commerce
- Matinee
- Ipsos
- Terakon
- A +
- Milšped BiH
- A2B Express
- Mušibeg komerc
- Mega transport
- Joma Packaging
- Altium
- Provis Visoko
- Ataco
- Nercc
- Bios
- Secom
- Muzuri
- Keno automobili
- Semić Visoko
- Suša
- Vračo
- Neimat
- Albex
- Boreas
- Zajednička advokatska kancelarija MHB
- OD Savjetovalište Spirtović
- Restoran Inat kuća
- Čevabdžinica Ihtijarević
- Grawood
- Edenia Label
- Mepromex Tešanj
- Lions Club International Tuzla
- Rotary klubovi Tuzla i Sarajevo
- Zavod za hitnu medicinsku pomoć KS
- Sektor za policijsku podršku Uprave policije MUP-a KS
- Maarif International Schools
- Kindergarten Maarif
- Medresa Osman ef. Redžović
- Katolički školski centar „Sveti Franjo“ Tuzla
- Školski centar “Mehmed Handžić”
- Poljoprivredno – medicinska škola Brčko
- Vrtić Amel i Nur
- Džemat Ulm
- Medžlis Tuzla
- Ćurčića Vakuf
- Sportski savez u BiH
- Nogometni savez BiH
- FK Sarajevo
- FK Željezničar
- Merhamet
- Reflex Mostar
- Akademski kulturni centar „Seljo“
- Udruženje Dobročinstvo
- Mažoretkinje Rama
- Udruženje za fizioterapiju Sarajevo
- Maskote facepainting Aldijana
- Europlakat
- Metromedia
- Elite Media
- Plakat d.o.o.
- Max Led Media

- Maxmedia
- Info Media Group
- OKK Sloboda
- Total Media
- Saturn Media
- Foura Visoko
- Damir Džumhur
- Vlatko Glavaš

- Jala Brat/Buba Corelli
- Nedim Botić
- Husnija Kurtović
- Alem Hadžić
- Anis Kosovac
- Emir Lukhodžić
- Mediha Šadić
- Lejla Motoruga

- Mirha Rajkić
- Advokat Sejfudin Krnjić
- Advokat Mustafa Pezo
- Porodica Dervišević Cazin
- Porodica Krajina

## PARTNERS

- Denis Bećirović – član Predsjedništva Bosne i Hercegovine
- Ministarstvo odbrane Bosne i Hercegovine
- Ministarstvo civilnih poslova Bosne i Hercegovine
- Vlada Federacije Bosne i Hercegovine
- Federalno ministarstvo zdravstva
- Federalno ministarstvo rada i socijalne politike
- Vlada Kantona Sarajevo
- Ministarstvo za rad, socijalnu politiku, raseljena lica i izbjeglice Kantona Sarajevo
- Ministarstvo zdravstva Kantona Sarajevo
- Ministarstvo zdravstva i socijalne politike Unsko – sanskog kantona
- Ministarstvo zdravstva Tuzlanskog kantona
- Ministarstvo za rad, socijalnu politiku i izbjeglice Zeničko – dobojskog kantona
- Zavod za transfuzijsku medicinu Federacije Bosne i Hercegovine
- Zavod zdravstvenog osiguranja i reosiguranja Federacije Bosne i Hercegovine
- Zavod za javno zdravstvo Federacije Bosne i Hercegovine
- Zavod za javno zdravstvo Kantona Sarajevo
- Zavod zdravstvenog osiguranja Kantona Sarajevo
- Grad Sarajevo
- Grad Tuzla
- Grad Visoko

- Grad Bihać
- Grad Cazin
- Grad Gračanica
- Općina Centar Sarajevo
- Općina Stari Grad Sarajevo
- Općina Novo Sarajevo
- Općina Kakanj
- Općina Ilidža
- Općina Tešanj
- Općina Doboj Jug
- Općina Usora
- Općina Maglaj
- Općina Trnovo
- Childhood Cancer International
- SIOPE
- Pancare
- Klinički centar Univerziteta u Sarajevu
- Univerzitetsko klinički centar Tuzla
- Sveučilišna kantonalna bolnica Mostar
- Udruženje Iska Banja Luka
- Crveni Križ Federacije Bosne i Hercegovine
- AGEOP Italija
- Croce Verde Italija

# TOGETHER TOWARD STRONGER SUPPORT: STRATEGY 2026–2030

In 2025, the Association developed a new strategic document for the 2026–2030 period, with the aim of improving overall support for children affected by cancer and their families. Through an inclusive and participatory approach, key areas of action were defined, encompassing improvements in treatment standards, strengthening psychosocial support, developing educational programs, creating sustainable funding models, and enhancing the organization's operations.

The strategy is based on recognizing the needs of beneficiaries, the experience of experts, and international best practices, and on knowledge gained through advocating for systemic solutions and building partnerships at the national and international levels. This document represents the foundation for further improvement of services and strengthening the Association's impact over the coming five-year period.

## • 5 STRATEGIC GOALS

### • 30+ SPECIFIC OBJECTIVES

### • 4 KEY AREAS OF ACTION:



TREATMENT



SUPPORT



EDUCATION



ORGANIZATIONAL DEVELOPMENT



### TREATMENT - STANDARDS AND ACCESSIBILITY

Improving the quality and availability of treatment by strengthening capacities, diagnostics, and cooperation with referral centers



### PSYCHOSOCIAL SUPPORT

Developing comprehensive support for children and families through social, psychological, and rehabilitation programs.



### EDUCATION AND EMPOWERMENT

Strengthening the knowledge and capacities of healthcare professionals, parents, and young people through education, training, and international cooperation.



### POST-TREATMENT CARE AND MONITORING

Establishing systems for continuous follow-up of children after treatment and addressing the long-term consequences of the disease.



### SUSTAINABILITY

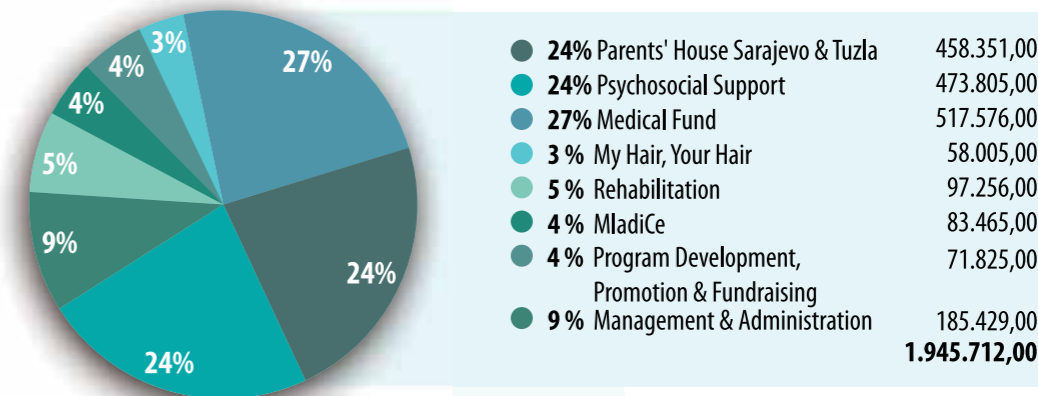
Developing financial and organizational stability of the Association through fundraising, digitalization, and strategic partnerships.

# SUMMARY FINANCIAL INFORMATION FOR THE LAST THREE REPORTING PERIODS

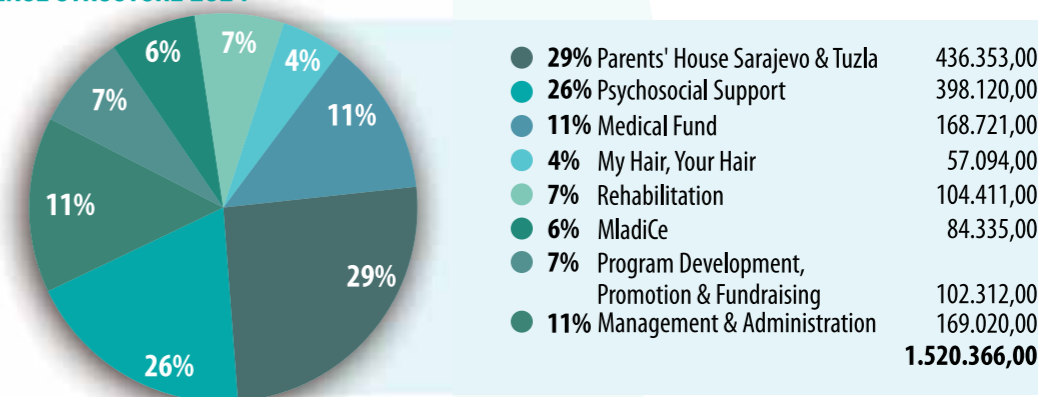
OPERATING REVENUE	2025	2024	2023	Change KM 2025/2024	Change % 2025/2024
<b>TOTAL OPERATING REVENUE</b>	1.946.895,00	1.526.380,00	1.347.689	420.515,00	27,55%
OPERATING EXPENSES AND INVESTMENTS	2025	2024	2023	Change KM 2025/2024	Change % 2025/2024
<b>CATEGORY</b>					
Parents' House Sarajevo & Tuzla	458.351,00	436.353,00	276.028,00	21.998,00	5,04%
Psychosocial Support	473.805,00	398.120,00	414.585,00	75.685,00	19,01%
Medical Fund	517.576,00	168.721,00	331.194,00	348.855,00	206,76%
My Hair, Your Hair	58.005,00	57.094,00	59.504,00	911,00	1,60%
Rehabilitation	97.256,00	104.411,00	81.970,00	-7.155,00	-6,85%
MladiCe	83.465,00	84.335,00	41.286,00	-870,00	-1,03%
<b>TOTAL PROGRAM ACTIVITIES</b>	<b>1.688.458,00</b>	<b>1.249.034,00</b>	<b>1.204.567,00</b>	<b>439.424,00</b>	<b>35,18%</b>
Program Development, Promotion & Fundraising	71.825,00	102.312,00	155.830,00	-30.487,00	-29,80%
Management and Administration	185.429,00	169.020,00	170.035,00	16.409,00	9,71%
<b>TOTAL OPERATING EXPENSES</b>	<b>1.945.712,00</b>	<b>1.520.366,00</b>	<b>1.530.432,00</b>	<b>425.346,00</b>	<b>27,98%</b>
<b>Surplus / Deficit of Revenue over Expenditure</b>	<b>1.183,00</b>	<b>6.014,00</b>	<b>-182.743,00</b>	<b>-4.831,00</b>	<b>-80,33%</b>
Gross Investment – Parents' House Tuzla	1.577.184,00	1.463.921,00	1.025.008,00	113.263,00	7,74%
Gross Investment – Parents' House Sarajevo	1.471.505,00	1.455.559,00	1.381.288,00	15.946,00	1,10%
<b>TOTAL ASSETS</b>	<b>4.438.621,00</b>	<b>4.492.388,00</b>	<b>3.414.923,00</b>	<b>-53.767,00</b>	<b>-1,20%</b>

In 2025, the Association recorded a revenue increase of 27.55% compared to 2024, while total operating expenses grew by 27.98%. The Association for Supporting Children with Cancer (Srce za djecu oboljelu od raka) allocated a total of 1,688,458.00 BAM to program activities in 2025, representing 70% of total operating expenses. Costs related to program development, promotion, fundraising, and management and administration accounted for 30% of total expenses. Donor funds totaled 86.80%, spent on program services, while 13.02% was allocated to non-programmatic costs. Compared to 2024, in 2025 the Association recorded an increase in total operating expenses, with reduced costs for program development, promotion, visibility, and fundraising by 23.3% compared to 2024.

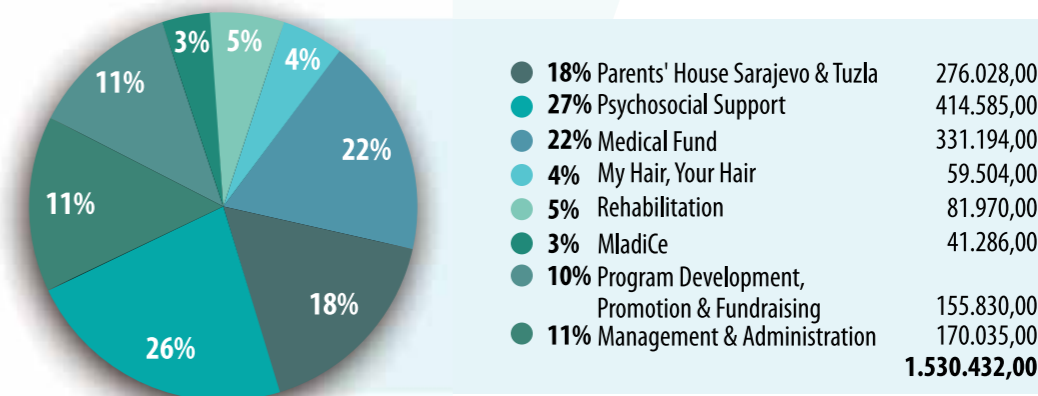
## OPERATING EXPENSE STRUCTURE 2025



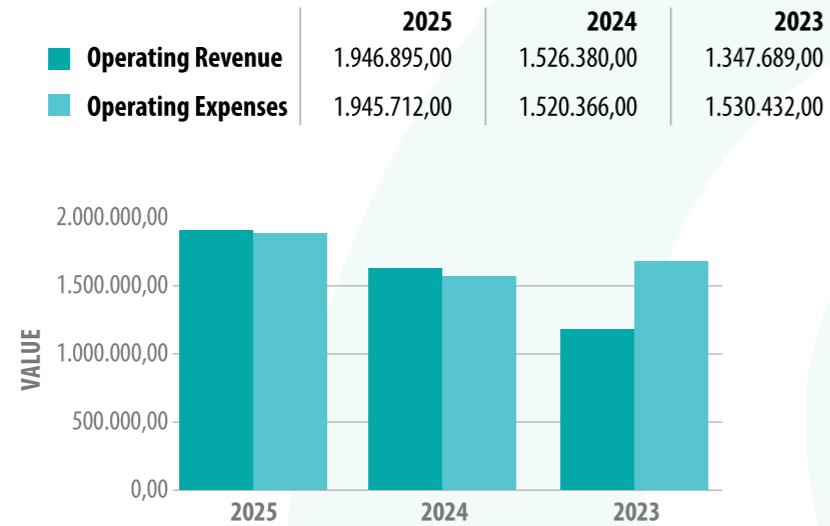
## OPERATING EXPENSE STRUCTURE 2024



## OPERATING EXPENSE STRUCTURE 2023

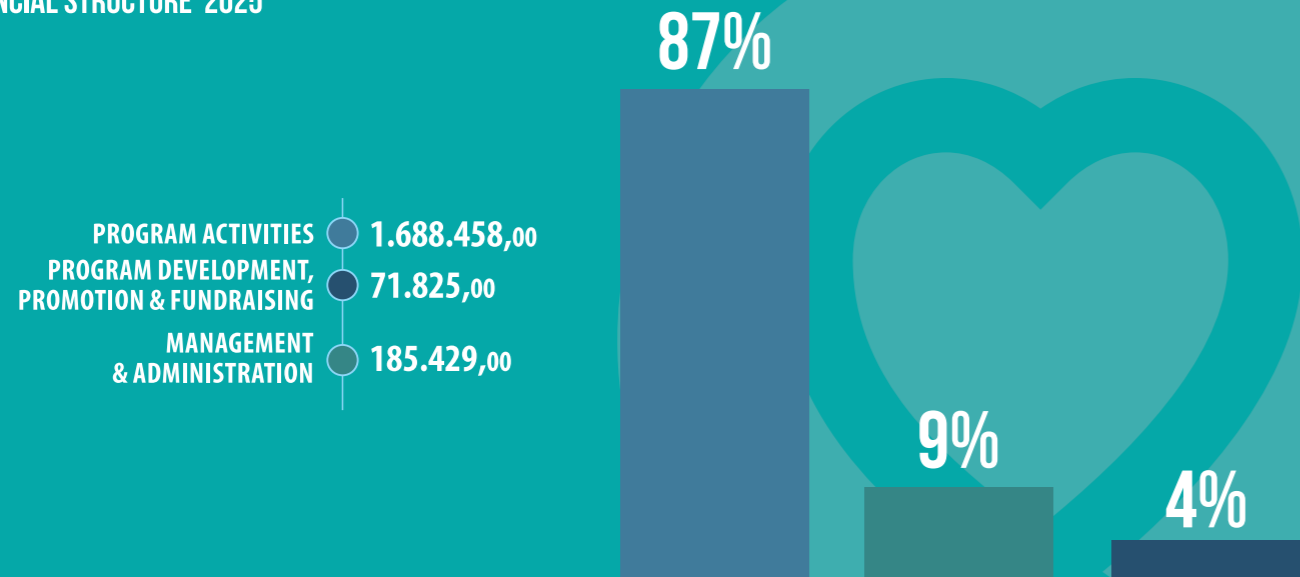


## COMPARATIVE OVERVIEW OF REVENUE AND EXPENDITURE



(Bar chart showing revenue vs. expenses for 2023-2025)

## FINANCIAL STRUCTURE 2025



## OUR FOCUS IN 2026

The year ahead brings new challenges, but also an opportunity to make the lives of our young beneficiaries and their families better, safer, and more fulfilling. In 2026, we will continue to strengthen our programs and further improve the position of children affected by cancer within the society of Bosnia and Herzegovina.

We will focus in particular on the following activities:

**SECURING SUSTAINABLE FINANCING FOR THE PARENTS' HOUSE TUZLA**

**ENHANCING PSYCHOSOCIAL SUPPORT PROGRAMS**

**ORGANIZING THE 17TH REHABILITATION CAMP**

**STRENGTHENING COOPERATION WITH THE MEDICAL COMMUNITY AND PEDIATRIC HEMATO-ONCOLOGY DEPARTMENTS**

**PROCUREMENT OF ESSENTIAL MEDICAL EQUIPMENT FOR THE TREATMENT OF CHILDREN AFFECTED BY CANCER**

**ENSURING MEDICATIONS FOR AT LEAST 100 CHILDREN**

**PROVIDING SOCIAL ASSISTANCE FOR 1,000 CHILDREN AND THEIR PARENTS**

**EMPOWERMENT AND EDUCATION OF YOUNG CANCER SURVIVORS**

**COMPLETING THE IMPLEMENTATION OF THE LATE EFFECTS MONITORING PROGRAM**

**PROVIDING SCHOLARSHIPS FOR AT LEAST 30 UNIVERSITY AND HIGH SCHOOL STUDENTS WHO WERE TREATED FOR CANCER IN CHILDHOOD**

**RAISING PUBLIC AWARENESS THROUGH EDUCATIONAL AND ADVOCACY CAMPAIGNS**

Each of these activities aims to provide children and families with better support, stronger security, and hope for a healthier and higher-quality life. The year 2026 will be a year in which, together, we continue to build work, safety, and a future for our little heroes.

Džeja during her stay at the  
Parents' House Sarajevo, 2025



**YOUR KINDNESS, SUPPORT, AND  
SELFLESSNESS  
GIVE STRENGTH TO OUR CHILDREN  
AND THEIR FAMILIES.  
THANK YOU FOR BEING THEIR HOPE!**



SRCE ZA DJECU

*Whoever saves one life,  
it is as if they saved the whole world!*

## CONTACTS:



**Association Heart for Kids with Cancer**

Betanija bb, 71000 Sarajevo  
Bosnia and Herzegovina



**+387 33 215 416**



**info@srcezadjecu.ba**



The Association was registered on May 22, 2003, by the Federal Ministry of Justice  
Registration number: 04-052-718/03

## WAYS TO DONATE



**AT THE ASSOCIATION'S PREMISES**

**Association Heart for Kids**

Betanija bb  
Krug Pedijatrijske klinike na Jezeru  
71 000 Sarajevo

**Association Heart for Kids**

dr. Ibri Pašića bb  
Krug Pedijatrijske klinike na Gradini  
75 000 Tuzla



**ONLINE PLATFORM**

<https://doniraj.srcezadjecu.ba/>  
<https://www.globalgiving.org/projects/childhood-cancer-mobile-response-team/>  
<https://www.globalgiving.org/projects/wigs-for-a-smile/>



**BANK**

**161 00000 388 900 27**

Raiffeisen bank d.d. BiH  
BA39161 00000 388 900 27  
SWIFT code RZBABA2S  
Raiffeisen bank d.d. BiH,  
Zmaja od Bosne bb, 71000 Sarajevo



**HUMANITARIAN NUMBER**

Pozivom na jedinstveni humanitarni broj **17010** donirate 2,00 KM



[www.srcezadjecu.ba](http://www.srcezadjecu.ba)



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