

## **Additional Information**

### **About the campaign:**

The entertaining format of the TV show “The Magnificent Six” is an innovative instrument for drawing the public interest and attention in support of the children in the Mogilino institution and the overall reform of the homes for children in Bulgaria. The involvement of popular artists and celebrities contributes to increased impact on the audience. The format of the show ensures that the cause is reaching a larger number of people, while it, in no way replaces the need for serious discussions on the situation of the children in the Bulgarian institutions.

“The Magnificent Six” is explaining to the general public in an understandable way that the existence of big institutional homes for children is not in the best interest of the child. According to international researches, every 3 months spent in an institution cause 1 month slowing down in child’s development. Children in big institutions do not get individual attention and care and therefore, are not able to reach their full potential.

In the “Small Family Type House for Children”, trained staff will be providing specialized care for the children. The staff would include medical doctors, social workers, psychologists, speech and language therapists, rehabilitators and other professionals. Children will take part in all discussions and decisions about their future and present. Specialized medical and rehabilitation facilities and equipment will be purchased.

UNICEF in partnership with an Alliance of NGOs has been working for several months in Mogilino village for implementing a plan for closure of the institution, developed by the Agency for Social Assistance. Experts provide improved care and stimulation for the children and assess their individual needs.

For the first time in Bulgaria, a number of organizations and partners have joined their efforts, putting child’s interests on the front line, and have developed a new model for the closure of an institution for children with disabilities.

The campaign aims at fundraising for the construction of one or several “Small Family Type Houses for Children” for children in Mogilino. In case, the funds raised cover the needs of the all children in Mogilino, UNICEF and bTV will continue their work in other institutions in Bulgaria.

UNICEF and bTV are public guarantees for a transparency of spending the funds in the best interest of the children.