

TRANSMIT Crowdfunding Campaign

WP1 proposal



Organization: “La casa di Matteo”



La Casa di Matteo
Comunità socio sanitaria per bambini e neonati in stato di adozione
o affido affetti da patologie ad alta complessità assistenziale.

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Sostieni il progetto “La Casa di Matteo”
per aiutare i bambini in gravi difficoltà...

Motivation of choice: “La casa di Matteo” is an organization in the southern Italy (Napoli), where there are not many communities for cancer patients and usually people have to go to the northern part to get a better support. It also constitutes in a small organization and would be great if our project could help and give visibility to such initiatives.

Main objectives of the organization:

- To **welcome the children in a house**, once they are released from the hospital, if the family is not present or able to manage the needs of the child at home.
- **Ensure continuity of care** for children with serious illnesses that cause severe disability and that present complex health needs, taking care of their educational needs.
- Take care, if it occurs, also the **terminal part of the child's life**, accompanying him and his family, if present, to an event that requires a large human participation.



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Campaign activities planned



The Marie Skłodowska-Curie
actions

Activities proposed:

- Social media campaign (Facebook, Twitter, Instagram): motivated by the ESRs.
- Two or three big events (biking/running) in different cities (all around the Europe)

Considerations:

- People advertised and involved with the social media campaign will be invited to take part in a big events.
- Donations, entry fees, children books and use of crowdfunding online platforms (e.g. Kickstarter).
- TRANSMIT gadgets (pens, brochures) and organization leaflets will be distributed during the big events. It will help to disseminate the project as well.