



We change the lives of patients suffering from cancer.
We offer unconditional care and compassion and give dignity and hope.

PRVI STACIONARNI HOSPIS U SRBIJI
FIRST INPATIENT HOSPICE IN SERBIA

**BUDIMO TU
BE THERE**



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bethere.belhospice.org

Poruka osnivača

Message from the Founder



Dragi prijatelji,

Pre tačno 25 godina, kao onkolog, imala sam prilike da prvi put posetim jedan hospis u Velikoj Britaniji. Ta poseta, koja je bila sastavni deo dvonedeljnog kursa na temu palijativnog zbrinjavanja onkoloških bolesnika, učinila je da promenim svoje stavove o malignoj bolesti i njenom lečenju, i o životu i smrti uopšte. Od tog momenta sam razmišljala kako da sve ono što sam naučila i videla tom prilikom primenimo i u našoj zemlji. Iz te želje nastao je 2004. godine BELhospice, prva specijalizovana služba za zbrinjavanje pacijenata sa odmaklim malignim bolestima.

Danas, kada stalno raste broj malignih bolesti u Srbiji i kada izdvajanje za zdravstvo ne prelazi 230 evra po glavi stanovnika, više nego ikada se nameće potreba za dobro organizovanim hospisom koji potpuno besplatno, kao dobrotvrerna organizacija, pruža kvalitetno palijativno zbrinjavanje, služi kao edukativna baza i model za razvoj sličnih organizacija u Srbiji.

Hvala Vam što nas podržavate.
Srdačno, Prim. dr Nataša Milićević

Dear friends,

Exactly 25 years ago, as an oncologist, I visited for the first time a hospice in the United Kingdom. This visit, a part of 2 week course on Palliative Cancer Care, changed my attitude towards cancer and its treatment, towards life and death in general.

Ever since that moment I kept thinking how to apply in our country all I had learned and seen in the UK. Out of that wish, BELhospice was established in 2004, as the pioneering, specialist

palliative care service for cancer patients in Serbia.

As the number of new cancer patients in Serbia is increasing and spending for health care per capita per one year is no more than 230 EUR, there is a need, more than ever, for well organised hospice, established as a charity, which will provide good quality palliative care completely free of charge, also serve as an educational centre and a model for development of similar organisations in Serbia.

Thank you for supporting us.

Sincerely, Natasa Milicevic, MD

Leo D'aes, Predsednik Odbora pokrovitelja Leo D'aes, Honorary Patrons Committee Chairman



Projektom koji će biti predstavljen na sledećim stranicama, želeli bismo da pretvorimo u delo našu posvećenost onkološkim pacijentima kojima je potrebno palijativno zbrinjavanje, a za koje još uvek ne postoji adekvatna ustanova u Srbiji. Saznaćete da je naša želja da ovim pacijentima pomognemo na konkretn način, da im pružimo razumevanje, poštovanje i dostojanstvo u poslednjim danima života. Ustanova koju želimo da sagradimo ojačaće našu podršku onima koji su oslabljeni teškom bolešcu. Odbor pokrovitelja BELhospice centra odlučno je posvećen ovom projektu kao pionirskom podvigу u oblasti pružanja specijalizovanog palijativnog zbrinjavanja. Zato je ovo projekat koji je svima nama veoma blizak srcu. Ovo je naša zajednička namera da pomognemo onkološkim pacijentima.

Ovom prilikom želeo bih da iskažem duboko poštovanje prema onima koji su svakodnevno uključeni u pružanje palijativnog zbrinjavanja, i koji stvaraju nove prilike za ovaj važan projekat, koji uz vašu podršku može postati prekretnica, inspiracija i nada.

With the beautiful project which is described in the following pages, we want to translate into action our deep compassion for cancer patients in need of palliative care, and for whom as yet no adequate facilities exist in Serbia. You will read that we aim to assist in a very concrete way cancer patients, fulfilling their hope for understanding, respect and dignity in the final phase of their life. The care unit we want to build will strengthen our hand in helping those weakened by the incurable. The Honorary Patrons Committee of BELhospice is firmly committed to this project, as a pioneering contribution to providing specific health care.

It is therefore a project as close to the heart as any charity can be. It's a concerted action to assist people in pain and in distress. I herewith pay tribute to all the women and men engaged daily in this palliative care here, paving the way for this project which, with your interest and help, can make the difference between sad despair and inspiring hope.

Statistika

The need

**Svake godine
od malignih
bolesti u Srbiji
premine oko
20.000
pacijenata.**

Every year in
Serbia 20,000
patients die
from cancer.



Prema statističkim podacima, 33,4% pacijenata umire u bolnicama, a za ostale ne postoje validni podaci. Ovi "skriveni" pacijenti su jedan od gorućih problema u društvu zato što je palijativno zbrinjavanje dostupno malom broju pacijenata. U Beogradu i ostatku Srbije, još uvek ne postoji stacionarni hospis, ustanova koja pruža multidisciplinarno palijativno zbrinjavanje onkološkim pacijentima u odmaklim fazama bolesti i podršku njihovim porodicama.

According to available data, 33,4% of the patients die in hospitals, while for the others, there are no relevant statistics. These "hidden patients" are one of society's burning issues. Very few of them have access to specialist palliative care. In Belgrade and the rest of Serbia, there is still not one specialist inpatient hospice that provides multidisciplinary palliative care to cancer patients in advanced stages of illness and support to their families.

"Skriveni pacijenti" – podaci "Hidden patients" - the real facts

30.000

16.000

5.209

novoobolelih onko-
loških pacijenata u
Srbiji svake godine
new cancer patients
in Serbia each year

pacijenata i njihovih
porodica ima potrebu za
palijativnim zbrinjavanjem
patients and their families
need palliative care

pacijenata premine
od malignih bolesti u
Beogradu svake godine
patients die of cancer in
Belgrade each year





Mi verujemo da palijativno zbrinjavanje treba da bude ljudsko pravo. Naša vizija je da svi onkološki pacijenti u Srbiji, u uznapredovalim fazama bolesti, imaju pristup adekvatnom palijativnom zbrinjavanju kako bi im se umanjila patnja i sačuvalo dostojanstvo.

We believe that access to palliative care should be a human right. Our vision is that all patients in Serbia suffering from cancer in advanced stages should receive proper palliative care, at the appropriate time, so that they can live every moment with dignity, alongside their loved ones.



BELhospice je 2004. godine započeo pružanje usluga palijativnog zbrinjavanja i do današnjeg dana je zbrinuo preko 2.000 pacijenata potpuno besplatno. Organizacija je prepoznata kao vodeći edukativni centar u ovoj oblasti, pružajući obuke stručnjacima sa ciljem razvoja palijativnog zbrinjavanja na nacionalnom i regionalnom nivou.

In 2004 BELhospice initiated the first palliative home care services and to date has offered specialist care to over 2,000 cancer patients free of charge. The organisation is recognised as a benchmark in palliative care education, providing training for professionals in order to develop palliative care services at national and regional level.



Izgradnja prvog hospisa u Srbiji je važan korak kako bi što veći broj pacijenata u Srbiji imao adekvatnu podršku. Izgradnja hospisa utiče na smanjenje troškova zbrinjavanja onkoloških pacijenata u uznapredovalim fazama, koji su u Srbiji često smešteni u bolnicama. Na ovaj način rasteretiće se bolnički kapaciteti predviđeni za pacijente koji su još uvek u procesu lečenja.

Opening the first inpatient hospice in Serbia is an important step for BELhospice in order to support more and more patients fighting with cancer in Serbia. There is also a strong economic case for building a hospice, as currently many cancer patients in advanced stages are admitted to the Clinical Centre and other hospitals, which are more expensive to run and beds needed by curable patients are often blocked.



Tokom 11 godina rada na razvoju palijativnog zbrinjavanja, fokus BELhospice centra bio je usmeren na pružanje besplatnog palijativnog zbrinjavanja onkološkim pacijentima u njihovim domovima.

U novembru 2015. godine BELhospice je započeo kampanju za izgradnju prvog stacionarnog hospisa u Srbiji koji će, kao centar izvrsnosti, pružiti najviši kvalitet usluga palijativnog zbrinjavanja pacijentima, biće izvor znanja i informacija za lekare, medicinske sestre i ostale stručnjake u Srbiji.

During 11 years of development of palliative care, entire focus of BELhospice centre was providing free palliative care to cancer patients in their homes and support to their family members.

In November 2015 BELhospice started the capital campaign for building the first inpatient hospice in Serbia which, as a Centre of Excellence, will provide the highest quality of palliative care, will be a resource centre for doctors, nurses and other professionals from Serbia.

Širenje koncepta palijativnog zbrinjavanja uticaće na živote ne samo pacijenata u Beogradu već i širom Srbije i regiona.

Spreading the concept of palliative care will impact not only the lives of patients in Belgrade but also across Serbia and the whole region.



Značaj hospisa

Importance of hospice care

Mijođrag
Bogićević
Rukovodilac
službe za
palijativno
zbrinjavanje
Head of
palliative
care team



Providing support to patients in their homes while surrounded with loved ones is the core of palliative care. Our home care team is often witness that illness is usually accompanied by symptoms that cannot be treated properly at home, which is why it is difficult to even talk about dignity, comfort and quality of life for patients and their families.

Importance of hospice lies not only in patient admission to inpatient unit and providing relief to their families but also in numerous services provided by hospice, such as day care centre, outpatient clinic, creative workshops for patients designed to decrease their social isolation and improve their social life, educational, advisory and psychological as well as bereavement support.

Hospice, as a synonym for dignity and quality of life in the last days, should be a continuity of systematic and well organised services for patients, their families or carers, which are still not recognised by our health care system, while the need for these kind of services in Serbia increases every year.

Pružanje podrške pacijentima u njihovim domovima gde su okruženi svojim najbližima je srž palijativnog zbrinjavanja. Međutim bolest često prate simptomi koje nekada nije moguće kontrolisati u kućnim uslovima, sa čime se često i suočava naš tim na terenu, pa je teško govoriti o dostojanstvu, komforu i kvalitetu života pacijenata.

Značaj hospisa ogleda se ne samo u smeštaju pacijenata i pružanju predaha članovima porodice već i u brojnim uslugama koje hospisi nude, poput dnevnog centra, ambulantnih pregleda za stabilne pacijente, tematskih radionica za pacijente sa ciljem smanjenja socijalne izolacije i reaktivacije njihovog društvenog života, savetodavnih, socijalno edukativnih i psihoterapeutskih usluga, kao i podrške u procesu tugovanja.

Kada govorimo o hospisu govorimo o kontinuitetu sistemskog i dobro organizovanog pružanja usluga pacijentima, članovima porodica ili negovateljima, koje naš zdravstveni sistem još uvek ne prepoznaje, a za kojim potreba u Srbiji iz godine u godinu raste.



Projekat izgradnje prvog hospisa Hospice Project



Ivana Todorovic
Rukovodilac fandrejzing
sektora i menadžer
kampanje
Head of Fundraising and
Capital Campaign Manager

BELhospice je uspeo da pronađe zemljište od 2.500 m² na kojem se nalazi objekat od 800 m² koji će po renoviranju obuhvatati dnevni centar za pacijente, ambulantu, edukativni centar i kancelarije timova za kućno zbrinjavanje. Budući hospis će se nalaziti u mirnom kraju opštine Zvezdara, na 30 minuta od centra grada, u ulici Dvadesetog oktobra 14-16, Zvezdara.

Following an extensive search BELhospice found a site of 2,500 sqm that includes a building of approximately 800 sqm which after refurbishing will serve as a day care centre, outpatient clinic, educational centre and home care teams offices. The property is situated in a peaceful rural area of Municipality Zvezdara, just 30 minutes from the city centre, at address:

Dvadesetog oktobra 14-16, Zvezdara, Belgrade

**Projekat je
podeljen u
dve faze**
**The project
is divided in
two phases**

- 1. Renoviranje i opremanje postojeće zgrade u dnevni centar za pacijente do kraja aprila 2017. godine**
Renovating and refurbishing the existing building into a day care centre by the **end of April 2017**
- 2. Izgradnja krila sa 12 kreveta i parka za pacijente do kraja decembra 2017. godine**
Building the new wing with 12 beds and patient garden by the **end of December 2017**



Arhi.pro
projekti na arhitektoničkoj inovaciji

Usluge koje će pružiti novi hospis

Services the new hospice will provide

- Stacionarna jedinica
- Kućno zbrinjavanje
- Dnevni centar
- Ambulanta
- Psihosocijalna podrška
- Edukacija stručnjaka
(lekara, medicinskih sestara, socijalnih radnika, volontera)
- Inpatient unit
- Home care
- Day care centre
- Outpatient clinic
- Psychosocial support
- Education for specialists
(doctors, nurses, social workers, volunteers)



kreveta u stacionarnoj jedinici
beds in the inpatient unit



prijema godišnje u stacionarnoj jedinici
admissions to the inpatient unit per year



pacijenata zbrinutih godišnje
patients to be cared for per year



poseta godišnje u dnevnom centru
visits in the day care centre per year



kućnih poseta godišnje
home care visits per year



ambulantnih konsultacija godišnje
outpatient consultations per year

Odbor pokrovitelja

Honorary Patrons Committee



Leo D'aes
Ambasador Belgije u Srbiji
Predsednik odbora
Belgium Ambassador to
Serbia Chairman



Denis Keefe
Ambasador Velike Britanije u Srbiji
British Ambassador to Serbia



Philip Pinnington
Ambasador Kanade u Srbiji
Canadian Ambassador to Serbia



Tim Cartwright
Šef misije Saveta Evrope u Srbiji
Head of Mission, Council of Europe, Office in Belgrade



James Thornley
Direktor i partner KPMG
GM and Senior Partner
KPMG



Andrea Simoncelli
Predsednik Upravnog odbora Generali Insurance Poland
Chairman of the Board Generali Insurance Poland



Mark Harrison
Osnivač i principal Harrisons
Founder and principal Harrisons

Članovi odbora pokrovitelja kampanje koji vode i nadgledaju projekat izgradnje prvog hospisa u Srbiji



Vojislav Lazarević
Član izvršnog odbora i
generalni direktor
Piraeus banka
CEO Piraeus bank



Ivica Koren
Generalni direktor
Epilion
CEO
Epilion



dr Jasmina Knežević
Generalni direktor
Belmedic
CEO
Belmedic



Francois Debergh
Regionalni direktor
razvoja Veolia
Regional Director of
Business Development Veolia



Miloš Hamović
Potpredsednik
EFT Group
Vice Chairman
EFT Group



dr Nataša Miličević
Osnivač
BELhospice
Founder
BELhospice



Graham Perolls
Izvršni direktor Hospices
of Hope, Velika Britanija
Executive Director
Hospices of Hope UK



Alex Pădureanu
Zamenik izvršnog direktora i
rukovodilac fandrejzing sektora
Hospices of Hope
Deputy CEO and Fundraising
Director Hospices of Hope

Honorary Patrons Board Members who lead and supervise the hospice project

Trenutno staje

Current status



Finalni projekat

Final project



Investicije	1.275.000 €	Procena troškova Financials Cost Estimates
Project investments	504.000 €	Kupovina zemljišta i postojeće zgrade Purchase of the land & the existing building
	80.000 €	Troškovi adaptacije postojeće zgrade Adaptation costs for the existing building
	210.000 €	Troškovi izgradnje novog krila Construction costs for the new wing
	270.000 €	Jednogodišnji troškovi održavanja 1 year running costs
	65.000 €	Dozvole i porezi Permits and taxation
	50.000 €	Nameštaj Furniture and fittings
	40.000 €	Oprema Equipment
	56.000 €	Rezerva Contingency



1.275.000 €

Finansiranje
Funding

504.000 €

Fandrejzing kampanja u Srbiji
Fundraising Campaign in Serbia

60.000 €

BELhospice humanitarni bal 2015
BELhospice Charity Ball 2015

90.000 €

BELhospice humanitarni bal 2016
Charity Ball November 2016

95.000 €

Fundraising Campaign in North America
Fandrejzing kampanja u Severnoj Americi

90.000 €

**Fandrejzing u Velikoj Britaniji
kroz mrežu Hospices of Hope**
UK Fundraising through Hospices of Hope

160.000 €

Prodaja postojeće nekretnine
Sale of the existing property

300.000 €

Fondovi i grantovi
Trusts and Grants

40.000 €

Drugo
Other



We are proud to BE THERE!

“Never believe that a few caring people can’t change the world. For, indeed, that’s all who ever have.”

“Nikada ne sumnjaj da mala grupa promišljenih, posvećenih ljudi može promeniti svet. Uistinu, do sad su ga jedino oni i menjali.”

Margaret Mead

What is the best way to introduce BELhospice to the public, present their significance and assist them in their noble mission? Many days, long hours and gallons of coffee later, we finally found the answer - which, surprisingly, came in the form of a simple question:

What does it really mean to care about someone?

Caring about someone means being present and supportive. It means giving the person you love your undivided attention and appreciating the time you spend with them. Caring about someone means being by their side when they need you the most and saying:

I will Be There! For building the first in-patient hospice in Serbia! #BeThere

“Be There” is a strong, active and supportive emotional statement that is supposed to evoke compassion and indicate a strong call to action towards raising the necessary funds.

The logo for the campaign is designed to reflect the digital era we live in and, for a change, put the check-in symbol, to a meaningful and relevant use, placing this important social issue on the map.

Scholz & Friends is committed to helping **BELhospice** on their mission of providing the best possible quality of life for patients and their families. We are proud to be here and hope that you will **BE THERE** as well, for all those who are in need our help.

Kako smisliti najefikasniji način da približimo BELhospice javnosti, predstavimo njen značaj i pomognemo njihovom plemenitom cilju? Nakon više dana razmišljanja, galona kafe i jednog noćnog kampovanja ispod kancelarijskog stola, napokon je stigao odgovor, iznaneđujuće, u obliku pravog pitanja:

Šta zaista znači brinuti o nekome?

Briga podrazumeva pažnju i podršku. Maša dela i veliku ljubav. Za pravu brigu, najpotrebnije je tvoje prisustvo. Tako se radio slogan kampanje koji na direktni način poručuje:

Budi Tu! Za izgradnju prvog stacionarnog hospisa u Srbiji! #BeThere.

“Budi Tu” je snažan emotivni iskaz koji poziva na empatiju, humanost i pomoć za prikupljanje neophodnih sredstava.

Logo kampanje je napravljen u skladu sa digitalnim dobom u kojem živimo, sa željom da se za promenu, “check-in” simbol iskoristi u korisne svrhe. Hteli smo da jasno i glasno naglasimo značaj paljativnog zbrinjavnja na društvenoj mapi.

Svi u agenciji Scholz & Friends Beograd smo jako ponosni što smo partneri **BELhospice** organizacije. Mogućnost da kroz svoju ekspertizu damo doprinos predstavlja za nas veliku čast. Na kraju dana, to je ujedno i najveće zadovoljstvo ove profesije. Ovom prilikom, hteli bismo da pozovemo sve da se priključe ovoj važnoj i humanoj akciji, da daju svoju podršku i da **BUDU TU** za BELhospice i sve ljudе kojima je naša pomoć najpotrebnija.

Tijana, Matija, Svetlana, Tomas & Vladan

Podrška projektu

Support the project

Izgradnja prvog hospisa biće prekretnica u razvoju organizacije i bitan korak budući da će se Srbija na ovaj način pridružiti zemljama koje imaju razvijen sistem pružanja palijativnog zbrinjavanja pacijentima i njihovim porodicama. Projekat će u potpunosti biti finansiran putem fandrejzing aktivnosti u Srbiji i inostranstvu.

Building of the first inpatient hospice will be an important milestone in the charity history and significant moment for Serbia as we will join the other more developed countries in providing this type of service for the patients and their families. The project will be entirely funded by the fundraising campaign in Serbia and abroad.

Nadamo se da ćete podeliti našu priču sa vašom porodicom i prijateljima. Što više ljudi bude podržalo našu misiju i naš rad, ostvariće se veći uticaj. We hope you will share our story with your family and friends. The more people we inspire to support our mission and our work, the greater impact we can make.

Kampanju možete podržati kratkoročnim ili dugoročnim donacijama, kao i donacijama koje će vam omogućiti:

The Campaign welcomes one-time gifts or multi-year pledges and offers a variety of naming opportunities like:

Pravo na imenovanja hospisa Right for naming the whole hospice	100,000 €	Landmark donor
Pravo na imenovanje dnevног центра или крила Right for naming the ward or day care centre	50,000 €	Corporate / Individual Patron
Pravo na imenovanje prijemnog odeljenja Right to name a reception area	20,000 €	Corporate / Individual Member
Pravo na imenovanje sobe Right to name a patient room	10,000 €	Corporate / Individual Founder Member
Pravo na imenovanje drugih značajnih sadržaja Right to name other significant objects	500 - 5000 €	Corporate / Individual donor

Podržite izgradnju prvog hospisa u Srbiji

Support building the first hospice in Serbia



Vojvodanska banka a.d.

RSD RS355-3200466269-45
EUR RS35355000320046627624
USD RS35355000320046629709
CAD RS35355000320046629176
GBP RS35355000320046630534

SMS

Pošaljite SMS na **8200** i donirajte 100 dinara* za izgradnju prvog hospisa u Srbiji.

Send an SMS to **8200** and donate 100 RSD* for building the first hospice in Serbia.

*pdv je uključen u cenu

*VAT included

Online

Nova onlajn platforma www.fandrejzing.rs je jedinstvena platforma za prikupljanje sredstava u Srbiji, koja na transparentan način prikazuje prikupljena sredstva. Da biste donirali putem platforme, odaberite opciju - Doniraj za hospis.

The new online platform www.fandrejzing.rs is a unique platform for fundraising in Serbia giving total transparency and overview of raised funds. For donations go to Donate, Donate for hospice.



BUDIMO TU
BE THERE

