

### \_what is it?

A multifunctional centre for families with children with serious, chronic and incurable illnesses.

### \_legal structure

Social Entrepreneurship Consortium

### \_where?

Pordenone, Italy

### \_organizational models

Hole In the Wall (USA); Bator Tabor (Hungary); Dynamo Camp (Italy)



### \_functional organization

Situated in urban green area, a series of independent structures developed around a central square; a reception building, offices, meeting rooms, warden's house, guest houses, accommodation for volunteers, infirmary, multifunctional room, gym, indoor swimming pool, cafeteria and kitchens, restaurant, training area, outdoor areas for recreational and sports activities, outdoor adventure park

### \_building costs

8,145 million euros

### \_project steps



## 1\_ social enterprise: our mission

Parco Sole di Notte will be a location where children and young adults with serious illnesses and complex healthcare needs would holiday, enjoy leisure activities, socialize, study and generally have lots of fun with peers in a dedicated and protected setting.

Just in Italy there are approximately 30,000 eligible children, of which 75% have serious medical conditions (sources: ISTAT) who, because of their complex care needs, can rarely be accommodated in existing structures. Parco Sole di Notte will be **the first centre of its type in Europe.**

We believe that for children with serious illness and their families sharing fun activities, smiles and friendship in a safe and protected environment is one of **the most effective therapeutic experiences.**

This centre, in addition to hugely benefitting these children and their families, will also create a stimulating environment for the social fabric that gravitates around them and will also become an innovative education centre for Paediatric Palliative Care professionals.

## 2\_ social enterprise: the project

Parco Sole di Notte aims to host, **completely free of charge**, children and young adults so that they can enjoy fun leisure activities in a secure environment where **the highest quality medical and nursing assistance** is available 24/7.

This will be made possible thanks to the Maruzza Foundation, which has been operating for more than 20 years in the palliative care sector providing professional education for doctors, nurses and psychologists working with children of all ages. The centre will be built in a residential area of Pordenone in Northern Italy, it will be closely interconnected with the **city's** community and to the local children's hospital 'Santa Maria degli Angeli', which is a centre of **excellence for paediatric palliative care and home care delivery.** The architectural concept is that of a central square from which all the pathways to the accommodation and recreational or therapeutic activities such as **the tree house, the adventure trail, the playgrounds, the biodynamic vegetable garden** etc., will radiate. The Park's will operate nonstop throughout the year: recreational therapy, respite breaks, psychological support, learning experiences created specifically for the children and a national paediatric palliative care education centre for doctors, nurses, psychologists and volunteers.

## 3\_ social enterprise: economic sustainability

Parco Sole di Notte will be a **Social Entrepreneurship Consortium.** It will operate to provide for all the activities the centre will offer. Supporting the social enterprises included in the consortium, there will be fundraising activities and public fundings coming from the European Community and from 5x1000 campaigns.



For more than twenty years, the **Maruzza Foundation** has advocated the dissemination and development of children's palliative and home care services working closely with national and local organisations. In 2013 the Maruzza Foundation received the Gold Medal of Merit for services to public healthcare directly from the President of the Italian Republic Giorgio Napolitano.



The Maruzza Associations were established as Regional reference points for the development of local projects aimed at addressing the ever-increasing needs of children and their families affected by serious and incurable illness. For several years, the **Maruzza Friuli Venezia Giulia (FVG) Association** has promoted the development of Palliative Care services for children in its region by supporting home care delivery and offering a variety of support services for families such as Respite Care.

**Home Care Delivery** is an innovative service that provides children care in their own home as stipulated in Italian legislation (ref Law 38/2010). The Italian legislation defines that children with serious and incurable illness should receive home assistance in order to avoid distressing hospital admissions. Home Care delivery leads also to a significant reduction in healthcare costs.



The **Respite Care** offered by the FVG Regional Maruzza Association foresees short-term care by staff specifically trained in order to allow the parents (the children's primary caregivers), to take a break from the intensive day-by-day caring routine. Knowing that they can leave their child in the safe care of a skilled caregiver has a hugely positive impact on wellbeing and mental health of the whole family, reducing the risk of a psychological phenomenon called 'burnout' and ultimately improving the quality of the long-term (also medical) care.

All the initiatives promoted by the FVG Regional Maruzza Association such as pediatric palliative care and home assistance, Respite Care and awareness projects like **'The Paper Cloak'**, a novel written by the author Carlo Lucarelli enriched with illustrations by internationally renowned cartoonists, have been morphing **Pordenone as a sensitive city to serious illness and pediatric palliative care themes**. All of these initiatives received during the years positive responses from across the social fabric: schools, industrial and trade associations, clubs such as Rotary, Lions and Innerwheel. Volunteers organizations and Associations established robust collaborations and developed a support network for these families.

## social enterprise: our mission

### \_background



In Italy there are more than 30.000 children (0-17 years) with serious, incurable and rare illnesses excluding them from participating in social activities or initiatives and who fundamentally live in complete social isolation.

A place where they could get continuous onsite medical and nursing support would be the ideal environment for these children and their families; a place where they could share good time and enjoy outdoor and indoor activities that allow to express themselves regardless of their illness or physical limitations.

Such good experiences will lead to great improvements on the children's psychological health, on the family's health and it will generate advantages for the whole community.

### **Parco Sole di Notte will be the place**

\_a centre of excellence for **Children's Palliative Care**

\_able to offer **short-term respite breaks** throughout the year

\_where children with complex care needs can **socialize and enjoy leisure/educational activities** in a protected and safe environment with appropriate care provision available 24/7.

\_a **reference point for families** all year-round

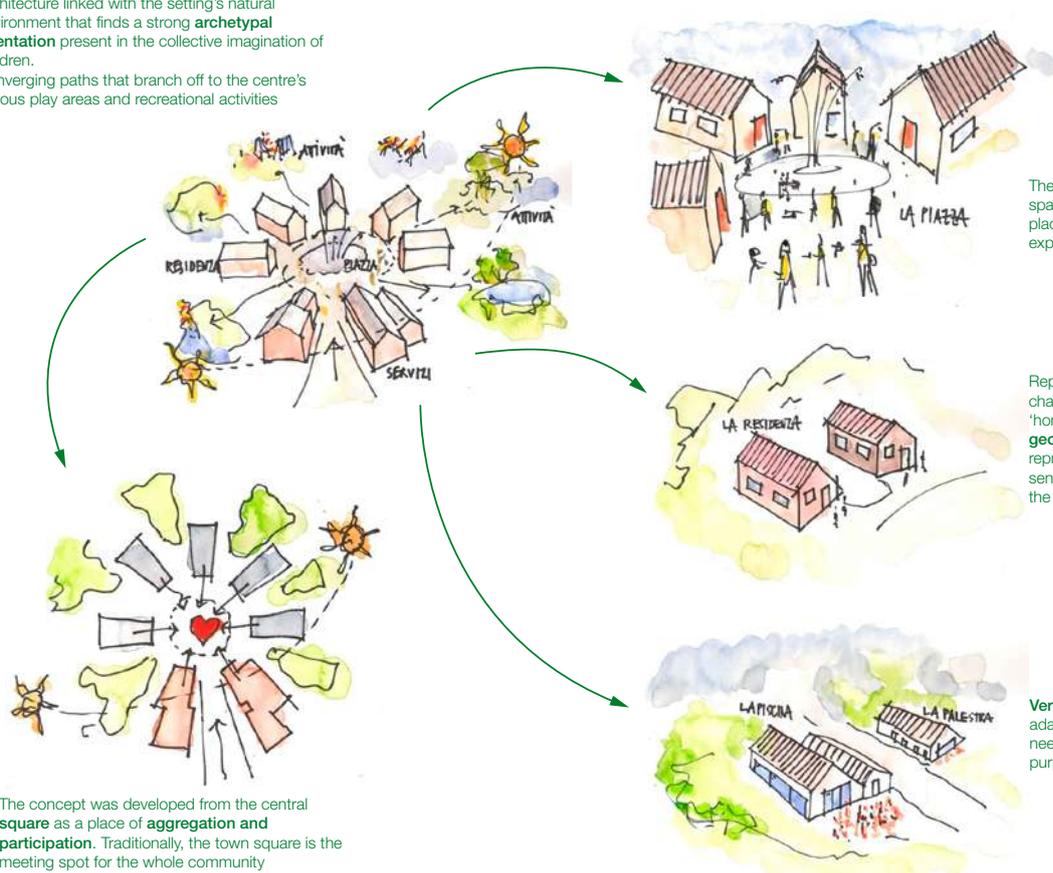
\_where tailored and targeted training activities will be provided

\_where a constant osmotic exchange of resources between the centre and the local community will be created.



## pediatric palliative care education centre

Architecture linked with the setting's natural environment that finds a strong **archetypal orientation** present in the collective imagination of children.  
 Converging paths that branch off to the centre's various play areas and recreational activities



The square is a **versatile** space in which takes place the main social experience

Reproposal of the typical characteristics of the "home" with **essential geometric shapes** reproducing the same sensation of comfort as the home environment.

**Versatile structures** adaptable to multiple needs with common purposes

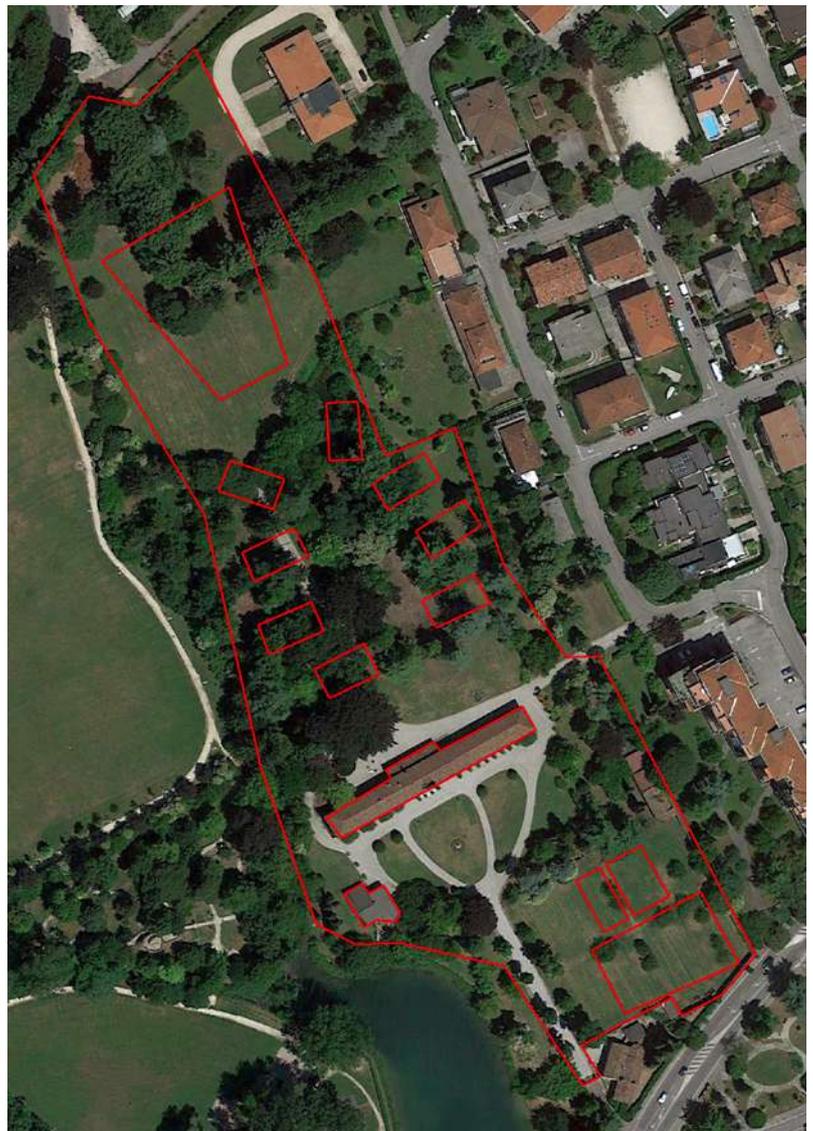
The concept was developed from the central square as a place of **aggregation and participation**. Traditionally, the town square is the meeting spot for the whole community

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### \_functional organisation

Autonomous space, surrounded by nature

- \_ central square
- \_ reception, administrative offices, meeting rooms e concierge
- \_ guests' houses
- \_ volunteer's house
- \_ infirmary
- \_ multifunctional space
- \_ gym
- \_ indoor hot water pool
- \_ refectory and kitchen
- \_ restaurant
- \_ classroom
- \_ logistic area
- \_ outdoor spaces for recreational and sport activities
- \_ outdoor adventure park



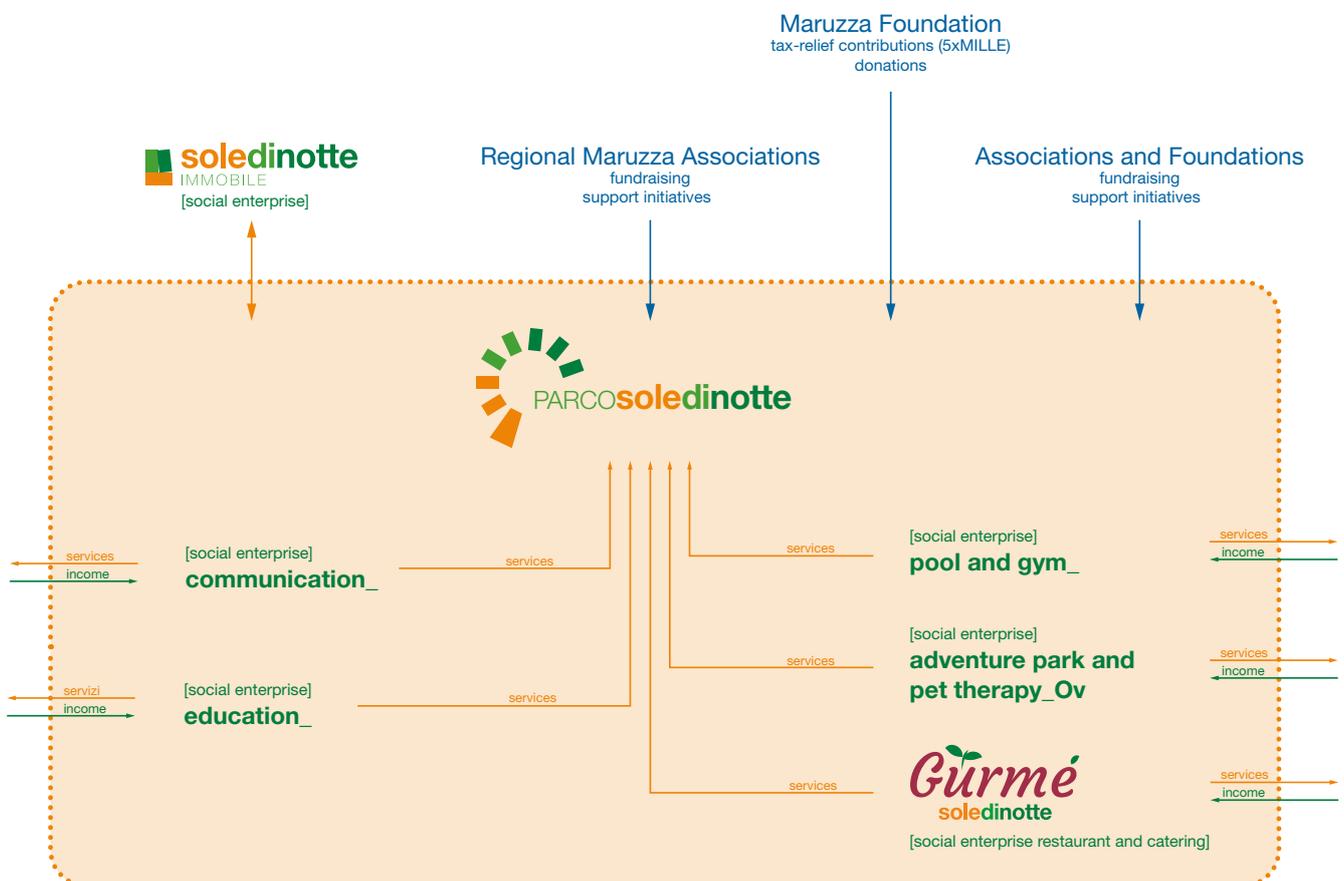
campaign description	prezzo unitario	costo
8 guests' houses	€ 220.000	€ 1.760.000
volunteer's housei	€ 320.000	€ 320.000
infirmary	€ 290.000	€ 290.000
service units	€ 150.000	€ 150.000
office and reception	€ 390.000	€ 390.000
gym and rehabilitation pool	€ 1.900.000	€ 1.900.000
multifunctional space / classrooms	€ 420.000	€ 420.000
kinder house	€ 200.000	€ 200.000
urbanisation / services	€ 290.000	€ 290.000
parking area	€ 190.000	€ 190.000
internal viability§	€ 130.000	€ 130.000
internal pathways and square	€ 190.000	€ 190.000
gardens and green areas	€ 130.000	€ 130.000
refectory and kitchen	€ 480.000	€ 480.000
restaurant and workshops	€ 250.000	€ 250.000
tree house	€ 35.000	€ 35.000
interior furnishing	€ 350.000	€ 350.000
adventure park	€ 90.000	€ 90.000
playgrounds	€ 130.000	€ 130.000
<b>soft costs</b>		<b>€ 450.000</b>
<b>total</b>		<b>€ 8.145.000</b>

## social enterprise: economic sustainability

### 1\_ structure

The legal configuration of Parco Sole di Notte will be the one of a *Social Enterprises Consortium* which will also offer services to the local community. This configuration fully represents the evolution of the 'third sector' concept.

The services provided to the local community will produce most of the resources necessary for the centre's sustainability and activities, which will also be financed through donations and tax-relief contributions (5x1000).



## 2\_ economic reference models

- \_ Social Enterprises
- \_ The Hole in The Wall Gang Camp (USA)
- \_ Dynamo Camp
- \_ Charitable Foundations

## 3\_ donations

Parco Sole di Notte will be funded through fundraising campaigns targeting a wide range of donors (from small to large contributions) from all over Italy thanks to the involvement of the **Maruzza Foundation**, the **Maruzza Regional Associations** and other Associations operating in the field.

Donors can contribute to the completion and support of Parco Sole di Notte in different ways:

- \_money donations
- \_services and know-how donations
- \_material goods donations
- \_tax-relief contributions (5x1000)
- \_Non vedo l'ora program



## contacts

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# adventure outdoor park: inclusive attraction, symbol of Pordenone

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## 1\_ didactic and pedagogic value

Numerous international studies regarding outdoor adventure parks highlight the positive impact of educational-recreational-sport activities on the cognitive, physical, emotional and social development of the users.

The adventure park's didactical value is shown in the application of the security handling principle: users experience themselves in front of unexpected and obstacles, finding out alternative strategies and taking care of their own safety.

The adventure park activity also stimulates self-consciousness, the identification of limits and attitudes and emotions control. Being aware of those particular things, gives the children new tools to face everyday challenges, enforcing self-confidence. The outdoor adventure park is also an ideal setting for group training and team building activities.

## 2\_ goals

- \_ creating an inclusive attraction symbol of Pordenone
- \_ offer recreational, self-confidence boosting activities to children with or without disability
- \_ build the first link with San Valentino Inclusive Park
- \_ involve a wide range of local population and community, schools and businesses
- \_ provide physical and rehabilitational activities

**\_advernture park cost**

150.000 / 200.000 €

**\_timing**

inauguration April 2021

**\_necessary area**

approx 1000m<sup>2</sup>

**\_inspirational models**

Dynamo Camp Onlus (Italy); The Hole in the Wall Gang Camp (USA)

**\_local involvement**

CAI; Panathlon Club Pordenone; sporting associations; foundations and associations with social / healthcare missions; schools; businesses

**\_design and construction**

Jungle Raider, a company with extensive experience in the construction of high rise attractions and adventure parks

**\_partner**

Pordenone Municipality and sponsors

**\_amortisation**

estimated annual users: 10,000  
estimated cost of the ticket: € 5.00



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## social enterprise: Sole di Notte Gurmé srl



Going good while eating good.

Gurmé social enterprise srl will sustain Parco Sole di Notte since 50% of the commercial profit will support building and growing of the centre, first, and the activities for children and families when Parco Sole di Notte will be ready to host them. Consequently, people choosing Gurmé would take advantage of excellent food and products and at the same time become direct Parco Sole di Notte's donors.

Gurmé social enterprise will have three different areas of activity: restaurant - bar, food and wine tipicality sales through e-commerce and retail shops and catering service for corporate events and special occasions.

### 1\_ e-commerce and retail shops

The main goal of Gurmé is researching and identifying enogastronomic tipicality and producers distinguishing themselves not only for the superior quality but also for the manufacturers' ethical production methods. Gurmé wants to propose a selection of products from our food culture to its customers through the dedicated e-commerce platform and retail shops.

A blog / magazine will also be created, where our patrons can access articles, recipes, information and product history, culinary culture and content created ad-hoc by chefs and experts from haute cuisine.

### 2\_ restaurant - bar

The Gurmé restaurant - Bar will boast a **resident Chef** and **Master Sommelier**, both with many years of experience in the world of haute cuisine. These are respectively Lorenzo Gritti and Daniela Lipari.

The Gurmé restaurant and bar will be family friendly, but at the same time, it will offer an exclusive atmosphere for more distinguished and sophisticated situations such as business lunches and dinners or corporate events. The Gurmé restaurant and bar will of course offer a menu based on the selected Gurmé products also available on the e-commerce platform.

### 3\_ catering service for events

Having the resident Chef and Master Sommelier, both with extensive experience in catering/events organization and planning, will make Gurmé highly capable to offer first-rate catering services for ceremonies, birthdays and receptions both within Parco Sole di Notte and in other event locations in the area.



## partnership



The realization of Parco Sole di Notte cannot prescind from the elevated credibility of the project and its promoters. The possibility of combining the brand of Parco Sole di Notte with an important, world-famous other brands synonymous of quality and consumer satisfaction, will certainly permit us to reach a greater consensus in less time. In turn, by supporting Parco Sole di Notte, the brands will be able to fulfil the company's *social responsibility* commitment aimed at enhanced *brand reputation and awareness*.

### Short - medium term projects

#### 1\_ property acquisition

Parco Sole di Notte will be located a big green area in the center of Pordenone. It will be the first centre of its type in the whole world to be built in the center of an urban area. Parco Sole di Notte will be interconnected with San Valentino Inclusive Park, extending across an area of approximately 4 hectares that encompass beautiful nature wooded areas and a historic town villa.

**Budget € 1,5 million**

#### 2\_ Casa Mamma renovation

The old villa, affectionately called *Casa Mamma*, will be Parco Sole di Notte's economic and administrative fulcrum. It will host *Parco Sole di Notte Team's* offices, the *Social Enterprises Consortium* and a co-working space. The current state of the building only permits its partial use and **some renovations are needed** to bring it up to standard and adapt it for its new purpose.

**Budget € 800.000**

#### 3\_ Outdoor adventure park build

The Adventure Park, in strong synergy with Parco Sole di Notte and San Valentino Inclusive Park, will be the **symbol of inclusivity for our city and even for our country**. There are currently no high-level wise outdoor facilities specifically designed for children and adults with and without disabilities in the area of Pordenone.

The Adventure Park will offer with **7 high routes**, 2 of them **entirely accessible with wheelchair**. It will be the biggest structure of its type in Italy, and will offer experiences to the local population, guests visiting Parco Sole di Notte and for corporate events/team building.

**Budget € 280.000**

#### 4\_ Gurmé restaurant activation

The Gurmé restaurant will be situated inside Casa Mamma. Doing good while eating good. 50% of the commercial profits will be devolved to support the initial construction and development of the Park and to provide services for the families visiting the centre in the future. **We think it will be the ideal location to institute partnerships and share the project development and updates with our supporters.**

**Budget € 150.000**

# tools

## Donation

- A\_ 100% tax deductible in one year**  
(up to 10% of the taxable amount before tax)
- B\_ Tax deduction for up to 4 years**  
(if more than 10% of the taxable amount before tax)
- C\_ regular donation through Banca BCC**  
to support cash flow



### Benefits:

- \_ enhanced brand perception
- \_ Corporate Social Responsibility
- \_ Network Involvement
- \_ Conventions and agreements

## NON VEDO L'ORA

### “Non vedo l’ora”

A new concept, a new way to become a volunteer in which the employee donates at least one monthly working hour value to Parco Sole di Notte.

### Benefits:

#### for the employee

- \_ greater valorisation time spent working
- \_ joining a corporate social responsibility initiative
- \_ the possibility of conventions with other Sole di Notte Park partners

#### for the business

- \_ raised brand awareness and reputation
- \_ tax advantages following the payment of donations on behalf of the employees

### “Non ho un centesimo”

The possibility of donation through rounding up bills and receipts in favour of Parco Sole di Notte.

### Benefits:

- \_ brand awareness and reputation
- \_ tax advantages following the payment of donations



# NON VEDO L'ORA



There is an African saying:  
"To raise a child it takes a whole village." When we are asked: "how many children do you have?" We reply that we have more than 30,000 children. We are convinced that by improving the quality of life of these children we also improve the quality of our world. Parco Sole di Notte needs everyone's help.

why?

- improved perception of the use of your time and self
- give a new and different value to what you already do
- involvement in a corporate social responsibility and social investment initiative
- tax deductions
- conventions with Parco Sole di Notte's partners
- participation in a network of nationwide companies and services that support Parco Sole di Notte
- enhanced business positioning

What is it?

A new way of volunteering and supporting Parco Sole di Notte. It is the answer to the question "What can I do to help you?" Parco Sole di Notte does not yet exist and specific healthcare training and skills are necessary to be able to become a caregiver. Therefore, we have thought of a way that permits you to become a volunteer without being a doctor, nurse or educator or without having to re-arrange your agenda to find the time for an extra-curricula activity.

Whatever your workplace is, it can become a place where you can become a volunteer: by filling out a simple form you can decide how many working hours you would like to donate to Parco Sole di Notte. Your time is very precious to us.



benefits

Situated in a big green area in the urban center of Pordenone, it will be the first centre of its type in Europe equipped to welcome and host children with serious illnesses and their families for a holiday, indoor and outdoor leisure activities, school, play and social interaction. Parco Sole di Notte will offer, completely free of charge, to these children (currently 30,000 just in Italy) the opportunity to live an experience from which they are currently excluded due to their serious illness.

trasparency

All donations will be reported monthly with the utmost transparency and its intended use will be communicated to supporters.

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