STRATEGY 2026–2030

# We change destinies

## The vision of yourchance CZ and yourchance Global to 2030

Jana Merunková · Founder and Director



WHY WE EXIST

# We are creating a society in which neither background nor life circumstances determine a person's future.

## What we do

We lead people to personal prosperity through education, entrepreneurship and financial literacy. We connect the public, business and non-profit worlds.

## What personal prosperity means

The ability to recognise and fulfil one's mission while creating value for oneself and one's family – with care for health and good relationships.

yourchance

SINCE 2010

# What we build on: 15 years of proven results

**600,000+**
pupils involved in our financial literacy programmes

**320**
schools certified as a Financially Literate School

**118,000+**
pupils and students in Global Money Week 2025

**240**
young people successfully integrated after leaving children's homes and foster care

**€10M**
saved for the state budget through integration

**4,500**
graduates of integration programmes for women and young people from Ukraine

HOW TO GET INVOLVED

# Two ways to become a co-author of change

CROSS-PROJECT SUPPORT

## Support yourchance as a whole

You strengthen all our projects at once: the people who drive change, our technology, our brand and our ability to respond quickly where change is needed most.

PROJECT SUPPORT

## Support a specific project

You connect your name with one of our pillars and its 2030 goals: Financial Literacy into Schools, Start Right, Mosty or yourchance Global.

yourchance

OUR APPROACH TO 2030

# We are not creating another programme. We are building a system that works without us.

## Architect

We design how the whole support system should work and build its shared infrastructure.

## Coordinator

We connect schools, companies, public administration and civic initiatives into one functioning whole.

## Innovator

We pilot new solutions. Once proven, we hand them over to partners so they become a standard part of the system.

yourchance

PILLAR 1 · FINANCIAL LITERACY INTO SCHOOLS

# Financial literacy as a natural part of every child’s education in the Czech Republic

We are building a national network of schools that prepare children for the economic realities of the 21st century. Responsible money management, entrepreneurship and long-term planning become part of school culture – and from there they spread to families and society as a whole.

FINANCIAL LITERACY INTO SCHOOLS · 2030 GOALS

# Where we are heading

**1,000**
certified Financially Literate Schools (320 today)

**3,000**
teachers using a new app for training and sharing best practice

**140,000+**
Global Money Week participants a year, with a target of up to 160,000

**Systemic change:** the Financially Literate School certification as part of the Czech School Inspectorate's school evaluation.

**Ethics in the field:** an independent voice against the commercialisation of financial education.

yourchance

PILLAR 2 · START RIGHT

# A national support ecosystem for young people starting an independent life

By 2030 we will complete the second stage of the system's transformation. We support young people from children's homes and foster care – and now other socially disadvantaged young people too – where they are closest: in the regions, together with the state and local organisations.

START RIGHT · 2030 GOALS

# Where we are heading

**800**

young people a year in multi-year individual support

**80%**

of children’s homes in the Czech Republic work with us

**1**

unified integration support app for all our projects

**A complete start in life:** housing, work, legal and psychological help, talent development, starting a business through social impact investment.

**Systemic change:** interministerial coordination, regional support solutions together with the state, and a partner network from shelters to companies.

yourchance

PILLAR 3 · MOSTY / МОСТИ (BRIDGES)

# A new generation of people who naturally connect Czechia and Ukraine

## 2022

We helped people start a new life.

## 2026

We are helping them succeed.

## 2030

**We are building a prosperous partnership between two countries.**

MOSTY / МОСТИ · 2030 GOALS

# Where we are heading

**3,000**

people from Ukraine a year in individual support – women and young people aged 15–23

**Careers and entrepreneurship:** mentoring, connections to employers and full support for starting a business.

**A partnership of two countries:** companies, banks, universities, public administration and Ukrainian institutions in one place.

**Returning know-how:** capacity building for Ukraine's reconstruction and an alumni community.

yourchance

YOURCHANCE GLOBAL · LOCAL ROOTS. CHANGING DESTINIES GLOBALLY.

# Proven solutions have no borders. We don’t export the Czech model – we help partners create their own.

### Financial Literacy World

Systemic transformation of economic education in schools of partner countries.

### Rise & Grow

An internationally adaptable model supporting the personal prosperity of vulnerable groups.

### Mosty / мости

Long-term Czech–Ukrainian cooperation and the renewal of Ukraine’s human capital.

YOURCHANCE GLOBAL · 2026–2030

# Where we will work

## Europe and Ukraine

Slovakia, Ukraine, Austria, the Netherlands, Italy, Brussels

## The Balkans

Moldova, North Macedonia, Montenegro, Serbia, Croatia, Türkiye

## Asia

Indonesia, Thailand, the Philippines, Vietnam

## Africa

South Africa

### 2027

Pilot of the Financially Literate School certification in the Dnipropetrovsk region (Ukraine) with the regional education authority

### May 2027

European meeting of Global Money Week organisers in Prague

### 2027–2028

Needs analysis and pilot cooperation in the Balkans and Asia

### 2029–2030

Intensive cooperation with 1–3 selected countries

yourchance

AN INTERNATIONAL VOICE

# Czech experience the world wants to hear

OECD conference, Brussels, UN / IWPG Vienna, Meeting Rimini, Finweek Bratislava, the Global Leadership & Legacy Conclave in Bangkok – everywhere we share our experience and open doors to new partnerships for yourchance Global.




Finweek Bratislava




Global Leadership & Legacy Conclave, Bangkok 2026

YOURCHANCE GLOBAL LAB

# An innovation lab that turns experience into models of change for the world

### Develops

methodologies, educational tools, certifications and digital solutions including AI

### Measures

the impact of each model, follows trends and tests new solutions

### Shares

proven solutions with partners and adapts them to countries, cultures and target groups

WHY TRUST US

# A trusted partner of institutions at home and abroad

## We work with

Ministry of Finance of the Czech Republic · Czech National Bank · National Pedagogical Institute · United Nations · European Commission · EBRD · UNICEF · International Organization for Migration · OECD (Global Money Week) · Czech Banking Association · EFPA · Federation of Children's Homes · Embassies of the Netherlands, Indonesia and Ukraine · Goncharenko Center (Ukraine) · universities in Czechia and abroad

## Recognition

- Czech National Bank Governor's Award for contribution to financial and economic literacy (2025)
- TOP 50 Manager of the Year (2025)
- Women Changing the World (2025)
- Creative Hero finalist, Netherlands-Czech Chamber of Commerce (2024)
- National organiser of Global Money Week since 2017
- The most comprehensive financial literacy project in Czechia, according to an independent study

yourchance

STABILITY AND INDEPENDENCE

# Impact that does not depend on grants

### Responsible management

We treat every entrusted crown with care. Operating costs are 16–20% of turnover.

### Own assets

We are building an asset base that sustains impact over the long term.

### Business activities

Own income from know-how and education. A new source: licensing our methodologies.

### Donor trust

90% of turnover comes from private, corporate and foundation sources. Multi-year partnerships make real change plannable.

yourchance

WHAT PARTNERSHIP MEANS

# You are not “just” donors. You are co-authors of change.

### Real people

You change the lives of children, young people and adults who want to seize their chance.

### Systemic change

You take part in solutions that schools, regions and the state adopt.

### International reach

You are part of a network that carries Czech know-how to Europe, Asia and Africa.

PARTNERSHIP LEVELS · CROSS-PROJECT SUPPORT

# yourchance Partner

Support for the organisation and all its work. Every partner contributes to major social change and helps develop our projects, human capital, brand and technology. Multi-year agreements.

**Strategic Partner**

**over €200,000**

**Main Partner**

**over €40,000**

**Partner**

**up to €40,000**

PARTNERSHIP LEVELS · PROJECT SUPPORT

# Project Partner

## Strategic Project Partner

A multi-year agreement that lets us develop the project substantially, achieve interministerial cooperation and lead the field.

## Main Project Partner

Supports the project in reaching its goals, shapes change in the field and shares in significant impact.

## Project Partner

Provides financial support towards the project's goals and is part of the change and social impact it creates.

yourchance

# Human destiny is not determined by circumstances. It changes when opportunity meets courage, education and people who believe that everyone deserves their chance.



**Jana Merunková**

Founder and Director, yourchance o.p.s. and yourchance Global z.ú.

+420 602 549 310 · jana@yourchance.cz · www.yourchance.cz

yourchance