

Caritas and Erste Bank start national Coffee To Help day of action

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Helping children in Europe's poorest countries with every cup of coffee

As part of the Caritas Coffee To Help campaign, dedicated Austrians invite their colleagues, friends or acquaintances to a communal coffee drinking session and ask for donations for children in need. Over a friendly cup of coffee, people can jointly help make children's lives that little bit better. To mark the one-year anniversary of the campaign, a national Coffee to Help day of action is today being held, energetically supported by Erste Bank. At 30 branches of the bank in Vienna, Lower Austria and the Burgenland, coffee with a "good" aftertaste is given out to customers and guests for a whole day.

Caritas director, Michael Landau says: "Children are the most innocent victims of poverty and social exclusion. The most sustainable form of help is to help build a better future for children in our neighbouring countries, because they are the future of every country. Thank you to Erste Bank and all coffee-drinkers, who make small and big miracles possible through their donations."

Elisabeth Bleyleben-Koren, general manager of the Erste Bank Oesterreich, believes "the 'Coffee to Help' campaign will create an opportunity for our customers and staff to donate. Even though Austria has also been affected by the economic crisis, we have to realise that there are people in Europe who don't have a roof over their heads or don't have enough food to eat. With just 3 Euros, we can provide a child in Ukraine with food for one day."

Around one quarter of all children are affected by poverty in Europe's poorest countries. In total, Caritas offers help in these countries with 126 children's projects, for example in Albania, Bulgaria, Romania, Hungary, Slovakia, Moldova and the Ukraine. The children are lacking the basic necessities; Caritas helps out with food and clothing, and allows the children to attend school – because education is the most important key in the fight against poverty and lack of prospects. Anyone who learns to read, write and do arithmetic has hope for a job later on and therefore also the chance to support themselves and their family. To fight child poverty in Europe, Caritas is endeavouring to ensure state payments for every child, regardless of their parents' status.

Caritas Donation Account
Erste Bank 012-34560, Bank code 20111
Password: Coffee to help

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