

THE
THOMAS BATA
FOUNDATION®

A young boy with short brown hair, wearing a white t-shirt with a red and yellow graphic, blue denim shorts, and white sneakers with red accents, stands on a large, dark log on a green lawn. He is pointing his right hand towards the name of the foundation on a red brick wall. The wall has the name 'Nadace Tomáše Bati' in large white letters, and 'Thomas Bata Foundation' in smaller white letters below it. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

Nadace Tomáše Bati
Thomas Bata Foundation

Annual report
Thomas Bata Foundation

2024

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LIFE IN THE FOUNDATION

In 2024, we managed to:

- hire a new member to the Foundation's team - Klára Branická, as the coordinator of educational activities for primary and secondary schools and project manager;
- allocate **10 grants** in the amount of CZK 206,500;
- prepare and implement the conference Bata's Legacy to the World, which was attended by over **500 people**;
- hold **20 cultural events** attended by over **2,790 people**;
- organise the May Day celebration, which attracted over **2,200 visitors**; creative workshops were opened;
- submit **16 grant applications**;
- prepare **74 lectures** which were attended by **3,535 people**;
- hold **4 thematic workshops**;
- open **3 Bata Academies**;
- conduct **102 tours of the Villa**, which were attended by over **2,412 people**;
- rent the Bata Villa on 75 occasions;
- hold **22 lectures** for schools;
- hold **28 non-commercial lectures**;
- open **6 exhibitions**, including **2 new ones**;
- hold the first year of the Zlín - Partizánske Day of Mutual Cooperation;
- publish a new book of the Bata Ten Commandments in two language versions;
- publish an expanded edition of the educational materials of the Thomas Bata Foundation;
- prepare special activities on social networks as part of the celebration of 130 anniversary of the Bata company;
- open an external gallery in the city modules of KOMA MODULAR;
- open the Book Module for visits to the Bata Villa (it is an external library where people have the opportunity to learn about Bata);
- open an exhibition of a period shoemaker's workshop in the garden of the Bata Villa;
- launch the new website of the Foundation;
- begin preparations for the opening of the Friends of the Thomas Bata Foundation Club and the Bata Student Club;
- put into operation the new heating system;
- replace other parts of furniture in rooms where lectures and cultural activities are held;
- carry out extensive clearing of the forest around the Villa.

Foundation grants

In 2024, the Thomas Bata Foundation supported ten projects with a grant in the total amount of CZK 206,500. The following projects were supported:

Tomáš Vaňourek: "Bata footprints in Africa"	CZK 50,000
Kateřina Houdková: "Czech-Argentina Friendship Concert"	CZK 10,000
Academy of Václav Hudeček: "Violin Courses 2024"	CZK 20,000
ZUŠ Otrokovice: "Educational Concert „Film Imprints of Zlín"	CZK 20,000
Club H + Z: For club activities	CZK 30,000
Association aArchitektura z.s. Zlín - Zlín Architecture Manual: "Architecture and Urbanism between 1894-2018"	CZK 20,000
Tomas Bata University in Zlín, FMC: project "Culturea"	CZK 10,000
NU AVE ART, Jana Křupková, Old Town Prague: "Vltava Project"	CZK 20,000
Conference and presentation of innovative schools in Zlín	CZK 26,500





Foundation Activities for the Community and Interest Groups

Foundation activities for the community and interest groups carried out in 2024 free of charge:

- Educational podcasts worth CZK 456,000;
- Bata Academy for secondary schools worth CZK 270,000;
- Educational activities and books worth CZK 218,000;
- Cultural events worth CZK 1,362,010;
- Educational tours of the Villa for primary school pupils worth CZK 380,000;
- Tours of the Villa as part of cultural events of the City of Zlín worth CZK 352,000.

In 2024, the Thomas Bata Foundation carried out free-of-charge activities for the community and interest groups in the total estimated amount of **CZK 3,038,000**.

AWARDS

Fénix Awards 2024

This year, the Thomas Bata Foundation was nominated for two prestigious Phoenix Awards. This is a ranking of the best things that happened in Czech content marketing over the past year, compiled by renowned marketing experts. In the „annual report“ category, the Foundation won third place for its 2023 Annual Report, and in the „podcast“ category, the programme series Inspired the Bata Way was among the top five in a nationwide competition led by Pilsner Urquell brewery and DM drugstore. The award ceremony took place on 26 September at the Forum Karlín in Prague.

Podcast of the Year

In the Podcast of the Year poll, the podcast Inspired the Bata Way came sixth in the Business category. This is a very prestigious nationwide evaluation in which leading Czech podcasts with prominent personalities participate.

Czech Social Awards

The Inspired the Bata Way podcast is nominated in the Business podcast category.



Inspired the Bata Way podcast in Czech Social Awards

The Inspired the Bata Way podcast has been nominated for the prestigious Czech Social Awards. The most outstanding and most valuable achievements in national marketing were presented at the DOX gallery in Prague; the 11th annual award ceremony took place on 28 November. The Inspired the Bata Way podcast was ranked in the top five in the Corporate Podcast category.

COMMUNITY ACTIVITIES

In the first part of the year, we focused on the continuation of cultural and social evenings, the so-called Evening Teas, as well as on activities such as the May Day celebration, Gallery and Museum Night, guided tours, etc.

The activities of the Thomas Bata Foundation have a rich tradition in the cultural programme of Zlín, the Evening Teas are very popular and bring new visitors to the Bata Villa.

Cultural and social evenings - Evening Teas

Every month the Thomas Bata Foundation prepares a cultural event at the Bata Villa. The aim is to open up the Villa for cultural life. The name Evening Tea is based on the tradition established by Mr and Mrs Bata, who held similar events under this name in their villa. Here is the programme of the Evening Teas in the first half of 2024. A total of 361 visitors attended the Evening Teas.

Evening Tea: 'A piece of Slovak poetics'

This year's first Evening Tea had a certain amount of exclusivity when Igor Timko, the popular singer and frontman of the band No Name, visited Bata Villa on 10 January. Jakub Malovaný led a discussion with Igor Timko, the whole evening was also accompanied by music, during the conversation Igor Timko's students from the conservatory in Banská Bystrica performed several times, namely Júlia Miciková and Filip Ďuriš. In total, 64 people attended the January Evening Tea.

Evening Tea: '20,000 kilometres by a car wreck to Pakistan'

On Thursday, 22 February, another Evening Tea was held at the Bata Villa. This time the theme was travel, and the young traveller and writer Jan Rendl took all the visitors to far away Pakistan. The event was attended by 98 people.



Evening Tea ‘Author’s vibes on the Prague – Zlín line’

On Thursday, 28 March, another of the Evening Teas took place. This time the Bata Villa welcomed the band Teige from Kutná Hora, in which Štěpán Princ, actor of the Municipal Theatre Zlín, is active. The concert featured not only original songs by this trio with Czech lyrics, but also Czechoslovak hits of the 1960s - such as Hvězda na vrbě (Start on the willow tree) or Čerešně (Cherries) - in non-traditional interpretations. A total of 72 people attended the event.

Evening tea: ‘Song as a symbol’

As part of a talk entitled ‘Song as symbol or following the footsteps of a cultural phenomenon of mankind’, which took place on 18 April, the experienced musician and writer Jiří Plocek searched for what a song, as one of the basic elements of human culture, means to a man. What role does it play in history? What does it mirror? What does it mean for each of us personally? What does it say about us? And what does it say about our times? A total of 43 people attended the event.

Evening tea: ‘Expedition Z101 - Three years in Africa’

On Thursday, May 30, the last Evening Tea of the first half of 2024 took place and it was a truly extraordinary experience. The adventurer Tomáš Vaňourek, the main face of Expedition Z101, which has been crossing the African continent in the footsteps of legendary travellers Jiří Hanzelka and Miroslav Zikmund for the past three years, visited the Bata Villa. During a special talk, which was the very first after Tomáš Vaňourek’s return to the Czech Republic, it was presented how the world is changing and we with it. A total of 90 people attended the event.



Special Evening Tea: ‘Expedition Z101 - Three Years in Africa’

On Wednesday, May 29, a special Evening Tea was held for H+Z Club members. It was identical in content to the one that took place a day later, on Thursday 30 May. A total of 90 people attended – both the Club members and the wide public. The event was attended by 92 visitors.

Three inspiring evenings of lectures and concerts were held as part of the Autumn Evening Teas series. A total of 182 people attended the Autumn Evening Teas.

Evening Teas: „Are they growing? Of course, all the time!“

The first talk in the fall series of Evening Teas took place on October 8. The talk took visitors not only into the woods, but more importantly into the world of learning about all kinds of mushrooms. The discussion, which was attended by a total of 22 listeners, was led by Petr Švehlák, a mycologist from Zlín.



Evening Teas: „My Time“ - discussion with Stanislav Hložek

On 21 November, a discussion with the legend of Czechoslovak pop music, singer Stanislav Hložek, took place on the occasion of his significant anniversary. Hložek celebrated his seventieth birthday in the Bata Villa and on this occasion, many of his key songs that everyone knows were performed. A total of 82 visitors attended the talk.

Evening Teas: „Chansoning David Macháček“

An evening full of beautiful chansons performed by the actor and singer David Macháček and the pianist Kateřina Marie Kraftová took place in December. Visitors enjoyed well-known and lesser-known songs with winter and Christmas themes, and even some brand new ones. A total of 78 people attended the chanson evening.

Club evenings of H+Z and Thomas Bata Foundation

In cooperation with the H+Z Club and the Thomas Bata Foundation, a new activity has been launched - the so-called Club Evenings at the Tomas Bata Villa. The aim of these evenings is to connect different groups of people interested in culture, history and social events.

The first Czech Buddhist monk

The first Club evening took place on 29 October. It was a lecture that presented the life story of Martin Novosad, a native of Vizovice and the first Czechoslovakian who went to Sri Lanka in 1938, where he became a world-famous Buddhist monk and was visited by Hanzelka and Zikmund in 1961 in his hermitage near Bandaravella. The lecture was given by Jiří Holba, professor at the Faculty of Arts of Charles University in Prague. A total of 28 visitors attended the evening.

Saint John's streams and the search for Eduard Ingriš's cottage

On 27 November, the second Club evening took place, this time devoted to the topic of the Saint John's streams and the search for Eduard Ingriš's cottage. The lecture was led by Vojtěch Pavelčík, who also presented his own pictorial monograph entitled A Trip to the Vltava River to Saint John's streams. The lecture was attended by a total of 27 listeners.



Celebration of life. Or in memory of Professor Milan Zelený

On Monday, 22 January, a memorial (called 'celebration of life') was held at the Bata Villa for Professor Milan Zelený, who died at the end of 2023. The Thomas Bata Foundation provided the premises of the Villa free of charge, and helped with the technical production of the event that was organized by the ZET Foundation. During the programme, Professor Zelený was remembered by personalities from business and academia as well as his close friends.

Concert ‘Behind a strong man look for a strong woman’

On Tuesday, 5 March, a special concert commemorating 70th anniversary of the death of Marie Baťová took place in the concert hall of the People’s Conservatory in Ostrava. During the evening, the LKO chamber strings played several compositions by authors who, according to contemporary sources, were listened to by Marie Baťová. The Thomas Bata Foundation supervised the programme throughout the preparations and was present at the venue on the day of the event and also took part in a guided discussion with the public.

Modules in front of the Bata Villa

On Saturday, 13 April, a total of five modules from KOMA Modular company from Vizovice were installed in the garden in front of the Bata Villa. Three modules provide free space for various exhibitions, talks and workshop events, while the other two modules house the Bata library and the ‘Tradition of the Shoemaker’s Craft’ exhibition. The modules were opened for the first time during the Bata’s Legacy to the World 2024 conference, then officially presented during the May Day celebration and will be used in the following months. They are open to the public every weekday that the garden is open.





Traditional May Day celebration

This year's biggest novelty within the traditional May Day celebration were creative workshops where children could make trinkets from leather (in cooperation with the Bata company), assemble a model of a Bata house (in cooperation with Z.A.M.), make their own tea or paint their own T-shirt. The modules serving as workshops have been long term lent to the Foundation by KOMA Modular, a company from Vizovice. In addition to the programme and activities for children, the exhibition 'Bata to Himself', created by the artist Bára from Nikolajka in cooperation with the stationery shop Be Nice, and the exhibition 'Tradition of the Shoemaker's Craft', showing the original shoemaker's workshop, which the Thomas Bata Foundation acquired from the Majrich family, were presented. In the garden at the Villa there was a relaxation zone, a presentation of the new Bata-inspired coffee, a performance by magician Ondřej Sládek, and a concert by the Pop-Up group headed by actor Štěpán Prince. A total of 2,348 people attended the celebration.





Opening of the springs in Luhačovice

On Saturday, May 11, the traditional Opening of the springs - the opening of the spa season - took place in Luhačovice. The Thomas Bata Foundation took part in the event through a visit of the fictitious Tomáš Baťa who was portrayed for the occasion by Josef Koller, an actor from the Zlín Municipal Theatre. Tomáš Baťa gave a speech, greeted the guests, symbolically greeted T. G. Masaryk and then took a pictures with the general public.

Day of Bata Cooperation: Zlín - Partizánske

On Wednesday 15 May, the first year of the Day of Bata Cooperation took place in Partizánske. An interesting programme was prepared for children and students as well as for the general public. There were two lectures by Gabriela Končíková on the Bata philosophy, a creative workshop was held in the Bata Point under the baton of Lucie Šmardová from the Zlín Architectural Manual and an exhibition of the Thomas Bata Foundation entitled 'Be the First!' was presented at the Municipal Office. The event was organized by the Thomas Bata Foundation and the Town of Partizánske with the support of the Statutory City of Zlín.



Thank you for 130 years of inspiration

On the occasion of this year's 130th anniversary of the foundation of the Bata company, we put up special tarpaulins with motivational quotes by Tomáš Bata, Tomas Bata Junior, Jan Antonín Bata, Dominik Čipera and Hugo Vavrečka in the public space - on the fence by the bus stop opposite the Bata Villa. The special tarpaulin features photographs of all the aforementioned personalities, including Marie Baťová, and the slogan 'Thank you for 130 years of inspiration'.



Gallery and Museum Night 2024

On 24 May, the Foundation took part in a traditional event called Gallery and Museum Night. In the evening, a special one-hour tour of the Bata Villa, led by Gabriela Končítíková, took place. A total of 54 people signed up for the tour and the event was free of charge.

Bata 'Inspiromat'

On Wednesday, 5 June, the so-called Bata 'Inspiromat' took place again in the Bata Villa, this time with the subtitle 'Was Bata in the theatre?'. Rostislav Marek, an actor of the Municipal Theatre Zlín, and his pupils reminded us of the mark Bata left in the art world in a free theatrical improvisation. This was the final meeting of amateur theatre students, led by the professional actor as part of official acting courses. A total of 45 people attended the event in Bata Villa.

Support for the dragon statue at Kudlov Castle

The Thomas Bata Foundation supported the creation of a wooden dragon statue at the ruins of Kudlov Castle with CZK 7,000.00. The statue serves as a motivational element for families with children to follow in the footsteps of the mythical story around Kudlov Castle. The aim is to make children more enthusiastic about spending time outdoors. Several cultural events are held on the site of the former Kudlov Castle throughout the year and the wooden dragon is a nice attraction for children.

SUMMER PROGRAMME IN THE GARDEN OF BATA VILLA

The garden of Bata Villa hosted a programme accompanying the exhibition Life is Movement, which is part of the so-called inspirational Bata Zone. Two discussion evenings with lectures and workshops took place.

The magic of the Bata press

Today, 21 August, a discussion with Gabriela Končítiková took place on the topic The Magic of the Bata Press. The individual periodicals published by Bata, the way in which the company involved many of its employees in editorial activities, the content of individual newspapers and magazines and their influence on life in the community, and even in Czechoslovakia as a whole, were presented.

The lecture also included a workshop, during which the participants were able to look at the individual publications and learn about the Bata Ten Commandments for writing articles. Visitors could also try to compose an article according to the Bata principles.

The event was attended by 45 visitors.

Africa with all senses

Tomáš Vaňourek and Linda Piknerová from the Z101 Expedition travel expedition together with the team of the Thomas Bata Foundation prepared a unique experiential event in the garden of the Bata Villa, which included a lecture by Tomáš Vaňourek on the topic of the Water Journey and Life in Africa.

The lecture was followed by a tasting of traditional African dishes, which were cooked or grilled directly in the garden of Bata Villa on three fireplaces. It was an interesting and unusual event that created a very pleasant experience for the visitors.

The event was attended by 65 visitors.



AUTUMN PROGRAMME IN THE GARDEN OF BATA VILLA

Planting trees around the Bata Villa

On 2 November 2024, a tree planting ceremony took place in the forest above the Bata Villa. A total of 30 trees were planted, the purchase of which was supported by the ČEZ Foundation. The planting was attended by more than 70 visitors, for whom refreshments were prepared in the form of roasted sausages and Christmas punch. It was a very beautiful event, which involved the whole family. For many, the tree planting had a strong symbolic meaning, and they saw it as planting their family tree. The new tree planting is helping to revitalise the forest which has been affected by bark beetle in the past. Lime, maple and oak trees were planted.





VIIITH BATA WEEK FESTIVAL WITH THE SUBTITLE „LIFE IS MOVEMENT“

The eighth edition of the Bata Week Festival took place from 16 September to 22 September, with the Bata slogan „Life is Movement“ as its theme.

In total, there were five talks, three lectures, twelve guided tours, a special morning for children, a commemoration of the anniversary of the birth of Thomas J. Bata, a concert in the garden, the lighting of Bata's villa in the colours of the tricolour, a premiere screening of period footage and special tours with actors from the Zlín Municipal Theatre. Institutions such as the City of Zlín, the Zlín Region, the Thomas Bata Memorial, ZAM and others have also joined the festival.

In addition, the lighting of the Bata Villa in the colours of the tricolour, the premiere screening of period footage and special tours with actors from the Zlín Municipal Theatre took place as part of a celebratory weekend during which we commemorated 130 years since the founding of the Bata company.

A total of 1,484 people took part in the Bata Week.



Lecture by David Valůšek: Our customer, our master or how Bata sold shoes

Lecture by Pavel Stojar: 100 years of Zlín flying

Lecture by Magdalena Preiningerová and Tomáš Vaňourek: The world belongs to the bold.

Parts of the upcoming documentary Bata in Africa were screened for the first time.

Discussion with sports coaches Oliver Vavro, Andrej Tatík, Mark Novosad and Matěj Fiala:

Know the power of your own body

Lecture by Petr Havlíček: Everything is connected or Just changing your diet is not enough

During the Bata Week, 14 educational programmes were held for primary and secondary school pupils and interest groups. Pupils learned about the philosophy and legacy of Bata in an entertaining way.



130 YEARS OF BATA COMPANY

Bata Villa in the colours of the Czech tricolour

On 21 September 2024 at 8 p.m., the Bata Villa was festively lit up in the colours of the tricolour. The Thomas Bata Memorial was also lit up. People could thus celebrate the 130th anniversary of the founding of the Bata company at two important Bata buildings in Zlín. At the beginning of the programme, visitors toasted with a glass of sparkling wine, followed by the screening of period footage of Tomáš Baťa in the main hall of the Bata Villa.

A total of 52 people visited the Villa.

Tours of the Bata Villa in the presence of the Batas

On Sunday, 22 September, as part of the commemoration of the 130th anniversary of the founding of the Bata company, two very special tours took place, during which all three Bata family members - Tomáš Baťa, the founder, Thomas J. Bata and Jan Antonín Baťa - visited the Villa, as did the architect František Lýdie Gahura. The characters of the individual personalities were portrayed by the actors of the Municipal Theatre Zlín (Gustav Řezníček, Radovan Král, Rostislav Marek and Pavel Vacek), who have already portrayed them during the productions that the theatre has staged in the past in its repertoire.

Gabriela Končítíková and Jakub Malovaný prepared the scenario of the tour, in which the actors gradually came on stage, the individual dialogues were exact replicas of archival documents, so the visitors learned new information.

There were two tours, at 4 pm and 7 pm. The capacity of both tours was immediately filled. In addition, the second tour was for friends and supporters of the Thomas Bata Foundation. The event was a great success and was attended by representatives of the city, the region and important companies from Zlín, as well as personalities from the education and cultural environment. At the end of each tour, the visitors toasted with a glass of sparkling wine in honour of Bata company and the Bata legacy.

The total number of visitors was 130.



2024 Freedom Festival

The Thomas Bata Foundation has joined the prestigious Freedom Festival, which is held annually nationwide to commemorate the Velvet Revolution. The Freedom Festival was established in 2016 by the organisers of the Prague events as a platform for joint communication and promotion. In the same year, organizers from other cities, including Zlín, also joined. In recent years, the Freedom Festival has been held in dozens of cities and towns across the country. In Zlín, a total of ten organisations are involved in organising the festival.

Presentation of the book *Velvet in the Theatre*

The Thomas Bata Foundation has initiated the second edition of the book *Velvet in the Theatre* by Jakub Malovaný. The presentation of the book took place on 15 November in the Bata Villa, as part of the Freedom Festival in Zlín. Guests and discussants were theatre actors Helena Čermáková, Jan Hrušínský and Rostislav Marek, as well as former dissident Stanislav Devátý. Jakub Malovaný was the moderator, and the Franc Alpa band accompanied the book launch musically in a revolutionary way. A total of 94 people attended the presentation of the book *Velvet in the Theatre*.

Presentation of the books *Inspired the Bata Way II* and *Bata - Thoughts, Actions, Life, Work*

At the beginning of December, namely on 3 December 2024, two new Bata books were officially presented, namely *Inspired the Bata Way II* and *Bata - Thoughts, Actions, Life, Work*. The author of the first mentioned is Gabriela Končítíková, the second is signed by Antonín Cekota and is a reprint from 1929. The books were presented together, the event also included a screening of period footage of Tomáš Bata, which was additionally supplemented by spoken word - read passages from the books, spoken by actor Rostislav Marek. The presentation of the books was attended by a total of 72 people.



BATA EXHIBITIONS

The Thomas Bata Foundation has opened several exhibitions in 2024. It reaches a wide audience through exhibitions.

Exhibition ‘Zlín – a City that was Built on Drawing Boards’

At the beginning of May, a travelling exhibition entitled ‘Zlín - a city that was built on drawing boards of the best architects and urban planners of its time’ was presented to the public. The exhibition is co-authored by the City of Zlín, Zikmund Villa and the Thomas Bata Foundation. The exhibition could be viewed by the public in Ostrava (in front of the Polyclinic of the Ostrava University Hospital and on the South Square), in Zlín, Brno, Kopřivnice and in other towns of the Moravian-Silesian and Zlín regions.

Exhibition ‘Bata to Himself’

As part of the Bata’s Legacy to the World 2024 conference, the Thomas Bata Foundation brought an exhibition entitled ‘Bata to Himself’ to Zlín. The author of the exhibition is the artist Bára from Nikolajka and the family stationery shop Be Nice. This exhibition was inspired by the lecture activities of the Thomas Bata Foundation. The exhibition presents a total of twelve inspirational slogans by Tomáš Baťa and original illustrations by Bára of Nikolajka. The exhibition was adapted in the outdoor Bata Zone Gallery, located in KOMA Modules in the garden of the Bata Villa.



Exhibition ‘Be the First!’ in Partizánske

During the first year of the Day of Cooperation Zlín - Partizánske, the exhibition ‘Be the First!’ was opened in Partizánske. The opening ceremony was attended by 48 people. The exhibition was set up in the premises of the Municipal Office and was thus available to the general public from 15 May 2024 to 15 July 2024.

Opening of 'Bata - Masaryk' in Luhačovice

On Friday, 28 June, the opening ceremony of the exhibition entitled 'Bata - Zlín - Czechoslovakia | Masaryk's Democracy - Bata's Prosperity' took place in front of the Luhačovice Town Hall. The exhibition was prepared by the Thomas Bata Foundation in cooperation with the Town of Luhačovice, the partners of the exhibition are the City of Zlín and Tomas Bata University in Zlín. On a total of twelve panels, visitors will find the story and ideas of two of the most prominent personalities of the First Republic, namely Tomáš Bata and Tomáš Garrigue Masaryk. Address at the opening ceremony was given by the Director of the Foundation, Gabriela Končítiková, and the Mayor of Luhačovice, Marián Ležák. The event was moderated by Jakub Malovaný and the musician Pavel "Kačes" Husár provided musical entertainment.



Exhibition 'Life is Movement'

On the occasion of the 130th anniversary of the Bata company, the Thomas Bata Foundation prepared an outdoor exhibition entitled 'Life is Movement'. The subtitle of the exhibition is '... or how the Bata company moved individuals and the world'. The exhibition highlights the way Bata communicated in various sectors through the press. The exhibition is divided into two expositions. The second part of the exhibition presents inspirational quotes by Tomáš Baťa and gives the reader the opportunity to reflect on them. The exhibition is complemented by encouragement to action through motivational cards that inspire the reader to take action on the topic. A bilingual website is also being developed to accompany the exhibition. The exhibition is supported by Noventis, Continental Barum, Tomas Bata University

in Zlín and the Statutory City of Zlín. The authors of the exhibition are Gabriela Končítiková, Jakub Malovaný and Klára Branická. The opening of the exhibition took place on 11 July 2024 in the garden of the Bata Villa and was attended by 54 people. Musical accompaniment was provided by Pavel "Kačes" Husár.

Bata's pedicurist

The exhibition 'Bata's Pedicurist' was presented in Havířov from 6 March to 31 March 2024, followed by an exhibition in Brandýs nad Labem in June.



BATA VILLA

The Bata Villa is one of the important places connected with the legacy of Bata and the cultural life in Zlín. It is primarily used as an educational space for lectures of the Thomas Bata Foundation and guided tours.

Villa management

In 2024, all the wooden entrance doors were repaired as part of the Villa maintenance. In addition, the stained-glass windows were newly painted. The seating furniture for lectures and cultural events was also replaced. A new heating system was put into operation.

Short-term rentals

Overview of short-term rentals for the period January-December 2024. 70% of the rentals is related to lectures given on the Bata theme. In this period, 55 rentals took place.

Long-term rentals

In 2024, the premises in the attic of Bata Villa were rented to other institutions that operate on a non-profit basis and are related to the topic of Bata. Part of the space is used by ZAM - Zlín Architectural Manual, and another tenant is the Inspirace Zlín association. Inspirace Zlín is dedicated to educational activities on the history of the city of Zlín, participates in the cultural life in Zlín, etc. Both institutions pay only a reduced rent; the Thomas Bata Foundation supports these institutions by means of the reduced rent.

Tours

The Thomas Bata Foundation continues to organise regular Sunday tours for the public (always on the first Sunday of the month), as well as continues to cooperate with the Zikmund Villa and to organise individual tours for larger groups by prior arrangement. In the period from January to December, 102 guided tours for the public were held, 2 412 people participated in the tours. The Foundation also provides free tours for primary school pupils and students of secondary schools and universities.



Guide team

The Thomas Bata Foundation has expanded its guide team to offer more tours. Currently, the team of guides consists of 7 people.

Summer cycle of tours

Eight special tours were offered to the public during the summer months, four in the month of July and four in the month of August.

Special tours of the Bata Villa

- On Friday 12 January, Jakub Malovaný guided the theatre director Jakub Čermák, who was at that time rehearsing a production of The Master's Lesson at the Municipal Theatre in Zlín, through the Bata Villa.

- On Thursday 29 February, Jakub Malovaný and Gabriela Končítíková guided the actor Viktor Dvořák, winner of the Thalia Award and representative of Václav Havel in the feature film of the same name, through the Bata Villa.

- On Wednesday 13 March, Jakub Malovaný guided the musician Ivan Mládek and members of his band through the Bata Villa.

- On Wednesday 3 July, Gabriela Končítíková and Jakub Malovaný guided a part of the acting troupe of the Na Jezerce Theatre, headed by director Jan Hrušínský, through the Villa in connection with the upcoming theatre performance about Tomáš Baťa.





DIVADLO
NA JEZERCE

B A Ě



M A N

Baťa. Švec, který dobyl svět!

Režie | Petr Vacek

Suchařípa | Šmoldas | Šplechtová | Řezníček | a další



COOPERATION WITH THE THEATRE NA JEZERCE

The Baťman theatrical production tells the life story of Tomáš Baťa

On 5 December 2024 the premier performance of a new play by the director and actor Petr Vacek, entitled Baťman, was held in the Prague theatre Divadlo Na Jezerce.

It is a production full of humour, music and dance, surprising and true information about the life and business success of the founder of the shoemaking empire Tomáš Baťa - and how his principles and beliefs influenced the whole world.

The Thomas Bata Foundation was actively involved in the creation of the script, acting as a kind of supervisor, communicating not only all the historical events but also the timelessness of Bata legacy to the creators.

The role of Tomáš Baťa has been taken by David Suchařípa, and the other roles by Ivo Šmoldas, Miluše Šplechtová, Jan Řezníček and others.



EDUCATIONAL ACTIVITIES

The Thomas Bata Foundation organises several educational activities. The main ones include lectures and workshops for companies, the traditional Bata Academy - an intensive course on the Bata philosophy and Management System, as well as workshops for the public. In addition to these commercial activities, the Foundation also has many non-commercial educational programmes, the main ones being a programme for primary schools called Bata to Schools, the Bata Academy for students and many others.

Commercial lectures

The lectures are currently given by Gabriela Končítiková and Jakub Malovaný. In the period January–December, 74 commercial lectures were held, attended by 3 535 people.

Workshops Inspired the Bata Way

The Thomas Bata Foundation opened a spring run of thematic one-day workshops, with those interested having the opportunity to choose from four basic topics. Each workshop will feature practical exercises that will make it easier for visitors to put the knowledge they have gained into practice. The workshops build on each other, but can also be taken individually.

Dates and topics:

- | | |
|--------------------|-------------------------------------------------------------------------|
| 1/ 7 February 2024 | - Personality of Tomáš Baťa and his selfmade management |
| 2/ 7 March 2024 | - Bata philosophy and its application to personal and professional life |
| 3/ 18. 4. 2024 | - How to lead according to the Bata philosophy |
| 4/ 23. 5. 2024 | - Bata's management system and how to use these principles today |

A total of 41 people participated in the workshop.



Bata Academy in Trenčín

On Wednesday 24 January, the Bata Academy started in Slovakia, specifically in Trenčín, in the premises of the Facility System Hub. The Thomas Bata Foundation is a co-organizer of this run, the lecturer of the academy is Gabriela Končítiková. A total of 23 participants attended the Academy.



Bata Academy in Zlín

In February 2024, the spring course of the Bata Academy was opened, both in the online and full-time form. The Academy was attended by 34 students. The meetings took place on Tuesdays, in regular three-week cycles. The Academy is divided into five seminars. The participants were introduced to the individual topics and prepared their own plan to put the individual Bata principles into practice. Since September, the autumn run of the Bata Academy has been open, held in the premises of the Bata Villa, with the possibility of joining online, with a total number of listeners of 30 people.

Bata's Legacy to the World 2024 Conference

On 24 and 25 April, the Faculty of Management and Economics of Tomas Bata University in Zlín and the Thomas Bata Foundation hosted an exceptional conference, held once every five years, entitled „Bata's Legacy to the World 2024“, with the subtitle „The Power of Human Potential and Technology“. More than sixty eminent personalities from various fields accepted the invitation to the conference and shared their experiences, opinions and visions with the visitors and the public in moderated discussions at the plenary session, in expert sessions and workshops. The conference's supporting programme of demonstrations of the application of new technologies vs. traditional practices also demonstrated the importance of technological advances. A social evening with a rich programme took place in Bata Villa, moderated by Jakub Malovaný. A total of 543 visitors attended the conference.



INTERNAL TRAINING OF THE FOUNDATION'S TEAM

EPIC SPEAK course

On 15 July, members of the Thomas Bata Foundation attended a course entitled „The Power of Speech“ and received an official certificate upon successful completion. The aim of the course was to learn in an interactive way how to improve their speaking or use more gestures or to learn the importance of facial expressions. The course enriched all participants with practical experience in public speaking that they can apply in their work, and they also received feedback from team members and the expert trainer.

USE YOUR TALENTS course

On 2 September, another course for the Thomas Bata Foundation employees took place. In order to get to know the personality of the individual employees of the Foundation, to focus on their strengths or to get to know each other better in the team, each member took part in a course from Gallup. The first group workshop with a mentor took place directly at the Bata Villa, after which each team member took the CliftonStrengths personality questionnaire and, over the coming days, connected for 1.5 hours with a certified coach to talk privately about his or her talents based on the results from the aforementioned questionnaire. Members will still have a final team meeting to better understand each team member's strengths to improve collaboration.

FILMING AN EDUCATIONAL VIDEO FOR BATA

On 29 September, a special educational video for the Bata company was filmed in Zlín to introduce the origins of the company and its founder, Tomáš Baťa, to employees around the world. The Thomas Bata Foundation prepared the script for this video, secured the locations (Bata Villa, Thomas Bata Memorial, skyscraper, the Museum of Southeast Moravia, the company's shop at Dlouhá) and provided a professional film crew.



EDUCATIONAL ACTIVITIES FOR THE YOUTH

Bata Student Club

The Thomas Bata Foundation is opening the Bata Student Club for students of secondary and higher secondary schools in the Zlín Region.

The aim of the club is to create a community of young people who can inspire and support each other in their development. At the same time, the club aims to lead young people to off-line sharing and creation, to encourage them to engage and participate in community life. Club members are united by their interest in the topic of Bata's legacy and its application in the present day, as well as in their personal lives. The concept of the club offers students the opportunity to „experience“ the principles of the Bata philosophy for themselves, particularly in the areas of self-discovery and personal growth. The club makes sure that the legacy of Bata is not only presented to students from a historical point of view, but especially as one of the possible sources of inspiration for their current life, building themselves and discovering their own potential.

For these purposes, a special Growth Diary has been created for students, based on Bata's philosophy, to help them develop their personal and professional skills. Through club activities, students have the opportunity to meet interesting speakers, experience all kinds of excursions and experience a variety of activities. The club also aims to involve young people in community life through the charitable activities of the Thomas Bata Foundation.

The club is led by Klára Branická, who has been working with the Thomas Bata Foundation since 2022, as she herself graduated from the Bachelor's degree programme at the Tomas Bata University in Zlín this year and is close in age to the club members. Her leadership is based on personal experience with Bata principles. The expert topics are guaranteed by Gabriela Končítíková, Director of the Thomas Bata Foundation.

The members of the club, which currently number 22, meet regularly at the Bata Villa, with a total of 6 club meetings planned for the first semester.

Meet Bata: a programme for primary schools

The Thomas Bata Foundation team is working intensively to create a group of educators who would be able to develop a programme for pupils in grades 3-6 on the topic of Bata in primary schools. The educational programme called 'Bata to Schools' is divided into 4 sessions, the aim of which is to introduce pupils to the history and philosophy of Bata and to teach them how to use the basic principles of this philosophy in their lives.

In the summer months we have revised the programme for primary schools, which we now plan to divide into a total of 4 meetings. The educator will visit the pupils three times at their school and once - at the end of the cycle - the pupils will come to the Bata Villa.

With the new concept, we have started training two educators who aim to give the children an experience and new information about Tomáš Baťa in a playful way, which can be an inspiration for them, whether in helping others, overcoming obstacles or in their desire to further their education. There is also a special workbook and educational games for children.

Presentation of the Bata to Schools project

On Wednesday 19 June, Jakub Malovaný presented the new project 'Bata to Schools' to all principals of primary schools in Zlín. The aim of the presentation was to acquaint the representatives of local schools with the unique programme prepared by the Thomas Bata Foundation for pupils of the first and second grade. The appeal was made to the fact that it is not about history lessons, but primarily about the development of the individual, based on the Bata philosophy and values.

PARTICIPATION IN CONFERENCES AND FORUMS

Members of the Thomas Bata Foundation team participate as speakers at various conferences and discussion forums.

Conference 'For a richer life'

On 12 May 2024, Gabriela Končítíková spoke at the For a Richer Life conference in Brno. The topic of the presentation was 'Bata philosophy and its application in the present'. The conference was attended by 68 people.

Financial Literacy Conference 'Swiss Life 2024'

On 21 May, a conference was held in Bratislava, organised by Swiss Life. Gabriela Končítíková presented the topics 'Financial Literacy in Bata' and 'Bata Education in Housing'. The conference was attended by 114 people.

Conference 'Will European Industry Survive 2025?'

On 5 June 2024, Gabriela Končítíková spoke at an international conference entitled 'Will European Industry Survive 2025?', which took place in Bratislava. Speakers included Siegfried Russwurm, President of the Federal Association of German Industry, and Wolfram Kirchert, Chairman of the Board of Volkswagen Slovakia. Gabriela Končítíková presented the topic 'How Tomas Bata perceived the role of industry' and then participated in a panel discussion. The conference was attended by 112 people.

Family Day in Ratíškovice | T Machineri

This year marks the 90th anniversary of the founding of the Tomáš lignite mine, which was opened by the Bata company in 1934. The Thomas Bata Foundation, together with T Machineri, the company that followed Bata's activities in Ratíškovice, prepared an exhibition called Be the First! The exhibition was open to the general public directly in the company during the Family Day and then moved to the Primary School in Ratíškovice.

During the celebrations, which took place on 21 September 2024, a lecture by Gabriela Končítíková was also held on the topic of Timelessness of the Bata philosophy. The lecture was attended by 32 people.



Inspiration & chill

On 9 October, Gabriela Končítíková participated in a discussion evening together with Olga Girstlová at the beautiful Jazz Dock Prague. Gabriela presented the legacy of Tomáš Baťa, Olga Girstlová the legacy of Professor Milan Zelený.

The discussion evening was attended by 48 people.

To make sense | Bata leadership lecture

On 25 September 2024, Gabriela Končítíková participated in the discussion meeting „To make sense“ in Prague. She presented the topic of Bata leadership and then led a discussion on this topic. The discussion was attended by 44 entrepreneurs and managers.

Bata educational materials

This year, the Thomas Bata Foundation in cooperation with the Statutory City of Zlín and the Zlín Region published new educational sets. The Czech version of the educational materials contains 17 brochures, each dedicated to a specific topic. The original 15 topics have been expanded to include information on the Bata Region and the Zlín Architectural Manual. The English version offers 13 leaflets. The entire sets are intended for visitors to the Thomas Bata Foundation's educational courses and for visitors to the Zlín City Hall and the Zlín Region. Some educational leaflets can be obtained individually at selected information points.

Bata Academy for secondary schools in Partizánske

The Bata Academy for secondary schools in Partizánske was launched in 2023. The Academy is divided into 4 sessions, the first session took place in June, the second in October, and the other two sessions took place in 2024. The secondary school students were introduced to the basic Bata principles. A total of 168 second and third year high school students are participating in this academy. On 15 May, a closing ceremony was held.



Summer Business Camp

The 9th year of the Summer Entrepreneurship Camp for young people from children's homes and socially vulnerable families was held from 15 July to 19 July 2024, focusing on their personal and professional development. During this camp, children meet entrepreneurs from many fields and create their own business plan, which they then present during the camp. The winning project, but also others, will be implemented. Among other things, the camp participants are introduced to the Bata legacy. The Thomas Bata Foundation supported the camp with CZK 20,000.00 and in-kind donations. On 18 July 2024, the director of the Foundation, Gabriela Končítíková, actively participated in the camp and accepted the invitation to the guest chair - a discussion on a selected topic, which she introduced to the camp participants.

You can do business

In 2024, the Thomas Bata Foundation continued its cooperation with the You Can Do Business project, which focuses on educating secondary school students in the field of entrepreneurship. This project was created in 2012 at the Bata Villa, when Jaroslav Řasa, Miroslav Hofman and Pavel Komárek met with graduates of the Bata School of Work. Currently, the project brings together over 200 entrepreneurs and 100 schools. The Thomas Bata Foundation supported the project with CZK 20,000.00.

Reading rehearsal at the Na Jezerce Theatre

On 26 September, Gabriela Končítíková and Jakub Malovaný visited the Divadlo Na Jezerce in Prague, where they took part in one of the first readings of the author's performance *Batman*, which is dedicated to the life story of Tomáš Baťa and will have a premiere in December. In the presence of the director Petr Vacko and the principal Jan Hrušínský, the last questions related to the theatre text were answered. Throughout the preparations, the Thomas Bata Foundation acted as an expert supervisor of the script.

Art competition for kindergartens in Zlín

In June 2024, an art competition for children from kindergartens in Zlín took place. The Thomas Bata Foundation has traditionally supported this competition for several years. Gabriela Končítíková and Jakub Malovaný were members of the expert committee that selected the most beautiful artistic representation of shoes. The children were awarded Bata prizes.

Teaching the Bata Management System at Tomas Bata University

Gabriela Končítíková taught a semester course - Bata Management System - at the Tomas Bata University. The course was attended by 143 full-time students and 32 distance learning students. Through 12 meetings, students were introduced to the basic information of the Bata Management System.

Talk for Bee Volunteer

Gabriela Končítíková and Klára Branická prepared a talk for the volunteer association Bee Volunteer in Banská Bystrica, which focuses on organizing volunteers and developing volunteer activities among students. The topic of the discussion was One is not born a personality but becomes one - the transformation of the personality of Tomáš Baťa. The talk was attended by a total of 110 participants.

Talk for students of the Silesian University

On 3 December, Gabriela Končítíková gave a lecture for students of the Silesian University, specifically from the Faculty of Business and Entrepreneurship in Karviná. The discussion was intended for university students, teachers and the general public. The topic presented was Using the Bata Legacy in Practice. The discussion was attended by a total of 124 listeners.



PODCASTS

In 2024, the Thomas Bata Foundation continues to publish the podcast *Inspired the Bata Way* on a regular basis. Currently, we know that the podcast is regularly listened to by primary school students in social studies and history classes, high school and university students, as well as the podcast has become a regular part of Monday meetings. Its educational overlap appeals to listeners across generations.

Between January and December, we published the following episodes:

1.	08/01/2024	95	About “baťoviny” (or how to use Bata philosophy in everyday life) with Zdeněk Rybka: „Everything is constant change. Well, good thing it is!“
2.	15/01/2024	96	What is the Thomas Bata Foundation preparing for this year?
3.	22/01/2024	97	The story of a unique villa in the heart of Zlín, the story of the Villa of Tomáš Baťa
4.	29/01/2024	98	What Tomáš Baťa noticed in people
5.	05/02/2024	99	Where Tomáš Baťa was inspired
6.	12/02/2024	100	The importance of cleaning
7.	19/02/2024	101	About the conference Bata’s Legacy to the World 2024
8.	26/02/2024	102	Why create beauty and surround yourself with it
9.	04/03/2024	103	Bata’s Ten Commandments for Women - how to make your man’s life better
10.	11/03/2024	104	Bata’s Ten Commandments for Men
11.	18/03/2024	105	Effectiveness in written communication
12.	25/03/2024	106	The uselessness of remorse
13.	02/04/2024	107	Compatible 30%
14.	09/04/2024	108	Motivation is not an option
15.	15/04/2024	109	The importance of Bata cooperation
16.	22/04/2024	110	Importance of greeting
17.	29/04/ 2024	111	100 years of May Day at Bata
18.	06/05/2024	112	Let others stand out
19.	13/05/2024	113	When did Tomáš Baťa change the most?
20.	20/05/2024	114	Zlín. Baťa, Zikmund, Hanzelka
21.	27/05/2024	115	Corporate culture at Bata
22.	02/06/2024	116	Zlín Architectural Manual with Lucie Šmardová
23.	10/06/2024	117	Financial literacy
24.	17/06/2024	118	Education for national pride
25.	24/06/2024	119	Nature - the ideal doctor
26.	01/07/2024	120	About Bata with Martin Bernátek
27.	08/07/2024	121	Change needs space
28.	15/07/2024	122	About “baťoviny” (or how to use Bata philosophy in everyday life) with Klára Branická
29.	22/07/2024	123	New exhibition called „Life is Movement“
30.	29/07/2024	124	Be accessible to people
31.	05/08/2024	125	How did Bata perceive the enjoyment of summer-time?
32.	12/08/2024	126	The life story of pilot Jindřich Brouček
33.	19/08/2024	127	The importance of the Bata press
34.	26/08/2024	128	100 years of Zlín aviation
35.	02/09/2024	129	Invitation to the Bata Week 2024 Festival
36.	09/09/2024	130	Working friendship
37.	16/09/2024	131	Why Tomáš Baťa decided to run for mayor
38.	23/09/2024	132	Bata and the competition
39.	30/09/2024	133	Interview with Jose Hlavnicka, grandson of Josef Hlavnicka and relative of the Bata family
40.	07/10/2024	134	Bata Inspiration Diary 2025
41.	14/10/2024	135	Tomáš Baťa’s relationship to cigarettes, alcohol and better coffee
42.	21/10/2024	136	The principle of residuality
43.	28/10/2024	137	The mind remembers when it felt good
44.	04/11/2024	138	The influence of gossip
45.	11/11/2024	139	Don’t lose capable people to incompetent ones
46.	18/11/2024	140	“Z nás*at jejdanačky”
47.	25/11/2024	141	We apologize primarily to ourselves, not to others
48.	2/12/2024	142	A new book Inspired in the Bata Way II or The Growth of Tomáš Baťa
49.	9/12/2024	143	A new book Velvet in the Theatre
50.	16/12/2024	144	Lenka Mihalová and her inspiration by the Bata legacy
51.	23/12/2024	145	Christmas – an opportunity to be closer to each other
52.	30/12/2024	146	The relationship you have with yourself is the foundation

COOPERATION OF THE THOMAS BATA FOUNDATION

In 2024, the Thomas Bata Foundation established several other collaborations, both in educational ventures and commercial ones. At the same time, cooperation with the City of Zlín and the Zlín Region, as well as institutions that manage the Bata legacy (Bata Region, Zlín Architectural Manual, Tomas Bata Memorial) is intensively supported.

Cooperation within the Bata legacy

Guiding strategy

On Tuesday, 30 January, an informative meeting was held at the Bata Villa on the strategy of guiding about the Bata legacy. In addition to representatives of the Foundation, members of the Tomas Bata Memorial, Z.A.M. Zlín and historian David Valůšek were also present.

Presentation of the Thomas Bata Foundation at the annual meeting of the H+Z Club

Jakub Malovaný, who is a member of the Hanzelka and Zikmund Travellers Club, presented the Thomas Bata Foundation at the club's annual meeting in the Zlín Museum in February and invited the club members to a special Travellers' Evening Tea with Tomáš Vaňourk from Expedition Z101.



Cooperation with the H+Z Club

On Thursday, 29 February, the Thomas Bata Foundation officially established cooperation with the H+Z Club, which takes care of the legacy of legendary travellers Hanzelka and Zikmund and is in close contact with the Museum of Southeast Moravia in Zlín. In addition to representatives of the Foundation, the introductory meeting was attended by Magdalena Preiningerová (Hanzelka and Zikmund Archive), Vojtěch Holík (Chairman of the H+Z Club) and Pavel Hrubec (Director of the Museum).



Patronage for Expedition Z101

On Friday, 1 March, the Thomas Bata Foundation granted patronage to the Z101 Travel Expedition for its activities in the form of educational, lecture and cultural activities. The main face of the expedition - Tomáš Vaňourek - maps, among other things, the Bata branches of the Bata company during his journey through Africa, from which valuable reports are made directly from the place in cooperation with the Foundation.

Z.A.M. in the Villa of Tomáš Bata

Since the beginning of March, the attic of the Bata Villa has been home to the Z.A.M. - Zlín Architectural Manual organisation - a professional popularisation database of architectural and artistic objects, building ensembles and public spaces created between 1894 and 2018. The project manager of ZAM is Lucie Šmardová, who occasionally collaborates on selected projects of the Thomas Bata Foundation.

Cooperation with the TBU Student Union

The Thomas Bata Foundation continues its cooperation with the Student Union of the Tomas Bata University in Zlín, which provides the land opposite the Villa for the organisation of its own student events, namely BusFest and the TBU Majáles that was moreover moderated by Jakub Malovaný this year.

Cooperation with the Primary Art School (ZUŠ) in Otrokovice

The Thomas Bata Foundation continues to cooperate with the Primary Art School in Otrokovice, not only in terms of participation in joint events, but also in terms of partnership in the form of rewards for students. In March, the Foundation prepared Bata-themed packages for the participants of the district round of the string competition.

Workshop for partners of the Bata Region project

On 21 October, members of the Thomas Bata Foundation took part in a workshop entitled „Bata Service, or Our Customer, Our Master“, which took place in the premises of the Bata Villa and was organised by the Bata Region. Various interesting ideas were presented at the meeting, both by the trainers and individual institutions, and during the next meetings all partners will try to implement the most interesting ideas to make the Zlín region an attractive place for tourists.

20 companies participated in the workshop.

Business cooperation

Cooperation with Interhotel Zlín

In January, the Thomas Bata Foundation established cooperation with Interhotel Zlín, where a number of the Foundation's publications, gifts and educational materials are now available for sale. The merchandise is displayed in a special showcase directly at the reception desk, and promotional leaflets are also offered to guests in their rooms, both in Czech and English.

Cooperation with Baltaci

At the beginning of March, the Thomas Bata Foundation established cooperation with Baltaci, which operates two hotels in Zlín, namely Hotel Baltaci and Hotel Baltaci Atrium. A number of the Foundation's publications, gifts and educational materials are now available for sale in these hotels. The merchandise is displayed in special showcases directly at the reception desks, and promotional leaflets are also offered to guests, both in Czech and English.

Cooperation with Hotel Johan

On Monday, 29 April, the Thomas Bata Foundation established cooperation with the Hotel Johan in Zlín, where a number of Foundation publications, gifts and educational materials are now available for sale. The goods are displayed in a special showcase directly at the reception.



PR AND MEDIA

Articles in the press

January issue of Be The Best magazine

The January issue of Be The Best magazine featured a comprehensive article entitled 'The Power of Personality', in which authors Gabriela Končítíková and Jakub Malovaný describe how „it is only possible to lead permanently by personal example“. At the same time, the article introduced the Bata's Legacy to the World 2024 conference.

February issue of inZlín magazine

The February issue of inZlín magazine featured an article about the Bata factory in Limur, which was written in cooperation between the Foundation and Expedition Z101. At the same time, an invitation to the traditional Evening Tea at the Bata Villa was printed in the magazine.

March issue of Patriot magazine

The March issue of Patriot magazine published a comprehensive article by the Thomas Bata Foundation on Bata's ideas in connection with the Bata Legacy 2024 conference, as well as a regular column by Gabriela Končítíková, this time entitled „Taking Our Share of Responsibility“.

April issue of Patriot magazine

The April issue of Patriot magazine published an extensive article on the traditional Bata May Day celebrations - in addition to looking back at the past, this year's programme was also presented. At the same time, a regular column by Gabriela Končítíková was also published in the magazine, this time entitled „What is important for life?“.

The April issue of inZlin magazine

The April issue of inZlin magazine featured a promo for the last two Evening Teas in the first half of 2024.

April issue of Be The Best magazine

The April issue of Be The Best magazine featured a comprehensive article „Humans Think - Machines Work“, in which authors Gabriela Končítíková and Jakub Malovaný reflect on the relationship between Bata and artificial intelligence. The article also promoted the Bata's Legacy to the World 2024 conference.

The April issue of the Luhačovické noviny magazine

The April issue of the Luhačovické noviny magazine featured an interview with Gabriela Končítíková and Jakub Malovaný, who not only answered questions about the activities of the Thomas Bata Foundation, but also talked about the relationship of the Bata family to the spa town.

Summer edition of inZlin magazine

The holiday double issue of the cultural and lifestyle magazine inZlin published an article about the summer exhibition of the Thomas Bata Foundation entitled 'Life is Movement' and also included the first mention of the traditional September Bata Week Festival.

Summer edition of Patriot magazine

In the summer double issue of the regional magazine Patriot, another of Gabriela Končítíková's regular Bata columns was published, this time on the topic of 'Skilful Czech Hands'.

July issue of inZlin magazine

The July issue of inZlin magazine featured a great interview with Gabriela Končítíková, in which she presented the activities of the Thomas Bata Foundation, but also the Bata philosophy and the life story of Tomáš Baťa.

Magazine inZlin - special supplement on the 130th anniversary of Bata

The September issue of inZlin magazine featured a special Bata supplement prepared by the Thomas Bata Foundation on the occasion of Bata's 130th anniversary. On a total of eight pages, readers were introduced to the history of the company, its key personalities, a number of historical curiosities, but also the Bata philosophy and the activities of the Thomas Bata Foundation. The supplement was published in a print run of 10,000 copies.

Patriot magazine

The September issue of Patriot magazine featured a special supplement „Bata: 130 years“, prepared by Jakub Malovaný on the occasion of 130 years of Bata. In a total of 14 pages, the reader learned a number of interesting facts from the history through an interview with historian David Valůšek, delved into the Bata philosophy through an interview with Gabriela Končítíková, and found out how „Bata“ works in practice today through an interview with Stanislav Martinec. The content included an advertisement for the Bata Week Festival, as well.

October issue of Patriot magazine

The October issue of Patriot magazine featured the traditional column by Gabriela Končítíková, who this time focused on the topic „Make up your own mind about yourself“.

November issue of Patriot magazine

Gabriela Končítíková's November column in the Patriot magazine on the topic „Meet Yourself“ presented the importance of learning to spend time with oneself and through self-knowledge to learn to control one's own reactions.

December issue of Patriot magazine

In the December issue of Patriot magazine, Gabriela Končítíková published a column on „The Importance of Proximity“, which focused on the importance of proximity, especially mental proximity.

Winter double issue of inZlin magazine

In December, the winter double issue of inZlin magazine was published, including a double page of the Tomáš Baťa Foundation. Readers could get acquainted with the Foundation's new books, which were Inspiration Bata II, Bata - thoughts, actions, life, work and Velvet in the theatre, while new events were presented - special workshops called „Experience Bata“.

Television reports

99 Sweet Dots in the Good Morning show

On Tuesday, 27 February, Gabriela Končítíková and Jakub Malovaný were guests on the Czech Television programme Good Morning (Dobré ráno), where they remembered Marie Baťová, the 70th anniversary of her death we commemorated that day, and also prepared dishes based on the book 99 Sweet Dots of Marie Baťová.

TVS Television

In September, two extensive reportages from the Bata's Villa appeared on the regional TVS television. The first documented the commemoration of the 110th anniversary of the birth of Thomas J. Bata, in which Gabriela Končítíková, Pavel Velev and Jiří Korec spoke, and the second told the story of special guided tours of the Villa with actors from the Zlín Municipal Theatre.



Live entry in Czech Television

On 15 November, a Czech Television crew visited the Tomáš Baťa Villa and made a live broadcast of the book launch of Velvet in the Theatre as part of the programme Events in the Region. For the first time, the audience was introduced to the novelty of the book mapping the events of the Velvet Revolution in the Zlín region, while the godfather of the book, Jan Hrušínský, also gave a short interview.

Reportage in TVS Television

In the second half of November, a reportage was broadcasted on the regional TVS television about the publication of the book Velvet in the theatre. The audience was introduced to the new book, and footage of the launching ceremony, which was attended by distinguished guests led by actor Jan Hrušínský, was also published.

Reportage in the Prima Zima on CNN Prima NEWS

On 4 December Jakub Malovaný and Gabriela Končítíková took part in the filming of a reportage for CNN Prima News, which will be broadcast on the Prima Zima (Prima Winter) programme. A unique twelve-minute material was created, which not only presents the personality of Tomáš Baťa and his business philosophy, but also shows the beauty of Bata Zlín or current shoe trends.

Interviews / podcasts

Mcast Podcast

On Monday, 8 April, Gabriela Končítíková was a guest on Michal Slovák's podcast called Mcast, in which she presented the Bata philosophy and the activities of the Thomas Bata Foundation.

Podcast TROSHKA

On Tuesday, 9 April, Gabriela Končítíková was a guest on the podcast Troshka, in which she presented the Bata philosophy and the activities of the Thomas Bata Foundation.

Meeting with journalists

On Friday, 26 April, a meeting with representatives of domestic and Slovak media took place in Bata Villa. Journalists from radio and newspaper editorial offices were interviewed by Gabriela Končítíková and Jakub Malovaný, who presented the activities of the Foundation, the Bata legacy and the Villa itself.

Interview on RTVS radio waves

On Thursday, 16 May, a morning special dedicated to Tomáš Baťa was broadcast on the waves of RTVS radio, specifically on the Regina West station. The broadcast included interviews with Gabriela Končítíková, who presented the Bata philosophy, and Jakub Malovaný, who talked about the Bata Villa.

Czech Radio Zlín

On 2 August, Jakub Malovaný and Klára Branická visited the live broadcast of Czech Radio Zlín to introduce the exhibition of the Thomas Bata Foundation entitled „Life is Movement“ and to invite listeners to the Bata Week Festival. There was also a short probe into the history of the company on the occasion of its 130th anniversary.

SOCIAL NETWORKS

The activities of the Thomas Bata Foundation are presented on social networks and YouTube channel. We mainly use Facebook and Instagram, but we have also fully launched LinkedIn, which is aimed at a special, mainly business sphere.

Three types of posts are primarily published:

- 1) **Life in the Villa** - current events at the Thomas Bata Foundation, social and cultural events, podcasts
- 2) **Historical trivia and facts** - anniversaries, personalities from the Bata company, important milestones
- 3) **Promotion of new products**

Posts are published at regular intervals, almost on a daily basis, so that the Foundation keeps in touch with its supporters at all times. At the same time, social networks are the main source of all promotional activities for new products and the foundation's activities, and thanks to the activity on the networks, which is in charge of Jakub Malovaný, the sales ratio has absolutely changed, with 70% of the income from the sale of goods being made by the foundation directly and 30% through distribution networks. This is very important, because in direct sales we do not share the profit. The increase in followers on the above-mentioned social networks is evident, with the number of followers on both Facebook and Instagram increasing every week, based solely on organic reach, i.e. without the use of any paid advertising. Year-on-year, we are seeing a 100% increase in followers.

The series „130 years of Bata inspiration: Impossible-No Way (Nejde-neexistuje)”

On the occasion of this year's 130th anniversary of establishing the Bata company, we are publishing regular historical posts on the Foundation's social media channels relating to the Bata legacy. Since January, every Friday we have been offering readers a regular text together with a thematic photograph dedicated to interesting, often curious, but above all inspiring moments of the past years, when Bata gradually became a global phenomenon. The aim is to educate the public, but also to remind them of the Bata story in an engaging way.



Věděli jste, že:
Svatba Marie a Tomáše Baťových proběhla jednoduše a neokázale před 112 lety.

NADACE TOMÁŠE BAŤI 130 Bata

Věděli jste, že:
Opice, blecha, pes. Tomáš Baťa si liboval nejen v hotové práci, ale také v jednoduchých přirovnáních.



Věděli jste, že:
Je tomu už sto let, co Tomáš Baťa uspořádal první oslavu 1. máje.

NADACE TOMÁŠE BAŤI 130 Bata

Věděli jste, že:
Autorem loga firmy Baťa je malíř Jan Kobzárň.



Věděli jste, že:
Firma Baťa vlastnila koncesi na prodej Fordových automobilů.

NADACE TOMÁŠE BAŤI 130 Bata

Věděli jste, že:
První pozemky zakoupil Tomáš Baťa už v roce 1900.



Věděli jste, že:
Vystavění nemocnice slíbil Tomáš Baťa ve svém prvomájovém projevu v roce 1926.

NADACE TOMÁŠE BAŤI 130 Bata

Věděli jste, že:
Tomáš Baťa uměl ocenit i neuposlechnutí jeho rozkazu.



Věděli jste, že:
Antonín Baťa byl klíčovým člověkem a morální jistotou pro svého bratra Tomáše i firmu Baťa.

NADACE TOMÁŠE BAŤI 130 Bata



BATA EDITION

In the first quarter of 2024, the Bata Edition was expanded to include thematic textiles and small goods. We continue to add to the existing merchandise.

Bata Coffee

A limited edition of special Bata coffee, produced on the occasion of this year's 130th anniversary of establishing the Bata company at the local roastery Jamai Cafe in Uherský Brod.

Czech masters

A completely unique T-shirt with Tomáš Baťa on the chest, produced by the Czech company CityZen in cooperation with the non-profit organization Czech Masters, commemorating the Czechs who changed the world. By purchasing this T-shirt you will support the educational programme of the Thomas Bata Foundation called „Bata to Schools“.



Unikátní baťovská kožená kolekce

Objednávejte na e-shopu
Nadace Tomáše Bati



**NADACE
TOMÁŠE
BATI®**

Unique leather Bata edition

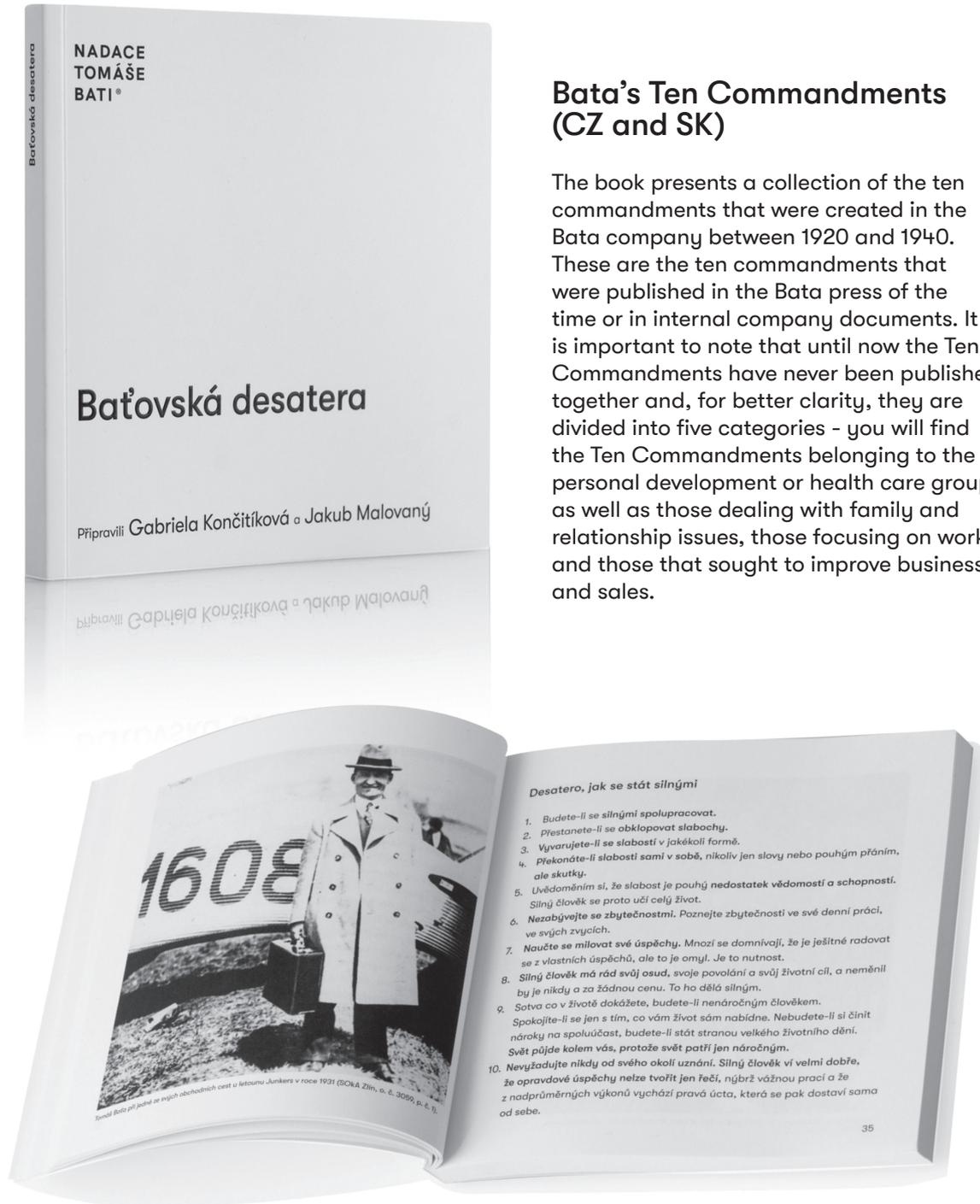
The Thomas Bata Foundation has prepared another leather product in cooperation with Leather & Steel Fashion and Sweet Design, based in Zlín, this time made of luxurious and high-quality premium leather. Under the hands of experienced manufacturers, unique bracelets, key rings and belts have been created, engraved with the signature of Tomáš Baťa and embedded with the iconic square B from the period logo of Baťa. All products come in two colour variants - black and brown, and the belts are also packaged in a unique gift box.

Functioning of the giftshop in the Bata Villa

The Foundation's gift shop is always fully utilized during the tours. The shop is open during every tour and lecture, but nowadays people are also learning to purposefully visit the shop directly in the villa, which means that they come only for the purpose of buying Bata merchandise.

PUBLISHING ACTIVITY

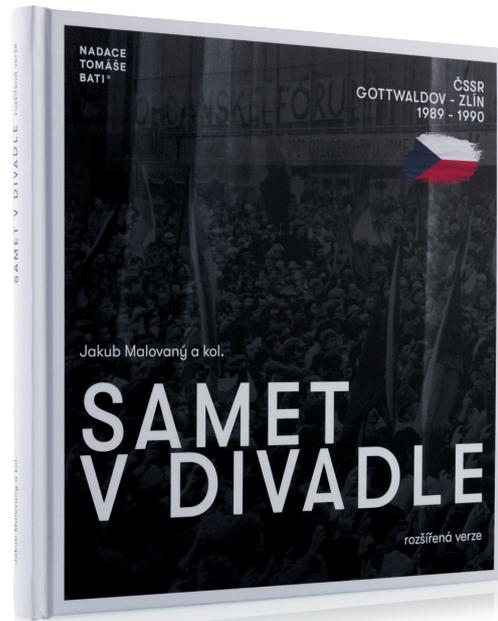
The Thomas Bata Foundation continues its publishing activities. In the first half of 2024, it reprinted the sought-after books *Education for Entrepreneurship* and *Into a New Job*, but it also launched a new book – *Bata's Ten Commandments*, which was published in both Czech and Slovak.



In the second half of 2024, the Thomas Bata Foundation launched the following book titles:

Velvet in the theatre

The publication Velvet in the Theatre by Jakub Malovaný maps the Velvet Revolution in Zlín, day by day. The story is compiled from interviews with selected respondents - veterans, dissidents and especially theatre workers, also members of the strike committee and the Civic Forum. There is also an important Bata trail.

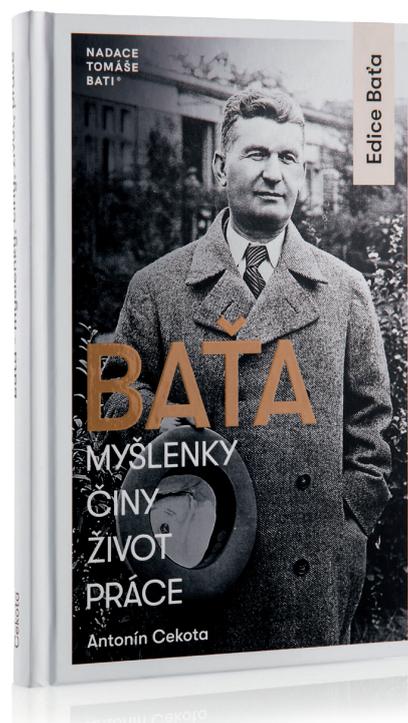


Inspiration Bata II

Be inspired by the personal growth of Tomáš Bata. Gabriela Končítiková's book describes the transformation of his thinking and perception in the different decades of his life. The changes he went through in his private and professional life and their impact on his personality.

Bata - thoughts, actions, life, work

Antonín Cěkota's book, co-authored by Tomáš Baťa himself, contains dozens of chapters that present the personality of Tomáš Baťa, the ways in which the Baťa company was managed, its position in society, its care for its co-workers, as well as its views and influence on national economic issues.



MANAGEMENT AND CARE OF BATA MEMORIAL SITES

The Tomáš Baťa Foundation maintains with regularity and care the memorial sites of Baťa personalities in Forest Cemetery in Zlín. Each of the graves is thoroughly cleaned several times a year, not to mention the necessary adjustments and cleaning work that takes place every month. The Foundation also takes care of commemorating these personalities on the anniversaries of their birth or death by laying flowers donations directly at the cemetery, but also at statues in Zlín or nearby Otrokovice. darů přímo na hřbitově, avšak také u sochou ve Zlíně či nedalekých Otrokovicích.



Commemorative act on the occasion of the 110th anniversary of the birth of Thomas J. Bata

On 17 September 2024, a commemorative act in honour of Thomas J. Bata took place in the garden of the Bata Villa. The commemorative act was conceived as a celebration of life. The meetings with Thomas J. Bata were remembered by Ing. Pavel Velev and Prof. Petr Sába. The Mayor, Ing. Jiří Korec, gave a speech behalf of the City of Zlín, Ing. Lubomír Traub, Deputy Governor, gave a speech on behalf the Zlín Region. A speech was also given by Ing. Petr Šťastný, CEO of Bata, a.s., and Ing. Miroslav Hovořák, on behalf of Lesy a statky Tomáše Bati.

The commemoration included a musical performance by Petra and Radovan Král and a screening of photographs of Thomas J. Bata. Participants received a gift of the publication *Shoemaker with a mission*. The event was also attended by representatives of the university, museum, city, region, gallery and important companies in the Zlín Region.

A total of 78 people attended the commemoration.

QR code on Tomáš Baťa's grave

In the summer months of 2024, a QR code was installed on the grave of Tomáš Baťa at the Forest Cemetery. A small and tastefully placed code in the corner of the grave directs all interested parties to an online platform where they can read the life story of Tomáš Baťa with the help of their smartphone, accompanied by several period photographs. The text can be edited at any time, and during the winter months the Foundation plans to add QR codes to other Bata personalities buried in Zlín.



INDEPENDENT AUDITOR'S REPORT

To the Single Member of **Nadace Tomáše Bati, Gahurova 292, Zlín, IČ:65822374**

Audit Opinion - UNQUALIFIED

We have audited the accompanying financial statements of Nadace Tomáše Bati (hereinafter also the "Company") prepared in accordance with accounting principles generally accepted in the Czech Republic, which comprise **the balance sheet as at 31 December 2024, the income statement, and notes to the financial statements**, including a summary of significant accounting policies and other explanatory information. For details of the Company, see Note 1 to the financial statements.

In our opinion, the financial statements give a true and fair view of the financial position of Nadace Tomáše Bati as at 31 December 2024, and of its financial performance and its cash flows for the year then ended in accordance with accounting principles generally accepted in the Czech Republic.

Basis for Opinion

We conducted our audit in accordance with the Act on Auditors and Auditing Standards of the Chamber of Auditors of the Czech Republic, which are International Standards on Auditing (ISAs), as amended by the related application clauses. Our responsibilities under this law and regulation are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Act on Auditors and the Code of Ethics adopted by the Chamber of Auditors of the Czech Republic and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of the Statutory Authority for the Financial Statements

The Statutory Authority is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the Czech Republic and for such internal control as the Board of Directors determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Statutory Authority is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Statutory Authority either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the above mentioned laws and regulations will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably

be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with the above law or regulation, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Statutory Authority.
- Conclude on the appropriateness of the Statutory Authority's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Statutory Authority regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Report issued by

Name of the audit firm	Ing. Renata Nedbálková
Audit firm address	Nad Stráněmi 4681, 760 05 Zlín
Audit firm licence No.	2098
Date of auditor's report	3 June 2025

Signatures of statutory auditors determined by the audit firm to be responsible for performing the audit in the name of the audit firm



According to Decree No. 504/2002 Coll.

BALANCE SHEET

as at 31 December 2024
(in whole thousands of CZK)

IČ
65822374

Name and legal form of accounting unit:

Nadace Tomáše Bati

(~~Thomas Bata Foundation~~)

Registered office of accounting unit:

Gahurova 292

760 01 Zlín

Objects of business of accounting

foundation activity

ASSETS

		Row number	Balance on the first day of accounting period	Balance on the last day of accounting period
A.	Total fixed assets	1	71 563	66 818
I.	Total intangible fixed assets	2	190	480
II.	Total tangible fixed assets	10	65 881	66 979
III.	Total long-term financial assets	21	28 945	23 729
IV.	Total accumulated depreciation to fixed assets	28	-23 453	-24 370
B.	Total short-term assets	40	18 957	26 528
I.	Total inventory	41	3 164	3 042
II.	Total receivables	51	1 239	1 221
III.	Total short-term financial assets	71	14 139	21 740
IV.	Total other assets	79	415	525
	TOTAL ASSETS	82	90 520	93 346

LIABILITIES

		Row number	Balance on the last day of accounting period	Balance on the first day of accounting period
A.	Total own capital	1	89 351	91 569
I.	Total equity	2	88 425	88 977
II.	Total profit/loss	6	926	2 592
B.	Total not-own capital	10	1 169	1 777
I.	Total reserves	11	0	0
II.	Total long-term liabilities	13	0	0
III.	Total short-term liabilities	21	801	1 395
IV.	Total other liabilities	45	368	382
	TOTAL LIABILITIES	48	90 520	93 346

Prepared on:

14 April 2024

Signature of authorized person (statutory body):

Mgr. Gabriela Končítíková

Signature of person responsible for preparation (prepared by):

Jana Benková

According to Decree 504/2002 Coll.

PROFIT & LOSS ACCOUNT

Name and legal form of accounting unit:

Nadace Tomáše Bati
(Thomas Bata Foundation)

Registered office of accounting unit

Gahurova 292

760 01 Zlín

Objects of business of accounting unit:

foundation activity

as at 31 December 2024
(in whole thousands of CZK)

IC
65822374

	Row number	Actual by the balance sheet date			
		Principal activity	Commercial activity	Total	
A.	Expenses	1	x	x	x
I.	Consumed purchases and purchased services	2	4902	3014	7916
II.	Change in inventory of own production and capitalization	9	49	-63	-14
III.	Personnel expenses	13	4836	1450	6286
IV.	Taxes and fees	19	54	18	72
V.	Other expenses	21	516	32	548
VI.	Depreciation, sold assets, creation and use of reserves and	29	6918	0	6918
VII.	Provided grants	35	281	0	281
VIII.	Income tax	37	25	0	25
	Total expenses	39	17581	4451	22032
B.	Revenues	40	x	x	x
I.	Subsidy for operation	41	160	3	163
II.	Received grants	43	4464		4464
III.	Revenues from own products and services	47	5652	4 424	10076
IV.	Other revenues	48	1721	25	1746
V.	Revenues from sales of assets	55	7249	0	7249
	Total revenues	61	19246	4452	23698
C.	Profit/loss before tax	62	1690	1	1691
D.	Profit/loss after tax	63	1665	1	1666

Prepared on:	Signature of authorized person (statutory body):	Signature of person authorized for preparation (prepared by):
14 April 2024	Mgr. Gabriela Končítíková	Jana Benková

Received subsidies and gifts, grants

In 2024 the following subsidies were received:

Donor	In thous. CZK
Statutory City of Zlín (4 grants)	101
Zlín Region	60
TOTAL	161

All of the above-mentioned grants were fully utilized.

Donations Received in 2024

Donor	AMOUNT	COMMENT
Founder BATA SCHUH STIFTUNG	4,054,680.00 CZK	Financial
Continental Barum, s. r. o., Otrokovice	70,000.00 CZK	Financial
RM Gastro CZ s.r.o., Prague	30,000.00 CZK	Financial
Dott. Martina Dlabajová, Zlín-Kostelec	99,850.00 CZK	In-kind (non-financial)
TESCOMA s.r.o., Zlín	50,370.00 CZK	In-kind (non-financial)
David Pivec, Otrokovice	6,000.00 CZK	Financial
Small donations from individuals	3,467.35 CZK	Financial, in-kind
TOTAL	4,314,367.35 CZK	

All of the above donations were fully utilized by the organization in 2024, amounting to CZK 4,314,367.35.

Foundation Contribution Received in 2024

Donor	AMOUNT (in CZK thousands)
ČEZ Foundation, Prague – „Trees around the Baťa Villa“	150
TOTAL	150

The above-mentioned foundation contribution was fully utilized.

Foundation Contributions Provided in 2024

RECIPIENT	AMOUNT	APPROVED BY BOARD
NU AVE ART s.r.o., Prague – Vltava Project	20,000.00 CZK	22.2.2024
Tomas Bata University in Zlín – Culturea 2024	10,000.00 CZK	22.2.2024
Elementary Art School Otrokovice – Educational Concert	20,000.00 CZK	30.04.2024
Václav Hudeček Association, Zlín – Václav Hudeček Academy 2024	20,000.00 CZK	30.04.2024
bodhi.style s.r.o., Plzeň – Baťa Footsteps in Africa	50,000.00 CZK	30.04.2024
aArchitektura Association, Zlín – ZAM	20,000.00 CZK	22.2.2024
KLUB H + Z, Zlín – Wall Calendar	30,000.00 CZK	30.04.2024
Kateřina Houdková, Pacov – Concert	10,000.00 CZK	30.04.2024
ScioSchool Zlín – Elementary School, Zlín – Conference	26,500.00 CZK	20.11.2024
TOTAL	206,500.00 CZK	

In 2024, a total of 9 foundation contributions were provided, amounting to CZK 206,500.00.



**THE
THOMAS BATA
FOUNDATION®**

Gahurova 292 / 760 01 Zlín
+420 605 459 181 / +420 577 219 083

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www.facebook.com/batovavila
E-mail: sekretariat@batovavila.cz

Bank details: UniCredit bank Zlín
Account number: 50392006/2700
ID No: 658 22 374
VAT ID No: CZ65822374

2025