



TryPlus

WE BUILD IDENTITY OF LARGE FAMILIES ASSOCIATION „THREE PLUS”

AS:

- **EKSPERT ORGANIZATION**
- **SOCIETY OF FAMILIES**
- The mission of our association is not only better quality of life of families, but also changing image of family and creating the culture of good, stable and lasting relations



ZDR3+ = A STRONG MARK

The Large Families Association "3Plus" is a well-known, well-received, influential NGO, inspiring the development of family policy, initiating changes and giving them direction. It's an expert and lobbying organization, with an important meaning for Poland.





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2007

2013

2017

Number of
members

50

3246

5801

Number of
cycles

0

25

78

Number of
departments

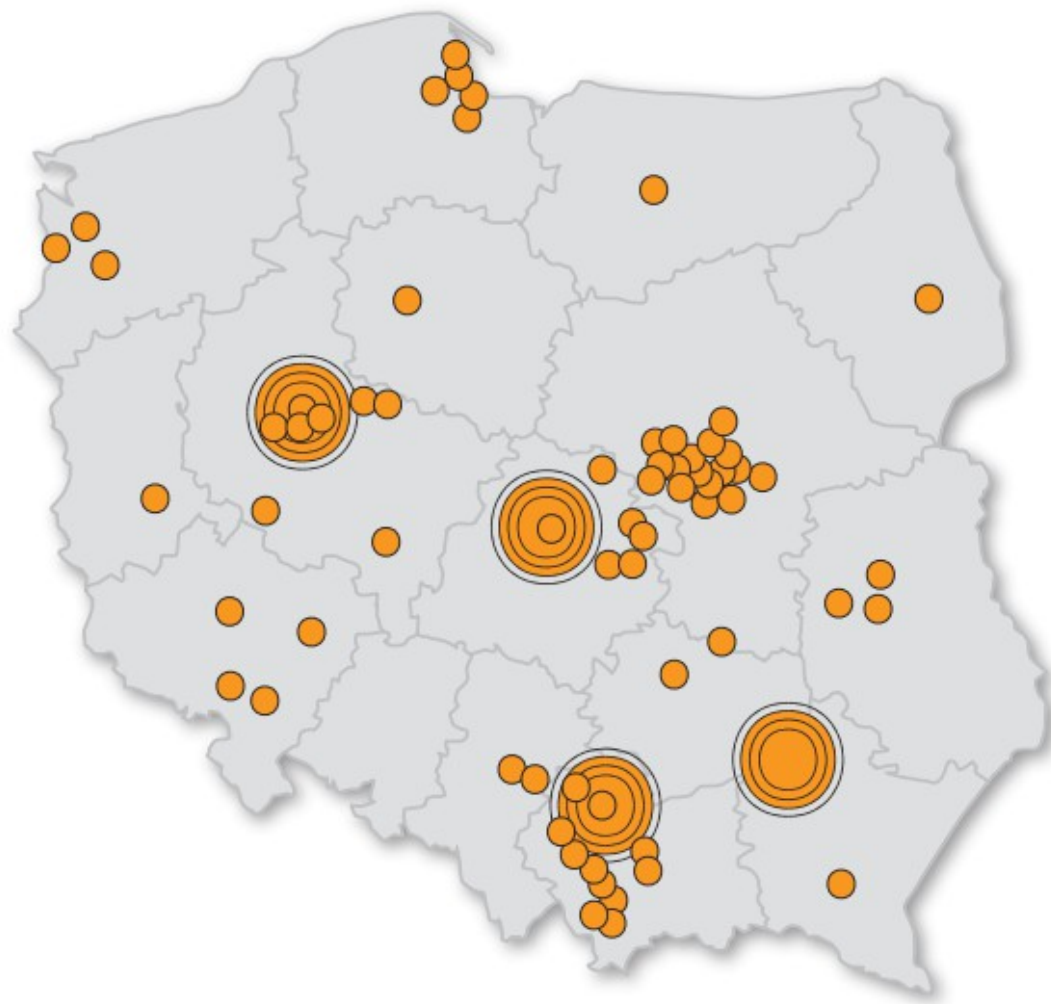
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4



ZDR3+, CYRCLES AND DEPARTMENTS, 2016





MEETINGS OF POLISH LARGE FAMILIES

• Grodzisk Mazowiecki 2013

• Lublin 2014

• Łowicz 2015

• Gniezno 2016

• Nysa 2017

• Szczecin 2018  Trzy Plus



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LARGE FAMILY CARD



AWERS



REWERS

LARGE FAMILY CARD

- The Large Family Card (Karta Dużej Rodziny, KDR) is a system of discounts and additional rights for 3+ families in both public institutions (theaters, museums, national parks, swimming pools, public transport) and commercial companies (gas stations, retail chains, banks, mobile telephony networks, clinics, cinemas, bookstores, clothing and footwear stores).
- Initially it functioned only at the local government level. Now there is approximately 400 local Large Families Cards in Poland in towns and villages.
- Since 2014 it is also a nationwide system supported by the Ministry of Family, Labour and Social Policy.
- In 2017, the “Three Plus” Large Families' Association was selected by



LARGE FAMILY CARD – FACTS AND FIGURES

- Since the beginning of 2017, the number of partners of the Large Family Card program has increased by 400%.
- Today over 4 600 companies and institutions participate in the program. They offer discounts in 20 500 places across Poland.
- Almost 452 000 large families take advantage of discounts.
- Over 2 million cards has been issued, including 1.2 million for children.
- Since 2018, the Large Family Card has also been introduced as an application on mobile devices. Both forms of the card can be alternatively. The electronic version (called mKDR) is used by people.



NUMBER OF FAMILIES ENTITLED TO THE LARGE FAMILY CARD

The number of entitled persons will increase from January 2019 – from this date, the Large Family Card will also be available to parents who brought up at least three children in the past.



LARGE FAMILIES AS A PURCHASING GROUP 1/2

- **Allocation of money received within 500+ program (all families):**
 - ▶ food and clothing (51.2%)
 - ▶ education and additional classes for children (45.3%)
 - ▶ fees related to kindergarten / school (29.5%)
 - ▶ hobbies and entertainment (19.7%)
 - ▶ spending on durable goods (5.1%)



LARGE FAMILIES AS A PURCHASING GROUP 2/2

- 376 thousand large families in Poland receive 500+ (as of June 2018).
- Large families receive from 423 to 535 million PLN per month.
- Additional transfer of funds from the family benefits system is another approx. 100 million PLN per month.
- It means that large families spend even 325 million PLN per month only for food and clothing!

The Large Family Card is a system that recognizes large families as an important purchasing group.



BENEFITS FOR PARTNERS

Benefits for companies and institutions from joining the Large Family Card program:

- **reaching the growing number of potential customers** (over 2 million people, will soon increase to even 3 million) **who have significant funds to spend** (approx. 0.5 million PLN per month)
- increasing brand awareness and interest in the offer of the company / institution
- implementation of corporate social responsibility policy
- co-creating the first nationwide program targeted at large families



MEANING OF LARGE FAMILY CARD

The Large Family Card is not a goal, but a tool:

- to change the perception of a large family
- to avoid the demographic crisis
- to change the mentality of young people
- to stimulate social responsibility
- to raise awareness that money is also just a tool

There is still much to be done in the context of pro-family policy, especially towards large families. The Large Family Card is just many elements in this topic. It can not replace other necessary government actions. But it is a good tool to change the image of large





THANK YOU FOR YOUR ATTENTION!

Joanna Krupska