

CITY TOURS GUIDED BY HOMELESS

No one knows streets of the city better than people who spend there most of their time.

**OVER
1000
CUSTOMERS IN
8 MONTHS**



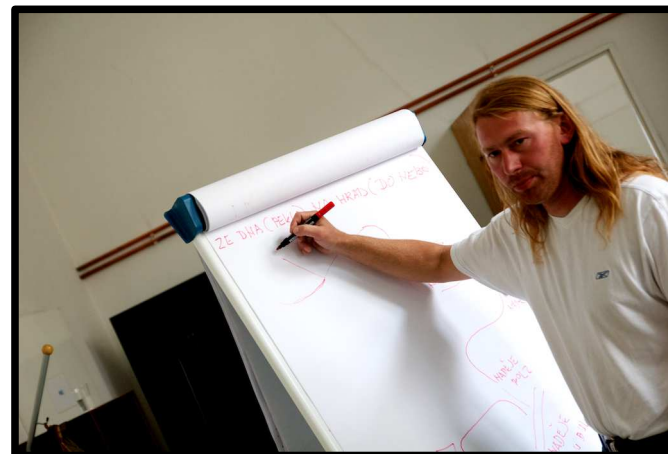
**5 EMPLOYED
HOMELESS
GUIDES**

GUIDES

RECRUITMENT IN COOPERATION WITH SHELTER HOUSES AND ORGANISATIONS WORKING WITH HOMELESS

4-WEEKS-LONG TRAINING

- designing personal tour and practising



TOURS

Once you take a tour you will never look at the homeless in the same way.

**OPENESS AND
HONESTY**

**DIFFERENT CITY
EXPERIENCE**

**INSIGHT INTO
HOMELESS LIFE**

**EXTRAORDINARY
EXPERIENCE**

**HIDDEN
CORNERS**



TRUE LIFE STORIES

TIMELINE of the pilot



REVENUES

Tours are payed

Price: 5-12 Euro

50% goes to the guide

TRANSLATION

Volunteers translate tours in 9 languages.

We welcome customers from all around the world.

MARKETING

Excelent media coverage-more than 100 articles and reports.

Cooperation with travel agencies, hotels, companies and professional groups.

Book your tour online: www.pragulic.cz

CUSTOMER

Individuals – residents, Czech inhabitants, foreigners

Groups - professional, students, companies, work teams

e.g.: Erasmus students, Skauts, Architects, Teologists, NGOs

IMPACT

BUILDING UNDERSTANDING

CREATING PLACEMENTS

**FACE2FACE
CONTACT**

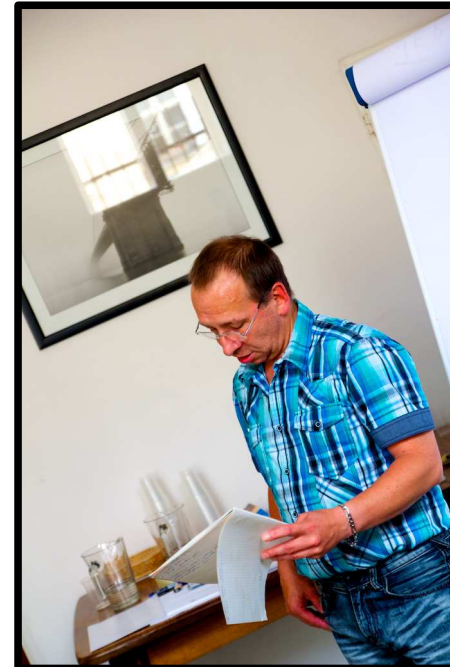


SHARING

SELFESTEEM

CHANGING PERCEPTION OF HOMELESSNESS

LONG TERM SUPPORT

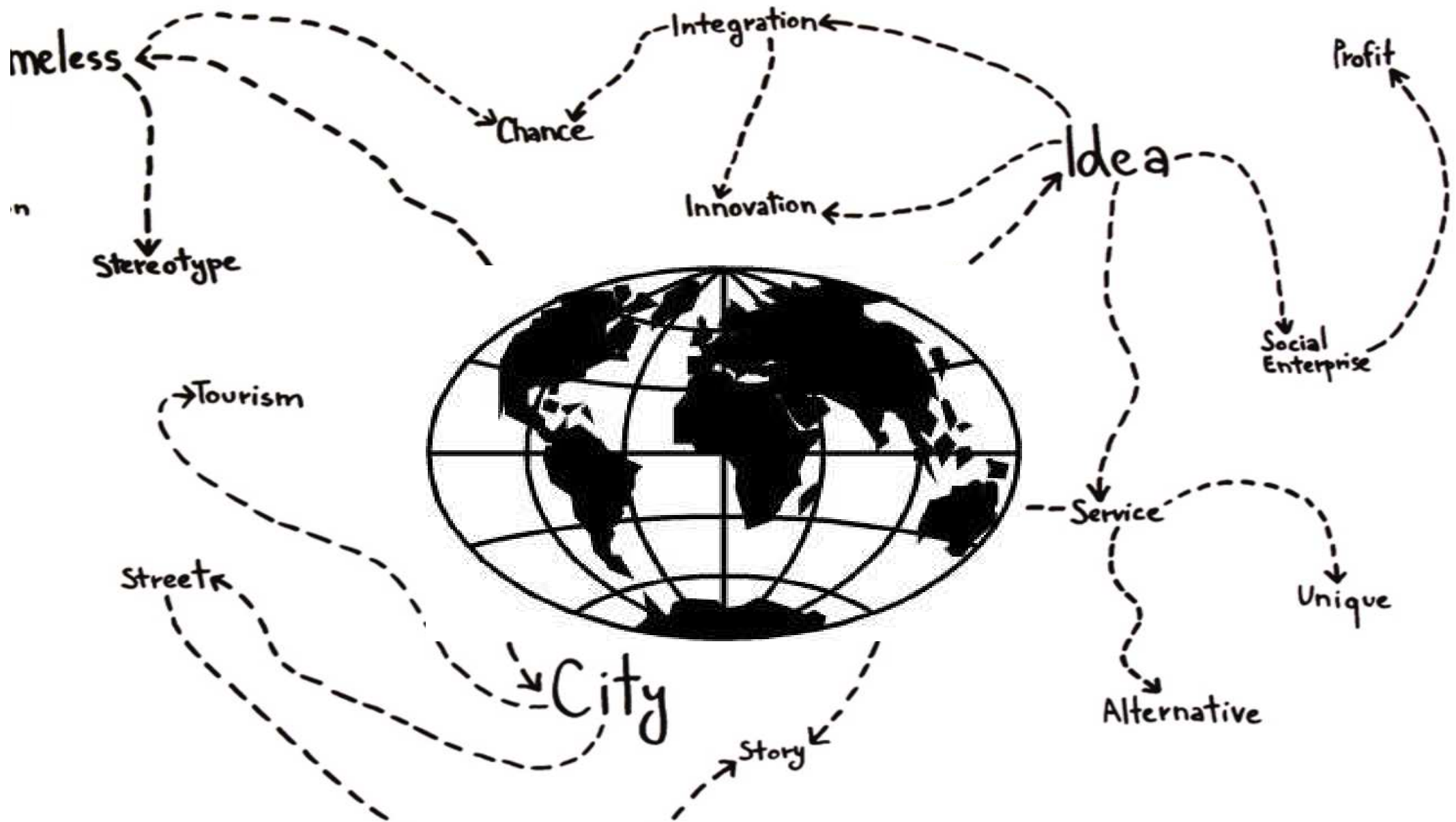


**REGULAR
INCOME**

**INCREASING
KNOWLEDGES
AND
COMPETENCIES**

IMPROVING LIFE CONDITIONS

NETWORKING



It all started in Prague...but imagine now that you could book your homeless guide wherever you go...



TEREZA JUREČKOVÁ

Co-founder
t.jureckova@pragulic.cz
+420 728 315 719

www.pragulic.cz www.facebook.com/pragulic www.twitter.com/pragulic