100 orphans in Chelyabinsk were energized with the "energy of goodness"

May 29, 2023



One of the most creative charity events took place in the South Urals capital city

On May 26, Chelyabinsk correctional boarding school No. 9 hosted the city-wide charity event "Energy of Goodness". The event, organized by MKS Group and the Association of Small Power Engineers with the support of partners, gathered 100 children from Chelyabinsk centers for children without parental care. Within the framework of the project the children saw a unique parade of retro cars, a big concert with circus artists, took a ride on a camel and received gifts. But most importantly, according to the children themselves, they were charged with bright emotions, unforgettable impressions - the real "energy of goodness".

The citywide charity festival "Energy of Goodness" has become one of the largest events for orphans over the past year, organized by philanthropists. It was attended by pupils of all seven Chelyabinsk centers for helping children left without parental care: correctional boarding school No. 9, boarding school No. 13, children's centers "Aquarelle", "Nest", "Sunny", "Nadezhda" and "Aistenok". According to the organizers, the main goal of this event was to give orphans bright emotions, broaden their horizons, and charge them with a good mood before the summer holidays.

"It so happened that our holiday "Energy of Goodness" was held on the Day of Russian Entrepreneurship," said Maxim Zagornov, Director of the ISS Group of Companies. "The charity event, which brought together dozens of companies, became another proof that business in our country is a creative force."

The Energy of Good holiday was opened by a large colorful concert with the participation of circus artists. A storm of emotions among the children was caused by performances with trained dogs and a parrot, a performance by a juggler and a magician. The guys themselves also took part in the concert. A real ovation was caused by the performance of Dima Rybakov, a pupil of boarding school No. 9, who performed the song "This is you, my Russia".

Nevertheless, the highlight of the holiday was the creative part of the program on the sports field of the boarding school. Immediately after the concert, the guys were waiting for a parade of retro cars organized by the oldest military historical club "Division". Boys and girls enthusiastically looked at the turquoise beauty of the 1961 Volga, sat in the cabin of the legendary 1953 Victory, looked into the trunk and under the hood of the red Moskvich.

"This Muscovite has been serving our family for more than half a century. He passed from my grandfather to my father and then to me, - said the owner of the car, a member of the VIC "Division" Igor Baymakov. "I'm glad that I can show it to the guys and, in return, see their genuine delight."

For a more complete immersion in the atmosphere of the 50s and 60s of the last century, volunteer artists, led by Chelyabinsk film director Svetlana Popova, interacted with the guys in the images of urban residents of that time. The children of orphanages were shown Soviet-era toys, played yard games, and talked about fashion and everyday life of that time.

"We have been preparing for this holiday with great enthusiasm. It was important for us to communicate with the guys, arrange a kind of time travel for them, expand their horizons, fill them with new impressions. Our young artists in the images of Soviet schoolgirls also approached the project with responsibility," said Svetlana Popova, film director, director of the ANO for the Development of regional cinema and creative industries.

There were also a lot of other surprises for the children: a picnic from the NIX Group of Companies, camel riding and ice cream from the Linline clinic network, delicious gifts from Soyuzpishcheprom and much more. Each children's institution received certificates for sports gifts from the Chelyabinsk Zinc Plant.

"Despite the fact that the Linline clinic network has many charitable projects of its own, we have been supporting the Energy of Good holiday almost from the very beginning. This year, there was even a kind of roll call of good projects from different regions: funds raised for children with disabilities at the fair held at the Samara inclusive ball "Flower Journey", by the decision of the participants themselves, went to organize a holiday for orphans in Chelyabinsk. This is how the Energy of Good unites!" said Natalia Liventsova, head of charity projects at the LINLINE clinic network.

"We are happy to join the Energy of Good holiday. And this year we wanted not only to give children good emotions, but also to convey to them the idea that when they grow up, they are welcome at the enterprises of the region, including at the Polytrans plant. You need to study and get a prestigious job," said Elena Verigo, Communications Director of the Mikar Group of Companies.

It should be noted that the Energy of Good holiday at boarding school No. 9 has been held by the ISS Group of Companies and the Small Energy Association since 2013. In 2021, the project began to take place in the format of a citywide holiday with the participation of pupils from all seven Chelyabinsk centers for helping children left without parental care.

"It is a great joy and a great responsibility for us to be the organizer of the holiday for the most sensitive audience – children left without parental care. Every year we ask ourselves the question – how can we support these children, how can we surprise them, how can we please them? In such projects, you can't fake them, they can only be done with an open heart. And we are very glad that our initiative is supported by so many caring people and companies," shared the organizer of the project, Executive director of the Association of Small Energy Maria Nevolina.

The organization of a large-scale citywide charity holiday "Energy of Good" became possible thanks to the support of: the construction company "NIX", the company "Soyuzpishchprom", the network of clinics "Linline", the Chelyabinsk Zinc Plant, the Chelyabinsk Forging and Pressing Plant, the Mikar group of companies, which includes the plant of heavy-duty trailer equipment "Polytrans", advertising- Giraf pro production group, Moy Shar company, ANO for the development of regional cinema and creative industries. The media group Komsomolskaya Pravda - Chelyabinsk acted as the information partner of the project.