**The story of Advenťák Runners**

The Advenťák runners initiative and Facebook group was founded in 2015 by Babeta Schneiderová – at that point just for a couple of her friends. Today, the group has more than 11,500 members. Its members – the Advenťák runners – do not meet just in the virtual world of the Facebook group: They run together in 18 cities around the Czech Republic, they participate in running races all around the world… The group of runners has become one big group of friends. The fundamental group activity is the Advent running in December where the runners are challenged to run every day from 1st to 25th December at least 30 minutes and the runners meet every day in group runs. The second pillar of the group activities is the charity run series Advenťák run in June.

2018 is the year when the idea to connect the running with charity was born. With support of companies, as well as private donors, by running Advenťák e-shop and organizing the [Advenťák run](http://www.behaadventaka.cz/) charity series, the Advenťák runners were able to raise over 8.07 million CZK in donations which allowed to provide financial support to 60 people – heroes with an uneasy fate.

For her charity efforts, Babeta Schneiderová was given a [Laskavec award by the Lilie & Karel Janeček foundation](https://www.laskavost.cz/laskavci/babeta-schneiderova) in 2019 and in 2021, she received [Via Bona award from the Via Foundation](https://www.nadacevia.cz/nabidka-programu/viabona/babeta-schneiderova/).

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**The story of Babeta**

During Advent, the empathetic **Babeta Schneiderová** will be an inspiration for your audience. Her [**Advenťák runners**](https://adventnibehani.cz/)group, already for 10 years, motivates thousands of people **to be active** which rewards them with a great feeling from running itself, but also from knowing that by running, they help to gather **financial support for children with severe diseases** – from sponsors and the runners themselves.

Since 2015, more than 8.07 million CZK has been used to support 60 people.

**Who is Babeta?**

The life career of Babeta, a girl from a Prague suburb and a successful manager today has one strong connection: **the will to help those, to whom their life was not so kind to.**

Her philanthropy **is not restricted by the Czech borders**. As a director of a hotel chain, she **provided accommodation for homeless people in Prague** during the first wave of Covid pandemic. However, she also helped to start a **project to build public restrooms in Ghana** – an essential foundation to improve hygiene and reduce mortality caused by infectious diseases.

Her **sports-charity project** [**Advenťák runners**](https://adventnibehani.cz/)shows the Czech people that to do a good deed, thousands of people can unite and they need no more than their own legs and running shoes.

The cheerful woman with a contagious laughter, who **received Laskavec and Via Bona awards** for her charity work, has had a very diverse career in the 38 years of her life. After high school graduation, she worked in the USA, taking care of the daughter of a successful basketball player. There she realized that how much one earns is not the most important thing in the world. *“The father of the girl would return home just from time to time for weekends. Then, I realized that* ***even the best-paid job does not guarantee a happy life****,”* she recalls.

Afterwards, she managed to succeed in the hospitality industry – literally from scratch. **Starting as a cleaner, she quickly grew to become a regional manager** of the YHA hostel chain, which is also one of the biggest non-profit organizations in Britain. *“When working for YHA, I could see that in order for a non-profit organization to work successfully, noble ideas are not enough.* ***One has to work systematically*** *and sometimes, it is necessary to make very unpopular decisions. They called me a Czech bulldog,”* she recalls, laughing. The branches that were on the verge of bankruptcy, she either revived or closed.

The aforementioned help to homeless people in Prague and the project to build public restrooms in Africa she realized in cooperation with **Mathias Schwender – the founder of BoHo hotel chain**, where she worked as a general director. His brother - a missionary in Africa - after finishing his mission, bought a building in Ghana, where he worked. *“With Mathias, they built a hostel, which was surprisingly quite profitable.* ***So that the money remained in the country and helped locals****, they began to build public restrooms. In these regions, restrooms are not something very common. The locals therefore need to use open drains instead. The restrooms therefore* ***help to reduce spreading of diseases****, which make even small children die in vain,”* explains Babeta.

Currently, Babeta works on a Day.One project with former football players Marcel Gecov, Bořek Dočkal and former NHL player Radim Vrbata and their business partner Jaroslav Šusta.