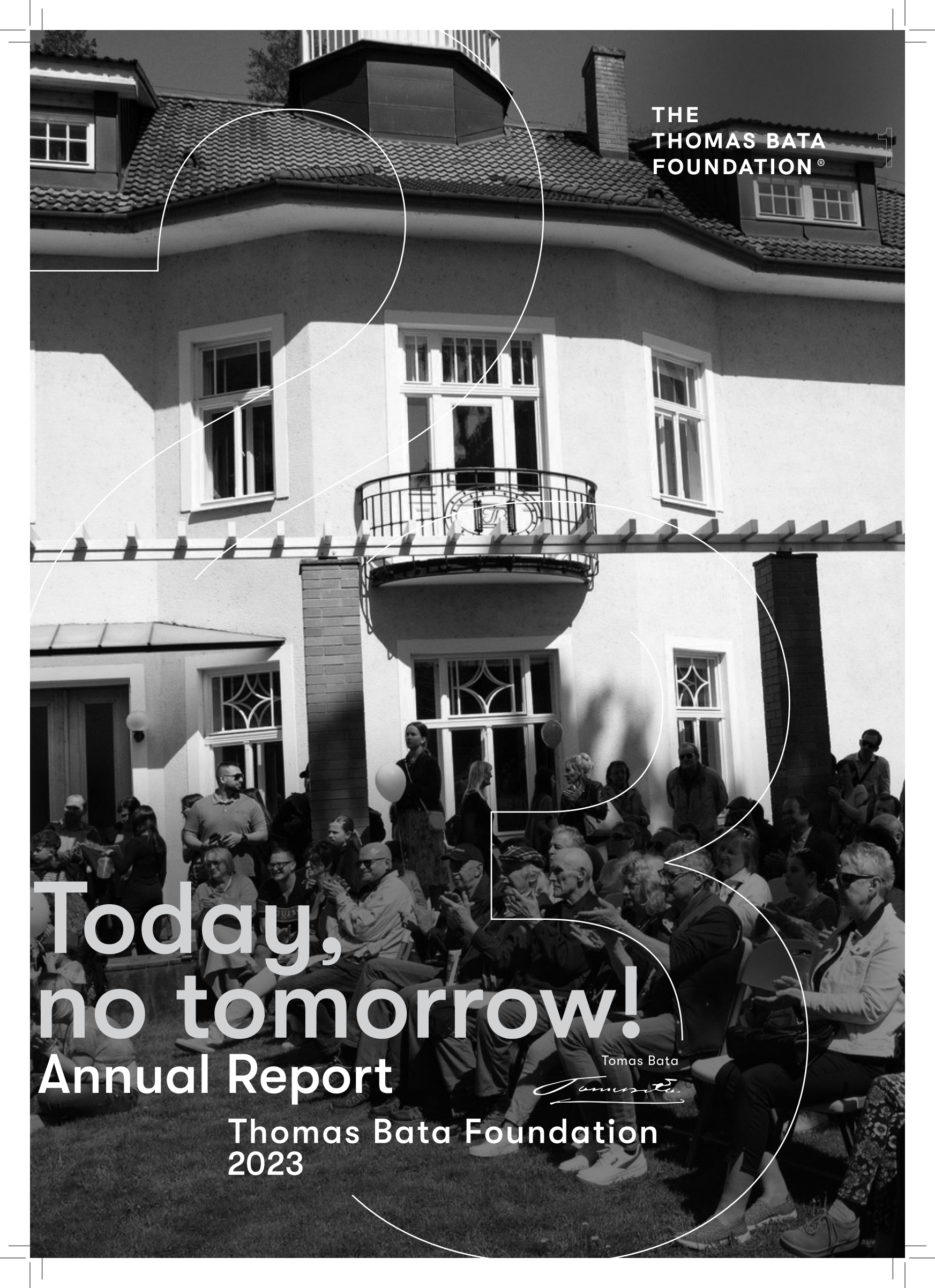


THE  
THOMAS BATA  
FOUNDATION®

# Today, no tomorrow! Annual Report

Thomas Bata Foundation  
2023

Thomas Bata  
*Thomas Bata*



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# INTRODUCTORY WORD

The Bata Villa is a place where various social groups with different interests, including all age groups, meet. And despite all the differences, they are united by a desire for knowledge. Some are interested in history, others want to use the Bata principles for their personal development, and others in their business. As Tomas Bata said, *„I very much appreciate it when a person is willing to learn. A wise man learns all his life, a fool is sure he knows everything.“*

Tomas Bata's words have become the inspiration for our activities in 2023. We have held dozens of educational and cultural events with the aim of enriching visitors not only with knowledge but also with experience. Through lectures, talks, discussions, podcasts, books and articles, we share Bata ideas that help people grow.

The Bata philosophy is built on the idea of *„Build yourself first“*. Through our activities, we try to help, at least in a small percentage, to inspire people to find inspiration in the Bata legacy and find the courage to start building themselves.

And as our project manager Jakub Malovaný says: *„The Bata legacy is for everyone, I give lectures to preschoolers and people in homes for the elderly. It is never too early or too late to use the Bata legacy.“*

On behalf of the Thomas Bata Foundation

**Ing. Mgr. Gabriela Končítíková, Ph.D.**  
director

The mission of the Thomas Bata Foundation is: *“To perpetuate the values of community and entrepreneurship that are synonymous with the Bata name through the support of culture, education and youth.”*

## Quick Overview of 2023

- A new educational programme for primary school pupils and educational tours were created, 31 of which were held and attended by 1,030 pupils.
- We held 83 commercial lectures attended by 3,761 people.
- We held 32 non-commercial lectures, attended by 2,094 people.
- We opened 4 cycles of the Bata Academy and 87 people attended.
- We organized the exhibition Creators of the Bata Phenomenon.
- We organised a May Day celebration, the Bata Week Festival and two cycles of Evening Teas.
- We published three new publications - The Most Beautiful Profession, The Creators of the Bata Phenomenon, The Shoemaker with a Mission.
- We gave 68 tours of the Villa.
- We reprinted 3 publications.
- We participated in 12 conferences.
- The Bata Villa was rented 62 times.
- We supported 2 charity activities.
- We expanded the range of Bata Edition goods.
- We prepared 8 other cultural events.
- We started to actively use the LinkedIn platform.
- We recorded 46 podcasts.
- Over 110 outputs were presented on social media.
- We published over 26 media outputs (press, television, radio).
- 1,769 orders were sent through the Foundation's e-shop, containing an average of 3 items.

## Non-profit foundation activities for the community and interest groups

Foundation activities for the community and interest groups carried out in 2023 without consideration:

- Educational podcasts in the value of	CZK 465,000.00
- Bata Academy for secondary schools in the value of	CZK 270,000.00
- Educational activities and books in the value of	CZK 186,000.00
- Cultural events in the value of	CZK 1,596,000.00
- Educational tours of the Villa for primary school pupils in the value of	CZK 214,000.00
- Tours of the Villa as part of cultural events organized by the Town of Zlín in the value of	CZK 348,000.00

In 2023, the Thomas Bata Foundation carried out activities for the community and interest groups without consideration in the total value of CZK 3,070,000.

## Foundation Grants Awarded in 2023

Zlín Architecture Manual – support for the manual creation	CZK 25,000.00
Violin Academy of Václav Hudeček 2023	CZK 20,000.00
Industrial Towns of the Bata Company – publication release, TBU	CZK 20,000.00
Majales student festival, TBU 2023	CZK 5,000.00
Bata point – website creation	EUR 600.00
Skrášľovací spolok Partizánske, o.z., Miriam Miková – “Autumn in the Bata Garden”	EUR 350.00
Alžběta Kolářová, Ostrava – “Behind a strong man, there is a strong woman” (“Za silným mužem hledej silnou ženu”) – the life story of Marie Baťová	CZK 25,000.00

## Team of the Thomas Bata Foundation


Gabriela Končítíková  
 Jakub Malovaný  
 Jitka Zvolská  
 Jana Benková  
 Stanislav Homola  
 Romana Homolová

Director  
 PR and Project Manager  
 Assistant  
 Accountant  
 Caretaker  
 Operation Manager

6

A day  
has  
86,400  
seconds.

Tomas Bata

A stylized, cursive signature of Tomas Bata, written in black ink. The signature is fluid and elegant, with a long, sweeping underline that extends to the right.

# BATA VILLA

rentals - tours - administration



## Rentals of the villa

Overview of short-term rentals for 2023. 50% of the rentals were associated with lecturing activity on Bata themes. In the period under review, the Villa was rented on 50 occasions.

## Guided Tours of the Bata Villa

The Thomas Bata Foundation has continued in organizing the regular Sunday guided tours for the public (always the first Sunday in the month) and individual tours for bigger groups after a prior agreement.

This year, a special summer and autumn run of the tours was tested. There has been a great interest in the tours; cooperation was established with another important villa in Zlín, the villa of the adventurer Miroslav Zikmund. Another novelty includes special educational tours for children, which are provided by Jakub Malovaný.

For 2023 29 Sunday guided tours for the public were held, 39 tours for organized groups (including those containing a lecture). The income from the tours amounted to CZK 329,990; 1 174 persons attended the Sunday tours and 1 203 persons attended as part of tours for organized groups containing a lecture.





## Educational guided tours for pupils and students

Since May 2023, we have been actively offering educational guided tours for pupils of elementary schools and secondary schools. In the period from May to December, 31 educational guided tours were held, in which 1 030 children participated. During the guided tour, the pupils are involved in a discussion through specially prepared questions in order that they bring not only an experience from the Bata Villa tour, but also knowledge about the building, the personality of Tomáš Baťa and the Bata Management System.

These guided tours form part of a special educational programme for children starting in September 2023.

## Operation of the Gift Shop in the Bata Villa

As part of the guided tours, the gift shop is always opened and frequently visited. Recently a new selling system was introduced, which is directly connected with the accounting system and the receipts can now be printed. The shop is opened during each guided tour and lecture. Recently, people started visiting the shop independently with the aim of shopping for items with Bata themes.



## Marie Baťová's carpet

After almost a hundred years, the original decorative carpet, which belonged to Marie Baťová, returned to the Bata Villa. The Thomas Bata Foundation acquired it for a symbolic price from its current owner Radim Vykopal from Zašová near Zlín. The carpet immediately became a part of the regular guided tours.





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# Think - have a goal!

Tomas Bata

A stylized, cursive signature of Tomas Bata in black ink.

# EDUCATIONAL ACTIVITIES

## Commercial Lectures

The full range of the lectures is currently delivered by Gabriela Končítíková. Starting from September 2023, some of the lectures will also be delivered by Jakub Malovaný.

In 2023, a total of 83 lectures were held, attended by 3,761 people, and the income amounted to CZK 1,627,650.

## Bata Academy

In March, we opened two Bata Academy courses, both online and in-person. The on-line course is attended by 12 participants, the in-persons course by 13 participants. The meetings are held on Tuesdays and Thursdays once every three weeks. Each academy consists of five seminars.

The total income from the spring courses amounted to CZK 187,000.

The autumn courses of the Bata Academy started on 20 September, are attended by 17 participants and the income from the autumn courses amounts to CZK 170,000.

From January to November 2023, a special Bata Academy is held online for Raiffeisenbank. It has 45 participants and is divided into 10 courses. Income from these courses amounts to CZK 250,000.



## Workshops Be Inspired by Bata

In the autumn, the Thomas Bata Foundation opens thematic one-day courses to be held in the Bata Villa premises. The participants can choose from four basic themes. Each seminar includes practical exercise facilitating the participants application of the acquired knowledge in practice. Each seminar is a follow-up the earlier one, however, also separate individual seminars can be attended.

### Dates the themes:

1/ 26/09/2023 –

Personality of Tomáš Baťa and his Selfmade Management

2/ 27/10/2023 –

Bata Philosophy and its application in personal and professional life

3/ 15/11/2023 –

Leading according to the Bata Philosophy

4/ 29/11/2023 –

Bata Management System and how the principles can be applied today

A total of 79 people attended the seminars.

## Other lectures

### Workshop for the Ministry of Agriculture of the Slovak Republic

On 17 and 18 September 2023, a two-day training for the management of the Ministry of Agriculture of the Slovak Republic took place at the Tomas Bata Villa, with the participation of Minister Peter Dovhnut. The training was led by Gabriela Končítiková. The topic was the business and philosophical principles of the Bata company and their application to the daily practice of the Ministry.

### Lecture for Bata Global Managers

On 27 September 2023, the Thomas Bata Foundation participated in the „Leaders of tomorrow“ programme for the Bata company. 45 people participated in the programme. They learned about the Bata philosophy, the principles of Bata service and the basic ideas of Tomáš Baťa. Each participant received the book *Inspired By The Bata Way* and other Bata literature in English.

### WEC - 7th World Engineers Convention

The Thomas Bata Foundation participated in the seventh year of the World Engineers Convention, which took place in Prague from 11 to 13 October 2023. Within the framework of this conference, the Bata Forum was created, and Gabriela Končítiková, Stanislav Martinec and Ján Košťuriak spoke at this forum. The Thomas Bata Foundation also presented the *Be the First* exhibition, which presents Bata's leadership in various areas of manufacturing and non-manufacturing activities. During the conference, a stand with Bata literature was set up presenting also the Foundation's activities. The conference was also attended by Jakub Malovaný and Jitka Zvolská.



The Thomas Bata Foundation actively develops several educational platforms for different target and age groups. It offers the Bata Academy, Inspired the Bata Way workshops, lecture activities, and programmes for secondary school students and primary school pupils.

## Creation of educational materials

At the beginning of 2023, we focused on innovating and expanding the existing educational materials that introduce students and students attending lectures to the basic Bata topics, personalities of the Bata legacy and the Foundation's activities. At present, the Foundation has 14 educational leaflets, ten of which also have an English version. These materials become part of all lectures as basic study materials.



## Podcasts

In 2023, the Thomas Bata Foundation continues to publish the regular podcast Inspired the Bata Way. Currently, we know that the podcast is regularly listened to by primary school pupils in social studies and history classes, as well as secondary school and university students. The podcast has become a regular part of Monday meetings. It transmits learning across generations.

- |     |               |   |
|-----|---------------|---|
| 1/  | 2 January –   | No. 49 Discipline brings and gives us freedom   |
| 2/  | 9 January –   | No. 50 Daily planning and how to have a feeling from job well done  |
| 3/  | 16 January –  | No. 51 Sleep is the basis need  |
| 4/  | 23 January –  | No. 52 Importance of food   |
| 5/  | 30 January –  | No. 53 Accepting tiredness  |
| 6/  | 6 February –  | No. 54 Personal example   |
| 7/  | 13 February – | No. 55 Transparency – the highest degree of Bata transformation   |
| 8/  | 20 February – | No. 56 An interview with s Gabriela Končítiková, the new Director of the Thomas Bata Foundation                             |
| 9/  | 27 February – | No. 57 Try giving your brain as many healthy information as possible  |
| 10/ | 6 March –     | No. 58 Bata's ten commandments for women  |
| 11/ | 13 March –    | No. 59 Bata's pedicurist or how the pedicure was introduced in the Bata company   |
| 12/ | 20 March –    | No. 60 Character  |
| 13/ | 28 March –    | No. 61 Learn how to say "NO"  |
| 14/ | 3 April –     | No. 62 Basic rule of the Bata corporate culture, i.e. 8-8-8   |
| 15/ | 10 April –    | No. 63 How Tomáš Baťa perceived time  |
| 16/ | 17 April –    | No. 64 1 May Celebrations in the Tomas Bata Villa   |
| 17/ | 24 April –    | No. 65 About "baťoviny" (or how to use Bata philosophy in everyday life) with Petr Zelík. Or when everything smells of tea. |
| 18/ | 2 May –       | No. 66 Not only an expert, but especially a great person – principles of career growth in the Bata company                  |
| 19/ | May –         | No. 67 About "baťoviny" (or how to use Bata philosophy in everyday life) with s Ľubomír Švec                                |
| 20/ | 15 May –      | No. 68 New book The Most Beautiful Job  |
| 21/ | 22 May –      | No. 69 New Bata exhibition - Tomáš Baťa and his Zlín  |



- 22/ 29 May – No. 70 Playing social games and Bata Philosophy
- 23/ 5 June – No. 71 We can learn from anyone or the one second “before”
- 24/ 12 June – No. 72 “I breath life” or a few Bata minutes on how to learn more about oneself
- 25/ 19 June – No. 73 Don’t let the weather affect you
- 26/ 26 June – No. 74 The significance of the Bata Ten Commandments
- 27/ 3 July – No. 75 Bata man in the heart. The story of Josef Vařák whose name is connected with the Bata company abroad
- 28/ 10 July – No. 76 The muscle has different energy than fat
- 29/ 17 July – No. 77 About “bařoviny” (or how to use Bata philosophy in everyday life) with the head of eye clinic Pavel Stodůlka
- 30/ 29 August – No. 78 2023 Bata Week Festival
- 31/ 4 September – No. 79 Shomaker with a mission. A book on the unique personality of Tomas Bata Junior.
- 32/ 11 September – No. 80 Exhibition Creators of the Bata Phenomenon
- 33/ 18 September – No. 81 Bata to children
- 34/ 25 September – No. 82 About “bařoviny” (or how to use Bata philosophy in everyday life) with Mířa Āipera
- 35/ 2 October – No. 83 Fear worse than the blow
- 36/ 9 October – No. 84 The importance of friendship in life
- 37/ 16 October – No. 85 People who sigh a lot
- 38/ 2 October – No. 83 Fear worse than the blow
- 39/ 9 October – No. 84 The importance of friendship in life
- 40/ 16 October – No. 85 Sighing types
- 41/ 23 October – No. 86 Nobody gets anything for nothing
- 42/ 30 October – No. 87 Being aware of your own worth
- 43/ 6 November – No. 88 The Emotional Trail
- 44/ 15 November – No. 89 The essence of Bata’s slogans
- 45/ 20 November – No. 90 About Bata “bařoviny” (or how to use Bata philosophy in everyday life) with Lucie Tomášková
- 46/ 27 November – No. 91 Tip for a Christmas gift - Inspiration 2024 diary
- 47/ 4 December – No. 92 A reminder of the essence of the Bata philosophy
- 48/ 11 December – No. 93 Let’s learn to enjoy
- 49/ 18 December – No. 94 Don’t wait for the imaginary „when“, start with little things for others





## Educational tours of the Bata Villa for students

The Thomas Bata Foundation has been organizing educational tours of the Bata Villa for elementary and secondary school pupils for many years now. Since the beginning of 2023 the tours have been provided by Jakub Malovaný.

## Teaching the Bata Management System at the Tomas Bata University

Gabriela Končítiková taught a semester course dealing with the Bata Management System at the Tomas Bata University. The course was attended by 176 full-time students and 32 distance learning students. Through 12 meetings, students were introduced to the basic information of the Bata Management System.

## Bata Academy for Secondary Schools in Partizánske

The Bata Academy for secondary schools in Partizánské started in 2023. The Academy is divided into 4 sessions, the first session took place in June, the second in October 2023, and the next two sessions will take place in 2024. A total of 168 second and third-year secondary school students are participating in this academy.

## Summer Entrepreneurship Camp

From 16 July to 23 July 2023, the 8th year of the summer entrepreneurship camp for youth from children's homes and socially vulnerable families took place, focusing on their personal and professional development. During this camp, children meet entrepreneurs from many fields and create their own business plan, which they present during the camp. The winning project, however, will also be followed up. Among other things, the camp participants are introduced to the Bata legacy. The Thomas Bata Foundation supported the camp with CZK 20,000.

## **FameLab 2023**

The Thomas Bata Foundation is a long-term partner of the FameLab student competition. This year was held in cooperation with the Charles University. The final round took place on 27 September and nine young scientists presented their projects. The Thomas Bata Foundation supported this activity with CZK 25,000.

## **Lecture for Gifted Students of the Faculty of Management and Economics**

Gabriela Končítíková gave a lecture for Gifted Students (a project of the Tomas Bata University in Zlín, Faculty of Management and Economics) on 6 October 2023 - the topic of the lecture was how to be inspired by the legacy of Bata today. A total of 26 students attended the lecture. The students were given an assignment to write an essay on the topic „how to develop personal responsibility according to the Bata legacy“.

## **Supporting a School in the Countryside**

In the month of October, the Thomas Bata Foundation thematically supported the school in the countryside organised by Elementary School No. 7 in Zlín. It was a one-week course for 30 children attending the third grade. The activity was supported through educational materials that introduced the children to the Bata principles. At the same time, each child received the game Become a Pilot of Tomáš Baťa.

## **Art Competition of Kindergartens in Zlín**

In June 2023, 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 the shoes. The children were awarded Bata prizes.

**Whatever  
you want -  
you can!**

Tomas Bata

A stylized, cursive signature of Tomas Bata in black ink, featuring a prominent flourish at the end.

# COMMUNITY EVENTS



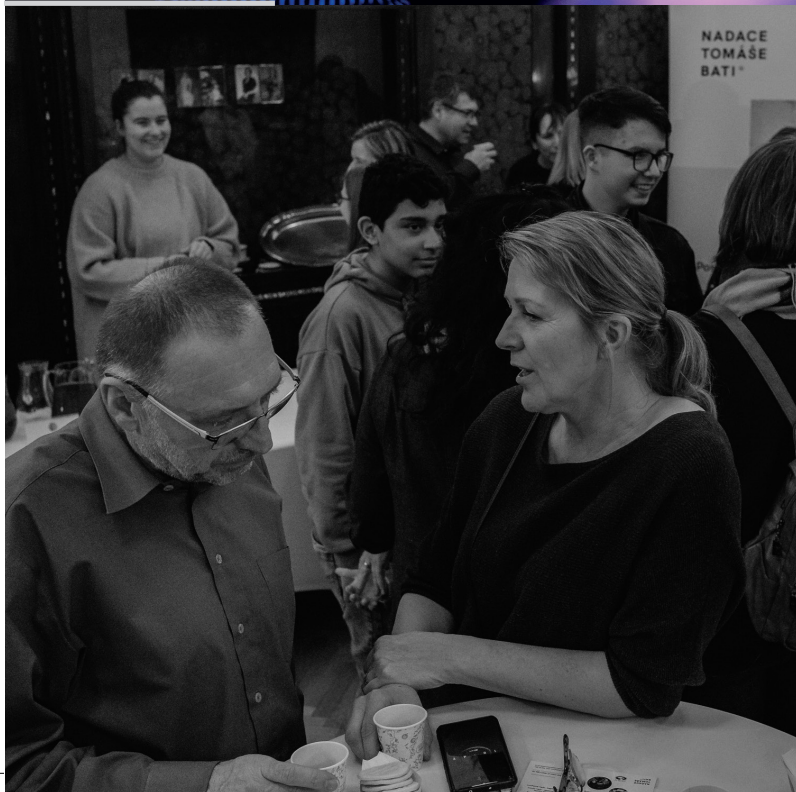
In the first part of the year, we focused on the Evening Teas, during the year other events will be held, such as the 1 May Celebration, Night of Galleries and Museums, guided tours of the Villa, exhibitions, Bata Week Festival, etc. The Foundation's activities have a long-term tradition in the cultural program of the town of Zlín. The Evening Teas have become very popular and attracted quite new visitors to the Bata Villa premises.

## Cultural Evenings – Evening Teas

Each month, the Thomas Bata Foundation prepares a cultural event in the Bata Villa. The aim is to open the Villa to cultural life. The name Evening Tea is based on the tradition of Mr. and Mrs. Bata, who used to organize similar events under this name in their villa.



In the first quarter, five Evening Teas were organized by the Foundation – concerts, discussions, lectures. The seating capacity has always been fully booked. In cooperation with Oxalis, special teas relating to the respective theme are offered. The pleasant evenings are also accompanied with an offer of tea pastry prepared according to the recipes of Marie Baťová. The Evening Tea project was supported also by the town of Zlín with a subsidy from the Cultural Fund in the amount of CZK 12,000. The entrance fee is always voluntary.



A total of 407 persons attended the Evening Teas, the voluntary entrance fee earned CZK 18,846; the cost of the events amounted to CZK 70,998, the subsidy from the Town of Zlín amounted to CZK 12,000. The total expenses on holding the cultural evenings amounted to CZK 40,152. The Foundation's internal budget for these events was CZK 75,000 (maximum CZK 15,000 per one evening).

**1. January Evening Tea: “Ancient Egypt Continues to Fascinate” (26 January)**

The lecture given by the Egyptologist and historian Marie Peterková Hlouchová on Thursday 26 January presented to the public the latest research results of the Czech Institute of Egyptology of the Faculty of Arts of the Charles University in locations in Abu Sir and Sakkara in the last five years. 79 persons attended.

**2. February Evening Tea: “Fleret: 40 Years on Stage” (28 February)**

The Evening Tea with the Fleret music band was unique. The evening was moderated by Jakub Malovaný, the guests were Zdeněk Hrachový and Stanislav Bartošík. The pleasant talk was interspersed with music. The seating capacity was full; this evening was attended by 99 visitors, the biggest number of all the evenings. 99 persons attended.

**3. March Evening Tea: “Gravedigger” (30 March)**

The March Evening Tea presented the legendary song by the Zlín music bank Premier. It was not only a music evening. A few people know that this song inspired the writer Jaroslav Irovský to write a book with the same title. The music accompaniment was played by Jaroslav Bobowski and Jaroslav Mikoška. 64 persons attended.

**4. April Evening Tea: “Behind the Curtain of the Philharmonic Orchestra” (26 April)**

During the meeting called “Behind the Curtain of the Philharmonic Orchestra”, the life in the Zlín Philharmonic Orchestra of Bohuslav Martinů was discussed. We were taken behind the imaginary curtain of one of the most renowned domestic orchestras by the director of the Philharmonic Josef Němý and the chief conductor Robert Kružík. The musical accompaniment of the evening was provided by the talented harpist of the Bohuslav Martinů Philharmonic Amelia Tokarska. 62 people attended.

**5. May Evening Tea: “From Piaf to Heger” (25 May)**

The last Evening Tea of this season belonged to chansons performed by Lucie Šustek Rybníkářová. The repertoire of the young actress and singer, who has worked among other things in the engagement of the

Municipal Theatre Zlín, is decorated with proven hits of both Czech performers - for example, Hana Hegerová or Zuzana Navarová - and, of course, foreign ones, led by the queen of chanson - Edith Piaf. 103 people attended.

In the second half of the year, the Tomáš Baťa Foundation organized three Evening Teas, which were attended by a total of 246 people, the voluntary entrance fee brought CZK 5,410, the cost of implementation amounted to CZK 50,35, subsidized by the City of Zlín CZK 6,232.

**6. November Evening Tea: launch of the publication „Moravians in the World“ (15 November 2023)**

On Wednesday, 15 November 2023, an exceptional event took place in the premises of Bata Villa, when a new comic book by the historian Martin Nekola called Moravians in the World was officially presented to the public. The book contains the stories of several Moravian natives who became famous in the world and, of course, the Bata trace is not missing in the content. Among the invited speakers was also the Director of the Foundation Gabriela Končítíková. In total, 53 people attended the event.

**7. November Evening Tea: „The Third Way“ (23 November 2023)**

On Thursday 23 November 2023, an imaginary trip not only to the recent past along the Vlárská dráha took place with the writer, folklorist and winemaker Josef Holcman, paying tribute to Miroslav Zikmund, Karel Pavlíščík and Ludvík Vaculík. Among other things, Holcman's latest book, The Third Way, was presented, but his other literary works were not neglected. A total of 78 participants took part in the event spectators.

**8. December Evening tea: „Pre-Christmas chanson-singing“ (14 December 2023)**

On Thursday 14 December 2023, another evening in the regular series of Evening Teas took place at the Bata Villa. This time the programme was music-oriented, with well-known domestic and international chanson hits performed by the actress and singer Lucie Šustek Rybníkářová and pianist Martin Pančocha. A total of 72 spectators attended the event.

## May 1st Celebration with Thomas Bata Foundation (1 May)

The traditional celebration of May Day took place on May 1. An entertainment programme was prepared for visitors in the entire area of the garden of Bata Villa. Especially for children, a lot of games and competitions were prepared. The official opening ceremony was attended by the Mayor of Zlín Jiří Korec, the Chairman of the Board of Directors of TBF, the daughter of Mr. Tomas J. Bata, Mrs. Rosemary Bata-Blyth, came from Italy, and the Bata company was introduced by its CEO - Marco Farnetani.

In the garden of Bata Villa, 20 competition stations for children were prepared. A total of 612 children participated in the competition programme and completed the competition programme, 844 competition tickets were distributed. At the beginning, each contestant picked up a competition ticket and received a stamp for completing a station. The minimum number of stamps received was ten. A prize of their choice awaited each contestant, the main prize this year was a reissued Bata board game from 1932. This game was published by the Thomas Bata Foundation in cooperation with Fosfa a.s. A total of 386 games were given away. In addition, children could choose their prizes from gifts from Continental Barum and Bata.

The cultural programme took place in front of the Bata's villa. Artists from the groups Fleret and Premiér performed. Furthermore, a theatrical band of the Otrokovice Primary Art School was presented on the theme of the Bata legacy. Afterwards, the activities of interest groups from Zlín were presented.



The morning programme also included a demonstration of period fencing.

There were two thematic exhibitions right in the Bata Villa. The general public was able to see the works of pupils of the art department of the Elementary Art School from Otrokovice, who painted unique Bata posters some time ago, and also got a glimpse of the life of Tomáš Bata through a newly created exhibition, which was signed by Jana Šiváková, a student of the Tomas Bata University in Zlín.

The programme also included free balloons, a themed photo wall and a relaxation zone. Participants could also use the gastro zone. New teas based on the period recipe of Marie Baťová were also presented and it was possible to taste them for free.

In total, approximately 2,700 people attended the May Day celebration in the Bata Villa garden. May Day newspapers were printed for the visitors and distributed during the celebration.

The May Day celebration was held thanks to the support of Bata, a.s., Fosfa, a.s. VITAR, s.r.o. and the Statutory City of Zlín.





NADACE  
TOMÁŠE  
BATI®



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vybavte si sebe!“

bati.cz



NADACE  
TOMÁŠE  
BATI®



Poslání

podporou kultury, vzdělání  
máme rozvíjet hodnoty  
solidarity a po  
díky kterým  
přesně sl  
nadaceti



## 2023 Night of Galleries and Museums (19 May)

This year, TBF was again involved in the traditional event called Night of Galleries and Museums. A special one-hour tour of the Bata Villa was held, which was guided by Gabriela Končítíková and Jakub Malovaný.

A total of 50 persons attended, no entrance fee was charged.



## Inspirobat Bata (8 June)

On Thursday, 8 June, an extraordinary event took place in the Bata Villa - a theatrical dialogue about the actions and thinking of Tomáš Baťa, which was conducted with the audience by the pupils of the experienced actor Rostislav Marek from the „open theatre“ for adults and teenagers. The musical accompaniment was provided by Štěpán Princ, one of the performers in the production Bata III, performed at the Tomáš Baťa Memorial. Inspirobat Bata was loosely based on Gabriela Končítíková's bestselling book Inspired the Bata Way. A total of 60 spectators attended the event.

## About the Life of Marie Baťová for the Malenovice Elementary Art School (12 June)

Jakub Malovaný prepared a guided tour for the pupils of the Malenovice Elementary Art School, which presented the life of Marie Baťová. The tour was followed by a discussion with Gabriela Končítíková, during which the pupils asked about details of the activities pursued by Marie Baťová in Zlín. The pupils prepare a theatrical performance about her life. The visit was covered by the Slovácko regional TV station.

## The Most Beautiful Job Book Launch in Zlín (15 June)

On Thursday, 15 June, the book The Most Beautiful Job was presented to the public in the garden of the Bata Villa. The programme was moderated by Jakub Malovaný, excerpts from the book were read by Luděk Randár, an actor of the Zlín Municipal Theatre, and the musical part was provided by the Zlín band Franc Alpa. Martin Juřík, owner of the famous Zlín beer hall and music club Zelenáčova Šopa, and Tomáš Košacký, managing director of AIPtisk, were the godparents of the book. The event was attended by 86 visitors.



## The Most Beautiful Job Book Launch in Luhačovice (20 June)

On Tuesday, 20 June, the book *The Most Beautiful Job* was officially presented to the public on the terrace in front of the First Republic Hotel Radun in Luhačovice. The programme was moderated by Jakub Malovaný, excerpts from the book were read by Luděk Randár, an actor of the Zlín Municipal Theatre, and the musical part was provided by the Zlín band Franc Alpa. Marian Ležák, the mayor of Luhačovice, and Marek Nesázal, the owner of the Radun Hotel, were the godparents of the book. The event was attended by 74 visitors.



## Commemorative Event in the Tomas Bata Memorial (11 July)

On the eve of the anniversary of the death of Tomas Bata, a commemorative event was held at the Tomas Bata Memorial for invited guests from representatives of the Town of Zlín and Zlín's cultural institutions. During the evening, the Tomas Bata's pocket watch, which the Thomas Bata Foundation has lent to the memorial for a long time, was unveiled. The speech was delivered by Pavel Velev, former director of the Thomas Bata Foundation.

## Exhibition Opening Night at the Tomas Bata Memorial (12 July)

On the anniversary of the death of Tomáš Baťa, an exhibition commemorating the ninety-year history of the memorial was inaugurated at the Tomas Bata Memorial. At the same time, Tomáš Baťa's pocket watches were re-introduced to the general public. The speech was delivered by the Director of the Thomas Bata Foundation Gabriela Končítíková.



## Bata Week Festival (11 to 15 September)

In the second week of September, the traditional - this time the seventh year of the Bata Week Festival took place. This year's edition was dedicated to important personalities from the immediate surroundings of Tomáš Baťa. Every day, the programme included a thematic discussion with a renowned expert on the topic and the public was also offered guided tours of the Villa. The lecturers were the historian Zdeněk Pokluda (lecturing on the personality of Dominik Čipera), the historian Jana Wohlmuth Markupová (on the personality of Hugo Vavrečka), the historian Zdeněk Lukeš (on the personality of Vladimír Karfík) and the historian Hana Kuslová (on the personality of Jan Antonín Baťa).

The last evening of the festival was devoted to the remembrance of Thomas Bata Jr., during which the new book *Shoemaker with a Mission* was presented to the public. TBJ was remembered by Pavel Velev (long-time director of the Thomas Bata Foundation), Miroslav Hovořák (long-time managing director of Thomas Bata Forests and Estates), Petr Saha (long-time rector of the Tomas Bata University in Zlín) and Oldřich Rybařík (memorialist). During the closing afterparty, the Zlín band Šufunky Gang performed in the garden of the Bata Villa. In total, 912 people attended the seventh year of the Bata Week Festival.





## Educational concert „In the footsteps of the travellers Hanzelka and Zikmund“

On 21 November 2023, the Otrokovice Primary Art School organized again the annual special education concert, which involved pupils of all artistic disciplines together with their teachers. Last year the concert focused on the personality of Tomáš Baťa, this year for a change on the work of travellers Jiří Hanzelka and Miroslav Zikmund. The Thomas Bata Foundation is one of the partners of this event, Jakub Malovaný guided the general public through the whole concert. In total, over 400 visitors attended the education concert.



## St. Nicholas gift in Želechovice nad Dřevnicí

On Saturday, 3 December 2023, the traditional St. Nicholas' gift giving took place in Želechovice nad Dřevnicí, a village near Zlín, where the Thomas Bata Foundation has been a partner for the second year. The Foundation prepared gift packages for children containing not only sweets, but also the book *Baťovídky* (Stories of the Bata bear) and the board game *Become a Pilot of Tomáš Baťa*. The event was moderated by Jakub Malovaný. A total of 246 children attended the event.



## Takeover of Shoemaker's Workshop Equipment

In 2023, the Tomáš Baťa Foundation took over the complete equipment of the old shoemaker's workshop from the Michalanský family from the village of Lukavec in Vysočina. The original owner was an ancestor of the current owners, who apprenticed with the Bata family in his youth and continued to work as a shoemaker until his death. The aim of the Thomas Bata Foundation is to renovate this workshop and open it as a permanent exhibition to the general public, for example in a module of the Koma company, which would be placed in the garden of the Bata Villa.

## Lectures for Seniors

Since autumn 2023 Jakub Malovaný has been lecturing for seniors in the Zlín region. During these lectures, seniors are introduced to the activities of the Thomas Bata Foundation, followed by basic information about the Bata philosophy and the personality of Tomáš Baťa.



# Enthusiasm gives wings

Tomas Bata

A handwritten signature in black ink, reading "Tomas Bata". The signature is fluid and cursive, with a long horizontal stroke at the end.



# EXHIBITIONS

The Thomas Bata Foundation created its own large panel exhibition in 2023 and collaborated on two of them. Through one, it supported student work, and for the other it teamed up with a well-known Czech artist.



### Exhibition Tomas Bata and his Zlín (1 May – 31 August 2023)

In the month of May, it was possible to see the exhibition of the student Jana Šiváková, who prepared a 13-panel exhibition within the subject Project Management. This exhibition could also be seen at the same time in the town of Svitavy, where the author comes from. The exhibition was supervised by Gabriela Končítíková and Jakub Malovaný. The exhibition was exhibited in the Bata Villa premises for 4 months and then in the Bata factory in Dolní Němčí.

### Exhibition The Creators of the Bata Phenomenon (3 August)

On Thursday 3 August - the anniversary of the 130th anniversary of the birth of Dominik Čipera - an exhibition of the Thomas Bata Foundation entitled The Creators of the Bata Phenomenon was officially opened in Zlín's Komenský Park. This is the third time the Foundation has prepared a large-scale exhibition in the popular city district and this time it focused on important personalities who helped shape the Bata Phenomenon. The opening speech was given by Jakub Malovaný, the exhibition was introduced by Gabriela Končítíková and the accompanying programme was provided by Petra and Radovan Král, actors of the Municipal Theatre Zlín, who sang several musical songs.

The exhibition was financially supported by Continental Barum and Novetis. The opening was attended by 87 people. The exhibition is on display in Komenský Park from 3 August to 30 October, after which it will move to Partizánské.

The exhibition is seen by dozens of people every day, both locals from Zlín and tourists.





## Opening night of the exhibition Baťa Sobě (19. září)

On Tuesday, 19 September, an exhibition entitled Baťa Sobě (Bata to Himself) was opened in Prague's Vnitroblok in Holešovice, for which the Thomas Bata Foundation supplied textual materials about the personality of Tomas Bata and the Bata Philosophy, written by Jakub Malovaný and Gabriela Končítiková. Gabriela, who also became the godmother of the special self-development diary Bata to Myself and the diary for 2024, gave a speech during the opening.

Vnitroblok is a prestigious art café in Prague. The author of the graphics for the exhibition is Bára from Nikolajka, a well-known Czech artist with roots in Zlín. The opening was attended by 65 people.



# Get started now!

Tomas Bata

A cursive signature of Tomas Bata, written in black ink, featuring a prominent flourish at the end.

# PUBLISHING ACTIVITY

1,500 copies of the book Tomas Bata, Reflections and Speeches were reprinted,  
and 2,000 copies of the book Tomas Bata, Thoughts were reprinted.

New books for 2023:  
- The Most Beautiful Job  
- Shomaker with a Mission  
- Creators of the Bata Phenomenon



### The Most Beautiful Job (May 2023)

A new publication for the first half of the year is a reprint of the 1939 book *The Most Beautiful Job*. The main sponsor of the publication is ATT Investment. *The Most Beautiful Job* is an inspiring book for people who work in sales and are involved in sales. The Bata company used it as an educational and inspirational text for its salespeople and sales representatives. Through short stories, philosophical and practical topics related to sales are opened up. The print run was 2,400 copies.



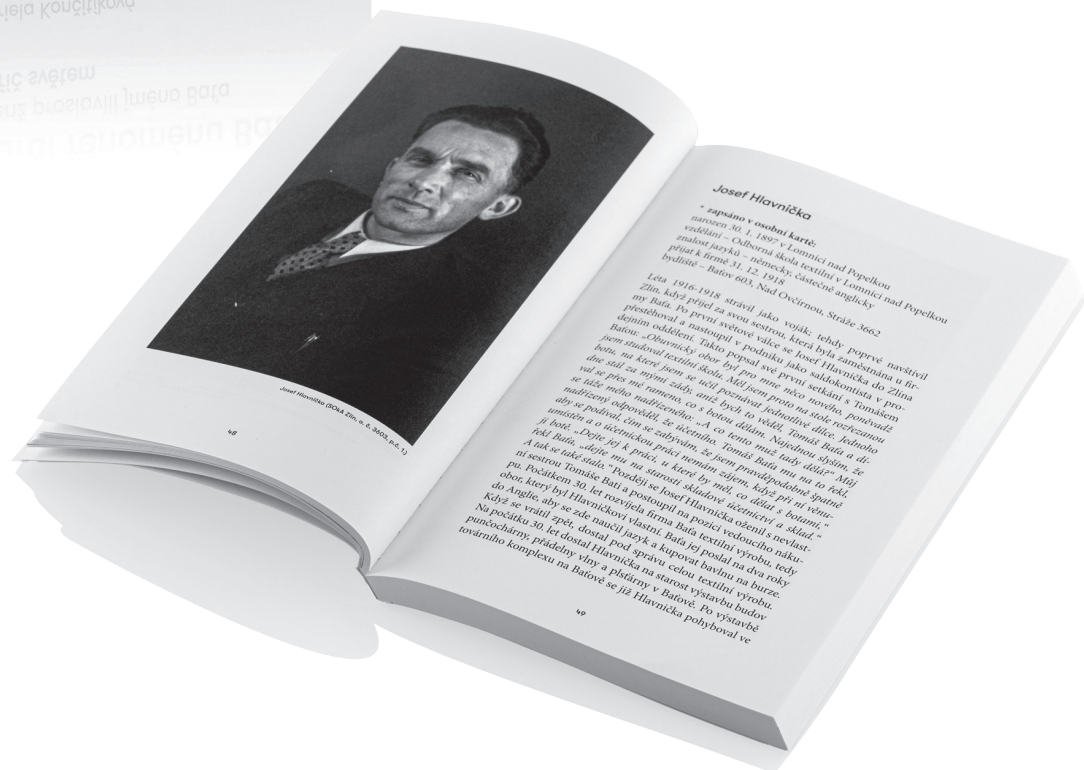
### Shoemaker with a Mission (September 2023)

In September, the book *Shoemaker with a Mission* was published, which thoroughly maps the entire life and whole work of Thomas Bata Junior. The publication was for the first time published in Czech translation and the Thomas Bata Foundation made it part of its Bata Edition. It was issued for the first time in 2014. It was written by Tobias Ehrenbold under the supervision of Sonja Bata and was published in English under the title *Shoemaker with a Mission*. The print run was 1,500 copies.



## Creators of the Bata Phenomenon (September 2023)

In September, a new publication of the Thomas Bata Foundation entitled *Creators of the Bata Phenomenon* was published as part of the Bata Edition, which expands this year's exhibition of the same name in the Komenský Park. In the publication you will find a total of 43 personalities and their medallions in full text, which the exhibition panels did not allow us for capacity reasons. The reader will get to know a selection of close associates of Tomáš Baťa, their opinions and valuable experiences gained from many meetings with the boss, and discover to what extent they were actually influenced by the personality of Tomáš Baťa. The print run was 1500 copies.



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# Anything you do, do well

Tomas Bata

A stylized, cursive signature of Tomas Bata in black ink, featuring a prominent horizontal stroke at the end.



# BATA EDITION

In the first quarter of 2023, the Bata Edition product range was extended by clothing, porcelain ware and small items with Bata themes. We continue in replenishing the stock of existing merchandise.



### Clothing with Bata themes

The offer of the Bata clothing edition was extended by a new type of T-shirt and sweatshirt. The red T-shirt is printed with the iconic Bata logo from the 1930s. The sweatshirt is printed with the Bata motivational slogan: "Courage is half way to success!"



### Bata button badges

A new item in the Bata Edition are the favourite button badges. Several variants were produced – with Bata slogans or the period photograph of Tomas Bata, the Founder, and Tomas Bata Junior.



## Teas at Mr. and Mrs. Bata

In cooperation with Oxalis, special tea was created according to an original recipe of Marie Baťová, which was preserved in her recipe book that returned to the Bata Villa in 2018. The original blend was kept as authentic as possible with only some improvements to the ingredients in order that the tea has better effects. Two tea blends were created: Morning Tea of Tomáš Baťa and Evening Tea of Marie Baťová. Both the tea blends are available both from the shop of the Thomas Bata Foundation, and in Oxalis stores. Oxalis contributes 5% from the sales of the teas towards the Foundation's operation.

## Bata edition cups

The Thomas Bata Foundation in cooperation with Oxalis created a new porcelain edition. You will find the Bata slogans on three types of cappuccino and three types of ristretto cups. The cups are offered both on the Foundation eshop, but also in the Oxalis distribution network.



# New idea immediately registration

Tomas Bata

A handwritten signature in black ink, appearing to read 'Tomas Bata', with a long horizontal flourish underneath.

# MEDIA OUTPUTS AND PRESENTATION OF THE FOUNDATION'S ACTIVITY

## Television reportages

### **8 January 2023 Reportage for TV Nova**

The subject of the reportage made by TV Nova were Bata traces in Zlín, and most of it was shot in the Bata Villa. Jakub Malovaný spoke about the Thomas Bata Foundation's activities, but also about the Villa itself. The reportage was broadcast in the programme Weekend Breakfast with Nova as part of the series "Travel tips".

### **2 February 2023 Reportage for Praha TV**

Gabriela Končítíková was a guest in a reportage mapping the origin of the wristwatches inspired by the personality of Tomáš Baťa. The shooting was carried out in the ELTON Prague store. The reportage presented both the Thomas Bata Foundation, and the way in which Tomáš Baťa perceived time.

### **1 May 2023 Reportage for Slovácko Television**

At the traditional celebration of May Day, the TVS editorial team filmed a reportage that not only captured the atmosphere of the event, but also featured Gabriela Končítíková and Mrs. Rosemarie Blyth-Bata, who gave an insight into the tradition of the celebrations in the Villa. The reportage was not only available online, but also directly on the TV broadcast.

### **12 June 2023 Shooting for TVS Television**

On Monday, 12 June, TVS Television filmed a reportage at the Bata Villa. The aim of the reportage was not only to capture the events in the Villa, but also to mention the upcoming theatre performance by the pupils of Zlín Elementary Art School about the life of Maria Baťová. The interviews were given by Gabriela Končítíková and Jakub Malovaný.

### **15 June 2023 Press trip: a meeting with journalists**

On Thursday, 15 June, the so-called press trip took place at the Bata Villa, i.e. a meeting of journalists with representatives of the Thomas Bata Foundation - Gabriela Končítíková and Jakub Malovaný. The journalists from Slovak and Czech media were given a tour of the Villa and were introduced to the activities of the Foundation.

### **12 August 2023 Shooting for the Slovak Television RTVS**

On Saturday, 12 August, the Bata Villa was visited by a crew of the Slovak RTVS television, which in cooperation with the Czech Television is preparing a programme called „Borders of Industry“, where Bata's Zlín will also be presented in one of the episodes. Gabriela Končítíková and Jakub Malovaný guided the crew through the Villa, gave interviews about life in Bata's Zlín and the activities of the Thomas Bata Foundation, and then took the filmmakers on a tour of Bata's footsteps in Zlín - specifically to the Tomas Bata Memorial and to Building 21.



#### December 11 - Good Morning on Czech Television

On Monday, 11 December 2023, Gabriela Končítíková visited the Czech Television programme Good Morning, in which she presented the legacy of Bata and the activities of the Thomas Bata Foundation in several live broadcasts. Thanks to the large viewership of this programme, the interest in the Foundation's activities on social networks increased noticeably, as did the number of orders in the Foundation's e-shop.

## Radio Outputs

### **9 March 2023 Czech Radio Zlín (Český rozhlas Zlín)**

Gabriela Končítíková was a guest of Markéta Janíková in the radio emission, in which they spoke about the influence of Tomáš Baťa on the development of the town of Zlín from his position of the mayor of the town of Zlín. The interview focused also on life in Zlín from the point of view of cultural, sports and artistic activities.

### **10 March 2023 Czech Radio Zlín**

Gabriela Končítíková was a guest of the presenter Roman Verner who prepared a reportage on the construction of the Bata Villa. He also presented the current life in the Villa and the activities of the Foundation.

### **1 May 2023 Czech Radio Zlín**

Before the traditional May Day celebration, Jakub Malovaný spoke an invitation that was repeatedly broadcast by Czech Radio Zlín before the event.

### **22 June 2023, Rendez-vous on the waves of Czech Radio Zlín – 3-part series**

Czech Radio Zlín, together with the Thomas Bata Foundation, has prepared a three-part programme on the history of the Foundation. The first part featured Pavel Velev, who presented 25 years of its activity. Gabriela Končítíková took the second part and presented the present and future of the Foundation. The third part was attended by Tomáš Nečas, a physician, whom the foundation's contribution helped to complete his internship in the U.S.



## Magazines and journals

### **12 February 2023 Patriot – a column by Gabriela Končítíková**

New Year's Resolution and the Bata Philosophy: a column by Gabriela Končítíková in the Patriot magazine. The column was devoted to how the Bata philosophy perceived New Year's resolutions and how planning was done with a view to the differences in perception of the calendar and astrological New Year.

### **12 February 2023 Interview and reportage in the Patriot magazine**

The January/February issue of the Patriot magazine contained an extensive article about the Thomas Bata Foundation and the Evening Teas. The history of this social and cultural event was described on several pages and particular attention was given to how the Evening Teas were held by Mr. and Mrs. Baťa. Jakub Malovaný then described in an interview how the idea occurred to pick up the threads of the tradition that originated almost one-hundred years ago and what is the vision behind the Evening Teas.

### **2 February 2023 Promotion in the inZlin magazine**

The February issue of the inZlin magazine contained an invitation to the February and March programme of the Evening Teas held in the Thomas Bata Villa.

### **7 March 2023 Contribution in the Laugaricio magazine**

We prepared an article about the personality of Tomáš Baťa and the application of the Bata philosophy today with focus on personality development for the magazine of the Laugaricio shopping centre.

### **8 March 2023 Patriot – Column by Gabriela Končítíková**

In the March issue of the Patriot magazine, Gabriela Končítíková wrote on the theme of women in the Bata philosophy and position of women in the Bata company.

### **25 March 2023 Tea magazine of Oxalis**

An article about the social life of Mr. and Mrs. Baťa in the Villa, their impact on the cultural life in Zlín as well as more detailed description of the personality of Marie Baťová was published in the magazine of Oxalis.

### **3 April 2023 inZlin magazine – Interview with Rosemarie Blyth-Bata**

Jakub Malovaný prepared an exclusive interview with Rosemarie Blyth-Bata for the inZlin magazine, in which he asked her about her relationship to Zlín, what was it like to live with the Bata name and what was her professional career.

### **14 April 2023 Patriot – Column by Gabriela Končítíková**

In the April issue of the Patriot magazine, Gabriela Končítíková deals with the theme of how not to be waiting for the right moment to act, but, if possible, start with what we want to do right away. Simply speaking, the ideal go-ahead moment will most likely never come.

**14 May 2023 Patriot, a column by Gabriela Končítíková and article by Jakub Malovaný**

The May issue of the Patriot magazine featured an in-depth interview by Jakub Malovaný with Mrs Rosemarie Blyth-Bata, who talked not only about her working life, but her memories of her parents and the legacy of her grandfather. At the same time, another of Gabriela Končítíková regular contributions appeared in the magazine's content, this time on the topic of „Let's Breathe Life“.

**2 July 2023, InZlin**

In the summer double issue of the cultural and lifestyle magazine inZlin, the activities of the Thomas Bata Foundation were promoted - the detailed programme of the September Bata Week Festival was published, as well as the forthcoming exhibition in Zlín's Komenský Park entitled „Creators of the Bata Phenomenon“.

**14 July 2023 Patriot, Column by Gabriela Končítíková**

In the summer double issue of the regional magazine Patriot, a regular column by Gabriela Končítíková was printed, this time on the topic of „Bata self-healing“.

**2 September 2023 issue of inZlin magazine**

The September issue of the cultural and lifestyle magazine inZlin promoted the 7th year of the Bata Week Festival.

**14 September 2023 Patriot, Column by Gabriela Končítíková**

In the September issue of the regional magazine Patriot, another of Gabriela Končítíková's regular columns was published, this time on the topic „Once you have a goal, you have to focus“. At the same time, a transcript of an interview with the head of eye clinic Pavel Stodůlka, which was conducted as part of the Inspiration Bata podcast, was included in the magazine's content, and other foundation activities were also given space - in the article „How to learn from Bata nowadays?“ the readers were introduced to the Bata Academy and the new Meet Bata seminars.

**October 13, 2023 - Patriot, column by Gabriela Končítíková**

The October issue of Patriot magazine featured Gabriela Končítíková's regular Bata column, this time on the topic „Do you have your ten commandments?“.

**December 14, 2023 - Patriot, column by Gabriela Končítíková**

The December issue of the regional magazine Patriot featured another in a series of regular Bata columns by Gabriela Končítíková, this time on the topic „Relationship. Or You'll Never Be Done“.

**December 3, 2023 - inZlin, interview with Jakub Malovaný**

Jakub Malovaný was interviewed for the winter double issue of inZlin magazine and answered a number of Bata questions - for example, what „Bata“ brings to a person's life, what is currently the greatest success of the Thomas Bata Foundation, and what are its plans for the future. At the same time, readers were offered a Christmas discount on all goods in the Foundation's e-shop.

**December 2023 - article in the OXALIS catalogue**

In the winter issue of the OXALIS catalogue, an article was published on the topic of Bata, or rather teas based on the recipe of Maria Bata, created by OXALIS in cooperation with the Thomas Bata Foundation. Readers will get a glimpse of history through the article, but they will also learn current information not only about the activities of the Foundation.

**Presentation on the Web**

The Thomas Bata Foundation has become involved in the presentation of interesting places in Zlín through the Casalinum web. Casalinum is a project of Mr. and Mrs. Loch, who build unique accommodation in Zlín and as part of their offer, they also recommend interesting place to visit in Zlín. The Foundation created its own presentation that forms part of the web.

**LIVE STREAM from the attic of Bata Villa**

On Wednesday, 6 December, the first ever LIVE STREAM from the attic of Bata Villa took place, during which Gabriela Končítíková and Jakub Malovaný connected with fans and supporters of the Thomas Bata Foundation via video. During the hour-long broadcast, news from the Foundation was presented, as well as plans for the coming months, and a number of viewer questions were answered. In total, more than two thousand viewers followed the LIVE STREAM on social media.

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# Appreciate your work!

Tomas Bata

A stylized, cursive signature of Tomas Bata in black ink, featuring a prominent horizontal stroke at the end.

# SOCIAL NETWORKS


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


## Nadace Tomáše Bati

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### O nás

Posláním nadace je uchování baťovské historie a tradice, ale i podpora nejrůznějších projektů zaměřených na zdravý rozvoj prosperující komunity.



„Podporou kultury, vzdělání a mládeže rozvíjet hodnoty společnosti a podnikatelského ducha, díky kterému se stalo jméno Baťa slavným.“ (Tomáš Baťa junior)

Web  
[nadacetomasebati.cz](http://nadacetomasebati.cz)

### 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 activity Jakub Malovaný is in charge of, 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 afore-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.

## Nadace Tomáše Bati


@nadacetomasebati1777  
2,25 tis. odběratelů · 174 videí


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 **INSPIRACE BAŤA: ZAM.** :  
Zlínský architektonický manuál s Lucií Šmard...  
154 zhlédnutí · před 2 dny

 **Ohlédnutí za tradiční** :  
prvomájovou oslavou Nadace Tomáše Bati  
105 zhlédnutí · před 9 dny

< Nadace Tomáše Bati ▾ ✎ 🔍

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**Termíny letních prohlídek**  
Začátek vždy ve 14.00 a v 16.00

**15.6. | 5.7. | 21.7. | 16.8**

Své místo si rezervujte na emailu  
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**Nadace Tomáše Bati**

Komunita

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[www.nadacetomasebati.cz](http://www.nadacetomasebati.cz)

**Panel pro profesionály**

Za posledních 30 dní bylo osloveno 11 tis. účtů.

Upravit

Sdílet profil

Kontakt



Z médií



Knihy



Baťovské ak...



Život ve vile



Výstavy



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# Service opens the heart

Tomas Bata

The logo is a stylized, cursive signature of the name 'Tomas Bata' in black ink. The letters are fluid and connected, with a prominent flourish at the end of the word 'Bata'.



# WHAT ELSE IS GOING ON IN THE VILLA

In the first quarter, also other activities were carried out in the Thomas Bata Foundation, which have helped to spread information about the Bata legacy and activities of the Foundation.

## Online exhibition Be the First – English version

In the past year we presented the exhibition Be the first! which showed how the Bata company was a pioneer in many different fields. An online version of the exhibition was also prepared and recently its English version has been launched. The exhibition can be viewed at the website [bethefirst.gallery](http://bethefirst.gallery). Information about launching the English online version of the exhibition was sent to foreign partners of the Foundation, Czech Centres, embassies of the Czech Republic and Bata towns worldwide. We will monitor the website traffic.

## Information boards by the Bata Villa

In order to improve service to visitors of the Thomas Bata Villa, information boards were placed by both the access paths to the Villa, which present the basic information about life in the Villa at the time when Mr. and Mrs. Baťa lived there. The activities of the Thomas Bata Foundation are also briefly presented. An English version of the information board is available online via an QR code.


## Bata Academy for the Good Shepherd (Dobrý Pastier) association

In this year we continue to give Bata Academy lectures to the Good Shepherd association in Slovakia. In this case, the Foundation does not charge any fee for the lectures. The money that would be spent on the fees are kept by Good Shepherd association and used for its charitable activities.

## Action Group Bata's Zlín

Since last year, the Thomas Bata Foundation has formed part of a small team of the action group Bata's Zlín. The aim of the group is to create from Zlín a sought-after destination for various target groups. We have been working together on an offer that would not only acquaint the potential visitors with the Bata theme, but thanks to which they would be able to experience Zlín with all their senses.





## Anniversaries

### Birth and death anniversaries of Tomáš Baťa (3 April and 12 July)

The Thomas Bata Foundation prepared a commemoration of the birth and death of its founder Tomáš Baťa. He is being commemorated at the Forest Cemetery, at the statue in front of the Tomas Bata University, at the statue in front of the Zlín skyscraper and in Otrokovice at the monument where the plane fell.

### Birth anniversary of Marie Baťová (22 June)

The Thomas Bata Foundation commemorated the 130th anniversary of the birth of Marie Baťová not only by laying wreaths at her grave in the Forest Cemetery in Zlín, but also through a press release for the media, a reportage for TVS and a special post on social media. Note (it was subsequently officially verified that Marie Bata was indeed born in 1892 and not 1893, but this fact was verified after the anniversary celebration).

### Commemorative act to honour the personality of Dominik Čipera (3 August and 3 September)

This year, the Thomas Bata Foundation also commemorated the death and the birth of Dominik Čipera (born on 3 August 1893 - died on 3 September 1963, i.e. 130 years since his birth and 60 years since his death).

### Commemorative act in the Villa garden (1 September)

On the day when fifteen years passed since the death of Thomas Bata Jr., a commemorative act was held in the garden the Bata Villa, during which TBJ was remembered by Marco Farnetani (CEO of Baťa), Jiří Korec (Mayor of Zlín) and Pavel Stodůlka (leading eye surgeon). The public was offered refreshments in the villa and the publication Shoemaker with a Mission was presented for the first time.



## 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 2023, 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 2023, 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	24 April 2024

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



ASSETS		Row number	Balance on the first day of accounting period	Balance on the last day of accounting period
<b>A.</b>	Total fixed assets	1	69 812	71 563
<b>I.</b>	Total intangible fixed assets	2	190	190
<b>II.</b>	Total tangible fixed assets	10	65 657	65 881
<b>III.</b>	Total long-term financial assets	21	26 902	28 945
<b>IV.</b>	Total accumulated depreciation to fixed assets	28	-22 937	-23 453
<b>B.</b>	Total short-term assets	40	18 909	18 957
<b>I.</b>	Total inventory	41	2 860	3 164
<b>II.</b>	Total receivables	51	1 051	1 239
<b>III.</b>	Total short-term financial assets	71	14 774	14 139
<b>IV.</b>	Total other assets	79	224	415
	<b>TOTAL ASSETS</b>	<b>82</b>	<b>88 721</b>	<b>90 520</b>
LIABILITIES		Row number	Balance on the last day of accounting period	Balance on the first day of accounting period
<b>A.</b>	Total own capital	1	87 447	89 351
<b>I.</b>	Total equity	2	86 613	88 425
<b>II.</b>	Total profit/loss	6	834	926
<b>B.</b>	Total not-own capital	10	1 274	1 169
<b>I.</b>	Total reserves	11	0	0
<b>II.</b>	Total long-term liabilities	13	0	0
<b>III.</b>	Total short-term liabilities	21	702	801
<b>IV.</b>	Total other liabilities	45	572	368
	<b>TOTAL LIABILITIES</b>	<b>48</b>	<b>88 721</b>	<b>90 520</b>
Prepared on:	Signature of authorized person (statutory body):	Signature of person responsible for preparation (prepared by):		
14 April 2024	Mgr. Gabriela Končítíková	Jana Benková		

According to Decree No. 504/2002 Coll.

## BALANCE SHEET

as at 31 December 2023  
(in whole thousands of CZK)

ID No.  
65822374

Name and legal form of accounting unit:

**Nadace Tomáše Bati**

(Thomas Bati Foundation)

Registered office of accounting unit:

Gahurova 292

760 01 Zlín

Objects of business of accounting

**foundation activity**

According to Decree  
504/2002  
Coll.

## PROFIT & LOSS ACCOUNT

as at 31 December 2023  
(in whole thousands of CZK)

ID No.  
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 unit:

**foundation activity**

	Row number	Actual by the balance sheet date			
		Principal activity	Commercial activity	Total	
<b>A.</b>	Expenses	1	x	x	x
<b>I.</b>	Consumed purchases and purchased services	2	3363	2081	5444
<b>II.</b>	Change in inventory of own production and capitalization	9	-26	-193	-219
<b>III.</b>	Personnel expenses	13	4590	1213	5803
<b>IV.</b>	Taxes and fees	19	36	36	72
<b>V.</b>	Other expenses	21	402	49	451
<b>VI.</b>	Depreciation, sold assets, creation and use of reserves and	29	947	0	947
<b>VII.</b>	Provided grants	35	193	0	193
<b>VIII.</b>	Income tax	37	6	0	6
	<b>Total expenses</b>	39	<b>9511</b>	<b>3186</b>	<b>12697</b>
<b>B.</b>	Revenues	40	x	x	x
<b>I.</b>	Subsidy for operation	41	56	0	56
<b>II.</b>	Received grants	43	3937	14	3951
<b>III.</b>	Revenues from own products and services	47	4079	2 937	7016
<b>IV.</b>	Other revenues	48	997	1	998
<b>V.</b>	Revenues from sales of assets	55	767	0	767
	<b>Total revenues</b>	61	<b>9836</b>	<b>2952</b>	<b>12788</b>
<b>C.</b>	<b>Profit/loss before tax</b>	62	<b>331</b>	<b>-234</b>	<b>97</b>
<b>D.</b>	<b>Profit/loss after tax</b>	63	<b>325</b>	<b>-234</b>	<b>91</b>

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

## Received subsidies and gifts, grants

In 2023 the following subsidies were received:

Donor	In thous. CZK
Statutory City Zlín (4 subsidies)	56
<b>Total</b>	<b>56</b>

All the above subsidies were fully used.

In 2023 the following gifts were received:

Donor	Amount	Commentary
Founder BATA SCHUH STIFTUNG	3 853 800,00	
Continental Barum, s.r.o., Otrokovice	80 000,00	
David Pivec, Otrokovice	3 600,00	
Small donations from individuals	13 713,24	in-kind gift
<b>Total</b>		<b>3 951 113,24</b>

In 2023 the Foundation used all the above gifts in the amount of CZK 3 951 113, 24.

In 2023 the following grants were provided:

Recipient	Amount in	CZK Approved by BD on
MgA. Adéla Bačová, Sehradice – exhibiton Le Corbusier	30 000,00	Per rolam March 2023
Majales student festival, TBU 2023	5 000,00	2. 5. 2023
Violin Academy of Václav Hudeček 2023	20 000,00	2. 5. 2023
Bata point – website creation	14 505,00	2. 5. 2023
aArchitektura spole Zlín – Zlín Architecture Manual – support for the manual creation	25 000,00	2. 5. 2023
Industrial Towns of the Bata Company – publication release, TBU	20 000,00	2. 5. 2023
Skrášľovací spolok Partizánske, o.z., Miriam Miková – “Autumn in the Bata Garden”	8 461,25	1. 11. 2023
Alžběta Kolářová, Ostrava – “Behind a strong man, there is a strong woman” – the life story of Marie Bařová	25 000,00	1. 11. 2023
<b>Total</b>		<b>147 966,25</b>

In 2023 a total of 8 grants were provided in the total amount of CZK 147 966, 25.

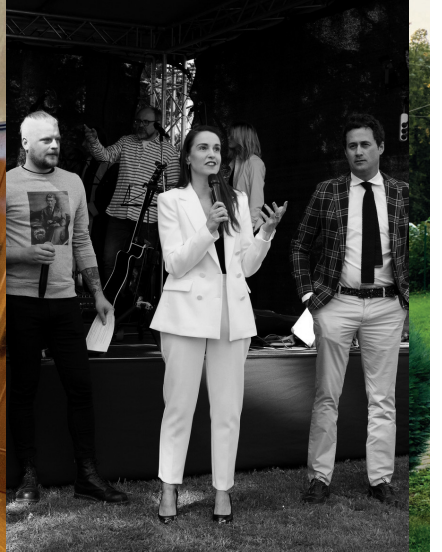


## The biggest achievement of 2023

### Fenix Content Marketing Award (27 June)

The Thomas Bata Foundation succeeded in the prestigious nation-wide survey Fenix Content Marketing, when each year, a jury composed of experts in the field announces the best marketing events in the past year. At the gala evening held in Prague, the Thomas Bata Foundation was awarded the second place in the category "One-off publication – brochure" for reprints of the major period brochures of the Bata company, as well as the third place in the category "One-off publication – non-traditional format" for the Inspiration 2023 Diary. The podcast Inspired the Bata Way ranked among the best five podcasts.







**THE  
THOMAS BATA  
FOUNDATION®**

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

[www.nadacetomasebati.cz](http://www.nadacetomasebati.cz)  
[www.facebook.com/batovavila](https://www.facebook.com/batovavila)  
E-mail: [sekretariat@batova-vila.cz](mailto:sekretariat@batova-vila.cz)

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

2024