



Caritas Sofia opens a social services centre for the homeless in the capital with the support of the ‘Drop by Drop’ program

Sofia, 13 May 2026 The support center for people experiencing homelessness, operated by Caritas Sofia in the Strelbishte district of Sofia, is now open to visitors. It follows a “drop-in” model – a space with free access, no prior registration required, where individuals can stay for a short time and receive basic support.

The new center builds on Caritas Sofia’s long-standing hygiene outreach work in Sofia and Burgas and has been established with the financial support of the “Drop by Drop” program. The initiative is part of JTI’s global programme to improve access to clean drinking water and better hygiene conditions for vulnerable communities (Global WASH). The initiative is funded by the JTI Foundation and, in Bulgaria, is implemented in partnership with the BCause Foundation.

The work of Caritas Sofia begins on the ground – where homeless people are. With a specially equipped vehicle the team reaches individuals on the streets. Following this initial contact, people are encouraged to visit the drop-in center, where they can receive hygiene support as a first step of a longer process of care and help. At the center, visitors have access to showers, haircuts, clean clothes, and shoes. With the opening of the drop-in center, Caritas Sofia further expands its support for homeless – with greater proximity, care, and attention to their everyday needs.

“The ‘Drop by Drop’ program was created to support exactly this kind of initiative – real, practical solutions for people in need. The Caritas Sofia center addresses a very specific need – access to basic hygiene – and we are glad that it will enable the team to reach more people and extend their support,” said Gergana Boneva from JTI.

The “Drop by Drop” program, implemented in Bulgaria between 2025 and 2027 with a total budget of USD 1.5 million, aims to improve access to water, sanitation, and hygiene through three main pillars: the construction of public drinking fountains in Sofia, Blagoevgrad, and now Kazanlak; support for social organizations providing hygiene services to people in need; and funding for local projects through a national grant program.

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BCause Foundation

BCause Foundation is an expert organisation and an established leader with 30 years of experience at national and international level (since 1995). It encourages individuals, organisations, and communities to transform their lives by fostering a culture of giving and social investment. In 2025, the Foundation's donor programmes supported people and organisations with a total amount of nearly EUR 2.2 million.

The JTI Foundation

The JTI Foundation is a charitable organization established in 2001 with the aim of helping communities become more resilient to disasters. Financially endowed by JTI, it supports disaster management through long-term risk-reduction programs, preparedness activities and emergency response. All initiatives are delivered through trusted NGO partners. Since its inception, the Foundation has funded more than 100 projects across 50 countries.

Launched in 2019, the Global WASH (Water, Sanitation and Hygiene) initiative supports communities where access to clean water, sanitation and hygiene remains limited. Since its launch, more than one million people across 10 countries have gained improved access to essential WASH services, supported by over USD 20 million in investment and 14 projects active or completed.