



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

ANNUAL REPORT 2019



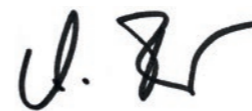
Dear sponsoring member

What a successful story! In 2009, LR Health & Beauty initiated the LR Global Kids Fund (LRGKF) to promote the education and personal development of socially disadvantaged children and young people and thus improve their future perspectives.

10 years later, we know: The aid association has grown from a local project in Ahlen to a global player raising funds of more than three million euros to date and supporting numerous projects in 23 countries. The huge number of employees and LR partners dedicating their personal time and organizing their own donation campaigns makes us especially proud: Because we all can offer these kids one thing: "More quality for your life".

A great commitment and an unparalleled development that we are all utmost delighted about.

Best regards



Andreas Friesch
Chairman of the Executive Board LR Global Kids Fund e.V.

Published by:

LR Global Kids Fund e.V.
Kruppstrasse 55, 59227 Ahlen, Germany
Responsible for the content: Executive Board of LR Global Kids Fund e.V.
Project management: Miriam Link
Telephone: +49 (0) 2382-7060114
Email: info@lrgkf.com
Website: lrgkf.com
Design: LR Media Factory³

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Andreas Friesch visits an SOS Children's Village in Romania

After a tour of the spacious grounds of the children's village, Andreas Friesch visited a Romanian family in the slums of Bucharest who are supported by the family strengthening programme of "SOS Children's Villages Worldwide". The deep insights into the everyday life of a young mother of eight kids showed how much the help of the LR Global Kids Fund is needed.

The chairman of the association was also impressed by the loving care the children receive from their teachers and therapists in the children's village. Talks with representatives from "SOS Children's Villages worldwide" were also part of the programme.



Great activities on our Business Days

We were utmost delighted about the commitment of our partners at the LR events. The LRGKF stands were met with great interest. We still fondly remember the wheel of fortune that was a lot of fun for everyone, or the raffle in autumn that allowed us to win numerous new sponsoring members. Thank you for your interest and your great support!

HIP HIP HOORAY! LRGKF celebrates its 10th anniversary

Social, collaborative and reliable – these values have distinguished the LR Global Kids Fund (LRGKF) since its foundation on 15 September 2009. Over the past ten years, the aid association of LR Health & Beauty from the small town Ahlen in Germany, has grown into a global organisation that has supported numerous projects in more than 23 countries to date. "Back then, the LRGKF was founded in order to improve the future perspectives of underprivileged children and young people", recalls Thomas Heursen from the LR management, who is one of the eight founding members of the association. "I think it's great that this idea has been kept alive for ten years now."



LR Global Kids Fund hands over donation cheque in the amount of EUR 200,000

Big stage for the LR Global Kids Fund e.V. and the Ahlen Lunch Club at the RTL donation marathon last Friday: During the live performance, Andreas Friesch, Chairman of the LR Global Kids Fund and CEO of LR Health & Beauty, handed a donation in the amount of EUR 200,000 to RTL presenter Wolfram Kons. During the talk between the two men, a clip from the Lunch Club was aired, which showed the children of the facility together with Andreas Friesch creating a raised-bed.

For the fourth time, the LR Global Kids Fund took part in the well-known RTL donation marathon. This event marks the annual highlight of the long-term and sustainable cooperation with the foundation "RTL - Wir helfen Kindern e.V.". "This year, too, our sales partners, sponsoring members and customers were so intensely committed that we were proud to present this donation in the amount of EUR 200,000", says Andreas Friesch.

Revenue

Non-material	EUR	367,011.67
Donations by sponsoring members	EUR	147,979.14
Donations by LR Sales Partners	EUR	15,299.64
Donations LR Health & Beauty	EUR	197,159.90
Other donations	EUR	6,404.99
Member fees	EUR	168.00

Asset management	EUR	15,000.00
Sponsoring	EUR	15,000.00

Total **EUR 382,011.67**

Expenses

Project promotion	EUR	398,000.00
Project promotion, nationally	EUR	200,000.00
Project promotion internationally	EUR	198,000.00

Advertising and administration costs*	EUR	14,954.20
Advertising	EUR	2,614.08
Administration	EUR	12,340.12

Total **EUR 412,954.20**

Result of the association **EUR -30,942.53**

Share in advertising and administration costs 4%

* Expenses for advertising and administration costs are covered in part by the LR Health & Beauty corporate funds.
All other charity contributions are donated 1:1 to LR Global Kids Fund e.V.

10 years of LRGKF

2009

START

Foundation of the LRGKF

2010

INTERNATIONALITY

The LRGKF already supports projects in 19 countries.

2011

CELEBRITIES IN ACTION

Further donations received from "Celebrity for Charity"

2012

LOCAL HELP

The "Lunch Club" in Ahlen opens its doors!

2013

MEMBER POWER

The sponsoring membership is introduced.

2014

SOCIAL MEDIA

The LRGKF Facebook site records more than 5,000 fans!

2015

ROLLING! ACTION!

The LRGKF trailer is produced.
The "LR Hands On" program is launched.

2016

TV PREMIERE

LRGKF participates in the RTL donation marathon for the first time! The cheque amounts to EUR 100,000.

2017

LOCAL HEROES

The "Local Heroes" initiative has been brought into being.

2018

STRONG PARTNERS

LRGKF and "SOS Children's Villages worldwide" launch their cooperation.
The Lunch Club Ahlen is now an RTL Children's House!

2019

ANNIVERSARY

LRGKF celebrates its 10th anniversary!
Introduction of the new image video.



Germany

RTL Lunch Club



RTL Children's Houses

As an initiative of a German media company, the foundation "RTL - Wir helfen Kindern e. V." made help for socially disadvantaged children and young people in Germany a central topic. In Germany, RTL children's houses have existed since 2009. In these shelters, schoolchildren receive not only a balanced meal, but also help with their homework and loving care. They are encouraged through creative games and educational offers. There are already 18 RTL children's houses and three more are in the pipeline. Further homes are scheduled to be added in the coming years. All RTL children's houses receive long-term support from the "RTL - Wir helfen Kindern e. V." foundation.

RTL Children's House Lunch Club e.V. Ahlen

Since its opening, the Lunch Club has developed into one of the most important shelters in Ahlen. Too many children and young people in Ahlen are still threatened or affected by poverty. On three days a week, the Lunch Club offers children and young people a healthy meal, attention and care, as well as various leisure and educational programmes. With experiential educational trips, e.g. to an open-air theatre, museums or a canoe tour, the kids also get the chance to take part in cultural and social life.



This additional activity programme is only made possible thanks to the voluntary commitment of the local LR employees who accompany or organise excursions and events. With around 50 "regulars", the capacity of the Lunch Club is fully used. Thanks to the cooperation with the "RTL - Wir helfen Kindern e.V." foundation, the facility can now open its doors to underprivileged children on five instead of three days. A balanced meal, training on healthy eating, help with homework, loving care and creative leisure activities - all of this is now ensured in the long term!

The donation from the LR Global Kids Fund will go to the "RTL - Wir helfen Kindern e.V." foundation and, as in the last year, will be for the benefit of the three RTL Children's Houses in Stuttgart, Leipzig and the "Lunch Club - das Restaurant für Kids e.V."



RTL Children's House Leipzig

The Institution in Leipzig is an open children's house with an adventure playground and workshops and is located in the middle of a large prefabricated housing estate in Grünau, a district of Leipzig. The juvenile delinquency rate in Grünau has increased again slightly compared to the previous year and, at eleven percent, continues to be well above the average in Leipzig of 6.8 percent.

The donation from the LR Global Kids Fund supports the facility in many areas, such as homework supervision or craft and creative offers in own workshops. Here, the children get the chance to try out different materials and to expand their skills. This allows them to feel valued and to strengthen their own self-efficacy.

The main focus of the project 'Children cook for children' is collaborative participation and healthy nutrition. This offer is still very popular and also ensures that the young participants get a healthy, freshly prepared meal at least once a day.

RTL Children's House in Stuttgart

The RTL Children's House in Stuttgart provides care offers in the three Stuttgart districts of Nord, Rot and Bad Cannstatt and is also one of the most important social contact points for refugee children. The main focus of these offers focuses on shared activities such as cooking and having lunch, as well as on the support with homework and learning, but also on the prevention of social neglect, as the children are otherwise often left to their own devices. The continuity of relationships with the employees creates a reliable bond and makes them important contact persons for the children in all matters of life.



In Bad Cannstatt, 6 children also benefit from the RTL Children's House offer "SoFa". Due to their problematic behaviour, these kids are no longer allowed to take part in the all-day programme at their schools. In this small group, these kids learn again to follow rules, resolve conflicts with other children without violence, and make great progress at school. Regular parenting work is also part of this project.

Games and leisure activities, such as a visit to the zoo, competitions or building and planting a raised-bed as well as ice skating, complement the programmes of the RTL Children's House in Stuttgart, which the LRGKF supports with its donation.

Funding amount of "RTL - Wir helfen Kindern e.V." foundation EUR 200,000 in total.

LR Global Kids Fund and SOS Children's - Villages worldwide: an excellent partnership



"SOS Children's Villages worldwide" has been supporting children and adolescents for almost 70 years. Just like the LR Global Kids Fund the organisation aims at integrating children into society and offering them a better future. The holistic and sustainable approach and the activities of the SOS Children's Villages are perfectly in line with principles of the LR Global Kids Fund.

"We are delighted to have a strong partner at our side with the LR Global Kids Fund. We particularly appreciate that the LR Global Kids Fund has made a long-term commitment to supporting children in need in cooperation with the SOS Children's Villages. This means that the social responsibility we assume has a sustainable impact," states Petra Horn, Chairwoman of the SOS Children's Villages worldwide.

Assuming responsibility, restoring confidence and being there with passion for children in need - this is how the LR Global Kids Fund e. V. and the SOS Children's Villages worldwide are working together. The two organisations have been working hand in hand on the realisation of relevant children's aid projects in seven countries. The start of the cooperation with SOS Children's Villages worldwide is considered as one of the greatest milestones of the LR Global Kids Fund. Both organisations work together for a promising future for underprivileged children all over the world. "As part of the joint partnership with the LR Global Kids Fund e. V., we enable children access to education, provide educational and psychological support or creative and sports leisure activities. It is our aim to promote the talents of the children and to give them future prospects for an independent life," explains Petra Horn, Chairwoman of the SOS Children's Villages worldwide.



Albania



Tirana is the capital of Albania and is home to around 420,000 inhabitants. Even if the living situation of Albanian children has improved significantly in recent years – young people still face a lot of problems in this country. Apart from poverty, especially in rural areas, the right to education is only slowly beginning to gain in importance. Many families struggle to meet their health needs and often rely on help from the outside. The SOS Children's Village is located in Sauk, a village with around 6,000 inhabitants, approx. 4 km southeast of Tirana.

Educational offers and leisure activities

Access to quality education is one of the facility's primary goals. The children visit the nearby kindergartens and schools together with the local children. With the additional participation in leisure activities, they are integrated into the community from an early age. Schoolchildren can also benefit from additional learning opportunities, such as English lessons. The LRGKF also sponsors professional courses tailored to the needs of adolescents who will soon leave the facility.

Funding amount: EUR 7,500



Katerina Llievska ©SOS Children's Villages

Belgium



Creative and cultural offers

The SOS Children's Village in Chantevent comprises 7 family houses in which around 43 children have found a new home. The most important goal is to strengthen the physical, social and cognitive abilities of the children through various activities. Such activities can be music lessons, football and basketball training or creative workshops such as circus, drawing or theatre.

Visiting cultural exhibitions or attending events are also regularly on the agenda.

Funding amount: EUR 10,000



Bulgaria



Bulgaria is one of the EU countries with the highest number of orphans. Thousands of Bulgarian children do not grow up with their families. The state institutions can often only inadequately meet the challenges presented by the large number of children in need of care. As an alternative to the heavily overloaded system of state welfare, the “Family House” offers care in a sheltered setting.

The LR Global Kids Fund supports the facility that intends to replace family structures for orphaned infants and toddlers at short notice. The small group size of only six children creates a sheltered atmosphere for the little ones from the age of up to seven years. Through loving care, even small children with special needs receive urgently needed support.

The aim is to place the children in a foster family after a short period of time.

Funding amount: EUR 15,000



France



In France, the LR Global Kids Fund offers help for children and adolescents who have to live with the still incurable metabolic disorder cystic fibrosis. The goal is to offer them and their families a helping hand in dealing with the disease.

People with cystic fibrosis benefit from exercise. Activity not only enhances their physical performance and pulmonary function but also has a positive effect on the self-esteem of the individuals affected. Physical exertion causes the mucus in the lungs to loosen and lets the young patients breathe freely again. In addition, the affected children improve their stamina and build more muscle strength. This strengthens their bodies for an upcoming organ transplant.

Funding amount: EUR 25,000



Greece



Promotion of mental health and psychological support

The first two Greek SOS Children's Villages Vari and Plagiari are supposed to provide help and support for at-risk children, adolescents and families. In the past, children often came to an SOS Children's Village because of alcoholism, drug abuse or illness of their parents. However, since the debt crisis, many parents are no longer financially able to adequately care for their children.

The small town of Vari is located in East Attica in the south of the country within the urban area of Athens. Plagiari, on the other hand, is a small town south-



west of Thessaloniki and thus located in the north of the country. In both SOS Children's Villages, the main goal is to counteract the deficits in behaviour, thinking and development of the often traumatised children in the best way possible. In weekly group meetings and personal talks, the psychologists take care of the 117 young residents as well as the 42 caregivers.

Funding amount: EUR 10,000



Italy

In the Italian city of Milan, the LR Global Kids Fund offers children from difficult social backgrounds a second chance. In close cooperation with a national aid organisation, a nursing home is supported, that cares for children aged between 0 to 6 years who have been separated from their parents due to judicial order and taken into state care. The children included in the project often were victims of domestic violence and require particular attention and support to cope with their traumatic experiences. The skilled personnel in the supported institution provide all-round care for the children and thus give them a real chance for a positive personal development and a promising future.

Funding amount: EUR 10,000



Kazakhstan



Psychological and pedagogical support

Almaty is located in the southeast of Kazakhstan close to the border to China and Kyrgyzstan. Numerous people have moved to Almaty from rural areas in search of work. Even if they find employment, many of them live at the margins of society in precarious conditions. The child poverty rate remains very high. The programme of the SOS Children's Village in Almaty focuses on the treatment of developmental delays in children. 43 affected children receive long-term support from psychologists and therapists. Weekly consultations as well as accompanying art therapy offers can be realised thanks to the LR Global Kids Fund e.V.

Funding amount: EUR 10,000



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Netherlands



Sick and disabled children are often confronted with all things they are no longer able to do. They suffer from pain, but medical treatments can sometimes be very difficult. That is why our trained, professional CliniClowns visit almost all hospitals in the Netherlands with a children's ward and give these vulnerable children a happy moment in order to reduce stress and anxiety, and hopefully to get better soon. But the most important thing for the children is to forget their illness.

Since June 2019, the LR Global Kids Fund has been supporting the CliniClowns app. The app gives the sick children the opportunity to meet the CliniClowns online 24 hours a day on their mobile phone or tablet! With the online tool, the organisation can reach the children at home as well as in hospitals and institutions such as special schools and hospices, and support them in difficult times.

Funding amount: EUR 10,000



Austria



In Neunkirchen, Austria, the LR Global Kids Fund supports the social-pedagogical institution "SoWo" (Soziales Wohnhaus). It provides a new home to around 45 girls and boys aged 14 years and over, who, for various reasons, can no longer live in their families of origin. A professional team looks after the teenagers 24/7 and offers them assistance in all important aspects of life.

The main focus is placed on the development and promotion of the personality structure. The LR Global Kids Fund e. V. supports the SoWo through a mentoring programme and participatory projects that address young people in a holistic way and thus enable them to work through traumatic experiences and build up a positive self-image. The objective of the shelter is to prepare the teenagers for an autonomous life full of positive experiences.

Funding amount: EUR 20,000



Poland



In some districts of Katowice, crime, alcoholism, unemployment and poverty are part of everyday life. It is above all the children who suffer the most from these social problems. They have educational gaps and developmental shortcomings. Conduct disorders and violence are among the most significant consequences.

To help pave the way to a better future for them, the LR Global Kids Fund together with a local help organisation offer assistance in finding educational offers (e.g. tutoring) and contact persons and provide about 30 underprivileged children aged three to 14 with warm meals. The children are offered the opportunity to participate in various leisure activities such



as cooking courses, trips and holiday camps - things that these children do not take for granted. The aim is to strengthen the children's self-confidence, offer them a shelter and re-integrate them into society.

Funding amount: EUR 10,000

Romania



Special therapy: Speech and psychological therapy

Bucharest is Romania's largest city and has become even bigger in recent years, as a lot of people move to the city in search of work. Even though the lives of children in Romania have improved, for a lot of families it is still difficult to care for their children. The SOS Children's Village Bucharest is located around 10 minutes from the city centre.

Whether motor, cognitive, linguistic or social skills: Every child develops at its own pace. However, negative and traumatic experiences can severely impair development and have serious consequences for adolescents. The Romanian SOS Children's Village in Bucharest is home to some children with developmental delays who need special support. Currently eleven affected young residents benefit from weekly speech and / or psychological therapy offers.

Funding amount: EUR 7,500



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Russia



Psychological support and leisure activities

The SOS Children's Village Puschkin is located in the suburb of the same name, around 17 km south of St. Petersburg. Most children in the SOS village come from dysfunctional families. Many of them have previously lived on the streets or were temporarily placed in municipal facilities.

With intensive psychological support and art therapy, the SOS Children's Village tries to treat developmental delays of some of the children living there. The facility organises psychotherapy sessions three times a week and art therapy programmes every two weeks. In addition, the facility promotes the children's creativity. A total of 81 children benefit from these offers.

Funding amount: EUR 15,000



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Switzerland



The children's home Grünau offers a place for children and adolescents who need a second home for many years to come. The home is committed to look after and support children with serious behavioural problems or structural or emotional neglect. The Swiss children's home Grünau is home for 17 children and adolescents. What makes this facility so special: The caregivers support the young people until they have completed their professional training or even beyond. Depending on the situation, both parents or one parent is also involved in the care. As there are only few residents, it is possible to cater to the needs of every individual child.



With the donation from the LR Global Kids Fund, the facility will finance a group camp as well as horse riding lessons for two young residents as individual promotion. This enables the children to gain experiences outside their everyday life, promotes their independence and social competence – and they enjoy wonderful moments that enrich their life.

Funding amount: EUR 10,000



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Czech Republic

Educational support and leisure activities

The SOS Children's Village Medlánky is located near Brno, the second largest city of the Czech Republic. Children whose parents can no longer care for them find a loving home in 10 SOS families, where they grow up together with their siblings and are looked after by SOS mothers. The village also comprises a pedagogical and psychological consulting centre.

The aim of the SOS Children's Villages programme is to counteract the developmental delays of children in foster families. Many of these children suffer from trauma that can only be overcome through long-term and individual support. The social pedagogue and the social worker on site work out

a personal development plan for each of the 85 children, consisting of various leisure activities. The social worker serves as a role model for the children and helps them socialise and become part of the local community. At the same time, he supports the foster parents and can, for example, assess whether additional psychological care is necessary.

Funding amount: EUR 10,000



Turkey



In January 2018, the LR Global Kids Fund started supporting the first children's aid project in Turkey. Via the German organisation GPP (Global Project Partners e.V.), the donation goes directly to two 'Child Care Centers' in Istanbul (Kağıthane) and Biga (Çanakkale) operated by KEDV. Our help will be used to improve the quality of life of around 250 children there.

Kadın Emeğini Değerlendirme Vakfı (KEDV) or the Foundation for the Support of Women's Work (FSWW), was founded in 1986 and is a non-profit, non-governmental organisation. Thanks to this cooperation, KEDV was able to expand its offers of early childhood care and education for underprivileged and poor children throughout the country. The idea behind this concept is to bring children, families, educators and the local community together.



Funding amount: EUR 10,000

Ukraine

Educational support and leisure activities

Brovary has about 98,000 inhabitants and is located near the capital Kiev. For children, life in this region is anything but easy. Many young people lose their parental care because of the complex social and economic problems of their families.

The main focus of the SOS Children's Villages programme in Brovary is educational support, art therapy and other leisure activities in order to counteract or treat developmental delays. The holistic concept provides an individual development plan for each child. In addition, a special 7-day programme teaches the eleven to fourteen year olds a healthy lifestyle and practical methods to improve their interpersonal communication skills. If necessary, the children receive support through psychotherapeutic group sessions. Joint hiking tours support the children's development. A total of 50 children benefit from the various offers.



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Funding amount: EUR 10,000

Hungary



Learning one or several foreign languages is not a matter of course for children from socially deprived families. The Hungarian Csányi Foundation therefore enhances the language skills of underprivileged children and adolescents aged between 10 and 24. The aim is to intensively support them in learning foreign languages at a very high level. In order to keep up the students' motivation in the long term, five-tier competitions are organised every year in which their knowledge is tested in the middle and at the end of the school year.

The prize for the top 10: participation in an intensive language course in Germany.

Funding amount: EUR 10,000





We would like to convey our **thanks** to all donors of the LR Global Kids Fund for their great support.

A very special thanks to our sponsoring members whose regular contributions form the basis for the donations to the worldwide children's aid projects of the LR Global Kids Fund.

Follow us on Facebook for updates on our association and new projects:
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Kruppstrasse 55, 59227 Ahlen
Phone: +49 2382 7060114
info@lrgkf.com | lrgkf.com | facebook.com/lrgkf