



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

ANNUAL REPORT 2021



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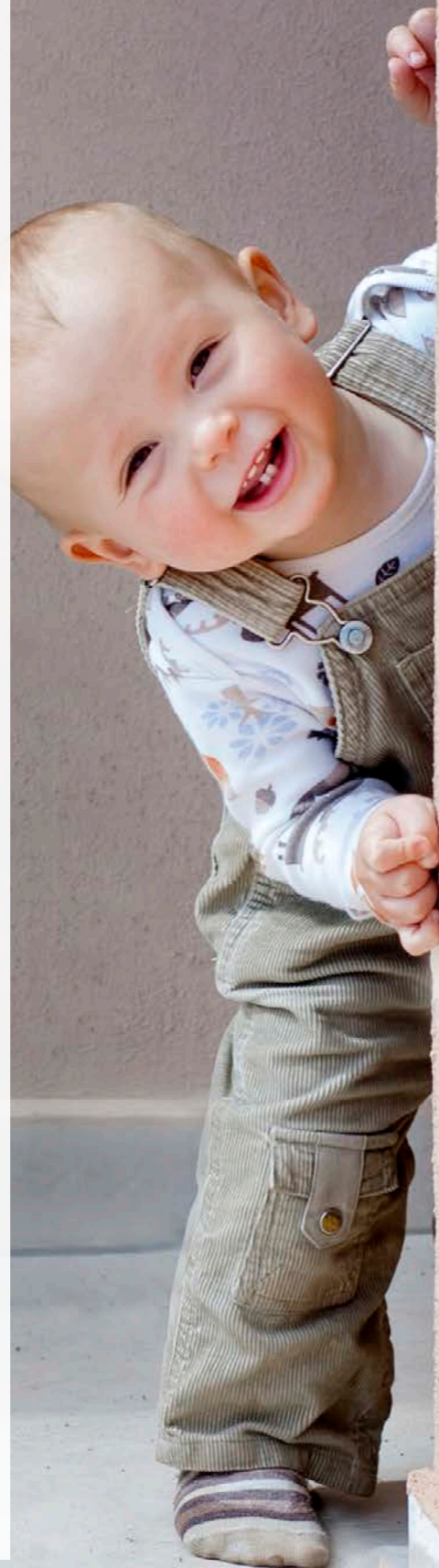
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Dear sponsors, dear readers,

In 2021, the efforts of the LR Global Kids Fund e. V. were again severely affected by the corona crisis. The pandemic has tested us all. But the young generation was and still is suffering particularly hard.

Our cooperation partner SOS Children's Villages International already observed in March 2021 that the pandemic will have "lifelong consequences" for many children. The aid organisation stressed that the rise in poverty, unemployment and domestic violence means that more children will have to grow up without their families.* In addition, a report by "Eurochild" shows that anxiety disorders and psychological problems have increased since the outbreak of the corona crisis.**

Which, dear sponsoring members, makes your donations all the more important and valuable! Your commitment allows us to take into account the effects of the pandemic in our projects as best we can. Your financial aid is essential, enabling us to maintain and expand our dedicated work.

In the past year, we were able to provide important services such as homework support, nutrition advice and help with home-schooling. In addition, the LR Global Kids Fund facilitated psychosocial support, therapeutic activities involving sports and culture as well as individual psychological counselling.

Our aim was, is and always will be to put the wellbeing of children and youths at the heart of everything we do. Our work is designed to help youngsters to eventually lead an autonomous and fulfilling life.

Thank you to all supporters and sponsors of the LR Global Kids Fund – your contribution is really important! Please keep supporting us because many children depend on our help!

Kind regards

Kirsten Ueckmann
 Deputy chairperson of LR Global Kids Fund e. V.

* One year Corona Pandemic (sos-kinderdoerfer.de)

** Corona: more and more families in Europe are breaking up (sos-kinderdoerfer.de)



CliniClowns on a visit to Ahlen

At the beginning of August, we were all smiling faces because the LR Global Kids Fund was visited by representatives of our aid project in the Netherlands. **We handed over a donation check for € 10,000 to the CliniClowns.**

This special contribution happened due to a campaign organised by the LR Global Kids Fund in the first half of the year. During this period, the subsidiaries of LR were asked to recruit new sponsoring members for our cause. Ten countries* accepted this challenge with particular gusto and recruited a great number of new supporting members for the charity. **As a thank you for this exceptional commitment, € 10,000 were donated to each of the children's aid projects we support in these countries.**



* Hungary, Italy, Austria, France, Bulgaria, Belgium, Ukraine, Switzerland, Czech Republic and the Netherlands



Ahlen Lunch Club kids design Christmas mug with festive dwarves

Last year, the kids from the RTL Kinderhaus Lunch Club Ahlen once again showcased their creativity. **For the fifth time in a row, the young artists provided the template for the motif of the popular and collectable charity mug** (limited special edition from Villeroy & Boch), which was included in the LR Christmas range and sold like hot cakes.

The project certainly paid off, because the company donated the proceeds of ten euros for every mug sold to the LR Global Kids Fund.

LR Global Kids Fund visits aid project in Austria

Visiting our children's aid projects is always a real highlight. Last October, our Austrian aid project, **Verein Soziales Wohnhaus (SoWo) Neunkirchen**, received our delegation. What made this visit extra-special was that the project **"Reif für die Insel"** – which translates roughly as "Ready for a time-out" – was in full swing when we arrived. Together with 20 pupils from the secondary school Bundesgymnasium in Neunkirchen, the SoWo youths remodelled an area of the premises that had been covered in weeds, roots and fallen trees. In a massive team effort, they revived the garden, build wooden garden furniture and worked on metal constructions.

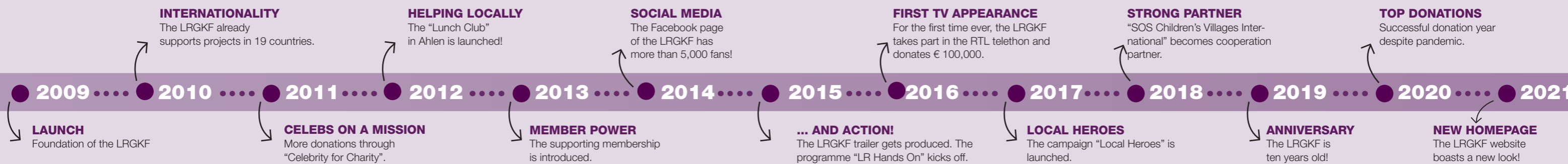


LET'S GO VIRAL!

Campaign #DoYouRemember increases awareness of the LR Global Kids Fund

To raise awareness for our children's charity, we launched a special campaign in November, which drew a lot of attention. **Under the motto "Do you remember what made you happy as a child?" we called on everyone involved with LR – all employees, partners and customers – to share a happy childhood memory with their community on Instagram and Facebook.** This was all about the moments that thrilled people when they were young – moments of pure joy that every child should be allowed to experience.

The campaign was a huge success: many supporters posted their individual happy memory on Instagram or Facebook and used the hashtags **#DoYouRemember und #LRGKF.**



Revenue

Charity proceeds	508,578.04 €
Donations sponsoring members	188,006.23 €
Donations LR sales partners	4,256.52 €
Donations LR Health & Beauty	311,559.00 €
Additional donations	4,588.29 €
Membership fees	168.00 €

Fund management	15,000.00 €
Sponsoring	15,000.00 €

Total **523,578.04 €**

Expenses

Project support	522,791.00 €
National	202,791.00 € *
International	320,000.00 €

Advertising and administrative costs**	41,354.57 €
Advertising	28,728.98 €
Administration	12,625.59 €

Total **564,145.57 €**

Result of the association **-40,567.53 €**

Share in advertising and administrative costs 7.33 %

* The LRGKF donated € 2,719 to the RTL Foundation for the flood victims of the Ahr valley.
 ** Advertising and administrative costs are partly covered by the LR Health & Beauty company donations.

All other donations go to the LR Global Kids Fund e. V. in full.

Information on the number of sponsoring members

In 2021, we were able to reach the following number of sponsoring members in the respective countries.

Country	Target figure 2021	Actual figure 2021
Albania	4	0
Belgium	36	30
Bulgaria	70	74
Germany	787	752
Finland	5	1
France	80	262
Greece	21	37
Italy	45	34
Kazakhstan	10	3
Luxemburg	5	2
Netherlands	45	58
Austria	70	74
Poland	67	27
Portugal	20	16
Romania	10	2
Russia	50	53
Switzerland	18	22
Slovakia	10	24
Spain	20	19
Czech Republic	75	89
Turkey	7	2
Ukraine	10	14
Hungary	8	16
Cypruss	5	2
Sum total	1,478	1,613

Review

RTL donation marathon

LR Global Kids Fund hands over € 200.000 donation cheque

A great day for the LR Global Kids Fund: on 19 November 2021, the Ahlen-based charity was a guest during the live broadcast of the RTL donation marathon “Stiftung RTL – Wir helfen Kindern e. V.”. “The fact 2021 was the sixth time we took part in the RTL event fills me with pride. My very special thanks go to the foundation “Stiftung RTL – Wir helfen Kindern e. V.” for organising the event so perfectly. For me and the LR Global Kids Fund, the 24-hour charity campaign is always a very special experience,” says Andreas Friesch. The LR Global Kids Fund and the foundation “Stiftung RTL Wir helfen Kindern e. V.” support disadvantaged children and young people through their long-term and sustainable cooperation with the aim of giving them the chance to live a promising future. The annual RTL donation marathon is always the biggest donation event for the joint projects of the two charities. **The € 200,000 donated to the foundation by the LR Global Kids Fund will benefit the RTL Kinderhaus Lunch Club Ahlen.**

“It’s heart-warming to see how needs-oriented the employees at the Kinderhaus engage with the children. They not only help the children with homework but also show them how to take better care of their health and well-being through joint cooking and sports activities,” emphasises Andreas Friesch.

Almut Kellermeyer, board member of the LR Global Kids Fund, is also full of praise: “Thanks to the physical proximity between the LR headquarters and the Lunch Club, we can see exactly how our donations are being used and react accordingly if help is needed.” For the 56-year-old and the approximately 1,600 ambassadors who support the LR Global Kids Fund, the **Lunch Club is a project that is close to their hearts.**



RTL Kinderhaus Lunch Club Ahlen (Germany)

Eating, learning any playing in times of a global pandemic

A children’s restaurant is turned into a takeaway and manages to stay in contact with the youths – despite lockdown.

Enjoying a healthy, warm, home-cooked meal every day is something many children from socially disadvantaged backgrounds cannot take for granted. At the Lunch Club, they not only get precisely that – they also receive support and structure in their day-to-day lives as well as help with schoolwork, and their families are given guidance and assistance.

While the country was put under lockdown, those responsible immediately reinvented the concept in order to continue to support children and families, especially during this difficult time. They stayed in touch by phone. The children picked up freshly prepared meals for their family from the Lunch Club. And the Lunch Club even regularly offered challenges via Zoom: from healthy cooking with the ingredients provided, to joint online yoga classes, to virtual carnival celebrations, for which the children were allowed to pick up the costumes they wanted from the Lunch Club.

This way, families are being guided through the pandemic and never feel let down: they continue to receive help in everyday life, while the children can eat healthy meals, learn together and keep on seeing their friends. A great idea well implemented!

Donation: € 200,000



Albania

SOS Children's Village Tirana

Healthy food and education for vulnerable children

Healthy food, reliable health care and the chance to get an education – these are essential pillars of life that many children in Albania are denied due to widespread poverty. The SOS Children's Village Tirana offers children and families a safe and caring environment, access to education, a balanced diet and psychosocial support.

In 2021, SOS Children's Village Tirana provided 180 children with access to health care, education and quality leisure time. From foreign language courses to summer schools – children develop their individual interests and talents in a child-friendly environment and have taken an important step towards a future full of opportunities.

As part of the local SOS family strengthening programme, families also received holistic support, helping them to take care of their children and to feed them healthy.

Donation: € 10,000



© SOS Children's Villages

Belgium

SOS Children's Village Chantevent

Day-to-day life in a pandemic

The pandemic hit the children at the SOS Children's Village Chantevent particularly hard. Contact to their families of origin and outside friends as well as external activities were severely limited over several months. **The village itself was under quarantine for a while, so naturally children felt frustrated and stressed.** The effects the pandemic had on the outside world were soon noticeable on the inside: new children from vulnerable families were welcomed to the village because family structures were severely tested and, in some cases, destabilized during lockdown.

Thanks to the LRGKF donations, the precious educational work could be carried on, and the individual development of 55 children was continually supported. In these challenging and formative times, a team of educational and therapeutic professionals helped the children to understand their feelings, to deal with frustration, fear or anger, to regain trust in themselves and their own abilities as well as trust in others.

Donation: € 20,000



© SOS Children's Villages

Greece

SOS Children's Villages Vari / Heraklion (Crete)

The story of Mazin – a child who dares to dream big

The 15-year-old Mazin lives in the SOS Children's Village Vari. Since 2021, he has been attending the first class of the local Senior High School – a new environment that initially scared him. But with the help of his teacher and his SOS mum, he has managed to overcome his fear. Mazin is determined and always wants to improve. He is one of the best pupils in his class. His favourite subjects are maths and computer science. **One day, Mazin wants to become a professional football player, and he is doing everything to realise this dream.** He is always on time for



© SOS Children's Villages

training, and he plays with great passion. "When Mazin scores a goal, he is so thrilled," his SOS mum explains. Nevertheless, he also wants to study computer science alongside playing football. Mazin is a child who dares to dream big. And that's something his SOS mum admires in him.

This is just one of many stories from the SOS Children's Village Vari, where children learn to overcome traumatic and difficult experiences and can find a happy life full of opportunities. The donations were used to finance the therapy and counselling sessions for all children and care givers in Vari and also some of the counselling sessions for the children and care givers at the SOS Children's Village in Heraklion.

Donation: € 20,000



© SOS Children's Villages

therapy rooms were also individually set up, giving each youngster the feeling of a safe and comfortable environment. In this familiar atmosphere, past events were discussed, and ways of dealing with post-traumatic stress were trained. **And successfully the children became emotionally stronger, gained more confidence and learned to gradually live a normal life.**

Donation: € 10,000

Romania

SOS Children's Village Bucharest

Needs-based psychotherapy for traumatised children

The SOS Children's Village in Bucharest takes an individualised, needs-based approach to help children with traumatic experiences. In weekly sessions, the therapists establish a close relationship with the children – an important experience and an essential need for children suffering from fears of loss. **Throughout the therapy – which the LR Global Kids Fund funded for ten children in 2021 – the personal needs of the young patients have been prioritized.** For instance, the sessions took place one-on-one or in groups, depending on the children's preferences. The

Russia

SOS Children's Village Pushkin

From music classes to fairy tale therapy – a whole range of options for all ages

Every child, every age, every experience needs to be dealt with differently. **But they all have one thing in common: they all want to play, learn, develop and lead a life filled with opportunities.** The SOS Children's Village Pushkin employs various types of art therapy to allow the children to develop their individual talents while at the same time helping them to overcome their sometimes traumatic experiences from the past.

Pre-school children receive sensory and cognitive support in order to prepare optimally for starting school. Through fairy tale therapy, primary school-age children learn to recognise and control their emotions. And with the help of film screenings, bibliotherapy and creative methods, young teenagers explore their own personality, analyse actions and learn to understand motives. A special emphasis is placed on the development of communication skills and overcoming fear.

In the SOS Children's Village Pushkin children learn how to handle past experiences through music. The aim is to ensure a comprehensive and harmonious development of each child. **Listening attentively as well as understanding the emotional and sensual aspects of music have a positive effect on the mental health of children of all ages.**

Donation: € 25,000



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Czech Republic

SOS Children's Villages Brno and Karlovy Vary

Comprehensive support for traumatised children

Most children in the SOS Children's Village Karlovy Vary have experienced neglect and abuse in the past and therefore suffer from deep-seated trauma. With dedicated teachers and psychologists, the SOS Children's Villages help families to better understand the children's behavioural problems. **Simultaneously, the children are lovingly taught how to deal with their feelings and their personal history.** Through leisure activities, they discover their potentials, develop their personal talents and learn to love themselves as unique and loved human beings. During the pandemic, the importance of these measures became particularly clear: leisure activities and private lessons became very important, ensuring the children didn't fall behind at school or feel isolated.

Donation: € 20,000



©SOS Children's Villages

Ukraine

SOS Children's Village Kyiv (Brovary)

Multifaceted support for overcoming traumatic experiences

In the Ukrainian SOS Children's Village in Brovary near the capital of Kyiv, the need for psychological aid support huge. Many children have experienced violence in their past or were neglected. The consequences of these experiences are drastic and are often expressed in severe aggression, low self-esteem, fear of loss, bed-wetting or other behavioural disorders and mental illnesses.

Various types of support such as art, sand and body-oriented therapies as well as classic psychotherapy are



©SOS Children's Villages

used to help the children. **In 2021, our donation was used for over 600 hours of therapy for 16 children.** In addition, 186 children and 88 parents received valuable psychosocial support through various counselling and therapy offers as part of the family strengthening programme. A project that is of great value and will become more important than ever due to the war in Ukraine.

Donation: € 20,000

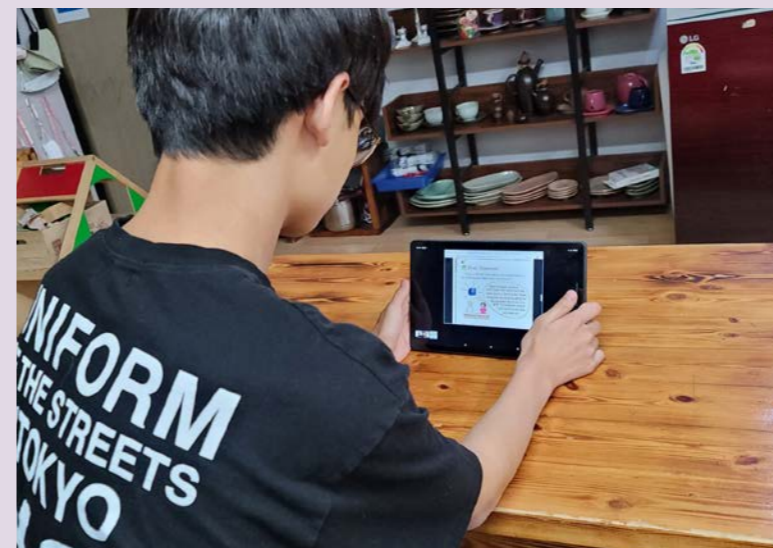
South Korea

SOS Children's Village Daegu

Learning English for a brighter future

Education is the key to a successful future as well as the basis for a life without poverty. The SOS Children's Village Daegu and the LR Global Kids Fund enable children to access valuable educational offerings and help them to broaden their cultural horizons and and to develop their individual talents.

In 2021, 17 primary school children of the SOS Children's Village took part in an online English language course. One of the aims of the initiative was to effectively help the children develop independent learning skills. In addition, their foreign language skills and intercultural skills



©SOS Children's Villages

were strengthened. In online one-on-one video lessons, native speakers taught the children practical skills for real-life conversations. The children's English skills were significantly improved, and the experience was a lot of fun. Not only did the children achieve outstanding results in the test after the course, but their general interest in the language also increased enormously – a great foundation for the children's general ability to learn.

Donation: € 10,000

Switzerland

Theodora e. V.

Laughing children and sweet dreams with the Dream Doctors

Laughter is the best medicine. But this can be difficult to remember when you're ill or injured and lying in a bed in hospital. **Which is why the 75 professional artists of the Theodora Foundation visit 60 medical facilities across Switzerland. Every week.** Their mission: helping children forget that they are in hospital and enticing them into the colourful world of fantasy and laughter.

Tailored to each child's individual needs and condition, the Dream Doctors act out a spontaneous play that allows the young patients to laugh and forget their worries. Even shortly before and after operations, the Dream Doctors are there for their protégés. **With heaps of empathy, they manage to transform these difficult moments into a fantasy adventure and calm both children and parents.**

Other programmes of the Theodora Foundation include "Mr and Mrs Dream", two sweet, playful, lyrical characters, who spend time with children with disabilities and accompany them into their personal dream world. "The Little Orchestra of the Senses" transforms any ward into an interactive musical, which even has the on-duty nurses dancing and singing along. And the "Little Champs" help and encourage youths who are overweight, accompanying them on their journey to a healthier lifestyle.

Donation: € 20,000



©Theodora credit Piere-Yves Massot



enter a new and unfamiliar world – a world with regular warm meals, hugs, education and children's yoga in the mornings. Experts in therapeutic work such as speech therapists, psychologists and special education teachers support the children with a lot of attention and patience, enabling them to overcome trauma and develop healthily. In 2021, eleven children received the support they needed, thanks to the donations from the LR Global Kids Fund.

Donation: € 30,000



Bulgaria

"For our children" organisation

Welcome to the Children's House!

The temporary children's home for babies and children by the "For our children" organisation offers children from difficult backgrounds loving care, security and a family-like environment for a happy and healthy childhood. The long-term aim is either to reintegrate the children into their biological family or to find a kind-hearted foster family.

Children who end up at the Children's House have either been left behind, experienced domestic violence or are street urchins or orphans. At the Children's House, they

enter a new and unfamiliar world – a world with regular warm meals, hugs, education and children's yoga in the mornings. Experts in therapeutic work such as speech therapists, psychologists and special education teachers support the children with a lot of attention and patience, enabling them to overcome trauma and develop healthily. In 2021, eleven children received the support they needed, thanks to the donations from the LR Global Kids Fund.

Italy

L'Albero della Vita

Casa ZeroSei – a safe haven for children in dire straits

Children who live in difficult circumstances deserve protection and shelter. Transforming problems into new opportunities – this is the aim of the **ZeroSei House for children** who got separated from their families. The place was established in 2002 in Milan and has since accommodated more than 120 children between nought and six years of age who were removed from their families. Often, the children who end up at ZeroSei are victims of mistreatment, domestic violence or abuse. Here, these children are welcome. They stay for up to three years, before they are either

reintegrated into their own family or start living with a foster family. The employees at Casa ZeroSei try to establish the feeling of comfort and security a family usually provides. **The children experience a safe, stable living environment in which the children's individuality and confidence is nurtured.** Here, they can discover their own potential, push the envelope, develop further and build value-based relationships with their (new) family, school and community.

The parents are not always solely to blame for the difficulties the families run into. The country's economic, educational and social poverty is often at fault. For many years, the charity CADV – which runs many other projects to protect minors in addition to the ZeroSei House – has been fighting to protect the weakest members of society.

Donation: € 20,000



©Theodora credit Piere-Yves Massot



©Theodora credit Piere-Yves Massot

France

Etoile des Neiges

Sports to combat cystic fibrosis

When children fall ill with a serious disease, this is often trying for the families, both psychologically and financially. **The French charity “Etoiles des Neiges” accompanies children with cystic fibrosis and enables them to take advantage of cutting-edge therapies** when their families are unable to afford them.

Cystic fibrosis is considered incurable and ends in premature death. But thanks to new treatments, sufferers now have a life-expectancy of roughly 40 years. **For the first time ever, a new and promising therapy called Trikafta is able to help even seriously ill patients significantly.** Since 2021, “Etoiles des Neiges” accompanies seriously ill patients who embark on this therapy and provides each with a personal fitness coach for four months. Because the therapy is most effective in combination with plenty of sports: patients with less than 30 % lung capacity awaiting double lung transplantation have been able to increase their lung capacity to 70 %, gain weight and reduce or even stop oxygen, antibiotics, and other treatments. A genuine ray of hope for a healthier future!

Donation: € 35,000

Netherlands

CliniClowns

Laughter and sleep are the best medicine

Imagine you are lying in a hospital bed. It is winter, you are eight years old, and you can't sleep. The bed is unfamiliar, you are alone, uneasy and frightened. You know sleep is important for you to get better, particularly because you're having an operation tomorrow and should be well rested.

But what's that? A sweet melody suddenly wafts down the hallway. A red nose pops round the door, then a colourful lantern. A clown on tiptoes enters silently, decorated with a string of fairy lights. **CliniClown Pom has come for a visit and gives young Sophie the strength and confidence she needs for a good night's sleep.** For a moment, Sophie can forget all her worries. She is finally able to relax and fall asleep. The new CliniClowns project is called “Bedtime Visits” and was developed in a dark time – a time in which distractions and joy are more important than ever, particularly for children. For several years now, the CliniClowns have been able to visit children and people with dementia in almost all hospitals and care facilities in the Netherlands – thanks to the help of supporters such as the LR Global Kids Fund and a well-established cooperation with the healthcare system. They guarantee joy and fun and allow people to forget illness and pain for a short while. **They raise people's spirits and give them strength to overcome fears, worries and the feeling of loneliness.**

Donations: € 20,000



Austria

SoWo (Soziales Wohnhaus) Neunkirchen

“Reif für die Insel” – ready for a time-out

A small island, a place to retreat and to unwind – with the help of the LR Global Kids Fund, the young inhabitants of the SoWo in Neunkirchen, Austria, made this dream come true.

The SoWo is home to youths from the age of 14 who no longer live with their family. Here, they find shelter and practical help. In 2021, on top of many long-term character-forming projects, the project “Reif für die Insel” was launched.



About the project: a section of the SoWo premises – a “peninsula” – had become overgrown over the years. Here, under the professional guidance of experts, the youngsters created a lovingly designed garden with their own furniture and works of art made from pallets and scrap metal. A colourful hammock and a herb garden for the home's own use complete this feel-good oasis. “Successfully creating something from scratch is an experience many inhabitants of the SoWo have never had before,” explains Daniele Leinweber from SoWo Neunkirchen.

The project was about more than “merely” creating a pleasant haven. The youths learned about the pleasures of everyday work and being productive. They learned special skills and created something useful. They created a network beyond social media, collaborated, learned to accept differences and gained self-knowledge as well as social and professional skills.

Without the LR Global Kids Fund donation, this project would not have been possible. “For you, we are ‘one of many projects’. But for us, you are the most important cooperation partner.”

Donation: € 30,000



Poland

Dom Aniołów Stróżów House of Guardian Angels

Poverty and dysfunctional families often go hand in hand. Unemployment, addiction, crime, domestic violence – the problems of families in the poor districts of Katowice and Chorzów frequently trigger one another. Parents in this situation struggle with doing justice to their duty of care.

Their children react with aggressive behaviour, social withdrawal, hyperactivity or developing problems at school. **Children growing up in these circumstances tend to have low self-esteem or feel incompetent as they become adults. They repeat their parents' mistakes, fail to set boundaries, become aggressive towards their children or neglect them emotionally and in terms of hygiene, health and education.**

The result is a negative spiral that is hard to escape from. The “House of Guardian Angels” is open to these socially excluded children and families from the poorest neighbourhoods in Katowice and Chorzów. Here, we offer early advice and support and, where necessary, we intervene or provide therapy. Qualified professionals at the family support centre provide individual counselling and offer workshops for the families who desperately need them. The families receive advice on raising their children, help in crises and mediation. But there are also workshops on improving communication, household management, legal support and ideas for joint projects to strengthen the bond between parents and child – all based on an individual assessment of the problems and tailored to each family's needs.

Donation: € 10,000



Hungary

Csányi Foundation

A language trip without leaving the country

Getting an education and learning foreign languages is particularly hard for children from socially deprived families. Which is why the Hungarian Csányi Foundation helps promote the language skills of disadvantaged children and youths aged between ten and 24.

The pandemic called for extra creativity. A trip to foreign language schools became impossible. **Which is why the Csányi Foundation organised a foreign language trip to the Hungarian town of Mohács.** Here, the children and



youths acquired Hungarian, German and English language skills and learned about the different countries' cultures in a playful and exploratory way.

There was also plenty of fun and games, including leisure activities such as canoeing, swimming and dance evenings. The subsequent test results and the positive feedback from the children prove that a language trip in your own country can be just as enjoyable and successful as one that takes you abroad.

This way, the Hungarian charity managed to kill two birds with one stone: enabling children to acquire language skills and have a whale of a time despite a global pandemic.

Donation: € 20,000





A big **thank you** to all donors of the LR Global Kids Fund for their indispensable help.

An extra-special thank you to all our supporting members, whose regular donations form the basis of the funds we then pass on to children's aid projects around the world chosen by the LR Global Kids Fund.



LR GLOBAL
KIDS FUND

initiated by LR Health & Beauty

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