



LR GLOBAL KIDS FUND
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Dear Readers,

Another year has passed since we last informed you about all the news around the LR Global Kids Fund... A lot has happened in the meantime:

For the second time in a row already, the LR Global Kids Fund has been able to collect donations amounting to over half a million euros within a year. Three German and 19 international child aid projects could be supported with the money.

We are very happy about this positive result and optimistic that we will also live up to the success of 2018 this year. Thanks to the intensive teamwork with our cooperation partners, we have managed to advance our activities even further, on both a national as well as international level.

Kind regards,



Andreas Friesch

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

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New partnership: the LR Global Kids Fund and "SOS Children's Villages Worldwide"

Introducing: The new dream team for a "good cause" – the LR Global Kids Fund and the organization "SOS Children's Villages Worldwide"! This partnership came into existence in 2018. Simply because you can achieve even more for disadvantaged children and adolescents together. Besides the values of responsibility, trust and passion, the two organizations also have their combination of global structure and local presence in common.

"SOS Children's Villages Worldwide" is active in 135 countries and benefits from a network that has grown over decades and is united under one roof – which, in turn, the projects of the LR Global Kids Fund are also now benefitting from!



The Lunch Club in Ahlen is a RTL Children's House now!

The Lunch Club in Ahlen, a drop-in centre for disadvantaged youths and children, has already been in existence for six years now. Another supporter for the Lunch Club was found last year with "RTL – We Help Children". The foundation of the commercial channel from Cologne, is already operating similar facilities under the name "RTL Children's House" – and the meeting place in Ahlen has been bearing this name too since August 2018!

What does that mean exactly? The children's restaurant, which also provides great leisure and education options, besides its tasty food, can now open its doors for disadvantaged children on five days instead of three. A balanced meal, healthy eating courses, help with homework, TLC and creative leisure offers – all this is now secure for the long term!





LR Global Kids Fund presents 200,000 euro donation cheque

Grand stage for the LR Global Kids Fund and Ahlen Lunch Club at the RTL telethon in November 2018: In a live appearance, Andreas Friesch, association chairman of the LR Global Kids Fund, handed over a 200,000 euro donation cheque to RTL presenter Wolfram Kons. Shown in parallel to their live talk was a video segment from the Lunch Club about the opening of the RTL Children's House. This was the third time in a row already that the LR Global Kids Fund donated as part of the RTL telethon. None of which would have been possible without the active engagement of our distribution partners, supporting members and customers!



Local Heroes

We have also been searching for "Local Heroes" again in 2018 – and found them!

The LRGKF was able to support the voluntary engagement of three of its supporting members with a subsidy of 6,000 euros in total.

All three of them campaign for impressive projects. But a great compliment goes to everyone doing honorary work – way to go, you are all local heroes!

Proceeds

Ideal range	585.533,67 €
Donations from sponsoring members	143.507,93 €
Donations from LR Sales Partners	22.419,05 €
Donations from LR Health & Beauty	413.493,08 €
Other donations	5.897,61 €
Membership fees	216,00 €
Business operations	15.000,00 €
Sponsoring	15.000,00 €
Total	600.533,67 €

Expenses

Project promotion	537.549,00 €
Project promotion national	206.320,00 €
Project promotion international	331.229,00 €
Advertising and administration costs*	27.453,84 €
Advertising	14.975,52 €
Administration	12.478,32 €
Total	565.002,84 €

Association result	35.530,83 €
Advertising and administration cost component	5%

* Expenses for advertising and administration costs are covered by a portion of the company donations from LR Health & Beauty. All other donations went straight into children's aid projects funded by the LR Global Kids Fund e.V.





Local Heroes

The board of the LR Global Kids Fund also selected the "Local Heroes" from all the project applications submitted by our supporting members in 2018. All projects do valuable work for children in their neighbourhood or environment. With the "Local Hero" initiative, we encouraged our supporting members in their voluntary engagement and with a one-time donation.

Amongst those selected last year was **Bernd Vorgelhuber**, who received 2,000 euros for the "SV Drensteinfurt" girls' football team to buy professional jerseys and socks for all of the U11 and U15 girls.

Przemyslaw Zurada was also able to secure 2,000 euros for the "motion construction site with balancing and hand-over-hand tracks" in the gym of the St. Josef-Kindergarten in Ahlen.



Thanks to the application by **Steffen Patzer**, the Sonnenstrahl e.V. club in Dresden could be supported with 1,000 euros for a training therapy project. And the same amount also went to the "Elterninitiative für krebskranke Kinder e.V.", a parents' initiative for children suffering from cancer run by the German Cancer Foundation in Jena.

Germany

RTL – We help Children



RTL Children's Houses

The RTL Children's Houses have been known in Germany since 2009. The 14 existing facilities are aimed at alleviating poverty-related disadvantages in education, cultural and social participation, as well as individual drawbacks, and at enabling children and youths to get out of the poverty trap in various ways.

The LR Global Kids Fund has been supporting the RTL Children's Houses in Stuttgart and Leipzig since 2016. Both facilities are situated in districts that are marked by unemployment and growing poverty.

RTL Children's House Lunch Club in Ahlen

Ever since its opening, the Lunch Club has developed into one of the most important drop-in centres in Ahlen. Too many children and youths in Ahlen continue to be threatened or affected by poverty. The Lunch Club offers children and adolescents a healthy meal, attention and care on three days a week, as well as various leisure and educational options.

Experimental education outings to an open-air theatre, museums or a canoe tour, for example, additionally giving the kids an opportunity to participate in cultural and social life.

This supplementary activity programme would be impossible without the voluntary engagement of the local

LR staff who organize outings and events or accompany them. With around 50 'regular guests' and three opening days, the Lunch Club is operating at full capacity. The requirements have dramatically grown because of the local situation and the demand for daily opening hours is great. With the "RTL Foundation – We Help Children" – national cooperation partner of our organization since 2016 – the LR Global Kids Fund has taken a strong partner on board. The objective resides in jointly stabilizing and expanding this important project for the long term. This has succeeded. The Lunch Club becomes an official RTL Children's House in 2018.

The donation by the LR Global Kids Fund is for the benefit of the "RTL Foundation – We Help Children" and goes to the two RTL Children's Houses in Stuttgart and Leipzig, as in the previous year, as well as the "Lunch Club – Restaurant for Children" for the very first time.





RTL Children's House in Leipzig

The facility in Leipzig is an open children's house with construction playground and workshops, situated right in the middle of a large prefab housing estate in Grünau.

The donation from the LR Global Kids Fund supports the institution in many areas. Not only with the homework supervision, but also in the handicraft and creative proposals at their own workshops. These enable the children to try out a wide range of different materials and strengthen their own self-efficacy. The "Children Cook for Children" project, meanwhile, puts an emphasis on joint involvement and healthy eating. This proposal continues to enjoy great popularity and additionally also makes sure 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 offers support options in Stuttgart's four districts North, South, Rot and Bad Canstatt, and is also one of the most important social contact points for refugee children. The proposals here are largely focussed on a joint lunch and cooking, as well as help with the homework and learning, but also the preventive fight against social neglect, as the children are often left to their own devices otherwise. The continuity of the relationship with the staff makes for reliable bonds, turning them into important contact persons for the children in all vital issues.

In Bad Canstatt, 6 children also benefit from the RTL Children's House proposal called 'SoFa'. Given their

challenging behaviour, these kids are no longer allowed in their school's full-day programme. In this small group they can learn to stick to the rules again, resolve their conflicts with other children non-violently, and make great progress at school. This project also involves regular parent work.

The programme of the RTL Children's House in Stuttgart is supplemented by play and leisure proposals such as zoo visits, Olympic games, the construction and planting of a raised bed, or ice skating, all sponsored by the LRGKF with its donation.

Total sponsorship from the "RTL Foundation - We Help Children": € 200,000

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



"SOS Children's Villages Worldwide" has been helping children and adolescents for nearly 70 years. Just like the LR Global Kids Fund, this organization aims to integrate children in society and improve their future prospects. The holistic and sustainable approach and activities of the SOS Children's Villages perfectly match our own orientation.

"We are absolutely delighted to have such a strong new partner for 'SOS Children's Villages Worldwide' with the LR Global Kids Fund. It is particularly beautiful that the LR Global Kids Fund takes a long-term approach to its outstanding engagement for children in need, in cooperation with the SOS Children's Villages. This means that we truly take on sustainable social responsibility together", says Petra Horn, executive board member of SOS Children's Villages Worldwide.

SOS Children's Village Cup 2018 for the LRGKF

The LR Global Kids Fund supports SOS Children's Village projects in 11 countries. Be it learning proposals, creative workshops or educational and psychological assistance measures: Thanks to the support from the LR Global Kids Fund, a great variety of support programmes can be provided in selected SOS Children's Village facilities since 1 January 2018. The total donation in 2018 amounted to 172,000 euros!

For this engagement, the LR Global Kids Fund was awarded the SOS Children's Village Cup 2018 in bronze!
We say thank you – and here's to a long-lasting partnership!





facility's primary aims. The children attend the nearby nurseries and schools together with the local children. With their additional participation in leisure activities, they are integrated in the community from an early age. School children can also take part in supplementary learning proposals such as English lessons, for example. In addition to which the LRGKF sponsors professional courses that are tailored to the needs of adolescents who will be leaving the facility soon.

Sponsorship amount: 15.000 Euro



Albania



The capital of Albania is Tirana, with an approximate population of 420,000. Although the living conditions for Albanian children have already clearly improved in recent years, young people still face all manner of problems in this country. Besides the great poverty, especially in rural areas, the right to an education is only slowly gaining ground. Many families struggle to meet their health needs and are often forced to depend on external aid. The SOS Children's Village is situated in Sauk, a village with ca. 6,000 residents, around 4 km south-east of Tirana.

Educational offers and leisure activities

Access to high-quality education is one of the

Belgium



Katerina Llievska ©SOS-Kinderdörfer

Creative and cultural proposals.

The SOS Children's Village in Chantevent includes 7 family houses where ca. 43 children have found a new home. The most important objective is to boost the children's physical, social and intellectual skills with the help of various activities. This can include music lessons, football or basketball training, or creative workshops such as circus, drawing or theatre plays.

Visits of cultural exhibitions or events are also a regular feature of the programme.

Sponsorship amount: 17.000 Euro



Bulgaria



Bulgaria is one of the EU countries with the most orphans. Thousands of Bulgarian children are not growing up with their families. The government institutions are often hardly able to cope with the great number of children needing to be looked after. As an alternative to the strongly overburdened state welfare system, they are to be cared for in a protected environment in the "Family House".

The LR Global Kids Fund supports the facility to replace family structures for orphaned babies and infants for the short term. The small group size of six, creates a protected atmosphere to grow up in for the children aged up to seven. Tender loving care thus helps to also provide urgently needed support to infants with special needs.

The objective resides in placing the children in foster families after a short period of time.

Sponsorship amount: 15.000 Euro

Finland



Its central location and varied natural landscape make the small town of Kaarina a perfect environment for children and adolescents.

Educational support and leisure activities

A feeling of stability and continuity is unfortunately not to be taken for granted by many young residents of the SOS Children's Villages. The Mothers and Fathers of the Children's Village in Finland try to provide the altogether 18 children with this important cornerstone in various areas of life. In addition to which a pedagogic tutor also supplies them with regular support that is tailored to their needs. A Hobby Club enables the kids to pursue artistic, musical or craft activities twice a week. Another favourite spot is the village's own park. The donation from the LR Global Kids Fund is intended to enable qualified supervision and support in these areas. The six young adults who will be leaving the facility soon can furthermore be provided with the corresponding support to prepare them for a self-determined, self-responsible life.

Sponsorship amount: 15.000 Euro



France



With over 100 supporting members, France ranks amongst the most important markets for our association. In addition to Germany, this great engagement in regular funding enables two child aid projects to be sponsored at the same time. This success shows that joint engagement can achieve great things. Pascal Clement, Country Manager LR Health & Beauty: "We are very proud to be supporting two projects with the LR Global Kids Fund. It proves the outstanding engagement of our partners and of all fellow French citizens taking a stand for charitable causes."

With the Sports Camp "Etoiles des Neiges", the LR Global Kids Fund has been funding a health promotion project for children



and adolescents suffering from the incurable metabolic disease cystic fibrosis for a number of years already. The SOS Children's Village in Dignes-les-Bains offers children a new home and a loving, caring future.

Sponsorship amount: 35.000 Euro



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Greece



Psychological health promotion and support

The two first Greek SOS Children's Villages Vari and Plagiari support children, adolescents and families at risk. Many children used to join the SOS Children's Villages because of their parents' alcoholism, drug abuse or illness in the past, but ever since the debt crisis, many parents are no longer able financially to take adequate care of their children by themselves.

The small town of Vari lies in East Attica in the south of the country within Athens. Whereas Plagiari is a small municipality south-west of Thessaloniki and thus located in the north of the country. The primary focus in both SOS Children's Villages is on counter-

acting the behavioural, mental and development deficits of these often traumatized children in the best possible manner. In weekly group sessions and individual consultations, the psychologists look after the 117 young residents as well as the 42 carers.

Sponsorship amount: 15.000 Euro



Italy



In Milan, Italy, the LR Global Kids Fund gives children from difficult social backgrounds a second chance. The nursing home supported in cooperation with a national aid organization accommodates children between 0 and 6 who have been taken into care from their parental homes by a judicial order. The children accommodated in the project have often suffered domestic violence and need special care and support to come to terms with their traumatic experience. Expert personnel offers them all-round care in the sponsored facility, and thus a real chance for a positive personal development and a promising future.

Sponsorship amount: 20.000 Euro



Kazakhstan



Psychological and educational support

Almaty lies in the south-east of Kazakhstan near the border with China and Kyrgyzstan. Many people have moved to Almaty from rural areas looking for work. But even if they find a job, many of them still live at the margins of society in precarious conditions. The child poverty rate continues to be very high. The programme of the SOS Children's Village in Almaty is focussed on the treatment of developmental delays. 43 affected children receive long-term support from psychologists and psychiatrists. Weekly consultations and accompanying art therapy proposals can be realized thanks to the LR Global Kids Fund.

Sponsorship amount: 15.000 Euro



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Austria



In Austrian Neunkirchen, the LR Global Kids Fund supports the socio-pedagogic facility "SoWo" (short for "social residence"). It offers a new home to around 45 girls and boys from 14 years of age who can no longer stay with their own families for various reasons. A multi-professional team looks after the adolescents 24 hours a day and offers them assistance in all important life issues.

The main focus is placed on the development and nurture of the personality structure. Amongst other aspects, the LR Global Kids Fund supports the SoWo in this by a mentor programme and participatively developed projects that address the young people holistically and thus enable them to work

through traumatic experiences and build up a positive self-image. Their accommodation is aimed at preparing the adolescents for an independent, positively charged life.

Sponsorship amount: 25.000 Euro



Poland



In some districts of Katowice, criminality, alcoholism, unemployment and poverty are everyday problems. Especially children suffer under these living conditions. They have gaps in their education and deficits in their development. Behavioural disorders and violence rank amongst the most frequent consequences.

To pave their way into a better future, the LR Global Kids Fund mediates educational services (e.g. tutoring) and contact persons in cooperation with a local aid organization, as well as providing around 30 disadvantaged children aged three to 14 with a warm meal. The children are enabled to take part in various leisure activities such as cooking courses, outings

and holiday camps, which are unfortunately not a matter of course for them. This is aimed at strengthening the children's self-confidence and self-esteem, to get them off the streets and return them to society.

Sponsorship amount: 15.000 Euro

Portugal



Bicesse is the first Portuguese SOS Children's Village of three facilities and located just under 25 km from the country's capital, Lisbon. The programme of the SOS Children's Village is focussed on developmental delays and overcoming traumatic experiences. The affected children receive long-term support from psychologists and psychiatrists. 24 children benefit from weekly consultations and therapy sessions here.

Sponsorship amount 15.000 Euro



Katerina Llievska ©SOS-Kinderdörfer weltweit

Romania



Special therapy: speech therapy and psychotherapy

Bucharest is Romania's largest city and has grown even more in recent years as many people are drawn there in search of work. Although children's lives have improved in Romania, many families still find it very difficult to care for their own. The SOS Children's Village in Bucharest is just under 10 minutes away from the town centre.

Be it motoric, mental, language or social skills: every child develops at his or her own speed. Negative and traumatic experiences can strongly impede the development, however, and have serious consequences for the adolescents. The Romanian SOS Children's Village in Bucharest accommodates a number of children with developmental delays who need special support. Weekly speech therapy and/or psychotherapy proposals currently benefit eleven young residents affected.

Sponsorship amount 15.000 Euro



Katerina Llievska ©SOS-Kinderdörfer weltweit



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take place in the facility three times a week, and art therapy proposals every two weeks. In addition to which the children are also supported creatively. 81 children benefit from these services altogether.

Sponsorship amount: 20.000 Euro



Russia



Psychological support and leisure activities

The SOS Children's Village Pushkin lies in the correspondent suburb around 17 km south of St. Petersburg.

Most of the children in the SOS Village come from broken families in the city. Many of them already lived on the streets before or were temporarily accommodated in municipal institutions.

With intensive psychological support and art therapy, the staff of the SOS Children's Village try to treat the developmental delays of some of the children living there. Psychotherapy sessions



Switzerland



The Grünau children's home offers places of residence for children and youths in need of a second home for many years. Its task resides in supporting and helping children with serious behavioural disorders and/or who have suffered structural or emotional neglect. The Swiss Grünau children's home is home for 17 children and adolescents. The unique feature: carers accompany the young people up to the completion of their vocational training and beyond. Their parents and/or one of them will also be involved in the care, depending on the situation. Given the small number of residents, the individual needs of every single one can be addressed so much better.

The LR Global Kids Fund donation funds a group camp and riding lessons for two young residents as an individual support. This helps the children gather experiences outside their everyday world, strengthens their independence and social skills – and they experience wonderful moments that enrich their lives.

Sponsorship amount: 15.000 Euro

Czech republic

Educational support and leisure activities

The SOS Children's Village Medlánky lies outside the gates of the second-largest city, Brunn. Children whose own parents are no longer able to fend for them can 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 additionally features an educational and a psychological counselling centre.

The SOS Children's Village programme is aimed at counteracting the delayed development of children in foster families. Many of these children suffer from traumas that can only be overcome by long-term and individual support. The social pedagogue and social worker there jointly draw up a personal development programme consisting of various leisure activities for every one of the 85 children. The social worker serves the children as a role model and helps them establish contacts and become integrated in the local community. At the same time, the social worker also supports the foster parents in raising the child and is for example able to assess possible needs for additional psychological support.



Sponsorship amount 15.000 Euro



Turkey

The LR Global Kids Fund started funding its first children's aid project in Turkey in January 2018. The donation goes directly to the two KEDV childcare centres in Istanbul (Kağıthane) and Biga (Çanakkale) by way of the German organization GPP (Global Project Partners e.V.). Our aid will help 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 established in 1986 and is a charitable NGO. With this cooperation, KEDV has been able to expand its early childhood care and education services for disadvantaged and poor children throughout the country.

The idea behind this concept is bringing children, families, educators and the local community together.



Sponsorship amount 20.000 Euro



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ving their interpersonal communication skills. Psychotherapy groups provide support as needed. Joint hiking tours support the children's development. 50 children benefit from the various services overall.

Sponsorship amount: 15.000 Euro



Ukraine



Educational support and leisure activities

Brovary has around 98,000 residents and lies near the capital, Kiev. Children's lives in the region are anything but easy. Many young people lose out on parental care due to their families' complex social and economic problems.

The main focus of the SOS Children's Village programme in Brovary is on educational support, art therapy and leisure activities aimed at counter-acting or treating developmental delays. The holistic concept has an individual development plan for every child. A special 7-day programme additionally informs the eleven- to fourteen-year-olds about healthy lifestyles and practical methods for impro-



Hungary



Learning one or several foreign languages is unfortunately not a matter of course for children from socially disadvantaged families.

The Hungarian Csányi Foundation therefore promotes the language skills of children and adolescents aged from 10 to 24 years. The objective is to support them so intensively that they master two foreign languages at a very high level. To keep up the pupils' long-term motivation, five-stage competitions are held every year to test their knowledge in the middle and at the end of the schoolyear. The reward for the top ten: attending an intensive language course in Germany.

Sponsorship amount: 14.229 Euro



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

Our special thanks goes to the sponsoring members, who have built the base of the worldwide children's aid projects of the LR Global Kids Fund by contributing with regular donations.

Follow us on Facebook and get regular information about the association and its projects:
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