



LR GLOBAL KIDS FUND  
initiated by LR Health & Beauty

# ANNUAL- REPORT 2020





## Table of Contents

### Foreword

Page 3

### Highlights 2020

Page 4

### The Year in Figures

Page 6

### National Projects

Page 8

### International Projects

Page 10

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## Dear sponsoring member

2020 is a special year in every aspect – for the LR Global Kids Fund and for each and every one of us. Who would have thought at the beginning of the year which new and constantly changing challenges we would face? Not only has this been an extremely difficult time for children and young people affected by poverty – but child poverty continues to be a top national and international issue and is exacerbated by the global pandemic.

I am therefore all the more delighted from the bottom of my heart that you, as our sponsoring members, donors and committed people, do not forget the numerous underprivileged children and young people, even in this difficult time, and are passionately committed to them. That is great and wonderful.

### Thank you so much!

Who would have thought that there would be a time when schools would be closed in nearly all countries or homeschooling would be introduced. In many cases, not only the hardware is missing at home, but also the necessary support.

At the Lunch Club e. V. Ahlen, we were able to provide support with outdated LR laptops, and the teachers have set up a first-class e-learning concept and much more. In 2020, all aid projects funded by the LR Global Kids Fund had to improvise – with success and happy kids. This is what matters: together, we can achieve great things – even in challenging times like these.

A handwritten signature in black ink, appearing to read 'A. Friesch'.

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





**Double premier:  
Dream car for a good cause  
and powerful ambassadors of  
the LR Global Kids Fund**

A promotion initiated by our association that seemed quite unusual at first glance caused great joy at our digital 'LR Summer Party' on the occasion of the 35<sup>th</sup> anniversary of LR Health & Beauty. Our association was founded by LR and an employee initiative. With the help of the extremely generous donations from two car traders in Ahlen, we presented a premier on this special day: the giveaway for a Mercedes A-Class and a Golf GTI in the corporate design of the LR Global Kids Fund among all existing and new sponsoring members of our association.



**A whole year ahead with a dream car for a good cause**

The idea emerged during the celebration of LRGKF's 10<sup>th</sup> anniversary in autumn 2019, the manager of the LR Global Kids Fund e. V. explained.

The enthusiasm of the independent LR sales partners for top-class cars is well known. What's new is a car in the design of our association, with logo and the typical large-sized hands. This promotion is aimed at two aspects – to raise attention among the LR partners for the LRGKF and the sponsoring membership, and to thank all existing sponsors, some of whom have been supporting our association for 10 years.

Especially the sponsoring membership and the associated regular donations make planning and budgeting of the many aid projects for children in need possible and ensure their long-term, reliable support.



**LR voluntary service celebrates its 5<sup>th</sup> anniversary**

Assuming social responsibility, engaging in voluntary activities: For many LR employees at the Ahlen headquarters, this is now a matter of course – and also very easy. Let's look back to 2015 and the roots of voluntary work at LR. With the slogan "30 years of LR – 30 days of voluntary work", 22 employees organised a dozen activities and trips for the children of the local Lunch Club e. V. A test run.

**Conclusion:** Enthusiasm everywhere – not just among the little ones. LR's mandate to the LR Global Kids Fund was immediately clear – a joint, long-term corporate volunteering called 'LR Hands on' is on the agenda from now on.

Then as now, LR supports its dedicated employees and credits one working day (up to 8 hours of working time) each year if they commit themselves to help children as a part of the LR "Hands-on" programme. Every year, the LRGKF has put together a great concept with the Lunch Club and organised a wide range of activities throughout the year, from baking, crafting or Olympic games in the own garden, visits to a climbing park, swimming pool and a forest stage through to the annual Christmas party. Activities that are a matter of course for us, but would not be possible for the children in the Lunch Club without OUR commitment.

Starting with 22 employees at that time, the format was expanded to 327 hours of social work performed by 80 employees in peak years such as 2017/18. Due to the pandemic, voluntary work was virtually not possible in 2020, which is devastating. We very much hope to be able to become active again in the summer of 2021 with a concept adapted to the situation under the applicable rules, because one thing is for sure: not only the kids are ready to start, we are too.

After all, social commitment cannot only be expressed in numbers. It's a matter of the heart! Many employees are active beyond their working hours and are constantly involved, "hands on", here and there when it comes to special tasks.

**Thank you very much to all of you for your dedication!**

**INTERNATIONALITY**

The LRGKF already supports projects in 19 countries.

**LOCAL AID**

The "Lunch Club" in Ahlen opens its doors!

**SOCIAL MEDIA**

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

**TV PREMIERE**

LRGKF donates € 100,000 during its first participation in the RTL donation marathon.

**STRONG PARTNER**

"SOS children's villages world-wide" becomes cooperation partner.



**KICK-OFF**

Foundation of the LRGKF

**CELEBRITIES IN ACTION**

Further donations received from "Celebrity for Charity".

**MEMBER POWER**

The sponsoring membership is introduced.

**ROLLING! ACTION!**

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

**LOCAL HEROES**

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

**ANNIVERSARY**

LRGKF celebrates its 10<sup>th</sup> anniversary!



## Revenue

<b>Non-material</b>	<b>EUR</b>	<b>513,001.68</b>
Donations by sponsoring members	EUR	163,085.71
Donations by LR Sales Partners	EUR	6,711.48
Donations LR Health & Beauty	EUR	338,168.06
Other donations	EUR	4,892.43
Member fees	EUR	144.00

<b>Asset management</b>	<b>EUR</b>	<b>15,000.00</b>
Sponsoring	EUR	15,000.00

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**Total** **EUR 528,001.68**

## Expenses

<b>Project promotion</b>	<b>EUR</b>	<b>395,000.00</b>
National	EUR	200,000.00
International	EUR	195,000.00

<b>Advertising and administration costs*</b>	<b>EUR</b>	<b>11,552.23</b>
Advertising	EUR	238.80
Administration	EUR	11,313.43

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**Total** **EUR 406.552,23**

**Result of the association** **EUR 121.449,45**

Share in advertising and administration costs 3%

\*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.

## Information regarding the number of sponsoring members

In 2020, we achieved the following numbers of sponsoring members in the respective countries:

Country	Target figure 2020	Result 2020
Italy	15	38
Germany	613	787
Netherlands	40	45
Poland	36	37
Bulgaria	80	68
Austria	80	64
Belgium	25	17
France	80	46
Romania	8	4
Hungary	8	4
Ukraine	15	7
Czech Republic	65	30
Russia	50	20
Finland	5	2
Turkey	20	7
Kazakhstan	15	5
Cyprus	5	1
Luxembourg	5	1
Switzerland	40	7
Greece	15	2
Slovakia	15	1
Spain	5	0
Albania	5	0
Portugal	5	0
<b>Total</b>	<b>1,250</b>	<b>1,193</b>



## Germany

### Together against child poverty

#### Since 2016, the “RTL – Wir helfen Kindern e. V.” foundation and the LR Global Kids Fund e. V. have been cooperation partners in Germany

For more than 20 years, the “RTL – Wir helfen Kindern e. V.” foundation, an initiative of a German media company, has made help for socially disadvantaged children and young people a central topic in Germany and abroad. The LR Global Kids Fund was founded in 2009 with the same motivation – therefore, both non-profit aid organisations are perfect cooperation partners for young people in Germany who are affected by poverty and disadvantage.

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, and are encouraged through creative games and educational offers.

There are already 18 RTL children’s houses and further are in the pipeline for the years ahead. All RTL children’s houses receive long-term support from the “RTL – Wir helfen Kindern e. V.” foundation, which is also an essential aspect of the LR Global Kids Fund’s philosophy.

### RTL donation marathon

The RTL donation marathon is the annual highlight and the most important fund-raising campaign of “RTL – Wir helfen Kindern e. V.” For one day, the private broadcaster RTL changes its entire TV programme for 24 hours in order to raise awareness for children in need.

In 2020, the charity programme celebrated its 25<sup>th</sup> anniversary, while we celebrated our 5<sup>th</sup> participation in the RTL donation marathon. Due to the pandemic and the associated regulations, we celebrated without an audience in an empty studio and without the three top sponsoring members who usually sit together with celebrities to answer donation calls. Despite the pandemic, the LR sales partners and customers as well as our sponsoring members have been intensively committed to our children’s aid association, so that Andreas Friesch, chairman of the LR Global Kids Fund e. V., was able to present TV host Wolfram Kons a great donation cheque in the amount of EUR 200,000 on 23 November.

**Donation sum: EUR 200,000**



### RTL Children’s House – Lunch Club e. V. Ahlen

Around 2,000 children affected by poverty whose families receive social benefits live in Ahlen. Most of them come from educationally disadvantaged families and live in the districts in the immediate vicinity of the “Lunch Club”, which has been part of the RTL children’s houses group since 2018. In addition to social disadvantage, there are psychosocial problems that impair the development of children and young people and lead to learning difficulties and a lack of social competence. The Lunch Club is therefore still one of the most important contact points for children in Ahlen.

The Lunch Club has 52 regular young guests and offers kids a healthy meal, tutoring, learning and creative activities as well as games five days a week, but most importantly: care & attention. However, flexibility and constant adaptation to the applicable rules have led to changed offers here as well. Moreover, it quickly became clear that the children and their families had to be supported in this situation – for example with regards to homeschooling, but also with view to nutrition and health issues.

Therefore, many to-go concepts for groceries & recipes or play and handicraft material were developed. The regular learning club became a telephone club, especially during the first lockdown, where homeschooling was done together. In the second half of the year, the Lunch Club was able to open for up to 8 children. The usual opening hours were split in half, so that two fixed groups of 8 children could be on site. Exercises without contact helped strengthen the kids’ body awareness, endurance and frustration tolerance. Language training was also always part of the activities. Fortunately, the team was expanded right before the pandemic to include a dietician, to address the important issue of nutrition. Every week, the kids were offered up to three video group activities in which the children cooked, exercised or played a nutrition quiz. Planning meals together is also very popular.

The donation from the LR Global Kids Fund will benefit the “RTL – Wir helfen Kindern e. V.” foundation and will, due to the increased demand, go completely to the RTL children’s house Lunch Club e. V. in Ahlen in 2020.

**Funding amount: EUR 200,000**





## The LR Global Kids Fund and SOS Children's Villages International work side by side for children in need

Home – one word with many meanings: Security, trust, appreciation. Values that many children have no concept of, but are fundamental to their development. Values that play an important role both for our commitment and for that of the “SOS Children's Villages International” Assuming responsibility, restoring confidence and being there with passion for children in need – this is how we define our cooperation.

Since 2018, we have been working hand in hand on the implementation of relevant children's aid projects. Together, we work 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 International.

### SOS Children's Villages International and LR Global Kids Fund give children a home

“We are happy to have such a strong partner at our side. In 2019, I had the chance to visit the SOS Children's Village in Bucharest, Romania. The visit left a deep impression and showed me once again how urgently children around the world depend on our help,” says Andreas Friesch, Chairman of the LR Global Kids Fund e. V. “The SOS Children's Villages are doing an excellent job. It is impressive how lovingly the children are cared for in the villages.”

Together, we were able to offer 450 disadvantaged children in seven SOS Children's Villages “more quality of life” with adequate education and health projects in 2020.

## Albania

### SOS Children's Village Tirana

The SOS Children's Village is located in Sauk, a village near the capital Tirana. The focus here is on psychosocial and educational support to improve the children's living situation, as the pronounced poverty continues to lead to a lack of education and limited health care.

Stable, safe and loving care in a family-like environment is the basis of every SOS Children's Village. Our support focuses on various offers that are adapted to the needs of the children. For example, speech therapy is made available for children who suffer from autism. We also support educational formats such as language courses and kindergarten fees, as well as medical care, especially for malnourished children. Thanks to LRGKF, leisure activities in the summer and short trips are also made possible.

**Funding amount: EUR 7,500**



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## Belgium

### SOS Children's Village Chantevent

Children who grow up in this Belgian SOS Children's Village have had traumatic and painful experiences in the past and need a safe home as well as protection. Some of the children suffer from behavioural and emotional disorders that require special care.

Therefore a psychological and a psychomotor therapist visits the village three times a week to support their healing processes. With their help, the children learn to better understand their feelings in order to cope with frustration, fear or anger, but also to regain confidence in their own abilities and talents as well as trust in others. In addition to psychological support, this is mainly achieved through the



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funded Crea & Culture programme, which includes sports activities, art, music and theatre courses as well as exploration tours.

**Funding amount: EUR 10,000**

## Greece

### SOS Children's Village Vari

Greece's first SOS Children's Village is located in Vari, less than 12 kilometres away from the Acropolis. Here, 48 children from that region find a loving and caring home.

In order to overcome behavioural and developmental problems, educators and psychologists address the individual needs of each child in single and group counselling sessions. In addition, there are weekly stress management offers. This way, our sponsored programme helps children reach their full potential and grow into strong personalities in their SOS families.



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**Funding amount: EUR 10,000**



## Romania

### SOS Children's Village Bucharest

A total of around 40 children aged 7 to 15 live in this SOS Children's Village. The focus of our support is on a special therapy with intensive psychological support, trauma healing and occupational therapy for 7 children. Depending on their personal situation, their individual needs are very different so that a profound therapeutic treatment with differentiated measures is necessary for trauma healing and for healthy development.

**Funding amount: EUR 7,500**



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## Russia

### SOS Children's Village Pushkin

15 kilometres from St. Petersburg, our funding in the SOS Children's Village Pushkin allows for psychological support, speech and art therapy, music lessons as well as sports and cultural activities for a total of 120 children.

Some of the children have complex speech disorders that affect their age-appropriate development and lead to further problems. In addition to speech therapy, the holistic development concept is complemented by an art therapy to harmonise the children's personal development as well as music and singing lessons to promote vocal skills and hearing. Mental and physical health and well-being are closely related to nature and a healthy lifestyle – excursions and activities outdoors are therefore a fundamental part of the children's lives here.

**Funding amount: EUR 15,000**



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## Czech Republic

### SOS Children's Village Brno

This Children's Village pursues an innovative approach. In addition to the SOS families within the village, children are also lovingly cared for and supported by SOS educators within a network of trained foster families outside the village. This concept provides a better quality of life to a large number of underprivileged children. The focus of this sponsored programme is also on psychological or psychosocial measures as well as sports and art activities that promote the children's talents and strengthen their personality.

In Brno, we were told a particularly emotional story. Markie and his three siblings have spent their lives in various orphanages in the area. Now, for the first time,



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the biological siblings are living as a family in a house in the SOS Children's Village together with their SOS mother Hana. They are at home in this caring environment. The eldest sister Simona says "Mama" for the first time at the age of 7.

**Funding amount: EUR 10,000**

## Ukraine

### SOS Children's Village Kiev

In Browary, near the capital Kiev, the main focus of our funded SOS Children's Village is on various psychotherapeutic programmes for 15 children affected by poverty, lack of parental care and developmental disorders. With the help of sand, art, body-oriented therapy and classic psychotherapy, they are specifically supported in their individual problems. With success: Treated children were able to achieve stabilisation in their state of mind and, among other things, to develop a positive self-perception and increased self-esteem as well as communication skills in verbal self-expression.



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**Funding amount: EUR 10,000**



## Switzerland

### New cooperation with more than a smile:

From 2020, LR Global Kids Fund will support the work of the Theodora Stiftung e. V.

Since 1993, the non-profit Theodora foundation has been pursuing a wonderful goal – to cheer up children in the hospital with laughter and moments of happiness. Every week, the foundation organises visits by 75 professional artists – the so-called specially trained dream doctors – in 34 hospitals and 27 specialised institutions for children with disabilities. Every year, the dream doctors reached 100,000 visits and give children magical moments of distraction. They work hand in hand and in consultation with the relevant nursing staff.

Different programmes such as the surgery support for the little patients in the hospital, ‘Mr and Mrs Dream and Small Orchestra of the Senses’ for children with disabilities or the ‘The Little Champs’ for overweight children in obesity therapy are always based entirely on the individual needs or requirement of the children.

In mid-March 2020, the dream doctors had to stop working in the institutions for the first time in their 27-year history due to the COVID-19 pandemic. However, with “Laughter at a distance”, around 50 outdoor performances were set up in front of the hospitals, which the little ones could watch from the windows and balconies. But also digital live video conferences and over 100 videos with motivating messages of the good-natured dream and laughing doctors were initiated. In the second half of the year, the visits to 24 of the hospitals and 11 of the special institutions could be resumed with social distancing and a hygiene protocol in place, and the little patients could be accompanied personally again.

**Funding amount: EUR 10,000**



Our donation allows for the organisation of sport & breathing camps in Paris, in the mountains and by the sea throughout the year. Family sports days in cooperation with hospitals, during which patients and their families practice special breathing exercises in addition to the appropriate sports and receive advice on a diet adapted to the disease. Four seriously ill teenagers received such a private coach for exercise at home in 2020 and for 30 children, the costs for a sports club were covered. Due to the pandemic, two of the camps had to be postponed from 2020 to 2021.

**Funding amount: EUR 25,000**

## France

### Etoile des Neiges

One of the projects supported by our children's aid association for the longest time is the work of the organisation ‘Etoile des Neiges’, which we have been supporting since 2012. Together, we have already been able to achieve a lot for children and young people suffering from the still incurable metabolic disease cystic fibrosis.

Patients with cystic fibrosis generally benefit greatly from exercise, which improves their physical performance and lung function and makes breathing easier. In addition, it has a positive effect on their self-esteem, which is just as important for children and young people.

## Italy

### Casa Zero Sei

The Albergo della Vita organisation and the ‘Casa Zero Sei’ nursing home in Milan have been supported by our children's aid association for many years. Here, children between the age of 0 and 6 years from difficult social backgrounds are given a second chance. As victims of domestic violence, the kids were taken from their families and now learn to cope with their traumatic experiences in Casa Zero Sei and are looked after all around.

Some offers, such as the music laboratory and psychomotor therapies, could hardly be implemented in 2020

due to COVID-19. However, the educational support could be expanded. In August, part of our donation helped to make a very special part of our perceived normality possible for the children: **A seaside holiday in Lido di Spina, Ferrara.** Most of them saw the sea or played in the sand for the very first time.

**Funding amount: EUR 10,000**





## Bulgaria

### For our children organisation and “For our children”: Children’s House

We have been supporting the work of the “For our children” organisation and the “Children’s House” – a temporary foster home for babies and children aged 0-7 years – for 8 years. In the EU, Bulgaria is one of the countries with the largest number of orphans and extreme poverty. The state welfare system is overburdened.

Loving care is the basis for a happy development. In the “Children’s House”, the kids grow up protected, regardless of their initial situation, in a family setting.

In addition, everyone receives the individually necessary support in order to compensate for very different physical or mental developmental deficits. Some of the little residents were left behind right after birth, others became orphans or were taken out of their families due to lack of parental care. The “Children’s House” offers numerous services, such as family support, parenting training, the training of foster families or the promotion of the development of children in a day care centre operated by ‘For our children’.

**Funding amount: EUR 20,000**



## Netherlands

### CliniClowns-App

Since June 2019, the LR Global Kids Fund has been promoting the CliniClowns app. This app allows ill children to meet the CliniClowns digitally on their mobile phone or tablet whenever they want. This rather new tool, enables the CliniClowns to meet all children at home as well as in hospitals or hospices at any time and according to the needs of the children – a great, individual support. The goal of all CliniClowns is to make the children forget their illness for a moment, reduce stress and fears and to laugh together.

In 2020, the CliniClowns app was not only an alternative to the live visits to the hospitals, but due to the pandemic, also the only option to support ill children from March onwards. Good thing this app already existed. In this way, the increased demand could be met in short time. From previously 15 clowns who were equipped and trained for the digital format, all the other 90 CliniClowns were quickly trained for digital performance. This was a good starting position, because the number of children using the app has more than doubled to 1,268 children in October. On average, 75 children met the CliniClowns digitally every day via the app, because many of them are even more isolated due to COVID-19. At the same time, however, many parents became aware of the app due to the lockdown.

**Funding amount: EUR 10,000**



## Austria

### SoWo (Soziales Wohnhaus)

For six years, the LR Global Kids Fund has been supporting the social-pedagogical institution “SoWo” (Soziales Wohnhaus), which is home to around 45 teenagers from 14 years on who can no longer live with their families for various reasons.

The adolescents are cared for 24/7 by a multi-professional team and receive support in all important aspects of life. The objective of the “SoWo” is to prepare the teenagers for an autonomous life full of positive experiences.



The institution is used to offering young people a safe haven in unstable and stormy times. However, the pandemic had an impact on life and the individual funding programmes as well.

The regular ‘Mentor me’ programme became an additional ‘Mentor me’ homeschooling – as it happened to all families around the world. Nobody was automatically prepared for it. However, a good organisation and a little bit of flexibility quickly helped. More serious, in fact, were the severe consequences of the crisis, in which many of the young people lost their jobs and all supporting classes and training courses for skilled workers were cancelled. In summer, at least the experience-based educational programme could take place and offer a bit of normalcy. Activities & excursions such as climbing, bike tours, stand-up paddling or diving were a successful and important distraction.

Out of necessity, the new project “Adventure Job” was initiated in the summer, in which the SoWo team simply brought the topic of work and training home with them in a very creative way. They hired companies, skilled workers and experts who introduced the young people to their professions (gardener, cook, photographer, electrician, plumber, bricklayer or carpenter) near or at the SoWo and at the same time were able to get an impression of the young people. Thought as orientation and information, the project eventually even helped three young people find an apprenticeship. What a nice result in these times.

**Funding amount: EUR 20,000**





## Poland

### Dom Aniołów Stróżów

We have been associated with the Dom Aniołów Stróżów aid organisation for a long time and support the three so-called talent academies 'Education', 'Dance' and 'Sport' for children and young people aged 3-14 years in the 'House of Guardian Angels'.

The programmes address the very different aspects that children have to struggle with, from family problems to impaired social behaviour to learning and educational gaps. The ability to work in a team, self-confidence, but also the reduction of anger and fears – with different types of sports such as judo, football, acrobatics or dance, and exercise helps improve their living conditions.

Speech therapy, reading promotion, tutoring and workshops support the children's development and education so that the kids are no longer disadvantaged and have a chance for a better future. A total of 156 children took part in these programmes in 2020.

**Funding amount: EUR 10,000**



## Turkey

### Child Care Center (KEDV)

Via the German organisation GPP (Global Project Partners e. V.), the donation goes directly to several 'Child Care Centers' in Istanbul and Biga, operated by the Turkish organisation Kadın Emegini Değerlendirme Vakfı (KEDV). Since 2018, between 250 and 300 children affected by poverty from a difficult socio-economic environment have benefitted from early childhood care and education in the loving centres every year.

Due to the pandemic, these centres were shut down. In order to continue to support the children in their education, however, the 'Distance early childhood education



programme' (DECE) was created and thus a package with materials, tasks but also suggestions for games for the families is prepared on a monthly basis. In this way, the programme can be implemented at a distance and educational achievements are not lost.

Despite difficult circumstances, the families are able to implement the concept quite well, and in some cases receive individual support and care. Ultimately, thanks to the digital programme, even more children than usual can be supported, which is a positive aspect in this ongoing exceptional situation.

**Funding amount: EUR 10,000**



## Hungary

### Csányi Foundation

In Hungary, learning one or several foreign languages is virtually impossible for children from socially deprived families. At the same time, however, foreign languages like German and English are regarded as key for a promising future of children and adolescents.

The Csányi Foundation therefore aims to enhance the language skills of disadvantaged children and young people aged between 10 and 24. The best students usually have the opportunity to attend an intensive language course in Germany in the summer. Due to the pandemic, however, travelling was impossible in 2020. Therefore, the intensive language course took place in Mohács, Hungary.

For the first time, both foreign languages were combined and more students were able to attend the course as the expenses for the camp in their own country were significantly lower. This was a great benefit for all students since they were now able to prepare for the upcoming language exams. The LR Global Kids Fund has been supporting this educational project for many years.

**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.



LR GLOBAL  
KIDS FUND

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