



## The LR GLOBAL KIDS FUND

On 1 January 2009 LR Health & Beauty Systems GmbH founded the LR GLOBAL KIDS FUND as a registered and non-profit organization. The goal of all 30 LR locations of the LR GLOBAL KIDS FUND is helping needy children - children suffering from severe illness, living in poverty or in other unfortunate circumstances, thus being deprived of a chance to develop and thrive normally. According to the motto "for a promising future", the aim of LR GLOBAL KIDS FUND is to offer these children and their families a chance to look towards a more promising future.

### The projects

In order to help quickly, directly and unbureaucratically, the LR GLOBAL KIDS FUND cooperates with the respective local institutions and organizations, and is actively involved with various children's aid programs.

- In Germany, for instance, the LR GLOBAL KIDS FUND supports the Kinderhilfswerk Arche e.V., (children's charity), with the aim to combat child poverty in Germany and to offer them shelter. Moreover, the LR GLOBAL KIDS FUND supports the established Kinderherzzentrum (children's heart hospital) in Sankt Augustin.
- The "Aladin" project in France provides support for girls from a socially-disadvantaged milieu, helping them with their school-leaving qualifications, studies and career training.
- In Norway, at the "Children's Station", kids whose parents are alcohol dependent are given therapeutic care and learn how to better cope with the problems of their parents and overcome the difficulties of everyday situations.

These are only three examples of the many important projects for which the LR GLOBAL KIDS FUND has taken up the cause.

### The fundraising

"Every parcel counts" – for every one of the several million parcels that LR Health & Beauty Systems dispatches worldwide each year to its customers contributions are made to the LR GLOBAL KIDS FUND and will entirely benefit children's aid projects. Added to this, the LR GLOBAL KIDS FUND raises money via further activities and different channels. In addition to measures of the organization at global level all locations are requested to come up with own creative ideas to generate attention and support for the LR GLOBAL KIDS FUND.

### The ambassadors

In Germany, the Geschwister Hofmann are the official ambassadors for the LR GLOBAL KIDS FUND. The famous pop singers love children and were instantly convinced of the LR GLOBAL KIDS FUND concept to help where only few make a start: namely on the spot, directly in one's own country. In cooperation with the LR GLOBAL KIDS FUND they will do their very best to help needy children in Germany.

Together with the LR GLOBAL KIDS FUND top model Marcus Schenkenberg provides help in Sweden for children suffering from heart diseases and cancer.

Further information is available at:

[www.lr-global-kids-fund.com](http://www.lr-global-kids-fund.com)