



LR GLOBAL KIDS FUND  
initiated by LR Health & Beauty

# ANNUAL REPORT 2016





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Dear readers,

2016 was the most successful year of LR Global Kids Fund in the history of the association. We have achieved several records. We were able to significantly increase both our donation amounts and the number of our sponsoring members.

All these developments make me incredibly proud and grateful. Without the numerous people who invest a lot of energy and promote the association in different ways, this success would not have been possible. I would like to thank them all for their support. We have already achieved a lot together, but we are far from having reached the end: With our project partners, we want to give even more children the chance to a better future. Our goal is to acquire an annual donation volume of one million euros and a total of 2,000 sponsors from 2020 onwards.

Let us continue to improve the quality of life of many children and adolescents.

Best regards,

A handwritten signature in black ink, appearing to read 'Dr. Stoffmehl', with a stylized flourish at the end.

Dr. Thomas Stoffmehl

Chairman of the Executive Board LR Global Kids Fund



## Number of sponsoring members significantly increased

The fact that the donation results of LR Global Kids Fund in 2016 have increased so substantially is due above all to the growing number of sponsors: While around 500 sponsors supported the association with a monthly donation in 2015, the number increased by 59 % to 795 last year. The supporters are involved in a variety of ways - not only with monthly contributions, but also with fundraising campaigns such as flea markets, the proceeds of which are donated. Others regularly appeal for donations during seminars and events, which they organised as LR sales partners. Another positive development: Also in countries other than Germany, more and more people are opting for a sponsoring membership.

## Involvement in France strongly expanded

In international comparison, the LR Global Kids Fund has impressively expanded its activities especially in France: It has succeeded in winning more than 150 sponsoring members who regularly support the association. In addition, French employees and sales partners of LR Health & Beauty donated several thousand euros to the organisation „Etoiles des Neiges“ (see page 8) by organising numerous fundraising campaigns. Within the scope of an international employee conference, Pascal Clement, the Country Manager of LR Health & Beauty France and his team were honoured for their exemplary commitment: For the first time in the association's history, CEO Dr. Thomas Stoffmehl awarded the “Fundraiser of the Year” award - appreciation and motivation combined.



## Revenue

<b>Non-pecuniary</b>	<b>352,143.13 €</b>
Donations sponsoring members	91,946.74 €
Donations LR Sales Partners	32,714.54 €
Donations LR Health & Beauty	219,425.63 €
Other donations	7,840.22 €
Membership fees	216.00 €
<b>Economic business activities</b>	<b>195.78 €</b>
Product sales	195.78 €
<b>Trust business</b>	<b>15,000.00 €</b>
Sponsoring	15,000.00 €
<b>Total</b>	<b>367,338.91 €</b>

## Expenditure

<b>Project support</b>	<b>289,341.05 €</b>
National project support	157,825.00 €
International project support	123,070.00 €
Project monitoring*	8,446.05 €
<b>Advertising and administrative costs*</b>	<b>61,636.20 €</b>
Advertising	37,634.37 €
Administration	23,728.83 €
<b>Total</b>	<b>350,704.25 €</b>

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<b>Result of the association</b>	<b>16,634.66 €</b>
Share in advertising and administration costs	17.49%

\* Expenses for project monitoring as well as advertising and administrative costs are covered by a part of the company donations of LR Health & Beauty.  
All other donations go 1: 1 to the LR Global Kids Fund projects.

## Projects

In 2016, the LR Global Kids Fund has funded childcare projects with a donation volume of more than EUR 280,000. A description of the most important projects can be found on the following pages.

## Germany

### Lunch Club Ahlen

„Lunch Club - The Restaurant for Kids“ has become one of the most important places to go for socially deprived children and adolescents in Ahlen. Here they receive a full meal, homework assistance and have access to care services after school. In 2016 about 50 regular guests visited the Lunch Club, in total, the institution recorded about 200 visits a month. The children and young people are involved in the preparation of meals and thereby learn both cooking and obtain a lot of information on healthy nutrition. Table culture and food rituals are an integral part of every meal – a totally new experience for many young visitors. Thanks to educational excursions and activities, children and young people also can make exciting experiences and participate in cultural life.

**Funding amount: 46,500 EUR**



### blu:boks BERLIN

Dancing, making music, slipping into other characters: Anyone who pursues a creative occupation not only develops new skills and strengthens his self-esteem, but also often feels joy and satisfaction. For this reason, the organisation blu:boks BERLIN has set itself the goal to bridge the gap between the skills of socially disadvantaged young people and the demands of professional and private life with the help of workshops in the areas of music, dance and multimedia. The cultural offers are developed jointly and presented on a well-known stage in Berlin at the end of the year. Mastering this great challenge creates courage and self-confidence, while at the same time promoting social skills, discipline and communication skills. Social and art educators accompany the offers as so-called life coaches and are very important attachment figures for the children and young people.

**Funding amount: 10,705 EUR**

## RTL children's homes

For the first time, the LR Global Kids Fund supported the RTL children's homes in Stuttgart and Leipzig with a total of EUR 100,000 last year. Both institutions are located in districts with high unemployment rates and increasing poverty. Children and young people not only receive a meal and have access to learning programs, they are also sensitized by the caretakers to the right way of dealing with the media or they can participate in theatre projects themselves. In addition to the care offer, the focus has recently been on the cooperation with refugee children and their parents. Cooking together with families from the districts gives children and parents the opportunity to consolidate their social contacts and language skills, thereby gaining a little more self-confidence. „We are very happy about the donation of the LR Global Kids Fund. It enables the RTL children's homes in Leipzig and Stuttgart to not only maintain the existing offer for the next months but also expand it. And I promise you: every cent will go where it is needed,“ says Achim Tirocke, member of the board at „Stiftung RTL – Wir helfen Kindern e.V.“.

**Funding amount: 100,000 EUR**



## Bulgaria

Bulgaria is one of the poorest countries in the EU. Many parents lack the financial resources to care for the basic needs of their children - and in the worst case leave them behind. The „Children's House“ is a home for babies and toddlers who have been abandoned by their family and has been part of the funding projects of the LR Global Kids Fund since 2013. No more than six children are accommodated there to ensure optimum and individual support. In a lovingly decorated environment, the children can stay until they have found a foster or adoptive family. The donation of the LR Global Kids Fund was used to procure food, nappies and many other products for the little ones and cover a part of personnel costs.

**Funding amount: 12,000 EUR**



## France

In 2016, the association „Etoiles des Neiges“ received the highest sum ever donated by the LR Global Kids Fund to the project. The French employees and sales partners of LR Health & Beauty collected EUR 6,000 alone. With this sum, sports camps could be organised for young people suffering from cystic fibrosis. Two surfing trips to the Atlantic coast were organised in 2016. Important experiences for the young people: Activity not only enhances physical performance and pulmonary function but also has a positive effect on the self-esteem of the persons affected.

**Funding amount: 37,000 EUR**



## Greece

„Paidiko Spiti“ (House of the Children) is the name of the Greek project which received a donation from the LR Global Kids Fund last year. Thanks to the grant, the position of a social worker could be secured. The children's home in Piraeus near Athens offers a home for seven to ten boys aged six to 18 years. In order to give adolescents the best possible opportunities to personal development, the facility offers numerous leisure activities through which the boys can explore their individual abilities and interests. Many of them train and play daily in successful football clubs. If they wish, they can also take creative courses: Last year, two model-building champions gave the children an insight into their hobby on an honorary basis and allowed each resident to build their own model. As an additional preparation for their careers, residents on the way to secondary school can participate in a vocational orientation program.

**Funding amount: 20,000 EUR**



## Italy

The nursing home „ZeroSei“ near Milan is home to little children of up to six years of age who can no longer live with their parents because of a court order. Despite their young age, the children have often made traumatic experiences and therefore need 24/7 intensive care. With the donation of the LR Global Kids Fund, the team has been able to buy additional materials and organise workshops to sharpen the sensory perception and train the motor skills of the children. In addition, the institution invested in further training of its educators and financed a seaside holiday for the children - an important experience for a new start into life.

**Funding amount: 12,000 EUR**



## Austria

Also in 2016 the LR Global Kids Fund supported the social housing project „SoWo“ in Austria. Here, young people who cannot stay with their families because of a difficult familial background live together in small groups. Thanks to the donation of the children's aid organisation, various individual and group coaching sessions were organised, in which the young people formulated individual goals and possibilities to achieve these and strengthened their own self-esteem. In addition, there were different projects to promote a sense of responsibility: For example „Building Bridges“, where the young people looked after people with disabilities and refugees. In addition, numerous creative and sports activities were financed - from a graffiti workshop through to a dance course.

**Funding amount: 20,000 EUR**



## Poland

Silesia is one of the poorest regions in Poland. Unemployment and social problems such as alcoholism, violence and drug use are common in many families. In Katowice, the LR Global Kids Fund supports the street workers of “House of Guardian Angels”. The institution offers new perspectives for socially deprived children and adolescents and works closely with the families of those affected. The donation was used to co-finance the salary of a speech therapist and to organise talent workshops and varied leisure activities. In addition, the team bought teaching materials, food and hygiene items.

**Funding amount: 12,000 EUR**



## Portugal

Already since 1948, the Portuguese organisation “Casa Mãe do Gradil” near Lisbon offers a safe shelter for young girls aged ten to 20 with a difficult familial background. Alcoholism, sexual or other physical violence or neglect are only a few problems the residents had to struggle with. The donation of the LR Global Kids Fund supported the institution’s educational and health offer and promoted the implementation of educational, cultural or sporting activities. A special measure is the „Social Shop“: Here, the girls can sell self-made and baked goods at a symbolic price - while at the same time developing social skills in dealing with others and an understanding of economic processes.

**Funding amount: 5,000 EUR**

## Czech Republic

In the Czech Republic, the LR Global Kids Fund helped children with disabilities to develop a feeling for their body through equine-assisted therapy in 2016. Therapeutic riding is suited primarily for diseases of the central nervous system, the support and movement apparatus and constitutes both physical and psychological support for the children. A specially trained horse and two donkeys were bought with the donation of the LR Global Kids Fund, which are intended to enable the integration of autistic children and adolescents.

**Funding amount: 5,000 EUR**

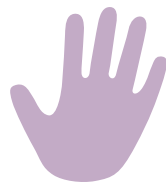


## Donation Account:

Commerzbank Münster  
IBAN: DE30 4008 0040 0621 3431 00

**Become a sponsoring member now!**

**[lrgkf.com](http://lrgkf.com)**



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