



# ANNUAL REPORT LOOKING BACK AT 2020



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## CONTENTS

### OVERVIEW

- 05 Our Vision
- 07 Foreword by our Patroness Vivian Spohr
- 07 Interview with our Managing Directors – Looking back at 2020

### OUR WORK AND IMPACT

- 11 Current challenges in education and training worldwide
- 13 Our solutions
- 18 Where we help
- 20 Our impact logic
- 21 Our impact
- 22 Central funding priority Education
- 27 Central funding priority Work & Income
- 30 Additional funding priorities
- 32 Corona Aid and Measures

### OUR ORGANIZATION

- 37 How we do it
- 40 Our project coordinators tell the story
- 42 Commitment to help alliance – simple and diverse
- 44 Getting through the crisis with loyal partners by our side
- 46 Our promise of transparency and quality
- 48 From project idea to project completion

### OUR FINANCES

- 51 Donation highlights
- 52 Balance sheet
- 58 Profit and loss statement
- 62 Project funding

### THANKS FOR YOUR SUPPORT

- 65 Closing Remarks

# 1

## OVERVIEW



### OUR VISION



**OUR MAIN DESTINATION:  
THE FUTURE OF YOUNG  
PEOPLE LIVING IN POVERTY.  
LUFTHANSA GROUP  
EMPLOYEES ACCOMPANY  
THEM ON THIS JOURNEY.**





## DEAR READERS, DEAR SUPPORTERS OF HELP ALLIANCE,

This past year has been a very challenging one for us; the Corona pandemic has disrupted our project plans. Children and young people in the poorest parts of the world have been particularly hard hit by the global crisis, so we have done everything in our power to ensure that our aid and education programs can continue in the best possible way even in these extremely difficult times. Without your active, financial or voluntary support, this would not have been possible. I would like to thank you very much for this – also on behalf of the entire help alliance team.

We also saw this crisis as an opportunity and used the possibilities of digitalization for new fundraising campaigns, volunteering activities and communication formats. For example, students in India and Brazil were able to attend English classes thanks to virtual volunteering, despite the lockdown and school closures. Virtual means of support for the beneficiaries in our projects will certainly continue to be of great importance in the future.

In this report, we have compiled information for you about our work and its impact in 2020, including three project reports. One of them is about the “Sunshine Project”, the impact of which I have already had the opportunity to see for myself on site. It enables children from slums in New Delhi, India to attend school and supports them all the way into their professional lives. Education is the key to a self-determined life. This is what we and our help alliance will continue to work for every day.

Best wishes and stay healthy.

Yours, Vivian Spohr



## INTERVIEW WITH OUR MANAGING DIRECTORS – LOOKING BACK AT 2020

**Andrea Pernkopf and Susanne Kotysch, help alliance Managing Directors, on the organization's challenges, opportunities and successes during the Corona pandemic.**

### HOW WOULD YOU SUM UP THE YEAR 2020 FROM HELP ALLIANCE'S POINT OF VIEW?

**Susanne:** The Corona pandemic has posed unprecedented challenges for people all around the world. Of course, 2020 was anything but easy for us as well. Our plans and goals were thrown into turmoil. The contact restrictions and school closures that accompanied the lockdowns in many parts of the world meant that we had to significantly scale down our educational services for disadvantaged children and young people. Our fundraising efforts also suffered in the first few weeks. It was clear to us that we had to react quickly to the new situation.

### AND WHAT DID YOU DO SPECIFICALLY?

**Andrea:** We ‘forged’ a crisis strategy, repositioned ourselves for the situation and pursued creative avenues. Several new digital fundraising and communication formats have helped us secure a stable financial position one step at a time, despite extremely difficult times. In this way, we were able to maintain needs-oriented measures in the areas of education, prevention, health and food supply in most of our projects. The solidarity of our long-standing supporters and partners as well as the annual donation given by the Lufthansa Group were also a huge help. This meant we could keep our promise that “every cent donated goes into the project work” in 2020.



An eventful year for children and young people worldwide: impressions from our projects in Lomé (above), Cape Town (below) and Flörsheim (right)

**WHAT DID HELP ALLIANCE ACHIEVE LAST YEAR? CAN YOU GIVE US A FEW EXAMPLES?**

**Andrea:** We invested around 2.5 million euros in project work and were able to support over 40,000 people worldwide for the first time ever! Reallocating some of the funds for urgent Corona aid, like distributing food parcels and hygiene articles, meant we were able to provide many people with additional emergency supplies.

We also restructured the way in which we measure our impact. This report marks the first time that we are providing this information. A particular challenge was that we unfortunately had to cut funding for some and postpone the scheduled launches of several other projects. Nevertheless, this situation has brought us closer with the project coordinators and has intensified our communication in weekly virtual meetings. This enabled us to react quickly to current developments and provide our donors with information more quickly.



**Susanne:** I would like to mention fundraising once again, because it is of central importance for us as an NGO. Here, I was particularly impressed by our partners' loyalty and the countless creative fundraising activities carried out by a large number of Lufthansa Group employees. And, of course, the volunteering. Thanks to the widespread support we received from among the employees, we were able to counteract the Corona-related disruptions affecting training and continuing education programs. Our volunteers were able to connect digitally and contribute their skills to our projects – especially with virtual volunteering, for example English lessons and IT courses for disadvantaged youth, counselling refugees on job applications and giving workshops on future prospects for foster children. Looking back, we can say that our projects and our beneficiaries have been supported more than ever before as a result.

**WHAT HAS HAPPENED IN COMMUNICATIONS OVER THE PAST YEAR?**

**Susanne:** Quite a lot. Before the pandemic, we had already started to relaunch our website. We're pleased that we finished that in 2020. The new website offers completely new features – it presents the content in a clear and powerful way and it integrates our social media channels. Plus, of course, our

many new initiatives. The outbreak of the Corona pandemic made the usual face-to-face communication impossible, so we developed the new digital format "helpallianceLIVE". It allows help alliance project coordinators, representatives from our partner organizations and experts to provide information about and discuss current topics in help alliance projects.

**ANY OTHER HELP ALLIANCE HIGHLIGHTS IN 2020?**

**Andrea:** The help alliance song "Let's Get Together to Help the World" was released at the end of 2020. Flight attendant Marika Hinkey and captain Martin Heumüller composed the song themselves and rehearsed, recorded and finally produced it together with children from our project "Language Practice for Immigrant Children" in Flörsheim. It's great to see how music connects and brings people together. We also combined the release of the song with a fundraising campaign. It was definitely a special moment when I heard the song for the first time!



Listen to the song now



## OUR WORK AND IMPACT

## CURRENT CHALLENGES IN EDUCATION AND TRAINING WORLDWIDE

### MANY YOUTH AROUND THE WORLD STILL LACK ACCESS TO SCHOOLING – THE CORONA PANDEMIC HAS EXACERBATED THIS

Although Article 26 (1) of the United Nations Universal Declaration of Human Rights explicitly lists the right to primary education as well as the availability of secondary education as a human right ("Everyone has the right to education. Education shall be free, at least in the elementary and fundamental stages. Elementary education shall be compulsory."), a person's origin continues to have a major impact on whether and in what form they can access schooling. According to UNESCO, approximately 258 million school-age children and youth between the ages of 6 and 17 worldwide were unable to attend school in 2018 – of which 59 million were primary school-age children.

Despite all the efforts of recent years, the outlook for the future is also dramatic. Progress toward inclusive and equitable quality education has been too slow, as the 2019 United Nations State of the Sustainable Development Goals report shows: In 2030, more than 200 million children will still be out of school worldwide. However, it is not just the number of children out of school, but also the quality of education that poses a challenge: 617 million children and adolescents lacked minimum literacy skills in 2015.

According to the latest Sustainable Development Goals report, the Corona crisis further exacerbated this situation in 2020. Previous progress made in education was set back by years as school closures pre-

vented 90% of all children and youth around the world from attending school. Distance education also remains out of reach for at least 500 million children and youth worldwide.

A population's low level of education is problematic not only for the people directly affected by it, but also for the country as a whole. When a country lacks educated and qualified specialists, then it will have difficulty developing further and will be limited in how much it can grow sustainably on its own. Thus, promoting educational measures has a major impact on a society's economic and social development.





**TOO MANY YOUNG PEOPLE WORLDWIDE HAVE NO INCOME-GENERATING EMPLOYMENT AND LIVE BELOW THE POVERTY LINE**

According to estimates by the International Labor Organization (ILO), more than 190 million people worldwide are unemployed. Young people between the ages of 15 and 24 have particular difficulties finding work. According to the ILO, more than 70 million young people worldwide were unemployed in 2016, the majority of them young women.

In addition, over 61% of the workforce is employed in the informal sector. For these people, insecure employment, a lack of social protection, few labor rights and inhumane working conditions are all often the reality. Of all the workers in this sector, 93% live in emerging and developing countries. As a result, just under half of the world's population has difficulty meeting their basic needs and 3.4 billion people live below the poverty line.

The Corona crisis has worsened the situation in this sector as well. Predictions show that the pandemic may have cost the equivalent of 400 million jobs and that 1.6 billion workers in the informal sector were at risk of losing their livelihoods completely in 2020.

Even with gainful employment, many young people in emerging and developing countries live below the poverty line. This means people lack prospects where they live and decide to migrate as a result. They either settle in a slum near the large cities in their own country or ultimately decide to emigrate to another country in the hope of finding work. Escaping poverty there often remains an unachieved goal.

# OUR SOLUTIONS

The approaches to our project work always focus on the needs of the local people and counteract local challenges. To address these challenges, help alliance is guided by recognized goals and conventions, such as the Sustainable Development Goals and the United Nations Universal Declaration of Human Rights. Sustainable Development Goal 4 “Quality education: Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all” and Goal 8 “Decent work and economic growth: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all” form the central focal points of help alliance's work. help alliance contributes to the achievement of these goals with the following approaches:





**OUR APPROACH: ACCESS TO QUALITY EDUCATION FOR DISADVANTAGED CHILDREN AND YOUNG PEOPLE**

By constructing and expanding schools as well as targeted education programs, help alliance promotes access to pre-school, primary, secondary and supplementary education. Many of our projects also provide comprehensive care, from regular meals and medical care, to outfitting children with learning materials and school uniforms, all the way to a safe home.

help alliance's project work focuses on areas that state institutions cannot cover. We also attach great importance to close cooperation with parents and guardians. After all, they are the ones who decide on their children's educational path and set the course for their future.

With this approach, we contribute in different ways to **ensuring inclusive, equal and quality education and to promoting lifelong learning opportunities for all**, thus accomplishing Sustainable Development Goal 4 and its sub-goals. The project work of help alliance focuses on the following three areas:

- Creating high-quality, inclusive and gender-responsive **pre-school education** options to best prepare children for elementary school
- Enabling quality, inclusive and gender-responsive **school education** to promote sustainable learning
- Promoting the educational development of children and adults through special, inclusive and gender-responsive **extracurricular support**



**OUR APPROACH: TARGETED SUPPORT IN THE AREA OF WORK AND INCOME**

We are convinced that a good education is the basis for professional success. However, many countries where help alliance conducts its projects lack state-organized training systems. This makes it all the more valuable to have recognized training institutions that prepare graduates to find employment afterwards as best as possible. This is where we come in: We provide young people with high-quality education and training programs in project centers and connect them with experienced mentors.

In line with Sustainable Development Goals 4 and 8, our aim is to combat unemployment, especially among young people, and to give them new and improved prospects for the future (outside of the informal sector). Here, believe it is particularly important to give young women equal access to the labor market.

**Access to quality education for children in Pondicherry (top left) and Tangalle (below left); vocational training projects for young people in Addis Ababa (above) and Ballingho (below)**





Practical learning in Lomé (top) and cultural exchange at eye level in our project in Frankfurt (center).

In addition, help alliance supports young people in developing their own business ideas or setting up and expanding their own company by offering further education, training and workshops.

With this approach, we help to **ensure inclusive, equal and quality education and promote decent work, thus accomplishing** Sustainable Development Goals 4 and 8 and their corresponding sub-goals. The project work of help alliance focuses on the following two areas:

- Establishing and continuing to develop project-owned **vocational training programs** for young adults in professions that are needed locally
- Creating offers in the field of **job and income promotion and further training** to strengthen and support young adults on their educational pathway

**OUR APPROACH: SUCCESS THROUGH DIVERSE AND HOLISTIC SUPPORT**

For us, successful and sustainable project work means supporting young people in a variety of holistic ways and empowering them to bring about social change. This goes beyond direct support in education and training; we also aim to equip young people with everything they need on their educational path and their entry into gainful employment. For example, help alliance champions **integration**, is committed to

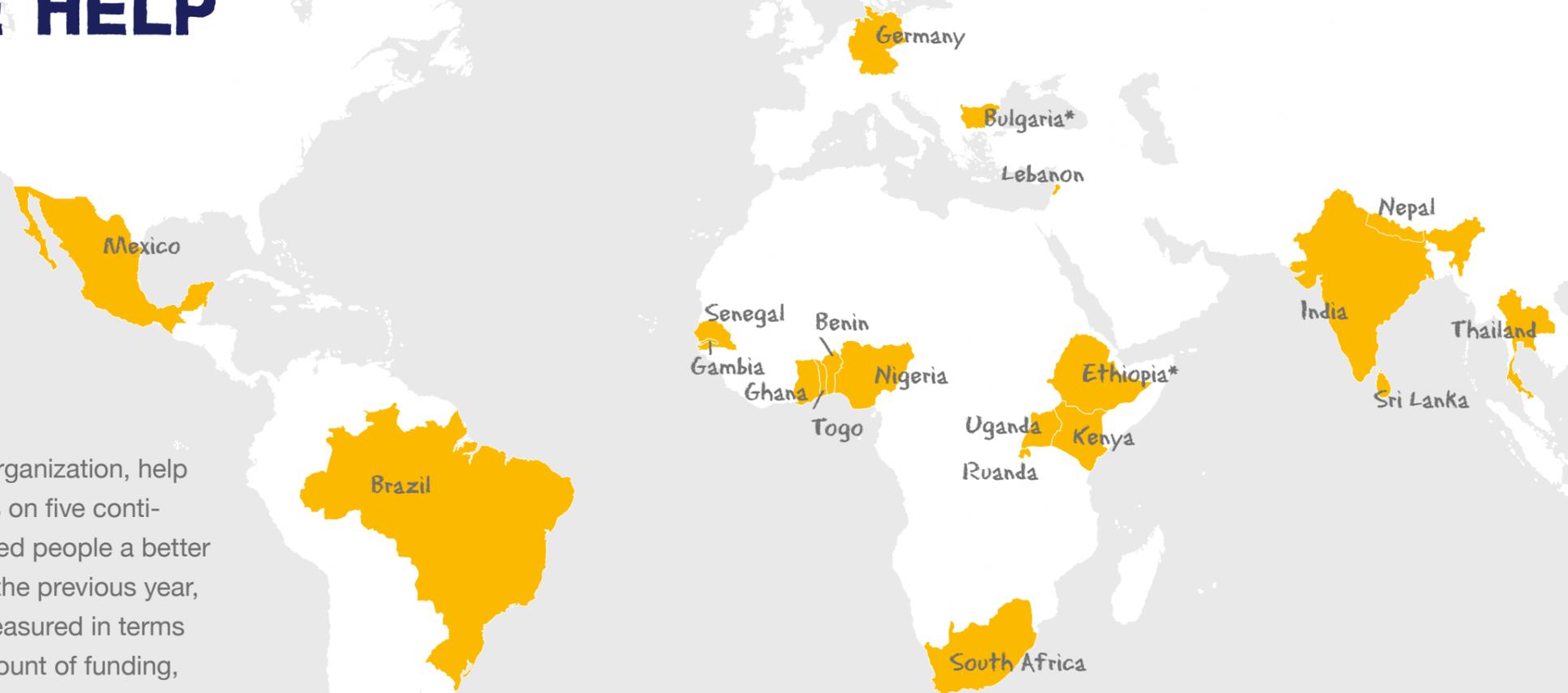
the **fight against child labor** and attaches great importance to an **inclusive and gender-equitable** learning environment. We are also convinced that children must be healthy and well-nourished to develop their full potential. Thus, the children in many projects receive healthy meals. Aspects of environmental and climate protection, which are taught to the children and young people in daily project activities, are also of increasing importance. For example, joint clean-up or tree-planting campaigns create awareness of these issues.

Diverse support, e.g. through healthy nutrition in Pattaya (left) and regular exercise in Ballingho (right) and Gurugram (below)



# WHERE WE HELP

+As an internationally active aid organization, help alliance was active in 20 countries on five continents in 2020 to give disadvantaged people a better and self-determined future. As in the previous year, the regional focus of our work, measured in terms of the number of projects and amount of funding, was in Africa and Asia. We also stepped up project work in Europe compared with the previous year, especially in Germany, and supported projects in Latin America and the Middle East.



**39**  
PROJECTS

MORE THAN  
**40.000**  
BENEFICIARIES

## AFRICA

17 PROJECTS IN 11 COUNTRIES  
13,500+ BENEFICIARIES

## ASIA

9 PROJECTS IN 4 COUNTRIES  
22,700+ BENEFICIARIES

## EUROPE

9 PROJECTS IN 2 COUNTRIES  
5,000+ BENEFICIARIES

## LATIN AMERICA

2 PROJECTS IN 2 COUNTRIES  
450+ BENEFICIARIES

## MIDDLE EAST

1 PROJECT IN 1 COUNTRY  
950+ BENEFICIARIES

## WORLDWIDE

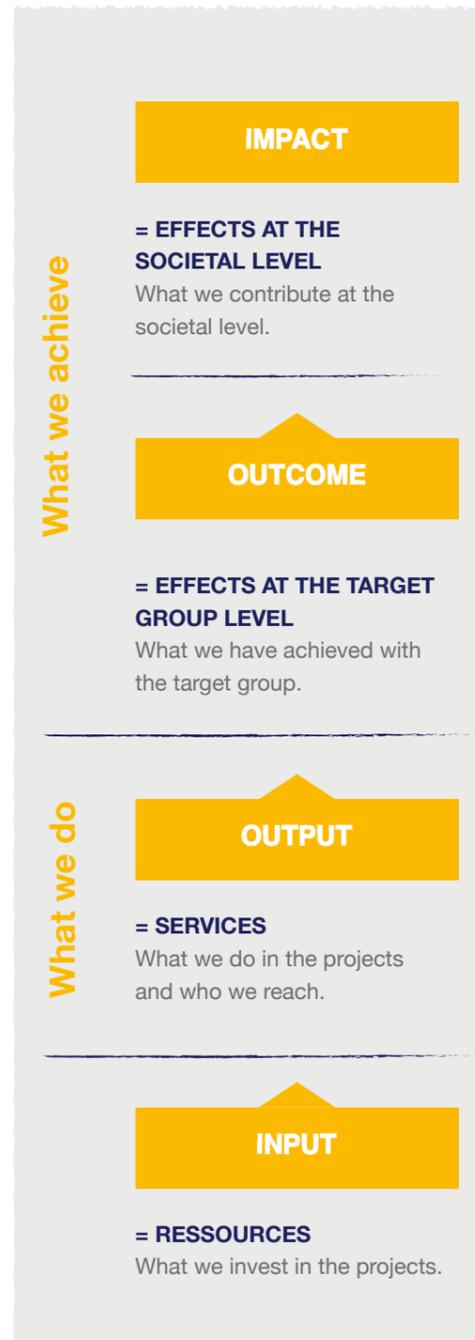
1 PROJECT  
500+ BENEFICIARIES

# OUR IMPACT LOGIC

To ensure that our work contributes to sustainable development, we have always measured and evaluated the work of the individual help alliance projects. In doing so, we are constantly refining our methodological approaches. In 2020, we conducted a comprehensive impact measurement across all help alliance projects using the so-called IOOI method for the first time. The impact logic of this method consists of four areas that build on each other: inputs (= resources), outputs (= services), outcomes (= effects at the level of the target group) and impacts (= effects at the societal level).

Inputs include all of the resources required to implement a project realistically, i.e., the funding, full-time and voluntary staff, as well as the premises, equipment, etc. Outputs include the services that the various projects offer. If the target group uses these services, this is also an output. Outcomes are the effects at the level of the target group. They illustrate the positive changes that the project strives to bring to its beneficiaries. Finally, impacts describe changes at the societal level, e.g., changes in the social or economic situation of society, and always refer to a part of society, such as the population in a socially disadvantaged neighborhood or region.

Goals 4 and 8 of the United Nations Sustainable Development Goals, as well as their corresponding sub-goals and indicators, provide the basis for our impact logic.



# OUR IMPACT

The following pages provide insights into three impressive help alliance projects and reveal the impact of our work in achieving the two funding priorities of Education and Work & Income as well as in the supplemental funding priorities for 2020. In addition, a special section describes the Corona aid and measures that we implemented.



Education



Work & Income



Additional focus topics

## CENTRAL FUNDING PRIORITY EDUCATION

### IMPACT



People in the help alliance projects have received **inclusive and equal access to high-quality education worldwide**. In this way help alliance contributes to achieving the **SDG 4 “Quality Education” of the UN 2030 Agenda for Sustainable Development**.

### OUTCOME



**3,279** children (40 % girls) improved their future prospects with a successful (pre-) school graduation

- **323** pre-school graduations
- **1,993** primary school graduations
- **842** middle school graduations
- **121** high school graduations

### OUTPUT



**5,135** children (42 % girls) received access to (pre-) school education

In **337** extracurricular courses **4,246** people (43 % girls and women) were able to **increase their level of education**

**199** further trained teachers (72 % woman)

### INPUT



**27** education projects

**44** LHG volunteers got engaged in educational projects

**Promotion of a decent learning environment:**

- Access to drinking water
- Hand washing facilities and gender-specific sanitary facilities
- Electrical power and Internet
- Barrier-free inclusive infrastructure for people with disabilities

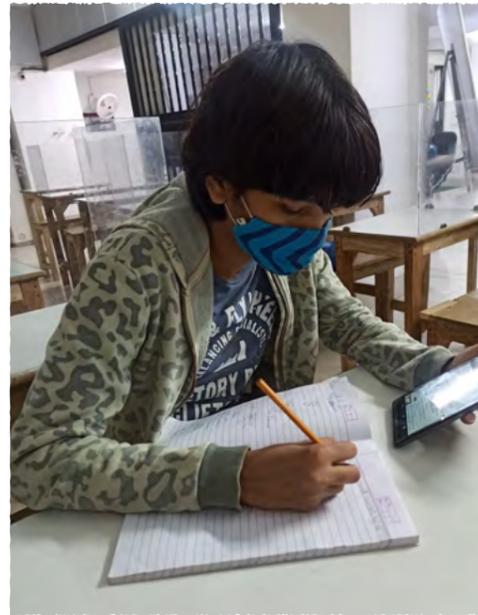


### Impact Story from India A HAPPY CHILDHOOD

Khushi and Manisha have real prospects for the future. The help alliance project in New Delhi gives them a school education and the chance for a better life.

Laughing, playing and just being a child – this childhood, which is normal to many, was once unimaginable for Khushi. Growing up in a shack without running water in one of New Delhi’s 700 slums, the 13-year-old lives in extreme poverty. She is like many children here, who suffer from malnutrition and diseases such as cholera and typhoid. Many are also the victims of violence or

abuse. In India, children need a registered residence to attend school. Without education, they have no chance of getting a job, and ultimately can never escape a life of poverty. Begging is often the only way they can contribute to their family’s income. Even 18-year-old Manisha knows what it means to have no future. Although the legal age of marriage in India is 18, girls are often married off younger than that and considered inferior in many social classes. One day, Manisha heard about the Sunshine Project – schooling and a happy childhood for slum children. The Sunshine Project enrolls children in school and provides them with the necessities: clothing, school supplies and tutoring. In addition to counseling, they



also receive food and medical care. Khushi is proud to be a Sunshine child. "If I didn't have the support, I would have to work as a garbage collector, shoe shiner or beggar to support my family, like many my age."

**A self-determined and independent life**

For more than 15 years, Kuku the tailor and his wife Priti have been taking care of 267 children and young adults between the ages of 6 and 22. The couple registered the project's address as many of these children's residence, so that they could attend school. The children come to the project every day before or after school to study. It is like one large family for all of them. In the evening, they all gather for dinner. The older ones help the younger ones. Since many children do not know their birthdays, they all celebrate one big birthday together every year on August 24. help alliance is the most important partner of the Sunshine Project. The financial support it provides is used to buy the necessary school supplies and finance sports activities and excursions for the children. "It's great. I can go to school like the other kids and play with my friends," Khushi says. For project coordinator and former

Lufthansa flight attendant Julia Hillebrecht, the Sunshine Project is a matter close to her heart. She receives active support from Lufthansa flight attendant Anke Walther. "We want to give needy children a happy childhood and offer them a real chance in life through education." The project has proven to be a massive success: Some former students have successfully graduated from university, for example. The project also takes a sustainable approach – those who finish the project subsequently look after and support two younger disadvantaged children. Manisha, too, now sees a future for herself: "With the help of the Sunshine Project, I can complete my high school diploma and thus lead a self-determined, as well as independent, life."

**Then came Corona**

Then, when the coronavirus pandemic reached India in 2020 and endangered the support of the children, the project quickly responded to the new situation. At first, the Indian authorities closed the project for several months, during which the children could not use the premises. At that time, project officials provided the children and their fam-

ilies with the essentials: food, clean drinking water, soap, disinfectants and medicine. In the dead of night, Kuku sewed hundreds of cloth masks for the children. Sometime later, they remodeled the space, dividing tables and adding Plexiglas panels to make individual seating possible so that the children could return. "The Sunshine Project has helped us a lot in lockdown. They gave me a notebook so that I could continue to attend classes online," Khushi reports. While everyone is affected by the Corona crisis, the poorest of the poor are certainly affected the most. Manisha recounts the impact on her situation: "The Corona pandemic was very hard on me and my family; my father lost his job. Thanks to the Sunshine Project, I was able to continue attending school with a tablet. I am very happy to be able to keep learning." Despite 2020 being the most difficult year for the Sunshine Project since its founding, Julia Hillebrecht is relieved that

the measures worked and not a single child fell ill with Corona. Khushi and Manisha's developments give her strength: "Watching the children escape from misery through education and love makes me proud and is a daily incentive." Khushi is happy. Despite the restrictions imposed by the pandemic, she can continue to pursue her education and thus has the chance of a good job and a better life.

**Manisha and Kushi (top left) are learning with dedication and joy; distribution of food for the children of the Sunshine project during the Corona lockdown (bottom right)**



CENTRAL FUNDING PRIORITY WORK AND INCOME

IMPACT



People in the help alliance projects were supported in their career path and **thus gained better access to the labor market and decent work**. In this way help alliance contributes to achieving the **SDG 4 “Quality Education”** and the **SDG 8 “Decent Work & Economic Growth”** of the **UN 2030 Agenda for Sustainable Development**.

OUTCOME



**192** people (92% women) **successfully finished their vocational training or graduated from university**

**892** young adults (49% women) **got successfully integrated in the labor market**

- **401** people (53% women) **found employment**
- **491** people (46% women) **founded a (micro-) business**



**85** newly developed business ideas

OUTPUT



**6,338** young adults (55 % women) received access to **vocational training or further training**

**221** people (48% women) were **accompanied into the labor market by mentors**

**50** professional **qualification workshops** (e.g. business knowledge and Innovation)

**28** further trained teachers (82% women)

INPUT



**22** Work & Income projects

**105** LHG volunteers got engaged in **vocational training and income promotion projects**

**Promotion of a decent learning environment:**

- Access to drinking water
- Hand washing facilities and gender-specific sanitary facilities
- Electrical power and Internet
- Barrier-free inclusive infrastructure for people with disabilities



Impact Story from Germany  
**WHAT COMES AFTER FLEEING?**

Thanks to a help alliance project, Morteza has the chance to find a job and start anew in Frankfurt am Main.

“I don't have to hide in Germany. There are prospects there.” Morteza often repeated these sentences to himself. In his home country, Iran, he could have faced the death penalty because of his personal attitude toward religion. He saw escape as the only way out.

The now 33-year-old had to make a dangerous journey: crossing the mountains to Turkey in winter and then across the

Mediterranean by boat two years later. The destination: Germany. Morteza took it all upon himself to start a new life. Now he is in Frankfurt, but Morteza has truly yet to arrive. Despite the many integration offers in the economically strong city, there is still a great need for exchange projects between people with and without refugee experience. “All I wanted was to find a job. But how? I struggled with odd jobs and was desperate. Then a friend told me about the association ‘Über den Tellerrand Frankfurt’.” That's when Morteza saw his chance.

**A long-term connection**

'Über den Tellerrand Frankfurt' is part of a network of associations of the same name



in cities throughout Germany that facilitates refugees' participation in social life and coming into contact with people from Germany. help alliance's project "Intercultural Tandems for Career Perspectives and Leisure Ideas" supports the organization's two exchange programs "Volunteer Rockets" and "Career Buddy". In the Volunteer Rockets program, people with and without refugee experience work together in small teams to develop their own exchange projects, which they then implement. "Career Buddy is based on 1:1 mentorships between experienced employees and job seekers with refugee experience. The mentors help familiarize their mentees with the job market as well as drafting applications and preparing ahead of job interviews," says help alliance project coordinator Sonja Steinheuser, a purser at Lufthansa. Morteza met Tilman at Career Buddy, and a long-term connection developed. They met a few times and

spoke frequently on the phone, reports Tilman, who works for Lufthansa as Head of Ground Operations in Frankfurt: "Everything was a bit more difficult because of Corona, but we still managed to exchange information regularly. We wrote to each other and talked on the phone a lot."

**A lucky coincidence**

Morteza completed a five-year degree in aerospace engineering in his home country, and is now doing everything he can to apply his knowledge in practice in Germany. However, it is not always easy to find the right moment and approach the right people in a foreign country. As a mentor, Tilman was able to provide Morteza perfect support in the application process. "I learned a lot from Tilman. How to apply, write cover letters and contact companies," Morteza tells us. Tilman is also happy about the new con-



Impressions of the Career Buddy program (top left); project coordinator Sonja in action (top right); the first meeting of Morteza and Tilman (center right)

nection. Although he is a long-time donor to help alliance, he only recently started volunteering and actively participating in Career Buddy. "I realized that there is more and help alliance also supports projects in Germany where I can help. If you're not from Germany, it's sometimes difficult to get through to the right people and present the information correctly." The fact that he was partnered with Morteza, of all people, is a happy coincidence for Tilman: "Morteza is a big fan of aviation and I can offer him great support with my network in this industry." Sonja Steinheuser is also proud of the intercultural tandem: "It makes me happy to see how the program brings two, at first glance, different people together to learn from each other and create a future perspective together." Morteza has already applied for jobs at several companies, especially in the aviation industry. Morteza knows he wouldn't have been able to do it without

Tilman: "Tilman helped me a lot. I could always call him and ask questions. Tilman is the best." Even though the job search is particularly challenging now, he remains optimistic that it is only a matter of time before he finds a job and can start a new life. Then he will have truly arrived in Germany.

**ADDITIONAL FUNDING PRIORITIES – KEY FACTS AND FIGURES AT A GLANCE**

help alliance focuses on diverse and holistic support that goes beyond the two funding priorities “Education” and “Work & Income”. Our projects achieved impressive results in their additional funding priorities in 2020.



**ABOLISHING CHILD LABOR**

Child labor is still widespread in many of our project countries. Targeted measures spared 437 children from labor, who now participate in the projects' offerings, e.g., school education, instead.



**NUTRITION**

A total of more than 1.2 million meals were served across all help alliance projects, mostly in the context of (pre-)school and training. In addition, campaigns and workshops educated more than 5,000 people about healthy nutrition.



**HEALTH**

In 12 projects, beneficiaries were able to take advantage of free or low-cost medical treatment, and eight projects educated the local population on health issues.



**GENDER EQUALITY THROUGH SUPPORT FOR GIRLS AND YOUNG WOMEN**

More than 3,500 girls and young women received specialized support, such as shelter, trauma and psychosocial care, or empowerment workshops.



**INTEGRATION AND INCLUSION**

32 workshops about integration in Germany reached 127 people. In addition, 57 events and workshops were held on the topic of inclusion of the disabled for people with and without disabilities.



**ENVIRONMENT AND CLIMATE PROTECTION**

As part of help alliance projects, more than 12,000 people participated in environmental actions, such as cleaning beaches, planting trees and other plants, environmental education programs, awareness campaigns, waste separation and organic farming.

## CORONA AID AND MEASURES – KEY FACTS AND FIGURES AT A GLANCE

The worldwide Corona pandemic suddenly presented many help alliance projects and beneficiaries with new challenges. Activities that had already been planned and agreed upon had to be postponed and, in many places, it was necessary to concentrate on the essentials: By acting quickly and purposefully, numerous people were provided with the most important things, and many projects were able to continue their important work quickly thanks to unconventional and creative solutions.



The projects educated **37,708 PEOPLE** about Corona and trained **31,963 PEOPLE** in hygiene

In the field of emergency care, the projects provide **17,779 PEOPLE** with masks, **10,329 PEOPLE** with food and **10,106 PEOPLE** with hygiene products



**2+1**

11 projects took appropriate action to be able to **CONTINUE TEACHING**

8 projects created **EDUCATIONAL MATERIALS FOR USE AT HOME** and distributed them to children and young people

3 projects ensured access to online learning by distributing **MOBILE DEVICES**

6 projects made it possible for children and young people to continue to have access to education thanks to the development of **ONLINE SOLUTIONS**

Classes continued in 8 projects with the help of **HOME VISITS** or **TELEPHONE SUPPORT**

19,869 people could continue to participate in the projects' services, **E.G., TUTORING WITH TELEPHONE SUPPORT**, thanks to various steps taken by the projects



Impact Story from Togo  
**A FUTURE DESPITE CORONA**

Elom made it. With the help of the help alliance project in Togo, she was able to start training as a tailor and even set up a small business during the Corona pandemic.

A high school diploma and then? Does that not guarantee the prospect of a secure future? Not for Elom Agbana. The third child in a family of seven, she lives in Lomé, the capital of Togo. In this small West African country, about half of the eight million people live below the absolute poverty line. Many young people here have no job prospects and find it difficult to find training or a job. One third of young people are neither employed nor in school. Access to high-quality secondary education is expensive. "I would have liked to attend university after I graduated from high school, but my family couldn't afford it," Elom says. One day she remembers that she heard about the kommTOGOgeheimer (KTGW) association in school – and that changed her life for good.

**The happiness of an education**

In the KTGW association supported by help alliance, socially disadvantaged young adults receive interdisciplinary bilingual vocational training. Blaise-Pascal d'Almeida, project coordinator and, until his retirement, an aircraft technician at Lufthansa CityLine, founded the association to give young people in his home country professional opportunities through vocational training: "Young people in particular need support and encouragement. Only with a life and career perspective in their own country can they escape poverty." With the support of help alliance, 55 young adults have been able to receive training in various fields, such as tailoring or accounting, at vocational training centers in Togo every year since 2018. "I was lucky enough to be able to start training as a tailor and now I am in my second year of my apprenticeship," Elom tells us happily. A special feature is the bilingual nature of the training in German and French. The graduates become cooperation partners for German companies, which improves their chances on the job market. Besides the

trainees, the local community benefits from the qualified skilled workers as well as less poverty and unemployment.

**Founding a tailor start-up during Corona**

The outbreak of the Corona pandemic brought challenges to 2020, but opportunities as well. As part of the project, the trainees developed innovative ideas in response to the Corona crisis. Some even formed small start-up teams to carry out their business ideas. Elom, along with other young women, produced protective facemasks: "When Corona forced the training centers to close, some of us took sewing machines home and we made reusable masks out of cotton." Another group worked on assembling hygiene kits consisting of a mouth guard, soap, paper tissues and a small hygiene manual. "Several trainees also started an awareness campaign about Covid-19 in schools. It's incredible how they have gone above and beyond," Blaise-Pascal d'Almeida reports proudly. The awareness campaign received impressive feedback: Togolese media reported on it and other institutions did the same for the trainees. Elom and her teammates quickly expanded production in their start-up, making bags and clothing. "Our big goal is to expand production and start new workshops to help other trainees." For Elom, the apprenticeship means more than just the chance for a better life. It has allowed her to grow and



develop: "I used to be shy, but participating in the project's activities has made me more confident." Even though it has been a tough year, Elom can look at what she has achieved so far with pride. The Corona crisis has challenged her in a completely new way, but the experience was enriching. With her training as a tailor, she has set the course for a better future in Togo.



Elom with her own creations (top left), with her start-up group and project coordinator Blaise-Pascal (top right) and during the awareness campaign (bottom left)

# OUR ORGANIZATION



## HOW WE DO IT

### OUR MISSION

Founded in 1999 by committed employees of the Lufthansa Group, we create perspectives for children, adolescents and young adults worldwide together with our local partners. Our projects focus on education and training as well as promoting income-generating activities to enable them to lead self-determined and independent lives. We always observe the guidelines of the Convention on the Rights of the Child and the Sustainable Development Goals of the United Nations. Our project increasingly make a difference thanks to the commitment of our employees and the strengths of the Lufthansa Group.

### A STRONG NETWORK

Together with our strong network, help alliance can be true to its motto "In the world. With the people." and support development projects worldwide. Our network consists of the help alliance gGmbH team, volunteer project coordinators, local volunteer communities and competent local partner organizations. All participants are committed to a self-determined future for disadvantaged people out of personal conviction and passion. The strong ties and cooperation as equals within the network create transparency and trust. Our collaboration with local partner organizations, which have many years of experience in development cooperation and are very familiar with the local conditions, leads to sustainable success.



## PROFESSIONAL NGO

The help alliance team manages the worldwide aid projects in the areas of education and work & income from its offices in Frankfurt. It also coordinates the collaboration with the project coordinators, local volunteering communities and partner organizations on site. help alliance employees develop and implement fundraising measures and publicize the aid organization's work.



Andrea Pernkopf  
Managing Director



Susanne Kotysch  
Managing Director



Lorena Eisentraud  
Donor Support



Milena Mai  
Controlling &  
Digitalization



Birgit Kleff  
Donor support  
(until March 2020)



Kerstin Krowas  
Fundraising



Katharina Jeschke  
Fundraising &  
Strategy



Sabrina Chaudhry  
Communications  
(on parental leave)



Mona Adler  
Project Portfolio  
Management



Mohamed Attaallah  
Project Portfolio  
Management



Gregor Preis  
Corporate  
Volunteering &  
Communications  
(temporarily)

## VOLUNTARY COMMITMENT

Behind each of our projects are the people who make them successful. A Lufthansa Group or Condor employee has managed every help alliance project on a volunteer basis since the organization was founded. They interface between the local partner organization and help alliance and take responsibility for ensuring that the project work has a positive impact on the beneficiaries and contributes to sustainable development. Our project coordinators are regularly on site to ensure that the donations are being used in a targeted manner.

The projects receive additional meaningful support from corporate volunteering, especially when locally based Lufthansa Group employees commit as a local volunteering community.



# OUR PROJECT COORDINATORS TELL THE STORY

The year 2020 was very memorable for everyone, including the help alliance project coordinators. Due to the rapid global spread of Covid-19, schools and training centers had to be closed in many places, training programs were stopped and beneficiaries were supplied with food and hygiene articles. Together with the local partner organizations, the project coordinators reacted quickly to the new situation, found new ways and came up with creative solutions. We asked some of them what the highlight of 2020 was for them and their project.

## My highlight of 2020, the Corona year, was ...



“... to witness, virtually, how construction on our youth rehabilitation center in Gulu (Uganda) progressed and the first skills trainings were held, in spite of all the obstacles. It's a real pleasure for me to see how the young people have grown together as a team in 2020 and are supporting and learning from one another.”

**Larissa Strohffuss,**  
Graduate Management Trainee – Start Technik, Lufthansa Technik, Frankfurt  
Project: Youth and Rehabilitation Centre for an Independent Life, Uganda



“... the incredible dedication of the entire project team, who took care of our yoga children in Gurugram (India) and did not abandon it for a single day, even during the strict lockdown, despite the adverse circumstances and extremely difficult conditions.”

**Anne Will-Just,**  
Passenger Services, Deutsche Lufthansa, Frankfurt  
Project: A Better Future for Sporty Children, India



“... to visit my project in Sri Lanka with the entire crew for two days during a Colombo rotation and to give my colleagues an understanding of this project and the supporting organization (Friends Lanka Child Foundation).”

**Laurent Bobay,**  
First Officer, Edelweiss Air, Zurich  
Project: Early Childhood Education for 220 Children, Sri Lanka



“... to see how flexibly and creatively solutions were sought and found and how overwhelming the willingness was and is, even during the pandemic, to support our project in Hattersheim in any number of ways – be it with our open-air library, the children's bazaar or our Christmas gift drive.”

**Eva Hamann,**  
Personal Assistant in the First Class Terminal, Deutsche Lufthansa, Frankfurt  
Project: How a Café Helps with Integration, Germany



“... that despite difficult conditions in Lebanon, we managed to provide food, water and disinfectants to the refugees and homeschool the children.”

**Kerstin Greischel,**  
Purser, Deutsche Lufthansa, Munich  
Project: Tent Schools for Refugees, Lebanon



“... the impressive way that the people in our project have shown that despite unrelenting challenges, there is always a future to look forward to. Especially in these bleak times, the institute in Sao Lorenzo da Mata (Brazil) means a ray of hope for the children and young people – this commitment definitely saves lives.”

**Raiko Morales,**  
Safety Engineer Group Occupational Safety, Deutsche Lufthansa, Hamburg  
Project: Boxing against Lack of Perspectives, Brazil



“... that, after Corona forced us to cancel all of the planned Impact Week events, our community managed to connect the world virtually, made Corona the topic and worked out joint solutions to overcome the crisis in each country with more than 600 people from all over the world! I have felt cohesion and connectedness – even during this time!”

**Jens Unger**  
Senior Manager Cultural Transformation, Deutsche Lufthansa, Frankfurt  
Project: Impact Weeks, worldwide

# COMMITMENT TO HELP ALLIANCE – SIMPLE AND DIVERSE

Many Lufthansa Group employees and supporters got involved with help alliance and its projects again in 2020. Whether through on-site volunteering, virtual support in online courses, or your own fundraising activities – there are many easy ways to get involved and support help alliance. On these pages, we show you some of the people who are involved and look forward to seeing you become active in 2021.

## My favorite part of my involvement in 2020 was ...



“... colleagues all over the world pursuing a common goal: To give children the chance of a fulfilled life by sharing experiences, joy of life and love with them!”

**Hannes Staudacher,** Austrian Airlines, about his volunteering assignment in two help alliance projects in India and the exchange with LH Group colleagues on site.



“... that feeling of being able to lend a hand on site and actively contribute something to the project together with the other volunteers and to the future of the young people in The Gambia.”

**Caro Schulz,** Lufthansa Cargo, has taught entrepreneurship modules to Gambian youth.



“... being able to use my logistics skills to help organizations like Hanseatic Help with worldwide clothing donations for people in need.”

**Anna Hoffmann,** Lufthansa Technik, got involved through the local help alliance community in Hamburg.



“... to feel the positive energy that came out of connecting regional projects and the help alliance community. Getting involved in our own communities was unspeakably valuable for all of us, especially in 2020.”

**Larissa Armstrong,** Lufthansa Group Business Services (LGBS), is committed to the local help alliance community in Frankfurt as Community Lead.



“... when I realized how a skill that I take for granted as part of my daily life can change someone else's future. What makes the experience in this project really great is seeing that you can make a better future for those who need it most.”

**Victor Leao,** Lufthansa Systems, gave a young person in Brazil virtual English lessons for several weeks.



“... I love to travel and was excited to help with projects in India and The Gambia – both countries that I had never visited. Even though I was supporting from afar, I learned a lot about the two cultures and felt very connected to both causes.”

**Sydney Jones,** Deutsche Lufthansa, has conducted virtual English conversation courses with teachers in India and prepared business modules for the project in The Gambia.



“... to get to know the Nepalese and Thai cultures better, with the help of spices and the culinary arts, and to bring it closer to others.”

**Sebastian Christoffer,** Deutsche Lufthansa, launched the “Cook to Help” fundraising campaign together with colleagues.



“... to start a campaign that awakened the social commitment and wanderlust in our team as well as spare change donors and that collected considerable proceeds for the help alliance projects.”

**Maya Neuweiler,** SWISS, was instrumental in the spare change campaign “Change4change”.



“... to be able to support help alliance's great projects and bring colleagues together for a good cause at the same time, despite these difficult times.”

**Nicole Corso,** Lufthansa Group, launched the “Draw to Help” fundraising campaign.



“... using our Craftherz projects to be creative together – despite social distancing – for a good cause in virtual workshops!”

**Nathalie Schönmetz, Nele Markus, Vivien Lühr,** all Deutsche Lufthansa, collected donations for help alliance with Craftherz.

# GETTING THROUGH THE CRISIS WITH LOYAL PARTNERS BY OUR SIDE

As an international aid organization, we rely on strong and reliable partners, both with partner organizations to implement projects on the ground and with global funding partnerships. As 2020 has clearly shown us, challenging times require outstanding and reliable partnerships.

Despite the Corona pandemic, we were able to rely on the support of the Lufthansa Group in the year 2020. Their annual donation means we can continue to guarantee that every cent you donate flows directly into help alliance's project work. Thanks to the donation and the variety of different commitments by Lufthansa Group employees, our projects have been able to achieve a great deal and guarantee additional Corona emergency aid within their framework.

We were able to intensify our almost 15-year partnership with Miles & More GmbH during the crisis and use Miles & More participants' generously donated award miles in education, nutrition, health and hygiene, as well as other areas where people are in urgent need of support.

**“Social commitment is more important than ever. That's why it is a matter close to my heart that we support help alliance, even in times of crisis, so that it can continue its important work. This way, the help arrives exactly where it is needed most: with the people on the ground.”**

**Christina Foerster,**  
Member of the Executive Board and Chief Customer Officer of Deutsche Lufthansa AG, responsible for Customer, IT and Corporate Responsibility

“Stiftung RTL – Wir helfen Kindern e.V.” and help alliance have had a strong bond for many years and 2020 was the fifth year that we participated in the annual RTL telethon. After having implemented projects together in Germany, Mexico, India and South Africa in previous years, the focus this time was on projects that give children and young adults a better future in India and Lebanon.

We were also able to rely on our cooperation with Mastercard Europe SA despite the crisis. They supported our work and got involved in a good cause, both in the third edition of the joint fundraising campaign “Book a flight and do good” with Miles & More and in the RTL telethon.



**“Five times now, help alliance and RTL – Wir helfen Kindern: That's more than a little help for children. That is joint, powerful and creative commitment to sustainable support of children who, without us, have no real chance of a happy future. It's a strong alliance that I'm extremely excited about continuing to develop successfully.”**

**Wolfram Kons,**  
RTL Charity overall director and presenter of the RTL telethon

**“With help alliance, we have a partner by our side who oversees the joint projects on site and ensures that the aid arrives. For 2020, we are delighted that our donation and the funds from our joint appearance during the RTL telethon will help to build the 'Girls Shelter' in Dehradun (India), which offers 200 girls a safe new home. With the Corona pandemic, it is more important than ever that needy children and youth have access to basic necessities such as meals, hygiene and, of course, education.”**

**Andreas Mechler,**  
Vice President at Mastercard Europe SA

**“Even in these challenging times, it is incredibly important for us to support the partnership with help alliance by creating attractive opportunities for our participants to use their miles for aid projects worldwide. A lot of good has been done in the world through the generous miles donations of the Miles & More community.”**

**Sebastian Riedle,**  
Managing Director of Miles & More GmbH



**We are grateful for our many partners' loyal support and that they continued to trust and collaborate with us during the especially difficult months in the Corona pandemic.**

# OUR PROMISE OF TRANSPARENCY AND QUALITY

## REVISION



In 2020, the Lufthansa Group's internal audit department reviewed all internal areas of help alliance. This serves to ensure the proper use of grants and donations in accordance with the company's articles of association as well as compliance with guidelines. Internal work processes are reviewed for their correctness, regularity, expediency and efficiency. In addition, the audit serves to increase efficiency and reduce risk by preventing misuse of funds and corrupt behavior.



## TRANSPARENCY AND CONTROL

We use the funds available to us where they are most urgently needed. help alliance is committed to providing transparency for its donors, but also for the organization itself. Transparency for donors creates trust and enables our projects to continue to do good in the future. For us as an organization, transparency means reflecting on our goals and performance, which allows us to ensure an open learning culture and thus ever greater quality of service for our projects.

help alliance monitors and evaluates the activities of the local partner organizations to ensure the best possible benefit of the projects. Various internal and external auditing bodies review our work as well. On the internal level, these are the honorary advisory board of help alliance, the management, the internal audit of the Lufthansa Group, and our controlling department. An independent auditing firm also completes an external audit annually.



## PRIVACY

Every help alliance employee is obliged to comply with established data protection guidelines. Annual training sessions ensure that their knowledge stays up-to-date. In addition, our help alliance data protection coordinator supports employees in the responsible handling of personal data and ensures that the relevant laws are observed. A special database documents all of our data processing procedures in terms of what data is collected and for what purpose it is stored.

## COMPLIANCE

The Lufthansa Group's Compliance Office audits all of our projects and partners to ensure that they act in accordance with the law and regulations and adhere to ethical standards, and contractually obligates them to remain in compliance. All help alliance employees regularly attend web-based compliance trainings. In addition, our fundraising process is subject to regularly reviewed compliance requirements.



## CONTROLLING

Controlling's central task is to ensure funding and monitor help alliance's financial situation. It also supports the leadership and project management in ensuring that funds are used in an economically sustainable manner and with the greatest possible impact. It always applies the principle of efficient use of funds. Moreover, it reviews compliance with the annual budgeted values. This makes it possible to identify and steer certain developments during the year, to realize new opportunities and act in the event of deviations, and to minimize risks.

# FROM PROJECT IDEA TO PROJECT COMPLETION

At help alliance, each project is voluntarily managed and taken responsibility for by a Lufthansa Group or Condor employee. On these pages, we would like to show you how the employees' ideas can become help alliance projects and what the role of the project manager entails. You will gain insights into our funding process and our project portfolio work.

1

## PROJECT IDEA AND REQUEST

help alliance is committed to providing young people around the world with access to education and empowering them to lead self-determined lives. help alliance offers all Lufthansa Group employees the opportunity to submit their own project ideas. The focus is on promoting projects for socially disadvantaged children, adolescents and young adults in the area of education (UN Sustainable Development Goal 4) or training measures and entrepreneurial approaches in the area of work and income (Goal 8).

The project request is the first step in the funding process at help alliance. It provides a general overview of the idea and summarizes the most important aspects of the project. Every project request that is received is reviewed internally and a decision is made on them. Project requests that are approved are asked to submit a complete project application in the next step.

4

## PROJECT COMPLETION

All projects must submit a final report upon their completion. This checks whether the project successfully implemented all of its planned measures and achieved the desired effects, based on stipulated indicators. The final report consists of:

- a) a narrative section, which reports on the activities, milestones and challenges that arose, and
- (b) a financial section, which reports on the appropriate use of project funds.

After completion, all projects are comprehensively evaluated to analyze whether they achieved their objectives. Using these results, we can further optimize project planning and measures to ensure that the allocated funds are used efficiently

2

## PROJECT APPLICATION

Once a project idea is selected, the corresponding applicant may submit the project application. This consists of several documents that go into detail about the planned project activities, the project budget, and the planned goals and milestones. Whether a project receives funding depends on several criteria, such as whether the concept is sustainable, how relevant it is in terms of development policy, whether the project offers solutions to local problems, and what capacity and professionalism the local partner organization brings to the table.

After an extensive financial review, every project application that is received is once again reviewed and decided on internally. If the decision is positive, the projects go through a compliance check. Afterwards, help alliance, the volunteer project leader and the partner organization finalize a project agreement, which defines the rights and obligations of the parties in specific topics, such as reporting, accountability, data protection, compliance as well as other quality standards. The applicant agrees to act as a volunteer project leader and to take responsibility for managing the project together with the respective local partner organization.

3

## PROJECT EXECUTION

The project portfolio managers, help alliance employees, offer their experience and expertise in the field of development assistance to mentor the volunteer project leader and the local party organization while the project is ongoing. Before the project begins, the parties complete a joint planning phase to analyze and determine the activities for implementing the project. In doing so, we work in a needs-oriented manner according to local conditions. Every six months, we provide detailed reports on the proper implementation of the measures in the projects and the appropriate use of the project funds. Regular checks are also carried out during the project to help prevent misuse and misappropriation of funds.

Our help alliance portfolio managers are in regular contact with the project coordinators and partner organizations during the project. This way, we can adapt measures at short notice, if necessary, and make changes quickly. Regular interaction with the people involved in the projects is important, because regular on-site visits and personal discussions are the only way to guarantee cooperation as equals.

# OUR FINANCES

## DONATION HIGHLIGHTS

**84%**

OF TOTAL EXPENDITURES WENT TO PROJECT EXPENSES



**100%**

OF YOUR DONATION DIRECTLY BENEFITS THE PROJECT WORK



**€ 3.063.470**

TOTAL DONATIONS 2020



**€ 499.411**

IN LOYAL DONATIONS BY PRIVATE INDIVIDUALS



# BALANCE SHEET

The fiscal situation of help alliance gGmbH given in this report is prepared in accordance with HGB standards and its explanations, which make the non-profit limited liability company's financial standing highly transparent and comprehensible. The tabular presentation of the figures includes a comparison with the previous year, so that conclusions may be drawn about the development of the financial situation. All figures are rounded up or down to the nearest whole euro.

## GENERAL DISCLOSURES

As a non-profit limited liability company, help alliance is obliged to keep proper records that prove the management has acted in accordance with the provisions of the Articles of Association and laws applicable to non-profit organizations. It observes the provisions of non-profit law and the corresponding tax regulations of the German Fiscal Code regarding the appropriate and timely use of funds.

The annual financial statements of help alliance gGmbH were prepared in accordance with the general commercial accounting regulations pursuant to sections 238 to 263 of the German Commercial Code (HGB) and the regulations for micro-corporations according to section 267 a (1) of the HGB. Furthermore, help alliance gGmbH voluntarily adds supplementary notes to its annual financial statements in accordance with the regulations for small corporations. The annual financial statements were voluntarily

audited in accordance with the regulations and the principles of proper auditing of financial statements of the Institut der Wirtschaftsprüfer (IDW) RS HFA 21.

The annual financial statements of help alliance gGmbH for the fiscal year January 1 to December 31, 2020 – consisting of the balance sheet, income statement and supplementary notes – were audited by the auditing firm PricewaterhouseCoopers GmbH. help alliance gGmbH received an unqualified audit opinion.

## ACCOUNTING AND VALUATION METHODS

The accounting methods assume that the company is a going concern. The income statement is prepared using the nature of expense method. The balance sheet and income statement are presented in accordance with the provisions of the German Institute of Auditors (IDW) RS HFA 21. The income statement is prepared using the nature of expense method and value-added tax is included in the cost of fixed assets and in expenses.

Intangible assets are carried at cost or, if amortized, at their memo value. Property, plant and equipment are valued at acquisition cost and, where depreciable, less the scheduled depreciation over their respective useful lives.

Property, plant and equipment depreciate on a straight-line basis over their estimated useful lives of 8 years. Low-value assets not exceeding €800 are recognized in full as operating expenses. Low-value assets with acquisition costs of between €801 and €1.000 are grouped together in an annual compound item that is depreciated on a straight-line basis over a period of five years.

Receivables and other assets are valued at nominal value. Accruals and liabilities are stated at the settlement amount deemed necessary according to prudent business judgment. Inventories are carried at cost and valued at the lower of cost or market price at the balance sheet date.

## ASSETS

## FIXED ASSETS

## Intangible assets

Intangible assets are carried at cost or, if amortized, at their memo value.

## Tangible assets

Tangible assets includes €5.970 of office and business equipment as well as the replacement of our donation columns at airports and selected locations. Scheduled depreciation for property, plant and equipment is €2.360.

## CURRENT ASSETS

## Inventories

Inventories are assets held for the sale of goods in the commercial operation. They are carried at cost and measured at the lower of cost or market price at the balance sheet date. Proceeds from the sale of these assets are recognized as income in the corresponding year.

## Receivables and other assets

Receivables and other assets mainly consist of contractually agreed upon receivables from donations that were not received. The receivables totaling €52.176 relate in particular to receivables from third-party service providers as well as the donation income from our On-BoardCollection and the donation columns.

## Receivables of affiliated companies

Receivables from affiliated companies in the amount of €90.285 include outstanding donations from the Miles & More GmbH miles donation program and those available in the form of firm donation commitments to help alliance at the time the 2020 annual financial statements were being prepared. This item also includes receivables from the economic business operations of the help alliance.

## Bank balances

Liquid assets mainly comprise balances at domestic banks and have increased by € 1.695.498 compared to 2019. This includes earmarked project funds that will be paid out to the projects in the following year.

ASSETS	31.12.2020 (€)	31.12.2019 (€)
<b>A. Fixed Assets</b>		
Intangible assets	7,777.00	7,777.00
Tangible assets	5,970.09	8,330.99
	<b>13,747.09</b>	<b>16,107.99</b>
<b>B. Current Assets</b>		
Inventories	4,482.02	5,556.11
Receivables and other assets	52,176.64	90,145.73
Receivables from affiliated companies	90,285.34	304,547.18
Bank balances	1.695,498.18	1,845,209.62
	<b>1.842,442.18</b>	<b>2,244,458.61</b>
<b>Balance Sum</b>	<b>1,856,189.27</b>	<b>2,260,566.60</b>

## BALANCE SHEET

LIABILITIES	31.12.2020 (€)	31.12.2019 (€)
<b>Equity</b>		
Subscribed Capital	25,000.00	25,000.00
Retained earnings	1,846.23	0.00
Net Profit/Loss for the Year	876.42	1,846.23
	<b>27,722.65</b>	<b>26,846.23</b>
<b>Special Item</b>		
Unused Donations	1,364,983.37	1,371,220.36
	<b>1,364,983.37</b>	<b>1,371,220.36</b>
<b>Provisions</b>		
Misc. provisions	73,036.62	158,289.55
	<b>73,036.62</b>	<b>158,289.55</b>
<b>Accounts Payable</b>		
Accounts payable to third parties (supplies & services)	13,296.82	30,642.22
Accounts payable to affiliated companies	26,076.45	153,223.31
Other payables	0.00	247.92
Other payables (projects)	351,073.36	520,097.01
	<b>390,446.63</b>	<b>704,210.46</b>
<b>Balance Sum</b>	<b>1,856,189.27</b>	<b>2,260,566.60</b>

## LIABILITIES

As a non-profit GmbH, help alliance must maintain share capital of €25.000 for liability reasons, like a for-profit GmbH. This capital does not come from donations, but was provided by Lufthansa Commercial Holding as a partner of help alliance gGmbH.

### NET PROFIT

The sale of help alliance merchandise is allocated to the commercial operations of help alliance. The annual result of the business operations amounts to €876.

### SPECIAL ITEM

The special item in the amount of €1.364.983 shows our free, unused donation funds for a specific region or issue. The donation funds enable us to finance our projects and ensure their continuation at the beginning of a new year.

### PROVISIONS

Last year, help alliance gGmbH was able to spend €85.253 of the accruals, as the expected business transactions were delivered. The accruals of €73.036 include costs for vacation entitlements and flexitime credits, accruals for the preparation and audit of the annual financial statements as well as other obligations of our business activities that are still outstanding.

### ACCOUNT PAYABLE

Accounts payable trade and affiliated companies in the amount of €39.373 relate to unpaid services from suppliers and service providers as of the balance sheet date, but which had been paid almost in full by the time the annual financial statements were prepared.

Other project liabilities amounting to €351.073 mainly include liabilities from unsettled project disbursements, which will be settled at the beginning of the new fiscal year in 2021. These are liabilities from project-related donations, which we are obliged to spend according to our donors' wishes.

# PROFIT AND LOSS STATEMENT

All amounts in €	2020
Donations received during the financial year	
Donations from companies	€ 887,147
Donations from special campaigns	€ 336,494
Donations from the OnBoardCollection and donation boxes	€ 184,437
Donations from private individuals	€ 499,411
Donations from Lufthansa Group employee campaigns	€ 91,782
Donations from charities and associations	€ 927,600
Donations from Payroll Giving	€ 136,600
<b>Donations received during the financial year</b>	<b>€ 3,063,470</b>
+ Donations used from previous year	€ 1,886,189
./. Unused donations in the current financial year	€ 1,689,156
<b>Earnings from used donations during the financial year</b>	<b>€ 3,260,503</b>
Revenue	€ 1,951
Other operating income	€ 65,459
<b>Revenue and other income</b>	<b>€ 3,327,913</b>
Disbursements for charitable projects	€ -2,540,248
Material costs	€ -1,074
Personnel expense	
a) Wages and salaries	€ -347,668
b) Social contributions	€ -76,991
Depreciation of fixed assets	€ -2,361
Other operating expenses	€ -358,695
Expenses	€ -3,327,037
<b>Earnings after taxes</b>	<b>€ 876</b>
<b>Net profit/loss for the year</b>	<b>€ 876</b>

## EARNINGS

Our projects are financed through donations from private individuals, private institutions, foundations, and contributions from cooperation and sponsorship partners. Donation income in 2021 decreased by 39% to €3,063,470 compared to the previous year. However, additional donations of €1,886,189 are still available, which were already received in the previous year. The income from the non-material area includes on the one hand corporate donations, among others the generous donation from the Lufthansa Group. This donation enables help alliance to cover the costs of administration, public relations and fundraising. This guarantees that every cent you donate goes directly to our project work. In addition, the corporate donations include generous contributions from our loyal partners Mastercard Europe SA and Miles & More GmbH.

### LOYAL PERMANENT DONORS AND MANY NEW SUPPORTERS

Our loyal private donors and, especially, our permanent donors, with €499,411 of donations, were once again an essential pillar of the donation income we received in the Corona crisis year 2020. We would like to especially highlight the many donors who started their own fundraising campaigns and supported us in large numbers.

### SMALL DONATION WITH A BIG IMPACT

The Corona pandemic significantly reduced demand for air travel, resulting in a sharp reduction in our partners' flight program. Accordingly, OnBoardCollection donations as well as those from donation boxes fell sharply or disappeared completely. This year, we collected spare change and foreign currency equivalent to €184,437.

### PAYROLL GIVING EMPLOYEE DONATIONS

Thanks to numerous fundraising campaigns by Lufthansa Group employees and the option of having the payroll department directly donate a part of their salary to help alliance, we were able to raise €228,381 in donations.

### DONATIONS FROM SPECIAL CAMPAIGNS

The special campaigns consist largely of the "Miles to Help" campaign run by our long-time partner, Miles & More GmbH. In 2020, many Miles & More participants once again made use of the option to donate their award miles to help alliance.

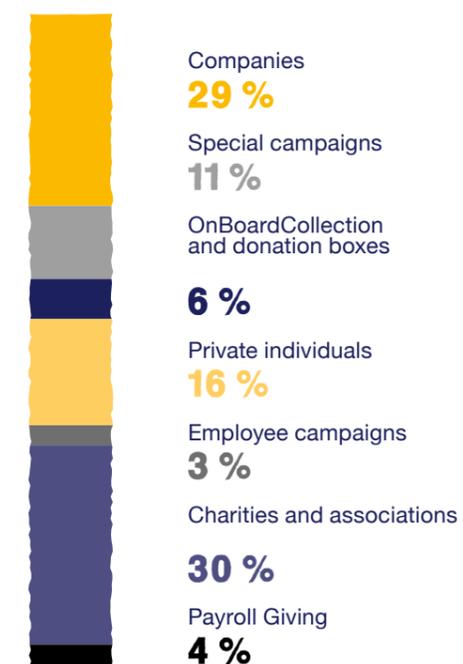
### REVENUES

Commercial operations include the sale of two merchandise products. Revenues from commercial operations come from the sale of help alliance T-shirts and notebooks in the Lufthansa employees-only store "Ringeltauben".

### OTHER INCOME

Other income mainly includes exchange rate gains.

### DONATION INCOME IN %



## EXPENSES

help alliance gGmbH's expenses are divided into project funding and support as well as the costs of administration, fundraising and public relations. Comprehensive cost-cutting measures were implemented last year due to the Corona crisis – material and communication costs were reduced and planned investments were postponed.

For 2020, expenses in the non-commercial area total €786.789. Our administrative costs amount to €243.252. This includes, for example, the personnel costs for the help alliance employees and the operation of our accounting software. These costs make up 7 percent of our total expenses.

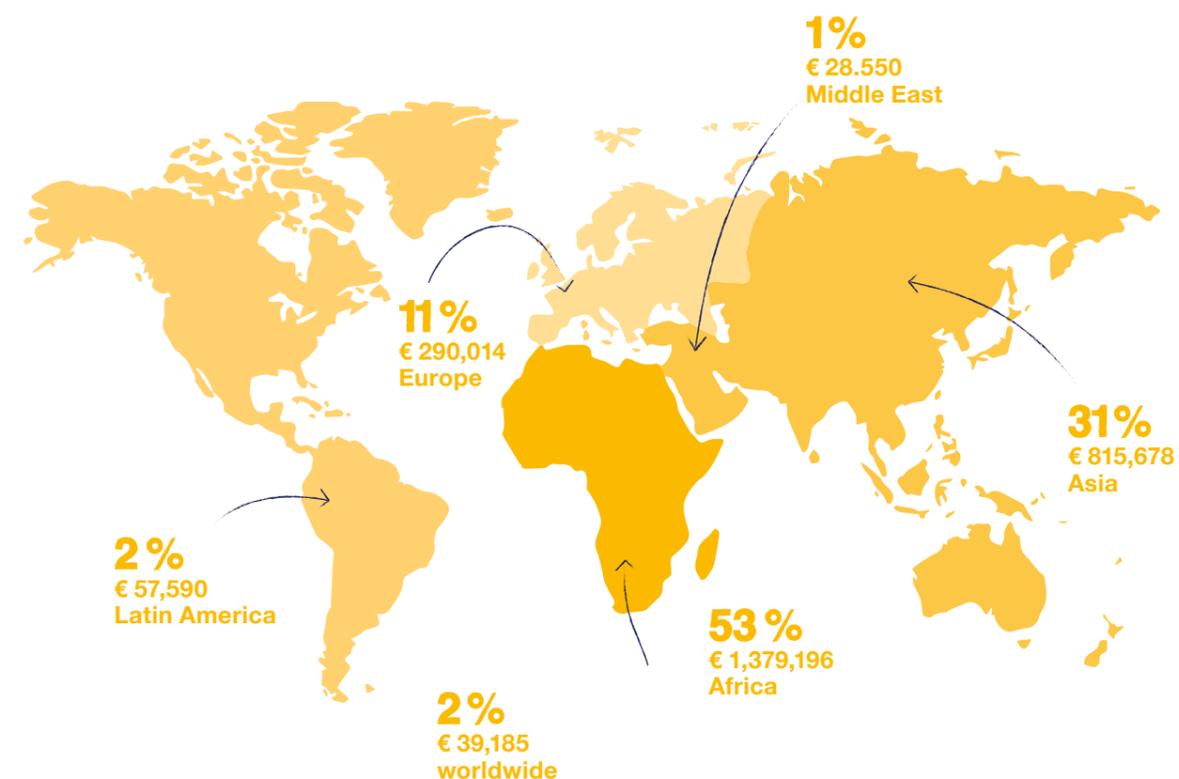
### COST BREAKDOWN OF HELP ALLIANCE GGMBH:



### COST BREAKDOWN OF HELP ALLIANCE GGMBH

In €	Project funding and support	Administration	Public relations and fundraising
Project funding	2,540,248		
Personnel expenses	217,975	155,796	172,886
Misc. expenses	22,722	87,456	128,739
<b>Total</b>	<b>2,780,944</b>	<b>243,252</b>	<b>301,625</b>

## EXPENSES BY REGION



The costs for fundraising and public relations amount to €301.625 and include the operation of the donor database, advertising costs, personnel and other expenses, and our communications services. Communication costs include costs associated with the relaunch of our website, which we completed in summer 2020. Fundraising and public relations costs represent 9 percent of total expenses.

Overall, the administrative, fundraising and public relations portion is 16 percent.

Expenses for project funding and support amount to €2.780.944, which is 84 percent of our total expenditure.

In addition to project assistance, the expenses for project support primarily include preparing and selecting suitable projects, reviewing applications, monitoring and evaluation. The €66.248 increase in expenses for project assistance is mainly due to higher personnel expenses.

At €2.540.248, project funding is constant compared to the previous year and an excellent result for 2020, the Corona crisis year. Our regional focus in terms of funding amount was on Africa, Asia and Europe. However, we also supported global projects as well as projects in Latin America and the Middle East in 2020.

# PROJECTS

## EDUCATION

Benin	Vocational Training and Education for Strong Women - Abèni	€30,000
Brazil	Boxing against Lack of Perspectives	€8,000
Ethiopia	Protection and Education for Children and Women	€16,400
Germany	Educational Support for Students	€45,600
Germany	How a Café Helps with Integration	€14,000
Germany	Discovering Potentials in Learning Holidays	€34,100
Germany	Language Practice for Children with Migration Background	€20,000
Germany	IT-Kickstart for Young People	€40,000
Ghana	A Safe and Secure Home for Children - Kinder Paradise	€40,000
India	Education Creates Opportunities for Street Children	€41,958
India	Education and Health for the Poorest	€50,000
India	A Better Future for Sporty Children	€12,000
India	School Education and a Happy Childhood for Slum Children- Sunshine	€203,000
India	Return to Life for (Un-)lucky Children – Prana	€60,000
India	Donation Marathon for Street Children in India	€296,000
Kenya	Kindergarten and School for Children – Blue Bell*	€3,268
Lebanon	Tent Schools for Refugees	€28,550
Mexico	A New Life for Girls with Experience of Violence	€49,590
Nepal	Genderfriendly Schools for Children	€28,600
Senegal	Perspectives for Young People - Leona	€87,000
South Africa	First-class Preschool Education for Children - iThemba Pre-School	€30,000
South Africa	A Loving Home for Orphans - Safe House	€34,000
South Africa	Future through Education for Township Children - iThemba Primary School	€914,868
Sri Lanka	Early Childhood Education for 220 Children	€30,900
Thailand	Protection against Exploitation and Child Trafficking for Street Children	€82,520
Uganda	Youth rehabilitation centre for an independent life	€6,000

## WORK AND INCOME

Gambia	Career Prospects for Returnees	€40,000
Germany	Perspective Ambassadors for Children in Care	€67,500
Germany	Intercultural Tandems for Career Perspectives and Leisure Ideas	€41,814
Germany	Career Prospects with Job Buddies	€27,000
Germany	Pilots for a Strong Future	€27,000
Kenya	Craft Training for Young People	€22,590
Kenya	Holistic Education for Children	€18,200
Nepal	The Future Lies in Spices	€10,700
Rwanda	Vocational Training Center for Locals	€41,580
Rwanda	Empowerment for Young Single Mothers	€9,080
Togo	Providing Prospects through Bilingual Education	€39,400
Worldwide	Impact Week	€2,641

## HEALTH AND HYGIENE

Nigeria	Medical Care for the Poor Population - Obizi	€28,610
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## ENVIRONMENT AND WATER

worldwide	OceanCare*	€36,544
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\*were not considered in the impact measurement

# THANKS FOR YOUR SUPPORT!

We would like to extend a heartfelt thank you to all of our donors, supporters and funding partners. Your help makes it possible for our projects to continue supporting disadvantaged people worldwide and enable them to lead self-determined lives. You contribute to this in a significant way, because help alliance has no funds of its own and is supported exclusively by donations.

## THANK YOU!

To the RTL  
- Wir helfen  
Kindern e. V.  
foundation

To MasterCard  
Europe SA for  
their trusting  
partnership

For the generous  
support of the  
Lufthansa Group

To our partner  
organizations  
and the project  
employees

To all the  
donors to  
betterplace.  
org

For the great  
commitment of  
our colleagues in  
the air despite  
the few flights  
in 2020

To all Payroll Giving  
donors and donations  
from Lufthansa Group  
employees

All Miles & More  
participants for  
donating their award  
miles (miles for a  
good cause)

Subscribers and  
supporters of our  
social media channels  
and the newsletter

To our  
loyal long-term  
donors and new  
supporters

For the  
spare change  
donations on  
board

# THANKS FOR YOUR COMMITMENT

2020 was not an easy year, but we achieved great things together thanks to the support of numerous volunteer project coordinators, virtual mentors, language buddies, fundraiser organizers, knowledge brokers, community leads and other helpers! Your motivation to do good is our incentive. We would like to thank all of you who form an essential pillar of our society – you are our #helpfluencer 2020!

#helpfluencer



**FOR EVEN MORE GOOD PROJECTS  
IN THE NEXT REPORT:**

**Donation account:  
IBAN: DE89 5005 0201 0200 0292 23**

