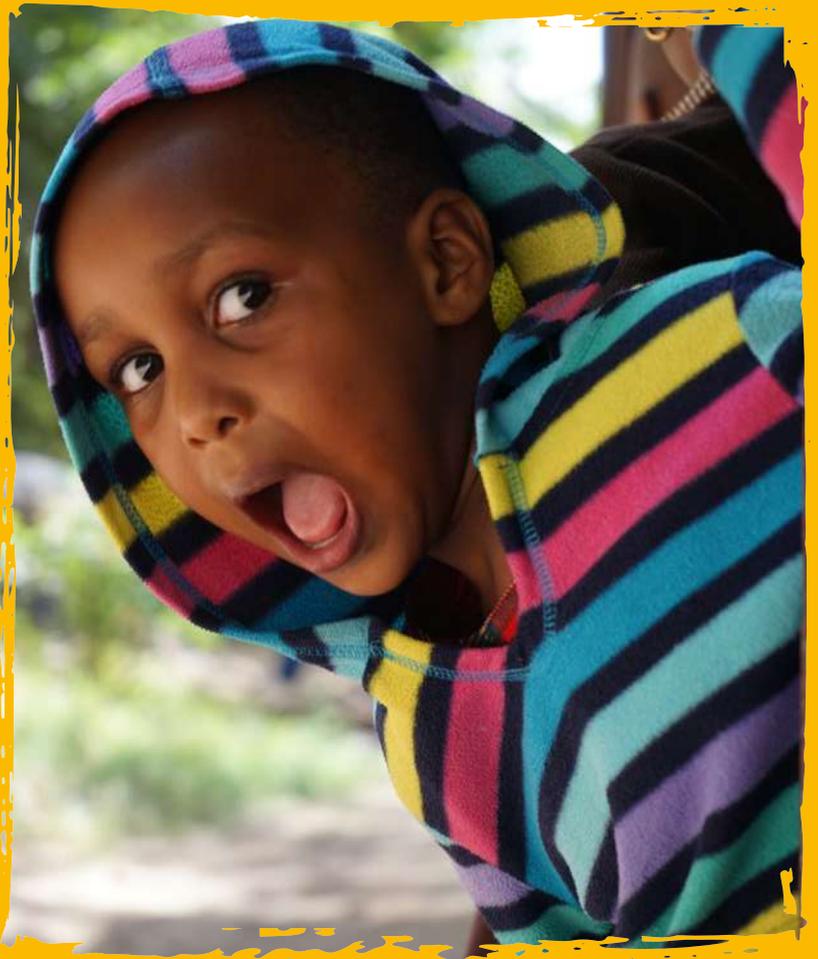




# ANNUAL REPORT

## A REVIEW OF

### 2021



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- with your Miles & More miles via <https://www.miles-and-more.com/milestohelp>
- for selected projects via [betterplace.org](https://www.betterplace.org) (helpalliance.betterplace.org): [www.betterplace.org/de/organisations/10317-help-alliance-ggmbh](https://www.betterplace.org/de/organisations/10317-help-alliance-ggmbh)
- using any of the further donation options listed at: <https://www.helpalliance.org/en/participate/>

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## **THANK YOU!**



# OVERVIEW



## OUR VISION

**THE FUTURE OF YOUNG PEOPLE LIVING IN POVERTY IS OUR MOST IMPORTANT DESTINATION OF ALL. THE EMPLOYEES OF THE LUFTHANSA GROUP ARE THERE FOR THEM ON THIS JOURNEY.**

## OUR MISSION

Founded in 1999 by committed Lufthansa Group employees, help alliance works with local partners to create prospects and perspectives for children, adolescents and young adults worldwide. In all our projects we put a firm focus on education and training and on promoting income-generating measures, to help these people lead independent and self-determined lives. In doing so, we consistently observe the guidelines of the UN Convention on the Rights of the Child and the sustainable UN development goals. And through our projects we can increasingly make a difference, thanks to the commitment of our employees and the strengths of the Lufthansa Group.





## **DEAR READERS AND HELP ALLIANCE SUPPORTERS,**

Last year, too, the work of our organization felt the effects of the coronavirus crisis. But we still did our utmost to further pursue our projects, and were even able to launch seven new aid initiatives. All in all, 2021 saw help alliance support some 50,000 disadvantaged people all over the world.

All this was and remains only possible thanks to your financial support or your active volunteer commitment. And for this I offer you my sincere thanks – also on behalf of our entire help alliance team.

The past year brought the help alliance family even closer together. Our help alliance communities, in which Lufthansa Group employees voluntarily devote their energies to good causes at various work locations, have continued to grow. Elsewhere in this Annual Report, for instance, you can read how our communities teamed up on ‘World Clean-up Day’ to take a collective stand against environmental pollution.

In all our work we aim to make a tangible contribution to ensuring sustainable development. Our efforts here are greatly helped by detailed impact assessments, which we

are pleased to present to you – together with further stories from our projects – on the following pages. Join us on our journey, which this year takes us to such help destinations as South Africa and Nepal; and come and see and experience how the work of our help alliance is sustainably providing young people with new prospects and perspectives.

Best regards and happy reading,

A handwritten signature in blue ink that reads "V. Spohr".

Vivian Spohr



## **DEAR HELP ALLIANCE SUPPORTERS AND FRIENDS,**

We, the management, would also like to offer you our warmest thanks. Through your support, and despite the challenges posed by the pandemic, we were able to devote all our energies once again in 2021 to our paramount objective: giving young people around the world access to training and education, and empowering them to lead self-determined lives.

Access to education is a basic prerequisite not only for a successful individual future, but also for a sustainable approach to our planet. Through our various projects, we create prospects and perspectives for people the world over; and, in doing so, we also play our part in making our world a little bit fairer and a little more sustainable.

As an aid organization of the Lufthansa Group, we are pleased to provide a platform that enables our employees to contribute to good causes in a variety of ways. In addition to our project work, our help alliance communities are a key pillar here that we aim to further strengthen. We now have 20 such communities worldwide with dedicated colleagues voluntarily devoting their free time to making a positive impact on society.

All of which makes our help alliance a very special NGO.

After being unable to begin any new projects in 2020 owing to the coronavirus pandemic, we were able to accept project proposals from Lufthansa Group employees again last year. And this year, too, we have already launched some new aid initiatives, including first-ever involvements in the Philippines, Italy and Iraq.

We have further refined our fundraising formats, too. And we have expanded our presence on social media, including a new help alliance LinkedIn platform. It is heartening to see the numbers of our followers growing on these various channels, enabling us to tell even more interested parties about our various work.

With this Annual Report we hope to update you, too, on what our help alliance and its supporters did and achieved in 2021. We hope you enjoy reading it.

Andrea Pernkopf    Susanne Kotysch

# OUR ORGANIZATION



# HOW WE DO IT

## A STRONG NETWORK

It's through working with a strong network that our help alliance can be true to its motto of being "In the world. Among the people." by promoting development projects worldwide. That network consists of our help alliance gGmbH team, our volunteer project leaders, our local volunteering communities and skilled and professional local partner organizations. Everyone involved is firmly committed, with their passion and

their personal conviction, to enabling those less fortunate than themselves to have a self-determined future. With its strong solidarity and its partnerships of genuine equals, our network is a place of transparency and trust. And our collaborations with our local partner organizations, with their extensive experience in joint development ventures and their familiarity with national and regional conditions, are a source of particular sustainable success.



## **A PROFESSIONAL NGO**

The team at our help alliance office in Frankfurt manages and monitors our aid projects worldwide in the education and work & income fields, and coordinates the collaborations with our project leaders, our local volunteering communities and our local partner organizations. Beyond this, our help alliance team members also develop and conduct fundraising actions, and bring the work of our organization to a broader public.

### **A WHOLLY VOLUNTARY AFFAIR**



Behind each of our projects are the people who make them work. Ever since our help alliance was founded, every project has been run by a Lufthansa Group employee serving as its project leader in an entirely voluntary capacity. It's these project leaders who form the interface between help alliance and the local partner organization, and are responsible for ensuring that the project work concerned benefits the people intended and helps ensure and support sustainable further development. Our project leaders make regular on-site visits, too, to see that the funds donated are being effectively used. The projects also receive further meaningful support through corporate volunteering deployments, especially in the form of voluntary service by locally-based Lufthansa Group employees who have teamed up into volunteering communities.





**Andrea Pernkopf**  
Managing Director



**Susanne Kotysch**  
Managing Director

**Gregor Preis**  
Corporate Volunteering



**Laura Single**  
Project Portfolio Management



**Lorena Eisentraud**  
HR & Donor Support



**Mona Adler**  
Project Portfolio Management  
(on parental leave)



**Henning Neuhaus**  
Communications



**Mohamed Attaallah**  
Project Portfolio Management



**Inga Holtmann**  
Corporate Citizenship Strategy



**Milena Mai**  
Digitalization & Controlling



**Kerstin Krowas**  
Fundraising



**Katharina Jeschke**  
Fundraising & Strategy



# RELIABILITY EVEN IN THE SECOND YEAR OF THE CRISIS: MANY THANKS TO ALL OUR PARTNERS!

Despite the continuing pandemic, help alliance remained there throughout 2021 for socially disadvantaged people all over the world. Much to our delight, it was no standstill year!

The coronavirus crisis has presented us with particular challenges over the past two years. But, judging by developments to date, our organization has met and mastered them well. The slump we feared in donations has not materialized; and the confidence in our work remains high among our donors, our benefactors and

our corporate supporters alike. People in Germany, companies, associations and foundations clearly continue to care deeply about disadvantaged people all over the globe, even in their own crisis times!

All these parties made active efforts in 2021 together with our help alliance to give others new life prospects and perspectives. We thank all such partners for all their valuable and generous support. And we remain as convinced as ever that it's only by working together that we'll all make the world a little more humane!



## **Lufthansa is still at our side, even in crisis times**

“For us at Lufthansa, sustainability is not just about carbon-neutral travel and reducing plastic waste. We put a conscious emphasis on good corporate citizenship, too. We are well aware that, as a company, we must live up to our responsibility for the people of the world who aren't on the sunnier side of life. And we are happy to do so – especially because, in our help alliance, we have a skilled and professional ‘in-house NGO’ that was founded and is supported by our own employees. This is truly social commitment in action! So it was self-evident for us that we would continue to support help alliance in 2021, through a sizeable donation that would help it meet all its overheads and ensure that every further cent it received could be channeled into its valuable projects.”

**Christina Förster**, Member of the Lufthansa Group Executive Board and Group Head of Customer, IT & Corporate Responsibility



## **Working together with proven and new partners**

“As the corona pandemic has clearly shown, it's more vital than ever for children and young people in need to have access to essentials such as meals, hygiene and, of course, education in particular. Education is, after all, the foundation of all sustainable development. And by working with help alliance, we can make a key contribution here!”

**Andreas Mechler**, Vice President Account Management, Mastercard



### **New paths with reliable partners**

“Together with its members, Miles & More has been supporting the valuable work of help alliance through mileage donations for more than 15 years. Over 730 million miles have been donated since our partnership began, which have been used to finance some 35,000 meals and 17,000 school bags, pencil cases and schoolbooks for young people and more, provide 700 youngsters with an education and support the construction of several school buildings and orphanages. These activities also help encourage our employees at Miles & More and throughout the Lufthansa Group to get involved in help alliance projects. One joint project for the future is the construction of a training center for young people in Togo in West Africa, which is being financed exclusively through mileage donations from the Miles & More community. Only a few young people in Togo have access to a sound education. We want to change that together, and give them better opportunities. We’re keeping our members constantly updated on the progress in the center’s construction, to show them what their donations have achieved. We’re very proud of this important and long-standing partnership, and we hope we can continue to work together on many future challenges, too.”

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



### **Innovative new collaborations**

“We were delighted to find a new skilled and professional project partner in help alliance last year, and we’re now working together on our vision for a fairer world. Share is all about supporting people in their four basic needs: drinking water, hygiene, education and food. And all our endeavors here are based on a sharing philosophy: for every item we sell, we donate a corresponding aid item to someone in need. In the case of the help alliance, every Lufthansa passenger who consumes a Share organic nut bar on board helps ensure that some 11,000 children in India enjoy a balanced meal.”

**Ben Unterkofler**, Managing Director, Share



### **A partnership with a heart**

“Lufthansa’s help alliance and our ‘RTL – Wir helfen Kindern’ foundation have developed a strong and genuine partnership to help children in Germany and all over the world. I’m proud that we’ve been able to build this up so sustainably in recent years. It’s a partnership of the heart and the mind; and it clearly shows how one plus one can make so much more, especially when it’s children who are the ‘three’.”

**Wolfram Kons**, Head of RTL Charity

# OUR COMMITMENT TO QUALITY AND TRANSPARENCY



## AUDITING

The Lufthansa Group's Internal Audit department audited all the internal areas of help alliance in 2020. This serves to ensure both that all grants and donations are used properly and in accordance with all applicable regulations, and also that all further guidelines are duly and fully observed.

Internal work processes and procedures are also reviewed for their correctness, regularity, expediency and efficiency. In addition, the audit serves to increase efficiency and reduce risk by preventing any misuse of funds or corrupt behavior.



## TRANSPARENCY AND CONTROL

We use the funds available to us where they are most urgently needed. Our help alliance strives to provide transparency not only for its donors but also for itself. Transparency towards donors generates confidence and trust, and enables us to keep doing good through our projects. And for ourselves, transparency means reflecting on our goals and our achievements, which in turn gives us an open learning culture and thus an ever-higher quality in the services we provide for our various projects.

Our help alliance accompanies the project actions of our local partner organizations through monitoring and impact measurement, and evaluates these to help ensure that they deliver the best possible benefit. Our work is further monitored by various internal and external auditing bodies. Internally, such monitoring is provided by the help alliance advisory board (whose members all serve in a voluntary capacity), our management, the Internal Audit unit of the Lufthansa Group and our own controlling. Externally, we are audited annually by an independent auditing company.

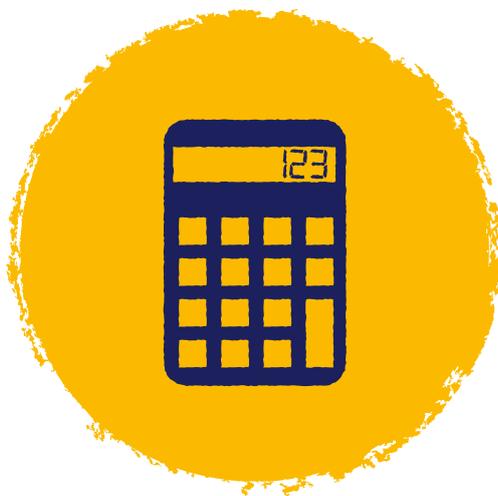


## DATA PROTECTION

Every help alliance employee is obliged to comply with the applicable data protection provisions. Employees' knowledge of the latest data protection requirements is also assured through yearly training sessions. In addition, our help alliance data protection coordinator helps all our employees handle all personal data responsibly and ensures that all the relevant laws are consistently observed. A special database is also maintained in which all our data processing procedures are documented in terms of what data are collected and for what purpose they are stored.

## COMPLIANCE

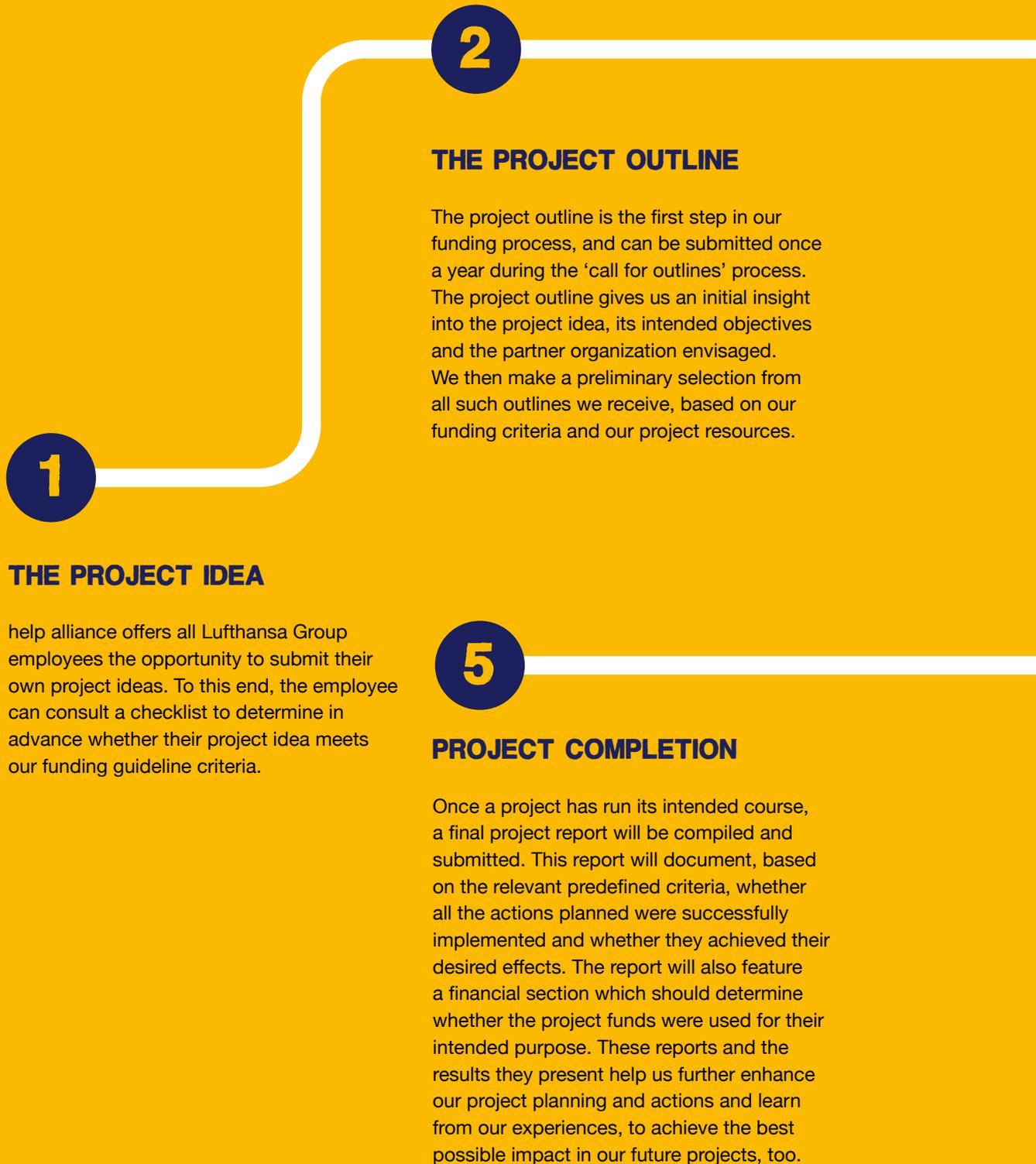
All our projects and all our partners are reviewed by the Lufthansa Group Compliance Office to ensure their compliance with all legal and regulatory requirements and their adherence to ethical standards, and all such parties are contractually obligated to the same. All help alliance employees regularly attend compliance training courses. And our fundraising process is also subject to compliance requirements whose observance is regularly reviewed.



## CONTROLLING

The central task of controlling is to secure help alliance's financing and monitor its economic situation. Controlling also helps the management and project management ensure that funds are used in an economically sustainable manner and with the greatest possible impact. The principle of the efficient use of funds is consistently applied. Compliance with annual budgeted projections is also regularly monitored. This enables certain developments to be identified and responded to in the course of the year, new opportunities to be exploited and, in the event of any deviations, appropriate action to be taken and risks to be minimized.

# FROM PROJECT IDEA TO PROJECT COMPLETION



**3**

## THE PROJECT PROPOSAL

Once a project outline has been selected, its originator may submit a concrete project proposal. This will include detailed information on the background to the project, its target group and its planned activities and objectives, along with a detailed budget plan. We will then use this input to verify to what extent the project meets our criteria, such as whether it is compatible with the Lufthansa Group's 2030 Sustainable Development Goals, what capacities the partner organization proposed can already provide and to what extent the project is conducive to the volunteer involvement of any interested Lufthansa Group employees.

**4**

## PROJECT IMPLEMENTATION AND MONITORING

If the proposal is approved, the project will then be subjected to a compliance check. Provided this is also positive, a project agreement will then be concluded between help alliance, the volunteer project leader and the relevant partner organization.

The volunteer project leader and the partner organization will be assisted in their planning and implementation of the project envisaged by our Project Portfolio Management with its specialist expertise. The actions envisaged for the project's implementation will be jointly analyzed and defined in a dedicated planning phase. All the work here will be firmly needs-based and specifically aligned to local conditions. Each project launched will also be the subject of detailed reporting every six months on the due and proper conducting of the actions taken and the appropriate use of the project funds.

Throughout the project's implementation we remain in regular dialogue with the project leader and their partner organization, to enable any project actions to be promptly modified if necessary. Eye-to-eye collaborations with all the parties involved are of crucial importance to us, which is why open and constructive exchanges are conducted regularly from the outset among all the project partners.



# OUR WORK AND OUR IMPACT

# THE CURRENT CHALLENGES IN EDUCATION AND TRAINING WORLDWIDE

## **MANY YOUNG PEOPLE AROUND THE WORLD STILL HAVE NO ACCESS TO SCHOOLING, AND THE CORONAVIRUS CRISIS HAS EXACERBATED THIS**

While the right to a basic education and, beyond this, the availability of further education are explicitly stated to be human rights under Article 26 (1) of the United Nations Universal Declaration of Human Rights (“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 such access to schooling is available. Even before the coronavirus pandemic, global progress on education was too slow to achieve the UN’s Sustainable Development Goal 4 by 2030. In 2018, according to UNESCO, some 258 million of the world’s school-age children and adolescents between the ages of 6 and 17 were unable to attend school, of whom 59 million were of primary school age. But it’s not just the number of children not experiencing schooling that poses a challenge, it’s also the quality of the education available: in 2019, only 54.5% of Grade 1 to 8 students showed basic reading skills.

Even before the pandemic, it was projected that more than 200 million children worldwide would still be out of school in 2030. According to the latest United Nations Sustainable Development Goals report, the coronavirus crisis has further exacerbated the situation. The first year of the pandemic

and school closures in 190 countries meant that 90% of all children and adolescents worldwide were unable to attend school. In 2021, too, two out of three students were still affected by full or partial school closures. Latest estimates suggest that the number of children with basic reading skills has declined by 101 million (45.3%). In addition, school closures increase the risk of children and adolescents never being able to return to school and being driven instead into child labor and child marriage. The impact of the coronavirus pandemic on the global education situation can thus be summarized as follows: Progress in education has not only been stymied, the gains of the past 20 years have been undone by the pandemic and its ramifications.

The low level of education within a population is not only to the individual disadvantage of the children and adolescents affected: it is also detrimental to a country’s overall social development. A nation lacking educated and qualified specialists will be barely capable of any further development and can, on its own, achieve only limited sustainable economic growth. So promoting educational measures can have a significant impact on a society’s economic and social development.

## **TOO MANY YOUNG PEOPLE WORLDWIDE HAVE NO GAINFUL EMPLOYMENT AND LIVE BELOW THE POVERTY LINE**

According to the estimates of the International Labor Organization (ILO), more than 190 million people were unemployed



worldwide in 2019. Young people between 15 and 24 have particular difficulty finding work: in pre-pandemic times, adolescents were three times more likely to be unemployed than adults. In 2019, more than 20% of adolescents worldwide were in neither training/education nor gainful employment. The corresponding figure for women was as high as 31.1%.

The high numbers of casual workers worldwide poses a further challenge. In 2016, some two billion individuals were casually employed. The proportions of such workers are particularly high in the Least Developed Countries or LDCs (as much as 88.7% in 2019). Casual work means not only far-from-secure employment: it also means a lack of social protection, almost non-existent labor rights and often inhumane working conditions.

The COVID-19 pandemic has tangibly worsened conditions in the gainful employment sector, too. The total numbers of unemployed persons worldwide has risen since 2020 to 220 million, the highest such increase since the Second World War. The growth in joblessness has been especially steep among young adults and women, who were already disproportionately affected by unemployment in pre-pandemic times. As the coronavirus crisis evolved, women came under growing pressure

to leave the workforce to care for their children. As a result, the 'gender gap' in gainful employment widened further as the pandemic progressed. A similar gender gap increase was experienced in the education sector, too.

On the casual employment front, too, the pandemic has had major repercussions. With their lack of job security in crisis times, some 75% of the world's casually employed – some 1.6 billion people – are estimated to be at significant risk of losing their ability to make a living and slipping into poverty. A further 120 million did so in 2020 alone, nullifying all the progress in fighting poverty that had been achieved in the previous four years.

As the COVID pandemic has highlighted once again, it is young people and women who are affected by unemployment most. A lack of gainful employment can have further consequences, too, such as poverty and health problems. And at a broader societal level, it will thwart economic growth. This is why promoting actions that create opportunities for gainful employment will be beneficial to development on a countrywide scale.

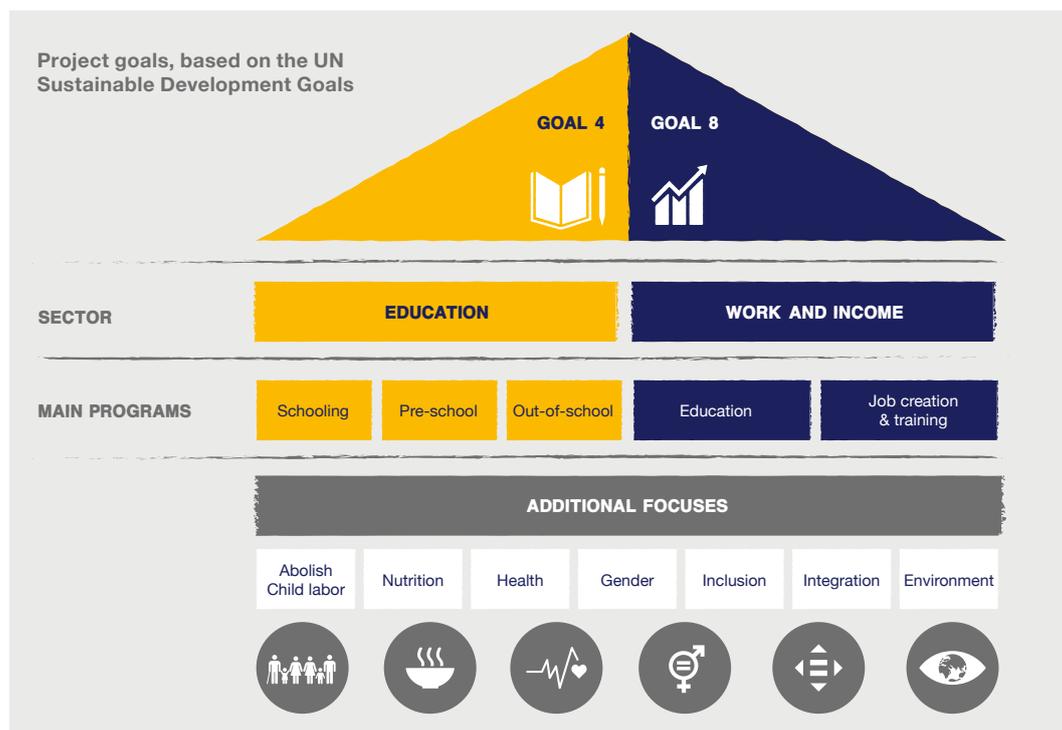
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- 2 <https://unstats.un.org/sdgs/report/2020/The-Sustainable-Development-Goals-Report-2020.pdf>, S. 9
- 3 <https://www.unesco.de/bildung/bildungsagenda-2030/263-millionen-kinder-und-jugendliche-weltweit-gehen-nicht-zur-schule>
- 4 <https://unstats.un.org/sdgs/report/2021/The-Sustainable-Development-Goals-Report-2021.pdf>, S. 34
- 5 <https://unstats.un.org/sdgs/report/2021/The-Sustainable-Development-Goals-Report-2021.pdf>, S. 34
- 6 <https://unstats.un.org/sdgs/report/2021/The-Sustainable-Development-Goals-Report-2021.pdf>, S. 11/34
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- 8 <https://www.ilo.org/global/topics/youth-employment/lang--en/index.htm>, S. 40
- 9 <https://de.statista.com/statistik/daten/studie/76156/umfrage/anzahl-der-arbeitslosen-weltweit/#professional>, S. 42/43
- 10 <https://unstats.un.org/sdgs/report/2021/The-Sustainable-Development-Goals-Report-2021.pdf>, S. 26

# OUR APPROACHES

The approaches we adopt in our project work are always focused on the needs of the local people and aligned to the local challenges. In its response to such challenges, help alliance is consistently guided by recognized goals and conventions such as the United Nations' Sustainable Development Goals and its Universal Declaration of Human Rights. Indeed, UN Sustainable Development Goal 4, 'Quality education: Ensure inclusive and equitable 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' are the key focus areas in all of help alliance's work.

To achieve the project goals in the priority areas of education, employment and income, additional measures must often be taken. This is because the impact

chains in aid projects are often complex, and different areas such as education, healthcare and nutrition will often interact. When supporting a project in the education sector, for instance, adequate at-school nutrition should also be provided for the children and adolescents attending. If it is not, parents may not send their children to the educational institution because they cannot meet the additional costs this entails, and will instead set them household chores or send them out to work. This is why many projects in the education sector also incorporate a catering component. A further example of such interdependencies is the healthcare dimensions that have been added to various projects and sectors as a result of the COVID-19 pandemic (for further details see Page 34). With the changed realities worldwide which the pandemic has entailed, additional healthcare measures have had to be added to many of the projects that help alliance supports.



# WHERE WE HELP

help alliance was active as an international aid organization on five continents in 20 countries in 2021, helping disadvantaged people towards a better and self-determined future. As in the previous year, the prime regional focuses of our work (in terms of project numbers and funding amounts) were on Africa and Asia. Our project activities were also stepped up in Europe – and in Germany in particular – compared to their prior-year levels. Further projects were also supported in Latin America and the Middle East.



## AFRICA

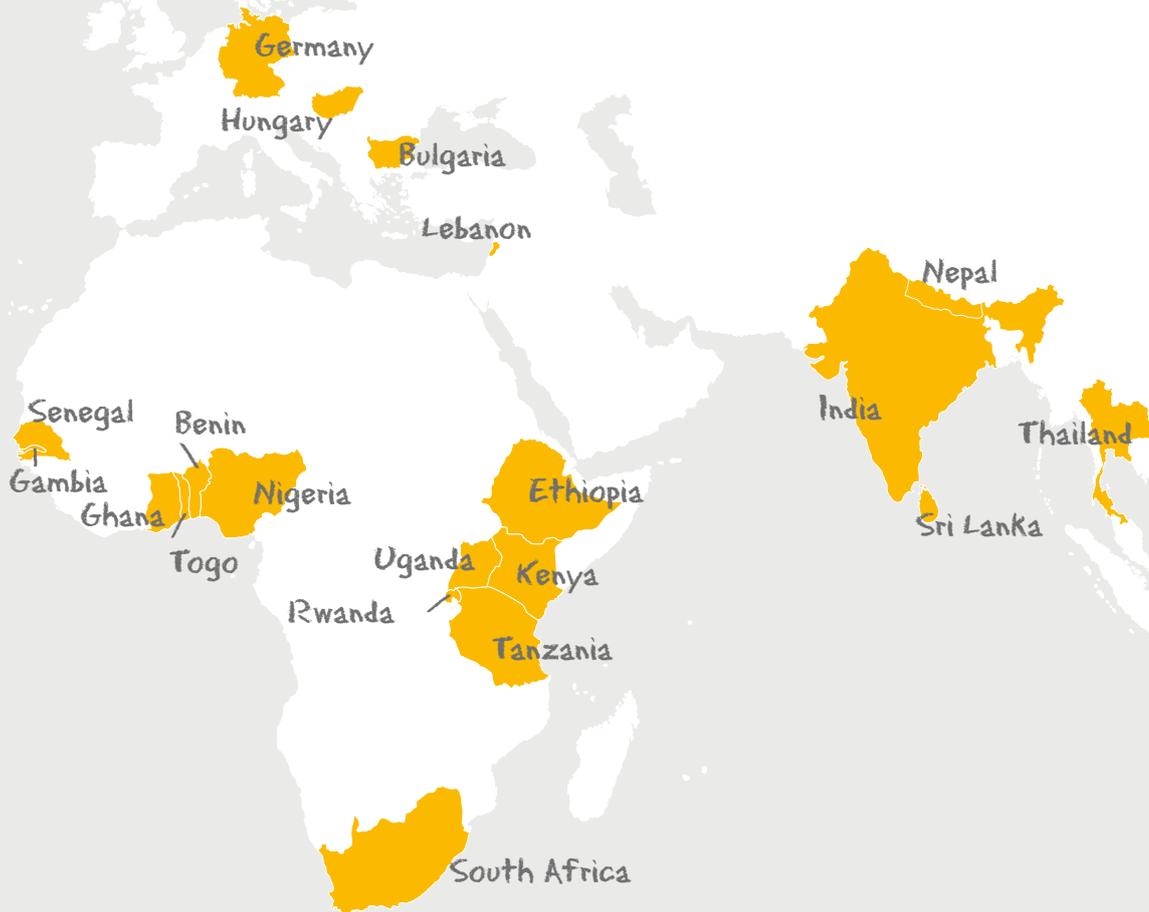
17 PROJECTS IN 14 COUNTRIES  
OVER 15,000 BENEFICIARIES

## ASIA

9 PROJECTS IN 4 COUNTRIES  
OVER 21,000 BENEFICIARIES

## MIDDLE EAST

1 PROJECT IN LEBANON  
OVER 370 BENEFICIARIES



**46**  
PROJECTS

OVER  
**40,000**  
BENEFICIARIES

**EUROPE**

15 PROJECTS IN 3 COUNTRIES  
OVER 4,400 BENEFICIARIES

**LATIN AMERICA**

2 PROJECTS IN BRAZIL  
OVER 300 BENEFICIARIES

**WORLDWIDE**

1 PROJECT IN  
VARIOUS COUNTRIES

# OUR IMPACT LOGIC

To ensure that all our efforts and endeavors help secure sustainable development, we log and assess the work of each individual project using the 'IOOI' methodology. The impact logic of this method is rooted in four complementary areas: Input (resources), Output (performance), Outcome (effect at the target group level) and Impact (effect at the societal level).

Input comprises all the resources needed to realistically implement a project: the funding, the full-time and voluntary staff, the premises, the equipment and so on. Output is what the project offers – including any use made thereof by the target group. If the target group uses these services, this is also an output. Outcome is the effect the project has at the target group level – proof of the positive changes among beneficiaries that the project is intended to achieve. And impact describes the changes the project delivers at the societal level – changes in social or economic situation, for instance – as felt by a particular part of society, such as the population in a socially disadvantaged neighborhood or region. All our impact logic is also based on Goals 4 and 8 of the United Nations Sustainable Development Goals (SDGs), and on their corresponding sub-goals and indicators.

For us at help alliance, it is very important that the projects we promote have a positive and long-term impact. With this aim in mind, we put a particular emphasis on formulating appropriate goals and impact-oriented actions as early as the project proposal phase. Over the course of the project, we then keep in close contact with our partner organizations; and every six months we review the project's progress in terms of the indicators that were defined in the project proposal process (for more information



on our project cycle, see Pages 16-17). In addition, the project's leader will fill out a questionnaire each year featuring indicators which are specifically designed to help assess the impact of the project concerned. All these data can then be used to determine such impact at the input, output and outcome levels and with it our contribution to societal improvement.

# OUR IMPACT

On the next few pages we offer you a closer insight into three particularly impressive help alliance projects, and into the impact that our work had in 2021 in the two key funding areas of **Education** and **Work and Income** and with our further funding priorities. You'll also learn, through the example of our story from Benin, how we're helping to sustainably create prospects and perspectives for young people through our various projects.



Education



Work & Income



Further measures

## FOCUS AREA: EDUCATION

### GLOBAL RESULTS

#### IMPACT



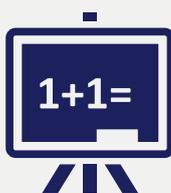
The people in our help alliance projects have gained inclusive and equal access to quality education all over the world. By enabling this, help alliance is contributing to the achievement of Sustainable Development Goal 4, 'Quality Education', of the UN's 2030 Agenda for Sustainable Development.

#### OUTCOME



- **1,290 children (53% girls) have improved their future prospects and perspectives by completing (pre-)school.**
- 255 pre-school completions
- 293 elementary school completions
- 419 middle school completions
- 263 high school completions

#### OUTPUT



- **6,368 children (47.63% girls) were given access to a (pre-) school education.**
- 6,496 people (43% women and girls) attended 2,781 out-of-school courses and raised their education level.
- 1,845 further children could be welcomed into school following the building of new classrooms.

#### INPUT



- 24 education projects
- 44 LHG volunteers involved
- **Promoting a fit and proper learning environment through:**
  - access to drinking water and handwashing facilities
  - gender-specific sanitary facilities
  - electricity and internet
  - inclusive barrier-free infrastructure for persons with disabilities



An impact story from Tanzania

## **A SPECIAL DAY AT THE AIRPORT**

The people of the Arumeru region, where our help alliance project is located, are primarily engaged in agriculture. Banana plantations cover the hillsides, and the climate is rather cool and rainy. The region today has a population of over 500,000. But the families who live here are subject to the strong price fluctuations, and therefore live at subsistence level. Many of the younger people leave for the big cities like Dar es Salaam and Dodoma. And if their parents take

this route, young children often end up living with their grandparents or distant relatives. These youngsters often help out on the plantations or, if their guardians work there, spend the whole day alone in their homes. For many families, sending their children to one of the few private pre-schools or childcare facilities is beyond their financial means. So the children spend a lot of time alone on the streets outside their homes where, sadly, their safety and protection are far from guaranteed. And when such children do start state elementary school at the age of 5 or 6, they can barely keep up with classmates who have already had three years of pre-school tuition.



**The children on their day out at Kilimanjaro International Airport**

The Tanzanian school system is severely overstretched, so there are sizeable differences between the private and the state school sectors in the quality of schooling provided. Children from socially disadvantaged families are highly unlikely to be afforded schooling in a private institution. Children from wealthier families, by contrast, usually begin pre-school at the age of three, and are thus well able to cope with the curriculum when they enter elementary school.

Tanzania has no state-run pre-schools, so children from socially underprivileged families are usually not enrolled in one of the state elementary schools until first grade. Since their new classmates who have also attended pre-school will already have far higher knowledge levels, the children who have had no such pre-school education will usually enjoy less schooling success. Primary school is free in Tanzania up to

seventh grade. But even with free schooling, money must still be found for uniforms, books, bags and more.

Adding to the challenges is the widespread local opinion that children can look after themselves and keep themselves occupied. Family activities, too, tend to be an exception.

At the same time, the importance of getting an education is often inadequately appreciated by the grandparents and relatives with whom the children live. Illiteracy rates are high, and access to adult education is severely limited. While there is substantial local interest in further education opportunities, no institution or organization yet offers any program of this kind. As a result of this lack of access to education, knowledge and social networks, the simple lifestyle just continues.

Working with help alliance, our Tanzanian partner organization has developed a comprehensive educational program that extends to pre-school tuition, a varied afternoon program and collaborations with parents and families to holistically improve the children's environment.

Working together, the partners have established a small library, offered seminars on child welfare for parents and, as part of the after-school program, built a raised gardening bed and incorporated environmental awareness lessons into the curriculum.

With a view to helping broaden the children's horizons, a number of excursions have also been organized to national parks, to the local cultural heritage center and even to Arusha's small airport.

None of the children had ever been in an airplane before, and the youngsters were hugely excited to be allowed to walk across the tarmac and, of course, board an actual aircraft. An airport employee was also on hand to offer an age-appropriate explanation of how and why aircraft flies. And seeing such an airplane 'up close and personal' was a genuine highlight for all the youngsters involved.

"It was so nice to see how interested the children were in discovering everything and learning so many new things," says Naiman, the principal, who accompanied the children on their excursion. "Finding out about different professions and careers is so important for our children, and gives them a broad horizon. When we got back to school, we also talked about our career aspirations and the children were really thrilled about all the exciting airport jobs. Most of them now want to work at the airport, or even become pilots. What particularly impressed me was how open our children were and how keen they were to listen to all the different people."

"I was so happy to be able to spend a day at the airport as I'd never been there before," adds Humphry, one of the pre-schoolers on

the trip. "We met all the different people who work there and found out what they do: the people on the tarmac, the flight attendants, the ground staff and especially the pilots. We also got to see everything on the plane: that was the first time I'd ever been on one! It was so great to see it all, right there in front of us. The pilot told us what everything in the cockpit was for. And we got to sit in the seats. I want to be a pilot now!"



## FOCUS AREA: WORK AND INCOME

### GLOBAL RESULTS

#### IMPACT



The people in our help alliance projects were supported in their working careers, giving them better access to the employment market and to fit and proper work. By enabling this, help alliance is contributing to the achievement of Sustainable Development Goals 4 and 8 of the UN's 2030 Agenda for Sustainable Development.

#### OUTCOME



- **1,793 young people (42% of them women) were successfully integrated into the employment market.**
- 1,438 people (41% women) found a job.
- 355 people (48% women) founded their own (micro-)company.
- **2,153 people (47% women) completed their schooling or higher education.**

#### OUTPUT



- 4,216 young adults (46% women and girls) were given access to basic or further education.
- 163 people (44% women) were mentored into the employment market.
- 46 workshops were held (e.g. in business and innovation) for professional qualifications.
- 546 further students could be accepted for school thanks to new classroom construction.

#### INPUT



- 19 projects in particular in the education and income promotion fields
- 62 LHG volunteers involved
- **Promoting a fit and proper and high-quality learning environment through:**
  - building five new classrooms and refurbishing two existing ones
  - financing 43 infrastructural projects (e.g. for furnishings, IT equipment and other training and teaching devices)
  - two help alliance-supported projects to build or refurbish sanitary facilities
  - providing further training and education for 42 teachers (59% women).



An impact story from Nepal

## **THE SPICE(S) OF LIFE**

Sometimes it's the little things that, on closer inspection and in due course, reveal their full potential. Many people in Germany would find it hard to imagine that growing spices such as cardamom or Szechuan pepper and selling them for a reasonable price can positively change a whole family's lives. Nepalese farmer Ajay Tamang was similarly skeptical when help alliance partner organization EcoHimal tried to convince him in 2014 to get into cultivating spices.

At the time, Ajay Tamang was one of the many subsistence farmers in the Nepalese highlands who grow cereal crops that barely

provide an income for themselves and their families. The little money Ajay earned was hardly enough to send his children to a good school, and he was already considering trying his luck in the Gulf states, like many of his compatriots.

After some initial skepticism, Ajay decided to become a model farmer for the 'Spices 4 Health Project' that help alliance was promoting. He and fellow farmers were given technical guidance and encouraged to expand the cultivation of cardamom on their land.

The project imparted knowledge and skills on preparing the soil, cultivation, producing seedlings, planting, weeding, harvesting,

## **OUR WORK AND OUR IMPACT**

drying, quality improvement, grading and storage, and provided vital access to fair sales markets. To date, the cultivation of cardamom has been expanded from 100 to 1,000 hectares, and previously barren land has been transformed into cardamom orchards.

The actions taken have not only significantly increased the quality of the cardamom grown: they have also ensured that the farmers receive a fair price for their product. And this in turn has had a positive impact on the quality of life for Ajay and the region's other spice farmers.

"I'm now a successful entrepreneur," Ajay says, full of pride in what the project has done for him over the past six years. "My children go to the best private school in town. And we farmers are now competent and more confident. Even the local banks have a lot of confidence in our cardamom plantations, and grant us loans on the strength of our annual production."

It's a similar story for Saraswoti Baniya and her husband Surya Prakash Baniya,

who have become model farmers in the Myagdi district by improving their methods of harvesting Szechuan pepper. Today, they show other farmers in the region how simple methods can be used to increase the quality and the yields of their pepper trees to ensure sustainable livelihoods for their entire families.

Before they took part in the project run by help alliance partner organization EcoHimal, the Szechuan pepper farmers would traditionally harvest their crops by lopping off the entire branch containing the ripe pepper pods, and would not separate these from the stems, thorns, leaves and seeds. The approach not only reduced the quality of the harvested pepper to inadequate levels: it also meant that, as time went by, they were left with fewer and fewer pepper trees.

Thanks to their active involvement in the project, the farmers in Myagdi are now substantially more aware of the need to look after their pepper trees, the value of these and their market opportunities. The project also helped Saraswoti and her husband appreciate the vital importance of

**Saraswoti with her seedlings**





Ajay and his family

maintaining quality and hygiene during and after the harvest. And they also received hands-on training in looking after their pepper trees, harvesting, drying, cleaning, manual sorting, packing and safe and secure storage.

To provide future generations, too, with the opportunity to make a living from the sustainable cultivation of Szechuan pepper, the cultivation areas have also been further expanded, and nurseries have been established to produce seedlings which are then sold to other spice farmers.

The project has significantly improved the standard of living for people in the Myagdi region. Saraswoti's husband had been working abroad in the Gulf states, but has now returned home. When he came back to Myagdi in 2014, the Farming for Health Project had just begun. He had intended to return to the Gulf, where he had a well-paid job. But when we was offered the opportunity to participate in a Farming for Health project to grow, harvest and market

paprika, he changed his plans and decided to do something in his own country instead. His family, relatives and neighbors tried to dissuade him from staying in Nepal and starting up a paprika nursery that he would also be able to make a living from. It's good he didn't listen.



## FURTHER FOCUS AREAS: THE KEY FIGURES IN BRIEF

help alliance focuses on providing broad and holistic support that goes beyond its two funding priorities of ‘Education’ and ‘Work and Income’. And in terms of other sustainable development goals, too, a great deal was achieved in 2021.



### COMBATING CHILD LABOR

- Child labor remains widespread in many of the countries in which our projects are conducted. Last year, 3,917 minors were sensitized to the issue through various educational activities.



### ERNÄHRUNG

- More than 900,000 meals were distributed program-wide in 2021, most of them in connection with (pre-)school and education projects.
- Over 14,000 people were given guidance and instruction on how to eat more healthily through campaigns and workshops.



### HEALTHCARE

- Six projects offered beneficiaries access to free or low-cost medical treatment.
- Seven projects provided training on healthcare issues.



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

- More than 846 girls and young women benefited from specialist support such as shelter, trauma and psychosocial care or empowerment workshops.



### **INTEGRATION AND INCLUSION**

- Integration-enhancing goals (improved language skills, new employment, friendship contacts with locals) were achieved for 970 individuals.
- 234 people with disabilities were provided with support or further training.
- 288 people without disabilities were sensitized to the inclusion issue.



### **ENVIRONMENTAL AND CLIMATE PROTECTION**

- The 2021 project program saw more than 10,000 people conduct or participate in environmental activities such as beach clean-ups, planting trees and plants, environmental education programs, awareness campaigns, waste separation and organic agricultural practices.

An impact story from Benin

## **SADIA'S ROCKY ROAD TO HAPPINESS**



Many people who donate regularly to charity understandably ask themselves: what does my donation do? Who does it actually benefit? In the last chapter, we used facts and figures to show just what help alliance achieved in its numerous projects last year. But numbers can seem abstract, too. So perhaps it's helpful to illustrate the impact of our project work through a story like that of Sadia, to show how very simple actions can create prospects and perspectives for a better life.

Sadia's story begins in 2009 in the city of Djougou in northwestern Benin. Sadia, who was 17 years old at the time, is the eldest

of eight children, and before school started she would have to take care of her younger siblings.

Sadia lived with her grandmother, her father and his two wives, uncles and aunts, cousins and her siblings in the house that her grandfather had built. And she shared a bedroom with her seven younger brothers and sisters.

Sadia's parents had divorced when she was very young. While her two stepmothers allowed their own children to attend school, Sadia was kept home, where she had to do all the housework and additionally contribute to the family income by selling cloth at the market.

It was only at the insistence of one of her uncles that Sadia was finally allowed to attend elementary school at the age of 11 and learn to read and write. Her stepmother did not approve, stopped her attending again and sent her back to the market to sell her cloth.

Because of her work in the market, Sadia was only able to attend classes with frequent interruptions. But the resulting disruptions were unacceptable to the teachers concerned. Her father got one of her cousins to talk to the school principal. She was readmitted, and was able to complete four primary grades by the age of 16.

When she reached 16, Sadia's parents ordered her to leave school and join them in Cotonou, Benin's economic capital, about 500 kilometers south of Djougou. Her parents had 'fled' there to escape their loan debts.

Sadia then had to work as a maid for a wealthy family to pay off her parents' debts. For a salary of 8,000 francs (€12) a month she had to wash, clean, cook, shop, take care of the children and more from morning to night. Any further schooling was out of the question. And her indebted parents forced her to hand over her entire monthly wage.

Sadia had been in this situation for about three months when, one day, she was sent

to a distant market to do some shopping for her employers. She was allowed to take a motorcycle taxi for the return trip. But she never returned.

Her motorcycle taxi was involved in an accident on the way home. Sadia suffered serious injuries to her left leg, and her left arm had to be partially amputated. For three days she remained in hospital, unconscious. Nobody knew her, and her parents had no idea where she was.

On one of the following days, the motorcycle taxi driver inquired about her and notified her parents. Sadia spent seven months in hospital in all, and underwent several operations. She hides her disability today under long skirts, scarves and shawls. She refuses to wear a prosthetic arm, as she is fearful of further surgery.

Her ordeal in Cotonou had come to an end, though, and she was allowed to return to Djougou. Fortunately, her uncle took care of her and re-enrolled her in school. She was almost 18 years old by now; and, in addition to finding the school fees, there was a real concern she might be unable to complete school because of the mandatory age limit. It was then that she learned about Abèni, a help alliance-sponsored project that assists girls in difficult family circumstances. As a result, she joined a community of other girls in the new school year. And here she experienced care and respect and got all the help she needed to finish her basic schooling. That was over ten years ago, and Sadia completed her collège education among the top five in her class. She earned her high school diploma in 2015 at the first attempt; and in the same year she began her studies at the university in Parakou. She finished her course in geography, land planning and spatial planning last year, and is currently writing her thesis.

While at university, Sadia also looked for jobs to earn some pocket money during the semester breaks. One such opportunity was at Solidarité, a Djougou-based regional



**Sadia in the studio at her radio station**

radio station. Five of the 17 applicants were shortlisted; and it was Sadia who landed the coveted intern position as a newsreader and presenter.

She works there whenever she can, reading the news in French and the local Dendi language. She also makes and presents features, conducts interviews, hosts phone games and reports on local events. And it's truly impressive to see how much she has developed and how her political understanding has grown.

It's nice to hear Sadia's voice on the radio. But what's far more important is that she's now a happy young woman. She's popular, with her pleasant and open manner. She gets encouragement from all sides. She's respected. And her self-confidence is high. Sadia has found her way to becoming a self-reliant, independent woman.

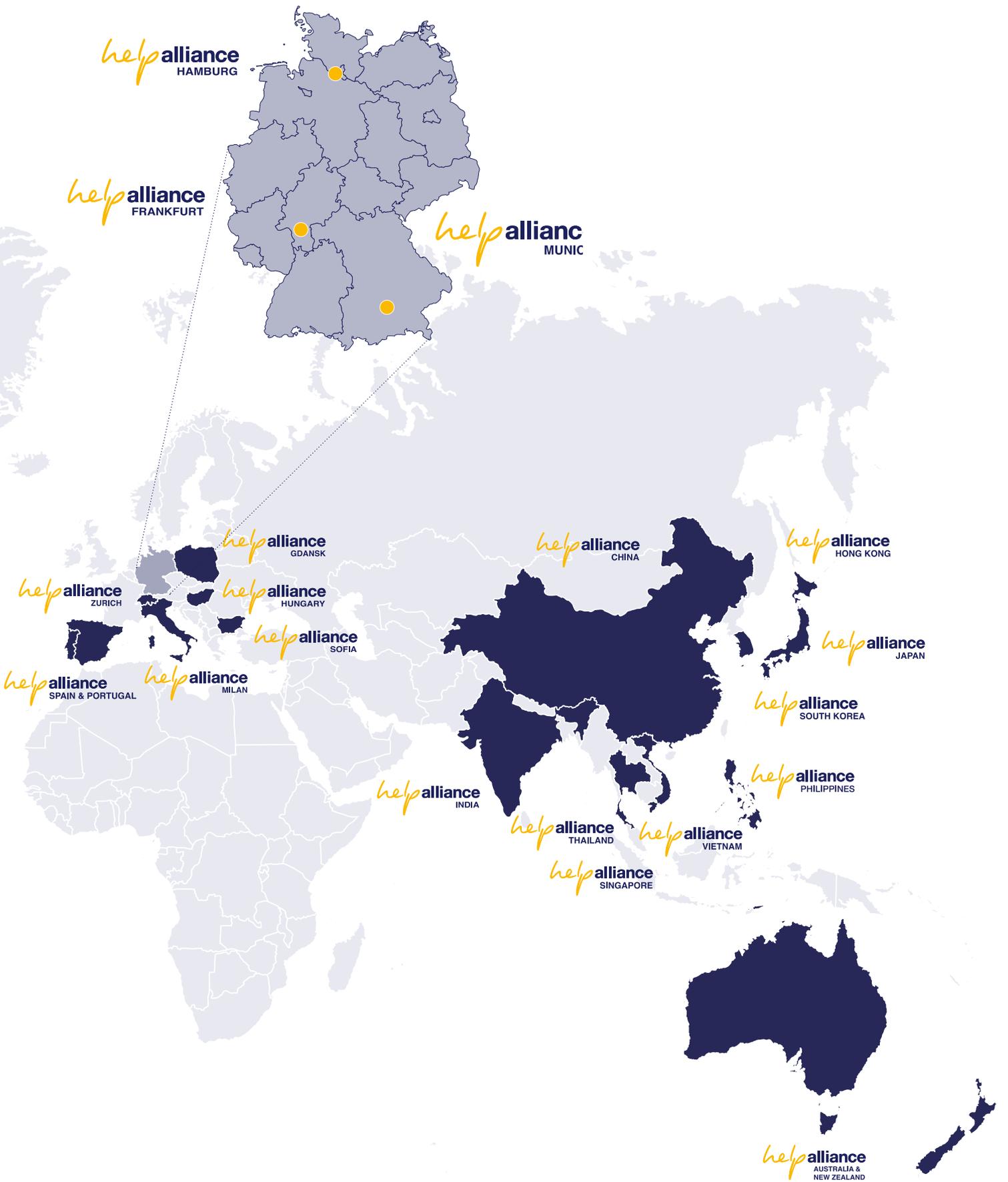
# THE HELP ALLIANCE COMMUNITIES

help alliance actively supports the establishment and development of local volunteering communities at various Lufthansa Group locations around the world. Through their voluntary involvement, Lufthansa Group employees are empowered and motivated to connect and do good together at a local level, while also networking globally and exchanging ideas with like-minded people worldwide.

The role of help alliance is to bring together colleagues within the Lufthansa Group who wish to get involved in voluntary work in their free time. help alliance also serves as a sparring partner and specialist consultant in the social involvement field, to help these groups set themselves up as self-organized communities.

In addition to help alliance's existing projects and its work as an organization, these help alliance communities may also support other local non-profit entities or organize their own activities. The focus of such activities and partners can also extend beyond the present help alliance focus areas of education and work and income. All local help alliance communities are coordinated by employees serving as volunteer community leads, and serve as the first point of contact for any local volunteers.







## COMMUNITY HIGHLIGHT OF 2021: WORLD CLEAN-UP DAY

Be it an old mattress, the broken parts of a high-pressure cleaner, the hard drive from a PC or countless masks and cigarette butts: the second global Community Clean-up saw dedicated Lufthansa Group employees all over the world rid their cities' parks and green spaces of all kinds of trash.

On the occasion of World Clean-Up Day and under the motto #TakeActionForAClean-Planet, our local help alliance communities all pitched in for this community action from September 18 to 26, 2021 and organized it together with the 'Waste Heroes' platform.

Colleagues in Germany, Austria, Switzerland, Italy, Bulgaria, Poland, Greece, Croatia, India, Thailand, Singapore and Vietnam all made the most of the opportunity to engage in various free-time actions and help clean up our planet. The impressive result: more than 500 kilos of trash were collected, and a lot of fun was had doing so. "Seeing old colleagues again and the locals' positive and grateful feedback", "the sense of commu-

nity and the feeling you're doing something good" and "the way the whole world joined in" was just some of the consistently positive feedback received.

While further such clean-ups are planned for October 2022 both in North and South America (as part of Americas Volunteer Week) and in Singapore, there is already preliminary talk of organizing a third Community Clean-up next year. The event is a great example of how every individual can do good at a local level and at the same time be connected to a global community action. And at the same time, of course, all the participants make their own contribution to achieving the Sustainable Development Goals.



*Our colleagues in Hamburg sent several teams out throughout the clean-up week. And it wasn't just our employees, either: family and friends were equally motivated to join the community clean-up drive.*

## OUR WORK AND OUR IMPACT

One particular highlight was the way children and adolescents from other help alliance projects took part in the community action. The children from the 'Pre-school education for street children' project in the Arusha region in North-East Tanzania were especially prominent here. Instead of having a normal school day, the children all went out to clear away all the garbage in their school's local area. "The children really had a lot of fun," reports project leader Naiman, who is also the founder of the Arusha pre-school. "They even asked their teacher Regina if they could have an hour of this every week!"

The children and adolescents in our projects in India were active, too. From our 'Return to life for (un)lucky children' project, some 30 students from four schools teamed up and set off equipped with trash bags and grabs. They didn't just collect trash, either: they also took the opportunity to drain rain puddles, which deprives malaria and dengue mosquitoes of their breeding grounds.

The leaders of our 'School education and a happy childhood for slum children' and our 'Education creates opportunities for street children' projects in India were proud to



Our help alliance communities are the driving force behind our clean-up activities. But in 2021 they were also actively supported for the first time by our help alliance projects. Whether it was in India, Tanzania or Germany, everyone pitched in to help rid the planet of trash, and ably showed how each and every one of us is responsible for our Earth.





The effort that goes into a community clean-up should not be underestimated. But what makes the work fun? Doing it all with colleagues. And for Lufthansa folk, of course, it's especially enjoyable if you can use the breaks to plane-spot!

report that the children and adolescents in their projects, too, showed great commitment in cleaning up their nearby parks and streets. The young participants also felt that the experience would help them act more eco-mindedly in future and treat our planet with care.

Devender, the founder and local leader of our 'A better future through education for sporty children' project in Gurugram, India, is equally enthusiastic. "At first, our chil-

dren were a bit surprised about it all," he recalls. "But they ended up having a lot of fun. And among the younger ones it became a contest to see who could find the most garbage. They were shocked that there is so much trash, and that no one is aware of it," he continues. "We see it every day, but we ignore it and live with it. Thank you so much for raising awareness here. The villagers who watched us also praised us for our activism. It was a great experience."



# **OUR FINANCES**

# HIGHLIGHTS



OF YOUR DONATION  
DIRECTLY BENEFITS  
PROJECT WORK

**72%**

OF PROJECT FUNDING  
WAS INVESTED  
IN EDUCATION



**€ 3,753,528.85**

TOTAL DONATIONS IN 2021



**€ 583,177**

FROM REGULAR DONATIONS BY PRIVATE  
INDIVIDUALS



# BALANCE SHEET

The presentation in this report of the financial situation of help alliance gGmbH in accordance with HGB standards, along with the notes thereto, make a major contribution to ensuring that the financial situation of our non-profit limited liability company is as transparent and comprehensible as possible. The tables of figures presented include prior-year figures for comparison to permit conclusions to be drawn on developments in the financial situation. All figures have been rounded up or down to the nearest whole euro.

## GENERAL DISCLOSURES

As a non-profit limited liability company, help alliance is required to keep proper records which confirm that its management has acted in accordance with the provisions of its Articles of Association and the laws applicable to non-profit organizations. Due and full observance is given to the provisions of the laws applicable to non-profit organizations 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 PricewaterhouseCoopers GmbH auditing firm. 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 are depreciated on a straight-line basis over their estimated useful lives of eight 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 presented at nominal value. Provisions 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.

#### **Property, plant and equipment**

This item includes €3,984 of office and business equipment. Scheduled depreciation for property, plant and equipment amounts to €2455.

### **CURRENT ASSETS**

#### **Inventories**

Inventories are assets held for the sale of goods in commercial operations. They are carried at cost and valued 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 consist mainly of contractually agreed receivables from donations not received. The receivables totaling €68,799 relate in particular to receivables from third-party service providers and to donation income from our OnBoardCollection and the donation columns.

#### **Receivables from affiliates**

Receivables from affiliates in the amount of €76,777 include outstanding donations from the Miles & More GmbH mileage donation program and firm donation commitments to help alliance at the time the 2021 annual financial statements were prepared.

#### **Bank balances**

Liquid assets mainly comprise balances at domestic banks, and increased €371,686 from 2020. The amount includes already earmarked project funds that will be paid out to the projects concerned in the following year.

**ASSETS**

31.12.2021 (€)

31.12.2020 (€)

**A. Fixed assets**

Intangible assets	7,777.00	7,777.00
Property, plant and equipment	3,983.59	5,970.09
	<b>11,760.59</b>	<b>13,747.09</b>

**B. Current assets**

Inventories	4,343.31	4,482.02
Receivables and other assets	68,799.37	52,176.64
Receivables from affiliates	76,777.01	90,285.34
Bank balances	2,067,183.87	1,695,498.18
	<b>2,217,103.56</b>	<b>1,842,442.18</b>

**Total****2,228,864.15****1,856,189.27**

## OUR FINANCES

<b>EQUITY AND LIABILITIES</b>	31.12.2021 (€)	31.12.2020 (€)
<b>Equity</b>		
Share capital	25,000.00	25,000.00
Surplus/deficit for the year	2,722.65	2,722.65
	<b>27,722.65</b>	<b>27,722.65</b>
<b>Special items</b>		
Donations not yet used	247,073.71	1,364,983.37
	<b>247,073.71</b>	<b>1,364,983.37</b>
<b>Provisions</b>		
Other provisions	25,441.63	73,036.62
	<b>25,441.63</b>	<b>73,036.62</b>
<b>Liabilities</b>		
Trade accounts payable	15,890.68	13,296.82
Payables to affiliates	76,692.81	26,076.45
Other liabilities	3,118.19	0.00
Other liabilities for projects	236,152.33	351,073.36
	<b>331,152.33</b>	<b>390,446.63</b>
<b>Total</b>	<b>2,228,864.15</b>	<b>1,856,189.27</b>

## EQUITY AND LIABILITIES

Under its status as a non-profit GmbH, help alliance must, like a for-profit GmbH, maintain share capital of €25,000 for liability reasons. This capital is not financed from donations, but was provided by Lufthansa Commercial Holding as a shareholder of help alliance gGmbH.

### **SURPLUS FOR THE YEAR**

The sale of help alliance merchandise is assigned to help alliance's commercial operations. The 2021 annual result from such commercial operations amounted to €19,859.

### **SPECIAL ITEMS**

The special item in the amount of €1,813,065 represents our freely disposable donation funds for specific regions or issues not yet used by year-end. These funds enable us to finance the projects concerned at the beginning of a new year, to ensure their continuation.

### **PROVISIONS**

help alliance gGmbH was able to release and use €47,595 of provisions in 2021 as the expected business transactions were concluded. The year-end provisions of €25,442 include costs for vacation entitlements and flexitime credits, provisions for the preparation and audit of the annual financial statements and further still-outstanding obligations arising from business activities.

### **LIABILITIES**

The trade accounts payable and payables to affiliates totaling €92,583 relate to services from suppliers and service providers which were still unpaid as of the balance sheet date but had been paid almost in full by the compilation of the annual financial statements. The other liabilities of €3,118 include personnel liabilities due within one year.

Other liabilities for projects amounting to €247,074 consist mainly of liabilities from pending project disbursements which were to be effected at the beginning of the new 2022 financial year. These liabilities derive from project-related donations which we are obliged to spend according to our donors' wishes.

# INCOME STATEMENT

All amounts in €	2021
Donations received	
From companies	€ 1,689,883
From special campaigns	€ 537,521
From OnBoardCollection and donation boxes	€ 103,702
From private individuals	€ 583,177
From Lufthansa staff campaigns	€ 24,285
From foundations and associations	€ 684,781
From payroll giving	€ 130,182
<b>Total donations received</b>	<b>€ 3,753,529</b>
+ Use of donations received in previous years	€ 1,689,156
./. Current-year donations unused by year-end	€ 2,049,217
<b>Total donations used in current year</b>	<b>€ 3,393,468</b>
Revenues	€ 20,834
Other operating income	€ 60,099
<b>Total income</b>	<b>€ 80,933</b>
Payouts to projects	€ 2,684,163
Cost of materials	€ 139
Personnel cost	€ 423,046
a) Salaries and wages	€ 346,277
b) Social security payments	€ 76,769
Depreciation of property, plant and equipment	€ 2,455
Other operating expense	€ 344,739
<b>Total expense</b>	<b>€ 3,877,587</b>
<b>Result after taxes</b>	<b>€ 19,859</b>
<b>Surplus for the year</b>	<b>€ 19,859</b>

## INCOME

Our projects are financed exclusively by donations from private individuals, grants from private institutions, foundations, and contributions from cooperation and sponsorship partners. Total donations received in 2021 amounted to €3,753,529, a 23% increase on the previous year. After the addition of donations received in previous years but used in 2021 and the deduction of those 2021 donations received which had not been used by year-end, total donations used in 2021 amounted to €3,393,468.

### DONATIONS RECEIVED IN 2021

Donation income includes corporate donations, such as the generous donation from the Lufthansa Group which enables help alliance to cover the costs of its administration, public relations and fundraising. This helps us guarantee to our givers that every further cent donated goes directly to our project work. The corporate donations also include generous contributions from our long-standing partners Mastercard Europe SA and Miles & More GmbH.

### LOYAL PERMANENT DONORS AND MANY NEW SUPPORTERS

Once again, we received substantial support from our loyal private donors and (in particular) our permanent donors, who contributed a total for the year of €583,177. We would also like to make special mention of the many donors who started their own fundraising campaigns and supported us in large numbers.

### SMALL DONATIONS CONTRIBUTE, TOO

With the coronavirus crisis continuing to substantially depress demand for air travel, our airline partners made major reductions in their flight schedules. Our donation volumes from our OnBoardCollection and our donation boxes slumped accordingly, or even entirely disappeared. Total loose change and foreign currency collections in 2021 amounted to €103,702.

### PAYROLL GIVING AND FURTHER EMPLOYEES' DONATIONS

A total of €130,182 was raised by Lufthansa Group employees in 2021 through the combination of numerous fundraising actions and the option of having part of their monthly salary regularly deducted and donated to help alliance.

### DONATIONS FROM SPECIAL CAMPAIGNS

The special campaigns consist largely of the 'Miles to Help' campaign which is run by our long-standing partner Miles & More GmbH. Once again in 2021, many Miles & More members made use of the option of donating their award miles to help alliance.

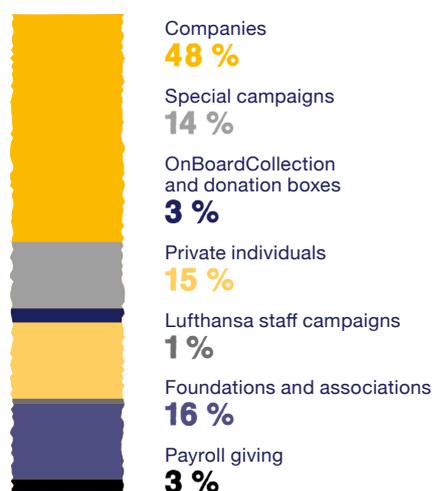
### REVENUES

help alliance's commercial operations are limited to the sales of its merchandising products. The revenues here derive from the sale of items such as help alliance T-shirts and help alliance notebooks in the 'Ringeltaube' Lufthansa employee shops

### OTHER OPERATING INCOME

Other operating income consists largely of currency exchange rate gains.

### SOURCES OF DONATIONS IN 2021



## EXPENDITURE

help alliance gGmbH's expenditure falls into three categories: project funding and support, administration costs, and the costs of fundraising and public relations. Comprehensive cost-cutting measures were implemented in 2021 in response to the coronavirus crisis: materials and communications costs were reduced, and planned investments were deferred.

Total expenditure for 2021 amounted to €3,393,467. Administration costs for the year totaled €209,187. These include a proportionate share of the personnel costs for help alliance employees, and also the cost of running

our accounting software. Administration costs make up 6 per cent of our total expenditure.

The costs of fundraising and public relations amounted to €267,710.21. These include the cost of managing our donor database, advertising expenses, personnel costs and other expenses, along with the costs of communications services used. Fundraising and public relations costs account for 8 per cent of our total expenditure.

All in all, the costs of our administration, fundraising and public relations amount to 14 per cent of our total annual expenditure.

### COST BREAKDOWN FOR HELP ALLIANCE GGMBH

In €	Project funding and support	Administration	Fundraising and public relations
Project funding	2,684,163		
Personnel cost	215,803	161,711	165,952
Other expense	16,604	47,477	101,758
<b>Total</b>	<b>2,916,570</b>	<b>209,187</b>	<b>267,710</b>

**6%**

Administration

**8%**

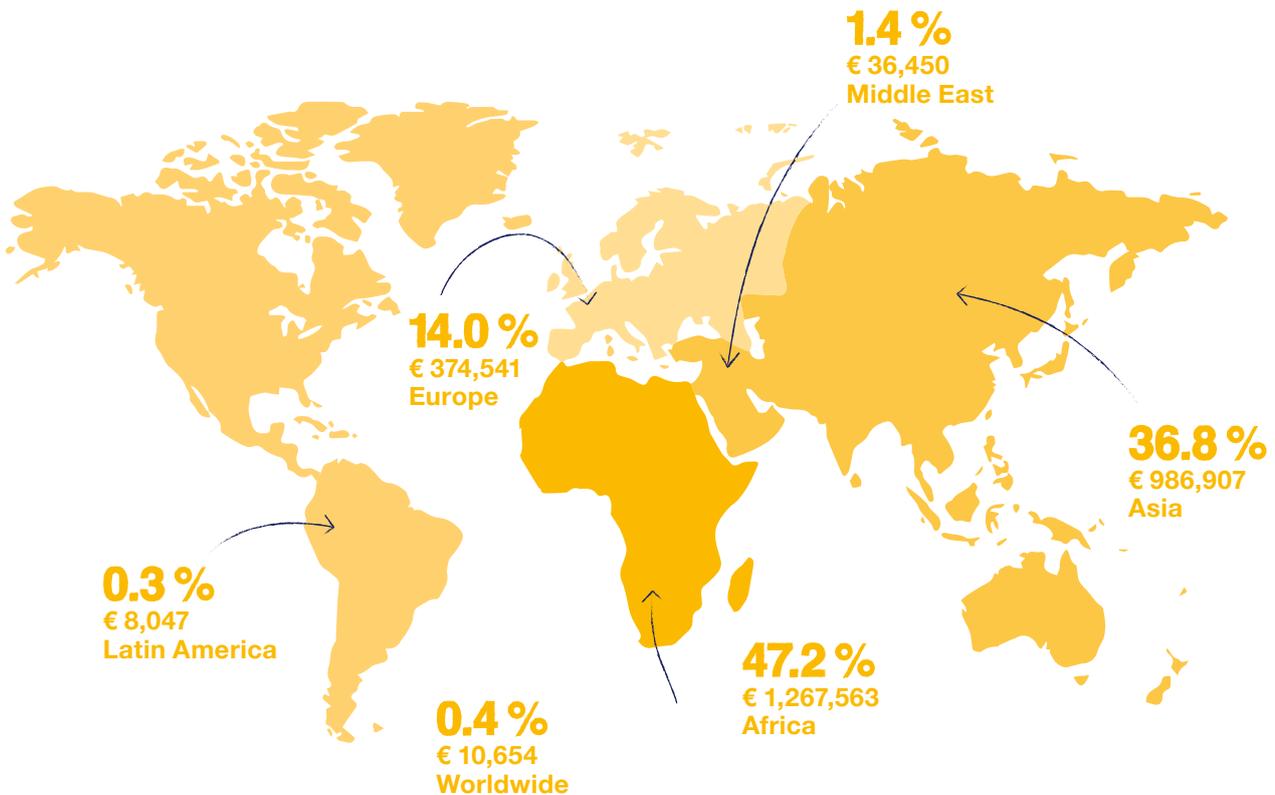
Fundraising and public relations

**86%**

Project funding and support



## OUR PROJECT PROMOTIONS BY REGION



**100 %**  
€ 2,684,163  
Total

Expenditure on project funding and support in 2021 amounted to €2,916,570, which is 86 per cent of our total expenditure for the year.

In addition to project assistance, the expenditure on project support primarily includes preparing and selecting suitable projects, considering project proposals, and monitoring and evaluating project impacts. The €8,290 year-on-year increase in expenditure on project support is due mainly to higher personnel cost.

At €2,684,163.27, expenditure on project funding was broadly in line with its prior-year level, and represents a very encouraging result. In geographical terms, the funding emphases in 2021 were on Africa, Asia and Europe. But global projects were also promoted, along with further projects in Latin America and the Middle East.

# PROJECTS

## EDUCATION

Benin	Vocational training and education for strong women – Abèni	23,846.00
Brazil	A better future through education for sporty children	7,000.00
Brazil	Education for favela children	1,047.00
Bulgaria	Inclusion of children and adolescents with hearing difficulties	30,000.00
Ethiopia	Protection and education for children and women	35,346.00
Germany	Educational support for students	20,400.00
Germany	How a café helps with integration	14,000.00
Germany	Discovering potential in learning holidays	22,000.00
Germany	Language learning for immigrant children	20,000.00
Germany	IT kickstart for adolescents	65,000.00
Germany	A digital future for all	20,550.00
Germany	Inclusion rocks for all	11,400.00
Germany	Education and music on wheels	22,135.00
Germany	Giving young women prospects and perspectives	25,000.00
Ghana	A safe and secure home for children – Kinder Paradise	60,000.00
Hungary	Digital afternoon school for children	7,500.00
India	Education creates opportunities for street children	337,156.00
India	Education and healthcare for the poorest	50,000.00
India	A better future through education for sporty children	12,000.00
India	School education and a happy childhood for slum children – Sunshine	367,596.82
India	Return to life for (un-)lucky children – Prana	60,000.00
Kenya	Kindergarten and school for children	442.32
Kenya	Holistic education for children	6,000.00
Lebanon	Tent schools for refugees	36,450.00
Nepal	Gender-friendly schooling environments	28,600.00
Senegal	Prospects and perspectives for young people – Leona	38,366.00
South Africa	First-class pre-school education for children – iThemba Pre-School	430,000.00
South Africa	A loving home for orphans – Safehouse	34,000.00
South Africa	Donation marathon for township children’s education	425,151.67
South Africa	Upcycling and creative learning for children and adolescents	23,100.00

Sri Lanka	Early childhood education for 220 children	25,000.00
Tanzania	Pre-school education for street children	7,064.00
Thailand	Protection against exploitation and child trafficking for street children	80,000.00
Uganda	Schooling through agriculture	30,000.00
Uganda	Youth rehabilitation center for an independent life	14,000.00

#### **WORK AND INCOME**

Ethiopia	Educating young women for a brighter future	12,138.00
Gambia	Career prospects for returnees	20,000.00
Germany	Prospect ambassadors for children in care	51,500.00
Germany	Jobmarket integration for refugees	9,900.00
Germany	Pilots for a strong future	13,500.00
Germany	Intercultural tandems for career prospects and leisure-time ideas	41,656.00
Kenya	Manual skills training for young people	9,000.00
Nepal	A better future through spices	26,555.00
Nigeria	Medical care for the poor – Obizi	1,389.83
Rwanda	Local vocational training center	23,420.00
Rwanda	Giving girls independence through 'goat grants'	-2,308.80*
Togo	A modern education center for a sustainable future	76,608.00
Worldwide	Impact Week	-266.95*

#### **WATER AND THE ENVIRONMENT**

Worldwide	OceanCare	10,921.38
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\* Repayment of funds no longer required

**THANK YOU!**

We would like to voice our heartfelt thanks to all our donors, supporters and funding partners. It's only through you that we can continue to support disadvantaged people in our projects worldwide and help them lead self-determined lives. Your contribution is crucial: help alliance is supported solely by donations, and has no funds of its own.



**LIKE TO READ ABOUT EVEN MORE GOOD PROJECTS  
IN OUR NEXT ANNUAL REPORT?**

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



**CLOSER TO THE WORLD. CLOSER TO ITS PEOPLE.**

*help* **alliance**