



PEOPLE LOOKING BACK AT 2019



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

FOREWORD



DEAR READERS, DEAR SUPPORTERS OF THE HELP ALLIANCE,

In September 2019, the help alliance celebrated its 20th birthday. Without all of you, the help alliance would not have been able to support so many young people in 140 projects and collect 17 million euros in donations for the good cause since 1999. For this, I would like to thank you from the bottom of my heart.

In 2019 alone, 43 projects worldwide, nine of them in Germany, were supported and voluntarily supervised and managed by Lufthansa Group employees. Thanks to the commitment of numerous supporters, the help alliance has remained something very special among the many aid organizations that exist worldwide: an organization of employees that was created from the midst of the workforce and that continues to be supported by it. This unique initiative has become a blessing for thousands of young people around the globe. Thanks to your support, we were and are able to offer children and young people a better future. With our projects, we particularly promote education and training, because this is the key to a self-determined and free life. To ensure that this continues to be possible in these particularly challenging times, we are dependent on your support now more than ever. After all, the coronavirus pandemic is hitting people in the poorest parts of the world particularly hard. "Closer to the world. Closer to its people." True to the guiding principle of our help alliance, we want to be there for the people on the ground right now.

Since assuming my role as patroness five years ago, I have had the privilege of witnessing a large number of impressive projects, and what I have seen has deeply impressed me. Together, we can continue to help young people lead self-determined lives through education. So let's continue with this great work - I'm counting on you.

Yours truly,

Vivian Spohr

14

Project stories

P.



#Work & Income



#Education

P. 10

Supporters



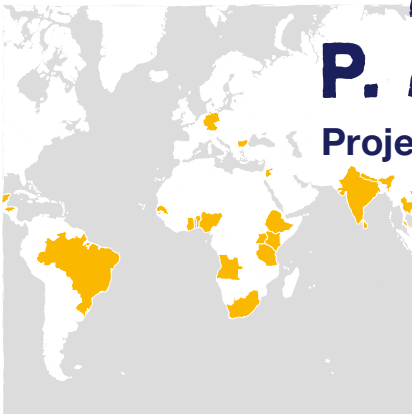
Mission

P. 12



P. 28

Project map



- 06 Editorial**
- 08 Highlights**
- 29 Thanks**
- 30 Structure**
- 31 Legal Details**



WE HAVE ACHIEVED A LOT

THE 20-YEAR ANNIVERSARY OF THE HELP ALLIANCE. 2019 - A YEAR OF GREAT SUCCESS

In 2019, the help alliance turned 20 years old - that means 20 years of helping in a targeted and sustainable way. This is also our goal for the future. There are plenty of reasons to get involved with the help alliance. At the moment, however, the coronavirus crisis is presenting us with great challenges. The worldwide pandemic has a noticeable impact on our work. Unfortunately, our project coordinators cannot be on site in the projects at the moment, but they are still in close contact with those responsible in the partner organizations. Together, we are all trying to continue to provide the beneficiaries with the best possible support. To this end, we recently launched the help alliance Covid-19 Prevention and Emergency Aid Fund. With the money donated, which we need so urgently these days, we want to continue to provide for the people in our projects and also maintain our educational programs as best as we can.

Nevertheless, let us take a look back at our anniversary year. We were able to significantly

expand our commitment in Germany in 2019. Out of a total of 43 sponsored projects, we are currently supporting nine in Germany. Thus, the help alliance projects can benefit even more directly from the voluntary support of Lufthansa Group employees. But it is not only employees who have become more and more involved with the help alliance; Lufthansa Group customers have also been able to gain first-hand and sentimental insights into our work. The Lufthansa marketing campaign #LifeChangingPlaces accompanied help alliance project coordinator Maira Nolte to her project in Ethiopia - emotions and fascination guaranteed! In 2019, we also ventured into America and founded the help alliance Americas as our representative body in the "Americas" region.

We have also modernized our fundraising and developed some new innovative methods: have you ever donated emojis for a good cause? With us you can. Another great success was the RTL Donation Marathon: together with our partner Mastercard, we were able to collect enough money to continue supporting our largest project, the iThemba schools in Cape Town. The passionate

commitment of Lufthansa Group employees in our projects in The Gambia and Nepal led us back to our roots: employee involvement. In keeping with the original idea of the help alliance, employees use their knowledge to provide support and assist directly where help is needed - a successful integration between help alliance and the Lufthansa Group. You can rest assured that we are doing everything in our power to continue our commitment as best we can under these rather uniquely exceptional circumstances and hope to be able to continue as much as possible with the success achieved in the previous year despite the crisis.

Yours truly,

Andrea Pernkopf and Susanne Kotysch

STRATEGY

1.

Promote a culture of responsibility among customers and employees

2.

Strategic cooperation with airlines and business units of the Lufthansa Group

3.

Further development of impact measurement for our projects

PROJECT PORTFOLIO MANAGEMENT

- > **2nd** year of cook training in São Paulo successfully completed
- > **6** new projects in Germany
- > Support of **126** primary school children and **21** young adults in Mainz
- > **10 OF 24 MENTEES** have found an apprenticeship in Frankfurt



Legal support for

120

Brazilian families for the payment of unemployment benefits

CORPORATE VOLUNTEERING

4

Impact Weeks
Ghana, India,
Nepal & Jordan

20

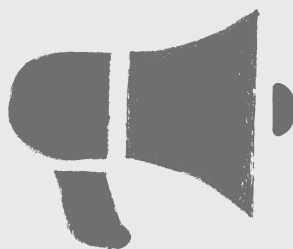
volunteering assignments in projects in Germany

Local volunteering
in Brazil, India, Mexico
and South Africa

21

trainees with volunteering assignments in three projects: Gambia, Nepal, Impact Week

COMMUNICATIONS



- Birthday celebration **"20 YEARS HELP ALLIANCE"**
- help alliance campaign **"20 REALLY GOOD REASONS"**
- help alliance mailing reaches **> 1 MIO.** Lufthansa customers worldwide
- Lufthansa campaign #LifeChangingPlaces with help alliance project coordinator: **> 7 MIO.** contacts reached
- **3** help alliance merchandising products:



FUNDRAISING

200.000€

thanks to Mastercard
for the iThemba Primary
School

48%

increase in
OnBoardCollection

6%

more income from
donation pillars

Tripling of online fundraising income
through innovative fundraising activities
such as Emoji Donation & AR Donation



FINANCES

40%

INCREASE IN PROJECT FUNDING

5 MIO.

DONATION INCOME



HELP ALLIANCE IS SPECIAL FOR ME ...



... because I am firmly convinced that everyone can make a lasting difference with a small contribution.

Stefania Rubin,
ProTeam Trainee Generation 34,
SWISS



... because I can give something back to society and support people who unfortunately are not doing so well.

Markus Große,
Maintenance Specialist 1 for IFE
systems, Deutsche Lufthansa AG



... because it enables me and all my colleagues to immerse themselves in a completely different world alongside their everyday work life, to support children and thus discover their own strengths and potentials in a new way.

Christine Klemmer, General Manager skypooling,
Jettainer GmbH



... because access to education changes the future most effectively for the better.

Jens Schachtschneider,
LEAN Program Manager, Lufthansa Technik AG



... because it enables education worldwide, the key to a self-determined life, freedom, international understanding and peace.

Kerstin Greischel,
Purser, Lufthansa Airlines



... because it gives us the chance to do good using the existing valuable core competencies and human resources of the Lufthansa Group.

Mariam Meletti,
B2C Marketing Expert,
Lufthansa Airlines



... because the donation is an investment in the future of the township children.

Ursula Morawek,
Flight attendant, Austrian Airlines

THIS IS HOW WE DO IT

In 2019, our worldwide projects were able to directly and indirectly help 23.000 people to lead self-determined and dignified lives.

OUR MISSION

Founded in 1999 by dedicated employees of the Lufthansa Group, we, together with our local partners, create future prospects for children, teenagers and young adults worldwide. Our projects focus on education, vocational training and income-generating measures to enable them to lead self-determined and independent lives. We always observe the guidelines of the UN Convention on the Rights of the Child and the UN's Sustainable Development Goals. Thanks to the commitment of our employees and the strengths of the Lufthansa Group, we are progressively able to achieve more in our projects.

VOLUNTARY COMMITMENT AND STRONG PARTNERS

Each project is managed by an employee of the Lufthansa Group or Condor. The colleagues who volunteer their time form the interface between us and the partner organization on site. The local partners have many years of experience in development cooperation and know the needs of the people. Corporate volunteering assignments provide additional sustainable support for the projects. The success of our projects is based on frequent visits to the projects and cooperation at eye level. This creates transparency and trust and ultimately leads to success.



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH

We have set ourselves the goal of increasingly informing Lufthansa Group customers about our projects and giving them the opportunity to support them as well. This customer commitment will be further strengthened in the future. This is how we do good together.

We would like to promote the culture of responsibility of Lufthansa Group customers and employees in order to help people in need worldwide in development projects according to the “helping people help themselves” approach. In this context, the Sustainable Development Goals 4 and 8 of the United Nations are the main focus of our work.

SUSTAINABLE HELP

Global challenges can only be solved together - with the 2030 Agenda, the international community of nations expresses its conviction in this regard.

At its core is a catalogue of 17 goals for sustainable development, to which our projects are also oriented in different forms and to varying degrees. The same applies to the ten principles of the UN Global Compact. The combination of employee commitment and involvement of the local community helps our projects to exploit their full potential for impact and achieve the goal of helping people to help themselves.

Gambia: Career
Prospects for
Returnees

#Work & Income

#Education

Nepal: Genderfriendly
Schools for Children



#Education

PROJECT STORIES 2019



Mexico: A New Life
for Girls with
Experience of Violence



Musa and Isatou
can develop their full
potential in the project

THE GAMBIA INSTEAD OF EUROPE



Isatou and Musa have prospects for their future. In the help alliance project in Ballingho, they are doing an apprenticeship in agriculture and are thus given the opportunity to start running their own business.

He wanted to leave. To the much longed-for Europe. Where a better life awaits him. To the place where his father went and never came back. But that dream will never come true for Musa, like many young people in Ballingho, The Gambia. 40 percent of young people are unemployed and risk the dangerous and illegal journey to Europe for a better future for themselves and their families. But with the repatriation agreement, many return involuntarily to their homeland, where hopelessness and marginalization awaits them. Isatou also knows what it means to live without any prospects for the future. She would have liked to have studied health science, and was even

accepted into university, but her parents could not afford the costs. Like many women her age, marriage would now be her only destiny. But one day everything changed. Isatou's family tells her about a project in which young people are receiving training in agricultural professions. It was immediately clear to the 22-year-old: this is her chance.

THE PATH TO AN INDEPENDENT LIFE

The youth project, founded by the Sabab Lou Foundation and largely supported by help alliance for one year now, gives unemployed young people and repatriates the prospect of a better future. The Rural Development Institute in The Gambia is also a local organization and partner of the project. The first 40 trainees started in September 2019. A total of 78 participants like Musa and Isatou will learn everything they need to build up an agricultural business during the two-year training.

PROJECT STORIES



**"I AM GLAD THAT I AM ABLE TO GIVE
PEOPLE THE OPPORTUNITY TO FREE
THEMSELVES FROM THE POVERTY TRAP."**

Edith Lanfer, voluntary help alliance project coordinator

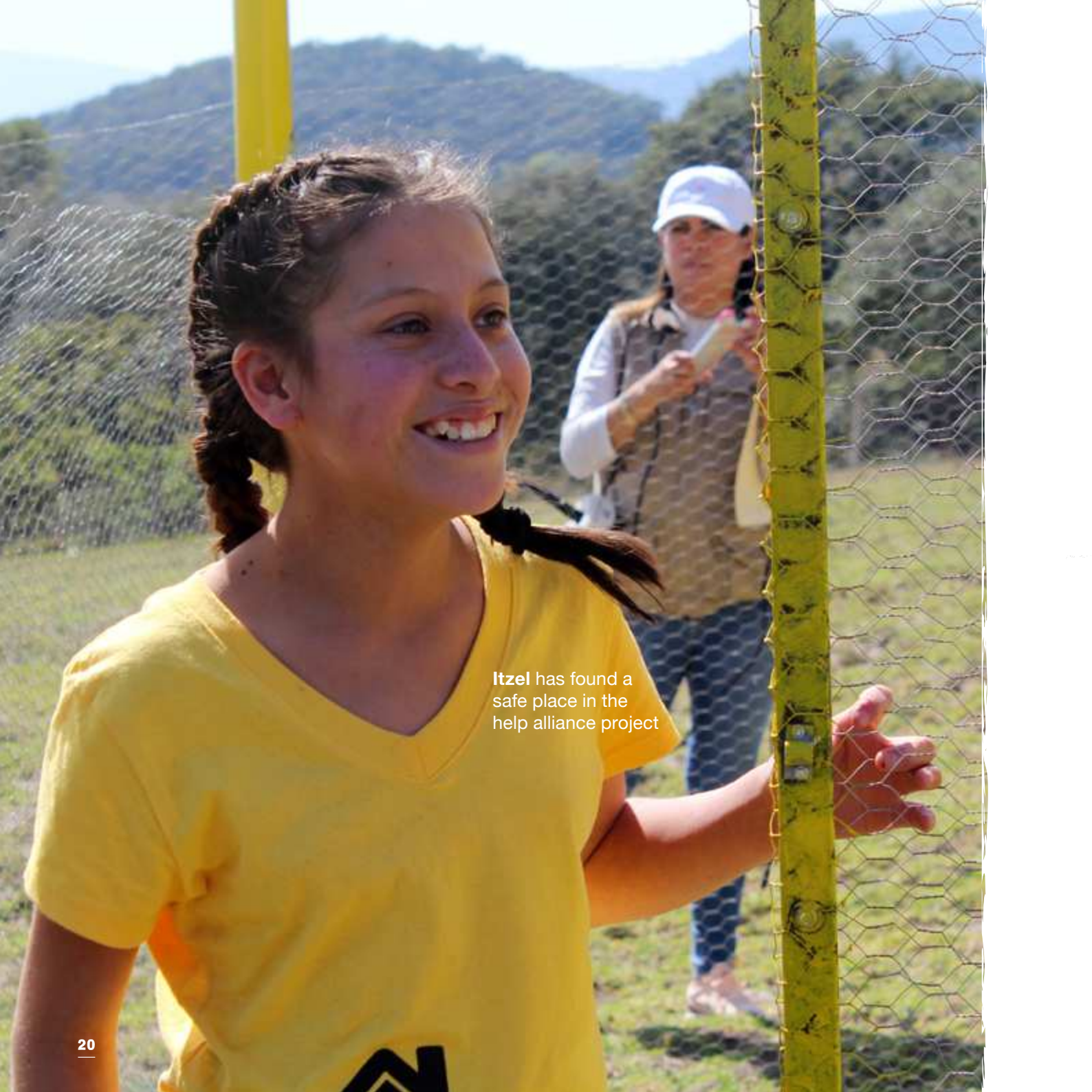
Practical experience in vegetable and fruit cultivation and livestock breeding is essential for this. “Admittedly, the work is sometimes physically very demanding. We did not get a ready-made garden; we have to build our garden beds from the wild bush land. Nevertheless, I enjoy it a lot, and for the first time in my life, I feel that I and my work are being valued,” Isatou re-ports happily. Project coordinator Edith Lanfer recognized the great potential of the agricultural sector ten years ago when they set up the foundation. “Due to the growing tourism in the re-gion, high-quality products are in great demand in the hotel and catering industry. I am happy to give people the opportunity to escape the poverty trap,” she reports. The Lufthansa employee is a voluntary help alliance project coordinator and is on site several times a year to see for herself how the project is progressing. help alliance supports the youth project with around 75,000 euros. This amount will be used to finance solar pumps, irrigation systems and accommodation. Musa's progress shows that the money is well invested. He loves gardening and the feeling of being needed: “I can see from the plants whether I have done a good job, and they thank me for it. It is so fulfilling



for me to put seeds in the earth and see how they develop. I feel very proud.” In addition to agricultural knowledge, the participants are also trained in business skills. Thus, the young people learn accounting, calculation, sales, product development and customer care. This is very important so that they can later successfully run their business and stand on their own two feet. They receive support in these specialist subjects from the junior staff of the Lufthansa Group. The trainees work together with the young people in on-site workshops, which last several weeks.


THE CHANCE FOR FREEDOM AND INDEPENDENCE

For Isatou and Musa, however, the project is more than just a place of training. It is a place where they experience appreciation and the motivation to commit themselves to something. The fact that someone is committed to working with them, encouraging them to live self-determined lives and nurturing their talents is an incredible experience for the participants. This is where Isatou can pursue her passion for competition. She doesn't shy away from challenges and Edith Lanfer is not surprised that she is one of the most talented students: “Isatou is very ambitious and she would have been one of the best at university. Free from hierarchical constraints and the dictates of the family, she enjoys freedom and can develop fully”. A lot has changed for Musa as well: He no longer thinks about emigrating to find a better future elsewhere. “Although there are still the seductive images of Europe, Musa has accepted that this dream is unattainable. Now he wants to make it work here,” continues Edith Lanfer. Musa wants to start his own business soon and prove to his father that he can support the family.



Itzel has found a
safe place in the
help alliance project

A DIFFERENCE FOR ALL



Girls and young women do not have good prospects in Mexico if they come from poor backgrounds. The help alliance is changing this.

Her family neglected 11-year-old Itzel and her older sister. However, the two girls in Mexico were actually lucky; unlike their two younger brothers, they were healthy. But the family was poor, spending all their time and income on caring for the two boys - so there was often little left for the sisters. There was hardly any support, hardly any food in the house, and often they could not go to school. Their fate seemed to be predetermined. That is, until now.

“My life has changed completely,” says Itzel and laughs. “I now have many more opportunities. And I'm no longer on my own, but receive support when I need it.” The reasons for this are the Salesian Foundation and

Yolia, which together with the help alliance gives girls and young women from Mexico a safe haven and a home in Chignahuapan. It is precisely these women who, when they cannot find support in their families, often live on the streets, have experienced violence at a young age or have even fallen into the hands of human traffickers. The young women are often malnourished or undernourished and have dropped out of school early. Girls are often victims of unpaid child labour. It is clear: in order to free them from this situation in the long term, girls and young women need special support.

And they get this in Chignahuapan, as do Itzel and her sister. Here, on a farm, the help alliance has established a sustainable project. Girls from Mexico City, who live on the streets of this mega-metropolis, but also girls from the surrounding area, can be referred to the therapy farm by social workers. Currently, the

PROJECT STORIES





“I DIDN’T HESITATE TO GET INVOLVED.”

Paul Majeran,
voluntary help alliance project coordinator

existing farm is being gradually converted and additional buildings are being erected. For example, two houses where the girls' dormitories are. This significantly improves the quality of life – before, there was only one small room with bunk beds. The goal: in 2020, up to 74 girls aged between 6 and 15 years are to be looked after in the project. 24 of them are long-term residents of the farm and 50 additional girls from the surrounding area receive the same care but return home to their families in the evening. In addition to the therapy and tutoring services, the girls on the farm also receive agricultural training, on the one hand to be able to stand on their own two feet later, and on the other hand to ensure the farm's self-sufficiency.

Paul Majeran, Managing Director LGBS Mexico, is the volunteer help alliance project coordinator of the unique therapy farm in Chignahuapan and has been involved in the project from the beginning. “I have not hesitated for a moment to get involved in this project,” he says. He already had experience in help alliance projects, having been involved in Pattaya, Thailand, where he was stationed at the time. There, too, he was involved with homeless children from difficult backgrounds. “I realized that I’m needed here in Mexico; here, I can really bring in my knowledge and

my commitment”. One thing is particularly important to him: “This here in Mexico is a team effort. There are so many committed colleagues from the Lufthansa Group here, plus the know-how of the local organizations – this is the only way we can drive real change forward”.

And it seems to be working: the seed has been sown on the therapy farm in Chignahuapan and it seems to be sprouting. Itzel, who until recently could rarely attend school, now has a clear career goal: “I want to become a lawyer and look after the weaker members of society,” she says. And she knows: “I am still very lucky – my parents are still alive, even though they have no way of looking after me. Other girls have no family anymore. But it is also important to me: I want to make use of the opportunities I get here. I want to develop, and I want to make a difference”. A difference that not only affects their own lives – but the lives of all girls and young women in Mexico.

Kapana can now attend school again after the earthquakes in 2015



ON A SOLID FOUNDATION



In 2015, earthquakes destroyed many schools throughout Nepal. The help alliance is helping with reconstruction and, at the same time, is trying to improve the conditions for young women in a sustainable way.

When the walls started to shake and the shelves in the house started to fall down, little Kalpana was sitting at the fireplace in the kitchen. Together with her mother, father and four siblings, the 13-year-old rushed outside as quickly as she could. Not even the noise of the crumbling walls could drown out the roaring of the farm animals and the crying of her siblings. When the dust settled, nothing was the same as before for Kalpana's family. Like almost all families in Deusa, Nepal, a village less than a week's walk from Mount Everest, they had lost the roof over their heads and the amenities of their daily lives. An arduous

struggle to return to normality began. A struggle in which they were supported by the help alliance and the Austrian NGO EcoHimal.

"The earthquake almost completely destroyed our school", says Kalpana looking back: "The teachers forbade us to go to class, so we sat on the grass and on the football field. These served as our classrooms for many weeks." But not only were Kalpana's hopes for education and a normal life destroyed by the great natural disaster that hit Nepal in 2015; the earthquakes killed more than 9,000 people, 600,000 families lost their homes, and over 4,000 schools and 25,000 classrooms were destroyed.

"When the big monsoon rains came, we were sitting under tarps. It was stormy and classes were often cancelled because it was too cold. At some point, the men of the village had built

“A CENTRAL EDUCATIONAL GOAL OF THESE SCHOOLS IS THE SPECIAL SUPPORT OF GIRLS”

Dominik Kopp, voluntary help alliance project coordinator



bamboo huts in which we and many other pupils could at least partly attend classes,” reports the seventh-grader. With the help of help alliance and EcoHimal, it was possible to bring the children back into real classrooms. Together, they not only rebuilt Kalpanas but also a total of seven new, earthquake-proof schools in the particularly affected region of Solukhumbu.

“After about half a year, the first new building of our school was built, and we also helped a little with the construction,” says the seventh-grader and adds: “Little by little we got a new school.” The sanitary and hygienic needs of girls in these schools are particularly met by gender-appropriate toilet and washing facilities. In many cases, the girls did not go to school when they were on their period - because they were ashamed and lacked the right hygienic facilities. Moreover, the issue of maintaining reproductive health is addressed in class and family planning is thoroughly explained. “A central educational goal of these schools, which are described as 'gender-friendly', is the special support of girls,” explains Lufthansa pilot Dominik Kopp, who is responsible for the project on behalf of the help alliance.

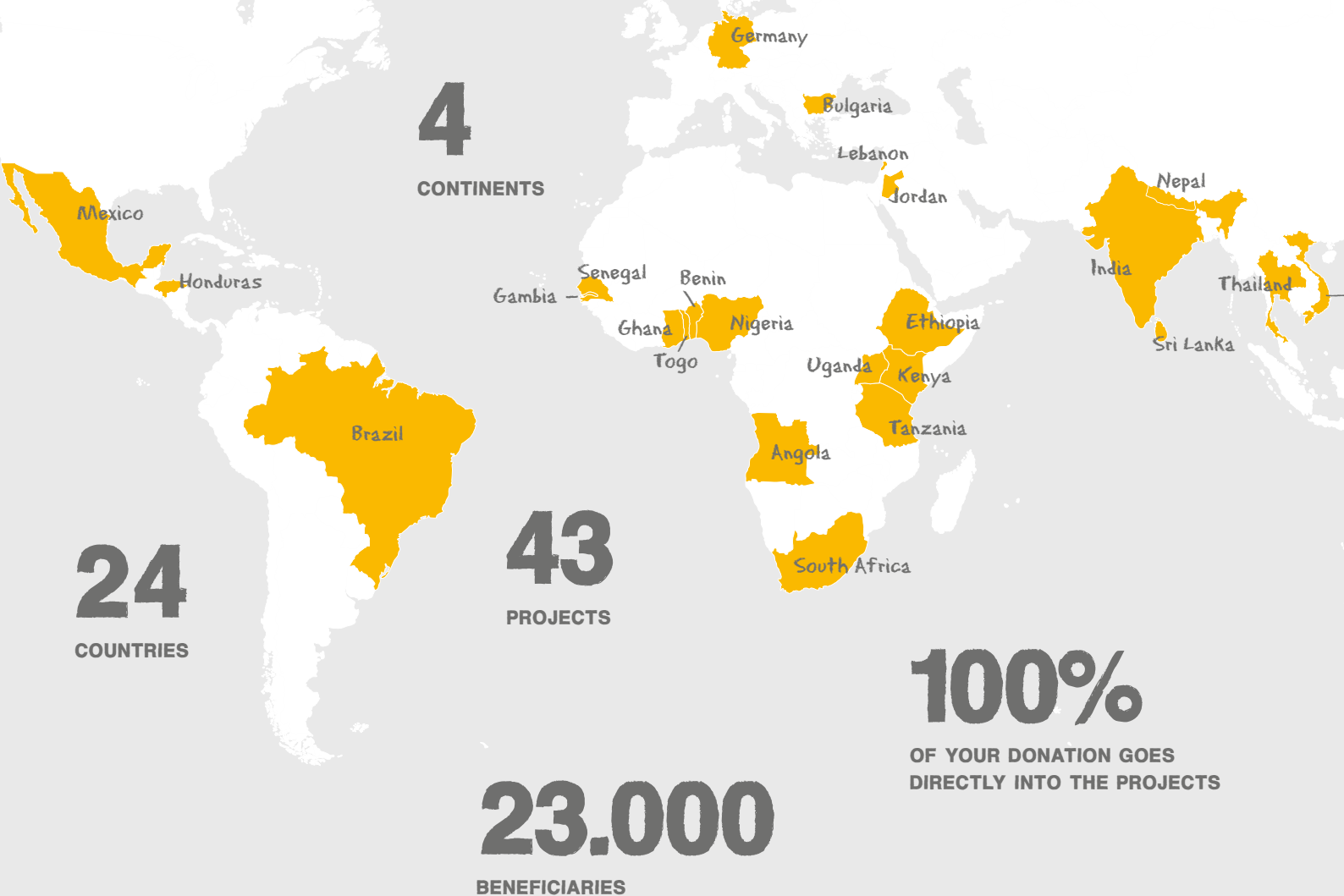
“Due to the completely inadequate supply of healthcare infrastructure, it is extremely important to impart adequate knowledge about hygiene and reproductive health. As a result of the often extremely poor hygienic conditions, but also due to the low level of information and awareness, maternal mortality rates at birth are higher and the average expected age of women in Nepal is lower than in other South Asian countries,” says Kopp.



This makes it all the more important not only to help the people in the region rebuild their schools, but also to strengthen their educational structures in the long term. In the project, young women in particular are seen as driving forces for social change, as so-called “change agents”. Beyond their school education, they exert a long-term influence on coexistence in the villages and pass on the sanitary and hygiene practices learned in school to the rest of the population. In the long term, this should lead to a sustainable change in lifestyle and particularly benefit the health and well-being of girls and women in the region.

For Kalpana and her classmates, much has changed since the earthquake - in recent years, many things have changed for the better through the projects. She has a positive outlook on the future again: “The best thing is that we can finally learn again without being scared.” It cannot completely erase the memories of the shaking walls and the screams during the quake, but at least it lets them fade away bit by bit.

WHERE WE ARE HELPING





We would like to thank all our donors, supporters and especially our committed volunteer colleagues. Only with your help we can continue to enable disadvantaged people in our projects to lead a self-determined life in the future.

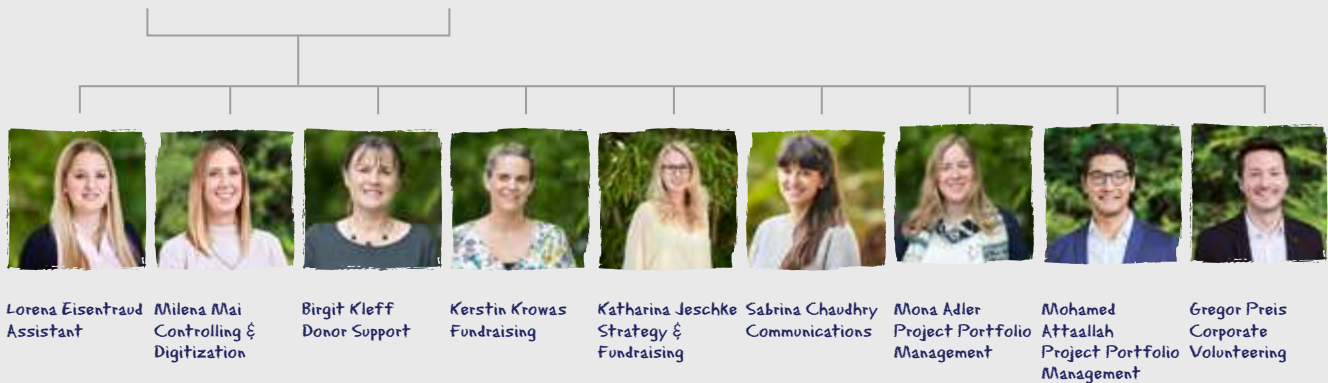
THE STRUCTURE OF THE ORGANIZATION



Andrea Pernkopf
Managing Director



Susanne Kotysch
Managing Director



LEGAL DETAILS

Publisher:

help alliance gGmbH
c/o Deutsche Lufthansa AG
FRA I/H
Lufthansa Aviation Center
60546 Frankfurt
Germany

Legal Status:

non-profit GmbH

Managing Directors:

Andrea Pernkopf, Susanne Kotysch

Commercial Register:

Frankfurt am Main HRB 105811

INFORMATION REGARDING THIS ANNUAL REPORT:

Text:

Sabrina Chaudhry, Marlen Baumgardt, Magdalene Weber,
Ronald Tenbusch

Editors:

Sabrina Chaudhry

Proofreading:

Johanna Stotz

Fonts:

Helpica and Helpers Bold, developed by meerdesguten

Fotos:

Oliver Rösler, Patrick Kuschfeld, Christine Klemmer,
Mariam Meletti, Jens Schachtschneider, Markus Grosse,
Ursula Morawek, Mona Adler, Saigon Children's Charity,
Mother and Child Rehabilitation Centre, Fondation
Salesiana, Yolia, Sabab Lou e.V., Sarah Keßler, Anderson
Coutinho, Instituto Juventude Criativa, EcoHimal, Paul
Majeran

Concept & Design:

Studio Good, Berlin

Published:

May 2020

help alliance's annual report is published annually.
It can also be downloaded as an E-Paper and a PDF, on
our website and on the intranet of the Lufthansa Group.

help alliance donation account:

Frankfurter Sparkasse
IBAN: DE89 5005 0201 0200 0292 23
BIC: HELADEF1822

You can also donate in one of the following ways:

- Donate your miles at www.miles-and-more.com
- For selected projects at betterplace.org
(helpalliance.betterplace.org)
www.betterplace.org/de/organisations/10317-help-alliance-ggmbh
- As well as all other ways listed out on our website at:
www.helpalliance.org/Spenden/?lang=eng

Contact us and find out more about help alliance:

Phone: +49 (0) 69 696-69670
Fax: +49 (0) 69 696-98-69670
E-Mail: helpalliance@dlh.de
Web: www.helpalliance.org

Lufthansa Intranet:

Lufthansa-ebase
(via Corporate and Group Companies/help alliance)

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

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



CLOSER TO THE WORLD. CLOSER TO ITS PEOPLE.

*help***alliance**



88 %

€5,059,347



FACTS LOOKING BACK AT 2019



10 %

CONTENTS

04 BALANCE SHEET

04 Assets

06 Liabilities

08 PROFIT AND LOST STATEMENT

09 Earnings

12 Expenses

14 PROJECTS

16 LEGAL DETAILS

88 %

OF PROJECT FUNDING
WAS INVESTED IN THE
EDUCATION SECTOR



€5,059,347

RECORD DONATIONS IN 2019



40 %

INCREASE IN PRO-
JECT FUNDING IN
2019 COMPARED
TO 2018

€504,835

WERE COLLECTED THROUGH
THE LOYAL DONATIONS OF
PRIVATE INDIVIDUALS



€200,000

GENEROUS
DONATION
FROM
MASTERCARD



INTRODUCTION

NOTES TO THE BALANCE SHEET

The annual report of the gGmbH is based on the general commercial regulations for accounting in accordance with Sections 238 to 263 HGB and the regulations for micro-corporations in accordance with Section 267a (1) HGB. The company has decided to provide an appendix in order to explain in more detail certain financial statement positions.

The classification scheme of the nature of expense method is applied to the profit and loss statement. The accounting and valuation methods applied comply with the regulations of the Institut der Wirtschaftsprüfer (IDW) RS HFA 21. Economic business operations were introduced for the first time. The classification scheme of the nature of expense method is applied to the income statement.

The annual reports of the gGmbH, including the accounting, are audited on a professional basis by the auditing company PricewaterhouseCoopers GmbH, as elected by the general assembly. The annual report for 2018 was thus audited accordingly. help alliance gGmbH received an unqualified audit opinion.

TRANSPARENCY AND COMPARABILITY

The gGmbH is committed to providing the greatest possible financial transparency for its donors as well as for the organization itself. Transparency for the donors creates trust and enables us to continue doing good for our projects in the future. For us as an organization, transparency means a reflection of our goals and performance, enabling us to guarantee an open learning culture and thus an ever higher quality of our services for our projects.

The preparation of the figures according to HGB standards and their explanations in this report contribute to a high degree of transparency and comprehensibility with respect to the financial situation of help alliance gGmbH.

The tabular presentation of the figures includes a comparison with the previous year for help alliance gGmbH and allows conclusions to be drawn on the development of the financial situation. The figures were always rounded up or down to the nearest full euro.

BALANCE SHEET

ASSETS

FIXED ASSETS

Intangible assets:

Intangible assets are balanced at acquisition cost and if amortized at the memo value. This includes a domain that has an unlimited useful life and is therefore not amortized.

Tangible assets:

Tangible assets includes with €12,809 office and business equipment and the renewal of our donation columns at airports and selected locations. Scheduled amortization of tangible assets amounts to €4,479.

CURRENT ASSETS

Inventories

Inventories are assets maintained for the purpose of selling goods. For the first time, we are offering help alliance merchandising products as part of our economic business operation. These are valued at acquisition cost and on the balance sheet date valued at the lower acquisition costs and market price.

Receivables and other assets

Receivables and other assets consist mainly of contractually agreed receivables from not received donations. These €89,155 contains receivables from third-party service providers and the donations received by our OnBoardCollection and the donation pillars.

Receivables from affiliated companies

Receivables from affiliated companies in the amount of €304,537 include outstanding donations from the miles program and donations which were submitted to the help alliance and not yet received. These donations were available to the help alliance gGmbH in the form of fixed donation commitments when the 2019 Annual Report was prepared.

Bank balances

Liquid assets consist of credit balances at domestic banks and have increased by €1,338,454 compared to 2018. They include restricted project funds that will be paid out to the projects in the following year.

ASSETS

31.12.2019 (€)

31.12.2018 (€)

Fixed Assets

Intangible assets

7,777.00

1.00

Tangible assets

8,330.99

7,728.79

16,107.99**7,729.79****Current Assets**

Inventories

5,556.11

0.00

Receivables and other assets

89,155.70

74,720.94

Receivables from affiliated companies

304,537.18

299,743.00

Bank balances

1,845,209.62

506,755.16

2,244,458.61**881,219.10****Balance sum****2,260,566.60****888,948.89**

BALANCE SHEET

LIABILITIES	31.12.2019 (€)	31.12.2018 (€)
Equity		
Subscribed Capital	25,000.00	25,000.00
Net Profit/Loss for the Year	1,846.23	0.00
	26,846.23	25,000.00
Special Item		
Unused Donations	1,371,220.36	518,304.00
	1,371,220.36	518,304.00
Provisions		
Misc. provisions	158,289.55	103,439.17
	158,289.55	103,439.17
Accounts Payable		
Accounts payable to third parties (supplies & services)	30,642.22	75,947.02
Accounts payable to affiliated companies	153,223.31	106,903.19
Other payables	247.92	0.00
Other payables (projects)	520,097.01	59,355.51
	704,210.46	242,205.72
Balance sum	2,260,566.60	888,948.89

LIABILITIES

As a gGmbH, the help alliance, like a non-charitable GmbH, must maintain a subscribed capital of €25,000 for liability reasons. This share capital is not financed by donations, but was provided by Lufthansa Commercial Holding as a shareholder of help alliance gGmbH.

ANNUAL NET PROFIT

In 2019, help alliance opened a economic business operation for the sale of help alliance products. The annual result for 2019 is €1,846.

SPECIAL ITEM

The „unused donations“ contained whether general, focus-bound or regionally bound donations that have not been used in 2019. These donations 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 use €50,744 of its provisions, since the anticipated business transactions did indeed take place. The Provisions in the amount of €158,289 include costs for holiday entitlements and flexitime balances, provisions for the preparation and auditing of the annual financial statements and other obligations expected to arise from our operations.

ACCOUNTS PAYABLE

The accounts payable of €183,865 include trade accounts payable for services rendered in 2019 for which no invoice had been issued at the balance sheet date. Other accounts payable amounting to €247 include personnel liabilities due within one year.

The accounts payable of €520,097 consist mostly of project disbursements not yet settled in 2019, which will be settled directly in the following year in agreement with the projects. In addition, there are accounts payable from project-related donations for which we have an obligation to our donors to spend them according to their wishes.

PROFIT AND LOSS STATEMENT

PROFIT AND LOSS STATEMENT FOR THE FINANCIAL YEAR 2019

All amounts in €	2019
Donations received during the financial year	5,059,347.60
Donations from companies	2,408,230.00
Donations from special campaigns	399,494.00
Donations from the OnBoardCollection and donation pillars	561,214.00
Donations from private individuals	504,835.15
Donations from employee campaigns	101,758.09
Donations from charities and associations	964,218.10
Donations from Payroll Giving	119,598.24
+ Donations used from previous year	532,540.85
./. Unused donations in the current financial year	1,886,189.20
Earnings from used donations during the financial year	3,705,699.23
Revenue	5,210.72
Other operating income	6,890.96
Revenue and other income	12,101.68
Material costs	3,364.49
Wages and salaries	314,158.22
Social contributions	68,186.29
Depreciation of fixed assets	2,360.90
Disbursements for charitable projects	2,890,872.79
Other operating expenses	437,012.01
Expenses	3,715,954.70
Earnings after taxes	1,846.23
Net profit/loss for the year	1,846.23

EARNINGS

The help alliance has closed its anniversary year 2019 with a new donation record. With a total of €5,059,347, donations have increased by 84% compared to the previous year. This is mainly due to the generous support of the Lufthansa Group.

The projects are financed exclusively by donations from private individuals, grants from private institutions, foundations and cooperation partners.

MANY THANKS FOR THE GENEROUS SUPPORT OF THE LUFTHANSA GROUP

The Lufthansa Group's annual donation enables help alliance to cover 17% of the costs for administration, public relations and fundraising. This guarantees that every cent or euro you donate goes directly into help alliance projects. In addition, the Lufthansa Group has decided in 2019 to significantly expand its social commitment and to become even more involved in social issues than before.

Another generous donation of €1,300,000 in 2019 made it possible to increasingly support projects in Germany and to further expand existing international projects. In addition, Lufthansa Group employees had even more opportunities to get involved in help alliance projects through volunteer work.

MANY THANKS TO MASTERCARD EUROPE SA FOR THE TRUSTING COOPERATION

We received a particularly large donation from Mastercard Europe SA together with Miles & More, which enabled us to support the project "India: Return to Life for (un)lucky children" with €151,560 and the project "India: Learning for sunny prospects for slum children" with €48,439.

Furthermore, Mastercard Europe SA provided an additional €200,000 to match the €200,000 we contributed to the RTL Spendenmarathon (RTL Donation Marathon).

MANY THANKS TO THE FOUNDATION RTL - WIR HELFEN KINDERN E.V.

During our fourth appearance in the RTL Spendenmarathon 2019, the amount of donations we raised was doubled by Stiftung RTL - Wir helfen Kindern e.V. for our project "South Africa: Future through education for township children - iThemba Primary School". The Spendenmarathon also supported the project "Mexico: A new life for girls with experience of violence" with €433,217.

Thanks to the long-standing support of Stiftung RTL - Wir helfen Kindern e.V., we were able to increase the amount of donations from charitable foundations from €117,167 in the previous year to €964,218 in 2019.

LOYAL PERMANENT DONORS AND MANY NEW SUPPORTERS

With proceeds amounting to €504,835, our loyal permanent donors and numerous individual donors were once again a vital source of income in 2019. We would like to especially acknowledge the many donors who have started fundraising campaigns to celebrate their birthdays, weddings and anniversaries and who have supported us in so many ways. We greatly appreciate the fact that so many people have continued to express their confidence in us through their donations and support our projects over all the years we can look back on as we celebrate our 20th anniversary.

PAYROLL GIVING AND EMPLOYEE DONATIONS

Lufthansa Group employees have the opportunity to donate part of their salary to help alliance projects. In 2019, the amount donated increased by 21% compared to the previous year.

In 2019, Lufthansa Group employees once again demonstrated their voluntary commitment to help alliance fundraising through a variety of ideas and initiatives and did a great job. For example, the Advent calendar campaign of (former) Lufthansa Group trainees, the cookies-on-trolleys campaign organized by work-study students in the field of air traffic management and many other great ideas raised a total of €102,050 in 2019.

GREAT COMMITMENT OF THE FLYING COLLEAGUES

In 2019, we continued to strengthen our cooperation with Lufthansa, Eurowings and Austrian Airlines, and were able to increase the donations received by the OnBoardCollection by a total of 33% compared to the previous year. Passengers on long-haul flights operated by Lufthansa and its partner airlines were able to donate their remaining vacation money directly on board.

We would also like to highlight our long-standing cooperation with Condor in particular. Together, we were able to collect €177,270 in donations on board for help alliance projects.

The air crew of the Swiss holiday airline Edelweiss Air AG also showed a great deal of motivation and enthusiasm for the OnBoardCollection in 2019. Edelweiss Air AG honored this, resulting in a doubling of the donations raised and a total of €178,268 benefiting help alliance projects.

SMALL DONATION WITH A BIG IMPACT

In addition to the OnBoardCollection, the donations collected from our numerous donation pillars at the airports were again a great success in 2019.

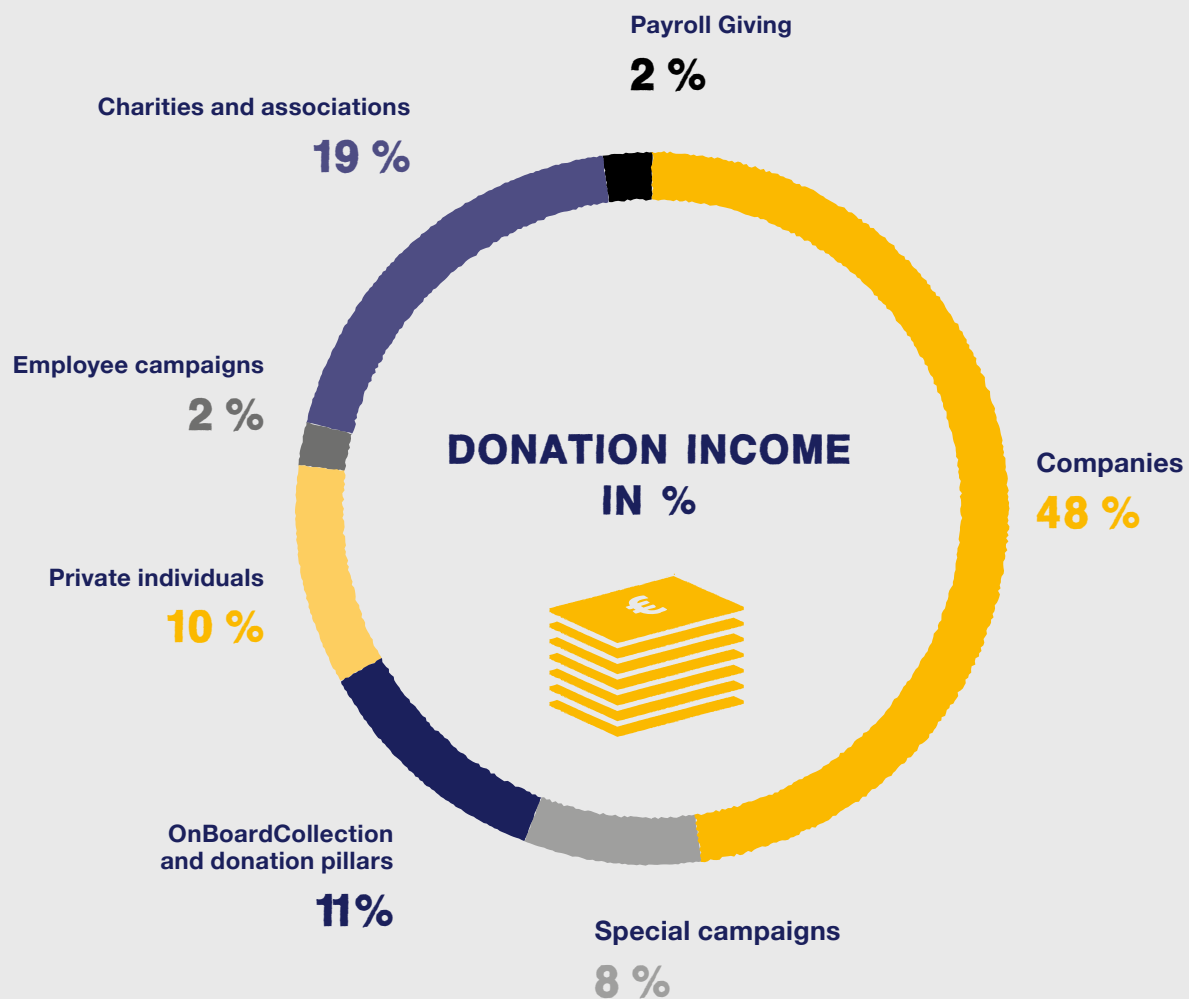
We would like to thank Fraport AG in Frankfurt and T2 Gesellschaft mbH & Co oHG in Munich, who make it possible to deposit change in donation pillars at selected locations at the airports.

MILES FOR A GOOD CAUSE

The revenue item “Donations from special campaigns” includes the “Miles to Help” campaign of our long-standing partner Miles & More GmbH. In 2019, many Miles & More participants have again donated their accumulated miles to the good cause.

INNOVATIVE FORMATS COLLECT DONATIONS

Augmented reality for take-off: from October to December 2019, passengers at Munich and Frankfurt airports were able to use an interactive school desk and donate. With just one click, users received background information and graphics that illustrated where potential donations were going. Another interactive experience at the airport was the “SMS Emoji Donation”: passengers could donate to help alliance projects by sending emojis with an SMS.



THANKS FOR YOUR SUPPORT

This year we would once again like to say a heartfelt thank you to all our donors, supporters and sponsors. It is only through your help that we can continue to support disadvantaged people worldwide in our projects and enable them to lead self-determined lives. Your contribution is essential, because help alliance does not have its own resources, but is solely supported by donations.

We would like to especially acknowledge all our volunteer colleagues who work for us as project coordinators, mentors, volunteers or in local help alliance communities. We know that this cannot be taken for granted. In most cases, you sacrifice your valuable free time to help strangers live better lives. Your motivation to do good is our incentive. We would like to thank all those who, by doing so, form an essential pillar of our society!

EXPENSES

The expenses of help alliance gGmbH are basically divided into three areas. These include the expenses for project funding and project support, the administrative costs as well as the costs for fundraising and public relations. The costs and funding amounts were sometimes allocated proportionately to the various areas and cost items, as this enables a more precise and thematically accurate presentation.

A total of €3,712,590 was spent in 2019 in the non-material area. From this €3,065,320 benefited our projects and project support. That is 83% of our total expenditure. The costs for our administration amounted to a total of €304,026. This includes, for example, the respective personnel costs for our administrative staff, as well as the costs of operating our accounting software.

These costs represent 8% of our total expenses. The costs for fundraising and public relations in the amount of €343.244 include operating the donor database both technically and administratively and are divided between personnel expenses and other expenses.

It also includes communication services that we have taken advantage of, which is designed to attract even more attention and thus more donors. The communication costs include expenses for the relaunch of our website, which will be published in summer 2020. The costs for fundraising and public relations correspond to 9% of total expenses. All in all, this means that administrative costs, fundraising and public relations account for 19% of the total.

8%

Administration

9%

Public Relations and Fundraising

83%

Project work and support



COST BREAKDOWN OF HELP ALLIANCE GGMBH

In €	Project funding and support	Administration	Fundraising and Public Relations
Project funding	2,890,872		
Personnel expenses	108,036	129,050	145,258
Misc. expenses	66,412	174,976	197,986
Total	3,065,320	304,026	343,244

For comparison: In the previous year, help alliance gGmbH had expenses totaling €2,711,818. Of this, €2,201,556 went directly into our projects and project management. Total expenses included administrative costs in the amount of €264,398. The costs for fundraising and public relations amounted to €245,864. The share of administrative costs last year was 19%.

The additional costs compared to the administrative costs and the costs for fundraising and public relations last year are mainly due to the fact that we have further expanded our fundraising and administration departments in 2019. However, these costs will be balanced by lower operating expenses.

The funding amounts for our projects can be presented by area of focus, as well as by region.

The presentation of the project costs by area of focus shows our clear focus on the area of “Education”. But also the areas “Work and income”, “Health and hygiene”, as well as “Water and Environment” can be found in our project portfolio. It also includes project management costs.

Our regional focus is on Africa and Asia, but we also support projects in regions such as Europe and South and Central America.

PROJECT FUNDING BY AREA OF FOCUS



88%

€2,562,816.45
Education



1%

€21,748.10
Environment
and water



1%

€34,150.00
Health and hygiene



10%

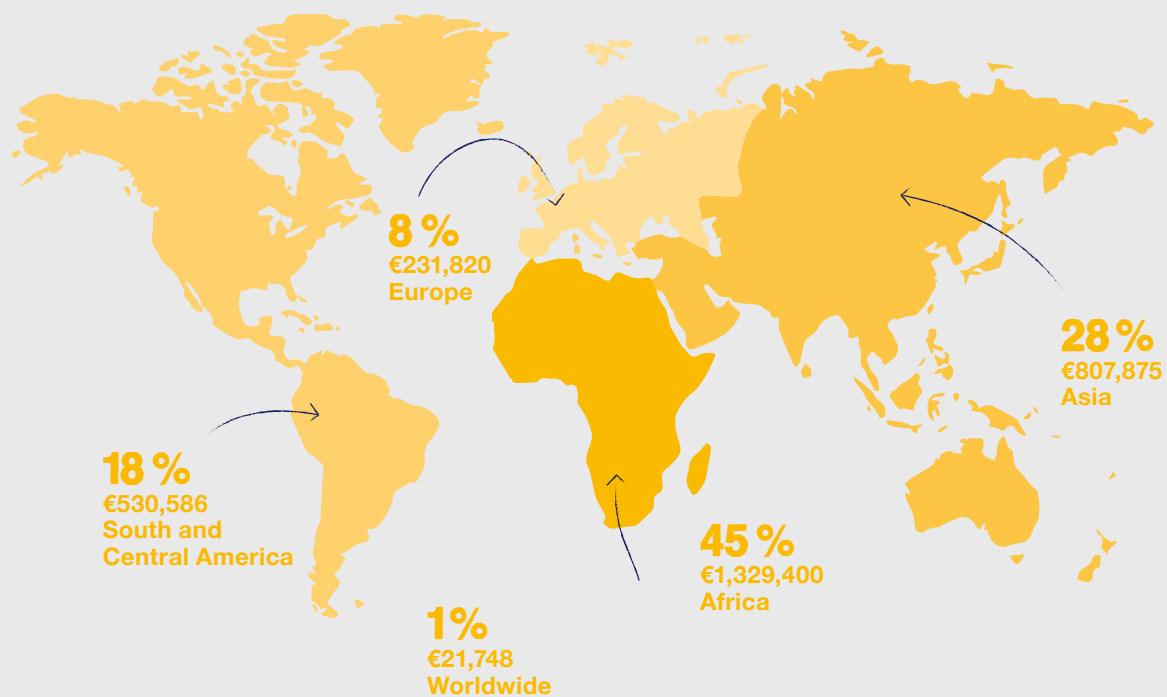
€302,715.00
Work and income

PROJECTS

EDUCATION

Angola	Strong Community for Orphan Girls	€7,000.00
Benin	Vocational Training and Education for Strong Women - Abèni	€50,000.00
Brazil	A Better Future for Sporty Children	€7,400.00
Bulgaria	Inclusion for Deaf and Hard Hearing Children and Youth	€85,000.00
Ethiopia	Protection and Education for Children and Women	€13,000.00
Germany	Educational Support for Students	€55,200.00
	How a Café Helps with Integration	€9,120.00
	Discovering Potentials in Learning Holidays	€25,000.00
	Language Practice for Children with Migration Background	€20,000.00
Ghana	A Safe and Secure Home for Children - Kinder Paradise	€60,000.00
Honduras	A Future without Gangs	€17,968.00
India	Education Creates Opportunities for Street Children	€38,798.00
	Education and Health for the Poorest	€150,000.00
	A Better Future for Sporty Children	€6,000.00
	Learning for Sunny Prospects for Slum Children – Sunshine	€189,401.35
	Return to Life for (Un-)lucky Children – Prana	€130,000.00
Lebanon	Tent Schools for Refugees	€37,550.00
Mexico	A New Life for Girls with Experience of Violence	€433,218.10
Nepal	Genderfriendly Schools for Children	€66,000.00
Senegal	Perspectives for Young People - Leona	€100,000.00
South Africa	First-class Preschool Education for Children - iThemba Pre-School	€51,000.00
	A Loving Home for Orphans - Safe House	€34,000.00
	Future through Education for Township Children - iThemba Primary School	€414,000.00
	Donation Marathon for Township Children	€400,000.00
Sri Lanka	Early Childhood Education for 220 Children	€31,795.00
Tanzania	Comprehensive Education for over 600 Children	€5,000.00
Thailand	Protection against Exploitation and Child Trafficking for Street Children	€93,386.00
Uganda	Farming Goes to School	€10,000.00
Vietnam	Perspectives for Children with Handicap	€22,980.00

EXPENSES BY REGION



WORK AND INCOME

Brazil	Vocational Training and Education for Favela Children	€40,000.00
	Vocational Training for Talented Chefs	€32,000.00
Ethiopia	Education for Young Women	€29,400.00
Gambia	Career Prospects for Returnees	€75,000.00
Germany	Career Prospects with Job Buddies	€24,000.00
	Pilots for a Strong Future	€13,500.00
Ghana	Impact Week Accra	€14,600.00
Jordan	Impact Week Amman	€13,000.00
Nepal	Impact Week Kathmandu	€7,400.00
	The Future Lies in Spices	€21,565.00
Togo	Providing Prospects through Bilingual Education	€32,250.00

HEALTH AND HYGIENE

Kenya	Holistic Education for Children	€4,150.00
Nigeria	Medical Care for the Poor Population - Obizi	€30,000.00

ENVIRONMENT AND WATER

Worldwide	OceanCare	€21,748.10
-----------	-----------	------------

LEGAL DETAILS

Publisher:

help alliance gGmbH
c/o Deutsche Lufthansa AG
FRA I/H
Lufthansa Aviation Center
60546 Frankfurt
Germany

Legal Status:

non-profit GmbH

Managing Directors:

Andrea Pernkopf, Susanne Kotysch

Commercial Register:

Frankfurt am Main HRB 105811

INFORMATION REGARDING THIS ANNUAL REPORT:**Text:**

Milena Mai

Editors:

Milena Mai, Gregor Preis

Proofreading:

Johanna Stotz

Fonts:

Helpica and Helpers Bold, developed by meerdesguten

Concept & Design:

Studio Good, Berlin

Published:

May 2020

help alliance's annual report is published annually.
It can also be downloaded as an E-Paper and a PDF, on
our website and on the intranet of the Lufthansa Group.

help alliance donation account:

Frankfurter Sparkasse
IBAN: DE89 5005 0201 0200 0292 23
BIC: HELADEF1822

You can also donate in one of the following ways:

- Donate your miles at www.miles-and-more.com
- For selected projects at betterplace.org
(helpalliance.betterplace.org)
www.betterplace.org/de/organisations/10317-help-alliance-ggmbh
- As well as all other ways listed out on our website at:
www.helpalliance.org/Spenden/?lang=eng

Contact us and find out more about help alliance:

Phone: +49 (0) 69 696-69670
Fax: +49 (0) 69 696-98-69670
E-Mail: helpalliance@dlh.de
Web: www.helpalliance.org

Lufthansa Intranet:

Lufthansa-ebase
(via Corporate and Group Companies/help alliance)

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

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

