



help alliance

Closer to the World.  
Closer to its People.



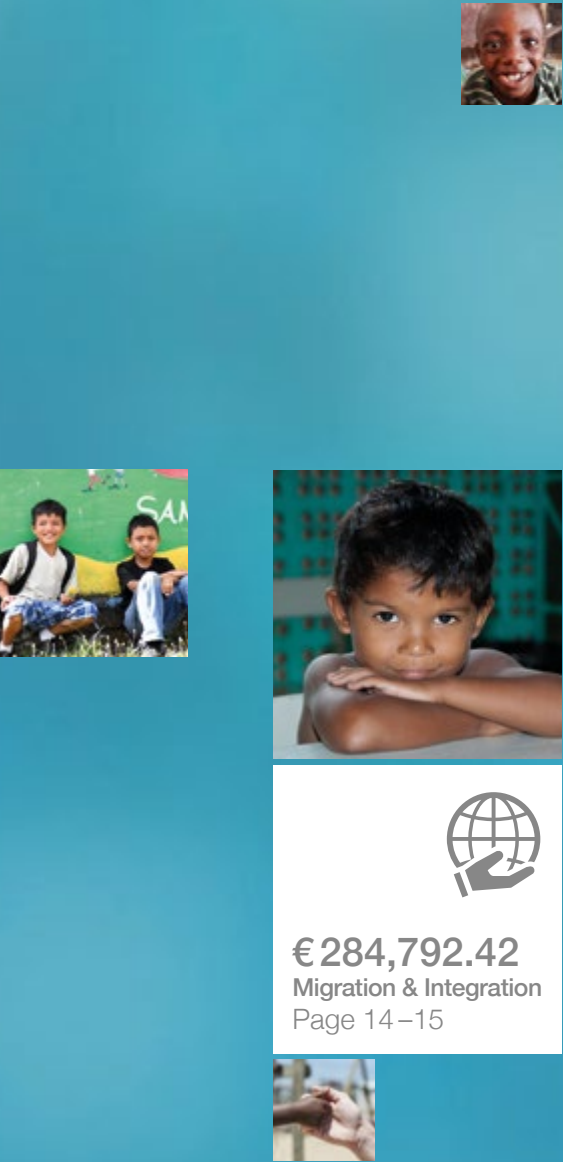
Providing  
help  
worldwide

Over **140**  
projects  
worldwide  
since **1999**

# 2016

Annual Report

help



# help alliance

## Annual Report 2016

### Contents

A Word from our Board of Directors .....	4
A Word from our Patroness .....	5
The Organization .....	6 – 7
2016 News & Updates .....	8 – 9
Education & Training .....	10 – 11
Entrepreneurship .....	12 – 13
Migration & Integration .....	14 – 15
Overview of the Projects .....	16 – 17
Financial Overview .....	18 – 19
Commitment & donations .....	20 – 21
Legal Details & Contact Information .....	22



**€170**  
a month  
for the education  
of a disabled child  
in South Africa





## A word from our Board of Directors

„Closer to the world. Closer to its people.“ This is the guiding principle of those employees at Lufthansa who have volunteered to work in a range of social projects. And this is something that is not going to change in the future.

For one last time, we can welcome them in the name of the entire help alliance e.V. For, on 1 January 2017, we concluded the conversion of the help alliance, from an association to its new form as a non-profit limited company (gGmbH).

There will of course be some sadness accompanying this change, but then again the basic DNA of our aid organisation, formed in 1999 by a group of 13 Lufthansa employees, remains intact. All our efforts and commitment were worth it. The involvement of Lufthansa employees at all levels continues to form the backbone of help alliance, always keeping our goal in mind, which is to offer better prospects to disadvantaged individuals across the world.

We are very proud that our help alliance, an organization that we have built up over the past 17 years, will in future be established as the central pillar of Social Commitment activities across the entire Lufthansa Group. This is to the credit of all those who have supported our association with such energy. We offer our sincere thanks to them for doing this.

Of course, through all restructuring programs, we have continued to give our very best in seeing through our voluntary work in our 30 worldwide projects, which to a large extent will also remain intact. More than 1.9 million euro of donations have been raised for the benefit of people in need. A new record level, which has made it possible for us to find even more ways to help children and young people,

women and men, regardless of their ethnic origin or religion. You will find details of some of these in our Activity Report.

Finally, we would like to extend our thanks to Rita Diop, our longstanding Chairwoman, who has untiringly stood up for the interests of the help alliance. In June she will be going into a period of well-earned leave in the run up to semi-retirement. Rita, we offer you our warmest thanks for all your support.



The biggest thanks needs to go of course to the many people who have donated money and given their support to our association. We ask you to stay faithful to our help alliance in the future, for whether we are an association or a limited company, we will continue to be closer to the world, closer to its people.

On behalf of the entire association,

Susanne French and Ralf Steuer  
Board of Directors

## A word from our Patroness Vivian Spohr



For three years now I have had the honorable and wonderful task of supporting our help alliance as their patron. Whether visiting projects in India, Jordan or Panama, visits to Munich, Hamburg or Frankfurt - everywhere I went I met committed and passionate employees of the Lufthansa Group who have taken on the task of helping disadvantaged people. The help alliance makes this possible.

Despite the suffering and injustice experienced by those seeking help and who have told me their very personal stories, I also felt there was hope. The hope of finally being in a position to lead a self-determined life. Hope that can only come about when there are people who don't look away but instead lend their active support.

I am proud to be part of an organisation that brings together so many dedicated people under one roof and that has entered into local partnerships as part of more than 30 projects worldwide. This commitment is not only a ray of hope in the life of the people they help, it also serves as inspiration and an example for the entire Lufthansa Group and for society.

Since 01 January 2017, the "e.V." in the name of the help alliance was replaced with the letters "gGmbH". When I was asked whether I would continue to be the patron of the new non-profit limited company, the GmbH, it had to be a resounding "yes"! Because during the many preceding discussions I felt that the new team around general managers Susanne Kotsch and Joachim Steinbach and the newly established office team only has one aim: to continue the excellent work of the association and to develop it further. I am particularly pleased that Susanne French and Ralf Steuer, the former management board of the help alliance, will continue to be on board and lend their advice and support. Their expertise is very important for the help alliance.

Finally, I would like to take this opportunity to thank all donors, friends and supporters of the help alliance for their long-standing loyalty and commitment, and I hope that they will continue to stay close to us.

Yours,  
Vivian Spohr

# help alliance

Closer to the World. Closer to its People.



**Closer to the world. Closer to its people.**

This is the guiding principle of socially engaged employees of the Lufthansa Group. There are around forty support initiatives all over the world bundled together under the umbrella of help alliance, which in particular are there to give young people access to education and to empower them to lead the lives they want to live. The projects are funded solely by donations. For each project, employees voluntarily take responsibility in cooperation with competent local partners, who have many years of experience in development co-operation.

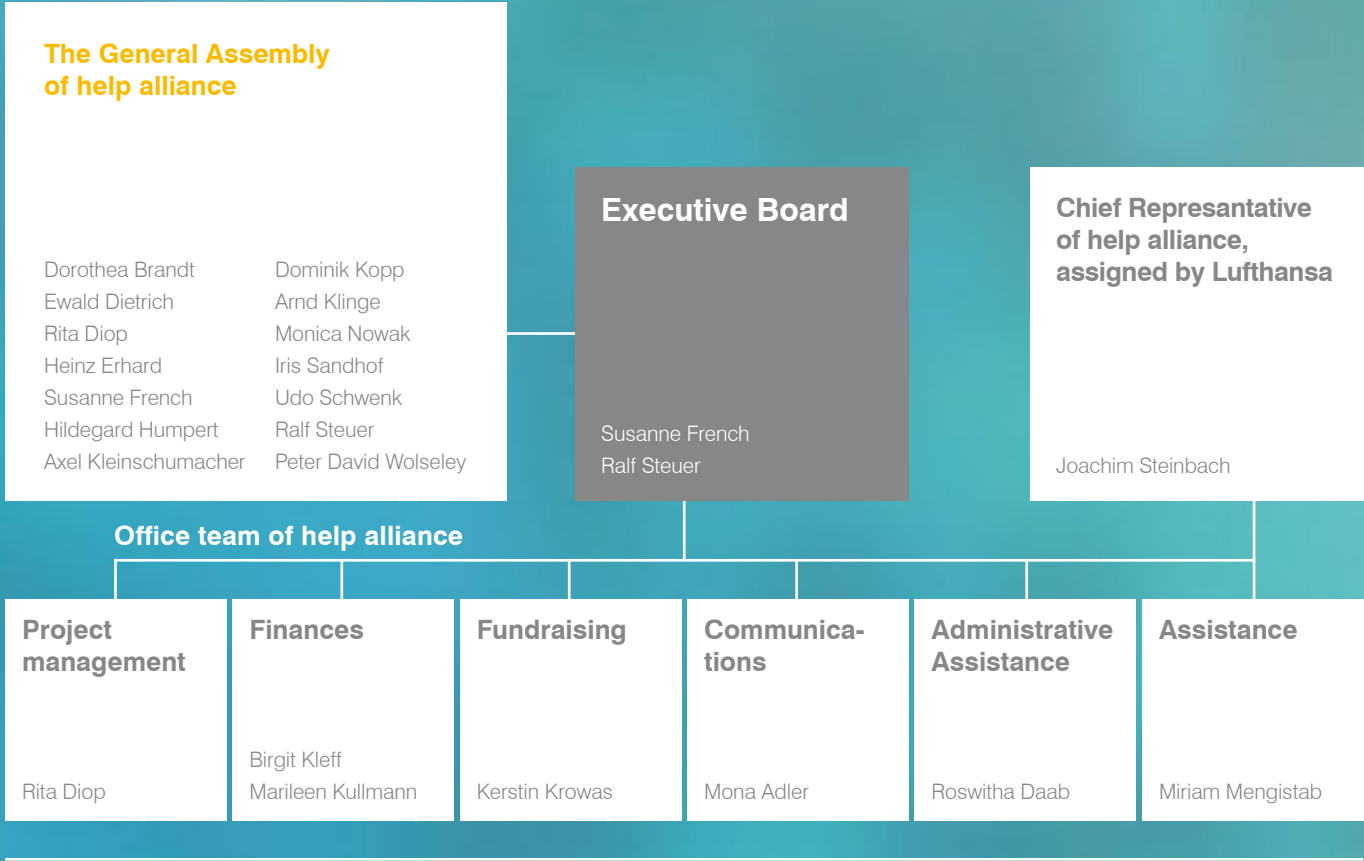
In addition, help alliance can trust in the strength of the Lufthansa Group in their work: be it through know-how or the global commitment and network of around 120,000 employees. And most importantly: your donation goes exactly where it is needed most - quickly and safely.

The Lufthansa Group assumes responsibility through its own business for current social challenges as an internationally active Group and part of the German and international community. This is achieved with help from its non-profit organisation help alliance.

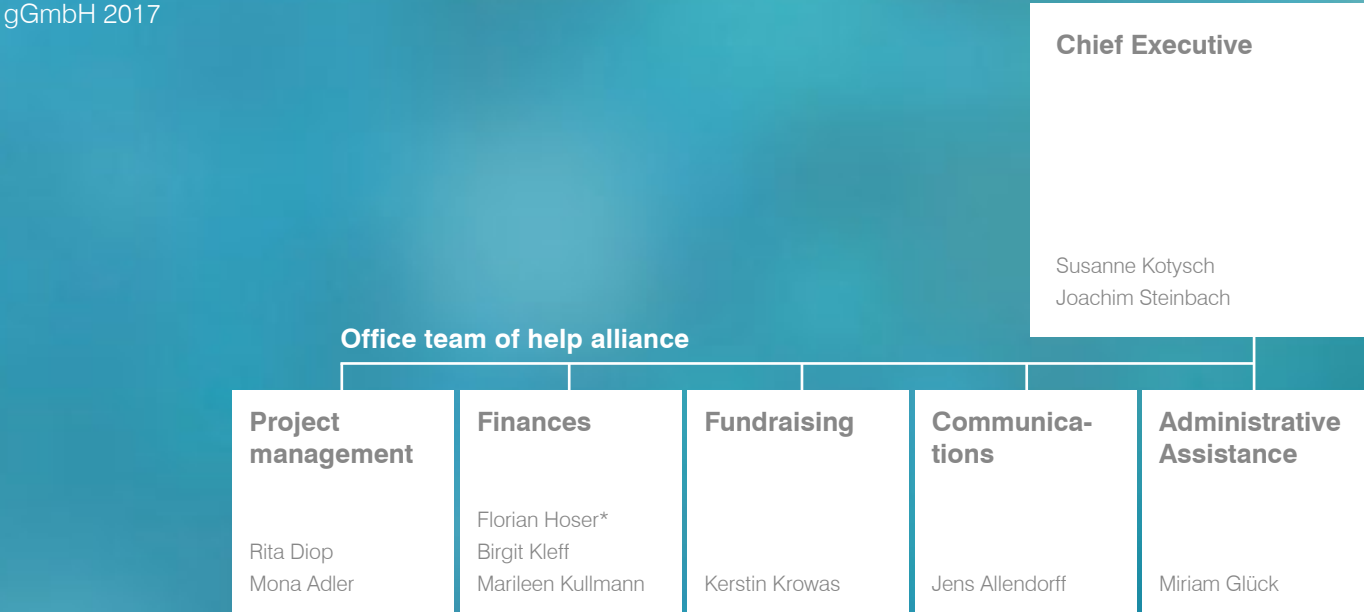
More information can be found at:  
[www.helpalliance.org](http://www.helpalliance.org)

# Structure of the organisation and non-profit GmbH

e.V. 2016



gGmbH 2017



\* Temporary support from Florian Hoser within the framework of the migration from a registered voluntary association (e.V) to a non-profit limited company (gGmbH)





## 2016 News & Updates

You can find more news and updates about the projects on our website at: [www.helpalliance.org/projekte](http://www.helpalliance.org/projekte)



## Golfing for a good cause

**Frankfurt, Germany**

The fundraising campaign of the Lufthansa Golf Club Frankfurt, which celebrated its 40th anniversary in July, raised EUR 13,000. Part of the summer festival included a charity tournament and a raffle on behalf of help alliance.



## Festive day for children with autism

**Ho Chi Minh City, Vietnam**

Over 300 autistic children were able to participate in competitions and learn new games. Families, teachers and social workers took advantage "Day of ours" to share ideas about special learning tools and methods as well as their experiences in education.



## A small plant in the desert sand

**Azraq, Jordan**

New project: The Catch-up School in Azraq, Jordan is currently offering classes to 100 Syrian children who have fled the civil war in their home country, giving them some structure to their daily life again. help alliance patron Vivian Spohr visited the school in November.



## The third Entrepreneurship Camp

**Port-au-Prince, Haiti**

Around 30 young entrepreneurs took part in help alliance's third Entrepreneurship Camp held in October. In various workshops, more than ten Lufthansa employees from various divisions of the Group provided knowledge on team building, business assessment and finance.



## A guest of the United Nations

**New York, USA**

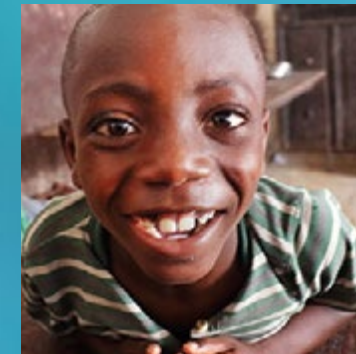
Before more than 600 young people from the Global Youth Summit of Innovative Philanthropy and Social Entrepreneurship, Joachim Steinbach presented the work of help alliance and the commitment of Lufthansa Group employees at the invitation of Nexus in the main building of the United Nations headquarters in New York City.



## A study center for refugee students

**Berlin, Germany**

The meeting place and study center in the Berlin Spreewerkstätten supplements the online educational options offered by help alliance partner Kiron. Moreover, mentors from the Lufthansa Group's staff give the students support and assist with their social and cultural integration.



## Paying and donating by credit card

**Germany**

Since August, Lufthansa Miles & More Credit Card holders have been able to donate a small amount with each transaction they make. The so-called Donation Platform has been put into practice in cooperation with MasterCard and Miles & More.



## Artists give Lufthansa trolleys a makeover

**Munich, Germany**

During the Stroke Art Fair, six international artists each designed an original Lufthansa airplane trolley. Design fans were able to bid for their favorites directly on site. The proceeds of the bidding benefited help alliance.



## Kick it like trainees

**Frankfurt, Germany**

At the table football tournament of the LVK14 trainees in June, 45 colleagues from the LH Group competed in 16 teams. Games were played with good humor on three cardboard table football tables, all in the exclusive Lufthansa design. The table football tables were auctioned off for the benefit of the help alliance "Star of the South" project in Flörsheim.



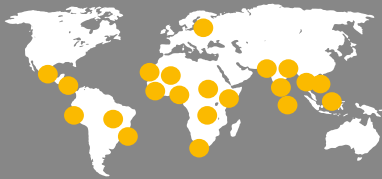


## Education & Training

**The Cornerstone to a self-determined and independent Lifestyle**

help alliance sees education as the cornerstone to a self-determined, independent lifestyle. The people who we support come from poor areas where they are denied educational and training opportunities. Our goal is to give them hope again and that's what we're doing!

## Project Locations



## Expenses

**Education & Training**

€ 848,266.09

- Last year, 83 children attended the iThemba nursery school and 29 of them started primary school at the end of the year. Three of them were lucky and found a place at a primary school nearby.
- Thanks to the Sunshine Project, 250 children and young people in New Delhi were able to go to school.
- 36 teachers were trained in Vietnam to teach children with disabilities in the future.

# Education & Training

Education is the key to leading a self-determined life. It is a vital component for escaping poverty. Since the foundation of help alliance, the promotion of projects which enable people of every age to have access to education and vocational training has been the focus of our work. Because there are still many people worldwide who are excluded from the education system for different reasons.

The positive effects which result from education have an influence on other areas of life. Knowledge of equality, awareness of rights and also health education are all imparted in this context. Since those who are ill, tired or hungry learn poorly, children and young people in many of our education projects also receive warm meals, medical care and to some extent feel as though they have found a new home there. Key regions for our education projects are still Africa and Asia.

### iThemba - The success story continues

For many years, help alliance has supported the iThemba pre-school which teaches 85 children aged between the ages of three and six. The school is located in the Capricorn township in a part of Cape Town that is characterised by high levels of unemployment, illiteracy and violence and help alliance supports it by offering these children prospects for the future. A large part of the high-quality educational work in the preschool is soon lost when they enter the ailing education system in South Africa.

This is why last year help alliance decided to go a step further. Based on the model of the pre-school, a primary school is now being built which will make a long-term, sustainable education available and which will continue the outstanding educational work done by the pre-school.

The iThemba Primary School will be built gradually over the next few years. The construction costs are primarily being borne by help alliance. In the future, over 700 children should attend school there.

### The sun is shining for over 250 street children in Delhi

Another true ray of light is the Sunshine Project in Delhi. More than 250 children and young people from the Saidulajab slum in the Indian capital were given the opportunity in 2016 to have a happier childhood by being given access to education, support and a regular, loving atmosphere.



Professional successes were also achieved. One teenager completed their German studies at the Goethe-Institut and is now the first person in their family to work in an office.

### Tailor-made classes for children with disabilities

The Saigon Children's Charity Project (SCC) in Vietnam has been lovingly caring for the needs of children with a physical or mental disability for many years. In order for these children to be part of society and according to their capabilities, they require special care. Yet qualified teachers are scarce. Since 2010, the "Working With Others" program, which was initiated by the pilot and project manager Dominik Kopp and developed together with the SCC, has been trying to remedy this shortage. In the last year alone, 36 teachers were able to begin training for dealing with and teaching children with disabilities. In the future, over 300 children a year will benefit from the improved learning environment.



# Entrepreneurship

**A strong combination of microloans and professional advice**

Alongside its focus on education, help alliance has also stepped up its funding of entrepreneurship in recent years. This support can be divided into two areas, which with respect to practical aid, are closely interwoven: on the one hand, there is the support of microloans, intended to help recipients to implement a business idea. On the other hand, there is the opportunity to acquire necessary business skills through professional advice. In the latter case, we are increasingly focusing on exploiting the know-how of Lufthansa Group employees. We basically work with partners who have extensive experience in areas that show disadvantaged people new income and employment opportunities.



Especially in poorer countries, these projects offer enormous potential. In the process, great importance is placed on the fact that the companies are self-sufficient after a certain period of time and, therefore, no longer depend on grants or donations.

**The third Haiti Entrepreneurship Camp**

For the third time now, help alliance organized the Entrepreneurship Camp, together with the Rotary Club, in Port-au-Prince in October 2016. The aim of the project, which was initiated by two Lufthansa employees, is to promote entrepreneurship in the country by means of workshops, thus contributing to the country's sustainable economic and social development.

In 2016, 30 entrepreneurs took part in the camp. The workshops were conducted by 10 colleagues from various Lufthansa Group companies, who conveyed their knowledge to the young Haitian entrepreneurs. Over the past three years, there have been more than 150 applications from Lufthansa employees wishing to assist the camp, either as a speaker or as an organizer – at their own expense and in their own free time, too! Fifty colleagues from seven different group companies and from eight different countries were able to take active part in the project. This not only benefited the entrepreneurs, but the Lufthansa Group employees, too.

**Proud young entrepreneurs**

When, in the summer of 2015, co-pilot Lars Heurich exhausted himself by running 160 kilometers in the Berlin Wall Race, which traces the former course of the Iron Curtain, he did this to support young entrepreneurs in the help alliance Sabab Lou project in Ghana. Because Nafae, Salefu or Asuma had big dreams, which they could not fulfil on their own, they turned to Sabab Lou for a microloan. In 2016, these formerly timid people became proud and successful young entrepreneurs. Thanks to the expansion of her Pitu beer brewery, Nafae could afford to send her children to secondary school. Salefu manages a well-running petrol stand and Asuma's bakery products are famous well beyond the limits of her village because of their excellent quality. The repayment rate is 98 percent, and late-comers to the scheme are still picking up.

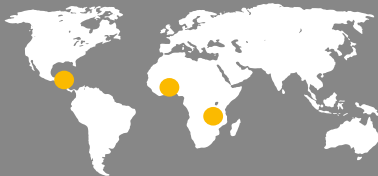


## Entrepreneurship

Helping people help themselves

Helping people help themselves: help alliance enables socially and financially disadvantaged people to establish their own business through special training programs and the provision of small loans. With the help of such sustainable support, employment can be created on a more permanent basis.

## Project Locations



## Expenses

Entrepreneurship

€ 43,300.00

- 17 young entrepreneurs received a micro-loan mid last year, and 98 percent of them were able to make their repayments on time.
- In Haiti, 30 young entrepreneurs took part in the three-week Entrepreneurship Camp this year.
- Over the past three years, 50 Lufthansa employees have attended the Entrepreneurship Camp.



# Migration & Integration

How does one handle migration and multiculturalism? How can people be helped to get their bearings and integrate themselves in a foreign country?

Help alliance has been asking these questions – and for quite a while now. However, with the rise in the number of crises in many regions of the world and the associated streams of refugees, this issue has become more relevant than ever before.

Alongside the already existing help alliance projects in the so-called countries of origin, which have always been aimed at giving people in their home countries new perspectives and to thus reduce their need to flee, new projects along the refugee routes has been added – the Azraq Catch-up School in Jordan.

The German projects focus on key linguistic and educational support as well as practical counseling. Knowledge of all these aspects is imparted by volunteers of the Lufthansa Group acting as mentors or through learning and cultural sponsorships. In total, employees at six locations are involved.

## Azraq: Catch-up School

More than 4,000 children and young people are living in the refugee camps around the Jordanian town of Azraq. Roughly one hundred girls and boys have been taught at the Azraq Catch-up School since last year, giving them a regular daily routine and stability. Girls and boys are given schooling and provisions, which are otherwise not available in a public school. Day after day, Syrian refugee children aged between six and 15 have lessons in the Azraq Catch-up School that are based on the Syrian and Jordanian school curricula. help alliance financed one school container as well as part of the operating costs.

## Cologne: Offene Schule Köln (OSK, „Open School Cologne“)

The “Open School Cologne” (OSK) is where students of different backgrounds and educational requirements learn together, thus creating a model for successful inclusion. The OSK supports the diversity of each child individually with a multi-age learning concept. In such an environment, children who have had to flee their

home countries can feel at ease, come to terms with their experiences and develop prospects for their future life.

By attending school, refugee children experience stability and respect for one another and are empowered to develop their potential in a secure environment. They also receive support from a learning mentor program: Lufthansa employees help them to learn the language and are available as contact persons. A great project, which also impressed the “Foundation RTL – We Help Children”, which is why there was a call for donations for the project during the RTL donation marathon in November.

## Berlin: Kiron Open Higher Education

Cooperation with Kiron is also centered on the commitment of Lufthansa employees. Kiron offers refugee students online training opportunities that are also recognized by partner universities in Germany. However, besides the learning of course contents, education is, above all, a matter of personal encounters – of that we are convinced. That is why help alliance funded a study center, a place of encounters and learning, in 2016. There, Lufthansa Group mentors meet with the students in order to consolidate their knowledge of the course contents, but, above all, to strengthen their intercultural and professional skills.

## Migration & Integration

### Multi-level concept

For more than 17 years, our projects across the globe have aimed to give people prospects in their home countries and thus also reduce the causes of migration. Since 2015, the organization has also supported sustainable mid to long-term projects in Germany.

## Project Locations



## Expenses

### Migration & Integration

€ 284,792.42

- In Azraq, refugee children have the opportunity to go to a school that prepares them for the Jordanian and Syrian school system.
- In the Open School of Cologne, pupils both with and without disabilities study together as part of a mixed-age learning concept. Refugee children also attend language classes.
- In Berlin, 250 refugee students are taking part in an online program by Kiron. They are being supported by mentors of the help alliance.



# Overview of the Projects

## Education & Training

Project	Location	Country	Continent	Total Expenses 2016
Abeni	Djougou	Benin	Africa	60,000.00
Kinder Paradise	Prampram	Ghana	Africa	60,000.00
Kinder von Atibie	Atibie	Ghana	Africa	12,248.95
Blue Bell Kindergarten	Mtwapa	Kenya	Africa	7,224.00
Freundesk. Ostafrikahilfe	Mombasa	Kenya	Africa	9,799.25
Schule Mali	Dioudioulou	Mali	Africa	22,80.41
Leona	Saint-Louis	Senegal	Africa	105,000.00
iThemba	Cape Town	South Africa	Africa	70,000.00
Aasraa Trust	Dehradun	India	Asia	15,567.00
Patenschaftskreis Indien	Khandwa	India	Asia	100,000.00
Prana Projekt	Pondicherry	India	Asia	61,000.00
Sunshine Projekt	New Delhi	India	Asia	70,000.00
Rainforestation Punthuk	Borobudur	Indonesia	Asia	10,000.00
Nothilfe Nepal	Solukhumbu	Nepal	Asia	48,000.00
Pattaya (CPDC)	Pattaya	Thailand	Asia	89,960.00
Saigon Children's Charity	Ho-Chi-Minh Stadt	Vietnam	Asia	46,235.00
CCCP Paulo da Portela	Rio de Janeiro	Brasil	South America	10,332.00
Seara	Santarem	Brasil	South America	14,352.00
Pachamama	Nasca	Peru	South America	16,383.67
Other projects	-	-	-	19,362.81

## Migration & Integration

Project	Location	Country	Continent	Total Expenses 2016
Azraq Catch-up School	Azraq	Jordan	Asia	13,505.00
Chancenwerk	Dusseldorf	Germany	Europe	25,693.37
Playful language practice for migrant children	Flörsheim	Germany	Europe	33,690.92
Kiron Open Higher Education	Berlin	Germany	Europe	31,450.00
Learning buddies for revugees	Hamburg	Germany	Europe	30,437.00
Offene Schule Köln <sup>1</sup>	Cologne	Germany	Europe	141,556.00
Other projects	-	-	-	8,460.13

<sup>1</sup> The offene Schule Köln (OSK; Open School Cologne) will receive a science room next year.  
A total of 120,000 euros was reserved for financing in 2016.

## Entrepreneurship & Income generation

Project	Location	Country	Continent	Total Expenses 2016
Sabab Lou	Chereponi	Ghana	Africa	20,000.00
Haiti Entrepreneurship Camp	Port au Prince	Haiti	Central America	20,000.00
Other projects	-	-	-	2,300.00

## Miscellaneous

Project	Location	Country	Continent	Total Expenses 2016
Obizi People Medical Centre	Obizie	Nigeria	Africa	30,000.00
The Banyan	Chennai	India	Asia	44,510.00
Nothilfe #indeepsorrow	Le Vernet	France	Europe	44,212.00
Homes of Hope	Las Magaritas	Panama	South America	12,134.42
Welcome House Manila	Manila	Philippinen	Asia	10,000.00
Other projects	-	-	-	1,699.98

<b>Total</b>					<b>1,317,914.91</b>
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# Financial Overview

An eventful year lies behind us: new projects were started, ‘old’ ones were completed and released to continue independently. In the case of revenue, it has been shown once again that help alliance can rely on a healthy mix when fundraising. Overall, we were able to increase our donations revenue by 13 percent with a total volume of 1,903,482.48 euro – in a year of change during which numerous new time-consuming processes had to be restructured, this is a great success for us.

In 2016, our supporting members were once again a fundamental support when it came to donations. Thanks to their loyalty, we were able to not only maintain our regular income from private individuals, but we were actually able to increase it by 11 percent to a total of 228,917 euro. Because of these impressive figures, it was important for us to have “our” long-term donors by our side in the non-profit GmbH – all sponsoring members automatically become long-term donors because a gGmbH does not have any (sponsoring) members. Of around 2,800 supporters, 2,500 continue to remain on board. We are therefore grateful and really appreciate the fact that so many of you have expressed your continued confidence in us. We hope that in the future we will be able to inspire all those again who no longer wish to support the work of the help alliance.

Speaking of projects - there is a trend also occurring at help alliance that most of the aid organizations have in common: more and more people want to donate to a specific project. As such, “project-related donations” increased by around 85,000 euro, whereas “free donations” recorded a decrease of approximately 12,000 euro. But whether they were free or earmarked donations - we were pleased with every single donation that was made.

The “Small change – it’s a big help” campaign showed a decrease in 2016 compared to the previous year. Unfortunately, less money was collected than in previous years during the OnBoardCollections carried out by our partner airlines on board their long-haul

aircraft. Here, we would soon like to introduce a new attractive concept with the help of the tireless commitment of all crew members and using the great potential that lies within them, to draw upon the old successes and to increase them even more significantly.

For the “Other income” on the other hand, we were fortunately able to note a significant increase. The main reason for this: the “Miles to help” campaign. Frequent flyers could exchange their accumulated miles at Miles and More not just for material goods, but could also donate them to charity. And in 2016 many passengers made use of this opportunity. The result: we were able to almost double our donations from so-called donation miles in 2016. For this, we would like to say thank you very much!

For years now, help alliance has followed the approach of keeping administrative costs as low as possible through its use of voluntary commitment, but also through the economical use of all other resources. The additional cost of 70,000 euro compared to 2015 can be justified inter alia as follows: firstly we purchased a professional donor database, whose operation and further development is currently reflected in 2016’s figures. Such a database is essential in assuring a highly individualized, reliable support for our donors and above all guaranteeing safe storage of their personal details. Additionally in 2016, two interns spent the entire year at help alliance in order for us to be able to handle more work. Because help alliance is thinking long term: we don’t just want to do good work in the here and now, we want to continue in the long term. It is therefore essential that we also invest in new donation ‘products’ or in the further development of project planning. For that, above all, time and manpower are required. The results from this cannot be expected immediately, however we very much hope that our efforts to professionalize and diversify will pay off in the long term - in the truest sense of the word.

# Revenues & Expenditure

Revenues	2016	2015
Contributions from supporting members	228,917.00	207,134.34
Non-dedicated donations <sup>1</sup>	400,114.16	412,226.66
Project-dedicated donations <sup>2</sup>	373,727.72	288,730.49
Emergency-aid donations <sup>3</sup>	-	124,240.78
Small Change – It’s a big help campaign <sup>4</sup>	283,605.01	362,661.83
Other revenues <sup>5</sup>	617,213.25	289,406.32
<b>Sum of revenues</b>	<b>1,903,577.14</b>	<b>1,684,400.42</b>
Project reserves from preceding year	377,457.78	548,098.70
<b>Total</b>	<b>2,281,034.92</b>	<b>2,232,499.12</b>

Expenditure	2016	2015
15 help alliance projects <sup>6</sup>	706,654.14	734,532.22
Supported projects <sup>6</sup>	247,761.35	382,066.03
Germany projects <sup>6</sup>	271,287.42	219,478.14
Emergency aid	92,212.00	187,000.00
Administration and personnel costs	360,194.25	284,884.72
Advertising and informational materials	34,501.85	47,080.23
Expense: donation in kind	5,269.89	-
<b>Sum of expenditure</b>	<b>1,717,880.90</b>	<b>1,855,041.34</b>
Project reserves for the following year	563,154.02	377,457.78
<b>Total</b>	<b>2,281,034.92</b>	<b>2,232,499.12</b>

<sup>1</sup> Direct inflow of funds to help alliance that are not earmarked for a specific project

<sup>2</sup> Direct inflow of funds to help alliance that are earmarked for a specific project

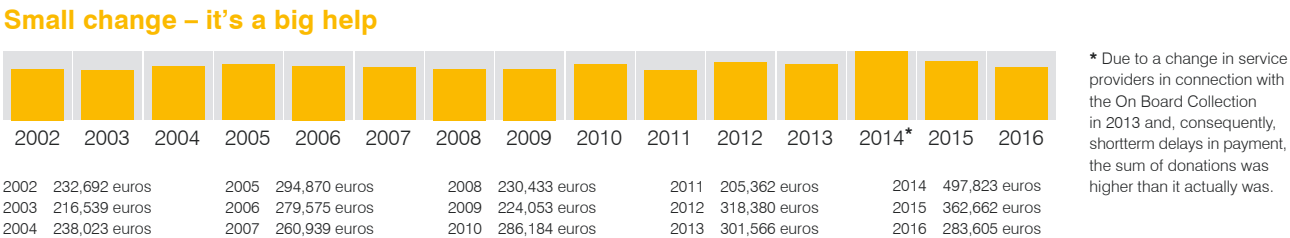
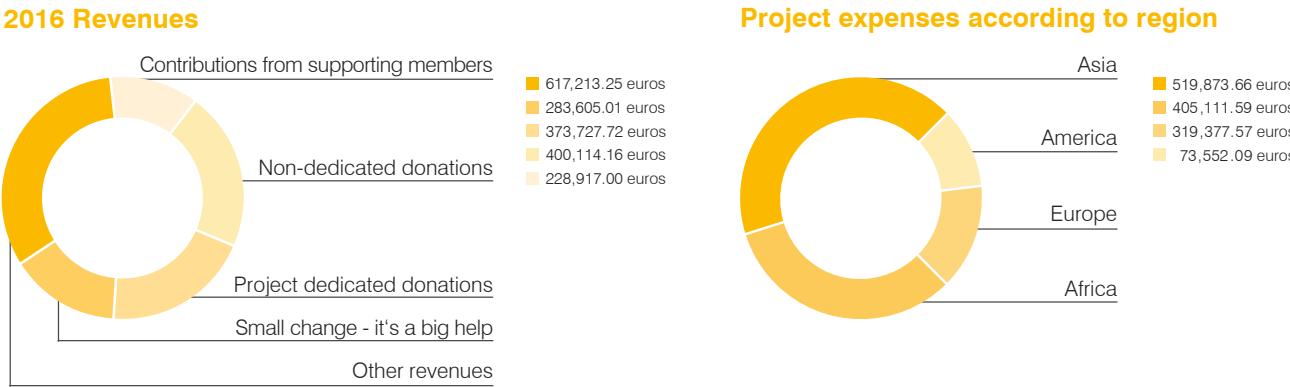
<sup>3</sup> Direct financial inflow of funds to help alliance earmarked for concrete emergency aid projects

<sup>4</sup> All donations collected aboard the long-haul flights of Lufthansa, Condor, and Austrian

Airlines, as well as in the donation pillar boxes at all German and selected international airports (net, meaning after deduction of fees charged by foreign-exchange organizations)

<sup>5</sup> Among other things, includes “Miles to Help” and interest earned

<sup>6</sup> For allocation of funds to individual aid projects, see pages 16 – 17





## Commitment & donations

At this point we would like to take the opportunity to say a heartfelt thank you to all of our donors, supporters and sponsors. It is only with your help now and in the future that we can enable disadvantaged people worldwide to lead a self-determined life through our projects. As help alliance does not dispose of any funds of its own, it is solely financed through donations.

The following figures show just how large the support was in 2016. In the past year, help alliance was supported by 2,235 donors, of which 1,575 were sponsoring members who regularly sent a fixed contribution. The average donation amount given by our sponsoring members was 145 euros in 2016. Together, all of our donors have given us donations in the past year amounting to around 1,903,482.48 euros, which we were able to pass on to use in our projects where they were needed.

Particularly important are all our dedicated volunteer employees who, as project managers, learning mentors, tutors, cookie bakers, fundraisers, multipliers and friends of help alliance, form the backbone of our charitable organisation. We know that they shouldn't be taken for granted! In most cases, they sacrifice their precious free time to help strangers in foreign countries, who they may perhaps never meet, to live a better life. Their motivation to selflessly do good is what spurs us on. Thank you to all of you who are important pillars in our association.

Our thanks also goes to the Lufthansa Group: thanks to the generous donations - not only in the last year - administrative costs were covered, making sure that every cent we received was able to be used where it was urgently needed.

We would also like to thank Lufthansa Group's Corporate Communications which, in reliable tradition, has co-financed this activity report. Together with the marketing department, they make the work of help alliance visible to both internal and external audiences with regular reports or original marketing campaigns. A big thank you also has to go to the many other companies, sales organizations and departments who promote the work of help alliance through campaigns and commitment. In particular the worldwide

sales organizations that have committed themselves across the country to supporting our work in the respective regions.

An integral part within the group is also the trainees, ProTeamers and explorers, whose leaders recognize the social relevance of the topics and allow them into their programs. Several generations have already dealt with the different facets of social commitment as project groups and contributed their ideas to generate new donations.

We would also like to highlight the support of the Group Airlines and Condor who collect donations on board long-haul flights through the so-called "On Board Collection" (OBC). In this context, a special thanks goes to the committed crews on board who draw passengers' attention to these donations in a charming way. The success of the OBC hinges on you.

Also, Miles & More GmbH is not just a very important partner to help alliance that we have been relying on for years when it comes to donation miles: in the past year and together with MasterCard, a new donation opportunity was launched: the so-called "Donation Platform" offers holders of Lufthansa Miles & More credit cards the opportunity to donate a small amount to help alliance with every purchase they make, and to do a little good.

Last but not least we would like to thank Vivian Spohr, who, as patron of our association, has opened many doors. She has worked tirelessly over the past year to make help alliance strong, visited projects and given many hours and days of her free time.

Thank you to all our supporters!

**1,903,482.48**  
euros in donation revenues  
in 2016

**1575**  
supporting  
members

Over  
**50**  
active "Friends  
of help alliance"



# Legal Details & Contact Information

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With kind support of Lufthansa Group Communications

## help alliance donations account:

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

## You can also donate in one of the following ways:

- Online via ammado on helpalliance.org, Lufthansa.com and worldshop.eu
- For selected projects, at betterplace.org (helpalliance.betterplace.org)
- As well as all other possibilities listed out on our website at [www.helpalliance.org/support-us](http://www.helpalliance.org/support-us)

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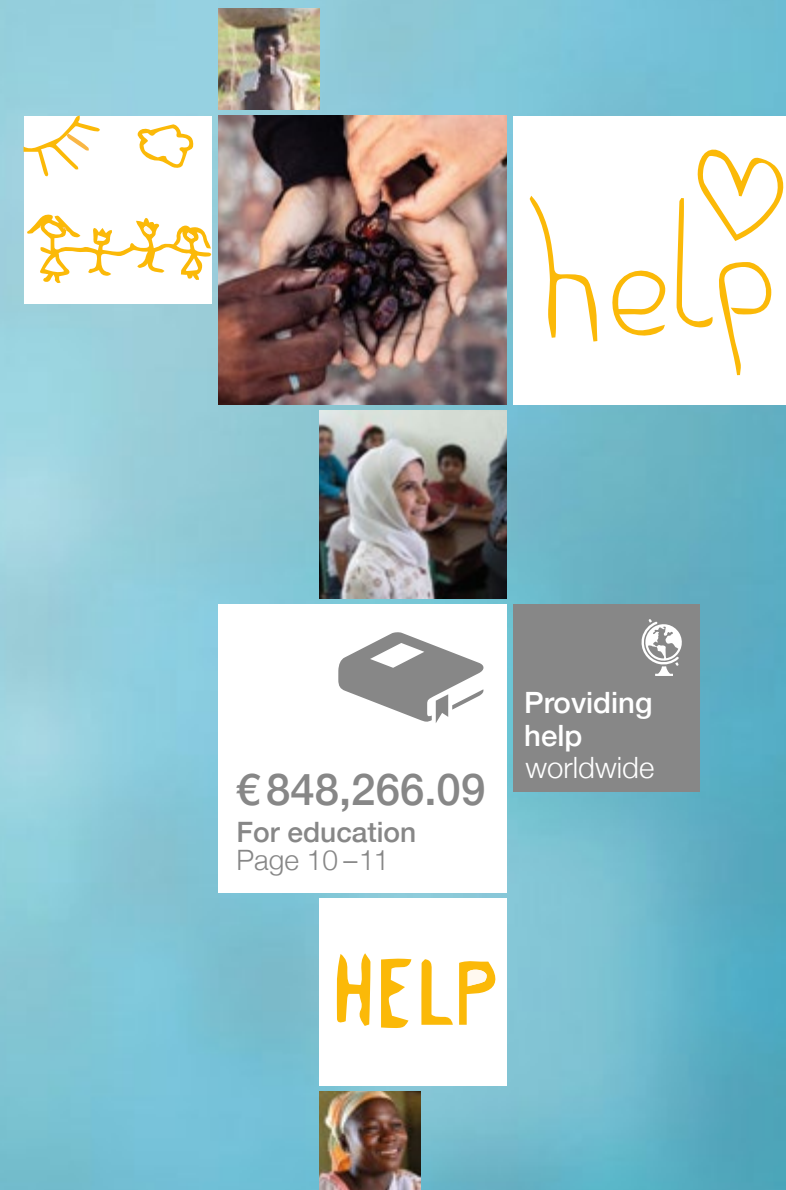
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help alliance

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