



# ANNUAL REPORT 2022 IN REVIEW



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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.**

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## OUR MISSION

help alliance, which was founded by committed Lufthansa Group employees back in 1999, 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 enable these people to lead independent and self-determined lives. In doing so, we consistently observe the guidelines of the United Nations Convention on the Rights of the Child and the UN's Sustainable Development Goals. And, with the commitment of our employees and the strengths of the Lufthansa Group, we can increasingly make a difference through the projects we conduct.





The 'Concert for Tomorrow'  
fundraising event



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

The growing number of disasters around the world, combined with the repercussions of the COVID-19 pandemic, posed us a range of challenges throughout 2022, too. The continuing terrible war in Ukraine put further constraints on our endeavors. So it was all the more vital that, thanks to your support, we could continue our invaluable work last year, and even managed to launch 17 new projects, too.

2022 brought our volunteer family even closer together. I was delighted to see our help alliance communities, within which employees at various units and locations within the Lufthansa Group team up *pro bono* to support a good cause, continue to grow. In addition to our project work, our corporate volunteering assignments are gaining in importance. I was able to see and feel this for myself, too, at the Houston Foodbank, together with our colleagues at help alliance Americas.

One of my personal highlights of 2022 was the June ‘Concert for Tomorrow’ at the Isarphilharmonie in Munich, which was organized through help alliance to benefit Ukraine. With your help and support, we have made substantial progress in the restoration of the music school in the Ukrainian town of Bucha, to help give the local children brighter prospects and perspectives.

All of the above has only been possible thanks to your financial support and to the substantial and tangible involvement of so many Lufthansa Group colleagues. And for all of this I and our entire help alliance team offer you our deepest thanks. It is your support that gives us the strength and the energy to carry on with our work, even in tougher times, and continue to help those less fortunate all over the world.

I hope you enjoy reading our 2022 Annual Report.

Sincerely,

A handwritten signature in blue ink that reads "V. Spohr". The signature is fluid and cursive, with a large initial "V" and a stylized "Spohr".

Vivian Spohr





**Andrea Pernkopf and Susanne Kotysch, co-managing directors of help alliance, on the challenges faced and the successes achieved over the past year**

## **AN EVENTFUL TWELVE MONTHS: A REVIEW OF 2022 FROM THE MANAGE- MENT PERSPECTIVE**

**Andrea and Susanne: how would you sum up 2022 from your perspective?**

**Andrea:** After the two really tough ‘COVID years’, we were really able to take off again with full thrust last year and catch up on what we had had to defer because of the pandemic. Just one illustration of this: we launched 17 new projects last year in six different countries. What’s especially encouraging, too, is that our fundraising has found renewed strength, and the year produced a very healthy result in terms of the donations we received. So we can say with confidence that the tough pandemic times are now firmly behind us.

**The COVID-19 pandemic seemed to be over, and then this terrible war broke out in Ukraine. What impact has this had on help alliance and its work?**

**Susanne:** Yes, we did seem to go from one crisis to another. What we at help alliance felt immediately when the Ukraine war began was a tremendous desire among the employees of the Lufthansa Group to help the people affected. This is where our huge advantage of having such global communities really came into its own: they got themselves organized, collected a mass of useful items and were able to provide the swiftest of support for those affected with a minimum of bureaucracy.

**Andrea:** Yes, the response was so great that we were even able to team up with the then CEO of Lufthansa Systems Olivier Krüger, conductor Michael Balke and the #WeAreAllUkrainians initiative to organize a benefit concert of classical music at Munich’s Isarphilharmonie. The ‘Concert for Tomorrow’ was performed by a scratch

orchestra of Ukrainian and German musicians. And all its proceeds, together with the further donations that were also collected aboard Lufthansa flights, went to restoring the war-damaged music school in the Ukrainian town of Bucha and providing it with new musical instruments. It was a very special evening. Even one year on, I still feel so moved when I watch the livestream again.

**What were your further highlights of 2022?**

**Andrea:** Well, we sadly hadn't been able to visit any of our numerous projects during the two pandemic years. So it was a particular joy for us last year to resume our 'project trips' and see once again with our own eyes the difference our work can make to the children and the adolescents we support. Last September, for instance, we were able to inaugurate a new girls' shelter at our project in Dehradun in Northern India, together with our project partner Mastercard. The shelter offers more than 200 girls who had previously been living on the streets a safe and secure home in which they can learn and thus be helped to live self-determined lives.

**Susanne:** We were also particularly encouraged in 2022 to see even more of the airlines and the further business units of the Lufthansa Group actively approach us because they wanted to get even more involved and publicly demonstrate that involvement, too. A good example of this is the 'help alliance livery' that an Airbus A320 of group airline Edelweiss Air has been sporting since last summer. Combined with a fundraising drive, it's really helped to carry the message of the Lufthansa Group's commitment to charitable causes all over the world.

**Exciting! It sounds like it was a very successful help alliance year...**

**Andrea:** It certainly was! And the close interplay between our various projects and

our ever-growing communities was crucial to that success. The year also saw another of our Community Clean-Ups as part of World Clean-Up Day, on which our employees and the beneficiaries of our projects all over the globe collected more than 2,400 bags of trash. Every bag collected earned us a donation from the Lufthansa Group. So we were able to raise more than 10,000 euros in donations to help alliance through this action alone.

**Susanne:** It never fails to impress us, either, how creative our people are in their fundraising drives. 2022 also brought the second iteration of the 'Merchandise4Good' charity auction co-led by the Lufthansa Young Network and the Nordstern Community in Hamburg. The event saw surplus airline signage, aircraft sidewall panels and numerous Economy and Business Class seats all sold via eBay. And the scale of its success surprised us all: this simple action raised over 30,000 euros which we could then channel into two of our help alliance projects.

**And what future plans does help alliance have?**

**Andrea:** Last year also saw us stage our first-ever help alliance on-site event, for which we invited all our project leaders and all our community leads to a two-day gathering. It prompted some really lively discussions and exchanges about our work and about the individual commitment of all our many colleagues. And the event was such a success and generated such unflinchingly positive feedback that we've decided to repeat it this year.

**Susanne:** On top of that, our help alliance will be celebrating its 25th birthday in 2024. And we're already getting some initial ideas together on how to suitably mark this jubilee and combine the celebrations with some exciting fundraising drives. So there's a lot more interesting action to look forward to, too. And it's definitely worth keeping a close eye on our social media channels!

# 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 "Closer to the world. Closer to its people." by promoting development projects worldwide. This network consists of our help alliance gGmbH team, our volunteer project leaders, our local volunteering communities and our 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



**Victoria Cyrus**  
Corporate &  
Project Volunteering



**Lena Schlerka**  
Corporate Volunteering &  
Community Engagement



**Laura Single**  
Project Portfolio Management



**Tabea Hamann**  
HR & Controlling



**Mona Adler**  
Project Portfolio Management  
(on parental leave);  
since December 2022:  
Project Communications &  
Impact Assessment



**Henning Neuhaus**  
Communications



**Mohamed Attaallah**  
Project Portfolio Management



**Inga Holtmann**  
Corporate Citizenship  
Strategy



**Milena Mai**  
Digitalization & Controlling;  
since mid-2022:  
Strategy & Digitalization



**Kerstin Krowas**  
Fundraising



**Florence Lang**  
Fundraising





## **A COLLECTIVE STRENGTH – THROUGH OUR DONORS...**

While help alliance gGmbH can count on the generous support of the Lufthansa Group, which enables us to fully cover our administrative costs, our projects themselves are financed solely through donations, which must be newly earned each year. Only if we can continually attract benefactors to our work can we continue to support children, adolescents and whole families all over the globe, and help give them a better future.

We are all the more thankful, then, to every one of our supporters for their invaluable help. In 2022, help alliance was supported by countless donors, many of whom make regular donations of a particular fixed amount. All in all, our donors entrusted us with some 5,148,000 euros last year, which we were able to pass on in full, specifically and meaningfully, to our various projects.

We would therefore like to take this opportunity to voice our sincerest thanks to all our

donors and benefactors – for your loyalty, your solidarity and your confidence and trust. You are the pillars of our help alliance!

There is sadly too little space here to list all of them by name. But some of them we would like to mention – not just because they were particularly generous with their donations, but also because they have been supporting us for years, or because they continue to advance our work, through their networks, their involvement and their ideas. First and foremost the Lufthansa Group, who, with their generous donation, once again covered all the administration costs we incurred in 2022, enabling us to finance all the year's expenditure on staff, office rental and IT.

A particular thank-you goes to Lufthansa Group Corporate Communications. Our colleagues here help us time and again, together with Lufthansa Marketing, to convey our aims and our activities to a broader public, be this through various internal and external media or via some truly original marketing campaigns. Various further Lufthansa units, many employees throughout the Group and our apprentices and trainees, too, were again active on our behalf in 2022 – baking and selling cookies, making sponsored runs, organizing raffles and more, all for the good cause and the work of our help alliance. Many thanks to you all!

We would also like to express our thanks and gratitude to our colleagues in the Lufthansa Group Sustainability Team. They are always ready and willing to give us their assistance and advice, and are a greatly valued authority and sounding board for many of our issues and concerns.

### **OUR FUNDRAISING IN FIGURES**

help alliance received total donations of around 5,148,000 euros and earned other income of 113,444 euros from commercial activities in 2022. And the help alliance team and its 50-odd partner organizations used these funds to help over 40,000 people in 24 countries build a life for themselves without poverty and with better future prospects.

## ... AND OUR PARTNERS

We are deeply grateful, too, to our airline partners, who continue to support us in a wide range of ways, such as their on-board loose change collections on their long-haul flights. A particular thank-you here goes to our friends at Edelweiss Air, who have been closely involved in our work for several years now, and who gave our profile a particular boost last year by operating the first-ever aircraft to carry a special 'help alliance' livery.

Miles & More GmbH is another vital help alliance partner of many years standing, be it through the program's 'Miles to Help' mileage donation option or through the many other donation drives that the company has conducted on our behalf. With the more than 720,000 euros that Miles & More helped raise, we not only got a joint project in Togo close to both our hearts up and running, but were also able to give hope to people who have suffered through the war in Ukraine.

Our emergency aid project in Ukraine has been attracting donors both within and beyond the Lufthansa Group. The Postcode Lottery, for instance, which has been an increasingly important partner for us over the past few years, supported the project with a 100,000-euro contribution.

'Stiftung RTL – Wir helfen Kindern e. V.' and help alliance have also been a strong team for several years now. And help alliance was well represented last year – for the seventh time – in RTL's annual 'Spendenmarathon'. After jointly pursuing projects in Germany, Mexico, India and South Africa in previous years, the focus for the 2022 Marathon was on a project in Nepal to get girls into school and support them there when they have their periods, and more broadly assert their rights to an education and a proper place in society.



We could also continue to count on our collaboration with Mastercard Europe SA throughout 2022. Not only did they support our RTL Spendenmarathon project with a generous contribution in line with their declared female empowerment aspirations; they also embarked on new joint paths with us, and generated many donations for our child protection project in Pattaya, Thailand through a large-scale campaign.

We would further like to mention Share, Rational Games, the Globus Foundation and the Uli Schwarz Foundation as representatives of the many other companies and foundations large and small who also teamed up with us for a good cause in 2022. We are truly grateful to all our partners for all their trust and all their loyal support, and we are delighted that they all continued to work with us last year to help build better futures. Many, many thanks!

# 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 applicable guidelines are duly and fully observed.

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



## TRANSPARENCY AND MONITORING

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 assessment, and evaluates these to help ensure that every project delivers 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 help alliance 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 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. Our fundraising process is also subject to compliance requirements whose observance is regularly reviewed.



## CONTROLLING

The prime task of our controlling is to secure help alliance's financing and monitor its economic situation. Controlling also helps the alliance's overall management and its project management to 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 project budget. 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 project proposal is approved, the project will then be subjected to a compliance check. Provided this is also positive, a project agreement will 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 PRESENT CHALLENGES IN EDUCATION AND TRAINING WORLDWIDE

## **EDUCATIONAL INEQUALITIES CONTINUE TO CLIMB ALL OVER THE WORLD**

The United Nations may have the declared objective of ensuring 12 years of free education for all, but the global reality is a very different one. Inequalities in education have increased substantially in the past few years. With the cost of living rising all over the globe and states failing to invest adequately in their education sectors, such inequality is expected to grow further, too, in the years ahead. One country in three currently invests less than 4% of its gross domestic product and less than 15% of its public spending in education, thereby falling short of the internationally agreed educational investment minima.

Many families also face high costs if they are to give their children access to educational facilities. Families in the poorest countries in particular are forced to devote a large part of their income to enabling their children to go to school.<sup>1</sup> And corresponding evidence confirms that poverty has a direct impact on school attendance, qualifications and educational opportunities. Some 37% of children worldwide living in low- or medium-income countries face the further challenge that the language they speak at home is different from the language used in local school tuition, making it correspondingly difficult for them to follow the classroom proceedings.<sup>2</sup>

Adding to the challenges are the millions of children worldwide living in crisis regions or fleeing war or persecution, people in poverty, religious and ethnic minorities, women, girls

and people with disabilities who are excluded entirely from local education systems. Corresponding figures for 2018 suggest that some 258 million children and adolescents were not attending school for such reasons – a sizeable 17% of this age category. Nine out of ten of them were living in Africa or Asia.<sup>3</sup>

The COVID-19 pandemic and the associated school closures have exacerbated the situation in the intervening years. Schools worldwide were partially or entirely closed for an average of 41 weeks between March 2020 and February 2022. The longer a child is unable to attend school, the more likely it is that they will not return at all, as a 2020 UNESCO study concluded. Schoolchildren from disadvantaged backgrounds are particularly likely to remain away, as a result of socio-economic factors such as the need to generate income, higher needs to care for other family members and forced and/or early marriage.<sup>4</sup>

## **EMPLOYMENT PROSPECTS DECLINED SUBSTANTIALLY IN 2022 ALL OVER THE WORLD**

With rising geopolitical tensions, the war in Ukraine, uneven rates of recovery from the effects of the COVID-19 pandemic and continuing supply chain shortages, the global economy is currently experiencing both high inflation and low growth. The combination is prompting steep increases in the cost of living, especially on the food and energy fronts, while incomes remain at low levels.

## OUR WORK AND OUR IMPACT

At the same time, more than 200 million people worldwide have no access to gainful employment. And global unemployment figures are projected to further increase in the next few years.<sup>5</sup>

A large proportion of the population who are in paid employment are in the casual labor sector. Not only does this mean that their employment itself is on a less-than-firm foundation: it also means that they have little to no social security, few workers' rights and often inhumane working conditions. Some 93% of the people in this sector live in emerging or developing countries. This in turn means that just under half of the world's population can barely cover their basic needs. Over 200 million employees also live

below the poverty line, despite their employed status.<sup>6</sup>

Young people aged between 15 and 24 find it particularly difficult to find decent work. Over 23% of young people worldwide are not in employment, training or education.<sup>7</sup>

This also leads many individuals to see no future prospects for themselves in their local surroundings, which in turn prompts them to seek opportunities elsewhere. Hoping to find work, they will either move to the slums around the big cities in their own country or will opt to migrate entirely to another country. Successfully building a new life in their new environment, however, often remains an unachieved goal.

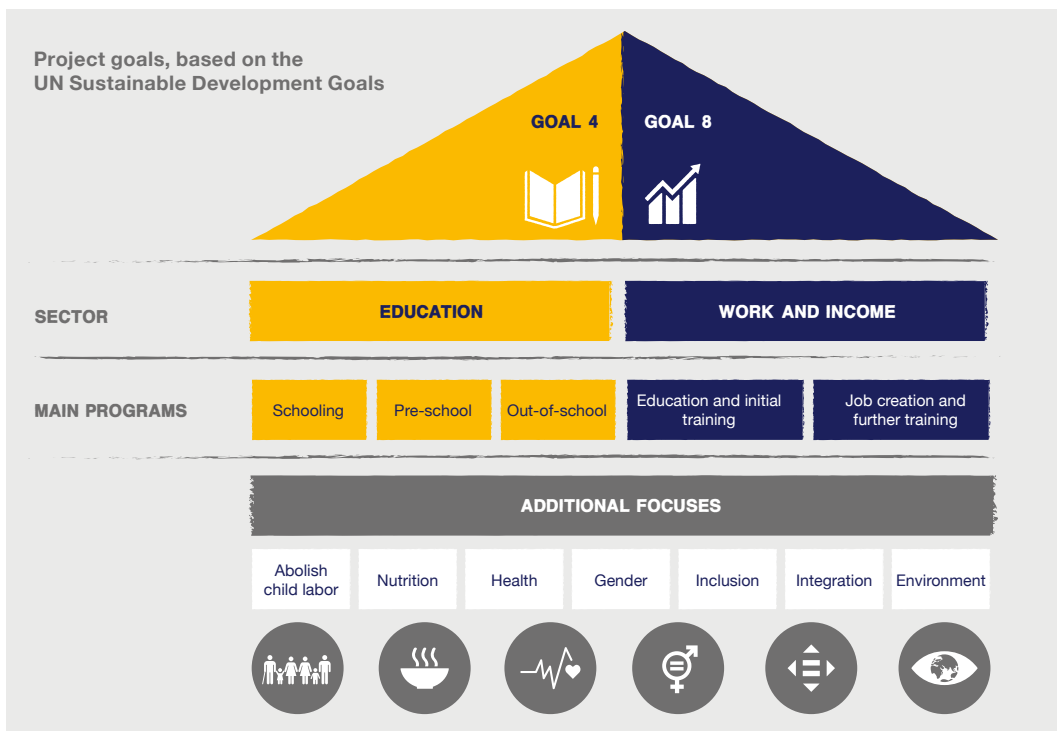


- 1 UNESCO Global Education Monitoring Report | German Commission for UNESCO
- 2 Global Education Monitoring Report summary, 2021/22: non-state actors in education | unesdoc.unesco.org
- 3 "258 Millionen Kinder gehen nicht zur Schule" ("258 million children don't go to school") | Deutschlehrer-Info | DW | 25.06.2020
- 4 The Sustainable Development Goals Report 2022.pdf | un.org
- 5 "Arbeitslosenzahl weltweit bis 2024" ("Global unemployment figures to 2024") | statista.com
- 6 "Armut trotz Arbeit" ("Poverty despite employment") | Globalisierung | bpb.de
- 7 wcms\_865332.pdf | ilo.org

# 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, work 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 (see the chart below). 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 learn 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 of our projects in the education sector also incorporate a catering component.



# WHERE WE HELP

help alliance was active as an international aid organization in 24 countries on five continents in 2022, helping disadvantaged people towards a better and self-determined future. As in previous years, the prime regional focuses of our work (in terms of both project numbers and funding amounts) were on Africa and Asia. Our activities in Latin America and the Middle East were expanded from their prior-year levels. And many of our projects in Europe (and in Germany in particular) were expanded and modified to address current needs stemming from the war in Ukraine and to integrate Ukrainian refugees into our project work.



## AFRICA

16 PROJECTS IN 9 COUNTRIES  
OVER 8,700 BENEFICIARIES

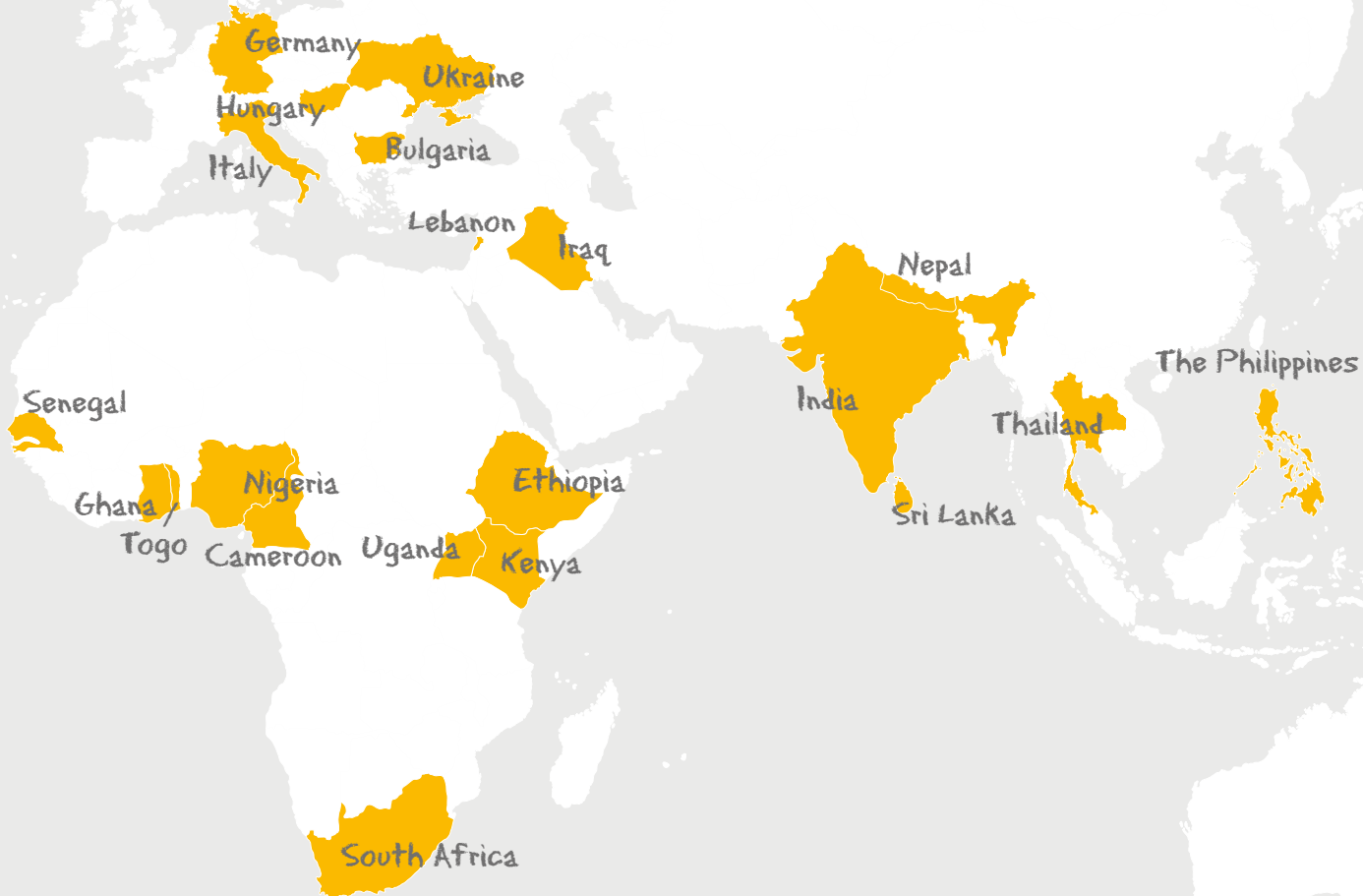
## ASIA

9 PROJECTS IN 5 COUNTRIES  
OVER 22,000 BENEFICIARIES

## MIDDLE EAST

2 PROJECTS IN 2 COUNTRIES  
OVER 2,300 BENEFICIARIES





**51**  
PROJECTS

OVER  
**40,000**  
BENEFICIARIES

**EUROPE**

19 PROJECTS IN 5 COUNTRIES  
OVER 6,800 BENEFICIARIES

**LATIN AMERICA**

5 PROJECTS IN 3 COUNTRIES  
OVER 1,000 BENEFICIARIES

# 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. 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 subgoals 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 18-19). In addition, the project's leader will fill out an annual



questionnaire 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 (see diagram) and with it our corresponding 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 here in 2022 in the two key funding areas of **Education** and **Work & Income** and with our further funding priorities. You'll also learn, through our story from South Africa, what prospects and perspectives we're helping to sustainably create for young people through our various projects.



## FOCUS AREA: EDUCATION

### GLOBAL RESULTS

#### IMPACT



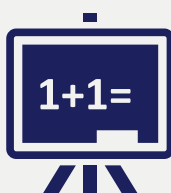
The people in our help alliance projects gained inclusive and equal access to quality education all over the world. By enabling this, help alliance contributed to the achievement of Sustainable Development Goal 4, 'Quality Education', of the UN's 2030 Agenda for Sustainable Development.

#### OUTCOME



- **1,186 children (66% of them girls) improved their future prospects and perspectives by completing (pre-)school.**
- 401 pre-school completions
- 210 elementary school completions
- 421 middle school completions
- 154 high school completions

#### OUTPUT



- **12,326 children (48% of them girls) were given access to a (pre-)school education.**
- 3,370 children in 18 projects benefited from additional tuition. In 94% of these projects, an improved educational performance was seen in the children concerned.
- 265 further children could be welcomed into school following the building of new classrooms.

#### INPUT



- 39 education projects participated in our impact assessment.
- 65 LHG volunteers were involved in our education projects.
- **Promoting a decent and high-quality learning environment:**
  - 2 new classrooms built, and existing classrooms refurbished in 11 further projects
  - equipment (furnishings, IT, teaching materials, etc.) financed in all projects
  - 202 teachers (81% of them women) provided with further training





## FORMER STREET CHILDREN GET A NEW HOME

help alliance ceremonially opened a new shelter home for 200 girls in the northern Indian city of Dehradun together with its partner organization Aasraa Trust on September 6, 2022.

It is sadly still common in India for parents to send their children out on the streets to beg, so that they also contribute to the family income. What these children (and girls in particular) experience on the street is hard for us to imagine: a serious risk of coming into early contact with violence and drugs, or of becoming victims of abuse. In

many cases, the children are forced to leave home completely, or are orphaned into life on the street. They attend no schools, and thus have little prospect of escaping from the poverty they find themselves in.

This is precisely where Aasraa Trust, a long-standing help alliance partner organization, focuses its energies, working closely with the local authorities in Dehradun to offer girls in particular the prospect of a way out of this vicious circle. Aasraa Trust gives these girls shelter and meals, and the chance to attend school. The number of

## OUR WORK AND OUR IMPACT

girls needing such help, however, has rocketed in the past few years to such a degree that the existing accommodation was no longer sufficient. A new girls' shelter was urgently needed – which is where help alliance and further partners stepped in.

In 2022, after just under three years of construction, the new girls' shelter was complete and 200 girls who had suffered such an on-the-streets fate were given a new home at the beginning of September. The new building offers barrier-free access, so children with disabilities have exactly the same opportunities as any other young residents. Newly equipped computer rooms and a learning environment that has been specially tailored to their needs provide surroundings in which the girls can truly develop. In a country like India in which gender inequalities make it impossible for many girls to fulfill their wishes and dreams, this new girls' shelter is a safe haven in which they can lay their own foundations for a self-determined future.

The inauguration of the new girls' shelter was also attended by Pushkar Singh Dhama, the Chief Minister of the state of Uttarakhand, who joined help alliance project manager Sangeeta Sharma in lighting the light in accordance with Hindu tradition. This was followed by a series of speeches and dance performances by the girls, and the event was rounded off with a lunch for all the attendees.

This project was not least made possible by the generous support of Mastercard and the RTL 'Spendenmarathon'. So we were particularly pleased that Vikas Varma, Chief Operating Officer of Mastercard South Asia, made the trip to Dehradun to join help alliance Managing Director Andrea Pernkopf in the new girls' shelter's inaugural celebrations.







## FOCUS AREA: WORK AND INCOME

### GLOBAL RESULTS

#### IMPACT



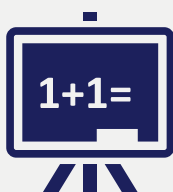
The people in our help alliance projects were supported in their working careers, giving them better access to the employment market and to decent work. By enabling this, help alliance contributed to the achievement of Sustainable Development Goals 4 and 8 of the UN's 2030 Agenda for Sustainable Development.

#### OUTCOME



- **1,333 young people (58% of them women) were successfully integrated into the employment market.**
- 1,132 of them (52% women) found a job.
- 201 of them (48% women) set up their own (micro-)business.
- **924 people (91% of them women) completed their schooling or higher education.**

#### OUTPUT



- 1,959 young adults (65% of them women and girls) were given access to basic or further education.
- 186 people (46% of them women) were mentored into the employment market.
- 76 workshops were conducted (e.g. in business and innovation) for professional qualifications.

#### INPUT



- 78 LHG volunteers were involved in promoting education and incomes.
- 19 education and income promotion projects participated in our impact assessment.
- **Promoting a decent and high-quality learning environment:**
  - 7 projects financing equipment (e.g. furnishings, IT equipment and other training and teaching devices)
  - further training and education for 23 teachers (56% of them women)





## MENTORING BRINGS NEW HOPE

Alexandra Martin had worked as an actor and a translator for more than 15 years. She had completed a Master's in Culture Management in Shanghai. And she had landed in Frankfurt in her search for a secure home for herself and her child.

She tried tirelessly to find employment, sending her applications to numerous companies. Many of them invited her to an interview. But none of them ended up offering her the position. Being asked to an interview time and time again and then getting a rejection (or even hearing nothing more at all) was not just tough to take in personal terms: it was a difficult time for her small family, too.

What Alexandra realized in time was that she lacked the background to understand the German employment market. She found



**Alexandra Martin**





a new ray of hope here, though, when she discovered our jobs4refugees partner organization. Serving as a vital link between refugees, employers and civil society, jobs4refugees helps to improve reciprocal understanding and remove the barriers that can be faced by jobseekers with refugee backgrounds.

Alexandra elected to get some further training in the IT field. In doing so, she discovered a new interest: cybersecurity. And with it she found a new career direction. Navigating the German employment market she still found challenging, though. When she mentioned this, she was advised to undergo mentoring, which is where help alliance enters the story. We've been working with

jobs4refugees since 2021 helping refugees find work – not just through financial means, but also through the actions of our volunteers in various projects. Over 40 such Lufthansa Group volunteers were active on this front in 2022, serving as mentors or participating in workshops on a wide range of issues.

As part of the jobs4refugees mentoring program Alexandra met Marlies Endres, who today serves as Head of Lean & Performance Management at Lufthansa Airlines, and who had responded to a help alliance appeal at the time. In addition to her Lufthansa duties, Marlies works as a freelance consultant; and one of her areas of expertise here is helping people to enter the employment

**Marlies Endres**



market. It proved a perfect match, and both women rapidly found a common bond. So while Alexandra told Marlies of her jobseeking stories to date, Marlies shared her own experiences, gave Alexandra some interview tips and encouraged her to keep trying.

They talked openly, too, about the prejudices and the discrimination that are also part of the recruitment process. And Marlies gave Alexandra a vital tip here: “Try applying to the bigger corporations – the ones that are internationally active and have more cultural variety.” Up until then, Alexandra had tended to apply to smaller companies, with no success.

Marlies and Alexandra set about planning Alexandra’s further career, and set clear priorities for the next few steps. Alexandra wanted to further improve her German and attend a C1 course, which should help her also understand and write more demanding



German texts. She also knows now that IT is where her professional future lies, and would therefore like to earn herself some cybersecurity qualifications.

“The mentoring was a real boost for me,” Alexandra says today. “Before it, things often felt hopeless after all my rejections. But the mentoring with Marlies and the jobs4refugees community showed me I wasn’t alone, and that many other people were in similar situations.” Thanks to the mentoring project, she found some very useful solutions.





## FURTHER FOCUS AREAS: THE KEY FIGURES IN BRIEF



### NUTRITION

- 19 projects offering basic food, small meals or snacks
- Over 4,800 people received most of their meals through our projects
- More than 1.4 million snacks or small meals distributed
- Over 8,000 people instructed in healthy eating
- More than 900,000 meals distributed by our projects in all, mainly under (pre-)school and educational programs
- More than 14,000 people were helped to eat more healthily through workshops and campaigns



### HEALTHCARE

- 5 projects under way in the healthcare sector
- Over 14,000 people attended training on healthcare issues
- 6 projects included offering participants free or low-cost medical treatment
- 7 projects provided training on healthcare topics



### GENDER EQUALITY

- 28 girls and young women protected from gender-based violence through our projects
- Over 300 girls and women received trauma assistance and psychosocial support
- 846 girls and young women received special support, such as refuge, trauma/psychosocial care or empowerment workshops



help alliance further 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 lot was achieved in 2022.



### **CLIMATE AND ENVIRONMENTAL PROTECTION**

- Over 52,000 people were involved in environmental activities (training on environmental issues, tree planting, recycling, upcycling and more)
- Over 10,000 people took environmental action within our projects (beach clearing, planting trees and plants, environmental education programs, awareness campaigns, waste separation, ecological farming and more)



### **INTEGRATION AND INCLUSION**

- 598 people with immigration backgrounds were successfully helped to find jobs
- 995 people with disabilities were supported through our projects
- 1,209 people without disabilities were sensitized to the inclusion issue
- 970 people were helped to achieve integration goals (improving language skills, entering the workforce, contacts with locals)
- 234 people with disabilities were helped in further training or promotions



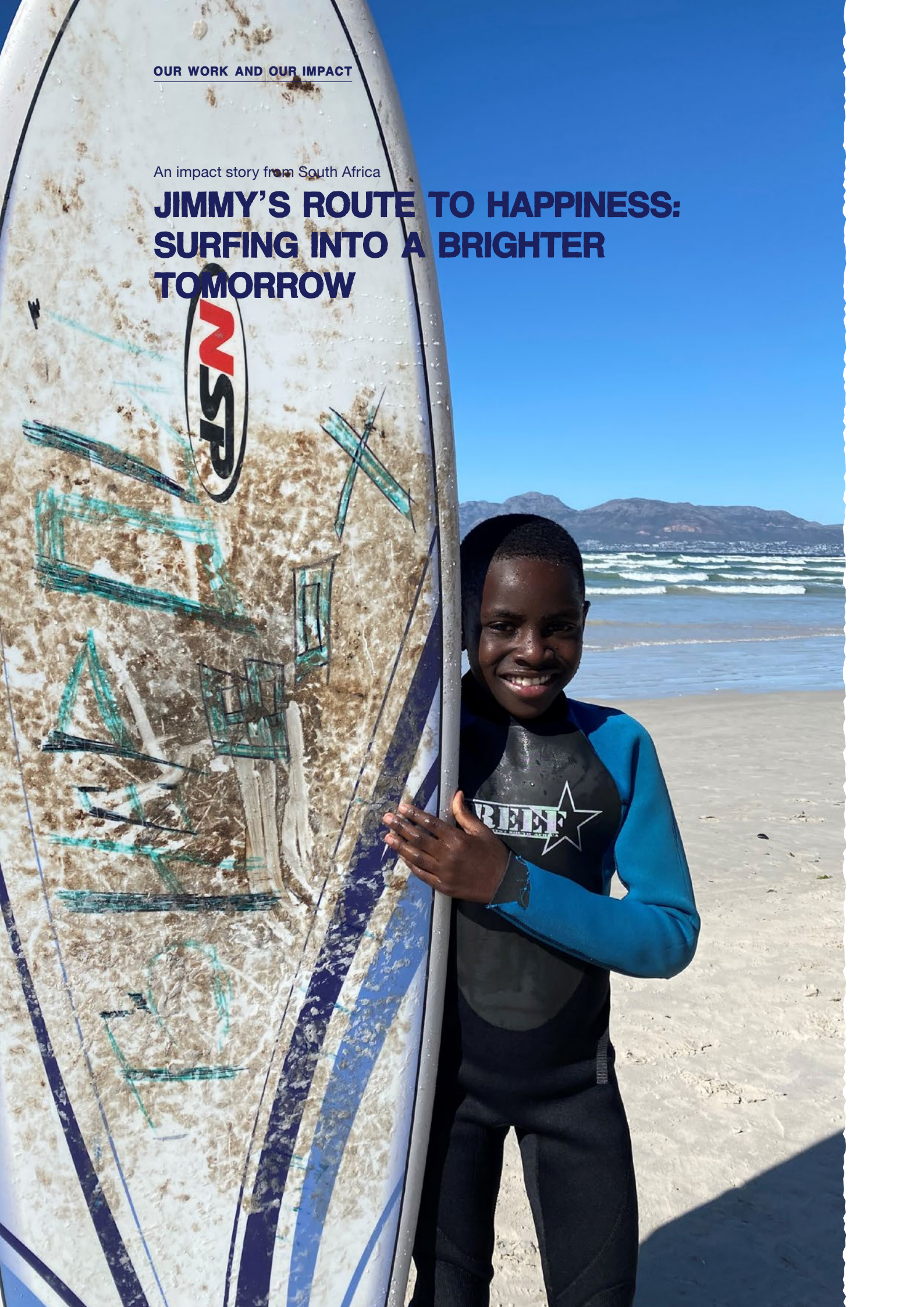
### **COMBATING CHILD LABOR**

- 12 projects promoting actions to prevent child labor
- 664 children freed from child labor through our project work
- Child labor is still widespread in many of the countries where our projects are conducted. 3,917 minors were sensitized to the issue in 2022 through a range of awareness-raising activities.

OUR WORK AND OUR IMPACT

An impact story from South Africa

# JIMMY'S ROUTE TO HAPPINESS: SURFING INTO A BRIGHTER TOMORROW





“What did you use my money for?”, many of our donors understandably want to know. “What kind of difference did my donation make?” “Who actually got to benefit from it?” Thanks to the support of the Lufthansa Group, help alliance has all of its administration, PR work and fundraising covered. This means that every euro and every cent which is donated to help alliance goes directly into its project work. The previous section of our Annual Report offered facts and figures on what our various projects achieved in 2022. But such numbers can feel somewhat abstract. So we’d like to take the opportunity here to take a look back at the biggest project we’ve ever had in our help alliance history:

When the iThemba kindergarten and pre-school was opened in Cape Town more than 15 years ago, it sowed a seed of hope for the children living in the local townships. The project then grew over the years, from a small kindergarten/pre-school set-up into the biggest project that help alliance has conducted to date. But once the first years of children began moving from the pre-school into the regular Cape Town school system, one problem soon became clear: all the outstanding development they had undergone through the pre-school’s excellent work was often swiftly undone.

Thus was born the idea of developing a small primary school that would enable the project’s pre-school leavers to continue their schooling nearby and continue to receive the support they so evidently needed. Extensive negotiations followed with local councilors and educational authorities. And what soon became clear was that the local need for primary school places far exceeded the capacities of the facility originally planned. In the end, it was agreed that such a school could indeed be newly built on a nearby site, provided the number of its classrooms was substantially increased. In return for this, the South African educational authorities would cover part of the con-



struction costs, and would also meet all the running costs of the new school’s operation. One particular wish among the mothers in the townships was that the school should take care of its children in the afternoons, too, so that they themselves could work. This wish was granted in 2022, too.

What the project now has is a school that gives access to quality education to some 1,000 youngsters from pre-school age to Grade 7. And Jimmy is one of them.

Jimmy, who is now 11, began his educational career at the iThemba pre-school. It soon became clear that he was something of a difficult child who often seemed to push his teachers to their limits. He could be very charming when he wanted to; but he often disrupted the lessons, and was frequently aggressive, too. The teachers wouldn't give up on him, though. And they worked tirelessly to motivate and encourage him in any way they could.

Jimmy's parents had immigrated to South Africa from Malawi before he was born. Moving in search of a better life, they had found a new home in Cape Town's Muizenberg township. They still live there today, with Jimmy, his six-year-old brother and his one-year-old sister. Jimmy's mother found work as a cleaner, while his father works as a gardener. But despite the two jobs, the family still finds it hard to get by.

After finishing pre-school, Jimmy moved to the newly-built iThemba Primary School. Here, too, his conduct caused problems time and time again, while his grades were at the lower end of the scale. He showed a lot of potential and enthusiasm, especially in more creative subjects; but his anger and his frustration often got the better of him, and he frequently clashed with classmates.

Then, in the fourth year of primary school, Jimmy got the chance to take part in a sports therapy program that had been specially developed for traumatized township children. For a whole year, he and 34 other youngsters were taken every Friday to the beach to go surfing. Instructed by specially trained surf therapists, they would first warm up and stretch. And then it was out into the waves.

As soon as he is paddling out on his surfboard, Jimmy transforms into a totally different person. He's suddenly strong and self-confident. His worries and problems at home seem to wash away. Arriving at

the line-up, he waits for his moment. He concentrates, watches the sea keenly and scans the waters for his perfect wave. Just like the sea before the next set of waves, he's totally calm. Then it all happens. Another deep breath and, with all his strength gathered, he paddles away. The wave embraces him and his board. He stands up on it. And he's overwhelmed by a sense of freedom, without a care in the world.

The water is Jimmy's element. Surfing allows him to channel all his energy into something positive. It also gives him confidence – a confidence he can carry into the classroom, too. He needs it there: the girls are growing fast and, to his annoyance, he's pretty short. But the surfing is teaching him the importance of team-mindedness, too, along with respect for one another. His primary school teachers are hugely impressed at the progress he has made. They can clearly see that his social skills have improved, along with his concentration. What was once an aggressive problem child has turned into a helpful boy. If another child needs help, Jimmy will be there at once. And he's more than willing, too, to take on little tasks for his teachers, be it cleaning the board, handing out worksheets or clearing up the room.

And when he does get frustrated again from time to time, Jimmy now knows how to deal with it. "I do a 'Take Five' – which I've learnt from my surfing – whenever I feel stressed by my work or frustrated with people who are distracting me from my learning," he explains. "I just think about what I achieved that morning, or how I got ready for school." It's the surf therapy that has taught him this approach; and it really helps calm him down.

Jimmy knows, too, that as long as he can keep his temperament under control, he can continue to go to his Saturday surf club. And for him there's nothing better. What Jimmy has learnt is that he's not powerless after all:



he can fashion his own future. He's determined to do so, too: after primary school he intends to go to high school, become a surfing instructor himself and study math.

help alliance aims to help many more children like Jimmy through the iThemba Primary School in the years ahead. And this is why the surf therapy course was added to our project portfolio for 2023.



# 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 & income. All local help alliance communities are coordinated by employees acting as volunteer community leads, and serve as the first point of contact for any local volunteers.







# HELP ALLIANCE COMMUNITIES SUPPORT UKRAINE

Ever since the war broke out in Ukraine, an impressive range of actions have been conducted under the help alliance banner to assist the people affected, from promoting education to concrete on-the-ground support. The help is being provided from numerous countries, too.





Many of help alliance's European projects have seen their project plans expanded with the addition of special drives to integrate Ukrainian refugees. It's not just through its official projects, though, that help alliance has been providing its support. We also have countless volunteers within our help alliance communities who are supporting those affected by the Ukraine conflict. Almost as soon as the war broke out, in-kind collections of needed items were being initiated and aid convoys organized to bring food, clothing and first-aid supplies to those in need thereof.

The help alliance community in Frankfurt was the first to organize a collection of in-kind donations, and a long convoy set out in March for Poland from the Lufthansa base. A total of 13 buses and vans loaded with relief supplies such as food, clothes and medical items were handed over in Wroclaw to the Polish Red Cross. A second aid convoy was sent to Krakow, and a third to Budapest. All three convoys consisted of privately organized transport driven by volunteers. The community provided donations and assisted in the loading. In the end, well over 20 Sprinter vans, all packed with food, first-aid items, baby supplies, blankets, sleeping bags and more, were sent on their way. The generosity of our colleagues moves us to this day.



help alliance's Nordstern Community in Hamburg continues to offer a wide range of opportunities for any of our colleagues who wish to help the people of Ukraine. In the first few weeks following the outbreak of hostilities, more than 80 Lufthansa Group employees volunteered to assist in the sorting of in-kind donations at Hanseatic Help e. V. to help expedite their delivery to the crisis areas.

Our help alliance community in Sofia works closely with the Bulgarian Red Cross, and has organized various actions and activities together with Lufthansa Technik Sofia. And our help alliance community in Gdańsk in Poland has been supporting various crisis responses from donation drives to providing psychological counselling for any employees affected by the Ukraine war.



## CORPORATE VOLUNTEERING: A FURTHER CORNERSTONE IN OUR COMMITMENT TO SOCIETY



In addition to the project work of its communities all around the world, help alliance is also helping to shine an ever stronger light on the issue of corporate volunteering. Corporate volunteering programs are aimed at promoting social responsibility, furthering employee engagement and developing positive relations between companies and the community. They can also have a positive impact on employee retention and satisfaction at work, by giving employees the opportunity to get involved in issues that are close to their heart, and by enabling them to develop new skills and abilities beyond their usual work duties.

To take one example: four volunteers from help alliance have been working with the EcoHimal organization on a project by the

name of 'Spices for Health' since summer 2022. The aim of the project is to tap additional income sources for mountain farmers in remote regions of Nepal, by enabling them to organically grow high-quality spices and bring these to market.

To give them a better negotiating position towards the wholesale buyers of their spices, the project provides these mountain farmers with the latest market prices for their products online. They can thus avoid selling their harvests too cheaply, and can earn higher revenues from their products that are more in line with market rates.

For the next project phase, the team is now creating an online marketing platform from which the mountain farmers in Nepal will be

able to market their own spices worldwide. The new concept has been developed by marketing, IT and project management specialists, and will be ready for trialing soon.

On top of this, the help alliance volunteers are also assisting EcoHimal in its planning and marketing of an ecotourism and trekking project that should provide mountain farmers with further income sources. The project will offer stays in the homes of Nepalese families combined with working on the spice harvest and lighter trekking tours that are specifically geared to seniors and beginners.

The help alliance project team consists of two experienced marketing specialists and two general management trainees. They all work using agile working principles, and check in every two weeks for a one-hour project call to discuss project progress and coordinate their activities for the following two-week period.

Two members of the team visited EcoHimal in Nepal in October 2022 to get to know their counterparts personally and discuss the project's further development. In concert with their EcoHimal colleagues, they were able to conduct very constructive talks with key decision-makers from the spice producers' association, the local tour operators' association and the local tourism authorities, and also with an investor in a large outdoor leisure complex.

For the four-member help alliance team, the project has been an opportunity to adjust their thought processes and perspectives. As volunteer Michel Brueggemann put it: "Instead of our European aspirations to always be 'faster, higher or farther', in Nepal, with its spartan infrastructures, it's all about



**Fresh cardamom**

finding simple and pragmatic solutions to improve living conditions. That really brought me mentally down to earth, and has given me a totally new awareness of the high standards of living we enjoy."

The 'Spices for Health' project has shown, too, that an agile working approach and the targeted use of specialist expertise and skills can really bring the best out of a team. Through taking on this project, our help alliance volunteers have not only expanded and enriched their own experiences: they have also had a positive impact on the lives of mountain farmers in Nepal, helping them tap new sources of income and improve their basic livelihoods.





# OUR FINANCES

# HIGHLIGHTS



**100** %

OF YOUR DONATION  
DIRECTLY BENEFITS  
OUR PROJECT WORK

**83** %

OF OUR TOTAL EXPENSE  
DEVOTED TO PROJECT  
FUNDING AND SUPPORT



**€5,148,013**

TOTAL DONATIONS IN 2022



**€672,932**

CAME FROM REGULAR DONATIONS  
BY PRIVATE INDIVIDUALS



# BALANCE SHEET

The presentation in this report of the financial situation of help alliance gGmbH in accordance with the standards of the German Commercial Code (HGB), 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 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 German Institute of Auditors (IDW) RS HFA 21.

The annual financial statements of help alliance gGmbH – consisting of the balance sheet, income statement and supplementary notes – for the fiscal year January 1 to December 31, 2022 were audited by the PricewaterhouseCoopers GmbH auditing firm. help alliance gGmbH received an unqualified audit opinion.

#### **ACCOUNTING AND VALUATION METHODS**

These accounts and financial statements have been compiled on a going concern basis. The income statement is structured in accordance with 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 ordinary depreciation over their applicable 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 on 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 consists of € 1,529 of office and business equipment.

### **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 on 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 donation income not received. The receivables totaling € 290,188 relate in particular to receivables from third-party service providers and to donation income from our OnBoardCollection and the donation boxes.

#### **Receivables from affiliates**

The € 447,151 of receivables from affiliates include outstanding donations from firm donation commitments to help alliance at the time the 2022 annual financial statements were prepared.

#### **Bank balances**

The liquid assets of help alliance consist mainly of balances held at German domestic banks, and increased € 492,889 from their prior-year level. The amount includes already earmarked project funds that will be paid out to the projects concerned in the following year.

**ASSETS**

At 31.12.2022

At 31.12.2021

**A. Fixed assets**

Intangible assets	€ 7,777.00	€ 7,777.00
Property, plant and equipment	€ 1,529.09	€ 3,983.59
	<b>€ 9,306.09</b>	<b>€ 11,760.59</b>

**B. Current assets**

Inventories	€ 4,343.31	€ 4,343.31
Receivables and other assets	€ 290,187.67	€ 68,799.37
Receivables from affiliates	€ 447,151.11	€ 76,777.01
Bank balances	€ 2,560,072.62	€ 2,067,183.87
	<b>€ 3,301,754.71</b>	<b>€ 2,217,103.56</b>

**Total****€ 3,311,060.80****€ 2,228,864.15**



## OUR FINANCES

<b>EQUITY AND LIABILITIES</b>	At 31.12.2022	At 31.12.2021
<b>Equity</b>		
Share capital	€ 25,000.00	€ 25,000.00
Surplus/deficit carried forward	€ 22,582.00	€ 2,722.65
Surplus/deficit for the year	€ 105,780.32	€ 19,859.35
	<b>€ 153,362.32</b>	<b>€ 47,582.00</b>
<b>Special items</b>		
Donations not yet used	€ 2,046,406.80	€ 1,813,065.13
	<b>€ 2,046,406.80</b>	<b>€ 1,813,065.13</b>
<b>Provisions</b>		
Other provisions	€ 42,818.19	€ 25,441.63
	<b>€ 42,818.19</b>	<b>€ 25,441.63</b>
<b>Liabilities</b>		
Trade accounts payable	€ 41,651.31	€ 15,890.68
Payables to affiliates	€ 47,745.06	€ 76,692.81
Other liabilities	€ 19,442.99	€ 3,118.19
Other liabilities for projects	€ 959,634.13	€ 247,073.71
	<b>€ 1,068,473.49</b>	<b>€ 342,775.39</b>
<b>Total</b>	<b>€ 3,311,060.80</b>	<b>€ 2,228,864.15</b>

# EQUITY AND LIABILITIES

## SHARE CAPITAL

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

## SURPLUS FOR THE YEAR

The sale of help alliance merchandise, ticket sales for a benefit concert for those suffering from the war in Ukraine and income from an eBay charity auction of old aircraft parts were assigned to help alliance's commercial operations. The 2022 annual result from such commercial operations amounted to € 105,780.

## SPECIAL ITEMS

The special items amounting to € 2,046,407 represent 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 the following year, to ensure their continuation.

## PROVISIONS

The year-end provisions of € 42,818 include costs for vacation entitlements and flextime credits, provisions for the preparation and audit of the annual financial statements and further still-expected obligations arising from business activities.

## LIABILITIES

The trade accounts payable and payables to affiliates totaling € 89,396 relate to services from suppliers and service providers which were still unpaid as at the balance sheet date but had been paid almost in full by the completion of the annual financial statements. The other liabilities of € 19,443 include personnel liabilities due within one year.

Other liabilities for projects amounting to € 959,634 consist mainly of liabilities from pending project disbursements which were to be effected at the beginning of the new 2023 financial year. These liabilities derive from project-specific donations which we are obliged to spend according to their donors' wishes.

# INCOME STATEMENT

2022

<b>Donations received</b>	
From companies	€ 2,054,025
From special campaigns	€ 791,114
From OnBoardCollection and donation boxes	€ 271,411
From private individuals	€ 672,932
From Lufthansa staff campaigns	€ 23,522
From foundations and associations	€ 1,197,955
From emergency fundraising	€ 16,214
From payroll giving	€ 120,840
<b>Total donations received in current year</b>	<b>€ 5,148,013</b>
+ donations from previous years used in current year	€ 2,049,217
- donations received in current year but unused by year-end	€ 2,988,010
<b>donations received in current year but unused by year-end</b>	<b>€ 4,209,221</b>
Revenues	€ 113,444
Other operating income	€ 5,252
<b>Total income</b>	<b>€ 118,695</b>
Payouts to projects	€ 3,291,172
Cost of materials	€ 0
Personnel cost	€ 515,527
a) Salaries and wages	€ 424,236
b) Social security payments	€ 91,291
Depreciation on property, plant and equipment	€ 2,455
Other operating expense	€ 412,982
<b>Total expenses</b>	<b>€ 4,737,663</b>
<b>Result after taxes</b>	<b>€ 105,780</b>
<b>Surplus for the year</b>	<b>€ 105,780</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 2022 amounted to € 5,148,013, a 37% increase on the previous year. After the addition of donations received in previous years but used in 2022 and the deduction of those 2022 donations received which had not been used by year-end, total donations used in 2022 amounted to € 4,209,221.

### DONATIONS RECEIVED IN 2022

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 lets us guarantee to our givers that every cent they donate 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 in 2022, we received substantial support from our loyal private donors and (in particular) our permanent donors, who contributed a total of € 672,932 for the year. We would also like to make special mention of the many donors who started their own fundraising campaigns and supported us in such large numbers.

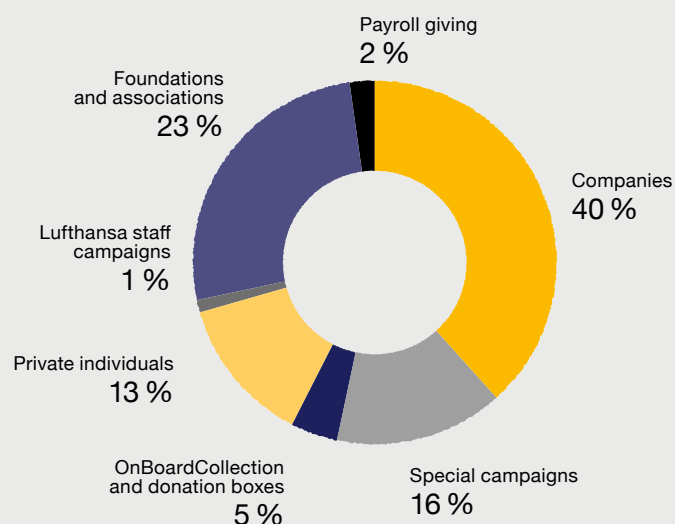
### SMALL DONATIONS, BIG IMPACT

The demand for air travel has recovered since the COVID-19 pandemic. And our donation income from the OnBoardCollection and our donation boxes has slightly increased, too. A total of € 271,411 was generated from these loose change and foreign currency sources.

### PAYROLL GIVING AND FURTHER EMPLOYEES' DONATIONS

A total of € 144,362 was raised by Lufthansa Group employees in 2022 through the com-

### SOURCES OF DONATION INCOME



ination 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 2022, many Miles & More members made use of the option of supporting help alliance and its work by donating their award miles.

### REVENUES

help alliance was able to expand its commercial activities in 2022. In addition to its sales of its merchandising products, income was also earned through the sale of tickets for a benefit concert for Ukraine. And a further team of volunteers conducted an eBay charity auction of old aircraft parts, with the proceeds all going to help alliance and its work.

### OTHER OPERATING INCOME

Other operating income consists largely of currency exchange rate gains.

## EXPENSES

help alliance gGmbH's expenses fall into three categories: project funding and support, administration costs, and the costs of fundraising, corporate volunteering and public relations.

Total non-commercial expenses for 2022 amounted to € 4,214,473. Administration costs for the year totaled € 261,433. 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 percent of our total expenses.

The costs of fundraising and public relations amounted to € 302,320. 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 7 percent of our total expenses.

A new cost center was established in 2022 for the administration costs incurred through our corporate volunteering and our communities' activities. These administration costs amounted to € 137,931 in 2022, or 3 percent of our total expenses.

In total, the costs of our administration, fundraising and public relations amount to 17 percent of our total annual expenses.

### COST BREAKDOWN FOR HELP ALLIANCE GGMBH

	Project funding and support	Administration	Fundraising and public relations	Corporate volunteering
Project funding	€ 3,291,172			
Personnel cost	€ 139,192	€ 113,416	€ 149,503	€ 113,416
Other expenses	€ 82,424	€ 148,017	€ 152,817	€ 24,515
<b>Total</b>	<b>€ 3,512,789</b>	<b>€ 261,433</b>	<b>€ 302,320</b>	<b>€ 137,931</b>
<b>Share of total cost</b>	<b>83%</b>	<b>6%</b>	<b>7%</b>	<b>3%</b>

**83 %**

Project funding and support

**7 %**

Fundraising and public relations

**6 %**

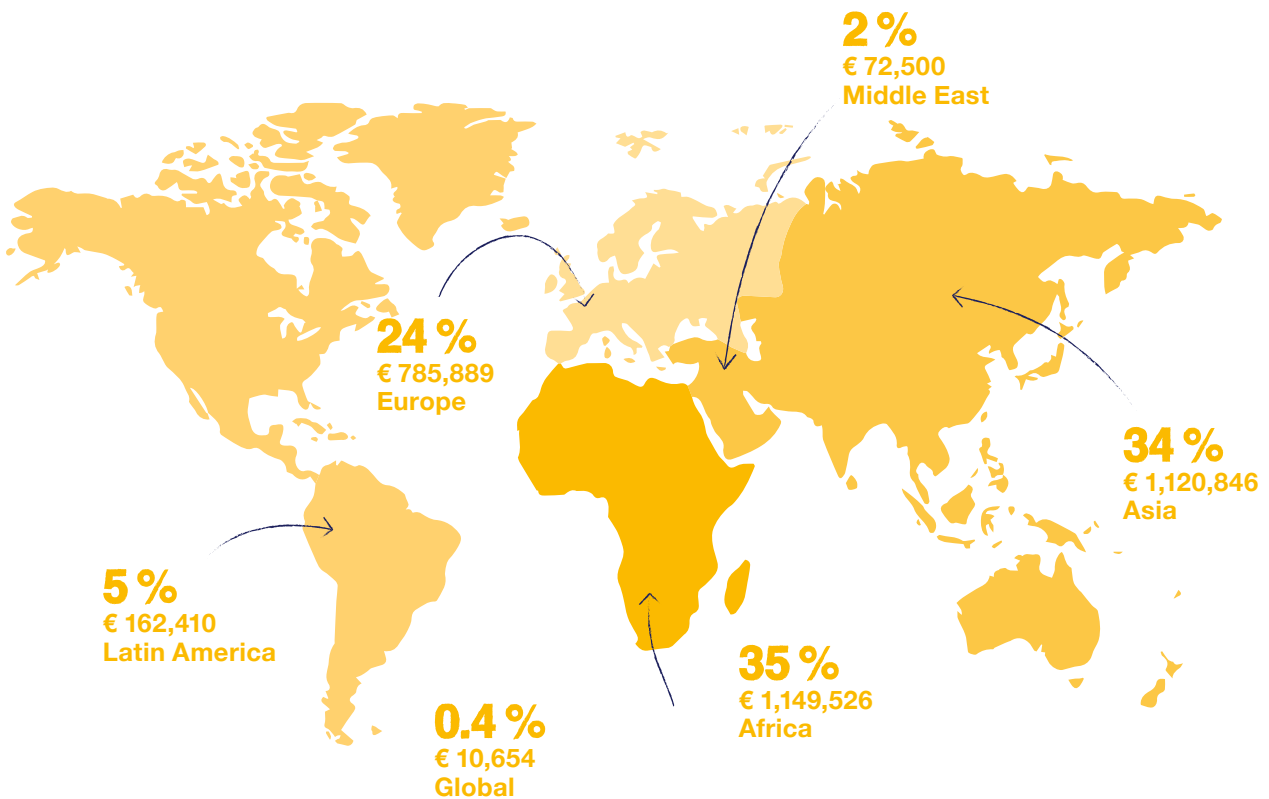
Administration

**3 %**

Corporate volunteering



## OUR PROJECT FUNDING BY REGION



**100 %**  
€ 3,291,172  
Total

Expenditure on project funding and support in 2022 amounted to € 3,512,789, which is 83 per cent of our total expenses 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.

At € 3,291,172, expenditure on project funding was a 23% increase on the prior year. In regional terms, the funding emphases in 2022 were on Africa, Asia and Europe. But global projects were also promoted, as were further projects in Latin America and the Middle East.

# PROJECTS

## EDUCATION

Argentina	Safe homes, Buenos Aires	€ 50,049.00
Brazil	Youth center, São Lourenço da Mata	€ 31,000.00
Brazil	Dancing creates self-confidence, São Paulo	€ 6,000.00
Bulgaria	Listen Up, Sofia	€ 65,000.00
Ethiopia	Protection and education for children and women	€ 14,009.00
Ethiopia	Vocational training for young women, Addis Ababa	€ 30,000.00
Germany	Language practice, Flörsheim	€ 25,000.00
Germany	Learning and support program, Düsseldorf	€ 40,800.00
Germany	Integration café, Hattersheim	€ 15,000.00
Germany	Learning vacations, nationwide	€ 29,975.00
Germany	Girls' house, Frankfurt	€ 25,000.00
Germany	Music on wheels, Frankfurt	€ 16,593.75
Germany	Inclusion rocks, Hamburg	€ 21,932.00 *
Germany	IT kickstart for adolescents	€ 50,000.00
Germany	New ways to learn to read	€ 24,000.00
Germany	Dancing connects, Munich	€ 34,384.00
Germany	Digital reading support, Offenbach	€ 29,460.00
Ghana	Kids' paradise, Prampram	€ 40,000.00
Ghana	Youth development, Accra	€ 42,000.00
Hungary	Digital afternoon school, Budapest	€ 7,500.00
India	Return to life for (un-)lucky children	€ 30,000.00
India	Sustainable agriculture, Madhya Pradesh	€ 75,000.00
India	Protected learning, Dehradun	€ 129,533.07
India	Sunshine project, New Delhi	€ 255,562.14
India	Yoga classes, Gurugram	€ 12,000.00
Italy	Youth participation, Milan	€ 21,631.25
Kenya	Therapy center, Nairobi	€ 61,200.00
Kenya	School garden, Kakamega	€ 30,000.00
Lebanon	Tent schools, Beqaa Valley	€ 40,000.00
Nepal	'Spendenmarathon' for gender-friendly schools	€ 399,926.50



Philippines	Samar High School, Catbalogan Samar	€ 32,500.00
South Africa	Top-class pre-schooling for children	€ 30,000.00
South Africa	Futures through education for township children	€ 390,000.00
South Africa	Upcycling, Johannesburg	€ 25,890.00
South Africa	Houses of hope, Cape Town	€ 5,000.00
Sri Lanka	Pre-school, Tangalle	€ 25,000.00
Thailand	Learning center, Pattaya	€ 120,000.00
Uganda	St. Anthony School, Kyazanga	€ 26,817.71

#### **WORK AND INCOME**

Brazil	Baking for new horizons	€ 42,661.50
Cameroon and Nigeria	Career orientation, Yaoundé and Lagos	€ 25,600.00
Colombia	Prospects for young mothers	€ 32,700.00
Germany	Intercultural tandems, Frankfurt	€ 54,281.00
Germany	Pilots for a strong future	€ 5,210.08
Germany	Prospect ambassadors for children in care	€ 39,000.00
Germany	Labor market integration, Frankfurt	€ 29,592.00
Germany	Digital future, Berlin	€ 30,000.00
Germany	Empowerment via bicycles	€ 10,996.00
Iraq	Free to run, Erbil	€ 32,500.00
Nepal	Farming for health, Kalikot and Salyan districts	€ 41,325.00
Senegal	Prospects for young people	€ 50,454.54
South Africa	Sustainable sanitary pads, Cape Town	€ 60,409.79
Togo	Training center, Lomé	€ 296,445.08
Uganda	Youth rehabilitation center, Gulu	€ 21,700.00

#### **EMERGENCY ASSISTANCE**

Ukraine	Emergency aid for Ukraine	€ 210,534.00
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\* unused funds repaid

A large, textured number 5 is centered on the page. The number has a rough, stone-like or concrete-like texture. The background is a solid, vibrant yellow.

**A BIG  
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?**

**Our account for donations:  
IBAN: DE89 5005 0201 0200 0292 23**



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

*help* **alliance**