



ANNUAL REPORT

2024



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THANK YOU!

OVERVIEW



VISION

With the future of young people as our most important destination, we connect people and cultures at Lufthansa Group locations worldwide.



MISSION

Through the strengths of the Lufthansa Group and the involvement of its employees, we support local projects that give young people access to education, training and work. Our goal in doing so is to strengthen local communities and enable their people to live self-determined lives in dignity and justice.





DEAR READERS, DEAR SUPPORTERS,

The past year was a very special one for me as patroness of help alliance. I have now been serving for ten years with this wonderful organization; and it fills me with pride when I look back, together with our help alliance team, on 25 years of work and dedication – a quarter-century of giving countless children, teenagers and young adults hope and brighter future prospects.

The highlight of this 25th anniversary for all of us was the Lufthansa ‘Helping Hands’ aircraft with its unique livery reflecting all the many helping hands that have made such a difference over the past quarter-century. The image of countless hands working together to set things in motion is, for me, the visual embodiment of what we have achieved through your support and so many people’s commitment.

When we look back on the past year, we can only be filled with gratitude. With record donations of close to EUR 6 million, we were able to invest more funds in our projects than ever before. Our almost 60 projects in around 30 countries reached over 120,000 children, teenagers and young adults. We gave 20,000 children a brighter future by enabling them to attend school, with a subsequent dropout rate of a mere 0.3 percent. More than 6,000 young people found new prospects and perspectives through training and further education; and over 2,000 young adults were mentored on their way. These are truly impressive results. And they only strengthen our resolve to continue to support young people all over the world with all our energies and resources.

Without you, none of this would have been possible. So I offer my deepest thanks to our generous donors, to our dedicated employees, and to the many further volunteers who stand by our side with such commitment and passion. You all play your own crucial part in making help alliance such a powerful and effective force for good.

Let’s continue together to give hope, to open up opportunities, and to change the world for the better.

Sincerely,

A handwritten signature in blue ink, appearing to read 'V. Spohr'. The signature is fluid and cursive.

Ihre Vivian Spohr



help alliance co-managing directors Susanne Kotysch and Andrea Pernkopf on the organization's challenges and achievements in 2024.

AN INTERVIEW WITH OUR MANAGEMENT TEAM: LOOKING BACK ON AN EXCITING YEAR

Last year, help alliance celebrated its 25th anniversary. What special campaigns, projects, or events shaped the year for you, and how did they reflect the values and the development of the organization?

Andrea: An absolute highlight for me was the 'Helping Hands' plane that Lufthansa 'gave' us for our anniversary. It's not just a powerful visual symbol: it's also, and above all, a truly collaborative affair. Lufthansa Airline and Lufthansa Technik, employees and customers alike: everyone contributed, be it through their creativity, their commitment, or their donations large or small. So this plane is an embodiment of all our shared spirit.

Susie: Our 'I fly for help alliance' campaign also impressively demonstrated how many of our Lufthansa Group people across departments and hierarchies identify with our work and are personally committed to it. The many faces of our colleagues and the stories of their involvement tellingly confirm how a small personal initiative has evolved into a large global movement.

2024 was also marked by global crises such as war in the Middle East and Ukraine, along with economic uncertainties and internal cost-cutting programs at the Lufthansa Group. What impact did these have on help alliance and its work? Were you still able to achieve your objectives?

Susie: It was definitely a year full of challenges. But it's precisely in times like these that the importance and the necessity of our work are all the more evident. We also had to set priorities, of course, and use our resources in a targeted way. But we clearly felt how much support and appreciation there is for our work, both internally and in the project regions.

Andrea: One particularly touching project last year was centered on the music school that had been destroyed in Bucha in Ukraine. Thanks to the funds raised by the benefit 'Concert for Tomorrow', we were able to restore the school and equip it with new musical instruments. So it now again

offers a place where children can explore their creativity and hopefully process their trauma, too.

The employees of the Lufthansa Group play a central role in help alliance and its work. What makes this support so special, and how did this manifest itself over the past year?

Susie: What makes it special is that our commitment is shared by so many of our people. What started small – driven by flight attendants, pilots, and ground staff at Lufthansa Airline – has grown into a groupwide movement across all our airlines, divisions, and hierarchical levels.

Andrea: We're especially proud of our more than 30 help alliance communities at over 80 Lufthansa Group locations, where our people show so much initiative in supporting local projects. A highlight of this commitment last year was the global Clean-Up Day. More than 17,000 of our employees, their families, and even business partners took part, and together collected over 10,000 bags of garbage. Actions like these go far beyond traditional corporate social responsibility: they connect, inspire, and show just what shared commitment can achieve.

How did your collaborations with partners and supporters develop over the past year?

Andrea: We strengthened existing partnerships and developed new ones, too. This enabled us to further pursue a number of projects that are particularly close to our hearts, like continuing construction of the sports and cultural center in São Paulo and completing the 'School of the Future' in Tanzania.

Susie: Reliable partners are far from a given, especially in less certain economic times. But whether it was the RTL Donation Marathon, Mastercard, or Miles & More, our partners were all instrumental in helping us realize our projects. For which we cannot thank them enough.

Many people may want to help but don't know how, or doubt whether their contribution will make much of a difference. What would you say to them?

Susie: Every donation counts – every single one. And at help alliance, we can promise that every cent donated goes directly to our projects. Our administrative costs are covered entirely by the Lufthansa Group, so there are no deductions.

Andrea: Even small contributions can help make a big difference. Just look at our Onboard Collection, where the innumerable small amounts of spare change or foreign currency from our passengers totaled almost EUR 500,000 last year. This amount was also doubled by the Lufthansa Group, by the way, to celebrate our 25th anniversary. With our Payroll Giving model, too, under which employees can round down their monthly salary to donate a small amount each month, it's easy to calculate how all the cents add up to make a positive impact.

What kind of world would you like to see in ten years' time as a result of help alliance and its work? What's your big objective?

Susie: I'd like help alliance to be a reason why our employees choose to work at the Lufthansa Group. And I want them to feel they can make a difference not only in our industry but in our society, too. This sense of purpose can be a decisive factor in the 'war for talents' among potential employers.

Andrea: I see help alliance as a catalyst for having a collective social impact. And I hope we have a long-term impact of this kind well beyond the Lufthansa Group. Only when companies, NGOs, politicians, and civil society team up and interlink can change be achieved throughout our society as a whole. Our vision is a world in which social involvement is an integral part of the economy and the workplace culture. And we want to be part of this movement, and help actively shape it.

OUR ORGANIZATION



HOW WE WORK

A STRONG NETWORK

True to its motto “Closer to the world. Closer to its people”, help alliance maintains a strong network to promote development projects worldwide. Our network consists of the help alliance gGmbH team, volunteer project coordinators, local volunteering communities, and our skilled local partner organizations. All these parties are committed with their passion and their conviction to providing disadvantaged people with a self-determined future.

The strong bonds and close interactions among all our network participants generate a unique synergy that enables us to achieve our goals. And our collaborations with our local partner organizations, which are very familiar with the conditions in their country and can draw on years of experience in development cooperation, help ensure sustainable success.



A PROFESSIONAL NGO

The help alliance team at our Frankfurt headquarters manages global aid projects in the fields of education and work & income and coordinates our collaborations with project managers, local volunteering communities and partner organizations on-site. In addition, help alliance employees develop and implement fundraising measures, and take care of our organization's internal and external communications.

A WHOLLY VOLUNTARY AFFAIR



Behind all our projects are the people who make them successful. Ever since help alliance's foundation, every project has been supervised by a Lufthansa Group employee acting as a volunteer project coordinator. These individuals serve as the interface between help alliance and the local partner organization, and are responsible for ensuring that the project's work has a positive impact on its beneficiaries and contributes

to sustainable development. Our project managers are also regularly on-site in person to ensure that donations are used for their intended purposes. Our corporate volunteering assignments, particularly the voluntary commitment of our employees, further help ensure that we support all our help alliance projects in a targeted manner, teamed up into volunteering communities.

Andrea Pernkopf
Managing Director



Susanne Kotysch
Managing Director



Kerstin Krowas
Fundraising



Florence Lang
Fundraising



Maximilian Zänker
Project Portfolio Management



Mona Adler
Project Portfolio Management,
Digitalization &
Impact Assessment



Laura Single
Corporate Social Engagement



Bianca Dörr
Corporate Volunteering & HR



Milena Mai
Strategy



Amelie Schwierholz
Communications



Julia Wenzel
Communications



Luca Fuchslocher
Controlling



OUR TRANSPARENCY AND QUALITY PROMISE

AUDIT



The Lufthansa Group's Internal Audit department reviewed all the internal areas of help alliance in 2020. This serves to ensure both the statutory and proper use of grants and donations and full compliance with all the relevant guidelines.

Our internal work processes are reviewed for their correctness, accuracy, appropriateness and economics. Such reviews also serve to increase efficiency and reduce risk, by preventing any misuse of funds or other corrupt conduct.



TRANSPARENCY AND CONTROL

We use the resources available to us wherever they are most urgently needed. help alliance is committed to providing transparency for its donors, but also for our own organization. Transparency for our donors creates trust and enables us to continue doing good for our projects in the future. And transparency for us as an organization means reflecting on our goals and achievements, which allows us to foster an open learning culture and thus ensure the ever-increasing quality of our services for our projects.

help alliance supports the project measures of our local partner organizations within the broader framework of monitoring and impact assessment, and evaluates them in such a way that the best possible use of resources is assured. Our own work is also monitored by various internal and external auditing entities. At the internal level, these are our help alliance honorary advisory board, our management, our controlling and the Internal Audit department of the Lufthansa Group. Externally, we are audited annually by an independent auditing company.



DATA PROTECTION

Every member of our help alliance organization is obliged to comply with all applicable data protection provisions. Annual training is conducted, too, to ensure that their knowledge of such requirements is consistently up-to-date. Our help alliance data protection coordinator also supports our personnel in their responsible handling of personal data, and ensures that all relevant laws are consistently observed. All our data processing activities are further documented in a special database in terms of what data are collected and for what purposes they are stored.

COMPLIANCE

All our projects and partners are reviewed by the Lufthansa Group's Compliance Office to ensure their legal and regulatory compliance and their adherence to the requisite ethical standards, and are contractually obligated to comply with the same. All help alliance personnel regularly participate in compliance training, too. In addition, our fundraising process is subject to compliance requirements that are regularly reviewed.



CONTROLLING

The central task of our controlling is to ensure the financing and the control of help alliance's economic situation. Our controlling also helps our management and project management to ensure that the funds available are used in an economically sustainable manner and with the greatest possible impact. The principle of the efficient use of resources is consistently applied. In addition, the observance of annual budgeted parameters is regularly reviewed, to allow us to identify and manage developments in the course of the year, exploit new opportunities, respond appropriately in the event of any deviations and minimize risks.

FROM PROJECT IDEA TO PROJECT COMPLETION



**3**

PROJECT APPLICATION

Once a project proposal has been selected, its author will be asked to submit a project application. This will provide detailed information on the background to the project, its target beneficiaries, its objectives and the actions and activities envisaged, along with a detailed budget plan. Once this application has been received, we will conduct our own assessment of the extent to which the project meets our criteria (such as its relevance to the 2030 Sustainable Development Goals), what capacities the implementing partner organization already has, and to what extent the project will enable interested Lufthansa Group employees to get involved.

4

PROJECT IMPLEMENTATION AND MONITORING

If the project application is approved, the project will next be subjected to a compliance review. If this also proves favorable, a project agreement will be concluded between help alliance, the volunteer project coordinator and the partner organization.

The volunteer project coordinator and the implementing partner organization will be supported in their subsequent project planning and implementation by our project portfolio management team with its specialist expertise. The project implementation actions will be jointly analyzed and defined here in a planning phase. In all such activities, all the parties involved will work in a needs-based manner and with due and full regard to local conditions. Detailed reports will also be provided every six months on the proper implementation of the actions resolved and the appropriate use of project funds.

Throughout the project implementation phase we will be in regular contact with our project coordinators and partner organizations, so that any of the actions being taken can be modified at short notice if and where required. Equal-footing collaboration is especially important to us. So regular eye-level exchanges will be conducted from the project's outset among all the parties involved.



OUR WORK AND OUR IMPACT

EDUCATION AND EMPLOYMENT: CHALLENGES AND OPPORTUNITIES FOR THE YOUNGER GENERATION WORLDWIDE

Promoting education and decent employment for children and young people is one of the greatest global challenges of our time. Issues such as the quality of education, access to education, and the transition to decent employment are key to offering young people better prospects for the future. There are huge disparities here around the world, however; and the solutions to them demand a global cooperative approach.

EDUCATION QUALITY AND ACCESS: THE GLOBAL PERSPECTIVE

Worldwide, some 263 million children and young people still do not attend school. Particularly affected are regions in sub-Saharan Africa, where more than a fifth of children between the ages of 6 and 11 and a third of young people between the ages of 12 and 14 have no access to school. Poverty, conflict, gender inequality, and a lack of the requisite infrastructure are the reasons for this. The situation is often especially difficult for girls: in some countries, they are systematically denied access to school. (Source: UNESCO Germany)

While progress has been made in recent decades, major challenges remain. According to UNESCO, 617 million children and young people worldwide do not have basic reading and arithmetic skills. As such statistics show, access to schooling alone is not enough: targeted action is needed to improve the quality of teaching, better train teachers, and provide learning materials. (Source: UNESCO Germany)

A further obstacle is the digital divide. The importance of digital education was underlined by the coronavirus pandemic. But many households in the poorest countries do not have internet access. In nations such as South Korea and Finland by contrast, which are known for their high-quality education, almost every student has access to digital learning materials.

TRANSITIONING TO THE WORLD OF WORK: THE CHALLENGES FOR YOUNG ADULTS

Youth unemployment is a further global problem: according to the International Labour Organization (ILO), 64.9 million people aged between 15 and 24 were unemployed worldwide in 2023, corresponding to an unemployment rate of 13%. While this figure is predicted to fall to 12.3% by 2026, countries in the Middle East and North Africa are particularly hard hit, with youth unemployment rates above 25%. (Source: Reuters)

Large numbers of those who have found employment work under far-from-secure conditions. According to the ILO, many young people worldwide work in poverty, especially in countries with informal labor markets where minimum wages and occupational safety laws are rarely enforced. In sub-Saharan Africa and South Asia, informal activities such as casual jobs or child labor dominate, offering no long-term prospects.

At the same time, employers in many parts of the world complain of a shortage of skilled workers. In Europe and North Amer-

ica, demographic change and inadequately qualified applicants are the main factors weighing on the labor market. Africa, on the other hand, suffers from a lack of training programs that are tailored to market needs.

DECENT EMPLOYMENT: THE KEY TO COMBATING POVERTY

Access to decent employment is closely linked to poverty reduction and sustainable development. Goal 8 of the United Nations' 2030 Agenda calls for the promotion of sustained, inclusive and sustainable economic growth and decent work for all.

Programs such as the African Development Bank's Youth Employment Initiative seek to reduce youth unemployment through targeted investments in vocational training and start-ups. Initiatives such as Generation Unlimited, a partnership between UNICEF and the private sector, are also working to provide some 1.8 billion young people worldwide with access to education, skills and decent work opportunities by 2030.

OUR CONTRIBUTION: EDUCATION AND EMPLOYMENT AS THE KEY TO THE FUTURE

This is precisely where help alliance's global aid projects come in. By building schools, supplying teaching materials, training teachers and offering digital learning programs, we are providing access to education for thousands of children and young people to whom it would otherwise be denied. At the same time, we promote vocational training programs that are specifically tailored to local labor markets, and we support young adults with training projects and courses in business skills.

In all such activities we seek to strengthen our local partner organizations, promote their financial autonomy and reduce their dependence on other funding sources. We do this by supporting them in taking on local responsibility, expanding their capabilities

and implementing projects with a clear focus on their long-term impact and their sustainability.

One example of this is our project in Krishnapuram, India, where we aim to create added value for the entire local community through the 100 Aker Woods Café. In addition to the café itself, which is designed to be a social enterprise that both offers young people new training opportunities and generates income, the project will feature a study and innovation center, an art gallery and a space for self-help groups and counseling sessions. In Tanzania, meanwhile, an innovative school complex with a pre-school, an elementary school and after-school care is under construction to give more children the opportunity to attend school and simultaneously enable their working parents to better secure their family income. And in Gambia a further help alliance project is providing unemployed young people with training in agriculture to improve their future prospects.

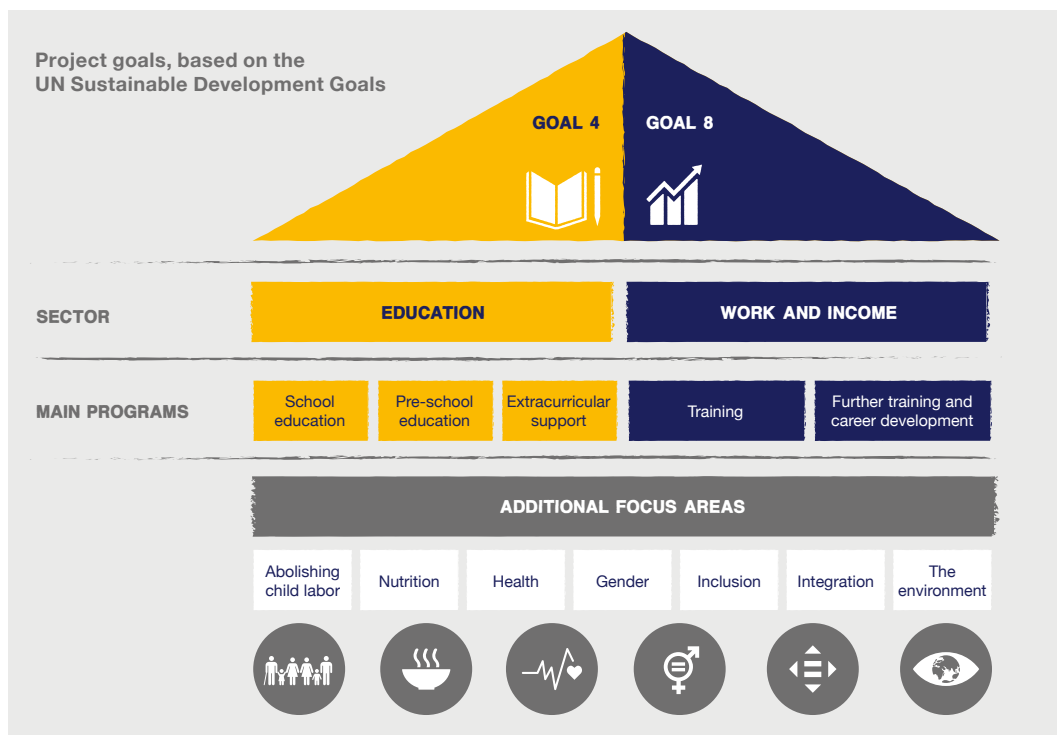
WORKING TOGETHER FOR THE NEXT GENERATION

Education is the key to combating poverty, reducing inequalities and laying the foundations for sustainable development. The challenges for young people in the areas of education and employment are huge. But the solutions to them are achievable, if we all work together.

OUR APPROACH

Our approach in our work is always geared to the needs of the local people and to addressing local challenges. In its endeavors to meet and master these, help alliance is guided by recognized goals and conventions such as the United Nations' Sustainable Development Goals and its Universal Declaration of Human Rights. 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 prime focus areas of help alliance's project work.

To achieve our project goals in our priority fields of education, work and income, additional actions are frequently required. This is because the chains of impact in aid projects are often complex and may entail interactions among multiple areas such as education, health and nutrition (see the graphic below). When funding a project in the school sector, for example, care should also be taken to feed the children and young people attending during school hours. If this is not provided, parents may not send their children to the educational institution because they cannot afford the additional costs, and will occupy them instead with household chores or send them to work. This is why many of our projects in the education sector also extend to providing school meals.



OUR APPROACH: VOLUNTEERING AND COMMUNITIES

To ensure that its work has the greatest possible impact, help alliance relies on three strategic pillars: financial project funding, demand-oriented corporate volunteering and local communities, and social innovation.

CORPORATE VOLUNTEERING

Corporate volunteering is the bridge between the Lufthansa Group – from whose workforce help alliance was founded 25 years ago – and our daily work as a humanitarian organization. Our corporate volunteering programs provide a framework within which employees and trainees of the Lufthansa Group and its customers, too, can actively contribute their skills to our projects. Here, the principle of demand-oriented action always comes first, meaning that our volunteering efforts are always initiated on the basis of specific project needs.

Our corporate volunteering programs have enjoyed growing popularity for years, and again increased in 2024 in both frequency and scope. In a new development in the year under review, two Lufthansa Group customers participated for the first time in our volunteering activities. A Lufthansa Senator who had learned about help alliance through an on-board announcement spent almost three weeks at our project in Cartagena, Colombia, providing on-site support and consulting in the areas of entrepreneurship and the circular economy (see page 37); and a HON-status customer who had heard

about us during a cabin event supported our project in Peniel, India both on-site and through a donation of EUR 25,000, which is the largest private donation that we have ever received.

LOCAL COMMUNITIES

Since 2019, help alliance has developed a network of 30 local communities, which are managed on a decentralized basis by volunteer community leads. In addition to supporting existing help alliance projects, these communities also support other local non-profit organizations or organize initiatives of their own. As a result, their activities can extend beyond help alliance's core focuses on education and training to include such areas as health or environmental issues and concerns.

Through their volunteer involvement in local communities, Lufthansa Group employees are empowered and motivated to build social connections at the local level and contribute to good causes together, while remaining globally connected and able to exchange ideas and experiences with like-minded individuals all over the world.



**help alliance community Japan (above),
help alliance community Israel (below).**

The role of help alliance is to promote and support the establishment of local communities by bringing together colleagues who wish to volunteer on social and environmental projects and be part of such a community. We act as a partner, advocate and expert advisor in the field of corporate volunteering, and help raise the visibility of such communities within the Lufthansa Group.

SOCIAL INNOVATION

WHAT IT'S ALL ABOUT

Social innovation is the development of new ideas, products, services or models that address social issues and improve the well-being of individuals, communities and society as a whole. As such, it represents an innovative approach to solving social problems.

Corporate social innovation is intended to provide companies with a new and structured approach to optimizing both social and business value.

A NEW APPROACH TO ENTREPRENEURIAL AND SOCIAL WELL-BEING

As the aid organization of the Lufthansa Group, help alliance has taken on the task of developing an initial prototype in the field of corporate social innovation.

This has led to the creation of the help alliance Impact Lab, a six-month learning program intended for both Lufthansa Group employees and local social entrepreneurs that should help evolve sustainable solutions to societal challenges. The prototype program was fully developed in 2024, enabling the first pilot to launch in Bangalore, India in March 2025.

Combining social innovation approaches with help alliance's existing project work strengthens local projects in terms of both their independence and their financial sustainability, while business-oriented models help integrate projects into the Lufthansa Group's value chain. It's a win-win-win situation: for project beneficiaries, for local communities and for the Lufthansa Group.



Participants at a help alliance Social Innovation workshop

BUILDING BRIDGES BETWEEN THE BUSINESS AND THE SOCIAL



In its project work, help alliance puts a strong emphasis on fostering its projects' financial independence and using demand-oriented volunteering to build bridges between the broad Lufthansa network, project partners and project beneficiaries. This enables reciprocal learning experiences and hands-on opportunities for collaboration, which in turn leads to even greater project progress and a smarter use of resources.

The demand for so-called 'skill-based volunteering' has been rising for years, and continued to grow in 2024.

CREATING WIN-WINS

In August 2024, ten trainees from the Lufthansa Group ProTeam trainee program

traveled to our EcoGlam project in Mtwapa, Mombasa, Kenya. Over the next two weeks our trainees shared highlights from their own practical learning experiences with a group of 30 young Kenyans, to help facilitate the latter's transition into the workforce.

BACKGROUND

Our EcoGlam project has added a new training branch to an existing vocational training center, empowering young women to produce natural cosmetic products using locally grown moringa and coconuts and enabling them to start their own businesses. A major challenge at the training center, however, is that many young people, even after completing their vocational training (e.g. in carpentry or automotive mechanics),

struggle to enter the workforce or start their own businesses, as they often lack soft skills, application strategies and financial planning abilities. Following discussions with such young people about what they need to successfully enter the job market, the idea was born of a two-week 'boot camp' – a program designed to prepare them for employment or entrepreneurship.

THE VOLUNTEERING PROJECT

To these ends, our ProTeam trainees developed a tailored two-week training program based on their own corporate and trainee experience, aligning it specifically to the local young people's needs and goals to help them achieve a successful career start.

After an initial getting-to-know-each-other and warm-up phase, the first week of the program focused on training, while the second week put the emphasis on business development. In Week One, participants first explored their strengths and career aspirations through reflection and personal development activities. Business skills such as market analysis, stakeholder mapping and



financial and budget planning followed. And the week concluded with planning methods, efficiency techniques and practical pitch training.

During Week Two, the program participants split into three groups to develop business plans in three distinct areas – Mechanics & Construction, Beauty & Hairdressing and Food & Beverage – and apply what they had learned in the first week. The boot camp then concluded with a 'pitching day'.

The 30 young locals and the ProTeam trainees alike were very enthusiastic and truly learned from each other: the young locals gained valuable business skills, while the ProTeam trainees deepened their understanding of intercultural collaboration and resilience.

WHAT'S NEXT

The positive feedback from both the Kenyan participants and the local project partner was overwhelming. The program was a genuine success, and will be repeated next year with a new trainee group.



The workshop space for the bootcamp

WHERE WE HELP

COMMUNITIES

USA
Canada
Mexico
Brazil
Argentina

As an international aid organization, help alliance was active on six continents in 2024, enabling disadvantaged people to have a better and self-determined future. As in previous years, the regional focus of our work was on Africa and Asia, in terms of both the numbers of projects conducted and their funding amounts.

WHAT WE HAVE ACHIEVED WITH OUR PROJECTS

AFRICA

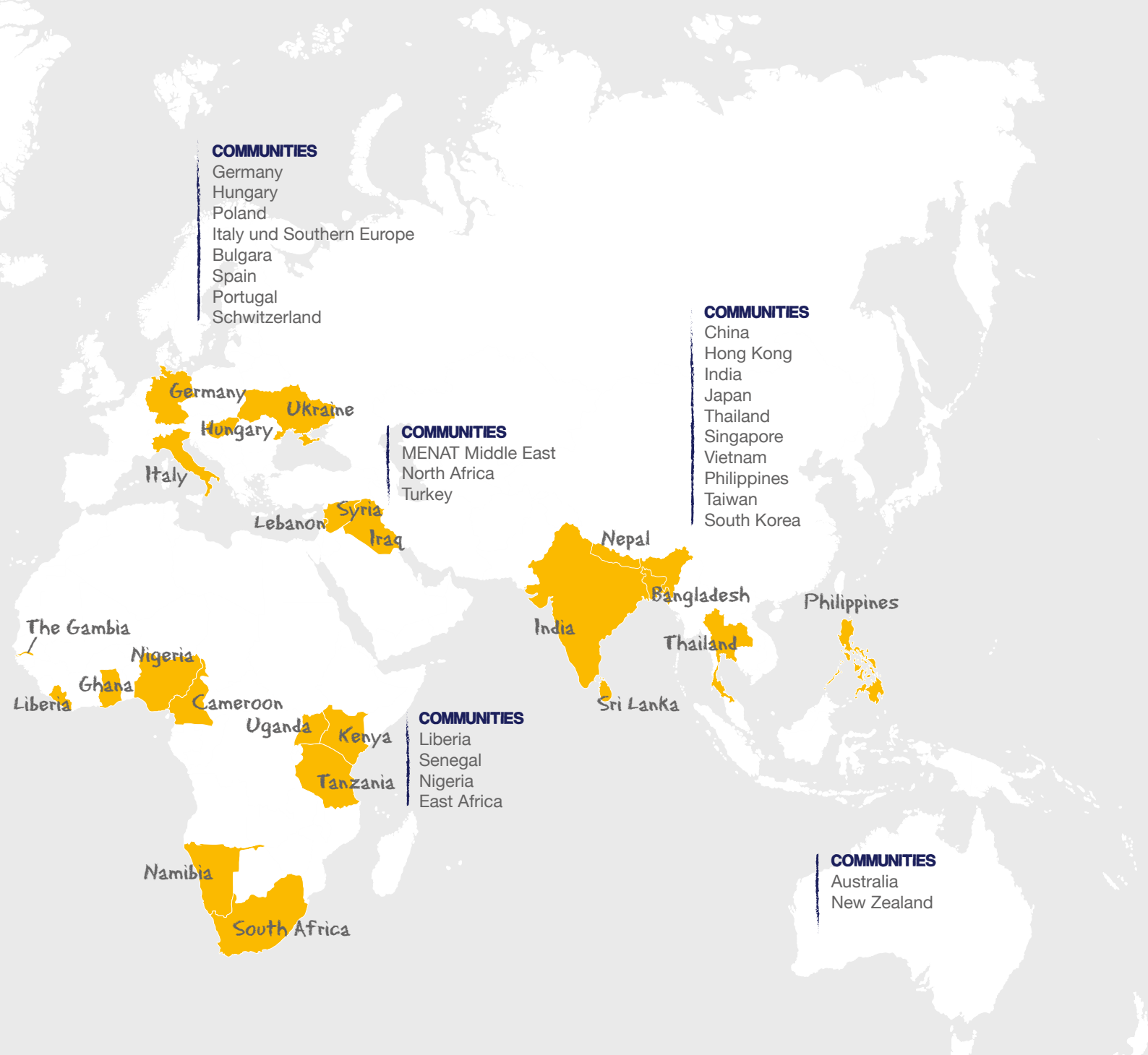
20 PROJECTS IN 10 COUNTRIES
AROUND 7,000 BENEFICIARIES

ASIA

12 PROJECTS IN 6 COUNTRIES
OVER 36,000 BENEFICIARIES

MIDDLE EAST

4 PROJECTS IN 3 COUNTRIES
OVER 2,000 BENEFICIARIES



57 **28** **126,000**
PROJECTS COUNTRIES BENEFICIARIES

EUROPE

15 PROJECTS IN 4 COUNTRIES
OVER 78,000 BENEFICIARIES

LATIN AMERICA

6 PROJECTS IN 5 COUNTRIES
OVER 3,000 BENEFICIARIES

COMMUNITIES*

31 COMMUNITIES AT
81 LUFTHANSA GROUP LOCATIONS

* Some Lufthansa Group employees have joined forces in cross-border communities.

OUR IMPACT LOGIC

To ensure that the work of our help alliance contributes to sustainable development, we use the 'IOOI' method to record and evaluate the work of each of our individual projects. The impact logic of this method consists of four interrelated areas: input (= resources), output (= benefit), outcome (= effects at the target group level) and impact (= effects at the societal level).

The input comprises all the resources that are needed to implement a project effectively: funding, full-time and volunteer staff, premises, equipment etc. The output is the benefit provided by the project concerned, including any such benefit that is used by the target group.

The outcome is the effects of the project at the level of its target group – the positive changes that the project generates for its beneficiaries. And the impact is the changes the project brings about at the societal level, such as changes in the social or economic situation of a particular part of society, like the population in a socially disadvantaged neighborhood or region.

The basis for our impact logic is provided by Goals 4 and 8 of the United Nations Sustainable Development Goals and their corresponding subgoals and indicators.

It is very important to us at help alliance that the projects we promote and support have a positive and long-term impact. For this reason, we take great care to ensure that appropriate goals and impact-oriented actions are formulated in the project application phase. We also maintain close contacts with our partner organizations throughout the project process; and we review each project's progress every six months, using the indicators that were specified in its project application (further information on our project cycle will be found on page 16).



In addition to all the above, our project co-ordinators complete an annual questionnaire incorporating indicators that are specifically designed to help measure project impact. On the basis of all the data collected, we can thus evaluate the impact of our projects at the input, output and outcome levels (see graphic) and determine what contribution they – and we – make to an improved social situation.

OUR IMPACT

On the following pages, we invite you to gain an insight into the work of help alliance. Discover what impact help alliance has achieved in the two funding areas of **education** and **work & income**, as well as in the additional funding priorities in 2024.



work & income



education

EDUCATION AS A CORE FUNDING FOCUS

GLOBAL RESULTS

IMPACT



People in help alliance projects worldwide have gained equal and inclusive access to high-quality education. In enabling this, help alliance has contributed to Goal 4 of the United Nations' 2030 Agenda for Sustainable Development.

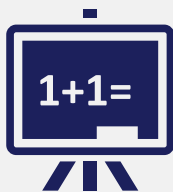
OUTCOME



7,720 children have improved their future prospects by earning a school or pre-school qualification:

- 267 pre-school qualifications
- 3,980 primary school qualifications
- 1,891 middle school qualifications
- 1,582 high school qualifications.

OUTPUT



- **21,521 children were given access to school or pre-school education. Only 0.3% of these left their schooling early.**
- 2,997 children made use of tutoring programs in 19 help alliance projects. Every project saw an improvement in its children's academic performance as a result of these facilities.
- New classrooms enabled projects to be extended to a further 470 children.

INPUT



- A total of 40 educational projects were subjected to impact assessments.
- Over 200 Lufthansa Group volunteers took part in educational projects.
- **Promotion of a decent and high-quality learning environment:**
 - 5 new classrooms were built
 - equipment (such as furniture, IT and teaching materials) was financed for 12 projects
 - 196 teachers received further training.

EQUAL OPPORTUNITIES FOR ALL: THE SCHOOL OF THE FUTURE



The Rays Pre- and Primary School in Arusha, Tanzania is a flagship project that is dedicated to providing access to high-quality education for children from all walks of life. With the support of help alliance and further partners, this innovative school center has been built at the foot of Mount Kilimanjaro, and is now offering up to 850 children new prospects and perspectives.

The school pursues a holistic learning approach, focusing on both academic education and the promotion of practical skills and social responsibilities. At the heart of the project is the vision of an inclusive, future-proof education that is firmly rooted in sustainability and equal opportunity principles.

Tanzania. The largest country in East Africa, on a continent whose economic growth will exceed that of much of the rest of the world in the coming years. Economic growth requires a society to have access to good-quality education, though. Starting at the kindergarten level.

AN INNOVATIVE SCHOOL CENTER

With the support of help alliance and further sponsors, school principal Naiman Shamy has achieved the dream of establishing an innovative school center in Arusha. The combined Rays Pre- and Primary School will provide up to 850 children with educational opportunities.

FROM VISION TO REALITY

A lot has been done since construction began at the end of 2023. Eighteen barrier-free classrooms have been completed, each accommodating up to 40 children. Four garden plots enable hands-on learning about sustainable agriculture. The food grown here supplies the adjoining kitchen and cafeteria, which provides students with breakfast and lunch so that they can follow all their lessons with all the energy required. Any surplus produce is sold to the local community via the school's own shop. The school is surrounded by young avocado, orange and papaya trees, and beans, potatoes, tomatoes and other vegetables and fruit are also grown. A trained gardener, funded by another help alliance project, supports the cultivation.

In addition to its classrooms, the new school boasts a library with a computer room where students can not only borrow books but also learn how to conduct their own research and how to use a computer. The computer room also serves as the school's technical center, providing video surveillance of the premises and ensuring stable internet connections. A separate play area with soft grass has been created for the youngest attendees; and barrier-free toilets and an administration block round off the facilities.

PROMOTING INDEPENDENCE AND COMMUNITY

Economic independence is also promoted. Since the end of 2024, a seamstress has been employed to sew school uniforms for the school's own pupils. The service should also be extended to other schools, for an appropriate fee. A private fundraising drive has also financed the purchase of a fleet of bicycles which are offered for students to hire.

FUNDING AND EQUAL OPPORTUNITIES

Following the school's opening, the focus now is on recruiting students, to cover the running costs via school fees. Some 70 per cent of students are expected to pay the full fee, while the remaining 30 per cent will have their fees subsidized, to enable economically disadvantaged youngsters to attend school, too. In such cases, the project works closely with the local authorities to determine neediness levels. It's an approach that closely mirrors the school motto that 'Everyone is an achiever', and helps make equal opportunities a reality. So all in all, this 'School of the Future' is laying the foundations for many children in Tanzania to secure a successful future.



The children lend a hand in the school garden and gain valuable knowledge



The schoolyard offers plenty of space to play and run around



The story of Fausta and her son Blessing tellingly illustrates how education can change lives and how vital it is to find a place that supports each child's unique talents and aspirations.

When Fausta heard about the opening of the new inclusive Rays school, she knew immediately that this was the right place for her family. After years of searching, she had finally found a suitable school close to home – not only for her son Blessing, but also for her as a teacher.

Blessing was already fascinated by the new Rays school while it was still being built. The bright yellow façade shone in the landscape, and he said enthusiastically: "I love this school! Please let me study here!" His wish came true; and his younger twin siblings are also enrolled. The youngest child in the family is still too small; but everyone is looking forward to him attending the Rays school one day, too.

Fausta had two good reasons to apply to be a teacher at the new establishment. The school is close to her home, and it fits perfectly with her own ideas of what an education should be. It's a vision she now shares with Principal Naiman: to make Rays Pre- and Primary School a place where children learn and support and value each other

regardless of their background and abilities; and to make it one of the best schools in the Meru region.

English is Blessing's favorite subject. He has big ambitions, too: he wants to be a pilot and explore the world. For now, though, he spends his breaks and after-school time with his great passion – soccer. Blessing made quite an impact on the school's opening day. He gave the assembled guests a presentation about the previous presidents of Tanzania, and impressed them deeply with his expertise. He later joined the other students in a dance performance to celebrate the school's formal opening.

For Fausta and her family, Rays Pre- and Primary School is much more than a school. It's a place of the future, and a place where – true to the school motto that 'Everyone is an achiever' – each learner is warmly encouraged to pursue and develop their individual strengths.

WORK AND INCOME AS A CORE FUNDING FOCUS

GLOBAL RESULTS

IMPACT



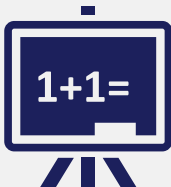
People in help alliance projects have been supported in their career paths, giving them better access to the labor market and to decent work. In enabling this, help alliance has contributed to Goal 8 of the United Nations' 2030 Agenda for Sustainable Development.

OUTCOME



- **1,146 young people successfully integrated into the labor market**
- 517 people found employment
- 629 individuals started a (micro-)business
- **204 people successfully completed training**

OUTPUT



- 9,456 young adults gained access to basic or further training
- 2,390 people supported by mentors
- 817 professional workshops held (e.g. in business know-how and innovation)
- Over 120 Lufthansa Group employees involved

INPUT



- A total of 20 training and income support projects were subjected to impact assessments.
- Over 120 Lufthansa Group employees were involved in work- and income-related projects.
- 24 training programs were offered.
- 23 instructors received further training.
- **Promotion of a dignified and high-quality learning environment:**
 - 3 projects included the performance of refurbishment work.



EMPOWERING WOMEN, PROTECTING NATURE, CREATING OPPORTUNITIES:

THE PERSPECTIVES & TOURISM PROJECT IN PUNTA ARENA, COLOMBIA

On the island of Tierra Bomba, just off the coast of Cartagena in Colombia, a powerful transformation is under way. Here the Perspectives & Tourism help alliance project is proving that environmental conservation, the empowerment of women and economic opportunity can go hand-in-hand. The project, which was launched in 2023, is giving women in the Punta Arena community the tools to safeguard their coastal environment while building sustainable livelihoods for themselves and their families.

A COMMUNITY FACING CHALLENGES

Tierra Bomba, which is home to some 15,000 people, has long faced critical infrastructure challenges. The absence on the island of running water, sewage systems, and adequate public services has made life difficult for its residents, most of whom are members of the island's Afro-Colombian fishing communities or are migrants from Venezuela. Tierra Bomba's rich biodiversity and scenic coastal landscapes have come to attract growing numbers of tourists. But local communities have struggled to benefit from this economic shift. And climate change,

coastal erosion, and ecosystem degradation are placing further growing pressures on traditional ways of life.

Against this backdrop, the help alliance Perspectives & Tourism project was launched to create sustainable development opportunities while simultaneously strengthening local environmental stewardship.

WOMEN LEADING THE WAY

At the heart of this initiative are 16 women who have been trained as 'eco-guides', thanks to a partnership with the Community Council and the Fénix Beach Foundation. These women have all received a certification from CARDIQUE, the regional environmental authority, which has equipped them with the knowledge and the skills they need to protect their natural surroundings. Over time, their role has also expanded beyond environmental conservation, positioning them as community leaders, educators, and entrepreneurs.

With additional training provided by SENA (Colombia's national education service) and

UTADEO University, the project's participants have gained further certifications in digital marketing, entrepreneurship, and sustainable tourism. As a result:

- 36 community members have acquired new economic self-sufficiency skills;
- six local businesses have been given expert guidance on marketing strategies, helping them attract more customers;
- workshops on traditional cooking, artisanal crafts, and tourism have provided women with new ways to generate income.

TWO TRANSFORMATION STORIES

The impact of the project is best illustrated through the stories of two women whose lives it has transformed:

BLEIDYS ORTIZ CONEO: TURNING WASTE INTO ART

Bleidys Ortiz Coneo has found a way to blend environmental sustainability with cultural heritage. She handcrafts jewelry from recovered plastic waste, giving discarded materials a second life as stunning accessories. Her talents don't stop there, either: she is also famed for her artisanal sweets, which are made from local fruits such as coconut, mango, and tamarind. In 2024, Bleidys showcased her jewelry at the Farex Fair in Cartagena, where international tourists purchased every piece, proving that sustainability and craftsmanship can go together and generate real economic success.



Bleidys not only makes jewelry from recycled plastic but also produces delicious sweets from local fruit.



Dominga Bertell produces natural remedies and sells them successfully

DOMINGA BERTELL: REVIVING ANCESTRAL HEALING PRACTICES

Dominga Bertell, who is a community nurse, has tapped into the knowledge passed down to her from her grandmother to create natural remedies for common ailments. From herbal-infused oils to homemade cough syrups, her products marry ancestral wisdom with modern entrepreneurship. Thanks to the project's training, Dominga has turned her passion into a sustainable business that offers her community natural, effective treatments that are firmly rooted in tradition.

A FUTURE OF GROWTH AND OPPORTUNITY

Our *Perspectives & Tourism* project is not just about individual success stories. It's also about building a community in which women can lead, innovate, and inspire. By the end of 2024, the project had achieved several major milestones:

- 13,500 kilos of waste removed from the marine ecosystem
- 72 plant species and 77 bird species cataloged, contributing to conservation endeavors
- 166 students had benefited from improvements to educational facilities
- 29 new strategic partnerships had been forged to strengthen the project's reach.

2025 promises even more opportunities. Local women entrepreneurs, including craftsfolk and eco-guides, should soon be participating in the monthly Ecoartisans Marketplace at the Movich Hotel in Cartagena. The platform will enable them to connect with broader markets and further raise their economic prospects.

The stories of women like Bleidys and Dominga tellingly illustrate the transformative power of sustainable development and community-led change. And with continued project support, these women – and their entire community – are poised for a brighter, more resilient future.

AN ON-BOARD ANNOUNCEMENT ENLISTS A VOLUNTEER

Flying is part of Herbert-Michael Zapf's professional life. A Doctor of Economics, he has traveled extensively for his work, and has served with the United Nations in Latin America and elsewhere. Today he is a professor of economics and international strategy at two business schools in France.

Dr. Zapf first learned about help alliance during a Lufthansa flight, through an on-board announcement informing passengers that loose foreign-currency change could be donated to the organization. He promptly got in touch. And he rapidly realized that he wished to support one of our projects by offering his expertise. "The Punta Arena Perspectives & Tourism project in Cartagena in Colombia particularly appealed to me," he recalls, "because I know Latin America a little and simply love the region."

Our Perspectives & Tourism help alliance project promotes local entrepreneurship by training women in particular to become certified 'eco-guides' and helping them set up their own businesses in the ecological and cultural services or the handicraft field. This is precisely where Dr. Zapf was able to contribute his expertise. He spent ten days in Punta Arena, conducting training sessions on entrepreneurship and the circular economy to



equip local people with the tools they needed to start their own eco-tourism business. The first steps here included cleaning up the beaches as a community and developing business ideas, mainly for women. The aim is to combat local poverty and unemployment in a sustainable way, and to improve the general well-being of the entire community.

"It's great to be able to support this impressive project, which is backed by so many committed people, together with help alliance," says Dr. Zapf. "It clearly shows how vitally important it is to combine ecological and social sustainability." Dr. Zapf plans to support the project in the longer term, too, and hopes to visit again soon.

FURTHER FUNDING PRIORITIES – THE KEY NUMBERS IN BRIEF

help alliance pursues a diverse and holistic approach that extends beyond its two prime funding fields of ‘Education’ and ‘Work and Income’. And in 2024, too, we were able to make significant progress in other areas of the UN’s Sustainable Development Goals.



NUTRITION

- 21 projects provided basic nutrition, snacks, or small meals
- More than 2,000 people received the majority of their meals through our projects
- Over 584,400 snacks and small meals were distributed
- More than 4,000 people received training in healthy nutrition



Health

- 16 projects are running in the health field
- Over 3,000 people were reached through health-related initiatives



GENDER EQUALITY

- Over 300 women and girls received trauma care and psychosocial support
- More than 2,000 (female and non-binary) people were empowered through targeted training programs





COMBATING CHILD LABOR

- Over 4,000 people were reached through awareness campaigns
- More than 300 children at risk of child labor were admitted into our projects



ENVIRONMENTAL AND CLIMATE PROTECTION

- Over 19,000 kilos of waste were collected and properly disposed of in communities surrounding our projects
- More than 2,500 people learned techniques for reusing and upcycling old materials



INTEGRATION AND INCLUSION

- Our projects helped more than 31,000 people with a migration background to improve their new local language skills
- 163 people with a migration background found employment through our projects' support
- 580 people without disabilities were sensitized to the topic of inclusion
- Some 2,000 people with disabilities participated in further education courses



THE POWER OF CREATIVITY AND EDUCATION: HOPE AND HEALING FOR THE CHILDREN OF UKRAINE



War has been raging in Ukraine for more than two years now. Bearing the heaviest burden of it are the most vulnerable victims: the children. Many of them have been displaced, have experienced violence and have lost family and friends. And the trauma they carry affects their ability to learn, play and dream of a better future. help alliance is working actively to bring hope and healing in Ukraine through two impactful projects: 'Education in a Bubble' and 'Innovative Learning Labs'. Both projects help children to regain a sense of normalcy, express themselves and lay a foundation for a promising future.

EDUCATION IN A BUBBLE: A REFUGE FOR IMAGINATION AND EXPRESSION

Ever since the war began, our partner organization Save Ukraine has been providing both acute emergency aid and longer-term support, particularly in the form of art and music therapy. In Kyiv, a 'House of Creativity' has been set up for this purpose, where children and adolescents can work through their traumas with the help of trained specialists. But with the sizeable needs, especially in the heavily affected areas in the east of the country, the vision was spawned of a flexible mobile solution to make such therapeutic help available there, too.

FROM VISION TO REALITY: THE MOBILE WHALE

The solution: a huge inflatable whale-like tent that can be set up anywhere within just a few hours to provide a mobile sanctuary in which children and adolescents can be creative through painting, theater and movement. Be it for a single day or a seven-to-ten-day workshop, every visit to the 'Whale' offers the youngsters a much-needed break from day-to-day wartime life.

At the same time, a specially converted truck was built on Lake Constance. The vehicle not only transports the inflatable tent and all the associated materials safely from place to place: it's part of the concept itself, serving as a warehouse, a workshop and even a performance stage.

On October 12, 2024, the Whale set off on its journey from Germany to Kyiv, and safely reached the city of Irpin, its first destination. After intensive training of the local team in the efficient assembly and disassembly of the structure, the Whale was put up in just one hour, ready to welcome its first young visitors.



OLEKSANDRA

MOMENTS OF HEALING AND DISCOVERY

The first workshop was magical. Twenty-four children from a daycare center in Irpin, many of them refugees from Kharkiv, Kherson and Donetsk, found refuge and comfort in the Whale. Deftly guided by four trained art therapists, the youngsters devoted themselves to (re)discovering their creativity through activities designed to enhance their fine motor skills, increase their attentiveness and encourage their self-expression.

Seven-year-old Oleksandra came to the workshop with a quiet sadness. She wanted to design a bag with her name on it, but didn't know where to start. Together with an art therapist, Oleksandra chose her colors and carefully arranged the letters of her name. Her confidence grew with every brushstroke. And she ended up making a second bag, for her mother. "She's been so sad since we left home," Oleksandra softly explains. "I want her to smile again."

The Whale offers not only space for creativity but also, in its fin, a quiet retreat – a place for children who need a break or simply wish to linger and dream in the sheer coziness of the space. For many of them, it may well have been the first time in ages that they could feel safe and free.

Singer Rea Garvey supports the project through his Saving an Angel Foundation, and is a regular visitor.



A POSITIVE OUTLOOK

The Whale is more than a tent: it's a symbol of resilience, creativity and healing. In the coming months, it will travel all over Ukraine offering therapeutic workshops to children in need of them. Even if the war continues, this mobile sanctuary will ensure that youngsters have a space where they can express their feelings and simply be children again.

INNOVATIVE LEARNING LABS – EDUCATION THAT GENERATES HOPE

Another challenge facing Ukrainian children is their access to education. The war has disrupted traditional schooling, forcing many schools to close or to operate hybrid curricula. Online learning has proved inadequate, though, as it cannot give children the hands-on experience or the social interactions they need in their development.

To address this challenge, help alliance is working with its partner organization to support the development of 'Innovative Learning Labs' or ILLs – interactive learning centers that are designed to foster creativity, critical thinking and resilience in children and adolescents.

LEARNING IN SAFETY – EVEN IN THE BOMB SHELTER

The first ILL was opened in the city of Ternopil in January 2023. And four more are now in operation or under construction in Pereiaslav, Kamianske, Nizhyn and Vinnytsia. The labs are accommodated in refurbished community centers or universities. They are all certified bomb shelters, too. And as such, they enable safe and secure learning even during air raids, allowing youngsters to experiment with technology kits, solve puzzles or learn how electricity works, and forget the war as they do so.

MORE THAN JUST LESSONS: HOLISTIC SUPPORT

The ILLs are no ordinary classrooms: they are experiential spaces with interactive exhibitions on health, aviation, science and technology. The educational offer is complemented with art and music therapy, psycho-social support and sex and health education. Parents, grandparents and caregivers are all actively involved, too, creating new networks and strengthening families.

SUCCESS STORIES FROM THE LABS

In Vinnytsia, the ILL is housed in the local Kvadrat youth center. The education here takes place even under extreme conditions: The center also serves as an air raid shelter, and is occupied by hundreds of children and adolescents during air raids. In the midst of the confinement, noise and tension, the lab staff began to provide experiment kits and encourage their young charges to solve science problems together. This simple measure had a huge impact: Fear gave way to curiosity, the atmosphere became calmer, and learning became a means of resilience.

To ensure that all the children in the local region have access to it, the Vinnytsia ILL also organizes mobile outreaches to surrounding towns and villages. The facility, known as the 'Creativity Zone', brings innovative educational programs directly to the children,

wherever they may live. Every visit is met with great enthusiasm: The youngsters are often so engrossed that they hardly want to leave, and often have to be gently urged to make room for the next group.

The ILL in Pereiaslav is also accommodated in an air raid shelter, at the local university. Its ‘The Human Body’ exhibition proved so popular that the university’s rector decided to build an additional entrance to the shelter to provide access for persons with physical disabilities. So thanks to this exhibition, young people with disabilities have gained access not only to a modern education but also to a valuable emergency shelter.

LOCAL PARTNERSHIP DELIVERS SYSTEMIC CHANGE

The Innovative Learning Labs project is also having an impact beyond its physical premises. Its teachers are being trained in innovative methods, local teams are taking on responsibilities, and new partners are coming aboard: a further ILL is now planned, for example, in collaboration with an organization in Bucha. Its art therapy services are growing, too.



As they engage in their experiments, the youngsters can forget the war for a while.

The ILL project is even viewed as a model by the Ukrainian state: The Ministry of Education has initiated a strategic partnership, and the Ministry of Youth and Sports is holding a national conference on the project’s achievements in 2025.

A PLACE WHERE HOPE CAN GROW

While the whale travels across the country as a symbol of security, the learning labs provide stability and safety through their permanent locations. Both projects offer children a protected space to express themselves and heal. They are places where knowledge, curiosity, and community grow—even under the most difficult conditions. Together, they give the youngest war victims not only support in the here and now, but also a spark of hope for the future: a childhood in which they can play, learn, and dream again. In the midst of destruction, spaces of light are created – sustained by solidarity, compassion, and the firm conviction that every brushstroke, every experiment, and every smile is a step toward peace.



THANK YOU!



In closing, we would like to express our heartfelt thanks to all those who have made our work possible. Without the commitment, the passion, and the generous support of our partners, sponsors, and donors, our mission would not be achievable.

Above all, we would like to thank our employees from the various areas of the Lufthansa Group for their exceptional voluntary commitment. Be it as project managers, as active members in local communities, or through their individual actions, their personal commitment is a cornerstone of our work. With their time, their expertise, and their enthusiasm, they make an invaluable contribution to bringing about sustainable change through our projects worldwide.

Special thanks go to our main supporters in the Lufthansa Group, whose contributions are instrumental in the implementation of our projects. The basis of all our work is the generous donation from the Lufthansa Group itself, which covers all our administrative costs. As a result, we can again keep to our promise this year that every further cent donated will go entirely to our projects.

We would also like to thank the many Lufthansa Group companies, sales organizations, and departments that support our work through their commitment and campaigns. We would like to give a special mention here to the Group's airlines, which either collect spare change and foreign currency from their passengers as donations on board or offer them the opportunity to round up the amount as a donation when purchasing food and drinks. Thanks to the dedicated efforts of our colleagues on board, the inflight collection makes up a major part of our annual donation income. We would further like to thank Miles & More GmbH, whose initiatives such as 'Miles to Help' and other fundraising drives have also enabled us to advance important projects.

Our sincere thanks also go to our long-standing partners Mastercard Europe SA, the RTL – Wir helfen Kindern e.V. foundation, and the Postcode Lottery, all of whose continued support gives us invaluable stability and planning security.

At the end of the day, though, every single donor, every helping hand, and every sign of solidarity counts. So we would like to thank everyone who has supported us this past year in so many ways. It is your trust and your involvement that enable us to pursue our goals and bring about positive change.

Together, we will continue to work towards a sustainable future. And we look forward with confidence to the challenges ahead.



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