



ANNUAL REPORT

2025



PUBLISHING DETAILS

Publisher

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

Legal form:

'gGmbH' non-profit limited liability company

Management:

Andrea Pernkopf, Susanne Kotysch

Commercial Register:

Frankfurt am Main HRB 105811

Writing:

Amelie Schwierholz, Amelie Theuer, Florence Lang, Lara Tillner

Editing:

Amelie Schwierholz

Proofreading:

Anna Matuschka

Typefaces:

Helpica and Helpers Bold, developed by meerdesguten

Photos:

help alliance gGmbH, Tatiana Aruda, Inna Rakhuba,
Crimson Liberation, RTL/John Rod Labalan, Oliver Rösler,
Michael Damm

Concept and design:

Studio Good, Berlin

Publication:

August 2026

This Annual Report is published every year. It can also be downloaded from our website or from the Lufthansa Group intranet in e-paper or PDF form.

help alliance donation account:

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

You can also donate:

- your Miles&More miles via
<https://www.miles-and-more.com/milestohelp>
- via any of the donation options provided at:
<https://www.helpalliance.org/en/participate/>

Contact us and learn more about help alliance!

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

Lufthansa Intranet:

Lufthansa eBase
(Corporate & Group Companies -> help alliance)



Donate now!



OVERVIEW

- 05 Our vision and mission
- 07 Foreword by our patroness Vivian Spohr
- 08 An interview with our management team

OUR ORGANIZATION

- 11 How we work
- 12 A professional NGO
- 14 Our Commitment to Transparency and Quality
- 16 From project idea to project completion

OUR WORK AND ITS IMPACT

- 19 Education and employment: challenges and opportunities for the younger generation worldwide
- 20 Three Pillars for Sustainable Impact
- 22 Where we help
- 24 Updates from our projects
- 26 Our impact logic
- 27 Our impact
- 28 Education as a core funding focus
- 29 Practice meets the classroom: life skills from first-hand experience
- 32 Work and income as a core funding focus
- 33 Empowering girls, overcoming taboos, creating opportunities
- 36 Further funding priorities
- 38 help alliance Communities in Action

FINANCE

- 41 Highlights
- 42 Balance sheet
- 44 Assets
- 47 Liabilities
- 48 Profit and loss statement
- 49 Income
- 50 Expenses
- 53 Projects

THANK YOU!

- 57 Helping together – from small gestures to big fundraising campaigns

OVERVIEW



VISION

We connect people and cultures at Lufthansa Group locations worldwide. Our most important destination is the future of young people.



MISSION

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





DEAR READERS, DEAR SUPPORTERS,

The year 2025 reminded us once again of the importance of solidarity, reliability, and social commitment. At a time marked by crises, uncertainty, and growing tensions in many parts of the world, we need people and organizations that create opportunities and empower young people to shape their own future.

It has been a great pleasure for me to see how help alliance has continued to do exactly that this year. Around the world, projects are being developed that empower children and young people, provide guidance, and open up new opportunities for the future. What impresses me most is how directly this support reaches people in their everyday lives: when children acquire essential life skills that are often overlooked in the classroom, or when young women gain greater self-determination through education, awareness, and career opportunities.

This annual report offers an impressive illustration of what can be achieved through collective commitment. It highlights how local projects support people in finding their own path, taking responsibility, and becoming independent in the long term. This is where sustainable impact truly lies: creating opportunities that extend far beyond the present moment.

I am particularly moved by the extraordinary commitment of Lufthansa Group employees. Whether through fundraising campaigns, personal involvement, or initiatives of their own, they play a vital role in turning solidarity into tangible support. Their dedication makes help alliance a strong community that takes responsibility and helps shape a better future around the world.

Equally important are the trusted partnerships with local organizations. They understand the challenges on the ground and work together with help alliance to develop solutions that create lasting impact and sustainably empower people.

All of this gives hope. And it shows how much is possible when people take responsibility together and stand up for one another.
Yours sincerely,

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

Vivian Spohr



Susanne Kotysch and Andrea Pernkopf reflect on the developments, lessons learned, and perspectives that shaped 2025

AN INTERVIEW WITH OUR MANAGEMENT TEAM: LOOKING BACK ON 2025

2025 was a year of continued growth and development for help alliance. Which initiatives, projects, or moments were most significant for you?

Andrea: For me, it was the personal experiences on the ground above all else. Project visits, for example to Pattaya or Tanzania, where we opened a school last year, make the purpose of our work very tangible. When you are not just sitting behind a desk but directly involved in the projects, the impact becomes real and visible.

Susie: What continues to inspire me is the exchange with our project leaders and communities. It shows how authentically help alliance operates and how close we remain to both the projects and the people behind them. One particularly moving moment was hearing a purser explain during a flight what different donation amounts can achieve. It made the impact of our collective commitment immediately tangible.

As the number of projects worldwide continues to grow, so does the responsibility that comes with them. How do you manage to scale impact while staying close to the people on the ground?

Andrea: As an organization, we are becoming increasingly professional, with clear project portfolio management, KPIs, and new tools. At the same time, we remain connected to people through the Lufthansa ecosystem, our close collaboration with project leaders and community leads, and regular project visits.

Susie: And despite our growth, many things remain personal. We know and trust one another, and we can address challenges directly and pragmatically. That trust is the foundation of our collaboration.

Andrea: That is exactly the spirit we want to preserve. Great things happen when employees and partners such as Mastercard, Channel Aid, and RTL come together and build meaningful connections.

2025 highlighted the importance of education, psychosocial support, and future prospects for young people, especially in regions affected by crises. Which projects or stories have stayed with you the most?

Andrea: One of the projects closest to my heart is our support for Ukraine through the “Channel Aid 2025” charity concerts and the project “Education in a Bubble”. The mobile learning space provides children and young people with creative and psychosocial support, particularly in places where permanent services are difficult to offer. Another project that deeply moved me was “Free to Run”. It empowers girls and young women in Erbil, Iraq through outdoor sports and personal development. By creating safe spaces and new opportunities, it opens doors to a brighter future. Thanks to the Berlin Marathon, the project also gained visibility in Germany.

help alliance thrives on employee engagement. Do you see this commitment changing – becoming more diverse or more visible?

Susie: We are seeing a strong pull toward greater involvement. Many departments now approach us proactively with ideas. help alliance is increasingly included in broader conversations and initiatives.

Andrea: At the same time, our engagement remains authentic and employee-driven. During the help alliance CleanUp 2025, 15,866 people participated and collected 13,236 bags of waste, a powerful sign of community spirit. Engagement is also becoming more diverse in scope. A great example is the “Democracy Talents” project in Hamburg, which we run together with Lufthansa Technik to strengthen young people’s democratic and digital skills.

Alongside traditional forms of volunteering and support, new formats are emerging, from Impact Labs to international structures. What role do these approaches play in the future of help alliance?

Andrea: The Impact Labs in Porto and Bangalore were a successful starting point. They bring employees and social organizations together and create space for innovative solutions. At the same time, we continue to expand existing initiatives, such as onboard fundraising opportunities in partnership with SWISS.

Susie: What matters most is that help alliance is not perceived as a “nice-to-have”. Our expertise in creating social impact and fostering meaningful engagement is increasingly sought after within the Lufthansa Group. At the same time, help alliance is not a PR initiative. It is about creating genuine social impact.

Looking ahead: Where would you like help alliance to be even bolder, and what would you like to rethink or approach differently?

Susie: I would love to see social engagement become even more visible and tangible at the leadership level, not as an obligation but as a source of inspiration for employees. When leaders act as role models in ways that suit them, they can motivate many others to get involved.

Andrea: For me, it is essential that we preserve and continue to promote our core values. help alliance brings people together across locations and hierarchies, and that is one of our greatest strengths. Our focus remains on creating long-term opportunities and enabling engagement where it can have a meaningful and lasting impact.

Susie: That spirit is reflected in moments like the purser’s announcement. When engagement becomes tangible in this way, its impact extends far beyond a single moment. That is something we want to strengthen even further.

Andrea: If we continue to strengthen the connections between employees, communities, partners, and projects, we create much more than donations: we create opportunities and prospects for young people around the world.

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 passion and 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 local partner organizations, which are very familiar with the conditions in their countries 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. Corporate volunteering initiatives – particularly the volunteer efforts of local Lufthansa Group employees who have come together in local volunteer communities – provide additional meaningful support for these projects.

Andrea Pernkopf
Managing Director



Susanne Kotysch
Managing Director



Kerstin Krowas
Fundraising



Florence Lang
Fundraising



Birjo Weinhold
Team Support &
Donor Services



Mona Adler
Project Portfolio Management,
Digitalization &
Impact Assessment



Jonas Zöllner
Project Portfolio Management



Alina Lausecker
Project Portfolio Management



Laura Single
Corporate Social Engagement



Bianca Dörr
Corporate Volunteering & HR



Milena Mai
Strategy



Luca Fuchslocher
Controlling



Amelie Schwierholz
Communications



Amelie Theuer
Communications



OUR COMMITMENT TO TRANSPARENCY AND QUALITY

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 relevant guidelines.

Our internal work processes are reviewed for their correctness, accuracy, appropriateness and economic efficiency. 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 transparency both for our donors and within our organization. Transparency builds trust with our donors and enables us to continue to support our projects in the future. For us as an organization, transparency 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 projects of our local partner organizations through monitoring and impact assessment and evaluates them to assure that the projects deliver the greatest possible benefit. Our own work is also reviewed by various internal and external auditors. Internally, these include the help alliance's honorary advisory board, management and controlling department, as well as the Lufthansa Group's Internal Audit department. Externally, we are audited annually by an independent auditing company.



DATA PROTECTION

All help alliance staff are required to comply with all applicable data protection guidelines. Annual training is also provided to ensure that their knowledge of these requirements remains up-to-date. Our help alliance data protection coordinator also supports employees in handling personal data responsibly, and ensures compliance with all relevant laws. All our data processing activities are further documented in a special database detailing 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 legal and regulatory compliance and adherence to the requisite ethical standards, and are contractually obligated to comply with the same. All help alliance personnel regularly participate in compliance training. In addition, our fundraising process is subject to compliance requirements that are regularly reviewed.



CONTROLLING

The central task of our controlling department is to secure the funding and monitor the financial situation of help alliance. Controlling also supports management and project management in ensuring 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, compliance with the annual budget targets is reviewed on a regular basis. This allows us to identify and manage developments in the course of the year, pursue new opportunities, respond appropriately in the event of any deviations and minimize risks.

FROM PROJECT IDEA TO PROJECT COMPLETION

1

PROJECT IDEA

help alliance offers all Lufthansa Group employees the opportunity to put forward their own project ideas. By means of a checklist, the employee can assess in advance whether their project idea meets the criteria set out in our funding guidelines.

2

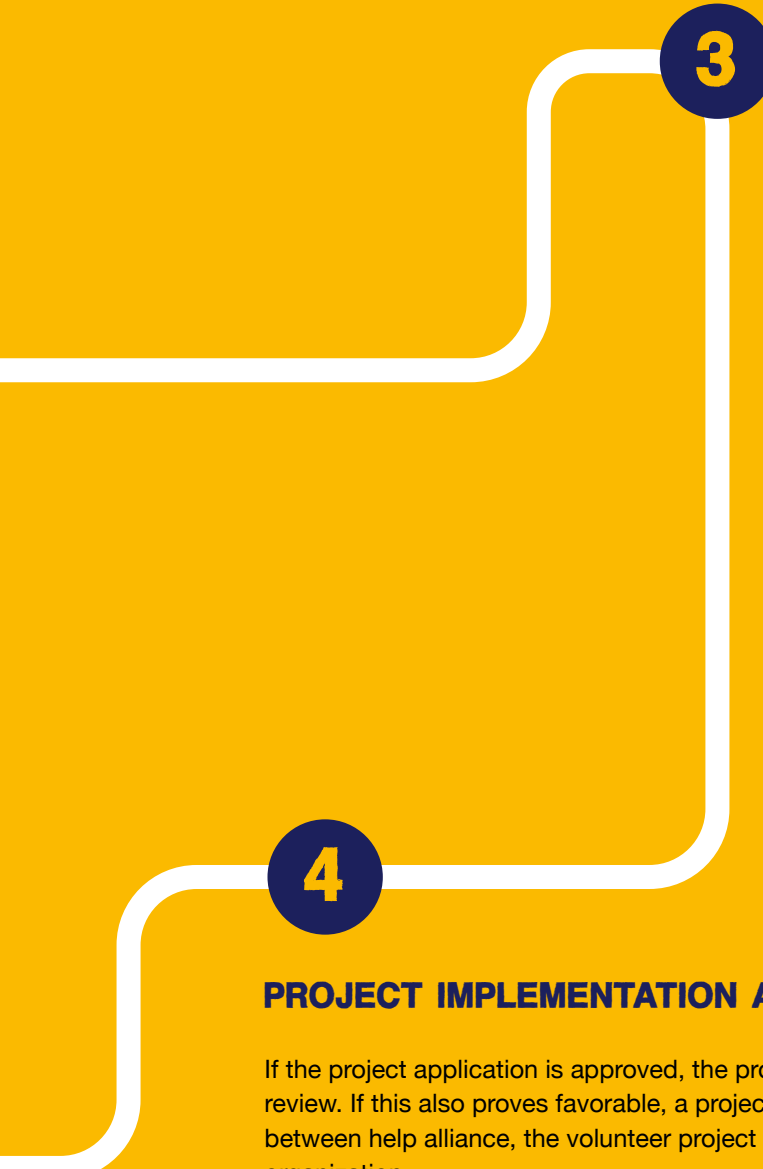
PROJECT PROPOSAL

The project proposal is the first concrete step in our funding process. Project proposals can be submitted once a year during the submission period. The project proposal gives us an initial insight into the project idea, its objectives and the partner organization involved. We then make a preliminary selection from all the project proposals received, based on our funding criteria and the project funds available to us.

5

PROJECT COMPLETION

Every project must compile and submit a final report at the end of the project period. This is used to assess whether all the actions planned have been successfully implemented and have achieved the desired effects based on defined indicators. The financial section of the report also reviews the appropriate use of project funds. Such results and conclusions can help us further optimize our project planning and activities and learn from our experiences, to ensure that our future projects, too, deliver the greatest possible benefits.

**3**

PROJECT APPLICATION

Once a project proposal has been selected, the person who put it forward may submit a project application. This includes detailed information on the background of the project, its target group, the planned project activities and objectives, as well as a detailed budget plan. We then assess the extent to which the project meets our criteria (such as its relevance to the 2030 Sustainable Development Goals), the capacities already available within the implementing partner organization, and the extent to which the project offers opportunities for interested Lufthansa Group employees to get involved.

4

PROJECT IMPLEMENTATION AND MONITORING

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

The volunteer project coordinator and the implementing partner organization are supported in their subsequent project planning and implementation by our project portfolio management team with its specialist expertise. The activities required to implement the project are jointly analyzed and defined during a planning phase. In doing so, we take a needs-based approach and consider local conditions. Detailed reports on the proper implementation of the agreed actions and the appropriate use of project funds are submitted every six months.

Throughout the project implementation phase, we remain in regular contact with our project coordinators and partner organizations, so that any of the actions can be modified at short notice as needed. Collaboration on an equal footing with all stakeholders is especially important to us. We therefore maintain a regular exchange on equal terms with all parties involved.

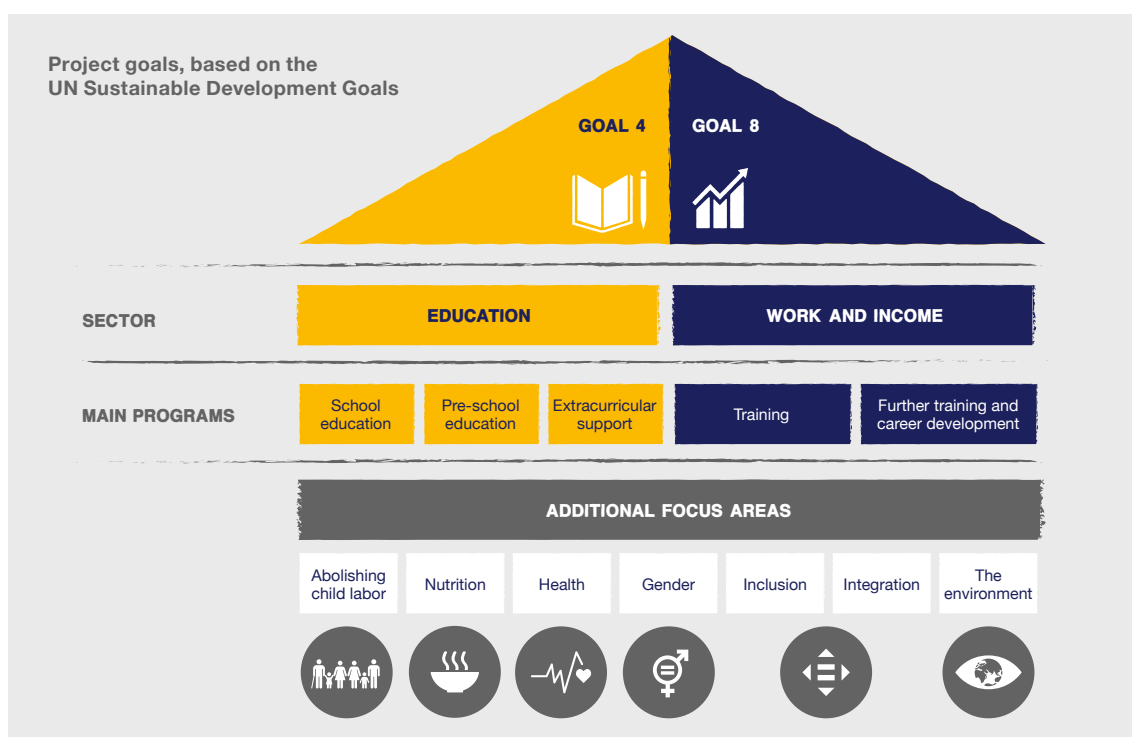


OUR WORK AND OUR IMPACT

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

Our projects focus on education and training, as well as on promoting income-generating activities, with the aim of enabling young people worldwide to lead self-determined and independent lives. Our approach is always geared toward the needs of local communities and the challenges they face. In its endeavors to meet and master these challenges, help alliance is guided by recognized goals and conventions such as the United Nations' Sustainable Development Goals and the 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 main 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, with multiple areas such as education, health, and nutrition interacting with one another (see the graphic below). When funding a project in the school sector, for example, it is also important to ensure that children and young people have access to food 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 may instead involve them in household chores or send them to work. This is why many of our projects in the education sector also provide school meals.



THREE PILLARS FOR SUSTAINABLE IMPACT

The work of help alliance is built on three strategic pillars: Project Funding, Volunteering & Communities, and Social Innovation. Together, they pursue a shared goal: strengthening social participation and empowering people to shape their own futures in a self-determined way.

Through Project Funding, help alliance supports education and vocational training projects around the world, creating opportunities and opening new pathways for young people. Through needs-based volunteering and strong local communities, Lufthansa Group employees connect with local initiatives, fostering direct exchange, knowledge sharing, and long-term engagement.

Social Innovation complements these approaches by promoting entrepreneurial and collaborative solutions. Together, social start-ups, local stakeholders, and Lufthansa Group employees develop new ideas to address societal challenges.

THE HELP ALLIANCE IMPACT LAB: LEARNING, COLLABORATION, AND IMPACT

The help alliance Impact Lab in 2025 is a practical example of Social Innovation in action. Following a successful pilot program in Bangalore, India, the initiative was also launched in Porto, Portugal.

The Impact Lab is a six-month experiential learning program that brings together Lufthansa Group employees and social start-ups. Its goal is to foster mutual learning and exchange while enabling participants to jointly develop solutions to social challenges.

The program begins with a multi-day, on-site bootcamp. Employees from across the Lufthansa Group work alongside social entrepreneurs on real-world challenges. Through workshops, coaching sessions, and interactive formats, teams refine business strategies, challenge existing approaches, and develop new ideas for sustainable impact. After the bootcamp, participants continue supporting the start-ups through a digital mentoring program lasting several months.

What makes the Impact Lab unique is its emphasis on seeing things from different



BIOREFORM – IMPACT LAB BANGALORE, INDIA

BioReform develops biodegradable and compostable bags made from corn waste, offering a sustainable alternative to single-use plastics. The bags are manufactured from agricultural by-products and decompose into natural fertilizer within 180 days. By combining environmental protection with innovative circular economy solutions, the social enterprise helps reduce plastic waste and pollution over the long term.

perspectives and learning from one another. Employees contribute professional expertise gained in an international corporate environment while receiving first-hand insights from social entrepreneurs and local changemakers. This creates a genuine exchange between equals that benefits everyone involved.

For social start-ups, the program provides access to valuable expertise, innovative methods, and international networks. It supports them in refining their business models, scaling their impact, and building sustainable structures for long-term success.

For employees, the program creates learning opportunities beyond their day-to-day work. It strengthens skills such as coaching, intercultural collaboration, agile working, entrepreneurial thinking, and solution-oriented problem-solving. Many participants return to their roles with fresh perspectives, a greater sense of ownership, and a deeper understanding of social challenges and opportunities.

At the same time, the Impact Lab connects the private sector and civil society. Solutions are developed with local communities, not for them. This co-creation approach strengthens

local ownership and increases the likelihood of lasting impact.

SOCIAL INNOVATION: A FIELD FOR THE FUTURE

With the Impact Lab, help alliance has taken an important step towards establishing Social Innovation as a strategic field of action. The experiences gained in Bangalore and Porto demonstrate the tremendous potential that emerges when entrepreneurial thinking, social engagement, and international collaboration come together.

Further formats are already being planned, including additional Impact Labs and new Social Innovation Challenges. In the long term, help alliance aims to forge even stronger connections between social start-ups and the Lufthansa Group through partnerships, joint projects, and innovative financing approaches.

This creates a new model of collaboration: people from different backgrounds share their experiences, learn from one another, and jointly develop solutions that generate meaningful social impact.



MEERU – IMPACT LAB PORTO, PORTUGAL

Meeru produces handmade soaps together with refugees in Portugal, creating opportunities for income generation, skills development, and social inclusion. The organization views employment as a key driver of integration and meaningful connections between people. In addition to soap production, Meeru promotes exchange between migrant and local communities, supports social integration, and advocates for improved access to housing and broader participation in society.

WHERE WE HELP

As an international aid organization, help alliance was active on six continents in 2025, 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.

COMMUNITIES

USA
Canada
Mexico
Brazil
Argentina

Dominican Republic

Colombia

Brazil

Argentina

76

PROJECTS

IN

41

COUNTRIES

WHAT WE HAVE ACHIEVED WITH OUR PROJECTS

AFRICA

20 PROJECTS IN 14 COUNTRIES
AROUND 17,000 BENEFICIARIES

ASIA

17 PROJECTS IN 10 COUNTRIES
AROUND 52,000 BENEFICIARIES

MENAT

6 PROJECTS IN 6 COUNTRIES
AROUND 2,500 BENEFICIARIES

COMMUNITIES

Germany
Hungary
Poland
Italy and Southern Europe
Bulgaria
Spain
Portugal
Switzerland

COMMUNITIES

China
Hong Kong
India
Japan
Thailand
Singapore
Vietnam
Philippines
Taiwan
South Korea

COMMUNITIES

MENAT Middle East
North Africa
Turkiye

COMMUNITIES

Liberia
Senegal
Nigeria
East Africa

COMMUNITIES

Australia
New Zealand

OVER

200,000

BENEFICIARIES

 Development Projects

 Community Projects

EUROPE

20 PROJECTS IN 7 COUNTRIES
AROUND 140,000 BENEFICIARIES

LATIN AMERICA

4 PROJECTS IN 1 COUNTRY
AROUND 1,400 BENEFICIARIES

COMMUNITIES*

31 COMMUNITIES AT
81 LUFTHANSA GROUP LOCATIONS

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

** 55 Development Projects in 31 countries and 12 Community Projects in 11 countries.

UPDATES FROM OUR PROJECTS

With more than 70 projects at Lufthansa Group locations around the world, project funding lies at the heart of help alliance's work. Together with local partner organizations, these projects create educational opportunities and brighter prospects for young people and their families. The following examples offer insights into the diversity and impact of this commitment. They represent many other projects worldwide that reached important milestones and made meaningful progress over the past year.



1 DANCING BUILDS SELF-CONFIDENCE – SÃO PAULO, BRAZIL

In the Vila São José neighborhood of São Paulo, the project provides children and young people with a safe space for physical activity, learning, and community. For many years, dance, educational, and recreational activities have helped strengthen self-confidence, social skills, and participation in community life.

In 2025, a new chapter began. The purchase of two plots of land and the official handover of the keys laid the foundation for a new sports and cultural center. In the future, around 400 children and young people will have more space for creativity, sports, and collaborative learning.



2 PLASTIC COLLECTORS – MEXICO

On the Costa Maya in southern Mexico, this project combines environmental protection with new income opportunities for local communities. To mark the project's completion, teams from all partner organizations came together in Mahahual and collected more than 170 kilograms of plastic waste during a joint beach clean-up. The collected plastic is compressed at a collection facility co-financed by help alliance and prepared for further processing. In Mexico City, it is transformed into high-quality recycled material used to manufacture new products, including bags, cups, airline service trays, and seat covers for electric vehicles.

The project is an outstanding example of successful collaboration between partners within the Lufthansa Group, including Edelweiss and help alliance, and external partners such as Mastercard.



3 EMPOWERING FAMILIES, EDUCATING CHILDREN – LIBERIA

An important milestone for children and their families in Monrovia: 500 children enrolled in school this year. Equipped with school bags, uniforms, notebooks, and pens, they received not only educational supplies but, more importantly, the chance to attend school and benefit from a structured daily routine.

At the same time, the project supports caregivers, primarily mothers and other female family members, in setting up small businesses. Entrepreneurial training and start-up funding help them generate their own income and secure their children's education over the long term.



4 SKILLABILITY CENTER – DEHRADUN, INDIA

The Skillability Center in Dehradun supports young people from disadvantaged backgrounds as they transition into the workforce. Practical training programs, including hospitality management and accounting, equip participants with the skills they need to build independent and sustainable careers.

In 2025, the training center was significantly expanded thanks to a donation of €95,000 from Airbus. A new solar power system now provides the facility with a reliable source of electricity. In addition, a dedicated school bus enables young people from remote areas to access vocational training regularly for the first time. As a result, the project not only improves training conditions but will also reach and support significantly more young people in the future.

OUR IMPACT LOGIC

To ensure that the work of 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 (= services), 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 services provided by the project concerned, including any products and services that are 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 the United Nations' Sustainable Development Goals 4 and 8 and their corresponding targets 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 contact 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, our project coordinators complete an annual questionnaire containing indicators specifically relevant to measuring impact. On the



basis of all the data collected, we can measure the impact of our projects at the input, output and outcome levels (see graphic) and determine our joint contribution to an improved social situation.

OUR IMPACT

On the following pages, we invite you to gain 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 2025.



work & income



education

EDUCATION AS A CORE FUNDING FOCUS

GLOBAL RESULTS

IMPACT



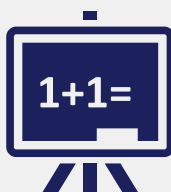
People in help alliance projects worldwide have gained equal and inclusive access to high-quality education. In enabling this, help alliance has contributed to Goal 4 of the United Nations' 2030 Agenda for Sustainable Development.

OUTCOME



- **5,713 children have improved their future prospects by earning a school or pre-school qualification:**
- 143 pre-school qualifications
- 3,343 primary school qualifications
- 1,418 middle school qualifications
- 809 high school qualifications

OUTPUT



- **19,228 children were given access to school or pre-school education. Only 0.36 % of these left their schooling early.**
- 5,439 children participated in tutoring programs
- Every project saw an improvement in its children's academic performance as a result of these programs
- New classrooms enabled projects to accommodate an additional 74 children

INPUT



- **Promotion of a decent and high-quality learning environment:**
 - 5 new classrooms were built
 - Equipment (such as furniture, IT equipment, and teaching materials) was financed for 12 projects
 - 602 teachers received further training

PRACTICE MEETS THE CLASSROOM: LIFE SKILLS FROM FIRST-HAND EXPERIENCE

In Germany, educational success is still strongly influenced by a child's family background. Many young people do not feel adequately prepared for life after school – according to surveys, more than 50 percent share this concern. At the same time, around one million lessons are cancelled every week, leaving valuable learning opportunities untapped.



The “School for Life” project turns this gap into an opportunity. Instead of cancelled lessons, people from a wide range of professions step into the classroom, offering insights into their work and sharing knowledge and experiences that are often missing from traditional school curricula. In this way, lost teaching time is transformed into valuable life and career education. The goal is to provide young people with practical knowledge that helps them succeed in school, the workplace, and everyday life.

In the “School for Life” project, students meet so-called “LifeTeachers” from all areas of society. Within the Lufthansa Group alone, more than 120 employees are involved in the initiative. They contribute a broad range of perspectives, from cabin and cockpit crews to colleagues in customer service, engineering, management, and human resources.

Employees share their personal experiences and insights. A flight attendant, for example, not only talks about their profession but also about the cultures they encounter while traveling the world. They demonstrate how openness and intercultural competence can open doors, how teamwork and flexibility help people navigate everyday challenges, and why communication is a key skill for success in all areas of life.

Hans-Jörg Konrath, an aircraft mechanic in Lufthansa Airlines' technical operations division, brings the world of aircraft engineering into the classroom. During his school visits, he offers insight into highly complex technical processes while demonstrating the skills that are essential in his profession: precision, responsibility, and teamwork (see interview box). Other volunteers share practical advice on topics such as financial literacy, career choices, and self-organization. These encounters go far beyond traditional classroom teaching, providing students with guidance, inspiration, and real-world perspectives.

The impact is evident both in the classroom and in the numbers. In 2025 alone, Lufthansa Group employees conducted more than 50 sessions at schools in Frankfurt, Hamburg, and Berlin. Across Germany, LifeTeachUs has reached more than 100,000 students in approximately 4,300 sessions. Demand continues to grow. Currently, 12 schools in Frankfurt, 22 in Hamburg, and 115 in Berlin are participating in the program.

Through these encounters, young people discover their talents, learn to make decisions, build self-confidence, and gain valuable insights into educational and professional pathways that might otherwise remain out of

reach. Students from disadvantaged backgrounds benefit in particular: they begin to see new possibilities for themselves, develop a vision for their future, and learn how to take realistic steps towards completing their education or vocational training. The program fosters exchange, self-efficacy, and equal opportunities, all without the pressure of a traditional curriculum.

The experience is equally rewarding for the LifeTeachers. They witness the impact of their commitment first-hand, reflect on their own experiences from a new perspective, and build bridges between generations, cultures, and social groups. In this way, cancelled lessons are transformed into meaningful encounters that enrich schools, students, and society as a whole. The project clearly demonstrates that education achieves its greatest impact when it is hands-on, experiential, and driven by people who are willing to share their knowledge, insights, and personal stories.

The partner organization "LifeTeachUs" was founded in 2022 by Ludwig Thiede. Its mission is to bring practical, real-life knowledge directly into schools through volunteer "LifeTeachers," helping to address the high number of cancelled lessons in Germany. The project is supported by help alliance with a three-year funding commitment running until 2027.

Interested in getting involved?

More information and registration details for becoming a LifeTeacher can be found here:



www.lifeteachus.org





From the Hangar to the Classroom: How Professionals Repair a Commercial Airplane

Interview with **Hans-Jörg Konrath**, aircraft mechanic in Lufthansa's technical operations division in Frankfurt:

What motivated you to get involved in the "School for Life" project?

The idea won me over right away. I have two school-age sons myself, and I see how often classes are cancelled. At the same time, there are so many practical topics that really help in everyday life. That's exactly where I wanted to make a difference.

What do you teach the students, and how do they respond?

I offer three topics: aircraft technology, bicycle repair, and the basics of non-hospital intensive care. At the beginning, I present all the options, and the class decides which one to choose. So far, they've always chosen aircraft technology. There's a lot of interest: the students are attentive, ask lots of questions, and actively participate. The feedback has been consistently positive, and I've really enjoyed every class.

What do you personally take away from these sessions?

It's motivating to see how curious and open-minded the young people are. The direct interaction makes all the difference. At the same time, you realize just how great the need is. I've taught several sessions across different grades over the past few months, and new requests from schools keep coming in.

How do you integrate this volunteer work into your daily life?

I work as an aircraft mechanic in the maintenance department at Lufthansa Airlines on a shift schedule. Because I work night shifts, I can easily schedule my daytime assignments. It's easy to organize through an app: schools submit their requests, usually with a few days' notice, and I can accept them as my schedule allows.

Why is it worth getting involved?

Because you can make a big difference with just a little effort. I enjoy sharing my knowledge and giving students a glimpse into my profession. I can see how these sessions boost the students' self-confidence, and I get a lot out of them myself.

WORK AND INCOME AS A CORE FUNDING FOCUS

GLOBAL RESULTS

IMPACT



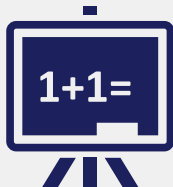
People in help alliance projects have been supported in their career paths, giving them better access to the labor market and to decent work. In enabling this, help alliance has contributed to Goal 8 of the United Nations' 2030 Agenda for Sustainable Development.

OUTCOME



- 749 young people successfully integrated into the labor market
- 125 people found employment
- 669 individuals started a (micro-)business
- 738 people successfully completed training

OUTPUT



- 3,400 young adults gained access to basic or further training
- 229 people were supported by mentors
- 33 job-oriented workshops were held (e.g. in business skills and innovation)

INPUT



- 28 training programs were offered
- 8 instructors received further training
- **Promotion of a dignified and high-quality learning environment:**
 - Renovation work was carried out in one project



EMPOWERING GIRLS, OVERCOMING TABOOS, CREATING OPPORTUNITIES

THE “MENSTRUAL EMPOWERMENT” PROJECT IN GHANA

In Accra, Ghana's capital, a transformation is underway that is making a tangible difference in the lives of many girls and women. The “Menstrual Empowerment” project demonstrates how closely health, education, and economic opportunities are interconnected, and how targeted support can help permanently overcome existing barriers.

Launched by help alliance in 2025, the project takes a holistic approach: it improves access to menstrual products, builds knowledge and self-confidence, and creates new income opportunities for local women.

A REALITY FULL OF CHALLENGES

For many girls and women in Ghana, menstruation remains fraught with major hurdles. Safe and affordable menstrual products are not

readily accessible in many places. At the same time, the topic is often shrouded in taboos, and there is a lack of basic education on the subject.

The consequences are severe: girls miss school, withdraw from social life, or resort to unsafe alternatives that pose health risks. According to UNICEF, 95 percent of girls in rural communities in Ghana miss about 20 percent of their classes because they lack access to affordable menstrual products. As a result, menstruation becomes a factor that affects educational pathways, social participation, and long-term economic opportunities.

Against this backdrop, the “Menstrual Empowerment” project was launched to address this very issue by improving access, providing education, and empowering women to make their own decisions.

FROM AN IDEA TO A LOCAL INITIATIVE

The project originated during Impact Week Ghana 2023, when students worked alongside international coaches to develop solutions to societal challenges. Through discussions with local girls and women, it became clear just how deeply menstruation and the challenges associated with it affect their daily lives.

This dialogue gave rise to the Crimson Liberation Hub, a Ghanaian NGO that uses its “Lib-erate. Educate. Empower.” approach to combat menstrual stigma and taboos and enable women to lead more self-determined lives. It also offers eco-friendly menstrual products to reduce the environmental impact of menstrual waste.

The initiative is supported by help alliance project managers Katrin Schreiber and Le Mai Mach from the Lufthansa Group, who have guided the project since its inception.

For Le Mai Mach, the focus is on long-term impact: “With this initiative, we’re not only producing reusable menstrual pads and offering sustainable and accessible solutions for women and girls, but we’re also prioritizing education about menstruation. By dispelling misconceptions and promoting understanding, we aim to bring about lasting cultural change.”

An important milestone was reached in 2025 when the organization opened its own production facility in Amasaman, in the Greater Accra Region.



Mariama Rasmanu (28) shares how her daily life has changed since she gained access to reusable menstrual pads.

A STORY OF CHANGE

The story of Mariama Rasmanu, 28, illustrates how these changes affect everyday life.

Before participating in the project, she had limited knowledge of her own body. For her, menstruation was associated with uncertainty, questions, and, at times, fear. She also faced the recurring challenge of having to afford menstrual products every month.

Access to reusable pads, which can be used for at least two years, has fundamentally changed her daily life. Today, she feels more confident, better informed, and significantly more at ease. The reusable products not only give her a greater sense of control but also ease the financial burden she previously faced each month.

Her attitude towards menstruation has changed too. Uncertainty and shame are no longer an issue for her. Instead, she now experiences her period as something she can manage comfortably.

Her daily life has also become easier in practical terms: thanks to the pads’ high absorbency, she needs to change them less often, always has them available, and no longer has to worry about running out. For Mariama, this means one thing above all: greater security, more self-confidence, and a noticeably less stressful daily life.

In this way, an idea evolved into a permanent hub where products are manufactured, knowledge is shared, and long-term opportunities are created.

“The funding provided by help alliance was crucial in enabling us to produce our own reusable sanitary pads, create local employment opportunities, and expand the project so that fewer girls miss school during menstruation,” explains Katrin Schreiber, describing the project’s impact.

EDUCATION, INCOME, AND INCLUSION COMBINED

At the heart of the project is the local production of reusable sanitary pads, which are distributed to girls and women. This approach serves several objectives:

Girls gain access to safe menstrual products, enabling them to attend school regularly. At the same time, educational activities in schools and communities raise awareness of menstrual health and help break down long-standing taboos.

Michael Oppong, the project’s Managing Director, describes the far-reaching consequences of limited access to menstrual products: “Healthcare facilities in Ghana report a significant increase in teenage pregnancies. One of the reasons is deeply concerning: many girls cannot afford menstrual products and therefore become dependent on risky relationships. Some enter relationships with boys or men to obtain money to buy sanitary pads.”

At the same time, local production creates tangible income opportunities for women. Manufacturing generates jobs, strengthens the local economy, and creates new pathways to economic independence.



A FUTURE WITH MORE OPPORTUNITIES

The “Menstrual Empowerment” project demonstrates how sustainable change can be achieved through local solutions, community engagement, and the combination of social and economic development. The project goes far beyond the provision of menstrual products. It rethinks accessibility and sustainability while specifically empowering girls and women to take control of their own lives. In doing so, it makes an important contribution to female empowerment and promotes sustainable social and environmental change.

With the continued expansion of production and collaboration with local partners, the project will reach new target groups in the years to come. At the same time, it helps transform social attitudes and establish menstruation as a natural and accepted part of life.

In this way, a local initiative becomes an approach that creates long-term opportunities - for girls and women today and for future generations.



FURTHER FUNDING PRIORITIES – KEY FIGURES AT A GLANCE

help alliance pursues a diverse and holistic approach that extends beyond its two prime funding fields of ‘Education’ and ‘Work and Income’. In 2025, we also made significant progress in other areas of the UN’s Sustainable Development Goals.



NUTRITION

- Over 6,000,000 snacks and small meals were distributed
- More than 18,000 people received the majority of their meals through our projects



HEALTH

- Over 18,000 people were reached through health-related initiatives



GENDER EQUALITY

- More than 45,000 girls, women, and people with diverse gender identities received psychosocial support through training, education, or trauma care





ENVIRONMENTAL AND CLIMATE PROTECTION

- More than 23,000 people learned techniques for reusing and upcycling old materials
- More than 10,000 people took part in recycling and upcycling initiatives
- Over 50,000 kg of waste were collected and properly disposed of in communities surrounding our projects



COMBATING CHILD LABOR

- Over 20,000 people were reached through awareness campaigns
- More than 1,000 children at risk of child labor were admitted into our projects



INTEGRATION AND INCLUSION

- Our projects helped more than 1,500 people with a migration background to improve their new local language skills
- 133 people with a migration background found employment through our projects' support
- 32 awareness-raising courses were conducted for people without disabilities, reaching more than 2,000 participants
- Some 300 people with disabilities participated in continuing education courses



HELP ALLIANCE COMMUNITIES IN ACTION

Communities are at the heart of volunteering at help alliance. They enable Lufthansa Group employees to contribute their ideas, time, and expertise to create a positive social impact in their local communities. Around the world, networks of dedicated individuals are forming. They take responsibility, drive projects forward, and enable direct support on the ground.

The diversity of this commitment is reflected in the following examples from communities around the globe: from social engagement in Sofia and hands-on support for young people in Amman to the Munich Oktoberfest fundraising initiative and worldwide cleanup activities. These stories show how employees come together, take responsibility, and create meaningful impact through collective action.



CLEANUP WEEKS WORLDWIDE

Around the Cleanup Day in September 2025, nearly 1,000 Lufthansa Group employees joined forces with friends, family members, and partners worldwide to take action for a cleaner environment. From Frankfurt and Cologne to Iraq and Taiwan, participants collected more than 13,000 bags of waste, raising €25,000 in donations for help alliance education projects.



ENGAGED LOCALLY: COMMUNITY SOFIA, BULGARIA

Making a difference together: Since 2018, the help alliance Community in Sofia, Bulgaria, has supported people in the local community through a wide range of social initiatives. From blood drives and cleanup activities to donations in kind for people affected by the earthquakes in Türkiye and Syria, the team has provided valuable support for many years. In 2025, the community assembled and distributed 466 food packages to people in need in Sofia.



WORKING TOGETHER – COMMUNITY MENAT IN JORDAN

The MENAT Community in Jordan supports the “Center of Hope,” a vocational training center for children and young people with disabilities in one of Amman’s most disadvantaged neighborhoods. Through vocational education, the center empowers participants and supports them on their journey toward greater independence, self-confidence, and social inclusion. During a visit to the center, community members worked alongside the young people, supporting their daily training activities and helping with practical tasks.



SCHUNKELN WITH A PURPOSE

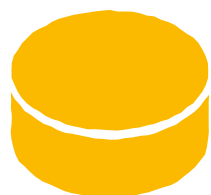
For Oktoberfest 2025, the help alliance Community Munich organized a fundraising initiative called “Schunkeln with a Purpose.” Colleagues were invited to enter a raffle and purchase traditional Oktoberfest gingerbread hearts and a variety of promotional items. Numerous employees took part, with many making additional donations to support two help alliance projects: “Safe Home,” a children’s home in Buenos Aires, Argentina, and “School of the Future” in the Arusha region of Tanzania.



4

FINANCE

HIGHLIGHTS



100%

OF YOUR DONATION
goes directly toward our
project work

85%

**OF TOTAL
EXPENDITURE**
went to project funding



€ 5,425,983

DONATIONS RECEIVED
in 2025



OF WHICH

€ 1,803,529

came from private donations



BALANCE SHEET

The presentation and explanation of help alliance gGmbH's financial position in accordance with the German Commercial Code (HGB) contribute to a high degree of transparency and clarity. The tables compare the figures year on year and provide insight into how the company's financial position has developed. All figures have been rounded to the nearest euro.

GENERAL INFORMATION

As a non-profit limited liability company, help alliance is required to maintain proper records demonstrating that its management has acted in accordance with the provisions of the articles of association and German non-profit law. The provisions of German non-profit law and the corresponding tax regulations of the German Fiscal Code with regard to the appropriate and timely use of funds are observed.

The annual financial statements of help alliance gGmbH were prepared in accordance with the general commercial regulations on accounting in accordance with Sections 238 to 263 of the German Commercial Code (HGB) and the provisions for small corporations within the meaning of Section 267a (1) of the German Commercial Code (HGB). The voluntary audit of the annual financial statements is carried out in accordance with the regulations and the principles of proper auditing of the Institute of Public Auditors (IDW) RS HFA 21.

The annual financial statements of help alliance gGmbH – consisting of the balance sheet, income statement and notes – were audited by the auditing firm PricewaterhouseCoopers GmbH for the financial year from January 1 to December 31, 2025. help alliance gGmbH received an unqualified audit opinion.

ACCOUNTING AND VALUATION METHODS

The financial statements are prepared on a going-concern basis. For the profit and loss account, the breakdown scheme of the total cost method has been applied. The balance sheet and profit and loss account are presented in accordance with the regulations of the Institute of Public Auditors (IDW) RS HFA 21. The income statement has been prepared according to the total cost method and the value added tax is included in the acquisition cost of fixed assets and in the expenses.

The intangible assets are accounted for at cost or, if depreciated, at retained value. Property, plant and equipment is valued at the acquisition cost and, to the extent depreciable, less scheduled depreciation over the respective useful life. Scheduled depreciation of property, plant and equipment is calculated on a straight-line basis over a normal useful life of eight years. Low-value assets that do not exceed € 800 are recorded in full as business expenses. Low-value assets with acquisition costs of € 801 to € 1,000 are combined in an annual collective item that is depreciated on a straight-line basis over a period of five years.

The receivables and other assets are valued at nominal value. Provisions and liabilities are recognized at the settlement amount deemed necessary according to reasonable commercial judgment. Inventories are recognised at cost and measured at the lower value of the acquisition cost and market price at the balance sheet date.

ASSETS

FIXED ASSETS

Intangible assets

The intangible assets are accounted for at cost or - if depreciated - at their retained value.

Property, plant and equipment

Property, plant and equipment includes all office and business equipment.

CURRENT ASSETS

Inventories

Inventories are assets held for the sale of goods in economic business operations. These are recognized at cost and valued at the lower value of the acquisition cost and market price as of the reporting date. The proceeds resulting from the sale of these assets are reported as income in the corresponding year.

Receivables and other assets

The receivables and other assets consist primarily of contractually agreed receivables of non-received donation income. The receivables totalling € 213,450 relate in particular to receivables from third-party service providers as well as the donations received from our OnBoardCollection and the donation pillars.

Receivables of affiliated companies

The receivables of affiliated companies include outstanding donations of € 975,586 that were available to help alliance in the form of firm pledges when the 2025 annual financial statements were prepared. A further € 1,000,000 is currently invested by Lufthansa AG at overnight money conditions.

Cash, Bank, Checks

Cash and cash equivalents mainly comprise balances with domestic credit institutions. It includes earmarked project funds that will be paid out to the projects in the following year.

ASSETS

31.12.2025

31.12.2024

A. Fixed assets

Intangible assets

€ 7,777

€ 7,777

Tangible assets

€ 37

€ 131

€ 7,814**€ 7,908****B. Current assets**

Inventories

€ 800

€ 800

Receivables and other assets

€ 213,450

€ 184,898

Receivables from affiliates

€ 1,975,586

€ 365,337

Cash and cash equivalents

€ 1,275,761

€ 2,833,952

€ 3,465,598**€ 3,384,986****Total****€ 3,473,412****€ 3,392,894**

LIABILITIES

31.12.2025

31.12.2024

Equity

Subscribed capital	€ 25,000	€ 25,000
Retained profits/accumulated losses brought forward	€ 113,575	€ 156,935
Net income	€ 174,336	€ 156,639
	€ 312,911	€ 338,574

Special Items

Donations not yet used	€ 2,307,901	€ 1,999,506
	€ 2,307,901	€ 1,999,506

Provisions

Tax provisions	€ 50,982	
Other provisions	€ 39,882	€ 33,823
	€ 90,864	€ 33,823

Liabilities

Trade payables	€ 56,856	€ 46,615
Payable to affiliated companies	€ 62,206	€ 128,026
Other liabilities	€ 69,067	€ 54,804
Other liabilities for projects	€ 373,608	€ 791,545
	€ 561,736	€ 1,020,990

Total
€ 3,473,412
€ 3,392,894

LIABILITIES

SUBSCRIBED CAPITAL

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

NET INCOME

The sale of help alliance products, proceeds from HR programmes and Lufthansa Group volunteering assignments are allocated to help alliance's economic business operations. Net income for the year amounts to €174,336.

SPECIAL ITEMS

The special item of €2,307,901 shows our free, thematically or regionally bound, unused donations. At the beginning of a new year, the donations enable us to finance our projects and ensure their continuation.

PROVISIONS

The tax provisions reflect the expected tax burden for the calendar year 2025. Other provisions of €39,882 include costs for vacation entitlements and flexitime credits, provisions for the preparation and audit of the annual financial statements, and other obligations of our business activities that are still to be expected.

LIABILITIES

Trade payables and liabilities to affiliated companies totaling €119,062 are unpaid services provided by suppliers and service providers as of the reporting date, but have been paid almost in full by the time the annual financial statements are prepared. Other liabilities of €69,067 include personnel liabilities due within one year.

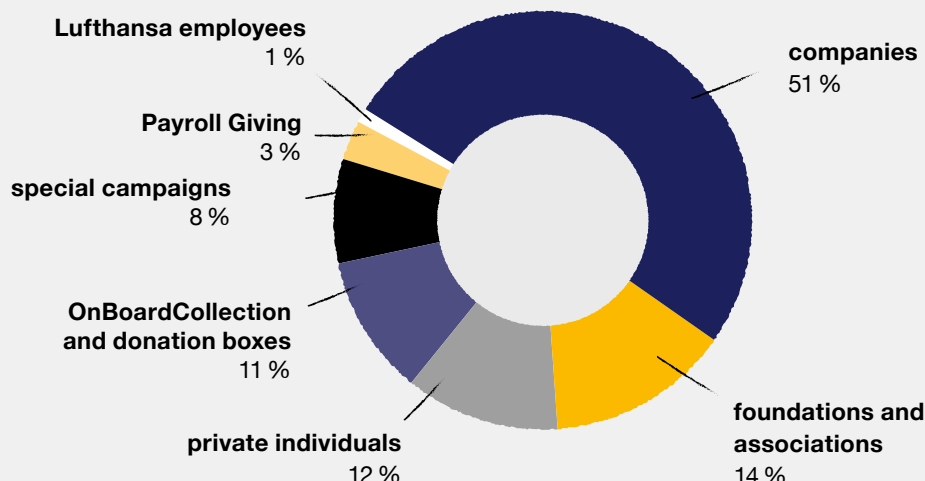
Other liabilities for projects of €373,608 mainly include liabilities from project disbursements that are still to be fulfilled, which will be settled at the beginning of the new fiscal year 2026. These are liabilities from project-related donations, for which we have an obligation to our donors to spend them according to their wishes.

PROFIT AND LOSS STATEMENT

	2025
Donations received from	
legal entities:	
companies	€ 2,782,238
foundations and associations	€ 775,039
natural persons:	
private individuals	€ 654,846
Lufthansa employees	€ 45,952
Payroll Giving	€ 155,409
special campaigns	€ 437,020
OnBoardCollection and donation boxes	€ 489,010
Total donations received in current year	€ 5,425,983
+ donations from previous years used in current year	€ 2,715,048
./. donations received in current year but unused by year-end	€ 2,590,524
Income from donations used in the current fiscal year	€ 5,550,506
Income from interest and similar earnings	€ 12,809
Revenues	€ 215,214
Other operating income	€ 15,826
Total income	€ 231,040
Payouts to projects	€ 4,446,491
Cost of materials	€ 0,00
Personnel cost	
a) Salaries and wages	€ 590,688
b) Social security payments	€ 167,698
Depreciation on property, plant and equipment	€ 94
Other operating expenses	€ 414,981
Total expenses	€ 5,620,019
Result after taxes	€ 174,336
Surplus for the year	€ 174,336

INCOME

DONATIONS FROM



Our projects are financed exclusively by donations from private individuals, donations from private institutions, foundations and donations from cooperation and funding partners. Income from the non-commercial sphere amounts to €5,425,983. Due to the use of donations received in previous years and the delimitation of donations received in 2025 but not yet used, income from the use of donations during the financial year amounted to €5,550,506.

LOYAL RECURRING DONORS AND MANY NEW SUPPORTERS

Last year, our loyal individual donors and especially our recurring donors were a significant source of donation revenue, contributing €654,846. We would particularly like to highlight the many donors who started their own fundraising campaigns and supported us through their efforts.

DONATIONS RECEIVED IN THE FINANCIAL YEAR

The income from the non-commercial sphere includes corporate donations, such as the generous donation of the Lufthansa Group. This donation enables help alliance to cover the costs of administration, public relations and fundraising. In this way, we can guarantee that every cent donated goes directly to our project work. In addition, the corporate donations include generous donations from our long-standing partners Mastercard Europe SA, Miles & More GmbH and the RTL foundation "Wir helfen Kindern e.V."

SMALL DONATION WITH A BIG IMPACT

Donations from the OnBoardCollection and the donation boxes increased slightly. This year, leftover change and foreign currency equivalent to €489,010 were collected. Numerous other small donations were received via OnBoardDonations and the Lufthansa Worldshop.

PAYROLL GIVING AND EMPLOYEE DONATIONS

Thanks to numerous fundraising campaigns organized by Lufthansa Group employees and the opportunity to donate part of their salary to help alliance via payroll, donations of €201,362 were raised. This is an increase of 2 percent compared to the previous year, in which we were already able to generate substantial donation revenue through numerous campaigns organized by Lufthansa Group employees on the occasion of the 25th anniversary of the 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. In 2025, many Miles & More members once again took advantage of the opportunity to donate their award miles to help alliance. In addition, there were numerous additional fundraising campaigns. A total of €437,020 in donations were received under Special Campaigns.

EXPENSES

The expenses in the non-commercial sphere of help alliance gGmbH comprise project funding and project support, administrative costs as well as the costs for fundraising, corporate volunteering, and public relations.

In 2025, expenditure in the non-commercial sphere amounts to a total of €5,523,022 (2024: €6,001,670). The costs for our administration amount to a total of €308,179 (2024: €336,516). This includes, for example, the personnel costs for help alliance employees on a pro rata basis, but also the operation of our accounting software. These costs make up 6 percent of our total expenses.

The costs for fundraising and public relations amounting to €279,031 (2024: €308,631) include, among other things, the operation of the donor database, income-related expenses, personnel

REVENUE

In 2025, most of the activities in business operations consisted of corporate citizenship activities. Further proceeds were generated through the HR program, in which Lufthansa Group employees volunteer in help alliance projects. Additional income was generated through the sale of merchandise.

OTHER INCOME

Other income mainly comprises foreign exchange gains.

INTEREST AND SIMILAR INCOME

In 2025, interest income was generated at overnight money conditions for the first time.

expenses and other expenses. It also includes communication services used by us. Fundraising and public relations costs continue to account for 5 percent (2024: 5 %) of total expenditure.

The Corporate Volunteering cost center, which reflects the costs for the administration of our activities in the area of corporate volunteering and the communities, amounted to €185,485 (2024: €170,199). These costs continued to account for 3 percent of total expenditure.

Overall, administration, fundraising and public relations, corporate volunteering, and economic business operations accounted for 15 percent of total expenditure, while 85 percent was allocated to project funding and project support.

QUANTITATIVE BREAKDOWN BY COST AND FUNDING AREAS OF HELP ALLIANCE GGBH:

	Project funding & project support	Administration	Fundraising & Public Relations	Corporate Volunteering	Economic business operations
Project funding	€ 4,446,491				
Personnel expenses	€ 235,782	€ 165,801	€ 206,419	€ 155,447	
Other expenses	€ 68,122	€ 142,378	€ 72,612	€ 30,038	€ 45,947
Total	€ 4,750,395	€ 308,179	€ 279,031	€ 185,485	€ 45,947
Percent	85 %	6 %	5 %	3 %	1 %

85 %

Project funding and support

6 %

Administration

5 %

Fundraising and public relations

3 %

Corporate Volunteering

1 %

Economic business operations



Expenditure for project funding and project support amounts to € 4,750,395 (2024: € 5,186,324). This accounts for 85 percent of our total expenditure.

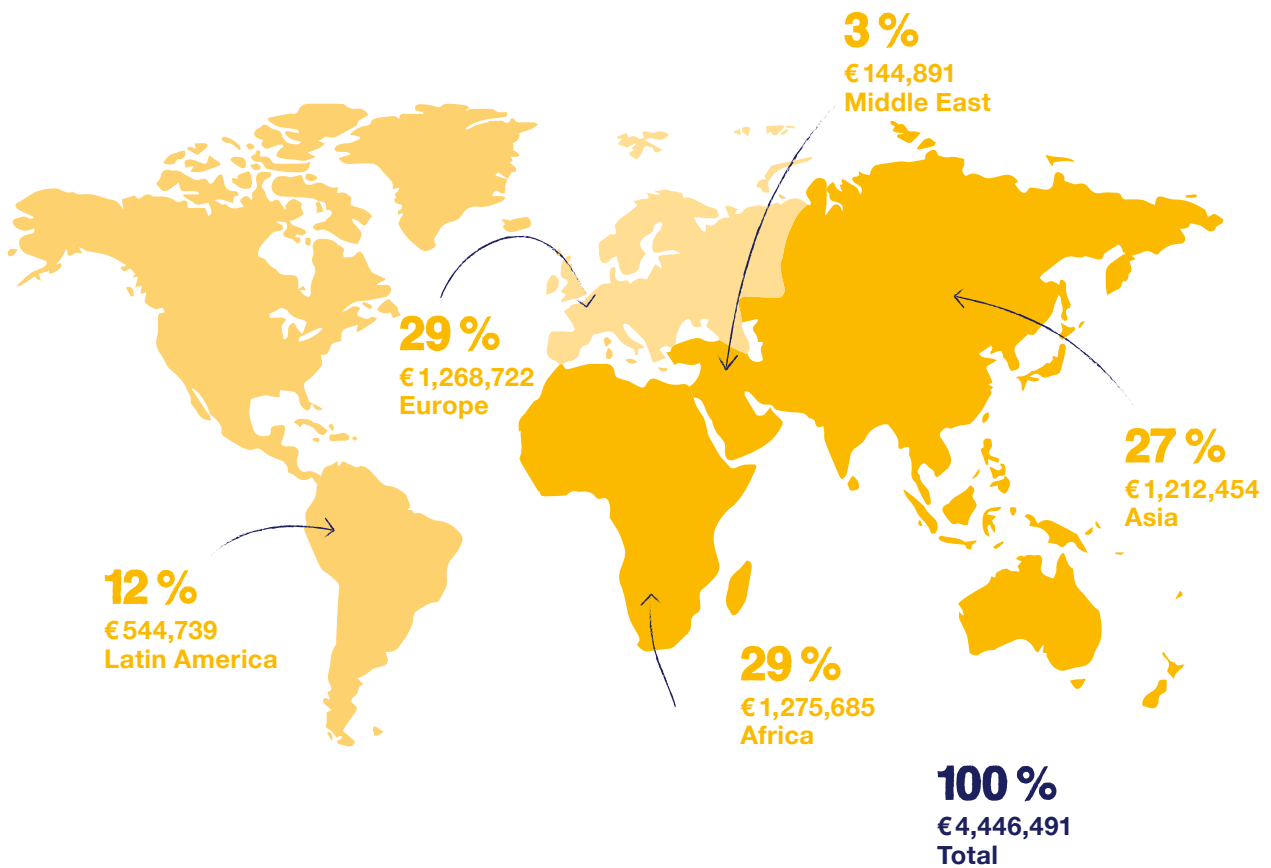
In addition to project supervision, the expenses for project support primarily include the preparation and selection of suitable projects, the review of applications, monitoring as well as evaluation and impact measurement.

At € 4,446,491, project funding fell by 10 percent compared to the previous year (€ 4,920,738). In terms of funding, our regional focus was on Africa and Asia. The largest share of the funding in Europe went to projects in Ukraine. In addition, projects in Latin America and the Middle East were supported.

The projects are further divided into so-called development and community projects. In addition to the multi-year development projects, help alliance also promotes the local commitment of its employees through so-called community projects. The latter are supported with a maximum of € 15,000 for a period of one year.

In 2025, help alliance supported 55 Development Projects in 31 countries and 12 Community Projects in 11 countries. A total of € 120,495, equivalent to 3 percent of direct project funding, was paid out to Community Projects.

FUNDING AMOUNTS FOR OUR PROJECTS



PROJECTS

EDUCATION

Argentina	Safe Home	€ 108,420
Bangladesh	Inclusive school system	€ 34,399
Brazil	Dancing creates self-confidence	€ 372,000
Congo	Learning Center	€ 18,214
Côte d'Ivoire	With Heart and Hands	€ 50,000
Dom. Rep.	Football for Future	€ 24,319
Germany	Ein Herz für Kinder (BILD hilft e. V.)	€ 17,920
Germany	School for Life	€ 60,000
Germany	Integration Café	€ 20,000
Germany	Education Kicks	€ 28,500
Germany	Digital reading assistance	€ 19,835
Germany	Luftfahrt ohne Grenzen	€ 7,920
Germany	Music on Wheels	€ 44,986
Germany	Dancing Connects	€ 78,286
Ghana	Children's Paradise Ghana	€ 52,200
Hungary	Digital Afternoon School	€ 11,750
India	Sunshine Project	€ 172,183
India	Nature Spectacle	€ 21,611
India	New Chances-Café	€ 266,000
India	Yoga Classes	€ 6,000
Iraq	Free to Run	€ 69,541
Italy	Youth Participation	€ 15,000
Liberia	Empowering families, educating children	€ 48,589
Nigeria	Chess for Change	€ 33,333
Nepal	Genderfriendly Schools	€ 184,771
Philippines	Digital Training Center	€ 80,000
South Africa	First-Class Preschool Education for Children	€ 25,000
South Africa	Houses of Hope	€ 270,000
South Africa	Upcycling	€ 36,600
Sri Lanka	Preschool	€ 28,300
Tanzania	School of the Future	€ 110,598
Thailand	Learning Center	€ 81,756
Uganda	Entrepreneurship Program	€ 21,189
Ukraine	Innovative Learning Labs	€ 47,890
Ukraine	Education in a Bubble	€ 67,518

WORK AND INCOME

Benin	A Fresh Start	€ 23,828
Burundi	Great Opportunities	€ 15,000
Cameroon	Career Orientation	€ 45,000
Colombia	Perspectives & Tourism	€ 40,000
Gambia	Training Center	€ 35,000
Germany	Girls' House	€ 15,000
Germany	World Kitchen	€ 92,500
Germany	RTL Spendenmarathon	€ 589,304
Germany	Labor Market Integration	€ 83,334
Ghana	Menstrual Empowerment	€ 76,800
India	Sustainable Agriculture	€ 93,464
India	Skillability Lab	€ 68,169
Italy	Arrival	€ 40,000
Maldives	Reefs Renew	€ 85,000
Nepal	Farming for Health	€ 46,037
Rwanda	Strong Future	€ 46,000
Senegal	Training Center	€ 111,098
South Africa	Wings of Tomorrow	€ 225,000
South Africa	Future Academy	€ 17,236
Syria	IT Empowerment	€ 33,600

COMMUNITY PROJECTS

Australia	€ 10,000
China	€ 10,000
Egypt	€ 6,250
Greece	€ 5,230
Israel	€ 13,000
Japan	€ 24,765
Jordan	€ 12,500
Liberia	€ 15,000
Poland	€ 2,500
Portugal	€ 11,250
United Arab Emirates	€ 10,000

THANK YOU!



HELPING TOGETHER – FROM SMALL GESTURES TO BIG FUNDRAISING CAMPAIGNS

Whether it's a corporate partnership, an employee initiative, an event donation or a personal fundraising campaign: In 2025, many people supported help alliance in very different ways. Large and small donations, creative ideas and long-standing partnerships make our work possible. They all contribute to opening up new opportunities for children, adolescents and young adults worldwide.

Our special thanks go to all donors, partners, colleagues and supporters who are committed to our projects with their passion, time, creativity, and financial support. The following examples show how diverse fundraising can be for help alliance – and how commitment can create tangible impact.

STRONG PARTNERSHIP: MASTERCARD FOR HELP ALLIANCE

In 2025, thanks to the long-standing and trusting cooperation between Mastercard, Lufthansa and help alliance, a substantial donation of € 580,000 once again flowed into two central charity platforms: the RTL Spendenmarathon and the Lufthansa Channel Aid concert series. Through ticket matching at Channel Aid alone, where the Lufthansa Orchestra performed together with Rea Garvey, Samy Deluxe and Montez on three evenings at the Deutsches Schauspielhaus Hamburg, € 200,000 were secured for the project work of help alliance. A large portion of the funds will go to the “Education in a Bubble” project in Ukraine. The cooperation between the partners demonstrated how music, reach, and shared responsibility make tangible support possible.





RTL SPENDENMARATHON 2025: LESS PLASTIC, MORE FUTURE

In 2025, help alliance was part of the 30th RTL Spendenmarathon – the anniversary edition of the longest-running charity format on German television. Eurovision winner Johannes “JJ” Pietsch drew attention to the situation of children and families in the Philippines as a project ambassador. There, plastic waste threatens not only the environment, but also the livelihoods of many families. Children in particular suffer from polluted beaches, health risks and a lack of educational opportunities.

With the support of the RTL Foundation – Wir helfen Kindern e.V. and Mastercard, help alliance is laying important foundations for cleaner beaches, better educational opportunities and new perspectives for children and families on the island of Samar through environmental education in schools and the establishment of an environmental and recycling centre.

THE MILES & MORE COMMUNITY AWARD FLIGHT BRINGS PROJECTS TO LIFE

Community Award Flights are exclusive flights to popular Lufthansa long-haul destinations that can be booked with miles. In 2025, one of these flights went to Cape Town and showed what support can achieve in practice. Around 50 Miles & More customers and the entire flight crew took up the offer to visit the help alliance project “Houses of Hope” there.

The project offers children in a township on the outskirts of Cape Town care, learning support, hot meals and a safe place to grow up. A training centre with classrooms, workshops and training rooms is also being built on a new site – including for vocational training in wood and metal processing or sewing.

The cooperation with the Miles & More Group makes projects tangible for customers and creates new forms of commitment – for example through Community Award Flights, the World-Shop partnership or initiatives to engage status customers. Donating miles is a simple and unbureaucratic way to support help alliance's projects with a global impact.



CREATIVE EMPLOYEE CAMPAIGN: A NAME FOR A GOOD CAUSE

At Lufthansa Technik in Hamburg, Fynn Baucks implemented a donation idea that was as creative as it was tangible: As part of a bidding process, colleagues were able to bid for the naming rights to new robots in the automatic small parts system – and thus have their names permanently immortalized on an AutoStore robot.

The respective bid amount was donated to a help alliance project. A total of € 1,800 was raised.

A special moment was the presentation of the certificate in the main warehouse in Hamburg: The donors were able to see the robots in action, have their photo taken together with “their” robot and learn more about the work of help alliance.



30 YEARS OF GUIDEU: FROM RESIDUAL MATERIAL TO THE FUTURE

To mark the 30th anniversary of the GuideU light strips in 2025, a very successful fundraising campaign was launched: Lufthansa Technik and Avionic Design employees produced around 8,000 key chains from the production waste generated during the manufacture of the GuideU strips. In this way, residual material became a visible symbol of sustainable action and social responsibility.

The key chains could be ordered throughout the Group via product roadshows, individual and collective orders as well as many smaller events – blank or with personalized lettering.

The original goal of collecting €30,000 by the end of the year was already significantly exceeded by the end of November. A total of €42,000 was raised. The donations support two selected help alliance projects: the Recycle Project in the Philippines and the Hamburg project “Bridges to Independence”.

DONATIONS INSTEAD OF FLOWERS: A LEGACY THAT CONTINUES TO HAVE AN IMPACT

In 2025, help alliance again received numerous donations that arose from a very personal

occasion: relatives asked for donations instead of flowers in memory of a deceased person. In this way, saying goodbye to a loved one became a dignified sign of solidarity – and at the same time tangible support for children, adolescents and young adults worldwide.

A particularly moving example was the appeal for donations in memory of Jürgen Weber, who is remembered by many as “Mr. Lufthansa”. Numerous people followed this wish by supporting the work of help alliance instead of giving flowers, thus setting an example of solidarity, appreciation and lasting help beyond the moment of farewell.

MANY PATHS, ONE GOAL

These examples show how diverse fundraising can be for help alliance: from large partnerships and media fundraising campaigns to corporate and customer initiatives and very personal occasion donations. Every donation counts – regardless of its size.

What all donations have in common is their effect: they enable projects, create opportunities and give children, adolescents and young adults the opportunity to lead self-determined lives. For this, we say thank you from the bottom of our hearts.

**DISCOVER EVEN MORE GOOD PROJECTS
IN OUR NEXT ANNUAL REPORT)**

**Donation Account:
IBAN: DE89 5005 0201 0200 0292 23
BIC: HELADEF1822**



Donate now!

CLOSER TO THE WORLD. CLOSER TO ITS PEOPLE.

*help***alliance**