

Press release

Successes of 2023 – milestones for a good cause

Ahlen, 17 July 2024 – The LR Global Kids Fund e. V. (LRGKF) is immensely grateful for the successes of 2023. By attracting insubstantial donations, it was able to support more disadvantaged children than ever. Through a range of fundraising measures and the invaluable financial help of numerous supporters, the charity has managed to become significantly more visible. Its key mission of advancing support of children and young people around the world has been consistently promoted.

Funding for 21 projects in 20 countries

At just over half a million euros, the charity's total donation income in 2023 was slightly above the previous year's level, despite a slight decline in supporting members, who donate on a regular basis. The charity was able to support a total of 21 aid projects in 20 countries last year – projects that help many children and young people on their path to a self-determined life.

Effective fundraising: cause-related marketing

Fundraising through LR Health & Beauty's cause-related marketing has turned out to be particularly effective. This involves a fixed sum of the sales of selected LR products going to the charity. In 2023, LR Health & Beauty donated a total of 361,636.50 euros to the LRGKF. A big thank you therefore goes to the company, its LR Partners and the LR employees, whose joint commitment made this donation possible.

In addition, the launch of new merchandise items last year was met with great enthusiasm. Thanks to the support of enthusiastic LR Partners on social media, the charity was not only able to attract more attention to its cause, but also generate additional income, which in turn flowed directly into the projects. The charity's increased presence at events also helped to raise more donations and make the LRGKF and its objectives more widely known.

New project in England

A special highlight in 2023 was a new collaboration with the Theodora Children's Charity in England. The LRGKF had already been supporting the Theodora Charity in Switzerland for several years. Now, a new project has been launched in England: the "Giggle Doctors" give sick

children a welcome distraction by bringing joy and laughter, their visits significantly boosting the children's healing success.

Five years collaborating with the “CliniClowns” in the Netherlands

For five years now, the LRGKF has also been working successfully with the non-profit organisation “CliniClowns” in the Netherlands. They specialise in enriching the everyday lives of sick children and children with disabilities in hospitals and other care facilities through clown visits. With their empathetic performances, they provide joy and distraction. In addition to personal visits, the “CliniClowns” also offer digital programmes and online activities to achieve a broader reach and brighten the day for even more children. Thanks to donations from the LRGKF, the last five years have seen the realisation of important projects such as “Play Along”, the “CliniClowns App” and the “Bedtime Visits”.

For more details on the work of the LRGKF, please check out the annual report:

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About the LR Global Kids Fund e.V.

The LR Global Kids Fund (LRGKF), established in 2009, is a tribute to the LR Group's ongoing dedication to its workers, distributors, and consumers. The fund, which operates in 20 countries worldwide, supports around 20 well-established initiatives and institutions by delivering targeted assistance quickly and efficiently in collaboration with local groups. The children's charity provides a variety of services, including targeted instruction, hospitality, and language assistance. Visit the association's website at [lrgkf.com](https://www.lrgkf.com) for more information on the numerous philanthropic programs and contribution options.

Pictures:



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