

*Press release*

## **LR Global Kids Fund e.V. (LRGKF) marks its 14th anniversary and unveils remarkable 2022 achievements.**

Ahlen, Germany 14<sup>th</sup> September, 2023 - On 15<sup>th</sup> September, 2023, the LR Global Kids Fund e.V. (LRGKF) will celebrate its 14th birthday, continuing to serve as an inspiring beacon of hope for impoverished children worldwide. Simultaneously, the group releases its 2022 Annual Report, a monument to its amazing achievements despite adversity.

### **A Legacy of Compassion**

LR Global Kids Fund e.V. was founded on 15<sup>th</sup> September, 2009, with the goal of providing a better future for poor children and young people. LR Health & Beauty, along with its dedicated staff, sales partners, and customers, had a common objective from the beginning: to teach underprivileged children the fundamental virtues of security, trust, and respect, which are vital for their development. These beliefs serve as the foundation for LRGKF's steadfast commitment. Over the course of 14 years, the organisation has constantly assumed the responsibility of offering trust and support to children in need, motivated by a desire to make a difference.

LRGKF is proud to look back on significant milestones such as its collaboration with the Lunch Club in Ahlen (2012), the establishment of the RTL-Kinderhaus in 2018, its inaugural participation in the RTL-Donation-Telethon (2016), the effective partnership with SOS Children's Villages worldwide (2018), and the joyous celebration of its 10th anniversary (2019).

### **2022 in Review: Inspiring Resilience**

LR Global Kids Fund e.V. delivers an amazing annual report for 2022 (Annual Report 2022), despite the severe obstacles of 2022, moulded by the Ukraine crisis and a subsequent decline in donations. Last year, the charity funded 18 initiatives in 18 countries, with contributions totaling more than 400,000 euros. Notably, LR Health and Beauty donated about 340,000 euros in 2022 alone, demonstrating the company's unwavering commitment.

LRGKF remains committed to assisting children in need, both domestically and globally. In 2022, the organisation funded 1 national and 17 international children's aid projects, with a national gift volume of roughly 202,500 euros and an international donation amount of 211,940 euros.

Long-term collaborations are critical to LRGKF's success. An example of exceptional collaboration is the 11-year partnership with „Stiftung RTL - Wir helfen Kindern e. V.“ (RTL Foundation - We Help Children). Both groups are steadfast in their mission to give impoverished children the opportunity for a better future. The RTL-Donation-Telethon, in which LR Global Kids Fund e.V. actively participated in 2022, is the yearly highlight. Chairwoman Kirsten Ueckmann presented Wolfram Kons with a generous donation of 200,000 euros, ensuring ongoing support for the RTL Children's Home in Ahlen.



LR GLOBAL KIDS FUND  
initiated by LR Health & Beauty

LRGKF's commitment in 2022 remained to prioritise educational programmes intended to promote children's self-confidence through homework assistance and overall learning. Furthermore, the group remained steadfast in its commitment to provide psychosocial support to children and young people dealing with traumatic situations.

*„We are profoundly grateful for the unwavering support of LR Health and Beauty, its partners, and our dedicated members“, said Kirsten Ueckmann, Chairwoman of LR Global Kids Fund e.V. Their solidarity and generosity are critical to our work at LRGKF, allowing us to provide a bright future for as many children as possible. „Every day, we work together to make the world a better place for countless disadvantaged children.“*

### **About LR Global Kids Fund e.V.**

LR Global Kids Fund e.V., founded in 2009 by LR Health & Beauty, supports projects in education and health, all with the same aim in mind: „More quality for your life.“ Please visit [lrgkf.com](http://lrgkf.com) for more information on the organisation's various help projects and donation possibilities.

### **For media inquiries, contact:**

LR Global Kids Fund e.V.  
Almut Kellermeyer  
Kruppstraße 55  
59227 Ahlen  
Phone: 02382 7060-106  
E-Mail: [A.Kellermeyer@lrworld.com](mailto:A.Kellermeyer@lrworld.com)