



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

Presse Release

2009 - 2024: LR Global Kids Fund looks back on 15 years of success

Ahlen, 2 September 2024 - 15 years ago, dedicated employees and management of LR Health & Beauty founded the LR Global Kids Fund e.V. (LRGKF) with the clear goal of helping socially disadvantaged children and giving them a better chance for a self-determined life. The association's work, especially its support for global cooperation projects, is more important today than ever before, as the future of children continues to be threatened by increasing violence, poverty and refugee experiences.

Community involvement as a key to success

The success of the association is based on the community involvement of the LR Group, its employees, sales partners and customers. The charity now supports around 20 specific projects around the world each year. Among the most important milestones in the history of the association are the cooperation with the Ahlen children's facility "Lunch Club", the introduction of supporting membership, the launch of the volunteer programme "LR Hands On" and the start of the cooperation with the "SOS Children's Village Worldwide Foundation".

"We are proud of what we have been able to achieve over the past 15 years thanks to our many supporters. The need for donations to support children's aid projects is still great, and funds will continue to be needed in the future," says Kirsten Ueckmann, Chairwoman of the LRGKF. "It is therefore important for us to continue our social commitment in the future. We are building on our strong commitment to date and hope for the continued active support of our loyal LRGKF donors, who have made these successes possible".

Fundraising and supporting projects

Since 2009, the association has raised almost six million euros in donations. The development in recent years has been particularly pleasing: since 2020, the LRGKF has managed to raise half a million euros annually. In Germany, the association supports the Lunch Club e.V. in Ahlen (funding in 2023: € 200,000). Worldwide, a total of twenty-one projects in twenty different countries were supported last year (see [annual report 2023](#)).

Anniversary campaign "I do NOTHING*..."

With the anniversary campaign "I do nothing*..." on the occasion of its 15th birthday, the association wants to attract more attention and draw attention to its own commitment in a playful way. Afterwards, the puzzle will be solved: "I do nothing... better than giving children a smile!" - this and other slogans adorn the T-shirts of the campaign's protagonists. "Many loyal supporters of our association were happy to give a face to the campaign. With this special effort, we are sure to raise even more awareness," says Kirsten Ueckmann.

About the LR Global Kids Fund e.V.:

The LR Global Kids Fund e.V. was founded by LR Health & Beauty in 2009. The organisation is grounded on the joint dedication of the enterprise, its workforce, sales partners, customers and vendors, to endorse schemes in countries where LR operates. LR underwrites the administrative expenses of the association with its corporate contribution. Consequently, all contributions are channeled directly to the local projects. Backed projects are in the areas of education and healthcare, all geared towards enhancing children's quality of life. Additional details about the diverse aid schemes and donation opportunities can be located on the association's website at lrgkf.com.

Picture:



Caption: (From left to right) Dr. Andreas Laabs (CEO of LR Health & Beauty), Kirsten Ueckmann (Chairwoman of the LRGKF) and Dr. Eberhard Ludwig (former LR employee and long-standing donor of the LRGKF) were happy to pose in front of the camera for the anniversary campaign.

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