

## Social projects

### The HelpAlliance in its tenth year: more donations, more support, more ideas



On September 22, 2009, the HelpAlliance celebrated its tenth year of existence. About 450 Group employees, supporters and friends met for an anniversary celebration at the Lufthansa Training & Conference Center in Seeheim to look back together over a decade of successful charitable work. Sabine Weber, spouse of the Chairman of the Supervisory Board, Jürgen Weber, and long-time patroness of the association, took the evening as an occasion for a generational change and passed the staff of her patronage to Bettina Lauer, spouse of the Chief Officer Group Airlines and Corporate Human Resources, Stefan Lauer.

#### Group expands support

Lufthansa has firmly supported the HelpAlliance since its founding in 1999. For instance, the Group promotes the involvement of the employee organization with full-time special leave for two employees – including First Chairwoman Rita Diop – and with part-time special leave for a colleague from flight operations. In addition, it provides free-of-charge office space including communications



#### On-board collection program "Small Change – It's a Big Help"

While the donation volume from the on-board collection program "Small Change – It's a Big Help" continued to decline in 2009, the massive downward trend could be stopped. This positive signal is a result above all of the numerous HelpAlliance activities during its anniversary year. The on-board collection program allows Lufthansa and Condor passengers on long-haul flights back to Germany with coins and bank notes in foreign currency to donate this money for a good cause. This option has been offered since May 2001. There are small sealable envelopes for this purpose in the seat pockets; the cabin crews collect and forward these to the HelpAlliance. Donations can also be inserted in the special pillars in the employee areas and Lufthansa lounges at German airports and in the public areas of the Frankfurt and Munich hubs.

infrastructure at Frankfurt Airport as well as transport capacities. The internal and external Lufthansa media support the association's communications efforts and reporting by publishing editorial contributions. During the anniversary year Lufthansa again expanded its support. The Group sponsored a full-page advertisement in Lufthansa's European timetable, displayed the HelpAlliance logo on advertising space on the ground and in the air, and financed a press trip to India, where journalists spent a week gathering information on site about the HelpAlliance project "Patenschaftskreis Indien e.V." And in Thailand Rita Diop accepted a cheque for 20,000 euros from Thierry Antinori, Member of the Lufthansa German Airlines Board responsible for Marketing and Sales. This donation went to benefit an orphanage in Pattaya, a long-term HelpAlliance project.

#### Information offer expanded

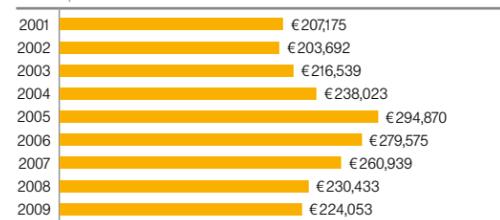
The HelpAlliance intensified its communications activities significantly during the anniversary year. One important building block was expanding the information it offers on the intranet and Internet. The website was also given a fresh design and a new technical base. To give Lufthansa employees an opportunity to get information directly from the project managers about the efforts they support on location, a campaign week took place at the Lufthansa Aviation Center in Frankfurt. And in March, the starting signal was given for a ten-part HelpAlliance quiz on the intranet and in the staff newspaper Lufthanset. The goal here was to further increase awareness of the HelpAlliance across the Group.

#### Rise in donations despite economic crisis

The broad attention granted to the HelpAlliance during its anniversary year did not fail to have an effect. "Even though 2009 was marked by the world economic crisis, we were able to increase the donation volume by almost 100,000 euros

#### On-board collection program

Development of donation volumes



Start of Condor's participation: October 2003  
All figures quoted in this article for 2009 are preliminary, as the final figures were not available by the copy deadline.



Township project  
iThemba School  
Capricorn: Preschool  
children are delighted  
by the opening of their  
new schoolhouse.

over the previous year's figure, to a total of 735,000 euros," reports Rita Diop. The number of Supporting Members also developed positively: In 2009 alone, 200 people decided in favor of a Supporting Membership – twice as many as the year before.

#### Core projects during the anniversary year

Special attention was given during the anniversary year to a township project in the South African metropolis of Cape Town. On the vacant lot of the iThemba School Capricorn, the HelpAlliance was able to finance the construction of a preschool building made of prefabricated elements, featuring three classrooms, a kitchen, an office and a playground. Since January 2010, 50 boys and girls up to the age of six have learned subjects such as English there, thereby improving their chances for education and participation in society. The foundation stone was laid by a donation from the soccer branch of the Lufthansa Sports Association in Cologne. This was followed by a call for project-dedicated donations from Miles to Help – with an overwhelming response. "Originally, the miles were only intended to finance the furniture. But thanks to the generously donated award miles from Lufthansa customers, we were able to pay for the construction of a complete building," confirms the First Chairwoman. Miles to Help offers participants in the frequent flyer program Miles & More the opportunity to donate their award miles for charitable causes.

#### A short profile – The HelpAlliance

The aid organization "HelpAlliance e.V. – Employees lend a helping hand" was founded in September 1999 by socially committed employees from all parts of the Lufthansa Group. On December 31, 2009, the association counted 13 full members and 1,346 Supporting Members; in addition, there is a worldwide network of internal and external volunteer helpers. The members come from all company areas and get involved personally, voluntarily and globally to support business startups, street-kid projects, educational institutions, orphanages and bush hospitals. Since its foundation, the humanitarian community initiative has successfully supported more than 60 projects. The emphasis is on the areas of education, health and nutrition and consistently follows the guiding principle of "helping others to help themselves." The projects are divided into long-term HelpAlliance projects, short-term event-related supported projects and emergency aid. Most geographical areas of involvement are located on the southern half of the globe, especially in Africa, Asia and South America.

→ [www.help-alliance.com](http://www.help-alliance.com)

Another area of emphasis in 2009 was emergency aid. One of the events that called for the involvement of the HelpAlliance was in the Central American nation of El Salvador, where tropical storm "Ida" caused severe devastation and more than 120 deaths in November. The help organization also provided humanitarian emergency aid in the Philippines. There, tropical storm "Ketsana" caused the heaviest flooding in 40 years in September, killing almost 280 people and leaving half a million without shelter. Moreover, the HelpAlliance is currently searching for suitable partners in Indonesia to be able to provide long-term aid there as well, following a series of strong earthquakes in fall 2009.

#### Difficult to do without it: The Ideas Pool

The Ideas Pool has evolved into an indispensable pillar of fundraising – the third alongside the on-board-collection program "Small Change – It's a Big Help" (see text box on page 74) and Miles to Help. Creative Lufthansa employees generated several ten thousands of euros for the HelpAlliance during the reporting year alone, by organizing flea markets, baking cakes, or drumming up support for the employee organization's causes at department festivities. That this much enthusiasm also radiates to other Group companies was proven in April 2009 by the cabin crews at Eurowings with their donation to a project in Brazil that supports undernourished and malnourished children.