



Fritz Henkel Stiftung | compact

OLD AND YOUNG – WORKING TOGETHER

Dear friends and supporters of the Fritz Henkel Stiftung,

In the past, it used to be our parents and grandparents who, by passing on their experiences of both work and life to the next generation, ensured that knowledge was retained and traditions preserved. But in a world connected by smartphones and the internet, our lives have become ever more fast-moving, with so much now happening "online." Encounters between the generations appear to have lost something of their significance and relevance. However, if we are to successfully meet the challenges of our time, the life experiences of the older generation and the fresh knowledge of the upcoming generation need to be meaningfully combined.

There are many wonderful examples of how new modes of interaction between the generations can arouse curiosity and open up new horizons. Volunteering offers a variety of avenues that allow people to approach, learn from and support one another as they reach across the notional boundaries of custom, tradition and experience. With this quarterly issue we would like to build bridges across the frontiers of age and prejudice and invite you to walk with us through the different generations of people providing support to our projects.

Kirsten Sánchez Marín

Managing Director

20 YEARS OF MIT

To mark the 20th anniversary of the MIT initiative (Make an Impact on Tomorrow), Henkel donated a special bonus of 50,000 euros to the Fritz Henkel Stiftung for a selected social project. Over the past 20 years, MIT has supported around 14,000 projects in over 100 countries. Applications are open to all employees and retirees of Henkel for this celebratory project.



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DATES Q2 / 2018

SPECIAL OLYMPICS,
GERMANY, MAY 14 – 18

BUILDING TRIP, JUNE 10 – 16

MIT ROUND TABLE, JUNE 19

ROUND-UP FUNDRAISER

Thanks to the generosity of so many committed people, our support for Germany's "small change" donation scheme DEUTSCHLAND RUNDET AUF ("Germany Rounds Up") brought to life a number of projects in 2017, delivering

*273,000
square
meals*

*1
new
mobile play
center*

and

*600
delighted
school children*

Further information on our social commitment can be found here or at www.fritz-henkel-stiftung.de



HOT SOUP AND A WARM WORD

Düsseldorf's "gutenachtbus" ("good night bus") helps vulnerable people living on the streets. Launched in 2011, the project fills a gap left by those facilities that only open during the day to help people with little money and no roof over their heads.

It travels the area all year round, crewed under the supervision of a social worker by volunteers familiar with the needs of homeless people. The bus helps the marginalized to regain the confidence and self-respect that can sometimes get lost in life on the streets. Such people deserve to have someone



to turn to no matter what time it is. The "gutenachtbus" is there for them even at midnight, meaning they don't have to fear undue rejection due to the late hour.

YOUNG MEETS OLD

The association "Jung trifft Alt Düsseldorf e.V." is committed to the long-term promotion of both youth support and elderly care, especially through interaction between young and old in cross-generational art and cooking projects. These are organized under the project umbrella "Rat(d)schlag" – a play on words where children notionally turn cartwheels (Radschlag) for their senior companions while the latter offer their advice (Ratschlag). This close cooperation helps both age groups to nurture their social skills and team spirit. In partnering their young colleagues, seniors experience how important early access to art and culture is for children's educational welfare. They also discover how engagement can enhance their own vitality and enjoyment of life, giving them greater motivation to overcome their own inhibitions and get involved in creative processes.

THE CHILDREN'S ARK – GIVING STRENGTH!

In Germany, more than 2.5 million children live in financial – and often emotional – poverty, jeopardizing their chances of development and education. Many lack self-esteem and belief in their own future. Under the slogan: "Giving children strength for life," the children's charity "Die Arche" (The Ark) is committed to helping youngsters from socially deprived conditions. In 20 locations across Germany, up to 4,000 children get to build confidence and trust regardless of their social background.

Too many children go to school on an empty stomach, and many families tend not to have even one hot meal together. The children at "Die Arche" start their day with a free, hot and healthy lunch, as well as a chance for a good chat across the table. It's an important part of providing a structured, familiar and enjoyable daily routine. The staff are always ready to listen to the children, whether they want to talk about the frustrations or joys of their everyday life.



A GARDEN FOR SENIORS IN TURKEY

Different things make different people feel good. To create a happy environment for the elderly inhabitants of a nursing home in Istanbul, a team of Henkel employees worked together with those same seniors to create a "Wellness Garden."

The project was a great success: The residents planted colorful flowers and derived a lot of enjoyment out of the activity. But the focus was not just on fun, as gardening promotes physical fitness as well as spiritual well-being. Regular outdoor activities, communication with other residents and new responsibilities all help to promote mental and emotional health.

And there was no "beating about the bush" when it came to selecting the winning entry from the 2017 MIT photo competition. In saying it with flowers, this one said it all – with beaming smiles as a bonus!



"On behalf of the children and youngsters, a big thank you to all Henkel employees who, through their support of this scheme, have joined with us in fighting for equality of opportunity. Their engagement and generosity go a long way to helping children who are on the margins of our society, providing them with a helping hand in their journey toward a better future."

- Nina Haensch, Managing Director, DEUTSCHLAND RUNDET AUF -

DRA ROUND-UP FUNDRAISER

DEUTSCHLAND RUNDET AUF (DRA) is a Germany-wide independent fundraising movement which numerous companies, organizations and initiatives have already joined, united in the ambition to rid Germany of child poverty for good.

Since March 1, 2017, DRA has acquired a number of new partners, including 8,300 Henkel employees and the Fritz Henkel Stiftung. With immediate effect, Henkel employees in Germany can donate between 50 cents and 5 euros a month from their salary to help socially disadvantaged children and young people secure a better future for themselves, with the foundation matching the sum of these individual donations.

All funded projects are examined by independent analysts from the NPO auditing firm Phineo, who assess their impact potential and governance structures. They then

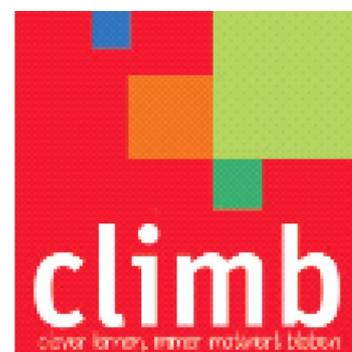
qualify them with a seal of approval: the so-called "Wirk-Siegel."

The following three projects are being supported in 2018:

Climb vacation catch-up classes: These take place at elementary schools during the holiday periods and offer the children daily classes in German and mathematics, themed learn-as-you-do projects and – above all – a lot of fun. The objective is to strengthen the children's resilience and resolve.

Off Road Kids Foundation: Trained street workers and counselors will be working with 111 young homeless people in Germany to help them turn their lives around for good.

ROCK YOUR LIFE! Mentoring: RYL! builds bridges between children, students and companies, supporting young people from disadvantaged backgrounds to make a successful start to their future.



Off Road Kids



**ROCK
YOUR LIFE!
MENTORING**

THE FOUNDATION

The Fritz Henkel Stiftung focuses on the following core areas:

- Education
- Equality of opportunity
- Projects that address social need

As a funding foundation, we do not always develop projects ourselves. However, we do initiate activities and get involved in their management long-term. Together with our partners, we endeavor to make a contribution to improving people's lives. In all our activities, we are committed to ensuring international, effective and transparent project development.

LOOKING AHEAD

Teach First Germany

Over the past few years, the Fritz Henkel Stiftung has challenged, promoted and professionalized Teach First Germany in a sustained and effective manner. As a constant companion, primary sponsor and supporter, the foundation has this year been nominated for the organization's Impact Partner Award.

Round Table of the MIT Initiative

Committed, engaged people who enjoy exchanging views and experiences are very much the lifeblood of volunteering. With this in mind, Henkel employees and retirees will be meeting for a round table session on June 19, 2018, with a view to inspiring one another with their latest stories and developing new ideas together.

Creative Generations 2018

From painting, sculpture and art photography to collages and jewelry design, every art form has a place in "Creative Generations." In June, Henkel employees and retirees of all ages will meet for the eleventh time to present their works of art to an eager audience.

Fritz Henkel Stiftung

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Lehrstuhl für Nachhaltigkeit
An der Heinrich-Heine-Universität Düsseldorf gibt es einen neuen
Stiftungseinstellung für Sustainability Management.

Zum Artikel

Fritz Henkel Stiftung

Im Jahre 1876 gründete der Unternehmer Fritz Henkel die Waschnitzelfabrik Henkel & Cie in Aachen. Das gesellschaftliche Engagement nimmt seitdem im Unternehmen einen besonderen Stellenwert ein. Um dies zu unterstreichen und die weltweiten Corporate Citizenship Aktivitäten auszuweiten, hat die Henkel AG & Co. KGaA im Februar 2011 die Fritz Henkel Stiftung gegründet. Die Stiftungsgründung unterstreicht das langfristige Bekenntnis des Unternehmens, sich über die Geschäftstätigkeit hinaus gesellschaftlich zu engagieren.

Zum Artikel

Aktuelle Projekte

<http://www.fritz-henkel-stiftung.de>