

PRESS INFORMATION

Graz, July 2010

Preserving life through education – the Lyoness Child & Family Foundation

Earn a profit with Lyoness and also help others: Every penny spent supports the social projects of the Lyoness Child & Family Foundation

In the middle of 2007 Lyoness decided to launch a charity that could benefit from the huge Lyoness shopping community and in May 2008 the Lyoness Child & Family Foundation was born. Active use of the Lyoness Cashback Card and the Cashback Online shops not only saves money, but also supports people in need with every purchase made: A fixed percentage of these sales goes automatically to the Lyoness Child & Family Foundation and helps them to realise social projects.

The aim of the Lyoness Child & Family Foundation is to help people in need to get qualifications to improve their lives. Lyoness customers are not only part of a huge shopping community but also active partners in a strong social network.



Home and away against poverty

The Lyoness Child & Family Foundation knows no boundaries. Poverty is not only on your own front doorstep, but the world over. For this reason the Lyoness Child & Family Foundation splits the donations: 50% remains in Austria and is used to help people in need get qualifications, to raise public awareness and offer security. The other 50% goes towards international projects.

“I am really pleased that it took such a short time to get from the idea stage to actually making a difference” says Hubert Freidl, the CEO of Lyoness Holding Europe AG and Holding America AG, regarding the foundation of the Lyoness Child & Family Foundation. “Preserving life through education – that is the philosophy that we, together with our partners, want to achieve and to make a real lasting difference for people in need.”

Corporate Social Responsibility

The social responsibility of a company for what is happening in the world – with Lyoness this is connected with a unique quality and dynamic: It's not only the signature at management level that makes it possible to help people live a dignified life, but also every single person that enjoys the benefits of Lyoness. Lyoness is much more than just a company: Lyoness takes responsibility for their employees' actions, and shares benefits with others. Customers who are not just purchasing goods, but taking responsibility for their own actions, are part of a new consumer culture. Every Lyoness customer and partner can enjoy being part of such a responsible shopping community, knowing that they are benefiting others and are thinking of their fellow men.

Lyoness Child & Family Foundation Projects

A school as a social meeting place for young and old

With the latest success report, it is even more apparent that the money for the Lyoness Child & Family Foundation is going to where it is most needed. This year, the Foundation has committed itself to a special international project: Under the title “Lyoness Education Program”, a school will be built in its own grounds in Honduras, the second poorest country in Central America. The foundation stone was laid on the 26th of June. This project will not only enforce the Foundation's philosophy “Preserving life through education”, but the building will also serve as an adult training centre and a social meeting place, proving that the well-being of the entire community was the focus for this project.



A bike for a good cause

“Rolling for Charity“ is another Child & Family Foundation project. This project combines doing good with pleasure. By renting the designed Harley-Davidson Fat Boy, money is raised with every kilometer, and this will go towards helping the Child & Family Foundation projects. This Charity Bike was stripped down to basics and given a special tuning. As well as being impressive as a motorbike, the Fat Boy also looks fantastic – the Child & Family Foundation design was artistically airbrushed onto the bike. This exclusive motorbike, a symbol of the philosophy as well as a means of transport, will be used for big Lyoness events and can be hired from Clocktower Harley-Davidson & Buell Graz, on Kärntnerstraße.

And a song for a good cause

The song “The Miracle of Lyoness”, sung by pop star Nina Stern, not only reflects Lyoness with its contents, and proves the Lyoness philosophy of a community being strong together, but also raises money for the project in Honduras. Every download and every purchase of the CD goes direct to the Foundation to help with their social projects.

Help for orphans in Tanzania

At the beginning of August 2008, Lyoness enabled the start of the building of two orphanages in Tanzania by donating 70,000 Euro from the Lyoness Child & Family Foundation. Lyoness decided that, together with the international help organisation “Youthcare International”, they would help to build the orphanages that will give 80-100 children a safe place to live. To date, one of the orphanages is complete, one of them is a shell, and two planned houses are still to be started. 48 children now have a safe refuge.

“Strong as a Bear” – Prevention of Child Abuse

Preventing violence is one of the foremost aims of the HAPPY KIDS Association located in Vienna. Strengthening self confidence and finding personal resources form the basis for the successful prevention of violence. The “Happy Kids, Strong Kids” courses, workshops and lectures offered by the Association are designed to unite the children and to raise awareness of child abuse. They were specially developed to prevent and combat physical attacks. The HAPPY KIDS Association, together with the Lyoness Child and Family Foundation, are endeavouring to teach 6 additional trainers to teach violence prevention workshops to children at nursery schools (kindergarten), primary schools and youth centres, as well as teaching the adults in the area.

3 Projects for children and their future in Mexico

In accordance with the philosophy “help others to help themselves” the Lyonesse Child & Family Foundation has been supporting another project in Mexico since February 2009 – true to the philosophy “Preserving life through education”.

Dining hall in Santa Maria

Just 5 minutes away from Santa Fé lies Comedor Santa Maria, a dining hall for children of all ages who can't get healthy and nutritional food at home. 150-200 children are provided for daily – from baby bottles to full nutritional meals for school children. The dining hall was initially only supported by a few affluent people of the community, but the Lyonesse Child & Family Foundation has now joined forces to support this project.

Temporary orphans – Infant Foundation

At the Infant Foundation children and young people, whose parents are imprisoned, find a refuge when there would otherwise be no-one to care for them. More than 40 boys and girls live together in a huge house with two professional Carers – some for just a few weeks, some for several years. There is a school not too far away which the children attend. With qualifications, once the children leave the Foundation they will have the necessary skills to give them a head start in their lives.

Best education with the Meyalli-School Concept

In the school association Civil Meyalli children have the opportunity to get a real career. The school has an excellent reputation and the education is of the highest quality. The main aim of the school is to give the children independence. The knowledge they acquire is taken home and passed on to those around them, and so passing on the knowledge. To ensure the continuation of this, the Lyonesse Child & Family Foundation is now providing financial support for the school.

Project criteria

Following the philosophy “Shop together – Do good together”, Lyonesse has set new measurements when it comes to charitable projects. The grants and support from the Foundation is given to people in need in the community and, above all, is put to good use for people in need all over the world.

Each Project chosen by the Lyonesse Child & Family Foundation, is chosen using the following criteria, which ensures a fair decision process:

- Compliance of the philosophy and the principles of the Foundation
- Assurance that it reaches the targeted people (families, groups, communities etc., not single individuals)
- Feasibility of the project with regard to time, place, financial and other resources
- The transparent need and urgency of the projects
- Long-term, sustainable benefit for the recipients and for the geographical surroundings
- Complete and timely submission of the documents



For a project to be considered by the Lyonesse Child & Family Foundation, an application must be made via the application form online, in either German or English.

Contact Foundation

Mag.(FH) Nina Passegger
Lyonesse Child & Family Foundation
c/o Europe Office Foundation
Kärntnerstraße 9, A-8020 Graz
Mobile: +43 (0) 664 / 34 56 883
Fax: +43 (0) 316 / 70 77 17
E-Mail: office@lyonessefoundation.org
www.lyonessefoundation.org