

PRESS INFORMATION

Graz, May 2010

Preserve 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 summer 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 Onlineshops 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.



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 improve their lives. 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 Inc. about the foundation of the Lyoness Child & Family Foundation. “Preserving life through education” – that is the motto 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, is 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.

Projects of the Lyoness Child & Family Foundation

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 Programme”, a school will be built in its own grounds in Honduras, the second poorest country in Central America. 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 a further project of the Child & Family Foundation. 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 will be available to rent from Spring 2010.

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 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 not yet complete, and two planned houses are still to be started. 48 children now have a safe refuge.

“I love my life – handicap as chance” by Marianne Hengl

In Autumn 2008 the Lyoness Child & Family Foundation with the philosophy “Preserving life through education“ helped with the promotion for the moving and inspiring book by Marianne Hengl that, on the one hand is informative and on the other hand aims to put aside prejudice against disabled people. “Marianne has an inner strength that’s infectious“, says the Lyoness CEO Hubert Freidl. “We want to give others the opportunity to get to know Marianne and are therefore supporting her book project at all levels.”

3 Projects for children and their future in Mexico

In accordance with the philosophy “help others to help themselves“ the Lyoness 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. Between 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 Lyoness 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 Lyoness Child & Family Foundation is now providing financial support.

Project elimination process

Following the philosophy “Help others to help themselves“ Lyoness has new measurements when it comes to choosing 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.

Project criteria

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, which is available in both German and English.

Foundation contact

Mag.(FH) Nina Passegger
Lyonesse Child & Family Foundation
c/o Europe Office Foundation
Kärntnerstraße 9, A-8020 Graz
Mobile: +43 (0) 664 / 3456 883
Fax: +43 (0) 1 / 25 33 033 51 02
E-Mail: office@lyonessefoundation.org
www.lyonessefoundation.org