

# Corporate Social Responsibility





Supported by our worldwide community, we are bringing laughter back to children in need.



## Corporate Social Responsibility

The community concept at myWorld is about much more than just shopping. We feel it is also important to assume social and environmental responsibility, which is why we support two charities in their work with people in need all over the world and help them to save the planet. Our shoppers and partners share a good feeling because they know: myWorld's social and environmental engagement makes children smile again.



# Education. Opportunities. Future.



**Honduras**  
Centro Educativo CFF



**Germany**  
Angel for a Day



**South Africa**  
Nelson Mandela No-Moscow Primary School



**Philippines**  
San Roque Elementary School



**Nigeria**  
Amina Zwindila Foundation School



**Austria**  
Children's Flight Day

# Child & Family Foundation

Child & Family Foundation is a charitable association based in Graz, Austria, which supports children, adolescents, and families in need around the world. Since 2008, the charity has been providing support especially for young people in need under the guiding principle of "Education. Opportunities. Future". They support various educational methods, focussing on the theme of "education for all". The Child & Family Foundation runs several different educational projects across five continents. Its goal is to provide support in places where education is not guaranteed, particularly among the poorest members of the population.

By improving schools in socially and economically deprived regions of the world, the charity helps to enable and improve the access to education. In addition, the charity's aim is to make better living

conditions of financially, physically or mentally handicapped children, adolescents and their families. As a charitable organisation, the Child & Family Foundation aims to create an environment for young people in need where they can flourish, regain hope, and build a secure livelihood.

Over the last few years, the Child & Family Foundation has successfully introduced over 200 educational and aid initiatives across 42 countries, which have led to a significant improvement in the lives of numerous children and families.

Sustainability is key for the Child & Family Foundation. All projects are designed for the long term because the charity believes that this is the only way to bring about lasting change for the better in the lives of those most affected. The association works tirelessly to provide care and support to kids in need all around the world. With the donors' help, the team provides essential services like food, shelter, education, and medical care to children who might otherwise go without.

**childandfamily.foundation**



## Q Key facts

**Chairwoman & Director:** Heidemarie Kipperer

**Location:** Graz, Austria

**Employees:** 3

**Over 200 educational projects and counting**

**200+**  
projects



**Making a difference on five continents**

**42**  
countries



**A new hope for approx. 39,000 needy children and their families**

**39,000+**  
beneficiaries



**Around 3,800 students supported**

**3,800+**  
students



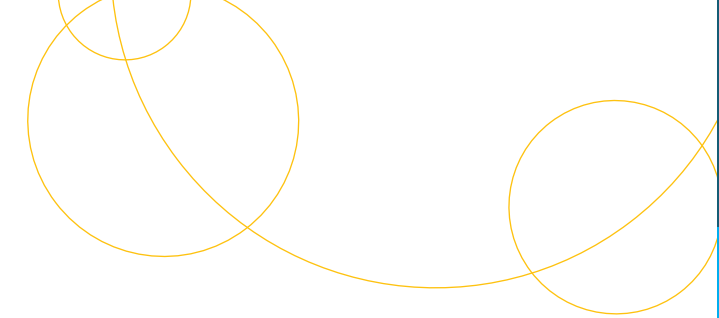
**160,000 teaching hours are spent as part of the projects each year**

**160,000+**  
hours



**Everyday heroes:** Both associations are financed through donations as well as sponsorships from companies and private individuals. These dedicated supporters help ensure that thousands of young people have the chance for a better future.





# School Projects

The charity currently oversees 14 school projects in impoverished regions of the world. As a result, more than 3,800 students receive a sound school education and the chance to take their lives into their own hands.

**Centro Educativo CFF**

Since 2012, the Centro Educativo Child & Family Foundation (Centro Educativo CFF) on the outskirts of La Ceiba, Honduras, has provided a sound education to over 200 children from surrounding impoverished

neighbourhoods, making it one of the Child & Family Foundation's largest and most elaborate school projects. The organisation covers all day-to-day costs of the school and strives to provide students with modern teaching resources, including infrastructure, school materials, laboratories, and computers. Centro Educativo CFF has become a very popular educational centre among students, teachers, and parents. In November 2021, the school celebrated its first graduates.



**Honduras**  
Centro Educativo CFF







### San Roque Elementary School

In the Philippines, having a roof over one's head, enough food and drink, and access to education for children cannot be taken for granted. That is why the Child & Family Foundation has been supporting the San Roque Elementary School on the southern part of the island of Leyte since 2011, providing primary school education, one hot meal per day, and a brighter future for around 350 children. Over the years, the foundation has extensively renovated the school, transforming it from a rundown building into a modern, disaster-proof institution with an excellent reputation nationwide.



**Philippines**  
San Roque Elementary School

### Two schools in Tanzania, Moshi region

Most of the elementary schools in Tanzania, including those in the Moshi region at the base of Mount Kilimanjaro, have become outdated due to the hot and humid climate and are no longer safe places for children to learn. To address this issue, the Child & Family Foundation, together with the aid organisations Enjetare and C-re-aid, took the initiative to renovate two schools in the region: the Shimbwe Chini Primary School and the nearby Sia Shimbwe Primary School, both of which are attended by 250 students. Despite the challenging conditions posed by the COVID-19 pandemic, the renovation work at both schools was completed in the summer of 2020.



**Tanzania**  
Shimbwe Chini Primary School  
& Sia Shimbwe Primary School



# Together for our world. A future together.



**Europe**  
Reforestation of European forests



**Austria**  
One m² of photovoltaic per student



**USA**  
Litter picking on Greenfinity Day



**Hungary**  
1,000 trees for climate protection



**Brazil**  
Greenfinity Forest: saving the rainforest



**Brazil**  
New wells for Bahia



# Greenfinity Foundation

Since its establishment in 2011, the Greenfinity Foundation has been conducting sustainable environmental and climate projects worldwide, guided by the motto "Together for our world. A future together." The organisation supports effective climate protection measures, preservation of natural habitats, reduction of greenhouse gases, and fair access to natural resources, aiming to restore the global balance. The Greenfinity Foundation collaborates closely with local partners, national and international environmental groups to ensure efficient use of all donations for long-term environmental protection. The myWorld group of companies supports the association by covering its fixed costs and offering a variety of services and infrastructure free of charge. This makes it possible for the Greenfinity Foundation to use one hundred percent of all donations exclusively for its projects.



## Q Key facts

**Chairwoman & Director:** Heidemarie Kipperer

**Location:** Graz, Austria

**Employees:** 1

By overseeing ambitious environmental projects, the Greenfinity Foundation makes a crucial contribution to preserving natural resources and habitats on our planet. As a charitable organisation, they are dedicated to actively protecting the environment, implementing innovative climate projects, and promoting the use of renewable energy. The foundation aims to promote ecological awareness, safeguard natural habitats, and assist disadvantaged regions.

The association works on many innovative climate protection projects that minimise humans' negative impact on the environment and ensure habitat preservation. The Greenfinity Foundation's aim is to create a brighter, greener future for generations to come. The charity's team and volunteers are dedicated to protecting the planet and all its inhabitants by promoting sustainable living practices, supporting conservation efforts, and educating individuals about the importance of preserving our natural world. With the help of charity's partners and donors, the charity can make a real difference in the fight against climate change and other environmental threats.

[greenfinity.foundation](https://greenfinity.foundation)



**Over 100 environmental projects and counting**

**100+**  
projects



**Making a difference on five continents**

**25**  
countries



**More than 18,000 young people and their families supported**

**18,000+**  
beneficiaries



**Inspiring committed people all over the world**

**2,200+**  
volunteers



**Fighting garbage:** Together with committed helpers from the myWorld and Lyconet community, the Greenfinity Foundation regularly carries out garbage collection campaigns. The aim is to contribute to the preservation of natural habitats and raise awareness around the topic amongst the population.





# Current Projects

The Greenfinity Foundation works on different reforestation projects in Europe and in the Amazon rainforest, builds wells in one of the most deprived areas in Brazil, actively works on nature and species conservation in Europe, and is committed to the expansion of renewable energy, especially photovoltaic panels.

## Clean water access for Bahia in Brazil

Brazil is a country that boasts sunny weather, but it also faces the harsh reality of extreme drought. To alleviate the water crisis in the particularly arid region of Bahia, The Greenfinity Foundation has partnered with the Styrian association "Verein für Quellen und Hilfsprojekte" to improve people's access to clean water through their well project. Since 2013, they have constructed 370 simple wells that provide an average of 1,200 litres of safe drinking water per hour. These wells, with each one costing no more than 600 euros, provide a lifeline to the local population, ensuring that they have access to a basic necessity of life – clean water.

## Protection of bees

While it is now common knowledge that pesticides are harmful, many are unaware that these chemicals are fatal to bees and other insects. To safeguard the survival of bees, which play a crucial role in sustaining

our ecosystem, promoting organic farming and beekeeping is one of the most effective measures we can take. Since 2018, the Greenfinity Foundation has been working closely with the Styrian organic beekeeping company Amplatz. This partnership aims to restore the natural habitat of bees and bolster local populations.

## Reforestation

The world's forests face various threats such as deforestation, clearing, rising temperatures, extreme drought, forest fires, commercial monocultures, and vulnerability to diseases and insect infestations. These factors put our planet's vital forest resources under immense pressure. To combat this trend, the Greenfinity Foundation collaborates with partners to implement targeted reforestation projects, with a focus on restoring resilient natural forests that can reach their full potential in safeguarding our climate.

Since 2013, 370 simple wells have been built

370 wells



1,200 litres of drinking water per hour

1,200 l drinking water



Each well costs no more than 600 euros

600 € per well





# Help Knows No Borders

