

Annual Report '18

*There are many ways to see the world. We should
dare to change our perspective more often.*



The Lemonaid & ChariTea Foundation aims to improve the livelihoods of people who do not have fair access to the global economic system in a sustainable way.

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Come with us on our journey.

This is our first annual report of the work of the Lemonaid & ChariTea Foundation. In the following pages you will find information about our innovative sponsoring model, our approach and above all the great projects and partner organizations with which we cooperate.



Foreword.

It has been a long wait, but finally our first annual report is ready. With a very small team, we have been so caught up in our project work and its phenomenal growth – in less than two years more than 20 new projects have been added – that we kept on postponing it, but no longer.

The great organizations we work with are an inexhaustible source of stories, methods and new approaches. We believe this wealth of experience is worth showcasing to the rest of the world. This annual report is intended to help make the content of our work understandable and relatable and the diverse contributions of our project partners visible. As this is our first report in this form, it must also be read as a review of the last nine years. We intend to report transparently on our work every year from now on, and we look forward to taking you with us on this journey.

2018 was a year of consolidation, reappraisal and process design for us. After 2017 we had a flood of new, exciting projects – 18 new projects were added to the five active ones in 2017 alone – and we had to do justice to this considerable amount of new content. Our team, which then consisted of two people, had to adjust processes and systems in order to coordinate these projects. 2018 was clearly a year

of communication: we created a project overview, conceptualised and held an exhibition and spoke about our work at several events.

We are pleased that we can now draw a very positive interim balance. We see ourselves as a learning, self-critical organization that constantly reviews its own approaches. We owe this independence to the Lemonaid Beverages GmbH: without the innovative sponsoring model that makes us the ‘social’ in a social business, we would not be so free in our choice of partners and would not be where we are today.

A very special thank you goes to Hanna, my wonderful colleague who is behind the concept of this report and who is responsible for every bit of communication of the Foundation. Without her this report would not have been possible.

We hope you enjoy reading about and engaging with our wonderful partner organizations and we are looking forward to feedback, comments and exchanges.

Yours, Aileen Puhlmann

A handwritten signature in black ink, appearing to read 'A. Puhlmann'.

Two organizations, one vision.

We want to actively shape social change. The Lemonaid & ChariTea Foundation is part of a social business model and receives the majority of its donations through a sponsoring model together with the Lemonaid Beverages GmbH.



The Lemonaid & ChariTea Foundation.

The concept of Lemonaid and ChariTea is the result of a social entrepreneurial approach that combines a non-profit purpose with an organic fair trade product from the beverage sector.

One year after the launch of Lemonaid Beverages GmbH, the Foundation Drinking helps was registered in 2010 in order to change the world – drop by drop. The declared aim of the Foundation was, and still is, to contribute to sustainable improvements in social, economic and ecological structures in regions that are often disadvantaged in the global economy.

In 2011 the Foundation was renamed as the Lemonaid & ChariTea Foundation. This was due to the fact that a registered foundation is not permitted to advertise with the brand slogan of a company (Drinking helps). Issues like this are part of the challenges which new & emerging innovative social business models are facing in our business structures today.

How is the Foundation financed? For every product of the Lemonaid Beverages GmbH sold, made from sustainable raw materials which promote organic agriculture and fair trade, a fixed amount is donated to the Foundation: five cents/pence per bottle. More than three million euros have been raised since 2009 up to the end of 2018.

It's been a long journey to this day. It has not been easy to connect the two organizations on the basis of their values and develop a common vision. Even if the company and Foundation pursue the same goal, they face different challenges in everyday life. A company is normally driven by economic principles; a registered foundation orients itself towards its charitable goals. So how can you combine these two different things purposefully: the sale of beverages and project funding in the Global South to achieve a common goal?

For a long time we have been working together, correcting ourselves and learning together. And during this time we have learned one very important thing: it is our social business model that makes us strong. The fact that we are active in two sectors gives us a special aptitude to drive social change. Not only in the non-profit sector, but above all through the way we do business and consume and at the same time can set an example for others.

Our vision.

Everyone has access to independent, self-determined and sustainable livelihoods.

Our mission.

As the Lemonaid & ChariTea Foundation we support entrepreneurial and income-generating initiatives in regions that currently do not have fair access to the global economic system. We work with local organizations that implement projects for positive change and economic independence in their communities.

Our values.

Power critical: In everything we do, we reflect the global power structures in which we are active. We must always be aware of the enormous inequality of power and opportunity within global power structures. Sometimes it can be difficult to perceive our own privileges – and even more so to renounce them. Since we are based in the Global North, but active in countries of the Global South, we refuse to accept that global power relations are unchangeable.

Moving: From the very beginning our motivation has been to use the Lemonaid project to motivate others to become active themselves. We see ourselves as catalysts addressing societal questions, making people aware of them and aspire to change them.

Co-Creative: We can't change the world 'drop by drop' on our own. We do this together with our partners.

'In an attempt to rethink development cooperation, we base our relationship on trust and on the following principle: our local partners know best what they need to solve the local (even if globally caused) problems they are faced with.'

Optimistic & passionate: We are passionate about our work, with a positive attitude and energy.

A self-supporting system.

Founding member Paul Bethke explains what lies behind the concept of Lemonaid and ChariTea and why a foundation was created to support projects in the countries where the ingredients of the beverage company are grown.



How did you come up with the idea of selling a product and then donating a fixed amount to social projects?

I went to school in Sri Lanka and noticed that I enjoyed many privileges for which I had done nothing. As a result, I started working in development cooperation after my studies. Here, I got the impression that funds were not being used efficiently. Furthermore, there was little external pressure for large global organizations to act more sustainably. The result was often unsatisfactory, with a lot of money being lost. So, I said to myself, I am going to create something where I generate the funds myself. Then I have to justify myself, which in turn leads me to ask again and again: How can I do better? How can I establish more efficient, meaningful, sustainable structures? We have a lot of customers and some competitors who, fortunately, want to know exactly what we are doing. That is very positive.

And why a donation of five cents/pence per bottle?

We were faced with the choice of either donating all our profits or donating a fixed amount per bottle. The advantage of donating all profits is that the promise sounds good. The disadvantage, however, is that there are usually no profits at all for the first five years of such a project. I found this difficult because you buy a social product with the desire to support it immediately. For us it was clear: we knew we wouldn't make any profits for the first five years and we didn't want to make any promises that we couldn't keep. The solution was a fixed amount of five cents/pence per bottle. This was the maximum amount we could afford without going straight down the drain. So far, we have raised three million euros and made no profits. Even if the fixed donation amount often requires extra explanations in our external communication.

How did you and the other co-founders manage the first years of the Foundation and the company until the first employee, Agnes Fritz, joined the Foundation in 2015?

For the first few years, we did everything ourselves. In the beginning it wasn't clear at all which structure we would want to have in the end. We were juggling with everything at the same time. We visited the regions where our ingredients are produced and the projects of the Foundation ourselves, which we still do today although less frequently. Now Hanna and Aileen are in charge. Back then the Foundation was just part of our many work tasks: at the time, we were also walking through cafés and carrying crates into their basements. Ultimately with the goal of supporting projects. Today I'm thrilled to see how well the Foundation has developed despite structures having to be changed along the way. The Foundation is and remains our heart and soul.

To what extent are you still involved in the Foundation's work?

I still get together with the members of the Foundation and discuss the individual projects regarding their content or general topics. That's very important to me. Not because I think that it wouldn't work otherwise, but because it just gives me joy and energy. It's the same for the people of the company who are members of the advisory board. It's also an honour, as one's much closer to the original motive which led one to choose to work for Lemonaid in the first place.

If you had to formulate the common goal of the Foundation and the company, what would it be?

‘To support the independence of people who are in more difficult situations than we are.’

We're all in the same boat – the Foundation and the company: one of us checks the compass, the next one corrects the course while someone else repairs the sails, all with the common goal of reaching the same destination.

How do you imagine the future of the Foundation and the project work?

A future without compromise and with the needs of our project partners in mind. And I hope that we will always support projects that arise from within the community. The support should always go beyond the financial component, as we always think about the content and meaningfulness and how we can achieve our vision together.

In retrospect, would you do it the same way again with Lemonaid and ChariTea?

Yes, absolutely. I'm really glad to see the approaches we have realised and what we have achieved through that. Sure, there are many things which we can do better! And this willingness to critically review our work will hopefully always remain.

The advisory board.

In order to change the world, drop by drop, the Foundation is supported by an advisory board, especially when it comes to project evaluation.



An important body of the Foundation's work is the advisory board. It consists of an internal and external board. The internal board is made up of six elected Lemonaid employees. The external board is comprised of experts from the fields of development cooperation, social entrepreneurship, sustainability and/or with specific country expertise and by the Foundation's board of directors.

One of the most important tasks of the advisory board is the selection of projects. This involves the evaluation of project proposals, which takes place as preparation for the advisory board meeting, during the main advisory board meeting and after the project visits on site. In addition, the advisory board supports the Foundation in strategic questions. A decisive task of the Foundation's work is never to lose sight of the common vision. After all, it is the reason why the company and Foundation exist at all. The advisory board meeting takes place twice a year and brings together the employees of the Foundation and the advisory board members.

The internal board.

In the summer of 2018, elections for the internal advisory board were held for the second time. The internal advisory board members of the Lemonaid GmbH are appointed for a period of two years. What

'It is very important to me to bring out the entrepreneurial potential in people and to work with them at eye-level. I am happy to support the Foundation in the assessment and selection of socially, ecologically and economically sustainable projects.'

Anke Luckja



unites the applicants is the desire to be involved in the work of the Foundation and to work in depth with the projects and the project countries. Each member of the advisory board now supervises a project country and supports the Foundation employees in project evaluation. Additionally, internal advisory board members have an important interface function: they act as spokespersons for the rest of the company. They inform their colleagues about what is happening in the Foundation and act as a voice for those who work in the Foundation with regard to the company and vice versa.

The internal board members:

- + *Stefan Haller (Chairperson):* Country responsibility Mexico – Brand ambassador Austria
- + *Sebastian Koch:* Country responsibility South Africa – Regional director retail North East Germany
- + *Simon Luyken:* Country responsibility Rwanda – Brand ambassador Italy
- + *Ina Hanusch:* Country responsibility Paraguay – Brand ambassador retail Hessen
- + *Udo Schulte:* Country responsibility Sri Lanka – External and internal communication
- + *Sebastian Schwickart:* Country responsibility India – Brand ambassador retail Berlin
- + *Maren Haverkamp:* Country responsibility Argentina – Brand management

The external board.

The external advisory board supports the interests of the Foundation voluntarily. There is no defined term of office here. This body was established in 2016 and almost all its members have been with it since its inception. In 2018 we welcomed our first additional member, Anke Luckja, director of Opportunity International Germany. With her expertise in microfinance and development cooperation she brings a valuable perspective to the work of the Foundation.

The external board members:

- + *Thomas Friemel:* Director of Kombüse, journalist
- + *Walter Keller:* Journalist, Sri Lanka expert
- + *Markus Beckmann:* Professor of sustainable management
- + *Udo Bude:* Educational scientist, expert in development cooperation
- + *Edgar von Knebel:* Development cooperation and Latin America expert
- + *Anke Luckja:* Director of Opportunity International

Who we are.

How can development cooperation be re-thought? How can we create new structures and reduce disparities in global power? These questions guide the work of our team in Germany.



The Foundation's work.

The Foundation aims to give everyone access to independent, self-determined and sustainable livelihoods.

In the beginning the work was done by the founders of Lemonaid and ChariTea on a voluntary basis. With the increasing growth of sales, not enough time was left to intensively develop the structures of the Foundation. The aim was to build these up according to the social business model and support local organizations in the Global South. This was the only way to primarily support capacity building on the ground.

Today, the project coordination in Germany is still carried out by a very small team, consisting of two permanent employees who are always supported by interns, even though the sponsorship has increased immensely.

The regular exchanges with the local project partners are the most important part of this work. As well as making the work of the project partners visible, and communicating successes and setbacks, the team of the Foundation also communicates the complex contents of the projects to our donors and sponsors in a vivid way.

Aileen Puhlmann.

Aileen Puhlmann is project manager at the Lemonaid & ChariTea Foundation. She is responsible for all project cooperations in Asia and Africa. After completing her bachelor's degree in Development Studies and African Studies at the School of Oriental and African Studies and a master's in Tourism, Environment and Development at King's College (both part of the University of London), she worked for DED and GIZ in South Africa for seven years. Two and a half years ago she returned to her hometown of Hamburg to work for the Lemonaid & ChariTea Foundation and has taken over the management of the Foundation.

Hanna Brüning.

Hanna Brüning has been project coordinator for the Lemonaid & ChariTea Foundation since 2017. She is in charge of the projects in Latin America and is responsible for communication to and the interface with the Lemonaid Beverages GmbH. Social entrepreneurship and fair trade were already central topics in her bachelor's degree in Business Psychology and her master studies in Sustainability Sciences at Leuphana University in Lüneburg, as well as in Chile and Peru.

Our approach.

The Lemonaid & ChariTea Foundation wants to contribute to the sustainable improvement of social, economic and ecological structures in the Global South. We do this in regions affected by unequal access to agricultural value creation in today's world economic system.

The local projects are carried out by local partner organizations because we believe that the named challenges can only be solved with the participation of local communities. It is therefore our goal to strengthen their resources.

Overall, we mainly support long-term partnerships. Regular exchanges and dialogues with partners in the different regions are at the centre of our work. As the concept of Lemonaid has developed from a social entrepreneurial idea, we are convinced that similar ideas also exist in other parts of the world. We therefore support initiatives that aim to promote local (& social) entrepreneurial potential and skills. The aim is to promote local value creation in the respective countries and to create independent income structures.

In order to strengthen economic and social development in these regions, our project funding is directed towards local actors in the following areas:

- + Income generation
- + Access to finance
- + (Entrepreneurial) education and further training
- + Agricultural development

The selection of our focus areas is based on the experience we have gained together with our project

partners over the years. We have learned a lot and continue to learn. Our definitions of the funding areas therefore change according to the contexts of the respective project.

Our funding guidelines.

Our partner organizations are recognised non-profit organizations in the project countries. Potential project partners apply to us via a regular call for proposals. In April 2018 we received a total of 39 project applications. In 2018 we newly funded seven projects out of 25 projects that were active in that year.

Projects within the four areas mentioned above can apply for funding between EUR 10,000 and EUR 50,000. The approved projects will initially be funded for a maximum of three years. Our goal is to assist our project partners in becoming independent and thus try to reduce the proportion of our funding each year and increase the proportion of the project partners.

Our project cycle.

A long journey is undertaken before project funding commences and the project is actually implemented on site. The call for proposals triggers a multi-stage process. In particular the evaluation at the beginning and at the end of a project means a lot of work for the Foundation:



Timeline.

It has been a long journey from the establishment of the Foundation in 2010 to today: from the first project partners whom we got to know on our first trips to the regions where our ingredients are produced, to the first official call for proposals and the subsequent quadrupling of our number of partner organizations worldwide.

2010

Formation of the Drinking Helps Foundation

2011

January 2011

Renaming the Foundation to Lemonaid & ChariTea Foundation

First 5 projects

- + Sri Lanka: Help for the children – DTI
- + South Africa: Indigo & Heiveld solar systems
- + Paraguay: Day care and Asociación de Canicul-tores
- + Sri Lanka: Warehouse Project

2014

2 more projects

- + Mexico: Instituto Cultural Ñõñho
- + Paraguay: Agro-ecological School San Juan

2015

February 2015

The first permanent employee in the Foundation: Agnes Fritz. Previously, the founders had done the work voluntarily by themselves

2 more projects

- + Sri Lanka: PEaCE (ECPAT)
- + South Africa: Indigo & Heiveld water tanks

2016

September 2016

Second permanent employee: Aileen Puhlmann

October 2016

First call for proposals, where organizations can apply for funding (more information on the following pages)

November 2016

Appointment of the advisory board in order to support the Foundation in its development and project selection with expert knowledge

February 2016 – January 2017

Heiveld land-purchasing campaign 'Good land for fair rooibos'
Raised funds (excluding sponsorship): 160,034.69 Euro

2017

June 2017

Third permanent employee: Hanna Brüning

18 new projects

- + Argentina: Cedepo and FACAAL
- + India: Avani and Joythi
- + Paraguay: TECHO Paraguay and Fundación Paraguaya
- + Rwanda: Friends of Ruanda (CCSME and Polytechnic) RSF, Teach a Man to Fish and UNM
- + South Africa: Bulungula Incubator, RMMF, AFIT & Nceduluntu (Beekeeping & seedling nursery)
- + Sri Lanka: ECSAT and Mahadeva Suwamigal Orphanage

2018

7 new projects

- + Mexico: Tijiohtli
- + India: GENVP and SOCEO
- + Rwanda: AJECL and Stay
- + South Africa: Masifunde and Keiskamma

Development of raised funds:

99,400 Euro

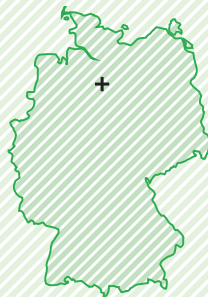
342,473 Euro

481,183 Euro

681,381 Euro

871,172 Euro

993,767 Euro

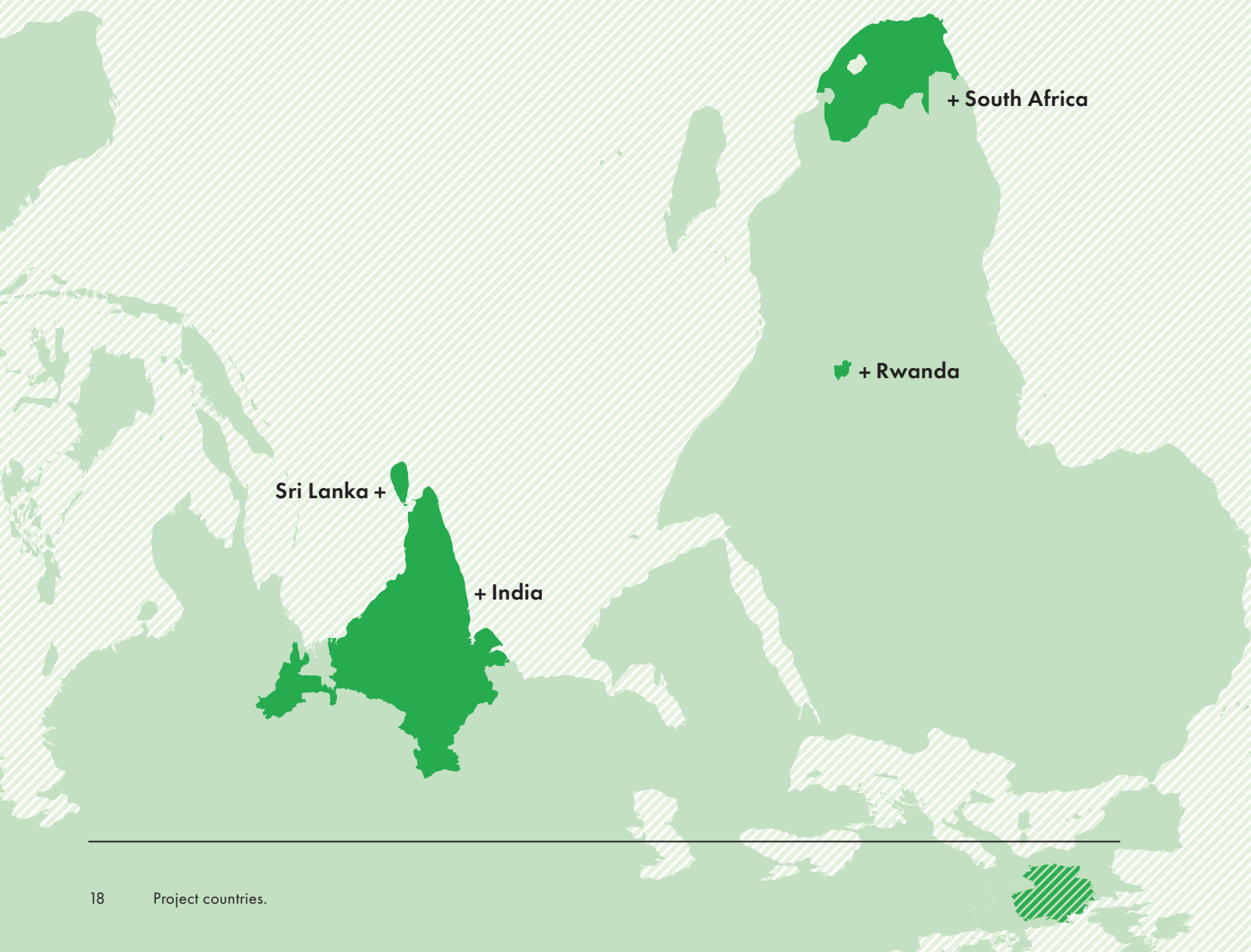


Our projects and partners worldwide. A total of 25 projects in 7 countries.

- + 13 Projects in the area of education & further training
- + 4 Projects in the area of income generation
- + 3 Projects in the area of access to finance
- + 5 Projects in the area of agricultural development

Project countries.

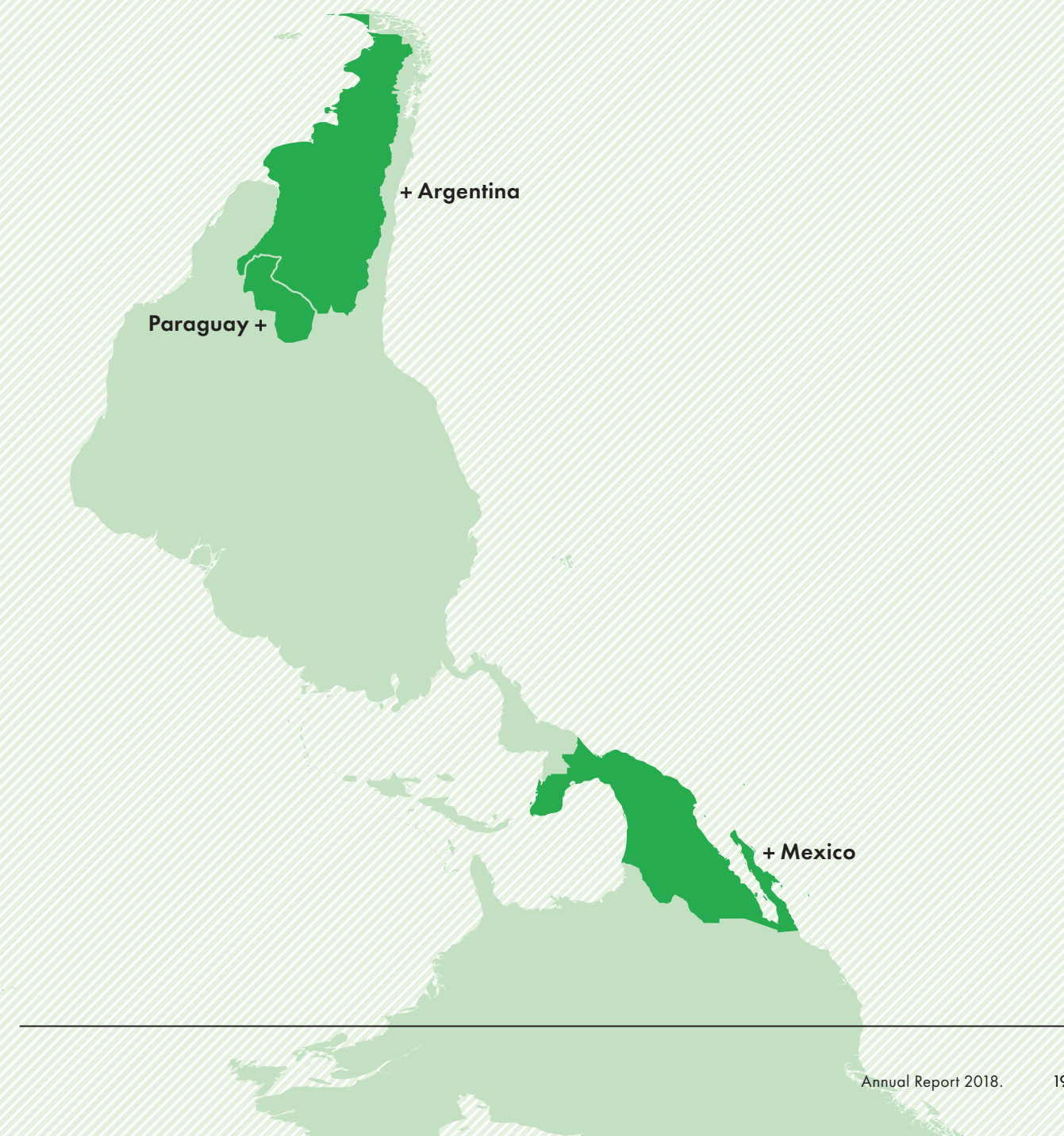
There are many ways to see the world. We should dare to change our perspective more often.

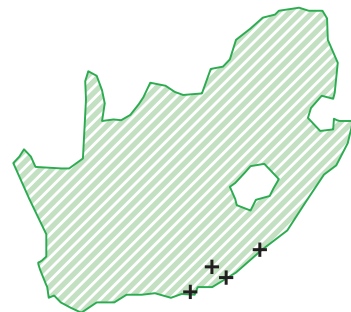


Behrmann Projection.

Every map known to us is a kind of distortion, since the two-dimensional representation of our world is always done from a certain perspective. Perhaps the following representation appears unusual. Many of the world maps known to us, especially the widespread Mercator Projection, usually focus the attention on the Global North. In addition, the depictions of the continents do not accurately reflect their real size.

The advantages of each map are derived according to their purpose, as they reduce different areas and emphasise others. This representation is the Behrmann Projection, which attempts to depict our three-dimensional world two-dimensionally and accurately in terms of proportions in surface area.





Project focus areas: Agricultural development, education and (further) training, access to finance, income generation

Project locations: Eastern Cape (Port Elizabeth, Alice, Hamburg, Nqileni Village)

No. of projects: 6

Total project support (2018): EUR 84,851.92

South Africa.

*‘Let’s farm excellently!’
— Bulungula Incubator*



The Eastern Cape, situated as the name suggests on the beautiful eastern coast of this vast country, has historically been one of the most neglected provinces in South Africa. As a former ‘Homeland’ exploited as a labour pool for the mines in Johannesburg, it has been lagging behind in terms of economic development since the end of Apartheid. Based on the Gini coefficient, a statistical measure of inequality, South Africa is ranked as the most unequal country in the world and the Eastern Cape has the highest unemployment rate in the country. A staggering 45.5 percent unemployment rate puts the challenges of economic development in this region into context.

The democratisation of South Africa has only brought slow change to the former Transkei region, with the road network being one of the least developed, schools and other institutions under-resourced and water and electricity still not accessible to every household. It is here that Bulungula Incubator has been striving to act as a catalyst in the creation of vibrant rural communities. Established in 2007 they have worked holistically to address education, sustainable livelihoods and health & nutrition.

‘Masilime Ngqo!’, which means ‘Let’s farm excellently!’ in the local language Xhosa, is the name of the project that has been supported by the Lemonaid & ChariTea Foundation since 2017. Recognising that the land in this region is fertile, yet small-scale farming is rare, Bulungula Incubator aims to create a centre for excellence in small-scale farming, combining the traditional knowledge of this very rural population with cutting-edge and innovative solutions to local problems. At its centre is the establishment of a local seedling nursery that provides affordable seedlings to the village. It is important to understand that the very rural nature of the area means that long and tedious journeys are necessary in order to reach the nearest shops. In addition, with unemployment as high as 93 percent in the project area, the majority of the population is dependent on government grants for survival – this means that the share of money spent on transport in order to access basic needs is unreasonably high.

The seedling nursery has provided local farmers with agricultural inputs and a mechanised wheel hoe that is perfectly suited to the terrain, which has been a huge success in reducing manual labour for the farmers. The wheel hoe can be loaned by the centre to participating farmers. Further, a small-scale water pump has been tried and tested and 14 farmers are now using it as part of their everyday farming. This relieves them of the time- and strength-consuming processes of collecting water in buckets. When it comes to processing the produce that is grown, the centre has steady and increasing orders – 120 glasses of pickled beetroot juice are being sold per month. Unfortunately, a very intense drought in 2018 has halted some of the previous successes – without water no irrigation system can function.

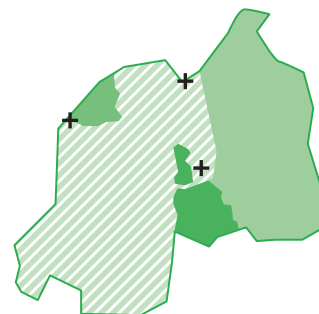
The experience of the worst drought in living history in this otherwise water-rich region has made it clearer than ever that adaptation to climate change will not be a choice but a necessity moving forward. The project was able to recover from the setback. The future looks bright, with the rains slowly returning and connections with local retailers being so well established that farmers have had the opportunity to sell all the surplus produce that was farmed. The focus for the next project period is to adjust to the changing climate, to continue to show that farming can offer a reliable income, and to continue to find the most suitable methods and strategies for making farming in these parts of the country a viable option for attaining a sustainable livelihood.

Novuyisile Makhwenkwe.



Novuyisile Makhwenkwe has been part of the Masilime Ngqo team from the very beginning in 2017. Here she tells us why she likes being part of the project and what the impact has been so far: ‘I work with the Masilime Ngqo farming project. My

favourite work is planting the vegetable seedling trays and transplanting seedlings into the demonstration garden. This project has helped me a lot as when I wake up in the morning, I have important work to do. It has given me a purpose in life and it has ensured that my family has food to eat. I have learnt a lot of different skills and I appreciate the fact that I have become an expert at things like designing and installing irrigation systems, operating pumps, working with power tools and even driving a small tractor which are traditionally seen here as men’s jobs. This project helps my community by making vegetable seedlings available locally, whereas before we had to travel the whole day on the back of a truck to buy seedlings in town. I hope that in the future, more and more people will see farming as a good way to earn a living.’



Project focus areas: Agricultural development, access to finance, education & further training, entrepreneurship

Project locations: Kigali, Rubavu, Rugerero, Eastern Province

No. of projects: 6

Total project support (2018): EUR 147,245.93

Rwanda.

TransFARMation – Agriculture as a catalyst for rural development.



Rwanda is often called ‘the land of a thousand hills’. Hilly, green and lush it lies land locked in East Africa, sharing borders with Uganda, Burundi, Tanzania and the Democratic Republic of Congo. Rwanda is seen as a country in transition and is the subject of many good news stories. Plastic bags have been successfully banned, more than half of the seats in parliament are occupied by women and the GDP has experienced steady growth. Following the atrocities of the genocide of 1994, in which 800,000 people were murdered, these achievements are even more commendable. However, more than half of the population still lives below the poverty line, and only 14 percent of students complete secondary education. The farming sector engages over 70 percent of the population and as Rwanda has very limited land capacity but a growing population, transformations in farming are not only desired, but absolutely necessary.

This region is one of Uyisenga Ni Manzi’s (UNM) focus areas. UNM is a locally registered non-governmental organization and has 15 years’ worth of experience in promoting comprehensive psycho-social care post genocide and in the provision of education and health programmes and legal protection. Additionally, agricultural training programs serve as a basis for income generation and livelihood development. The NGO is successfully mobilising young people to create peer groups, where they offer each other solidarity and mutual support. The objective of UNM is to provide assistance to young people without making them dependent on the organization.

The reality that a large number of teenagers are leaving school with no qualifications, and will go into farming without receiving mentoring or training, sparked the idea for the project. If you were to combine agriculture with a solid entrepreneurial approach, and become popular amongst youth peer groups, you could radically change harvest outcomes, and generate income. Continuing from a pilot phase the Lemonaid & ChariTea Foundation is supporting UNM with the TransFARMation project. Here young farmers are empowered to become modern and successful agricultural entrepreneurs. The participants are encouraged to farm cash crops such as passionfruit as a supplement to their staple crops and to develop profitable links to local markets as a cooperative. The project’s support covers three crop seasons. Within the innovative model the individual support and agricultural inputs provided by UNM for the participants gradually decreases over these 3 years. So far over half of the first cohort of 400 participants was able to increase their income after the first season, which is encouraging and confirms that the approach has merit. Additionally, just being occupied and presented with purpose has encouraged many students to engage in extra-income-earning activities when off the fields.

UNM takes young adults and their ambitions seriously and is working hard to make agriculture a profitable income option for project participants.

Isaac Mugabe.



Isaac Mugabe is currently the project manager of the TransFARMation programme. He has a very personal history with UNM as he himself was once a beneficiary of the organization.

Both his parents were killed during the 100 days of murder

in 1994, and Isaac was responsible for his siblings during and after the genocide. When he got back to his parents’ house he discovered it had been destroyed. He patched it up and was able to somehow keep things going. He was lucky to be identified very soon through the survivors’ fund and was sent back to school and later was able to receive a sponsorship loan for university and continue his education. At this time UNM supported him with small investments in the household and provided his siblings with school materials. He was selected to help with the work on the Genocide Memorial in Kigali and was able to earn a little money. He graduated in 2008 with a law degree and thereafter helped with research work and translation work for the AEGIS Trust, which was behind the genocide memorial. He often used the space provided at the UNM office, where the director recognised his skills. With the support of the chairperson, who became one of his biggest supporters, he was offered a position on a research project for Stanford University before becoming the research manager for UNM. Since 2009 he has been involved in various roles across the organization. He has gained ten years of experience and feels a strong moral obligation to give back to others what he has received – he sees helping vulnerable families as his responsibility.



Project focus areas: Agricultural development, access to finance

Project locations: Florencio Varela, Rosario (nationwide implementation)

No. of Projects: 2

Total project support (2018): EUR 75,000

Argentina.

Sustainable livelihoods for local farmers.



Argentina is a country with a vast amount of natural resources and agriculture. With its 2.8 million square kilometres of territory, Argentina is endowed with extraordinarily fertile land and is a leading food producer globally with many large-scale agricultural and livestock industries. Argentina also holds a leading position in organic agriculture – only surpassed by Australia, where the area used for organic production is larger. However, this potential is endangered. The cultivation of monocultures, especially of soy beans, and the linked deforestation, lead to erosion of the soil and consequently to the loss of agricultural land.

The organization Cedepo was founded in 1989 and has been active in education and the agricultural sector ever since. In its early years the organization bought land in the rural outskirts of Buenos Aires in Florencio de Varela. This land, abandoned by the state, was fallow and nobody believed that it could be used. The founders wanted to show that this waste-land could be used for agricultural purposes against all the odds and be a leading example for the whole region. Today, 30 years later, this area is a real Garden of Eden with its own forest. Through applying agro-ecological principles they are able to harvest first-class vegetables all year round. A lot of trial and error is involved in finding out which varieties grow well together. The knowledge regarding the different harvest, cultivation and fertilisation methods is passed on to the local community. The organization helps local farmers to find the courage to cultivate following agro-ecological principles. This process takes time; however, it allows farmers to increase their profits – and improve their health – in the long term.

In addition to innovative use of the land a centre for education, research and production was created, which functions as a hub for ecological agriculture, health and social economy. Since 2017 the Lemonaid & ChariTea Foundation has supported the work of Cedepo, which provides small-scale farmers of the region with technical, organizational and commercial training, social economy and microcredit education and consultancy services.

The region is affected by the fact that many young people do not want to work on the agricultural farms of their parents since the profits are very low. In order to create sustainable working conditions for farmers, the priority of the project is to improve soil quality and maintain biodiversity at the same time. ‘La casa de las semillas’ (house of seeds) serves this purpose. Here a diversity of native, high-quality seeds – especially vegetables – are documented, preserved and circulated.

Thanks to the programme the number of small farmers in the region is increasing and they are widening their production and commercialisation capacities. The transport of the produce is organized by Cedepo so that the producers have access to customers in the city who are willing to pay higher prices for high-quality organic ingredients. The seed bank facilitates easy procurement of an

essential and otherwise very expensive commodity for the farmers. In addition to the positive effects on the environment and biodiversity, the seed house also serves as an educational centre where programmes specially created for school classes are offered, teaching students about seeds and their contribution to biodiversity.

Alicia Gómez.



Alicia Gómez returned from exile to her home country Argentina after the dictatorship ended in 1983. She realised that there was a lot to be done; not only in education but also in the agricultural sector. As a result, together with a few

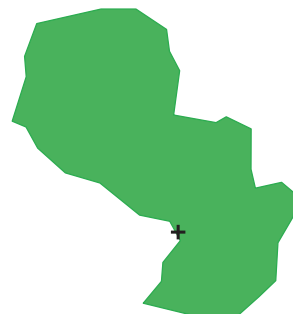
others, she founded the organization Cedepo. ‘The creation of Cedepo is a collective project. Among its general objectives, we aim to contribute towards the construction of a fair, democratic and sustainable society, capable of offering opportunities for a dignified life and collective development.

I intend to continue addressing the problem of defending biodiversity. A bill has just been released by the parliament to reform the current law; the new bill threatens the free circulation and reproduction of seeds. Biodiversity has just begun to become visible as a central issue related to food. Those who control seeds control the quality, diversity and price of our food. It is necessary to communicate this connection very widely and in many ways in order to stop the planned reform.

We are living in an unprecedented and complex historical moment. Determined by a new correlation of forces between capital, governments and popular forces. Social, political and economic crises that deepen inequalities and cause the devastation of territories aggravate the climate crisis and destroy biodiversity. The region has once again become a very important prize in the geopolitical battle between powerful global actors. In spite of this unfavourable context, we perceive across the whole area a great participation of producer organizations and families in actions to defend their rights and territories.

We intend to continue helping to build unity among and the participation of communities, sectors and organizations, in order to strengthen the peasant and indigenous agro-ecological base and steer it towards food sovereignty and cooling the planet.

We foresee difficult times, but the only struggle that is lost is the one that is abandoned’



Project Focus Areas: Education & further training, entrepreneurship, access to finance

Project locations: Asunción, national implementation

No. of Projects: 2

Total project support (2018): EUR 52,520.92

Paraguay.

Not all inequality is created equally.



Over the last few years Paraguay's economic development has taken an upward trend based on increased exports of soy beans, beef and hydroelectricity. Paraguay's energy relies almost 100 percent on hydroelectric power. Overall poverty has decreased but the landlocked country is still struggling to get a grip on poverty rates. At the same time, it has one of the highest inequality rates in Latin America. This means that only six percent of the population hold a university degree and landownership is concentrated in the hands of a few people. 80 percent of fertile land is owned by two percent of the population.

Against this backdrop Fundación Paraguaya has committed itself to fighting against poverty. Moreover, it aspires to be an inspiration for other organizations around the world. The NPO was founded in 1985 in light of the inability of the military dictatorship to address widespread poverty in Paraguay. To counter distrust in the government and its activities, Fundación Paraguaya made transparency and inclusivity their priorities. Today, 30 years after the fall of dictator Alfredo Stroessner in 1989, the working environment has improved and the organization is able to work more freely. Fundación Paraguaya has carried out pioneering work in its efforts to eliminate multidimensional poverty. With the development of the 'Poverty Stoplight' method the organization created a strategy through which families are able to detect the different dimensions of poverty and permanently find ways out of it.

Fundación Paraguaya is heavily involved in the granting of microcredits. In synergy with high quality assistance and entrepreneurial education, these open realistic chances to escape poverty. The organization has 60,000 clients who are supported with microcredits and financial literacy support. 87 percent of the beneficiaries are women.

Together with Ágora Paraguaya the organization has dedicated a new project to the financial inclusion of people with visual impairments. When it comes to access to finance, discrimination against people with visual disabilities is very high. Ágora's work specializes in reintegrating people who have lost their eyesight or are suffering from severe visual impairments into the labour market. At the moment only one percent of the beneficiaries of microcredit programmes are people with disabilities. Another problem is that even when institutions are open to including them, they are unprepared to offer the needed guidance according to the lived reality and the needs of people with visual impairments.

Fundación Paraguaya can look back on three years of experience in helping people with disabilities. With their cooperation the current project aims to reach up to 200 participants. So far in each of the 24 offices of Fundación Paraguaya at least one of the employees has received awareness training. All training material has been translated into audio and braille. Moreover, they have worked to create a version of the Poverty Stoplight app which is aligned to the needs of people with visual impairments. So

far over 70 people with visual impairments have taken the survey to measure their quality of life and have set goals to overcome poverty.

A stoplight that fights poverty.

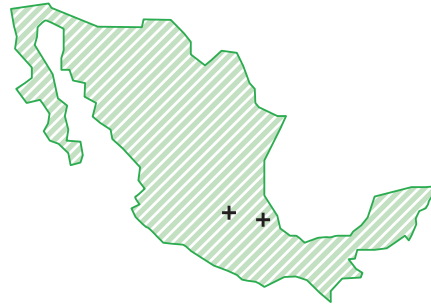


The Fundación Paraguaya understands that poverty is multidimensional. To elaborate, poverty can occur in various spheres of life and can be manifested by asking questions such as: Do I have insurance? Do I live in a house? Do I have running

water in the house? Or a regular income? Am I able to send my kids to school? Am I literate? And many more. If one of these aspects is missing, we can start to talk about relative poverty. It is manifested in different characteristics and these are the same anywhere. These manifestations are multi-layered and complex and not easily grasped or changed.

The Poverty Stoplight is a method developed by Fundación Paraguaya. 50 indicators ranked with the colours of a stoplight – red, yellow and green – show the diversity of poverty in its different aspects and facets. In this way, the method helps individuals and families to identify the various dimensions in their lives which cause poverty. Because recognition is only the first necessary step towards improvement, the foundation equips the families to acknowledge their personal levels of poverty and to fight these problems step by step.

The cooperation between the Lemonaid & ChariTea Foundation and the Fundación Paraguaya is interesting on various levels. For instance, methods and ideas like the Poverty Stoplight are what make working with our partners so educational and exciting. The Poverty Stoplight not only helps to identify and overcome poverty: it also challenges perspectives. People living in poverty change from 'being the ones in need of help' to 'being the ones who change their lives autonomously'. In other words, with the right tools and appropriate steps, everyone is capable of overcoming poverty in his or her personal life and environment. Worldwide, 58,000 people have filled in the Poverty Stoplight form. Moreover, 6,000 families in Paraguay completed the form, changing every single one of the 50 indicators from yellow or red to green. Additionally, 30,000 families in Paraguay have overcome poverty in terms of generating income. This is to be continued.



Project Focus Areas: Education & further training

Project locations: San Idelfonso, Cuetzalan del Progreso

No. of Projects: 2

Total project support (2018): EUR 64,067.91

Mexico.

Cultural ties promoting sustainable lifestyles.



There are over 60 different indigenous languages and ethnic groups in Mexico. Over 25 million people in Mexico self-identify as indigenous, making up over 20% of the total population. Thus, Mexico is a multi-ethnic state. However, strong social and economic disparities are visible in both health and educational indicators. This results in a problem whereby people no longer identify with their culture and thus contribute to its degradation. In order to counter this, change must be facilitated within people as individuals. If, however, one is confronted with existential fears on a daily basis, it is difficult to make changes in less prioritised areas. Only between one and three percent of higher education enrolment is from people with an indigenous background.

One of the two projects is implemented by the organization Tjiohtli. It was founded in 2001 and is active in the southeast of Mexico, close to Cuetzalan del Progreso in the state of Puebla. This region is home to many people who belong to the population of the Nahuatl. With 2 million members, the Nahuatl are the largest indigenous group in Mexico. In the mountainous region of Puebla, many of the Nahuatl live in villages that are difficult to access. They earn their living by growing staple foods such as maize or keeping livestock. In order to find work, many young people in the region are forced to move to cities or cross the border to the United States, while they are still at the compulsory school age. The organization Tjiohtli pursues the goal of supporting young people in the region in dealing with the current economic and social conditions and opening up possibilities in the region.

Tjiohtli has founded an affordable high school in San Andrés Tzicuilan. The school is based on an educational model which was specially developed for education in rural areas and indigenous communities. Currently, 32 students, aged between 15 and 20, had the opportunity to study there. Thanks to an innovative online educational programme, the students complete their high school diploma over a period of two to three years, depending on their own educational level and learning speed. The school also provides boarding during the week, in order to prevent long journeys to and from school for the students. The overall aim of the model is to bring the young people closer to the cultural, natural and human resources available in the region and to give them advice on professional perspectives in their home region. In addition, a sense of responsibility for the rural development of their communities is promoted. Starting in the third year of their studies, young people are encouraged to participate in development projects of other NGOs. Here they become active in organizations that lie within their area of interest; for example, in organizations that campaign for gender equity or cultivate indigenous corn types. The overall goal of the school is to be self-sustainable in the future and implement a food and artisanal cooperative as part of the curriculum. This approach allows the students to acquire entre-

preneurial knowledge in practice and to sell their own products.

Juanita Bonilla.



Juanita Bonilla is the house dean and has been involved in the school since its foundation in 2001. She is Nahuatl and from Ixahuata, a community close to San Andrés. When she was a teenager, she studied childcare at the school of CRES Estipac in Jalisco,

the school upon which Tjiohtli bases its educational model. The opportunity to continue her high school education instead of being sent to work in the city as a young girl changed her life completely.

'I chose to work for Tjiohtli because our well-being is intrinsically linked to the well-being of others, and we dream of a different future, not only for ourselves, but also for other people. Tjiohtli has given us the chance to prove that education can be used to improve the quality of life of young people, and through young people, the quality of life of others – other children, other families, other human beings.

We are continuously threatened on different fronts: the violence of gangs and narco (drug dealers) nearby that seduces young people; climate change and its increasing hot and cold extremes; the new government and its desire to curb NGOs. It has been a very difficult road and continues to be so. In this context, we know that the only thing that can keep us afloat is a huge amount of communication within the community, and an ethos that we share and are continuously building upon. Together we – teachers, students, and families – are continually resolving the threats and difficulties faced by our organization, which are often much less difficult to overcome the threats and difficulties that we face as individuals.'



Project Focus Areas: Education & further training, income generation

Project locations: Karnataka, Uttarakhand, Bihar, Darjeeling

No. of Projects: 4

Total project support (2018): EUR 100,741.90

India.

Working towards a self-determined life.



According to the United Nations Development Programme, in recent years India has experienced consistently high rates of growth and steady improvement in human development. However, the world's largest democracy, which remained resilient in the face of the global economic crisis, faces a critical challenge: high economic growth has been accompanied by persistent poverty and inequality. The people who suffer the most from this glaring inequality are women living in rural areas. As a result, there are countless NGOs throughout India which are dedicated to implementing projects that aim to promote the economic independence of women. The Jyothi Seva Kendra Trust is one of these organizations. We have been supporting their work since the beginning of 2017.

The trust was founded in 1972 to combat poverty by addressing issues such as unemployment, malnutrition and illiteracy. It has its roots in the small town of Chittapur, located in the rural area of the southern Indian state Karnataka. Today, after years of experience and lessons learned, the organization specialises in implementing women empowerment programmes and economic development projects. We are currently supporting their holistic business support programme, Jyoti Fair Works, which was conceived in collaboration with Berlin-based fashion label, Jyoti Fair Works, which wanted to create a market in Germany for sustainably and fairly produced clothing. The programme includes training units and health services as well as access to credit for women, with the overarching aim of contributing towards the creation of a more gender-equal society and assisting disadvantaged women on their path towards a self-determined life.

In concrete terms, the project offers women well-paid employment in sewing as well as various educational programmes, through which they gain skills and financial independence. The educational programmes include regular workshops on economic development, accounting and literacy, English classes and business classes for women who would like to start a business as for example beauticians. The Lemonaid & ChariTea Foundation is supporting the Jyothi Seva Kendra Trust in converting an old hall into a sewing centre and onboarding five new sewing employees per year. This enabled the project to scale up production capacity to meet the increasing demand for handmade high-quality and organic products in Germany. One of the most interesting aspects of the partnership between the trust and Jyoti Fair Works in Berlin is that the profits from the sales are channelled back to the project and are being used to finance further educational training, regular health checks and microcredits and carry the maintenance costs of the centre as well as the salaries of the women who are producing the clothes.

The organization bought seven new sewing machines, tailoring scissors, measuring tapes and all the tools necessary to successfully run the centre. Even an English teacher has been employed, whose classes are very popular – no one ever

misses a class. A total of 25 women have been trained as seamstresses. 16 of them have already received their certificate, with which they applied for and received a free sewing machine from the government. Some loans have been applied for to finance the education of the women's children at secondary schools, universities and boarding schools. In short, the Jyothi Seva Kendra Trust is keeping its promise to pave the way to a self-determined livelihood in a rural area full of challenges.

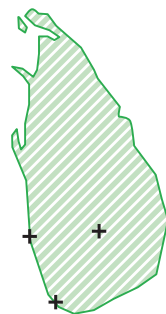
Rashmi Bharti.



A strong vision and leadership are necessary to initiate and implement projects. Rashmi Bharti is the co-founder of our local project partner Avani in the north of India, which is committed to similar overall aims to those of Jyothi Fair Works.

Currently, Rashmi is implementing a project called Avani Earthcraft in the middle of the Himalayas, which has been supported since 2017. Rashmi has worked in the field of rural development for the past 28 years in India in the states of Uttarakhand and Orissa.

Rashmi has founded a sustainable organization that revives the traditional skills of hand spinning and hand weaving and the art of natural dyeing. Her organization has expanded to include the cultivation and collection of natural dyes. Rashmi has pioneered the cultivation and extraction of indigo pigment from three varieties of indigo. She has also innovated wax crayons made out of 100 percent beeswax with natural plant-based colorants. The organization is now established as an artisan-owned cooperative, called the Kumaon Earthcraft Self-Reliant Cooperative, which produces and markets handmade natural textiles and lifestyle products that are eco-friendly, fair trade, zero waste and have a low carbon footprint. The products include handmade, naturally dyed silk, linen and wool textiles, natural dye powders and natural crayons. Women's empowerment and conservation are an integral part of Rashmi's work ethic. Her work brings together the concepts of creativity, sustainability and design thinking, integrating people and natural resources into one continuous whole. We are glad to have Avani as one of our partner organizations and to fund the work of innovators such as Rashmi.



Project Focus Areas: Education & further training

Project locations: Galle, Nuwara Eliya, Colombo

No. of Projects: 3

Total project support (2018): EUR 111,227.42

Sri Lanka.

Economic independence for everyone.



After several centuries of colonisation Sri Lanka officially won its independence in 1948. One major result of colonial rule was a strong ethnic divide between Sri Lankan Tamils and Sinhalese. The differences between the two were exacerbated by foreign British rule. The resulting civil war which began in 1983 only ended in May 2009. Despite this turbulent and very recent conflict, Sri Lanka's poverty rate dropped to 4.1 percent in 2016. The country is nearing upper middle-income status with a per capita GDP of 4,066 US-Dollar in 2017. At the same time these figures do not say anything about the unequal distribution of wealth. Like so many countries in the Global South, Sri Lanka is struggling to reduce social and economic inequalities.

In July 2017 the Lemonaid & ChariTea Foundation started working with the local NGO ECSAT (Equality-based Community Support and Training). It was initially established after the devastating tsunami of 2004 to support thousands of affected people in order to help them recover relatively quickly from the disaster. Today, ECSAT has tasked itself with establishing training and capacity-building programmes for people with disabilities and their families around Galle and Matara in southern Sri Lanka. Their main aim is to contribute to the creation of more inclusive communities in Sri Lanka.

A lack of understanding about disabilities has led to the fact that many parents in Sri Lanka do not integrate their children into society and do not enable them to live independently. ECSAT addresses this problem through information campaigns and the provision of education and vocational training, as well as therapeutic and outreach care services for people with different impairments. In addition, local handicrafts are produced and sold through ECSAT. The current project which is partially funded by the Lemonaid & ChariTea Foundation, 'Transforming Livelihoods and Lives', aims to improve the lives of 150 participants and their families. The participants have the opportunity to be trained in various vocations such as crafts, gardening or cooking. This takes place according to individual capacity and interest, as well as skills and abilities. Finally, and most importantly, the training provides people with easier access to work opportunities and enables them to generate their own income.

In order to achieve this, ECSAT has recruited suitable project staff and assessed the skill level of the participants. A small piece of land has been cleared and slowly turned into a garden, where participants have learned to make compost and plant containers from plastic bottles and tyres. Moreover, they have built a proper support system for climbing plants, and learned how to water them in the morning and evening. Furthermore, the participants have acquired the skills needed for harvesting and selling their own produce. Unfortunately, a bad flood and storm halted some of the progress made on the gardening, and the rebuilding process is ongoing. In the domain of handicrafts, people are taught sewing,

fabric painting and basic stitching skills, and have created key tags, necklaces and greeting cards. ECSAT has managed to discover and encourage the potential and abilities of each participant. It has thereby enabled families and entire communities to gain a better understanding of how to work together with and support people with disabilities.

Roshan Nilanga Samrawickrama.



Roshan Nilanga Samrawickrama is the programme director of ECSAT. He has been working with ECSAT since its inception in 2005. Roshan started as a community worker and due to his good work and dedication to the project was promoted

within the first year to the position of programme manager. In his current position he is responsible for day-to-day operations but most of the time he is busy with fundraising to keep the project alive and possibly enlarge it. His enthusiasm and passion for his work are evident in his educational background. He has a BA in Psychology, an MA in Business Studies and has enrolled for an MSSC Sociology programme. He also has a diploma in Special Education as well as qualifications in counselling. To further his knowledge Roshan spent some time in the US on an exchange programme with the World Institute on Disability (WID). He strongly believes that everyone has the right to be an active member of their community and hopes that one day ECSAT will be able to help all people with disabilities across the whole of Sri Lanka.

In retrospect.

New and unique cooperations, our own travelling exhibition and a great deal of commitment are just some of the special features of 2018.



Rwandan photography: cooperation with Taking Pictures, Changing Lives.

In September 2017 we initiated a cooperation with Taking Pictures, Changing Lives (TPCL). For the first time on our project trip to Rwanda we were accompanied by a local photographer, Jean Bizimana. This contact resulted through Adam Dickens, a photographer and the founder of the TPCL Foundation. Their aim is to establish an international network of local photographers and to promote the work of non-profit organizations with photographic material. Local photographers are supported with training and equipment as well as given access to a network of global organizations.

Rwandan photographer Jean Bizimana has been taking photographs since he was ten years old. For us, Jean was in many ways an essential part of our trip to Rwanda. In addition to his wonderful shots of our trip through his country, he also helped us with communication and logistical challenges. But above all he conveyed his view of Rwanda and his very personal vision:

‘My vision as a photographer is to change the image of Rwanda in people’s minds. If you use Google to search for images of Rwanda, you come across images of murder and many fleeing people. With my photography I want to show the world that today in Rwanda we can work together on the reconstruction of our country after the genocide and are smiling again. Some of the international organizations, NGOs and companies do not trust local photographers. So, they bring western photographers with them to capture life in Rwanda. But I want to show the world that local photographers are certainly capable of doing this.’

The first Lemonaid & ChariTea Foundation exhibition.

Our first exhibition was held in 2018. It guided the visitors through the development of the Foundation and provided insight into the contents of the project work. This travelling exhibition was first shown in the summer of 2018 and has since been shown in London, Amsterdam, Berlin and Vienna.

Doing a good deed at festivals.

The Lemonaid & ChariTea Foundation would like to thank the numerous people who gave donations at the festivals in 2018 to the project partners’ of the Foundation. A whole team from the Lemonaid company was present at these festivals throughout the summer and worked there to achieve our

common vision. Our thanks go to all the donors, as well as to the event team and all the helpers. We can hardly wait until the next festival season with a confetti canon and limes.

Finances.

The annual financial statements of the Lemonaid & ChariTea Foundation from 01.01.2018 to 31.12.2018 have been prepared in accordance with German commercial law and supplementary provisions of the Statutes of the Foundation.

Income.

In 2018, the Lemonaid und ChariTea Foundation reported an income of EUR 1,085,273. A clear growth compared to the previous year. Out of this amount, EUR 747,663 was generated through sponsoring by the Lemonaid Beverages GmbH and EUR 18,662 from free donations, which were raised, for example, through fundraising events or private sponsorships.

Expenses.

In 2018, the Lemonaid & ChariTea Foundation passed on a total of EUR 635,656 to projects in India, Sri Lanka, South Africa, Rwanda, Paraguay, Mexico and Argentina – always directly to local partner organizations and always for the direct implementation of local ideas. Together with the project-related personnel and administrative costs, this accounts for 83 percent of the available funds. Our administrative expenses accounted for 12 percent, which, according to the German Central Institute for Social Issues (DZI), is very low.

Anyone who would like an insight into the complete financial statements of the Foundation can obtain them at: info@lemonaid-charitea-ev.org.

Outlook.

The growth trend is expected to continue in 2019. Above all this means more opportunities to support innovative projects. However, growth in the project portfolio will also lead to an increase in coordination costs. The privilege of supporting many small organizations with small project funding and capacities will in turn increase personnel expenses and will be reflected in rising personnel costs.

Due to the continuing success of the Lemonaid Beverages GmbH, sponsoring will presumably continue to rise and cover the additional costs, so that a similar percentage distribution can be expected for 2019.

Income statement.

for the period from 1 January to 31 December 2018 (in EUR)

Income	1,085,273.06
+ Sponsoring	747,663.55
+ Free donations	18,662.42
+ Taxable business operation	16.18
+ Sponsoring from earlier years	318,930.91
Expenditures	– 786,774.91
+ Project support	– 635,656.01
+ Personnel costs	– 113,858.38
+ Administrative costs	– 29,776.11
+ Depreciation and amortisation	– 1,724.00
+ Other	– 5,760.41
Total surplus	298,498.15

Income statement.

by expense categories as defined by DZI (in EUR)

	Actual 2018 (Total)	Project funding (Abroad)	Project support (Abroad)	Marketing & public relations	Administra- tion
Project support	635,656.01	635,656.01			
Personnel cost*	113,858.38		43,700.97	46,353.65	23,803.76
Depreciation and amortisation	1,724.00				1,724.00
Other expenses	35,536.52				
+ Marketing & public relations				2,444.07	
+ Material expenses (rent, travel expenses, IT costs, etc.)			13,425.39		19,667.06
Total 2018	786,774.91	635,656.01	57,126.36	48,797.72	45,194.82
In %	100.0	80.8	7.3	6.2	5.7
In % according to DZI-scale	100.0	88.1		11.9	

* The personnel costs were split in accordance with the description of the employees' tasks, since the two full-time employees of the registered Foundation are involved in project support (50 percent) and administration and public relations (50 percent). These costs are spent on administration and advertising, as well as on salaries for project assistants and interns.

What the future holds.

The idea and realisation of a social business has made it possible for 29 organizations worldwide to put ideas for a better world into practice. We would like to build on this success in the years to come.

Visions are important when formulating goals. Therefore, since the beginning of 2019, we have started to tackle larger strategic issues, which will be exciting and hopefully not only profitable in an economic sense. For example, we will focus more on impact measurement and how we can implement new processes together with our project partners. This is particularly important as it will enable us to better assess the impact of the projects and to communicate more transparently. We are also planning to invite more project partners to join us and exchange ideas. Only if our reality is well understood can we speak of real partnership in project work, which is a matter close to our hearts. We will continue to focus on power criticism as a pillar of our work, and we will pay more attention to incorporating this approach into our operational processes. Our donation volume will again increase in 2019. This will allow us not only to strengthen our existing partnerships, but also to add new promising projects to our portfolio.

Of course, the most pressing global issues of today will not pass us by. We have to think about how we can help project partners ward off and survive climate shocks. At the same time, all new projects must ensure that the climate is taken into account as a cross-cutting theme. There is still a lot we have to do and a lot we have to learn, but we aim to improve and hopefully achieve much more through the

wonderful organizations which we have the honour of working with. The future remains exciting and we look forward to sharing our results in our next report with all those who are interested.

Your Foundation Team

Participate.

Every individual who would like to support the work of the Lemonaid & ChariTea Foundation is invited to help – donations from third parties, sponsors and active support are very welcome – and important!

Our Foundation is mainly financed by the sale of Lemonaid & ChariTea drinks. The social movement that was intended by its founders from the early beginnings of Lemonaid is now a reality. In addition to direct support obtained through the sale and purchase of drinks, more and more people are becoming active supporters of the Foundation by donating directly, contacting us via our newsletter and actively using their networks. Every individual who would like to support the work of the Lemonaid & ChariTea Foundation is welcome to help – donations from third parties, sponsors and active help are welcome – and important! The following are current ways to support our work:

Donations:
Swift-Code / BIC: GENODEM 1 GLS
IBAN-Code: DE71 4306 0967 2027 6856 00

The Lemonaid & ChariTea Foundation is recognised by the tax office Hamburg-Nord as a non-profit organization. Tax number: 17/453/00894. Last notification dated 18 September 2018.

Support circle:
Do you want to support the work of the Lemonaid & ChariTea Foundation permanently? Become active through the support circle.

For more information visit:
<https://lemonaid-charitea-ev.org/en/support>



Sources of inspiration.

We have made it our mission to stand up for social justice. In concrete terms, we do this through our project work in the Global South as well as through public relations work in the Global North. Thus, we are jointly responsible for the public image of these regions. We have learned from many organizations that have been dealing with this topic for a long time:

GLOKAL e.V. – Power-critical education and counselling

Glokal e.V. is a Berlin-based association for power-critical educational work and counselling that has been active in political young adult and adult education since 2006. It wants to sensitise people to global and internal power relations and enable them to contribute to their reformation. Their workshops and literature formats such as ‘The Fairy Tale of Eye Level – Power and Solidarity in North-South Partnerships’ have inspired our work in the long term.

Berlin Development Cooperation Council e.V. (BAR)

This is the umbrella organization of the development cooperation NGOs in Berlin. It represents its 80 member groups externally. Among other things, the organization has dealt with the avoidance of racism in development public relations and has published its findings. We have learned a lot from these.

No White Saviors — Decolonising missions and development work

This collective consists mainly of women who mostly come from East Africa. Their task is to change the way development cooperation and missionary work is conducted. We appreciate the collective's work, especially in relation to social media. Their passion for addressing difficult issues and the resulting discussions are a clear role model for us.

RADI AID — Africa for Norway

The aim of Radi Aid is to question the entire perception of the development policy complex – for example, the way in which fundraising campaigns communicate. Stereotypical representations should be dismantled. We admire Radi Aid for their creative exposure of such stereotypes in the public relations work of many NGOs and recommend their YouTube channel: <https://www.youtube.com/user/saihnett>

List of abbreviations.

AEGIS Trust — Trust to prevent genocide and crimes against humanity

AFIT — Association for Fairness in Trade

AJCEL — Association des jeunes de Saint Charles Lwanga

GDP — Gross Domestic Product

GIZ — Deutsche Gesellschaft für internationale Zusammenarbeit (transl. German Association for International Cooperation)

CEDEPO — Centro Ecuménico de Educación Popular

DTI — Diyanilla Technical Institute

DZI — German Central Institute for Social Issues (Deutsches Zentralinstitut für soziale Fragen)

ECSAT — Equality-based Community Support and Training

FACAAL — Federación Argentina de Cooperativas Apícolas y Agropecuarias

GENVP — Gramin Evam Nagar Vikas Parishad

Gini Index — Coefficient for measuring inequalities

GmbH — German abbreviation for Ltd. – Limited company

NGO — Non-Governmental Organization

PEaCE — Protecting Environment and Children Everywhere

RMMF — Raymond Mhlaba Microcredit Fonds

RSF — Rwanda Sustainable Families

SOCEO — Society, Equity, Opportunity

TPCL — Taking Pictures, Changing Lives

UNM — Uyisenga Ni Manzi

WID — World Inequality Database

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