



SOS CHILDREN'S VILLAGES GLOBAL PARTNER

Creating SOCIAL IMPACT



SOS CHILDREN'S VILLAGES
GLOBAL PARTNER

CONTENT



PAGE

About us	3
Our vision is our message	4
Social sustainability	5
The value of SOS Children's Villages as a brand	6
Our view of the brand	7
Your company would like to become involved?	8
Commercial commitment as a company value	9
CSR: growth through values	10
CSR as an indispensable part of today's business strategy	11
Enlisting members of staff as active supporters	12
Customer loyalty cannot be bought – it has to be earned	13
We are looking for businesses with social conscience. We are looking for you!	13
The foundation of a good partnership	14
Global responsibility with lasting effect	15
The building blocks for your involvement	16

SOS CHILDREN'S VILLAGES GLOBAL PARTNER

ABOUT US

SOS Children's Villages Global Partner GmbH (SOS Global Partner for short) was founded in 2004 by SOS Children's Villages worldwide, Munich.

WHAT WE OFFER: PROFESSIONAL COUNSELING AND SUPPORT FOR SOCIALLY ENGAGED COMPANIES.

SOS Global Partner has experts who are at home in both worlds: in the world of relief organizations that are increasingly being faced with new challenges on an international level, and also in the business world, which has recognized that lasting social involvement is an important part of long-term corporate strategy.

SOS Global Partner is thus not only a facilitator of donations by companies, foundations or committed businesses to SOS organizations, but also a fully-functional contracting partner regarding sponsoring activities, brand utilization, granting of licenses or product sales.

One special core area of our work is the development and fostering of all-encompassing corporate social responsibility projects, which are often quite ambitious and challenging. Substantial experience built over years, combined with both internal and external expertise, are our basis for counseling, strategy development, concept development, and last but not least for the active guidance and support of all the resulting communication strategy and practice.



OUR VISION IS OUR MESSAGE

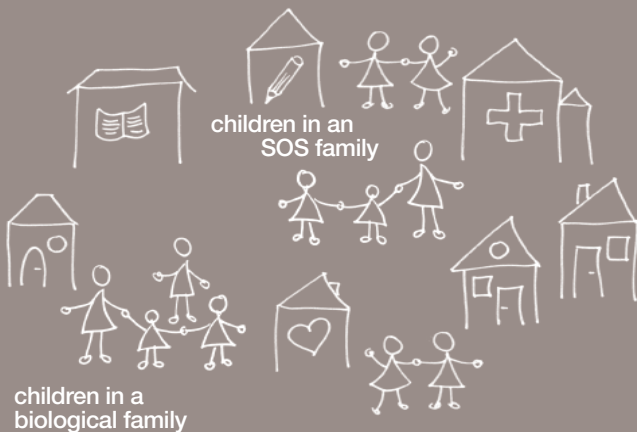
SOS SEES A CHILD'S SITUATION FROM A HOLISTIC PERSPECTIVE



SOS PROVIDES FOR A CHILD'S DEVELOPMENT IN CARING, FAMILIAL SURROUNDINGS.



SOS OPERATES FROM 500 CHILDREN'S VILLAGES



SOS Children's Villages are united by one single vision:

EVERY CHILD GROWS UP IN A FAMILY – LOVED, RESPECTED AND PROTECTED.

A **PHILOSOPHY**, that has been approved world-wide for decades as a principle for raising children in a family and community.

Ideally, parenting takes place within the biological family. In cases where this is not possible, SOS steps in with a surrogate family.

THIS CHALLENGE is met by SOS Children's Villages everywhere necessary. To achieve this, we need **DEPENDABLE PARTNERS** – especially in order to cope with new challenges in a rapidly changing world. Because that's exactly where innovative solutions and new care concepts are required in order to solve problems.

FOR THIS PURPOSE, WE ARE LOOKING FOR BUSINESSES AS PARTNERS who respond wholeheartedly to the SOS Children's Villages mission, and wish to help raise awareness for social responsibility – this not only through financial support, but also as representatives and role models regarding an internationally recognized and successful ideal. Involvement should include all who are close to the business: This means members of staff, business associates and customers. One thing is certain: the more people that commit themselves to the right project, the bigger the success for all.



SOCIAL SUSTAINABILITY

SOS CHILDREN'S VILLAGES WORLDWIDE

The first SOS Children's Village was founded in 1949 by Hermann Gmeiner in Imst, Austria, in order to give a home to children who had lost their parents in the war. During a time in which abandoned children were mainly raised in orphanages, the SOS Children's Village was a radically new model that focused on humanity and an individual, sheltered upbringing. Hermann Gmeiner, the founder of SOS Children's Villages, firmly believed in this idea and that it could take root all over the world: "The children's village must be a light and shine outwards to the world."

Indeed, the idea gained ground in many countries. After only 10 years, there were already 20 SOS Children's Villages. Today there are 500 SOS Children's Villages and 400 residential homes for youths in 132 countries around the world. Additionally, there are more than 1,400 auxiliary facilities such as nurseries, schools, community and medical centers including youth facilities.

The principles of our help have stayed the same to the present day. The children receive the opportunity to establish resilient and long-lasting relationships within a family and the chance to shape their own future. They live in accordance with their cultures and religions and take active roles in the lives of their local communities.

In SOS projects, staff members place great importance on encouraging the children's individual abilities, skills and interests – the children receive the upbringing and education they need in order to successfully contribute to the societies that they live in.

In context of an international study, "Tracking Footprints," former SOS Children's Village children were asked how they live today. It turned out that the majority have a comparatively good educational development, were able to make starts in the job market and lived in stable familial settings.

200 SOS Hermann Gmeiner Schools

100 SOS Vocational Training Centres

400 SOS Youth Facilities

240 SOS Kindergartens

70 SOS Medical Centres

600 SOS Social Centres & Family Strengthening Programmes

SOS Emergency Relief Programmes

500 SOS Children's Villages

all figures rounded



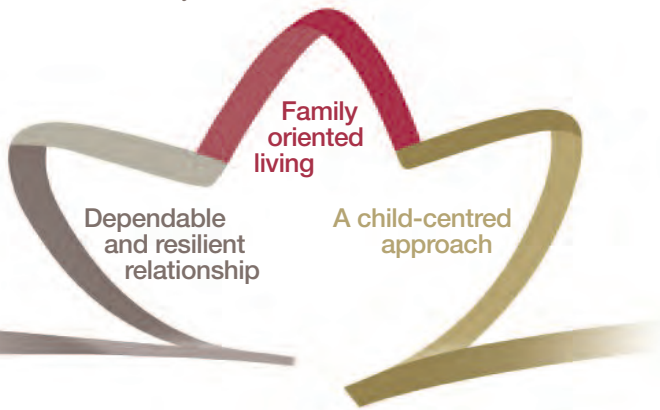
THE VALUE OF SOS CHILDREN'S VILLAGES AS A BRAND

The brand SOS Children's Villages stands for three principles that represent the organization's special nature: **A FAMILY-ORIENTED LIVING PLACE; DEPENDABLE, RESILIENT RELATIONSHIPS;** and the additional interaction of different programs which support the fundamental requirements of children and families in a comprehensive, far-sighted and sustainable way.

We refer to this as the **CHILD-CENTERED APPROACH**. These indicators of quality are present in the brand name's public perception and are thus relevant to its value.

Apart from numerous international awards for SOS Children's Villages, this positive perception was clearly reflected in the IRES-"Faszinationsatlas" (Fascination Study) in 2008. Throughout Germany, 2000 people between the ages of 16 and 75 were impartially surveyed. The purpose was to find out which companies, brands and institutions emoted especial fascination among the public.

The results were indisputable. Among the fifty receiving the most votes in the German survey, SOS Children's Villages ranked #1, sharing this place with Doctors Without Borders. This is also shown in the brand awareness and donor acceptance. According to a study by psychonomics AG, SOS Children's Villages ended up in first place regarding public awareness with 96% (YouGov Omnibus Daily with 1,000 people surveyed). The same applies to the evaluation of social commitment by donors. Regarding donations in Germany, SOS Children's Villages also ranks first.



SOS CHILDREN'S VILLAGES INTERNATIONAL AMONG THE TOP 50



OUR VIEW OF THE BRAND

In the course of our work, we treat children, youths and families with great sensitivity and care.

This shapes the outward image of our brand name. It is the most important value that we bring to our business cooperations. Thus, we work with a partner on an equal footing, and take great care that our brand name is not damaged. This also has a positive influence on the images of our selected partner businesses.

The brand name SOS not only has high recognition value, but also serves as a symbol of quality regarding rearing children in society throughout the world. The performance and the image behind the organization focus on trust and emotional ties – with SOS friends, supporters, company partners and staff members.

The brand name contains the core motivation – the organization's mission. The actions of SOS Children's Villages are motivated by the conviction that every child has a right to a positive childhood. This core motivation has emotional power and appears at diverse points of contact, both outwards and inwards. SOS Children's Villages not only shape the future of every child entrusted to their care, but also see themselves as a participant in social change.

SOS CHILDREN'S VILLAGES AS A BRAND NAME PROMOTES A CONSCIOUSNESS OF BEING PROUD TO BE PART OF A WHOLE, TO FOSTER GOOD, AND TO ACT INSTEAD OF TALK.



YOUR BUSINESS WOULD LIKE TO BECOME INVOLVED? WE WILL HELP, WORLDWIDE!

Recognized competence in its worldwide project work for children, youths and families makes SOS Children's Villages the right partner for businesses that seek opportunities for social commitment in this field. This partnership will make a major contribution towards the ideal that involvement from the commercial sector has social longevity and will be perceived as authentic and credible.

There are many ways to this end. Donations are an important method, but not the only possibility. There are almost no boundaries to being involved: from a simple donation through a link with product advertising to a mutual public relations event.

Apart from classical donations or sponsorship programs, strategic CSR (corporate social responsibility) commitment is increasingly finding acceptance in successful cooperative

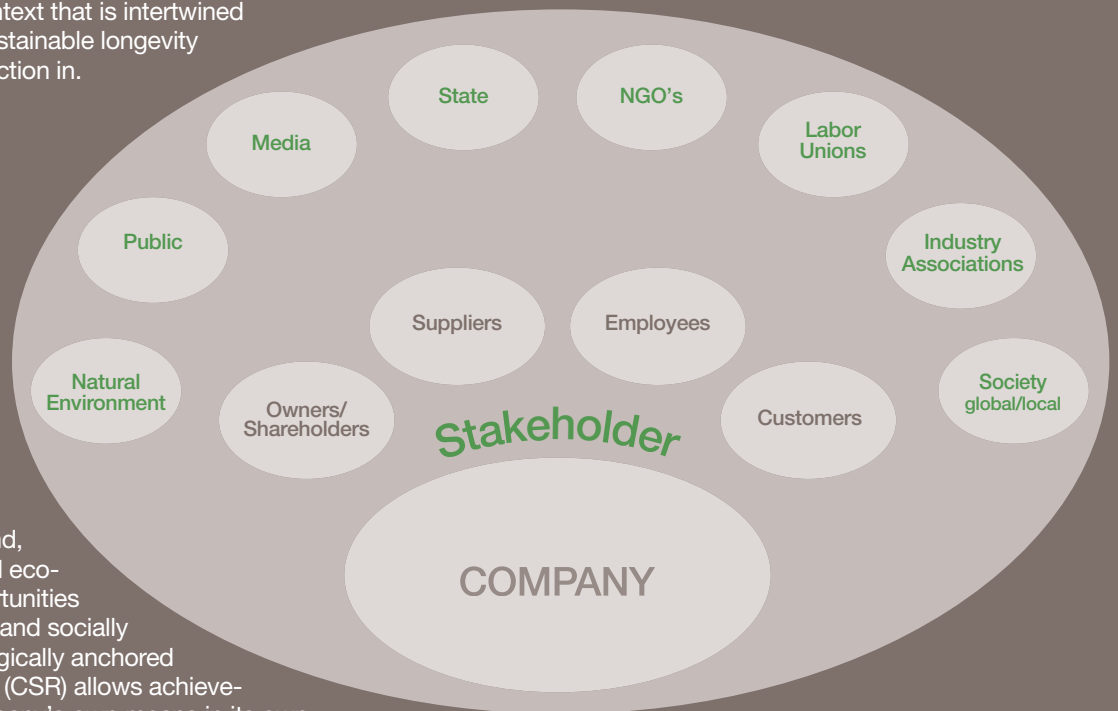
endeavours. The CSR partnerships have long-term orientations and are individually customized to your business. They are based on open dialogue and have the involvement of customers, owners, members of staff and suppliers as a strategic basis.



SOCIAL COMMITMENT AS A COMPANY VALUE

ETHICAL COMPANIES ARE MORE SUCCESSFUL, MORE ATTRACTIVE AND MORE FUTURE-ORIENTED.

One of a company's major tasks is to ensure its profitability and, thus, its longevity for the future. This is however not a goal that can be supported by market success alone – there is no commercial venture that lives in isolation on an "island of revenue amidst a sea of turnover." Companies act in a social and cultural context that is intertwined with a responsibility for the sustainable longevity of the social systems they function in.



Especially at a time of profound, global change in societies and economies, there are major opportunities for astute, ethically motivated and socially committed companies. Strategically anchored corporate social responsibility (CSR) allows achievement of success using a company's own means in its own sphere of influence. When a company acts in a strategically sound manner, taking appropriate measures to achieve success, it is perceived as an attractive and stabilizing partner.

COMPANIES IN THEIR SOCIAL ENVIRONMENT

The achievable objective: a sustainable company value that fosters growth and is well-received and positively recognized by a company's internal structure and external peers.

CSR: GROWTH THROUGH VALUES – THE GLOBAL VILLAGE IS MEANINGFUL TO BUSINESS TOO

BUSINESS SHARES IN SOCIETAL RESPONSIBILITY.

Your business is also a part of the society in which we all live. The operation of your business influences its environment and thus leaves economic, social and ecological footprints. There can be no doubt that a company's long-term success can only be achieved for the present and the future in healthy social surroundings and with a positive reputation in society.

The approval and goodwill of the surrounding society not only confers a societal "license to operate," but also stabilizes the functioning of their national and transnational markets. And this occurs all over the world, especially where the company, its suppliers or partners are active.

Already today, the social environment has "no borders," where many businesses are concerned. As practitioners of commerce on the global market, they are confronted both at the central home office and worldwide with a diverse range of social challenges and expectations.

This can be seen in the growing importance of CSR. Businesses are not only expected to be economically successful and to comply with statute; they are nowadays also additionally expected to show a COMMITMENT TO FACE SOCIETY'S ETHICAL, SOCIAL AND ECOLOGICAL CHALLENGES. As such, accepting social responsibility through CSR has in the meantime become a strategic necessity. CSR is necessary for the fostering and maintenance of strategically important relationships, whether internal or external. CSR is also necessary for properly dealing with reputational risks and the active strengthening of competitive advantages. This not only an issue for businesses; the principle of responsibility is increasingly becoming an important basic issue when society, politics and capital markets assess businesses.

INVESTMENT
IN CSR

Social
„LICENSE
TO OPERATE“
achieved through
positive reputation

LONG-TERM
PROFITABILITY
OF CSR



CSR – AN INDISPENSABLE PART OF TODAY’S BUSINESS STRATEGY

The reputation of a business is essential for its longevity. Social commitment and involvement are clearly and precisely linked to this reputation.

But reputation is not improved when society’s perception ends up being one of insincere image-polishing. If a company’s social involvement does not live up to internal and external peer groups’ expectations, a painful loss of reputation will quickly follow. In extreme cases it can even come to profit setbacks and labels of dishonesty.

In order to avoid these undesirable ends, the CSR commitment has to genuinely match a company’s core business, its strategic orientation and its set of values. It is important to note that especially regarding social issues, corporate involvement, no matter how well-meaning, is often still guided by chance and spread around without solid focal points.

THIS IS PRECISELY WHERE OUR EXPERTISE AND COMPETENCE IN SOCIETIAL ISSUES APPLY: SOS GLOBAL PARTNER CAN HELP YOUR BUSINESS IN EFFECTIVE COMMITMENT TO SOCIAL IMPROVEMENT. FURTHERMORE, SOS CHILDREN’S VILLAGES CAN HELP IN THE INTEGRATION OF OUR PARTNERSHIP INTO YOUR CSR STRATEGY.

As a result of our partnership, we can mutually tell the public convincingly and truthfully about our involvement.

The reputation of your business your brand is a precious value that can be difficult to cultivate. The same applies to SOS Children’s Villages. We thus share your care and concern and will apply these equally in the pursuit of our mutual goals.



GETTING EMPLOYEES AND STAFF ON BOARD

EVERY BUSINESS NEEDS THE RIGHT WORKFORCE
IN ORDER TO SUCCEED.

Social involvement has long-term positive effects on the motivation of the workforce, also regarding self-identification with the business.

STUDIES HAVE SHOWN:

- 14%** The workforce's general pride and contentment have shown increases of 14 % in socially committed businesses.
- 30%** Motivation and desire to perform are increased by 30%!
- 42%** Another study showed that involvement in social causes had influence on 42% of the workforce's decision to take employment at a given business.
- 93%** Involvement in social causes was given by 92% of the German respondents as a reason for feeling loyalty to a business or brand.

Accepting social responsibility is thus an important factor in the demographics driving the future's labor markets. As such, a commitment to CSR has an essential role to play in your company's strategic structure regarding results and the production of value.

Source: Felix Dresewski, Corporate Citizenship. Guidelines for the Social Commitment of Mid-Sized Businesses. Ed. UPJ. Berlin 2004.



CUSTOMER LOYALTY CANNOT BE BOUGHT – IT MUST BE EARNED

Competitive pressure plays an important governing role in most markets. Customers become more challenging and change. They are clearly better informed than in the past. They have become more discriminating, more demanding and more flexible. The internet and public communication media play a decisive role here; but these also harbor risks for many businesses. Long-lasting ties to customers become thus more and more important. However, loyalty is voluntary. The quality of products and good company performance are values that are taken for granted nowadays; they are only one part of successfully establishing consumer ties.

A good brand can lose its worth if the fine table it offers turns out to have been made with wood out of a protected rainforest. The same is true regarding business practices resulting in indigenous people or endangered animals being forced from their homelands or habitats; or the use of child labor in manufacturing.

A customer's loyalty and the connection he or she makes emotionally will make her or him an advocate and spokesperson that a brand needs to compete in modern times.

However, customers' loyalty, appreciation and trust cannot be won by investing millions in advertising, but rather by grounded, continuing thought and action. In this way, growth results through values. SOS Global Partner and SOS Children's Villages can help you in the process.

More and more people decide for brands that are socially involved.

According to the consumer survey "goodpurpose" conducted by the Edelman publicity agency, consumers throughout the world more than ever before want businesses and brands to be involved socially. The survey, questioning 6,000 people in 10 countries, shows that 77% of Germans would be willing to change their consumer habits on a long-term basis if this would help to make the world more liveable.

6 out of 10 Germans stated that they simply expect brands and businesses these days to support good causes; 50% will purchase such brands, even if there are less expensive alternatives; and 57% stayed faithful to a brand in time of recession due to the brand's social involvement.

WE ARE LOOKING FOR BUSINESSES HAVING SOCIAL CONSCIENCES. WE ARE LOOKING FOR YOU!

WE NEED STRONG AND DEPENDABLE PARTNERS IN ORDER TO HELP ON A LONG-LASTING BASIS, CREATING STABLE LIVING ENVIRONMENTS FOR THE DEVELOPMENT OF CHILDREN AND ADOLESCENTS. **THESE ARE PARTNERS WITH WHOM WE CAN EFFECT CHANGE AND WHO BECOME ROLE MODELS FOR OTHERS IN THEIR ACCEPTANCE OF RESPONSIBILITY.**

We are looking for partners who are ready to become involved and in doing so, to make a real, tangible difference.

With the help of our business partners, we want to communicate contemporary issues from the world of SOS Children's Villages to the public. As examples, this process can be helped by contributions to business publications, newsletters and internet pages with corresponding links to SOS Children's Villages.

Such involvement only works on the level of equals and under consideration of principles and values. Only then can the desired effects come to fruition in both directions. SOS Children's Villages work will progress and continue with success, and a partner business will lay a solid foundation for its long-lasting societal value in the public eye.



FOUNDATIONS FOR A GOOD PARTNERSHIP

OUR PRINCIPLES ARE REFLECTED IN THE PRACTICAL FOUNDATIONS OF OUR BUSINESS PARTNERSHIPS. THEY ARE THE PREREQUISITES FOR AN ASSOCIATION BASED ON TRUST AND BALANCE.



1. The brand of our partner and the brand SOS Children's Villages should be compatible with each other and ideally complement each other. Cooperation must be credible and genuine.
2. Partnerships between businesses and SOS Children's Villages can only be genuine if both partners work together on one level, with mutual transparency and respect.
3. Differing interests in a partnership can both be acceptable. However, it is important that these are openly dealt with. Our mutual objectives can only be reached with open communication.
4. The support of SOS Children's Villages can result in commercial success and thus turn out to be a win-win situation for all.
5. The internal and public communications of the partnership are developed and delivered cooperatively.

GLOBAL RESPONSIBILITY WITH LONG-LIVED EFFECT



BUILDING BLOCKS OF YOUR INVOLVEMENT

THE INNUMERABLE OPPORTUNITIES IN YOUR PART

MANAGEMENT

Financing of specific SOS projects

Establishing trust foundations in favor of SOS

“Donations rather than gifts” in contact
with customers and the workforce

Match funds: add to the the donations
of your customers and/or workforce!

EMPLOYEES

Fundraising:
Fundraising: employees start fundraisers by themselves, or in a team

Payroll giving: employees donate a part of their salary,
e.g. the odd cents after the decimal point

Corporate volunteering, pro bono work
and donation of expertise

WE ARE READY TO DEVELOP AN INDIVIDUAL SOLUTION

PARTNERSHIP WITH SOS CHILDREN'S VILLAGES

CUSTOMERS

Product marketing: a share of the sales proceeds given in support of SOS projects (cause-related marketing)

Appeals to customers (direct marketing and advertising)

Fundraisers at events for customers

Voluntary donations via invoice line-item

THE PUBLIC

Joint communication of your CSR involvement with SOS

Communication of projects and topics from the world of SOS

Events, exhibitions, campaigns

ADAPT TO SUIT YOUR NEEDS – JUST SPEAK WITH US!

IMPRINT

Person responsible: Dr. Christian Grünler
Editors: Dr. Janina Curbach, Nadja Malak,
Oliver Neumann, Andrea Stehmeyer

Design: pskdesign, Petra Kull

Photo credits: Jupiter Images, Senad Gubelic,
Benno Neelemann, Patrick Wittmann
Title illustration: Sophie Schmid
Graphics Design: pskdesign, Petra Kull



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