

# Cartamundi Global Fund – Frequently Asked Questions

The Cartamundi Global Fund has the objective to generate positive impact to the communities Cartamundi lives and operates in.

The Cartamundi Global Fund is created within the King Baudouin Foundation. The Fund is not a corporate entity and has no legal personality. It is managed by the King Baudouin Foundation.



## What is the purpose of the Cartamundi Global Fund?

The objective of the Fund is based on the mission “Sharing the Magic of Caring for People”. This mission is closely linked to the Company's overall corporate mission of “Sharing the Magic of Playing Together”. With this company mission in mind, the Fund wishes to focus on children in the age category from 1 to 18 years.

## How will the donations to the Cartamundi Global Fund be used?

The Fund will work around three different pillars:

- **Health:** The mental “fitness” and emotional support for all actors in society, with an emphasis on children and young people. Supported projects can focus on the mental development of children and young people, combating social isolation by focusing on mental care and/or training.
- **Sociability:** Strengthening social cohesion between generations, cultures,... to build a better future together and ensure that no one is left alone in our society. Social integration and cooperation are central to this theme. Supported projects bring people together and promote integration and collaboration.
- **Education:** Encouraging the creative development of disadvantaged groups in discovering and developing their talents. Depending on the region, the Fund will focus on hard skills (reading, calculating, writing) or soft skills (emotional intelligence, creativity, positive attitude, ...) -

To the extent possible, the Fund will always strive in its support for a maximum relationship with the activities and corporate mission of the Company.

## **In which countries the Fund will be operational?**

The Cartamundi Global Fund will operate globally with a focus on the countries and locations where Cartamundi is operational. A full list of the Cartamundi internal network can be consulted on the Cartamundi website ([www.cartamundi.com](http://www.cartamundi.com)).

As 2021 will be the first operational year of the Fund, Cartamundi will focus the activities on 2 or 3 countries.

## **How does the Fund work?**

The Fund is managed by the King Baudouin Foundation. A management committee within the Fund will act as the main decision-making body. It is composed of representatives from Cartamundi, the King Baudouin Foundation, and independent members including an independent chair.

All management committee members will fulfil their duties on a pro bono basis, i.e. they do not receive any compensation or remuneration for their work with the Fund.

The management committee will periodically launch Calls for Projects and will appoint an independent selection committee with broad geographical representation to assist in the selection of projects and award of funding. The Fund will award funding in different geographies around the world where Cartamundi operates.

## **How can an organisation apply for funding?**

The Cartamundi Global Fund seeks to enhance the sense of community-feeling of all employees working in the different locations of the Company by encouraging them in their social engagement. From this perspective, supported projects or organizations may be the result of a call for projects organized by the Fund as well as be proposed by the Company and/or its employees.

Full details on the call for projects will be communicated on the Cartamundi communication channels as well as on the King Baudouin Foundation.

## **Which organisations might apply for funding?**

All not-for-profit organizations setting up a project in one of the countries in which Cartamundi is operational and which fits with the purpose and key area's targeted by the Fund, may introduce an application.

The King Baudouin Foundation draws up an agreement with the organization which is selected by the Fund for support.

## **If a corporate social responsibility programme already exists locally, can I still apply for support from the Global Fund?**

The Fund will be used in conjunction with existing local initiatives. It is not intended to replace ongoing programmes and initiatives at local level.

New local initiatives should be consistent with the purpose of the Cartamundi Global Fund.

## **How will we measure the impact of the Fund?**

Cartamundi wants to use the funding to make a positive impact on the communities Cartamundi lives and operates. Therefore Cartamundi has made a commitment to assess the effectiveness of their funding, taking into account the complexities of any effort to improve the lives of people in need.

The Fund management committee will define clear objectives and KPI's for the organisations. Throughout the year, Cartamundi will monitor the progress and help the organisation to reach the set objectives if needed. Cartamundi will communicate transparently and respectfully about the Fund's achievements and share learnings with partners and stakeholders.

### What financial commitment is Cartamundi making towards the Fund?

Cartamundi commits to transfer an annual amount into the Fund, to support initiatives which correspond to the objective of the Fund.

Cartamundi will renew their financial commitment on a yearly basis. The amount of the commitment will be discussed and decided in the management committee of the Fund.

### Can I also contribute to the Fund?

Next to the company funding from Cartamundi, it is also possible for employees as well as external stakeholders to contribute to the fund.

A transfer can be made to the account number of the **King Baudouin Foundation BE10 0000 0000 0404** with the reference "Cartamundi Global Fund" or with the following structured **reference number \*\*\*020/2020/00040\*\*\***.

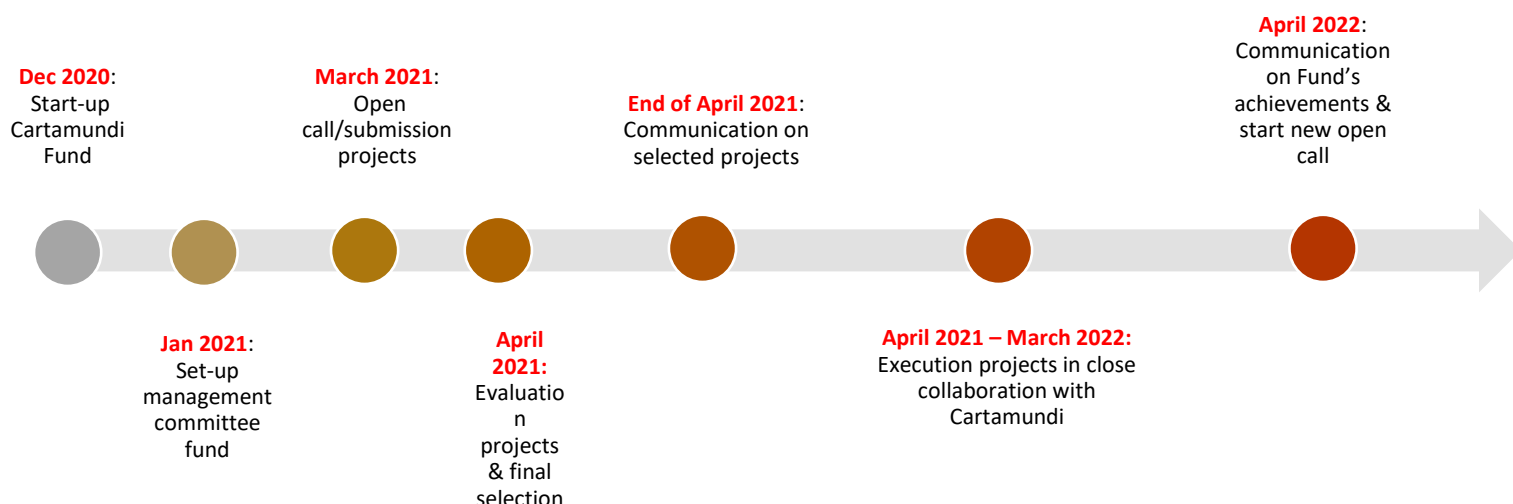
### Do donations to the Cartamundi Global Fund qualify for a tax deduction?

Financial donations paid to the King Baudouin Foundation have tax-deductible status.

As the King Baudouin Foundation is a Belgian legal entity and has been approved in France, Luxemburg, The Netherlands and Denmark, private or corporate donors based in these countries can make a tax deductible donation directly to the King Baudouin Foundation.

Private or corporate donors residing in Europe, the US or Canada will be able to use the services of the Transnational Giving Europe Network, of the King Baudouin Foundation United States and of King Baudouin Foundation Canada.

### Next steps of the project



### **How long will the Fund remain operational?**

The Cartamundi Global Fund has been set up for a period of 3 years, with a starting date of December 2020. After this period of 3 years, an internal evaluation of the Fund activities will be held. If the outcome of this evaluation is positive, the agreement can be extended by common accord of King Baudouin Foundation & Cartamundi.

### **Who is the King Baudouin Foundation?**

The King Baudouin Foundation's (KBF) mission is to contribute to a better society in Belgium, in Europe, and in the world. The Foundation is an actor for change and innovation throughout the world, serving the public interest and increasing social cohesion. It seeks to maximise its impact by improving skills in organizations and for individuals. It also stimulates effective philanthropy by individuals and corporations. The Foundation's most important values are integrity and transparency, promoting solidarity, respect for diversity, and independence.

The King Baudouin Foundation was set up in 1976, on the occasion of the 25th anniversary of King Baudouin's reign in Belgium. The KBF also operated accredited non-profits internationally including KBF U.S. and KBF Canada.

Through the 'Transnational Giving Europe' network, led by the King Baudouin Foundation, the Fund will also be able to support projects in countries around Europe.

### **Where can I get more information about the Cartamundi Global Fund?**

The Cartamundi Global Fund has been set up for a period of 3 years, with a starting date of December 2020. After this Any question about the Cartamundi Global Fund can be directed to Global CSR Manager. An Christiaen, [an.christiaen@cartamundi.com](mailto:an.christiaen@cartamundi.com).