

Community Involvement

The gift of play



“Cartamundi Global Fund

Contribute to a bright
future for the generations
to come.

Be relevant for the communities in which we live and operate

Top 10 countries Cartamundi

Partner with NGO's in local communities

From 'local' to 'local'

♥ Financial donation ♥ Volunteering
♥ Donate games

“ We want to be at the
heart of our
communities.

Stefaan Merckx, CEO
Cartamundi Group

In collaboration with:



King Baudouin
Foundation

Working together for a better society



“Sharing
the magic
of caring
together

Be relevant for the
communities in which we
live and operate.

Target Group



Children

Key area's



Education



(Mental)Health



Socialising

“Our fund supports
projects that
strengthen the mental
health of children and
adolescents.

Ana Carolina Gonçalves,
EVP Latin America



Timeline



June 2021

Project call 2021
Collect 'local' project ideas

Final Selection
projects

15/10 2021

Setup
Donation Tool CM.com

15/09/2021

Deadline submission
projects

Start Project Support
(Financial, volunteering & mentoring) &
Start Communication Process

Okt 2022



Project Call 2021
36 Project Entries
10 Countries
Bravo!

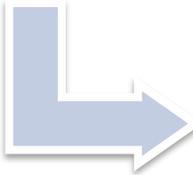
Global Reach through Local Champions

Local Champions

Link between local communities & Cartamundi Global Fund
Invited local employees to send in projects
Create awareness & engagement with local employees & organisation

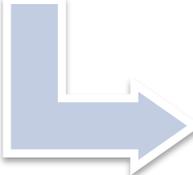
Eligibility Criteria

- By KBF
- Objective criteria



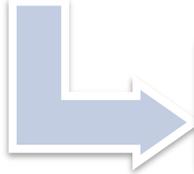
Project Criteria

- Different project criteria (ex. Social benefit, multiplier effect, reasonable time frame, ...)
- By internal team Ana Carolina Gonçalves (Brasil), An Christiaen (Belgium) & Lisa Kenneally(Ireland) => internal short list TOPIO
- By external team: Haroldo Torres (Brasil) & Bruno Vanobbergen (Belgium)



Top 10 Projects – Poll by Cartamundi Employees

- **210 + votes received**
- Coming from different countries Cartamundi Group



Final Selection & Allocation budget

- By Management Committee Global Fund (KBF, Cartamundi & Bruno Vanobbergen)

**Select Min. 1 project
per continent**

SOS Children's Village	Belgium	<p>The SOS Children's Village in Marche-en-Famenne gives a new home to 42 children. The organization aims to strengthen the social, mental and physical capacities of these children through play.</p> <p>The recent lockdowns showed once again how important play is for the children. But it proved difficult to offer them a sufficient variety of game options. The organization wants to develop its offer further.</p> <p>With the CGF's funding the organization will develop new ways of play.</p> <p>Find out more about the project.</p>
Ceifar 'Recreational park'	Brazil - Belgium	<p>Ceifar is a Belgian non-profit organization that aims to support families in the Tancredo Neves region of Brazil.</p> <p>The project aims to build a recreational park in Ceifar to educate children through (outdoor) games and activities such as planting seeds and watching flowers grow. Ceifar also wants to stimulate and promote environmental concerns as an important basis for the education of citizens responsible for the future of our planet.</p> <p>The CGF's funding will help the organization build the park.</p> <p>Find out more about the project.</p>
Viela 'Project Spark Tech'	Brazil	<p>São Paulo-based organization Viela aims to provide alternative ways to train young people and children through learning, culture and sports.</p> <p>'Project Spark Tech' gives young people in the community of Jardim Ibirapuera, which has a high degree of social vulnerability, a future perspective by sparking their interest in technology through a hands-on course.</p> <p>The CGF's funding will be used to pay for teachers, educational tools and materials and infrastructure, among other things.</p> <p>Find out more about the project.</p>
Fondation Action Enfance	France	<p>The aim of Action Enfance (France) is to protect French children who are at risk by giving them a framework to become autonomous, responsible adults.</p> <p>With a new playground in their care center of Amboise, the organization wants to create a safe place for young people to get together and improve their social and motor skills.</p> <p>The CGF's support will help build the playground and finance its supplies.</p> <p>Find out more about the project.</p>

Rescue	Germany	<p>The International Rescue Committee (Rescue in Germany) responds to the world's humanitarian crises and helps people whose lives are shattered by conflict and disaster to survive, recover and gain control of their future.</p> <p>The projects want to empower young people in the Leipzig area with a refugee background, especially adolescent girls. Group meetings will be organized to strengthen the girls' self-confidence, to teach them how to deal with stress and how develop positive role models.</p> <p>The CGF's support will be used to pay for staff, mentors and workshop materials.</p> <p>Find out more about the project.</p>
Grundschule Altkirchen	Germany	<p>The projects want to provide open education to all children of an Altenburg-based elementary school, especially those who have little support from their families.</p> <p>More specifically, the idea is to open a library which supports children of all backgrounds to read.</p> <p>The CGF's support will be used to buy shelves, furniture and books.</p> <p>Find our more about the project</p>
World Toilet Organisation	India	<p>World Toilet Organization is a global non-profit committed to improve toilet and sanitation conditions worldwide.</p> <p>Around 1.4 million Indian schools have no adequate sanitation facilities. The organization's aim is to build toilets in schools and provide hygiene training to the school management and students.</p> <p>The GCF's funding will used to install toilets and handwashing facilities and to train student and teachers on health and hygiene, this is the region where our Indian factory is located.</p> <p>Find out more about the project.</p>
Pieta House	Ireland	<p>Pieta House helps people in suicidal distress or engaging in self-harm, in 20 locations across Ireland.</p> <p>The Pieta House helpline team support teenagers who experience suicide thoughts, engage in self-harm or who have been bereaved by suicide.</p> <p>The CGF's funding will be used to extend the helpline activities as the demand of their services has been significantly higher in the last three months than in previous years.</p> <p>Find out more about the project.</p>
Big Brothers Big Sisters		<p>For over 50 years Big Brothers Big Sisters has been pairing children with adult mentors.</p> <p>The organization's aim is to create lasting friendships and empower each child to actualize their maximum potential.</p> <p>The CGF's funding will be used to supplement a donation made to the organization by the United States Playing Card Company.</p> <p>Find out more about the project.</p>