

# Impact Report 2019 – 2021



LEMONAID<sup>+</sup>  
ChariTea<sup>•</sup>  
Foundation

Since its establishment, the Lemonaid & ChariTea Foundation has already supported more than 50 projects in 7 countries.

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# Flowing in the right direction.

*It was an extraordinary challenge: Promoting social projects on three continents – during a global pandemic. Find out here how we succeeded and what we learned.*



Visions are important when formulating goals. This is how the 2018 annual report ended, and this is exactly where we began in 2019. In a team which has grown in size, we have taken time for some internal reflection. We paused for a moment, looked to the past and to the future, redefining our roles and, above all, our goals. While writing the foreword at the beginning of 2020, the world felt like it had already been turned upside down and back again. A global pandemic has spread across all countries, changing both us and our work. Priorities shifted and annual reports suddenly became less important. As we are mainly financed by sponsoring from the soft drink sales of Lemonaid Beverages GmbH, which works predominantly in the event and hospitality industry, this period was overshadowed by great financial uncertainty. It makes us all the happier that we nevertheless succeeded in providing all our partners with the promised resources. We now look back on three full years, which are highlighted in this Impact Report. Alongside our project work, we used the year 2020 to revise processes and systems, define our subject fields and look inwards after a period of immense growth. In addition, the social debates flaring up around inequalities have repositioned our power criticism approach, something we have been able to share with many organisations. After cautious restraint in 2020, mid-2021 saw the launch of a new call for proposals with renewed confidence. We were overwhelmed by

the nearly 300 new project applications. We are immensely excited to finally get to know the organisations and people behind these projects in person. After a corona-related break from travelling, a first trip to South Africa took place in 2021. It confirmed to us that there really is no substitute for direct contact with organisations, and especially with the many fantastic people behind them. This Impact Report represents a look back over the last three years. It is intended to provide a platform for our partners and their approaches, but also to reflect our own developments. We are very pleased to share the work of these very challenging years with you.

Yours, Aileen Puhlmann

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

# Our vision.



*We support local projects that contribute to the improvement of social, economic and ecological structures – in parts of the world that are often disadvantaged in the global economy.*

**T**he concept of Lemonaid is the result of a social entrepreneurial approach that combines a non-profit purpose with an economic fair trade product from the food and drink sector.

## *The Lemonaid & ChariTea Foundation.*

The foundation supports NGOs and civil society organizations in various countries in the Global South.

We firmly believe that good entrepreneurial ideas exist all over the world, but a lack of access to resources often limits their successful implementation. Our aim is to contribute to a system that gives all people the opportunity to become economically integrated and entrepreneurial and thus to generate income.

With our approach, we want to show solidarity with people in the regions that are most affected by the negative effects of globalization.

## *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 on the global power structures in which we are active. We must always be aware of these enormous inequalities of power and opportunity. It can sometimes hurt to acknowledge and reflect one's own privileges – and even more so to renounce them where necessary. Since we are based in the Global North, but active in countries of the Global South, we refuse to accept that global power relations cannot be changed.

*Moving:* From the very beginning, our motivation has been to use the Lemonaid project to encourage others to become active themselves. We see ourselves as catalysts, addressing societal questions, raising awareness of them and ultimately aspiring to change them.

*Co-creative:* We cannot change the world 'drop by drop' on our own. We do it 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.

# Our focus.

*We firmly believe that good business ideas exist all over the world, but their implementation is often prevented by a lack of access to resources. We want to change that.*



**A**s is clear from our vision and mission, we see our task in contributing to a system that gives all people the chance to be entrepreneurial and to earn their own income.

We do not believe in one-size-fits-all solutions. Rather, we truly believe that local NGOs can best assess how positive change can be achieved in their communities. Our approach is therefore based on the promotion of regional projects carried out by local partner organizations, with the aim of strengthening their resources.

Against this backdrop, our key areas of focus are the result of the last six years of project work and reflect the status quo.

## *Our subject areas.*

Our project funding focuses on the following defined, interconnected areas: Education, access to finance, value chains and advocacy. In addition, our cross-cutting topics include the involvement of marginalized communities, gender equality and innovation. The climate and sustainable use of finite resources assume a vital role within our projects, without losing focus on entrepreneurship as the core of our work. These topics represent the current status of the projects funded so far and may of course change in the future.

### **VALUE CHAINS**

Growth, as we know it, tends to be exclusive and of little benefit to a large part of the population. The aim of this area is to therefore provide access to value creation and value chains for those who are often at the end of these global processes.

### **EDUCATION**

Many of our projects aim to educate people in a variety of ways on different topics. They contribute to inclusive, fair and high-quality education that enables people to make their own decisions and to understand the effects of their actions on their environment.

### **ADVOCACY**

Campaigning for a fringe group or a specific topic is necessary to potentially generate more support or funding, or to draw attention to an underfunded topic. Furthermore, advocacy work can be a necessary activity alongside the direct implementation of projects in order to ensure their success at a systematic level.

### **ACCESS TO FINANCE**

The term 'access to finance' aims at opening bank accounts for groups that are not yet part of the

official financial market or creating the opportunity for them to open an account. This constitutes one of the most important prerequisites for entrepreneurial activity, which subsequently has a major social impact on the surrounding society.

## *Cross-cutting areas.*

Cross-cutting areas are issues that we believe need to be addressed in order to make an integrated contribution to a fairer world. These do not necessarily have to be the only focus of a project, but can be tackled holistically and are linked to most topics.

### **GENDER**

We support projects that address structural gender inequalities.

### **MARGINALIZED PERSONS**

This area refers to projects aimed at groups who have been excluded from development initiatives in the past, such as indigenous groups or people with disabilities.

### **INNOVATION**

Innovation is the key to entrepreneurship. Projects that focus on a pilot project or try out new ideas, but also those that pass on previously obtained insights and share their knowledge – including knowledge gained through failure – are deemed innovative.

### **CLIMATE & RESOURCE MANAGEMENT**

Increasing the resilience of communities and regions to climate shocks, as well as promoting sustainable resource management are key issues when tackling the current global climate crisis and preserving future quality of life.

# Project countries.

Over the past three years, we have supported 30 local organizations and their projects in seven countries.

## OUR PROJECTS 2019 – 2021 BY SUBJECT AREA.

- 34 projects — Education
- 28 projects — Value chains
- 7 projects — Access to finance
- 6 projects — Lobbying

## THROUGH OUR 30 LOCAL PARTNER ORGANIZATIONS, WE HAVE ACHIEVED THE FOLLOWING:

- 4,887 people have received vocational training.
- 551 new small businesses have been founded.
- 1,467 people were able to increase their income.
- 813 people have found new employment in the project region.
- 9,744 people have expanded their entrepreneurial knowledge.
- 87 cooperatives\* have received support.
- 271 people were able to take out a loan.

\* A form of enterprise in which individuals unite to collectively pursue their economic, social and cultural interests. In the case of our project partners, this involves, for example, the joint procurement or processing of (raw) materials.

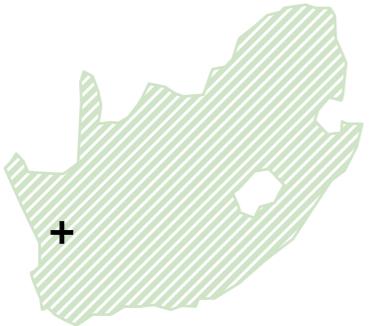


# Our project partners.

*As diverse as the projects we support are, they all have one goal: To sustainably improve living conditions on the ground. Here you can find all project funding of the last three years at a glance.*



PROJECT PARTNER		FUNDING AMOUNT 2019–2021
<b>LATIN AMERICA</b>		<b>€ 422,682.80</b>
Argentina	CEDEPO — Support for small farmers	€ 25,000.00
Mexico	Instituto Intercultural Ñöñho — Degree in Solidarity Economics	€ 84,150.70
€ 331,655.80	Tijiohtli — Promotion of Indigenous Young People	€ 90,737.20
	El Buen Socio — Sustainability in the honey supply chain	€ 70,591.40
	INSADE — Entrepreneurial independence for women on probation	€ 60,953.40
	PSYDEH — Network for indigenous women	€ 25,223.10
Paraguay	ProParaguay Initiative — Nursery at the wholesale store	€ 17,821.00
€ 66,027.00	Ecological Agriculture School San Juan — Organic Agricultural School	€ 49,027.00
<b>ASIA</b>		<b>€ 425,332.30</b>
India	Avani — Reviving traditional crafts	€ 41,881.70
€ 216,182.19	Jyothi Seva Kendra Trust — Women's empowerment through vocational training	€ 9,551.79
	GENVP — Candle drawing for economic participation	€ 92,485.70
	SOCEO — Smart promotion of women in Darjeeling	€ 72,263.00
Sri Lanka	Help for the Children — Diynilla Technical Institute	€ 44,478.00
€ 209,150.11	PEaCE — Combating the sexual exploitation of children	€ 44,655.11
	ECSAT — Training for people with disabilities	€ 69,593.10
	Sambol — A safe place for women	€ 50,423.90
<b>AFRICA</b>		<b>€ 887,488.34</b>
Rwanda	Friends of Ruanda — Center of competence for small & medium-sized enterprises	€ 19,500.00
€ 458,039.66	Teach a Man to Fish — Innovative student companies	€ 31,084.20
	Rwanda Sustainable Families — Women's loan program	€ 23,107.67
	Uyisenga Ni Manzi — Agricultural entrepreneurship	€ 126,253.20
	STAY Foundation — Network for local entrepreneurs	€ 39,698.50
	AJECL — Support for cooperatives	€ 47,684.60
	AIMPO — Ceramic training center	€ 77,149.19
	Hand in Hand Development — Initiative for autonomy	€ 93,562.30
South Africa	Bulungula Incubator — Fellowships for farmers	€ 77,131.80
€ 429,448.68	Nceduluntu — Project incubator	€ 92,881.00
	Keiskamma Trust — Keiskamma art project	€ 16,590.44
	SEED — Future perspectives in green agriculture	€ 73,167.26
	Indigo — Tourism project	€ 100,173.38
	Dream Factory Foundation — Digital education program	€ 69,504.80



**Region:** Nieuwoudtville, South Africa  
**Focus topics:** Education, value chains  
**Cross-cutting topics:** Marginalized persons, climate and resource management  
**Funding period:** 2019–2021  
**Funding amount:** 100,173.38 euro

# Indigo & Heiveld.

*Protecting biodiversity through gentle ecotourism.*



The organization Indigo and the Heiveld cooperative are long-standing partners of the foundation. In 2016, they achieved a major joint success. The Heiveld cooperative, supported by the Lemonaid & ChariTea Foundation and other partners, was able to set up a land purchasing campaign and thus acquire its own farm – something that is still largely reserved for white farmers in post-apartheid South Africa. Today, the cooperative wants to make use of the farm's natural potential and launch an ecotourism project.

In the Northern Cape, some 400 kilometers northwest of Cape Town, lies the Rooibos growing region of the Heiveld cooperative, founded in 2001. The aim of the cooperative is to support historically disadvantaged Rooibos farmers in increasing their income and obtaining direct market access. This cooperative is special and almost unique in the sense that 'coloured' farmers, who were not allowed to own land during apartheid, farm their own land.

As early as the 18th century, the local population was expropriated by white settlers. Even though a constitution was signed in 1834 prohibiting racial discrimination, most of the high-quality land had already been sold to white settlers. These rights were lost in the course of apartheid, and People of Color were now, to a large extent, pure labourers for the white farmers. Even with the end of apartheid in 1994, little has changed in the distribution of land. In 2016, almost all Rooibos producing land belonged to white, industrially-producing farmers, while access by non-white farmers constitutes less than two percent of the cultivated Rooibos areas. Due to the increasing demand for its high-quality, organic and fairly traded tea, the cooperative quickly reached its production limits after its foundation as the first Fair Trade Certified Rooibos cooperative. With the successful purchase of the Bloemfontein farm in 2016, each member now has a larger area at his or her disposal and the cooperative is in a position to ensure its continued existence.

The Heiveld cooperative has been supported since its foundation by the NGO Indigo development & change. Through its programs, Indigo is actively engaged in three areas: The preservation of biodiversity and sustainable use of natural resources, climate adaptation, and further training. In 2011 and 2014, the organization, in cooperation with the Lemonaid & ChariTea Foundation, already contributed to improving the infrastructure in the region for the Fair Trade farmers of the Heiveld cooperation by setting up solar lights and emergency water tanks.

Today, the cooperative wants to expand its sources of income. Only about 130 hectares of the entire 2,750 hectares of the farm are suitable for cultivation. This means that rooibos can only be grown here. The entire farm is a conservation area with a unique landscape and biodiversity: With around 9,500 species, it is home to one of the highest concentrations of plant species in the world. The cooperative wants to harness this potential and, with

the purchase of the land, has set itself the goal of establishing a gentle ecotourism industry supported by the community, from which the members also benefit economically.

*To achieve this goal, it is important to train members of the cooperative in ecotourism as well as to raise their awareness of it. This allows them to build sustainable livelihoods for themselves and their families, something which applies especially to younger members, who do not have their own land to grow Rooibos.*

In order to implement this plan, the members of the cooperative learn how to independently provide ecotourism services. English language courses, workshops on hospitality and tourism management are offered. The opportunity to learn from best practices is also an important component of the training program. For this purpose, visits are paid to established ecotourism projects in South Africa.

An essential part of the project is the preparation of the farm grounds for the new tourism endeavour in order to establish a rewarding link between gentle tourism, the protection of an exceptional landscape and the cultivation of rooibos. This includes the signposting of hiking trails, the further development of the tea house and the expansion of infrastructure. For guided tours on the farm grounds, field guides are trained who, in addition to their expertise in the region, have a deep knowledge of the ecosystem and sustainable tea cultivation, and can thus offer exciting tours. The topic of climate change is also on the agenda, and visitors are to be made aware of changes in nature and their own contribution to them. The cooperative will manage the tourist business on the farm itself and use tourism to build a further pillar in the communities that will help strengthen the region economically in the long term. In this way, communities gain independence from tea exports and climate change and can diversify their income.

The foundation is the sole sponsor of the project and thus supports all costs incurred in terms of infrastructure and further training. Through our long-standing partnership, we have witnessed the many changes that the individual projects bring to the community. With the land purchasing campaign, in addition to ensuring access to land, ecotourism has always been an important step for the future development of the farm. Now the time has finally come and we are very pleased that this project is being put into practice.



**Region:** Chiapas, Mexico

**Focus topics:** Education, value chains, access to finance

**Cross-cutting topics:** Innovations, climate and resource management

**Funding period:** 2019–2020

**Funding amount:** 78,497.20 euro

# El Buen Socio.

*Fighting the consequences of the climate crisis on a local level.*



**S**ince the beginning of 2019 we have been working with the Mexican organization El Buen Socio. The project in the southern state of Chiapas aims to support five beekeeping cooperatives in the sustainable cultivation of honey. The cultivation of honey offers great potential for a regular income. Maria Luisa Chavez, the co-founder of the organization, explains the idea.



“El Buen Socio sees beekeeping as dignified work and a profitable economic activity with countless positive effects on the environment and the fight against climate change. That’s why we invest in beekeeping projects and work together towards development

that will lead to better living conditions for beekeepers and their families. Mexico is the world’s sixth largest honey producer and the third largest exporter of organic honey. Bees, pollination and honey production play a key role in the conservation of biodiversity. Through the use of climate-friendly practices, beekeepers improve their productivity and their livelihood. In Chiapas there are about 5,000 beekeepers who manage some 160,000 hives. This makes Chiapas third in the country in terms of the number of hives, but only fourth in terms of production volume. As such, there is still untapped potential here.

In 2015 we financed our first cooperative of indigenous beekeepers in Chiapas. They needed operating capital to export their harvest to Europe in 2015. El Buen Socio provided them with financing tailored to their needs. Since then, we have been working with them, financing their activities year after year, supporting them in strengthening their organization and building a relationship of trust and employment over time. However, we have also seen their production volume decline during this period due to the negative effects of climate change. This has led us to draft a project that also takes into account the improvement of beekeeping management capacities and the innovation of practices as essential components in the fight against global warming.

Since then, El Buen Socio has provided beekeepers in the state of Chiapas with tools to develop entrepreneurial skills and finance sustainable activities.

During the intervention, we offer workshops on financial education, technical assistance to improve the production capacity of the hives and on resilience to climate change. Furthermore, participants receive training and advice on organic certification, access to flexible, customized financing as well as access to new markets, which is usually the most difficult link in the value chain. Results come in the form of higher production and better selling prices combined with an increase in family income and the preservation of natural resources. In the last three years we have collabo-

rated with more than 200 honey producers from various communities in Chiapas.

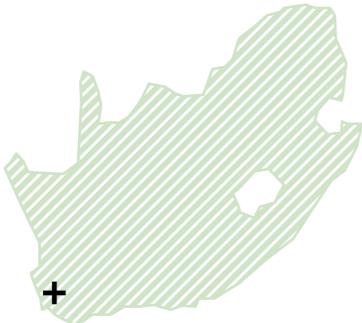
If everything develops as anticipated, the transformative results of such an intervention will come to full effect in about five years. In order to measure the real impact of pollination, the search for bee feed and improved livelihoods, we need to continue our support of the producers in the long-term.

*In a society where everyone wants immediate results, it is very difficult to find committed and patient donors who understand this.*

Honey prices are constantly changing, and beekeeping as an activity is very vulnerable to climate change. There are many external factors which are unpredictable and which can seriously affect the work undertaken in a given year. The only way to counter this is to strengthen hives and add value to their products, for example by certifying them as organic and exporting them to better paying markets. As with other raw materials, climate change has had the greatest impact on smaller producers.

*The most significant challenges that Mexican beekeepers are currently facing and which we are trying to solve with them are low productivity, low and fluctuating market prices and difficult access to ethical and fair markets/customers for small producers.*

Our project has been designed to address all these problems through theoretical and practical training and competence development, mentoring and the search for new potential business partners in order to facilitate relations between actors in the value chain. The plan is to achieve these goals in close collaboration with the producers, so that they automatically acquire the established processes and relationships and these remain in their possession long after our intervention. After all, the overarching goal of the project remains to make the producers agents of their own change.”



**Region:** Cape Town, South Africa

**Focus topics:** Education, value chains

**Cross-cutting topics:** Climate and resource management

**Funding period:** 2019–2021

**Funding amount:** 73,167.26 euro

# SEED.

*Holistically promoting resilience.*



**“** Resilience is the ability of a system – be it an individual, a forest, a city or an economy – to deal with change and continue to develop. It is about how man and nature can use shocks and disruptions, such as a financial crisis or climate change, to stimulate renewal and innovative thinking.”

*(Stockholm Resilience Centre)*

Resilience is a term that has become a buzzword in recent years. Areas of application range from the personal level to the social. But what does resilience actually mean and how can it connect the personal with the environment?

Seed is a small non-profit organization based in Mitchell's Plain, a neighbourhood of Cape Town that is struggling with various social issues and a youth unemployment rate of 60.2 percent. Embedded in this context, the organization has set itself the target of utilizing resilience in a holistic manner to open up new perspectives for young people to develop their potential. Their idea:

*“Contributing to city wide climate resilience through unlocking the potential in under-resourced- and under-employed township youth, growing their personal resilience and ability to transform their homes and neighbourhoods, and connecting them to livelihoods in the local green economy”*

This rather broad vision is effectively implemented through the 'Seeding Futures' program, which guides unemployed young people through a 19-week training course. The first step comprises various resilience modules, including a recognized permaculture design course and culminating in a one-month internship in a green company. During the permaculture design course, young people develop and implement independent projects in their neighbourhood that contribute to climate resistance. One example is rainwater harvesting systems, which were a vital adaptation process for some of the households in the face of the severe drought of 2018. Other approaches include gardens for medical use or regional waste management. An important aspect of this is not only the practical experience that the students gain, but also the great emulation effect in the community.

The 'Personal Resilience' module addresses questions on how to adapt to personal crises, difficulties and circumstances, with a focus on overcoming individual fears. The aim is to prepare participants to actively contribute to the green economy by increasing their self-confidence.

The green economy is a central theme of the internship that is completed at the end of the training course. Internships in organizations with a sustainable approach to their work enable learners to gain realistic and practical experience. Relevant internships range from a local organic vineyard to a solar energy provider, an arboretum or a farm.

*As the climate crisis hits the most vulnerable first, the primary objective is to strengthen the potential to meet these challenges within the local communities themselves, while increasing local income flows. In a region where 69 percent of people already live below the poverty line, this represents an opportunity to secure their livelihoods.*

The most important aspect is the emotional bond that develops between trainers, students and, above all, nature. The process creates an understanding of the link between social cohesion and healthy communities. The expansive garden on the campus of Rocklands Elementary School, where Seed is based, extends an invitation to reintegrate nature into the life of this community.



**Region:** Darjeeling, West Bengal, India  
**Focus topics:** Education, value chains  
**Cross-sectoral topics:** Gender  
**Funding period:** 2019–2021  
**Funding amount:** 72,263.00 euro

# Soceo.

*Digitalization in the Himalayas.*



Collective forms of cooperation such as cooperatives enable better prices, access to new markets and securities. Coupled with digitalization, they offer great potential for entrepreneurs from the Global South.

In Darjeeling, a region of India right at the foot of the Himalayas, transport routes are long, steep and arduous. During the colonial period, Darjeeling served as the retreat of the British as soon as things got too hot in Calcutta. The British quickly found out that the area is perfect for growing tea because of its cool and wet climate. Today, India is the second largest tea producer after China. Over the years, tea cultivation has become a major source of income for many people throughout the region. However, plantation workers are usually poorly paid and the working conditions are miserable.

At the same time, India is the country with the largest number of organic farmers in the world, most of whom are smallholders.

*While men seek opportunities for better-paid work in cities, it is mostly women who stay behind in rural areas and care for their families alone.*

They are often forced to work in poor conditions on the tea plantations and, at the same time, are responsible for the cultivation of their own fields, without the help of machines. The few products they have can only be sold at low prices to middlemen or on the local market. Women from the region are trying to make work more efficient: They gather together in collectives, grow crops in a way that produces greater yields and sell their goods together on the local markets.

Unfortunately, this is often not enough. The problem of the lack of further processing and refinement of goods persists. In order to be truly sustainable and to build a livelihood, women would have to take responsibility for the further processing of agricultural products themselves. In concrete terms, this means: They need space, machines and know-how. And this is precisely where the NGO project 'Society, Equity and Opportunity' (Soceo) comes in.

The term ICT (Information and Communication Technology) is widely used, and there is a great debate about the usability of ICT in social projects in the Global South. The term ICT describes various technologies that allow data and information to be collected, stored, processed, analysed and sent via smartphones, computers, the internet or videos. ICT is a significant contributing factor to digitalization. New technologies, especially in the field of information and communication, and their benefits should also be made increasingly available in the countries of the Global South. Access to information is often seen as a key to positive change and is intended to reduce global injustice and other related problems. However, scientists are not sure to what extent this chain of effects corresponds to reality.

Above all, there is big question mark concerning the usability and ultimately the real applicability of ICT solutions.

One project that shows how ICT can work is the online platform 'Amar Khamar' (in English: Your farm): A digital solution for improved market access for small farmers. In collaboration with women's cooperatives, the Soceo project aims to support and provide them with a better income. One of these cooperatives is Madhovita. Within the framework of the project, the women of the cooperative are trained in the use of various machines, such as an electronic rice mill, to be able to operate and maintain them independently in the future. Another important component is training in sustainable and ecological agriculture. In order to avoid the problem of long transport routes and reduce the associated dependence on middlemen, the platform sells indigenous rice varieties, spices (especially black pepper), dried mushrooms and tea, which were grown by the members of the cooperative. What's special about 'Amar Khamar' is that buyers have the opportunity to learn more about the product purchased, the manufacturers and the cooperative. The Madhovita cooperative is a hub for online sales and serves as a logistics and distribution centre. Nine women are already working here, who have been trained to independently operate the administration and sales tools.

So far, 300 small farmers from other cooperatives are part of the ambitious project. Many smallholders have lower production costs due to organic cultivation and increased incomes as a result of the direct sale of the products via the platform. Thanks to the positive response, the cooperative will be able to support even more smallholders and market a larger number of products.

# Project work in times of crisis.

*The global pandemic has highlighted global inequalities – and shown that it is the worlds' most vulnerable who are hardest hit.*



**I**n countries such as Mexico or India, more than half of the population are day laborers. For them, isolation means that they have no opportunity to work and therefore cannot feed their families.

For many people, staying at home just isn't an option. They are forced to work casual jobs to get from one day to the next. This means that they have to leave their home. Social distancing is simply not possible in many communities. As a result of the threat to global trade posed by COVID-19, workers' cooperatives, trade groups, local communities, self-employed workers and farmers are also particularly exposed to the devastating economic conditions. Many of our project partners, including Maria Luisa Chávez of El Buen Socio in Mexico, told us this at the beginning of the pandemic:

*"This pandemic will have the biggest impact on our producers, since the rural agricultural sector is already very weak. Marginalized communities have very poor hygiene conditions, no running water, and, more importantly, no access to health systems, either public or private. In the case of severe disease progression, the disease will therefore have fatal consequences for the population."*

Nevertheless, our project partners have continued to focus on solutions that make a positive difference. This is precisely where their strengths lie. Even though many planned project activities have been (and in some cases still are) lying idle and large parts of the project goals have changed massively as a result, we see that our project partners have been able to respond to the crisis with innovative methods from the very beginning, thereby making their communities more resilient:

The Jyoti Fair Works organization in Berlin sells masks online which are produced in India by our partners Joythi Seva Kendra Trust. The masks function as placeholders and are then provided free of charge to those in need in rural India. As the lockdown forced tailors and seamstresses to stay at home, the production of the masks secured their income and also contributed to local health.

In South Africa, migrant workers regularly return from cities to their communities, contributing to the spread of the pandemic to the most remote regions with poor access to the health system. Our project partner, the Bulungula Incubator in the Eastern Cape, has gone to the root of the problem. The healthcare system in the Transkai region is rudimentary, but a large number of people there suffer from chronic diseases and weakened immune systems that make them susceptible to the coronavirus. In cooperation with the local health authority, the Bulungula Incubator has implemented extensive Covid protective measures to protect these particularly vulnerable persons. For example, the local backpacker hostel 'Bulungula Lodge' was converted into a shelter and isolation venue at the beginning of the pandemic in

order to prevent infection. Other partner organizations, such as the NGO GENVP from the Bihar region in India, have been working to enable vulnerable groups access vaccination and healthcare whilst continuing with existing planned projects.

It became clear that many approaches and ideas proved their worth in the crisis. Our South African project partner SEED is more successful than ever with its 'Easy Peasy' project as a result of the corona pandemic. Their sets of vegetable seedlings are highly sought after as they give people in the townships of Cape Town the opportunity to grow their own food without much effort in times of irregular access to quality products.

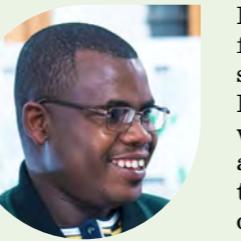
We were impressed by the creative work of the Keiskamma Trust in South Africa. The Keiskamma art project, located in Hamburg on the Eastern Cape, produces impressive textile, pearl and wire works, all of which are intended to contribute to the archiving of the collective memory of the Eastern Cape and to the preservation of oral traditions of the Xhosa culture. During the exhibition on 'Covid Resilience', they sold more than half of their exhibits and their work garnered them considerable attention. The centerpiece of their work – a 7.5 × 2.5 m embroidered tapestry – will be displayed from February 2022 in the Chandelier foyer of the Artscape Theatre in Cape Town. The work tells of the adaptation of the community to the pandemic situation, the changes it meant for their lives and their understanding of resilience.

# The power of images.

*What we've learned from working with local photographers.*



In September 2017, we met the Rwandan photographer Jean Bizimana through the Taking Pictures Changing Lives initiative. A lot has happened since then. Jean has accompanied us on several project trips in Rwanda over the last few years and has become a close confidant of the foundation. This means that he not only photographs for us, but also works as a translator on the side, advises us on difficult decisions and always inspires the team with new ways of thinking.



In the winter of 2019 we finally had the opportunity to show him our daily work in Hamburg. He spent a week with us in the foundation and accompanied distributors on their delivery trips. He captured this process on film and turned the tables at the

same time: While we usually travel as (mostly white) Europeans to the project countries and take our perception of things and impressions with us, Jean was able to show us how he perceives us and our work through his lens, from the point of view of a visitor.

Jean's visit and his 'Perspectives from Rwanda' were celebrated with an exhibition event of the same name. In addition to photographs taken in the context of the Lemonaid & ChariTea Foundation, Jean Bizimana also exhibited very personal works. Together with Eliphas Ntibizerwa, founder of Friends of Rwanda, one of our first local partners, we also talked about Rwanda and the local project work, and discussed the language and power of images.

An important anecdote borne of the evening, which will probably feature in our work for years to come, concerns the joint selection of the exhibited pictures. While planning the exhibition, we split the selection of the pictures between Jean and ourselves. The photographs of a banana beer producer already ensured an animated exchange between the foundation and Jean in the run-up to the event. From our point of view, the picture shows a Person of Color in dirty clothes kneeling, half of his body in a kind of 'mash', and looking up to the photographer from below. What went through our minds were questions such as: "If we are only allowed to select five pictures, is this picture representative of the work of the foundation? Doesn't this picture show exactly the kind of stereotypes we want to break down? A Person of Color doing hard physical labor and being photographed from above? Would we like to have our pictures taken in this way?" But Jean chose this precise picture for the exhibition: To him it was clear that the picture shows an entrepreneur going about his daily business: someone who, with the support of the foundation and the partner organisation Rwanda Sustainable Families, has built up his own beverage business, namely the production of banana beer. "Banana beer and lemonade, it's a perfect match."

Experiences like this mean we never stop learning. We are aware of the importance of context and the wealth of information and interpretations contained in images. It is our responsibility to establish context and it's important to be continually reminded of this by people like Jean.

That evening, Jean explained how he came to work with NGOs and why he supports the work of foundations:

"The Lemonaid & ChariTea Foundation was the first NGO I worked with. Generally speaking, I'm a photojournalist reporting on conflicts, current news and politics. In the past, seeing corpses was nothing out of the ordinary and I thought it was part of life. But after working with humanitarian organizations and seeing how they support people they don't know, I began to think that there was something missing in my life. For me, that something was love and compassion."

His latest project 'Mothers', the second part of his exhibition, is also linked to this insight. Jean spent his childhood in an orphanage in Rwanda. He didn't experience what it is that makes the relationship between mother and child so special. To capture this feeling, to examine it and make it visible to others, Jean visited mothers living in a broad range of circumstances, photographed them and asked them what motherhood means to them:

*"The reason I started the project 'Mothers' was to explore the true meaning of being a mother. After being adopted when I was 20 years old, it was very difficult for me to live with my adoptive family because I didn't know what it was like to live in a family."*

The project helped him to explore this special connection and to show how different and yet universal motherhood can be.

We still cherish this special evening and would like to repeat such an event format as soon as possible. Creating an opportunity to make the work we do for partners from the project countries more understandable by visiting and sharing their perspectives is a privilege we want to use to facilitate a closer exchange and to transport the work of the foundation to the outside world. Ultimately, the talks and pictures not only served as inspiration for us, but also for the numerous visitors, and raised questions and arguments that continue to accompany us in our daily work.

# Highlights of the last three years.

*The pandemic saw us supporting organizations with emergency funding for the first time – and politically fighting for our positions.*



**F**or the first time in the foundation's history, we were able to work with an intern from one of our project partners. This was made possible through the support of the project 'Plastic was yesterday' at the Stellingen district school in Hamburg. The two-month internship completed by Lisvy Ramos, a student at the Instituto Intercultural Nöñho as part of the Solidarity Economics program, was a truly intensive and enriching experience for everyone in the team.



"The opportunity to do an internship in a social organization like the Lemonaid & ChariTea Foundation seemed like a dream and was a huge opportunity – not only for me, but also for the Nöñho institute. If I had to sum up what I have seen here, it

would be something very similar to what we are always reflecting on at the institute: 'Buen vivir' (the good life). What we understand by this is that it is not only the product as a commodity that matters, but the effect it produces and the difference it makes.

*The Lemonaid & ChariTea Foundation is not only a form of work or the distribution of money. The work of the foundation goes far beyond that. For me, it represents a way of living, thinking and feeling, which is reflected in the commitment of the foundation's employees. It's palpable in the office during the many discussions that take place throughout the day.*

What happens in this office resonates in seven countries around the world. The hope of preserving the many ways of life that exist across the globe. For with every community that shows resistance, cultures, the wisdom of ancestors and, above all, lives are saved.

A special thanks to the team at the foundation for allowing me to share this time with you, during which I learned a lot from each and every person there."

## *The emergency fund.*

The Emergency fund is a facility that enables short-term support for existing partnerships. Unforeseen events (volcanic eruptions, floods, etc.) can make it difficult to achieve project goals. This fund will enable us to tackle such challenges and cushion the burden of additional expenditure.

### **HAND IN HAND (RWANDA)**

As a result of a volcanic eruption in Rwanda, which affected many beneficiaries of our partner Hand in Hand For Development, we agreed on an emergency payment of EUR 15,000. This has benefited nine of the worst-affected houses of

the program participants and has allowed financial support to reach the most severely affected small entrepreneurs.

### **AIMPO (RWANDA)**

Another project from Rwanda received additional funding: The AIMPO (African Initiative for Mankind Progress Organization), which supports the Batwa people through a pottery project. The project was originally aimed at marketing and selling their products. Covid slowed down activities, which meant that many of the participants from the cooperatives could not continue working. The funding will now be used to develop and build on existing skills by providing training and micro-credits to selected participants for setting up a small business.

## *It requires a legal framework.*

The German Supply Chain Act has been passed and finally places German companies under obligation. We got behind this goal by supporting the Supply Chain Law initiative with the #esliegttaufderhand campaign. The implementation of the law is a great success for civil society in the fight against irresponsible entrepreneurs and the lobbyists of big business associations. The Supply Chain Act therefore constitutes an important step forward, but still has many weaknesses: We've hit a milestone, but there is still a long way to go. Civil society must continue to fight for an even more effective supply chain law that applies to all companies in Europe.

## *EDITION-F Award: Ways out of the crisis.*

The German online magazine Edition F has honored 17 people who are committed to greater justice. One thing became crystal clear: The Corona pandemic has exacerbated social inequalities. In the search for people who are forging new paths and showing ways out of the crisis, our managing director Aileen Puhlmann was honored in the category of economy.

# What does power critique mean for our work?

*For the practical implementation of a power-critical approach in development cooperation.*



**T**here are no simple answers to the question of what it means to work in a power-critical manner. Power critique is more than a project management tool: It's an attitude. It's also the realization that the global system is unequal and that there are no power-free spaces in it. Ultimately, it implies a critique of the conditions that stems from these disproportionate circumstances.

The more we think about it, the more it becomes clear that we come across power structures everywhere in our environment: Parents have power and exert it over their children. In kindergarten, these structures are already forming among small children. At school, power is exercised by teachers, among others, and in the workplace by managers. No matter where we look, our society is made up of hierarchical systems.

## *Power critique in development cooperation.*

Power critique in international development cooperation is first and foremost the understanding that there is a power imbalance. It's often depicted as follows: On the one side stands the powerful, rich and dominant Global North and on the other the helpless, destitute and subordinate Global South. This image and its associated structure have existed for 500 years and are a clear consequence of Europe's colonial, imperialist conquest and the lack of decolonisation in the Global South.

The extractive world economic policy is built exactly on this old structure and prevents many countries from experiencing the necessary economic growth. This, in turn, means that dependencies continue to increase – because certain people and institutions profit from the status quo.

In our work, we recognize that the current development cooperation system is based precisely – if not exclusively – on these foundations, which we actively try to counter. Of course, this is much easier to implement in theory than in practice. First and foremost, it means constantly questioning yourself; sometimes interrupting a process in order to reconsider a potential, premature reaction. It also means checking them for socialized patterns of thought in order to reflect our own internalized processes. This doesn't necessarily make us fast, but it makes us thoughtful.

Glokal e.V. published the brochure entitled "The Fairytale of Equality. Power and Solidarity in North-South Partnerships" on this topic. The publication includes a self-critical list of questions to check one's own organization for internalized racism and feelings of superiority. This process is not easy, but it's become a firm feature in our organization. For example, if a project partner does not react immediately, acts in a demanding manner, or even

expresses criticism of us, how do we feel? We have to ask ourselves: Are we willing to accept criticism? Or do we immediately assume a breach of trust? And are we prepared to enter into talks and make concessions despite clear financial power? The answer is yes, because in the end, a power-critical approach means that we see ourselves as individuals as part of the system and reflect on a very personal level, before then acting on an institutional level. The process isn't without pain.

## *The three-way division of the world.*

"In addition to the hierarchical three-way division of the world into developing, emerging and developed countries, the dominant international and national institutions of development policy assume that developing and emerging countries are characterized by their lack of capital, lack of knowledge, and often backward social attitudes, cultures or traditions."

(Glokal e.V.)

For us, questioning this tripartite division as critical and inadmissible, interrupting one's own learned value processes and allowing new perspectives form part of a power-critical approach to our work with Southern organizations. This is reflected, among other things, in the representation of the organizations with which we work: We endeavour to renounce clichés and romanticized images of the continents of the Global South.

Especially when it comes to presenting images and conveying the context of our work, it should be a matter of telling new stories. The key is unlearning that good can only come from the Global North.

*It also means rethinking language and perhaps speaking more often of solidarity than of help, and not dismissing the business cases of partners as tackling poverty, but seeing them as start-ups – this is where a process of values takes place.*

In the end, however, a power-critical approach means commitment to a process that has no end, which requires constant learning and openness to reflection, which is often perceived as excess work. Through the privilege of being introduced to a host of innovative approaches through our partner organizations and discovering wonderful, inspiring initiatives, we never stop learning.

# Our team.

*The advisory board is an important source of help, supporting our foundation primarily in project evaluation.*



While our project partners implement the funded projects in the Global South, they are always in active exchange with the project coordination team of the Lemonaid & ChariTea Foundation in Germany.

In addition to the evaluation of project applications, the Foundation supports the development of its own impact measurement.

At the end of 2019, Aileen Puhlmann and Hanna Brüning received reinforcements to further improve this process:

## *Marina Kuch.*

Marina Kuch is now project coordinator at Lemonaid & ChariTea and has assumed supervision of projects in Asia. At the same time, she keeps a close eye on monitoring & evaluation and will be establishing a cross-project M&E system. In concrete terms, this means making the impact of our project partners visible and supporting them above all in measuring their results so that they can better represent their impact to the outside world in the future. Her work is driven by the desire to draw the right conclusions from numbers and systems. Before joining the Lemonaid & ChariTea Foundation, she worked for GIZ in India after completing her Master's degree in Development Economics at the University of Göttingen.



## *The Advisory Board.*

The Advisory Board represents an important interface between social business and the Foundation. It supports the work of the Foundation on a voluntary basis – especially in project evaluation – and is made up of six elected Lemonaid employees, alongside the Board of Directors and six external experts from the fields of development cooperation, social entrepreneurship, sustainability and with specific country expertise. The internal advisory board is re-elected every two years.

One of the most important areas of work of the advisory board is the selection of projects. This involves the evaluation of project proposals, which takes place in preparation for the advisory board meeting and after the project visits on site. In addition, the advisory board supports the Foundation in strategic questions.

The advisory board meeting takes place twice a year, bringing together the employees of the Foundation and the members of the advisory board.

### **THE EXTERNAL MEMBERS OF THE ADVISORY BOARD:**

- + *Markus Beckmann* – Professor of Sustainability Management
- + *Kirsten Ehrich* – Monitoring, Evaluation, Plan International
- + *Thomas Friemel* – Founder of enorm, Director of Kombüse
- + *Anke Luckja* – Director of Opportunity International Germany

# Impact as a topic.

*How do I actually measure what I do?*

*We asked our advisory board member Kirsten Ehrich, expert for Monitoring and Evaluation.*



*Kirsten, what exactly does M&E mean?*

M&E stands for monitoring and evaluation. In visual terms: You're looking for a destination for a hike and, in monitoring, you're just checking the map every now and then to see whether you're are still on the right path.

Evaluations, on the other hand, are somewhat more comprehensive than monitoring: You're checking if the hiking destination really was as great as you imagined it to be, if it impressed you in the long term. And whether the path you chose on the map was really the shortest or the most beautiful.

So, you're not only checking whether you've reached the intermediate points along the way and that you're still on the right path you chose at the beginning of the hike (= monitoring), but you're also taking a comprehensive look to see if the hike was fundamentally a good idea, from planning and reaching the end goal to its lasting impact.

In development cooperation, the hiking destination is to a large extent representative of the improved living conditions for the people in our partner countries.

*What does it mean to work in the field of M&E in an organization? What exactly are your tasks?*

I support my colleagues in setting specific objectives for their projects. When doing this, it's important

to find a balance between ambitious but also achievable goals. The objectives should be achieved over the duration of the project, under the given geographical and social conditions and with the respective resources.

Once we have defined the objectives in detail, we consult on the methods we can use to measure whether we have achieved them and which intermediate targets we have to pass on the way to achieving the objectives. We check the achievement of these interim targets with suitable measuring methods as part of regular monitoring.

For larger projects I organize interim or final evaluations. We share this assessment with our donors and public donors (for the sake of accountability). Besides accountability, what's especially important for us is also learning from evaluations. Evaluations, whether carried out externally or internally, together with an assessment of the strengths and weaknesses of our projects provide us with recommendations on how we can further improve our work. These recommendations are particularly valuable to all organizations.

*How important is M&E in development cooperation?*

The topic of M&E has become extremely important in recent decades. In comparison with other occupational fields, such as medicine, development cooperation is still a very young industry, which only emerged in the 1960s and took, as in every new field of activity, a few years of experimentation before a systematic measurement of effects became a matter of course.

At this time, it was still perfectly fine for non-profit organizations to write narrative reports to the donors, describing the activities carried out by the project, listing the expenses and leaving the rest to the logical conclusion of the reader.

In the 2000s, donors began to demand increasingly scientific data to prove specific successes. Since then, every major donor organization has demanded very precise target formulations and data collection or other objectively verifiable sources which prove that the target has been achieved. If the goals have not been achieved, they want exact explanations of why not.

*What role does M&E play in the project management of development cooperation projects?*

M&E plays an important role in project management, because M&E is not an end in itself. On the contrary, it is only really useful if it is used for project management and consulted at regular intervals.

If monitoring reveals that certain intermediate targets are not being met, the project management team should reconsider the objectives or the chosen path to achieve them.

*M&E and the measurement of impact often attract criticism. What are the problems associated with M&E?*

I believe that the two biggest challenges facing M&E are, on the one hand, obtaining sufficient resources for M&E and, on the other hand, meeting the demand for scientifically robust data.

Setting up a good M&E system costs time and money and requires specific knowledge. In donor-funded organizations, both staff and donors have an interest in keeping processes as lean as possible and getting as much money as possible to the target groups.

A good, high-quality evaluation for a larger project can come to around 20,000 euros. In absolute terms, this is a great deal of money that does not benefit the target groups directly, but rather indirectly – through learning. This can be very unsatisfactory for the respective sponsors of the project. This is why it is sometimes difficult to get a sufficient M&E budget approved by donors. Plus, you always have to make sure that the M&E budget is adequate in relation to the project budget.

Ultimately, the main task of non-profit organizations is to help people make their world a little better. As a rule, they do not want to create scientific theories or conduct basic research within their M&E system. Given that science is not the main activity, a good balance must be struck with the public, the scientific community and donors concerning how much scientific ambition is possible, necessary and proportionate in the M&E of projects.

# Finances.

*Our annual financial statements for the years 2019 to 2021.  
In compliance with German commercial law and supplementary  
provisions of the Statutes of the Foundation.  
In accordance with the categorization of the DZI.*

## Income.

In the years 2019 to 2021, Lemonaid & ChariTea reported an income of 4,337,607.29 euro. Most of this comes from the sponsorship of Lemonaid Beverages GmbH. We were also able to secure further donations from other sources.

## Expenses.

In the period from 2019 to 2021, the Lemonaid & ChariTea Foundation supported projects in India, Sri Lanka, South Africa, Rwanda, Paraguay, Mexico and Argentina with a total of 1,668,624.20 euro.

The funds always flowed to where they had the greatest impact: That is, exclusively into the direct implementation of local projects by partner organizations in the area.

With the exception of the first Corona pandemic year 2020, in which we were only able to carry out project support in a very limited framework for many reasons, the administrative and advertising costs amounted to 10% and 11% of the total expenses, respectively. Compared with the guidelines of the German Central Institute for Social Affairs, this is a very low proportion.

## Explanations.

The worldwide Corona pandemic has posed particular challenges to the Foundation's work. For the first time, the sponsorship revenues of the Foundation declined compared with a previous year and it was not clear at first how quickly the economic situation would recover. Despite the adverse circumstances, the Foundation was able to finance all ongoing projects to the extent intended. This was an important means of support for our project partner organizations in these already difficult years. Due to lower sponsorship revenues and high level of uncertainty, we decided against taking on new project commitments in 2020. The secure provision of the best possible support to all existing partners in this crisis was a priority. Fortunately, sponsorship revenues stabilized again in 2021. As such, a new call for proposals in mid-2021 will support many new projects in 2022. This is also the reason why we have generated relatively high reserves, which are now being reduced in a timely manner in accordance with the Statutes.

Anyone who would like to have an insight into the complete financial statements of the Foundation can find them at [info@lemonaid-charitea-ev.org](mailto:info@lemonaid-charitea-ev.org)

## Income statement.

For the period from 1 January to 31 December in the years 2019, 2020 & 2021 (in EUR).

	2019	2020	2021
<b>Income</b>	<b>2,284,454.54</b>	<b>858,359.11</b>	<b>1,194,793.64</b>
+ Sponsoring	2,256,469.76	844,513.85	1,189,239.55
+ Free donations	27,361.60	13,204.39	5,438.41
+ Taxable business operation	0.00	56.37	115.68
+ Other income	623.18	584.5	0.00
<b>Expenditures</b>			
+ Project support	- 748,120.15	- 329,859.34	- 590,644.71
+ Personnel costs	- 142,159.11	- 158,892.93	- 104,760.92
+ Administrative costs	- 27,654.69	- 17,016.82	- 10,970.79
+ Depreciation	- 1,811.00	- 888.00	- 531.00
+ Other	- 5,285.31	- 4,900.58	- 5,212.98
<b>Total surplus</b>	<b>1,359,424.28</b>	<b>346,801.44</b>	<b>482,673.24</b>
<b>Supply/Ed Reserves Balance sheet</b>	<b>- 1,060,000.00</b>		
<b>Result</b>	<b>299,424.28</b>	<b>346,801.44</b>	<b>482,673.24</b>

## Income statement.

By expense categories as defined by DZI (in EUR) for 2021.

	Actual 2021	Project funding (abroad)	Project support (abroad)	Marketing & public relations	Administration
<b>Project funding</b>	<b>590,644.71</b>	590,644.71			
<b>Personnel costs**</b>	<b>104,760.92</b>		47,084.99	25,044.00	32,631.93
<b>Depreciation</b>	<b>513.00</b>				888.00
<b>Other expenses</b>	<b>16,714.77</b>				
+ Marketing & general public relations				274.66	
+ Material expenses (rent, travel expenses, IT costs, etc.)			3,093.10		13,347.01
<b>Total 2021</b>	<b>712,651.40</b>	<b>590,644.71</b>	<b>50,178.09</b>	<b>25,318.66</b>	<b>46,509.94</b>
<b>In percent</b>	100.0	82.9	7.0	3.6	6.5
<b>In percent according to DZI scale</b>	<b>100.0</b>	<b>89.9</b>		<b>10.1</b>	

\*\* The personnel costs were split in accordance with the description of the employees' tasks, since the full-time employees of the registered Foundation are involved in project support/monitoring (50%) and administration and/or public relations (50%). In addition, these costs are used for administration and advertising, as well as the salaries for project assistants and interns, since they usually work 100% for communication.

# Real partnerships.

*Crises show us what really matters and how important strong partnerships are.*



It has never felt more difficult to make plans. If the work, like ours, is international, then the last few years have been very challenging. We had to rearrange everything, rethink our approaches and find new ways of communicating. Nevertheless, we have achieved a great deal. It was important to take time to look inwards. We could focus and organize ourselves and, above all, we realized what's important to us: Partnerships that really live. The large call for tenders means that an extensive phase of familiarization with new projects is on the agenda, which will define the year 2022. This is incredibly exciting, and again we acknowledge our privilege of being able to work with so many great organizations. We venture out on our first journeys since the pandemic and work on shaping our "new normal" – with a view to increasing resilience. We want to communicate the project contents even more effectively through our power-critical lens and use new formats to present the wonderfully innovative approaches of our partners, many of which came into being during the pandemic. In addition, we want to share our work with even more people, to network and help shape the discourse around so-called development cooperation.

What we know: As resources grow so will our team, so that we can produce even better work in a more reflective manner and of the sufficient quality. Once again, we are grateful for a resilient sponsorship model and our strong partner, Lemonaid

Beverages GmbH, which allows us to direct all our efforts into this important work. We will continue to develop our processes so that local organizations can be supported locally and are not dependent on North/South travel. To achieve this, we need to expand and make use of our local country-specific networks.

As always, we have a lot in the pipeline. At the same time, we're also aware that global thinking requires flexibility.

We very much hope that the year 2022 will give us and especially our partners a little more security. We are excited to see what it has in store for us.

*Your Foundation Team*

# Support.

*We welcome anyone who would like to support the work of the Lemonaid & ChariTea Foundation – whether with donations, funding or active involvement.*

More and more people are becoming active supporters of the Foundation by donating directly, contacting us via our newsletter and actively using their networks for the benefit of the Foundation.

You can support our work in the following ways:

*Donations:*  
IBAN code: DE71 4306 0967 2027 6856 00  
Swift code / BIC: GENODEM 1 GLS

The Lemonaid & ChariTea Foundation is recognized as a non-profit organization by the Hamburg-Nord tax office.  
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 a support circle!

*For more information:*  
[www.lemonaid-charitea-ev.org/en/support](http://www.lemonaid-charitea-ev.org/en/support)



# Abbreviations.

*We use gender-sensitive language in our written texts to reflect our goal of an inclusive and equal society.*

*AJECL* – Association de Jeunes de Saint Charles Lwanga

*Brand Ambassador* – Title used by Lemonaid for employees working as sales representatives

*CEDEPO* – Centro Ecuménico de Educación Popular

*e.V.* – registered foundation

*ECSAT* – Equality-based Community Support and Training

*GENVP* – Gramin Evam Nagar Vikas Parishad

*GmbH* – German abbreviation for Ltd (Limited company)

*INSADE* – Interculturalidad, Salud y Derechos

*NGO* – Non-governmental organization

*NPO* – Non-profit organization

*PEaCE* – Protecting Environment and Children Everywhere

*PSYDEH* – Psicología y Derechos Humanos

*RSF* – Rwanda Sustainable Families

*SOCEO* – Society, Equity, Opportunity

*UNM* – Uyisenga ni Imanzi

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When conveying  
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