



Press release

Donation of €50,000 in emergency aid for the Balkans

Fast, direct aid for children and families

<Bielefeld, July 24, 2014> In May of this year, the heaviest rainfall for over 120 years took a severe toll on many people in Bosnia, Croatia and Serbia, with an estimated 1.5 million people affected by the floods. As part of its active partnership with SOS-Kinderdorf e.V., Dr. August Oetker KG is contributing the sum of € 50,000 towards emergency aid for children and families in the Balkans.

Although no longer in the public eye, the people of the Balkans are still suffering from the effects of the recent severe flooding. It is estimated that reconstruction measures will take at least five years. The initial emergency aid measures are being coordinated by the SOS Children's Villages, which were not affected by the floods themselves. They are taking homeless and evacuated families into their homes and providing food, drinking water, medication and hygienic and sanitary items. As well as material aid, emergency daycare facilities are being set up in the affected areas. Here, SOS employees help the children to cope with the recent traumatic events by playing, singing and painting with them in a gentle, child-oriented environment. These measures are being financed by Dr. Oetker's donation, which will also be used primarily for mobile care teams, for building service centers for children and families and for renovation and reconstruction work.



The partnership

As well as supporting SOS-Kinderdorf's international emergency aid measures, Dr. Oetker is involved with the many SOS Children's Villages in Germany. Although Germany has a very high standard of living, more and more children are experiencing difficult family situations and neglect is no longer uncommon. With SOS-Kinderdorf e.V., Dr. Oetker has found a partner who can offer all the positive elements of a family life for many children.

In 2008, Dr. Oetker entered into a long-term partnership with SOS-Kinderdorf in order to support the organization's work. For instance, the company made available €1 million for the construction and maintenance of two houses in the SOS Children's Villages in Harksheide near Hamburg and pledged ongoing financial support for educational projects. When it was announced in 2011 that a large-scale kitchen was needed for the opening of a new SOS-Kinderdorf center in Bremen, Dr. Oetker provided the funds to purchase one. In addition, Dr. Oetker has been involved in the new SOS-Kinderdorf Gera in Thuringia since September 2013.

The partnership involves undertaking a variety of activities with the children and more and more national Dr. Oetker companies outside Germany are supporting SOS Children's Villages in their respective locations. Dr. Oetker's involvement is not linked to the sale of Dr. Oetker products. The only reference to the partnership comes in the form of a specially designed logo that can be seen on certain Dr. Oetker products.

Photo credits: SOS-Kinderdorf e.V.

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