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please visit

www.childhood.org
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Photos by Jerker Andersson



**Make Room in Your Heart
for Kids**

responsible business

CHILDHOOD
WORLD CHILDHOOD FOUNDATION

THE
REZIDOR
HOTEL GROUP



Childhood is for children

The World Childhood Foundation (Childhood) is a non-profit organisation dedicated to serving the most vulnerable children in the world: street children, sexually abused and exploited children, children trafficked for sexual purposes and institutionalised children, with a particular focus on girls and young mothers.

Mission Statement

The mission of Childhood is to defend the rights of children to a secure childhood, and in particular, to work for better living conditions for children at risk all over the world. Childhood wants to give all children the opportunity to develop into strong, secure and responsible human beings. The guiding principle for Childhood's work is the UN Convention on the Rights of the Child.

Welcome to World Childhood Foundation

It is a privilege to represent Sweden when traveling abroad. It is also a matter of great responsibility. On state visits as well as on less official trips, I try to learn more about the places I see and take a particular interest in the situation of children.

Sadly, I have been a witness to alarming developments, which is one of the reasons why I took the initiative to found the World Childhood Foundation. The goal is to promote the right of every child to its childhood and to work for better living conditions for children at risk.

Financial support plays an important role when it comes to finding a solution to these problems. World Childhood Foundation is a fundraising and grant-making organisation and I am personally involved in these efforts.

Naturally, we are not able to help everyone, but we hope to reach many children to achieve a noticeable difference. We do our utmost to contribute to greater awareness of how vulnerable children are suffering in various parts of the world.

A number of benevolent individuals, organisations and companies have joined forces to achieve a true improvement for the world's most vulnerable children. May we count upon your support and collaboration?



Silvia

Silvia

Queen of Sweden
and Mother of Three

Make Room in Your Heart for Kids

Rezidor's mission is to provide its several million guests each year with a comfortable and restful stay away from home. Childhood aims to help children who are abused and exploited and to ensure that they are given a safe and secure childhood, or simply put, a home. These parallel aspirations mean that Rezidor's support to Childhood is natural to who we are as a company and a corporate citizen.

Moreover, Carlson Companies, the owner of our main brands, has long been a generous supporter of the World Childhood Foundation and both have enjoyed a fruitful relationship. In keeping with our ambitions to align global strategies for our joint brands, it became an obvious choice for us to collaborate with Childhood, so we could associate with a charity organisation on a global level and thus achieve a greater impact.

As we move forward towards achieving our growth objectives, we will also continue our commitment to support children around the world and to provide them a safe home and a better childhood.



Kurt Ritter

Kurt Ritter

President and CEO,
The Rezidor Hotel Group



Pia Heidenmark Cook

Pia Heidenmark Cook

Vice President,
Responsible Business





Rezidor and Childhood – Fundraising Activities

Rezidor and its hotel brands have pledged to raise money for Childhood and its projects. Fundraising activities for the Responsible Business Action Month of September include organising a raffle or auction among employees and guests, implementing a “Children Helping Children” activity, creating a “Childhood Suite”, rounding up room charges on a specific date or organising a staff party with a childhood theme. Hotels will continue to collect money for Childhood throughout the year through locally coordinated events and activities.

The funds raised benefit the children directly

Childhood has offices in Berlin, New York, Sao Paulo and Stockholm. Each of Childhood's 14 co-founders has contributed 1 MUSD which covers administrative costs. That way, all the money donated goes directly to the children. Childhood is approved by the Swedish Foundation for Fundraising Control and as such, is monitored to fulfill all requirements for charitable purposes.

Prevention, intervention and education

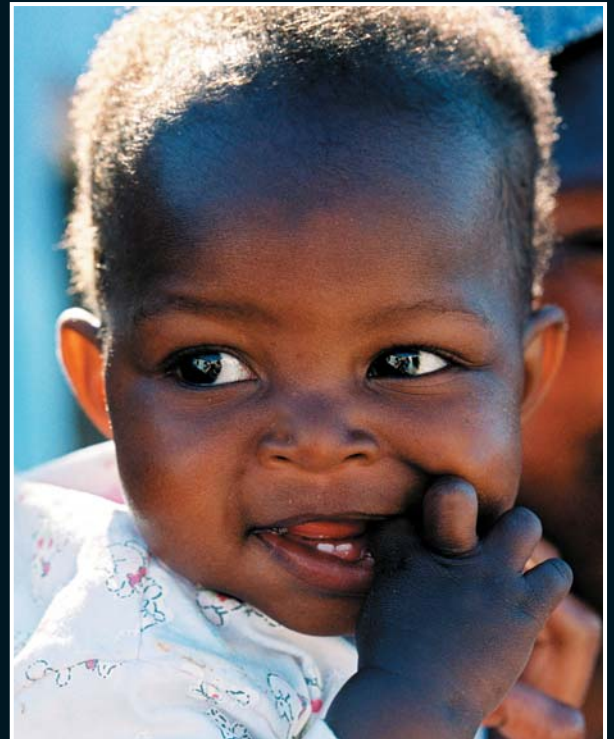
Childhood's working model focuses on:

- Prevention to reduce the risk of future abuse
- Intervention to stop ongoing abuse
- Education to teach methods and strategies to promote a life free from abuse

The hallmark of Childhood's projects is a deep and sincere involvement by individuals who are committed to helping children in need. To reach these goals, Childhood finds innovative projects and explores new ways to engage partners to aid children worldwide.

Project evaluation

Every project that seeks financial support from Childhood must fulfill important criteria in an evaluation process. Childhood identifies, evaluates and supports existing organisations and efforts that are aligned with its mission. Childhood's aim is to support projects more effectively by funding local organisations that work toward established goals and directly with children in need.



Examples of projects

Currently Childhood supports over 100 programmes in 14 countries, including Russia, the Baltic States, Brazil, Ukraine, South Africa, Thailand and also in Germany, Sweden and the USA.

- In Sweden, the Child House is providing a child-centered approach to evaluating and treating abused children.
- In China, Half the Sky Foundation is supporting orphans in 31 provinces through China's Blue Sky Plan, promoting better living conditions with an established Better Practices model.
- In Russia, the MiraMed Institute operates the Moscow Child Rescue Project, which is directed towards displaced and trafficked children.

Vulnerable children

Through the projects, Childhood helps address a range of problems facing children at risk. Online abuse is increasing based on children's access to virtual communities where predators are hard to identify. Street children are particularly vulnerable because of lack of shelter and access to basic needs. Most of the children who are abused come from conditions of social, economic and psychological poverty, and the issues of abuse can be socially complex and difficult to deal with. It can also be a challenge to make people listen. However, if we do not confront the problems we deny their existence. Help cannot be given to abused children unless the problems have been acknowledged. Childhood is helping to break a vicious cycle of abuse by providing information, therapeutic support and direct services to children in need.

A child's right to a childhood

Everyone has the right to a happy childhood. And, every child has the right to security, happiness and curiosity about life while developing socially and emotionally. Today, too many children are deprived of these fundamental rights. We need your help in giving more children a childhood.

Gunilla von Arbin

Secretary General,
World Childhood Foundation

