

Ole Kirk's Fond 2021

Annual Summary



Ole Kirk's Fond

We have a
duty to manage
what is
entrusted to us
to the best of
our ability

Contents

	Preface	4
	About Ole Kirk's Fond	6
	The year in figures	8
	A tour through 2021	10
	Mary Elizabeth's Hospital	12
Funding areas	Social area	14
	Humanitarian area	20
	Church and culture	22
	Education	23
	Locally – Billund	24
	COVID-19	26

Preface

“

We believe that the children themselves and their families often have useful ideas on how to solve their problems.



In Ole Kirk's Fond, we have a special focus on contributing to projects which advance the quality of life for children and their families – particularly those who are vulnerable. We believe that the children themselves and their families often have useful ideas on how to solve their problems. That is why we prioritise involving them when entering into co-operation with others to support various initiatives.

In 2021, Mary Elizabeth's Hospital – Rigshospitalet for children, teens and expecting families – entered a new phase that focused on enhancing the user experience at the coming hospital in Copenhagen. Ole Kirk's Fond granted a further DKK 85 million specifically for this purpose. Our mutual ambition is for Mary Elizabeth's Hospital to break new ground, creating space for family life in a safe and homely atmosphere. For this reason it has been important for us from the beginning to develop this hospital in co-creation with the people for whom it is being built: Children, young people, expecting mothers, their families and staff.

We have also had a keen ear for children's voices in the development of projects in the Foundation's social area, where, among other needs, we focus on the children of parents suffering from mental illness and children of families living with violence.

In 2021 we launched a five-year partnership with Børns Vilkår (Children's Welfare in Denmark) and Psykiatrifonden (a private organisation supporting people with a mental illness) with the joint ambition of supporting children, whose mother or father suffers from a mental illness. In the course of the year the partnership published two reports on the website, spørgmere.dk (Ask More.dk). The reports are based on a number of children's surveys, in which children have shared their experiences and expressed their thoughts on how we can improve our help for children whose parents suffer from a mental illness. The children's input also contributes to the thinking behind the partnership's political recommendations.

Several projects have been launched to help the thousands of children who grow up in violent homes. In the course of the year we have activated funds from the 'stop vold mod børn' funding pool (Stop violence against children), which was established in co-operation with Mødrehjælpen (Danish Mothers' Aid) at the start of the COVID pandemic in 2020. In this partnership we aim to alleviate the consequences of the escalating violence in Danish homes. The projects were developed based on a children's panel, which points out what the needs are of children living with violence and what kind of a helping hand they are looking for.



“

The ability of Ole Kirk's Fond to react quickly when a crisis strikes builds on long-standing partnerships and co-operation.

2021 was a year in which COVID-19 continued to tighten its grip on Danish society, leading to more closures. There had been an increased despondency among children and young people, and now also the risk of losing out on learning – particularly among vulnerable children. A new COVID funding pool was therefore established at the beginning of the year with the aim of helping to reignite children's interactions and mitigate the loss of learning among the most vulnerable children in our society. It has been an inspiration to see how organisations and keen enthusiasts in all parts of Denmark have yet again pulled out all the stops to adjust to a difficult situation in order to benefit children.

The ability of Ole Kirk's Fond to react quickly when a crisis strikes builds on long-standing partnerships and co-operation. In August, too, a completely extraordinary situation arose: Afghanistan faced a humanitarian crisis when the Taliban took over control. There were reports of assaults, civilians were killed and many more injured, and there was a shortage of all kinds of supplies when the country collapsed. The strain on the hospitals was extraordinary, and the ruined infrastructure made access to vital supplies even more difficult in a country already struggling with a serious drought. In the course of just a few days, Ole Kirk's Fond

managed to help alleviate the humanitarian crisis with an extraordinary DKK 50 million grant to the Afghan people through the foundation's partner over many years, the Red Cross.

The total sum of our 2021 grants was DKK 292 million. We hope that this report gives both an overview and an impression of the projects and initiatives supported with funds from Ole Kirk's Fond in the course of the year. We look forward to continuing to support local enthusiasts and communities as well as organisations which share our ambitions in order – together – to create a safe environment, greater wellbeing and better opportunities for children to develop.

Karin Skjødt Hindkjær
Managing Director

Kjeld Kirk Kristiansen
Chairman of the Board

Billund, February 2022

About Ole Kirk's Fond

We improve quality of life for children and their families

At Ole Kirk's Fond we aim to support children and their families, to help children off to a good start in life, giving them a better chance for positive development in their future. We are particularly focused on vulnerable children and their families without forgetting our broad, preventive efforts to strengthen children's well-being and their opportunities for development generally.

We value our long-term co-operation with other organisations; together we are stronger

Ole Kirk's Fond is an application-based foundation, and we support many different types of projects to benefiting children and their families. We also develop large projects in co-operation with our partners.

Mutual trust is a precondition for our work – irrespective of whether the project is large and complex or a small donation for people with something special at heart.



Roots in the LEGO® business

Ole Kirk's Fond is a charitable foundation established in 1964 in memory of the LEGO® founder, Ole Kirk Kristiansen, to make Billund an attractive place for LEGO employees and their families.

We still support keen local initiative takers and communities in and around Billund but focus particularly on creating safe surroundings, wellbeing, and opportunities for development for children throughout Denmark. On a global level we support humanitarian aid through Danish partners.



Our foundation

Mission	Inspire and develop the builders of tomorrow									
Aim	To improve quality of life for children and their families – primarily in Denmark									
Goals	The child To support the child’s ability and pre-conditions for a positive development in life			The family To support the close relationships that promote the child’s wellbeing			The community Subsidise initiatives which promote positive communities and experiences for children			
Values	Imagination – Creativity – Fun – Learning – Caring – Quality									
Spirit	We have a duty to manage what is entrusted to us to the best of our ability									
Support areas	Social					Humanitarian	Locally in Billund	Education	Church and culture	Mary Elizabeth’s Hospital
Focus	Children living with domestic violence	Children living in families with addictions	Children in families with mentally ill relatives	Babies and toddlers in vulnerable families	Children not thriving	Funds via Danish partners	Local initiative takers and communities	Scholarships for pedagogy students	Projects developed for children	Separate programme

LEGO® and KIRKBI employees make the grants possible

Common to all the grants is the fact that they are made possible by the profit the employees of the LEGO® Group and KIRKBI help to generate.

The total sum of grants primarily consists of funds from the LEGO Foundation, as well as funds from the Kirk Kristiansen family's holding and investment company, KIRKBI A/S, and investment return from the original capital of Ole Kirk's Fond.

Funds from the LEGO Foundation
(25% ownership of LEGO Group)

Funds from KIRKBI A/S
(75% ownership of LEGO Group)

Investment return
from original capital of Ole Kirk's Fond

Ole Kirk's Fond

We support projects and enter into partnerships, where working together makes us stronger, enabling us to improve quality of life for children and their families.



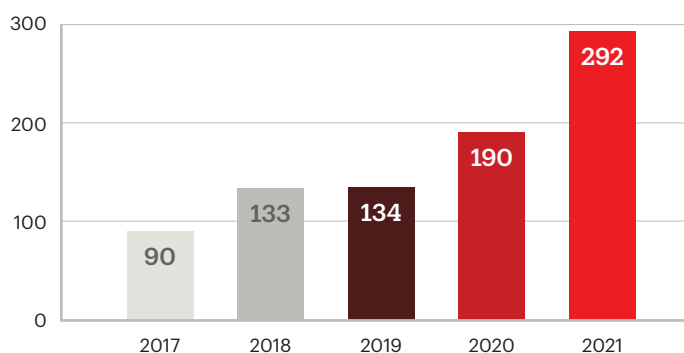
The year in figures

Distribution level 2021

292
million DKK

Distribution level 2017–2021

million DKK



Social

208 million DKK



Humanitarian

55 million DKK



Church and culture

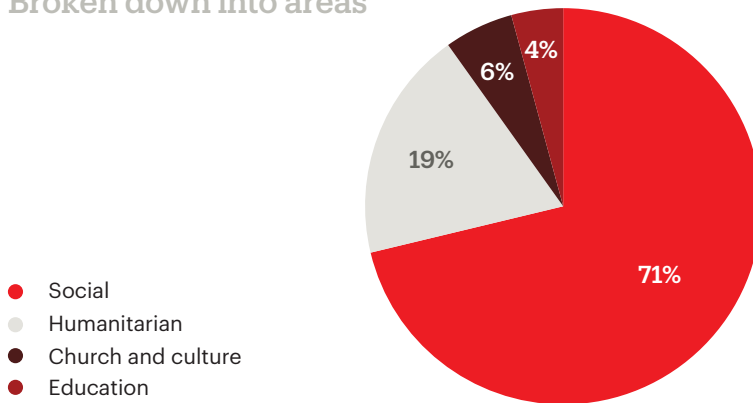
16.5 million DKK



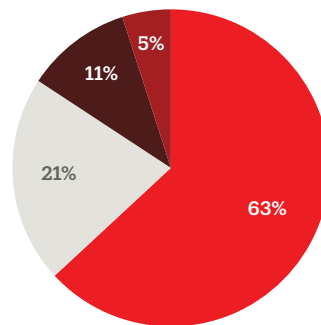
Education

12.5 million DKK

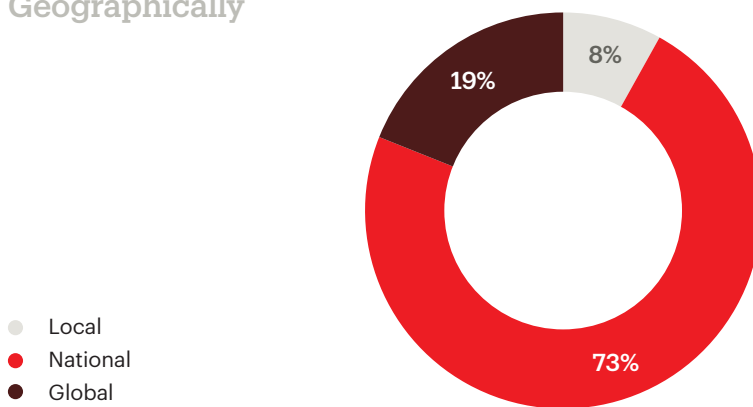
Grant distribution 2021 Broken down into areas



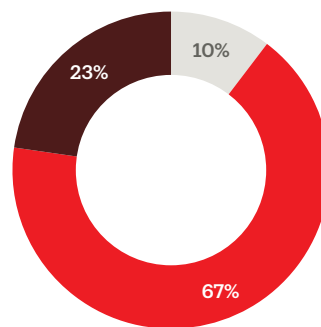
Average grant distribution 2018–2021



Grant distribution 2021 Geographically



Average grant distribution 2018–2021



Number of applications

608



Approved applications

186

A tour through 2021



January

A new COVID funding pool

An open pool, offering organisations throughout Denmark the opportunity to apply for funding for assistance in limiting loss of learning for vulnerable children and to reignite children's social interaction.

→ Page 26



April

Official ground-breaking ceremony for Mary Elizabeth's Hospital

In April the ground was officially broken for a new, innovative hospital.

→ Page 13



May

Enhancing user experience at Mary Elizabeth's Hospital

Ole Kirk's Fond supported Mary Elizabeth's Hospital with an additional DKK 85 million, dedicated to the enhancement of the user experience at the hospital.

→ Page 13

March

Ole Kirk's Fond connects with LinkedIn

www.linkedin.com/company/ole-kirks-fond



May

Distribution of 2,100 backpacks to children at crisis centres

In co-operation with the Mary Foundation and LOKK (the national Danish association for women's refuge centres), 2,100 backpacks were packed for children at crisis centres. The backpacks are used in connection with efforts to address the experiences and traumas of children living with violence.

→ Page 16

May-June

The first virtual School Olympics

30,000 pupils from classes 0-8 around Denmark enjoyed each other's virtual company in connection with The Virtual School Olympic Games. The schools competed for three weeks, and the games culminated in a final virtual show transmitted from our home town, Billund. The Foundation will support Billund Local Authority as host of the games up to and including 2024.



June

Strandbakkehuset inaugurated

Strandbakkehuset – the first hospice for children in Western Denmark – was officially opened. Now a greater number of seriously ill children and their families can find alleviation, care and an increased quality of life at a difficult time. Building Strandbakkehuset was made possible through donations from a number of foundations, companies and private persons.



June

'More questions – fewer worries'

This is an approximate translation of the caption on the Ole Kirk's Fond's partnership with Børns Vilkår (children's welfare in Denmark) and Psykiatrifonden – announced in 2021 when the partnership's first two joint reports and recommendations were published. The partnership works jointly to ensure that children whose fathers or mothers have a mental illness, quickly get the right help, reducing the risk of the children themselves developing a mental illness in the future.

July

A breathing space and holiday memories

Ole Kirk's Fond has supported holiday camps for vulnerable children for over 10 years – and 2021 was no exception. Several hundred children attended holiday camps, giving them some much-needed breathing space in friendly and safe surroundings. The holiday camps are arranged by competent organisations and their many volunteers who want to make a difference.



August

Extraordinary donation to Afghanistan

Afghanistan was facing a chaotic, humanitarian crisis when the Taliban took over power in the country. Quick action was needed, and an extraordinary donation of DKK 50 million was made – through the Red Cross – to help the Afghan people.

→ Page 21



November

Award-winning

Ole Kirk's Fond and M2 Film won silver at the Cannes Corporate Media & TV Awards in the 'Medical Films' category with a film about the coming Mary Elizabeth's Hospital.

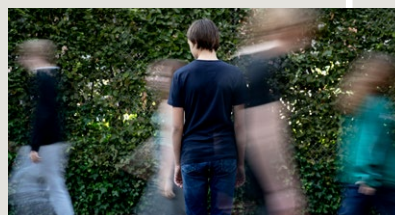
→ Page 13



June

Children's voices at Folkemødet

Ole Kirk's Fond supported two debates at Folkemødet, an annual national, civic meeting. Psykiatrifonden (the Danish psychiatry foundation) arranged a debate on the theme: '310,000 children live in families with mental illness: Where's the help for these children?'. TUBA (a therapy organisation for young people from families with substance abuse) and Mødrehjælpen (Danish Mothers' Aid) debated how to help children from families with substance abuse or living with violence. Children and young people participated in both these debates and contributed with their experiences and opinions.



September

Are you okay?

Mødrehjælpen launched a new helpline for children living under the threat of violence. At the website erduokay.dk (Are you okay.dk) children are offered help and a chance to reflect on their own situation in the light of other children's stories.

→ Find more information about our efforts against violence and about this project on page 15



December

Christmas in our hearts

Once again, a grant was made to help low-income families over Christmas through our competent Christmas aid partners. The children have a lovely Christmas experience with their families – and in addition this aid serves as a door-opener to the organisations' other benefits.



Mary Elizabeth's Hospital

Riget for children, teens, and expecting families

Ole Kirk's Fond, the Capital Region and the Rigshospitalet have joined forces to build a ground-breaking hospital to set completely innovative standards for hospital stays for children, teens, their families and expecting families.

Funding by Ole Kirk's Fond

Ole Kirk's Fond contributes approximately one third of the partnership's total project budget – DKK 700 million – including DKK 85 million to develop user experience. In addition to financial support, Ole Kirk's Fond contributes the skills and capabilities we have in the Foundation and in other parts of the LEGO® ecosystem of which the Foundation is part.





Living every day – also when we're sick

Mary Elizabeth's Hospital is an innovative hospital where new ideas will be implemented to form a cocoon around the family's life and needs at a vulnerable time. With world-class research and highly specialised staff, children, young people and expectant mothers will receive treatment at the highest international level – and all in an atmosphere where play and joined-up care enhance the quality of life before, during and after a stay at the hospital.

The new hospital will emphasise:

- A safe and homely atmosphere.
- Specialists coming to the patients – not the other way around.
- An attitude of play.
- Sharing, inspiring, and finding new knowledge about the best and most ground-breaking treatment.

Facts



How big will Mary Elizabeth's Hospital be?

60,000 m² distributed over 7 storeys and technical services on the 8th storey.



How many staff?

The hospital will have approx. 1,200 employees.



How many single rooms, outpatient clinics and operating theatres will there be?

The hospital will have 179 single rooms, 79 outpatient clinics and 15 operating theatres, etc. – and will be able to house 900 patients and their families.



Where is Mary Elizabeth's Hospital located?

The hospital is part of Rigshospitalet in Copenhagen and will be erected as a new building alongside the present Rigshospital.



When will Mary Elizabeth's Hospital open to patients?

2019	2021	2024	2025
Preparations for the building work	Building work started	The building will be finished	The hospital is expected to be ready to receive its first patient



DKK 85 million to enhance user experience

In 2021 Ole Kirk's Fond donated an additional DKK 85 million to enhance user experience at the hospital so that we – and our partners – can ensure the best possible quality of life for patients and their families.

One of the essential approaches to creating a positive user experience is to involve the people it is all about, and that has been our ambition from the outset of the project. Patients and their families as well as hospital staff have shared their experiences and dreams for the coming hospital.

In 2021 Mary Elizabeth's Hospital entered a new phase where focus increased even more on co-creation involving users. In addition to ongoing testing within Rigshospitalet's existing framework, the extra grant from Ole Kirk's Fond, among other purposes, will be used for testing new solutions in a 1:1 model set up in a small section of the hospital building run by Rigshospitalet. Here patients, their families and staff will be testing work processes, designs and how to tackle arising situations until everything is sufficiently robust to be implemented at the new hospital.



Short film and postcard greetings – an award

In 2021 we launched our first short film and film postcard greeting. In the film we move behind the scenes of Mary Elizabeth's Hospital and gain an insight into the thoughts and plans that went into the project about to become a world-class hospital for children, young people, expectant mothers, and their families. Ole Kirk's Fond and movie company, M2 Film, were behind the short film, and this autumn we were able to celebrate that the film about Mary Elizabeth's Hospital was awarded the Silver Prize at Cannes Corporate Media & TV Awards in the category 'Medical Films'.



Building work has begun – official ground-breaking ceremony

In April two children, both previously patients at Rigshospitalet, helped to break the ground for the new hospital and thereby marked the official start of the building work. Since then work has been going on at a pace in the western part of Rigshospitalet's site with the aim of the building being ready in 2025, as planned.



Social area

We are focused on vulnerable children and their families without forgetting our broad, preventative efforts to strengthen children's wellbeing and their opportunities for development generally.

Five areas of focus

The social area has a special place at Ole Kirk's Fond and is also the main funding area.

The Foundation has five focus areas with causes we particularly aim to support. We often do this through long-term co-operation and partnership with other organisations, where working together makes us stronger. The five focus areas are:

- Children living with domestic violence
- Children living in families with addictions
- Children living in families with mentally ill relatives
- Babies and toddlers in vulnerable families
- Children not thriving



Children living with domestic violence ...

... was chosen as the focus for 2021. Violence is a widespread problem in Denmark, and an estimated 2-to-4 children in every school class suffer violence from near relations. At Ole Kirk's Fond we wish to help prevent violence against children – and to initiate efforts to find and help these children.

The 'Stop violence against children' funding pool

The Corona crisis and the many shutdowns of the past two years have had serious consequences for children living with violence in the home: The violence has increased in frequency and severity – which is why we entered into a partnership with Mødrehjælpen back in 2020 and set up a flexible funding pool.

In 2021 the following programmes were initiated with funding from the pool:

1

An extension of the programme, '**Ud af voldens skygge**' (Out of the shadow of violence) was initiated to make it possible for children living with violence to attend special series of individual therapy and group therapy sessions.

2

A children's survey to discover the consequences of COVID restrictions on children living with violence. This work resulted in recommendations for decision makers and professionals on how best to help the children.

3

Eye-level communication directly with children is an important tool for tracing children living with violence. It was for this reason that Mødrehjælpen joined the platform, **erduokay.dk** – which now also includes information about violence and assistance for children living with violence. Here, children can reflect on their own situation while discussing the lives of other children and acknowledging their own feelings and experiences. They can also write directly to a Mødrehjælpen support person and receive help and support from that person.



4

Mødrehjælpen and Red Cross Youth also started to work together to teach those of their volunteers who are in touch with vulnerable families, what to watch for and how to become aware of and help children living with violence.

5

New forms of therapy discussion groups: The first children's surveys did indeed highlight a need for various types of efforts to allow Mødrehjælpen to reach more children living with violence. Consequently, two new series of group sessions were established:

- **Virtual chat groups** for 11–15-year-olds experiencing violence, who do not have a network of contemporaries against whom they can measure themselves. The 'virtual meeting' format is also an advantage for those living at a distance from the advice-service centre in question.
- **Outside group sessions** were held in the open air – experiencing nature – for children living with violence, who find it difficult to fit in with the group sessions of 'ordinary' children. These could be children who are very outward-reacting, for example, who cannot sit quietly for any length of time and concentrate.

→ **Grants from the 'Stop vold mod børn' pool (Stop violence against children) i 2021: DKK 7,258,536**

The partnership with Mødrehjælpen continues up to and includes 2022.

Help for children at crisis centres

For a number of years we have supported projects to help children at refuge centres for women in various parts of Denmark – to ensure the children are seen, heard and helped. It is just as damaging for a child to witness violence between its parents, as it is for the child to suffer violence itself – that is why all children at refuge centres must be helped.



FACE:IT – working with children's feelings after violence

Ole Kirk's Fond has given financial support to Esbjerg Krisecenter (Esbjerg refuge centre) to continue to develop its therapeutic dialogue tool, FACE:IT, with a view to adjusting it to the needs of children at refuge centres. Children who have experienced violence can find it difficult to put words to their feelings. FACE:IT is a dialogue tool to facilitate talking about what hurts and is difficult to talk about. Work based on the experience from Esbjerg Krisecenter will then be rolled out to 10 refuge centres in southern Denmark.

→ **Grant of DKK 498,672** to Esbjerg Krisecenter.

A backpack with essentials – a little help at a difficult time

Since 2008 Ole Kirk's Fond, together with the Mary Foundation and LOKK (the national Danish association for women's refuge centres), has distributed over 30,000 satchels for children who arrive at a refuge centre with their mother. When they arrive, they are given a satchel with toiletries, books and toys. The satchels are helpful at a practical level as children often arrive with nothing. But they also function as a pedagogical aid for the staff to enter into dialogue with the children about their experiences. In 2021, 2,100 backpacks were sent to the country's refuge centres (also in Greenland and the Faroe Islands). The distribution of satchels is organised in co-operation with LEGO Charity, where the satchels are packed by retired LEGO employees.

→ **Grant of DKK 3,000,000** over three years to the Mary Foundation.





A better start to life – without violence

A very early, preventive effort is all-important in ensuring that no child grows up with violence. Violence against pregnant women can have significant consequences for the unborn child.

In 2020, the Mary Foundation set up the project 'Sammen uden vold' (Together without violence) in co-operation with, among others, the Østifterne Foundation and Amager Hospital and Hvidovre Hospital. Here, midwives screen pregnant couples for signs of violence in order to offer help very early on. This helps not only the couples, it also gives the unborn child a better start in life.

In co-operation with the Mary Foundation we now want to expand this programme to health visitors in the entire country, encouraged by the positive experience gained from 'Sammen uden vold':

- Health visitors will screen for signs of violence in the families with whom they come into contact through home visits in the course of the child's first two years of life.
- Staff will be trained in how to proceed with the families living with violence that are identified through screening.

→ **Grant of DKK 5,300,000** over a period of three years to the Mary Foundation.

We wish to enhance children's wellbeing and development opportunities

Listed below is a range of diverse projects in the social area for which Ole Kirk's Fond has granted funds in 2021. These projects are in support of our five chosen focus areas or they represent initiatives that enhance wellbeing in the social area generally.



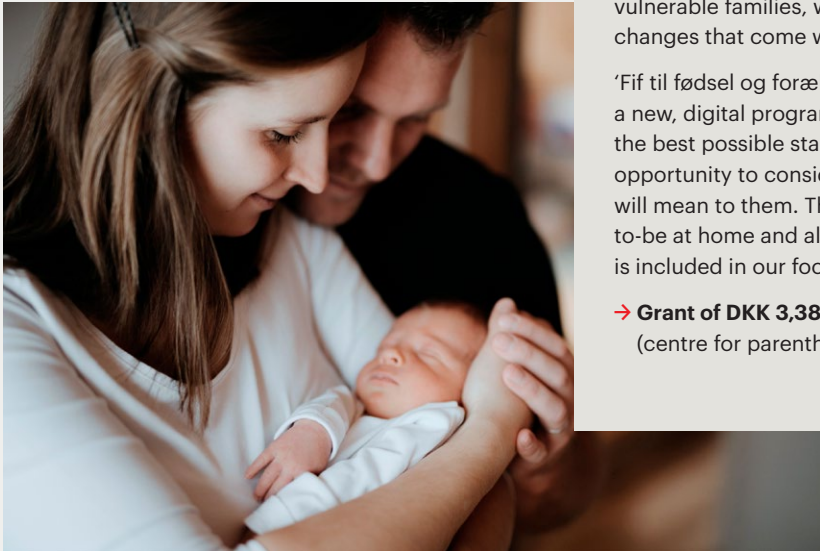
A helping hand

Ever since the Foundation was established it has been its particular aim to support projects that extend a helping hand to vulnerable and low-income families.

For many years, Ole Kirk's Fond has supported children's opportunity to take part in leisure activities and to go away on holiday, just as we have also been contributing to Christmas aid, aid in connection with confirmation and school start aid. In 2021 we entered into co-operation with Foreningen til Støtte for Mødre og Børn (Association for the support of mothers and children). By distributing aid to single-parent families, this organisation helps to give children access to some of the things that many other people take for granted. The aid is distributed for:

- Leisure activities.
- The purchase of equipment – for example, in connection with starting continuation school.
- The purchase of, for example, furniture or other items to make the home a safe base for the child.
- Marking holidays and celebrations – for example, birthdays or Christmas.

→ **A grant of DKK 500,000** for Foreningen til Støtte for Mødre og Børn.



Advice for childbirth and parenthood: The best possible start to life

Many new parents feel unprepared for handling the practical aspects around the newborn – and generally do not know what to expect. This creates uncertainty, which in a worse-case scenario can lead to a lack of wellbeing in the child. These problems are most pronounced in vulnerable families, who can find it even more difficult to deal with the changes that come with having children.

'Fif til fødsel og forældreskab' (advice for childbirth and parenthood) is a new, digital programme with the overall purpose of giving all children the best possible start in life. The aim is to give parents-to-be an opportunity to consider, ponder and understand what becoming parents will mean to them. The programme will be available both to the parents-to-be at home and also in their meetings with professionals. This project is included in our focus area 'Babies and toddlers in vulnerable families'.

→ **Grant of DKK 3,386,500** over two years for Center for Forældreskab (centre for parenthood).

Sisterhood: Increased wellbeing for girls undergoing out-of-school education

The lack of wellbeing among children and young people is increasing at the moment – the causes are many and complex. Among young girls in particular a culture of high performance and perfectionism is in evidence.

GirlTalk.dk is the mover behind the Sisterhood project, in which girls from out-of-school education institutes in six local-government areas trial a series of group and mentor sessions aimed at increasing their wellbeing. The long-term aim is to roll out the Sisterhood project to more youth education institutes and help a greater number of girls on the road to wellbeing. The project is included in our focus area 'Children not thriving'.

→ **Grant of DKK 4,000,000** over three years for GirlTalk.dk.



Advice for children and young people with eating disorders and problems of self-harm

In Denmark approx. 75,000 people live with an eating disorder. And 25% of all young women between 14 and 21 are at risk of developing an eating disorder. Self-harm is another problem on the increase: by their final year in school, more than one in five young persons will have engaged in self-harm.

In the wake of the corona restrictions, LMS (The national Danish association against eating disorders and self-harm) has been experiencing extra heavy demands on its advice service. At the same time, the contents of counselling sessions have become more complex, and conflicts within families more predominant. This increases the need for help, which this grant will help make possible by funding the LMS counselling facility, including a new chat line on its website. The project comes under our focus area 'Children not thriving'.

→ **Grant of DKK 3,850,000** over three years for LMS.

Breathing space in a life with substance abuse

Thousands of children grow up with a mother or father who overconsume alcohol or drugs. And even if parents want what is best for their children, the children are often left to fend for themselves. They become little adults prematurely.

Blå Kors (the Blue Cross) reports that more and more children and their families are in need of help. In Vejle and the area around Vejle, for example, there is an unmet need for support for children and their families. That is why Barnets Blå Hus (The children's blue house) is now being set up in Vejle to offer therapy to children along with social activities, in which parents can also participate. The activities can serve as a base for practising positive family interaction. The children get help for a difficult everyday life by visiting the house, and the families become tooled up and better at tackling conflicts and substance abuse at home. The project is included in our focus area 'Children living in families with addictions'.

→ **Grant of DKK 7,369,285** for Blå Kors Danmark.



Examples of other grants in 2021

Grant recipient	Project description	Grant in DKK
Julemærkefonden	Aftercare efforts to ensure the long-term effect of children's stay at a Julemærkehjem (Christmas charity institution)	18,105,328 over four years
The Mary Foundation	Skolestyrken – wellbeing programme for the country's municipal primary and lower-secondary schools	4,968,238 over three years
BørneTelefonen (Children's telephone helpline)	Further development and cementing of the concept 'Børn Hjælper Børn' (Children helping children)	4,830,281 over three years
Fri af Misbrug	Identifying and helping families living with substance abuse	3,498,130 over three years
Skyggebørn	Setting up grief groups for children aged 5–18 in Aarhus	1,354,500 over three years
Junk Food	Skills and development course for young homeless people	150,000
Dansk Folkehjælp	Aid in connection with children's first communion for low-income families	150,000
TUBA	The short film 'Mit barn' (my child), about growing up in a family with substance abuse	100,000
Diversity Works	Social activities promoting interaction for children and young people from minority backgrounds	100,000
Foreningen Drug Rebels	Information material for talks at out-of-school education institutes	83,650



Humanitarian area

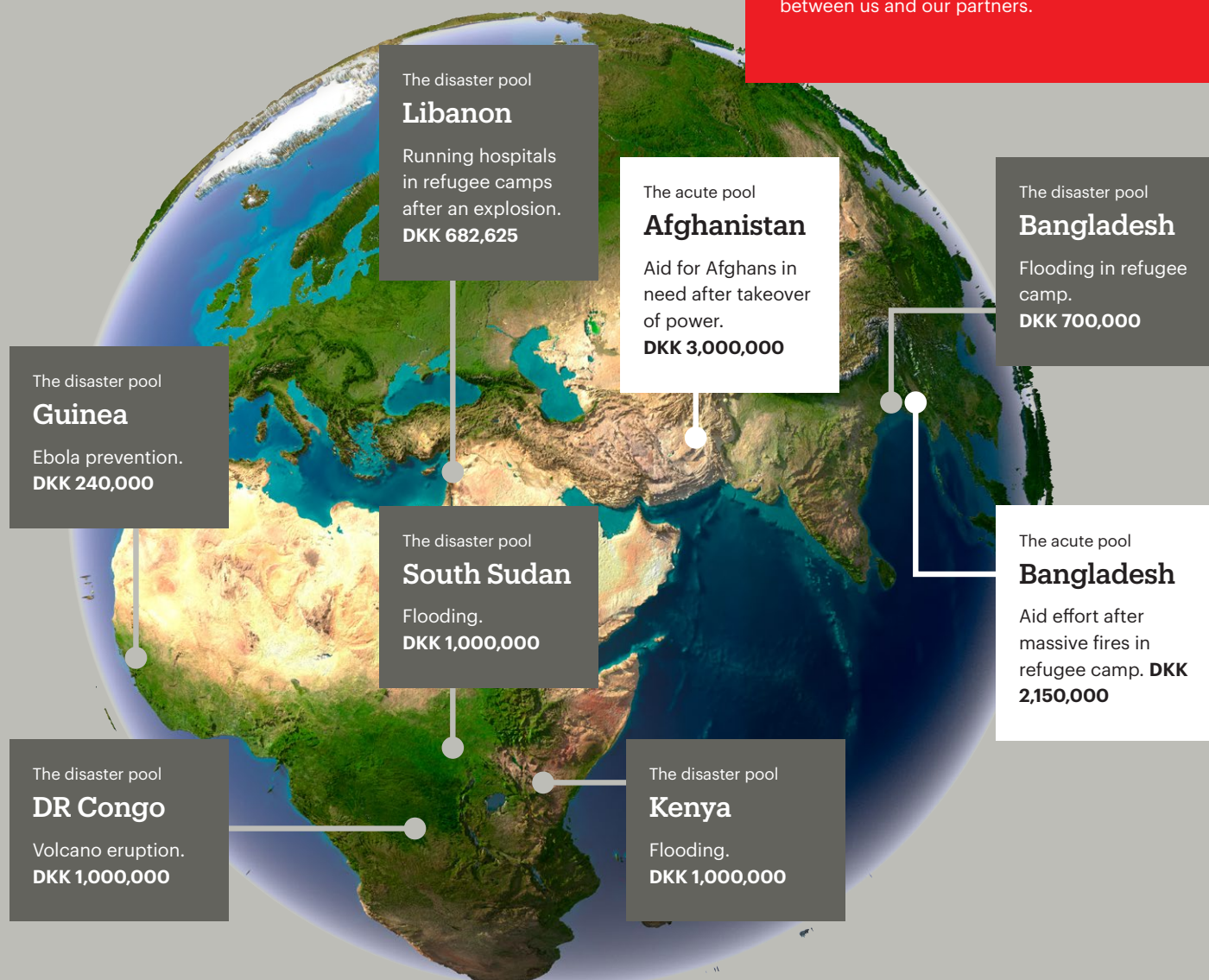
We support humanitarian work based on two funding pools in co-operation with other organisations. The funding pools address both types of acute need that arise in connection with man-made or natural disasters.

Two pools

We have set up **Akutpuljen (the acute pool)** in co-operation with Dansk Flygtningehjælp (the Danish Refugee Council) to distribute aid in humanitarian refugee crises.

We have set up **Katastrofepuljen (the disaster pool)** in co-operation with the Danish Red Cross to distribute aid when natural disasters strike.

The basic principles behind the funding pools are speed and agility, making it possible for funds to be released at very short notice for acute and life-saving humanitarian help. The preconditions for quick action are thorough preparation, a high degree of trust and regular, close dialogue between us and our partners.



Sometimes, in addition to our co-operative efforts in relation to the funding pools, we distribute extraordinary grants when the need for a co-ordinated or speedy aid effort arises.

Support for the Afghan people – an extraordinary grant to the Red Cross

The people of Afghanistan found themselves in a critical and chaotic humanitarian situation when the Taliban took over power. There were reports of assaults and killings of civilians, extraordinary strain on the hospitals, and the ruined infrastructure made distribution of aid difficult. In addition, the Afghans were struggling with drought in a scenario where hundreds of thousands were already in need of immediate, vital aid. A rapid aid effort was essential, and therefore, within just a few days, the Foundation granted DKK 50 million to the Red Cross for its aid efforts in the war-torn and drought-stricken country. The funds were primarily spent ensuring that vital hospitals could continue to function, for psychological help for children and young people and for distribution of general aid.

→ **Grant of DKK 50,000,000** for the Red Cross Denmark.



DANMARKS INDSAMLING

'Help the children of the corona crisis' – Danmarks Indsamling (Denmark's Collection) 2021

Ole Kirk's Fond has supported Danmarks Indsamling for many years. In recent years we have worked with LEGO Group employees in the collection effort – encouraging activities which trigger a donation from the Foundation to Danmarks Indsamling.

With its donations to the collection, the Foundation supports a wide range of Danish humanitarian organisations, all working to distribute aid to some of the world's most vulnerable people.

→ **Grant of DKK 2,228,000** for Danmarks Indsamling.



Face masks – the Red Cross sent face masks

Ole Kirk's Fond covered transport expenses in order for 20 million face masks to be sent to countries such as Nepal, where there was an acute need for personal protective equipment (PPE) to stop the spread of COVID-19. The Red Cross were behind the drive to procure the face masks, with support from several Danish companies.

→ **Grant of DKK 150,000** for the Red Cross Denmark.

Church and culture



We support church and cultural projects which benefit many people. We prioritise projects developed with and for children and projects which provide a good framework for communication and positive interaction.



New museum focuses on mental illness

Middelfart Museum

Every year thousands become affected by a mental illness. And that is exactly what the new 'MIND' museum in Middelfart wishes to highlight. Its aim is to open up for knowledge about the human psyche and furnish its visitors with a 'language' to speak about mental illness – a concept which is still not spoken about openly in society today. How to communicate the subject will be planned in close co-operation with people who have experienced mental illness. The museum will also serve as a facility for various organisations working with mental illness; the new museum will be a venue for meetings, group sessions, etc.

→ **Grant of DKK 2,000,000** for Middelfart Museum.



The roll-out of 'power of song' centres throughout Denmark

Sangens Hus (The House of Song)

Sangens Hus (The House of Song) in Herning will be managing the setup of 16 new 'power of song' centres in Denmark, creating an established national network of song centres by 2025, which will support singing groups and the artistic development of talented singers. 'Power of Song' centres are run by co-operating local movers, all generally focusing on disseminating singing but in particular on giving more children and young people the chance of taking part in singing groups.

→ **Grant of DKK 5,000,000** over four years for Sangens Hus.



Focus on preparation classes for confirmation

mindU

Det Sociale Netværk (The Social Network) is behind the educational concept 'mindU' for young people preparing for their 'confirmation' (first communion). The grant allows the concept to be rolled out across the whole of Denmark. mindU addresses the increasing lack of wellbeing among young people by creating an 'oasis' in connection with the confirmation classes, where young people can get help and the chance to put words to the circumstances in their lives that they feel are challenging. Leading the training is the local church minister together with young volunteers, who between them create a framework for supportive interaction, for the sharing of thoughts and also giving young people the chance to reflect on their own situation in the light of the experience of others.

→ **Grant of DKK 3,913,174** over three years to Det Sociale Netværk.

Education



We support childcare workers who – as part of their study of educational theory – want to do their course work with children in a country outside Denmark*. We also support projects which focus on the education of children and young people.



Media Competition 2022 **JP/Politikens Hus**

In the Media Competition, which is being held in 2022 for the 10th time, pupils from classes 6–10 all over the country will be delving into journalism to explore a selected subject at the 'news desk'. As part of the competition, pupils will be writing and publishing their own newspaper, which will appear online but also be printed in 500 copies to be distributed in their local areas. The subject – a new one is chosen every year – is aimed at making the pupils reflect, often over something they come up against in their everyday lives. In 2022 the theme for the media competition is 'You are OK as you are'.

→ **Grant of DKK 996,500** to news house JP/Politikens Hus.



The children's **'U-landskalender' 2021** **Danish Church Aid**

For more than 50 years, U-landskalenderen, a children's Christmas calendar, has been a tradition, involving Danish children in aid efforts for children in developing countries. They have been opening the day's window every day in December, they have been watching Christmas calendar programmes on TV, and they have learned something about other children and countries elsewhere in the world. The project has a dual purpose: The profits from the sale of the Christmas calendar contribute to funding a charity project for children in a developing country. And all the activities around the 'U-landskalender' serve as public service information for children.

→ **Grant of DKK 997,788** for Folkekirkens Nødhjælp (Danish Church Aid).



UNF ScienceCamp 2022 **Ungdommens** **Naturvidenskabelige** **Forening**

The UNF ScienceCamp is a country-wide summer activity for young people by young people who are interested in the natural sciences. At a UNF ScienceCamp young people do a week-long tightly packed study programme delving into a scientific subject. Apart from being instructive, the programme is also aimed at awakening the participants' curiosity and giving them an insight into what it is like to attend college or university. The social aspect is, of course, also central – and hopefully, new friendships will be formed.

→ **Grant of DKK 50,000 kr.** for UNF.

* The number of grants for study stays abroad was limited in 2021 due to COVID-19. Ole Kirk's Fond dispensed 50 grants of DKK 5,000 to students in 2021.

Locally – Billund

We support local people who are keen to contribute to their community through ideas, enthusiasm, and local involvement to benefit in particular children and young people in and around Billund.



Examples of grants in 2021



Grindsted

Establishment of a new boarding school for teenagers

DKK 2,500,000 for Boarding School PLAY.

Christmas aid for vulnerable families in the municipality

DKK 20,375 for Café Jydepotten.

Building a new kindergarten

DKK 500,000 for Grindsted's private school.

Fixtures and fittings for The Music Centre

DKK 1,000,000 for Billund Local Authority.

New chimes for the church

DKK 2,500,000 for Grindsted's Parish council.

Hejnsvig

Hymn books for the care home

DKK 8,300 for Hejnsvig Care Home.

New meeting hub for locals at Hejnsvig's school

DKK 3,000,000 for Billund Local Authority.



Filskov

Building a new 'creative house'
DKK 5,000,000 for Filskov Junior School & Kindergarten.

Billund

Paddle tennis courts at Billund sports centre

DKK 400,000 for Billund's sportsclub.

Lighting for Billund's sports stadium
DKK 200,000 for Billund's sportsclub.

Activities of Billund's art association
DKK 15,000 for Billund's art association.

'The great art hunt' for children and their families

DKK 100,000 for the Triangle Region of Jutland.

LEGOLAND Billund Guards

DKK 150,000 for Billund's school of culture.

Summer holiday activities for young vulnerable people

DKK 60,000 for the Department for Young People, Billund Local Authority.

Pop-up pump track for Billund midtown
DKK 198,000 for Skatepark Billund.



Vandel

Campaign to attract new residents

DKK 30,000 for Vandel's Development Council.

Baldersbæk

Outdoor theatre performance
DKK 75,000 for 'Grummes Teater'.



COVID-19

In 2021, once again the pandemic demanded flexibility, quick thinking, decision-making and consideration for particularly vulnerable children. COVID-19 led to additional and different needs of support.





COVID-19 pool

The consequences of the pandemic continued to be comprehensive and serious for many children and their families in 2021. The problems they were already struggling with became worse because of yet another lockdown. At the beginning of the year, the Foundation therefore set up an additional COVID funding pool.

A funding pool of up to DKK 10 million, earmarked for efforts to mitigate the consequences of the Danish lockdown. The funds were primarily distributed for projects within the social distribution area.

Restarting social interaction activities for children: Focus on activities for vulnerable children and their families to increase wellbeing – both online during lockdown and real-life social activities promoting interaction when society opened up again.

Prevention and mitigation of learning loss: Focus on projects which prevented or mitigated loss of learning for particularly vulnerable children.

Support for counselling services and the operation of these: Focus on support for organisations to enable them to maintain their counselling services and programmes.

Grants from the COVID-19 funding pool in 2021

Grant recipient	Project description	Grant in DKK
TUBA Danmark	Therapy for children of families with substance abuse	2,333,100
Save the Children	Wellbeing day – restarting positive interaction groups in primary school	1,588,266
Løkkefonden	Additional learning camp for boys, autumn 2021	675,000
Red Cross	Development of app for family support efforts	595,000
Support organisation for Mothers and Children	Leisure grants	540,000
Bryd Tavsheden	Digital communities for young people and counselling for children and young people living with violence.	500,000
Teach First Denmark	Special training for teachers at disadvantaged schools	490,000
Learn for Life	Additional places in learning programme for children in care	490,000
Red Cross Youth	Online help with homework	353,100
Børns Vilkår	BørneTelefonen (Children's telephone helpline)	250,000
Blue Cross Denmark	Two extra summer camps and extension of aftercare efforts	250,000
Association against eating disorders and self-harm	Counselling for young people and their families	245,000
Network for relatives of substance abusers	Further development on individual conversation sessions with families with addictions	200,000
Turning Tables Danmark	Creative activities for children and young people in disadvantaged residential districts	150,000
Foreningen Den Boligsociale Fond	Digital advice platform for vulnerable young people	100,000
DRC – the Danish Refugee Council	Additional donation for the project 'New mother in Denmark'	88,955
Børneulykkesfonden	Special COVID-19 effort for hospitalised children	85,000
Girltalk.dk	Extra funding for project 'Sisterhood'	80,000
SIND Ungdom (Youth organisation)	Kick-starting local groups for young mentally vulnerable people	60,000
The 'Settlementet' Foundation, Copenhagen	Courses for volunteers to cover increased needs counselling services	25,000
Save the Children, family experiences club	Summer camp 2021 for vulnerable children and their families	20,000

Ole Kirk's Fond

Koldingvej 2
7190 Billund
+45 26 87 00 00
olekirksfond.dk

