



# Lyoness

the shopping community that helps children while saving you money

## A personal invitation from the Editor

**E**ven though we have now reached 2015 – the deadline for meeting many of the UN's Millennium Goals – support for needy children and families in terms of food, education and safety falls very far behind expectations.

One way of helping this process is by supporting one or both of two foundations created by the Lyoness International Shopping Community. Rather than use the tried and tired way to support such noble causes using the old 'begging bowl' concept, there is now another, revolutionary way to support these foundations without having to put your hand in your pocket – and help yourself at the same time!

Lyoness already supports these foundations (the Lyoness Child & Family Foundation and GreenFinity Foundation) by donating a small percentage every time any of the millions of Lyoness Members across the world spend on everyday items like groceries, fuel, energy bills, holidays – in fact on virtually any product or service available from the many thousands of Lyoness Loyalty Merchants. Under the strapline, '*Money back with every purchase*', each time Members shop not only do they enjoy benefits from Lyoness, but a small proportion of every transaction is also donated to these two foundations.

### **Lyoness Child & Family Foundation**

The first charity, the Lyoness Child & Family Foundation (CFF), was established in 2008 in Switzerland as a non-profit foundation. An independent, charitable organisation, it is actively involved in supporting children, adolescents and families in need worldwide, especially in the field of education.



#### **Inset**

**Fig 1.** Opening celebration at the Holy Trinity School in Uromi, Nigeria

#### **Main picture**

**Fig 2.** GreenFinity Foundation supplies Bahia in Brazil with clean water

The Foundation supports measures under the main theme 'education for all', by constructing schools in socially and economically deprived regions of the world, for example recently in Nigeria (Fig 1). The CFF stands up for the rights of children and families and wants to create access to education as well as to support educational facilities. The aim of the foundation, its staff and its supporters is to help people help themselves across cultural and ethnic boundaries. The CFF also provides material and financial assistance in disaster areas and for projects that create instant relief for people in need to secure their basic needs of existence.

### **Lyoness GreenFinity Foundation**

The Lyoness GreenFinity Foundation (GFF) was established in 2011 as a non-profit foundation. It is a politically independent, charitable organisation, that is actively involved in sustainably protecting the environment and realising innovative, climate protection projects worldwide as well as promoting the use of renewable energies.

The GFF supports measures for effective climate protection, for preserving natural habitats and for reducing greenhouse gases in the atmosphere. It started its work at the beginning of 2012 and has since been critically evaluating all Lyoness company locations and events (Fig 2).

If you would like more information on the Lyoness International Shopping network and how to become a free Member of the Lyoness Shopping community, just complete our general enquiry form at <http://www.caduceus.info/contact.html>, leaving your name, phone number and 'Lyoness' in the comment box, and I or one of my team will be in touch. By getting involved with Lyoness in this way you will also be helping to support these two worthy charitable foundations.