

The Patrons



Dr. Karl-Theodor zu Guttenberg

German Federal Minister
of Defense



Helen Zille

Premier of the Western Cape,
South Africa

The Initiator

AGO AG has been committed to social projects at a local and regional level for a long time now. Internally, the company attaches great importance to the fact that its civic commitment reflects in its employee's actions every day, that it is lived and carried outside the company. In addition to showing its commitment to protecting the environment, AGO's social commitment is also an inextricable and absolutely authentic part of its corporate philosophy.

The **goals4kids** initiative was founded in line with the company's desire to expand its social commitment beyond regional limits. This way, social involvement can be both firmly rooted within the new South African subsidiary company and boosted and given long-term direction in Germany.

We open up perspectives for children

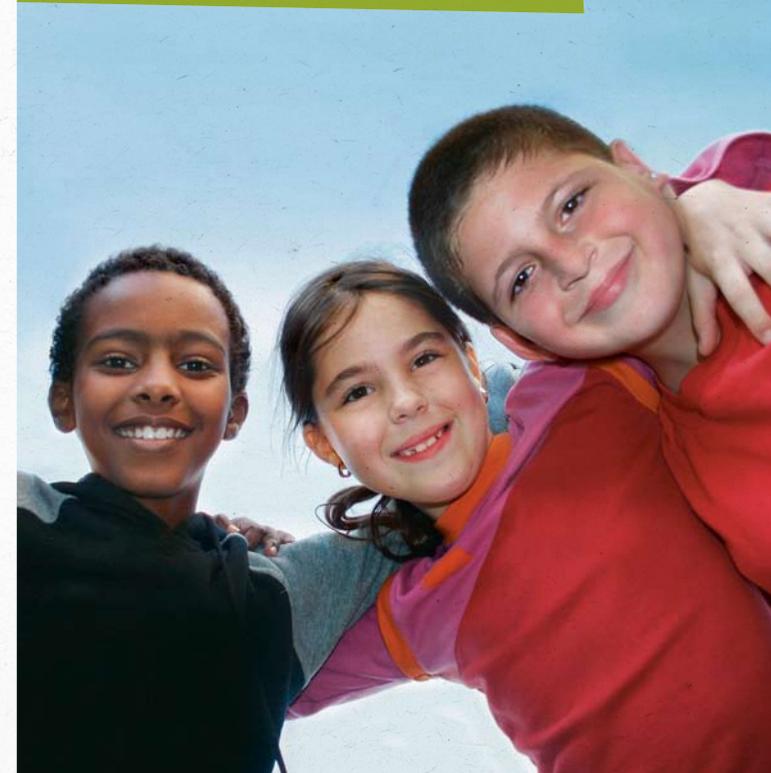


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Goals4Kids

Children are our future. They are our society's wealth. They determine the direction society will take. The question of how we raise our children is not only decisive for the sustainable development of a single country, but of the whole world. **goals4kids** has set itself the goal of offering children a perspective for their future through education and training. Because this is the only chance they have to take an active part in our community lives.



There is only one thing in the world more costly than education – lack of education.

John F. Kennedy

Our motto: Give children a perspective, promote their education and training! We adopted this and the former US President's motto when we founded our **goals4kids** initiative, aimed at supporting children from socially disadvantaged families in Germany and South Africa in their education, training and development.

We believe only well-funded education and training can enable coming generations to solve the problems their respective countries will be faced with and ensure sustainability for the future. Children need to be supplied with the tools they will require later on to build up or strengthen the country they live in.

A good school education is one way of achieving this goal, but involvement in sports, culture, arts and other activities are also proven ways of leading children out of social isolation and opening up new perspectives for them.

Team spirit, self-esteem and resolve are only some examples of what such activities awaken in a child. And so, a well-kept football ground or the opportunity to play an instrument can tip the scales in favour of a child's positive development.

Current projects

 **goals4southafrica**
(Fifa World Cup Men in South Africa)

 **goals4germany**
(Fifa World Cup Women in Germany)

Germany against Germany.

Who will score most goals? Who can help most children? The men's or the women's team?

It doesn't really matter. The idea is to make it possible for one German or South African child from a socially disadvantaged background to receive suitable education and training for each goal that either of the German national teams score in the 2010 and 2011 World Cups.

goals4kids has committed to take on an education and training sponsorship for one child from one of the two World Cup countries for each goal scored by a national team in the Cup. In addition to this, a new goal will be installed on German or South African football pitches for each goal scored in the Cup.

Your Support

Donations

goals4kids has set itself the goal of giving children from socially disadvantaged backgrounds a perspective by means of targeted promotion of their education and training. In addition to school education, other fields such as sports, arts or culture also play a role in this.

Becoming a partner

We would like to invite you to become a **goals4kids** partner.

You can support the project by helping us with donations, taking on a sponsorship, or getting directly involved in our projects. Becoming a partner in our initiative shows that supporting children is a cause you care about, and that you are interested in shaping their future and helping their development. Get involved and show that social responsibility is firmly anchored and brought to life in your company.

Help give children a perspective – be a goals4kids partner.

**Our promise:
100% of the funds we
raise go directly into
our projects**