



By Appointment to The Royal Danish Court

Toms Group A/S

Toms Group's Foundation is the new main partner for Save the Children

As a new partner for Save the Children, the Toms Group's Foundation is helping to create positive change for children, living in poverty and being marginalized.

In Denmark, up to 60,000 children live in poverty. Many children are nowhere near to what other children take for granted. It can be anything from attending children's birthday parties, going on summer vacation, or bringing a lunchbox to school at the end of the month. Children can feel different and outside the communities, when they are exposed to this.

As the main partner, the Toms Group Foundation will help these children over the next two years.

"We are very pleased with the support from the Toms Group Foundation. With the extra funds, we can work more to ensure that children who, for example, grow up in poverty, are helped to enter safe communities and become part of an active leisure life. Being a key partner makes a positive difference to our work with children in vulnerable positions, but it is also our experience that it makes a positive difference to one's brand and to one's employees", Henrik Reichel Bartholdy, Head of Corporate Partnerships at Red Barnet, says.

Children enter positive communities

Among other things, the Toms Group Foundation helps to strengthen Save the Children's voluntary efforts in Denmark. Save the Children has around 2,000 dedicated volunteers across the country, creating experiences for children who are struggling – from Christmas preparations to summer camps. The children make new friends, are supported to participate in leisure activities and thus become part of positive communities. It strengthens their self-confidence and self-esteem.

"Children have always held a special place in Toms' heart," Marianne Philip, president of the Toms Group Foundation, says and concludes:

"For more than 15 years, we have supported the work to protect the children of cocoa farmers in Africa, through teaching, education in children's rights and well-being. We have seen how this effort helps to create a safe upbringing and better living conditions for the children. Now, with the support of the Toms Group Foundation, we can also contribute to positive changes for children living in poverty here in Denmark, for example. It is a collaboration we are very much looking forward to participating in."

The agreement runs for two years and involves, among other things, an annual donation of DKK 500,000.

