ONE Foundation

A Foundation of the Motel One Group



2022 Foundation Report

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‘Helping young people determine their own futures and giving them opportunities through education and support is something that really matters to me.’

Dieter Müller
Founder & Chair of the Motel One Group
Chair of the One Foundation

Preface



Dear readers,

Imagine that every child in the world were able to attend a well-equipped school. Imagine that they could enjoy the support of dedicated teachers. Imagine that they could have the chance to quench their thirst for knowledge, to forge a career that suits their personal desires and skills – and, in turn, to lay the groundwork for determining their own future.

Sadly, this is far from the case: our education system has not yet managed to provide equal opportunities for all. Even in a welfare-focused state like Germany, whether or not a child is able to access a good education is much too dependent on their parents' level of education and income. There's no doubt that this is unfair. It's unfair on these young people, but also unfair on our society, which desperately needs well-educated, bright minds.

It is the task of politicians and society alike to provide all children and young people with equal opportunities to shape their own futures – be it in Germany or elsewhere in the world. It is crucial that young people have an awareness of their personal learning style, are curious and take pleasure in their own development if they want to enjoy a future rich in opportunities. However, these aspects are also crucial for the future of our world itself: the skills we teach children and young people now will come to bear when they reach adulthood later on.

The One Foundation supports and encourages socially and economically disadvantaged young people to access education and enter the world of work. In turn, we play a role in creating a fairer society, one which can also overcome challenges like the shortage of skilled workers and demographic change.

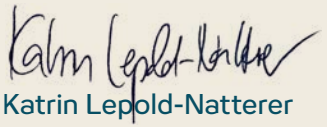
Our first Foundation Report illustrates the work we've done so far, highlighting the 20 projects we've funded to date and demonstrating the impact of our activities. The Foundation Report covers 2018 to 2022, but we have plenty of ideas and plans for 2023 and beyond.

We'd like to express our special thanks to our many generous partners and organisations that have supported us in recent years: without them, we would not have had anywhere near as much of an impact. Thank you so much for the outstanding, collaborative partnerships!

Who knows: maybe our dream scenario that I mentioned earlier will come true one day and we'll be surplus to requirements. Maybe real, sustainable change will create a world where everyone has the same opportunities and every young person can tap into their potential and determine their own future.

That's our goal.

All the best,



Katrin Lepold-Natterer
Manager of the One Foundation



About us

This is the One Foundation

The One Foundation is the charitable foundation of the Motel One Group. We established the Foundation in 2018, inspired by the integration projects we ran in Munich and Berlin in 2016 and 2017. As a charitable foundation, we are committed to encouraging participation in society and fairer educational opportunities. We have previously focused on funding external education projects, but we're looking to run more in-house projects over the years to come.

The One Foundation supports

- Socially and economically disadvantaged young people, helping to give them new prospects.
- The integration of refugees and asylum seekers into society, education and training at school and in the workplace.
- The training of people with exceptional levels of talent (promoting excellence); this field is something we will be exploring in the future.

Our Statutes and further information about the Foundation can be found on our website.



The One Foundation makes a contribution to the UN Sustainable Development Goal of 'quality education'.

Bundesverband Deutscher Stiftungen

The One Foundation is a member of the Association of German Foundations.

Our vision is a society shaped by equal opportunities where young people can define their own futures through education and work.

VISION

When vision becomes reality

» What is the goal of the One Foundation? What could the world look like if the Foundation's vision is realised?

Management Board member Ursula answers this and other fascinating questions in the video.

INTER-VIEW



Ursula Schelle-Müller

CMO and Head of Design at the Motel One Group

Member of the Management Board of the One Foundation

The One Foundation in figures

2018

foundation established

16



organisations and 22 projects funded

ONE Foundation
A Foundation of the Motel One Group

€2.02

million in funding granted

€19.6

million in foundation assets

1

employee

Time period: foundation until end of 2022

Our background

The One Foundation is the charitable foundation of the Motel One Group. Founded in 2000 by Dieter Müller, this Munich-based hotel company has won multiple awards for its concept and is considered to have launched the budget design hotel category. Guests and industry insiders alike enjoy Motel One's unique combination of high-quality interiors, exclusive design, excellent service and outstanding city centre locations at attractive prices.

- The Motel One Group currently operates 88 hotels with more than 24,752 rooms in 12 European countries (as of December 2022).
- In 2022, the Motel One Group launched the first property in its new lifestyle brand The Cloud One Hotels in New York.

motel-one.com/en

MOTEL ONE



Motel One
Berlin-Upper West







Motel One
Bonn-Hauptbahnhof



Environment, society and responsible governance: ESG at Motel One

The Motel One Group ensures its business activities are in harmony with the 17 Sustainable Development Goals set out in the United Nation's Agenda 2030. After all, it is only by taking a holistic approach that we, as a global community, can create a future worth living in for everyone on our planet and sustainably change our world for the better.

As a result, Motel One believes there is no option but to manage the company responsibly in line with the Sustainable Development Goals and pay heed to social and environmental concerns in its day-to-day activities. We aim to reflect this approach with our 'One Planet. One Future' programme.

motel-one.com/en/sustainability

ONE PLANET ONE FUTURE

ESG

Tell us, Mr Müller ...



Dieter Müller

Founder & Chair of the Motel One Group

Chair of the One Foundation

INTERVIEW

What motivated you to set up a foundation?

We want to take social and societal responsibility, beyond what Motel One does as a company. When the wave of refugees hit Europe in 2015, we launched integration projects within the company: refugees took six-month internships comprising an intensive German language course, a mentoring programme, intercultural coaching and workshops before then going on to complete their training. This project motivated us to set up the One Foundation.

In addition, we can see that society really needs something like this – whether that's in our corner of the world in Germany or around the globe.

You say that helping young people to determine their own futures really matters to you – what does that mean, in your eyes?

Education is the key to determining your own future and, by extension, to having a more equal society. And I am particularly keen for us to support and encourage young people who have had a challenging start to their life or their career.

It should be a given that a child should be able to choose their own educational pathway and career, regardless of their background, faith, gender and their parents' level of education!

What role did education play in your life?

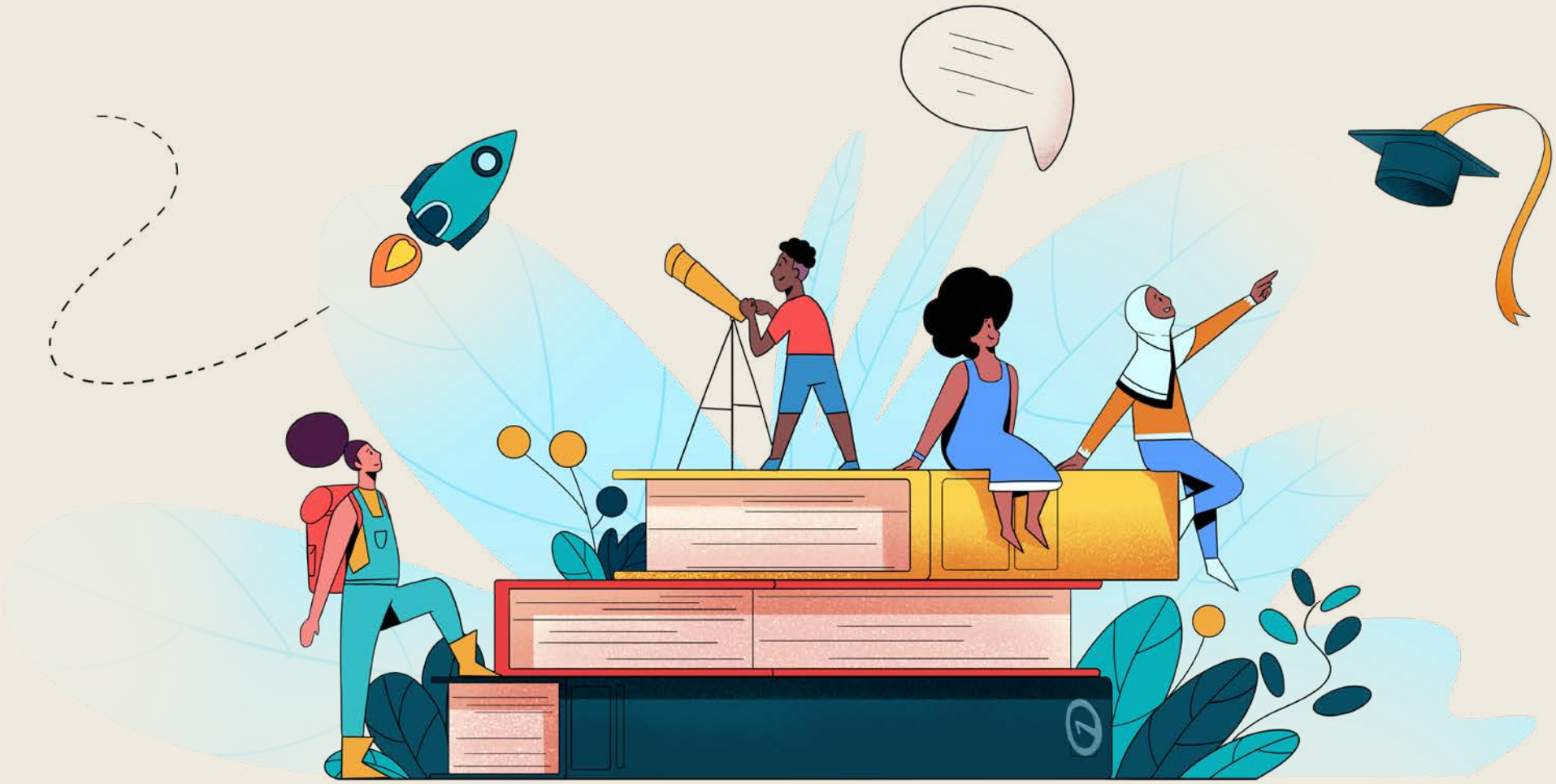
In my younger years, I wasn't massively keen on school: I preferred to spend my time playing football. (laughs ...) That changed when I started my training to be an expert in wholesale and retail merchandising at BMW in Saarbrücken. Then, after a few stints here and there, I ultimately ended up in the financial side of the hotel industry. I had bosses who encouraged me, who showed me how things were connected, who shared opportunities with me: that's how I forged my own path. And that path, as we know, doesn't need to go straight from A to B.

How would you describe your career path, in hindsight?

My career has been shaped by plenty of opportunities, by courage and entrepreneurship, by luck, too, and, above all, by all the people who believed in me and built the company with me.

Did you, or do you, have role models that inspire and motivate you?

Accor's two founders, Paul Dubrule and Gérard Pélisson, inspired me with their passion for the hotel industry and their approach to supporting employees, discovering talent and promoting it in their own academy.



Our approach

Funding impactful projects

Giving young people access to education so they can determine their own future is something that matters a great deal to us. That's why we're keen that the projects we support don't just look good on paper but genuinely make a contribution to fairer educational opportunities.

» How, though, do we know whether projects are impactful?

We started rolling out an ongoing **impact management system** in late 2022.

It is based on our definition of impact, which describes the link between the desired impact and the activities performed, with reference to a particular societal problem (see visual on the next page).

We've worked with our partners to put together an overview of ongoing projects: the results are summarised from page 15 onwards in the 'Our projects' chapter.

When we award funding in the future, we'll be asking for information regarding impact in the funding application itself. We'll then use this information to help us decide whether or not to fund the project in question. The individual goals and indicators used for this are set by each project individually.

We're willing to learn and are keen to repeatedly scrutinise and adjust our way of working. After all, the process of impact management is always changing – just like the world around us.

Impact in a nutshell

Katrin Lepold-Natterer,
Manager of the One Foundation, explains what the hot topic of 'impact' is about and what it means for the work of the One Foundation in these short videos.



Why is the impact of the projects it funds so important for the One Foundation?

What does 'impact' even mean?

How does the One Foundation assess whether a project is successful?

What does the One Foundation do with the results of the impact measurement?



How we define impact

The visual represents a simplified depiction of the One Foundation's definition of impact – the connection between the desired impact goals and the activities undertaken.



A societal problem

Impact-focused thinking starts with a societal problem that needs to be resolved.

The One Foundation focuses on the unequal educational opportunities open to young people in conjunction with factors such as their socio-economic, geographic and social background.

In[illegible]ources used

Wh[illegible]ou[illegible]r resources do we use to conduct our activities?

At the One Foundation, our input for 2022, for instance, was a funding volume of around EUR 750,000 and the work of one employee and external service providers, plus Motel One's corporate engagement.

Impact – having an effect on society

The designed change on a societal level corresponds to the vision of the One Foundation:

a society shaped by equal opportunities where young people can define their own futures through education and work.

Outcome – having an effect on the target group

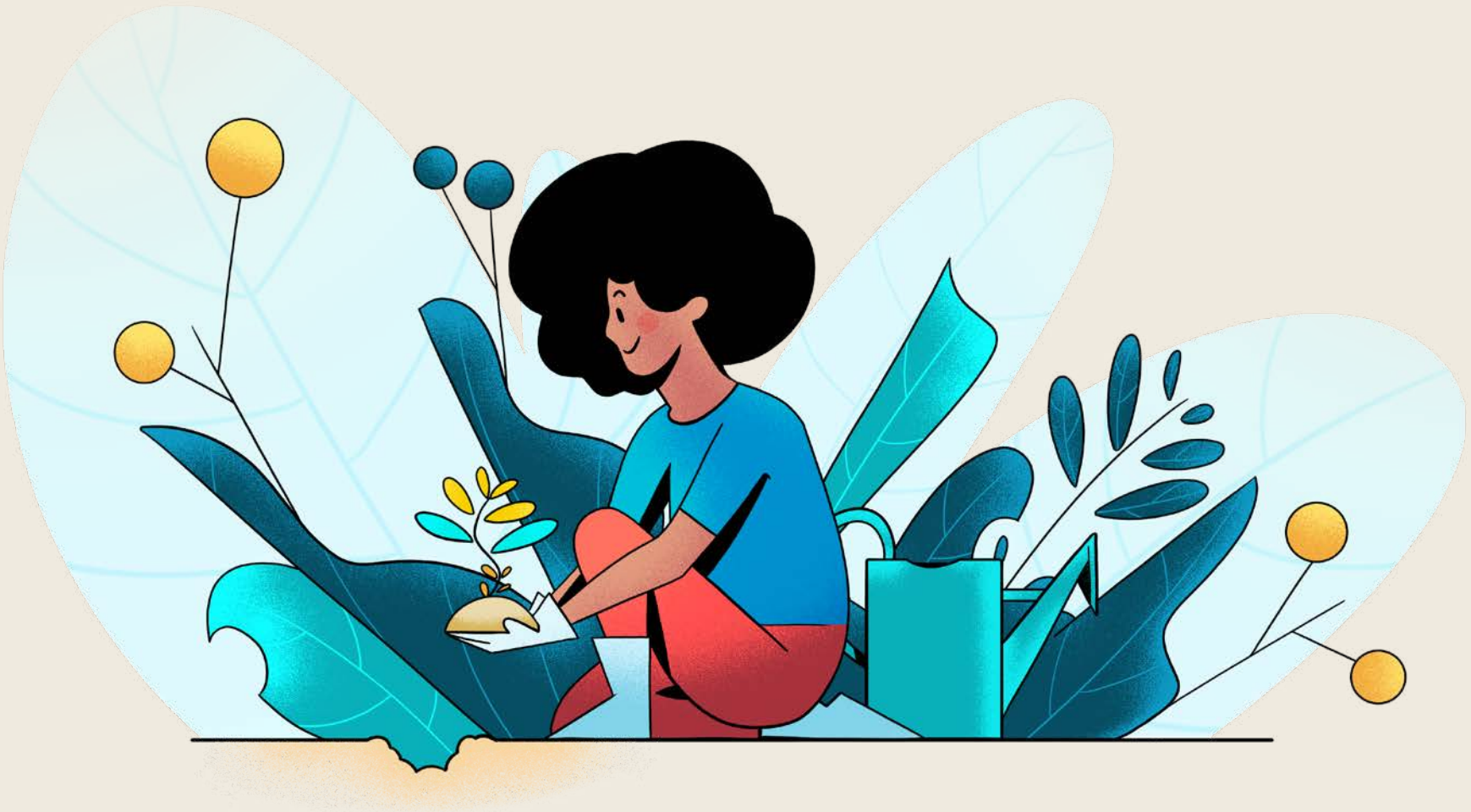
When working towards a vision, changes need to be made on the level of the target group. This is also described as the 'outcome'. The One Foundation works in the following areas:

- Access to education (e.g. local schools, financial resources so pupils can afford to attend school)
- Development of inner strength (e.g. building up self-confidence, handling traumatic events)
- Successful completion of schooling/training/university
- Successful integration into the labour market

Output – activities and services

The activities or services that a project undertakes to achieve its desired impact are called its 'output'.

For the One Foundation, this relates to the funding of in-house and external education projects that support the impact goals described above. The projects are described in more detail in the 'Projects funded' chapter.



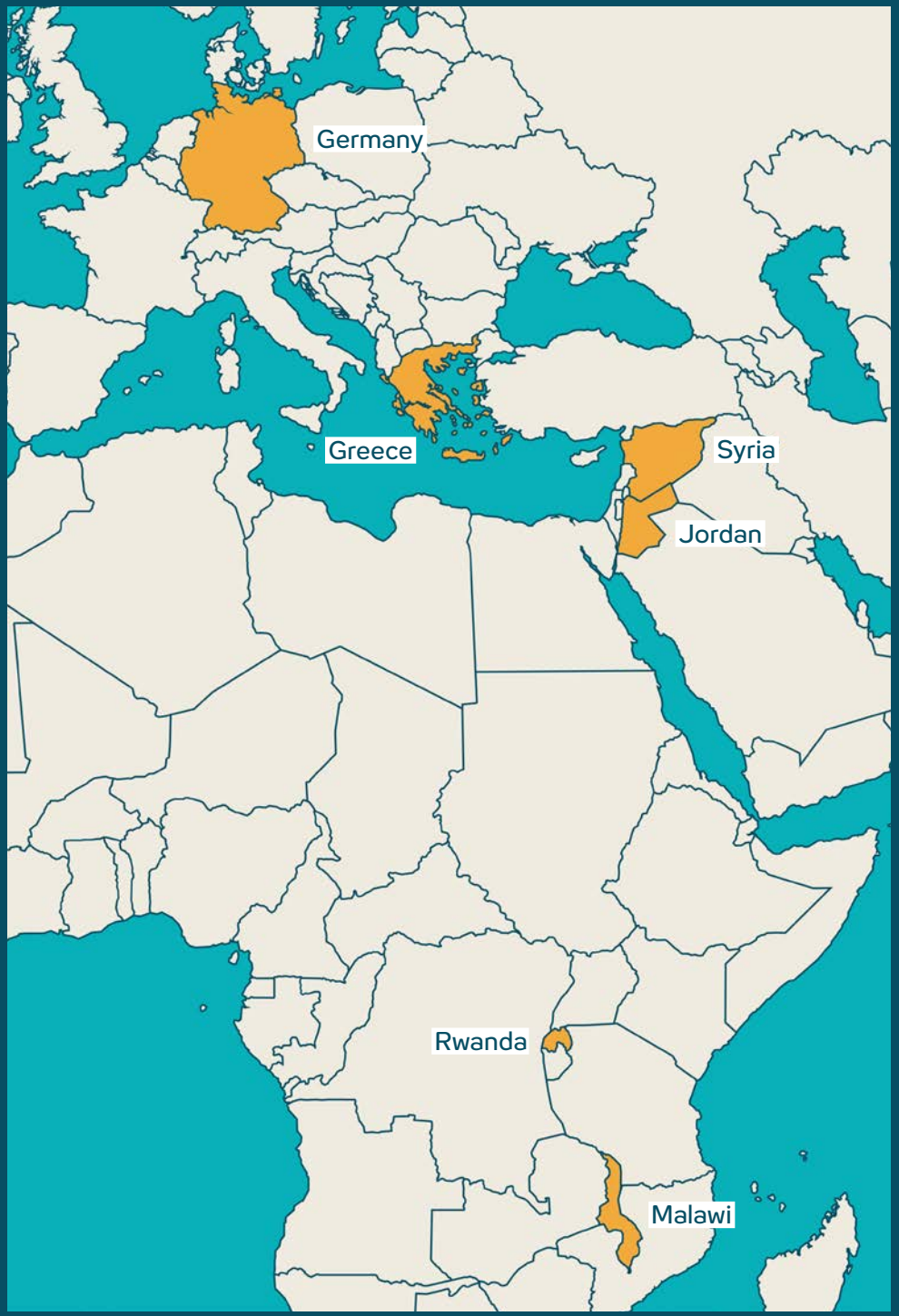
Our projects

The heart of the One Foundation

This chapter offers an overview of the projects that we have funded: they are at the heart of the One Foundation. Their incredible dedication helps us take a step towards turning our vision into a reality.

Certain projects are described in more detail here, but a full overview can be found in the Appendix on page 45.





What projects does the One Foundation fund?

The One Foundation is committed to social equality, with a focus on education. Within this framework, we primarily support socially and economically disadvantaged young people so we can assist them with their personal journey towards a self-determined future.

The individual projects engage with this issue in all kinds of ways, from building schools to supporting coaching or tutoring, right through to scholarships for young people in training – it's a broad spectrum.

In line with the principle of 'helping people to help themselves', we want to support organisations that treat their target group with respect and involve them in the development of projects, with the aim of sustainably improving the situation for the people receiving funding. As a result, we never work with organisations that display a racist or neocolonialist attitude.



Have you heard of an exciting education project that would be eligible to receive funding under our Statutes and our funding guidelines?

If so, please do tell the organisers about the One Foundation – we're always on the hunt for fantastic projects that we can offer meaningful support.

How are projects selected?

The precise project selection criteria are set out in our funding guidelines.

Organisations that are eligible to receive funding under these guidelines – or, in other words, that are charitable in nature and have their registered office in Germany, for instance – can apply for funding using the application form. This form requests various pieces of information, such as:

- The goals of the project
- Information on the target group
- Impact measurement indicators
- Financial planning

Our management and Management Board use this information to decide whether to allocate funds to a project.

Flexible and pragmatic

In principle, we only fund projects that align with our funding guidelines and our definition of impact. However, this isn't always the case: time and again, situations arise where help is needed, fast – such as natural disasters or other humanitarian crises. When this happens, we offer straightforward, pragmatic support to the extent that we are able.

Ukraine: an example of our flexible approach

The war of aggression against Ukraine led to large numbers of people needing shelter at extremely short notice. To meet this need, the Motel One Group provided 32,000 nights' accommodation from February to April 2022. Some of the costs were covered by the government and by major donors, but the Foundation also made a contribution of around EUR 143,200.

We're delighted that the Foundation was able to respond in such a flexible manner: we will be more than happy to help in emergency situations going forward, where possible. At the same time, this was also the first operational project undertaken by the One Foundation. It left us in no doubt that we, as a Foundation, want to take the reins ourselves to a greater extent, to supplement our projects with partner organisations.

Funding provided by the One Foundation



Since the Foundation was established in late 2022, we've provided funding totalling EUR 2.02 million to support 21 projects run by 16 charitable organisations, plus one in-house project. 42 percent of our funding was used in projects outside Germany.

Zeltschule e. V.

‘Bird schools’ – education for Syrian refugees

Zeltschule e. V. was founded in Munich in 2016 and focuses on providing education and basic supplies to Syrian refugees in Lebanon and Syria.

The One Foundation supports nine schools for refugees in Syrian camps near Idlib.

zeltschule.org









The situation

Syria has been blighted by civil war since 2011. As a result, around 12 million people have been displaced, with the majority of refugees remaining in Syria itself and neighbouring countries. Refugee children don't just grow up with trauma and a lack of basic supplies: they often also have no access to education, and, in turn, are unable to lay the groundwork for a better future.

How the project generates an impact

Zeltschule e. V. constructs camps for refugees who are displaced within Syria. Each camp is home to a tent school where children aged from 5 to 14 are taught by Syrian teachers who also had to flee their homes. Children can take a recognised Syrian school-leaving qualification and then start vocational training. This offers them new hope and future prospects, while also making children less vulnerable to extremism. Girls, in particular, can avoid being married off at a young age and instead have the chance to shape their own life.

The Idlib region and the camps containing the schools were heavily affected by the major **earthquake in February 2023**.



‘Coping with the situation as it is now, in a tent without any electricity or running water, is no small matter, even if these issues have been going on for years. But knowing that our children would never have the opportunity to have a better life because they never learned to read drove us to despair. School doesn't just provide children with the most valuable thing in the world – education! – it also gives families new hope.’

Amira, mother of two students who attend a bird school



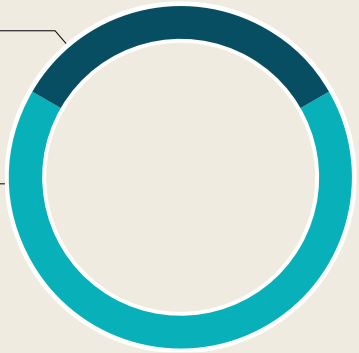
The support offered by the One Foundation

In 2021, the One Foundation contributed EUR 50,000 to build nine tent schools for refugees from the city of Idlib. As the camps housing these schools are named after birds, the nine schools are called 'bird schools'.

€ 25,000
own funds

€ 50,000
One Foundation

No
third-party funds





Project duration:
March to December 2021

Funding provided: EUR 50,000

Output: 9 schools where 620 students receive an education

Outcome: 150 young people have already obtained a qualification and are in vocational training.

Success/impact to date

All told, 620 children receive an education at the bird schools and 150 have already achieved a qualification and started vocational training, primarily in trades and the medical industry. These professions are in great demand in Syria.

It is important to highlight just how well the children are doing. School is held in very high regard in the camps. It doesn't just give the children stability in their day-to-day lives: they are also working incredibly hard towards their future.



Zeltschule e. V. shares video updates on the current situation at regular intervals and runs an online shop selling products handmade in the camps.

Video updates | Online shop

brotZeit e. V.

Providing both breakfast and opportunities

Actress Uschi Glas founded the association brotZeit e. V. in 2009. This organisation provides children at primary schools and special schools with a nutritious breakfast so they can concentrate better during their lessons. Senior-citizen volunteers are responsible for serving the breakfast. The social benefits, such as intergenerational interaction, are just as important as giving the children a full belly.

Now, there are 318 schools across Germany offering a brotZeit breakfast every day – adding up to 14.4 million breakfasts since the organisation was established. *

The One Foundation funds breakfast at 15 schools in Berlin.

brotzeitfuerkinder.com







* as at 31 March 2023

The situation

According to a special evaluation of the PIRLS study in 2016, one in five children in Germany go to school hungry. These children struggle to concentrate in lessons, experience greater mood swings and are unable to live up to their academic potential. This often results in poor marks and a lower likelihood that they will leave school with good qualifications.

How the project generates an impact

brotZeit e. V. offers a balanced breakfast in schools with a particularly large proportion of children in need. The food is donated by the Lidl Group and is prepared and served within the schools by senior citizens, who receive a volunteering allowance for their work.

The breakfast helps children concentrate in class and improves their mood. It also improves their teamwork skills, while interaction with the senior citizens enhances participants' intergenerational understanding.

The senior-citizen volunteers also benefit various ways:

While the appreciation shown by the children, the school and brotZeit e. V. enhances their self-confidence, the regular social contact with other people helps them feel less isolated, too. Not least, the volunteering allowance is often a welcome supplement to their pension.

Breakfast also has a positive impact on parents and takes the burden off teachers, who can concentrate more on educating the children because the atmosphere within the school is better.

'We're particularly proud of the intergenerational relationships that have developed: the senior citizens have become important sources of support for the children.'

Uschi Glas, founder of brotZeit e. V.



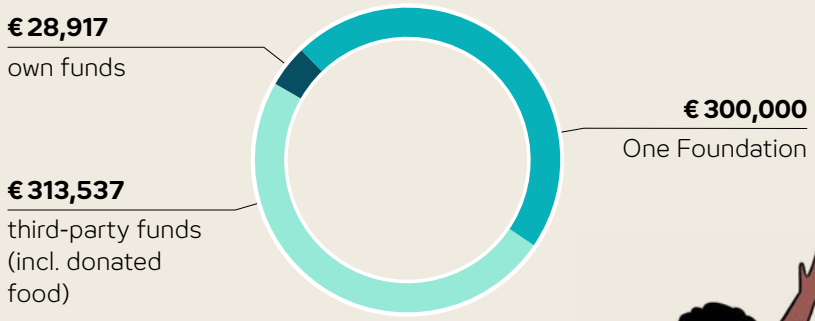
'Every morning, it warms our hearts to see the kids eating breakfast. Thank you for making this possible.'

Staff of Georg Ledebour school, Nuremberg



The support offered by the One Foundation

Since the 2020/21 academic year, the One Foundation has made a donation of EUR 100,000 per school year to support brotZeit breakfast at 15 schools in Berlin. This amounts to a total of EUR 300,000 to date. Food donations and the support provided by brotZeit e. V. itself means the One Foundation covers 47 percent of the costs incurred.





brotZeit e. V.'s most recent foundation report can be found on its website.

Success/impact to date

Each academic year, 600 children are supplied with food, with 114,000 breakfasts served every school day.

A long-term impact measurement has been launched in two funding regions and will be supported by scientists and experts. Only the findings of the initial analysis, i. e. looking at the starting point, have been available to date.

For instance, prior to the start of the project, 58 percent of teachers surveyed said that at least half of the children hadn't had anything to eat when they came to school in the morning. Just one third of teachers were satisfied with their pupils' ability to concentrate. The first follow-up surveys are currently being conducted. An analysis will be undertaken after one year and compared to the initial analysis to ascertain the impact that the brotZeit breakfast has on everyone involved in the project.



brotZeit Frühstück und Chancen geben

Project duration: 2020/21, 2021/22 and 2022/23 academic years

Funding provided: EUR 100,000 per academic year = EUR 300,000 in total

Output: 600 children receive a balanced breakfast each academic year, while 75 senior citizens are given an occupation.

Outcome: Children start the school day nourished and can concentrate on their learning better. Senior citizens feel appreciated and can top up their pension.

SchlaU – Trägerkreis Junge Flüchtlinge e. V.

From school to the workplace

Established in 2000, Trägerkreis Junge Flüchtlinge e. V. operates an educational institution called 'SchlaU', offering school-style education to assist children and young people with a refugee background with developing skills ranging from literacy to labour integration.

Drawing on the needs of the target group, SchlaU schools offer services that are not (yet) available within the regular school system.

The One Foundation supports the SWT (school/work transition) project run by the SchlaU school.





'We're always overjoyed to hear our former students telling us about how they've managed to access training and join the world of work. Once they've completed SchlaU school, they find their way towards a self-determined future and forge ahead with gusto – and that wouldn't be possible without the ongoing and outstanding dedication shown by our supporters. The One Foundation has been one such supporter since 2020.'

Cem Alexander Sünter, Chair of Trägerkreis Junge Flüchtlinge e. V.

The situation

Moving from school to the world of work (SWT – school/work transition) is a life-altering period for many young people who face key decisions during this time. For those who have migrated to Germany, it can be even harder to find a suitable place to undertake training or education, partly due to uncertainties regarding remaining in the country, an interrupted educational journey or inadequate language skills.

How the project generates an impact

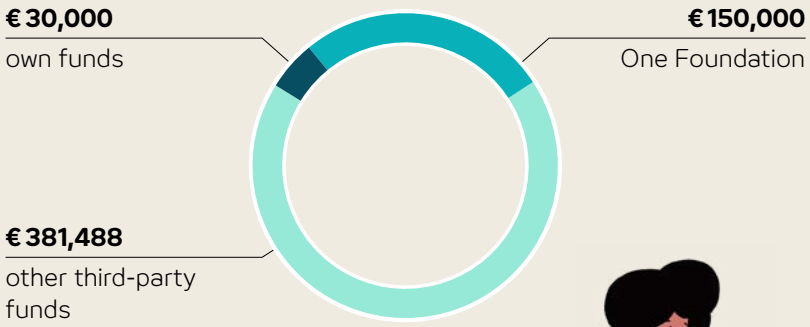
The SchlaU school wants to offer students the best possible support during this period with moving on to further education or training. Trägerkreis Junge Flüchtlinge e. V. turns to various services to achieve this, both before and after the students finish school.

- Final-year students in the SWT programme learn about the various jobs they could do before they take their first vocational school-leaving certificate.
  - › Partnerships with companies and professional internships give them an insight into the world of work and the skills needed in various roles.
  - › Further education courses that lead to higher school qualifications are presented.
  - › Analyses of skills and profiles alongside their schooling help students develop a realistic sense of the jobs that align with their own skills.
- Graduates of the SchlaU school that are already in training or further education receive, from trained teachers and/or volunteers,
  - › specialist support with their learning
  - › psychosocial support with choosing or changing careers, preparing to take up a training course or dealing with more general issues such as health, making a living or sorting out their residence requirements.
- In addition, the SWT programme pairs companies with potential trainees.
- The SchlaU school is also working with former students to put together an alumni network as a platform for students to share their experiences and offer mutual support.



The support offered by the One Foundation

The One Foundation supports the SWT programme at the SchlaU school with funding of EUR 150,000. During the period in question, 200 young people and young adults were able to participate in the school's offering.





Project duration: pro rata for the 2019/20 and 2020/21 academic years

SchlaU! ÜBERGANG SCHULE–BERUF

Funding provided: EUR 150,000

Output: 200 young people receive support when transitioning from school to the workplace.

Outcome: 97 percent of participants have progressed to the next stage in their development, such as training, further education or employment.*

Success/impact to date

SWT participants have someone they trust and can turn to with issues of all kinds, whether relating to the material they're learning at school, matters involving the authorities or language problems. Relieving them of this burden enables them to concentrate better on their training and unleash their potential – paving the way for success in their training.

The fact that many former participants later volunteer as tutors themselves or support the SchlaU school in other ways is testament to the success of the programme and the connection that the young people feel to the school.



Details on the outcome: 115 pupils took up the SWT offer in this period. Three participants dropped out, while the other former participants are undertaking follow-on activities as detailed below:

- 53 are completing a dual training course
- 2 are completing a school-based training course
- 18 are in further education
- 11 are in pre-employment measures
- 28 have already entered employment

* According to an evaluation of the 2019/2020 academic year

Reiner Meutsch, FLY & HELP foundation

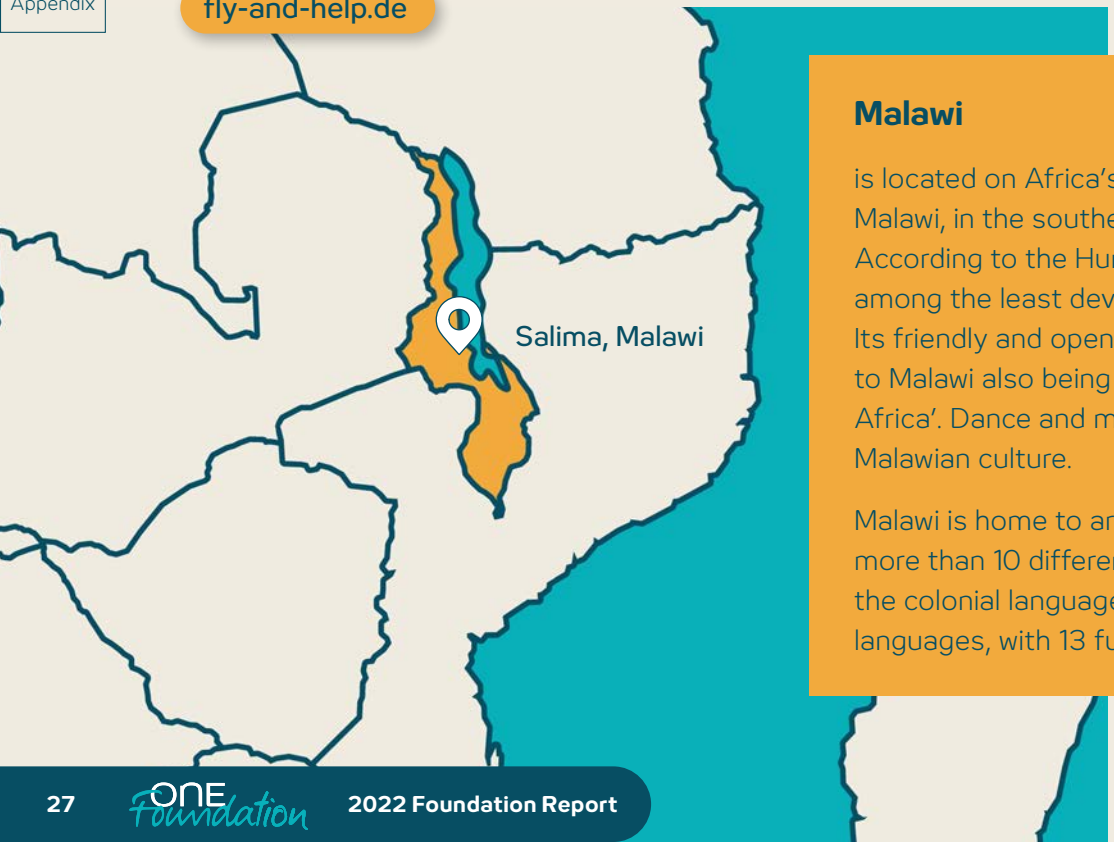
Constructing schools in Malawi

Reiner Meutsch set up the FLY & HELP foundation in 2009 with the aim of giving meaning to his circum-navigation of the globe in a light aircraft. Now, the foundation has already spent around EUR 35 million launching 700 school projects in 55 countries.

The One Foundation funded the construction of three schools and a nursery in the Salima region.

fly-and-help.de

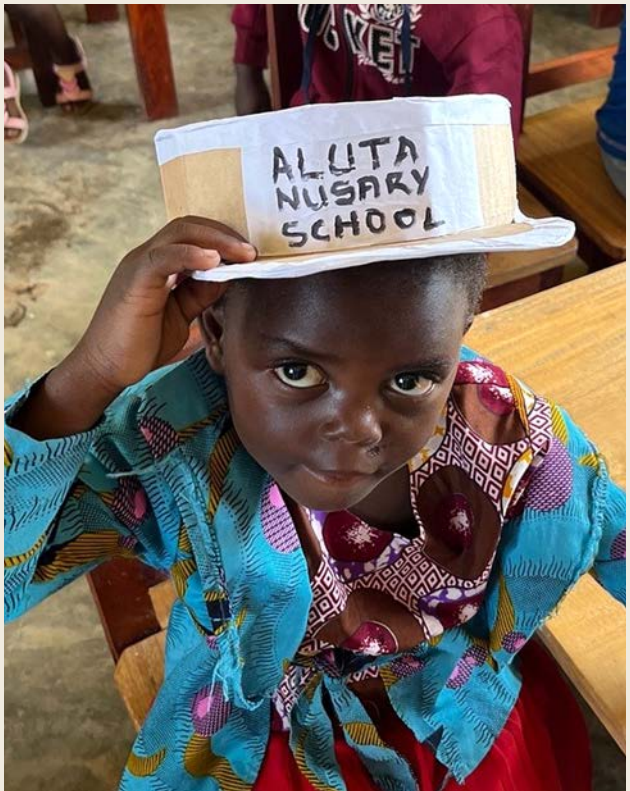




Malawi

is located on Africa's third largest lake, Lake Malawi, in the southeast of the continent. According to the Human Development Index, it is among the least developed countries in the world. Its friendly and open-minded people have led to Malawi also being dubbed the 'warm heart of Africa'. Dance and music are core components of Malawian culture.

Malawi is home to around 20 million people of more than 10 different ethnicities. Chichewa and the colonial language of English are its official languages, with 13 further languages spoken.



The situation

Although primary school is compulsory and free in Malawi, only 50 percent of children complete the full eight years of schooling, often due to family obligations or because they live far away from their school. The environment within which learning takes place poses challenges, too: on average, a classroom has to house 115 students, with just one qualified teacher for every 68 children.

How the project generates an impact

The FLY & HELP foundation works with its local network of partners to construct schools in areas that are home to lots of children but far removed from the nearest school. In some projects, additional classrooms are built for existing schools to create a better environment for learning. The goal is to enable all children to access education, with each class housing a maximum of 50 children.

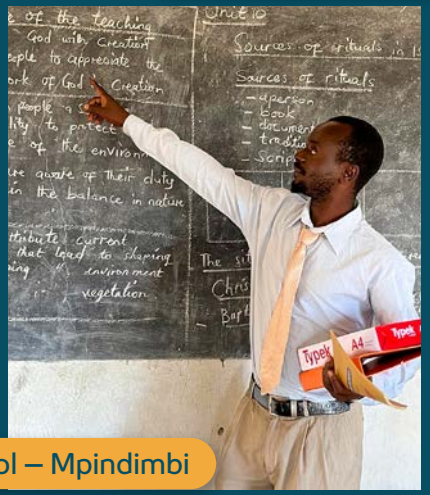
Alongside the construction of school buildings with multiple classrooms (including furniture and toilets), the needs and situation on the ground can also see funding being given for water pumps, solar panels, kitchens, accommodation for local teachers or fruit tree plantations.
Local decision-makers determine where a new school is to be built. The schools are run independently of state or religious influences and lessons are conducted by local teachers.



Kindergarten Aluta



Secondary Kuluunda



Primary School – Mpindimbi



Primary School – Chidowola





The support offered by the One Foundation

The One Foundation has constructed a school in the Salima region of Malawi each year since 2019, with Chidowola Primary School being built in 2019, Mpindimbi abc Primary School in 2020 and Kuluunda Secondary School and Aluta nursery in 2021. The construction of a third primary school began in 2022; this is projected to open in summer 2023. To date, the One Foundation has contributed around EUR 570,000 to the construction of the schools.



Project duration: 2019 to 2023

Funding provided: EUR 571,434

Output: Two primary schools, one secondary school, one nursery, with a total of 1,200 students and 28 teachers. An additional school is projected to be completed in 2023.

Outcome: Children receive a school education and, in turn, better prospects for the future.

Success/impact to date

All told, around 1,200 children receive an education at the four establishments that have been constructed. Many of these children did not attend school before, as they faced a lengthy, dangerous journey to school due to the risk of attacks by humans and animals. For these children, the new schools make it possible for them to receive an education in the first place. In addition, the quality of teaching has also improved, with a cap of 50 children per classroom and more teachers creating a better environment for learning. The number of students attaining school-leaving certificates or dropping out will be evaluated on an annual basis going forward; the schools are too new for this at present.



Every schoolchild receives a **lime or mango tree seedling** that they plant with their teacher and then take responsibility for.

no
own funds

€ 571,434
One Foundation

no
third-party funds



Hotel and catering training at TVET School Gatenga

Organisation: Don Bosco

Problem: high levels of youth unemployment in Rwanda

Approach: disadvantaged young people can take up training in 'Culinary Arts', 'Housekeeping' or 'Food & Beverage Service' to qualify themselves for a job in Rwanda's growing hotel and catering sector.

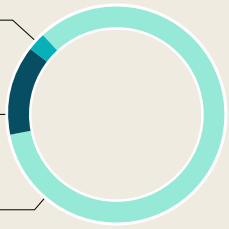
To this end, additional classrooms, a space for practical work and a teaching hotel with 10 guest rooms and restaurant are to be built, and the existing teaching kitchen renovated.

don-bosco-mondo.de

€ 38,000
One Foundation

€ 181,695
own funds

€ 1,130,717
other third-party funds



DON BOSCO MONDO
JUGEND • HILFE • WELTWEIT











Project duration: July 2020 to April 2024

Funding provided: EUR 38,000

Output: The classrooms and teaching kitchen have already been successfully completed and used for the training course on 'Culinary Arts': 96 trainees have taken part in this training course since 2021. The construction of the teaching hotel is largely completed.

Outcome: All 11 graduates of the highest level of education were able to find employment.

Education scholarships for children who have lost one or both parents

Organisation: Nicolaidis YoungWings foundation

Problem: young people who have lost their father, mother or both parents not only have to process this grief, but are often also left facing financial difficulties that can make their educational journey exceptionally challenging.

Approach: the education scholarships are designed for children aged 17 to 27 who have lost one or both parents. They offer emotional support (educational mentors and meetings for scholarship-holders) and financial support to make their professional dreams a reality. The specific nature of the scholarship depends on the recipient's personal situation.

nicolaidis-youngwings.de

€ 100,000
One Foundation

no
own funds

€ 115,600
other third-party funds





Project duration: 2021 to 2026

Funding provided: EUR 100,000

Output: 25 people have received a scholarship.

Outcome: All scholarship holders have reached their personal goal by the end of their scholarship. In the short term, the financial support enabled them to focus on their training and successfully complete it, while the emotional support assisted them in dealing with the loss of their parent(s) and put them in a position to complete their training, despite their challenging life situation.

Scholarships for Freudberg School

Organisation: Freudberg Trägergesellschaft gGmbH

Problem: private schools are often only open to financially prosperous families with a high level of education; they rarely reflect a cross-section of society.

Approach: the scholarship programme at Freudberg Community School is intended to enable children to attend Freudberg School if their family's financial situation or educational background means they would normally not be able to access progressive education. To prevent stigmatisation, the students and teachers don't know the identity of the scholarship recipients.

freudbergschule.de







Project duration: ongoing since the 2019/20 academic year

Funding provided: five scholarships at EUR 250 a month for four years = approx. EUR 60,000

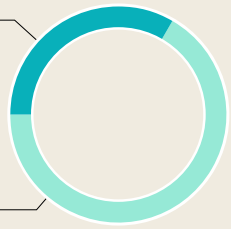
Output: Five children are able to attend the school and participate in its unique progressive educational approach, even though their families do not have the necessary resources.

Outcome: Along with a good education, the children have the opportunity to take up vocational training or start working towards the 'Abitur' school-leaving qualification and, if they wish, a degree.

€ 60,000
One Foundation

no
own funds

€ 120,000
external funds



At Freudberg Community School, **progressive education** means that the learning, content, methods and setting are designed with the child in mind. Pupils work in mixed-age classes and learn at their own pace. Sometimes they work on different content, but, at a minimum, they always work at different levels. The school facilitates genuine learning via research-based approaches that help boost students' motivation by appealing to their interests.

Funding is also provided for these projects

MOTEL ONE

Immediate aid for Ukraine

Across Europe, Motel One provided around 32,000 overnight stays in total in 2022 for the initial reception or as a stopover for refugees from Ukraine. In cooperation with municipal authorities and aid organisations, as many people as possible were helped quickly and given safe temporary accommodation. The costs for the overnight stays and food supplies were covered by the authorities, aid organisations and the One Foundation with a donation of around EUR 143,200.





Immediate aid for Ukraine





Kinderglück foundation

KINDER GLÜCK

Kinderglück foundation

At the start of the 2021/22 academic year, the One Foundation donated 500 schoolbags to socially disadvantaged children starting school in the Ruhr region.

SOS Children's Village in Jordan

In 2019, the One Foundation supported the SOS Children's Village Aqaba in Jordan, which currently cares for about 210 children who cannot live with their families. They receive education and assistance so they can provide for themselves in the future.

Verein zur Unterstützung der Opfer von Naturkatastrophen e. V. DEHOGA Bundesverband e. V.

Record-breaking floods in Germany: in July 2021, the One Foundation donated EUR 100,000 to the DEHOGA association to support victims of the catastrophic floods in the Ahr valley.

JUNO – an institution operated by the Verein für Frauenineressen

The One Foundation supports the Juno association, which provides refugee women in Munich with personalised careers guidance and job coaching.



JUNO – an institution operated by the Verein für Frauenineressen



Projects and partners in 2023 and beyond – selected examples

SchlaUA

The SchlaUA project, run by Munich-based Trägerkreis Junge Flüchtlinge e. V., enables students in Year 11 to complete their schooling that they started in Ukraine and to receive a Ukrainian school-leaving diploma. In addition, the students receive individual mentoring, (psychosocial) support and intensive German language courses, preparing them for their further education and career.

The One Foundation is supporting the SchlaUA project in the 2022/2023 academic year.

JOBLINGE

The services offered by JOBLINGE are focused on young people in difficult circumstances who are looking to enter education or the world of work. The One Foundation is funding the PLAN A project in 2023. PLAN A aims to reach out to young people on their wavelength, both online and offline, to inspire and motivate them to think about their professional future.

Something new on the menu – Gastro Akademie

In 2023, the One Foundation is supporting Gastro Akademie, which offers training and qualification programmes for people with migrant or refugee backgrounds. The goal is for participants to receive jobs in the hospitality industry.

The One Foundation scholarship programme

The One Foundation scholarships were awarded to trainees in the catering/hotel sector for the first time in 2023. As a Foundation, we want to support people to successfully receive their vocational qualification, particularly those that might be facing particular challenges due to a language barrier, financial need or other reasons.

ΚΗΠΟΣ ΤΗΣ ΛΥΣΟΥΣ

LYSOS garden

Opportunities for young people with disabilities in Greece

REFUGIO MÜNCHEN

REFUGIO Munich

Counselling and treatment centres for people in Munich affected by trauma and with a refugee background

40 Jahre FRANZ BECKENBAUER Stiftung

Franz Beckenbauer foundation

Support for people with a disability and those who are ill or who have ended up in an emergency situation through no fault of their own

Further details on these projects
and their development will be included in the One Foundation's next Foundation Report.



Have you heard of an exciting education project that would be eligible to receive funding under our Statutes and our funding guidelines?

If so, please do tell them about the One Foundation – we're always on the hunt for fantastic projects that we can offer meaningful support.



Looking back, looking forward

Looking back with gratitude, looking forward with anticipation



Have we already made ourselves obsolete? Certainly not. Nevertheless, we can look back on our Foundation's first few years with gratitude and no small amount of pride as we, the One Foundation, have been able to take the first key steps towards making our vision a reality.

- From 2019 to 2022, we supported 22 projects from 16 organisations with a funding volume of EUR 2.02 million.
- We facilitated the construction of schools in the Global South, helped children enjoy better learning conditions, funded training, backed education scholarships and financed coaching during training courses.

We've now rolled up our sleeves and are working on planning and implementing new projects while collaborating with our partners to expand and optimise our impact management system – so every euro and every hour of work is used to fullest effect.

Please do not hesitate to contact us if you have any questions or wish to make an enquiry.



Katrin Lepold-Natterer
Manager of the One Foundation

Tegernseer Landstraße 165
81539 Munich, Germany

+49 (89) 66 50 25-28
KLepold@one-foundation.de

Achieving more, together

As a society, we can achieve a great deal of good if we work together. With the One Foundation, we are committed to ensuring equal opportunities in education and training to support young people with determining their own futures – a cause that's truly close to our hearts.

We're delighted to be continuing this work and upholding trusted partnerships while also growing and reinforcing our network. This will enable it to serve as a stable base to give our endeavours the necessary reach and increase people's awareness of our work, even beyond our projects themselves.

Becoming proactive

We also want to develop our operational work with the One Foundation over the years to come: our aim is to run an increasing number of in-house education projects as well as funding external projects. We kicked this off in 2023 with scholarships for trainees in the hospitality industry. Others will follow – that much is for sure.

We hope our Foundation's first report gives you a sense of our work. If you have other questions or a project you think we should fund, please get in touch.

Thank you for your support!



Appendix

One Foundation Report – finances

Legal situation

The organisation's legal situation is as follows:

Foundation

One Foundation

Legal nature

Foundation under civil law

Statutes

As amended on 11 October 2017

Official recognition

Government of Upper Bavaria on 13 November 2017

Registered office

Munich

Address

Tegernseer Landstrasse 165, 81539 Munich, Germany

Financial year

Calendar year, 1 January to 31 December

Purpose and goals of the Foundation

The Foundation exclusively provides direct funding for tax-privileged, public-benefit and charitable purposes within the meaning of sections 51 et seq. AO [Fiscal Code of Germany].

Chair

Dieter Müller

Management Board

Ursula Schelle-Müller

Tax situation

The Foundation is registered with the Tax Office of Munich (143) Corporations/Partnerships under tax number 143/235/63129.

Under the exemption decision dated 30 April 2020, the Foundation is exempt from corporation tax and trade tax for 2017 to 2018. The tax declaration for 2019 to 2021 has been submitted.

The Statutes of the organisation, as amended on 11 October 2017, meet the statutory requirements under sections 51, 59, 60 and 61 AO, as per the decision under section 60a AO dated 13 December 2017.

The formation of the tax reserves is undertaken via an auxiliary calculation. The total holding of the tax reserves is as follows:

Area of activity

in EUR	As at 1 January 2022	Dissolution/consumption	New formation/addition	As at 31 December 2022
Tax reserves				
Currently unused, earmarked reserves	23,750.00	15,000.00	12,500.00	21,250.00
Free reserves	702,620.73	0.00	147,991.64	850,612.37
Reserve under section 62 (4) AO (savings reserve)	2,004,653.51	0.00	0.00	2,004,653.51
Total	**2,731,024.24**	**15,000.00**	**160,491.64**	**2,876,515.88**

Purpose of the Foundation

The purpose of the Foundation is the altruistic support of people in financial need and people whose mental, physical or psychological situation means they are dependent on help provided by others.

In addition, the Foundation's purpose is to support companies or legal persons under public law that exclusively and directly pursue tax-privileged, charitable and public-benefit purposes within the meaning of sections 51 et seq. AO and whose purpose, at a minimum, relates to supporting individuals as described above.

In particular, support is to be given to people without any means of their own, including those in need of protection. This support is to be provided with their integration into society and their training and education – in the broadest sense – at school and in the workplace. Assistance is also to be granted to young people with above-average levels of talent (promoting excellence). Support can also be given to research and teaching institutions that are tax-privileged under sections 51 et seq. AO and that focus on promoting excellence and/or the education and further training of socially or economically disadvantaged people and/or improving the situation of such people, including on an academic level.

The Foundation's purpose is put into practice through the following measures, in particular:

- The provision of services and financial resources
- The financial support of companies or legal persons under public law which are active in the relevant field

The resources required for this are generated from income on the Foundation's assets and on donations, provided they are not earmarked by the donor for supplementing the Foundation's basic assets.

Foundation assets

The assets donated to the Foundation for the ongoing, permanent fulfilment of its purpose **(basic assets)** are to be maintained at the same value.

On the day of the Foundation's establishment, it holds cash assets of **EUR 250,000.00**. Upon establishment, the Foundation also receives a cash sum of **EUR 150,000.00** as **other assets**.

This amount may be used to indirectly support the Foundation's purpose or to compensate for any loss of purchasing power by the basic assets; it should be used within 10 years of the Foundation's establishment (assets designed for consumption).

Donations

Under the agreement dated 28 December 2017, **Motel One Germany Betriebs GmbH** made a donation under section 4 (4) of the Foundation's Statutes to supplement its basic assets. The donation related to participation rights and the associated claims against Motel One Real Estate GmbH, as per the Participation Rights Agreement dated 28 December 2017, amounting to EUR 19,600,000.00.

Participation Rights Agreement

Pursuant to the donation agreement dated 28 December 2017, all the claims and rights arising from the Participation Rights Agreement against Motel One Real Estate GmbH (issuer), including the payment claims and all other contractual and legal claims, shall be transferred to the One Foundation. This transfer is indicated to Motel One Real Estate GmbH in writing. The transferee has accepted the transfer.

The subscribed participation right capital amounts to **EUR 19,600,000.00** ('participation right capital').

On the basis of debt law, the participation rights provide creditor rights but not shareholder rights regarding the issuer. In particular, they do not give rise to participation, collaboration or voting rights at the issuer's shareholder meetings. This Participation Rights Agreement runs until 31 December 2027 ('fixed term'). The ordinary termination of this Agreement is excluded.

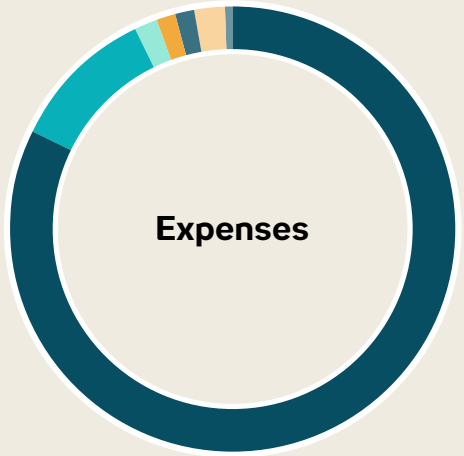
The holder of the participation rights shall receive a profit share (5.35 percent) on its participation rights from the issuer each year. This sum is dependent on the balance sheet profit prior to corporation tax and trade tax (participation rights).

If the issuer records a balance sheet loss in one or several annual reports, or its basic capital is reduced to cover losses, the repayment claim of the participation rights holder shall reduce directly pro rata. This reduction shall occur to the same extent as to which these losses cannot be covered by the equity capital holdings that are not subject to particular protection against disbursement. If profits are generated in the years after the participation rights holder has participated in a loss, these profits are to be used to increase the repayment claim to reach the nominal amount for the participation rights, before the profit is appropriated in any other way. The participation rights shall be repaid at the nominal amount for the participation right capital, subject to the provisions regarding participation in a loss under section 4. The sum to be repaid is due on 31 December 2027.

2022 profit and loss account



- **99.2%** income from Participation Rights Agreement/interest
- **0.8%** other income



- **82.4%** projects
- **10.6%** staffing costs
- **1.6%** project costs
- **1.5%** audit and consulting costs
- **1.2%** advertising and administration costs
- **2.2%** other operating expenses
- **0.5%** depreciation and amortisation

Funding to date

in EUR	2018	2019	2020	2021	2022	2023
Total funding	**Establishment of the One Foundation**	**246,580.00**	**421,104.31**	**598,000.00**	**750,699.42**	**57,850.00**
Freudberg Community School Berlin – scholarships		6,250.00	15,000.00	15,000.00	15,000.00	15,000.00
FLY & HELP – first primary school, Chidowola		90,330.00				
FLY & HELP – funding for seeds in Malawi			12,879.31			
FLY & HELP – second primary school, Mpindimbi			143,225.00			
FLY & HELP – secondary school, Kuluunda				115,000.00		
FLY & HELP – nursery, Aluta				45,000.00		
FLY & HELP – third primary school					157,700.00	
Abc Gesellschaft – kitchen for Aluta nursery, Malawi					7,300.00	
SOS Children's Village in Jordan		150,000.00				
BrotZeit e. V. – breakfast at primary schools in Berlin			100,000.00	100,000.00	100,000.00	
Trägerkreis Junge Flüchtlinge e. V. – SchlaU, school/work transition			150,000.00			
Zeltschule e. V. – 'bird schools' in Syria				50,000.00		
JUNO – careers guidance				5,000.00		
Kinderglück foundation – schoolbag project				30,000.00		

in EUR	2018	2019	2020	2021	2022	2023
DON BOSCO – school and education expansion in Rwanda				38,000.00		
Nicolaidis YoungWings foundations – scholarships for people who have lost one or both parents				100,000.00		
DEHOGA – flood victims				100,000.00		
Initial reception for Ukrainian refugees at Motel One					143,199.42	
Trägerkreis Junge Flüchtlinge e. V. – SchlaUA					150,000.00	
Franz Beckenbauer foundation					30,000.00	
Joblinge e. V. – Plan A					100,000.00	
Über den Tellerrand e. V. – Gastro Akademie					45,000.00	
Förder- und Freundeskreis Ellinko e. V. – LYSOS garden					2,500.00	2,500.00
Refugio München e. V.						30,350.00
Zeltschule e. V. – emergency earthquake assistance						10,000.00

As of: 31 March 2023

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Imprint



One Foundation
Foundation under civil law

Tegernseer Landstraße 165
81539 Munich, Germany

Tel.: +49 (89) 66 50 25-0
Email: info@one-foundation.de
Website: one-foundation.de/en

Board:
Dieter Müller (Chair)
Ursula Schelle-Müller (Member of the Board of Management)

Contact:
Katrin Lepold-Natterer (Manager of the One Foundation)

Competent supervisory authority:
Government of Upper Bavaria, Maximilianstr. 39, 80538 Munich, Germany

Design:
Annica Lill, lessislovable.de

Editorial:
Katrin Lepold-Natterer
Anne Käsinger
Maja Hebel

Proofreading:
Sabine Kasper, sabinekasper.de

Illustrations:
Fly Moustache, flymoustache.com

As of: 31 March 2023

ONE Foundation

A Foundation of the Motel One Group

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