



KIDS & FUTURE FOUNDATION  
2013  
ANNUAL REPORT



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**KIDS & FUTURE FOUNDATION**

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# KIDS & FUTURE FOUNDATION 2013 ANNUAL REPORT

This is our simplified annual report book opened to all. (all statistics as of Fiscal Year 2013 commenced Jan. 1, '13 and ended Dec. 31, '1)

# “WHAT WAS YOUR DREAM BACK THEN?”

And what are you dreaming of now, something beyond those conventional ones such as family health or buying a house? For us, to dream amount something, it's just full of concerns as an adult and we barely have a room to do so.

What do you think about our kids then? For kids, they are just free to go for their own dream, if it were now for adults limiting their thinking opportunities.

However, we doubt that people barely know that some children and young people across the world are deprived of such opportunities to dream about something.

For them to see, hear, and experience that they deserve, there should be Kids & Future Foundation and conscious adults to help them out and set their paths of life, dreams, and futures.

BE RIGHT  
THERE FOR  
OUR KIDS  
TO DREAM  
ABOUT  
THEIR FUTURE!



# HOW KIDS & FUTURE FOUNDATION FARED IN YEAR 2013

Refer to the following for all-inclusive financial affairs for Kids & Future Foundation in Year 2013 including incomes, expenditures, kids and organizations supported, volunteers, and corporate and individual donors.



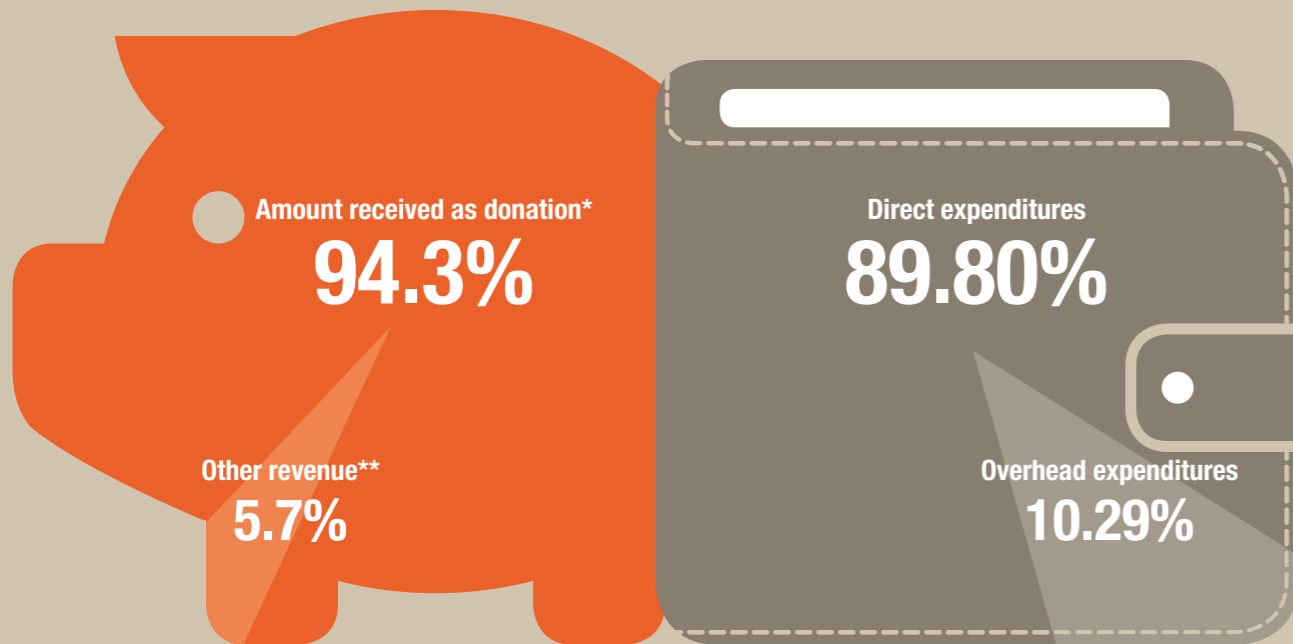
# BUSINESS OVERALL

Total income(KRW)

**8,901,934,140**

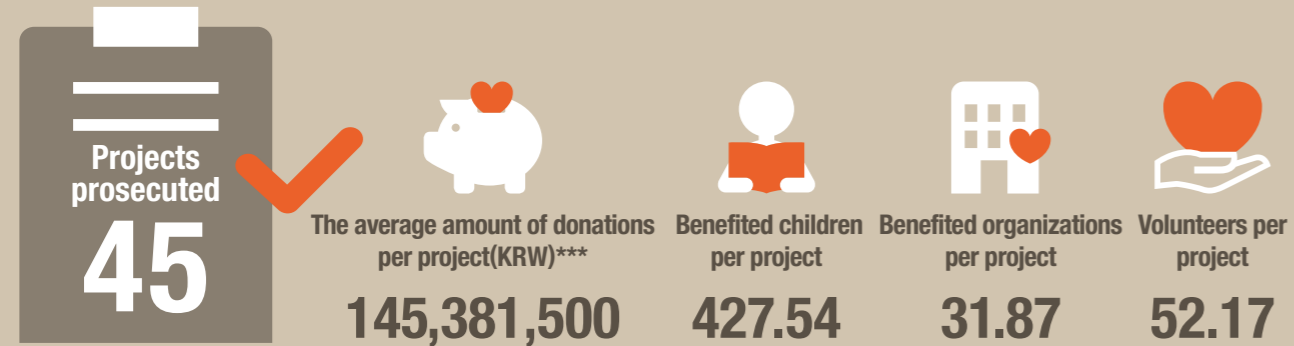
Total expenditures(KRW)

**8,901,934,140**



\* Amount received as donation KRW 8,394,372,730 94.3% (\*incl. carry-over from the prior year)

\*\* Non-donation income KRW 507,561,410 - Interest income KRW 127,245,985(1.4%) / Prior-year income KRW 33,721,100(0.4%) / Property carry-over KRW 337,209,198(3.8%) / Misc. income KRW 9,385,127(0.1%)

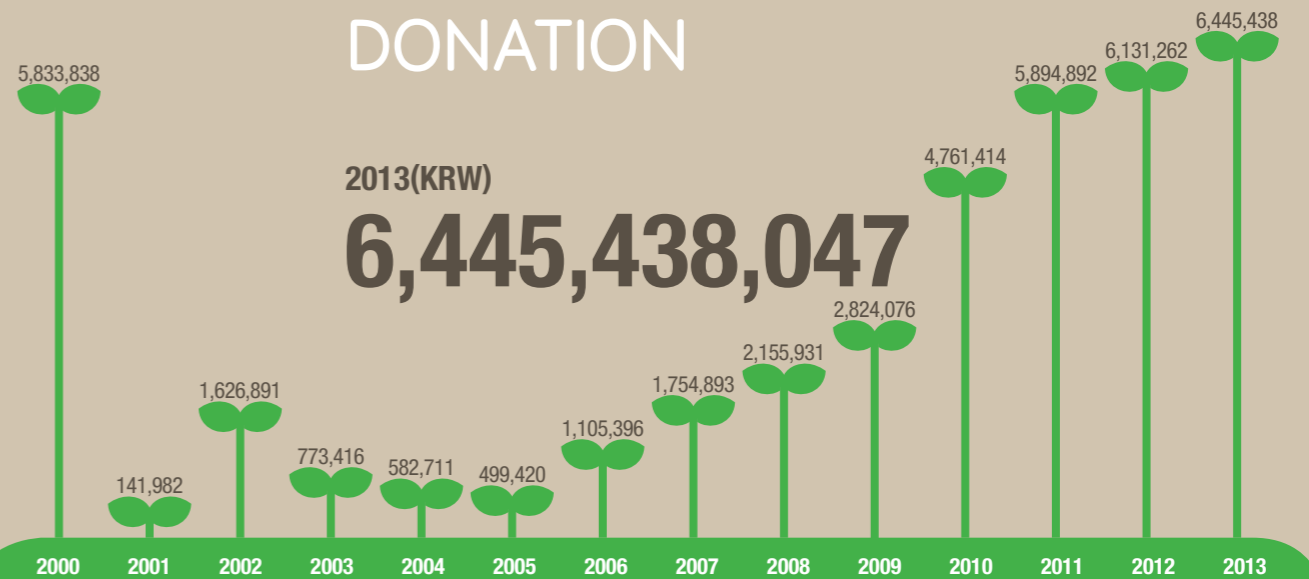


\*\*\* Per-project donations average - Education program KRW 167,357,035 / Educational environment improvement KRW 191,515,935 / Scholarship KRW 87,058,947 / Event & Campaign KRW 147,789,395 / Overseas KRW 34,705,000 / Others KRW 13,426,75

# DONATION

2013(KRW)

**6,445,438,047**



Trend of Donation, Years 2000~2013 (One thousand won)

## Donation 2013

Category	Persons Donating	Amount (KRW)
Individual	11,038	1,459,522,852
Corporate	94	4,985,915,195
<b>Total</b>	<b>11,132</b>	<b>6,445,438,047</b>

## Amount Supported by Field

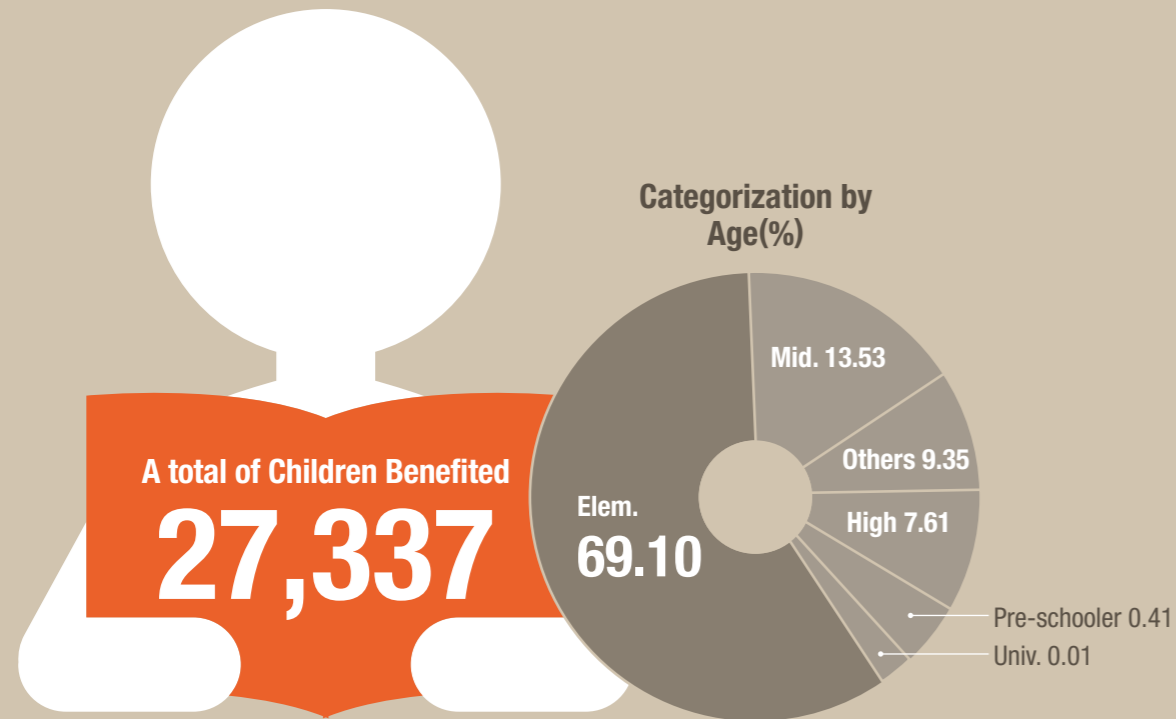
Field	Amount (KRW)
Education Program	2,486,429,735
Educational Environment Improvement	1,382,784,907
Scholarship	816,030,433
Event & Campaign	710,645,376
Overseas Support	21,064,000
Others (Designated Donation)	26,853,510
<b>Total</b>	<b>5,474,807,961</b>

\* Incl. carry-over from Year 2012

## Property Donation

Donated by	Item(s) Donated	Worth (KRW)	Q'ty
East Soft Co.	AIYac Software Certificate	589,600	25
Samsung Fire & Marine Insurance	Nutritional supplements for bereaved families of traffic accident victims	6,381,960	124
Lotte Tourism Dev. Co.	Admission Tickets for Performance 'Europe Blog'	1,600,000	40
Balgunnon Spectacles Co. and four others	Spectacles for Underprivileged Kids (as part of Love Eye Project)	2,010,000	51
Gycro Co., Ltd.	Soccer Uniform, Shoes & Balls	5,410,000	90
Samsung Securities Co., Ltd.	Agricultural Produces for Young Adults' Economics and Securities School	10,000,000	205
KTB Investment Securities Co.	Office Supplies (LCD Monitor)	1,956,850	6
<b>Total</b>		<b>27,948,410</b>	

# BENEFITED CHILDREN



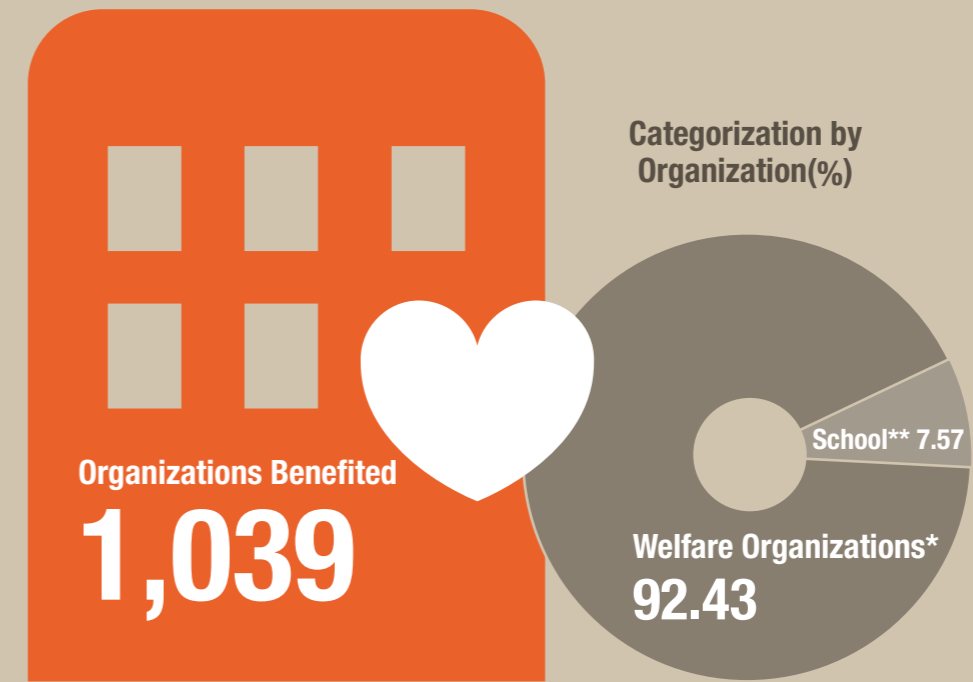
## Children Benefited by Field



## Categorization by Province

Seoul 55.48% / Busan 1.38% / Daegu 3.10% / Incheon 4.95% / Gwangju 2.15% / Daejeon 2.92% / Ulsan 0.87% / Gyeonggi 13.52% / Gangwon 0.17% / Chungbuk 0.99% / Chungnam 5.74% / Jeonbuk 1.10% / Jeonnam 1.95% / Gyeongbuk 2.02% / Gyeongnam 2.04% / Jeju 0.22% / Overseas 1.42%

# ORGANIZATIONS



\* 1Categorization by Welfare Organization - Regional Children Center 56.86% / All-inclusive Welfare Center 28.16% / Multi-cultural Family Center 0.30% / Others 14.68%  
\*\* 2Categorization by School - Elem. 16.30% / Mid. 35.56% / High 2.22% / Others 45.93%

## Organizations Benefited by Field



## Corporate Sponsors

Seoul 54.14% / Busan 2.63% / Daegu 1.40% / Incheon 6.44% / Gwangju 2.13% / Daejeon 0.90% / Ulsan 0.39% / Gyeonggi 21.44% / Gangwon 0.84% / Chungbuk 1.06% / Chungnam 2.30% / Jeonbuk 1.62% / Jeonnam 0.56% / Gyeongbuk 0.73% / Gyeongnam 1.90% / Jeju 1.40% / Overseas 0.11%

# VOUNTEERS



\* **Categorization by Age(Office Worker)** - 20's 17.43% / 30's 48.83% / 40's 29.78% / 50's or older 3.96%

\*\* **Categorization by Age(General Public)** - 10's 4.52% / 20's 3.87% / 30's 80.65% / 40's 10.97%

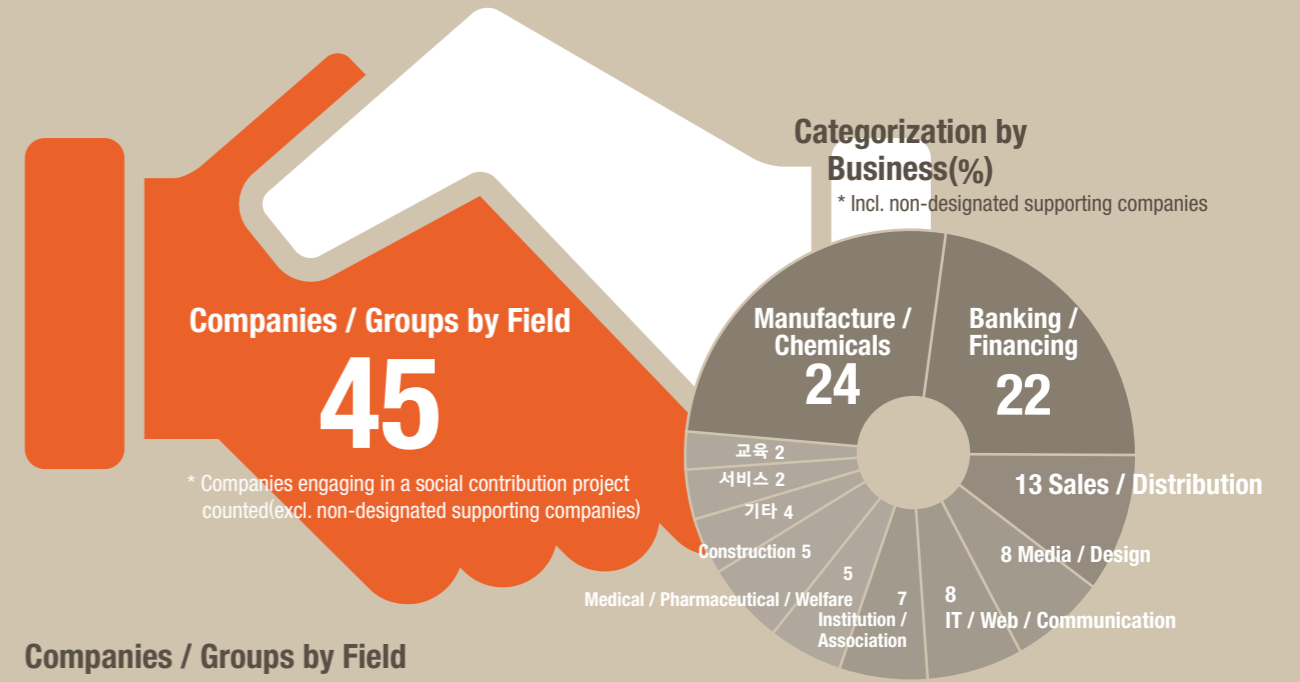
## Categorization by Field



## Categorization by Province

Seoul 33.17% / Busan 2.33% / Daegu 2.08% / Incheon 1.52% / Gwangju 2.08% / Daejeon 6.13% / Ulsan 41.91% / Gangwon 0.14% / Chungbuk 3.10% / Chungnam 0.07% / Jeonbuk 0.32% / Jeonnam 2.36% / Gyeongbuk 2.68% / Gyeongnam 0.95% / Jeju 0.21%

# CORPORATE PARTNERS



## Companies / Groups by Field



## The Longest Top 10 Corporate Sponsors & Projects

Years	Company / Group	Project
11	Musicians of Love	Musicians of LoveScholarship
9	Samsung Securities Co., Ltd.	Young Adults' Economics and Securities School
9	Astrazeneca Korea	Hope Foundation Fund
8	Seoul Auction	White Sale
7	KT Investment Securities	Happy Jump Fund
7	Siemens	Al-Sarang Project
6	KBKookmin Bank	Library of Hope
6	SeocheonPangyo Middle School 20th Alumni Reunion	Hometown Love Fund
5	Tapax, Seongan Tech, Uni Industrial	Facilities Support
5	Papa Jones	GussHiddink FoundationDream Field

## Corporate Donors Newly Joined in 2013

KB Financial Group /  
Adidas Korea /  
Hyundai Auto Ever /  
Hanwha L&C /  
Hanwha Chemicals /  
Happy Money I&C /  
Zaicro / IS Dongseo

# HOW WE RUN OUR PROGRAMS

Kids & Future Foundation works in five different fields of Education Program, Improvement of Youth Learning Environment, Scholarship, Event & Campaign and Overseas Support to help children across the world secure a 'right to dream'.

- Part 01. Education Program
- Part 02. Improvement of Youth Learning Environment
- Part 03. Scholarship
- Part 04. Event & Campaign
- Part 05. Overseas Support

Program Sponsors  
**45**

Programs  
**45**

The Amount of Contribution(KRW)  
**6,355,701,953**

Children Supported  
**27,337**

Volunteers  
**2,849**

Organizations Benefited  
**1,039**

## Sponsors

GaheonShindo Foundation · Bright Union · Black Rock · Musicians of Love · Seoul Auction · Samsung Everland · Samsung Securities · Samsung Card · Samsung Fire · Marine Insurance · World Future Forum · Shinhan Card · Shinhan Life Insurance · Adidas · IS Dongseo · Gycro · Johnson & Johnson · Siemens · Tepex · Pangyo Middle School 20th Alumni Reunion · Posco AST · Astrazeneca Korea · Janssen Korea · Hanmi Pharmaceutical · Hyundai Auto Ever · Hyundai Motors · Ernst & Young HY · Hanwha Group and Subsidiary Companies · Hanwha Chemicals · Hanwha L&C · KB Kookmin Bank · KB Financial Group · KDB Infra Asset Management · KTB Investment Securities · SK Hynix



# PROGRAM PART 01. EDUCATION PROGRAM



We believe “children are what they experience and that’s what education is all about”. What matters here is to give them an opportunity to experience where they perform best and what they want to do.

For kids, experience is what education is all about and helps them out to dream about something for their own future.

In this connection, Kids & Future Foundation runs education programs in giving all those children in Korea and across the world opportunities to dream about future, without distinction of economic and environmental factors.

To be specific, for Year 2013, Kids& Future Foundation worked to support various education programs in categories of Arts, Sports, Sciences, Mathematics, Economy, Languages, Environment, Health, Leadership, Volunteerism, Job-skill training, and Life-skill training.



The Amount of Contribution(KRW)

# 2,761,310,138



Children  
Supported  
**16,023**



Organizations  
Benefited  
**462**



Volunteers  
**2,233**



Programs  
**18**



Sponsors  
**17**

## Sponsors

Samsung Everland · Samsung Securities · Samsung Card · Samsung Fire & Marine Insurance · World Future Forum · Shinhan Card · Adidas · Johnson & Johnson · Siemens · POSCOAST · Ernst & Young HY · Hanwha Group · Hanwha L&C · Hyundai Auto Ever · KB Kookmin Bank · KB Financial Group · SK Hynix

# PROGRAM PART 02. IMPROVEMENT OF YOUTH LEARNING ENVIRONMENT



Where children live and play is the Dream Factory where unlimited extent of imagination comes from. In this connection, Kids & Future Foundation works to improve environments of where children live and play, by supporting education devices and equipments.

For Year 2013, Kids & Future Foundation constructed libraries, improved toilets, wallpapered living areas, supported computers, TVs, on-line/off-line education materials and books for improved education. Projected in Year 2014 are playgrounds and sports facilities, as well as education devices and equipments to give more educational opportunities to children.



The Amount of Contribution(KRW)

# 1,450,996,261



Children  
Supported  
**7,189**



Organizations  
Benefited  
**128**



Volunteers  
**287**



Programs  
**7**



Sponsors  
**9**

## Sponsors

GaheonShindo Foundation · Shinhan Card · IS Dongseo · Tepex · Seongan Tech ·  
Uni Industrial · HanwhaL&C · Papa Jones

# PROGRAM PART 03. SCHOLARSHIPS



A person shall have a right to do the way they should. For children, the way how is receiving unbiased ideas and unrestricted dreaming. In fact, they should not lead their lives for part-time jobs for tuition, school uniform and medical expenses, all being the 'duty of being adult'.  
In this connection, Kids & Future Foundation offers scholarships to those needy, to help them lessen economic burden and concerns.  
In Year2013, Kids & Future Foundation raised funds and worked to support academic tuitions, living expenses and cultural expenses, followed by monitoring and reporting to check for the use of funds as intended.  
Projected in Year 2014 is more valuable use of funds raised for scholarships, for the sake of children and young people.



The Amount of Contribution(KRW)

# 909,326,577



Children  
Supported  
**443**



Organizations  
Benefited  
**182**



Volunteers  
**134**



Programs  
**11**



Sponsors  
**11**

## Sponsors

Individuals · Bright Union · Black RockAsset Management · Musicians of Love · Samsung Fire & Marine Insurance · Shinhan Life Insurance · Siemens · Pangyo Middle School 20th Alumni Reunion · Astrazeneca Korea · Janssen Korea · KDB Infra Asset Management · KTB Investment

# PROGRAM PART 04. EVENT & CAMPAIGN



The idea of sharing comes from empathy and participation.

Your brave practice may encourage people around you to help those children and youth step further.

In this connection, Kids & Future Foundation arranged various events and campaigns to raise awareness of happiness and gratitude of sharing for 'donation-oriented culture'.

For Year 2013, Kids & Future Foundation runs Run-2-U Campaign, a participative campaign of share and love, A charity art auction event of 'White Sale', a flea market of Love Bazaar, a fund raising event and Hope Box Campaign to help children miraculously realize their dream by hoping something.



The Amount of Contribution(KRW)

# 1,182,963,977



Children Supported

## 3,532



Organizations Benefited

## 265



Volunteers

## 185



Programs

## 8



Sponsors

## 11

### Sponsors

Individual Donors(including Korean entertainer, Seon Yeong Ahn) · Samsung Card · Seoul Auction · Hanmi Pharmaceutical · Hanwha Group and Subsidiary Companies · Hanwha Chemicals · KB Kookmin Bank

# PROGRAM PART 05. OVERSEAS SUPPORT



Hunger and disease. These are what people imagine out of African children.  
With significant relevance to survival, supports for food and health are mandatory.  
Dreaming and hoping for future should come after the matter of meals and health.  
In this connection, Kids & Future Foundation proudly backs those needy children and adults, including parents and teachers, to lead their autonomous lives.  
The way how Kids & Future Foundation helps them out is not unilateral. Instead, Kids & Future Foundation works participative programs to lead children the desirable way to develop their own dreams and goals.



The Amount of Contribution(KRW)

# 34,705,000



Children Supported  
**150**



Organizations Benefited  
**2**



Volunteers  
**10**



Programs  
**1**



Sponsors  
**2**

**Sponsors**  
Individual donors · Zaicro · HyundaiAuto Ever

# “CHILDREN DESERVES DREAMING OF FUTURE.”

Year 2013 is the 14th anniversary of Kids & Future Foundation, started as a private foundation funded by civil minded venture firms to support those needy children and youth. Kids & Future Foundation is now in partnership with various companies for social contribution projects.

For Year 2013, Kids & Future Foundation was affiliated with proud 45 companies and a number of individual contributors to work with a total of 2,849 volunteers in support of 1,039 different children and youth serving organizations, and 27,337 different children and youth. So far in the 1st half of Year 2014, a total of 52 projects are underway for Kids & Future Foundation affiliated with 50 different companies.

Kids & Future Foundation knows that it was all you, including our proud supportive companies and individuals who rendered unconditional trust to the Foundation's transparency and help the Foundation chase after its own vision. We promise again to do our best to preserve a 'right to dream' for all those children and youth in Korea and across the world. Thank you so much.

SONG JA, Chairman

*Ja Song*



## Kids & Future Foundation is

**Domestically and internationally affiliated with partner companies** and helping them establishing their own social contribution strategies to fit their visions, as well as consulting them out for **plan, suggestion, and implementation**, as a **social responsibility supporter**. Further, to help the **general public better understand** the Foundation's own vision and earn **empathy for marginalized children and youth**, Kids & Future Foundation offers **varied routes of participation** in the form of materials, time contribution and talents. Keeping close **communication with competent authorities and organizations** such as **communities, centers for children & youth and overseas partner organizations** are key to meeting the Foundation's desire to help more children and young people out in Korea and all across the world

