

2021 KIDS&FUTURE FOUNDATION Annual Report



The Children and Future Foundation
pursues a society where all children and
youth can dream and achieve
a bright and healthy future.

We feel the biggest reward and bright future when
we see growing children.

Thanks to you, children were able to grow up
together.

I would like to express my sincere gratitude to you for protecting the children's future even in difficult situations.

In 2021, we tried to provide a wide range of support for more children.

Through various activities, we supported our children to move toward their dreams on their own.

It was hard due to COVID-19, but we made various efforts for our children.

This year as well, I would like to share with you the achievements of the foundation that I have worked on over the past year.

In this annual report, we believe that you will be able to see the concerns and commitments of the foundation for children

I hope that small seeds for our children will be able to take root in society.

And I hope the seeds will sprout and grow and bear the fruit of a bright future society.

Our foundation would like to express our sincere gratitude to our supporters.

We ask for warm encouragement and attention for the children who support.

Thank you.



LEE Hoon-kyu
Chairman
Kids & Future Foundation

About the Foundation



Role of the Foundation

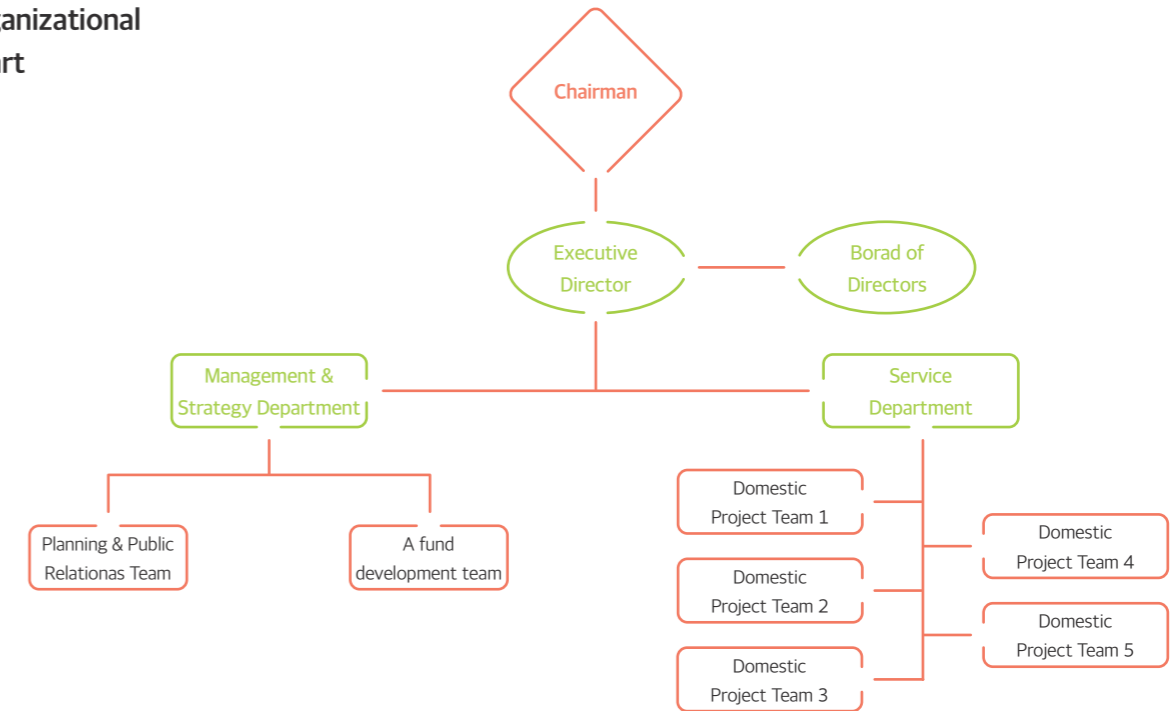
We establish partnerships with domestic and foreign companies and set up strategies to realize social contribution projects (CSR) that fit the vision and business of each company, and we specialize in planning, proposals, and projects. And We strive to achieve corporate social responsibility.



- Foundation support project
- Education support project
- Education infrastructure improvement
- Scholarship project
- Distribution business
- CSR Corporate Social Responsibility
- Donor Management

Organization Chart

Organizational Chart



Board of Directors

Position	Name	Previous & Current Affiliations	Term
Chairperson	Hun-kyu, LEE	Present: Chairman, K&F Previous: President, CHA University Previous: Director, Incheon District Prosecutors' Office	2022.03.17 ~ 2025.03.16
Executive Director	Du-jun, PARK	Present: Executive Director, K&F Present: Research Committee Member, GuideStar Korea	2021.05.22~2024.05.21
Director	Tae-shin, JANG	Previous: Ambassador to Greece	2019.06.28~2022.06.27
	Chi-jung, KIM	Present: Representative, Oracle Law Firm Previous: Chief Prosecuting Attorney, Seoul High Court	2020.01.20~2023.01.19
	Eun-kyung, SHIN	Previous: Professor, CHA University Previous: Korea Youth Work Agency, Chairperson	2021.04.26~2024.04.25
	Hyung-hye, JIN	Present: Lawyer, GL Law Firm	2019.07.16~2022.07.15
	Jung-seon, SEOL	Present: Lawyer, Lee & Ko Previous: Director of Information and Communication Cooperation Policy Division, Ministry of Information and Communication	2019.08.01.~2022.07.31
Auditor	Eun-sook, CHO	Present: Director of Dongjak Completion Social Welfare Center Previous: Director, Welfare Planning Division, Dongjak-gu Community Security Council	2020.11.12~2023.11.11
	Joo-woong, LEE	Present: Attorney at Law Firm (Yu) Won Previous: Seoul Eastern District Prosecutor's Office, Criminal Division 2	2020.12.16~2022.12.15
	Joo-hye, LEE	Present: auditor, Shin Bo Previous: auditor, Sham Jung	2021.12.03~2023.12.02

(As of Mar. 31, 2022)

Certifications & Awards Received

K&F Program Awards Received

2021 Minister of Education Award
Promoting educational donations and spreading the culture of educational donations
Discovering and rewarding old institutions and individuals.
Award Received A ministerial award (Samsung Securities, Youth Economy Class)
Date of Award Dec. 08, 2021.
Organizer the Ministry of Education, Korea Foundation for Science and Creativity

2021 Ministerial Award for Volunteer Service in Korea
Our neighbors are dedicated to dealing with national disasters such as COVID-19 a friend who has consistently practiced service and good deeds to Discover water volunteers, organizations, enterprises, etc
Award Received A ministerial award (Samsung Securities, Youth Economy Class)
Date of Award Dec. 03, 2021.
Organizer Ministry of Public Administration and Security

Seoul Metropolitan Government's Social Contribution Awards 2021
It was held by the Seoul Metropolitan Government and the Seoul Welfare Foundation to support cooperation in social contribution by companies and welfare facilities
Award Received Seoul Welfare Foundation CEO Award (Samsung Securities, Youth Economy Class)
Date of Award Nov. 26, 2021.
Organizer Seoul Welfare Foundation

Korea Economic Education Awards 2020
Schools, teachers, and employees of economic education institutions and economic education institutions who have contributed to the revitalization of economic education and the spread of economic education among institutions and individuals who have conducted economic education for more than two years are selected.
Award Received Korea International Trade Association President's Award (Youth Economy Class)
Date of Award Dec. 15, 2020
Organizer Ministry of Strategy and Finance, Council of Economic Education Organizations

Korea Social Contribution Grand Prize 2020
It was awarded to institutions that contributed to national development through social contribution activities in five areas: job creation, social service, regional development, industrial development
Award Received Commendation from the Minister of Health and Welfare (AstraZeneca Korea)
Date of Award Dec. 11, 2020
Organizer Korea Social Contribution Foundation
Host Korea Social Contribution Awards Organizing Committee

CSR in the Community 2020
As a system which started in 2019, continuous social contribution will be made with partnerships with non-profit organizations in the local community. Proceeded to recognize and encourage the hard work of companies and public institutions which took part. Selected at the event "The Day of Recognition of Community Social Contribution." Selected for 2 consecutive years.
Award Received CSR in the Community (Shinhan Card, AstraZeneca Korea)
Date of Award Dec. 03, 2019, Nov. 11, 2020
Organizer Ministry of Health and Welfare, Korea National Council on Social Welfare

2019 Seoul Social Contribution Award
Held since 2017 by the Seoul Metropolitan Government and Seoul Welfare Foundation to support social contribution partnerships of partner organizations such as companies and welfare facilities.
Award Received Excellent Program
Date of Award Nov. 15, 2019
Organizer Seoul Welfare Foundation

Received Presidential Citation for Shinhan Card Arumin Library at the "2019 25th Reading Culture Award"
Held to find and award individuals and organizations that have contributed to promoting the reading culture. K&F was awarded the Presidential Citation in recognition of the Foundation's promotion of the reading culture by operating the Shinhan Card Arumin Library for the past 10 years.
Award Received Presidential Citation
Date of Award Aug. 31, 2019
Organizer Ministry of Culture, Sports and Tourism
Host Publication Industry Promotion Agency Of Korea

2014 Samsung Social Contribution Award
Aims to award organizations and individuals that have contributed to local community development and a warmhearted corporate culture.
Award Received Social Contribution Partner Award
Date of Award Nov. 20, 2014
Organizer Samsung Social Volunteer Group

2010 Economic Education Grand Award
Held to commend organizations and individuals devoted to economic education area and to vitalize economic education.
Award Received Best Practices of Economic Education (4th place in 'General Area')
Date of Award Jan. 21, 2011
Organizer Korea Association of Economic Education

K&F Certifications & Awards Received

Certified by GuideStar Korea for highest transparency for "four consecutive years"
Korea Guide Star, a donor organization evaluation agency, evaluates public interest corporations based on transparency, accountability, financial stability, and efficiency. Awarded the highest transparency certification and crown certification for 6 consecutive years from 2016 to 2021.
Award Received Perfect scores for Financial Stability / Efficiency / Accountability / Transparency
Date of Award 2016~2021
Organizer GuideStar

Commendation by the Minister of Information and Culture for Information and Information Culture Merit
Contribute to the realization of a digital inclusive society and the revitalization of information culture by discovering and awarding meritorious persons who have contributed to bridging digital digital gaps and responding to digital dysfunction
Award Received A ministerial award
Date of Award Jun. 22, 2021.
Organizer Ministry of Science and ICT

Grand Awards for Excellence in Sustainability Management
According to Article 19, Section 3 of the Industrial Development Act, the award is given to facilitate companies' autonomous sustainable management. It aims to enhance domestic awareness of sustainable management by discovering and awarding best practices, there by motivating companies to actively carry out sustainable management activities.
Award Received Social Responsibility Management Award (first NPO to be awarded)
Date of Award Nov. 4, 2009
Organizer Ministry of Knowledge Economy

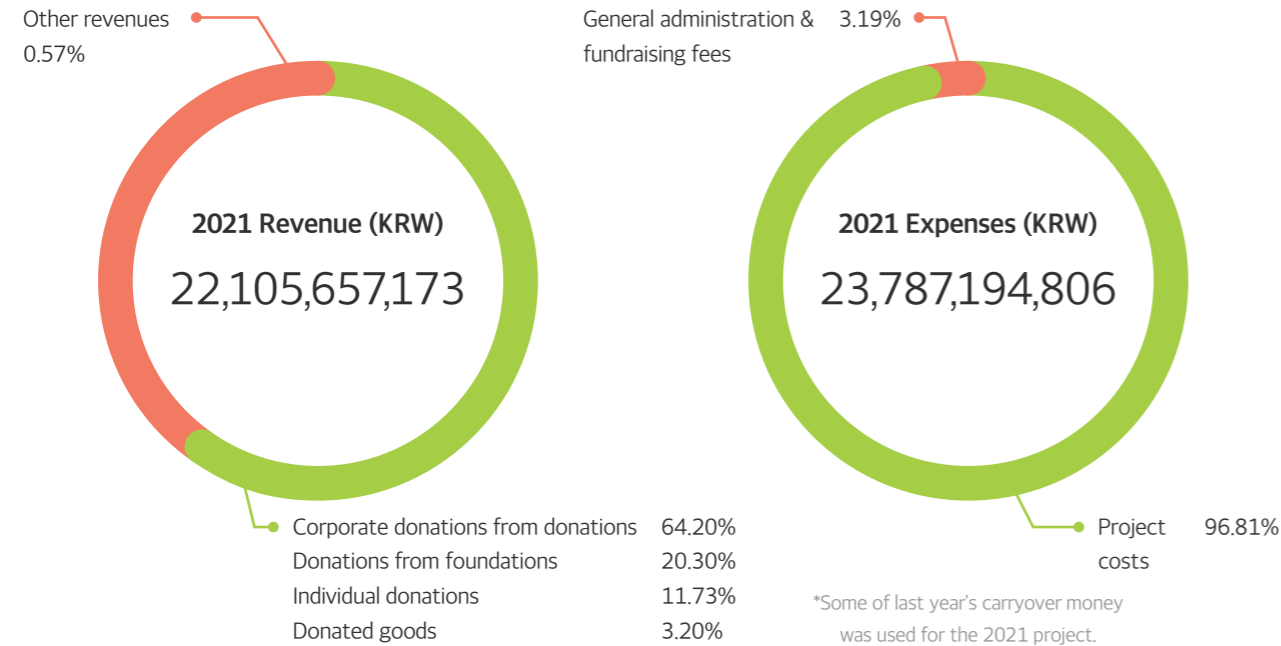
Sustainability Report Award Received
As an award given by the Korean Standards Association with the cooperation of the GRI, which sets the guideline for a global 'Sustainability Report' of corporations, various stakeholders assess the report through online participation. The award aims to offer feedback for improvement for domestic reports and to contribute to their distribution and proliferation. Award Received: Stakeholder Area (first NPO to be awarded)
Award Received Stakeholder Area (first NPO to be awarded)
Date of Award Oct. 14, 2009
Host Korean Standards Association
Award Received Excellent Report Award in the Public/NGO area
Date of Award Nov. 16, 2010

Recipient of the Best Prize for the Samil Transparency Award
An award for NPOs given by Samil Accounting Firm and Samil Future Foundation through an objective evaluation of the organization's transparency in accountability and outcomes, with an aim to spread a donation culture based on trust.
Award Received Best Prize
Date of Award January 2009
Organizer Samil Future Foundation

Grand Award for Sharing Received
An award given to individuals who have carried out sharing and volunteer activities while earnestly assuming their respective social duties for the nation and the local community. To find such awardees, the National Assembly, political parties, media, and civic groups come together and they altogether try to spread the culture of sharing through the media.
Award Received The Presidential Award for Education, Science & Technology
Date of Award May 7, 2010
Organizer Nanum News

International Youth Foundation (IYF) Certification for Global Partner
K&F received a Certification of Excellence from the IYF and is the IYF's only global partner in Korea. This certification was based on 13 indices designated by the IYF used to evaluate each organization's management methods and effectiveness of strategies; indices evaluated for influence on youth were independence, objectivity, transparency, effectiveness, and continuity.
Award Received Excellence
Date of Award 2004
Organizer International Youth Foundation

2020 Foundation Operating Performance based on Accounting Standards for Not-for-profit Organizations



K&F's Revenue (past 3 years)

Category	2019	2020	2021
Corporate donations from donations	19,889,964,713	14,107,195,311	14,192,280,595
Donations from foundations	6,482,017,976	5,920,202,188	4,485,944,252
Individual donations	2,680,055,445	2,906,505,698	2,592,784,939
Donated goods	363,394,762	429,268,858	707,789,078
Subtotal (Donation income)	29,415,432,896	23,363,172,055	21,978,798,864
Other revenues	140,461,582	152,048,439	126,858,309
Subtotal (Other revenues)	29,555,894,478	23,515,220,494	22,105,657,173
Carry-over from previous year	8,529,367,717	10,246,171,066	14,545,377,483
Total	38,085,262,195	33,761,391,560	36,651,034,656

(Unit : KRW)

K&F's Expenses (past 3 years)

Category	2019	2020	2021
Project costs	26,575,086,958	18,611,687,715	23,027,445,290
General administration & fundraising fees	729,560,014	651,382,874	759,749,516
Subtotal	27,304,646,972	19,263,070,588	23,787,194,806
Carry-over to following year	10,580,078,836	14,545,377,483	12,869,244,027

(Unit : KRW)

Composition of K&F staff personnel expenses

Project staff	Management staff	Fundraising staff	Total
1,245,184,612	416,376,429	87,825,517	1,749,386,558
71%	24%	5%	

(Unit : KRW)

Current State of Costs for Public Utilities Projects

2021 Accounting Standards for Public Interest Corporations

Category	Distribution H	Human resources	Facility	Others	Total	Proportion
Business performance management	6,097,946,456	1,245,184,612	135,965,220	15,548,349,002	23,027,445,290	96.81%
fund-raising expenses		416,376,429	50,591,710	116,763,693	583,731,832	2.45%
		87,825,517	9,485,946	78,706,222	176,017,685	0.74%
Total	6,097,946,456	1,749,386,558	196,042,875	15,743,818,917	23,787,194,806	100.00%

(Unit : KRW)

Top 6 major corporate donors of designated donations in 2021

Corporate donor	Amount	Note
Mercedes-Benz and Retailers	3,024,594,977	Five Mercedes-Benz Social Contribution Projects (Mobile Kids, Mobile Academy, All Together, Give, Green Plus)
Community Chest of Korea	2,758,587,986	Shinhan Dream Dodam Site, E-Mart Kids Library, KB creative fairy tale, Samsung Well365, Samsung SDS Coding Campus, Hyundai Kepico Junior Smart Automotive Engineering Class, Hyundai Autoever Smart Mobility, POSCO International Trading Training, Samsung Card Let's go together. The path of history
Samsung C&T	1,999,386,000	Samsung C&T Corporation, Junior Product Academy
Samsung Electronics	1,838,344,000	Samsung Electronics (Semiconductor Science Class, Dream Design School, App Development Dream Mentoring)
KB Bank	900,000,000	KB Dream Wave 2030 Learning Mentoring
Shinhan Card	758,175,115	Shinhan Card Areum In Library
Total	11,279,088,078	

* 51% of total donations/which is individual donations (donations by executives & staff) has been excluded. (Unit : KRW)

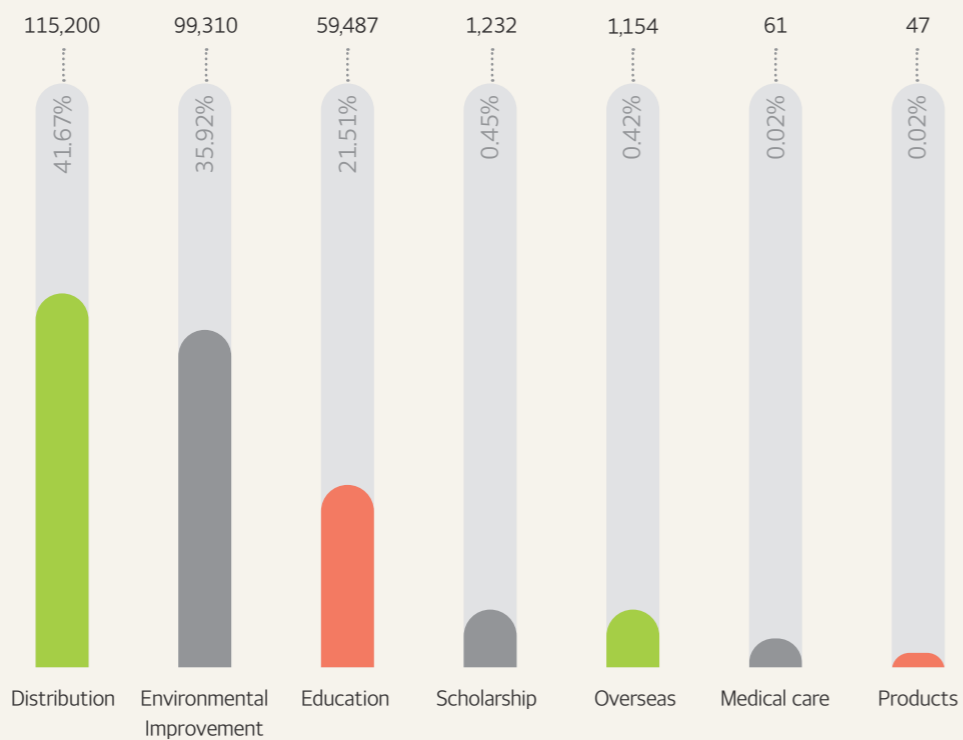
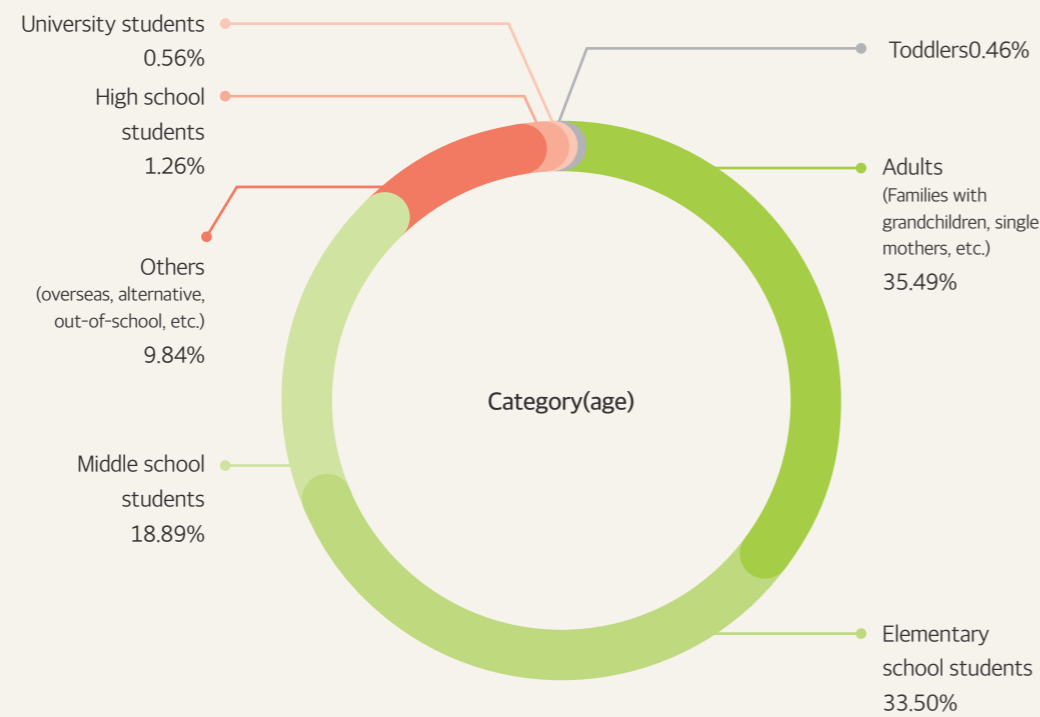
Detailed status of project necessary expenses in 2021

Category	Total	Project costs	General administration	Fundraising fees
1. Purpose Project Expenditure	21,646,295,458	21,646,295,458		
1) Domestic	21,622,712,663	21,622,712,663		
2) International	23,582,795	23,582,795		
2. Payroll costs	1,491,384,440	1,059,581,739	355,648,898	76,153,803
3. Severance payment	80,992,538	60,455,849	17,806,646	2,730,043
4. Social Insurance Contribution	140,797,200	100,031,985	33,575,757	7,189,458
5. Welfare benefit	28,040,010	19,447,104	7,236,131	1,356,775
6. Business promotion expenses	30,806,090		30,806,090	
7. Fund-raising expenses	79,153,222		447,000	78,706,222
8. Meeting costs	8,433,970		8,433,970	
9. Travel and transportation expenses	420,100		420,100	
10. Communication expense	9,257,007		9,257,007	
11. Rent, hire (that one pays)	134,508,000	93,287,806	34,711,742	6,508,452
12. Tax and public imposts	2,173,190	439,002	1,703,560	30,628
13. Repairing expenses	22,200,500	15,397,121	5,729,161	1,074,218
14. Insurance	335,080		335,080	
15. Vehicle maintenance cost	7,372,074	5,112,890	1,902,471	356,713
16. Education and training cost	8,172,370	5,667,935	2,108,997	395,438
17. Book purchase and printing cost	2,115,810		2,115,810	
18. Office supply cost	6,219,460		6,219,460	
19. Commission fee	41,048,890		41,048,890	
20. Outside order expenses	16,140,076		16,140,076	
21. Depreciation cost	21,693,321	15,045,368	5,598,276	1,049,677
22. Amortization of intangible asset	9,636,000	6,683,032	2,486,710	466,258
Total	23,787,194,806	23,027,445,290	583,731,832	176,017,685

(Unit : KRW)

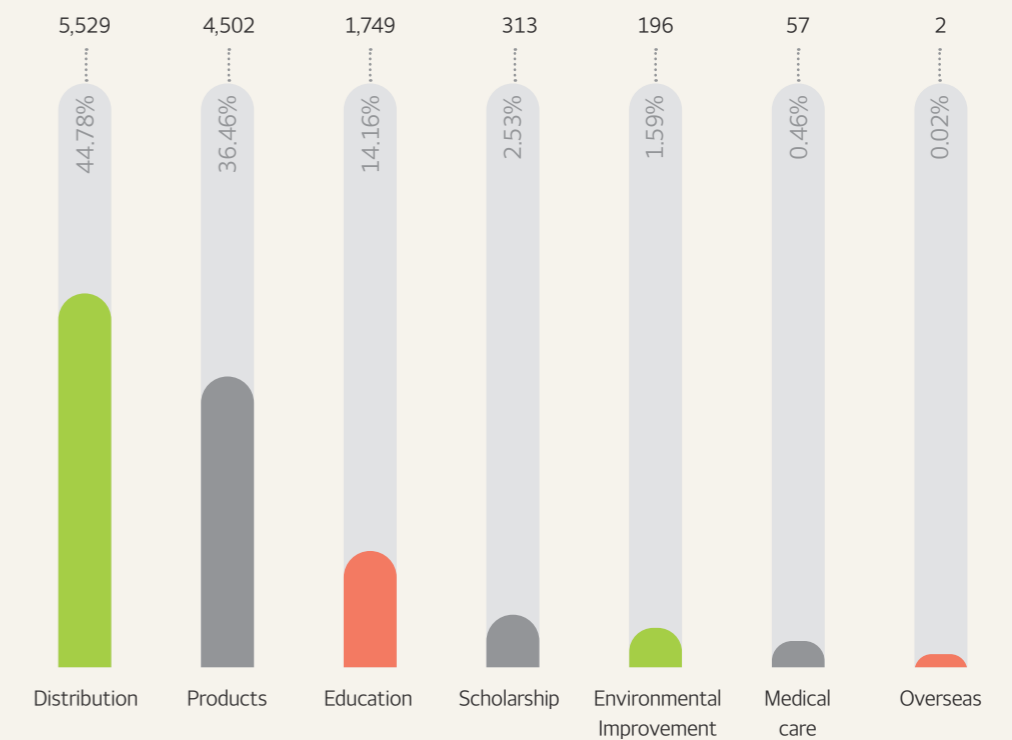
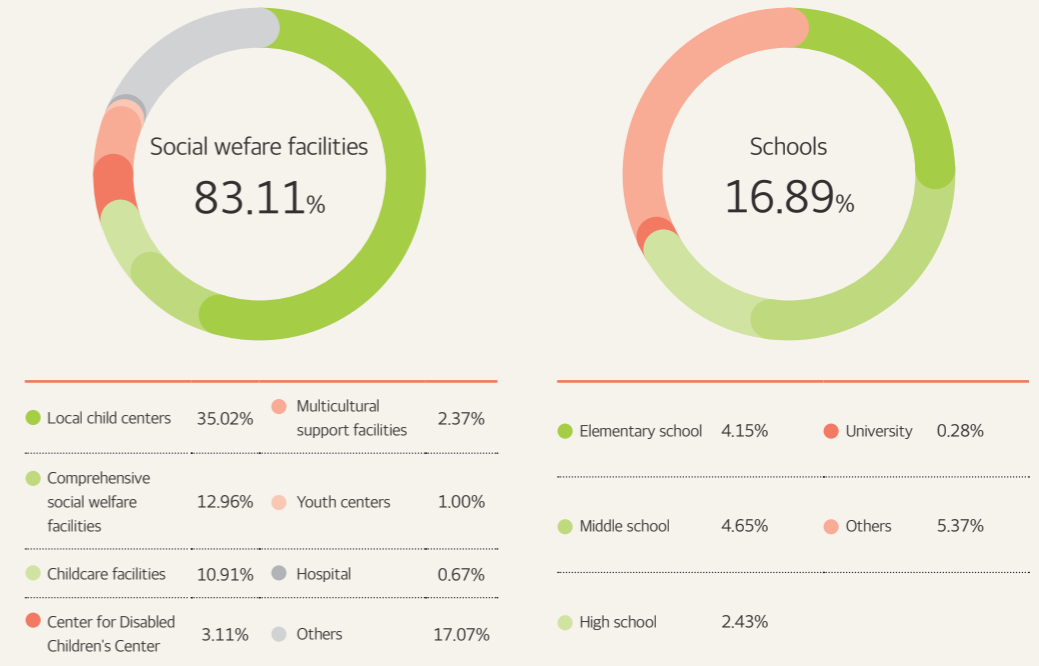
2021 Business Performance

Children We Support
276,491



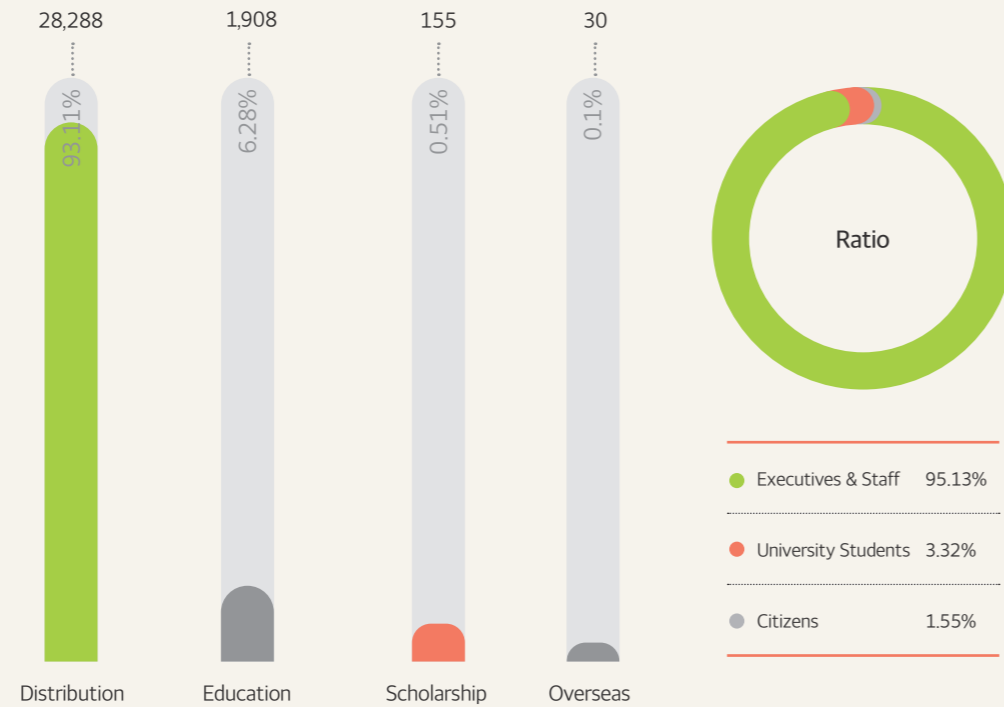
*The above data was prepared based on the overall business cost of 2021, which may differ from the business data in the annual report.

Organizations We Support
12,348

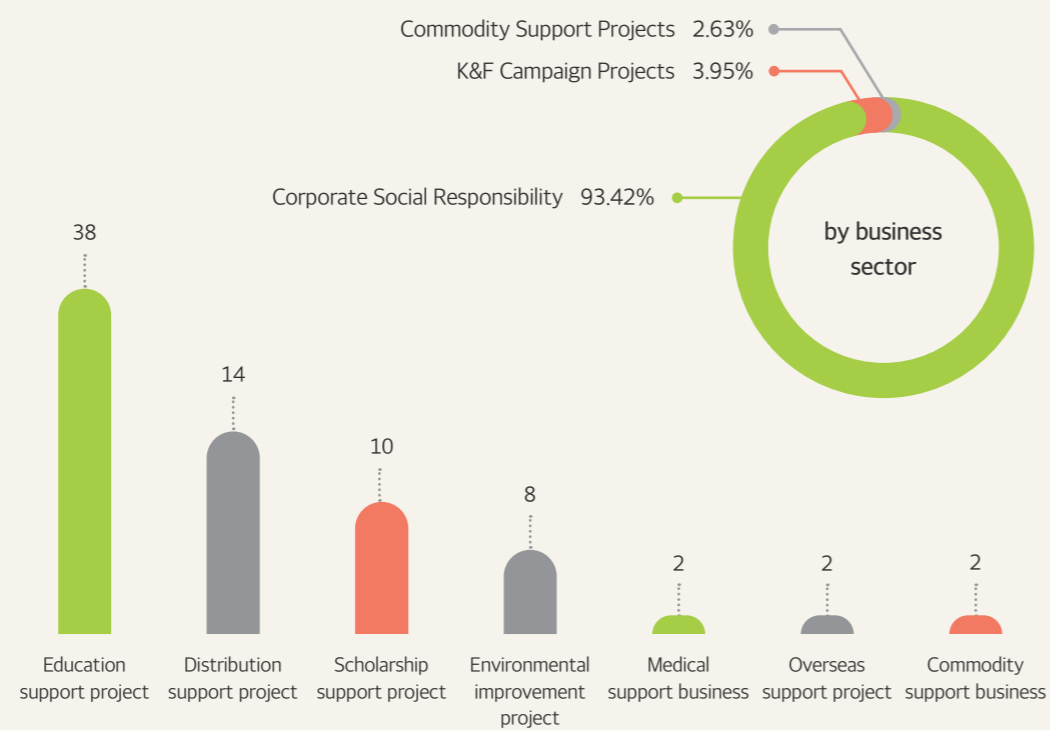


*The above data was prepared based on the overall business cost of 2021, which may differ from the business data in the annual report.

Volunteers
30,381



Foundation projects by business sector
76



*The above data was prepared based on the overall business cost of 2021, which may differ from the business data in the annual report.

Donating Companies and Individual Donors



Total No. of Individual and Corporate Donors in 2021

25,382

Total Donation in 2021

21,978,798,864

Companies & Organizations



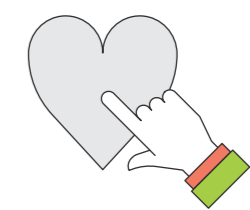
Donation from companies & organizations

19,386,013,925

No. of corporate and organization donors

134

Individuals



Individual donations

2,592,784,939

No. of individual donors

25,248

*The above data was prepared based on the overall business cost of 2021, which may differ from the business data in the annual report.

2021 K&F History

1월

- Samsung Electronics Recruiting Middle School Participating in Semiconductor Science Class
- Korea Astra Geneca 2021 Selection of New Scholarship Students
- Recruitment of the 10th College Student Mentor of the Korea Jansen Pol Jansen Scholarship Fund



2월

- Samsung Securities Youth Economics Class University Student Volunteer Group YAHOO 12th Launching Ceremony
- Samsung C&T Junior Product Academy Instructor Training
- KT&G Scholarship Foundation's Untact Education Support Scholarship Project Agreement
- KB Kookmin Bank KB Dream Wave 2030 Learning Mentoring College Student Mentor Launch Ceremony
- Samsung Card Golden Bell Study 10th College Student Mentor Online Launching Ceremony

3월

- Samsung C&T Junior Construction Academy University Supporters 5th Termination Ceremony
- Korea Jansen Pol Jansen Scholarship Fund University Mentor Launching Ceremony
- Mercedes-Benz Social Contribution Committee Give & Dream Scholarship Fund Delivery Ceremony
- Samsung Welstory Children's Nutrition Support Project - Well365 Online Convention Ceremony
- Samsung Fire & Marine Insurance's Dream Site Study Room 16th College Student Mentor Launch Ceremony
- Lotte Culture Works Happy End Film Production Class Free Semester Online Class
- Samsung Electronics Semiconductor Science Classroom Free-Year Online and Offline Classes



6월

- Mercedes-Benz Social Contribution Committee 'Give and Race Virtual Run' Seoul Fund Delivery Ceremony
- 2020 Children and Future Foundation Annual Report Issued
- Shinhan Card's Areumin Library Promotes MOU of 'R&Up Cycle Plaza' in Seoul
- Jansen Poljansen Scholarship Fund Delivery Ceremony
- Children and Future Foundation '34th Information Culture Month' Commendation by Minister of Information Culture
- Mercedes-Benz Social Contribution Committee All Together's 'Relief School Wall' mural painting employee volunteer work
- 6th Online Disengagement Ceremony of Rainbow Stepping Tool Mentoring, a project to support children from Kolon's multicultural families

5월

- Samsung Securities' Future Scholarship Certificate Presentation
- Opening Ceremony of Samsung Electronics Semiconductor Science Class in Chungnam Office of Education Science Education
- Mercedes-Benz Social Contribution Committee Player Safety Painting Contest
- Mercedes-Benz Social Contribution Committee to Hold 'Give & Race Virtual Run' Campaign to Spread Untact Running Donation Culture (Seoul)
- New NEX.T subscription promotion

7월

- Hyundai Autoever Smart Mobility Engineering Experience Education Launching Ceremony
- Lotte Culture Works Happy Ending Movie Job Talk Online Event
- Lotte Culture Works Happy End Online Film Production Experience Camp for 1 Night and 2 Days
- Mercedes-Benz Social Contribution Committee Mobile Kids Mokitators Video Education
- Samsung Electronics Open Lecture on R&D App Development Mentoring

8월

- Samsung Engineering Junior Engineering Academy Instructor Workshop
- Hyundai Engineering & Construction's Dream-raising Mentoring Ceremony
- Special lecture on vacation at the Hope Spring Fund in AstraZeneca Korea
- The launching ceremony of university student supporters in the ARMY Science Class with Hanwha
- POSCO INTERNATIONAL TRADING EDUCATION P.O.I.N.T.E University Volunteer Corps Launching Ceremony
- NEX.T Today's Q&A promotion



9월

- Seoul Metropolitan Government to Sign Business Agreement on Re&Up Cycle Plaza
- Samsung Electronics Semiconductor Science Class Textbook and Kit Production Completed (Second Semester)
- KT&G Scholarship Foundation Untact Education Support Project University Student Volunteer Group Discontinuation Ceremony
- Mercedes-Benz Social Contribution Committee Mobile Kids Mokitators Online Education



10월

- Mercedes-Benz Social Contribution Committee holds 'Give & Race Virtual Run' campaign to spread untact running donation culture (Busan)
- Samsung Securities' Youth Economy Class Online Golden Bell Final Event
- LH Mentor and Little Friend Online Launching Ceremony
- Shinhan Card Areumin Online Children's Reading Quiz Contest
- Shinhan Card Areumin Library <MBC Lazy Reading Plus> broadcast
- AstraZeneca Hope Spring Fund 'Hope Spring Metabuses to Realize Dreams' Event



11월

- Mercedes-Benz Social Contribution Committee 'Give & Race Virtual Run' Busan Fund Delivery Ceremony
- Shinhan Card Areumin Library Michuhol-gu Opening Ceremony of Out-of-School Youth Welfare Center, Irum Center
- Children and Future Foundation Korea Guide Star Comprehensive Evaluation Group for 6 consecutive years
- SGI Seoul Guarantee Dreamer Hope Partner Blue Youth Agreement Ceremony
- Hyundai Autoever Smart Mobility Engineering Experience Education
- Minister of Science and ICT Award at the 2021 CSR Film Festival
- Samsung Securities' Youth Economy Class Awarded "2021 Seoul Social Contribution Excellent Program"
- Youth Stump Foundation Stump Learning Mentoring Together with Edu University Mentor Launching Ceremony

12월

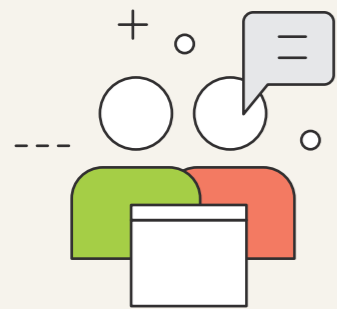
- Samsung Securities' Youth Economy Class Award for "2021 Korea Volunteer Award"
- Shinsegae Smart Study Room Opens First Store in Seo-gu, Daegu
- Woori Bank WOORI Digital Education Fund Delivery Ceremony
- Shinhan Card Areumin Library Opens Songpa-gu New Utilization Center

4월

- Mercedes-Benz Social Contribution Committee All-Together Fund Delivery Ceremony
- Shinhan Card, Korea P&G, Ministry of Public Administration and Security Children's Traffic Safety Relay Challenge.
- NEX.T New Training Platform Launch
- Let's go with Samsung Card History Creator Online Launching Ceremony
- Lotte Culture Works Happy End College Student Supporters Carrot 5th Workshop
- NEX.T PR Supporters Launching Ceremony
- Samsung Electronics DS Semiconductor Science Classroom Hwaseong Center Convention Ceremony
- KB Kookmin Bank 2021 KB Creative Fairytale Contest
- Mercedes-Benz Social Contribution Committee Mobile Academy Career Development Workshop and Special Lecture
- Mercedes-Benz Social Contribution Committee All Together COVID-19 quarantine support delivery ceremony
- NEX.T sanitary pad kit sharing campaign conducted

2021 Social contribution projects (CSR)

Children and the Future Foundation are partnering with companies, sharing their visions for the future, and running programs tailored to the company's characteristics through various social contribution projects for children. Corporate social contribution is largely divided into education and mentoring support projects, scholarship support projects, education infrastructure improvement projects, distribution and commodity support projects, and overseas projects. Since COVID-19, corporate social contribution programs have been conducted by converting them to non-face-to-face, and online and offline support is provided for each situation.



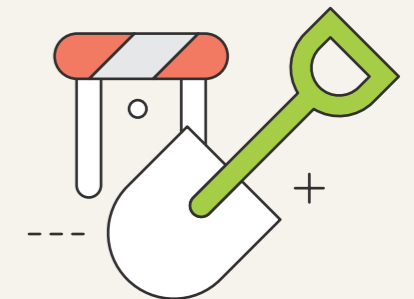
A foundation welfare project
332,975,734



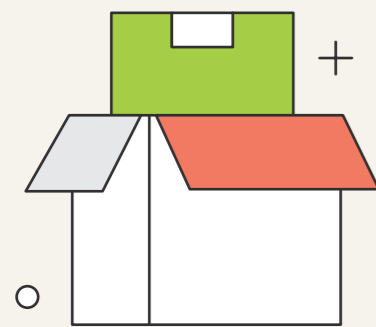
Educational program
11,959,409,936



Scholarship program
1,594,477,387



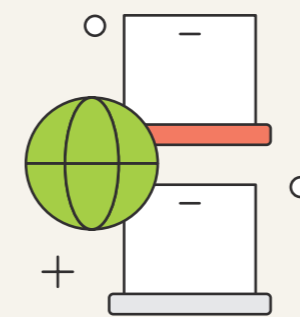
Environmental Improvement Program
3,131,410,209



Allocation program
5,123,113,786



Medical program
173,895,587



Overseas program
42,553,436



Commodity program
724,831,823

How to Support K&F

Partnership for Corporate Social Responsibility (CSR)

Our partnerships operate in the process below. For more information, you can contact us through our website, via telephone, or by email. We will get back to you upon reviewing your inquiry.

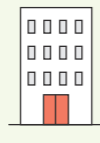


Designated Donations from Employees and Organizations



Matching grant

A method in which the company matches the same amount as the monthly donations made by employees and raises money.



Voluntary agreement

A method of collecting and collecting a certain amount of donations for each employee each month.



Usu-ri (change fundraising)

A method of collecting Usu-ri (changes) less than 10,000 won from employee's salaries every month and contributing it as a donation.

Individual Donation

A donation can be made in a fixed amount over a consecutive period of time; a one-time donation is also possible starting at 10,000 KRW. These funds are allotted to our foundation's campaigns such as the K&F Talent Scholarship and FC Malawi.

- **How to Make a Donation:** You can participate by just a few clicks; click on 'Donation' on our website (eng.kidsfuture.or.kr)
- **Happy Bean Donation:** Participation is also possible through Naver's 'Happy Bean Donation' (www.happylog.naver.com/kidsfuture.do)
- **Direct donation is available via ARS:** +82-60-700-1533 or +82-2-843-8478
- **Deposit can be made to the accounts below:** Shinhan Bank: 100-016-715700

Donating Goods

You can join our sharing efforts by donating various goods such as school supplies, clothes, and books.

Inquiry

www.kidsfuture.or.kr(Consultation) | kidsfuture@kidsfuture.or.kr | +82-(0)2-843-8478



Location Sambo B/D 5F, 272, Sadang-ro,

Dongjak-gu, Seoul, 07012, Korea

Tel 02-843-8478

Website www.kidsfuture.or.kr

E-mail kidsfuture@kidsfuture.or.kr

Design GRAPHIC OCEAN

