



With your determination, our children's future is protected.



As chairman of Kids & Future Foundation, I would like to extend my warmest greetings.

Korea is increasingly becoming a society of one-person households. One-person households accounted for about 4% of the total population in 1990, whereas the percentage grew to 25%, or about 5.2 million households, in 2018. From such a change, our society is experiencing deepened individualism and isolation.

Amid such atmosphere of our times, Kids & Future Foundation (K&F) has had substantial progress in the past year in supporting children who could not dream of a future. This was possible thanks to the generosity of our numerous partner corporations and individual donors.

This annual report is a record of K&F's footsteps in the previous year and the cherished time the Foundation has spent with the children we support. Through this report, we have attempted to deliver, transparently and accurately, how your valuable sharing came to fruition.

As the Foundation will celebrate its 20th anniversary in one year, in 2020, reminding itself of the founding values, its know-how in social contribution activities and the staff's passion will be exerted to the utmost to further its progress.

With transparency as a non-profit organization as the priority, we are set to be equipped with efficiency in fund operations and expertise in project implementation. Through such endeavors, we intend to get a step closer to a world in which children can dream of a future. To achieve this goal, your interest and guidance are crucial. The Foundation will continue to make committed efforts to respond to your trust and support. Thank you.

A. K. Lee

LEE Hoon-kyu
Chairman
Kids & Future Foundation

Profile

- 2012–Present
President, CHA University
- 2008–January 2012
Representative, One Law Partners
- 2004–2008
Director, Changwon District Prosecutors' Office
Director, Daejeon District Prosecutors' Office
Director, Incheon District Prosecutors' Office

A world where all children can dream of the future—let's make it together!



Our Foundation's accomplishments are truly recognized when we observe our children flourish day by day.

K&F Overview

Name: Kids & Future Foundation

Chairman: Hoon-kyu Lee

Location: 5F Sam-bo B/D, 272, Sadang-ro, Dongjak-gu, Seoul, Korea

Permitted by: Korean Ministry of Health and Welfare, License No. 832

Corporation Type: Social Welfare Corporation

Applicable Statute: Article 16 of Social Welfare Service Act

Target Audience : Social welfare facilities and personnel of children and youth-related work; neglected children and youth

Date of Establishment: March 28, 2000

Contribution Deduction: Designated donations (in accordance with Paragraph 1, Article 34, Income Tax Act); relevant organizations and individuals: 30%; corporations: 10%

Mission & Vision



MISSION

We aim at providing children and youth ample opportunities to play, learn, and have diverse experiences in a healthy and stable environment.



VISION

K&F pursues a society where every child and youth can dream of a bright and healthy future.

Core Values



Creativity

We are open and flexible; we are not afraid of making changes for a better and happier world for children.



Trust

Through our financial transparency, we build trust with our partner organizations and donors. Our mutual respect is based on integrity and trust, through which we gather our ideas.



Passion

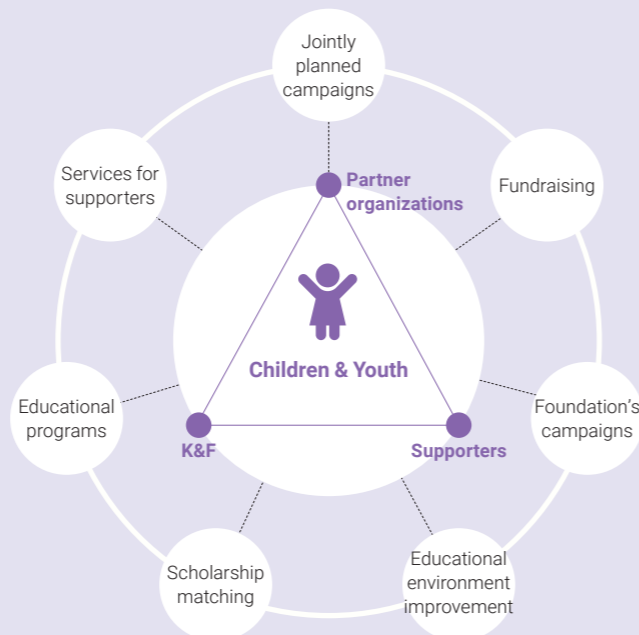
We make dedicated efforts based on our incessant passion for children's bright future.



Action

We have no hesitation in stepping up to challenges, planning, and taking action accordingly if we find something of value to the youth we serve.

Role of the Foundation



Organization

Board of Directors

(Directors: 8 / Auditors: 2)

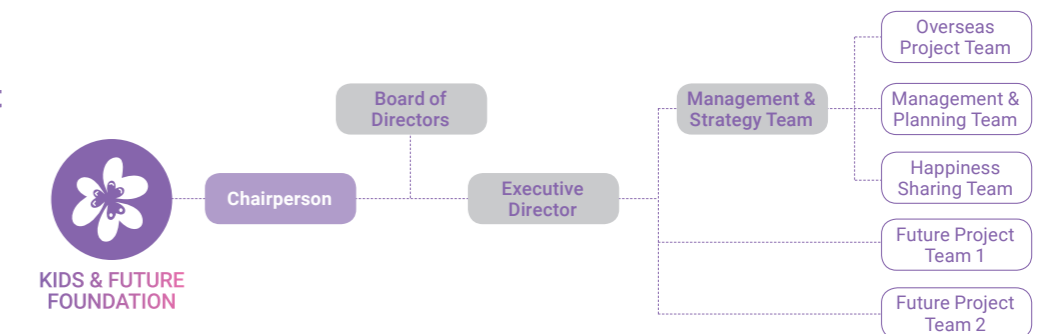
Position	Name	Previous & Current Affiliations	Term
Chairperson	LEE Hun-kyu	Present: Chairman, K&F Present: President, CHA University Previous: Director, Incheon District Prosecutors' Office	Mar. 17, 2019–Mar. 16, 2021
	AHN Seo-gyu	Present: Professor Emeritus, School of Management, Kyung Hee University	July 16, 2016–July 15, 2019
Director	JIN Hyung-hye	Present: Lawyer, GL Law Firm	July 16, 2016–July 15, 2019
	JANG Tae-shin	Previous: Ambassador to Greece	June 28, 2016–June 27, 2019
	LEE Se-yeol	Present: Advisor, Lee & Ko Law Firm Previous: Inspection Officer, The Board of Audit & Inspection of Korea	Aug. 1, 2016–July 31, 2019
	KIM Chi-jung	Present: Representative, Oracle Law Firm Previous: Chief Prosecuting Attorney, Seoul High Court	Jan. 20, 2017–Jan. 19, 2020
Executive Director	SHIN Eun-kyung	Present: Professor, CHA University Previous: Korea Youth Work Agency, Chairperson	Apr. 26, 2018–Apr. 25, 2021
	PARK Du-jun	Present: Executive Director, K&F Present: Research Committee Member, GuideStar Korea	May 22, 2018–May 21, 2021
Auditor	KWON Jun-yeop	Present: Certified Accountant, Seyeon CPA Previous: Certified Accountant, Anjin Accounting Firm	Mar. 5, 2018–Mar. 4, 2020
	LEE Dae-hyun	Present: Certified Accountant, Narae Accounting Firm	Dec. 17, 2018–Dec. 16, 2020

(As of Mar. 28, 2019)

Board Activities

Category	2012	2013	2014	2015	2016	2017	2018
Board of Directors No. of Meetings	4	3	3	2	4	2	3
Average Meeting Participation Rate	75	89	80	75	65	70	69
No. of Items for Review	11	9	6	5	13	4	10

Organizational Chart



K&F pursues a society in which all children and youth can dream of and realize a bright and sound future.



Certifications & Awards Received



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, thereby 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
Host: Ministry of Knowledge Economy



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
Host: Nanum News



Certified by GuideStar Korea for highest transparency for three consecutive years

Certified Areas: Perfect scores for Financial Stability / Efficiency / Accountability / Transparency'
Certified Year: 2016~2018
Host: GuideStar



2014 삼성사회공헌상
 사회공헌 파트너상

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
Host: Samsung Social Volunteer Group



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)
Date of Award: Oct. 14, 2009
Award Received: Excellent Report Award in the Public/NGO area
Date of Award: Nov. 16, 2010
Host: Korean Standards Association



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
Host: Samil Future Foundation



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
Host: Korea Association of Economic Education

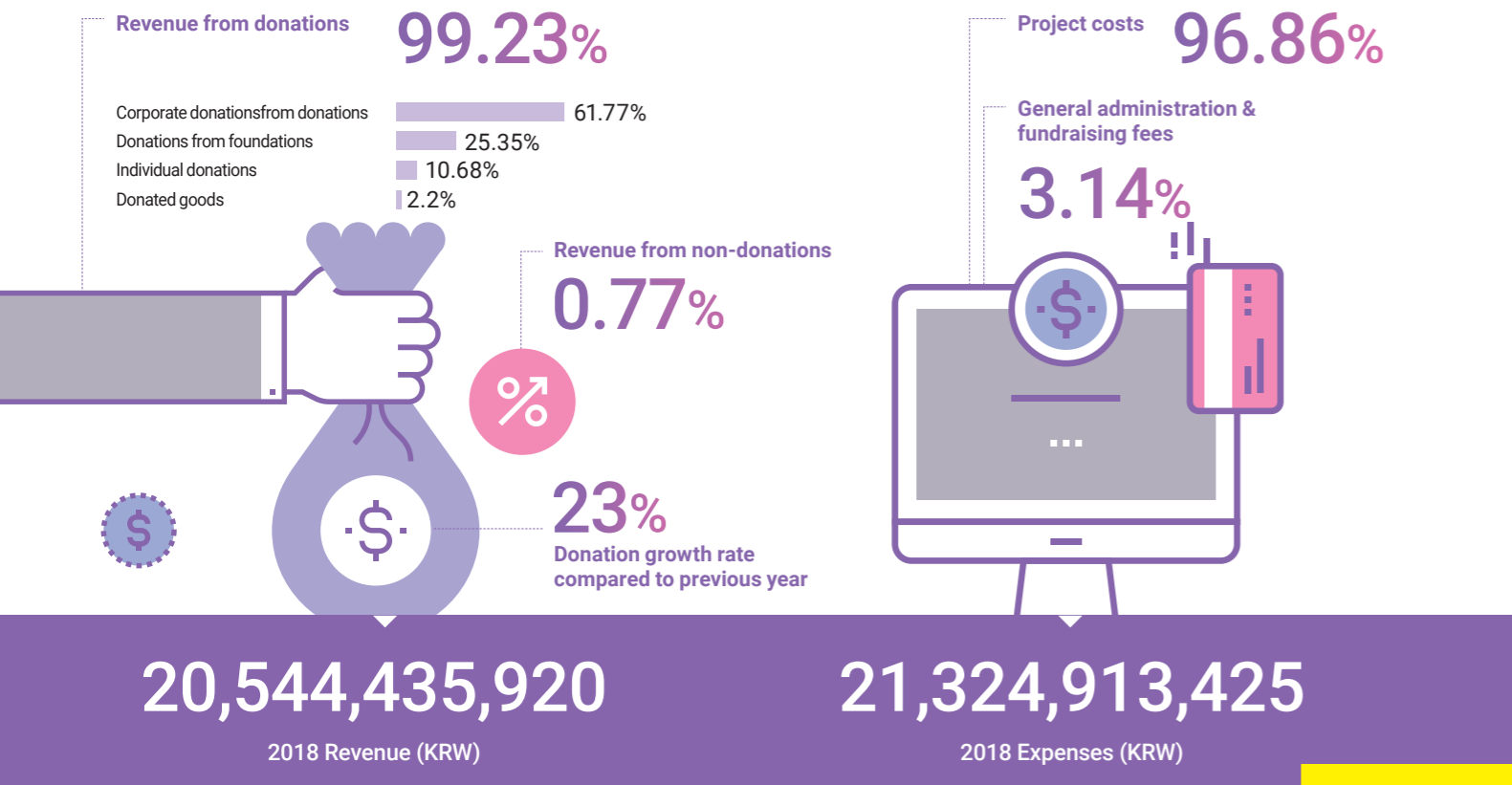


International Youth Foundation (IYF) Certification for Global Partner

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
Host: International Youth Foundation (based in the U.S.)

3-year Operational Outcomes (based on Accounting Standards for Not-for-profit Organizations)



※ 전년도 이월금은 기업사회공헌 및 목적사업에 사용되었습니다.

번역이 안된 부분입니다.

K&F's Revenue (past 3 years)

Category	2016	2017	2018
Individual donations	1,502,811,331	2,205,036,067	2,178,171,835
Corporate donations	9,812,043,504	12,232,442,403	12,592,301,846
Donations from foundations	1,182,708,164	1,784,186,955	5,167,610,558
Donated goods	402,796,637	353,403,562	449,110,428
Other revenue	174,201,168	137,527,357	157,241,253
Subtotal (excluding carry-over)	13,074,560,804	16,712,596,344	20,544,435,920
Carry-over from previous year	7,422,237,577	7,063,503,827	9,227,253,305
Total (including carry-over from previous year)	20,496,798,381	23,776,100,171	29,771,689,225

K&F's Expenses (past 3 years)

Category	2016	2017	2018
Project costs	12,842,354,221	13,972,425,016	20,654,403,659
General administration & fundraising fees	659,952,589	513,963,600	670,509,766
Subtotal	13,502,306,810	14,486,388,616	21,324,913,425
Carry-over to following year	7,063,503,827	9,227,253,305	8,529,367,717

Execution cost details for 2018

	Distribution	Human resources	Facility	Others	Total	Proportion
Project implementation	8,695,036,536	1,162,928,016	103,660,144	10,692,778,963	20,654,403,659	96.9%
General management	-	277,466,113	19,266,676	76,328,728	373,061,517	1.7%
Expenses	-	187,180,159	17,367,144	92,900,946	297,448,249	1.4%
Total	8,695,036,536	1,627,574,288	140,293,964	10,862,008,637	21,324,913,425	100%

Top 7 major corporate donors of designated donations in 2018

Corporate donor	Amount	Note
Mercedes-Benz and Retailers	4,261,644,041	MB Social Contribution; 3 projects (Mobile Kids, industry-academic cooperation, All Together)
Shinhan Financial Holding Co.	2,759,007,000	Shinhan Dream Dodamteo
Samsung Securities	1,630,000,000	Samsung Securities Youth Economic Class, and Future Scholarship Program
Samsung Card, executives & staff, customers	1,403,304,921	Open Sharing, Open Family, CSV, Open Bus
Shinhan Card and customers	875,287,160	Arumin Library (including Community Chest of Korea project)
Samsung Fire & Marine Insurance	782,491,440	Dream Playground, support for children of victims of traffic accidents, etc.
KB Financial Group	590,000,000	Rainbow Love Camp, Youth Music Academy, etc.

Comparison between direct & indirect costs for foundation operation

Category	2018	Proportion	2017	Proportion
Proportion	19,306,148,184	90.7%	12,968,279,594	89.8%
Support project costs (direct cost)	Personnel expenses	1,605,640,770	1,172,835,188	
	Maintenance costs	276,431,036	214,494,042	
	Fund development/promotion	92,900,946	92,730,682	
	Subtotal	1,974,972,752	9.3%	1,480,059,912
Total	21,281,120,936	100%	14,448,339,506	100%

Composition of K&F staff personnel expenses

Project staff	Fundraising staff	Management staff	Total
1,162,928,016	187,180,159	277,466,113	1,627,574,288
71%	12%	17%	100%

2000

- Establishment; Foundation Ceremony
- First project: 2000 Sharing & Support Project

2002

- Became the Korean partner of IYF (International Youth Foundation)
- IYF Youth Informatization Support Project

2003

- Make a Connection Workshop (NOKIA)

2004

- Certification of IYF Global Partner Assessment

2005

- Concluded agreement with Samsung Securities for "Youth Economic Class Project"

2009

- Received the "Samil Transparency Awards for NPO" from Samil Future Foundation
- Awarded "Sustainability Report Award" and "Stakeholder Award" by the Korean Standard Association
- Awarded the "Grand Award for Excellence in Sustainability Management" by the Ministry of Knowledge Economy

2010

- Received the award given by the chairman of the National Assembly's Education, Science and Technology Committee at the "2010 Korea Sharing Awards"
- Concluded agreement with Shinhan Card for Arumin Library

2014

- Signed MOU with Malawi Salima Education Office, FC Malawi
- Concluded agreement with Mercedes-Benz Korea for the "Mercedes-Benz Promise" project
- Concluded agreement with Hyundai E&C for the "Hillstate Kiwoom Volunteer Service Group"

2015

- Commemoration of 15th Anniversary of K&F Establishment
- First in Korea to participate in the global campaign Giving Tuesday

2016

- MBC and Good Friends Broadcasting of FC Malawi Project
- Inauguration of 3rd Chairman, Mr. Hun-kyu Lee

2017

- 1st GIVE 'N RACE Marathon with Mercedes-Benz

2018

- Parents' Guide Panel Discussion by Facebook Korea and K&F

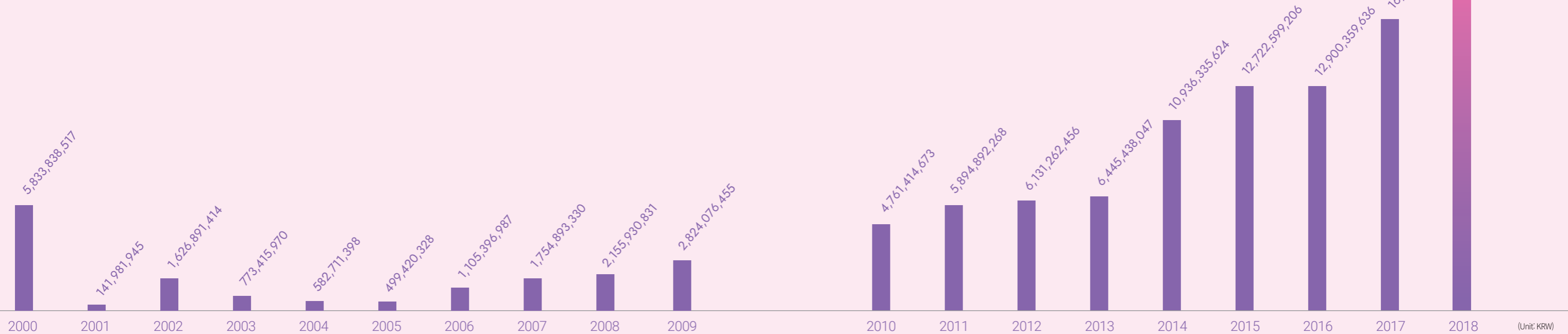
114,053,122,739 KRW

Cumulative donation in 2000-2018

20,387,194,667 KRW

Donations in 2018 (excluding other revenue)

"In June 2018, cumulative donation reached 100 billion KRW"



2018 OVERVIEW

Here is a snapshot of our activities, children and institutions we supported, supporters, and volunteers in 2018.

January

- KB Youth Music School joint performance

May

- 3rd GIVE 'N' RACE Marathon with Mercedes-Benz
- Opening ceremony of 6th team for Adidas My Dream FC
- 2018 Scholarship Student Culture Camp, Future Scholarship Fund of Samsung Securities
- 삼성화재 드림놀이터 첫 번째 개관식

February

- Opening ceremony of the 9th YAHOO Samsung Securities university student volunteer group; production of handmade sharing kits
- Opening and closing ceremony for KB! university student volunteer group, mentors for youth
- 삼성화재 꿈터공부방 10기 해단식

March

- Mercedes-Benz mobile kids traffic safety campaign for children, "Play the Safety"
- Opening ceremony of Samsung Card Golden Bell Study Group
- 삼성화재 꿈터공부방 11기 발대식

June

- Filmmaking class (in Jeju) with Lotte Cinema

April

- Hanhwa Eco School by Hanhwa Advanced Materials

July

- Opening ceremony of the 1st Dream Dodamteo, a daycare center by Shinhan Group
- CJ Donors Camp Character School
- Opening and closing ceremony for KB! university student volunteer group, mentors for youth
- Agoeement Ceremong for Samsung Well Story Child Nutrition Support Project
- 삼성물산 주니어물산 아카데미 사외 협약

August

- Dispatch of volunteer workers to FC Malawi
- Siemens Green School Olympiad
- 삼성화재 꿈터공부방 11기 해단식
- 삼성화재 교통사고유자녀 지원사업 Dream-up summer camp

October

- Coalition event "Well of Hope Fund" with AstraZeneca
- 1st GIVE 'N BIKE by Mercedes-Benz
- Award ceremony for scholarship certificate of KSD Dream Scholarship Project

September

- Parents' Guide Panel Discussion by Facebook Korea and K&F
- "Cooking & Sharing Class," child nutrition support project by Samsung Wellness, carried out by executives and staff
- 삼성화재 꿈터공부방 12기 발대식

November

- Second-half "Teachers' Character School" of 2018 CJ Donors Camp
- 7th coalition event of Samsung C&T Junior Construction Academy

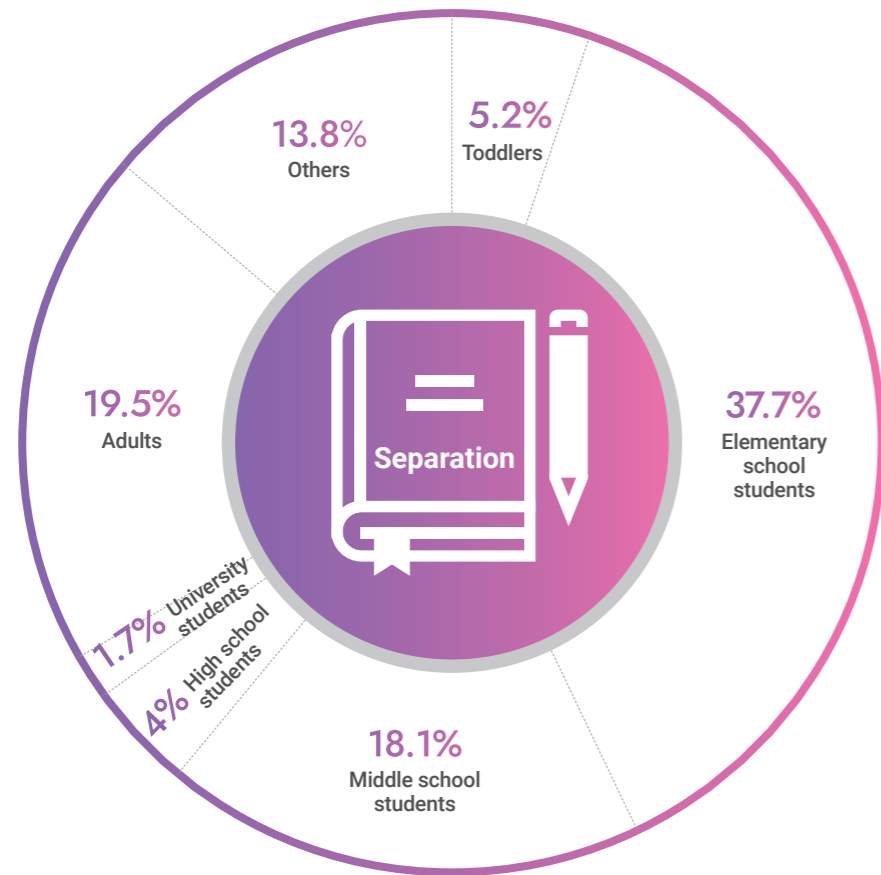
December

- Volunteer project by executives and staff at Samsung Life Insurance
- Closing ceremony for 3rd team of university student supporters of Samsung C&T Junior Construction Academy

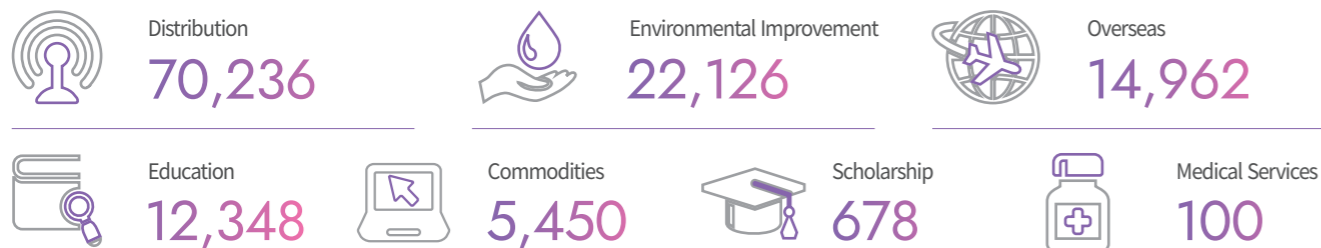
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Children We Support

125,263 persons

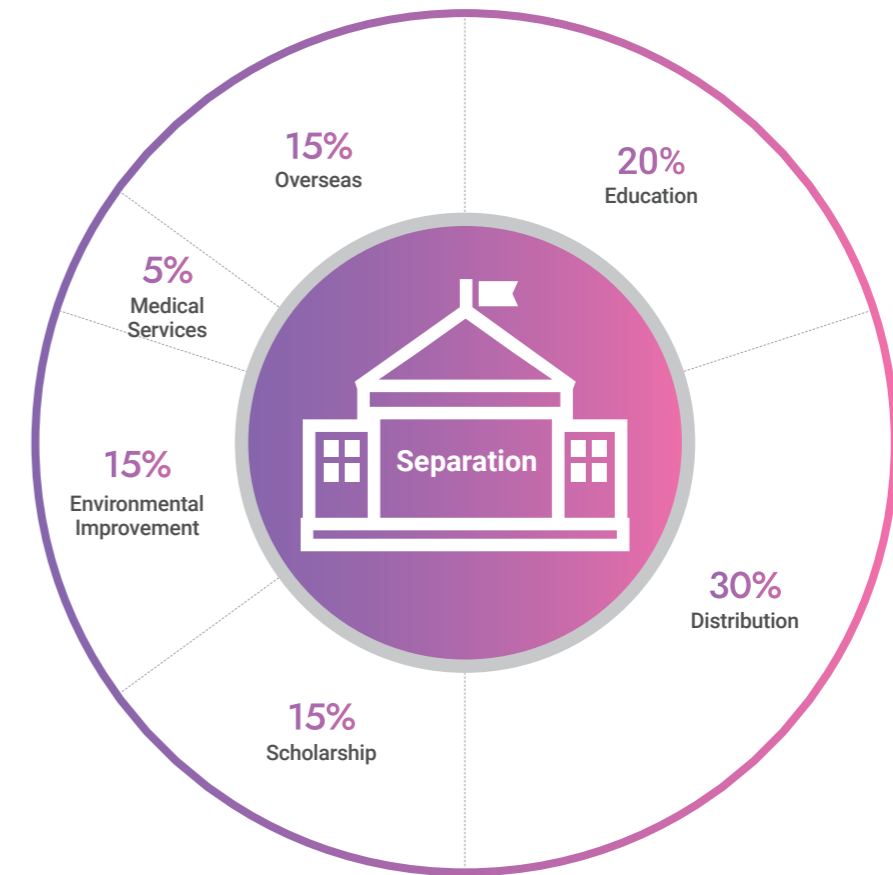


Supported Children by Area (persons)



Organizations We Support

3,121 organizations



Proportion of Organizational Support (%)

Social welfare facilities

63.13%

Schools

36.87%

Local child centers
34.3%

Comprehensive social welfare facilities
26.4%

Childcare facilities
11.7%

Elementary schools
15.5%

Middle schools
41.2%

Multicultural support facilities
0.7%

Youth centers
0.7%

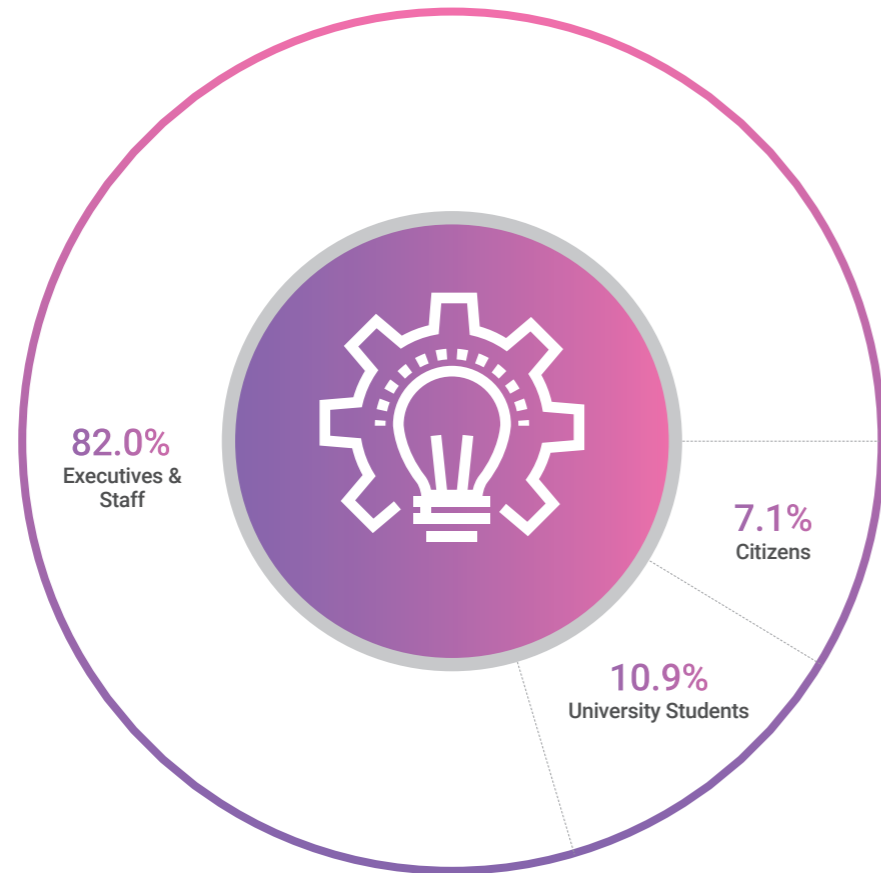
Others
26.2%

High schools
24.2%

Others
19.1%

Volunteers

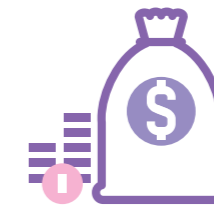
21,408 persons



No. of Projects **84**



Donating Companies and Individual Donors



20,387,194,667 KRW

Total Donation in 2018

21,513

Total No. of Individual and Corporate Donors in 2018



Companies & Organizations



Individuals

18,209,022,832 KRW

Donation from companies & organizations

2,178,171,835 KRW

Individual donations

252

No. of corporate and organization donors

21,262

No. of individual donors

How to Support K&F

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

-Kookmin Bank: 813001-04-046748

"It was very disheartening to see a widening education gap between children on account of poor family conditions. We want the foundation to help children realize their dreams of a better future."

Rosetta Stone, Corporate Donator

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

There are various convenient ways for business employees and individuals of organizations to donate. For example, contributions can be made by having the donation amount automatically deducted from individuals' monthly salary, through matching grants, or by donating an agreed amount.

Donating Goods

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

KIDS & FUTURE FOUNDATION 2018 ANNUAL REPORT

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The Korean to English translation of this 2018 Annual Report has been contributed by our volunteer translator Ms. Eun Jin Cho, who is an English editor currently based in Geneva, Switzerland. (geniegsg02@gmail.com)