Brose staff raises 4,000 euros for SOS children village

The children of the SOS children's village Immenreuth can look forward to relaxing farm holidays. Their stay will be financed by a donation of more than 4,000 euros from the Brose management and staff. In addition to the children of the Brose Kids Club, the outcome was also celebrated by (from left): the Brose Talent Circle members, Alfred Schuster, SOS children's village Upper Palatinate, Jürgen Otto, CEO of the Brose Group, and Dorothea Schaufler, head of the Brose Kids Club (right).

Coburg (01. June 2011)

Brose staff and management donate 4,000 euros to the SOS children's village in Upper Palatinate/Germany. As part of the Brose Kids Club summer fete, Jürgen Otto, CEO of the Brose Group, presented the donation to Alfred Schuster, director of the children's village.

The donation goes back to an initiative of one of the Brose Talent Circle teams. This worldwide development program prepares young Brose staff for ongoing challenges. "Social responsibility is very important for us, which is why we wanted to help children who have experienced difficult situations," explains Daniela Felfer of the Talent Circle. Together with her colleague, Urban Herok, she started collecting money from employees of the Coburg location for the SOS children's villages several days before the event. Their walk through the offices and plant buildings raised some 2,500 euros. On behalf of the company, Jürgen Otto topped this amount up to 4,000 euros.

This money will enable the young inhabitants of the children's village in Immenreuth (district of Tirschenreuth) to spend a holiday on a farm in the Bavarian Forest," explains Alfred Schuster. On behalf of the children, he thanked Brose for the donation, saying: "You help us to stand in for the parents who are no longer able to look after their children or who are not allowed to."

Drawing contest: "What am I grateful for?"

Not only the donation ceremony was accompanied by sparkling eyes, but also the presentation of prizes for the drawing contest, in which all children of Brose employees could participate. Their paintings expressed their thoughts on the theme: “What can I be grateful for?” Their pictures ranged from "Top grade scored in English test" and the fire brigade to "My friends". The visitors of the fete chose the best "piece of art". Emilia Vollkommer won first prize with a drawing of her dog. With a picture of her family Linda Hauptmann took second place. Dana Wieczorek, who was happy about her school performance, came third. The drawings will be auctioned during an event to be held soon at the Brose location in Würzburg in aid of the SOS children's village.

Dorothea Schaufler, head of the Kids Club, and her staff had put together an entertaining and exciting program for visitors to the fete: in addition to a playzone, an adventure course invited the children to learn more about other children in this world and how they live. Peggy Hoffmann took the children on a tour through Germany with fascinating narrative and table theater.