

# GROUNDBREAKER



# FOUNDATION AS A SERVICE



Companies

**GROUNDBREAKER**



Impactful Projects

**YOU MAKE A DIFFERENCE.  
WE MAKE IT HAPPEN.**

Finding the right project to donate to can be difficult, and there are certainly many important issues that can be addressed. Groundbreaker is a free, non-profit service that works as a link between you as a motivated donor and small local initiatives in the Global South. We fully support your efforts while you are contributing to a fairer and more protected planet.

# OUR SERVICE

## PROJECT SELECTION

We have a large portfolio of local partner organizations in various countries around the world. We can propose you several projects according to your area of interest, including a due diligence report. If there is no suitable project, we will gladly support you with your further outreach.

## FUNDRAISING & PR

We provide relevant content and gladly support you to create trustworthy and impactful communication around the project. If you would like to fundraise for the project, we can set up a campaign and landing page for direct donations.

## PROJECT MANAGEMENT

We usually transfer the money in two installments to monitor the progress. During the construction work, we send you monthly updates to keep you informed. Once the school is finished, we help to organize an opening ceremony which you can attend with partner, employees or family – a once in a lifetime experience!

## PROJECT MONITORING

After the school is open, we monitor the developments and send you regular updates which you can share with your employees and customers to create long-lasting involvement. We explore further needs and seek to evaluate the impact of the new school for the children.

**SINCE ALL OUR ADMINISTRATIVE COSTS ARE COVERED BY OUR BOARD, IT IS GUARANTEED THAT 100% OF THE DONATIONS WILL REACH THE PROJECT.**

# VALUE PROPOSITION



## HIGH IMPACT

We support local organizations who know exactly what is really needed. We do not create any dependencies and focus on empowerment.



## FLEXIBILITY

Various project countries, flexible budget size, scalability of projects depending on the needs.



## FULL TRANSPARENCY

You know exactly where every Euro of your donation is being spend. All accounts and expenses are completely transparent.



## TIME SAVING

We are taking over most of the work that comes along with supporting a charity project.

# GUIDING PRINCIPLES

As *Groundbreaker* we pledge our work is based on:



# OUR FOCUS AREAS



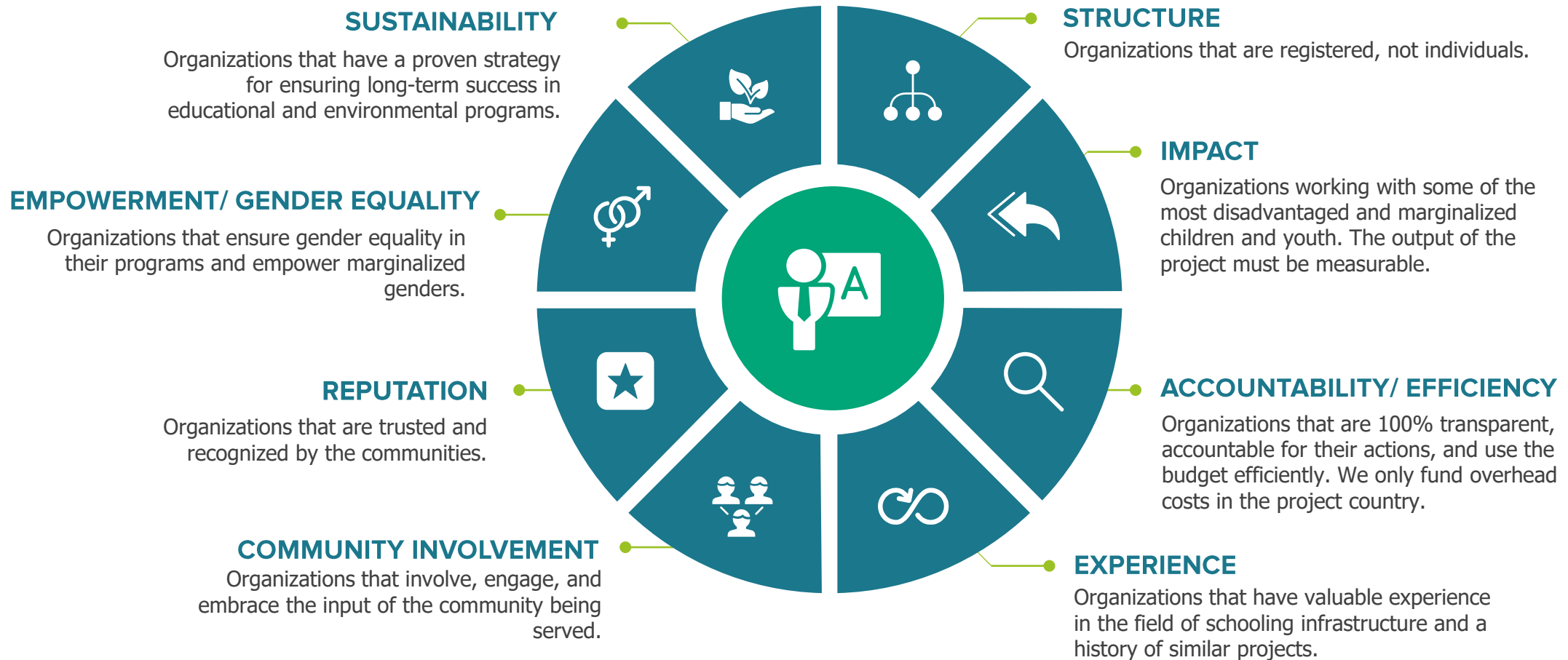
## PARTNERSHIP FOR EDUCATION AND ENVIRONMENT

We believe that the health and livelihood of nature are directly related to the health and livelihood of humankind. Therefore, we are tackling both, environmental as well as educational projects, as they are very mutually beneficial.

Let's partner together for people and the planet!



# SELECTION CRITERIA FOR PROJECTS





# ENVIRONMENT

Human-made climate change is a threat to all people and beings on this planet unless we keep global warming well below 2°. Reforestation projects are an impactful contribution because trees and especially rehabilitated soil can store CO<sub>2</sub> and thus mitigate our environmental impact.



## CULTIVATING SEEDLINGS

Healthy seedlings are the basis for effective reforestation projects. They are grown in a tree nursery that provides the perfect conditions. Diversity is key, that's why a broad variety of fruit trees, conifers, and shrubs are cultivated.



## PLANTING SEEDLINGS

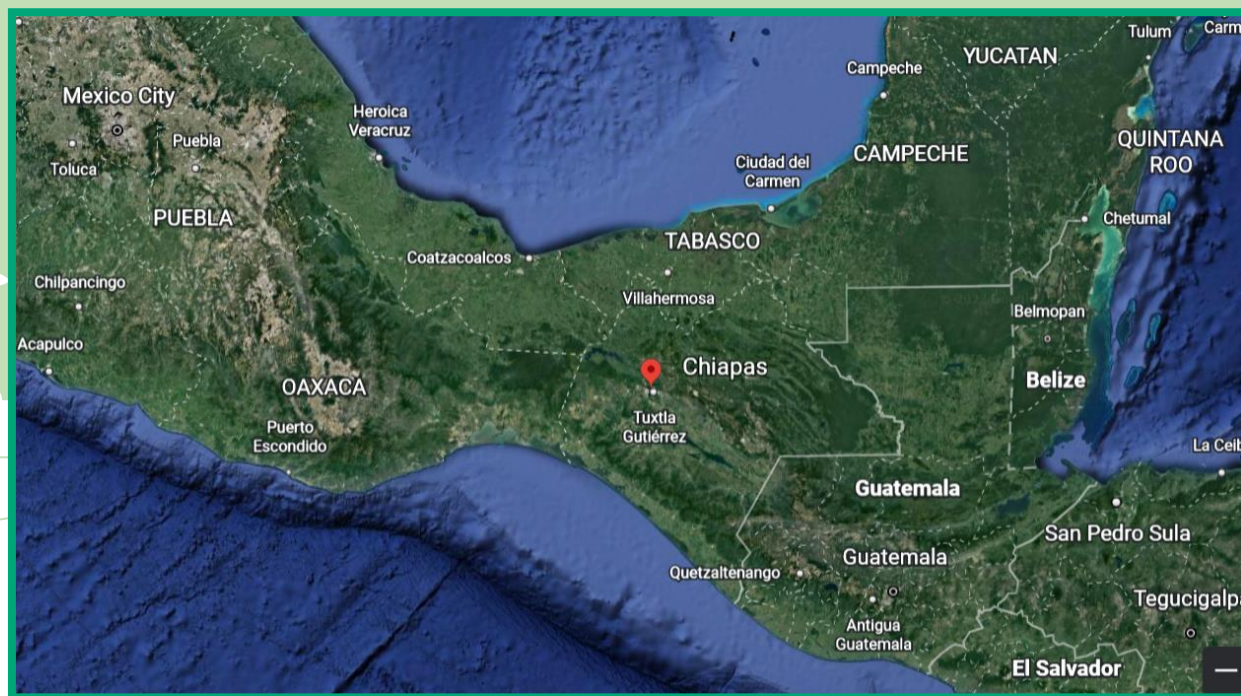
Local farmers pick up the seedlings and plant them themselves, knowing exactly which trees are needed on their property and where. The terrain in the Chiapas region is often steep or difficult to access, making planting a major effort.



## COMPLEMENTARY ACTIVITIES

In addition to reforestation projects, our Mexican team supports individual complementary activities such as building ponds to collect rainwater or planting flower beds that attract pollinators to complete the holistic approach.

# PROJECT LOCATION



MEXICO, CHIAPAS



# HOLISTIC APPROACH

## GROWING SEEDLINGS

Our implementing partner Tu Bosque runs its own tree nursery in Chiapas, Mexico. It has the capacity to grow one million seedlings per year.



## MONITOR IMPACT

Each family or community that receives seedlings is registered and monitored by our local team to track long-term development.

## FARMERS AS PLANTERS

The seedlings are distributed to various local communities, who then plant them on their properties.



## EMPOWER COMMUNITIES

The stable economic situation and the independence of the farmers as well as the longevity of the project are enhanced by free courses and workshops.



# PROJECT EXAMPLE: BAUTISTA CHICO



April 2021



September 2021



Project Type  
**Reforestation**



Location  
**Mexico, Chiapas**



Budget  
**40.000,00€**



Seedlings  
**85.000**



Complementary Activities  
**Water Ponds, Field School**



**TuBosque**

Implementing Partner



**KUEHNE+NAGEL**

Funding Partner



# EDUCATION

Over 200 million children worldwide have no access to education due to a lack of school infrastructure. By constructing suitable school buildings and providing access to digital resources, the students get the chance to break the cycle of unmet potential and strengthen individual talents.



**SCHOOL INFRASTRUCTURE**

In cooperation with partners on the ground, we facilitate the construction of new schools according to the specific needs of the communities.



**RENOVATION & EXTENSION**

We renovate old and poorly equipped school buildings and expand schools with new classrooms to create suitable learning environments for children.



**COMPUTER LABS**

We develop new program lines to support schools with technology to improve the quality of education and to support teachers.

# BUILDING SCHOOLS MAKES A DIFFERENCE



**617 MILLION**

children worldwide are not achieving  
minimum proficiency levels in reading  
and mathematics

**WHY?**





# BUILDING SCHOOLS MAKES A DIFFERENCE



## LACK OF SCHOOLS

Construction of new schools, especially in rural areas reduces low school density and provides safe access to education for disadvantaged children without long and hazardous daily journeys.



## POOR QUALITY OF TEACHERS

Teacher training is managed by our implementing partner. We try to find ways to improve the quality of education and stability of knowledge transfer through ICT programs, to support teachers with the help of computers, access to internet and learning platforms.



## POOR INFRASTRUCTURE OF SCHOOLS

Renovation and extension of existing schools and equipment upgrades increase the quality of education, thus creating a safe learning environment and reducing drop-out rates.



## DISCRIMINATION AGAINST GIRLS

Education is one of the most critical areas of empowerment of women. We carefully assess the integration of girls in every new project. Girls education has various positive effects on the society for example the decrease in mortality rate and population explosion and improved socioeconomic growth.



## POOR SANITATION FACILITIES

Every school construction program also contains the building of gender disaggregated sanitary facilities to promote health, eliminate diseases and allow in particular menstruating girls to stay in school.



## POVERTY AND CHILD LABOR

Our supported projects have a system to assist the poorest families in order to allow their children access to education and reduce the need to rely on their income for survival. Quality education leads to improved income equality, employability, and reduced hunger and mortality rates.



# PROJECT EXAMPLE: TANZANIA



Juli 2018



October 2018



Project Type  
**New school**



Construction Period  
**4 months**



Budget  
**36.668,00€**



Children  
**220**



Building  
**2 furnished classrooms  
and 1 lavatory**



Implementing Partner

Acronis

Funding Partner

# MINIMUM STANDARDS OF EACH SCHOOL



SCHOOL CAMBODIA

**Every project is uniquely designed for the challenges in the specific environment and the needs of the children.**

- ◆ Safe and sustainable classrooms
- ◆ Enough gender disaggregated sanitary facilities
- ◆ Room for teachers
- ◆ Full equipment (chairs, desks, boards, cupboards, shelves etc.)
- ◆ Outdoor area
- ◆ Edutech (if possible)



OUTDOOR AREA PERU



CLASSROOM PERU

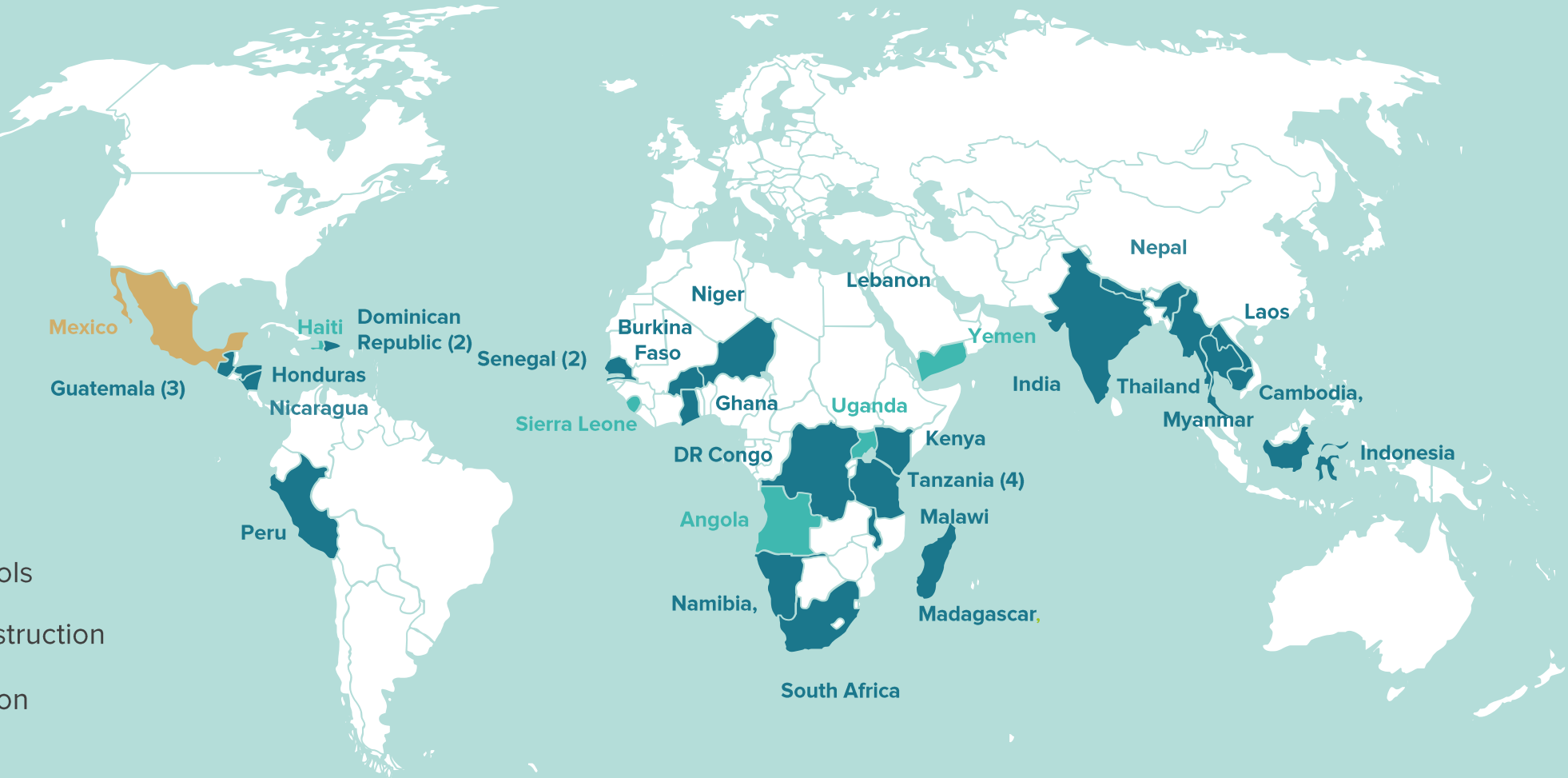


LAVATORY LAOS



**OUR PROJECTS:** > 12.600 CHILDREN 39 SCHOOL PROJECTS

**28** open schools  
**10** under construction  
**1** starting soon



# OPEN SCHOOL EXAMPLES



MYANMAR, ATA



CAMBODIA, PONG TUK



TANZANIA, LOONGUNG



MADAGASCAR, AMBALAFENO



LEBANON, BARR ELIAS



GUATEMALA, SOLALÁ



PERU, NUEVO CHIMBOTE



DR CONGO, KINSHASA



# A SCHOOL AS THE PERFECT CSR PROJECT



- ◆ Everyone understands the importance of education
- ◆ Strong impact for generations of children
- ◆ A company's "own" long-term project (*easy use for marketing*)
- ◆ Tangible nature (*can be visited by employees, partners, board*)
- ◆ Flexibel budget size / scalability
- ◆ Suitable for fundraising campaign
- ◆ Clearly defined success factors (*building quality, in-cost, attendance of students, drop-out rates*)

# GENERAL PROCEDURE

## Project Portfolio

We continuously evaluate school projects worldwide and find accredited partners on ground according to set standards. Every project passes through a due diligence assessment. Therefore, we have an existing portfolio of suitable projects and a strong partner network to create perfect matches for potential donors.

## Construction Updates

We frequently send you updates with information about the progress of the school's construction. We usually have three construction phases and therefore transfer the donation in three installments.

## Opening Ceremony

The opening ceremony of a school is a once in a lifetime experience. We organize the event with our partner on site and support you in planning the trip to the new school.

## Evaluation & Control

We keep you updated on the improvements of the children's educational standards through a monitoring and evaluation procedure to measure the long-term impact of the school.



## INITIATION

1-2 months



## CONSTRUCTION

6-12 months



## OPENING

2-3 days



## MONITORING

Long-term

## Selection

Choose a project from our portfolio or share your area of interest and we'll find a suitable school project. The average price of a school is 40,000€ and 100% of your donation goes towards the project.

## Fundraising Campaign

If you wish to start a fundraising campaign, for example for your birthday, anniversary or within your company, we can support you with content and provide you with a landing page.

## PR & Marketing Support

We support you with content marketing and storytelling to present the school project along with the impact it has on the children's lives. Besides, you can give the school its official name!

## Follow Up Reports

We will frequently inform you about the development of the school and possible further needs. You can also visit the school whenever you want.

# CORPORATE DONORS

Acronis

GERL.  
DENTAL

HOSTINGER

intel

flock

Jelastic

  
LINDHORST GRUPPE

OX

RNT  
RAUSCH

DELL

CUREUS

daisy  
CORPORATE  
SERVICES

GoDaddy

# EVENT PARTNER

CLLOUDFEST

NamesCon GLOBAL  
The Domain Economic Forum

CMC<sup>X</sup>  
Content-Marketing Conference & Expo

droidcon 

  
CLOUD EXPO  
EUROPE





# GROUNDBREAKER

## CONTACT:



[team@groundbreaker.org](mailto:team@groundbreaker.org)



+49 (0)221 - 67 78 73 401



Hohenzollernring 72  
50672 Köln



[www.groundbreaker.org](http://www.groundbreaker.org)