

Press Release

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A Home for a Home Supported More than 20,000 Children in 2021

After only six months, more than 20,000 children have improved life quality through SOS Children's Villages and Heimstaden's unique partnership A Home for a Home. With a more than doubled budget in 2022, the partners have high expectations for what they will accomplish.

"What we have accomplished in six months normally takes 2-3 years in comparable programs. Everyone in Heimstaden is strongly committed to the program and to create value for children that need it the most," says Anette Konar Riple, Program Manager for A Home for a Home.

In July 2021, SOS Children's Villages and Heimstaden officially started A Home for a Home, the largest partnership for SOS Children's Villages ever. In addition to Heimstaden's annual donation of 100 Euros for each apartment they own, which already has enabled programs and activities across 20 countries, the partners are exploring new ways of cooperating to maximise value impact.

"The partnership enables us to be much more ambitious than we could have previously dreamed of. Ten percent of the world's children today are still growing up without adequate parental care, but together with Heimstaden we are one step closer to realizing our dream of ensuring that all children and young people around the world grow up in a loving home and have a chance to reach their full potential," says Ingrid Maria Johansen, CEO of SOS Children's Villages International.

Growing up in a safe and loving home is the best foundation we can give our children. One of the many global programs A Home for a Home supports is in Bolivia, where more than 1,000 children will be supported with safe and supportive upbringing environment, being equipped for an independent adult life.

"In addition to global programs, our dedicated colleagues in Heimstaden have initiated many local activities, such as building playgrounds, supporting kindergartens and working towards politicians to improve conditions for children in foster care. It is inspiring to see my colleagues' commitment to A Home for a Home," says Anette Konar Riple.

Facts, A Home for a Home:

- Established: 2021

- Global programs: 19
- Co-created local programs in Heimstaden's markets: 12
- Number of countries: 20
- Children reached 2021: + 20 000
- Further information: <https://corporate.heimstaden.com/sustainability/a-home-for-a-home/default.aspx>

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