

2023 Newsletter Education for Life

What is Education for Life and what are its goals?

Education for Life is a non-profit association, under the umbrella of Intercoiffure Mondial.

Board of Education for Life:

- Jens Dagné
- Dan Studer
- Tun di Oliveira
- Alexander Herzberg
- Bruno Sommer / Mari Nicacio
- Ove Walderhaug
- Michael Rudy

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- Vice-President, Treasurer
- Secretary
- Member (-MD - Intercoiffure Mondial / IMM)
- Members (Fondation Guillaume)
- Auditor (IMM + ICD Mond)
- Auditor



Intercoiffure unites the best hairdressers worldwide and sets the highest standards for the professional and human quality of its members. From this claim grew the idea that the association must also commit itself to the social commitment of helping people who are not on the sunny side of life. We laid the foundation for this in 2004 in Paris with the founding of the aid programme "Education for Life". With our philosophy: "We feel it is our duty to support young people and give them a perspective. The most important thing we can give is qualified education". This was also the birth of the first aid project of the first training school "Casa Do Menor" - survival aid and way out for young people from the slums of Rio de Janeiro.

Jens Dagné, as President of Education for Life, together with Managing Director Dan Studer and his board friends, coordinates the worldwide activities together with the Intercoiffure Charity delegates (Ambassadors) of the individual countries. The aim is to run training schools for the hairdressing trade in as many countries as possible.

WHERE WE HELP

In the meantime, there are many training projects worldwide in which young people receive a qualified education and thus a future. Children and young people from the slums and crisis areas of this world, threatened by hunger, violence, crime, drugs or war. A large number of the young people who completed their training in one of these school projects were subsequently placed in a hairdressing salon.

Immediate help was also provided by Education for Life in the event of natural disasters to help the children on the spot - quickly, directly and in a controlled manner via the worldwide network of friends of the Intercoiffure.

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President Charity Golfclub Play for Life
Intercoiffure Charity Deutschland e.V.
Member of C.C. Intercoiffure Mondial Paris



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"Give a starving man a fish and he will be full for a day, teach him to fish and he will never go hungry again." (Lao Tzu). True to this guiding principle of Education for Life, we focus on sustainable aid - on the foundations for a self-determined life. To this end, we partly use the facilities of the foundations with which we are friendly to help street children or war orphans and also offer training courses there. Here, we integrate and finance the training offered by "Education for Life" into the existing structure.

WHAT DOES EDUCATION FOR LIFE AS CHARITY WORK HAVE TO DO WITH MARKETING?

Besides our commitment to fashion and friendship, charity (CORPORATE SOCIAL RESPONSIBILITY) is a very important point of communication and external presentation in today's world.

CORPORATE SOCIAL RESPONSIBILITY
IN BUSINESS IS BECOMING INCREASINGLY IMPORTANT.

This is confirmed by the latest studies. Corporate Social Responsibility is often mentioned as one of the key elements for the success of a business strategy, therefore Charity / Education for Life is obviously very important with regard to various issues that determine market success.

In this respect, it is not only important for Intercoiffure Mondial, but for every member to present Charity / Education for Life to the outside world and thus also to be interesting for our media, which we all serve from the salons worldwide!



WHAT'S NEW AT EDUCATION FOR LIFE?

HAIR FOR LIFE



As passionate intercoiffure and second hair specialists, **Markus Kempinger and his wife Uli** from Augsburg have been active with the website www.hair-for-life.com for over a year. The Kempingers collect human hair braids this way and then donate to Education for Life in return. They do this through Intercoiffure Charity Deutschland e. V. because, as German Intercoiffure friends, they can, of course, receive a donation receipt from there for their monetary donation. Intercoiffure Charity Deutschland e. V. then forwards the donations to Education for Life promptly, but at least twice a year.

In this context, Education for Life would also like to thank the **German Ambassador Thomas Horinek** for his commitment to this wonderful idea. In the meantime, the campaign has also been successful worldwide with our Intercoiffure. -friends. Further information at:

<https://www.meinehaarspende.de/en/help.html> / www.hair-for-life.com

Briefly explained: In your country, collect all cut and dried human hair braids (at least 30 cm) in the salon and send them to your Education for Life Ambassador (or alternatively, if not available, to the President). From there send a collected package to the "Kempingers" in Augsburg / Germany.

Ukraine Donations

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After more than 2 years of finally surviving the Corona Pandemic better or worse (with the help of our **Corona Fund** we were able to financially support several member sections), the war in Ukraine has hit us all very hard. With the worldwide commitment of our Intercoiffure friends, we have managed to collect a very considerable amount of donations and pass them on as direct aid to our Intercoiffure friends in Ukraine. Information about all donors can be found at: <https://www.facebook.com/EFLCharity>
At this point, however, the largest donations greater 1T.€ are mentioned:
Intercoiffure USA/Canada 33.750,- €; Intercoiffure Japan 5.900,- €; MILBON CO. LTD Tokyo, Japan 5.000,- €; Intercoiffure Deutschland GmbH 3000,- €; World President Peter Pfister 2 500,- €; Dan/Danielle Studer Luxemburg + Intercoiffure Swiss 1.000,00 € each.

NEWS FROM THE SCHOOLS

Finally, almost all school projects are back on track! Unfortunately, our schools worldwide had to remain closed due to Corona. Our 2 schools in Ukraine were not only closed at that time for the known reasons. Some of them were also destroyed. In the hope that this war will pass as soon as possible, we have decided to save a part of the Ukrainian donations for the reconstruction. However, our Ambassador Natasha Balabanova has made the impossible possible in an incredible effort!
Natasha has already resumed training activities in functioning salon locations, which we were also able to support financially again. The courage and passion are unbelievably great and admirable please have a look at Education for Life - Facebook.



With the help of our new Ambassador for Brazil, Aduino, we were able to open the fifth school project in his home country Brazil. Aduino is well known for his humanitarian work in his home country. Education for Life's latest school project is located 185 km north/west of Rio de Janeiro in the interior of the country.



The Presbyterian Church of Juiz de Fora has provided us with the space free of charge in which Education for Life "Juiz de Fora" could be established. Furthermore, Pastor Henrique supports us, and thus our Education for Life - Ambassador for Brazil Aduino Paschoal, with energy and water supply, as well as the cleaning of the rooms! In addition, the local pastor of Juiz de Fora "Paulo" helps us to recruit students from the community for Education for Life! But not only local children can be given a future through training in hairdressing. With the help of Mari and Laiz, Aduino continues to take care of our 4 existing schools.

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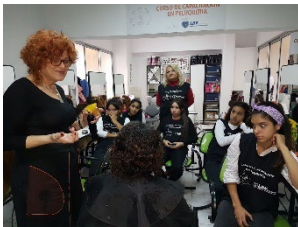
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Our school project at Christel Haus in South Africa is also fully functional again thanks to our friends Ezra Isaacs and Rolf Losken: Infovideo on <https://www.facebook.com/EFLCharity> . With the help of our board member Alexander Herzberg, we have succeeded in finding a new sponsor who has agreed to cover the running costs of our school in Cape Town for 12 months. The sponsoring of the "Bettina Benzoni Ruffert Foundation" in the amount of € 12,000 has been received with great joy in South Africa.



Our school project in Montevideo (Uruguay) is also active again and continuity is assured for another year with the help of donations amounting to 9000, - €. See video: <https://www.facebook.com/EFLCharity>
A big thank you goes of course to Intercoiffure Charity e.V. and Golf for Life e.V.. Most of their proceeds go to Education for Life.



CHILDREN'S FUTURE BOSNIA AND CHILDREN'S FUTURE ROMANIA

Our **Ambassador Thomas Horinek** cares for Selo Mira (Bosnia)

In the peace village "Selo Mira" in Lukavac-Turija near Tuzla, the foundation "Kinderzukunft" has been helping children in need since 1998. Initially, the children's village was built as a refuge for widows and orphans of the Bosnian war. Today, up to 96 children whose parents can no longer or no longer want to care for them find a new home here. Twelve large semi-detached houses were arranged in an oval. Inside the complex there is a basketball court, a large playground and open lawns for the children. This children's village is surrounded by vegetable gardens and fruit trees. Up to twelve children each live with an Children's Village - Mother as a family in their own flat. Of course, brothers and sisters belong to the same family. The mothers are supported in their work by educators who work as "aunties" in the families and help the children with their homework and organize leisure activities.

Up to the age of 18, young people can entrust themselves completely to the care of the children's villages. But help is also provided after that. Young people without families of their own can then live in a so-called youth house nearby. The young adults living there are provided with household money by the Children's Village, but have to take care of the household themselves. During the day, they take part in a training course in the children's village to qualify for their further career. Here in the children's village in Selo Mira, Education for Life supports the training to become a hairdresser in the fully equipped hairdressing salon. The cooperation with the local vocational school is anchored in a contract.

Together with Kinderzukunft, Education for Life supports the 40 or so young people who are constantly being trained here. The chances of finding a job after the training are around 60 percent.

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Our **Ambassador Cristina Ciuca** cares for Timisoara/ Romania

On an eight-hectare site in the city of Timisoara stands the home for currently 110 children aged 3 to 18.

The Children's Village comprises 11 residential buildings. Open lawns, extensive playgrounds and a separate sports field offer the children enough space to play. In addition to a large business and administration building, the village includes a "Kindergarten", two guest flats, an infirmary and rooms for doctors and psychologists. In addition, there is a school, which is also attended by children from Timisoara, as well as a training center, which also offers the possibility to be trained in hairdressing and cosmetics. This is where Education for Life came into play.

This second hairdressing training center, realized and set up in Timisoara together with the "Kinderzukunft" foundation, provides "hope and a future" with its comprehensive training. Street children and young people from socially disadvantaged families can be trained as hairdressers in a six-month course - 16 places are allocated each year. The students take a state-recognized examination with a certificate, which is the best prerequisite for employment.



THE EDUCATION FOR LIFE - INDIA PROJECT

The children/students we educate at Dr. Kochhar's academy as part of the Education For Life initiative



come from economically poor backgrounds. Some of them are children of single parents, others are school dropouts who need financial support for vocational training because they cannot afford it. In this academy, the owner Dr. Blossom Kochhar and the Education for Life Ambassador of India, Miss Samantha Kochhar, work for the students at no cost to the children/students. Our Ambassadors Samhantha and Blossom also pay for the tools and equipment when some of them cannot afford the tools.

We are happy to see that in this wonderful cooperation the school project in New Delhi (India) is on a very good way! Currently, children affected by acid attacks as well as cancer survivors are being trained there. This is in addition to the regular education of the other students for the Education for Life project. In India, the training is not limited to hairdressing, but since 2023 beauty and make-up training, to give the children a better chance of to give them a better chance to earn a living.

AMBASSADORS

Education for Life doesn't really work without our Ambassadors! Unfortunately, we still do not have an Ambassador for Education for Life from every country where Intercoiffure is represented! Therefore, we implore you: Please nominate your Ambassador for Education for Life!

We have two new Ambassadors and thank them for their commitment!

In Japan, our friend and President of Japan **Hiroyuki Obayaschi**.

In Brazil our friend **Autudo Paschpal**

(Please find the list of Ambassadors and also the list of the Education for Life Board 2023 attached and in the download area of intercoiffure Mondial.)

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OUR PLATFORMS

Please visit our social media pages and share the publications. This will make us better known!

www.education-for-life.com

www.facebook.com/EFLCharity

and most recently, on Adauto's initiative, also on Instagram:

https://www.instagram.com/education_for_life_global/

All Ambassadors have an access as "editor" for Facebook and Instagram, we ask to use it strongly!

Education for Life on your websites

We ask all countries to refer to Education for Life on their websites (also the individual Intercoiffure Salons). Please use our new logo and place the link to the Education for Life homepage underneath!
<https://education-for-life.com/> .

This is very important for the promotion of Education for Life! Thank you!

In the German-speaking countries please also or only: <https://intercoiffurecharity.de/>

XXIV. CHARITY GOLF-CUP "PLAY FOR LIFE" 2023 FITS SUPER IN YOUR CALENDAR

The XXIV CHARITY GOLF CUP "PLAY FOR LIFE" will take place on 24 September 2023, near Frankfurt am Main / Germany, at Golfpark Löwenhof. Maybe the opportunity for our Intercoiffure friends to participate worldwide.

The overnight stay at the tournament hotel MOXY Frankfurt East with our friend Kerstin Schmidt-Moderlack, member of GC Play for Life and director of the hotel at excellent special conditions have been reserved.

Our German friends would be very happy about your participation. Details about the golf tournament will be available soon at: <https://golfclub-playforlife.de/>



Play golf and do good

Become a member and support Education for Life!

Extremely favorable DGV full membership in the Charity Golf Club Play for Life e.V.

The golf club Play for Life e.V. (<https://golfclub-playforlife.de/>) offers a German full membership with DGV card, HCP administration (including support for recognized aid projects).

Membership Basic (full playing rights) For less than 25,- € per month: at an annual fee of 299,- €.



WORLDWIDE FRIENDSHIP

Through the Corona Fund and the Ukraine Fund, it was once again possible to prove that the worldwide friendship of Intercoiffure will continue and intensify.

But we must not forget our main goal! The expansion of our schools worldwide to ensure a future worth living for children and young people.

To achieve this, we need Ambassadors in every member country. The Ambassadors' main tasks are to collect donations and to set up new school projects.

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Our request therefore goes out to all presidents worldwide. Please send the contact details of your Ambassador to: office@education-for-life.com.

WHY DONATE

We thank you for the great help with the Corona Aid campaign and now for the wonderful help for the Intercoiffure - Friends/ for the children/ youth in Ukraine. Of course, we want to continue to support our friends in Ukraine as much as possible. But please, please also remember that Education for Life is in charge of about a dozen school projects worldwide and that these projects will not exist much longer without the help of all of us. In this respect, it is imperative that we also consider Education for Life's other projects with donations.

All donations are always welcome in our account **Education for Life at:**

Sparkasse Rheinhessen
IBAN: DE24 5535 0010 0022 2918 51
BIC: MALADE51WOR

Please always include your email address in the subject line of the bank transfer!

FINANCES

For legal reasons it is necessary that all fundraising, whether for our schools, Corona Aid, Ukraine Aid etc. is done through Education for Life. The banks have become very sensitive about money coming in from various countries. After 2.5 years, we have finally managed to find a bank that is willing and able to work with us. The Education for Life account is above this text.

New logo for Education for Life

As we have often said by the Executive Board, we see ourselves as a (admittedly not entirely unimportant 😊) part of Intercoiffure Mondial. For this reason, we also wanted to represent this closeness to the outside world. Inspired by our world president and the new Mondial logo, we also wanted to mark or start a new time - a new beginning - for Education for Life.

We started this with the opening of our new, now also functioning and active bank account and have now continued it with our new, expressive logo. On the one hand, the logo shows the connection to the "Intercoiffure Mondial umbrella" (through the star and wording), this also with the word mark "Mondial" on the other hand, and on the surface it wonderfully represents Education for Life through the "implied" children for whom we work. The beauty of the representation of our creative designer and **Intercoiffure - friend Ludwig Janz** is the realisation of this task, in his own advertising agency, with these three characters, which are absolutely gender and skin colour neutral.

We are now using this opportunity to redesign all the templates for the downloads on our website as well as all the signs on our school projects.



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We hope that you and all friends of Education for Life are as enthusiastic about the new presentation (for the logos) as we are!

DOWNLOAD

For all members in the Secure-Space on the Intercoiffure Mondial website: www.Intercoiffuremondial.org . Go to intercoiffuremondial.org and log in to the Secure Space. Here you click on Education for live and you will find documents for download.

There you will also find the presentation Hair for Life etc.

The children and young people of our schools thank you very much for enabling them to have a future worth living with your donations.

Jens Dagné
President

Dan Studer
Vice President / Treasurer / MD

For the Board of Education for Life

We would like to thank for the good cooperation with:

- Intercoiffure Mondial
- IMM S.A.S.
- ICD Mond S.A.
- Fondation Guillaume
- Ordre de la Chevalerie
- Intercoiffure Charity Germany e.V.
- Charity Golfclub Play for Life e.V.