2022

Together for Solidarity

CYCLE FOR UKRAINE

#patriziaride

PATRIZIA SE CHALLENGE

- EduCare Europe Fund

In benefit of

PATRIZIA Foundation

Building better futures.

A charity challenge for the

EduCare Europe Fund.

We cycle for Ukraine

235 cyclists support the the creation of child-friendly safe spaces in Germany and Poland

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What´s the Challenge?

- Visualized bike ride of 81,155 km around the whole of continental Europe at least once
- Cycling as many kilometers as possible in the month of June
- Raise money for the children and young people affected by the Ukraine war

What´s the purpose?

- Fundraising goal for the benefit of the PATRIZIA Foundation: collecting at least €10,000 in donations and registration fees
- Show solidarity with the children, young adults, their families and all people who had to flee their homeland in Ukraine

How does it work?

- Everyone can join – worldwide !
- The participants pay a registration fee of 10€ per person and are able to donate additionally via RaceResult
- Registration fees and all funds raised for the challenge will go 100% into the project

Together for Solidarity

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We enable schooling and care for traumatised children to enable them to return to everyday school life

235 Cyclists from **21** countries

More than **6,800 €** raised for the EduCare Europe Fund

Age gap of youngest vs. oldest participant **70 years**

Virtual Journey: Once around **Europe**

54,000 kilometres of Visualized Cycling in 2022 for the children of Ukraine

Cycle as many kilometres as possible **all month** of June

Impressions

Because a picture is worth a thousand words

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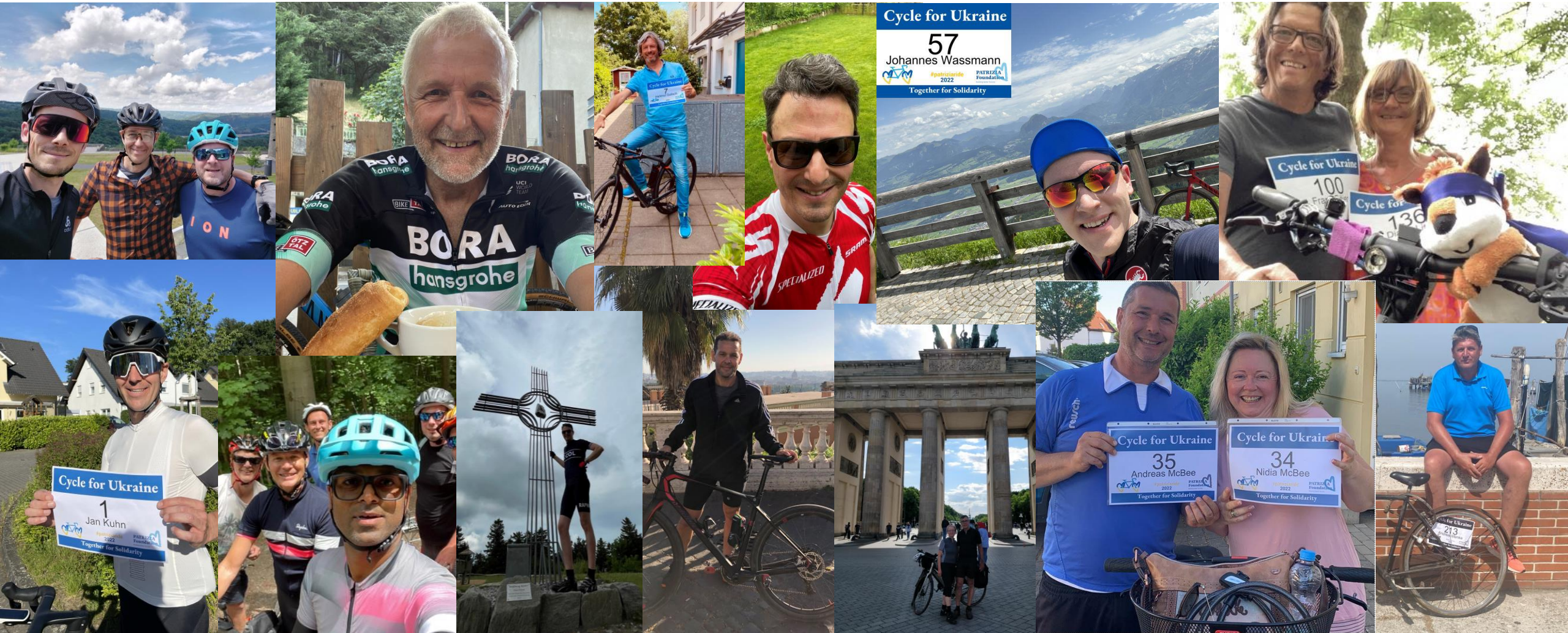

Our thoughts

On participating in a challenge to ensure the educational future for many hundred children in Augsburg & Warsaw

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"235 participants – by the way, coincidentally the same number as last year – got on their bikes for our campaign. We were delighted with every single one. With the money raised, we can support children and young people who have to suffer from war in the heart of Europe."

- Eva-Maria Bergel

"Didn't have an extended weekend like Kuhn Jan to add more kilometers to my June cycling balance. But I managed to turn a commute to and from my nieces birthday party on Saturday into a nice ride for the benefit of #patriziaride2022 - Cycle for Ukraine!"

- Torsten Bergner

"When this war broke out, it was clear to me that #patriziaride 2022 must raise money to alleviate the suffering of the Ukrainian people. Especially the children need our support now."

- Jan Kuhn

"COVID-19 has delayed our journey, but we are not giving up Hope. Hope has arrived. Welcome to Canberra, PATRIZIA Foundation! I haven't cycled for more than 10 years and those hairpin turns are tough... still, we had so much fun participating in the #patriziaride"

- Tan Howie

Our achievement

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Helping children and young people from Ukraine to regain their childhood

Refugees from Ukraine were confronted with

1) Homelessness, displacement, trauma
2) For children and young people, the annihilation of any opportunity to continue their education
3) Lack of structures and contact points for integration support in the refugees' destination countries

What we have achieved togehter

- 235 participants from 21 countries raised over 6800 €
- **Warsaw**: Shelters for no less than 130 children and young adults and 70 mothers
- **Augsburg:** Fast and uncomplicated support thanks to two local organisations
- **Europe**: emergency pedagogy and establishment of „safe spaces“

Build better futures

with corporate volunteering & PATRIZIA Foundation

We go further

In strengthening your „S“ from ESG

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Corporate Social Responsibility (CSR) is not measurable compared to ESG – we extend your **CSR strategy** to your employees

We offer **Corporate Volunteering** as part of your **CSR strategy** to improve your company purpose agenda

Let us unearth **hidden skills** of employees and develop critical capabilities aligned to your company ambition

Instill a strong **team culture** and bring your company right into the heart of communities, employees and customers

Create **authentic stories** with us to enhance your employer brand

More support needed?

PATRIZIA Foundation is here to help you by making a difference with employer branding

To the top

With employer branding by PATRIZIA Foundation

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Why employer branding?

- Necessary as an integral part of your CSR strategy
- The key aim is to positively influence potential employee perceptions of the firm
- PATRIZIA Foundation is uniquely positioned to help your company create a better society

Which contexts do we consider?

- Cultural – diversity, inclusion, equity, employee engagement
- Well-being
- Talent development
- Talent attraction

How does it work?

- CSR supports all of the contexts by showing the philantropic agenda of your company
- Promote long-term employee retention and intercultural growth as well as other talents with sophisticated volunteering programs – let's think out of the box together !

Doing good

Pays off for Companies & Employees

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Company

- Enhances a positive image & reputation
- Improves investor relations
- Provides an outstanding remark from your competitors
- Creates trust regarding procurement and partnerships

Employee

- Provides meaningful experiences
- Develops more complex competences
- Enhances team building
- Leads to stress reduction
- Enables open-mindedness

Why should you care?

The future is volunteering

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Employee turnover reduces by as much as **50 %**

PATRIZIA SE proves that the **1% employee time donation** is working out for all parties

79 % of people prefer to work with a socially responsible company

Productivity increases by at least **13 %**

26 % of German companies already participate in time donations

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THANK YOU

PATRIZIA SE for supporting the foundation in this good cause