



Help where it is needed



ORGANISATION.	page 3
FOREWORD.....	page 4
MISSION.	page 7
PROJECTS.	page 9
ECONOSOPHERS.	page 13
SPONSORS.	page 15
HISTORY.	page 19



We introduce ourselves.

humanplus is a registered organisation (e.V.) which, as a charity, provides humanitarian aid all over the world. The organisation of **humanplus** is efficient and lean. Donations and relief supplies must reach the people in need quickly and not get stuck in the administrative apparatus of the organisation.

humanplus always follows the maxim that “Any society can only be as good as the people who form it“. All the members of **humanplus** share the same objective: to help the best they possibly can. But in order to do this, we need your help. Without your active and generous support it simply won't work. **humanplus** takes your donations to people in need all over the world. But still: you are the people who ultimately help! You can find out how to help by selecting the menu item “donator“. A sincere thanks from us in advance.

Of course you can get tax relief for all your donations – whether money or goods – in accordance with the relevant legal stipulations. At any rate, you will receive an officially approved receipt for your donation.

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In the course of his life, every human being is dependent on the aid of others on hundreds or thousands of occasions, whether during the tender age of childhood, because of physical or mental incapacity, or simply because individual circumstances necessitate assistance. In most cases, these people receive the required help. Parents lovingly care for their child, the husband or wife is close by when needed, and even the state plays its part as a helper. However, in many parts of the world today, there are still people who cannot even begin to dream of such security and well-being. They struggle for naked survival – for themselves, their children, parents, relatives and friends. And who helps these people? The wise saying “Help yourself and God will help you” is not really much use to the poorest of the poor. They are reliant on the generous aid of all those who are better off and who perhaps can-

not even imagine such a wretched existence. Human Plus has committed itself to the task of providing helpful people with the opportunity to support those in need on a specific and individual basis. And aid is possible in any form: A good deed is worth just as much as a material donation or a financial contribution. Already since 1998, Human Plus has been working for the benefit of people suffering worldwide. Without the active support and generosity of our many sponsors, this would never have been possible. I therefore wish to thank you sincerely and trust in your generosity in future too.

Kind regards

Anestis Ioannidis



You may perhaps think “Aid organisations are ten a penny. Which ones can I support with a clear conscience?”. I too have often asked myself just this question. On account of my position as President of the German Athletics Association, the public expects special caution in my choice of organisations to support. I have found **humanplus** to be a tightly run organisation with specific targets, an organisation that attaches the greatest importance to absolute transparency. In concrete terms, this means that **humanplus** documents the use of all available resources down to the last detail, thus making it transparent also for those who support it – whether with services, material contributions or financial donations. An organisation such as **humanplus** needs faces and ambassadors. I have decided to be such an ambassador and to implement the organisation’s objectives

with great dedication. Without your support, however, we will not achieve these objectives. I therefore ask you: Become a sponsor and ambassador for **humanplus** in order to help relieve the need of the poorest people on our planet and put a little hope into their hearts.

Yours Dr. Clemens Prokop



, where

it is
needed

Helping people worldwide.

Our direction.

The reason we founded **humanplus** was not to create yet another charity. And it wasn't because those responsible at **humanplus** wished to fulfil their own desires. No. **humanplus** was founded because all over the world there are people who desperately need help. And our job at **humanplus** is to help these people. All members and partners of **humanplus** have put their life and soul into this objective. They help through their personal commitment as well as by donating goods and money. Human Plus helps anywhere, **humanplus** helps anyone. In the humanitarian aid sector, individual features such as skin colour, nationality, age, sex and family background must be completely irrelevant. Above all, our mission at **humanplus** embraces two core tasks.

humanplus helps victims of social, economic and war evils. The same applies to people who suffer distress as a result of natural disasters. Thanks to its lean personnel structure, **humanplus** can act flexibly and individually without the often debilitating bureaucratic and administrative ties. Because

when people are in distress, one thing is of tantamount importance: our help must get there fast.

For us at **humanplus**, however, our commitment in the area of development assistance is equally important as fast aid. We at **humanplus** understand this to mean "Helping others to help themselves". This is not just about financial or material assistance. In fact, we strive to make sustainable improvements to the local living conditions. In order to provide sustained aid, it is essential that educational opportunities be created, modern medical care be provided and, of course, that the government as well as the industrial companies in a particular country will support our cause in the long run. Because development assistance can only provide the initial spark!



, where

it matters



We are active.

Your donations and your support give us the strength and the opportunity to help people in need in a fast and efficient manner. In recent years, **humanplus** has provided urgent help wherever people were threatened by social evils, catastrophes or war, both nationally and internationally. As early as 1998, **humanplus e.V.** (= registered organisation) has been involved in the area of humanitarian help. Already at this time, first aid projects were run together with partner organisations in Greece, and later also in other European countries. Scope and intensity of the assistance were increased year after year. Our donations of food and clothing have helped thousands of people in distress. But in order to improve the living conditions of people on a long-term basis, your financial support is essential.

In recent years, **humanplus** has put many aid projects successfully into practice. Most of the projects are still ongoing because, while once-off activities help the people in the short term, they do

not improve their living conditions on a sustainable basis. For this reason, we regularly donate food and clothing to facilities such as orphanages and children's homes, hospitals, hostels for the homeless and prisons. In 2006 alone, **humanplus** received approximately 120 tonnes of relief supplies in the form of bandages, food and everyday requirements and distributed them to people in need all over the world.

We are active.

At present, **humanplus** is very active in Bulgaria, Greece, Jerusalem, Namibia, Romania, Tansania and, of course, in Germany. The aid projects initiated there some years ago are still ongoing. We provide all of these countries with relief supplies in the form of food and clothing on a regular basis.

humanplus also helps the people who have fallen victim to natural disasters. Following the tsunami catastrophe in December 2005, we supplied essential goods to the people affected in Sri Lanka as quickly and efficiently as possible – all in all a total of 7.5 tonnes.

parts of the world are at the planning stage and will be communicated as they arise.

An extract of our implemented projects comprising the years 1997 until today is available for you to download as a doc-file.

Despite our many up-and-running projects, new situations constantly arise, where we wish to support people in need with your help. At the moment, Human Plus plans to acquire school buses and school equipment for Palestine, Israel and Jordan. In these conflict regions, children and parents alike are suffering from the ongoing political troubles. Clothing, bandages and medical equipment are also urgently needed there. Further projects in all





Honour to whom honour is due.

You'll probably think: "Another one of those neologisms." And you'd be perfectly right. But so far, we haven't been able to find a term in English that appropriately expresses the way in which particular people combine their economic and ethical interests in the most unusual manner. So we refer to them as "econosophers". The way we see things at Human Plus, "econosophers" are very successful people in the economic sense, who harmonise the sociological values of kindness and wisdom with their financial success and actively use their empathy to look after the most essential needs of their fellow human beings.

The term "econosopher" was coined by **humanplus**. Drawing from the terms economy, philosophy and anthroposophy, it describes the perfect synthesis between them. **humanplus** presents the "econosopher" award exclusively to people who have shown long-term and consistent commitment in the area of humanitarian aid. As the founder of this unique award, only the Board of Management at **humanplus** is entitled to present it. In doing so, the organisation follows the strictest selection criteria.



The source of our benefits.

Crucial to the survival of an organisation such as **humanplus** are well-known and reliable spokes-people. In terms of Human Plus e.V., such ambassadors are outstanding personalities, who will keep fighting for the “good cause” and who will lend our organisation a prestigious face, anytime and anywhere. Our ambassadors always use their special position in the economy, the sciences, the media, in politics, sports or culture to lobby for people in need. They employ their extensive relationship networks, their know-how and their experience to emphasise the need for humanitarian aid and to appeal for generous help.

As a sponsor, it does not matter if you support **humanplus** by donating money or goods. There are as many different ways to help as there are many different people behind the sponsors. For example, a freight forwarder who offers us cargo space to ship our relief supplies makes as valuable a contribution as a producer of textiles or medical equipment who supports us with clothing or medicines. You too can help to improve the living conditions of people in need all over the world and to put a smile on those sad faces. We need you!

The source of our benefits.

Sponsoring – the term is associated with large sums of money that companies invest in sports professionals or celebrities in order to increase their own popularity. Because at the end of the day, sponsoring always goes hand in hand with economic interests. Not so at **humanplus** e.V. We are looking for people who won't help merely in return for self-promotion. On the contrary, **humanplus** sponsors stand out as their horizons extend far beyond their own personal needs. Our sponsors are conscious of their own skills and means which enable them to help other people.

Milk lake and butter mountain – anyone will have heard of these buzz words. Have you ever wondered what actually happens to the overproduction, the phase-out models or the promotion batches? Before you, dear managers, destroy or discard these goods, please take a moment to think if there isn't a more sensible and also noble use for them. By supporting **humanplus** with material donations from your dead stocks, not only the poor, but also you and your company will

reap immense benefits. In fact, you will be a double winner: not only will you enhance the public reputation of your company. You will also receive a tax allowance receipt for the goods you donated – to the amount of the real nominal value declared by you for these goods. Now isn't this a really meaningful alternative to cost-intensive destruction?

Not even the most expensive advertising campaign can compete with being personally recommended by familiar faces. We intensely practise this kind of “social marketing“ in our large circle of contacts.



As early as 1998, our current chief executive at **humanplus**, Anestis Ioannidis, began with the humanitarian aid projects to help people in need in Greece. Out of the blue, a devastating earthquake struck the Aegean in 1999, claiming tens of thousands of human lives and leaving hundreds of thousands without a home or personal possessions. Even the most essential things such as clothing, food and bandages were no longer available. Anestis Ioannidis knew straightaway: "I've got to go and help!" In the same year, another, smaller earthquake occurred in Greece – and again Anestis Ioannidis committed himself to help the families of the 130 victims and the thousands of homeless people.

Only some months later, Anestis Ioannidis already found himself in a position where he could win many companies as partners. With their support, the amount of relief supplies could be significantly increased, making aid itself more goal-oriented.

Cooperating with the SDO (Solidarity Development Organization), one of the leading aid organisations in Greece, the aid activities could be considerably intensified and extended to other countries from 2002 onwards. In 2004, an independent organisation

was founded and registered together with the SDO; shortly afterwards it was approved as a charity. At the end of 2006, the registered organisation Human Plus emerged from this collaboration, with headquarters in Nettetal in the Lower Rhine Region. Around the same time, subsidiaries were founded under the governing body **humanplus** in the Greek cities of Athens and Thessaloniki. Further branches in Europe, Asia, Africa and the USA are currently being developed or at the planning stage.



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