TABLE OF CONTENTS

BESTSELLER FOUNDATION HIGHLIGHTS FOR 2014 4
PROJECT HIGHLIGHTS FOR 2014 6
WHAT WE SUPPORT: FOCUS 8
WHERE WE SUPPORT: GEOGRAPHY 10
HOW WE SUPPORT: PROJECT TYPES 11
WHO WE SUPPORT: PARTNERSHIPS & CO-OPERATION 12
PLACES & PROJECTS SUPPORTED IN 2014 14
JOBS, ENTREPRENEURSHIP & EDUCATION 17
Introduction to Jobs, Entrepreneurship & Education 19
Entrepreneurs by heart 20
Project portfolio in 2014 25
AGRICULTURE & FOOD PRODUCTION 31
Introduction to Agriculture & Food Production 33
Agri-business with a cause 34
Project portfolio in 2014 39
POOR & VULNERABLE CHILDREN’S ACCESS TO BASIC SERVICES 47
Introduction to Poor & Vulnerable Children’s Access to Basic Services 49
Football with a purpose 50
Project portfolio 2014 55
OTHER PROJECTS 61
Introduction to Other Projects 63
Project portfolio in 2014 65
2014 SUPPORT BY PROJECT TYPE 69
2014 SUPPORT BY THEMATIC FOCUS 73
2014 SUPPORT BY REGION / COUNTRY 79
BESTSELLER FOUNDATION IN SHORT 84
In BESTSELLER FOUNDATION we believe that people are able to take care of themselves, if they are given the opportunity to do so.

Our task is therefore to provide people with the necessary tools, skills and opportunities that enable them to grow and help them change their lives for the better.

In this 2014 Annual Report you can read about how we tried to do this in the past year. We have strived to help people help themselves in Africa, China and India by supporting projects that address either Agriculture & Food Production, Jobs, Entrepreneurship & Education or Poor & Vulnerable Children’s Access to Basic Services. You can browse the project highlights for 2014 and learn more about our thematic and geographic focus on pages 06–10.

MORE INSTRUMENTS – MORE IMPACT

In a strategic move to advance our support in 2014, we also took use of new financial instruments. With different partners and financial instruments at hand – grants, loans and equity – we believe we can generate more impact.

We will in the future, therefore, in addition to grants, also provide loans and invest as shareholders in businesses that can help people out of poverty. The businesses we engage in must generate jobs, increase labourers’ income, build local capacity or in other ways provide new opportunities for poor and less privileged people.

INNOVATIVE ‘AGRI-SOLUTIONS’

In the past year we scaled up our support considerably to boost agricultural projects and businesses that benefit poor and less privileged people. We gave particular attention to new innovative projects that improve agricultural production and help secure greater food security in Africa.

In the thematic chapters ‘Jobs, Entrepreneurship & Education’, ‘Agriculture & Food Production’ and ‘Poor & Vulnerable Children’s Access to Basic Services’ you can meet some of the people we helped in the past year. These chapters also give a brief overview of our portfolio and the results that the projects achieved in 2014.

A fourth chapter called ‘Other Projects’ covers projects that do not fit in the three main focus areas.

NUMBERS AND FIGURES

From page 69 you can browse through BESTSELLER FOUNDATION’s numbers and figures from 2014. Listed by support type, thematic focus and geography, the numbers make it easy to compare figures and focus with previous years’ trends and developments.

We hope you’ll enjoy the read.

Kristian Sloth Petersen
Director, BESTSELLER FOUNDATION
PROJECT HIGHLIGHTS FOR 2014

GANSU, CHINA: RUOLI VILLAGE IMPROVEMENT
In the past year, our partners have planted 1800 trees and bushes and installed drip irrigation systems in the poor and drought ridden village of Ruoli. The project has also established a microcredit scheme and provided training to nearly 3,000 villagers in farming and livestock breeding, to help diversify their source of income and make them less vulnerable to droughts.

KENYA: AGRI-ENTREPRENEURS READY FOR TAKE OFF
In the past year, we concluded our partnership with GrowthAfrica in Kenya, which facilitated a very successful training and mentorship programme for entrepreneurs with innovative start-ups within the field of agriculture. The entrepreneurs concluded the programme with a pitching session for potential investors, and will in 2015 seek to scale up their businesses.

MOZAMBIQUE: SMALL SCALE ENTREPRENEURSHIP
In partnership with Machados KnowHow, we supported an Agri-incubator in 2013 and 2014 that teaches poor Mozambican farmers how to operate a small chicken production. Equipping them with training, business skills and access to the necessary facilities, several are now well on their way to establish their own business. By establishing their own little agriculture or animal production, they will soon be able to increase their income substantially. The partnership with Machados KnowHow will continue in the coming years.

ZIMBABWE: IMPROVED CATTLE – INCREASED INCOME
In 2014, together with Action Aid Zimbabwe, we helped launch a new project that equips poor cattle farmers with skills and facilities which can improve the quality of their cattle. With improved skills, healthier animals, better marketing techniques and greater access to markets, the cattle farmers can now expect to get a higher price for their cattle at the livestock auctions.

ZIMBABWE: INNOVATIVE ACCESS TO CREDIT
Together with DanChurch Aid in Zimbabwe, we also initiated a project that equips farmers with new farming techniques and introduces an innovative storage and credit scheme that allows poor farmers to take loans to improve or scale up their farming business. The project also seeks to increase and stabilise their income in order to make them less vulnerable to external environmental and economic shocks.

ZIMBABWE: MACADAMIA PROCESSING – ADDING VALUE
Together with an NGO and business partners, we launched our first commercial social impact project. The project will improve the livelihood of poor macadamia growers in Zimbabwe by adding value to their macadamia through training and by establishing a small commercial processing plant. Our partners have begun training the farmers and the processing plant from where processed nuts can be sold at a significantly higher price, is near its completion.

ODISHA, INDIA: DISASTER RELIEF AND DIVERSIFIED INCOME
In 2014, we supported Aktion Børnehjælp’s work to help thousands of families who lost their houses, crops and livestock to cyclone Phailin in late 2013. Coming to an end, the project has erected 160 disaster-proof houses, brought new tools, crops and cattle to help farmers diversify their income sources.
The aim of BESTSELLER FOUNDATION is to fight poverty and promote self-sustaining and sustainable development. The overall logic behind the choice of the three focus areas is a wish to make the biggest possible impact through our engagement and our partnerships.

We concentrate our resources on three thematic areas with large potential for poverty reduction and self-sustaining development. We are to some degree open to innovative project ideas that fall outside our main focus areas, and these are dealt with on a case-by-case basis. Below are examples of projects and business that we support within the frame of the three areas.

**WHAT WE SUPPORT: FOCUS**

---

**JOBS, ENTREPRENEURSHIP & EDUCATION**

Examples of projects and businesses we support:
- Growth hubs/incubators
- Vocational training and life skills education
- Provision of access to microcredits and seed capital for young entrepreneurs
- Initiatives that can increase young people’s access to work training & experience
- Cases that can link potential investors to promising entrepreneurs

**AGRICULTURE & FOOD PRODUCTION**

Examples of projects and businesses we support:
- Establishment and optimisation of value chains to the benefit of producers, laborers and customers
- Innovative farming methods and facilities
- Agricultural processing facilities – e.g. maize mills, abattoirs or de-husking machines that add value to farmers’ crops, livestock or products
- Initiatives that can improve farmers’ and producers’ access to commercial markets
- Cases that can link small scale farmers with companies they can produce for

**POOR & VULNERABLE CHILDREN’S ACCESS TO BASIC SERVICES**

Examples of projects and businesses we support:
- Children’s Service Centers
- Guidance for families with poor children
- Trainings of trainers of poor and vulnerable children
- Psycho-social activities for older children
- Vocational training for older children and young adults
- Jobs and income generating activities for young adults

**OTHER PROJECTS**

- Innovative project ideas that fall outside the thematic focus but have great potential for social and environmental impact
WHERE WE SUPPORT: GEOGRAPHY

BESTSELLER FOUNDATION primarily supports projects and businesses through partnerships in rural China, Eastern & Southern Africa and in India. BESTSELLER FOUNDATION supports a few innovative social projects in Denmark on a case by case basis.

WHERE WE SUPPORT:

CHINA (RURAL)
Current focus:
Agriculture & Food Production and Poor & Vulnerable Children’s Access to Basic Services
Current areas of operation:
Gansu & Hubei Province

EASTERN & SOUTHERN AFRICA
Current focus:
Agriculture & Food Production and Jobs & Entrepreneurship
Current areas of operation:
Kenya, Uganda, Zimbabwe & Mozambique

INDIA (RURAL)
Current focus area:
Agriculture & Food Production and Jobs & Entrepreneurship
Current areas of operation:
Odisha, Andhra Pradesh and Tamil Nadu State

HOW WE SUPPORT: PROJECT TYPES

BESTSELLER FOUNDATION always emphasizes the goal of self-sustaining development and we always strive to avoid situations where partners and target groups become dependent on our support as this can negatively affect their sense of ownership and dignity.

BESTSELLER FOUNDATION’s support to projects and businesses comes in the form of one or a mix of the following three modalities:

1. GRANTS
BESTSELLER FOUNDATION can support projects with grants in cases where the project does not involve products or services which can be commercialized at large scale or if the profits from activities are generated by individuals or small groups – rather than established businesses with substantial commercial activities.

2. ACCESS TO LOANS
BESTSELLER FOUNDATION can consider providing loans to convincing social impact businesses that lack capital to get started. Conditions will be negotiated case-by-case and profits accrued by BESTSELLER FOUNDATION from collection of interest will be reinvested in other social impact projects and businesses.

3. EQUITY INVESTMENTS & SHAREHOLDING IN BUSINESSES
This tool will be used when prospects for commercial success of businesses with social impact are relatively high if given access to additional capital. All profits made by BESTSELLER FOUNDATION from such engagements will be reinvested in other social impact projects and businesses.
WHO WE SUPPORT: PARTNERSHIPS & CO-OPERATION

BESTSELLER FOUNDATION wants close relationships with its partners. Our engagement with a partner starts with development of a project concept or business case in a process where BESTSELLER FOUNDATION takes an active role while acknowledging that the primary owner of the project/business is the partner. We support and partner with:

– NGOs and other civil society organizations
– Private companies, including start-ups
– Public entities and government institutions

BESTSELLER FOUNDATION’s engagement continues until results have been achieved and can be documented. Our success is not measured on the quantity of our support but on the social and economic impact the support leads to.

BESTSELLER FOUNDATION seeks partnerships with actors as close to the projects’ or businesses’ target groups as possible. However, we can enter into partnerships with intermediaries when it is necessary for the achievement of the objectives of the project. Administrative expenses shall always be kept low and not least in these cases. People, private and public organisations and companies that wish to partner with BESTSELLER FOUNDATION should be ready to subscribe to the following values that guide our work:

– Strong sense of solidarity with poor people
– Focus on poverty reduction and environmental sustainability
– Focus on results
– Self-sustaining long term development
– Honesty, mutual openness and accountability
– Respect for diversity between people
– Equality between women and men
– Simplicity and efficiency
– Independence
PLACES & PROJECTS SUPPORTED IN 2014

CHINA: GANSU AND HUBEI PROVINCE
AFRICA: MOZAMBIQUE, ZIMBABWE, KENYA
INDIA: ODISHA, ANDRA PRADESH AND TAMIL NADU STATE
DENMARK: COPENHAGEN N, ÅRHUS AND CENTRAL JUTLAND
INTRODUCTION TO JOBS, ENTREPRENEURSHIP & EDUCATION

WHY WE SUPPORT:
Without jobs or self-employing businesses many poor people are trapped in a vicious cycle with few opportunities and chances to break out of poverty. Getting a wage-paying job or starting a profitable business is often the most effective way for people to break this cycle and get out of poverty.

WHAT WE SUPPORT:
BESTSELLER FOUNDATION supports job creation by supporting especially young entrepreneurs with skills development, vocational training, education in life skills and access to credit.

Examples of projects we support:
- Growth hubs/incubators
- Vocational training and life skills education
- Provision of access to microcredits and seed capital for young entrepreneurs
- Initiatives that can increase young people’s access to work training and experience
- Cases where we can link investors to promising entrepreneurs

HOW WE SUPPORT:
BESTSELLER FOUNDATION participates in projects both on commercial terms via giving access to loans and equity and via grants. The financial instruments vary from project to project based on thorough analysis of the specific activity and commercial scope of the project.
In Mozambique, BESTSELLER FOUNDATION supports an Agri-incubator that teaches poor Mozambican farmers how to operate a small chicken production. Equipping them with training, business skills and access to the necessary facilities – several are now well on their way to help themselves out of poverty.

Aged 34, Josefina Atiana is a progressive and entrepreneurial chicken producer from the poor village of Pessene in Mozambique.

A UNIQUE OPPORTUNITY

In 2013, Josefina and other poor villagers from her area seized the opportunity to become self-sustaining chicken producers, when the local radio announced that a limited number of farmers could apply to join a new training programme in chicken production at ‘Incubator Moamba’.

“I saw it as an opportunity to get training and decided to join the incubator to get more technical knowledge and improve my management skills”, explains Josefina.

The chicken-production project is supported by BESTSELLER FOUNDATION and is hosted by Machados KnowHow’s ‘Incubator Moamba’. The main purpose is to help poor agricultural entrepreneurs increase their income and support their ambitions to become self-sustainable chicken producers.
WILLING TO WORK
Despite a young and willing workforce, Mozambique still hosts millions of people living in poverty in the rural area because of limited employment and business opportunities.

Before joining the chicken training programme Josefina taught literacy classes and was part of a small association of chicken farmers. The association produced 500 chickens but none of the involved had any technical knowledge. As a consequence they faced many difficulties during the production, resulting in poor quality chickens and limited profits.

“Even if you work hard, setting up a simple agri-business can be extremely difficult for the poor farmers in this area. Often they have only self-taught skills, no fields or facilities and have limited financial resources to start any kind of business” – explains Alberto, the manager at ‘Incubator Moamba’.

FIRST TRAINING – THEN PRACTICE
At the incubator, highly skilled agricultural staff teach the poor farmers how to operate and manage their own small chicken production. To help put theoretical training into practice, Incubator Moamba also provides the entrepreneurs with the necessary start-up equipment and facilities – including chicken breeding houses, storage rooms, contact to vitamins and fodder suppliers etc.

After three months of theoretical training at the Incubator, Josefina felt ready to start her own little production of 250 chicks.

“I remember when we started. The water pump for the borehole was unstable. Because of that there was no water available for some days. We had to carry water from the river for the chicks”, Josefina says.

Despite the difficult start, Josefina quickly demonstrated her skills. She produces healthy and strong chickens, resulting in good profits and she is currently in her third cycle of producing 1500 chicks in the house no.6 - one of the chicken houses financed by BESTSELLER FOUNDATION.

SALES & MARKETING MAKE A DIFFERENCE
To maximise the profits from the sale of the chickens, the incubator also provides practical training in business management, such as sales, distribution and logistics. Not only is Josefina rearing and producing chicks of high quality, she has also proven to have very good sales and marketing skills.

She quickly explored the market and developed her own sales channels in her home village of Pessene, explains Alberto – supervisor of the chicken project.

Once Josefina and the other entrepreneurs get their first production batch of chickens going, the entrepreneurs have to budget and pay for their supply of vitamins, fodder and water usage. The profits generated by selling the chickens are split 50/50 between the incubator and the entrepreneurs.

THE NEXT STEP – GOING SOLO
When they have gone through a number of cycles, the entrepreneurs are expected to take their skills further and establish their own little production outside of the incubator.

Josefina is now in the process of developing her business and has recently been approved for business start-up funding from the District Development Fund – which will help her build her own little aviary with a capacity of 500 chickens in her home village Pessene.

Soon she will be a completely self-sustaining chicken producer.
JOBS, ENTREPRENEURSHIP & EDUCATION
PROJECT PORTFOLIO IN 2014

KENYA: AGRO-ENTREPRENEURS
MOZAMBIQUE: CHICKEN FARMING 1 + 2
INDIA: VALAR ADITI MICRO BANK
In partnership with Machados Knowhow, BESTSELLER FOUNDATION supports an Agri-incubator that teaches poor Mozambican farmers how to operate a small profitable chicken production. Professional staff equip the farmers with relevant knowledge and tools, which are used when the farmers get access to chicken house facilities where they can start their own little production. While they are hosted by the incubator, the profits generated by selling the chickens are split 50/50 between the entrepreneurs and the incubator. With time, the entrepreneurs will leave the incubator with the ambition of starting their own little animal or vegetable production – whereby they will be able to secure a more solid income.

**KEy RESULTS IN 2014:**
- 17 small scale farmers were identified for the chicken entrepreneur training program
- 20 chicken houses (each able to house 1500 chicks per cycle), have been established
- All entrepreneurs have undergone training in chicken rearing and basic business management
- The first batch of entrepreneurs has completed their first chicken production cycles
- The most successful entrepreneurs are in the process of establishing their own off-site production
BESTSELLER FOUNDATION contributed to the establishment of Valar Aditi Micro Bank to help poor women access credit and smaller loans to buy farming equipment and start small-scale businesses that can improve their living conditions. In order to assist the establishment of the Micro Bank, BESTSELLER FOUNDATION bought 51% of the shares in 2014. Four major women’s trusts (comprising of 2400 self-help groups) own the remaining 49% of the shares.

**KEy RESULTS IN 2014:**
- Process to professionalise the Microbank and its operations initiated
- The Microbank facilitated loans worth DKK 12,118,900 in 2014
- The Microbank provided loans to 1,241 groups comprising of 8,005 borrowers
- The repayment rate on loans has been over 99%
- The Microbank’s Revenue amounted to DKK 1,296,270 in 2014
- The Microbank’s Net Profit after tax amounted to DKK 231,323 in 2014

**VALAR ADITI MICRO BANK**
**TRANQUEBAR, INDIA**

**FOCUS:** Jobs, Entrepreneurship & Education
**PARTNER:** Valar Aditi (Micro Bank)
**AREA:** Tranquebar and neighbouring districts, Tamil Nadu, India
**TYPE:** Shareholding
**PERIOD:** 01/2014 – until shares are sold
**BUDGET:** 51% shares purchased in 2014 at DKK 3,600,000

BESTSELLER FOUNDATION and Machados Knowhow are together exploring ways to further develop the chicken project to create more income and value to the chicken entrepreneurs. Several ideas are in the pipeline to create more value. One of the ideas is to establish a small scale slaughterhouse which will add further value to the chickens produced at Incubator Moamba.

**KEy RESULTS IN 2014:**
- On site agricultural staff have identified the potential site for construction of a slaughterhouse
- The staff have applied for the relevant papers and permits to establish a small scale slaughterhouse

**CHICKEN FARMING #2**
**MOAMBA, MOZAMBIQUE**

**FOCUS:** Jobs, Entrepreneurship & Education
**PARTNER:** Machados Knowhow
**AREA:** Moamba, Mozambique
**TYPE:** Grant
**PERIOD:** 04/2014 –
**BUDGET:** DKK 1,015,000

BESTSELLER FOUNDATION and Machados Knowhow are together exploring ways to further develop the chicken project to create more income and value to the chicken entrepreneurs. Several ideas are in the pipeline to create more value. One of the ideas is to establish a small scale slaughterhouse which will add further value to the chickens produced at Incubator Moamba.

**KEy RESULTS IN 2014:**
- On site agricultural staff have identified the potential site for construction of a slaughterhouse
- The staff have applied for the relevant papers and permits to establish a small scale slaughterhouse
AGRICULTURE & FOOD PRODUCTION
INTRODUCTION TO AGRICULTURE & FOOD PRODUCTION

WHY WE SUPPORT
It is common knowledge that without enough food, nothing else is possible. Nearly 800 million children, women and men still live in hunger, many of them in poor countries with enough resources to feed their populations and export food products – if the resources were used efficiently.

WHAT WE SUPPORT
Therefore, BESTSELLER FOUNDATION supports development and optimisation of agricultural value chains that can add value to producers, businesses, laborers and customers. We furthermore support sustainable agricultural production which enables small scale farmers to grow their own food and assists them in getting access to markets with products with value added. Examples of initiatives we support include, but are not limited to:

- Innovative farming methods and facilities
- Agricultural processing facilities – e.g. maize mills, abattoirs or de husking machines that add value to farmers’ crops, livestock or products
- Initiatives that can improve farmers and producers’ access to commercial markets
- Projects that can link small scale farmers with companies, which they can produce for

HOW WE SUPPORT
BESTSELLER FOUNDATION participates in projects both on commercial terms via giving access to loans and equity and via grants. The different tools vary from project to project based on thorough analysis of the specific activity and commercial scope of the project.
AGRI-BUSINESS WITH A CAUSE
ECONOMIC & SOCIAL IMPACT AT ITS BEST

To improve processing methods and increase the income of poor macadamia growers in Chipinge, Zimbabwe – BESTSELLER FOUNDATION in 2014 launched its first commercial social impact project that will help add value to the macadamia nuts through training, by installing advanced machinery and by providing direct access to commercial markets.

In 2014, BESTSELLER FOUNDATION launched its first commercial social impact project, providing a loan and grant to Green Aid and All4Children – two Danish/Zimbabwean business & NGO entities. The two will set up a small commercial processing plant that can prepare high quality macadamia nuts for export. A project with both economic and social impact.

The project will over time target some 120 small-scale macadamia growers and their seasonal labourers. Apart from establishing a commercial processing plant, the project provides the growers with new planting and farming techniques that improve the quality of their macadamia and thereby add considerable value to the nuts before the growers sell them to the processing plant.

The new commercial processing company GreenAid will arrange buy-back agreements with the macadamia growers, guaranteeing them steady ‘employment’ and increased income for all the macadamia they deliver to the processing plant. While the growers will further improve their techniques for the next season, the processing plant will prepare nuts for export and direct sale to Social Food, which expects to use the nuts – raw or processed – in their chocolate products in Denmark.
IMPROVING MARKET ACCESS: LOANS & GRANTS
BESTSELLER FOUNDATION has partnered with GreenAid’s major stakeholders; All4Children, The Macadamia Grower’s Association, Afrika Consultancy Enterprise (ACE) and Social Food, which all have different roles in the project implementation.

To ensure that both the commercial interests and the need for building capacity are met, BESTSELLER FOUNDATION supports the macadamia project through a combination of a loan (65%) and a grant (35%).

The loan was given to GreenAid, to cover the procurement of advanced machinery and equipment that can process the macadamia nuts. GreenAid will purchase the macadamia from the growers and via the processing plant prepare them for export to Social Food. GreenAid is the commercial actor in the project.

The grant was given to All4Children to help organise farmers, procure simple farming equipment and to provide basic training in efficient macadamia production and processing methods before growers sell their macadamia to GreenAid. All4Children is the social and capacity building entity in the project.

IMPROVING SKILLS – IMPROVING VALUE: MEET THE GROWERS
In close co-operation with the local chief Chivhunze, 16 small scale macadamia growers were selected for the pilot training program. Each of them owns between 40 and 800 macadamia trees (Belmont and Integrefolia) planted on smalls fields of 0.2 - 3 Ha.

Apart from the trees, they have limited financial resources and possess little technical knowledge to improve their macadamia production which could help them increase the value. In its first consultations and trainings, All4Children helped the 16 small-scale growers with basic budget and planning of labour required for the coming macadamia harvest in March/April, 2015.

The new processing processing company GreenAid will buy their first harvest of macadamia nuts (with shells) and is expected to start processing the first batch in late April/May 2015.

IMPROVING VALUE – IMPROVING LIVES
Once the first harvest has been carried out, All4Children will provide the small scale growers with more training in storing, drying and quality control of the trees and nuts to add more value to the macadamia. Before the next season’s harvest, the project will also equip the growers with simple de-husking equipment, that easily removes the shells of the nuts. A simple process that will add substantial value to the nuts before they are sold to the processing company.

GreenAid’s commercial processing plant will – when it has become financially sustainable – return a certain percentage of levies, realised from exporting the macadamia, to the village in form of various development initiatives. That’s responsible agri-business with a cause.
THE MACADAMIA GROWERS

Mazokera M
Khumbula P
Zwiza M
Muhuke N

Madavee J
Chiborowa R
Tapudzi P
Zvarimwe A

Mavumbu M
Macheze
Chaurura M
Ganzi Noah

PFumbidzai C
Chishunze J
Zilole K M
Murindi E

AGRICULTURE & FOOD PRODUCTION PROJECT PORTFOLIO IN 2014

ZIMBABWE: RURAL CATTLE FARMING
ZIMBABWE: IMPROVING AGRO VALUE CHAINS
ZIMBABWE: MACADAMIA NUT PROCESSING
CHINA: RUOLI VILLAGE IMPROVEMENT
INDIA: HELPING VICTIMS OF CYCLONE PHAILIN
INDIA: HEALTHY MEALS & DEMONSTRATION GARDENS
Together with ActionAid Zimbabwe, BESTSELLER FOUNDATION helped launch a new project that seeks to help 9,400 smallholder cattle farmers with skills and facilities which can help improve the quality of their cattle. This is done by providing training to farmers, improving the farmers’ negotiation and marketing skills, strengthening cattle farmers’ associations and by re-establishing local auction centres where they are expected to be able to sell their cattle at a higher price.

KEY RESULTS IN 2014:
- 4747 farmers have undergone training in animal health, nutrition and livestock management
- 15 Barefoot vets were trained to share knowledge on animal health and nutrition with local farmers
- 15 Barefoot vets have reached 1585 farmers via on-farm visits and home demonstrations
- 15 Livestock Commodity Associations (serving 5882 farmers) have been trained to lobby at strategic level
- Five auction centres have been constructed at rural locations to add value to farmers’ sale of cattle
- Two first cattle auctions were held in the rural areas with great attendance

This project focuses on generating economic stability and security among poor small-scale farmers in Zimbabwe. This is done by improving the farmers’ access to the markets and by establishing warehouses where farmers can store their produce until the prices are favourable. The project also introduces an innovative credit system called ‘cattle banking’, which allows farmers to obtain loans by ‘depositing’ their cattle. The loans will help them purchase new inputs to improve their agricultural productivity.

KEY RESULTS IN 2014:
- Local Ward Farmers’ Associations are in the process of being established
- 200 selected farmers received drought resistant seeds for demonstration purposes
- Building sites for warehouses and storage facilities have been identified
- Sites for the construction of marketing stalls where farmers can sell products have been identified
- TN Livestock Trust has helped the first farmers transport their cattle for ‘banking’ at TN’s premises
The aim of this project is to improve the livelihood of poor macadamia growers by adding value to their macadamia output through training and by establishing a local processing plant from where processed nuts can be sold at significantly higher price. The targeted macadamia growers are those in small-scale commercial farming in the area around Chipinge.

**KEY RESULTS IN 2014:**
- Dialogue with Macadamia farmers in Chipinge has been initiated
- Farmers have been selected for capacity building and training in macadamia nut production
- The construction of a storage and processing plant is well underway
- Permanent operational staff has been recruited

Since 2010, BESTSELLER FOUNDATION has supported a comprehensive village development project in the poor and drought-ridden village of Ruoli. Green bushes and trees have been planted and drip irrigation systems in the fields have been installed to make the village and the fields around it less vulnerable to droughts. The project has provided training in modern farming methods and stimulated alternative income generating activities to help diversify the farmers’ income sources. The project has also established a local microcredit fund to provide loans to enable villagers to upgrade their livestock and farming equipment.

**KEY RESULTS IN 2014:**
- More than 1,500 trees and bushes planted in and around the main roads of the village
- The new irrigation systems are operating and new cash crops have been introduced
- Nearly 3,000 people have been trained in agriculture, health and microcredit
- The microcredit facility assisted 62 farming households (100% repayment rate)
- Number of livestock per villager has increased considerably due to the microcredits
HELPING VICTIMS OF CYCLONE PHAILIN
ODISHA, INDIA

FOCUS: Agriculture & Food Production
PARTNER: Aktion Børnehjælp (ARM)
AREA: Odisha, India
TYPE: Grant
PERIOD: 02/2014 – 02/2015
BUDGET: DKK 1,615,000

BESTSELLER FOUNDATION supports Aktion Børnehjælp’s efforts to help thousands of poor farmers who lost their housing, yield and animals when cyclone Phailin hit India’s east coast in late 2013. The project has constructed new disaster-proof houses and helped poor peasant families affected by the cyclone to re-establish their livelihoods. For this purpose, the project has among other things donated chicks and goats, introduced new seeds and farming methods and provided training in alternative income generating activities to help diversify the farmers’ income sources.

KEY RESULTS IN 2014:
– 160 houses nearly completed
– 100 families / 525 persons received poultry and goats for their households
– 1,200 farmers received training in high yield variety rice paddling cultivation
– 300 people received training in alternative income generating activities – e.g. fishing and tailoring
– Approximately 10,000 persons across 1935 families have benefitted from the project

HEALTHY MEALS & DEMONSTRATION GARDENS
ANDRA PRADESH, INDIA

FOCUS: Agriculture & Food Production
PARTNER: Aktion Børnehjælp
AREA: Nossam, Andra Pradesh, India
TYPE: Grant
PERIOD: 02/2014 – 12/2015
BUDGET: DKK 100,000 – Financed by BESTSELLER / NameIt

Healthy and nutritious meals are crucial for children’s growth and development and for their concentration and ability to learn. This project will provide daily lunch for 185 school-going children plus additional morning and evening meals for 70 children who live at a children’s home. The project will also establish small vegetable gardens where children will learn how to cultivate fields and learn how the crops can be turned into nutritious meals.

KEY RESULTS IN 2014:
– The project agreement was signed in November and will take off 2nd quarter of 2015
POOR & VULNERABLE CHILDREN’S ACCESS TO BASIC SERVICES
INTRODUCTION TO POOR & VULNERABLE CHILDREN’S ACCESS TO BASIC SERVICES

WHY WE SUPPORT
It is often said that the quality of a society is measured by the way it treats its children. A bad childhood is a bad start to life – and intervening at an early stage may prevent a repeat of unhealthy and negative social patterns.

WHAT WE SUPPORT
BESTSELLER FOUNDATION has in 2014 supported projects that seek to reduce poverty and social problems among children and young adults by offering them healthy and character-building initiatives and by ensuring them access to basic social services.

Examples of projects we support include – but are not limited to:
- Children’s Service Centers
- Guidance for families with poor children
- Trainings of trainers of poor and vulnerable children
- Psycho-social activities for older children
- Vocational training for older children and young adults
- Jobs and income generating activities for young adults

HOW WE SUPPORT
These types of projects are usually supported via grants and donations.
FOOTBALL WITH A PURPOSE
THE LOST BOYS

In 2014, BESTSELLER FOUNDATION signed a partnership with Nørrebro United, an urban psychosocial sports initiative that uses football as an entry point to build strong characters of young boys, so that they can stay away from petty crime and gang activities later in life.

On the football pitch behind the populous apartment blocks of Mjølnerparken, we meet Yusuf, a 15 year old boy from Rådmandsgade School. Yusuf is here with some of his classmates to attend Nørrebro United’s weekly football training - and he is in good mood.

Every week Yusuf and other boys from the ill-reputed Rådmandsgade School, attend tailored soccer trainings offered by encouraging volunteers from the local football club Nørrebro United.

“You know, I come because it is nice and because it’s together with people I know. It’s not like in the clubs where you are together with a lot of strangers”, says Yusuf.
THE LOST BOYS

Yusuf, like many of the other boys from Rådmandsgade School live in or around the apartment blocks called Mjølnerparken. The area is reputed for high unemployment rates, crime and gang activities and families with limited resources.

As a result, many young boys, some as young as 10-11 years, often end up roaming the streets when the school hours end. For many young boys in this area, the restless after-school-hours become an easy shortcut to a potentially dangerous deroute into petty crime and gang activities.

FOOTBALL WITH A PURPOSE

To prevent this potential de-route, the local football initiative Nørrebro United conducts lively football training for boys from 6th till 9th grade from Rådmandsgade Skole. Committed volunteers work tirelessly to provide a healthier and more active alternative for the boys.

The potential benefits of the football trainings are many. It can improve the young boys’ physical wellbeing, reduce their stress and have a positive impact on their learning abilities in school. However, it’s not a simple task:

It’s not easy to reach out to the boys here. Many of them are completely lost and have no direction in life. It’s quite a task to convince them that participating in sports and physical activities is a better alternative to hanging out or roaming the streets restlessly, says one of the volunteer coaches.

Yusuf is no different. At first hand he seems like a happy 8th grade pupil. He is talkative, his attitude is healthy and he likes the trainings. Nevertheless, he still finds it hard to commit himself:

“I don’t come every week - only sometimes” Yusuf says with a smile in his eyes.

Combined with coaching and continuous mentoring, the volunteers also work to improve the young boys’ attitude, to improve their social skills and to boost their self-esteem through the football activities.

The goal is to boost their self-esteem to an extent that can empower them to stay away from petty crime and gang activities. Despite the obvious challenges, the initiative is clearly having an impact, says Ulrik one of the volunteers:

“Look on the pitch – Yusuf, Ayub and some of the boys with Somali background - they have actually changed their attitude and social skills dramatically since they started coming here.”

The football initiative may not remove crime and gang activities in the troubled area - but it does provide the lost boys with a healthier alternative.
POOR & VULNERABLE CHILDREN’S ACCESS TO BASIC SERVICES
PROJECT PORTFOLIO IN 2014

—

CHINA: CHILD POVERTY ALLEVIATION

DENMARK: NØRREBRO UNITED

DENMARK: COMEBACK CONSULT

DENMARK: GRIEVING CHILDREN AND TEENS
BESTSELLER FOUNDATION supports ‘Comeback Consult’ – a Danish boxing initiative that helps keep youngsters out of trouble in marginalised areas. Former criminals and ex-gang members act as ‘consultants’ and tour schools where youngsters face problems with drugs, crime and gangs and help them choose a healthier direction in life. By doing this, the ‘Comeback Consultants’ not only earn their own honest salary as educators through ‘Comeback Consult’ – they also act as positive role models that can inspire potential troublemakers to choose a healthier path in life.

KEY RESULTS IN 2014:
- The Comeback Consultants have held workshops in nine school classes, comprising 190 pupils
- The participating pupils and teachers have all provided positive feedback following the workshops
- Most of the pupils feel more aware of the responsibility they have for their own life and future
- Several teachers have started applying some of the taught methodologies after the workshops

CHILD POVERTY ALLEVIATION
HUBEI, CHINA

FOCUS: Poor & Vulnerable Children’s Access to Basic Services
PARTNER: International Poverty Reduction Centre China (IPRCC), China’s State Council and BESTSELLER Fashion Group China
AREA: 80 villages in Hubei Province, China
TYPE: Grant
PERIOD: 01/2014 – 01/2017
BUDGET: DKKK 37,602,010 (Co-financed by BESTSELLER Fashion Group China)

Together with the Chinese partners, this project was launched to improve the general living conditions in 80 poor villages in Hubei province. BESTSELLER FOUNDATION especially supports elements of the project that deal with approximately 10,000 left-behind and abandoned children, whose parents have moved to the bigger cities in search for jobs. The project has established activity centres that will host a wide variety of activities outside school hours, provide playing tools and adult mentorship. The centres also help children access computers to improve their contact with their parents in the bigger cities.

KEY RESULTS IN 2014:
- Children Service Centres have been constructed or renovated in 67 of the 80 villages
- 4,000 children’s books have been purchased for the 80 Children Service Centres
- Outdoor activity grounds for children have been completed in 16 of the 80 villages
- Physical exercise & sports equipment have been purchased in eight villages
- Clinic equipment to conduct physical examination of children have been purchased in 15 villages
- Physical examinations of children has been introduced in eight counties

COMEBACK CONSULT
DENMARK

FOCUS: Poor & Vulnerable Children’s Access to Basic Services
PARTNER: Comeback
AREA: Denmark
TYPE: Grant
PERIOD: 01/2014 – 01/2015
BUDGET: DKK 1,621,000

BESTSELLER FOUNDATION supports ‘Comeback Consult’ – a Danish boxing initiative that helps keep youngsters out of trouble in marginalised areas. Former criminals and ex-gang members act as ‘consultants’ and tour schools where youngsters face problems with drugs, crime and gangs and help them choose a healthier direction in life. By doing this, the ‘Comeback Consultants’ not only earn their own honest salary as educators through ‘Comeback Consult’ – they also act as positive role models that can inspire potential troublemakers to choose a healthier path in life.

KEY RESULTS IN 2014:
- The Comeback Consultants have held workshops in nine school classes, comprising 190 pupils
- The participating pupils and teachers have all provided positive feedback following the workshops
- Most of the pupils feel more aware of the responsibility they have for their own life and future
- Several teachers have started applying some of the taught methodologies after the workshops
BESTSELLER FOUNDATION supports the pilot project ‘Unfair’ which is a counselling and mentoring project designed to prevent dropouts and isolation in high schools in Central Jutland amongst young adults with severely ill or dead parents or siblings. Through the Danish Centre for Research and Counseling for Grieving Children, Teens and Young Adults (Børn, Unge og Sorg), counsellors and volunteers who have also experienced a loss, help young adults deal with their grief and help avoid school dropout.

KEY RESULTS IN 2014:
– 12 meetings with teachers and supervisors have been held at high schools in Central Jutland.
– The project has succeeded reaching decision makers at most of the expected 30 schools.

NØRREBRO UNITED
NØRREBRO, DENMARK

FOCUS: Poor & Vulnerable Children’s Access to Basic Services
PARTNER: Nørrebro United
AREA: Copenhagen N, Denmark
TYPE: Grant
PERIOD: 08/2014 – 08/2015
BUDGET: DKK 645,000

BESTSELLER FOUNDATION supports Nørrebro United – a local sports club that uses football as an entry point to build strong characters of marginalised boys, so that they can stay away from crime and gang activities which is omnipresent in the area. To prevent this potential de-route, committed volunteers from Nørrebro United conduct football training for boys from 6th till 9th grade from Rådmandsgade Skole.

KEY RESULTS IN 2014:
– 20-25 boys regularly participated in the football trainings
– The participating boys’ physical endurance has improved significantly
– Professional coaches with special competences in life skills have been recruited
– Special coach & trainer courses were launched to encourage willing boys who can act as role models.
INTRODUCTION TO OTHER PROJECTS

WHY WE SUPPORT
BESTSELLER FOUNDATION also supports a few projects that are not within the three main focus areas when found relevant. Common to these projects is that they address some of the most vulnerable and challenged people in Denmark and abroad.

WHAT WE SUPPORT
Currently BESTSELLER FOUNDATION supports the Women’s House in Aarhus (Denmark) – a social meeting place which works to prevent loneliness and isolation among minority women by offering an open network and a wide range of activities.

HOW WE SUPPORT
These types of projects are usually supported via grants and donations.
OTHER PROJECTS
PROJECT PORTFOLIO IN 2014

DENMARK: THE WOMEN’S HOUSE
The Women’s House (Kvindehuset i Århus) is a meeting place with various capacity building initiatives for women of all backgrounds in Aarhus. The Women’s House works to prevent loneliness and isolation among minority women by hosting a range of activities and by providing access to a diverse and open network. BESTSELLER FOUNDATION helps cover the running costs and activities for one year, in order to help the Women’s House spend more of its resources on establishing a more financially sustainable organisation.

**KEY RESULTS IN 2014:**
- Staff has scaled up strategic planning with increased focus on organisational sustainability
- An advisory board with different stakeholders represented has been established
- The board has explored different setups and partnerships that can create income for Kvindehuset
- A ‘health & nutrition’ collaboration was initiated with students from the Nutrition & Health College
- Ordinary activities such as seminars, language classes, study trips and excursions were carried out
2014 SUPPORT
BY PROJECT TYPE
2014 SUPPORT
BY PROJECT TYPE

GRANTS:
CHINA (GANSU & HUBEI), INDIA (ODISHA & ANDRA PRADESH), MOZAMBIQUE, KENYA, ZIMBABWE, DENMARK

LOANS:
ZIMBABWE

EQUITY / SHAREHOLDING:
INDIA (TAMIL NADU)

<table>
<thead>
<tr>
<th>PROJECT TYPE</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>11,885,913</td>
<td>6,986,852</td>
<td>5,199,492</td>
</tr>
<tr>
<td>Loans</td>
<td>2,509,169</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Equity / Shareholding</td>
<td>3,619,430</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>18,014,512</strong></td>
<td><strong>6,986,852</strong></td>
<td><strong>5,199,492</strong></td>
</tr>
</tbody>
</table>

SUPPORT 2014

- Grants 66%
- Loans 14%
- Equity / Shareholding 20%

SUPPORT 2013

- Grants 100%

SUPPORT 2012

- Grants 100%
2014 SUPPORT
BY THEMATIC FOCUS
2014 SUPPORT BY THEMATIC FOCUS

JOBS, ENTREPRENEURSHIP & EDUCATION:
KENYA, MOZAMBIQUE, INDIA (TAMIL NADU)

AGRICULTURE & FOOD PRODUCTION:
ZIMBABWE, CHINA (GANSU), INDIA (ODISHA & ANDRA PRAD.)

POOR & VULNERABLE CHILDREN’S ACCESS TO BASIC SERVICES:
CHINA (HUBEI), DENMARK

OTHER PROJECTS
DENMARK

THEMATIC FOCUS
2014 2013 2012

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs, Entrepreneurship &amp; Education</td>
<td>6,571,664</td>
<td>1,157,551</td>
<td>404,580</td>
</tr>
<tr>
<td>Agriculture &amp; Food Production</td>
<td>7,320,242</td>
<td>1,814,963</td>
<td>2,567,074</td>
</tr>
<tr>
<td>Poor &amp; Vulnerable Children’s Access to Basic Services</td>
<td>3,818,241</td>
<td>863,954</td>
<td>400,000</td>
</tr>
<tr>
<td>Other projects</td>
<td>304,365</td>
<td>3,150,385</td>
<td>1,827,838</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>18,014,512</td>
<td>6,986,852</td>
<td>5,199,492</td>
</tr>
</tbody>
</table>

SUPPORT 2014

- Jobs, Entrepreneurship & Education: 45%
- Agriculture & Food Production: 21%
- Poor & Vulnerable Children’s Access to Basic Services: 12%

SUPPORT 2013

- Jobs, Entrepreneurship & Education: 35%
- Agriculture & Food Production: 41%
- Poor & Vulnerable Children’s Access to Basic Services: 26%

SUPPORT 2012

- Jobs, Entrepreneurship & Education: 6%
- Agriculture & Food Production: 49%
2014 SUPPORT BY THEMATIC FOCUS

THEMATIC FOCUS

JOBS, ENTREPRENEURSHIP & EDUCATION

Kenya: AgriTech track – GrowthHub 934,113 559,388 0
Mozambique: Chicken Farming #1 1,705,000 500,000 0
Mozambique: Chicken Farming #2 313,121 0 0
India: Valar Aditi Micro Bank (shareholding) 3,619,430 0 0
Tanzania: Action Aid (pre-study) 0 0 154,580
India: Gujarat Kala Raksha 0 98,163 0
Denmark: Place de Bleu 0 0 250,000
Total – grants: 2,952,234 1,157,551 404,580
Total – grants and equity / shareholding: 6,571,664

AGRICULTURE & FOOD PRODUCTION

Zimbabwe: Livestock farmers – Action Aid 532,500 532,500 0
Zimbabwe: Agro Value Chains – DCA 1,679,378 0 0
Zimbabwe: Macadamia Nut Processing – grant 740,733 0 0
Zimbabwe: Macadamia Nut Processing – loan 2,509,169 0 0
China: Jinping, Yunnan Phase II 0 526,664 0
China: Gansu, Rioli Village Improvement 243,462 755,799 2,567,074
India: Helping Victims of Cyclone Phailin – ACA 1,615,000 0 0
India: Healthy Meals & Demonstration Gardens 0 0 0
Total – grants: 4,811,073 1,814,963 2,567,074
Total – grants and loans: 7,320,242

POOR & VULNERABLE CHILDREN’S ACCESS TO BASIC SERVICES

China: Child Poverty Alleviation 1,063,551 506,454 0
Denmark: Nørrebro United 645,000 0 0
Denmark: Comeback Consult 1,979,190 0 0
Denmark: Grieving children and teens 157,500 157,500 0
Denmark: Danish Hospital Clowns 0 100,000 400,000
Denmark: Project SAVN – Weekend for children and relatives to inmates 0 100,000 0
Total – grants: 3,818,241 863,954 400,000
Total – grants and loans: 7,320,242

OTHER PROJECTS

Uganda: Camps for Congo refugees – Red Cross -48,135 500,000 0
Uganda: Children with disabilities, DHIF – 0 0 25,159
Egypt: Centre for abused women (pre-study) 0 -27,891 96,000
India: Sct. Joseph Development Trust 0 120,414 283,784
India: Tranquebar Heritage 0 0 193,425
Denmark: Women’s House Aarhus 300,000 200 0
Denmark: Verdens Børn – 40 years annivers, 38,000 0 0
Denmark / India: Today Cultural Festival 0 88,000 999,470
Denmark: Asylum United 0 250,000 0
Denmark: Fritidspatruljen Gellerup 14,500 15,550 0
Denmark: Team Flaxmann 0 4,311 0
Denmark: Team Østbasen – Hornsens 0 0 50,000
Denmark: Komediehuset – Hornsens 0 0 50,000
Denmark: Engum Skole – bus 0 0 50,000
Denmark: Aarhus Musikskole 0 0 80,000
Lebanon: Syrian refugees in Lebanon 0 2,000,000 0
Total – grants: 304,365 3,150,385 1,827,838
Grand total – grants: 11,885,913 6,986,852 5,199,492
Grand total – grants and loans 14,395,082
Grand total – grants and equity / shareholding: 18,014,512

TOTAL

4,811,073 1,814,963 2,567,074
2014 SUPPORT
BY REGION / COUNTRY
2014 SUPPORT BY REGION / COUNTRY

AFRICA: MOZAMBIQUE, ZIMBABWE, KENYA

CHINA: GANSU & HUBEI PROVINCE

INDIA: ODISHA, ANDRA PRADESH AND TAMIL NADU STATE

DENMARK: COPENHAGEN N, ÅRHUS AND CENTRAL JUTLAND

REGION / COUNTRY | 2014 | 2013 | 2012
--- | --- | --- | ---
Africa | 8,365,879 | 2,063,997 | 275,739
China | 1,260,013 | 1,788,916 | 2,567,074
India | 5,234,430 | 218,576 | 477,209
Denmark | 3,134,190 | 915,361 | 1,879,470
Other countries | 0 | 2,000,000 | 0
Total | 18,014,512 | 6,986,852 | 5,199,492
### 2014 SUPPORT BY REGION / COUNTRY

<table>
<thead>
<tr>
<th>REGION / COUNTRY</th>
<th>THEMATIC FOCUS</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AFRICA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kenya</td>
<td>Jobs, Entrepreneurship &amp; Education</td>
<td>934,113</td>
<td>559,388</td>
<td>0</td>
</tr>
<tr>
<td>Mozambique</td>
<td>Jobs, Entrepreneurship &amp; Education</td>
<td>1,705,000</td>
<td>500,000</td>
<td>0</td>
</tr>
<tr>
<td>Mozambique</td>
<td>Jobs, Entrepreneurship &amp; Education</td>
<td>313,121</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>Agriculture &amp; Food Production</td>
<td>1,679,378</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>Agriculture &amp; Food Production</td>
<td>740,733</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>Agriculture &amp; Food Production</td>
<td>2,509,169</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>Agriculture &amp; Food Production</td>
<td>532,500</td>
<td>532,500</td>
<td>0</td>
</tr>
<tr>
<td>Tanzania</td>
<td>Jobs, Entrepreneurship &amp; Education</td>
<td>0</td>
<td>0</td>
<td>154,580</td>
</tr>
<tr>
<td>Uganda</td>
<td>Other Projects</td>
<td>-48,135</td>
<td>500,000</td>
<td>0</td>
</tr>
<tr>
<td>Uganda</td>
<td>Other Projects</td>
<td>0</td>
<td>0</td>
<td>25,159</td>
</tr>
<tr>
<td>Egypt</td>
<td>Other Projects</td>
<td>-27,891</td>
<td>96,000</td>
<td></td>
</tr>
<tr>
<td><strong>Total – grants:</strong></td>
<td></td>
<td>5,856,710</td>
<td>2,063,997</td>
<td>275,739</td>
</tr>
<tr>
<td><strong>Total – grants and loans:</strong></td>
<td></td>
<td>8,365,879</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CHINA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jinning Yunnan Phase II</td>
<td>Agriculture &amp; Food Production</td>
<td>0</td>
<td>526,664</td>
<td>0</td>
</tr>
<tr>
<td>Gansu, Ruoli Village Improvement</td>
<td>Agriculture &amp; Food Production</td>
<td>243,462</td>
<td>755,799</td>
<td>2,567,074</td>
</tr>
<tr>
<td>Hubei, Child Poverty Alleviation</td>
<td>Poor &amp; Vulnerable Children</td>
<td>1,036,551</td>
<td>506,454</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total – grants:</strong></td>
<td></td>
<td>1,280,013</td>
<td>1,788,917</td>
<td>2,567,074</td>
</tr>
</tbody>
</table>

### REGION / COUNTRY

<table>
<thead>
<tr>
<th>THEMATIC FOCUS</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INDIA</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valar Aditi Micro Bank (Shareholding)</td>
<td>Jobs, Entrepreneurship &amp; Education</td>
<td>3,619,430</td>
<td>0</td>
</tr>
<tr>
<td>Helping Victims of Cyclone Phailin</td>
<td>Agriculture &amp; Food Production</td>
<td>1,615,000</td>
<td>0</td>
</tr>
<tr>
<td>Healthy Meals &amp; Demonstration Gardens</td>
<td>Agriculture &amp; Food Production</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Gujarat Kala Raksha</td>
<td>Jobs, Entrepreneurship &amp; Education</td>
<td>0</td>
<td>98,163</td>
</tr>
<tr>
<td>Sc. Joseph Development Trust</td>
<td>Other Projects</td>
<td>0</td>
<td>120,414</td>
</tr>
<tr>
<td>Tranquebar Heritage</td>
<td>Other Projects</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total – grants:</strong></td>
<td></td>
<td>1,615,000</td>
<td>218,577</td>
</tr>
<tr>
<td><strong>Total – grants and equity / shareholding:</strong></td>
<td>5,234,430</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DENMARK</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Narrebro United</td>
<td>Poor &amp; Vulnerable Children</td>
<td>645,000</td>
<td>0</td>
</tr>
<tr>
<td>Comeback Consult</td>
<td>Poor &amp; Vulnerable Children</td>
<td>1,979,190</td>
<td>0</td>
</tr>
<tr>
<td>Place de Bleu</td>
<td>Jobs, Entrepreneurship &amp; Education</td>
<td>0</td>
<td>250,000</td>
</tr>
<tr>
<td>Danish Hospital Clowns</td>
<td>Poor &amp; Vulnerable Children</td>
<td>0</td>
<td>100,000</td>
</tr>
<tr>
<td>Project SAVN – Week-end for children and relatives to inmates</td>
<td>Poor &amp; Vulnerable Children</td>
<td>0</td>
<td>100,000</td>
</tr>
<tr>
<td><strong>Total – grants:</strong></td>
<td></td>
<td>1,615,000</td>
<td>218,577</td>
</tr>
<tr>
<td><strong>Total – grants and equity / shareholding:</strong></td>
<td>5,234,430</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### OTHER COUNTRIES

<table>
<thead>
<tr>
<th>OTHER COUNTRIES</th>
<th>THEMATIC FOCUS</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syrian refugees in Lebanon</td>
<td>Other Projects</td>
<td>0</td>
<td>2,000,000</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total – grants:</strong></td>
<td></td>
<td>0</td>
<td>2,000,000</td>
<td>0</td>
</tr>
<tr>
<td><strong>Grand total – grants:</strong></td>
<td>11,886,913</td>
<td>6,986,852</td>
<td>5,199,492</td>
<td></td>
</tr>
<tr>
<td><strong>Grand total – grants and loans:</strong></td>
<td>14,395,082</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grand total – grants and equity / shareholding:</strong></td>
<td>15,505,343</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grand total – grants, loans and equity / shareholding:</strong></td>
<td>18,014,512</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BESTSELLER FOUNDATION

Established by the founders of BESTSELLER A/S to give back something to the societies in which they have developed their company, BESTSELLER FOUNDATION is an independent philanthropic foundation which primarily helps vulnerable people from the most challenged parts of society.

BESTSELLER FOUNDATION initially supported social and cultural initiatives in Denmark and India, but has since 2004 been engaged in more broad development work in poor areas of India and China and since 2013 also in Africa.

Since 2013, BESTSELLER FOUNDATION has worked to eradicate poverty by supporting projects that deal with agriculture & food production, jobs & entrepreneurship and by supporting poor and vulnerable children in China, Africa and India. It also supports projects that help vulnerable people in Denmark on a case by case basis.

BESTSELLER FOUNDATION – CHINA OFFICE
17 A, Tower D, Place Plaza, No. 9 Guanghua Road
Chaoyang District, 100020 Beijing, China

STAFF – CHINA OFFICE
Manna Hang
Project Manager
+86 13 52 18 26 115

Ivy Hongli Shao
Financial & Administrative Officer
+86 10 13 91 14 34 653

BESTSELLER FOUNDATION – DENMARK OFFICE
Bredgade 26
1450 København K
Denmark

STAFF – DENMARK OFFICE
Kristian Sloth Petersen
Director
+45 52 15 48 11

Martin Buch Larsen
Communication Officer
+45 52 15 48 12

Mette Müller Kristensen
Project Manager
+45 52 15 48 13

Stine Jersie Olsen
Project Manager
+45 52 15 48 14