



# News

Issue 1 | 2015

## Dear Primavera Subscribers and Friends,



This year, Primavera celebrates its 25th anniversary. This is a good opportunity to ponder the past, and reflect on our future.

It all began with the extraordinary engagement of a few Bosch associates in Brazil 25 years ago, where

the first project of Primavera (which means spring) started, and became the origin of our organization.

To-date we have achieved 8.0 million Euros in donations, over 800 members and 1,600 followers on Bosch Connect – amazing results. Last year alone we funded 27 projects in 10 developing and emerging countries.

You have made this success possible through donations and local, hands-on work. The generous and voluntary engagement of the Primavera administrative staff has been crucial to our success. Many thanks to all of you!

Today, we can all be proud of these accomplishments. However, at the same time, we have a great

responsibility for the future of Primavera.

In 2015 we will support new projects in additional countries, increasing the number of children and youth who can utilize the support of Primavera. We also will promote further development of an international, sustainable process to guide the organization.

As we look to the future, we still depend on your continued support. You can help in many ways: contributing financially; working on projects; or promoting Primavera and its work.

Best regards,

*Christoph Lieber*

## How it all started ...

May 5, 1990. A small group of active and former Bosch associates and their families formed the Primavera Third World Aid Organization. The trigger came from a heart-breaking article in the Bosch-Zünder about millions of children who lived in the slums of Brazilian,

in inhumane poverty. Bosch associates were trying to help, but the real need was for money.

As awareness of the problem grew, donations were made from Bosch associates in Germany. At the same time, the Bosch-Zünder carried a

similar story of Bosch associates trying to help children in poverty, this time in India. They, too, needed financial help.

It was tedious work to bring the goals of Primavera @ Bosch to life, including overcoming initial

+++ members attract members +++ Please send email to [Gabriele-Geisbauer@t-online.de](mailto:Gabriele-Geisbauer@t-online.de) +++

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► skepticism for the project. It was also difficult to gain exposure within the company – electronic communication channels, such as the internet, were not yet available, and postal mail to Brazil or India was slow and unreliable.

Despite these challenges, Primavera raised 9,244 DEM in its first year, and began projects in Brazil, India and Mexico by mid-1991: the initiative for girls called “Grupo Primavera,” as well as the „Sociedade

Pestalozzi“ to support handicapped children in Campinas.

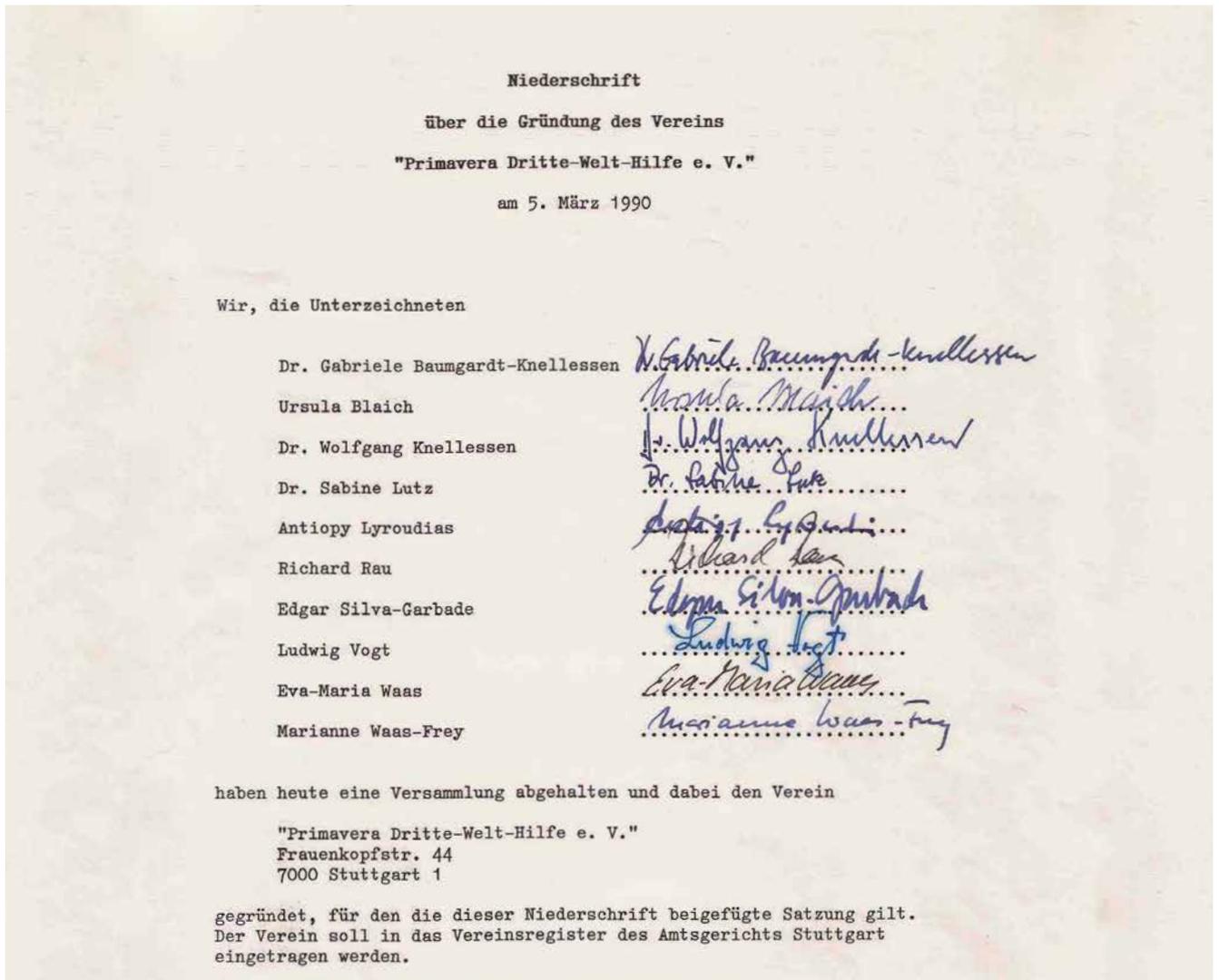
This early time also brought initial support to build the „Centro Promotional Tia Ielaide (CPTI)“ in Campinas, today a wonderful, multidirectional institution that has enabled a better future for hundreds of children.

Donations were also provided to the “Missionaries of Charity,” in Bangalore, India, an institution that cares for abandoned children, and to an

orphanage in Toluca, Mexico.

The Primavera Third World Aid Organization had passed its first practical test, and its mission had found an audience. It could look at the future with confidence and is still doing so today.

Therefore, sincere thanks to the numerous donors and volunteers who have not only enabled Primavera to exist, but have accompanied it for a quarter-century.



Record of the foundation of Primavera on March 5, 1990.



## Primavera today – A better life thanks to Primavera



Every year Primavera helps several thousand children, mainly in Asia, South America, South Africa, and since 2013, Eastern Europe (Romania). In the process, children and youth will receive aid from kindergarten until they earn a high school diploma and college degree. Included as part of this commitment are projects to guide young boys and girls to accomplish an apprenticeship. This work in education is done in parallel to providing medical care centers and other projects for children who live on the streets.

Besides several learning opportunities for their development, children and their families receive education about hygiene, nutrition and responsible social behavior.

The ultimate goal is to help these children find their place in society, and provide them the foundation to live an independent and responsible life.

It is important that cooperation between Primavera and its local partners is closely monitored and promoted. This is made possible because every project is located in the immediate proximity of a

Bosch location, and is closely managed and led by Bosch associate volunteers. Everyone involved in Primavera – from management to workers and other facilitators – are volunteers. A strong volunteer structure is why 100% of donations directly support Primavera projects.

The first 2015 Bosch-Zünder, which will be published at the end of March, will feature young people who have found ways to a better life thanks to the assistance of Primavera, whose motto is „Help for children in need.“



## Even more children on the road to a better future

The goal for the future



Primavera has accomplished a great deal in the past 25 years. While we celebrate these achievements, there is still plenty of work to help the poorest of the poor; this is a clear goal for Primavera. A vision to strongly improve the condition of children's live in the most deprived regions in the world, closed to a Bosch site is, and always will be, at the core of Primavera.

More than ever, the volunteers of Primavera are personally engaged to promote assistance for children in need, and have planned the 2015 projects accordingly.

These projects, of course, are only possible if the necessary resources are available. This year Primavera communications will increase with the aim of raising awareness of the organization, expanding the mem-

bership and encouraging donations. Social media tools will be used, as well as a dedicated appeal to the younger generation.

Primavera can only continue to support new projects through the growth of membership and contributions.

We depend on your continued, generous support.



## Continuous increase of donations

In the first years of its existence Primavera received donations of more than 9,000 DEM and increased this figure continuously, year-after-year. This growth has enabled additional project support to help children in need.

Donations in the last several years have accounted for more than 600,000 Euros per year. In 2014, donations totaled 654,278 Euros, a 4% increase over the previous year. Thereto you have all contributed in generous ways.

The donations from 2014 will secure the support of existing and new projects in 2015 and allow more children and young people in need to

have a chance for a better future.

Our thanks to individual donors, as well as the proceeds contributed to Primavera from private and work celebrations, birthdays, weddings, anniversaries, retirements and holiday parties.

Numerous events – like the garden party on the grounds of the Robert Bosch estate – raised an additional 5,000 Euros.

Additional thanks to Bosch associates and external sponsors who had important roles in developing events for guests to enjoy.

Thank you all very much!

## Important dates for 2015

**Monday, March 23**  
Benefit Concert  
Bosch Jazz Orchestra  
Stuttgart, Bosch Haus Heidehof

**Friday, March 27**  
Benefit Concert  
Bosch Jazz Orchestra  
Stuttgart, Bosch Haus Heidehof

**Saturday, July 4**  
25th Anniversary Garden Party  
Stuttgart, Bosch Haus Heidehof

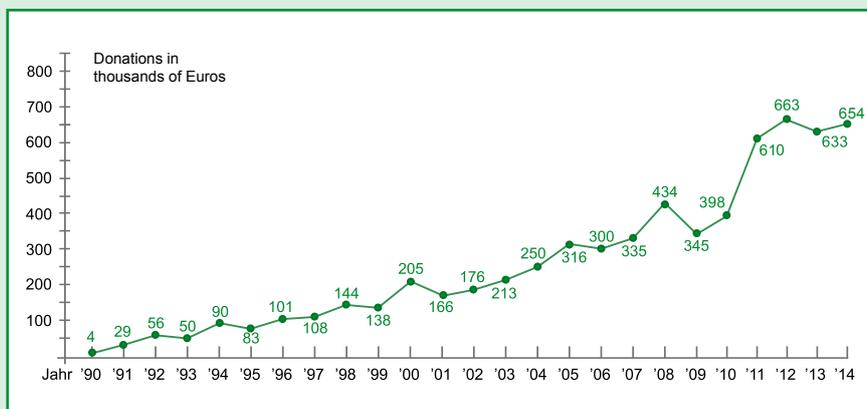
**Friday, October 9**  
Official Primavera birthday party with Bosch executives and Primavera members and friends  
Stuttgart Theater, Main Hall

### 2015 Primavera General Meetings

**Thursday, April 23, 2015**  
**5:00 PM – 7:00 PM**  
**Bosch Gerlingen, Schillerhoehe 1st floor, Auditorium 1**

You are cordially invited to participate in the Primavera general meeting. Agenda will be distributed in due time. We look forward to seeing you.

## Donation balance for Primavera



*Please help that the work of Primavera continues to be efficient.  
We wish all contributors and friends a wonderful year in 2015.*

## Development of the membership

The number of members has reached 880.

If you know someone who would like to become a member, please e-mail  
Gabriele.Geisbauer@t-online.de.

We are thrilled about every new member and the help they provide!