



MOTHERS WITH A MISSION

220 million children grow up without the care they need. Meet three inspiring mothers who are fighting for the future of vulnerable and orphaned children through the innovative, charitable fund My Foundation.



“ALL CHILDREN DESERVE A FAIR START”

Mathilde Gøhler co-funder, My Foundation

To make a difference. It is a wish that lives in most, and many do just that every day. For children, parents, siblings, neighbors, friends or colleagues. But how many of us are prepared to do it for strangers we have never met before?

More and more. Part of the explanation may lie in the fact that we've had a natural and much-needed break in 2020 to get our priorities in order. The routine of everyday life came to a standstill during covid-19, and it gave us the opportunity to take a good and thorough look at the world while it stood still - and take a stand. To politics, discrimination, race, resources and the love among us all. And be active, not passive. Make a difference. And that difference is exactly what drives the 27-year-old mom, model and influencer Mathilde Gøhler. Together with the 53-year-old serial entrepreneur and business angel, Christina Rind Helsbro and the 39-year-old journalist and concept developer Camilla Natascha Nivaro Holm, she plays a central role in the new charity fund My Foundation, which her fiancé, entrepreneur, music producer and longtime ambassador for SOS Children's Villages, Remeé S. Jackman, has initiated.

All children deserve a fair start

“The first trip to Kenya in 2014 with SOS Children's Villages changed our lives. The contrast between the relentless Kibera slum and the beautiful, life-affirming children's village of Buru Buru, was striking. It was completely inconceivable to us how little it costs to change a child's life forever. We realized that life is about changing the world for the better, if one can. It also makes your own life better to contribute positively to other people's lives. And then we simply could not live with just going home and doing nothing. That is why we started My Foundation,” says Mathilde Gøhler, who is now co-founder of My Foundation.

And the trip to Kenya changed the couple's lives on several levels. Along the way, Mathilde Gøhler became pregnant with the couple's now 5-year-old daughter Kenya, named after the country that gave them insight, and a new purpose in life. “Apart from the fact that the name is so beautiful and strong, it is the best bedtime story to tell my daughter about the country she is named after, and about our children's village, Buru Buru, which today has both music and computer facilities, a dance school and an art space where the city's children have the opportunity to grow their unique talents. All children deserve a good and fair start in life, and they get that in My Foundation's children's villages,” explains Mathilde Gøhler.

And after COVID-19, there is particular good reason to support charitable initiatives such as My

Foundation. Up to 220 million children in the world grow up without the care they need. And that number is expected to increase as an effect of COVID-19, as many of the primary caregivers in developing countries are grandparents. They are particularly vulnerable, and on top of that they live in sanitary conditions that are far from matching international recommendations in the fight against the pandemic. It is these children in risk and families on the edge of life that My Foundation work to raise money for through concrete, earmarked and documentable charity funded by companies and private philanthropists.

Massive need of help after COVID-19

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If you want change, take the lead

One of these private philanthropists is serial entrepreneur, business angel, funder of My Foundation and mother of three, Christina Rind Helsbro. In 2018, after a long career as one of the sharpest advertising agency profiles in Denmark, Christina Rind Helsbro broached in to a new chapter of her life, and now invests, together with her husband, Steffen Rind Helsbro, only in projects and companies that make the world a greener or better place.

“After many years where everything was commercially driven, I now need to focus on purpose-driven projects that are doing good. If you want a change, you have to take the lead yourself and start the change, and when I met Remeé (S. Jackman.red),

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Christina Rind Helsbro, funder, My Foundation

and he introduced me to the idea of My Foundation, there was no doubt that I should be a part of the change that we are now creating. The vision of offering companies the opportunity to earmark funds for a specific project, your own children's village or for project families as part of your CSR strategy is ingenious. Usually when you donate money, they go to big undefined box, and you do not know exactly what your money go to, but here we earmark the money, follow it and document the difference they have done, so you can document and communicate it further on through your company's channels," explains Christina Rind Helsbro, funder, My Foundation. That is why Christina Rind Helsbro has helped fund the first year of My Foundation.

9 children, 1 mother, 24 sq and 1 dollar = happiness

Like Mathilde Göhler and Reme S. Jackman it was also a trip to a Africa, more specifically Zanzibar, Tanzania, that really got Christina Rind Helsbro's attention focused on projects in developing countries. "You must be Teflon-coated not to be moved by the joy, care and love that the children receive from their fantastic SOS mothers who dedicate their lives to the children of the village. The project families, where you support the close family so that the children can stay in a familiar, safe environment, are just as remarkable. One of the families we visited was a single mother with nine children, a 24 square meter house, and \$ 1 a day to support the family, and she made it. She had a das and a water pump installed by SOS Children's Villages, and that help was crucial for her and her kids. Despite having so little, the children were full of charisma and joy, and the mother was grateful, humble, and proud that the family could survive. It was inspiring to experience a woman like her and motivating to see how easily you can make a huge difference in a family's life," says Christina Rind Helsbro.

Make that change

And the one that will make the difference happen in My Foundation's projects is Camilla Natascha Nivaro Holm, head of fundraising and communication. After 14 years in the magazine industry she felt the need to dedicate herself to a deeper cause. "Growing up my father was a pilot and my mother was CEO of the Brazilian Varig Airlines, so we have always traveled a lot, and often to very poor or unstable destinations. My parents wanted to show me that there was a different world than the posh surroundings of North of Copenhagen.

I have experienced apartheid at its peak in South Africa, heartbreaking poverty in the streets of Manila, mined children in Cambodia and Rio's lost children who we invited to dine at our table to be sure they left with a full stomach instead of full pockets for drugs or other people. It gave me a perspective on the world, and planted a seed of obligation to change the conditions of vulnerable and orphaned children," remembers Camilla Natascha Nivaro Holm. And no better reminder of that promise, than motherhood and seeing your kids thrive and grow from the love and attention you give them. "After I had children myself the urge to make a difference grew simultaneously with the love for my two boys. I simply couldn't bear the thought of kids, just as mine, not having loving parents to protect, nurture and shower them in love, and a safe home. It just felt wrong. I therefore decided that the time I spent away from my kids, should be spent on making life better for children in need of love, care and stability.

Luckily that is exactly what I, along with our amazing supporters and partners, do now. I hope you will join us and be a part of the change," encourages Camilla Natascha Nivaro Holm.



WOMEN OF IMPACT

MATHILDE GÖHLER

27, model, influencer, ambassador of SOS Children's Villages.

Co-founder of My Foundation with her fiancé and the man behind the idea of My Foundation, the successful music producer and entrepreneur Remeé S. Jackman.

Mother of Kenya, 5.

CHRISTINA RIND HELSEBRO

53 years old, serial entrepreneur and business angel, founding partner and chairman of the board of My Foundation.

Former co-owner and COO of the digital agency Isobar Nordics and one of the sharpest agency profiles.

Married to Steffen Rind Helsebro and mother to Alberte, 21, Louis, 24 and Nikoline, 29.

CAMILLA NATASCHA NIVARO HOLM

40, head of fundraising and communication at My Foundation.

Former editor of the Danish magazines Costume and Fit Living, and one of the most experienced lifestyle communicators.

Mother to Freddie, 2, Cecil, 5 and bonus mother to Emilio, 13 and Erica, 16.

ABOUT

MY FOUNDATION

CONCEPT

My Foundation is a charitable foundation that helps individuals and companies lift their CSR strategy and make positive impact on the world. The fund does this through concrete projects and partnerships in developing countries, specific earmarking of donations and documented effect of the support.

Through My Foundation, you or your company also get a communication package for profiling your charitable efforts on your or your company's channels and a tailored microsite for your charitable activities, that enables fundraising through friends, family or partners for your projects.

FOCUS

The focal point is children and the socially disadvantaged, whom the foundation supports through the work in their children's villages and selected projects outside the children's villages in countries that do not have the resources to carry out that task alone.

PARTNER

My Foundation collaborates with SOS Children's Villages, the world's largest NGO for orphans and abandoned children. For more than 70 years, they have worked to ensure the rights and well-being of children in 136 countries worldwide.

SUSTAINABLE DEVELOPMENT GOALS

My Foundation supports the UN's Sustainable Development Goals and addresses in particular Goals 1, 2, 3, 4, 6, 8, 10 and 16, which relate to the development of better conditions for children and young people so that they can reach their full potential, and create a bright future for themselves.

INFO

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SUPPORT

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