



SMILE & HELP



2024

Annual Newsletter  
Christmas

2024



THANK YOU SMILE AND HELP FOR TRANSFORMING LIVES!!



# KEY ACHIEVEMENTS 2024

At the end of 2024, we proudly look back on some milestones that we have successfully achieved

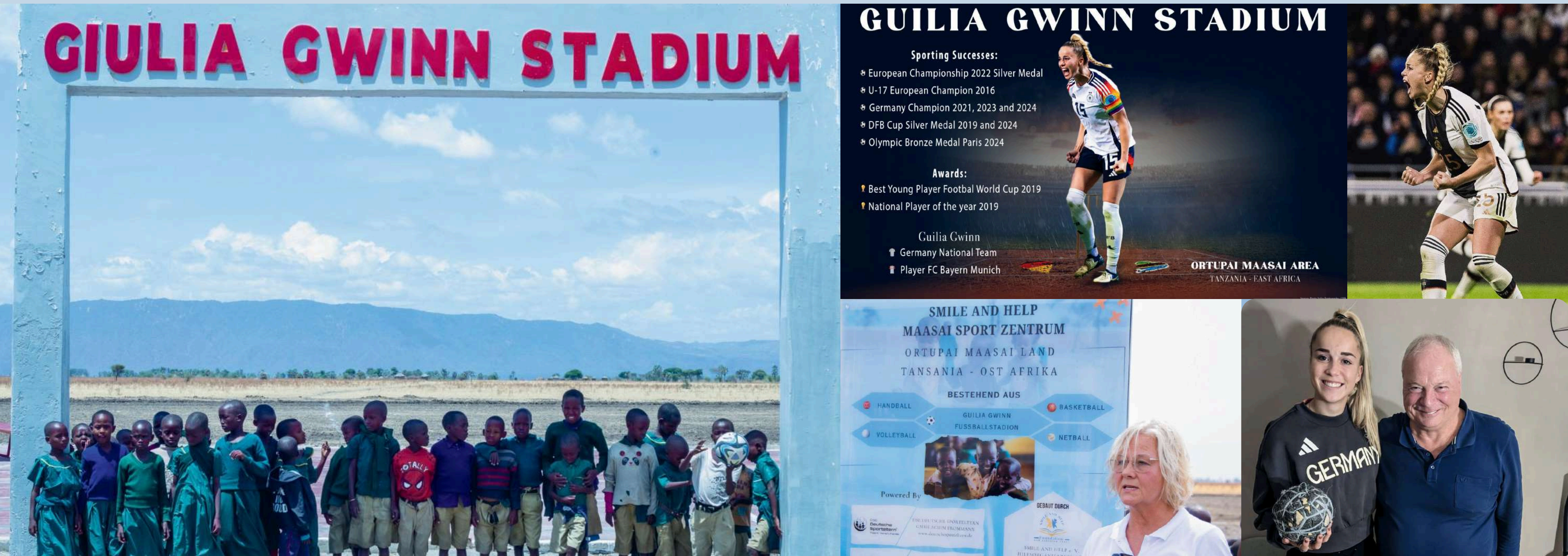
## Giulia Gwinn – our new ambassador and guardian angel

It is with great pride and even more joy that we can announce the following news:

Giulia Gwinn – captain of the German national football team and player for FC Bayern Munich is the new ambassador and guardian angel for our Smile and Help e.V.

Giulia is a dedicated sponsor of 3 children at Smile and Help.

Giulia Gwinn – a huge role model and idol not only on the football field, but also off it with her social commitment. Giuli, we are so grateful to have you as an ambassador and role model for us and our kids.





## Smile and Help Massai Sports Center and Giulia Gwinn Stadium

September 2024 foundation stone laying and December 24 completion The large football pitch with the original international dimensions bears the name of our ambassador and guardian angel Giulia Gwinn Giulia Gwinn is captain of the German national football team and player for FC Bayern Munich.

The Smile and Help Massai Sports Center with a multifunctional field enables the kids in Massai Land to play a large number of sports for the first time – namely handball, football, basketball, volleyball and netball.

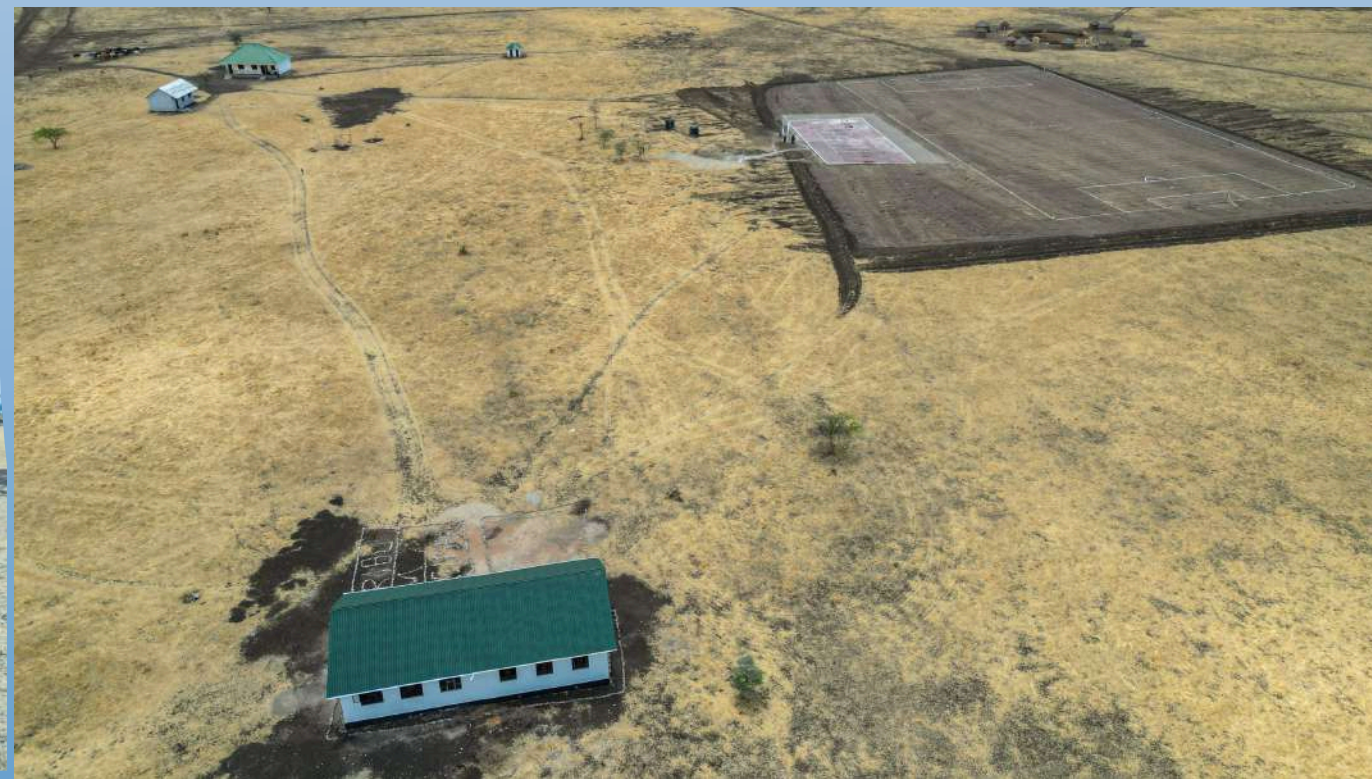
Powered and supported by, among others, German Sports Parents Baden-Baden – Achim Frommann ([www.deutschesporteltern.de](http://www.deutschesporteltern.de)) and Goalz – career platform for athletes – Constantin Frommann ([www.goalz.group](http://www.goalz.group)) The Massai kids are taking part with great joy and enthusiasm – for the first time in their lives, girls are allowed to do sports. Giulia Gwinn has caused a huge hype and enthusiasm – all the kids want to become international soccer stars like Giulia!





# Massai School Ortupai

October 24 Completion of the second new building of the Massai School (1st new building opening October 23) Already 260 students, an outstanding performance – for comparison at the start of this project June 2022, then starting with 18 kids) From January 2025 start of the new school year – then already 330 students





# orphanage

In our partner orphanage in a very poor slum in Arusha, we support 50 kids with health insurance, education and emotional motivation. Here too, the enthusiasm for Giulia Gwinn is huge – Giulia has supported the kids with football kit from Bayern Munich and the German national team.

Here too, the enthusiasm knows no bounds!





## street children and family support

The many street kids and families need the most help – this is certainly our most emotional project.

In Tanzania, many parents still die very young from AIDS and alcohol abuse. As a result, a huge number of children become orphans at an early age. Smile and Help is currently helping around 40 street children and their families with health insurance, school education, school materials, food, housing benefits, etc.

We provide individually tailored help to significantly improve the quality of life of the kids.

Oma Abubakari:

Thanks to the generous support of Smile and Help, I was able to start a small farm - all of my 5 grandchildren now have health insurance and enough food for the first time. Smile and Help, we are so grateful to you!







## Kindergarten

In 2024, we built a new kitchen, sealed the roof of the main classroom building, and improved toilet facilities.

In a very poor suburban slum of Arusha we support a kindergarten with 50 children aged 3 to 6.

We help with health insurance, learning materials, meals and structural improvements.



Further urgent construction work is planned for next year – improving toilets, a new washing and shower room is urgently needed. We urgently need your financial support for this!







# CHARITY EVENT TIVOLI KINO ACHERN

26.II.24



Together with our travel partner Derpart Reisebüro RADE Achern we organized a charity evening at the Tivoli Kino Achern.

An incredible 102 guests responded to our call - what a tremendous success for our still young aid organization. Bettina Kist, mayor of the municipality of Lauf, found words of praise and thanks for our exemplary commitment.

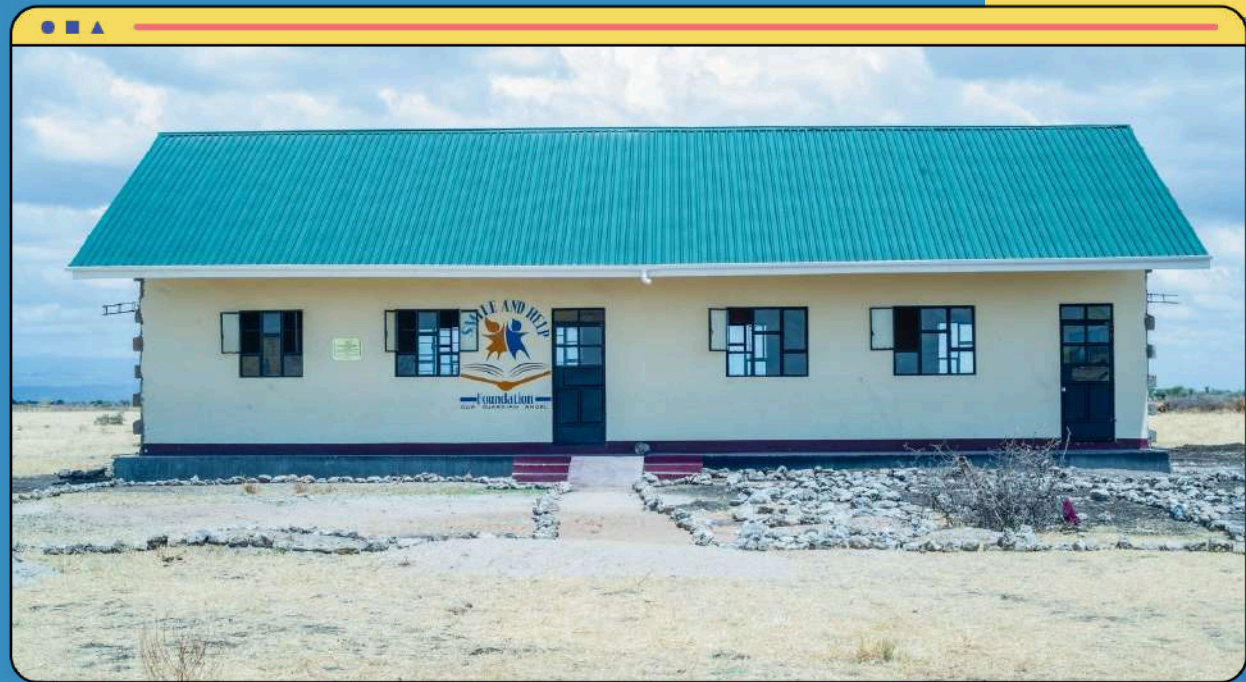
We were able to present our projects extensively. Travel agency RADE presented a Tanzania trip including safari. Finally, we were able to raffle off and auction off hand-signed fan items from Giulia Gwinn - football jerseys, footballs and football boots.



Thanks to all supporters and sponsors. We were able to gain many new friends and supporters this evening!







## Outlook for 2025

In 2025 we will continue to try to support many street children.

Another new classroom is being built at the Massai School. The Massai Sports Center is expanding its playing fields.

The sanitary facilities in the kindergarten urgently need to be improved and a new washing and shower room is planned.





Finally, I would like to personally thank each and every supporter. Thanks to your commitment, we have been able to make so many children happy. I am deeply touched and so grateful for your help.

Finally, I have a big personal request for you:

You have already done a lot for the poor children in Africa.

But you can do much more:

Each of us has about 5 - 10 very good close friends. Please speak to these close friends / family / colleagues / business associates etc. personally and inspire / motivate them to get involved in our great project close to our hearts with a donation / and or even better, child sponsorship etc. Let us create a massive wave of guardian angels for children in need in Africa - the children will give you an eternal smile.

That is my personal wish!

Sincerely and with such great gratitude,

Roland Benkeser President and Founder Smile and Help e.V.

THANKS



[www.smileandhelp.org](http://www.smileandhelp.org)



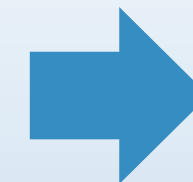
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