



**A LOT HAS HAPPENED IN THE LAST FEW MONTHS! WE HAVE ACQUIRED MANY NEW PARTNERS WHO ARE RAISING AWARENESS FOR OUR PROJECT AMONG THE PUBLIC, AND WHOSE NEW IDEAS ARE MAKING \*STARS OF TOMORROW INTO A SHINING CONSTELLATION IN THE SKIES!**

## NEW AMBASSADOR

**ACTOR THOMAS DARCHINGER JOINS STARS OF TOMORROW\*.**



After welcoming Ruth Moschner, we are now pleased to announce the first male ambassador for \*stars of tomorrow, namely successful actor Thomas Darchinger! Well known from various film and television productions such as „Die Löwengrube“ (which received the Grimme Prize), „Tatort“, „Rosa Roth“, and the

war epic „Joy Division“, Darchinger has already used his popularity to support a number of different aid projects and charitable causes in the past. The actor also has a consuming passion for everything to do with football. During the 2006 Football World Cup, he even toured Germany with his own World Cup show („Wir Elf“ – or „We Eleven“). At the recent meeting of partners and sponsors of „stars of tomorrow e.V., Darchinger said that „my affinity for football and my desire to help the African continent led me to \*stars of tomorrow – it is the perfect fit.“

## DONATION MANAGEMENT

**SOCIAL CONCEPT BECOMES STRATEGIC FUNDRAISING PARTNER FOR \*STARS OF TOMORROW.**

Social Concept, a social marketing agency, agreed to take over donation management and fundraising consulting

social concept

social concept GmbH  
Agentur für Sozialmarketing

for \*stars of tomorrow starting in January 2007. For 13 years now, this Cologne-based company

has been one of Germany's major service providers in the field of social marketing and fundraising for non-profit organizations. A visit to the company's agency in Cologne convinced us that our donors and their donations will be in outstanding hands with Social Concept. We will also benefit from the long-term experience of the Social Concept team led by managing director Jürgen Grosse, which has already provided helpful and innovative suggestions as well as active support for acquiring donations and for taking care of our donors.

## THE ALL-NATIONS CUP

**AN EVENT FROM \*STARS OF TOMORROW.**



For some time now the \*stars of tomorrow team and the Berlin-based idea agency LOVETO have been working on a large-scale event designed to both raise the profile of our project and ensure a lot of fun and

enjoyment – the „All-Nations Cup“! This attempt to enter the Guinness Book of World Records calls on children of all nations to take part in a football tournament. The large-scale event will be accompanied by concerts, family programs, and a charity gala. Talks have already been held with ZDF and the management of Berlin's Olympic Stadium as well as with well-known bands.

# NEWSLETTER 01 2007

Page 2/2



## NEW MEDIA PARTNER: BUNCH-TV

**A NEW CHARITY PROJECT! A NEW MEDIUM! THE START OF A NEW PARTNERSHIP!**



In November of 2006 we acquired another media partner for stars of tomorrow\*. BunchTV gives \*stars of tomorrow\* the chance to appear on computer screens in the first real Internet television medium (IPTV) – on [www.bunch.tv](http://www.bunch.tv). On December 1, which is World AIDS Day,

BunchTV focused entirely on HIV-related topics and on supporting the aid projects in this area from \*stars of tomorrow. Our trailer was seen by a large number of viewers!!!

## 2. EXECUTIVE BOARD

**A ROAD MAP FOR 2007 WAS DEVELOPED AT A PRODUCTIVE MEETING OF \*STARS OF TOMORROW'S FRIENDS AND PARTNERS.**

Friends and partners of \*stars of tomorrow met on 13 December to assess the progress of the past year and to evaluate the prospects for this year under the sign of the stars.

In addition to representatives of Care and Save the Children as well as consultants from our newly acquired fundraising agency Social Concept, the meeting was also attended by individuals from other major partners of \*stars of tomorrow such as AOL, Hill and Knowlton, the UHURA communications agency, and the Berlin-based idea agency LOVETO. Ideas were presented and plans formulated to consolidate and expand projects run by \*stars of tomorrow. Topic-specific committees were formed that will each take on the organization and implementation of events, mailings, Internet exposure, and press activities.



## THE TELESCOPE: WHAT DO THE STARS HOLD FOR TOMORROW?

This year has just begun, but our plans for innovative fundraising activities and publicity events have advanced considerably...



### THE TOP-200 MAILING

With the friendly support of our partners and the Berlin-based companies Rexam Beverages GmbH and Gundlach Box & Display GmbH, we will be sending out a spectacular mailing to Germany's top-selling companies in early summer, in order to gain their support for \*stars of tomorrow and to raise money for our projects in South Africa.

### PRESS TRIP TO SOUTH AFRICA

The initiator of \*stars of tomorrow, Kai Hill, is planning to make a press trip to South Africa in the fall, in order to generate publicity for the dire situation of orphans in that country as well as for the future opportunities offered by \*stars of tomorrow. Confidential talks have already been held with a leading airline and a large hotel chain. As Kai Hill notes, „If the living conditions of children in this world continue to decline despite public knowledge of the situation, there's no limit to the amount of publicity we should be doing!“

### SUMMER FESTIVAL

Stefan Faber, a former music TV producer and current managing director of Bunch-TV, hit the nail on the head. He noted that „a project like \*stars of tomorrow is just waiting to be incorporated into topic-specific summer festivals.“ So this summer you can look forward to our ideas for participating in Würzburg's „Africa Festival“ or the „Rheinkultur“ (Rhine Culture) Festival with its strong football component.