

# Committed to Caring – Locally and Globally

Supporting communities worldwide through a range of initiatives.

## A Partnership with Heart: Altona Children’s Hospital

For nearly three decades, Gebr. Heinemann has supported the Altona Children’s Hospital (AKK) in Hamburg. This long-standing partnership extends well beyond financial contributions, enabling innovative therapies and programs that make a real difference for young patients and their families.

Owner Claus Heinemann says: “It is deeply rewarding to see how our support enables exceptional care for young patients and their families. Helping children is invaluable – they have their whole lives ahead of them.”

The AKK partnership remains a heartfelt cornerstone of Gebr. Heinemann’s social engagement. It combines donations with hands-on involvement from Heinemann employees who provide direct support at the hospital’s summer festival. This fosters a spirit of solidarity within the company.



From left: Christiane Dienhold, Managing Director of Altona Children’s Hospital, Claus Heinemann, Prof. Dr. Philippe Stock, Medical Director, and Ibrahim Bölad, Director of Nursing

## Heinemann Americas: Supporting Communities in Need

Across the Atlantic, the Miami-based team continued its tradition of giving back to the community. The annual holiday toy drive for the Lotus House Shelter brought joy to displaced women and children, while volunteers dedicated their time to serving meals and hosting activities during Thanksgiving. In addition, Heinemann Americas contributed to Camillus House, a local organization that provides food, housing, and medical care to those in need. These efforts underscore the belief that a meaningful impact starts with supporting the communities in which the company operates.



Members of the Miami team and their spouses at the gala

## Heinemann Asia Pacific: Driving Cultural Understanding

In Oceania, this commitment took center stage through the Reconciliation Action Plan (RAP) in Australia. In 2025, a milestone was reached when the foundational work for a sustained journey toward reconciliation with Aboriginal and Torres Strait Islander peoples was completed.

Highlights included celebrating NAIDOC Week with cultural performances and engaging travelers in conversations about First Nations heritage. The company also participated in National Reconciliation Week, which promotes understanding and unity across Australia. These initiatives foster respect, awareness, and cultural appreciation – values that resonate deeply with Heinemann’s global vision.

“In the spirit of reconciliation, we are proud to celebrate and honor the world’s oldest continuous living culture. As one of the first faces travelers encounter in Australia, we carry a deep responsibility

in representing this land,” says Carol Nazha, Head of People & Culture Sydney.

In Singapore, the Hearts@Work committee – a group of passionate employees from various departments who plan and execute social activities – partnered with MINDSVille to support residents with intellectual disabilities, spreading warmth and generosity through gift initiatives and care packages.

Whether in Hamburg, Miami, Sydney, or Singapore, social engagement reflects what Gebr. Heinemann stands for: a company that cares. By combining global reach with local responsibility, the Heinemann Group strives to make a lasting difference.