

Cartamundi sets up global fund to support local communities

Cartamundi Global Fund gives back to society together with the King Baudouin Foundation

TURNHOUT, 22.12.2020 – Cartamundi joins forces with the King Baudouin Foundation to set up the Cartamundi Global Fund. The fund will support projects in the different countries in which Cartamundi operates. “With this fund, we want to give back to the communities in which we live and operate,” says Stefaan Merckx, CEO of the Cartamundi Group. The Cartamundi Global Fund will start its activities in 2021.

The new fund mainly aims to help children and youth between 1 and 18 years old. “Through this fund, we want to invest in their future and help the next generations. Our projects will offer support to learn and grow, as well as the basic skills to lead a full and rewarding life,” explains Stefaan Merckx.

Built on health, sociability and education

With the mission “Sharing the magic of caring for people”, the Cartamundi Global Fund will focus on projects that contribute to better health, sociability and education. The first, health, comprises **mental fitness** and development of all people in society.

Ana Carolina Gonçalves, EVP Latin America at Cartamundi explains: “Lately, there’s been an increased need for emotional support. Our fund supports projects that strengthen the mental health of children and adolescents. By teaching them how to take care of themselves mentally, we combat the risk of social isolation.”

By supporting sociability, Cartamundi improves **social cohesion between generations, cultures and societies**. The last pillar is education. Cartamundi encourages disadvantaged groups to **develop their talents**. “Our fund will align its support to children’s needs in specific regions.

The fund also aims to enhance the community feeling of all Cartamundi employees. “We will encourage our colleagues to become socially engaged. Employees are free to suggest projects that are close to their hearts.”

Long-term partnerships

The idea for a global fund was born out of a desire to support local communities on a long-term basis. “We don’t just want to donate money. We strive to work together and bring sustainable solutions to the table,” says An Christiaen, Corporate Social Responsibility Manager at Cartamundi

In the King Baudouin Foundation (KBF), Cartamundi found the right partner. “By cooperating with KBF, we can rest assured that every penny will go to the people who need them most.”

Nicolas Bastenie, philanthropy advisor at KBF, is delighted to set up the fund with Cartamundi: “We’re always pleased when more and better philanthropy can be done. The Global Cartamundi Fund will certainly do its part. We created the fund through intense dialogue. And we appreciate that Cartamundi took the time to reflect on its values and ambitions. We’re at the beginning of a beautiful story, where the international nature and local presence of both our organizations will show their full potential.”

A year of positive contributions

Why is the fund launched now? “In 2020 we were supposed to celebrate 50 years of Cartamundi,” says Stefaan. “But when Covid-19 struck, we knew we had to shift our priorities. We decided to bring the global fund to life before the end of the year, to make a positive contribution,” says Stefaan Merckx.

Earlier this year, Cartamundi factories in the USA produced face shields, while the plant in Ireland assembled medical test kits. In July, Cartamundi set up a joint venture with the University of Antwerp to alleviate the need for high-quality face shields in Belgian healthcare.

Stefaan Merckx: “Our idea of success goes beyond economic profit. We want to make a difference to people and society. By founding the Cartamundi Global Fund, we’re one step closer to fulfilling that ambition.”
The King Baudouin Foundation will launch its first open call for projects for the Global Cartamundi Fund during the first quarter of 2021.

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Cartamundi, Sharing the Magic of Playing Together

At Cartamundi, we are a worldwide leader in “play” solutions. Our team of over 2500 employees is united around the common purpose of “sharing the magic of playing together”. The opportunity to play gives us all the ability to connect, de-stress and learn something new. We facilitate play through our own global portfolio of (playing) card brands, and through our broad expertise in manufacturing and ways to bring ideas to life, making us the trusted partner of leading toy companies around the world. Our brand portfolio includes heritage brands which go back as far as 1848 including global brands like Bicycle®, Bee®, Copag®, Shuffle® and many locally loved brands. Brands which combine craftsmanship with innovation, the basis for their continued relevance and positive contribution to the local community. We are a family owned company with worldwide headquarters in Belgium, and have a global network of sales offices and 13 manufacturing facilities.

Learn more about what we do at www.cartamundi.com

King Baudouin Foundation, working together for a better society

The King Baudouin Foundation's (KBF) mission is to contribute to a better society in Belgium, in Europe, and in the world. The Foundation is an actor for change and innovation throughout the world, serving the public interest and increasing social cohesion. It seeks to maximise its impact by improving skills in organizations and for individuals. It also stimulates effective philanthropy by individuals and corporations.

The Foundation’s most important values are integrity and transparency, promoting solidarity, respect for diversity, and independence. The King Baudouin Foundation was set up in 1976, on the occasion of the 25th anniversary of King Baudouin's reign in Belgium. The KBF also operated accredited non-profits internationally including KBF US and KBF Canada.

Do you have any questions about the Global Cartamundi Fund?

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