

DIGEL

THE MENSWEAR CONCEPT

NEWS

DIGEL supports the „McDonald’s Kinderhilfe“ Foundation

The Ronald McDonald House Charity was founded in the USA in 1974. The first Ronald McDonald House was built in Philadelphia, today there are 310 houses worldwide. The „McDonald’s Kinderhilfe“ has existed in Germany since 1987, in this period a total of 17 houses were built and 3 more are in the planning. The houses are always in the immediate vicinity of children’s hospitals. In the Ronald McDonald houses families find a temporary home while their critically ill children are treated in the nearby children’s hospital. This way they can be with their little patients during this difficult time - the physical closeness aids the recovery!

The Ronald McDonald house in Tübingen celebrated the opening on 15 September 2011 and was fully occupied within a very short period of time. It is the second largest house in Germany, and with 30 apartments, a large dining room, two kitchens, two living rooms, a children’s playing area, a fireplace room and a library it provides sufficient space and an environment in which the families can feel safe and secure. Each apartment provides room for up to 4 persons. Up to 600 families of sick children will be accommodated every year. Depending on the disease of the child, the duration of the stays varies from one day to six months and even up to one year or longer. The costs incurred for such a project are enormous and the house relies on voluntary support and local donations.

DIGEL supports the Ronald McDonald house in Tübingen with a contribution of € 8.000,-. A part of this amount will be used for a 3-year sponsoring of one of the apartments which means all expenses incurred for that apartment will be covered during the next 3 years. The remaining amount will be used to cover the annual running costs.

With this project DIGEL expand their social engagement locally. Under the slogan „Children are our future“ the DIGEL AG already supports projects of „World Vision Deutschland e.V.“.



McDonald's
Kinderhilfe

