



The Hemshorn foundation supports bright and motivated children & adolescents from poor socio economic backgrounds of all ethnic backgrounds.

The founder himself came from very limiting circumstances with little education opportunities, no support for his aspirations or anybody to believe in him. When, against all odds Lothar Hemshorn fulfilled his potential to become a successful publisher and businessman, he decided to help create opportunities for the children today.

All children have the right to an education that enables them to fulfil their potential.

The programs of the Hemshorn foundation are geared to nurture talents and open perspectives for a prosperous future.

Olek never participates in class. Olek distracts the other children and got poor grades. Olek disassembles a compressor and puts it back together perfectly. Olek does not like school, because he sees no use in what's taught there.

Paul is self confident, language adapt, creative and full of energy. Paul wants to become a star in a casting show. Paul does not know what a director, a cutter, a producer, a sound technician or a camera man is. Paul does not know that these and many other television careers, based on adequate education, are great opportunities to apply his talents to.

Aisha is 8 years old, she attends 3rd grade in elementary school. Aisha has great math skills learns fast and dedicated. Aisha is bright and talented, she got great potential. Aisha does not want to work in supermarket like her sister or clean offices like her mother, but alternatives she cannot see.

High Potential – Low Perspectives

Every child, independent of the income or cultural background of their parents, has the right to develop its talents and abilities, broaden their horizons and get introduced to the wide spectrum of career fields existing in our society.

The potential of a bright or particularly motivated child is as well the potential of the future of our economy. The lack of highly trained executives, management personnel and innovative leaders has become an increasing problem for our society's economies. Adequate education and support of these bright children are an important part in solving that problem. We must reach out to these young people from all cultural backgrounds, through an innovative approach towards teaching, integrating practical and real world experiences with scholar learning contents.

Integration & Education



WoW is a step in this direction! The Hemshorn Foundation in cooperation with the Counselling centre for gifted children at the State Institute for teacher education & school development in Hamburg developed the WoW Program for gifted and motivated children in public schools in socio economically underprivileged neighbourhoods.

The WoW program offers afternoon enrichment courses, at these schools, which give real life and work field related insight in a spectrum of knowledge fields.

Field trips to related companies or institutions are integrated in the courses, which are based on a practical project that the children have a direct connection to, to provide an insight in related careers and work fields.

An important part of the program is the work of our mentors, who accompany the youngsters, next to the professionals who relate the academic content. The task of these mentors is to take on a supporting, consulting and motivating function: they are mediators, role models and coach at once. In addition the mentors facilitate communication between the parents, school-teachers and instructors, when needed.

The percentage of children from a migratory background is especially high (up to 70%) in socio economically poor neighbourhoods. History shows that the participation of these children in extra scholar educational activities is particularly low. For that reason the WoW program places a special focal point on the integration of these children. These children are reached through this school integrated enrichment program provided by **instructors** (professionals from the respective field) and **mentors** (with an educational background and experience in fields of coaching, psychology, sociology, educational science) , who themselves reflect a variety of cultural backgrounds.

We believe strongly that this project can make a **decisive difference in the school, career and social life of motivated and talented young people**, who for their socio economically poor background often do not get the adequate educational support and motivation. WoW broadens horizons and opens up perspectives, which can improve the future development chances of these kids significantly.

The concept has been implemented since 2009 in 2 schools in Hamburg with courses addressing the field of "Architecture" and courses addressing the topic of "Media".

We have reports from the teaching architects and journalists, as well as from our mentors, which all express how the ability to relate to assignments, work independently as well as in groups and apply individual skills improves rapidly, as well as the social competence of the participating children and adolescents.

Perspectives for our future, social balance, educational contingency, lack of management personal – all topics we are very concerned about. For good reason!

Patron
Senator Axel Gedaschko



Senator for Economy and Work

„ The increasing shortage of management personnel and highly trained executives represent for the future of our society a serious challenge, which we need to address with immediate implementation of measures. The potential of our children is the most valuable resource for our economy and society.

In children & adolescents from underprivileged socio economic backgrounds, who often as an additional challenge have a migratory background, this potential is often lost, for a lack of adequate support. We cannot afford to loose these potential executives, engineers and leaders.

WoW offers children from all cultural backgrounds already at the beginning of their education a perspective towards their professional future and their contribution to our economy.

The experience to work together as a multicultural team in the courses, the direct contact to professionals of the different fields and the support through the mentors are an innovative approach to promote integration and educational performance at the same time. This targeted support of bright and talented children from socio economically underprivileged neighbourhoods increases the potential for qualified personnel for our economy. With my patronage of the WoW Program I want to indicate that education and economy are mutually dependent.

**Project Management:
Nicola Hemshorn Bowen**



Board of directors Hemshorn Stiftung

The future of Paul, Olek, Aisha is also the future of our society; it is up to us to integrate young people from all backgrounds in an ambitious plan for the future of our society, to counteract social polarisation and create a constructive view for a prosperous future for all of us. We need to understand that we all gain from working together for our future as individuals as well as a society.

Since the successful launch of the program and the positive feedbacks from all involved, we plan to implement a bigger variety of courses at many more schools. This is only possible with the support of strong partners. We are very grateful to the schools for their collaboration, to our mentors and instructors for their dedication and to our sponsors for their great support.

Please contact for more information regarding the program:

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