

Dear Readers,



Youth work is vitally important to *Verein für Deutsche Schäferhunde (SV) e.V.* The association head of youth and the youth heads of the federal and local groups are doing an excellent job to attract young people to the various fields of activity of our club. In support of this work, changes from a financial point of view have been made in two directions in the recent past, and I would like to recall them in this article:

**Exemption from fees for youth members** | The 2019 National Assembly passed far-reaching resolutions to the effect that all youth members are exempted from fees until the age of 16, and furthermore, that in the event that neither parent is an SV member, the young person will receive the SV

Magazine free of charge. In the short term, this will initially lead to a loss of revenue for the association. However, in the longer term, it will hopefully be a very effective marketing measure, since the young people we gain should remain in the club for a long time, and after they reach the age limit, their free membership will change into a hopefully long-standing one that is as active as possible. However, the goal pursued by these decisions can only be achieved if implemented at the local group level, i.e. provided that new youth members can be gained with these arguments.

**SV-Förderstiftung für Jugend, Integration und Innovation** | Several years ago, fans of the sport, from abroad in particular, began donating funds to the association to be used for youth work. At the end of 2016, the funds were used to create a foundation called *SV-Förderstiftung für Jugend, Integration und Innovation* (SV Foundation for Youth, Integration and Innovation). The foundation has since been provided with additional funds that can be freely used for its stated purposes: to promote animal welfare, animal breeding and canine sports, in particular by promoting the social partnership between the youth and dogs.

The Youth Committee has drawn up extensive guidelines on how the foundation's freely disposable funds may be used for youth work and the foundation's stated purpose, and under what conditions funding may be granted. I would refer you to these guidelines. The foundation has since been recognised by the Augsburg-Stadt Tax Office, by decision of 23 August 2019, as a non-profit entity under the Tax Code. This means that on the one hand, it can collect tax-free income from its assets, and on the other hand, that future donations to the foundation will be tax-deductible for the donor.

Yours truly,  
Richard Brauch, Association Head of Finance