

Press Release

1 July 2025

Heimstaden Bostad and SOS Children's Villages: A Milestone Reached – 100 000 Children Supported

Heimstaden Bostad and SOS Children's Villages have reached a major landmark in their partnership, having supported more than 100,000 children with a safer and better childhood.

- "This marks a significant milestone in our joint efforts to ensure more children grow up in safe homes with the care they deserve", says Helge Krogsbøl, co-CEO of Heimstaden Bostad.

Launched on 1 July 2021, *A Home for a Home* marks its fourth anniversary today – a significant milestone in a meaningful collaboration between Heimstaden Bostad and SOS Children's Villages. The partnership links Heimstaden Bostad's mission of creating Friendly Homes with SOS Children's Villages' work for children who are alone or at risk of losing parental care.

The initiative has become a source of employee pride and engagement across the company.

Largest private partnership in SOS Children's Villages history

The collaboration is the largest of its kind in SOS Children's Villages' history, both in Norway and at the international federation level. The partnership focuses on impactful programs in Eastern and Southern Africa.

In 2024, the results were documented in the report *Partnering for Impact*, presented at a high-level panel with representatives from the Norwegian Agency for Development Cooperation *Norad*, the think tank *Langsikt*, and key impact investment stakeholders.

- "The world won't reach the Sustainable Development Goals without stronger private sector involvement. Our partnership with Heimstaden Bostad shows what's possible when businesses commit long-term – and the returns it can bring, both socially and strategically", says Sissel Aarak, Secretary General of SOS Children's Villages Norway.

Scaling local solutions

Aarak highlights Heimstaden Bostad's willingness to pilot new, family-focused models that emphasise local leadership and long-term sustainability. Instead of building new children's villages, SOS now works more preventively – supporting families and communities before crises escalate.

- "In partnership with Heimstaden Bostad, we've reunited street children in Ethiopia, Tanzania, and Rwanda with their families, and rescued children from slavery-like conditions in Ghana's fishing industry", she says.
- "These are programs that wouldn't exist without this partnership. Thanks to their success, they're now being scaled up with support from other actors in Norway and abroad."

A model for innovation

Helge Krogsbøl comments: "At Heimstaden Bostad, we are not afraid to take bold steps – from ideas to execution. We are proud to contribute to innovation in a sector far from real estate, helping SOS Children's Villages reach more children and families with real, lasting impact."

About SOS Children's Villages

SOS Children's Villages works to ensure that no child grows up alone. They support families so children can grow up in safe, caring homes. When that's not possible, their foster homes provide the care every child deserves. Together with local partners, they strengthen communities and improve living conditions for vulnerable families. SOS Children's Villages are present in 137 countries, providing long-term support, responding to crises, and advocating for children's rights.

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Heimstaden Bostad is a leading European residential real estate company with around 161,000 homes across nine countries with a fair value of SEK 323 billion. We acquire, develop, and manage properties with an evergreen perspective. Guided by our Scandinavian heritage and values Dare, Care, and Share – our around 1,900 colleagues fulfil our mission to enrich and simplify our customers' lives through Friendly Homes. Read more at www.heimstadenbostad.com