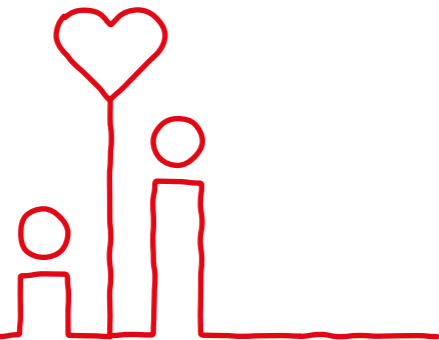


Ole Kirk's Fond

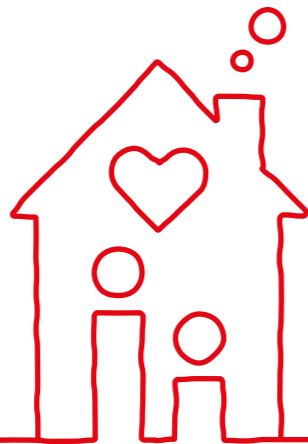
# Update 2025

Short Annual  
Summary



”We have an obligation to manage what is entrusted to us to the best of our ability.”

**Ole Kirk Kristiansen**  
LEGO® company founder



# Preface

**At Ole Kirk's Fond, everything starts with fundamental deep sense of care for children and their families – especially those for whom life can be particularly difficult.**

This was Ole Kirk Kristiansen's approach, and his values and compassion continue to guide our work today and remain in the heart of the foundation established in his memory. We contribute supporting vulnerable children and families here and now; while also working to develop new solutions that can create lasting change for children whose well-being and quality of life are under pressure.

## **Well-being at the Top of the Agenda**

The debate about the well-being of children and young people is more topical than ever. We encounter the focus on challenges related to well-being in the applications we receive, in our dialogues with partners, but also when we listen to children and parents themselves. Well-being is also very much central for us at Ole Kirk's Fond, and we feel a responsibility both to help here and now and to push for the necessary actions required to create lasting change. Throughout the year, we have therefore placed a particular emphasis on prevention, early interventions, and on strengthening collaboration among the professionals who work with children and young people facing well-being challenges every day.

Together with civil society, public institutions, and research environments, we have contributed to new insights and solutions – ranging from digital well-being and parental collaboration to early detection in the early years of childhood. We believe that strong communities, knowledge, and perseverance are key to creating lasting change.

## **Focus on our Applicants, Grant Recipients and Partners**

In 2025, we have also worked purposefully to increase transparency around the foundation's priorities and ways of working for applicants, grant recipients, and partners. Among other initiatives, we have launched a new website that provides better insight into the foundation's purpose and offers clearer guidance throughout the entire application process.

This annual update also reflects our ambition to be more open about how we work, our priorities and considerations – including through interviews with some of the individuals actively engaged in the projects and programme initiatives.

## **A Year of Value-Creating Collaboration and Unity**

We cannot succeed alone. 2025 has shown us just how much can be achieved when civil society, research, public authorities, foundations, and professionals work together towards a shared purpose. This applies both in the social sphere – especially the partnership behind Childhood

Without Violence and in the network of professionals from civil society and the public sector – and in our longstanding collaboration with Rigshospitalet and the Capital Region of Denmark, where we are working together to turn the vision of a groundbreaking hospital for children and families into reality.

We are extremely grateful to all those who share their expertise and experience, and who dedicate their time to important efforts for the benefit of children and families.

Thank you to everyone who has worked with us in 2025. Thank you to the children, families, and professionals who remind us of each day why the foundation's contribution is important. And thank you to the foundation's dedicated employees, who ensure that our strategy and values are translated into practice.

We enter 2026 with humility, hope, and great determination. We look forward to continuing our strong collaborations to improve the quality of life for children and their families – especially those in vulnerable and disadvantaged circumstances.

**Agnete Kirk Kristiansen**  
Chair of the Board

**Karin Skjødt Hindkjær**  
Managing Director

Billund, March 2026



For us at Ole Kirk's Fond, everything starts with a deep sense of care for children and their families.



Interview with Agnete Kirk Kristiansen

# Working Together for Children's Well-being

Ole Kirk's Fond's new Chair continues the work of the foundation

**In June 2025, Agnete Kirk Kristiansen stepped into the role of Chair of Ole Kirk's Fond, as Kjeld Kirk Kristiansen passed the baton to the next generation of the family after nearly three decades in the role.**

On a winter's day at the turn of the year, six months after taking up the role, Agnete has invited to a conversation about stepping into Ole Kirk's Fond; about caring for others, responsibility, and supporting children's well-being – and about the foundation's historical roots, its role, responsibility and future. Agnete sits at a long wooden table at the foundation's office in Billund. Her notes laid out in front of her.

In this interview, she shares both personal reflections and her visions for how a foundation can truly make a difference. For more than 60 years, the foundation has been closely connected to the Kirk Kristiansen family. "Ole Kirk's Fond is pure joy," says Agnete. "When we speak about the foundation within the family, we feel the pride – the difference it makes feels close, is tangible and easy to understand."

## **When Compassion Turns into Action**

"We stand on a foundation of compassion and a desire to give something back," says Agnete. This is the essence of Ole Kirk's Fond – and a theme the new Chair returns to time and again throughout the conversation. "We care for others and have a genuine wish to make a positive difference for children and their families."

## **A Focus on Children's and Families' Wellbeing**

There is no doubt that Agnete is passionate about enhancing children's wellbeing and their opportunities to thrive.

"We must be there for vulnerable children and families by supporting concrete initiatives such as Christmas and holiday aid, as well as help with starting school – this is important," she says. She also emphasises that it is important to her that the foundation continues to commit to long-term efforts that can create lasting improvements for the most vulnerable and disadvantaged children and their families. The new Chair is concerned with the growing distress among children and young people in Denmark and highlights the importance of early intervention: "Unfortunately, we are seeing rising levels of distress among children and young people. As a foundation, we have the ability to take a long-term perspective, which



offers a special opportunity to support early and effective interventions – and thereby help create better conditions for children and families through prevention.”

#### **Making a Meaningful Difference**

With the new Chair at the helm, the foundation will continue to maintain close ties with the local community in Billund, while also contributing – through both large and small projects with varying levels of involvement – to the well-being of children and families nationwide. “It is important that we stay close to the applicants and make a difference where the need is greatest,” Agnete points out. As an application-based foundation, Ole Kirk's Fond reviews more than 600 applications every year – while also actively participating in partnerships and development projects. This combination places considerable demands on the secretariat, but according to Agnete, it is precisely this breadth that makes the foundation unique. “Of course, we need to find the right balance between breadth and focus,” she underlines. “Sometimes it makes sense to go deeper and take a long-term perspective in selected areas – such as Childhood Without Violence and the Mary Elizabeth's Hospital. At the same time, we must hold on to what is also the foundation's particular strength; namely our flexibility and our support for the very small, locally rooted projects in Billund.”

#### **Joint Solutions to Societal Challenges**

During the interview, Agnete also talks about her strong belief that it is through collaboration that we succeed in achieving something greater than ourselves – and that

this is precisely what is needed if we are to solve complex societal challenges: “Many foundations are working with the same issues as we are, and the better we become at cooperating and sharing experiences, the greater the impact – and this also helps us avoid duplication of efforts,” says Agnete.

“It's about joining forces – for the sake of the children,” Agnete continues, also pointing to the strength and the opportunities that lie in Ole Kirk's Fond being part of a larger network that includes the LEGO® Group among others.

#### **Using our Strengths Wisely**

“Ole Kirk's Fond will be here for a long time,” Agnete says with a smile, continuing: “One of our greatest strengths is that we stand on solid foundation. We dare to think long-term, and agility and adaptability are also defining characteristics of the foundation. We are not going to disappear tomorrow, and we must use that to continue the foundation's positive development and help strengthen children's quality of life and their opportunities to flourish – together with good partners.”

The interview is coming to an end. Agnete stands up. Her smile is just as bright as before. There is something she still wants to say: “I am extremely proud and happy to have stepped into the role of Chair. I hope that my passion for children's well-being – and for rethinking the way we collaborate – will be felt and, above all, will make a difference.”



We must respect the foundation's heritage and the values upon which it was founded. It is about carrying traditions forward and building on the work initiated by previous generations.

**Agnete Kirk Kristiansen**

Chair of Ole Kirk's Fond



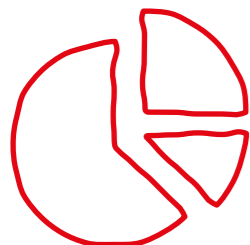
# 2025 in Figures

## The Foundation's Funding

The foundation's annual grant-making budget is financed through returns from its original capital, as well as from funds from the LEGO Foundation, which owns 25% of the LEGO® Group. Grants from Ole Kirk's Fond are therefore made possible by the surplus generated through the work of employees across the LEGO® Group.

All the foundation's administrative costs are covered by KIRKBI A/S, the Kirk Kristiansen family's holding company, to ensure that as much of the return as possible is directed towards projects.

In 2025, Ole Kirk's Fond received DKK 220 million from the LEGO Foundation. The return on investment amounted to DKK 40 million.



Total Grants Awarded 2025  
 DKK **213** m

**Funds from the LEGO Foundation**  
 (25% ownership of LEGO Group)

**Investment returns**  
 from original capital

**Funds from KIRKBI A/S**  
 (75% ownership of LEGO® Group)


**Ole Kirk's Fond**

We support projects and enter partnerships, where working together makes us stronger, enabling us to improve the quality of life for children and their families.

Social Area

 DKK **169** m ~79%

Humanitarian Area

 DKK **21** m ~10%

Cultural Area

 DKK **20** m ~9%

Education

 DKK **3** m ~2%



### Number of Grants

# 348

### Allocated to

# 205

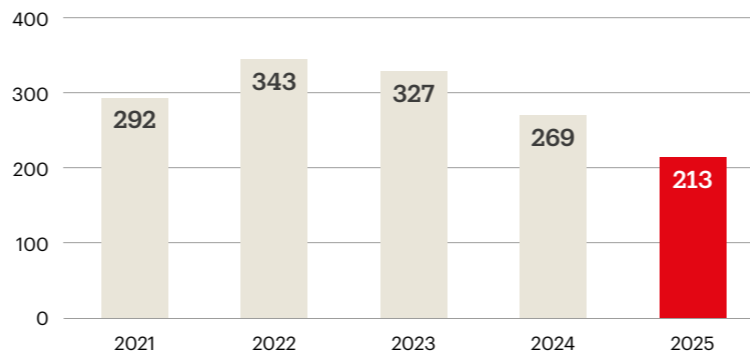
Grants for projects and initiatives

# 143

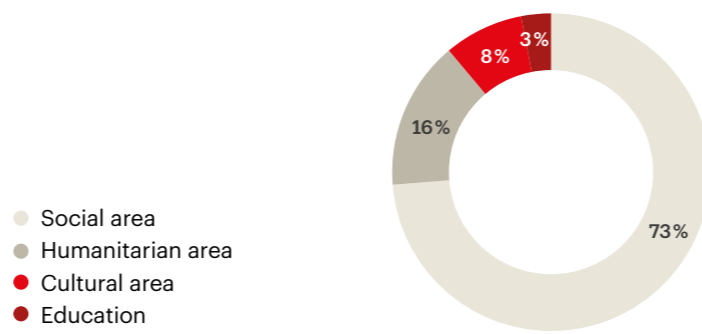
Student travel bursaries

### Level of Grants 2021-2025

DKK m



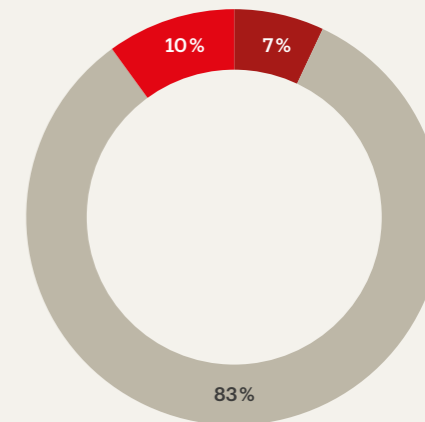
### Average Grant Distribution 2021-2025



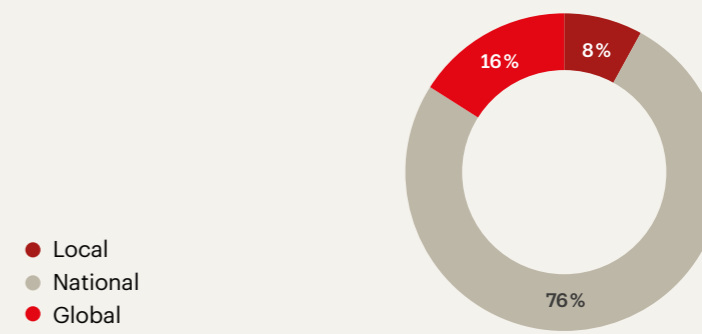
### Grants 2025

Geographical Average

- Local
- National
- Global



### Average Geographical Distribution 2021-2025





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