



We are committed to  
the future of your children.  
Day by day.



**MA**TTHIAS



**HA**NNES



MARIE-**L**UISE



**E**MMA

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## Commitment for tomorrow: MAHALE gGmbH as promoting company

We find it essential to commit ourselves to the future on a daily basis. **We view quality childcare as the foundation for early childhood education and participation.** MAHALE gGmbH, a recognized provider of free youth welfare services, supports and accompanies future generations on their lifelong learning journey.

MAHALE gGmbH **was founded more than 15 years ago** by a pair of motivated siblings with the aim to establish a qualitative day care for their own children. Meanwhile, MAHALE gGmbH has become a nationwide operating family business with locations in several federal states. Good child care is the basis for a successful start in life – we want to make this step possible. This is the only way our society will remain sustainable.

Our day care centers form social communities, where children experience education, support, care and attention. They are therefore a place of common learning and living – MAHALE gGmbH lays the foundation for this.

*“Build a future with us  
that you would also like to live in.”*

MAHALE gGmbH is a non-profit limited liability company, which means that **any income from society flows back into the care for the children and youth.** There are no ideologies for our work other than the belief in our children. Instead, we are focused on educational models that promote independence and strive for a holistic development. **We are non-partisan, non-denominational and respect other views and ways of life. According to § 1 of SCG VIII, every child has "a right to support his / her development and to be educated to become a self-reliant and community-oriented personality".** As a guarantor of education and appreciation, we therefore support children in their first years of life and thus contribute to preparing them in the best possible way for future life circumstances.

## Our shareholders introduce themselves



**Sylvia Kirsten** is an executive shareholder of MAHALE gGmbH. Her experience and her interdisciplinary knowledge strengthen the family business and benefit the fulfillment of the design goals of MAHALE gGmbH on all levels. Mrs. Kirsten has two children – Matthias and Marie-Luise – the initial letters of their names are a part of the name MAHALE.



**Nico Gonska** is an executive shareholder of MAHALE gGmbH. His knowledge of more than 20 years of child care and family management provides an essential foundation for the excellent work of MAHALE gGmbH. Mr. Gonska is a father of two children – Hannes and Emma – the initial letters of their names completing the name of MAHALE.

*“We want to give an example of self-confident work, which is the basis of all progress.”*

## Strengths and synergies of the sponsorship



*“Thinking and designing together”*

As a nationwide operating institution with locations in several federal states, we are aware of the importance and benefits of synergies. The **active maintenance of network structures**, for example the cooperation with facilities and institutions in surrounding areas, would result in enormous synergy potential. For this reason, we promote and cultivate relationships and cooperation with, for example, surrounding day care centres and primary schools as well as with everyday facilities such as pharmacies, dentists and supermarkets. We also find it imperative to network with the socio-pedagogical institutions and the youth welfare office / family support services as well as the institutions of the parents' associations as part of our social environmental structures. Synergies can only be successfully used through a cluster of interests, which MAHALE gGmbH provides a good example of.





Although we do not see educational programs as a rigid guideline, but rather as a dynamic concept, they do provide clear objectives for practice. The educational fields - body, movement and health / language, communication and written culture / music, aesthetics and media / illustration and design / mathematics and natural sciences / social welfare, ethics and religion - are mixed into the design of everyday life, always in our offers and conceptual principles, in topic-related projects, in the design of rooms, the range of materials and are thus filled with life everywhere. **The goals developed in the in-house concept of each individual day care center are reflected in the daily work according to the specifics of the group, the social structure, the age and developmental status and the cooperation with the parents specifically for the benefit of the child.**

Our pedagogical work is supported by standards that have been developed internally, tested in practice and evaluated externally. As part of our quality management system, these standards serve as a guideline and support for all employees of all qualifications and experience. These include, among other things, our familiarization concept, our transition concepts (day care 0-3 years – kindergarten 3-6 years – school 6 years +), our inclusion and participation concept, our child protection concept, complaint management, and concepts for planning and documentation of pedagogical work such as media competence.

### We bring attention to the children in the following ways:

- gaining new experiences
- promoting creativity
- getting to know the language and developing it further
- taking responsibility
- development and strengthening of self-confidence
- showing independence
- setting boundaries; their development and recognition of rules
- opinion and criticism to be expressed in a constructive manner
- to have time to play and evolve
- allowing for movement as much as possible and the opportunity to play outdoors everyday
- understanding and applying sustainability through a conscious handling of waste, resources and through the appreciation of nature and our environment.

## Healthy meals in the day care center

Healthy nutrition is particularly important in the day care center. Especially in the growth phase, children need a varied and full range of food for their healthy physical and mental development. For this reason, we place high regard in a self-cooking facility. This is the best way we know how to guarantee quality and freshness as well as promoting a high level of acceptance and enjoyment of the children's food through appealing appearance, varied taste and appropriate consistency of the food.

**When selecting food, we work hard to avoid food with additives, preferring seasonal products within our region and from recognized organic farming communities.** Drinking water as well as unsweetened herbal or fruit teas are always readily available and accessible.



Our standards are not only fully compliant with the recommendations of the German Society for Nutrition, but also exceed them: due to the fact that we prepare our food within our facility, we avoid unnecessary warming & pre-cooking processes and thus ensure the sensory quality criteria of the food. We also give preference to organic products and continually evaluate the quality of the food internally. **Locations where it is not possible to have their own fresh cooking facilities, are supplied with fresh home-cooked food from one of our other establishments, which is a maximum of 20 minutes away.** Only in the event that both of these options are not possible, would we then chose an external caterer who meets our needs and requirements.

**All meals are communal, social rituals where the children and teachers come together in a pleasant and quiet dining atmosphere.** All of the employees at our day care center also have the opportunity to take part in this lunch ritual and benefit from our nutritional concept.





## Internal framework for our actions

In order to guarantee professionally sound work despite constantly changing external conditions and demands on day care center and shareholder personnel, we have established a **provider-wide quality management system**. This quality management system of MAHALE gGmbH is binding for all employees. The individual processes are stated in a quality management handbook (QM handbook), which is freely accessible to all employees in every day care facility in printed form and also digitally. The QM handbook is checked at least every two years by the daycare directors and the provider to ensure that it is up-to-date and can be amended if necessary. Within the framework of these internal audits and reviews, sensible and practical possibilities for improvement are then developed and implemented together with the day care team.

## Educational partnership with the parents



Educational work has little effect if it ignores the real environment of the children. The day care center is required to and wants to achieve its conceptual goals, and therefore desires a positive interaction with the families and a common view within the framework of an educational partnership.

Whether in the garden project group, in the **preparation and implementation of activities, festivals and celebrations or within the framework of a self-organized support association** - parental participation is part of our conceptual endeavor for openness and participation in the child's educational process. This transparency is absolutely necessary so that parents can take responsibility and actively shape the federal day-care center laws and regulations; Book Eight of the Social Code for Child and Youth Services (SGB VIII). In-depth communication between parents and educational staff is an integral part of our daily educational routine which strengthens







our mutual trust, interests, freedom of action and support. In an open dialogue between the team and the parents, we can provide guidance and clarity regarding goals and boundaries within the daily routine of the day care center as well as clarify mutual expectations which coincide with the best possible support for the child. In addition, **institutional parental involvement is implemented as an integral component within the day care**: At the beginning of every educational year, the parents of each group elect a parent representative and a substitute representative to attend the parents' council meetings, be a part of the day care committee and the support associations.

An **annual survey** in the form of a multi-page questionnaire is conducted to determine the parents' satisfaction. The results (anonymous) are evaluated by the day care director and passed on to management. Once reviewed, all parents receive feedback and thus appreciation simultaneous with the incentive to freely and honestly communicate any positive or negative inconsistencies.





## External framework for our actions



In our day care centers, children are recognized for their individual talents and needs; they can develop their interests and go their own way. Therefore, MAHALE gGmbH day care centers offer a living space where children can live and learn together, orientated to their own needs for time, attention, stimulation, participation, individual development and pedagogical impulse. **The basis for the actions of our educational staff are in alignment with the German Federal Child Protection Act which protect the rights of the children.**

### Every child in our facilities has the right

- to be accepted as he / she is;
- to active, positive attention and warmth as well as community and solidarity;
- to have fun;
- to actively form social contacts;
- to experience the consequences of his / her own behavior;
- to rest, retreat and to distance oneself from children and adults;
- to healthy mental and physical development;
- to the support of an individual development process at their own pace;
- to play and to choose the contents and playmates themselves;
- to varied experiences, independent experimentation and trying out new things;
- to fantasy, his / her own world and ideas;
- to manageable, reasonably furnished rooms;
- to actively create and experience the group processes and procedures.







In exercising these rights, we see ourselves as **guides and assistants to each individual child**, which enables us to offer an inclusive pedagogy that includes an unprejudiced education, wholeness, diversity, respect, recognition and participation. It is part of MAHALE gGmbH's self-image that our everyday events are characterized by the acceptance of all children independent of individual physical and mental abilities and social or cultural affiliation. **The aim is to have the participation of all children in the German educational system, from day one.** Language development is fundamental here, because participation in education and society is only possible through joint communication.

In accordance to the European Convention on Human Rights, we ensure barrier-free access into our facilities: from the mere accessibility of the building, through educational inclusion, to cross-institutional cooperation with external specialists and institutions. In social terms, everyone's participation also means protecting against discrimination and rejection and through preventive work, breaking prejudices down and strengthening the sense of community. Our educators are sensitized through **sponsored courses as well as general daycare supervision**. Finally, we have integrated the strict refusal of violence, discrimination and exclusion - also in cooperation with the parents - into our house rules and thus made them legally binding as part of every day care contract.





## Employee Representation and Personnel Management

We encourage and request an **open and honest atmosphere**. An essential component of our human resources management as well as our open work culture concept is for us, as providers, **to be close to our employees**. We are regularly on site in the day care centers, are available to the employees for discussions and can easily get an idea of the current atmosphere at each site. At any time, our employees have the opportunity to contact us directly by telephone or e-mail or to invite the provider to a team meeting.

In addition, as the providers, we promote and implement an **employee representative committee**, the so-called day care advisory board (KitaBeirat), in all of our day care centers. Depending on the size of the day care center, employees are selected from the employee representative committee, which are regularly meeting on the daycare advisory board with the providers, to hold discussions on any issues coming from the team, the provider, or the overall mood and / or condition of the day care. In this way we ensure a direct, continuous exchange of information. This establishes appreciation, shorter distances, trust and understanding on both sides.

For the staffing in our day care facilities we follow the corresponding guidelines and regulations of each location. The required qualifications are also defined by the legal framework regulations. We are also aware of the important bond between children and educators. For this reason we strive for **long-term employment relationships and stable team structures**. Further training for team development and team work as well as team-building excursions and project days are therefore part of the offers and course of action from our human resources. In addition, we attach great importance to the joy of learning. **Targeted, professional training and further education or exchange and in-depth seminars** with subsequent team-internal multiplication serve to train the professional competence of all employees and promote the reflection and further development of pedagogical work.



# Our day care centers



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A stylized family icon consisting of four blue circles of varying sizes arranged in a family shape (two adults and two children) inside a larger light blue circle.

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