

Hamburg, 27 April, 2021

Dear Families,

We would like to express once again how much we appreciate the trust that you put in us and to salute you because both you and our colleagues at the daycare facilities have found a way, again and again, to master the challenges of these times.

For more than a year now everyday life in our daycare centres has been different to what we would wish for the children and for our teams. You know us and that we want all children to be able to move freely within the facilities, so they can play with younger and older children and use all the spaces that interest them and nobody needs to adhere to social distancing or the wearing of masks when interacting with the children or families. We would like to arrange outings and trips for the children. Last but not least we wish to achieve good, personal communication with you, the parents. Our pedagogues normally like to have a short chat when you drop your children off or collect them. The fact that all this has not been possible for so long is fraying all our nerves.

For this reason we are all the more appreciative of the sound judgement that you are exercising in your use of the emergency care currently on offer. Many families give very careful consideration to how many days and how many hours of our support they require. At the same time we can see that an increasing number of families consider their own situation to be one of distress – no surprise after more than a year of Corona!

You can be sure that our colleagues see the situations in which you and your children find yourselves. Many of them are parents themselves and need to balance support, homeschooling and their job. They, too, are worried about their own health and that of their relations.

This makes us even more pleased with the many creative ideas our team has used to retain contact with you and your children. These range from regular e-mails, phone calls and hands-on activities to video messages and even invitations to the daycare centre so we don't forget one another. We are proud when we hear how successful this balancing act has been, even with daycare centres closed in principle, and how we can be there for everyone who needs us.

Let's continue to be friendly and tolerant, with an eye for the compassion and solidarity that strength us in these challenging times. We can all use this right now – ultimately for the well-being of our children.

Thank you for your understanding and your trust!

Warm regards,



Ursula Smischliaew
Managing Director



Jörg Brettschneider
Managing Director