

Vallendar, April 19, 2026

Consulting Certificate

Mr. Silas Yelich served as Consultant for Saidia Consulting from March 16 to April 15, 2026. He was entrusted with responsibilities within the consulting project "World Childhood Foundation Deutschland – Awareness and Fundraising Campaign for Child Protection" and supported a non-profit foundation in Germany.

Saidia Consulting e.V. is a non-profit student consulting initiative at WHU – Otto Beisheim School of Management. The initiative offers selected students the opportunity to independently manage real consulting projects for non-profit organizations and social enterprises. In doing so, consultants work to professional consulting standards; from structured problem analysis and strategy development through to the presentation and handover of results to the client.

The World Childhood Foundation Deutschland has been committed to protecting children from sexual violence and exploitation for over 25 years. Founded by Queen Silvia of Sweden, the foundation operates at the interface of practice, policy, and public discourse. Within the scope of the consulting project, the Saidia team supported the foundation in developing a standalone awareness and fundraising campaign, designed around a high-profile child protection conference in Berlin in May 2026, and intended to generate impact both before and after the event.

His key responsibilities within the project included in particular:

- In-depth target group analysis and segmentation of relevant donor and partner groups (including foundations, corporates, media partners, and private individuals) as a strategic foundation for campaign development
- Comprehensive competitive analysis of comparable organizations and derivation of the World Childhood Foundation's unique strengths and positioning potential
- Detailed channel analysis and evaluation of relevant communication platforms with regard to reach, resource requirements, and audience fit, including an assessment of best practices from comparable NGO campaigns
- Development of concrete channel recommendations per target group, including format proposals, tone of voice, and outreach strategies for organic and paid reach
- Development of an overarching campaign concept, including key theme, core message, creative direction, and a three-phase model centered around the Berlin event
- Preparation and facilitation of the check-in meeting and the project closing meeting, including handover of the final campaign strategy to the World Childhood Foundation

During his time with us, Mr. Yelich proved to be a very conscientious, structured, and analytically strong consultant. His ability to quickly and thoroughly engage with complex strategic questions and translate them into well-founded, practical results impressed both the team and the client.

With a strong sense of initiative, high standards of quality, and a clear working style, Mr. Yelich made a valuable contribution to the project's success. In particular, his in-depth target-group analysis and segmentation provided an important strategic foundation for the campaign.

His personal conduct towards supervisors, colleagues, and project partners was exemplary at all times. Feedback from the World Childhood Foundation confirmed the excellent quality of his contributions.

We would like to thank Mr. Yelich for the consistently excellent and productive collaboration, and wish him continued success both professionally and personally.

Saidia Consulting e.V.



Merle Wolf
Head of Human Resources



Lennart Boehme
Co-General Manager / Key Account Manager