



ANNUAL REPORT 2013

PRESIDENT'S INTRODUCTION



Swiss Solidarity has been an independent foundation for 30 years. During these three decades, it has co-funded with donations amounting to more than one billion Swiss francs projects run by partner relief organizations at home and abroad in the areas of disaster relief and child aid and provided assistance in Switzerland to many people in great need via the social services. We had the opportunity to express our sincere thanks to our donors, partners and the SRG SSR for their support and services on the occasion of our 30th anniversary celebration last autumn.

Swiss Solidarity's core activity – disaster relief – has changed significantly in recent years. Numerous international organizations are on the ground immediately after a disaster

occurs and then withdraw a few weeks later. Providing assistance on the ground has also become more difficult. Long-term commitments, close cooperation with local institutions and other aid agencies and a pooling of expertise are needed. Western aid with its principles, values and standards is no longer as exclusive as it once was. And in future, Swiss Solidarity and its partners must take all these factors increasingly into account.

We also see ourselves as a platform for knowledge exchange. In workshops and seminars in Haiti, Jordan and Pakistan we have collated our partners' experiences and learned lessons for future projects. In order to provide aid more effectively, we have intensified and refined our project monitoring. We have become more professional and more transparent – to the benefit of both donors and recipients.

Walter Rüegg

MANAGING DIRECTOR'S INTRODUCTION – SWITZERLAND SHOWS SOLIDARITY



The 2013 annual report has it all – a new format and a new look. In electronic form and with a brand new logo which picks up on the idea of the links in a chain and illustrates this by two intertwined "S's" the "Swiss Solidarity".

In 2013, thousands of Swiss residents once again donated for the victims in Syria, the Philippines and for children living in slums. All of these donations express and bear witness to Swiss solidarity. The foundation supported 25 partner relief organizations in their work in the most difficult of contexts. Without them, Switzerland would not be in a position to show solidarity. Last year, the SRG SSR was once again a linchpin of support in all fundraising campaigns. The added value it provides is vital to a Switzerland that shows solidarity.

But solidarity alone is not enough. It is only of value when paired with quality. And Swiss Solidarity has crossed the t's and dotted the i's in 2013 particularly in this area and in knowledge exchange. We never lose sight of our overriding goal – to afford protection and support in accordance with the best standards to those most in need in regions in crisis. And this is what links a Switzerland that shows solidarity with Swiss quality – something we can all be proud of.

Tony Burgener



DONATIONS

40'709'188 CHF FINANCED BY END OF 2013: 7 P ROJECTS FOR 4'202'806 CHF

COUNTRY

Philippines

RELIEF ORGANIZATIONS

ADRA, Caritas Switzerland, HEKS – Swiss Interchurch Aid, Swiss Red Cross, Solidar Suisse, Terre des hommes – Helping children worldwide

CAMPAIGN: TYPHOON HAIYAN

On 8 November 2013, the Philippines were hit by the most powerful hurricane since measuring began. It caused immense devastation and destroyed or damaged more than a million homes, affecting some 13 million people. Eight of Swiss Solidarity's partner aid organizations were already active in the region and therefore able to start the relief effort immediately.

Ten days after the typhoon, the foundation and SRG SSR organized a national fundraising day with the support of the private radio station Pro Glückskette, their homologues of the Romandie and other private media outlets. On the day of solidarity itself, Swiss Solidarity received more than 9 million francs in pledged donations – by the end of the year, the amount donated had risen to more than 40 million francs.

By the end of the year, Swiss Solidarity had already supplied funding to seven emergency and survival relief projects (http://bit.ly/1wwlMuA) as well as transitional projects in preparation for the reconstruction effort. Expenditure for these co-funded projects amounted to just under five million francs.





CAMPAIGN: SYRIA

Swiss Solidarity has been raising donations for the victims of the Syria conflict since March 2012. On 13 November of the same year, the foundation held a national fundraising day in light of the scale of the humanitarian disaster and received 2.2 million francs in pledged donations. By the end of 2012, this amount had risen to 10.5 million francs.

In April 2013, Swiss Solidarity and SRG SSR stepped up the fundraising appeal for 10 days and repeated the measure in August 2013 due to the enormous humanitarian need. Overall, Swiss Solidarity received more than five million francs in additional donations in 2013, bringing the total amount donated to 15,808,816 francs by the end of the year.

In 2013, Swiss Solidarity approved funding for 18 new projects in Syria (http://bit.ly/1wwlMuy) and the neighbouring countries Iraq, Jordan, Lebanon and Turkey.

In 2013, Swiss Solidarity led a media trip to Jordan (http://bit.ly/1wwlNi8) and one to Lebanon (http://bit.ly/1wwlMuC) and organized a cash assistance seminar (http://bit.ly/1wwlMKU)in Jordan. Project Department delegates visited projects (http://bit.ly/1wwlMKV) in Jordan and Lebanon.

More information ()

(http://bit.ly/1wwlAeU)

DONATIONS

15'808'816 CHF FINANCED BY END OF 2013: 33 PROJECTS FOR 12'633'521 CHF

COUNTRIES

Iraq, Jordan, Lebanon, Syria, Turkey

RELIEF ORGANIZATIONS

ADRA, Caritas Switzerland, Handicap International, HEKS – Swiss Interchurch Aid, Medair, MSF – Docters Without Borders Switzerland, Swiss Red Cross, Solidar Suisse, SOS Children's Villages, Terre des hommes – Helping children worldwide

Campaigns 2013

Syria



DONATIONS 2'436'295 CHF

CAMPAIGN: "JEDER RAPPEN ZÄHLT" (EVERY PENNY COUNTS) 2013

The joint SRF and Swiss Solidarity fundraiser was held for the fifth time in December 2013, when the appeal took its two-day roadshow to four Swiss German-speaking cities.

Donations were raised for children in slums, who have an exceptionally difficult start in life. 15% of the funds donated were earmarked for children growing up in precarious conditions in Switzerland.

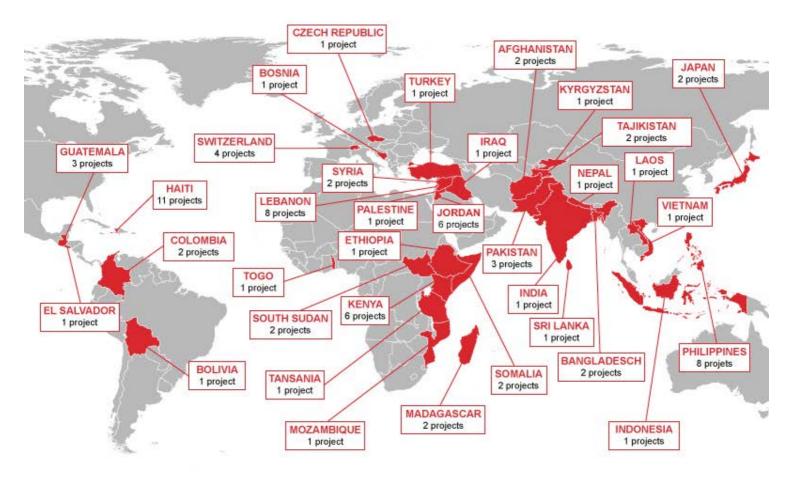
15 Swiss Solidarity partner organizations were instrumental in introducing the topic to the general public and showing just what can be accomplished with the donated funds. Ladina Spiess, the "voice" of Swiss Solidarity in German-speaking Switzerland, and Prisca Bundi from RTR visited three partner aid organizations in India and moved radio listeners with their powerful reports.

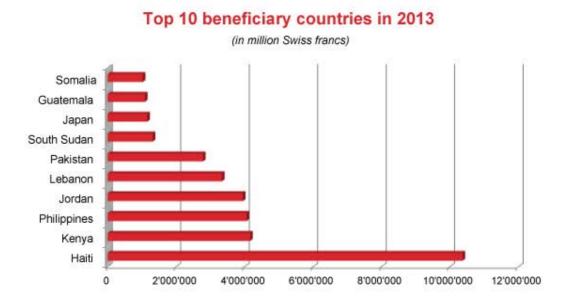
More than 1000 copies of the school dossier "Children in Slums" were sent out to over 100 schools. The document was also downloaded more than 1000 times from the foundation's website.

The RTS programme "Option Musique" hosted by Jean Marc-Richard also took part in the fundraising appeal for a day.

By the end of the week, "Jeder Rappen zählt" had raised 1.6 million francs. This amount rose to 2.4 million francs by the end of the year.

NEW RELIEF PROJECTS 2013







PROJETCS: SYRIA

In 2013, Swiss Solidarity approved funding for 18 new projects by 9 relief organizations amounting to around 9 million francs. Two of these projects were realized in Syria despite the impeded access to the country, 16 projects addressed the needs of the already more than 2.5 million refugees in the neighbouring countries.

This means that the foundation has funded 39 projects by 9 partner aid organizations in Syria, Iraq, Jordan, Lebanon and Turkey in the last 2 years. These projects offer refugees financial aid to pay for rent, healthcare, food aid and support in processing their traumatic experiences, in particular for children.

So-called winterization projects by Swiss Solidarity and its partner aid organizations have helped the refugees get through the winter. The distribution of stoves and vouchers for heating oil, blankets and insulation materials has allowed them to insulate and heat their living accommodation.



DONATIONS

15'808'816 CHF FINANCED BY END OF 2013: 33 PROJECTS FOR 12'633'521 CHF

COUNTRIES

Iraq, Jordan, Lebanon, Syria, Turkey

RELIEF ORGANIZATIONS

ADRA, Caritas Switzerland, Handicap International, HEKS – Swiss Interchurch Aid, Medair, MSF – Doctors Without Borders Switzerland, Swiss Red Cross, Solidar Suisse, SOS Children's Villages, Terre des hommes – Helping children worldwide

Projects



DONATIONS

40'709'188 CHF FINANCED BY END OF 2013: 7 PROJECTS FOR 4'202'806 CHF

COUNTRY

Philippines

RELIEF ORGANIZATIONS

ADRA, Caritas Switzerland, HEKS – Swiss Interchurch Aid, Swiss Red Cross, Solidar Suisse, Terre des hommes – Helping children worldwide

PROJECTS: TYPHOON HAIYAN

During the almost two months between the devastation caused by Typhoon Haiyan (http://bit.ly/1wwlNia) in the Philippines and the end of the year, Swiss Solidarity prioritized immediate emergency and survival aid and, in a second phase, early recovery projects with immediate measures to pave the way for temporary reconstruction.

The foundation funded 7 projects by 6 partner aid organizations and supplied around 40,000 families – almost 200,000 people – with food, toiletries, blankets, tarpaulins and corrugated iron. Those affected were also given tools and materials to make temporary repairs to their accommodation. Swiss Solidarity contributed 4.8 million francs to these projects. Several of these projects are still running in 2014, before the major reconstruction projects are launched





FLOODS IN EUROPE

Persistent and exceptionally heavy rainfall caused widespread flooding in Germany and Central Europe at the beginning of June 2013. This resulted in extensive damage to farming and especially to residential properties.

Swiss Solidarity received 92,012 francs in donations. The foundation used 82,400 francs to support a project by the partner relief organization HEKS in the Czech Republic. The Czech Republic was particularly badly affected by the flooding and 19,000 people were forced to evacuate their homes.

The relief effort was carried out in several phases, with a reception centre being opened for the evacuees followed by the launch of the clean-up effort at the damaged properties. Those affected were also offered psychological support, and financial support was provided for damages that were not covered by insurance policies. Various project activities continue in 2014.

More information (http://bit.ly/1wwlLH0)

DONATIONS

92'021 CHF FINANCED BY END OF 2013: 1 PROJECT FOR 82'400 CHF COUNTRY

Czech Republic RELIEF ORGANIZATION HEKS – Swiss Interchurch Aid



66'210'309 CHF FINANCED BY THE END OF 2013 : 72 PROJECTS FOR 52'947'313 CHF

COUNTRY

Haiti

RELIEF ORGANIZATIONS

ADRA, Bündner Partnerschaft Hôpital Albert Schweitzer, Caritas Switzerland, SDC, EIRENE, Enfants du Monde, Fastenopfer -Swiss Catholic Lenten Fund, Grupo Sofonias, Handicap International, Salvation Army, HEKS – Swiss Interchurch Aid, Helvetas, lamaneh Switzerland, Main dans la main. Medair. Médecins du Monde Switzerland. MSF - Doctors Without Borders Switzerland, Nouvelle Planète, Refugee Education Trust, Swiss Red Cross, Terre des hommes -Helping children worldwide, Terre des Hommes Suisse

PROJECTS: HAITI EARTHQUAKE

A devastating earthquake ravaged the island nation of Haiti on 12 January 2010. Due to the high number of victims and the extent of the damage, Swiss Solidarity organized a national fundraising day 9 days after the disaster and subsequently received more than 66 million francs in donations.

In the fourth year since the disaster, most of the major construction projects had been successfully completed, with more than 2700 permanent homes, 3300 latrines and 2500 water tanks built.

In 2013 the focus was also on supporting measures to sustainably raise the living conditions of the affected population. These include improving the water supply to homes (tanks or communal solutions), improving access to economic zones by repairing roads, protection against erosion by planting on slopes, promoting income generating measures (vocational training and fishing projects) and preparing the population to deal with future disasters.

In October 2013, the iterative four-year evaluation (http://bit.ly/1wwlNic) by the Groupe URD covering 80% of the funds used for reconstruction concluded with a seminar (http://bit.ly/1wwlMKY)in Port-au-Prince.





PROJECTS: PAKISTAN FLOODS

At the beginning of August 2010, catastrophic and widespread flooding occurred in Pakistan and the neighbouring countries, affecting some 13 million people. The subsequent appeal raised donations amounting to 42,193,553 francs by the end of 2013.

In 2013 – three years after the disaster – Swiss Solidarity approved funding for three more projects, bringing the number of supported projects to 59. By December, all major construction projects for homes and schools had been concluded. Most of the ongoing projects are addressing problems relating to the water supply, sanitation, hygiene and health as well as the economic situation of the affected population.

In autumn, the expert for WASH (water, sanitation and hygiene) and Swiss Solidarity's programme coordinator for Pakistan visited a number of projects (http://bit.ly/1wwlNie) in order to gain an accurate impression of their implementation and progress.

More information (http://bit.ly/1wwlLGZ)

DONATIONS

42'193'553 CHF FINANCED BY END OF 2013: 41PROJECTS FOR 30'289'886 CHF

COUNTRIES

Afghanistan, India, Pakistan

RELIEF ORGANIZATIONS

Caritas Switzerland , CBM – Christoffel Blindenmission, Handicap International, Salvation Army, HEKS – Swiss Interchurch Aid, Living Education, Swiss Red Cross, Solidar Suisse, Terre des hommes – Helping children worldwide



DONATIONS

28'679'662 CHF FINANCED BY END OF 2013: 35 PROJECTS FOR 25'529'049 CHF

COUNTRIES

Ethiopia Kenya, Somalia

RELIEF ORGANIZATIONS

ADRA, Association Suisse Hawa Abdi, Caritas Switzerland, CBM – Christoffel Blindenmission, Fastenopfer - Swiss Catholic Lenten Fund, Handicap International, HEKS – Swiss Interchurch Aid, Helvetas, Islamic Relief, Medair, MSF – Doctors Without Borders Switzerland, SOS Children's Villages, Swiss Red Cross, Terre des hommes – Helping children worldwide

PROJECTS: EAST AFRICA FAMINE

In 2011, the population of East Africa suffered from an enormous drought with subsequent famine. 13 million people were affected by this crisis, prompting an appeal for donations by Swiss Solidarity in July 2011. More than 28 million francs were donated to the campaign by the end of 2013.

The situation improved throughout 2012 and 2013 thanks to substantial rainfall, but still remained unstable. This in particular because the majority of the population lives from livestock farming and is therefore highly dependent on water.

In 2013, Swiss Solidarity approved funding for nine further projects amounting to more than five million francs. They are being carried out by five partner relief organizations in Ethiopia, Kenya and Somalia. These projects focus on access to drinking water and healthcare; primarily on treating and preventing malnutrition in children. Other projects are working to improve agricultural land productivity and the livelihoods of particularly vulnerable people.

An evaluation team took a closer look (http://bit.ly/1wwlNys)at several of these projects in 2013.





PROJETCS: "JEDER RAPPEN ZÄHLT" (EVERY PENNY COUNTS) 2012

Water was the theme of the 2012 joint SRF and Swiss Solidarity "Jeder Rappen zählt" (Every Penny Counts) fundraiser. The collected donations were used to help improve access to drinking water and better sanitation for people in developing countries.

In 2013, Swiss Solidarity approved funding for 21 aid projects by 14 partner organizations in 17 different countries. This means that the foundation has already used 7.2 million francs donated.

Most of the projects are concentrating on building infrastructure such as wells, water supply systems and latrines. A crucial element in successfully implementing such projects is training the local population in the upkeep and maintenance of the infrastructure. Teaching the careful use of water and basic rules of hygiene is equally important, and these aspects are a key focus of our partners on the ground.

More information (http://bit.ly/1wwlJPv)

DONATIONS

7'504'532 CHF FINANCED BY END OF 2013: 21 PROJECTS FOR 7'217'946 CHF

COUNTRIES

Afghanistan, Bolivia, Colombia, El Salvador, Guatemala, Guinea-Bissau, India, Laos, Madagaskar, Mozambique, Nepal, Sri Lanka, South Sudan, Tadzhikistan, Tanzania, Togo, Vietnam

RELIEF ORGANIZATIONS

Salvation Army Caritas Switzerland, CBM – Christoffel Blindenmission, Swiss Red Cross, HEKS, Helvetas, Iamaneh, Medair, Nouvelle Planète, Solidar Suisse, SolidarMed, Swissaid, Terre des hommes – Helping children worldwide, Vivamos Mejor



PROJECTS: NATURAL DISASTERS SWITZERLAND

A number of storms caused severe damage to agriculture and buildings in 2013. The mandated organizations Caritas Switzerland and the Swiss Red Cross contacted those affected.

In 2013, Swiss Solidarity's Project Committee Switzerland decided to fund projects to repair damages arising from severe weather in previous years. These included cleaning up streams and the reconstruction of roads and paths as well as repairs to buildings. Financial support for these four projects in the cantons Lucerne, Nidwalden and Schwyz amounted to 171,299 francs.





PROJECTS: SWISS SOCIAL AID

In 2013, Swiss Solidarity's social assistance programme approved 1121 applications and thus supported 2928 people with a total amount of 1,170,023.95 francs. This amount increased slightly over 2012 but remained average in comparison with recent years.

At the beginning of the year, Swiss Solidarity updated its online platform for the submission of applications by public or private social services and at the same time revised some of the basic support criteria.

Swiss Solidarity Social Aid support retains its character as a one-off, emergency measure. It is now open to all Swiss residents. The maximum financial support for individuals was raised from 600 to 900 francs and Swiss Solidarity now only considers applications submitted via social services. Individuals wishing to apply for assistance are referred to a social service or welfare organization which will submit an application on their behalf.

Find more interesting facts and figures about Swiss Social Aid here (http://bit.ly/1wwIML0).





EVALUATIONS: HAITI EARTHQUAKE

Swiss Solidarity regards the evaluation of co-funded projects as an integral part of quality assurance and a joint learning process with its partners.

In view of the complex context in Haiti, which repeatedly poses difficult challenges for all involved parties, the foundation commissioned the Groupe URD (http://bit.ly/1iOx6dv) with carrying out periodic (iterative) evaluations. These were conducted during four years in five stages and at eight partner aid organizations involved in the reconstruction effort.

In the final evaluation report, two main aspects emerge which clearly distinguish Swiss Solidarity's activities from those of other public or private-sector donors: on the one hand, the decision to interlink emergency aid with reconstruction and development aid, and on the other hand the focus of all activities on sustainability, in order to ensure that the recipients obtain not only permanent housing but also economic prospects.

The evaluations were concluded with a joint Groupe URD and Swiss Solidarity seminar (http://bit.ly/1wwIMKY), in which the partner relief organizations, local partners, Haitian authorities and Haiti's civilian population took part.

The final evaluation report (in French) can be found here (http://bit.ly/1wwlK5K).





EVALUATIONS: EAST AFRICA FAMINE

Two years after the famine in East Africa, Swiss Solidarity decided to assess the efficiency, relevancy and sustainability of the co-funded projects (http://bit.ly/1wwIML2). To this end, two external experts evaluated five projects in northern Kenya in the areas of maternal and child health and water and hygiene in October 2013. The evaluation of three projects in Somaliland had to be cancelled due to the precarious security situation.

The evaluators concluded that the projects had contributed to an improvement in living conditions. They attested to a greater awareness for issues surrounding hygiene, improved access to water, a better state of health for children under the age of five, pregnant women and nursing mothers and a better approach to dealing with emerging problems such as water scarcity.

The projects themselves however faced continuous major challenges compounded by the threat of water scarcity, the complicated cultural context, an unstable security situation and weak state structures.





PROJECT VISIT: PAKISTAN FLOODS

In September 2013, the programme coordinator for Pakistan (http://bit.ly/1wwlNyw) and WASH (water, sanitation and hygiene) expert visited a number of WASH projects as well as some of the remaining reconstruction projects still in progress.

In the meantime, most major construction projects have been concluded successfully and the involved partner aid organizations are now addressing the problem of the population's lack of access to clean water. This endeavour is hampered by salty or contaminated groundwater that must be treated accordingly. Groundwater-polluting factories or latrines are unfortunately often found in the vicinity of wells. Aid organizations are doing their utmost to find adequate solutions for the affected population.

The projects visited also made clear how crucial long-term hygiene-promoting projects are for the success of water projects. These findings will be taken into account in the implementation of current and pending WASH projects.





PROJECT VISIT: JORDAN

At the end of April 2013, the programme coordinator for Jordan, the head of the project department and the president of the International Project Committee visited all ongoing projects (http://bit.ly/1wwlMuy)in Jordan. The objectives were twofold: to monitor implementation and progress on the ground and to prepare for the subsequent cash assistance workshop (http://bit.ly/1wwlMKU).

For the president of both project committees (http://bit.ly/1wwlK5R) (International and Switzerland) it was important after a lengthy period of time to revisit the projects on which he advises and takes decisions with the respective committees, in order to assess implementation on the ground. For the head of the Swiss Solidarity project department, who assumed the role at the beginning of 2013, it was the first trip in this capacity.

More information (http://bit.ly/1wwlAeU)



CASH ASSISTANCE WORKSHOP

In conjunction with the aid for the victims of the Syria conflict (http://bit.ly/1wwlNyy), Swiss Solidarity is funding so-called cash assistance workshops which offer recipients direct financial help. This kind of assistance is particularly effective and promotes self-determination in refugees who are forced to get by indefinitely in a foreign country and depend on international aid.

Direct financial help can be provided through cash payments, credit card systems or shopping vouchers. All of these methods however confront aid agencies with similar questions: how to select the recipients, how high should the amounts be and for how long should such assistance be provided?

In order to share experiences, harmonize the approaches between the various partner organizations and provide the best possible assistance, the foundation organized a three-day seminar in April 2013, in which all partner aid organizations offering cash assistance programmes to Syrian refugees took part. The seminar has contributed towards improving the projects' efficiency and the continuing application of functional approaches.



SEMINAR HAITI / URD EVALUATION REPORT

To conclude the iterative evaluation (http://bit.ly/1wwlNic) process of the Haiti projects Swiss Solidarity organized a joint seminar with the Groupe URD (http://bit.ly/1iOx6dv) in Port-au-Prince in October 2013. Besides Swiss Solidarity, the partner aid organizations, local partners and the Groupe URD, the Haitian authorities and the civilian population also attended.

The seminar (http://bit.ly/1wwlK5T)'s objective was to analyse the relief measures delivered by the partner aid organizations since the earthquake in January 2010. 70 reconstruction and repair projects were closely scrutinized.

The participants addressed the dual challenge of delivering aid in Haiti under the heading "Can emergency aid be sustainable?" How can reconstruction be most efficiently coordinated and driven while taking into account the complex local circumstances?

The strategy of Swiss Solidarity and its partner organizations to focus mainly on reconstruction has ultimately paid off. All projects have been completed or are close to completion and were referred to as exemplary by the seminar's attendees.





DISCUSSION PAPER

To mark Swiss Solidarity's 30th anniversary (http://bit.ly/1wwlNyA), consultant for humanitarian issues Ruth Daellenbach wrote a discussion paper dealing with the areas of tension in which humanitarian aid currently finds itself.

She illustrates the different current and future trends challenging Swiss Solidarity and its partners, such as the difficulty in delivering aid and gaining access to victims of conflicts and natural disasters, both of which are being impeded due to ever-tightening restrictions imposed by recipient countries. Newly involved parties are challenging the existing standards, principles and values of humanitarian aid; emergency aid must become more sustainable and be interlinked with reconstruction and development cooperation.

The discussion paper aims to facilitate an open discussion of these issues with partners and enable Swiss Solidarity to continue to have the appropriate tools and partnerships which allow the foundation to hold its own as a donor in this changing environment.

Discussion paper (in French) (http://bit.ly/1wwlLH7)

UNE SUISSE GENEREUSE DANS LES COULISSES DE LA CHAÎNE DU BONHEUR MICHÈLE MERCIER

LABOR ET FIDES

"UNE SUISSE GÉNÉREUSE -DANS LES COULISSES DE LA CHAÎNE DU BONHEUR"- A BOOK BY MICHÈLE MERCIER

Launched in 1946, Swiss Solidarity has become over time a true Swiss institution of humanitarian aid. During the last 67 years, the foundation has received more than 1.5 billion francs in donations on behalf of the victims of disasters at home and abroad.

In her book, published in French by Labor & Fides in 2013, Michèle Mercier reviews the history of Swiss Solidarity and paints a fascinating portrait of an institution that has a wealth of experience in emergency aid spanning more than 60 years. The portrait also shows a Switzerland with a great tradition of solidarity and generosity towards victims of disasters.

Michèle Mercier worked at the International Committee of the Red Cross for 25 years, among other positions as head of communications. She was Swiss Solidarity's deputy managing director from 1995 until 1999. Today, Michèle Mercier works as an independent consultant in the field of humanitarian aid and has published several works on this topic.

More information (http://bit.ly/1wwlK5W)



30 YEARS AS A FOUNDATION

Swiss Solidarity can look back on 30 years as a foundation. Prior to this, the organization was run as part of the SRG SSR for 37 years. In 1983, it was granted independence by the then SRG SSR General Director Leo Schürmann.

On 19 November 2013, Swiss Solidarity marked the occasion by inviting representatives of the SRG SSR, partner relief organizations and interested parties from the fields of business, politics and the media to Bern. Theme of the event was the various areas of tension in which Swiss Solidarity and their partners currently find themselves.

SRG SSR General Director Roger de Weck identified the challenges in a changing media environment which face humanitarian organizations such as Swiss Solidarity and clearly confirmed his commitment to the foundation, whose origins are closely linked to the SRG SSR.

A further area of tension was introduced in a discussion paper (http://bit.ly/1wwlNyF) written specifically for the occasion: humanitarian aid – in a field of tension between traditional and new protagonists. The changes to humanitarian aid also have an impact on Swiss Solidarity and its partners.



MEDIA TRIP: JORDAN

In order to show donors and the media the impact of the projects funded by Swiss Solidarity and highlight the urgency of humanitarian aid for the victims of the Syria conflict, the foundation led a media trip to Jordan in April 2013, shortly before the appeal was stepped up.

Ten representatives from SRG SSR media and print media spent three days visiting projects run by five Swiss Solidarity partner relief organizations. This gave them insights into projects on Syrian refugees living in refugee camps as well as projects for displaced Syrians who have temporarily made Jordan their home.

Projects for financial direct aid, traumatized children and disabled people but most of all the many encounters and conversations with refugees gave the journalists an impression of the extent of the humanitarian tragedy and made clear the immense need for support and aid. There was extensive media coverage following the trip.

Read an NZZ article in German published after the media trip here (http://bit.ly/1IICs9W).





MEDIA TRIP: LEBANON

In November 2013, Swiss Solidarity organized a second media trip in conjunction with the Syria campaign. Five journalists from private media and the SRG SSR (radio and television) visited projects (http://bit.ly/1wwlMuy) run by four of Swiss Solidarity's partner aid organizations in Lebanon.

The objective of the trip was to show journalists and donors the long-term impact of the conflict and the effect of the approaching winter on the refugees in Lebanon.

Almost three years after the start of the conflict in Syria, the long-term consequences of the crisis are becoming increasingly apparent. Refugees are going further into debt in order to pay for living costs, three out of four refugee children do not attend school and the host countries are strained to the limits in areas such as healthcare and waste disposal.

The journalists also visited so-called winterization projects to see how these measures help refugees get through the harsh and extremely cold winter.

There was extensive coverage in the relevant media following the trip.





GUEST ARTICLES IN OPINION-LEADING MEDIA

Having the SRG SSR as a partner puts Swiss Solidarity in a privileged position with exclusive access to communication channels for donation appeals and national fundraising days. Between fundraising days, the foundation also places great emphasis on being present in the media and communicating its position in relation to humanitarian issues.

In 2013, Swiss Solidarity had three articles - by the managing director, the deputy managing director and the president of both project committees – published in various western Swiss print media.

The foundation was thus able to show a further aspect of aid in Haiti, one which usually remains concealed to donors - an insight into the do-no-harm principle of humanitarian aid and highlight the solidarity of the Swiss population with disaster victims in an international comparison.

COMPOSITION OF THE FOUNDATION COUNCIL

The Foundation Council is Swiss Solidarity's supreme body. It is responsible for the external supervision of the foundation and defines its strategic orientation. In 2013, it consisted of 12 members – 6 representatives of the SRG SSR and 6 representatives of Swiss Solidarity's partner aid organizations and/or humanitarian organizations. The president of the project committees and the managing director of Swiss Solidarity participate in a advisory capacity and a representative for the Swiss Agency for Development and Cooperation (SDC) participates as an observer.

- Walter Rüegg, president, SRG SSR, Swiss public broadcasting organisation
- Ladina Heimgartner, vice-president, SRG SSR
- François Besençon, SRG SSR
- Jürg Schäffler, SRG SSR
- Andrea Hemmi, SRF
- Stefania Verzasconi, RSI
- Vito Angelillo, Terre des hommes child relief
- Hugo Fasel, Caritas Switzerland
- Ueli Locher, Swiss Interchurch Aid
- Markus Mader, Swiss Red Cross
- Petra Schroeter, Handicap International
- Gilles Carbonnier, independentIHEID Genève

Advisors:

- Tony Burgener, director Swiss Solidarity
- Göpf Berweger (http://bit.ly/1wwlK5R), president International Project Comission

Observer:

• Hans-Peter Lenz, SDC, Swiss Agency for Development and Cooperation

More information ()

(http://bit.ly/1wwlLXm)

EXECUTIVE COMMITTEE OF THE SWISS SOLIDARITY FOUNDATION COUNCIL

The Executive Committee of the Swiss Solidarity Foundation Council comprises five members. It exercises supervision and control over the management of Swiss Solidarity and supports it in its work. The managing director of Swiss Solidarity and the president of the project committees participate in the Executive Committee in an advisory capacity.

- Walter Rüegg, president, SRG SSR
- Ladina Heimgartner, vice-president, SRG SSR
- Jürg Schäffler, SRG SSR
- Vito Angelillo, Terre des hommes child relief
- Hugo Fasel, Caritas Switzerland

Advisors:

- Tony Burgener, director Swiss Solidarity
- Göpf Berweger (http://bit.ly/1wwlK5R), president International Project Comission



INTERNATIONAL PROJECT COMMITTEE (COPRO-INT)

The International Project Committee recommends aid projects abroad for funding through donations.

The International Project Committee consists of independent experts in the field of humanitarian aid, representatives of partner relief organizations and the Swiss Solidarity management. It is chaired by an unaffiliated person. In 2013, it convened 7 times and analysed 58 projects. The decision to co-fund in each case was subsequently made by the Decision-Making Committee (COPRO-DEC).

To mark the 250th COPRO-INT meeting in the history of Swiss Solidarity, the foundation granted two journalists exclusive access to a COPRO meeting, thus enabling them to obtain an insight into this core area of the foundation.

Consultative Comittee (COPRO-INT)

- Göpf Berweger (http://bit.ly/1wwlK5R), president
- · Tony Burgener, director Swiss Solidarity
- · Ernst Lüber, Head of Project Department Swiss Solidarity
- Zoltan Doka, Solidar Suisse
- Anton Jöhr, Swiss Red Cross
- Nathalie Praz, Terre des hommes child relief
- Anna Katharina Schelnberger, Swiss Interchurch Aid
- Peter Zihlmann, Caritas Switzerland
- Claudia Conrad, experte project cycle
- Gabriela Friedl (http://bit.ly/1wwlK5Z) & Katja Schobert, expertes WASH
- Félix Küchler (http://bit.ly/1wwlLXo), medical specialist
- Marina Marinov (http://bit.ly/1wwlLXp), construction specialist
- Caroline Schlaufer (http://bit.ly/1wwlLXt), economic specialist
- Roland Schlachter, observer SDC

Advisory Committee (COPRO-INT) (COPRO-DEC)

- Göpf Berweger (http://bit.ly/1wwlK5R), president
- Tony Burgener, director Swiss Solidarity
- Claudia Conrad (advisory vote)
- Ernst Lüber (advisory vote)

More information (http://bit.ly/1wwlK61)

PROJECT COMMITTEE SWITZERLAND

The Project Committee Switzerland comes into operation during severe weather or disasters in Switzerland. It allocates selective, one-off financial support to individuals, organizations, small businesses and financially constrained municipalities.

In 2013, the committee convened twice and revised and updated all regulations dealing with the procedures of funding allocation.

In October 2013, COPRO-CH visited completed projects in Brienz, where Swiss Solidarity contributed 1.1 million francs towards protective construction measures in the wake of severe weather in 2005. The protective structures are designed to prevent similar damages and destruction in the event of future storms.

The committee comprises three experts, a representative each of the mandated organizations Swiss Red Cross and Caritas and a representative of the Swiss Solidarity management. The committee is chaired by the same unaffiliated person as the International Project Committee.

- Göpf Berweger (http://bit.ly/1wwlK5R), president
- Tony Burgener, director Swiss Solidarity
- Fabienne Vermeulen, in charge of Relief Switzerland
- Christian Gut, Caritas Switzerland
- Josef Reinhardt, Swiss Red Cross
- Eric Bardou, specialist, environment and disaster management
- Hanspeter Bieri, insurance specialist
- Alexander Glatthard, specialist, public authorities and finances

More information (http://bit.ly/1wwlK63)

THE FINANCE AND INVESTMENTS COMMITTEE (COGEFI)

The Finance and Investments Committee advises Swiss Solidarity's Foundation Council and Executive Committee on all matters relating to their duty of supervision over financial assets. The president of the committee is appointed by the Foundation Council and is joined by three experts who are also elected by the Foundation Council. Swiss Solidarity's managing director and head of finance always participate in the committee meetings.

The committee assesses the financial reports and is responsible for investments and financial strategy. It also monitors compliance with the regulations concerning the foundations financial transactions.

- Jürg Schäffler, president
- Riccardo Pallich
- Federico Perlingieri
- Paul-André Sanglard
- Tony Burgener, director Swiss Solidarity
- Catherine Baud-Lavigne, Deputy Managing Director / Finance & Admin



SWISS SOLIDARITY TEAM

Management:

- Tony Burgener, Managing Director and Head of Communication (from 01.10.13)
- Catherine Baud-Lavigne, Deputy Managing Director / Finance & Admin
- Ernst Lüber, Head of Project Department (from 01.02.13)
- Priska Spörri, Head of Communication (bis 30.09.13) / Resp. for public and partner relations (from 01.10.13)

Project Department:

- Ernst Lüber, Head of Project Department (from 01.02.13)
- Manolo Caviezel, Project Officer
- Irene Flückiger, Project Officer (from 01.09.13)
- Stephan Grosse Rüschkamp, Project Officer (from 12.08.13)
- Christophe Rochat, Project Officer (until 31.05.13)
- Rahel Bucher, Projects Assistant
- Fabienne Vermeulen, In charge of Relief Switzerland
- Nicole Bagnoud, Social Aid Assistant

Communication:

- Tony Burgener, Head of Communication (from 01.10.13)
- Priska Spörri, Head of Communication (until 30.09.13) / Resp. for public and partner relations (from 01.10.13)
- Caroline de Palézieux, Communication Officer
- Daniela Toupane, Communication Officer
- Olivier Soret, Social Media Specialist (from 01.05.13)
- Paolo Rimoldi, Delegate for the italianspeaking part of Switzerland (until 30.11.13)
- Eugenio Jelmini, Delegate for the italianspeaking part of Switzerland (from 01.12.13)
- Pascale Lüssi, Communication Assistant (until 30.09.13)
- Senta Graf, Communication Assistant

Administration:

- Catherine Baud-Lavigne, Deputy Managing Director / Finance & Admin
- Susanna Regalado, In charge of Accounting Internet
- Mariet Becker, Administration Assistant (until 30.06.13)
- Joëlle Hainaut, Administration Assistant
- Lisa Müller, Administration Assistant (from 01.06.13)
- Jodok Gschwendtner, Logistics / IT Assistant

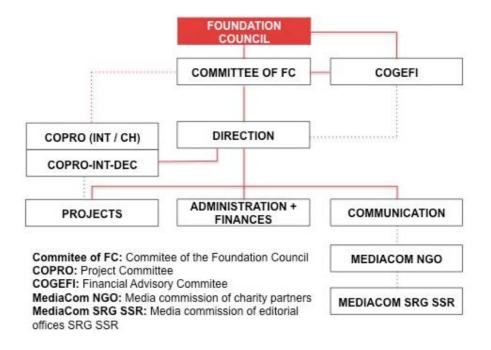


STRATEGIC REALIGNMENT

An operational realignment in Swiss Solidarity's management team came into effect in autumn 2013. Managing Director Tony Burgener took over as head of the communications department on 1 October 2013. The department was at the same time centralized in Geneva. After four years as Head of Communication, Priska Spörri assumed responsibility for public and partner relations in German-speaking Switzerland and is establishing to this end Swiss Solidarity's office in Zurich. Swiss Solidarity's Berne office has been closed.

The aim of this strategic step is to forge even closer ties from Zurich with the media, partners and opinion leaders in German-speaking Switzerland. This newly created area of responsibility allows Swiss Solidarity to communicate more effectively with important target groups as well as to involve existing and potential new partners even more closely. The objective is to strengthen Swiss Solidarity's significance beyond the existing degree of awareness. In addition to this, the telephone donation centres in German-speaking Switzerland (with Berne and Basel) are to be centralized in Zurich.

ORGANIZATION CHART



PARTNER RELIEF ORGANIZATIONS

Swiss Solidarity is accountable to its donors for the efficient and sustainable use of donations for the benefit of victims. This is why Swiss Solidarity works with 25 Swiss relief organizations that all comply with the foundation's quality criteria. The partner organizations are subject to a reaccreditation procedure every four years; the next time in 2015. These relief organizations are experienced, have extensive local networks and are also taken into contractual responsibility. This in turn ensures that donations are used in accordance with their designated purpose.

Find out more about implemented projects here (http://bit.ly/1wwlNyH).

ADRA Svizza (http://bit.ly/1wwlLXx)	ADRA Switzerland, an Adventist relief and development agency, supports development projects, provides emergency relief and brings relief to families, vulnerable persons and disaster victims. By fostering autonomy and economic independence, ADRA restores human dignity.
Brücke Lepont zum Süden avec le Sud (http://bit.ly/1wwlKmj)	Brücke · Le pont supports projects in Africa and Latin America through the program "Work in dignity", focussing on vocational training, on the creation of income and on labour rights. It encourages financial autonomy and participation in social and political life.
CARITAS	Caritas Switzerland helps people in distress in Switzerland and worldwide. In collaboration with regional Caritas organisations, it operates mainly where poverty reigns. Caritas provides emergency assistance in disasters and participates in reconstruction.
(http://bit.ly/1wwlKmn)	The Christian Blind Mission Switzerland is present in Africa, Asia and Latin American helping the blind and persons with disabilities, ensuring that they receive medical care and that they are integrated into society and enjoy the same rights as others.
cfd	Cfd is active in international cooperation, in migration politics and in the politics of promoting peace. Together with local organisations, it supports projects of "empowerment" with the women in Palestine and in Israel, in South Eastern Europe and the Maghreb.
MEDECINS SANS FRONTIERES DOCTORS WITHOUT BORDERS (http://bit.ly/1IICy1g)	Doctors Without Borders is an independent international humanitarian medical organisation that provides emergency assistance to populations without access to healthcare, affected by armed conflicts, epidemics or natural disasters.

Chifants Control (http://bit.ly/1wwILXF)	Enfants du Monde is a Swiss self-help organisation which provides a quality education and health care to disadvantaged children in some of the world's poorest countries. It operates in Bangladesh, Burkina Faso, Niger, Guatemala, El Salvador, Colombia and Haiti.
the fastenopfer (http://bit.ly/1wwlMdV)	Fastenopfer is the mutual aid work of the Swiss Catholics. Its slogan "We share" illustrates its commitment in disadvantaged countries and in Switzerland. It supports people in the South who take their destiny in their own hands, by helping them to become independent.
HANDICAP INTERNATIONAL (http://bit.ly/1IICv5M)	Handicap International Switzerland intervenes in situations of poverty, exclusion, conflict, and disaster. It assists people with disabilities and vulnerable persons and it advocates on their behalf in order to meet their needs and improve their living conditions.
HEKS &	The Swiss Church Aid provides emergency and survival aid, in addition to fighting the causes of famine, injustice and social misery. In its eyes, everyone should be able to lead a dignified and secure life from a triple point of view: social, economic and political.
(http://bit.ly/1wwlKmp)	Helvetas Swiss Intercooperation works in Africa, Asia, Latin America and Eastern Europe, where it initiates projects related to the water, infrastructure, training, agriculture, market, environment, and climate.
(http://bit.ly/1wwlKmq)	IAMANEH Switzerland is an organisation of development cooperation engaged in health promotion and protection. It supports projects in West Africa and the Western Balkans. Its main target group is women and children who it encourages to build a future.
MEDAIR EMERGENCY RELIEF AND RECOVERY (http://bit.ly/1wwlMdZ)	Medair strives to alleviate the suffering of the most vulnerable persons living in the remote and devastated areas of the world. The organisation provides them with assistance to survive crises, to recover in dignity and to build a better future.
(http://bit.ly/1wwlMe3)	Doctors of the World Switzerland conducts humanitarian and development programs providing solutions in a perspective of sustainability, with a particular attention to access to health care for mothers, children and vulnerable populations, worldwide and in Switzerland.
(http://bit.ly/1wwlMe5)	Nouvelle Planète supports aid projects in favour of disadvantaged people in Africa, Asia and Latin America. The projects come from dynamic groups looking for sustainable ways to continue and initiate changes in their daily lives and to preserve their environment.

Pestalozzi Children's Foundation	The Pestalozzi Children's Foundation is a Swiss non-profit organisation active throughout the world. It offers children and young people a complete education of good quality and it consolidates their intercultural skills.
(http://bit.ly/1wwlMe7)	The Salvation Army manages social institutions, provides meals and consultations to disadvantaged people, runs second hand flea markets and provides support to refugees. In collaboration with local partners it supports development projects in various countries.
(http://bit.ly/1wwlKmu)	Solidar Switzerland fights for a more just society in social, political and economic terms. It enables individuals to live a dignified and secure life. In addition, Solidar provides humanitarian assistance in disasters and conducts awareness campaigns in Switzerland.
(http://bit.ly/1wwlMe9)	SolidarMed, a Swiss organisation that promotes health in Africa, assists 1.5 million people in Mozambique, Tanzania, Zambia and Zimbabwe. SolidarMed consolidates the medical provision with a long-term perspective and it develops it wherever it is necessary to do so.
SWISSAID Inspiring courage. (http://bit.ly/1wwlKmx)	Swissaid is involved in development cooperation in Africa, Asia and Latin America. In Switzerland, it provides its opinion on issues of development policy.
swisscontact (http://bit.ly/1wwlKmz)	Swisscontact supports the economic, social and ecological development in 30 countries. Its preoccupations are vocational training, local financial services, business support and the efficient use of resources with the aim of generating income and employment.
Swiss Red Cross (https://www.redcross.ch/c	The Swiss Red Cross provides disaster relief aid and long term health care in disadvantaged regions. It trains local volunteers, fights against poverty-related blindness and develops prevention against epidemics including AIDS, in Africa, Asia and in Latin America.
(http://bit.ly/1wwlNhX)	Terre des hommes – helping children worldwide builds a better future for underprivileged children in more than 30 countries. Projects for health and protection improve the daily lives of two million children and their families each year.
(http://bit.ly/1wwlMup)	Terre des Hommes Switzerland works in 11 countries of the South to improve the living conditions of disadvantaged people, mainly women and children. In Switzerland, it draws the attention of the youth to the North-South disparities, encouraging them to show solidarity.
vivamos mejor (http://bit.ly/1wwlMur)	Vivamos Mejor co-finances projects in Guatemala, Nicaragua, Colombia and Brazil. Each project is guided by the concept of "help to self-help". Its activities focus on preschool education and apprenticeships, and on farmers, facing the uncertainties of climate change.

PARTNER: SRG SSR



Swiss Solidarity was launched in 1946 as a radio programme broadcast in western Switzerland and was managed as a part of the SRG SSR for 37 years. In 1983, it was granted independence (http://bit.ly/1wwlNyA) by the then SRG SSR General Director Leo Schürmann.

Despite this independence, there is still a close relationship with the SRG SSR, which is evident in the fact that the business units SRF, RTS, RSI and RTR are all represented with a seat in the Foundation Council and the president and vice-president are both appointed by the SRG SSR.

This support is at its most visible on national fundraising days. In 2013, Swiss Solidarity was once again able to count on SRG

SSR support on the national fundraising day for the victims of Typhoon Haiyan. The radio and television programmes on SRF, RTS, RSI and RTR as well as Swissinfo were in action for 18 hours and hosted by the "voices" of Swiss Solidarity (http://bit.ly/1wwlNhZ).

During the year, SRG SSR programmes lent repeated support to the appeals for the Syria campaign, and a number of SRF, RTS, RSI and RTR representatives took part in Swiss Solidarity-run media trips (http://bit.ly/1wwlNi8).

The joint "Jeder Rappen zählt (http://bit.ly/1wwlML5)" fundraiser is also an expression of this partnership.

PARTNER: SWISSCOM



Swisscom was a partner from the very beginning and supports the foundation throughout the year with a contribution of 100,000 francs, of which 30% are in the shape of services, in particular on national fundraising days, when the company makes the free telephone number 0800 87 07 07 available for donation appeals.

Swiss Solidarity could count on Swisscom's support in two campaigns in 2013. On the national fundraising day for the victims of Typhoon Haiyan on 18 November, the telecommunications company put 116 telephone lines in five donation centres at the foundation's disposal. During the 18hour fundraiser, 630 volunteers took almost 35,000 calls and donation pledges.

Swisscom employees supported the Typhoon Haiyan campaign with a donation of 73,000 francs, to which the company added a further 100,000 francs.

During the 2013 "Jeder Rappen zählt" fundraiser, Swisscom supported Swiss Solidarity by setting up a donation centre with three telephone lines for the five-day appeal.



PARTNER: EMERGENCY APPEALS ALLIANCE

Swiss Solidarity has been a founding member of the Emergency Appeals Alliance (EAA) since 2008. The alliance comprises eight organizations from Belgium, Germany, Italy, Canada, the Netherlands, Sweden, Switzerland and the United Kingdom. Like Swiss Solidarity, all member organizations are a coalition of national charities and aid agencies which hold joint fundraisers in the wake of humanitarian disasters.

At its 2013 annual meeting in Ottawa, all eight members signed an agreement of understanding which defines the structure and purpose of the association. In addition to the quality assurance of the humanitarian partners on the ground, the EAA also wishes to strengthen its members in dealing with the changes in humanitarian aid, as well as exchange learning and experience relating to developments in the fields of digital media and fundraising.

Swiss Solidarity's Deputy Managing Director Catherine Baud-Lavigne was elected the EEA's vicechairperson at the same meeting. She will take over as chairperson from the present incumbent, Per Byman, Director of Radiohjälpen (Sweden), at the end of 2014.

More information (http://bit.ly/1wwlMut)

OTHER PARTNERSHIPS

Swiss Solidarity was able to count on support from several partners in 2013. The following list is not exhaustive:

Private radio stations Pro Glückskette: Support on the national fundraising day for the victims of Typhoon Haiyan as well as prior to and following the event.

Convention "Radios régionales romandes et Chaîne du Bonheur" (http://bit.ly/1nCDze0): Support on the national fundraising day for the victims of Typhoon Haiyan as well as prior to and following the event.

Swiss Post (http://bit.ly/1wwlNi1): Made payment slips available at all post offices throughout the year and gave the public the opportunity to donate at post office cash points during appeals. Large donation of 250,000 francs for the victims of Typhoon Haiyan.

Banque Cantonale Vaudoise (http://bit.ly/1wwlMuv): Supported the operations budget.

Revisoren Mazars (http://bit.ly/1wwlNi2): Supported the operations budget.

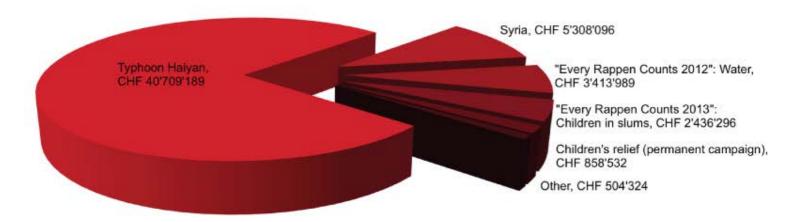
Keystone (http://bit.ly/1wwlNi3): Supported several donation appeals by offering free choice of topical images from disaster and crisis regions.

Swiss Txt (http://bit.ly/1wwlMux): Supported all donation appeals and strengthened support for the national fundraising day for the victims of Typhoon Haiyan.

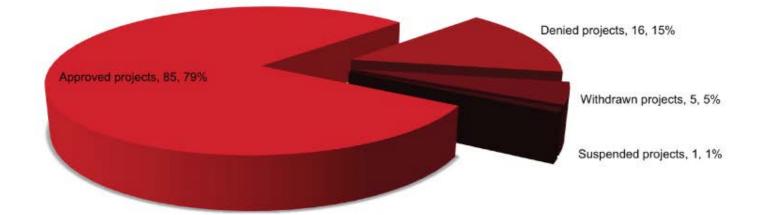
Migros (http://bit.ly/1IICvmh): Donation of one million francs for the victims of Typhoon Haiyan as well as the donation of Cumulus (loyalty) points worth 3490 francs by Migros customers to Swiss Social Aid. Swiss Solidarity transferred these funds to the Ticino organization Casa Astra, which supports the homeless and individuals in need.

Swiss Solidarity Rose (http://bit.ly/1nCDze3): Richard Huber AG supplied 111 roses, which resulted in a donation of 2255.- francs for Swiss Solidarity Child Aid.

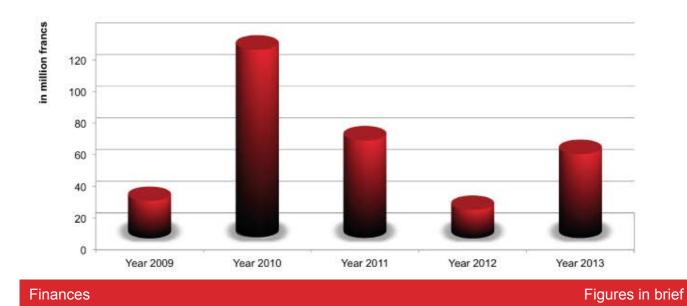
FUNDRAISING CAMPAIGNS 2013 (INCL. TRANSFERS)



REVIEWED PROJECTS IN SWITZERLAND AND ABROAD

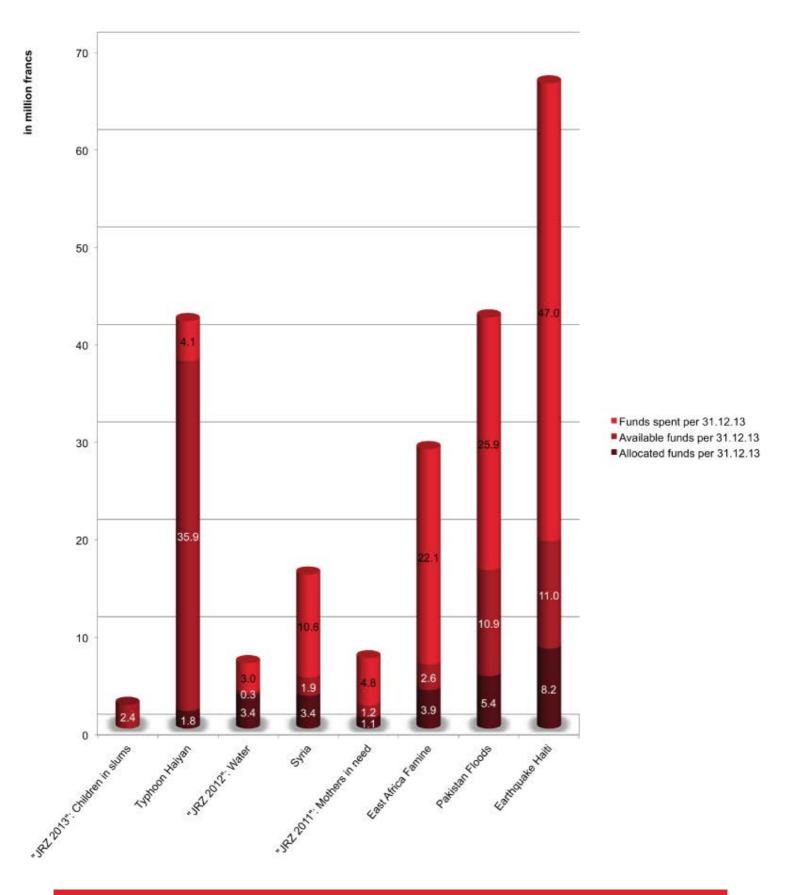


TOTAL DONATIONS (INCL. TRANSFERS)



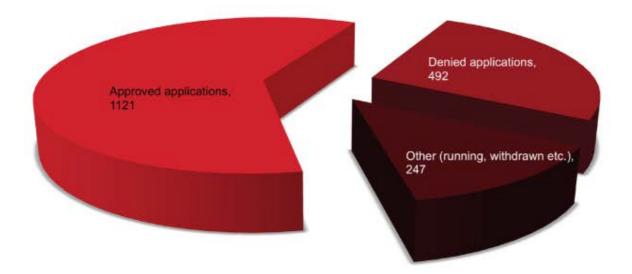
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SPENT, AVAILABLE AND ALLOCATED MONEY BY FUNDS

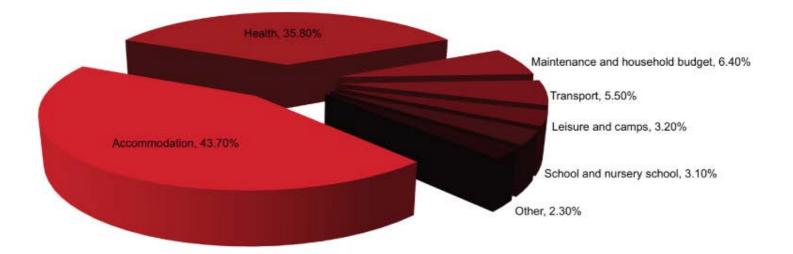


Finances

TOTAL SOCIAL AID APPLICATIONS



PURPOSE OF APPLICATIONS



IMPRINT

Swiss Solidarity is a foundation, started as an initiative of:

SRG SSR

Partenaires et Collaboration

な swisscom

KEYSTONE

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