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Annual Report 2016

SWISS  
SOLIDARITY





## NEW FOUNDATION STRATEGY FOR 2017–2020

Swiss Solidarity's new strategy responds with clear and concrete answers to the challenges that will be faced by the foundation and all humanitarian aid organizations in the coming years.

**The 'Grand Bargain' has entered the field of humanitarian aid.** This concept was the outcome of the first humanitarian world summit, held last year in Istanbul. 'Grand Bargain' is the name of a package of reforms launched by 30 representatives of humanitarian aid donors and aid organizations so that the international aid community can cooperate more efficiently to help people in need. The package comprises 51 reforms, and aims to involve local forces more closely in international humanitarian aid, be it governments or national NGOs. Under the Grand Bargain, more cash funding will be made available, and aid recipients will be more closely involved in how aid money is spent and so become independent, resilient players. Under this new approach, donors will give the aid agencies more freedom to support longer-term programmes, harmonize reporting and promote innovation.

Swiss Solidarity's Foundation Council would also like to see **assistance in Switzerland** increased in the coming years. Whereas social assistance, as established in the foundation's statutes, is currently given in individual cases, going forward projects will receive a greater degree of funding. When a natural disaster occurs in Switzerland, Swiss Solidarity wants to be able to help less well-off communities affected by the disaster to a greater extent.

In **communications and fundraising**, digitalization offers new opportunities for involving donors more closely. The Foundation Council would like to continue with activities which have proven success, such as the national fundraising days, but is also keen to attract younger people via digital and social media. Young donors no longer wait for there to be an appeal on radio or television before phoning in with their donation pledge. They want information at the right time, with the right message and with authentic and powerful images. Then they want to be able to donate with a single click. People in Switzerland have always felt it is important to be involved socially, and this is true for the younger generation as well, as the “gfs.bern” 2016 ‘youth barometer’ recently showed. Social media provides the ideal platform for them to be involved. Swiss Solidarity has been using this medium for some time, but the Foundation Council hopes to see a more dynamic development in this area in future.

The **SRG SSR** has once again expressed its full commitment to the work of Swiss Solidarity. Swiss Solidarity is an important part of the public media organization’s social responsibility strategy. The Foundation Council believes that Swiss Solidarity can and should benefit from the strategic considerations of its original founders, and become more firmly a part of the SRG SSR’s digital offering.

Regarding **finances**, the Foundation Council is aware that the current model under which yield from investments is used to cover operating costs is no longer always sufficient. The management has been asked to propose alternative models, so that donated funds need to be used as little as possible to cover operating costs. Changes also need to be made to the implementation of the 2011–2020 financial strategy, with the aim of focussing on more socially responsible investment in the coming years. The foundation would like its financial investment strategy to have a more sustainable impact, and for it to be no longer just based on exclusion criteria (arms, alcohol, nicotine etc.). Recent global financial developments in this field create many interesting opportunities.

**Corporate management** at Swiss Solidarity was also discussed with regard to good governance standards, in particular the representation of the interests of SRG SSR and relief organizations in the foundation’s organizational bodies. Swiss Solidarity is aware that an organization requires sound management structures in order to be able to operate responsibly. Close attention will therefore be paid to this issue in the coming years.

Swiss Solidarity is a responsible funder. It ensures that the raised donations go towards high-quality, partner-run humanitarian and social projects that meet the needs of people affected by natural disasters and humanitarian crises abroad and in Switzerland. It moreover encourages the sharing of skills and knowledge in the field of humanitarian aid.

Swiss Solidarity's  
mission statement



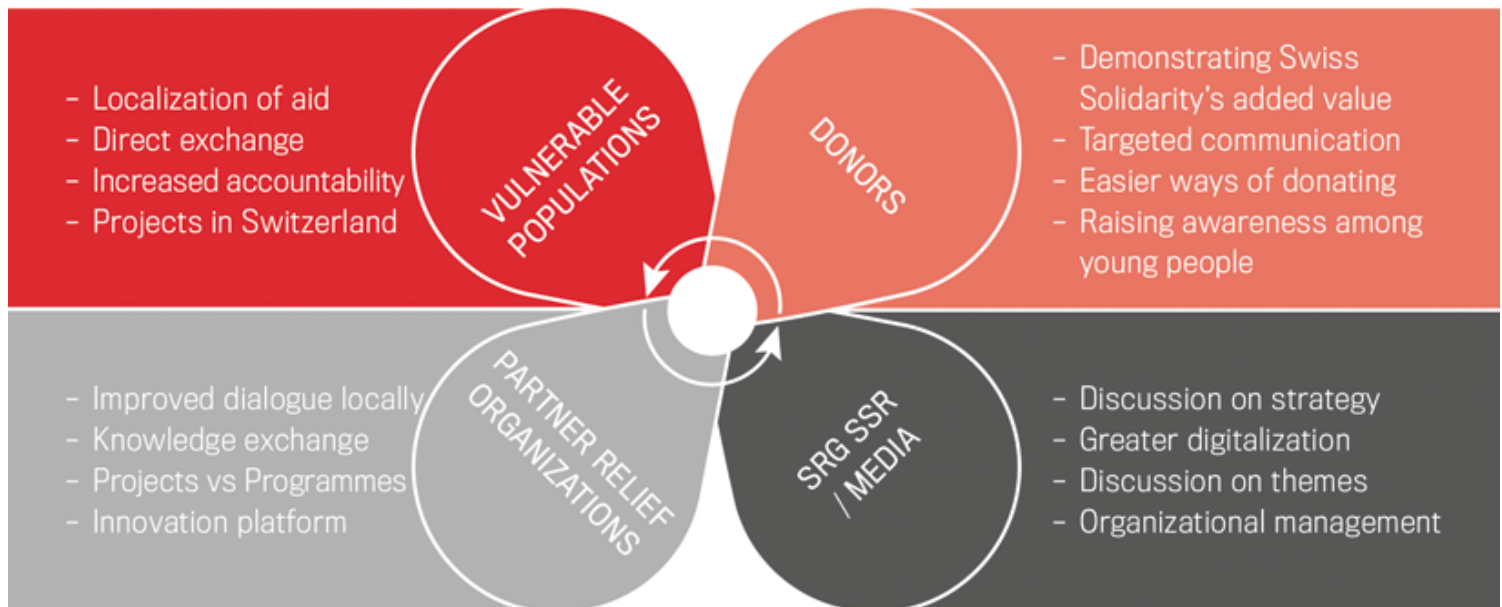
The Foundation Council took a cautious approach in the light of new challenges. It took a detailed look at the identity of Swiss Solidarity and developed both a new vision and a new mission statement.

Swiss Solidarity's identity is based on over 70 years of history, its activities and its reputation among donors as the number one fundraising organization in the event of natural disaster (gfs surveys up to 2014, Demoscope survey 2015), a reputation which the foundation has built up and enjoyed over many decades. It is trusted to give a quick, efficient and competent response to a disaster.

This identity is also reflected in Swiss Solidarity's new vision:

**Swiss Solidarity is a professional, visionary, innovative and pioneering donor organization, and is appreciated as such both in Switzerland and abroad. Swiss Solidarity expresses the solidarity for those in need of the people in all four language regions of Switzerland.**

The mission statement also reflects the fact that Swiss Solidarity has developed over the past 15 years from a fundraising organization to a professional donor organization, thereby consolidating its special place in humanitarian aid in Switzerland.

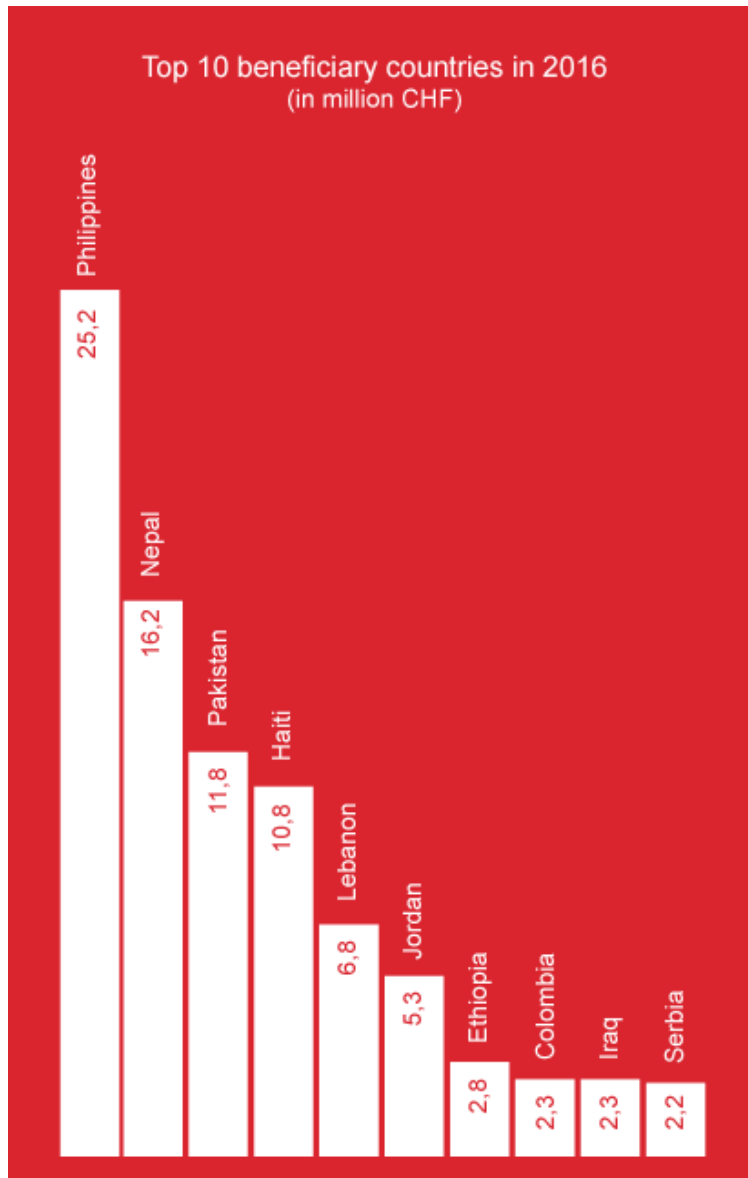


## SWISS SOLIDARITY: EVEN CLOSER

The Foundation Council has agreed on a clear message for its 2017–2020 strategy, namely: 'Even closer'. Closer to the donors, closer to the victims of disaster, closer to its partner organizations and closer to the SRG SSR and other media.

The graphic representation of this strategy gives a clear picture of what this motto means. Each area contains a package of measures that will be implemented over the coming two to three years.

Top 10 beneficiary countries in 2016  
(in million CHF)



## APPEALS AND PROJECTS ABROAD

2016 was an average year for appeals, with around CHF 18 million worth of donations received.

However, Swiss Solidarity funded projects run by its partner organizations both in Switzerland and around the world to the tune of around CHF 45 million: a considerable amount.

This is a good example of how income and expenditure at Swiss Solidarity do not correspond linearly.

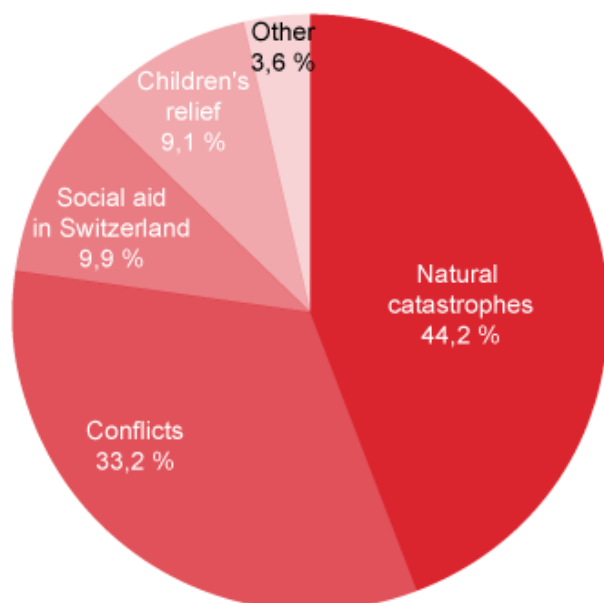
Income depends on current events, and varied in recent years between CHF 10 million and CHF 100 million annually; expenditure, meanwhile, has become fairly stable at around CHF 50 million per year.

Income and expenditure do not always relate to the same country.

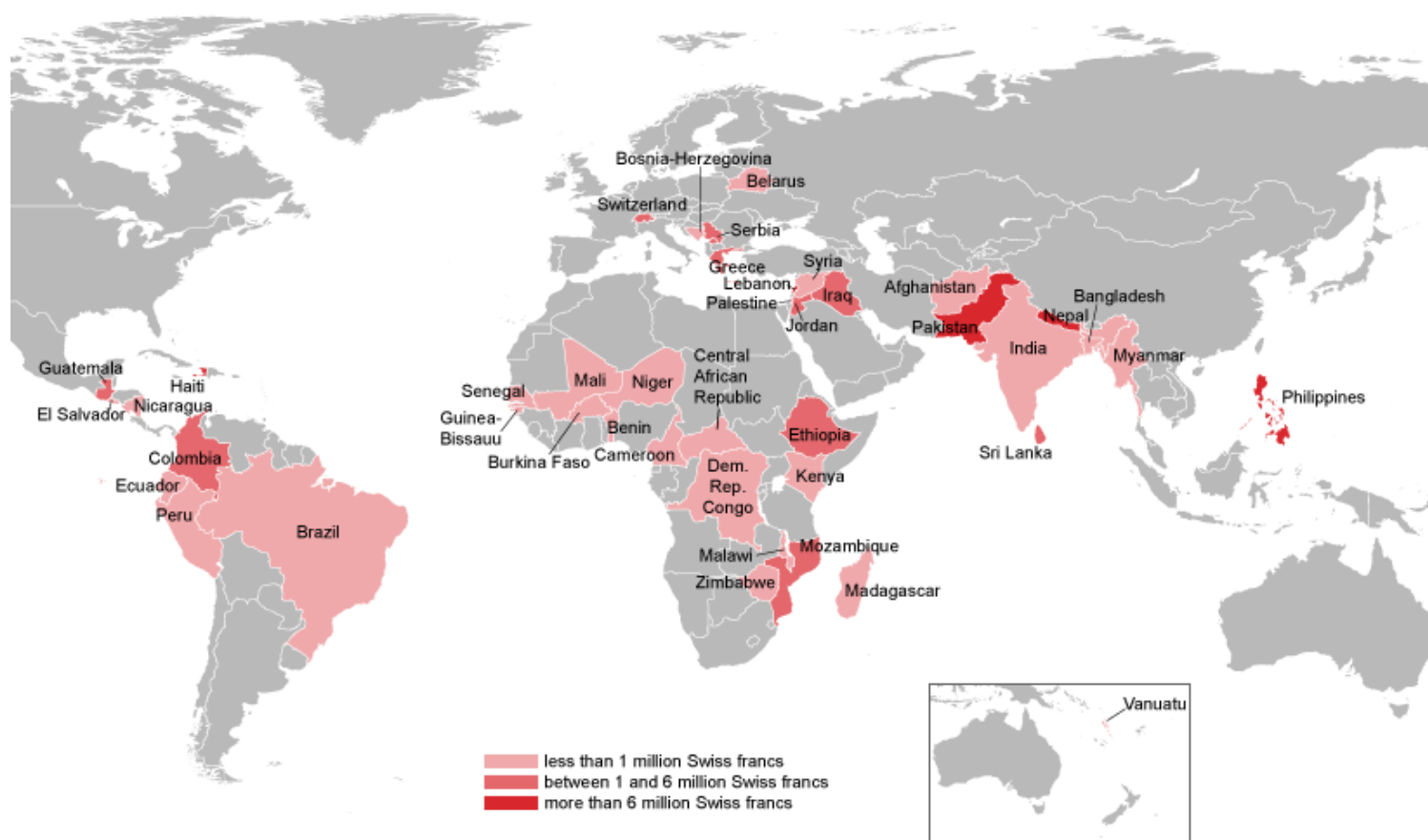
For example, in 2016 Swiss Solidarity raised money for the victims of Hurricane Matthew in Haiti and of the climate catastrophe in Africa, for unaccompanied minor asylum seekers ('Jeder Rappen zählt' 2016) and for people affected by poverty in Switzerland ('Coeur à Coeur').

However, most money was spent on projects for refugees and internally displaced people (appeal since 2015), mainly from Syria. Projects in Haiti (2010 earthquake), on the Philippines (2013 Typhoon Haiyan) and in Nepal (2015 earthquake) also continued to receive support.

Distribution of donations 2016



## Foreign aid: Countries of intervention with ongoing projects in 2016



Swiss Solidarity decided not to launch an appeal for the victims of the earthquake in Italy, as the Italian government did not appeal for international aid. Nonetheless, some donations for Italy were anyway received, and these could be used by the Swiss Red Cross and its local sister organizations. Nor was an appeal launched for the victims of the major earthquake in Ecuador, as Swiss Solidarity does not have enough partner relief organizations active locally. However, CHF 2 million from the Latin America and Caribbean permanent fund was donated to organizations providing immediate relief.

Swiss Solidarity would not have been able to raise so much without the support of the SRG SSR. Radio and television in all four of Switzerland's language regions advertised Swiss Solidarity's appeal for the victims of Hurricane Matthew over several days, showing pictures of the disaster's dramatic impact on the local population and reporting on the work of the local aid organizations.

In 2016, Swiss Solidarity approved 126 aid projects abroad, awarding around CHF 42 million in funding.

Besides the traditional focus on aid in the event of natural disasters, a large proportion of the donations received went to projects in aid of the victims of conflicts and crises, some of which have been going on for many years – such as the conflicts in Syria and Iraq.

Besides providing emergency relief measures that ensure survival, in these situations Swiss Solidarity tries to support longer-term projects that create a sustainable outlook and equip victims with the tools to deal with such crises in future.



## HAITI

On 7 October 2016, Swiss Solidarity launched an appeal for the victims of Hurricane Matthew. It was difficult for the management to assess the extent of the damage that the hurricane would cause. In the end, the foundation decided not to organize a special fundraising day; however, SRG SSR organizational units provided support and ran the appeal for several days. Many smaller donations and a very large number of generous donations from private individuals, the cantons and communes were received, totalling over CHF 7 million.

From the very first day, Swiss Solidarity began to release CHF 1 million from its Latin America and Caribbean fund so that its partners could work rapidly, directly and without complication to help the victims of the hurricane. Five projects had been funded by the end of the year, providing access to clean water, food, seed and materials to repair buildings.

At the end of 2016, six years on from the devastating earthquake of 2010, twelve projects were still providing aid to its victims. These projects provide for example, reforestation of hillsides and protection of springs and other water facilities.

### Total donations Earthquake Haiti

64,241,179 CHF

Spent and committed by end 2016: 62,203,487 CHF

### Total donations Hurricane Matthew

7,753,872 CHF

### Organisations in Haiti

ADRA, Caritas Switzerland, EIRENE, Enfants du Monde, Grupo Sofonias, Handicap International, Hôpital Albert Schweitzer, HEKS/EPER, Helvetas, IAMANEH, Main dans la Main, Medair, Médecins du Monde, Doctors Without Borders, Nouvelle Planète, RET - Fondation pour l'éducation des Réfugiés, Salvation Army, SDC, Swiss Catholic Lenten Fund, Swiss Red Cross, Terre des hommes – helping children worldwide, Terre des Hommes Suisse





## NEPAL

Although Nepal had been struck by an earthquake several months previously, in 2016 Swiss Solidarity continued to receive donations in aid of the victims of this disaster.

The situation in Nepal demonstrated how humanitarian aid has changed over recent years. National and regional authorities took a long time defining the procedures and standards for efficient reconstruction aid. The desire for greater control and greater involvement of local relief organizations which was witnessed following Typhoon Haiyan on the Philippines in 2013 was even more pronounced following the earthquake in Nepal.

Swiss Solidarity's partner relief organizations were not able to begin work until the second half of the year, when they launched eight projects to reconstruct houses, schools, medical facilities and social structures. Some of these concentrated on restoring agricultural areas and irrigation systems. One project helped girls and boys who had been forced into prostitution following the disaster.

Unusually, in Nepal Swiss Solidarity funded three construction projects by non-accredited organizations: Singla-Nepal, Luklass Chaurikharka and Kam for Sud. The foundation thus does not work exclusively with its accredited partner relief organizations; occasionally there are exceptions. However, the non-accredited organizations have to meet the same strict standards as Swiss Solidarity's partner relief organizations.

### Total donations

32,330,632 CHF

Spent and committed by end  
2016: 22,350,513 CHF

### Organisations

ADRA, Caritas Switzerland, Christian Blind Mission (CBM), Handicap International, Helvetas, Kam for Sud, Lepira Mission, Luklass Chaurikharka, Medair, NORLHA, Organisation of the Swiss Abroad, Swiss Red Cross, Save the Children Switzerland, Shanti Med Nepal, Singla-Nepal, Solidar Suisse, Swisscontact, Terre des hommes – helping children worldwide



## REFUGEES AND INTERNALLY DISPLACED PEOPLE, FROM SYRIA TO AFRICA

In 2016, the refugee crisis was once again a central theme in the public eye and in the media. Swiss Solidarity did not launch any further appeals, as that launched at the end of September 2015 had raised far more than expected: over CHF 27 million. Many were aware of the dramatic events unfolding in and around Aleppo in particular, and donated money spontaneously.

The amount raised was put to use in Syria, its neighbouring countries of Lebanon, Jordan and Iraq, and on the refugee routes to Europe.

The partner relief organizations had to be very flexible on the routes to Europe, in particular in Greece and Serbia, adapting to the constantly changing needs of the refugees and to the constantly changing political situation. Swiss Solidarity also received several requests for support from private initiatives. However, these projects could not be funded as they did not meet the foundation's quality criteria and standards. In future Swiss Solidarity must be better prepared to deal with this new type of aid model.

The situation on the refugee routes has become more stable since the summer months of 2016, so that partner relief organizations in Greece in particular can concentrate on larger, longer-term projects, especially in health, child protection and providing accommodation.

### Total donations Refugees

28,161,025 CHF

Spent and committed by end 2016:

15,277,451 CHF

### Organisations

ADRA, Caritas Switzerland, Doctors Without Borders, Handicap International, HEKS/EPER, Medair, Médecins du Monde, Save the Children Switzerland, Swiss Red Cross, Solidar Suisse, SOS Children's Villages, Terre des hommes – helping children worldwide

### Total donations Syria

25'662'875 CHF

Spent and committed by

end 2016: 24'996'641 CHF

### Total donations Emergency relief Africa

5'503'519 CHF

Spent and committed by

end 2016: 5'072'481 CHF

In Syria's neighbouring countries, Swiss Solidarity supported 18 projects designed to support the local people longer term, so that their outlook is improved and they are better equipped to fend for themselves. As in the previous year, most of our partners continued with their cash projects. In these projects, refugees and the hardest hit members of the local population receive up to CHF 150 a month, money which they can use as they see fit. Providing cash support respects the specific needs of each individual family, gives a boost to the local economy and preserves the dignity of the recipients.

Two partner relief organizations also provided aid directly in Syria, bringing minimum food supplies and access to water under extremely difficult circumstances in some places.

Refugees flows in Africa, in particular around Lake Chad, received little attention in the media or among the public. Swiss Solidarity was thus unable to carry out an appeal. However, one project could be funded from the Africa fund already in existence.



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**Total donations**  
**Climate disaster in Africa**  
 1'950'871 CHF (incl. transfer)  
 Spent and committed by  
 end 2016: 1'153'062 CHF

**Total donations**  
**East Africa Famine**  
 28'184'912 CHF  
 Spent and committed by  
 end 2016: 27'393'732 CHF

**Organisations**  
 ADRA, Association Suisse Hawa Abdi, Caritas  
 Switzerland, CBM Christian Blind Mission, Doctors  
 Without Borders, Fastenopfer, Handicap International,  
 HEKS, Helvetas, Islamic Relief, Medair, Solidar  
 Switzerland, SOS Children's Villages, Swiss Red Cross,  
 Terre des hommes - helping children worldwide

## EAST AFRICA: 2011 DROUGHT AND 2016 CLIMATE CATASTROPHE

In 2016, East Africa and many regions in the south of the continent suffered from the 'El Niño' climate phenomenon. OCHA, the UN's Office for the Coordination of Humanitarian Affairs, raised the alarm over several months.

Swiss Solidarity sent a delegation of experts to the stricken area to evaluate existing projects and observe the situation in Ethiopia.

On the basis of the resulting report, the management decided to launch a fundraising appeal, backed by additional information collected locally.

Despite some reporting in the media, in particular by SRG SSR, it was not possible to raise sufficient awareness among the public of the unfolding disaster and the amount raised in donations was smaller than expected.

It is clearly beyond the capacities of Swiss Solidarity to raise media and public awareness in Switzerland of a forgotten disaster.

However, the amount raised in 2016 was sufficient to fund five projects that improved access to food and drinking water, sanitary facilities and hygiene.

At the end of 2016, two further projects in Ethiopia continued to receive money from the East Africa fund set up in 2011, another year of severe drought in Africa. These projects equipped the local people to better deal with future crises.



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## THE PHILIPPINES

In no other context could donations be used so rapidly in recent years as they were on the Philippines. One of the reasons for this is that the local people became very involved in reconstruction very quickly.

Nonetheless, in 2016 money from the appeal in 2013 was still being spent. Around CHF 3 million of this money still remains. It will not be used until 2017 or 2018 at the latest, as some large-scale projects will take this long to complete and the final payments are not made until projects are finally wrapped up. The projects in question are two construction projects involving several hundred houses that are being repaired or reconstructed to withstand storms and earthquakes.

An agricultural project will not be completed until 2018, as it takes time to provide targeted support along the whole of the value-added chain, from when crops are sown to when they are sold on the market. Time is also required to build up an effective farmer-support network.

### Total donations

42,383,995 CHF

Spent and committed by end  
2016: 37,151,323 CHF

### Organisations

AAFIP, ADRA, Architectes de l'Urgence, Caritas Switzerland, Handicap International, HEKS/EPER, Helvetas, Medair, Organisation of the Swiss Abroad, Salvation Army, Solidar Suisse, Swiss Red Cross, Terre des hommes – helping children worldwide



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### Total donations

41,095,218 CHF

Spent and committed by end 2016:

39,737,388 CHF

### Organisations

Caritas Switzerland, Christian Blind Mission (CBM), Handicap International, Helvetas, HEKS/EPER, Living Education, Salvation Army, Swiss Red Cross, Solidar Suisse, Terre des hommes – helping children worldwide

## PAKISTAN

At the end of 2016, ten projects were still running in Pakistan, funded by the appeal launched in 2010. With the agreement of the Foundation Council, Swiss Solidarity also responded to requests for projects helping the victims of flooding that occurred in subsequent years.

Pakistan is a very difficult environment for Swiss Solidarity's partner relief organizations, and involves all kinds of risks, from political instability to security and project management risks. As the funding organization, Swiss Solidarity was required to keep a very close check on all these projects wherever possible.

Pakistan provides a rich learning environment: a number of innovative models have been introduced in areas such as water treatment and hygiene.



## ‘JEDER RAPPEN ZÄHLT’, 2012–2015

‘Jeder Rappen zählt’ – ‘Every penny counts’ – is the fundraising appeal run each year by Swiss Solidarity in conjunction with the SRF. In the past eight years, it has become a fixed institution in Switzerland, with its own strong branding. The amount raised each year depends on a number of factors: the cause, the format of events, the location and the other appeals taking place at the same time.

All donations go in the usual way to projects run by Swiss Solidarity’s partner relief organizations. As appeals are often based on a specific theme, both humanitarian and development cooperation projects may receive funds.

Development cooperation projects often take longer to set up, and the Project Committee and project experts often consider them with a particularly critical eye in order to ensure that the best of the projects submitted receive funding. It can therefore take longer before all donated monies are spent.



#### Water (2012)

Total donations: 7'502'827 CHF

Spent and committed by end 2016: 7'499'171 CHF

#### Children in slums (2013)

Total donations: 3'234'553 CHF

Spent and committed by end 2016: 2'708'538 CHF

#### Families forced to flee their homes (2014)

Total donations: 7'021'273 CHF

Spent and committed by end 2016: 6'970'687 CHF

#### Young people in need (2015)

Total donations: 4'232'861 CHF

Spent and committed by end 2016: 3'082'108 CHF  
(of which 50% abroad)

Four water projects in Madagascar, Guatemala, Guinea-Bissau and Zimbabwe were still running at the end of 2016, funded with money from the 2012 appeal.

Ten children's projects in Africa, Asia and Latin America and one in the occupied territories of Palestine were also still running, funded with money from the 2013 appeal in aid of slum children. All of these projects are being implemented by partner organizations specializing in child protection. A third of the appeal money was spent on social assistance for children and families facing poverty in Switzerland.

In the year under review, seven additional projects were approved under the 2014 appeal for refugee families. Projects in other regions where families are being forced to leave their homes, not only Syria and the neighbouring countries, were also taken into account. Projects were also funded in regions with forgotten conflicts which are not always covered by the media, such as Cameroon, Columbia, Belarus and Iraq.

The 2015 appeal for young people in need continued to provide funding for six projects in Columbia, Nicaragua, El Salvador and the Palestinian occupied territories in 2016. The Project Committee found it very difficult to decide on which projects to fund. Six projects had to be turned down. It was clear that the partner relief organizations sometimes underestimate Swiss Solidarity's criteria. For this reason also, not all donations could be used as intended.





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## SWISS SOLIDARITY CHILDREN'S RELIEF, HELPING CHILDREN EVERYWHERE

Swiss Solidarity's main purpose has not changed in the 70 years of its history. Besides providing relief when a disaster occurs, the founding fathers' primary aim was to help children in need. This is now a statutory requirement, and one that the foundation meets in three ways. Besides the special fund for children's relief, thematic appeals such as 'Jeder Rappen zählt' often focus on children, and funds raised in disaster appeals also go towards relief projects specifically for children.

### Children's relief fund

The selection criteria for the children's relief fund were set out in greater detail in 2015. Projects must now deal with health, education or child protection. In order to delineate competencies clearly, the projects selected are limited to children up to the age of 14. Swiss Solidarity focusses on ensuring that the partner relief organizations meet the standards of children's relief and all their specific criteria.

In 2016, a total of nine projects were approved by the Project Committee, which included a specialist for children's relief. These projects will be run in seven different countries: Benin, Guatemala, Columbia, India, Mali, Mozambique and Zimbabwe. Three of the projects funded focussed on handicapped children. Three other projects addressed the fight against child labour and other forms of exploitation such as prostitution. The remaining three projects focussed on health issues, such as undernourishment.

#### Total donations

41,975,703 CHF  
Spent and committed by end  
2016: 39,428,373 CHF

#### Partner organisations 2016

Caritas Switzerland, Christian Blind Mission (CBM), Handicap International, IAMANEH, Médecins du Monde, Solidar Suisse, Terre des hommes – helping children worldwide, Vivamos Mejor

#### Countries 2016

Benin, Colombia, Guatemala, India, Mali, Mozambique, Zimbabwe



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## Thematic appeals

Five of the 'Jeder Rappen zählt' appeals so far have been dedicated to problems faced by children around the world: Children in war (2010), Children in slums (2013), Families forced to flee (2014), Young people in need (2015) and Children fleeing unaccompanied (2016). These five appeals together raised over CHF 30 million, with which around 100 projects could be carried out.

## Children's projects in crisis situations

Whether in the event of a natural disaster, in warring countries or during refugee crises, children are the most vulnerable among those affected. They are therefore always the focal point of the projects run by Swiss Solidarity's partner relief organizations. Between them, the Swiss aid organizations cover many areas of children's relief:

- Terre des hommes – helping children worldwide and Save the Children Switzerland are also specialized in children's relief in disaster situations, in particular in protecting children and providing psychological support.
- Handicap International specializes in the treatment and care of handicapped people, and in such situations frequently focusses on the fate of the youngest victims.
- Médecins du Monde and Medair can often provide expertise in pre- and post-natal care in countries struck by disaster.
- Caritas gives children opportunities in the form of education and training projects.
- The Swiss Red Cross integrates the needs of children in its programmes within the framework of all Red Cross programmes.
- Solidar Suisse frequently addresses the challenge of child labour in crisis situations.

On average, between 15 and 25 per cent of the money raised in recent appeals has gone to children's projects. This was also the case in 2016.



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## ASSISTANCE IN SWITZERLAND

In 2016, Swiss Solidarity concentrated on providing assistance in Switzerland. It spent more on families and young people in need in Switzerland than it has done for many years, a reflection of the difficult situation faced in the field of social services in the country.

2016 was a record year for Swiss Solidarity in terms of social assistance. The foundation also helped families and communities suffering from the effects of severe weather. However, assistance in Switzerland focussed primarily on support for projects for young people in need, the theme of the 2015 'Jeder Rappen zählt' appeal.

With the help of Swiss Solidarity, the Federal Department of Justice and Police's Round Table for the Victims of Compulsory Social Measures was able to deal with all requests to the emergency aid fund set up for victims. The Cala Sannitica special fund gave children and young people the opportunity to be involved in a cultural or sporting activity.

The highlight of Swiss Solidarity's work to provide assistance in Switzerland was the 'Coeur à Coeur' campaign, run jointly with RTS (Radio Télévision Suisse) in Lausanne in December. This first-time event was held in aid of people in Switzerland who are threatened by poverty. 'Jeder Rappen zählt' was run in parallel for children fleeing their homes unaccompanied. This appeal also raised money for unaccompanied child refugees in Switzerland.



### Total donations

109,058,884 CHF

Spent and committed in 2016:

260,921 CHF

## SEVERE WEATHER

Switzerland is at times hit by severe weather events that cause widespread damage. Swiss Solidarity provides financial support to private individuals, families, small businesses and communes affected by these events.

In 2016, Switzerland was largely unaffected by any such severe weather events. However, Swiss Solidarity and its mandated organizations still dealt with cases from 2014 and 2015, when heavy rains led to floods and landslips in many cantons, causing huge damage to property. In 2016, it dealt with 14 projects in aid of 17 families.

The financial support provided was taken from the permanent fund for severe weather in Switzerland, which was formed from surpluses of funds raised in 2000 and 2005. As the donations to this permanent fund are sufficient to provide help for severe weather victims for some time, when a new event occurs Swiss Solidarity is not usually justified in launching a new appeal.

Swiss Solidarity's partner relief organizations Caritas Switzerland and the Swiss Red Cross play a central role in analysing and selecting the applications for financial support.



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**Beneficiaries 2016**  
3283 persons

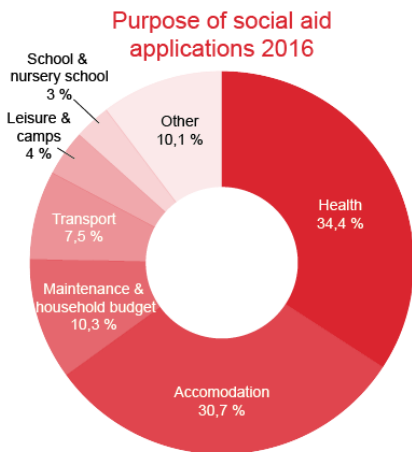
**Contributions 2016**  
1,518,670 CHF

## SOCIAL ASSISTANCE IN SWITZERLAND

Since its beginnings, Swiss Solidarity has provided emergency financial aid to individuals and families who find themselves in need. Individual sums of between CHF 900 and CHF 2600 are given to cover transport, accommodation and healthcare costs.

In 2016, Swiss Solidarity received more requests for assistance than ever before; of the 2,085 requests received, 1,252 were accepted.

The specialists at Swiss Solidarity are noticing a big change in the field of social assistance in Switzerland. Up until now, the principle of subsidiarity has been applied; people in need are first supported by the state before the foundation, a private organization, steps in to help. Nowadays the situation seems to be reversed. The state is relying more and more on private organizations to deal with urgent cases.





## PROJECTS FOR YOUNG PEOPLE IN NEED

The funds raised in the 2015 'Jeder Rappen zählt' appeal in aid of young people in need was divided equally between projects abroad and in Switzerland.

Swiss Solidarity was thus breaking new ground, as the foundation had not funded any social assistance projects in Switzerland in the past ten years. This meant that basic documentation (application forms, award criteria and general terms and conditions) had to be drawn up and experts recruited for the donation committee. A large selection of projects were submitted, of which 22 were selected by the Projects Committee.

As there was such a large number of projects to choose from, the experts decided to give preference to those which not only communicate basic values such as discipline, punctuality and reliability, but which also help young people to become integrated in a work environment. Most of these projects run for over twelve months, and Swiss Solidarity will continue to support them where possible after this period.

### Total donations

4,232,861 CHF

Spent and committed by end 2016: 3,082,108 CHF (of which 50 percent in Switzerland)

### Organisations

ACCROCHE, ALP Grauholz, Astural, Caritas Geneva, Caritas Lucerne, DEMARCHE, Dreipunkt, Fürzüg Art & Design, Fondazione il Gabbiano, FONDATION gad STIFTUNG, Job Factory Basel, Jugendsozialwerk Blaues Kreuz, Lernwerk, SAH Wallis, Ateliers Phénix, Pluspunkt, REPER, SAH Zürich, SOS Ticino, Start again, Stiftung Zürcher Kinder- und Jugendheime



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## SUPPORT FOR THE VICTIMS OF COMPULSORY SOCIAL MEASURES

In April 2014, the Round Table for the Victims of Compulsory Social Measures, the cantons and Swiss Solidarity created an emergency aid fund under the auspices of the Federal Department of Justice and Police. The fund is designed to help the victims of compulsory social measures and children who were removed from their families up to 1981 who today find themselves in financial difficulties.

Applications from victims were processed by the Round Table committee, which comprises victims' representatives and various authorities and institutions. A range of different players, from cantons, cities and communes to churches, private organizations, businesses and private individuals, showed their solidarity by making voluntary contributions to the fund. In 2016, the fund was also fed by proceeds from the sale of a special postage stamp.

The last of the applications were processed and money paid out in the same year. The Round Table committee received a total of 1,348 applications, and 962 victims received financial help to the tune of CHF 8.7 million. Swiss Solidarity advised the committee during the course of the project, and randomly monitored the decisions made and amounts awarded. No charge was made for this work.

<b>Total support</b> 8.7 million Swiss francs	<b>Total applications</b> 1348
	<b>Total beneficiaries</b> 962



## CALA SANNITICA

Cala Sannitica is a special fund in aid of children in Switzerland which is fed by contributions from a major donor. It complements Swiss Solidarity's programme of individual aid contributions. In 2016, 145 children received a sum of money to pay for music or art courses, sports lessons, or leisure and holiday activities, or else received additional help with their schooling.

Many of these children are growing up in single-parent families with few financial resources. Cultural and sporting activities are for them not only a welcome change, they also help to strengthen family bonds and promote the children's social, psychological, cognitive and emotional skills. The Cala Sannitica fund usually awards about CHF 600 per child, or up to CHF 1,500 per family.

Since 2015 the fund has also been supporting a project in the canton of Valais that enables single mothers and their children to enjoy a week's holiday in the countryside, in a stimulating environment that boosts their self-confidence and energy levels. During this week they also acquire skills for coping in certain difficult situations.

### Total donations:

CHF 851,053

### Children supported in 2016:

145

### Amount spent in 2016:

CHF 111,728 (incl. project in Valais)



## KEY FIGURES IN 2016

<b>Donations</b>	<b>Amount (in CHF)</b>
Hurricane Matthew (2016)	7,753,872
Children alone on the run (JRz 2016)	3,978,045
Child Welfare	193,101
Youth in need (JRz 2015)	1,222,024
Syria (2012)	1,103,032
Refugees (2015)	1,041,293
Climate disaster in Africa (2016)	950,871
Cœur à Cœur 2016: Joint forces to fight poverty in Switzerland	870,683
Social aid in Switzerland	63,811
Victims of enforced welfare measures	380,239
Earthquake Italy (2016)	163,671
Latin America	96,993
Other donations	130,741
<b>Total donations 2016</b>	<b>17,948,376</b>

### Relief Switzerland and abroad

Reviewed projects	184
Approved	126
Denied	50
Withdrawn	7
Number of partner relief organisations	67
Number of countries	39

### Relief in Switzerland

		<b>Amount (in CHF)</b>
Natural disasters Switzerland	Approved projects: 14	260,921
Social aid in Switzerland	Beneficiaries: 3283	1,518,670
<b>Total relief Switzerland</b>		<b>1,779,591</b>

### Relief abroad

	<b>Approved projects</b>	<b>Amount (in CHF)</b>
Earthquake Nepal (2015)	14	10,779,045
Refugees (2015)	21	7,922,301
Typhoon Haiyan Philippines (2013)	5	5,656,402
Child Welfare	9	3,098,147
Youth in need (JRz 2015)	28	3,082,108
Fleeing Families (JRz 2014)	7	3,056,308
Latin America	9	1,589,872
Climate disaster in Africa (2016)	5	1,153,062
Syria (2012)	3	900,000
Floods Pakistan (2010)	1	626,366
Africa	2	383,730
Natural disasters Switzerland	14	260,921
Asia	1	200,000
Children as victims of wars (JRz 2010)	1	200,000
Earthquake Haiti (2010)	1	199,980
Mothers in need (JRz 2011)	2	133,896
Water (JRz 2012)	1	80,256
Others	2	195,000
<b>Total relief abroad</b>	<b>126</b>	<b>39,517,394</b>



## QUALITY MANAGEMENT

Swiss Solidarity is aware of the responsibility it bears towards its donors and towards those it helps to account for the way it spends the funds it raises. It has a sound system of quality management to do this.

The quality control system is divided into four main areas:

### **Accreditation of relief organizations**

At the end of 2015, all partner organizations accredited with Swiss Solidarity underwent a detailed assessment. During this process, the children's relief organization Save the Children Switzerland joined the ranks of Swiss Solidarity's partners. The assessment ensured that the partner relief organizations are managed professionally and conscientiously, and that they are well equipped to provide humanitarian aid in disaster areas or for children.

### **Project validation**

Accreditation does not guarantee that an organization's projects will be funded. Organizations must first submit detailed project applications describing the work they intend to carry out, the impact this will have locally, a budget, a risk analysis and technical details. The project applications are checked by specialist employees at Swiss Solidarity. They form the basis for a detailed analysis conducted by the Project Committee, which in 2016 met seven times to discuss 49 projects.

### **Project visits and evaluations**

In 2016, as in previous years, Swiss Solidarity visited and evaluated many of the projects running in countries suffering the effects of a disaster. Project visits are usually conducted by Swiss Solidarity employees accompanied by experts from the Project Committee. During these visits, technical details may be looked at and discussions held with the partner organizations. In 2016, projects were visited in Nepal, Lebanon, Ethiopia, Haiti and two on the Philippines.

A public call for evaluations is always launched so that internationally recognized teams of experts can apply. These evaluations give us an independent view of the projects and partner organizations, and in particular of their local partners. The evaluations are conducted according to the usual international standards and in coordination with the partner relief organizations. They can also lead to an exchange of information among the organizations evaluated. Evaluations were conducted last year in Haiti and the Middle East.

In Nepal we are trialling a special kind of evaluation. During a 12-month period, people from the affected community are observing project activities and reporting their observations to the evaluation experts. So the local people themselves are part of the evaluation.

### **Workshops**

In order to foster the transfer of knowledge and to give our partner organizations added value, Swiss Solidarity regularly organizes workshops on a specific theme. In 2016, a workshop of this kind was held in Beirut (Lebanon) on Resilience. Specialists were present to help discuss and analyse the topic in detail. The aim was to find ways of increasing the resilience of Syrian refugees in Syria's neighbouring countries so that in extreme situations they can refrain from destructive behaviour such as prostitution, child labour or refusing to receive medical care.

Swiss Solidarity also regularly took part in workshops run by the Swiss Agency for Development and Cooperation (SDC) and other charities, for example on disaster risk reduction.



## COMMUNICATION AND FUNDRAISING

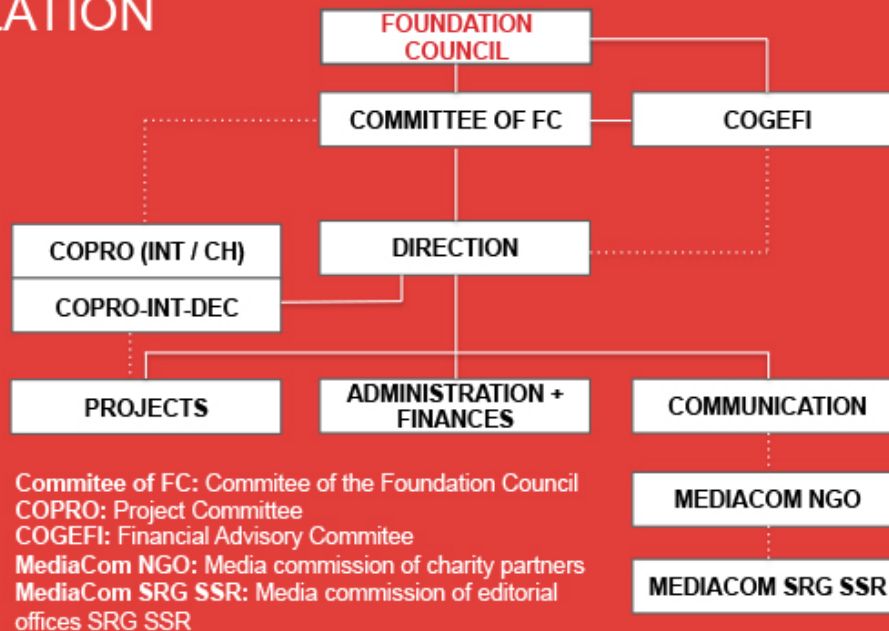
The digital revolution is forcing Swiss Solidarity to make changes to its communication and fundraising activities. The foundation introduced this process of change over the past few years. With its new strategy, it should be able to reach donors more easily and quickly. Digital communication channels and social media play a key role in this.

At the same time, the SRG SSR, Swiss Solidarity's main media partner, is also undergoing major change. Media use has altered drastically in recent years, in particular among the younger generation. TV and radio programmes can be watched pre-recorded and on mobile devices. And in future, media consumers will be able to select exactly what they are interested in. This is having a large impact on Swiss Solidarity's legendary fundraising days and other types of appeal, which the SRG SSR has to publicize digitally to a growing extent.

In 2016, Swiss Solidarity had its first experiences with its new digital donation tool, iRaiser, which makes it much easier for people to donate. Depending on the appeal, between 15 and 20 per cent of donors are now making donations online, without needing to use a payment slip. This new system is also faster and more efficient in terms of communication and services; for example, donations can be automatically confirmed via email.

Despite all these changes, we do not intend to throw the baby out with the bathwater. In this regards, contact to all forms of media remains a key part of our communication, and fundraisers such as 'Jeder Rappen zählt' and 'Coeur à Coeur' are central to our work. Other special events such as a debate evening around Swiss humanitarian aid and our 70th anniversary celebrations also helped Swiss Solidarity to raise its profile as a humanitarian fundraising organization in Switzerland in 2016.

# ORGANIZATION CHART



## Members of the Foundation Council

- Ladina Heimgartner, SRG SSR / President
- François Besençon, SRG SSR / Vice-President
- Jürg Schaffler, SRG SSR
- Andrea Hemmi, SRF
- Stefania Verzasconi, RSI
- Manon Romero, RTS
- Vito Angelillo, Terre des hommes
- Hugo Fasel, Caritas Switzerland
- Markus Mader, Swiss Red Cross
- Petra Schroeter, Handicap International
- Jim Ingram, Medair
- Gilles Carbonnier, IHEID Geneva, independent representative
- Andreas Huber, SDC / observer
- Tony Burgener, Swiss Solidarity Managing Director / advisory vote
- Beata Godenzi, President of the project committees «International» and «Switzerland» (until 31.8.2016) / advisory vote

## FOUNDATION COUNCIL

The Foundation Council is Swiss Solidarity's highest body. It is the foundation's supervisory body and defines the organization's strategy. It delegates certain tasks to the Foundation Council Committee. In 2016, the Foundation Council met three times.

The Foundation Council comprises six representatives from SRG SSR and six from Swiss Solidarity humanitarian aid organizations. The president of the Project Committee and Swiss Solidarity's managing director sit on the Council in an advisory capacity. An SDC representative also attends meetings as an observer.

The president and vice president of the Foundation Council are nominated by the SRG SSR's director general. The humanitarian aid representatives either come from Swiss Solidarity's partner relief organizations or sit on the Council as independent experts.

The Foundation Council members do not receive a stipend for their work, but expenses are paid.



#### Executive Committee of the Foundation Council

- Ladina Heimgartner, SRG SSR / President
- François Besençon, SRG SSR / Vice-President
- Jürg Schäffler, SRG SSR
- Vito Angelillo, Terre des hommes
- Hugo Fasel, Caritas Switzerland
- Tony Burgener, Swiss Solidarity Managing Director / advisory vote
- Beata Godenzi, President of the project committees (until 31.8.2016) / advisory vote

## EXECUTIVE COMMITTEE

The Foundation Council delegates some of its work supervising and monitoring the management of Swiss Solidarity to its Executive Committee. The committee, which is appointed by the Foundation Council, comprises two members from the SRG SSR, two from the partner relief organizations and the president of the Foundation Council. Swiss Solidarity's managing director and the president of the Project Committee also sit on the Executive Committee in an advisory capacity. In 2016, it met five times.

The Executive Committee prepared many important decisions for the Foundation Council in 2016 and Vice President François Besençon took the lead in drawing up the foundation's new strategy.

At its last meeting, the Executive Committee also thanked Hugo Fasel (Caritas Switzerland), who was resigning. Hugo Fasel has extensive knowledge in the field of humanitarian research and represented the partner relief organizations on the committee for many years.

## INTERNATIONAL RELIEF PROJECT COMMITTEE

The International Relief Project Committee analyses in detail all of the projects submitted by the partner relief organizations for aid abroad. It assesses their relevance and the conceptual and technical implementation details. The committee met seven times in 2016, and analysed 49 projects in detail at their meetings.

Projects which request funding of under CHF 200,000 are analysed by Swiss Solidarity's project department with the help of independent experts. The final funding decision is made by the senior management. In 2016, 56 projects were approved.

The International Relief Project Committee, whose members are selected by the Foundation Council, comprises independent experts in humanitarian aid and representatives of the partner relief organizations and the Swiss Solidarity senior management. It is chaired by an independent person.

Beata Godenzi resigned as president of Swiss Solidarity's two project committees at the end of August 2016 owing to new professional challenges that are incompatible with this mandate. Despite her very short time in office, she contributed many new and stimulating ideas both to the Project Committee and in the Foundation Council and the Executive Committee, on which she also sat. Caroline Schlaufer, expert in economic affairs, took on the presidency ad interim from the end of August. In late December, the Foundation Council elected Koenraad van Brabant as the new president.

In order to ensure the independence of the relief organizations on the committee, funding decisions are made in two stages: the International Relief Project Committee makes a recommendation and the final decision is made by the deciding sub-committee, on which the Project Committee president, the foundation's director and two advisory experts sit.

## SWITZERLAND AID PROJECT COMMITTEE

The Switzerland Aid Project Committee acts when there is severe weather or a natural disaster in Switzerland. It decides on financial support in the form of one-off grants for private individuals, organizations, small businesses and poorer communities. The funds come from Swiss Solidarity's severe weather assistance fund for Switzerland, created following the severe weather events of 2000 and 2005. This fund allows the foundation to rapidly help victims of severe weather events that are not widespread enough and do not arouse enough media attention to warrant a separate fundraising appeal.

Requests for funds can be made by private individuals or by communal authorities when several parties are affected. Applications are submitted via the Swiss Red Cross (for the western part of Switzerland including Bern and Valais) and Caritas Switzerland (for Central and Eastern Switzerland and Ticino). These organizations review the applications and make their recommendations to Swiss Solidarity. The Switzerland Aid Project Committee makes the final decision.

In 2016, the Switzerland Aid Project Committee met once and received 14 requests for support.

The committee is made up of three experts; a representative of each of the mandated partner organizations, the Swiss Red Cross and Caritas Switzerland, members of Swiss Solidarity and the committee president. The committee is chaired by the same independent person as the International Relief Project Committee.



## FINANCE AND INVESTMENT COMMITTEE

The Finance and Investment Committee advises Swiss Solidarity's Foundation Council and its Executive Committee in all matters relating to its financial supervisory duties. It also assesses the financial reports and is responsible for the investment and finance strategy. The Finance and Investment Committee also ensures that guidelines relating to the financial affairs of the foundation are adhered to.

The president of the Finance and Investment Committee is appointed by the Foundation Council. Three experts, also appointed by the Foundation Council, also sit on the committee. A member of PPCmetrics, a financial advisory institute specializing in pension funds and foundations, also attends meetings in an advisory role. Our director and the head of finance take part in all committee meetings.

A seminar was held at which the committee reviewed the foundation's strategy and discussed drawing up a more sustainable and socially responsible investment strategy, as is currently the trend in the sphere of finance.



## THE SWISS SOLIDARITY TEAM

### Management

- Tony Burgener, Managing Director and Head of Communication
- Catherine Baud-Lavigne, Deputy Managing Director, Head of Finance and Administration
- Ernst Lüber, Head of Project Department
- Priska Spörri, Head of Public and Partner Relations

### Project Department

- Ernst Lüber, Head of Project Department
- Manolo Caviezel, Project Officer
- David Dandrès, Project Officer (since
- Irène Flückiger, Project Officer
- Fabienne Vermeulen, Head of Relief and Social Aid Switzerland (until 31st of October 2016)
- Rahel Bucher, Projects Assistant
- Nicole Bagnoud, Assistant Social Aid Switzerland

### Communication

- Tony Burgener, Managing Director and Head of Communication
- Daniela Toupane, Communication Officer & Spokesperson German-speaking Switzerland
- Sophie Balbo, Communication Officer & Spokesperson French-speaking Switzerland
- Olivier Soret, Digital Officer
- Claudia Blaser, Communication Assistant
- Corina Zanetti, Communication Officer (until 31st of May 2016)
- Laura George, Digital Marketing & Social Media Intern
- German-speaking Switzerland / Zurich: Priska Spörri, Head of Public & Partner Relations
- Italian-speaking Switzerland: Eugenio Jelmini, Delegate

### Finance and Administration

- Catherine Baud-Lavigne, Deputy Managing Director, Head of Finance and Administration
- Graziella della Luce, Accounts Officer
- Corinne Mora, Administration Assistant
- Joëlle Hainaut, Administration Assistant
- Jodok Gschwendtner, Assistant for Logistics & IT
- Jasmine Stein, Junior Clerk

## VOICES OF SWISS SOLIDARITY



On Swiss Solidarity's national fundraising days, the media – in particular those of the SRG SSR – play a vital role in spreading the appeal for donations.

The SRG SSR's radio channels have appointed a moderator for each of the language regions of Switzerland who on national fundraising days reports on the impact of the disaster and the progress of the appeal.

In the German-speaking part of Switzerland, SRF's Ladina Spiess (1) moderates Swiss Solidarity's national fundraising days.



In 2016 Ladina also reported regularly on how donations were used on the 'Treffpunkt' programme on radio SRF 1.

In four 'Doppelpunkt' programmes, she took a closer look at specific humanitarian aid issues, including recent developments such as the provision of cash support and the latest trends in fundraising.

In the French-speaking part of Switzerland, RTS radio and TV moderator Jean-Marc Richard (2) has been the voice of the Chaîne de Bonheur on national fundraising days since 1997.



Jean-Marc can be heard discussing humanitarian and social issues on many of RTS's programmes; he also reports on the use of donations to Swiss Solidarity and on the 'Coeur à Coeur' fundraising campaign.

In the Italian-speaking part of Switzerland, RSI's Carla Norghauer (3) moderates on Catena della Solidarietà's fundraising days.



In the Romansh-speaking part of Switzerland, RTR's radio journalist Claudia Cathomen (4) is the voice of the Chadaina da Fortuna.



## PARTNERSHIPS

Swiss Solidarity can rely on a well-functioning system of established partnerships in its activities.

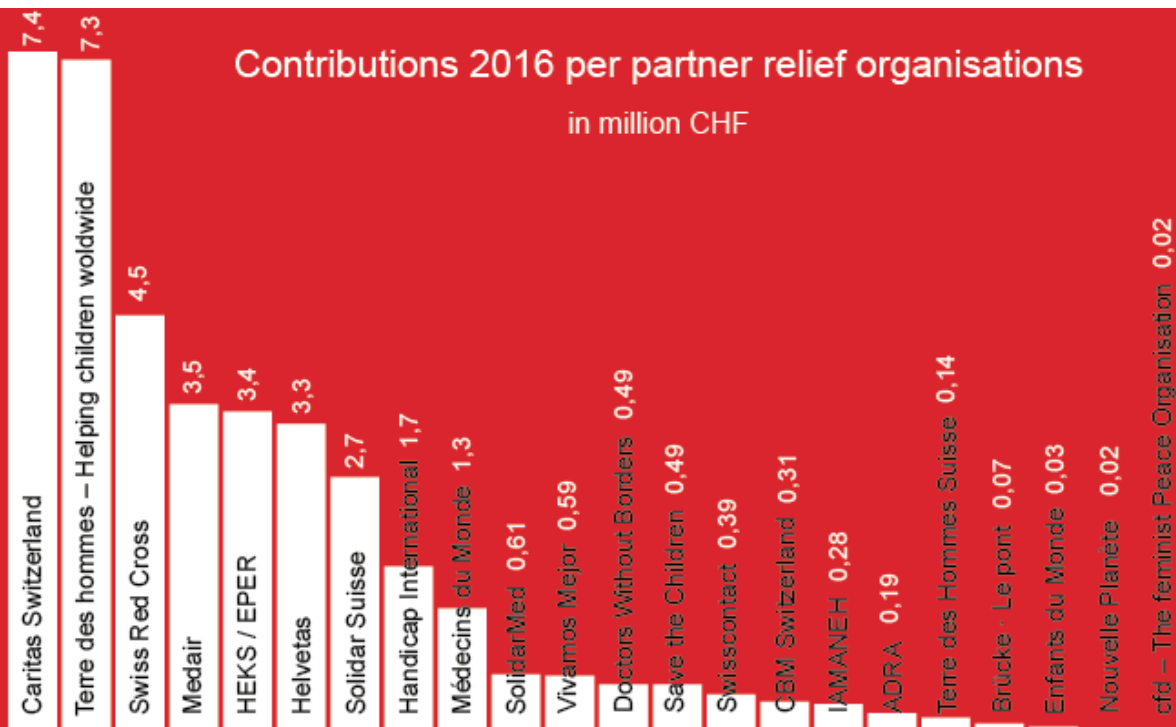
It is supported primarily by its sponsor and media partner, the SRG SSR, which broadcasts the fundraising appeal and provides staff support.

After an appeal, Swiss Solidarity's accredited partner relief organizations play a key role: the 25 Swiss organizations run the aid projects that are co-funded by the foundation.

Swiss Solidarity also works in specific areas with a range of other partners. For example, for many years Swisscom has supported the fundraising events by providing infrastructure and making donations.

## Contributions 2016 per partner relief organisations

in million CHF



## PARTNER RELIEF ORGANIZATIONS

Swiss Solidarity is accountable to its donors for ensuring that all money raised is used efficiently and sustainably to help the victims of natural disasters and conflicts. The foundation therefore works with a number of selected Swiss aid organizations that run projects locally to the highest quality standards.

Furthermore, every four years there is a review of its partner organizations' accreditation, which the organizations require in order to submit applications for funding for aid projects.

In the accreditation process Swiss Solidarity applies criteria set by the Foundation Council, such as whether the organization is specialized in providing humanitarian aid and/or children's relief, how much experience the organization has and the strength of its local connections. Independent financial and project audits are also carried out regularly.

There is an exception to the rule that allows non-accredited aid organizations to submit projects if they operate in a region or special area that is not covered by the accredited aid organizations. Save the Children Switzerland was added to Swiss Solidarity's list of accredited organizations as of 1 January 2016.



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 · Le pont supports projects in Africa and Latin America through the “Work in dignity” program, focusing on vocational training, the creation of income and labour rights. It encourages financial autonomy and participation in social and political life.



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.



The Christian Blind Mission Switzerland is present in Africa, Asia and Latin America, helping the blind and persons with disabilities, providing them with medical care and helping them integrate into society and enjoy the same rights as others.



Cfd is active in international cooperation, in migration politics and in the politics of promoting peace. Together with local organisations, it supports empowerment projects for women in Palestine and Israel, South Eastern Europe and the Maghreb.



Doctors Without Borders is an independent international humanitarian medical organisation that provides emergency assistance to populations without access to healthcare, in particular those affected by armed conflicts, epidemics or natural disasters.

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Enfants du Monde is a Swiss self-help organisation which provides quality education and healthcare to disadvantaged children in some of the world's poorest countries. It operates in Bangladesh, Burkina Faso, Niger, Guatemala, El Salvador, Colombia and Haiti.



Fastenopfer is a Swiss Catholic mutual aid organisation. Its slogan "We share" illustrates its commitment in disadvantaged countries and in Switzerland. It supports people in the South who take their destiny into their own hands, by helping them to become independent.



Handicap International Switzerland intervenes in situations of poverty, exclusion, conflict and disaster. It assists people with disabilities and vulnerable persons and advocates on their behalf in order to meet their needs and improve their living conditions.



Swiss Interchurch Aid provides emergency humanitarian relief for victims following natural disasters as well as during or after armed conflicts, and combats the causes of poverty, hunger and social distress through development cooperation.



Helvetas Swiss Intercooperation works in Africa, Asia, Latin America and Eastern Europe, where it initiates projects related to water, infrastructure, training, agriculture, the market, environment and climate.



IAMANEH Switzerland is a development cooperation organisation engaged in health promotion and protection. It supports projects in West Africa and the Western Balkans. Its main target group is women and children empowered to build their own future.



Medair helps people suffering in remote and devastated communities around the world to survive crises, recover with dignity and develop the skills they need to build a better future.



Médecins du Monde Suisse runs humanitarian and development programs providing solutions in a perspective of sustainability, with a particular focus on access to healthcare for mothers, children and vulnerable populations, worldwide and in Switzerland.



Nouvelle Planète supports aid projects targeting 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 Village Foundation works in 11 countries to provide quality education to children and adolescents. In Switzerland, the organisation promotes students' intercultural skills through active learning projects.



Save the Children is the largest independent organization in the world promoting children's rights. In Switzerland and throughout the world, it works to ensure that children grow up healthily, go to school and enjoy protection.



Solidar Switzerland acts worldwide for a more just society, fighting for fairer working conditions and greater democracy, while delivering humanitarian aid following disasters. In Switzerland, Solidar runs public awareness campaigns.



SolidarMed, a Swiss organisation that promotes health in Africa, assists 1.5 million people in Mozambique, Tanzania, Zambia and Zimbabwe. SolidarMed consolidates the medical care it provides with a long-term perspective and develops it in an intelligent way.



Swissaid is involved in development cooperation in Africa, Asia and Latin America. In Switzerland, it provides its opinion on issues of development policy.



Swisscontact, the business-oriented independent foundation for international development cooperation, is represented in 28 countries and promotes economic, social and environmental development with the aim of generating income and employment.



The Swiss Red Cross provides disaster relief aid and long term healthcare in disadvantaged regions. It trains local volunteers, fights poverty-related blindness and develops prevention programs to combat epidemics, including AIDS, in Africa, Asia and in Latin America.



Terre des hommes – helping children worldwide builds a better future for underprivileged children in more than 30 countries. Health and protection projects improve the daily lives of two million children and their families each year.



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 sensitises youth to North-South disparities, encouraging them to show solidarity.



Foundation Vivamos Mejor works to achieve sustainable improvements in living conditions in Latin America. The Foundation is committed to promoting preschool and professional education and sustainable water use, as well as providing farmers with livelihoods.





## SRG SSR

Swiss Solidarity was founded in 1946 as a radio programme in the French-speaking part of Switzerland, and for 37 years it was run as part of the Swiss broadcasting network SRG SSR. In 1983, Swiss Solidarity became an independent organization under the then SRG SSR general director, Leo Schürmann.

Despite this autonomy, there is still a very strong connection between the foundation and the SRG SSR. For example, the latter has six representatives on Swiss Solidarity's Foundation Council: the president, vice president and four other council members are selected by the SRG SSR. The foundation benefits from the expertise and experience of the media house.

The SRG SSR also provides key and comprehensive support, without which Swiss Solidarity's appeals would be much more difficult and more expensive to run. Indeed, the SRG SSR is the donation platform that raises the largest amounts. On national fundraising days the foundation is present on all major SRG SSR channels and in all parts of the country. The media house allows Swiss Solidarity to use several radio and TV studios, reminds viewers and listeners of the Swiss Solidarity appeals in its programmes and draws the attention of the Swiss public to humanitarian crises.

Humanitarian issues are regularly reported on in a range of TV and radio programmes (Doppelpunkt, Mitenand – Ensemble – Insieme etc.). These programmes take a critical look at how donations are used and at how Swiss Solidarity operates, and interview aid organizations and the victims of natural disasters and conflicts. This helps to reinforce the identity of Switzerland with its neutrality, solidarity and humanitarian tradition.

In 2016, four fundraising appeals were held – in aid of victims of the climate catastrophe in Africa and Hurricane Matthew in Haiti, 'Jeder Rappen zählt' and 'Coeur à Coeur' – all with the support of SRG SSR, although there was no official fundraising day. The SRG SSR was primarily responsible for the organization of the 'Jeder Rappen zählt' and 'Coeur à Coeur' appeals, in aid of children fleeing their homes unaccompanied and people in financial difficulties in Switzerland respectively, and broadcast special programmes to highlight these appeals. SRF representatives travelled to Greece and Italy to see the work of Swiss Solidarity and its partner relief organizations in action; SRF and RTS also visited projects funded by Swiss Solidarity in Switzerland.



## SWISSCOM

Swisscom has been a partner of Swiss Solidarity for many years. The company contributes to the running of Swiss Solidarity by making its services available.

During fundraising appeals, the company provides the infrastructure necessary (such as telephone lines and the freephone number 0800 87 07 07) so that members of the public can call the fundraising centre and make their donation pledges. This is a huge contribution to the operating costs of the foundation.

In 2016, Swiss Solidarity was able to count on the support of the telecom provider in the 'Jeder Rappen zählt' and 'Coeur à Coeur' thematic campaigns.

## FURTHER PARTNERS

In 2016, Swiss Solidarity was able to count on the support of other partners as well. The following list is not exhaustive:

- **Privatradios pro Glückskette** – private radios in aid of Swiss Solidarity: Private radio stations play a valuable role in Swiss Solidarity's fundraising appeals and reporting activities. In 2016, private radio stations also played an active role in the foundation's 70th anniversary events.
- **Swiss Post**: Swiss Solidarity payment slips are available at all post offices throughout the year, and donations can be made at post office ATMs during appeals.
- **Mazars audit services**: Operating budget advice and other specialist services.
- **Keystone**: Free selection of up-to-date pictures from disaster and crisis zones during various appeals.
- **Swiss TXT**: Supports all appeals.
- **Migros**: Migros customers donated CHF 11,650 worth of Cumulus points to the social assistance programme in Switzerland. Migros also donated CHF 500,000 for the victims of Hurricane Matthew.

## IMPRINT

Swiss Solidarity is a foundation, started as an initiative of



Partnership & collaboration



## KEYSTONE

### Editorial office:

Tony Burgener

### Coordination & Layout:

Claudia Blaser

### Translation:

Philippa Hurni

### Web design:

asiMove

## ADDRESS

Swiss Solidarity  
Rue des Maraîchers 8  
Postfach 132  
1211 Genf 8

Tel.: 058 458 12 12

E-mail: [info@swiss-solidarity.org](mailto:info@swiss-solidarity.org) Website:  
[www.swiss-solidarity.org](http://www.swiss-solidarity.org)

Postal account: 10-15000-6

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