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Annual report 2017

SWISS  
SOLIDARITY



**This annual report in English is an abridged version. The German and French versions are unabridged.**

## 1.1 FOREWORD BY LADINA HEIMGARTNER, PRESIDENT



Last year we were once again overwhelmed by the generosity and solidarity shown by the Swiss public when others are hit by disaster and misfortune. And I was assured that the ties which bind the donors to Swiss Solidarity are strong ones. This was clear when we raised funds for Bondo in particular, but also during the 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' fundraising appeals a wave of solidarity rolled over Switzerland yet again. These are impressive moments, because they bring assurance and hope in times of adversity.

I am particularly delighted that last year we took an extra step in helping people in Switzerland. We managed this thanks to the Swiss network of over 50 organizations and associations now working professionally and reliably with Swiss Solidarity. This is in addition to our international relief partners.

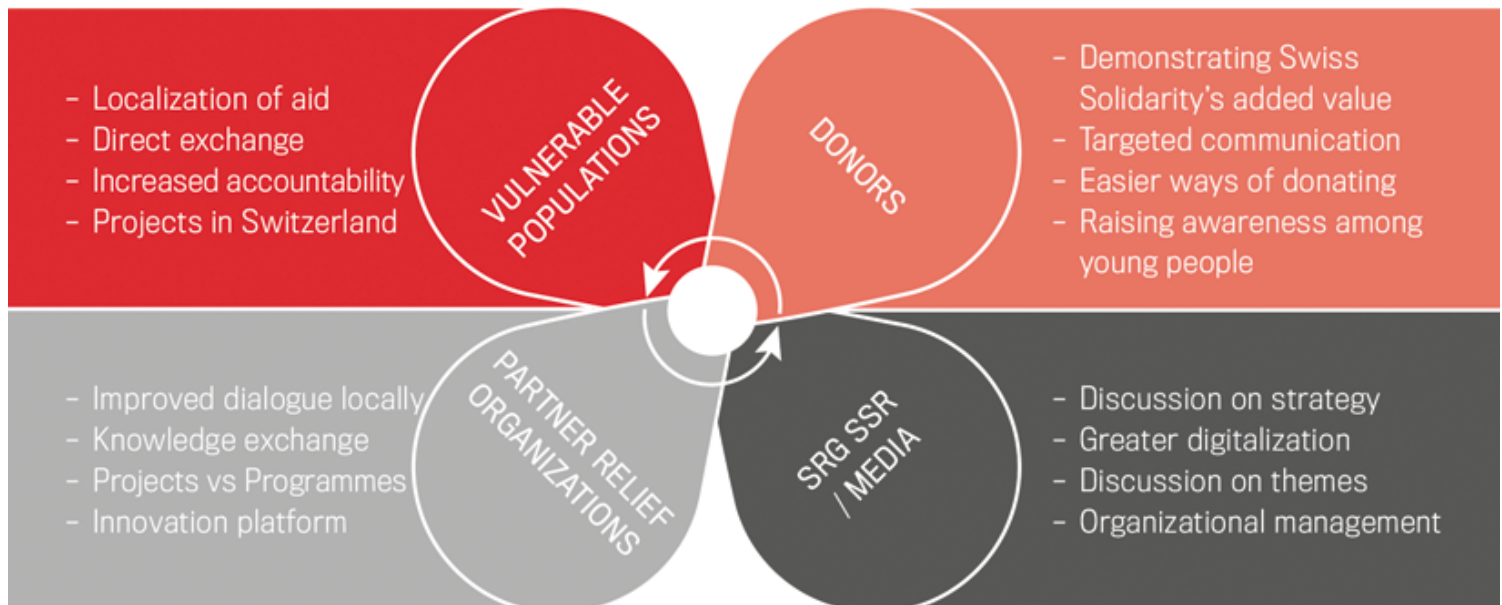
Swiss Solidarity was also much discussed in connection with the No Billag initiative. The public was once again made aware of the close ties between SRG SSR and Swiss Solidarity. Swiss Solidarity has been the humanitarian arm of SRG SSR for many years, and only thanks to the effective interaction between SRG SSR broadcasters and Swiss Solidarity's humanitarian know-how is it possible to raise money quickly and effectively in all parts of the country and among all the generations, over and over again – money which is used to reduce suffering.

It is now time for me to take stock; at the end of 2017 I passed on the reins to my successor; Pascal Crittin, director of RTS, is now at the helm of Swiss Solidarity. The past five years have been very enriching ones for me (two as vice president and three as president). I not only gained detailed insight into the world of humanitarian aid, I was also able to follow how this sector – not just the media sector – is undergoing change. I am proud that we have not only all been part of this change, but that we were also able to anticipate it in part, and to actively shape it.

This was only possible thanks to the professional and dynamic cooperation between the Foundation Council and the administrative staff headed by director Tony Burgener. I would like to thank all the bodies, the Swiss Solidarity staff and our partner relief organizations warmly. But above all, I would like to thank all of the donors, who put their trust in Swiss Solidarity over and over again. And even though I am no longer the Foundation's president, I will always remain a loyal donor of Swiss Solidarity.

Ladina Heimgartner

President



## 2. IMPLEMENTATION OF FOUNDATION STRATEGY FOR 2017 – 2020

The foundation strategy for 2017 – 2020 was presented in detail in the 2016 annual report. Swiss Solidarity has already made great progress in achieving its strategic goals in the past year.

In particular, **assistance in Switzerland** will be organized more dynamically in future, whether following a natural disaster or in the form of social assistance. Following last year's events in Bondo, or those in the Emmental and Entlebuch in 2014, Swiss Solidarity now focuses to a greater extent on meeting the outstanding costs of the local councils affected, as damage suffered by small businesses and private individuals is usually covered by insurance. In the year under review, Swiss Solidarity wrapped up its system of providing social assistance in individual cases, and from now on will concentrate on supporting promising projects. Pilot projects to support young people in need have shown that these are not only effective, but that the support from Swiss Solidarity also creates greater recognition for the organizations involved, increases their professionalism and makes it easier for them to raise funds from third parties.

In its **international aid** activities, Swiss Solidarity is still working towards greater efficiency. It continues to be guided by the findings of the UN Humanitarian Summit in Istanbul and the Grand Bargain adopted there, which calls on donors such as Swiss Solidarity to be more flexible in their dealings with relief organizations, to engage in strategic rather than operational dialogue and to offer them longer-term financial perspectives in crisis zones. On the other hand, however, there must be greater accountability towards the disaster-stricken populations, and clear improvements in the involvement of local actors. During 2018, the new concept for major disasters will be tested for the first time.



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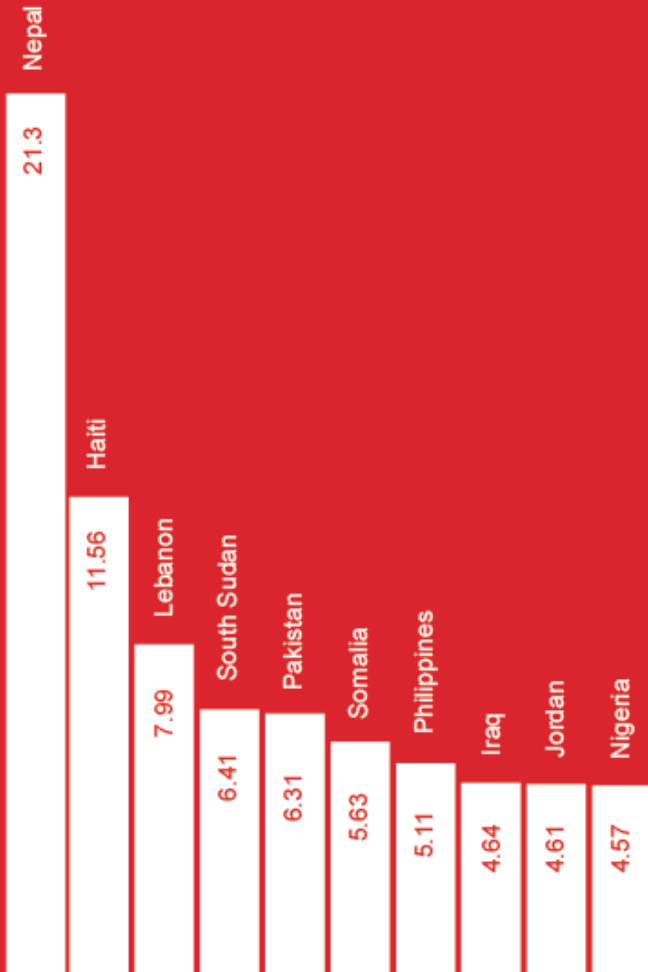
In 2017, a new **innovation** exchange platform boosted Swiss Solidarity's already existing knowledge offering. In setting up this platform, Swiss Solidarity complied with the Foundation Council's mandate to encourage exchange between partner relief organizations on specific topics of particular value. A special innovation fund financed by legacies and sponsorship will make it possible to promote concrete innovative solutions in the logistical, technical or operational field from next year onwards.

A further strategic goal was achieved in the **financial field**. Swiss Solidarity now has an investment charter which obliges the financial institutions we work with to comply even more strictly with social and environmental stipulations.

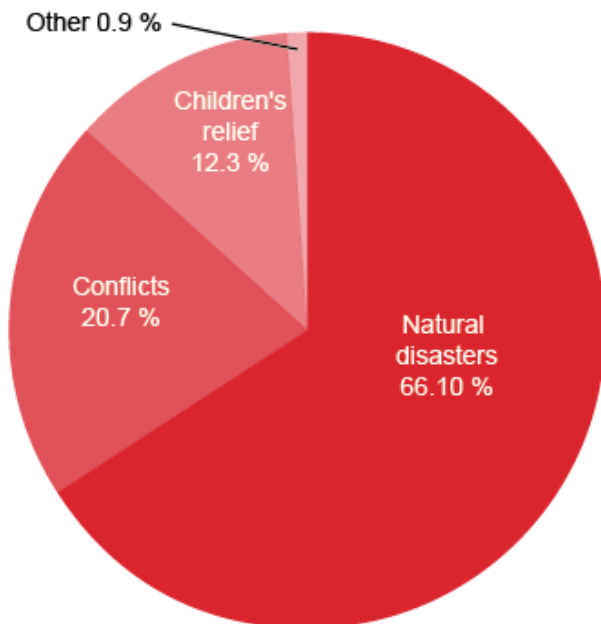
Swiss Solidarity's **communication** activities during the year under review were dominated by its new website. At the same time, the Foundation initiated a study, as foreseen in the strategy, which analysed donation behaviour from the point of view of behavioural economics. The findings showed that Swiss Solidarity must emphasize its identity as a donor agency in its new communication strategy, to be developed next year. It also wants to position itself even more strongly as a humanitarian arm of SRG SSR. Furthermore, donors should be more directly involved in the communication activities.

In terms of **fundraising**, Swiss Solidarity responded to the wishes of the Foundation Council to make the fundraising days more dynamic. This was done with the involvement of opinion leaders and greater use of social media. The fundraising day for victims of the famine in Africa in April 2017 provided a perfect opportunity to test this new approach.

Top 10 beneficiary countries  
Ongoing projects in 2017  
(in CHF million)



Ongoing projects abroad in 2017  
Volume per thematic area



### 3. APPEALS AND PROJECTS ABROAD

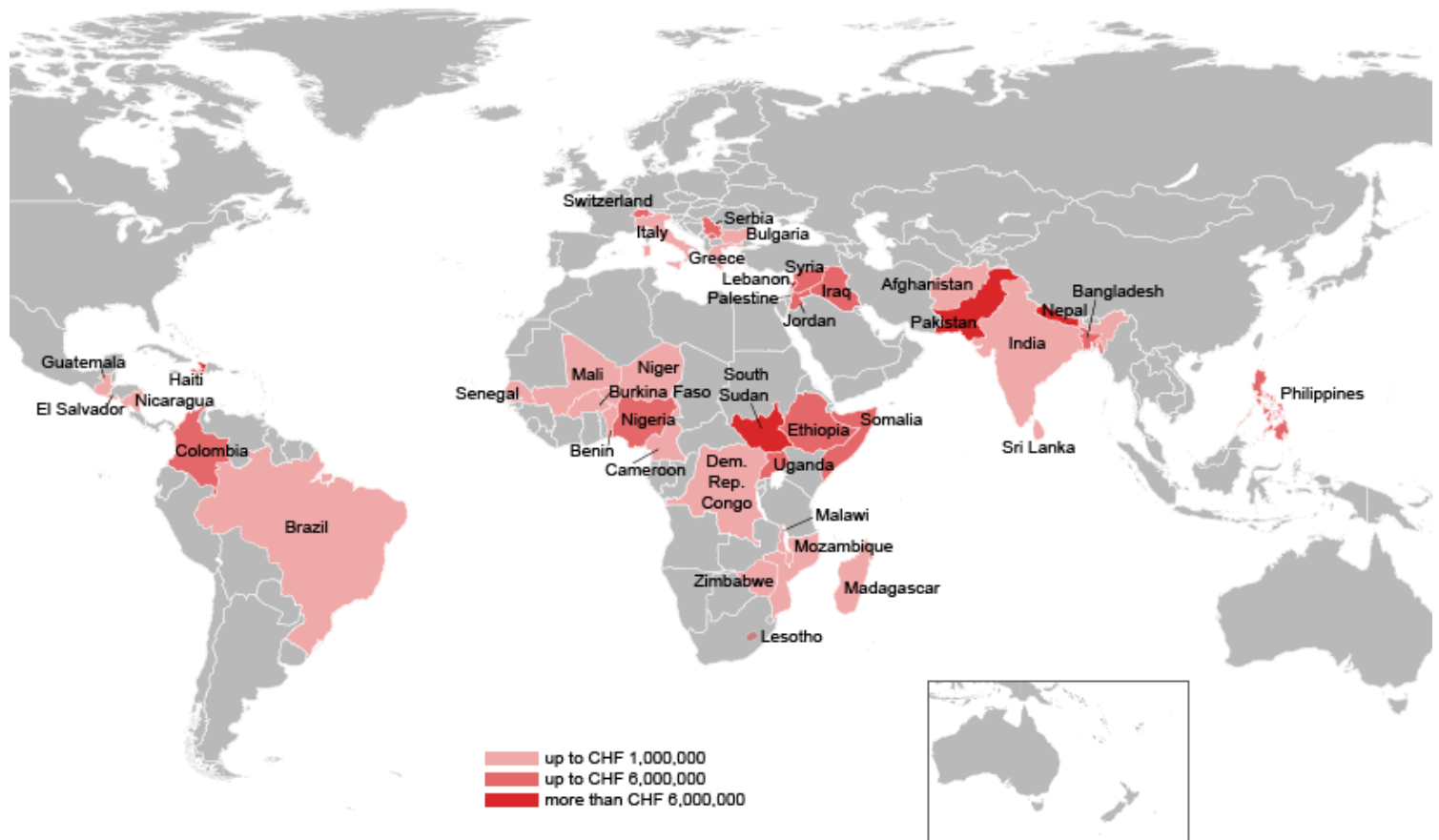
2017 was a good year for appeals, with around CHF 38 million worth of donations received. At the same time, Swiss Solidarity funded projects both in Switzerland and around the world to the tune of around CHF 62 million, a considerable amount. This is a good example of how income and expenditure at Swiss Solidarity do not correspond linearly. Income depends on current events, and has 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.

The donations from all three fundraising events in 2017 – for Africa, the Rohingya and Bondo in Switzerland – were used to provide emergency relief. The total amount donated for Africa was used within a few months for emergency aid in Somalia, South Sudan and Nigeria. With regard to aid for the Rohingya refugees, Swiss Solidarity decided to support the projects of a number of partner relief organizations, but in the longer term and in various phases. In principle, Swiss Solidarity is committed to the long-term financing of its partner relief organizations' projects, even when the crisis is protracted, such as the Rohingya crisis.

In Bondo, aid was provided pragmatically and in close cooperation with the local authorities. Most of the donations are being used to meet the outstanding costs of the community. The exact amount will not be known before the second half of 2018.

This demonstrates that donations are not distributed indiscriminately to partner relief organizations or the affected populations, but that Swiss Solidarity works with its partners to find the most efficient and sustainable solutions. In the humanitarian field, fast is not always good either.

## Foreign aid: countries of intervention with ongoing projects in 2017



Without the support of SRG SSR, Swiss Solidarity would not have been able to raise so much money. The fundraising day for victims of the famine in Africa showed once again the power of television as a medium and what excellent reporting can achieve. After a report from Somalia was broadcast in the main editions of the daily show on SRF, RTS and RSI (the German, French and Italian language Swiss broadcasters), the phones in the fundraising centres did not stop ringing until midnight. It was the professional commitment of SRG SSR journalists in Bangladesh that made the collection in favour of the Rohingya possible.

Since its beginnings in 1946, Swiss Solidarity has worked with Swiss relief organizations and funded their projects in crisis regions. These are well established, experienced in delivering humanitarian aid and have good local networks.

In 2017, Swiss Solidarity approved 102 aid projects abroad, awarding around CHF 50 million in funding. The activities of our partner relief organizations are coming to an end in a number of project regions where Swiss Solidarity has invested in long-running aid projects, for example in the Philippines, Haiti and Pakistan. Emergency aid funds for Africa and refugees have also been fully utilized.



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### 3.1 HAITI

Haiti was largely spared from the massive hurricanes in the Caribbean in 2017. Only Irma touched the island at the northernmost tip. Swiss Solidarity supported with CHF 375,739 two partner relief organizations providing emergency aid to affected families. This money was taken from the Hurricane Matthew Fund with the agreement of the Foundation Council Committee.

For the victims of Hurricane Matthew itself, Swiss Solidarity supported with a total of CHF 5,767,873 ten projects ran by seven different partners. These projects gave tens of thousands of people access to clean drinking water, home repair materials and seeds.

At the end of 2017, seven years on from the devastating earthquake of 2010, five projects were still providing aid to its victims. These projects were at the consolidation phase, which involves strengthening capacities of local structures and taking measures to reduce risk in the event of another disaster. No new projects were accepted from the middle of the year. The Swiss Solidarity project manager visited the island state once to assess the progress of the work.

#### Total donations Earthquake Haiti

66,241,179 CHF  
spent and committed by end 2017: 62,659,092 CHF

#### Total donations Hurricane Matthew

7,936,735 CHF  
spent and committed by end 2017: 5,985,188 CHF, of which 375,739 CHF for Irma

#### Organizations

ADRA, Caritas Switzerland, Doctors without borders Switzerland, EIRENE, Enfants du Monde, Fastenopfer, Grupo Sofonias, HEKS/EPER, Helvetas, Hôpital Albert Schweitzer, Humanity & Inclusion, IAMANEH, Main dans la Main, Medair, Médecins du Monde, Nouvelle Planète, RET – Fondation pour l'éducation des Réfugiés, Salvation Army, SDC, Swiss Red Cross, Terre des hommes – Helping children worldwide, Terre des Hommes Suisse





## 3.2 FLOODS IN SOUTH EAST ASIA

Although large parts of Nepal, India and Bangladesh were hit by record floods in late summer 2017, Swiss Solidarity did not run a special fundraising event. At that time, the media was focusing its attention on Hurricane Harvey raging in Texas, and on the rockslide in Bondo. Without media attention, a fundraising campaign makes little sense.

Due to the extent of the devastation, the suffering and the willingness of our partners to help, for these disasters Swiss Solidarity activated the newly created emergency fund for the first time. One million Swiss francs was spent on nine projects in Nepal, India and Bangladesh.

### Total emergency fund by end 2017

2,622,067 CHF  
spent and committed by end  
2017: 1,121,610 CHF

### Organizations

Caritas Switzerland, Enfants du Monde, HEKS/EPER, Helvetas, Humanity & Inclusion, Save the Children Switzerland, Swiss Red Cross, Terre des hommes – Helping children worldwide



© Hans Hofmann

### 3.3 NEPAL

After a difficult start immediately following the devastating earthquake in April 2015 and the following year, aid in Nepal was in full swing in 2017. Swiss Solidarity’s partner relief organizations worked closely with local organizations to help build 9 schools, 1,760 houses and 2 medical centres. Particular focus was put on training craftsmen such as bricklayers and carpenters.

A study on the involvement of the affected population in the relief organizations’ aid work and on accountability to beneficiaries showed that the humanitarian field is now paying much greater attention to these issues than in previous years. Opportunities for improvement were discussed directly with the relief organizations locally and in Switzerland.

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

#### Total donations Earthquake Nepal

32,338,932 CHF  
 spent and committed by end  
 2017: 28,241,094 CHF

#### Organizations

ADRA, Caritas Switzerland, Christian Blind Mission Switzerland, Helvetas, Humanity & Inclusion, Kam for Sud, Lepra Mission, Luklass Chaurikharka, Medair, NORLHA, Organization of the Swiss Abroad (OSA), Save the Children Switzerland, Shanti Med Nepal, Singla-Nepal, Solidar Suisse, Swisscontact, Swiss Red Cross, Terre des hommes – Helping children worldwide

Find out more

(<https://www.swiss-solidarity.org/fundraising-campaigns/earthquake-nepal/>)



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

In 2017, the refugee issue was once again a focal topic in the media and at the centre of the world's attention, and showed how hopeless the situation is for thousands of people, especially refugees stranded in northern Africa, some of whom fall into the hands of criminals. However, Swiss Solidarity did not launch another appeal for donations. Nonetheless, as there was so much focus on the issue, spontaneous donations amounting to several hundred thousand francs were received.

The CHF 27 million raised on the fundraising day at the end of September 2015 was sufficient to continue to provide aid in various crisis areas such as Lebanon, Jordan, Iraq, Greece and the Balkans. Swiss Solidarity increasingly supported relief organizations trying to strengthen the resistance of refugees, among other things by providing them with independent paid work.

Several partner relief organizations have since become established in Syria. The projects submitted are examined primarily for compliance with humanitarian principles such as neutrality, impartiality and independence. Relief organizations are still very restricted in what they can achieve, but Swiss NGOs have managed to find suitable partners to carry out aid, water and food projects.

The situation in Africa worsened in 2017, particularly in South Sudan and around Lake Chad. More than one million refugees are now living in Uganda, where the government is making great efforts to welcome them with the help of international aid organizations. Two projects were funded from the Africa fund already in existence.

#### Total donations Refugees

28,661,698 CHF  
spent and committed by end  
2017: 25,745,334 CHF

#### Total donations Syria

26,400,401 CHF  
spent and committed by end 2017: 25,200,106 CHF

#### Organizations

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



### 3.5 EAST AFRICA

El Niño in 2016 gave warning of the disaster that was to strike in 2017 in Somalia, South Sudan and Nigeria: a widespread famine declared by the UN to be one of the worst in decades. The effects of the drought were exacerbated to some extent in all three countries by armed conflict. In South Sudan in particular, people had no choice but to flee to neighbouring Uganda. Thousands of people fled from Nigeria to Cameroon or Niger.

Swiss Solidarity, in partnership with SRG SSR, organized a fundraising day in April and an additional appeal in autumn, which together brought in around CHF 20 million in donations by the end of the year. Three partner relief organizations reacted very quickly and thanks to existing local structures were able to intensify their emergency aid immediately. Others waited for longer-term financing to be secured and launched their projects during the summer.

The relief organizations' work in the three crisis regions focused on providing immediate food aid, special high-energy food for children, and cash for families, who were then able to obtain basic necessities at local markets. Providing access to drinking water was an additional challenge. One project helped farmers preserve their remaining livestock. Thanks to the efforts of eleven relief organizations, more than half a million people received emergency aid. For the first time in several years, Swiss Solidarity also supported the ICRC in its activities in Nigeria.

#### Total donations Famine in Africa 2017

19,142,807 CHF  
spent and committed by end  
2017: 18,280,321 CHF

#### Total donations Climate disaster Africa 2016

1,967,421 CHF  
spent and committed by end 2017: 1,880,148 CHF

#### Organizations

ADRA, Caritas Switzerland, Christian Blind Mission Switzerland, Doctors without borders Switzerland, HEKS/EPER, Humanity & Inclusion, ICRC, Medair, Solidar Suisse, Swiss Red Cross, Terre des hommes – Helping children worldwide



### 3.6 THE PHILIPPINES

On the Philippines, major projects planned to run for several years following typhoon Haiyan in 2013 were still operating in the year under review. These included construction projects by Caritas Switzerland and the Swiss Red Cross, and agricultural projects by Helvetas and HEKS/EPER, the aid organization of the Swiss Protestant Churches.

Several hundred houses have been made storm-proof and earthquake-proof thanks to these two construction projects. One 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.

Accordingly, it will take around five years for all donations to be used on the Philippines. This demonstrates how Swiss Solidarity is striving to strike a balance between urgently needed emergency relief and sustainable reconstruction. As in Haiti and Pakistan, this approach is appreciated by the authorities and the affected population on the Philippines.

The aid provided on the Philippines amounted to 11,678 repaired and reconstructed houses, 8 schools and 6 agricultural projects.

#### Total donations Typhoon Haiyan

42,384,595 CHF  
spent and committed by end  
2017: 37,412,196 CHF

#### Organizations

AAFIP, ADRA, Caritas Switzerland, Emergency Architects Foundation, HEKS/EPER, Helvetas, Humanity & Inclusion, Medair, Organization of the Swiss Abroad (OSA), Salvation Army, Solidar Suisse, Swiss Red Cross, Terre des hommes – Helping children worldwide

Find out more

(<https://www.swiss-solidarity.org/fundraising-campaigns/typhoon-haiyan/>)



### 3.7 'JEDER RAPPEN ZÄHLT' 2015 AND 2016

The donations received in the 'Jeder Rappen zählt' campaign went towards the projects of our partner relief organizations, as is usual at Swiss Solidarity. As appeals are often based on a particular theme, both humanitarian and development cooperation projects may receive funds.

These projects often take some time to set up, and the Project Committee and project experts often look at them with a particularly critical eye in order to ensure that the best of the projects submitted receive funding. It can therefore take a while before all donated monies are spent.

In 2017, four projects in Columbia, Iraq, Palestine and the Philippines were funded from the 2015 appeal for young people in need. Previous projects in Columbia, Nicaragua, El Salvador and the Palestinian occupied territories continued to receive funding. Education and vocational training projects were the primary beneficiaries. Thanks to these fundraising campaigns, Swiss Solidarity was also able to support those partner relief organizations that rarely carry out humanitarian aid projects.

Unaccompanied children fleeing their homes was the focus of the 2016 'Jeder Rappen zählt' fundraising appeal. The beneficiaries of this appeal were in particular children and teenagers fleeing the conflict in Syria, but also in Iraq and Afghanistan and parts of Africa. The two large children's relief organizations, Save the Children Switzerland and Terre des hommes – Helping children worldwide, submitted several projects. Finally, Swiss Solidarity financed a rescue project in the Mediterranean as well as training projects in Greece and Serbia. These projects also often benefit young people in the host countries in order to promote integration.

#### Total donations Young people in need (2015)

4,387,786 CHF  
 spent and committed by end  
 2017: 4,224,446 CHF  
 (of which 50 % abroad)

#### Total donations Children fleeing alone (2016)

Total donations: 6,717,170 CHF  
 spent and committed by end 2017: 4,354,742 CHF  
 (of which 50 % abroad)



## 3.8 SWISS SOLIDARITY CHILDREN'S RELIEF, HELPING CHILDREN WORLDWIDE

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 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' (see Section 3.7) often focus on children, and funds raised in disaster appeals also go mostly towards relief projects specifically for children in crisis situations.

### 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.
- Humanity & Inclusion specializes in the treatment and care of disabled people, and in such situations frequently focuses 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 give 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 2017.

## Children's relief fund (CHILD)

In 2016, Swiss Solidarity strictly applied the selection criteria established in the previous year for the children's relief fund. Projects must now relate to health, education or child protection. In order to delineate competencies clearly, the projects are limited to those addressing children up to the age of 14. In addition, projects must be implemented in countries featuring in the last third of the global development index. This latter criterion in particular ensures that aid goes to where it is most needed.

A total of eleven projects in six countries were approved by the Project Committee, on which sat a specialist for children's relief. These projects will be run in Afghanistan, Burkina Faso, Guatemala, Lesotho, Mali and Pakistan.

Swiss Solidarity is seeing a growing trend towards supporting educational projects. For this reason, the decision was made together with SRF to devote 'Jeder Rappen zählt' 2017 to the theme of children's and young adults' education and vocational training both here in Switzerland and abroad.

Besides education, Swiss Solidarity also supported projects working to prevent child labour or other forms of exploitation, such as prostitution.

The CHILD fund is funded from legacies and other non-earmarked donations. A special private humanitarian fund (VOGT) allows Swiss Solidarity to fund child protection projects according to the same criteria.

### Thematic appeals

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

#### Total donations

6,923,341 CHF

CHILD: 2,858,586 CHF

VOGT: 4,064,755 CHF

Spent and committed by end

2017 CHILD incl. Vogt: 4,196,781  
CHF (16 projects)

#### Organizations

Enfants du Monde, IAMANEH, Medair, SolidarMed, Solidar Suisse,  
Terre des Hommes Suisse

#### Countries 2017

Afghanistan, Burkina Faso, Guatemala, Lesotho, Mali, Pakistan

Find out more

(<https://www.swiss-solidarity.org/fundraising-campaigns/childrens-relief/>)





## 4. ASSISTANCE IN SWITZERLAND

In 2017, Swiss Solidarity again concentrated on providing assistance in Switzerland.

The rockslide at Piz Cengalo in the Bondasca Valley, which hit the Graubünden village of Bondo with its full might, induced Swiss Solidarity to launch a special appeal for a natural disaster in Switzerland for the first time since 2005. The people of Switzerland showed their full solidarity with the victims of the disaster.

2017 was the last year in which Swiss Solidarity funded social assistance. The individual aid programme was stopped at the end of the year.

Instead, Swiss Solidarity will now give its support to projects, in particular in aid of young people in need and unaccompanied minors. This complies with the Foundation Council's new strategy.

A further high point in Swiss Solidarity's assistance in Switzerland was reached in December, when the first fully national appeal was run in Lausanne (RTS / 'Coeur à Coeur'), Locarno (RSI / 'Ogni Centesimo conta') and Lucerne (SRF / 'Jeder Rappen zählt') with a single aim: Education – an opportunity for children in need. Half of the money raised will go to projects in Switzerland.



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## 4.1 NATURAL DISASTER IN SWITZERLAND

On 24 August 2017 several debris flows, caused by a rockslide at Piz Cengalo, flooded parts of Bondo village. Eight hikers lost their lives in the Bondasca Valley. The first flow of debris filled the prepared catchment basin and covered several nearby houses, a carpenter's workshop and a transport company. Further debris flows hit other parts of the village, including Spino, Promontogno and Sottoponte. The damage to roads, the water supply and other infrastructure was considerable. The local hotel industry was also indirectly affected.

A Swiss Solidarity delegation travelled to Bondo within a week and after assessing the extent of the damage decided to launch a national fundraising campaign. By the end of the year, more than CHF 5.9 million had been raised. Emergency aid for the affected families was provided quickly and with little red tape in the first weeks following the rockslide. Many of these families were unable to return to their homes in the hazard zone for several weeks, and this created additional costs. Fifty-five households received a total of CHF 164,000. In a second phase, families and small businesses were able to submit applications for bridging aid. These were cases that had experienced knock-on costs or loss of income over several weeks or months. In a final phase, the donations are used to cover remaining costs affecting both private houses and business premises, and above all to cover the outstanding costs of the local council, which will certainly amount to several million Swiss francs. However, it will take up to two years to determine the exact remaining costs.

More about natural disaster in Switzerland

(<https://www.swiss-solidarity.org/fundraising-campaigns/natural-disaster-switzerland/>)

Swiss Solidarity commissioned Caritas Switzerland to analyse and deal with individual cases and the remaining costs. Caritas Switzerland sits on the specially established donations committee on behalf of Swiss Solidarity. Caritas Switzerland in Ticino, Eastern Switzerland and Central Switzerland, and the Swiss Red Cross for Bern, Western Switzerland and Valais have a mandate agreement with Swiss Solidarity regulating cooperation in the event of a natural disaster. This mandate agreement will now also be remunerated at a flat rate of around CHF 19,000 per year. In the event of an incident, an additional sum of up to 10% of the submitted claim amount will be granted to cover administrative costs, depending on the extent of the incident.

Besides Bondo, two communities in the Emmental and the Entlebuch which were hit by storms in 2014 also received donation money to cover remaining costs. In addition, several road and water authorities and private individuals affected by thunderstorms in 2013, 2015 and 2016 received over CHF one million from the permanent Natural Disaster Fund Switzerland.

<b>Natural Disaster Fund Switzerland</b> spent and committed in 2017: 1,064,164 CHF	<b>Rockslide Bondo fund</b> 5,893,621 CHF spent and committed in 2017: 164,000 CHF
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More about Bondo

(<https://www.swiss-solidarity.org/fundraising-campaigns/rockslide-at-bondo/>)



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### Beneficiaries 2017

3,284 persons

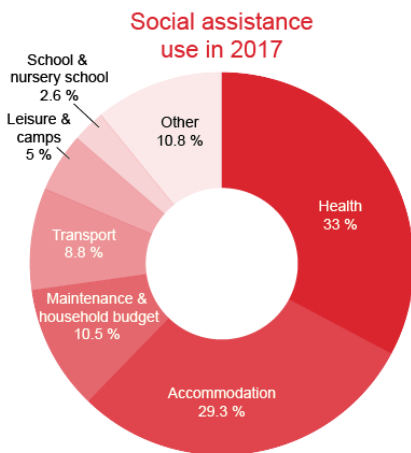
### Contributions 2017

1,474,276 CHF

## 4.2 SOCIAL ASSISTANCE IN SWITZERLAND

Since its beginnings, Swiss Solidarity has provided emergency financial aid to individuals and families who find themselves in need. The Foundation has provided individual sums of between CHF 900 and CHF 2,600 to help cover transport, accommodation and healthcare costs. In 2017, a total of 3,284 people were helped to the tune of CHF 1,474,276.

Under the 2017 – 2020 strategy, the Foundation Council decided to terminate the individual social assistance programme. In February, the final donation payments were made. There are several reasons for this change in strategy. In only a few cases did the stop-gap aid lead to real and lasting relief for the affected persons, allowing them to plug a financial gap that was limited in time and place. The impact was also limited by the fact that a person or family was only entitled to receive this assistance once. There have also been significant changes in social policy in Switzerland. Up until now, the principle of subsidiarity has been applied: people in need are first supported by the State before the Foundation as a private organization steps in to help. Nowadays the situation seems to be the other way around. The state is relying more and more on private organizations to deal with urgent cases.





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### 4.3 PROJECTS FOR YOUNG PEOPLE IN NEED AND UNACCOMPANIED MINORS

Following a very successful pilot phase in 2016 in which a number of projects in aid of young people in need received support, Swiss Solidarity institutionalized this programme in 2017. In the year under review, a specially appointed committee analysed 15 submissions of projects to help young people in need and 36 submissions of projects helping unaccompanied minor refugees. A total of 37 organizations and associations were granted CHF 3,033,156.

This new focus on unaccompanied minors in Switzerland allowed us to gain a deeper insight into this problem. The numerous project submissions showed that the public sector is spending insufficient money to help young people from countries such as Syria, Afghanistan, Eritrea or North Africa to integrate and gain qualifications. Many private initiatives therefore do an extremely valuable job.

At a meeting in May in Lausanne with the supported organizations from French-speaking Switzerland and Ticino, it emerged that Swiss Solidarity's support is not only important for these associations and organizations from a financial point of view. The recognition of Swiss Solidarity, the demanding project submissions, the exchange of ideas among organizations and the greater attention that was given to the issue helped the associations concerned in a number of areas, for example in the search for donations, particularly from the public sector.

### Total donations for Young people in need

2,146,000 CHF

spent and committed by end 2017: 2,136,092 CHF

### Total donations for Unaccompanied minors in Switzerland

3,438,512 CHF

spent and committed by end 2017: 2,493,127 CHF

Total beneficiaries: 3,559

### Organizations

Accroche, Alp Grauholz, Association Astural, Association Pacifique, Association ParMi, Association REPER, Ateliers Phénix, Caritas Geneva, Caritas Lucerne, Caritas Switzerland, Caritas Zürich, Croce Rossa Ticino Sezione Sottoceneri, Démarche Société Coopérative, En route pour Apprendre (ERPA), Fondation Gad Stiftung, Fondazione Il Gabbiano, Fürzüg Art & Design, La Sorcière affairée, NCBI Schweiz, Offene Kirche Elisabethen, OSEO Valais, SAH Zürich, Schule St. Catharina, Solidaritätsnetz Bern, Solidarité Eglises Migration Vaud, SOS Ticino, SRK Aargau, SRK Basel, SRK Schaffhausen, SRK Schweiz, SRK Solothurn, National Youth Council of Switzerland (SAJV/CSAJ), Stiftung Pluspunkt, Stiftung Dreipunkt, Stiftung Futuri, Stiftung Job Training der Jobfactory, Stiftung Jugendsozialwerk Blaues Kreuz, Stiftung Lebenshilfe, Verein Family Help, Verein Flüchtlinge Malen, Verein IG offenes Davos, Verein KUMA, Verein Lernwerk, Verein Netzwerk Asyl Aargau, Verein Start Again, Verein Tipiti, Vert.igo, Zentrum Bäregg



© Cala Sannitica

## 4.4 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 2017, 186 children received a contribution to pay for music or art courses, sports lessons, leisure and holiday activities, or else received additional help with their schooling. The Cala Sannitica fund usually awards about CHF 600 per child, or up to CHF 1,500 per family.

In the future, Cala Sannitica will also focus on supporting projects such as that of the Valais organization Vacances Familiales, which allows single mothers and their children to gain self-confidence and recharge their batteries during a week in a natural and stimulating environment. During this week, they also acquire skills for coping in certain difficult situations.

<b>Total donations Cala Sannitica</b>	<b>Children supported in 2017</b>
851,053 CHF	186
	<b>Amount spent in 2017</b>
	125,572 CHF

## 5. KEY FIGURES IN 2017

<b>Donations</b>	<b>Amount (in CHF)</b>
Famine in Africa (2017)	19,142,807
Bondo (2017)	5,893,621
Rohingya (2017)	4,019,033
Education. A chance for children in need (JRZ 2017)	3,107,314
Children alone on the run (JRZ 2016)	2,666,766
Syria (2012)	737,526
Cœur à Cœur (2016)	630,345
Cœur à Cœur (2017)	594,517
Refugees (2015)	323,824
Early response fund	189,081
Hurricane Matthew (2016)	182,863
Ogni centesimo conta (2017)	169,809
Other donations	443,868
<b>Total donations 2017</b>	<b>38,101,376</b>

### **Relief Switzerland and abroad**

Reviewed projects	207
Approved	161
Denied	37
Withdrawn	10
Number of partner relief organizations	70
Number of countries	38

### **Relief in Switzerland**

		<b>Amount (in CHF)</b>
Natural disasters Switzerland	Contributions: 17	1,228,164
Projects Young people in need	Beneficiaries: 3,954	3,083,156
Individual social assistance in Switzerland	Beneficiaries: 3,307	1,474,276
<b>Total Switzerland</b>		<b>5,785,596</b>

### **Relief abroad**

	<b>Nb. of approved projects</b>	<b>Amount (in CHF)</b>
Famine in Africa (2017)	20	18,275,774
Refugees (2015)	18	11,533,313
Hurricane Matthew (2016)	12	6,184,991
Nepal - Earthquake (2015)	5	3,940,803
Children alone on the run (JRZ 2016)	34	3,681,330
Child Welfare	7	2,098,634
Syria (2012)	7	1,700,000
Young people in need (JRZ 2015)	4	1,149,709
Early response fund	9	1,121,610
Climate disaster in Africa (2016)	4	985,345
Rohingya (2017)	5	982,007
Cœur à Cœur (2016)	11	749,000
Africa	2	387,365
Asia	1	362,840
Italy - Earthquake (2016)	2	165,670
Haiti - Earthquake (2010)	1	94,617
Non-earmarked funds (Switzerland)	1	15,000
<b>Total relief abroad</b>	<b>143</b>	<b>53,428,008</b>



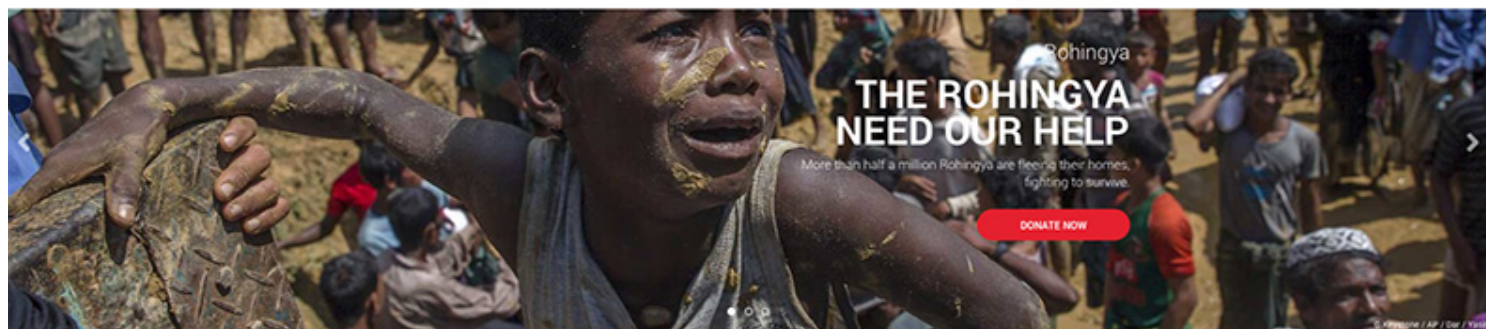


## 6. COMMUNICATION AND FUNDRAISING

The Foundation's new strategy should allow it to reach donors more easily and quickly in the future. A range of digital communication channels and social media play a key role in this.

At the same time, SRG SSR, Swiss Solidarity's main sponsor, is also undergoing major change. Media use has changed 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 has a large impact on Swiss Solidarity's legendary fundraising days and other types of appeal, which SRG SSR wants to publicize digitally to a growing extent.

Despite all these changes, Swiss Solidarity does not intend to throw the baby out with the bathwater. Thus, contact to all forms of media remains a key part of our communication strategy, and fundraisers such as 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' are central to our work.



Our news



06.02.2018

**A fund for innovation**

To meet the new challenges faced by the humanitarian sector, we are creating a



17.01.2018

**2017/2018: A time of renewal and challenges at Swiss Solidarity**



17.11.2017

**Famine in Africa**

Thanks to your generosity since last April's launch of the fundraising campaign, Swiss

## 6.1 NEW WEBSITE

Swiss Solidarity launched its new website in the year under review. In line with the new communication strategy, donors are addressed directly and receive more up-to-date information. Statistics show that people use the website primarily to make donations.

The new website adapts to all mobile devices such as phones and tablets (responsive design).

The e-newsletter has also been updated along with the new website. This means Swiss Solidarity can provide donors with detailed information on the collections, projects and functioning of Swiss Solidarity four times a year and in the event of a disaster.

[www.swiss-solidarity.org](http://www.swiss-solidarity.org)

(<https://www.swiss-solidarity.org/>)



## 6.2 MEDIA RELATIONS

In its media work in 2017, Swiss Solidarity focused on fundraising campaigns for Africa, the refugee flows worldwide and the fate of the Rohingya in Myanmar and Bangladesh.

Together with its partner relief organizations, without whose support this would not be possible, Swiss Solidarity organized several media trips to the crisis region in Africa, for example to Somalia and the refugee camps in Uganda. The well-known French-speaking Swiss comedian Thomas Wiesel accompanied one of these trips. As a so-called influencer, he told his supporters about humanitarian aid via a video on social media. Several French-speaking Swiss newspapers published a link to this article.

Swiss Solidarity's communications team also produced some of its own information material and disseminated this via its own communication channels such as the website, digital newsletters and social media.

Furthermore, SRF, RTS, RSI and RTR reported on the work of Swiss Solidarity and its partner relief organizations in various programmes throughout the year, also addressing other humanitarian issues. The director and employees of Swiss Solidarity were interviewed regularly and frequently asked critical questions.

Video of Thomas Wiesel

(<https://www.youtube.com/watch?v=u-wTVX2sMps&t=24s>)



## 6.3 MORE DYNAMIC APPEALS

In 2017, Swiss Solidarity first tested its new concept for making its appeals more dynamic on its fundraising day in aid of victims of the famine in Africa. A wider audience could be reached by involving opinion leaders who are well versed in the topic and influencers on social media such as Thomas Wiesel and Gülsha Adilji. The young audience was sensitized to the topic by their peers, without the donation being the main focus.

The young people who were addressed in this way indirectly contributed to the good fundraising result thanks to a special campaign on Instagram. For each picture uploaded with the hash tag #SwissSolidarityForAfrica, a number of companies pledged five francs. Over 70,000 images were uploaded, resulting in a total of over CHF 350,000.

Swiss Solidarity reached peak values in peer-to-peer fundraising with its special platform 'www.act.swiss-solidarity.org' in 2017. During the 'Jeder Rappen zählt' (SRF), 'Coeur à Coeur' (RTS) and 'Ogni centesimo conta' (RSI) appeals, over one hundred young people were motivated to run their own fundraising events and so encourage their peers to take part as well. Once again, it was not just a question of making a donation, but of raising awareness of solidarity.



## 6.4 'JEDER RAPPEN ZÄHLT', 'COEUR À COEUR' AND 'OGNI CENTESIMO CONTA'

For the ninth time in a row, the joint SRF – Swiss Solidarity fundraising campaign 'Jeder Rappen zählt' (Every penny counts) was held from 15 to 21 December in Lucerne. The theme 'Education – an opportunity for children in need' appealed to the broad, particularly young audience.

SRF 3 was the main channel involved in the campaign and spared no effort to provide informative and attractive reporting on the situation of millions of children who are denied access to education, a lack which prevents them having a better future. Direct transmissions from Burkina Faso highlighted the problem, but also showed how concrete help can be provided. Various interactive screens on the theme adorned the Europaplatz, including a 360° video by the Pestalozzi Children's Foundation, one of the partner relief organizations, at the Swiss Solidarity stand.

The donation pledges amounted to more than CHF 5 million, which will be used abroad and in Switzerland from 2018. The three presenters in the glass box did a great job helping to achieve such a great sum, as did Nik Hartmann in the show rounding off the event.



#### 'Jeder Rappen zählt'

Promised funds: 5,093,456 CHF

Transferred funds until 31.12.17: 3,107,314 CHF

#### 'Coeur à Coeur'

Promised funds: 1,257,461 CHF

Transferred funds until 31.12.17: 594,517 CHF

#### 'Ogni centesimo conta'

Promised funds: 241,048 CHF

Transferred funds until 31.12.17: 169,808 CHF

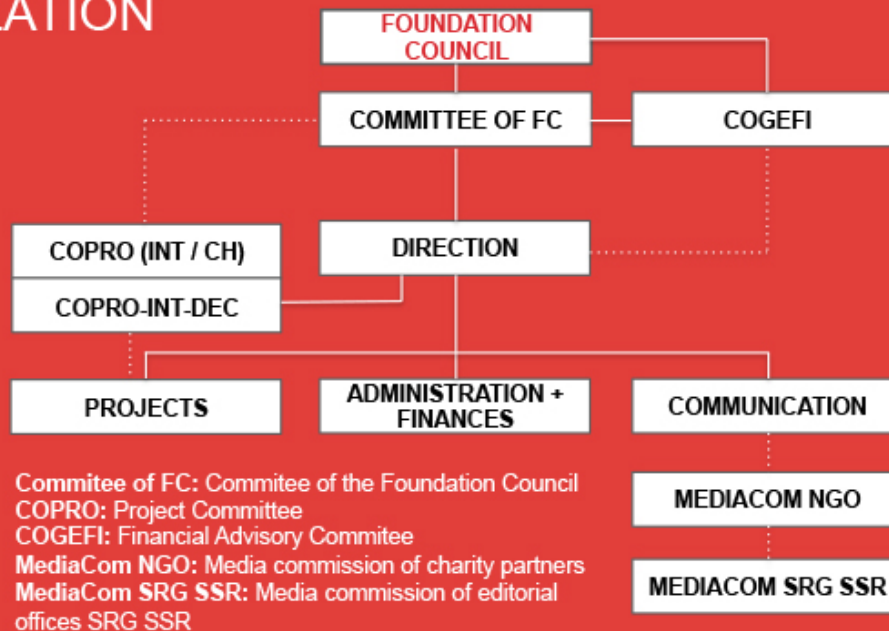
In Lausanne, French-speaking RTS launched the 'Coeur à Coeur' campaign for the second time on the same theme as 'Jeder Rappen zählt' in Lucerne, but exclusively tailored to Switzerland. The money raised in this campaign will be used in 2018 for specific projects run by organizations and associations that are primarily committed to helping young people, giving them basic or additional training to help them escape a crisis situation. Three moderators in a glass box and their guests from the world of politics, civil society, culture and sport raised awareness for this important topic among listeners of Option Musique and other RTS radio and TV channels.

CHF 1.2 million in donations was pledged.

Rete Uno, the radio station of Italian-language RSI, launched its own appeal against the backdrop of 'Locarno on Ice'. RSI adhered to the same principle as RTS, focusing primarily on raising money for young people in need in Switzerland. The appeal was very successful, in part thanks to the festive atmosphere on the Piazza Grande in Locarno, and also to the enthusiastic involvement of the public; several events were hosted, among them a charity event at the premiere of the film 'Frontaliers'.

For all three campaigns, numerous further donations were transferred at the beginning of 2018.

# 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 (until 6.12.17)
- Barbara Hintermann, CAUX-Initiatives of Change Foundation / independent representative (from 7.12.17)
- Andreas Huber, SDC / observer

## Advisory votes

- Tony Burgener, Swiss Solidarity managing director
- Koenraad van Brabant, president of the project committees

## 7.1 FOUNDATION COUNCIL

The Foundation Council is Swiss Solidarity's highest body. It is the organization's supervisory body and defines its strategy. It delegates certain tasks to the Foundation Council Committee. In 2017, 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 Committees and the Swiss Solidarity managing director sit on the Council in an advisory capacity. A representative of the Swiss Agency for Development and Cooperation (SDC) also attends meetings as an observer.

The president and vice president of the Foundation Council are nominated by 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.

At its last meeting, the Foundation Council expressed its thanks to Ladina Heimgartner, who is stepping down as president due to time pressures following her nomination as deputy Director General of SRG SSR. On the said occasion the Council welcomed as its new president Pascal Crittin, who was appointed by SRG SSR Director General Gilles Marchand (from 1 January 2018).



**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
- Jim Ingram, Medair

**Advisory votes**

- Tony Burgener, Swiss Solidarity managing director
- Koenraad van Brabant, president of the project committees

## 7.2 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 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 Committees also sit on the committee in an advisory capacity. In 2017, it met five times. The Executive Committee prepared many important decisions for the Foundation Council in 2017.





## 8. 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, SRG SSR, which broadcasts fundraising appeals and provides staff support. Following an appeal, Swiss Solidarity's accredited partner relief organizations play a key role: the 25 Swiss organizations run the aid projects abroad 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 donations. Additionally, the Twint payment app was introduced in the latest 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' campaigns.

## Contributions 2017 per partner relief organization abroad

in CHF million



### 8.1 PARTNER RELIEF ORGANIZATIONS

Swiss Solidarity is accountable to its donors for ensuring that all monies raised are used efficiently and sustainably. The Foundation works with selected partner relief organizations providing aid abroad, whose accredited status is reviewed every four years so that they can continue to apply for financial support for their 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. The Foundation also conducts regular and independent financial and project audits. There is an exception to the rule that allows non-accredited aid organizations to submit projects if they operate in regions or special fields not covered by the accredited aid organizations.

In Switzerland, Swiss Solidarity works with around 50 organizations and associations specialized in the socio-economic and social integration of young people. The strict selection of organisations is based on project submissions which also assess institutional criteria.

#### Swiss organizations

Accroche, Alp Grauholz, Association Astural, Association Pacifique, Association ParMi, Association REPER, Ateliers Phénix, Caritas Geneva, Caritas Lucerne, Caritas Switzerland, Caritas Zürich, Croce Rossa Ticino Sezione Sottoceneri, Démarche Société Coopérative, En route pour Apprendre (ERPA), Fondation Gad Stiftung, Fondazione Il Gabbiano, Fürzüg Art & Design, La Sorcière affairée, National Youth Council of Switzerland (SAJV/CSAJ), NCBI Schweiz, Offene Kirche Elisabethen, OSEO Valais, SAH Zürich, Schule St. Catharina, Solidarité Eglises Migration Vaud, Solidaritätsnetz Bern, SOS Ticino, SRK Aargau, SRK Basel, SRK Schaffhausen, SRK Schweiz, SRK Solothurn, Stiftung Dreipunkt, Stiftung Futuri, Stiftung Job Training der Jobfactory, Stiftung Jugendsozialwerk Blaues Kreuz, Stiftung Lebenshilfe, Stiftung Pluspunkt, Verein Family Help, Verein Flüchtlinge Malen, Verein IG offenes Davos, Verein KUMA, Verein Lernwerk, Verein Netzwerk Asyl Aargau, Verein Start Again, Verein tipiti, Vert.igo, Zentrum Bäregg



SCHWYZ  
SUISSE  
SVIZZERA  
SVIZZERA  
SWITZERLAND

(<https://bit.ly/2Hhangw>)

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.



(<https://bit.ly/2uKp4Ui>)

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.



Schweiz  
Suisse  
Svizzera  
Svizzera

(<https://bit.ly/2EFufVs>)

Caritas Switzerland helps people in distress in Switzerland and worldwide. In collaboration with regional Caritas organizations, it operates mainly where poverty reigns. Caritas provides emergency assistance in disasters and participates in reconstruction.



(<https://bit.ly/2GVXCc8>)

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.



Empowers women.  
Opens up perspectives.

(<https://bit.ly/2IO7NvB>)

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



(<https://bit.ly/2GzRpIR>)

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



(<https://bit.ly/2vfWiLN>)

Enfants du Monde is a Swiss self-help organization 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.



(<https://bit.ly/2GAsPKV>)

Fastenopfer is a Swiss Catholic mutual aid organization. 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.



(<https://bit.ly/2GAYBtH>)

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.



(<https://bit.ly/2HfQuGB>)

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.



(<https://bit.ly/2EDx88Z>)

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



(<https://bit.ly/2JEzlox>)

IAMANEH Switzerland is a development cooperation organization 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.



(<https://bit.ly/2HgVDhy>)

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.



(<https://bit.ly/2Hgoctr>)

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.



(<https://bit.ly/2JBkKtT>)

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 Foundation



(<https://bit.ly/2qqSZLX>)

Pestalozzi Children's Village Foundation works in 12 countries to provide quality education to children and adolescents. In Switzerland, the organization promotes students' intercultural skills through active learning projects.



Save the Children

(<https://bit.ly/2qsDxit>)

Save the Children is member of 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  
MED**

(<https://bit.ly/20tX0t5>)

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



**SOLIDAR**  
SUISSE  
Swiss Labour Assistance SLA

FIGHTING FOR GLOBAL FAIRNESS

(<https://bit.ly/2qtiNH8>)

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.

**SWISSAID** 

(<https://bit.ly/2EFMFoQ>)

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



swisscontact

(<https://bit.ly/2GRKjVT>)

Swisscontact, the business-oriented independent foundation for international development cooperation, is represented in 35 countries and promotes economic, social and environmental development with the aim of generating income and employment.

Swiss Red Cross



(<https://bit.ly/1k1MAKD>)

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 since 1919

(<https://bit.ly/2EFW9QZ>)

Terre des hommes – helping children worldwide builds a better future for underprivileged children in more than 35 countries. Health and protection projects improve the daily lives of three million children and their families each year.



terre des hommes  
suisse

(<https://bit.ly/2GRKggI>)

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.

**vivamos mejor**

(<https://bit.ly/2EGXQOa>)

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.



© Glückskette/Andrin Walla

## 8.2 SRG SSR

Swiss Solidarity was founded in 1946 as a radio programme in the French-speaking part of Switzerland, and was run as part of SRG SSR for 37 years. In 1983, it became an independent foundation. Despite this independence, there is still a very strong partnership with the media house. For example, SRG SSR has six representatives on Swiss Solidarity's Foundation Council: the president, vice president and four other council members are selected by SRG SSR. The Foundation benefits from the expertise and experience of the media house.

SRG SSR also provides Swiss Solidarity with services without which appeals would be much more difficult and more expensive to run. 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, alerts viewers and listeners to the Swiss Solidarity appeals in its programmes and sensitizes 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. In 2017, three fundraising appeals were held in aid of victims of current crises – Bondo, the famine in Africa and Rohingya –, all with the support of SRG SSR.

Swiss Solidarity did not get involved in the 'No Billag' campaign to abolish the public TV and radio licence in Switzerland, although it could have been directly affected by the result. It merely pointed out that in Switzerland there is no other media platform which can reach people in all four corners of Switzerland in all four national languages, broadcasting professionally produced reports and interviews by highly committed presenters. A platform of this kind is required to raise donations large enough to be of real financial help to the partner organizations, as well as providing them with valuable publicity.



### 8.3 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 and on fundraising days, 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 2017, Swiss Solidarity was again able to count on the support of the telecom provider, which also made its telephone centres available in the 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni Centesimo conta' thematic campaigns.

Furthermore, Swisscom makes a financial contribution to Swiss Solidarity's humanitarian aid, and in 2017 provided the virtual reality glasses necessary to view the 360° film shown during the 'Jeder Rappen zählt' appeal.



## 8.4 EMERGENCY APPEALS ALLIANCE

We can often achieve more working together than alone. This is no less true when it comes to fundraising for the victims of humanitarian disasters; joint appeals and partnerships with the media and private sector really pay off. The Emergency Appeals Alliance (EAA), set up in 2008, brings together Swiss Solidarity and ten other similar organizations in different countries. In addition to sharing knowledge and experience on issues such as joint fundraising appeals, best practices in humanitarian aid and good organizational management, the Alliance hopes to become established as a contact point for global media and the private sector.

In 2017, the member organizations held two regular meetings, and discussed appeals in aid of Africa and the Rohingya. Thanks to a new coordinator, information could be exchanged more effectively and certain key themes (e.g. Grand Bargain) were defined.

At the annual meeting in Vienna, Catherine Baud-Lavigne, Swiss Solidarity Deputy Managing Director, was confirmed as the Alliance's vice president. She is also the contact person for the Alliance's activities coordinator, who is based in Geneva.

Find out more

(<http://www.emergency-appeals-alliance.org/>)



## 8.5 FURTHER PARTNERS

In 2017, 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.
- **SwissPost:** 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:** Gives advice on the operating budget and other specialist services
- **Keystone:** Provides access and usage rights to up-to-date pictures from disaster and crisis zones during the different appeals.
- **Swiss TXT:** Supports all appeals.
- **Migros:** Migros customers donated CHF 11,085 worth of Cumulus points to the social assistance programme in Switzerland. Swiss Solidarity used this money to support the Mère Sofia Foundation in Lausanne and SUBITA, an organization providing mobile social work in Winterthur.
- **Bonus Card, Demos SCOPE, WEMF and intervista** give their customers the opportunity to donate bonus points.
- **Crédit Suisse:** Staff at the customer service centre gave their help to Swiss Solidarity during the final TV programme of 'Jeder Rappen zählt', taking donation pledges by phone behind the scenes.
- **Twint:** Twint provided its services during the 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni Centesimo conta'

## IMPRINT

Swiss Solidarity is a foundation, started as an initiative of

**SRG SSR**

Partnership & collaboration



## KEYSTONE

### Editorial office:

Tony Burgener

### Coordination & Layout:

Katrin Wildi

### 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

SWISS  
SOLIDARITY 



App available on:

