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Annual Report 2018

SWISS  
SOLIDARITY



## 1.1. FOREWORD BY THE PRESIDENT, PASCAL CRITTIN



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In 2019, Swiss Solidarity will organize the 250th fundraising event in its history. A success story, a long chain comprising donors, NGOs, SRG SSR of course and all those who have contributed in some way to Swiss Solidarity.

Taking over the presidency of Swiss Solidarity means humbly being part of this wonderful tradition. And above all, it means expressing gratitude to all those involved in its amazing history.

But it also means taking into account the 'disruption' that is affecting not only the media and the economy, but also an institution such as Swiss Solidarity.

Geopolitics is interfering with our ability to act. New actors are entering the humanitarian 'market'. They are seducing a part of the public with their agility, even if they are not always able to guarantee the lasting impact of their activities on the ground. The public, meanwhile, demands a better understanding of the workings of humanitarian aid.

In response to this situation, we have set ourselves several priorities. We want to ensure the sustainability of the Swiss Solidarity model and its financing, including for events which are not high-profile disasters. We want to have closer contact with the public. And we aim to be a platform which brings together partner NGOs, supported by our expertise, and SRG SSR, which contributes so much to society via its support for Swiss Solidarity.

All that one achieves may be called into question in an instant. The 'No Billag' campaign demonstrated this in our case. Despite its fine history, Swiss Solidarity must not rest on its laurels. We need to embrace digital transformation, get closer to the public, increase transparency and show that we manage the donations we receive responsibly.

In this way we will continue to deserve the trust that the public has placed in us since 1946, in one fundraising appeal after another. And we will continue towards the next successful step in Swiss Solidarity's story.

Pascal Crittin, President of the Foundation Council

## 1.2. FOREWORD BY DIRECTOR TONY BURGNER



2018 was a year marked by many catastrophes. In the wars in Syria, Yemen, Congo and South Sudan all humanitarian rules were ignored: children, women and men suffered extreme brutality and death, while many were forced to flee their homes. Earthquakes, flooding and hurricanes in Indonesia, India and the Caribbean robbed many of their homes and livelihoods.

In most cases Swiss NGOs, Swiss Solidarity's partners, were on the scene immediately to deliver the aid needed.

They did not always receive a warm welcome. International aid is viewed with increasing criticism in many countries which experience natural disasters, and in some cases it is not accepted at all.

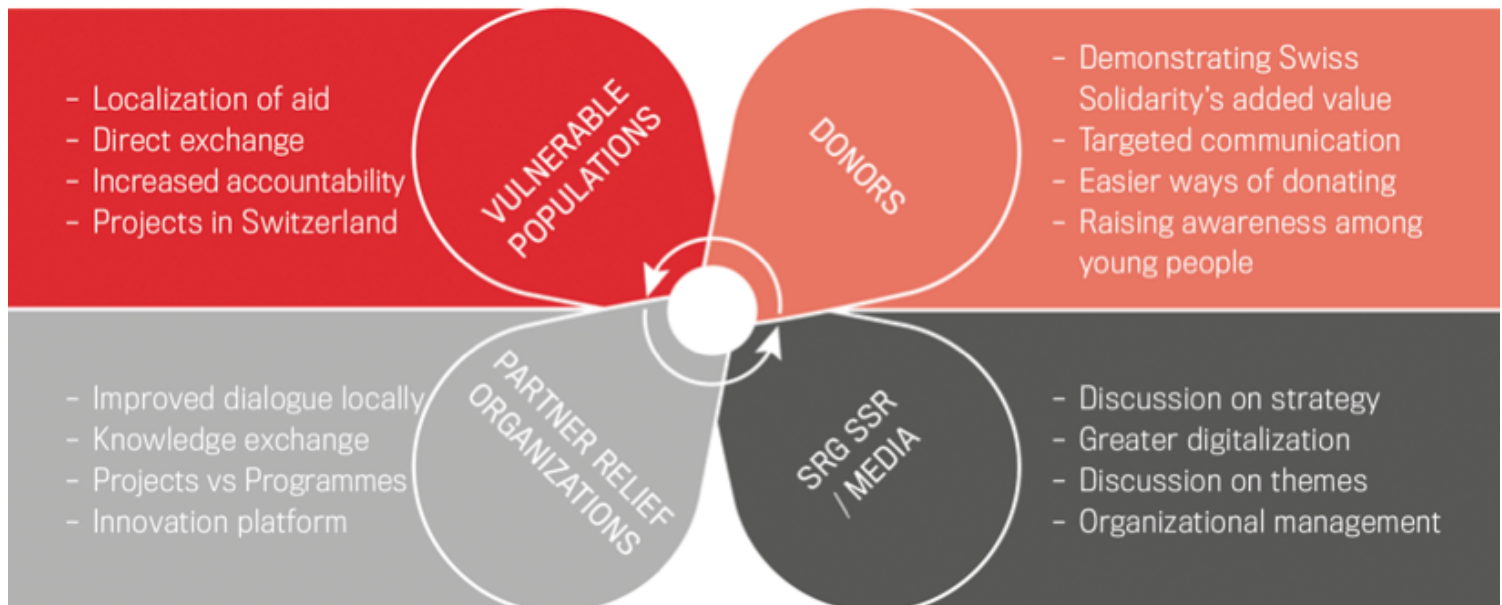
The people affected by disasters no longer wish to be considered as aid recipients. They want to act as stakeholders involved in the decision-making and implementation process when humanitarian aid is provided.

International NGOs therefore need to redefine themselves and clearly demonstrate the added value they can offer. They need to demonstrate their ability to find new ways of supporting local stakeholders and of providing aid more efficiently.

Swiss NGOs have done this very effectively. They anticipated this change to a large extent, and will continue to innovate in future. Swiss Solidarity will continue to support them in this, and to strengthen the links between our donors and the victims of disaster.

Our donors expect this professional approach. And we thank them for their loyalty and support.

Tony Burgener, Director



## 2. FOUNDATION STRATEGY FOR 2017–2020

In 2018 we pushed ahead with our 2017–2020 strategy process, which focuses on both donors and disaster victims.

### **Closer to the donors**

In future we would like reach out to our donors even more effectively. Technology can help us here: we now use a new CRM (client relation management) tool and are making it easier for our donors to donate money in various ways such as via TWINT or by using the Swiss Solidarity visa card by Bonus Card. We also run a number of special events at which we meet the donors. We will continue to pursue this strategy in the coming year. New members on our Foundation Board also give the donors greater representation.

### **Closer to the disaster victims**

The victims of disaster also want to be more closely involved in the aid process. We wanted to find out to what extent this is currently the case, and so looked at the projects we fund in Nepal. The results of our investigation were positive, showing that the flow of information and communication about the projects functions well. People know where, when and how they can make suggestions or express complaints. The overall impression was positive, although the results were less favourable over time, and it was shown that more can be done to improve cooperation with stakeholders in the future. We can build on the lessons learned from the assessment and work to improve our performance in this very important area.

## **Innovation**

Innovation was a major focus of our activities in 2018. For example, local people in Burkina Faso and Mozambique are being involved directly in the projects that benefit them. Collectives have been set up in which members have special motorbikes to transport women who are about to give birth to the local health clinic. If no births are imminent, the members can offer motorbike taxi services in order to earn extra money. In another example, iPads are being used for systematic diagnostics in health centres in a more remote area of the country. The diagnoses are sent to an office of the health ministry, providing up-to-date information on pathogens and the threat of the spread of disease.

## **Closer to the NGOs**

In addition to our new innovation platform, digital information is an issue that we are addressing with our partner NGOs. We are looking at the systematic exchange of information and the use of digital search engines, social media and mobile applications. Around a dozen NGOs have said they are interested in cooperating in this project. By encouraging various NGOs to be involved in our foundation bodies, such as the Foundation Board and the project commission, we can adopt a more strategic approach in future. Managing conflicts of interest clearly is also of importance.

## **Closer to SRG SSR**

In 2018 we moved closer to SRG SSR physically when we moved our offices to the RTS building in Geneva. We also worked with them more closely, in particular on the fundraising events for the Rohingya and the victims of the earthquake in Indonesia. In the 'Jeder Rappen zählt' ("Every Penny Counts"), 'Coeur à Coeur' and 'Ogni Centesimo conta' ("Every Penny Counts") campaigns we cooperated very closely on organization, themes and communication activities. The popular vote campaign on abolishing the TV licence ('No Billag') allowed us to highlight the huge value of SRG SSR's activities in helping the victims of disaster, as well as of Swiss NGOs' humanitarian aid work.

Everything has been set in place to ensure we implement our strategy by the end of 2020. However, the world is in constant flux, and so a new strategy may soon be necessary. The constantly changing state of affairs means there is no time for us to rest on our laurels.



### 3. FUNDRAISING

As the largest private Swiss donor for humanitarian aid and as the humanitarian arm of SRG SSR, we raise funds via our own channels and those of SRG SSR for people in need here in Switzerland and abroad. We are supported by private media channels including private radio associations (Privatradios pro Glückskette in the German-speaking part of Switzerland and different private radio stations in the French-speaking part).

For us to be able to ask for donations, three criteria have to be met: we fundraise for a large-scale disaster with the associated media attention; the country in question asks for or accepts international aid; and at least three of our partner NGOs can use the aid efficiently and effectively on the ground.

In 2018, there were three events which met these criteria and so we raised funds for the Rohingya refugee crisis in Bangladesh, the victims of flooding in the southern Indian state of Kerala and the victims of the tsunami in Indonesia.

Our most effective fundraising instrument is the national solidarity day, on which parts of SRG SSR broadcast our fundraising event and we call for donations in four fundraising centres in Zurich, Geneva, Chur and Lugano. In 2018 we organized two such national solidarity days, one for the Rohingya and one for the victims of the tsunami in Indonesia.

Towards the end of the year we and SRG SSR also organized the 'Jeder Rappen zählt', 'Cœur à Cœur' and 'Ogni centesimo conta' fundraising events. 'Jeder Rappen zählt' raised donations for people to get descent shelter and places to stay in disaster situations ('Ein Dach über dem Kopf'/'A roof above their head'), and for the first time all three events raised money for children in Switzerland who are victims or witnesses of domestic violence.

All in all our donors gave over CHF 32.2 million in 2018.



### 3.1. ROHINGYA

In August 2017 over 700,000 Rohingya in Myanmar were violently driven from their homes and fled their country for Bangladesh, where the world's largest refugee camp then formed.

These people lacked even the most basic things, so we launched our first appeal for them in October 2017. The next disaster for the Rohingya in Bangladesh loomed on the horizon in spring 2018. The coming monsoon threatened to set off landslides, destroying huts and latrines and spreading disease.

So, on 23 May we and SRG SSR held a national solidarity day, in which we were supported by Privatradios pro Glückskette. The biggest challenge facing us was the fact that very little was being reported in the media about the looming catastrophe. Thanks to reports and eyewitness accounts by journalists and aid workers, the Swiss public could be shown the huge need of the Rohingya people. On the day itself, over CHF 3 million was pledged.



## 3.2. FLOODS IN INDIA

In August 2018, an unusually strong monsoon in the southern Indian state of Kerala caused the worst floods in the region for 100 years. Because of the extent of this disaster, which forced hundreds of thousands of people from their homes, and because our partner NGOs had local partners in the region who were able to act rapidly in getting aid to the victims, we decided to launch a fundraising appeal for Kerala.

Within a few weeks we had received donations of over CHF 900,000, and with this money we could fund the urgently required emergency aid.





### 3.3. TSUNAMI IN INDONESIA

On 28 September 2018, an earthquake and subsequent tsunami on the Indonesian island of Sulawesi caused widespread destruction; over 60,000 people lost the roof over their heads and several hundred thousand people were urgently in need of aid.

A few days later, the Indonesian government agreed to accept international aid provided it was administered by local organizations. As our partner NGOs were in a position to provide aid under these conditions, on 5 October we organized a national day of solidarity for the victims of the Indonesian tsunami.

Over CHF 6 million were pledged across our four fundraising centres, and this amount was more than doubled by the end of 2018, to over CHF 13 million. We were able to start funding emergency aid immediately.



### 3.4. JEDER RAPPEN ZÄHLT / COEUR À COEUR / OGNI CENTESIMO CONTA

From 15 to 21 December 2018, along with SRF, RTS and RSI we ran the three fundraising events 'Jeder Rappen zählt', 'Cœur à Cœur' and 'Ogni centesimo conta'.

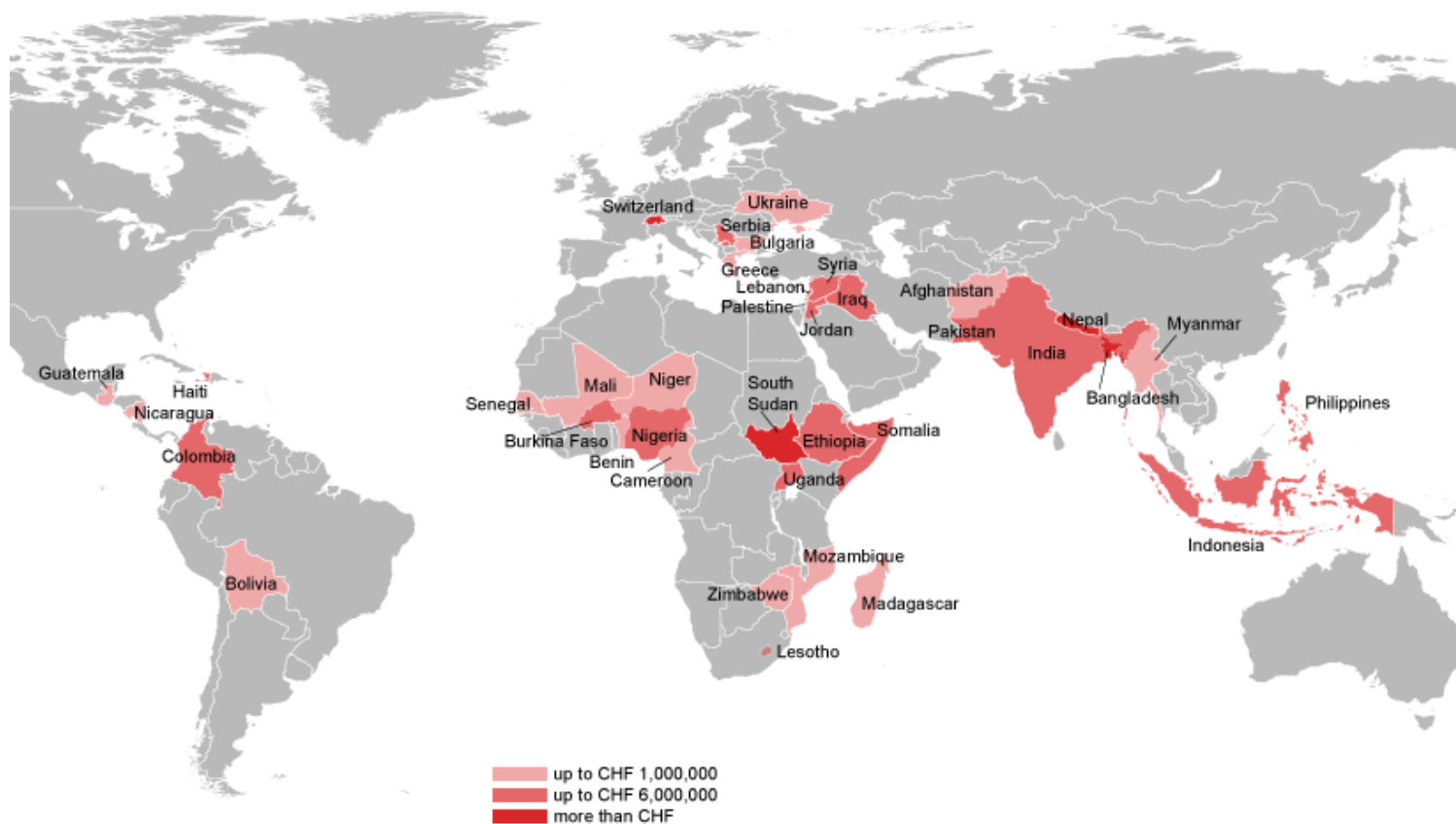
This was the tenth time that 'Jeder Rappen zählt' had been held, this time for the organization 'Ein Dach über dem Kopf'. Two thirds of the money raised will be used abroad to provide a secure roof over the heads of children and families who have lost their homes in natural disasters or as the result of conflict. A third of the money will be used in Switzerland to support projects which help and protect children who are the victims of domestic violence, abuse or neglect. By the end of the fundraiser, CHF 5.7 million had been pledged, and CHF 4,885,523 had been paid into our account by 31 December 2018. 2018 was the last year in which 'Jeder Rappen zählt' took place in this form. We are currently drawing up a new project with SRF.

'Cœur à Cœur', our joint action with RTS, took place for the third time in December 2018, and 'Ogni centesimo conta' with RSI was held for the second time. Both these events raised money only for children in Switzerland who are the victims or witnesses of domestic violence. This is the first time that we have raised money for children in Switzerland who are the victims of violence.

In 'Cœur à Cœur', CHF 1.5 million was donated and pledged, and around CHF 350,000 in 'Ogni centesimo conta'. CHF 852,311 and CHF 253,476 respectively had been transferred to our accounts by the 31 December 2018.

Besides raising money to provide aid following natural disasters not necessarily covered in the media, these three events allow us to raise awareness of our humanitarian tradition among young people in Switzerland. The many fundraisers organized by children, schools and families in 2018 were a sign of our success in this respect. Students at the Lucerne University of Applied Sciences and Arts also helped to raise awareness by setting up an interactive exhibition with the support of UNHCR and Eawag during the 'Jeder Rappen zählt' campaign. In addition, over 800 children and young adults had first-hand experience of the fundraising topic at a workshop organized in conjunction with youngCaritas on the fringes of this exhibition in Lucerne.

## Countries of intervention with ongoing projects in 2018



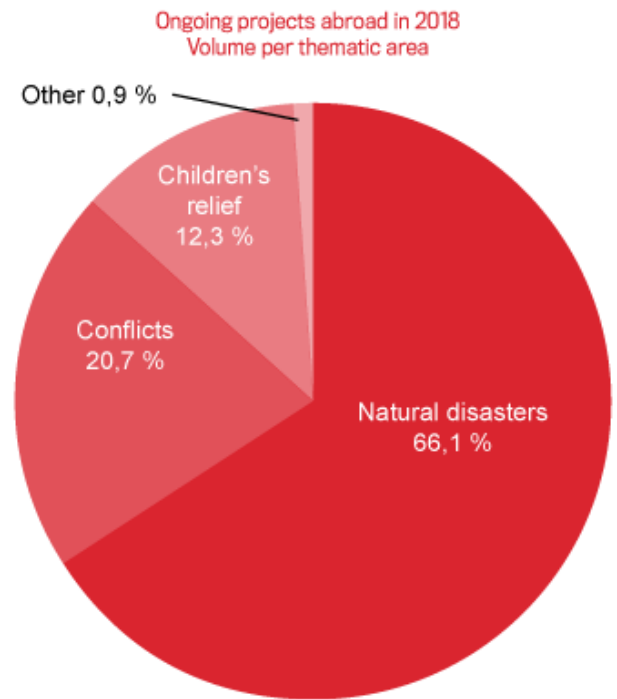
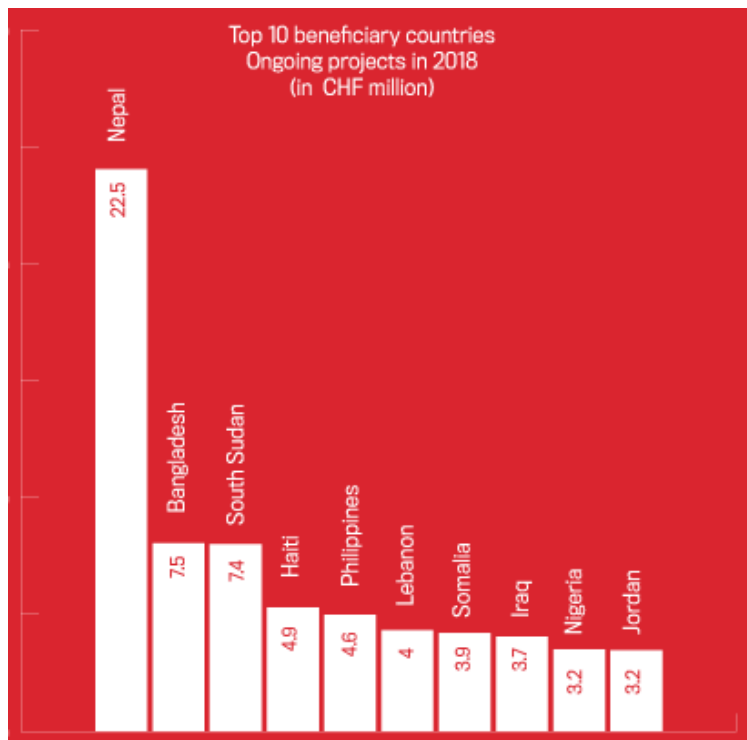
## 4. HOW DONATIONS WERE USED

In 2018 we supported a total of 238 rehabilitation, reconstruction and economic improvement projects run by our partner NGOs, which benefited around five million people in 39 countries.

The funds we contributed to these projects came from the fundraising appeals of 2018 (Rohingya, floods in India and the tsunami in Indonesia) and from appeals in former years. We use the funds we raise very carefully, and projects set up in the wake of natural disasters usually run for several years.

In 2018 we focused on children both in Switzerland and abroad. Our children's relief fund allowed us to fund 21 projects in 15 different countries, where our partner NGOs provided improved protection, health and education for more than 738,000 children.

In Switzerland, the money raised in the 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' appeals went towards helping over 400 young people become better integrated socially and professionally.



## 4.1. AID ABROAD

In 2018 we supported a total of 161 projects in 38 different countries. Besides the 21 children's relief projects, we supported 19 projects in Africa following the famine of 2017, 16 projects for the Rohingya refugees in Bangladesh, 16 projects for Syrian refugees in Syria's neighbouring countries and 16 reconstruction projects in Nepal following the earthquake of 2015.



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### 4.1.1. ROHINGYA

In 2017 over 700,000 people of the Rohingya ethnic group were violently driven out of Myanmar into neighbouring Bangladesh. In October of that year, we launched our first appeal for the Rohingya, who now live in the world's largest refugee camp in extremely precarious conditions.

Until the spring of 2018, the main focus was on ensuring their survival, and so we funded the distribution of basic everyday items (hygiene products, cooking utensils etc.), access to water and the construction of latrines. We also helped to fund projects providing medical care.

But then the next disaster loomed on the horizon for the Rohingya in Bangladesh. The coming monsoon threatened to set off landslides and destroy huts and latrines, which would lead to the spread of disease.

The money raised on the national solidarity day on 23 May 2018 allowed us to fund our partner NGO's projects to reinforce shelters and terrain, repair latrines and make them safe, and to provide basic health care. We were also able to fund child protection projects and income-generating projects; the lack of prospects and the lack of work opportunities is one of the biggest problems facing the Rohingya.

All in all, we funded 16 projects run by 11 partner NGOs. We will continue to support these projects in 2019, funds permitting, as there is currently no prospect of the Rohingya returning to Myanmar, nor of a political solution to the issue.

#### Project contributions 2018:

CHF 4'979'375

Donations 2018: CHF 7'689'693

#### NGO's 2018:

Caritas Switzerland, EPER - Swiss Interchurch Aid, Foundation Hirondelle, Helvetas, LAW (Legal Action Worldwide), Médecins du Monde, Save the Children Switzerland, Swiss Red Cross, Terre des hommes



**Project contributions 2018:**

CHF 657'145

Donations 2018: CHF 923'648

**NGO's 2018:**

Caritas Switzerland, CBM Switzerland, EPER - Swiss Interchurch Aid, Helvetas, Terre des hommes

### 4.1.2. FLOODS IN INDIA

In August 2018, heavy monsoon rains in the southern Indian state of Kerala caused the worst floods in the region for 100 years. Our fundraising appeal brought in CHF 923,648, with which we were able to fund five projects run by our partner NGOs focusing primarily on emergency aid and medical care.

Our partner NGOs' Indian partner organizations were able to begin distributing food, kitchen utensils and hygiene articles soon after the disaster struck, and so provide people with essential items lost in the floods.

The emergency aid also focused on providing medical care. So much water and mud meant that snake bites, diarrhoea and injuries were widespread. We also financed projects in which people were given cash to buy new seed and plant crops in order to start recovering slowly from the disaster.

One of the projects will continue to run until spring 2019. The rest of the money raised has otherwise been used up by these five projects.



### 4.1.3. TSUNAMI IN INDONESIA

On 28 September 2018, an earthquake in India triggered a tsunami that caused massive damage on the island of Sulawesi. On 5 October, we and SRG SSR held a national day of solidarity and raised CHF 13.1 million francs in donations.

A few days after the catastrophe, the government agreed to accept international aid provided it was administered by local NGOs and that no international aid workers were stationed in the affected area.

These conditions did not cause any problems for most of our partner NGOs, as they had their own network or partnerships via which they could very soon begin providing emergency aid. Our programme manager for Indonesia went to Sulawesi one month following the disaster and saw this for himself.

The provision of aid, which began in October 2018, will probably continue until the end of February 2019. This does not just involve emergency aid such as distributing food, ensuring access to water and providing medical care, it also involves projects to help people rebuild their homes and start to live normal lives again. We supported eight projects of this kind up to the end of 2018.

The second rehabilitation phase begins in 2019 and is due to run for at least two years.

#### Project contributions 2018:

CHF 1'663'248

Donations 2018: CHF 13'648'479

#### NGO's 2018:

ADRA, Caritas Switzerland, CBM Switzerland

EPER - Swiss Interchurch Aid, Medair, Save the Children Switzerland, Solider Switzerland, Swiss Red Cross



#### 4.1.4. FAMINE IN AFRICA (2017)

On 11 April 2017, we organized a fundraising day for the victims of drought and conflict in a number of countries in Africa. We received donations totalling CHF 19,366,498.

The situation continued to cause alarm in 2018, in particular in South Sudan. Although a ceasefire was agreed towards the end of the year, it is still unclear how the situation will develop. The situation in Nigeria, where armed attacks are still frequent, also remains very fragile. Furthermore, the health system has almost completely collapsed because of the many internally displaced persons and refugees.

This makes projects financed from this fund in Ethiopia, Somalia, Nigeria, Niger and South Sudan all the more important. In 2018 we funded 14 projects run by our partner NGOs in the following areas: medical care, access to drinking water, access to food, cash payments, improved hygiene conditions and above all the treatment of malnourished children.

Thanks to the effort and cooperation of the communities and local partners, it was possible to contain the feared food crisis.

##### Project contributions 2018:

CHF 3'982'539

Donations 2018: CHF 223'691

##### NGO's 2018:

Caritas Switzerland, CBM Switzerland, Doctors Without Borders, EPER - Swiss Interchurch Aid, Handicap International Switzerland, Medair, Save the Children Switzerland, Swiss Red Cross, Terre des hommes, Vétérinaires sans Frontières





#### Project contributions 2018:

CHF : 2'226'028

Donations 2018: CHF 2750

#### NGO's 2018:

Caritas Switzerland, EPER - Swiss Interchurch Aid, Terre des hommes

### 4.1.5. HAITI

In Haiti we funded six further projects in support of those affected by **Hurricane Matthew** in 2016, bringing the reconstruction projects run by our partner NGOs to an end. More than 520 houses and three schools have been rebuilt or repaired in these projects, and 21 schools and over 30,000 people have obtained access to clean drinking water.

A further focus in 2018 was to help those who had lost their livelihoods in the hurricane to get back to earning an income. Farmers received new seed and tools, and fisherman new utensils such as nets and weighing scales.

The last projects to help those affected by Hurricane Matthew are due to be wrapped up in 2019.

**Project contributions 2018:**

CHF 561'057

Donations 2018: CHF 0

**NGO 2018:**

Caritas Switzerland

Eight years following the massive **earthquake in 2010**, in 2018 we continued to fund one last project, which was completed at the end of the year. 25,000 trees were planted to halt the advanced erosion on Haiti and so protect people from further natural disasters.

This project also helped to improve the income of the local people and to diversify their economic activities. They were trained in small animal husbandry and alternative growing methods, receiving rabbits and pigs to start out with.

In total, more than 2700 houses and 10 schools have been rebuilt or repaired on Haiti since the earthquake struck in 2010.



#### 4.1.6. REFUGEES

The refugee fund was created in 2015 when the whole world was moved by news of the huge flows of refugees on the Balkan route. Three years after this fund was set up, the situation is still very difficult for the four million or so people who have fled Syria into its neighbouring countries.

It is therefore vital that we continue to provide support for the 16 projects set up from this fund in 2018. Six of these are run by our partner NGOs in Lebanon, five in Iraq and three in Jordan. In all three countries we funded cash aid projects for around 1000 families, health projects, and projects to improve or repair around 200 refugee homes. With our partner NGOs, in 2018 we were able to improve the living conditions of more than 700,000 people.

But the situation for refugees in Greece remained critical in 2018. We were able to help women refugees and young people in particular in two projects run by organizations not accredited by us, so-called grassroots organizations which sprung up directly in the civilian population.

##### Project contributions 2018:

CHF 5'733'527

Donations 2018: CHF 209'838

##### NGO's 2018:

Caritas Switzerland, Doctors Without Borders, EPER - Swiss Interchurch Aid, Media, One Happy Family, SAO women for displaced women, Save the Children Switzerland, Solidaire Switzerland, Swiss Red Cross, Terre des hommes



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### 4.1.7. SYRIA

We have been raising funds for Syria since 2012 and use this money to fund projects run by our partner NGOs. The civil war is still raging over six years since we first launched our appeal. Over six million people are internally displaced.

In 2018 we funded eight projects run by five different partner NGOs in order to help some of these people. Vouchers for basic foodstuffs and everyday items were distributed, and 7000 boxes of food and 14,000 warm meals were provided in soup kitchens run in these projects. 300 homes were repaired and improved, and 1500 children took part in activities which give them a safe environment in which to simply enjoy being a child. In addition, 300 families received financial support.

In 2018 we used up all the donations received for Syria since 2012 in the projects we funded.

#### Project contributions 2018:

CHF 1'274'008

Donations 2018: CHF 148'495

#### NGO's 2018:

Caritas Switzerland, Doctors Without Borders, EPER - Swiss Interchurch Aid, Medair, Terre des hommes



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### 4.1.8. EARTHQUAKE IN NEPAL 2015

Three years after the earthquake in Nepal, we, our partner NGOs and their local partners continued with reconstruction projects in six of the regions worst hit by the earthquake. 2800 out of a total of 5000 private homes, 16 schools, three nurseries and three health centres were completed in 2018.

Besides the construction of buildings, assuring access to water both for domestic use and for agriculture was high on the list of priorities. More than 30 irrigation channels and more than 40 water systems in very remote areas were repaired and put back into operation.

Transferring skills and knowledge was a key focus of the 16 projects that we funded in Nepal in 2018, both between our partner NGOs and their local partners and to the local people. For example, more than 600 masons were trained in building earthquake-proof buildings.

We again conducted a participative and integrative evaluation in order to assess the quality of the projects and the degree to which they are accepted by the people they are designed to help. Funding for projects in Nepal is due to come to an end in 2019.

#### Project contributions 2018:

CHF 3'952'541  
 Donations 2018: CHF 10'888

#### NGO's 2018:

ADRA, ARCHI, Caritas Switzerland, CBM Switzerland, Helvetas, Integrity Action, Kam For Sud, Lukla-Chaurikharka Association, Medair, Save the Children Switzerland, Solidaire Switzerland, Swisscontact, Terre des hommes



e SolidarMed

## 4.1.9. INNOVATION

Thanks to a new innovation fund set up in 2018, we were able to fund projects by our partner NGOs that test new ideas and approaches. The aim is to render humanitarian aid even more effective and efficient in the long term.

In 2018 we funded a project in Burkina Faso, one in Mozambique and one in Ukraine.

The use of iPads on which a special health app is installed helps remote health centres in Burkina Faso to make rapid and precise diagnoses. The Ministry of Health receives information about pathogens and the possible spread of disease.

Health is also an issue in Mozambique, where special motorbikes are being used to transport pregnant women to the nearest local health clinic, where they can give birth safely. If there are no imminent births, the motorbikes can be used to operate a taxi service and so generate income.

The third project involves small technical workshops known as FabLabs, in which young disadvantaged people in Ukraine, Gaza, Burkina Faso and Romania acquire technical skills in a protected environment and come into contact with modern technology such as 3D printers.

### Project contributions 2018:

CHF 291'554

Donations 2018: CHF 0

### NGO's 2018:

Enfants du Monde, SolidarMed, Terre des hommes



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## 4.1.10. CHILD WELFARE

With our Child Welfare fund we and our partner NGOs support disadvantaged children up to the age of 14. In 2018 we supported projects in crisis regions such as Niger and Afghanistan, providing healthcare and special nutrition to children suffering from the effects of war, from malnourishment and from malaria, which becomes more widespread according to the season.

We also supported projects run by our partner NGOs in Benin, Mali, Cameroon, Mozambique, Lesotho, Senegal, Zimbabwe, Bolivia, Guatemala, India and Nepal. These projects promote children’s rights, their education, and their need for protection – in particular from child labour and other forms of exploitation.

In 2018 our partner NGOs ran a total of 21 health, education and child protection projects in 15 countries, improving the lives of almost 400,000 children and increasing their chances of enjoying a better future.

### Project contributions 2018:

CHF 1'062'556

Donations 2018: CHF 643'986

### NGO's 2018:

Caritas Switzerland, CBM Switzerland, Doctors Without Borders, Enfants du Monde, Handicap International Switzerland, IAMANEH Switzerland, Medair, Médecins du Monde, Save the Children Switzerland, Solidaire Switzerland, SolidarMed, Terre des hommes, Vivamos Mejor



#### Project contributions 2018:

CHF 437'727

Donations 2018: CHF 0

#### NGO's 2018:

Caritas Switzerland, Eirene  
Switzerland, Médecins du Monde,  
Save the Children Switzerland,  
Terre des hommes, Vivamos Mejor

### 4.1.11. 'JEDER RAPPEN ZÄHLT', 2015, 2016 AND 2017

Depending on the fund and topic, the projects we support run for several years. Monies from the 'Jeder Rappen zählt' appeals in 2015, 2016 and 2017 were still being used to fund several projects in 2018.

Four of the nine ongoing projects from the **2015 'Jeder Rappen zählt' appeal** (for young people in need) focused on the professional and social reintegration of particularly disadvantaged children in Columbia. Further projects focused on the same issue in Nicaragua, Iraq, Palestine and the Philippines, where young people are given a second chance to build a successful professional and personal future.



### Project contributions 2018:

CHF 1'757'378

Donations 2018: CHF 150

### NGO's 2018:

ADRA, Save the Children  
Switzerland, Terre des hommes

The funds raised in the **2016 'Jeder Rappen zählt'** **appeal** went towards projects for unaccompanied child refugees. In 2018 we again funded seven projects, five of which work to protect children and teenagers travelling alone on the migration route in the Balkans and in Greece. The projects equip some of these young people with vocational skills to help them find employment more easily in a host country. Our partner NGOs in South Sudan and Nigeria also helped to protect unaccompanied minors fleeing their homes, to reunite them with their own families or place them in host families, where they can enjoy a safe environment and kindness, for a time at least.

### Project contributions 2018:

CHF 1'541'102

Donations 2018: CHF 1'100'836

### NGO's 2018:

CBM Switzerland, Enfants du Monde, EPER - Swiss Interchurch Aid, Pestalozzi Children's Village Foundation, Save the Children Switzerland, Solidaire Switzerland, Terre des hommes, Terre des hommes Switzerland

The monies raised in the **2017 'Jeder Rappen zählt'** appeal were used to fund nine education projects in Burkina Faso, Mali, Nigeria, Senegal and South Sudan that focus on improving children's access to schooling and increasing the quality of the education they receive. Children in Madagascar and Myanmar also benefited from education projects which provided further training for teachers or created opportunities for many who had never been to school.

The projects in South Sudan and Nigeria were emergency education projects, which give children in conflict situations the opportunity to attend school, responding to the specific needs of those who have experienced terrible things and must learn how to learn again.



## 4.2. ASSISTANCE IN SWITZERLAND

In 2018 we funded 59 projects for young people in need in Switzerland, helping more than 400 children and teenagers to become more socially integrated and to gain a foothold in the world of work. Donations for these projects had been raised in the 'Jeder Rappen zählt', 'Cœur à Cœur' and 'Ogni centesimo conta' events jointly run with SRG SSR in the winters of 2015, 2016 and 2017.

We also pursued our severe weather assistance programme, helping nine households, one small business and four communes to help pay off the outstanding costs of repairing damage caused by severe weather in recent years.

We also continued to support the village of Bondo, where we helped two small businesses, one association and 24 households to recover from the effects of the landslide that had occurred there.



### 4.2.1. BONDO

At the end of August 2017, a landslide on Piz Cengalo caused widespread damage in Val Bondasca, in some cases completely destroying houses and small businesses in Bondo.

In 2018, 24 further households received financial aid to help cover their extra rents, additional transport costs and the outstanding costs for replacing destroyed furniture and household articles.

We also supported two small businesses that were unable to generate any income for several months owing to the damage and the lack of tourists. One association also received our support.

The aid for private individuals in Bondo has now more or less come to an end, but we will continue to consider applications for support and provide this where possible. One of the small businesses is still being supported and it should be possible to establish the outstanding costs for repairing infrastructure in the village in the course of 2019.

#### Project contributions 2018:

CHF 92'581

Donations 2018: CHF 37'527



## 4.2.2. SEVERE WEATHER IN SWITZERLAND

Our severe weather assistance fund for Switzerland supports private individuals and communes badly affected by severe weather. In most cases we contribute towards any costs not covered by insurance or other third parties.

As claiming this money usually involves a lot of paperwork and takes many months or even years, in 2018 we provided support to nine households, one small business and four communes which in 2011, 2014 and 2016 suffered damage in flooding, rockfalls, heavy rain and landslides.

We also provided funds for clearing up and restoring agricultural land, roads and hiking paths, securing the water supply and riverbank restoration.

### Project contributions 2018:

CHF 1'111'482

Donations 2018: CHF 93'870



#### Project contributions 2018:

CHF 162'613

Donations 2018: CHF 0

#### Institutions:

Association Astural - Parcours  
A2Mains, Association Ateliers  
Phénix, EQUIPE VOLO, Stiftung  
Zürcher Kinder- und Jugendheime  
- Vert.igo

### 4.2.3. YOUNG PEOPLE IN NEED

With the funds from the joint collections with SRF, RTS and RSI in 2015, 2016 and 2017, we were able to finance a total of 59 projects for young people in 2018, helping them to gain a foothold in society and the world of work.

With the money from '**Jeder Rappen zählt**' 2015 we were able to finance four final projects, which gave young people a second chance at having a successful start in the world of work.

### Project contributions 2018:

CHF 524'451

Donations 2018: CHF 150

### Institutions:

Association En Route Pour Apprendre, Association La Sorcière affairée, Association ParMi, Caritas Suisse, Caritas Zürich, Croce Rossa Svizzera - Sezione Sottoceneri, Croix-Rouge suisse, Dominikanerkloster Cazis - Schule St. Catharina, Eglise catholique Canton de Vaud - Action-parrainages, National Coalition Building Institute Schweiz, Rotes Kreuz Schaffhausen, Schweizerisches Arbeiterhilfswerk Schaffhausen, Schweizerisches Rotes Kreuz Kanton Aargau, Schweizerisches Rotes Kreuz Kanton Basel, Schweizerisches Rotes Kreuz Kanton Solothurn, Schweizerisches Rotes Kreuz Kanton Zürich, Soccorso Operaio Svizzero/ Ticino, Solidaritätsnetz Bern, Stiftung Futuri, Verein family-help, Verein Flüchtlinge Malen, Verein IG offenes Davos, Verein KUMA, Verein Netzwerk Asyl Aargau, Zentrum Bäregg GmbH

In the **2016 'Jeder Rappen zählt'** and **'Coeur à Coeur'** campaigns, we raised money for unaccompanied minor migrants in Switzerland. In the year under review, we were able to finance a total of 37 projects run by Swiss social institutions that help these young people to get used to their new environment.

### Project contributions 2018:

CHF 1'842'179

Donations 2018: CHF 1'215'342

### Institutions:

Genossenschaft FuturX, Sans-Papiers Anlaufstelle Zürich, Stiftung Lebenshilfe, Verein Flüchtlings Theater Malaika, Verein Kinderprojekt Arche, Verein Lollypop Galaxys / Nido del Lupo

The '**Jeder Rappen zählt**', '**Coeur à Coeur**' and – for the first time – '**Ogni centesimo conta**' appeals in 2017 focused on education. Here we were able to continue financing particularly successful projects from 2016 that focused on education, thus ensuring continuity in our aid. But we also financed new undertakings, such as a special integration project for young people suffering from Asperger's syndrome and a project to help young mothers trying to train or study at the same time as bringing up a child. All in all, we supported a total of 18 projects and will be able to continue financing some of these in 2019.





© Vacances Familiales

## 4.2.4. CALA SANNITICA

Cala Sannitica is a special fund in aid of children in Switzerland which is fed by contributions from a major donor. It supplemented the projects run for young people in need in Switzerland.

Up to October 2017, children received a sum of money to pay for music or art courses, sports lessons, leisure and holiday activities, or else received additional help with their schooling.

Since October 2017, Cala Sannitica has focused on providing support to a project run by the Valais organization Vacances Familiales, which gives families experiencing difficult times the opportunity to build 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. In 2018, 35 parents and 58 children benefited from holidays in this environment and were able to work on their family relationships.

### Project contributions 2018:

CHF 40'350  
Donations 2018: CHF 1000

### Institution:

Association Vacances Familiales



## 5. COMMUNICATION

Transparency is central to everything we do. We communicate transparently and openly with our partner organizations about our activities, and we are also committed to transparency towards our beneficiaries. We believe it is important for people to know the source of the money which funds the aid they receive.

What is particularly important to us, however, is transparency towards our donors, who in 2018 entrusted us with over CHF 32.2 million in donations. We would like to show them exactly how we used their donations, what worked well and what did not work so well with its lessons learnt.

We implement this claim to transparency in all our communication platforms, be it media releases, Facebook posts, internet articles, newsletters, etc. And, of course, this annual report and its annual accounts also serve this purpose. We publish detailed figures on how we have used donations, how high our costs are and the salaries of our employees and management.

In order to convince our donors of the quality of our work and that of our partner NGOs, last year we sent out eleven press releases in all Switzerland's national languages, which led to over 1300 articles in various newspapers in Switzerland. In addition, we placed four guest articles in the French-speaking media, three of them in AGEFI's new philanthropy supplement, sent out six electronic newsletters and refreshed our presence in social media.

The new style, which aims to give a transparent account of what we and our partner NGOs have achieved thanks to the donations, has proved to be attractive: last year we almost quadrupled the interactivity of our Facebook posts and increased our number of followers by 12%.

These changes in our communications strategy were made as part of our corporate strategy to be closer to our donors, to take their needs for transparency and accountability seriously and to respond to them. We will continue and intensify these efforts in 2019.

## 6. KEY FIGURES IN 2018

<b>Donations</b>	<b>Amount (in CHF)</b>
Tsunami in Indonesia (2018)	13,648,479
Rohingya (2017)	7,689,693
For a roof over the head (JRZ 2018)	4,885,524
Education. A chance for children in need (JRZ 2017)	1,651,254
Flooding in India (2018)	923,648
Cœur à Cœur 2018	852,311
Child Welfare	643,986
Cœur à Cœur 2017	589,045
Early Response Fund	270,307
Ogni centesimo conta 2018	253,477
Famine in Africa (2017)	223,691
Refugees (2015)	209,838
Other donations	410,027
<b>Total donations 2018</b>	<b>32,661,316</b>

### **Relief Switzerland and abroad**

Ongoing projects	238
Nombre of projects in Switzerland	29
Number of projects abroad	22
Number of countries	39

### **Spent and committed to projects in Switzerland in 2018**

	<b>Amount (in CHF)</b>
Natural disasters Switzerland	1,204,063
Projects Young people in need	798,557
Individual social assistance in Switzerland	6,917
<b>Total Switzerland</b>	<b>2,009,537</b>

### **Spent and committed to projects abroad in 2018**

	<b>Amount (in CHF)</b>
Refugees (2015)	5,733,527
Rohingya (2017)	4,979,375
Famine in Africa (2017)	3,982,539
Nepal - Earthquake (2015)	3,952,541
Children alone on the run (JRZ 2016)	2,281,829
Hurricane Matthew (2016)	2,226,028
Education. A chance for children in need (JRZ 2017)	1'842'179
Tsunami in Indonesia (2018)	1,663,248
Yvonne Vogt	1,596,096
Syria (2012)	1,274,008
Child Welfare)	1,062,556
Typhon Haiya	729,624
Flooding in India(2018)	657,145
Young people in need (JRZ 2015)	600,340
Haiti - Earthquake (2010)	561,057
Flooding in Pakistan	496,719
Innovation	291,554
Early Response Fund	224,885
Famine in East Africa	200,000
Water (JRZ 2012)	188,458
Families forced to flee their homes (JRZ 2014)	173,597
Climate crisis in Africa (2016)	150,450
Non-earmarked funds (Switzerland)	90,127
Children in slums (JRZ 2013)	77,219
Africa	27,375
<b>Total relief abroad</b>	<b>35,062,475</b>



## 7.1. FOUNDATION COUNCIL

The Foundation Council is our 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 2018 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 our managing director sit on the Council in an advisory capacity. A representative of the Swiss Agency for Development 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 our partner NGOs or sit on the Council as independent experts.

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

- Pascal Crittin, SRG SSR / President
- François Besençon, SRG SSR / Vice President
- Jürg Schäffler, SRG SSR
- Andrea Hemmi, SRF
- Stefania Verzasconi, RSI
- Manon Romero, RTS
- Vito Angelillo, Terre des hommes – children's relief
- Hugo Fasel, Caritas Schweiz
- Markus Mader, Swiss Red Cross
- Petra Schroeter, Handicap International
- Jim Ingram, Medair
- Barbara Hintermann, independent representative, CAUX Initiatives of Change Foundation
- Andreas Huber, SDC / observer
- Tony Burgener, Swiss Solidarity Director / advisor
- Koenraad van Brabant, President of the International Relief Project Committee and Switzerland Aid Project Committee / advisor



### 7.1.1. EXECUTIVE COMMITTEE

The Foundation Council delegates some of its work supervising and monitoring our management to its Executive Committee. The committee, which is appointed by the Foundation Council, comprises two members from SRG SSR, two from our partner NGOs and the president of the Foundation Council. Our managing director and the president of the project committee also sit on the committee in an advisory capacity. The committee met four times in 2018 to prepare the most important decisions for the Foundation Council.

- Pascal Crittin, SRG SSR / President
- François Besençon, SRG SSR / Vice President
- Jürg Schäffler, SRG SSR
- Vito Angelillo, Terre des hommes – children’s relief
- Jim Ingram, Medair

#### Advisors:

- Tony Burgener, Swiss Solidarity Director
- Koenraad van Brabant, President of the International Relief Project Committee and Switzerland Aid Project Committee / advisor

## 7.2.1. INTERNATIONAL RELIEF PROJECT COMMITTEE (COPRO INT)

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 2018, and analysed 46 projects in detail at its meetings. On the basis of its analysis, the Project Decision Committee (CoproDec) makes a decision regarding the project application, approves or refuses funding, or requires changes to be made to the project.

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

Projects which request funding of up to CHF 200,000 are analysed by our project department with the help of independent experts. The final funding decision is made by the senior management. In 2018, 44 projects were approved.

### International Relief Project Committee

- Koenraad van Brabant, President
- Anja Ebnöther, Caritas Switzerland
- Beatrice Weber, Swiss Red Cross
- Martin Schneider, health expert
- Pablo Lo Moro, livelihood expert
- Nathalie Praz, HEKS
- Christian Gemperli, Solidar Suisse
- Vito Angelillo, Terre des hommes – children's relief
- Gabriela Friedl & Katja Schobert (to 31 August 2018), water experts
- Marina Marinov, construction expert (to 31.5.2018)
- Ivan Vuarambon, construction expert (from 1 July 2018)
- Mirela Shuteriqi, children's expert
- Sebastian Eugster, observer / SDC
- Tony Burgener, Swiss Solidarity Director
- Ernst Lüber, Head of Programme Department, Swiss Solidarity

### Project Decision Committee / COPRO DEC

- Koenraad van Brabant, President
- Tony Burgener, Swiss Solidarity Director
- Ernst Lüber, Head of Programme Department, Swiss Solidarity / advisor
- plus one expert (varying fields, advisory capacity)

## 7.2.2. PROJECT COMMITTEE AND EXPERT GROUP FOR SWITZERLAND

Our project committee meets to decide on projects in Switzerland following severe weather events or natural disasters. We also have an Expert Group to help us select projects for children in need in Switzerland.

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

- Koenraad van Brabant, President
- Tony Burgener, Swiss Solidarity Director
- Eric Bardou, expert in environmental issues and disaster relief
- Hanspeter Bieri, Expert in insurance and law
- Alexander Glatthard, expert in public bodies/finance
- Silvano Allenbach, Caritas Switzerland
- Wim Nellestein, Swiss Red Cross
- Ernst Lüber, Head of Project Department, Swiss Solidarity / advisor
- Fabienne Vermeulen, Head of Assistance in Switzerland / advisor

The Expert Group for projects supporting young people in need in Switzerland was formed in 2018. Its task is to analyse and advise on the choice of projects supported with funds from 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta'. The Expert Group comprises the following members:

- Tony Burgener, Swiss Solidarity Director
- Ernst Lüber, Head of Programme Department, Swiss Solidarity
- Beata Godenzi, advisor to Swiss Solidarity for social programmes in Switzerland
- Laurent Wicht, professor at Geneva university of applied sciences, independent expert
- Patricia Ganter, Integration Delegate for the Canton of Graubünden, independent expert
- Fabienne Vermeulen, Head of programmes in Switzerland

## 7.2.3. FINANCE AND INVESTMENT COMMITTEE

The Finance and Investment Committee advises our Foundation Council and its Executive Committee on 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 committee meetings in an advisory role, and our director and head of finance are also always present.

- Jürg Schäffler, President
- Riccardo Pallich, independent expert
- Federico Perlingieri, independent expert
- Paul-André Sanglard, independent expert (to 31 May 2018)

### Permanent guests:

- Pascal Crittin, Swiss Solidarity President
- Tony Burgener, Swiss Solidarity Director
- Catherine Baud-Lavigne, Swiss Solidarity Deputy Managing Director and Head of Finances and Administration
- Pascal Frei, PPCmetrics



## 7.2.4. MEDIA COMMITTEES

Our media committees are informal bodies. The communication staff of Swiss Solidarity, our partner NGOs and SRG SSR sit on these committees.

### **Partner NGO Media Committee**

With the Partner NGO Media Committee, we can align our communication and fundraising activities with those of our partners. At the committee meeting early in 2018, the discussion focused on the appeal for the Rohingya. Other appeals were discussed in conference calls and e-mail exchanges. There was also a meeting of the Digital Group, in which we and our partner NGOs discuss digital opportunities and challenges in the humanitarian aid field.

### **SRG SSR Media Committee**

Our Communications department meets regularly with the editorial team at SRG SSR to discuss how fundraising days are to be organized, to discuss general humanitarian aid issues and to explain how donations have been spent. We do not influence the reporting activities of SRG SSR journalists in any way; their independence is guaranteed.



## 7.3. TEAM

### Management

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

### Programme Department

- Ernst Lüber, Head of Programme Department
- Manolo Caviezel, programme manager (to 31 January 2018)
- David Dandrès, programme manager
- Mai Groth, programme manager
- Fabienne Vermeulen, head of programmes in Switzerland
- Rahel Bucher, Programme Department assistant

### Communication

- Tony Burgener, Director and Head of the Communication Department
- Daniela Toupane, communication officer and media spokesperson for German-speaking Switzerland
- Sophie Balbo, communication officer and media spokesperson for French-speaking Switzerland
- Olivier Soret, digital officer
- Sylvie Kipfer, web editor

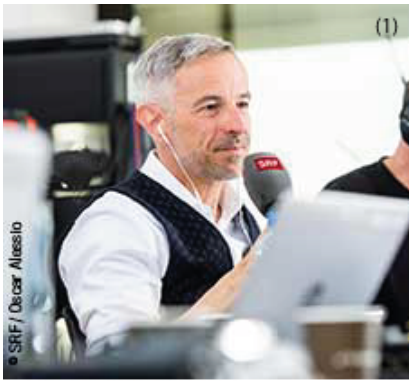
### Finances and Administration

- Catherine Baud-Lavigne, Deputy Managing Director and Head of Finances and Administration
- Graziella della Luce, accounts officer
- Corinne Mora, administrator
- Joëlle Hainaut, assistant administrator (to 31 December 2018)
- Jodok Gschwendtner, logistics / IT assistant
- Jasmine Stein, office assistant

### Delegates

- Priska Spörri, Head of Public Relations and Partner Relations, Zurich
- Eugenio Jelmini, delegate for Italian-speaking Switzerland

## 7.4. SRG SSR AMBASSADORS FOR SWISS SOLIDARITY



The SRG SSR ambassadors for Swiss Solidarity performed their role three times in 2018: on the national solidarity days for the Rohingya and the victims of the tsunami in Indonesia, and during the 'Coeur à Coeur' and 'Ogni centesimo conta' fundraising events. They play an extremely important role: on fundraising days they are in contact with our donors via radio and television for 18 hours, explaining the background of the disaster and the aid that could be needed, reporting from the fundraising centres and leading discussions with aid experts. This helps the donors at home to better understand the issues at stake.



In German-speaking Switzerland, SRF moderator **Dani Fohler** (1) has taken over from his predecessor Ladina Spiess. He works closely with SRF 1 producer and editor Sandra Witmer, who during the course of the year compiles several reports from the crisis areas for the programmes *Treffpunktand Doppelpunkt*. These programmes explain to viewers how donations have been used. In order to get to know us even better, Dani Fohler spent a week in Nepal to get an idea of how we implement aid projects along with our Swiss partner NGOs and their local partners.



In the French-speaking part of Switzerland, RTS radio and TV moderator **Jean-Marc Richard** (2) has been the RTS ambassador for Swiss Solidarity 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 events.



On RSI in the Italian-speaking part of Switzerland, **Carla Norghauer** (3) moderates on our national solidarity days and 'Ogni centesimo conta' fundraising days. In the Romansh-speaking part of Switzerland, former radio journalist and programme moderator **Claudia Cathleen** (4) is the RTR ambassador for Swiss Solidarity.



## 7.5. VOLUNTEERS

In 2018, we had a staff of 18 with 14 full-time equivalent posts. It is clear, therefore, that we cannot run national solidarity days or the 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' fundraising events without additional support.

Fortunately, we can count on over 1800 people who have registered as volunteers with us. Last year, around 500 of these volunteers were involved in the two national fundraising days and our Christmas fundraising campaigns. Altogether they donated more than 1300 working hours. They deserve a huge THANK YOU.



## 8. PARTNERSHIPS

Partnerships are an integral part of our foundation and our partners are fully involved in our governing bodies as well as in our operational, administrative and communication activities.

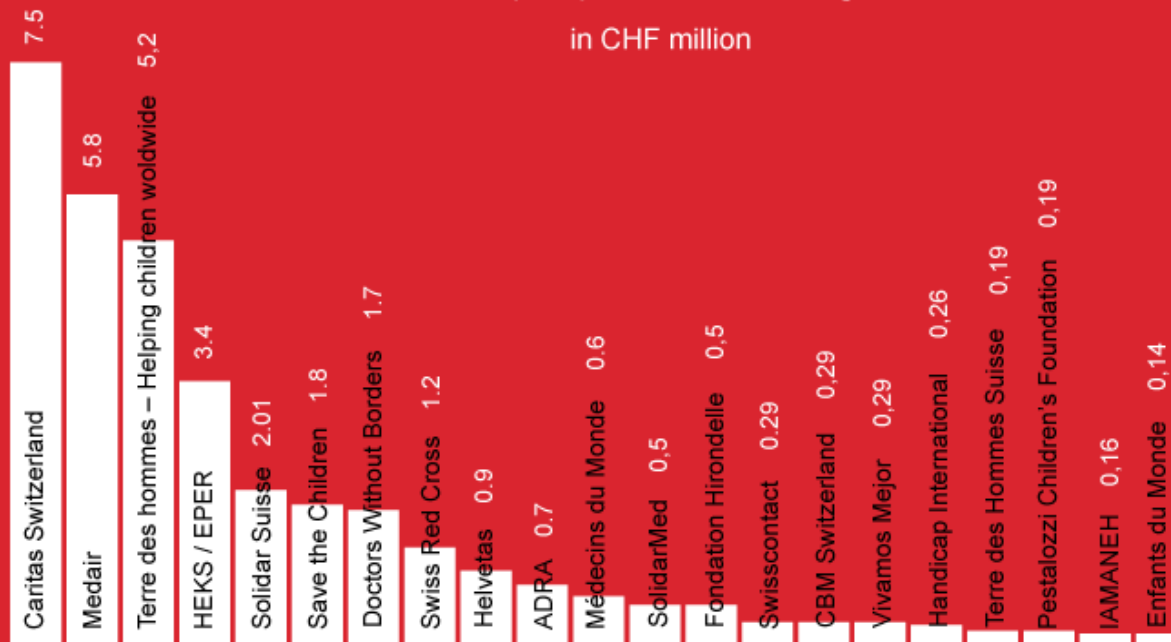
On the one hand, for our fundraising activities we can count on the support of our sponsor and media partner SRG SSR, as well as private media such as Privatradios pro Glückskette.

On the other, our 26 accredited partner NGOs abroad carefully make use of the money we raise.

And in Switzerland, we work with Swiss social institutions that have proven expertise in their respective contexts.

We also work in certain areas with a range of other partners. For example, since our beginnings Swisscom has supported our fundraising events by providing infrastructure and donations. Since 2017 we have been working with TWINT in our 'Jeder Rappen zählt' and 'Coeur à Coeur' fundraisers, and in 2018 Bonuscard.ch AG brought out our own Swiss Solidarity visa card. And under our Corporate Volunteering Programme, the staff of the Credit Suisse Customer Service Center support us by manning phones during appeals.

## Contributions 2018 per partner relief organization abroad



### 8.1. PARTNER NGOS ABROAD

Today we are the largest private humanitarian aid donor in Switzerland. This means that we, along with SRG SSR, appeal for donations following major disasters both in Switzerland and abroad and use the money raised to fund projects. We do not run projects directly and we are not an aid organization. We work with 26 Swiss NGOs who use the funds we raise to provide aid on the ground.

In order to be able to apply to us for project funding, NGOs must be accredited with us and repeat the accreditation process every four years. In this way, we always have partner organizations that are in a position to provide aid rapidly and efficiently in a crisis situation.

Owing to changes in the provision of humanitarian aid and its regulation by the countries concerned, it is becoming more and more important for our partners to have strong local connections and partnerships. The disaster response in Indonesia was a good example of how our partner NGOs have good networks and are well placed.

A new partner NGO that joined is in 2018 is the Hironnelle Foundation. The foundation, which works to ensure that reliable information is well disseminated in humanitarian contexts, represents a new area of activity for Swiss Solidarity.

However, we frequently makes exceptions and support organizations that offer special added value in humanitarian aid, either thematically or geographically.



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 organizations, 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 organizations, it supports empowerment projects for women in Palestine and Israel, South Eastern Europe and the Maghreb.



Doctors Without Borders/Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, exclusion from healthcare and natural disasters.

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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.



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.



Fondation Hirondelle is a Swiss non-profit organization which provides information to populations faced with crisis, empowering them in their daily lives and as citizens. Founded in 1995, Fondation Hirondelle is currently active in 8 countries on 3 continents.



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 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 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.



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.



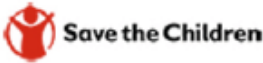


Nouvelle Planète supports aid projects targeting disadvantaged people in Africa, Asia and Latin America. The projects come from dynamic groups looking for sustainable ways to continue and initiate changes in their daily lives and to preserve their environment.

Pestalozzi Children's Foundation



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 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.



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 is fighting for decent work, democratic participation, and social justice worldwide. On behalf of our donors, we put solidarity into action in over 60 projects in four continents.



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



Swisscontact is the business-oriented independent foundation for international development cooperation. Represented in 36 countries, Swisscontact promotes since 1959 economic, social and environmental development.



As part of the worldwide Red Cross & Red Crescent Movement, the SRC is working in 30 countries in Africa, Asia and Latin America, providing emergency assistance, helping with reconstruction, promoting disaster preparedness and improving healthcare systems.



Terre des hommes (Tdh) is the leading Swiss organisation for children's aid. In 2018, we provided assistance to over four million children and members of their communities in more than 40 countries through our health, protection and emergency relief programmes.



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 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.



## 8.2. SWISS SOCIAL INSTITUTIONS SUPPORTED

The projects we support for young people in need are implemented in Switzerland by organizations and associations specializing in the integration of young people in society and the world of work. They do not have to be accredited, but they have to meet a number of specific criteria.

Over the last three years, we have supported a total of 68 projects run by over 67 organizations in this field. Discussing experiences, best practices and knowledge is important to us not only with our partner NGOs abroad but also here in Switzerland; in 2018, for example, organizations from the French- and Italian-speaking parts of Switzerland met with us and brainstormed ideas both among themselves and with us on topics such as follow-up measures and evaluations.



### 8.3. SRG SSR

Although we became independent from SRG SSR in 1983, we are still associated with our original founders on many levels. Six of our Foundation Board members, including the president and vice president, are SRG SSR members.

This closeness is inherent both at the institutional and operational level. SRG SSR supports our appeals for donations and, on national solidarity days, puts its programmes at our service for 18 hours, reports on the disaster and the aid being provided, and interviews experts, NGO employees and the people affected.

However, SRG SSR not only helps us to raise funds, it also regularly reports on the use of the donations in various broadcasts such as *Mitenand – Ensemble – Insieme*, *Doppelpunkt* and *Treffpunkt*, and critically examines the work of the partner NGOs and developments in the humanitarian field.

In 2018, SRG SSR supported our three fundraising campaigns for victims of current crises, the Rohingya, and victims of the tsunami in Indonesia and of the floods in India. The 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' fundraising events were also carried out jointly with SRG SSR.

In 2018, our relationship to SRG SSR became even closer when we moved our offices to the RTS building in Geneva. And the No Billag vote was a good opportunity for us to show our donors how close we are to the Swiss broadcaster, and to demonstrate the benefit of this relationship to disaster victims and Swiss humanitarian aid organizations.



## 8.4. SWISSCOM

Swisscom has been our partner for many years. The company contributes to the running of Swiss Solidarity by making its services available to us. During fundraising appeals and on fundraising days, it 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 our operating costs.

In 2018, we were again able to count on Swisscom's support on the national solidarity days for the Rohingya and the victims of the tsunami in Indonesia. It also made its telephone centres available in the 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' campaigns.



## 8.5. EMERGENCY APPEALS ALLIANCE

We can often achieve more 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 us together with 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 the year under review, the members of the EAA met once in London and once in Amsterdam to continue discussions on the strategic challenges facing the various alliances in their countries. These include developments in the humanitarian field, the coordination and cooperation of appeals for donations in the event of catastrophes, the norms that regulate the work of relief organizations in the field, the relationship with public service partners, cooperation with global companies such as Google and Facebook, digital transformation and much more.

The EAA plans to create a legal structure and become a foundation under Dutch law. This should enable it to enter into dialogue with supranational organizations and companies and to position itself better in the humanitarian field. The foundation is to be officially set up in the first half of 2019.

New alliances were formed in France and in Ireland, and the EAA acted for them as an observer. The organization 'Action Deutschland Hilft' chaired the group in 2018, while our deputy director Catherine Baud-Lavigne was vice chair.

Member organizations:

- AGIRE
- Aktion Deutschland Hilft
- DEC – Disaster Emergency Committee
- Giro555
- Swiss Solidarity
- Humanitarian Coalition
- Japan Platform
- Nachbar in Not
- Radiohjälpen
- 12-12

## 8.6. FURTHER PARTNERS

We were able to count on the support of other partners as well in 2018. The following list is not exhaustive:

- **'Privatradios pro Glückskette' – private radios in aid of Swiss Solidarity:** Private radio stations play a valuable role in our 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:** Advice on the operating budget and other specialist services.
- **Keystone:** Provides access to and usage rights to up-to-date pictures from disaster and crisis zones during the different appeals.
- **Swiss TXT:** Supports all appeals.
- **Bonus Card, Demo SCOPE, WEMF, internist and Migros** give their customers the opportunity to donate bonus points.
- **Migros:** Migros customers donated CHF 8,495 worth of Cumulus points to the social assistance programme in Switzerland. We used this to support the Association La Tuile in Fribourg, the Verein für Gassenarbeit Schwarzer Peter in Baselstadt and Subita, an organization for mobile social work in Winterthur.
- Under our Corporate Volunteering Programme, the staff of the Credit Suisse Customer Service Center supported us by manning phones behind the scenes during peak moments in our *Jeder Rappen zählt*, *Coeur à Coeur* and *Ogni centesimo* 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' fundraising events.
- **TWINT:** TWINT provided its services during the 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' appeals.
- **BonusCard.ch AG** has developed a special Swiss Solidarity visa card which automatically makes a donation each time it is used. The card issuer donates 0.3% of all purchases made with the card to Swiss Solidarity. We also receive the full annual card fee for the first year the card is in use, and part of the annual card fee thereafter.

## IMPRINT

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