

# ANNUAL REPORT 2021



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## IMPRESSUM

Swiss Solidarity is a foundation, founded on the initiative of SRG SSR.

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# FOREWORD

## OUR 2021 IN REVIEW

As we all now know, 2021 should have marked the end of the Covid-19 pandemic, but instead of fading away, the virus kept us all very busy. Last year, we again focused our efforts on supporting people in Switzerland and abroad who were worst affected by the pandemic. The Coronavirus International and Coronavirus Switzerland fundraising campaigns enabled us to fund more than 70 projects aimed at countering the effects of Covid-19 within and beyond our borders.

In May, we renewed our Coronavirus International appeal and extended our assistance to other hard-hit countries such as Nepal and India. But the pandemic was not our only preoccupation. Within a short timeframe last August, we responded to two humanitarian crises that were wreaking havoc in the lives of countless people: the earthquake in Haiti, which claimed the lives of over 2,000 and destroyed many homes, and the Taliban's violent seizure of control in Afghanistan, which caused the situation of this country's people, already suffering the effects of a lengthy drought, to take a drastic turn for the worse. Through those appeals, the people of Switzerland donated more than CHF 27 million for these two crises.

The highlight of 2021, the bright side if you will, came in the form of our 75th anniversary celebrations. In December, with tremendous support from the Swiss Broadcasting Corporation (SRG SSR), we held a Week of Solidarity that started with the launch of the first Swiss Solidarity Barometer and ended with the Day of Solidarity for Children in Need in Switzerland and abroad.

For the last 75 years, child relief has been an important part of our work. In fact, our very first fundraising event, in 1946, benefited children suffering the consequences of the Second World War.

However, the past year was also a turning point in many respects. We began implementing our new 2021-25 strategy, and personnel changes were on the agenda, as Roland Thomann left his post as Swiss Solidarity's director over the summer. His successor, Miren Bengoa, became the first woman to head Swiss Solidarity and has been leading the organisation since early 2022.

In the coming year, we will be focusing on implementing the new strategy and further developing our work, while continuing with our mission to help people in humanitarian crises and other emergencies. We are delighted that you continue to accompany us on this journey and wish to thank you for your generous support.

Catherine Baud-Lavigne



Pascal Crittin



# FOCUS

## 75 YEARS OF SWISS SOLIDARITY – OUR MILESTONES

In 2021, we celebrated our 75th anniversary. For three quarters of a century, Swiss Solidarity has stood for the Swiss population's support for people in need and has achieved impressive outcomes. In that time, we have raised almost CHF 2 billion in donations, which we have put toward more than 5,000 projects in Switzerland and around the world in response to no fewer than 260 disasters.

It all began on 26 September 1946 with the first broadcast of the Chaîne du Bonheur show on Radio Sottens (Swiss National Radio) in western Switzerland. Two radio presenters, Jack Rollan and Roger Nordmann, had an innovative and ground-breaking idea—to work hand-in-hand with the audience to create a chain of solidarity that makes wishes come true and helps people in need—and that is how Swiss Solidarity came to be. The first programme supported children in need after the Second World War, but the goals of the fundraiser were initially quite diverse. In 1946, Swiss Solidarity gave English war orphans a chance to spend a holiday in Switzerland, and in 1947 the first nationwide fundraising campaign supported soldiers accidentally poisoned by machine oil. In the following years, among other things, people received assistance following flooding in Belgium, Holland and Italy, and money was raised through the sale of slippers made from felt hats. Another unique event came in 1975, when the «Air Bonheur» campaign gave pensioners affected by poverty a chance to enjoy a week-long holiday in Mallorca.

### CONVERSION TO A FOUNDATION AND PROFESSIONALISATION

Over the years, the demands placed on Swiss Solidarity became increasingly complex and in 1983 the organisation was spun off from the Swiss Broadcasting Corporation (SRG SSR) and became an independent foundation. Despite this, it is still thought of today as “the humanitarian arm of SRG SSR”. This professionalisation also made it possible to launch major fundraising campaigns, such as those organised for victims of the war in Kosovo in 1999 (earning Swiss Solidarity an International Human Rights Award), those affected by the storms that battered Switzerland in 2000 (CHF 74 million), and the countless people whose lives were upended by the 2004 tsunami in Southeast Asia, a campaign that turned out to be the foundation's most successful to date, raising CHF 227 million for victims.

Since then, the foundation has regularly and transparently presented accounts of how the funds entrusted to it are being used.

From Swiss Solidarity's beginnings, delivering aid in Switzerland has played an important role, with over 40% of all projects being carried out domestically. They include the Natural Disasters Switzerland campaigns launched following the severe weather events of 2000 and 2005 and the Coronavirus Switzerland campaign in 2020.



Swiss Solidarity's founders Roger Nordmann and Jack Rollan, 1946



Fundraising day for the Tsunami in Southeast Asia, 2004

# 2021 IN NUMBERS

**Over CHF 27 million**  
you have donated to us in 2021!

**More than 8.4 million people**  
benefited from our support.

**CHF 34 million**  
have we allocated to 348 projects  
for people in need.

**In 40 countries**  
we delivered aid to people around the world.

## DONATIONS RECEIVED IN 2021

Children in need	CHF 7'494'931
Coronavirus International	CHF 6'553'403
Afghanistan 2021	CHF 4'631'051
Haiti 2021	CHF 2'039'772
Coronavirus Switzerland	CHF 1'400'295
Refugees	CHF 1'373'350
Children, Victims of Violence	CHF 504'669
Homeless and Excluded People	CHF 472'734
Early Response	CHF 468'329
Natural disasters Switzerland	CHF 402'448

## ISSUES BY TOPIC

9'334'221	Coronavirus International
3'922'348	Tsunami Indonesia 2018
3'876'443	Lebanon 2020
3'661'271	Coronavirus Switzerland
2'670'475	Early Response
1'576'840	Child Relief (Abroad)
1'154'679	Children in Need in Switzerland
1'120'010	Children, Victims of Domestic Violence in Switzerland
905'417	Jeder Rappen zählt 2018 - For the right to a childhood
899'893	War in Yemen

## OUR 2021 FUNDRAISERS

In 2021, we held four fundraising campaigns. In May, we renewed our Coronavirus International appeal to extend our assistance to other hard-hit countries including Nepal and India.

In August, we responded to two humanitarian crises within a short timeframe: the earthquake in Haiti and the Taliban's violent seizure of Afghanistan. These campaigns were followed in December by our National Day of Solidarity for Children in Need.

### EARTHQUAKE IN HAITI



On 14 August 2021, a 7.2 magnitude earthquake struck the Caribbean nation of Haiti. Over 800,000 people, including over 300,000 children, were affected and more than 2,200 people lost their lives. This devastating natural disaster hit the population hard and damaged important health facilities and water supply systems. To support the Haitian people, we opened a donation account on 15 August, barely a day after the earthquake, and raised over CHF 2 million in donations by the end of the year. Thanks to this support, we funded projects run by four of our partner organisations so that they could respond to the most urgent needs.

### AFGHANISTAN



On 15 August 2021, the capital of Afghanistan fell to the Taliban. Soon after the takeover, images emerged from Kabul airport reflecting the extreme hardship and desperation of the population. Months of conflict and mass displacements meant that Afghanistan was already in a precarious situation: the country had already been suffering a devastating drought and 9.1 million people were facing acute food insecurity. Deeply touched by the plight of the Afghan people, we launched an appeal for donations on 26 August 2021. Together with the Swiss Broadcasting Corporation (SRG SSR) and our partner NGOs, we raised over CHF 4.6 million in donations for the people of Afghanistan by the end of 2021.

## CORONAVIRUS INTERNATIONAL



In 2020, we launched our Coronavirus International fundraising appeal. By May 2021, the situation in many countries was deteriorating again, especially in Nepal, India, Brazil and Bangladesh, so we renewed our appeal and raised donations for those who continued to be the most affected by the pandemic. Through our renewed appeal, we raised more than CHF 6.5 million, which enabled us to fund 35 aid projects run by 21 of our Swiss partner organisations.

## OUR ANNIVERSARY APPEAL: 75 YEARS OF HELPING CHILDREN IN NEED



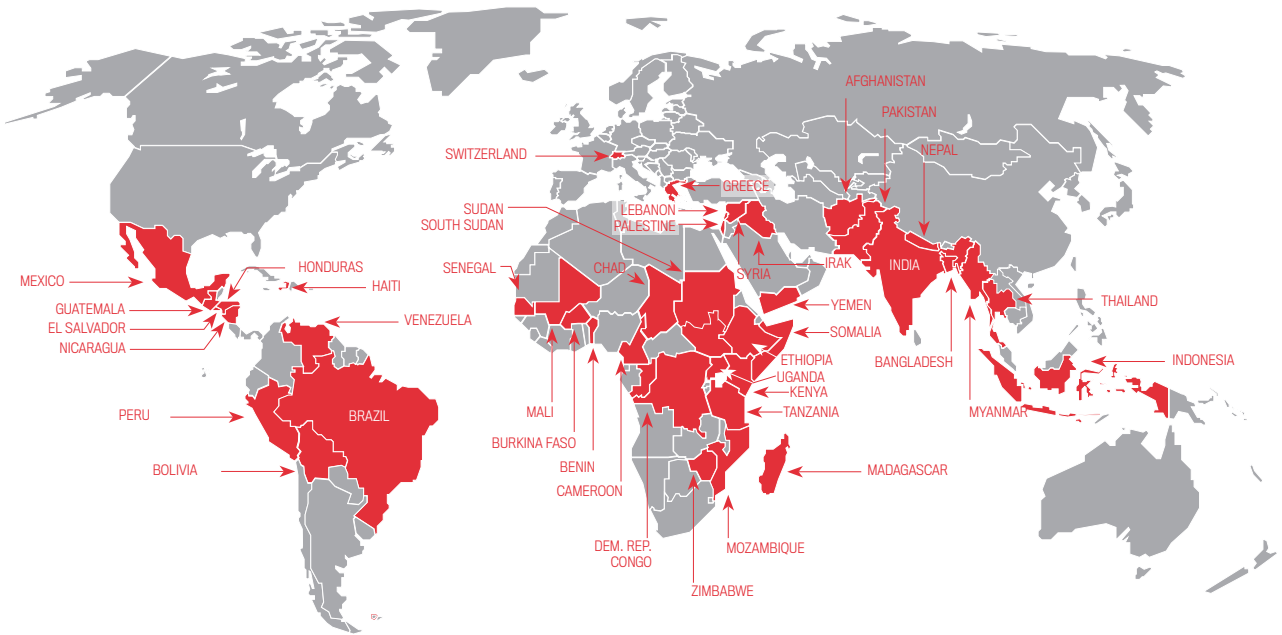
In December 2021, we held a National Day of Solidarity for Children in Need. All over the world, millions of children and young people are unable to attend school or are being exploited or abused. Even in Switzerland, children are victims of domestic violence, and many young people have trouble finding their place in society.

With the support of the SRG SSR Enterprise Units, we held a National Day of Solidarity for Children in Need on 17 December to mark our 75th anniversary. In addition, we were supported by Privatradios pro Glückskette (PPG) – Private Radio Stations for Swiss Solidarity – an association of private radio stations. At the fundraising call centres in Geneva, Zurich, Lugano and Chur, volunteers took pledges over the phone from 7 a.m. to 11 p.m. On the fundraising day alone, we took in donations totalling CHF 4.2 million. In the month that followed the fundraising day, the total amount raised rose to over CHF 8 million, proof of the extent to which the issue of children in need in Switzerland and worldwide has touched people in this country.

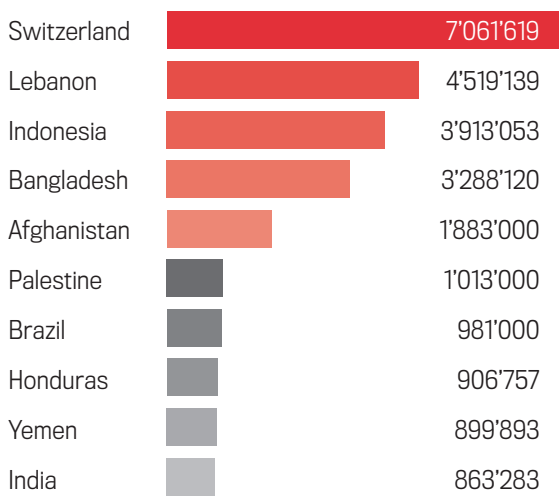


# HOW DONATIONS ARE USED

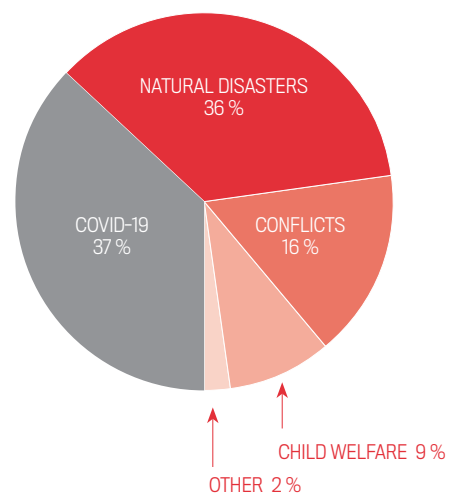
2021 - OUR HELP



## THESE COUNTRIES RECEIVED THE MOST DONATIONS



## PROJECTS ABROAD - TOPICS





## HELP ABROAD

In 2021, we dedicated CHF 28.2 million in funding to 174 projects run by our partner organisations in 39 different countries. These projects provided some eight million people with support in the areas of health, education, emergency aid, rehabilitation and reconstruction.

We funded some of the projects with donations from our 2021 campaigns—Coronavirus International, Haiti and Afghanistan—while others were funded by donations raised in previous years. In the case of natural disasters in particular, donations fund sustainable projects that run over several years.

Abroad in 2021, the greatest proportion of donations, CHF 9.3 million in all, went to projects to help those affected by the Coronavirus pandemic. We provided further funding for ongoing projects set up to support reconstruction efforts following the devastating explosion in Beirut, Lebanon, and the tsunami in Indonesia in 2018. Also in 2021, we responded quickly to provide emergency aid through our partner organisations in response to two humanitarian crises that struck in rapid succession: one in Afghanistan, where the Taliban takeover led to mass displacements, and one in Haiti caused by a devastating earthquake.

Like the previous year, 2021 was also strongly affected by the Coronavirus pandemic, and a considerable amount of money raised through the 2020 Coronavirus International campaign was put to use only this year. This enabled us to support many people, especially those hardest hit by the consequences of the pandemic.

[On the following pages, you will find information about how donations are used to deliver aid abroad.](#)

Detailed information on the cash flows for all other campaigns can be found in the Annual Financial Statement and the Key Figures.



# HELP ABROAD OVERVIEW

## CORONAVIRUS INTERNATIONAL



Back in 2020, we launched the Coronavirus International campaign and in 2021, we renewed our appeal. With the funds generated through these appeals, we were able to support over six million people in 2021, in particular those most vulnerable to the consequences of the pandemic. To reach that many people, we funded 35 aid projects by 21 of our Swiss partner organisations operating in 18 different countries. Special focus was placed on India, Brazil, Bangladesh and Nepal.

Financial support was provided by means of grants distributed to people employed in the informal sector and to families who saw their incomes plummet as the measures taken to combat the virus were implemented. In addition to pandemic prevention and awareness campaigns, it was important to ensure access to health care and education despite the school closures. Some projects were also dedicated to protecting women and children from domestic violence, the rates of which rose sharply during the various lockdowns.

The Coronavirus situation evolved rapidly, so we continuously adapted our aid to make it as effective as possible and meet the needs as they emerged. As vaccines and medicines became increasingly available, we shifted our focus to the health sector in September 2021. Our partner organisations supported the

vaccination campaigns and vaccinated vulnerable individuals. They also supported the health authorities, provided prevention and care services, informed and raised awareness among at-risk groups, and promoted compliance with hygiene measures.

Partner organisations: ADRA, Brücke - Le Pont, Caritas Switzerland, CBM Switzerland, cfd Christian Peace Service, Fondation Hironnelle, HEKS/EPER, Helvetas, Medair, Médecins du Monde Switzerland, Médecins Sans Frontières Switzerland, Pestalozzi Children's Village Foundation, Save the Children Switzerland, SolidarMed, Solidar Suisse, Swiss Red Cross, Swissaid, Terre des hommes Foundation, Terre des hommes Switzerland, The Leprosy Mission Switzerland | Project contributions in 2021: CHF 9,334,221 | Donations in 2021: CHF 6,533,403 (CHF 15,445,119 since 2020).

## AFGHANISTAN



Faced with the precarious humanitarian situation in Afghanistan and the Taliban's seizure of power, we launched an appeal for donations in August and additionally released CHF 1 million from our permanent emergency relief fund. Two of our partner NGOs were already active in Kabul and Kandahar. We also supported Médecins Sans Frontières's network and the International Committee of the Red Cross, two organisations with vast experience working in complex environments as well as a long-standing presence on the ground in Afghanistan.

Food and medical aid were the most population's most urgent needs, so the projects focused on providing access to health care for the most vulnerable people. To keep mortality rates from rising, our partner NGOs Medair and Terre des hommes Foundation provided primary health care services and addressed maternal and child health through permanent and mobile clinics.

Partner organisations: Medair, MSF Netherlands via Médecins Sans Frontières Switzerland, International Committee of the Red Cross (ICRC), Terre des hommes Foundation | Project contributions in 2021: CHF 450,000 | Donations in 2021: CHF 4,631,051.

## EARTHQUAKE IN HAITI



The population in the departments of Sud, Grand'Anse and Nippes were hit especially hard by the earthquake that struck southwest Haiti on the morning of 14 August 2021. Key health facilities and water supply systems were destroyed, houses collapsed, and hospitals were overwhelmed with the injured. In short order, we were able to fund the projects of our Swiss partner relief organisations already on the ground. The emergency aid we provided covered the most vital necessities: access to drinking water, a roof over the heads of those who had lost their homes to protect them from the elements, and cash assistance to buy food. To ensure that assistance is sustained over the medium and long terms, the funds that were released will continue to finance projects aimed at restoring vital infrastructures (drinking water networks and school buildings) and providing protection and education throughout 2022.

Partner organisations: Caritas Switzerland, HEKS/EPER, Helvetas, Swiss Red Cross | Project contributions in 2021: CHF 600,000 | Donations in 2021: CHF 1,700,000.

# HELP ABROAD OVERVIEW

## CHILD RELIEF

The year of our 75th anniversary demonstrated the importance of child relief at Swiss Solidarity. Since the organisation was founded, we have stood by children in emergency situations and improved their lives in the long term.

For the Child Relief fund, however, 2021 brought a paradigm shift, with all projects going forward being delimited geographically and thematically each year. Last year, the focus was on helping fight domestic violence in West Africa, where our partner organisations have been dealing with this issue for a long time and have a great deal of experience.

Projects include supporting parents and promoting non-violent parenting, empowering schools, and supporting children and families in need. For example, in Senegal, we funded a project for abused boys and girls in Koranic schools, where they receive important information about their rights and on the issue of domestic violence and exploitation. Another project in Mali supports affected children in an area where 70% of all boys under 14 have already experienced psychological or physical violence. The results are twofold: first, violence is prevented and second, it is then counteracted through improvements to the protection systems on a structural level. We also funded a project in Benin which, in addition to further protecting affected children, also focuses on preventing the forced marriage of girls. We exclusively funded multi-year projects aimed at improving the overall situation of children through the involvement of parents and local communities.

In the year under review, we funded four projects run by our partner organisations in Benin, Mali and Senegal.

**Partner organisations:** Imaneh Switzerland, Médecins Sans Frontières Switzerland, Save the Children Switzerland, Terre des hommes Switzerland | **Project contributions in 2021:** CHF 1,576,840 | **Donations in 2021:** CHF 3,865,480.

## EARLY RESPONSE



The Early Response emergency fund enables us to provide support, quickly and unbureaucratically, to projects launched by partner organisations already present in affected countries, so that they can promptly intervene when crises occur. This enables us to deliver immediate emergency assistance in the critical first few weeks following an event when the situation is most urgent.

In 2021, we used the Early Response emergency fund to support projects in Gaza following the armed clashes of May 2021. Our partner organisations Médecins Sans Frontières Switzerland, Terre des hommes Foundation, HEKS/EPER and cfd Christian Peace Service distributed relief supplies and provided emergency medical and psychological aid.

In Honduras, Nicaragua, and Guatemala, thanks to financial support from the emergency fund, projects by HEKS/EPER, Swissaid, Médecins Sans Frontières Switzerland and Medair received support so that they could provide aid to those affected by the devastating consequences of hurricanes Eta and Iota in late 2020. The organisations helped the population repair and rebuild damaged homes and healthcare facilities. Thanks to the financial support and seeds they received, people affected by the crisis were able to secure their livelihoods again. We also funded a project in Haiti to protect the population against the spread of the Covid-19 virus.

**Partner organisations:** HEKS/EPER, cfd Christian Peace Service, Medair, Médecins Sans Frontières Switzerland, Swissaid, Terre des hommes Foundation | **Project contributions in 2021:** CHF 2,670,475 | **Donations in 2021:** CHF 468,329.

# SWITZERLAND AID OVERVIEW

## ASSISTANCE IN SWITZERLAND

In 2021, the Coronavirus pandemic continued to have a major impact in Switzerland and affected many people. Thanks to the amazing solidarity of our donors in 2020, we were able to continue providing aid in 2021.

In so doing, we helped those most affected by the social, health and economic impacts of Covid-19 by providing over CHF 3 million in funding for projects run by Swiss organisations. The last remaining funds from our Coronavirus Switzerland appeal were allocated to projects in March 2021.

Part of the funds raised through our 75th Anniversary “Children in Need” campaign went to projects in Switzerland aimed at helping children who were victims of domestic violence and young people who find themselves in a difficult social and professional situation. These donations make it possible for us to provide lasting aid.

With respect to our programmes aimed at helping homeless and marginalised people and at those affected by severe weather in Switzerland, we were able to fund projects from donations collected in 2021 and in previous years.

Projects carried out in Switzerland are funded by donations from six appeals. All supported organizations are listed on page 25. Detailed information on the cash flows from the other appeals can be found in the Annual Financial Statement.



# SWITZERLAND AID OVERVIEW

## CORONAVIRUS SWITZERLAND

Although the Coronavirus Switzerland appeal was the longest-running campaign in our history, it was also the most expeditious in terms of the distribution of funds. Only four days after the appeal was launched on 23 March 2020, a first tranche of funding was transferred to our partner organisations Caritas Switzerland and the Swiss Red Cross.

The collective solidarity we witnessed was impressive to say the least. Over CHF 44 million was entrusted to us and used in full between 2020 and 2021 to help the most vulnerable in Switzerland. The numbers are unprecedented! Almost 1.7 million people benefited from our support: 129 national, regional and local organisations, including our two experienced partners Caritas Switzerland and the Swiss Red Cross, received financial support from us to carry out a total of 209 projects, 69 of which were still running in 2021. Our assistance came in many forms: financial aid (52.8%), services such as transportation, care and home deliveries (25.6%), counselling and the dissemination of information (9.9%) and the distribution of food aid (9.7%).

To prepare for possible crises in the future, we commissioned the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) and HES-SO Lausanne | School of Social Work and Health in 2021 to conduct a study measuring the concrete outcomes of our assistance. The resulting report highlighted Swiss Solidarity's expediency and the simplicity of its funding procedures. However, the organisations interviewed would have liked to see actions being better coordinated at the regional and cantonal levels, and felt that clarification was needed with respect to government support.

With the pandemic lingering in our midst, we continue to extend support to the most vulnerable populations such as children who have been victims of domestic violence, young people in difficulty, and the homeless and marginalised.

**Project contributions in 2021: CHF 3,876,443**

**Donations in 2021: CHF 1,400,295**

## YOUTH IN NEED

Along their journey to a self-determined future, some young people face obstacles. Social integration or finding employment in an increasingly demanding job market is extremely challenging, especially for those who have dropped out of school or whose studies are incomplete. One such example: young women who become mothers very early and have only limited professional qualifications. The Coronavirus pandemic introduced further obstacles that make it difficult for apprentices and people who have dropped out of school to find work.

For the past six years, we have been supporting young people in their efforts to regain their self-confidence, providing them with personalised support regarding their education and vocational training, and equipping them with tools to help them integrate into the labour market and life in society. We funded a total of 109 such projects, 31 of which were carried out in 2021. This also includes a project led by fribap, an association that helps young people who have lost their apprenticeships due to Covid-19 to find a new job. Young people also receive specific guidance throughout their vocational training and can thus better prepare for the final examinations.

**Project contributions in 2021: CHF 1,154,679**

**Donations in 2021: CHF 2,690,479**

## NATURAL DISASTERS IN SWITZERLAND

In 2021, we supported seven projects, mainly in Val-de-Ruz (NE), which was affected by a violent storm and devastating floods on 21 and 22 June 2019. To date, we have spent over CHF 50,000 to cover the residual costs of 22 households in Val-de-Ruz. Thanks to the Rockslide at Bondo fund created in 2017, we were also able to provide the municipality of Bregaglia with over CHF 135,000 to assist with its reconstruction efforts and cover the residual insurance costs of one individual, which amounted to CHF 3,800.

**Project contributions in 2021: CHF 130,678**

**Donations in 2021: CHF 402,448**

## CHILDREN, VICTIMS OF DOMESTIC VIOLENCE



Many children are psychologically or physically mistreated, neglected or abused in their very own homes. Child protection organisations estimate that 30,000 to 50,000 children are abused each year. Unfortunately, these figures reveal only part of the sad reality, as they include only those cases that have been uncovered. While child protection facilities dot the country, the number of spots in emergency shelters is limited for both children and the parents who accompany them. Moreover, the organisations often do not have the specialised resources to deal appropriately with the specific needs and problems that children sometimes have. In 2018, in addition to appealing for donations, we also began to raise public awareness among the Swiss about this largely unknown issue. With the donations we collected in 2020 through the Cœur à Cœur campaign, we were able to fund 22 projects in 2021. The organisations we support provide protection and counselling to children who have suffered trauma. They receive care tailored to their specific needs to overcome the effects of violence on their health and development. A portion of donations received is also used for the early detection of domestic violence, violence prevention and health promotion.

Project contributions in 2021: CHF 1,120,010

Donations in 2021: CHF 1,628,909

## HOMELESS AND EXCLUDED PEOPLE IN SWITZERLAND

Sleeping rough, having no place to rest and being under constant stress—homelessness is the worst form of poverty in Switzerland. The difficult daily existence of homeless people is often compounded by health problems and crushing isolation. Emergency shelters estimate that fewer and fewer people have access to accommodation. However, these figures provide no information about the people forced to live in unhygienic housing, in temporary rental accommodation, in cars or on campsites. And the Coronavirus pandemic has only exacerbated this already precarious situation. Measures to contain the pandemic led to a reduction in the number of beds in emergency shelters. Facilities that distribute meals also had to reduce their capacities or shut down completely.

Since 2020, we have been giving people living on the streets or in precarious accommodation a dignified place in society. In addition, we seek to raise the Swiss population's awareness of this issue, a sad and dramatic reality in Switzerland. In 2021, we funded 28 projects which enable homeless and marginalised people to find a place in society again, and to receive assistance tailored to their needs, as well as food and medical care.

Project contributions in 2021: CHF 183,817

Donations in 2021: CHF 472,734

# FINANCES

## KEY FIGURES

### DONATIONS RAISED

Children in need	7'494'931
Coronavirus International	6'553'403
Afghanistan 2021	4'631'051
Haiti 2021	2'039'772
Coronavirus Switzerland	1'400'295
Refugees	1'373'350
Children, Victims of Domestic Violence	504'669
Homeless and Excluded People	472'734
Early Response Fund	468'329
Natural disasters Switzerland	402'448
Yemen 2019	203'441
Lebanon 2020	166'638
Child Relief	118'015
Children in Need in Switzerland	67'253
Famine in Africa 2017	56'288
Women in Forgotten Crises	48'592
Syria	45'489
Rohingya 2017	9'320
Nepal 2015	880
Mozambique 2019	400
<b>TOTAL DONATIONS</b>	<b>*26'037'398</b>
<i>*In addition, there are 1,175,442 CHF in legacies without earmarking.</i>	

### HELP AT HOME AND ABROAD

Ongoing Projects	348
Aid organisations – Domestic	151
Aid organisations – Abroad	26
Countries	40

### PROJECT CONTRIBUTIONS

Coronavirus International	9'334'221
Tsunami in Indonesia 2018	3'922'348
Lebanon 2020	3'876'443
Coronavirus Switzerland	3'661'271
Early Response	2'670'475
Child Relief	1'576'840
Children in Need in Switzerland	1'154'679
Children, Victims of Violence	1'120'010
“Every penny counts” (JRZ18)	905'417
Yemen 2019	899'893
Rohingya 2017	650'352
Haiti 2021	600'000
Women in Forgotten Crises	493'870
Afghanistan 2021	450'000
Refugees	425'000
Education. A Chance for Children in Need JRZ17	410'675
Innovation	303'709
Famine in Africa 2017	238'567
Children Alone On the Run JRZ16	197'556
Homeless and Excluded People	183'817
Yvonne Vogt	179'400
Cœur à Cœur 2018	155'031
Bondo 2017	139'431
Natural disasters Switzerland	130'678
Cœur à Cœur 2017	126'711
Nepal 2015	100'000
Mozambique 2019	94'559
Hurricane Matthew 2016	75'987
Syria	73'576
Young People in Need JRZ15	59'695
Ogni Centesimo Conta 2018	33'160
EVV special fund	12'000
<b>TOTAL PROJECT CONTRIBUTIONS</b>	<b>34'255'370</b>



## FINANCIAL POLICY

Swiss Solidarity is committed to transparency and provides donors and all third parties with clear and transparent information on the breakdown of operating costs and how they are financed.

In accordance with the financial policy adopted by the Foundation Council, investment income, non-specific legacies and five percent (5%) of the proceeds from donations are used to cover annual operating costs and keep reserves at a certain level. Any remaining amounts are allocated annually to specific project funds at the discretion of the Foundation Council.

For the most part, this relates to permanent project funds: the Early Response emergency fund; the Fund for Innovation; Child Relief; Children, Victims of Domestic Violence in Switzerland; Support for the Homeless and Excluded People in Switzerland; Young People in Need in Switzerland; and the promotion of humanitarian aid. These funds form a necessary backbone for Swiss Solidarity, especially in years when the foundation is unable to hold larger campaigns.

Reserves, comprising surpluses up to a ceiling set by the Foundation Council, guarantee the continuity of the organisation.

## 2021 FINANCIAL RESULTS

As at 31 December 2021, Swiss Solidarity's financial assets were invested with various banks in the form of different investment instruments, based on a very conservative strategy. Thanks to its diversification policy, Swiss Solidarity has so far paid almost no negative interest on its liquid assets. The financial strategy is closely monitored by PPCmetrics and the Finance and Investment Committee.

Despite the temporarily turbulent conditions on the financial markets in 2021, the foundation's investments yielded a net financial return of CHF 2,771,384.

## OPERATING COSTS AND COVERAGE OF EXPENSES

In 2021, Swiss Solidarity's operating costs amounted to CHF 3,591,726. The costs are split between programme support (CHF 1,357,002), fundraising (CHF 1,005,683) and administration (CHF 682,428). This operating expense represents 13.8% of the donations collected, which is well below current standards (especially those established by ZEWO). Taking programme allocations of CHF 33,574,728 into account, total expenditures are distributed as follows: Referrals to and support for programmes: CHF 35,478,343 (95.5%); Fundraising: CHF 1,005,683 (2.7%); Administration: CHF 682,428 (1.8%).

In accordance with the Foundation Council's 2019 resolution, five percent (5%) of all donations received (CHF 1,301,870) was retained and used together with non-specific bequests amounting to CHF 1,175,422 to cover operating costs and as a contribution to the above-mentioned discretionary fund. For 2021, the discretionary fund amounted to CHF 1,740,646. The Foundation Council has the authority to decide on how to allocate these funds to individual projects. The Mazars AG audit report, completed in February 2022, does not contain any special remarks.

# ORGANISATION

## FOUNDATION COUNCIL

The Foundation Council is our organisation's highest body. It oversees the foundation and sets its strategy. Certain tasks are delegated to the Foundation Council's Executive Committee. Apart from justified exceptions approved by the Committee, Swiss Solidarity does not compensate Foundation Council members for their work. However, they may submit their expenses to the Foundation for reimbursement.

### MEMBERS

- Pascal Crittin, President, RTS
- François Besençon, Vice-President
- Grégoire Castella
- Felix Gnehm, Solidar Suisse
- Joëlle Hars, SRG (until 31.12.21)
- Barbara Hintermann, Terre des hommes Foundation
- Melchior Lengsfeld, Helvetas
- Markus Mader, Swiss Red Cross
- Sabine Maier, Vivamos Mejor
- Alexandra Post Quillet
- Robert Ruckstuhl, SRF
- Silvia Schaller
- Stefania Verzasconi, RSI
- Martina Vieli, SRG

### OBSERVERS

- Manuel Etter, SDC

### IN AN ADVISORY CAPACITY

- Roland Thomann, Director, Swiss Solidarity (until 17.07.21)
- Koenraad Van Brabant, (President COPRO INT)
- Pauline de Vos Bolay (President COPRO INT)

### PERMANENT OBSERVER

- Catherine Baud-Lavigne, Deputy Managing Director and Head of Finance and Administration, Swiss Solidarity

## COMMITTEE OF THE FOUNDATION COUNCIL

The members of the Committee of the Foundation Council are Pascal Crittin (President), François Besençon (Vice President), Grégoire Castella, Felix Gnehm and Melchior Lengsfeld. Catherine Baud-Lavigne (interim director of Swiss Solidarity), Koenraad van Brabant (president of COPRO INT), Pauline de Vos Bolay (president of COPRO CH) and Joëlle Hars (president of COGEFI) support the committee with an advisory vote.

# COMMITTEES

## INTERNATIONAL PROJECT COMMITTEE (COPRO- INT)

- Koenraad Van Brabant, Chair
- Alex Brans, Save the Children
- Barbara Dietrich, Helvetas
- Christian Gemperli, Solidar Suisse
- Johan Ten Hoeve, Medair
- Nathalie Praz, HEKS
- Constance Theisen, Médecins du Monde
- Beatrice Weber, Swiss Red Cross
- Petra Winiger, Caritas Switzerland
- Kim Müller, WASH expert (from 01.05.21)
- Martin Schneider, health expert
- Fabienne Lagier, general and professional education expert
- Pablo Lo Moro, livelihood expert
- Ivan Vuarambon, construction expert
- Mirela Shuteriqi, child protection expert
- Sylvain Corderoy, Observer, SDC (from 01.08.21)
- Sebastian Eugster, Observer, SDC (until 31.07.21)
- Roland Thomann, Director, Swiss Solidarity (until 17.07.21)
- Catherine Baud-Lavigne, Deputy Managing Director, Swiss Solidarity (from 18.07.21)
- Ernst Lüber, Director of Programmes, Swiss Solidarity

## SWISS PROJECT COMMITTEE (COPRO-CH, SINCE 2021)

- Pauline de Vos Bolay, Chair
- Laurence Boldini, member of the decision-making body of the Child and Adult Protection Authority, Bernese Jura
- Dr. Matthias Drilling, professor, FHNW School of Social Work
- Patricia Ganter, Delegate for cantonal integration, Graubünden
- Dr. Jean-Pierre Tabin, professor, HETS Lausanne
- Dr. Laurent Wicht, professor, HES Geneva
- Catherine Baud-Lavigne, Deputy Managing Director, Swiss Solidarity
- Ernst Lüber, Head of Programmes Department, Swiss Solidarity
- Fabienne Vermeulen, Programme Manager for Switzerland, Swiss Solidarity

## ACCREDITATION COMMITTEE

Basing its decisions on the criteria approved by the Foundation Council, the Accreditation Committee, formed in 2019, decides on the accreditation and re-accreditation of relief organisations as Swiss Solidarity partner NGOs so that they can carry out projects abroad. In 2021, a new aid organisation was accredited: Vétérinaires Sans Frontières.

### MEMBERS

- Silvia Schaller, Chair, member of the Foundation Council
- Martin Fuhrer, independent expert
- Koenraad Van Brabant, (President COPRO INT)
- Ernst Lüber, Director of Programmes, Swiss Solidarity

## FINANCE AND INVESTMENT COMMITTEE (COGEFI)

### MEMBERS

- Joëlle Hars, Chair (until 31.12.21)
- Sophie Cathala
- Othmar Ulrich
- Roland Thomann, Director, Swiss Solidarity (until 17.07.21)
- Catherine Baud-Lavigne, Deputy Managing Director and Director of Finance and Administration, Swiss Solidarity

## PERMANENT OBSERVER

- Pascal Crittin, President, Swiss Solidarity

## EXTERNAL EXPERT BODY

- PPCmetrics

## PARTNER ORGANISATIONS' MEDIA COMMITTEE

An informal body made up of communication staff from both Swiss Solidarity and its partner organisations, the Media Committee enables us to align our communication and fundraising strategies with those of our partners. In 2021, the first two meetings were held virtually due to the Covid-19 pandemic. However, attendees of the last one, held in Bern in October, were at last able to meet face to face.

# OUR TEAM



## EXECUTIVE

- Catherine Baud-Lavigne, Deputy Managing Director and Head of Finance and Administration
- Ernst Lüber, Director of Programmes
- Judith Schuler, Director of Communication & Fundraising
- Roland Thomann, Director (until 17.07.21)
- Priska Spörri, Head of Public Relations and Partner Relations (until 31.08.21)

## PROGRAMME DEPARTMENT

- Ernst Lüber, Director of Programmes
- Tasha Rumley, Humanitarian Programme Manager
- Aurore Geiser, Humanitarian Programme Manager
- Charline Franz, Humanitarian Programme Manager (from 01.08.21)
- Fabienne Vermeulen, Programme Manager Switzerland
- Matea Wischnewski, Programme Officer Switzerland (until 31.05.21)
- Rémy Studer, Programme Officer Switzerland (from 08.03.21 to 30.09.21)
- Rahel Bucher, Assistant, Programmes Department

## COMMUNICATION

- Judith Schuler, Director of Communication & Fundraising
- Priska Spörri, Head of Public Relations and Partner Relations (until 31.08.21)
- Sylvie Kipfer, Communication Manager for French-speaking Switzerland
- Fabian Emmenegger, Communication Manager for German- and Italian-speaking Switzerland (from 01.10.21)
- Sephora Benamran, Digital Marketing Manager (from 01.08.21)
- Roger Biedermann, Digital Marketing Manager (from 01.09.21)
- Katja Gribi, Junior Communication Officer (from 01.03.21)
- Thaïs Touch, Junior Communication Officer (from 01.11.21)
- Jasmin Wiget, Digital Marketing Specialist (until 31.03.21)
- Léna Quéant, Digital Marketing Intern (until 01.07.21)



## STRATEGIC PROJECTS

- Olivier Soret, Strategic Projects Manager (until 31.08.21.)
- Nicolas Haddad, Digital Manager (from 15.11.21)

## FINANCE AND ADMINISTRATION

- Catherine Baud-Lavigne, Deputy Managing Director and Head of Finance and Administration
- Graziella Della Luce, Accounting Officer
- Jodok Gschwendtner, Logistics/IT Manager
- Corinne Mora, Administration & Bequests Officer
- Charlotte Roberts, Administration Assistant (from 01.07.21)
- Jasmine Stein, Junior Clerk
- Réginald Clérismé, Administration Assistant

## DELEGATES

- Eugenio Jelmini, Delegate for Italian-speaking Switzerland (until 30.09.21)
- Michèle Volonté, Delegate for Italian-speaking Switzerland (from 01.10.21)

## DIRECTOR (FROM 1.1.2022)

- Miren Bengoa, Director (named in November 22)



## OUR SRG SSR AMBASSADORS

As the so-called humanitarian arm of the Swiss Broadcasting Corporation (SRG SSR), we can always count on their support, especially when holding a Day of Solidarity. Our ambassadors, who hail from all parts of the country, play a crucial role in engaging and communicating with the public. In 2021, these ambassadors supported us yet again. This was especially true on our National Day of Solidarity for Children in Need, in Switzerland and worldwide, as well as when we ran appeals for donations for Afghanistan and Haiti and for the Coronavirus International campaign.

### SRF: DANI FOHLER



Dani Fohler has been Swiss Solidarity's ambassador in German-speaking Switzerland since 2018. Every time we hold a National Day of Solidarity, he takes us through the day on Radio SRF1 with great sensitivity, directly from our call centre in Zurich. The content is produced by Sirio Flückiger.

### RSI: CARLA NORGHAUER



In Italian-speaking Switzerland, Carla Norghauer, a well-known personality from the ranks of RSI, takes on the role of Swiss Solidarity ambassador. For more than 14 years, the TV journalist has put her heart and soul into her work for Swiss Solidarity, guiding people through solidarity and fundraising days at the call centre in Lugano.

### RTR: CLAUDIA CATHOMEN



Claudia Cathomen is Swiss Solidarity's ambassador in the Romansh-speaking part of Switzerland. The former radio journalist and current programme officer has been enthusiastically organising and moderating fundraising days in Chur since 2005.

### RTS: JEAN-MARC RICHARD



Jean-Marc Richard has been an RTS ambassador for Swiss Solidarity in French-speaking Switzerland for 24 years. Over the course of this remarkable period, he has hosted many a National Day of Solidarity and various fundraising events on both radio and television. In 2021, Jean-Marc Richard supported the foundation on our National Day of Solidarity and as part of the «Tout est possible» campaign.



# PARTNERS AND THANKS

## SRG SSR – TOGETHER FOR 75 YEARS

Established as an independent foundation in 1983, Swiss Solidarity maintains close ties to its former parent organisation, the Swiss Broadcasting Corporation (SRG SSR). Five members of the Foundation Council, including the President, are thus drawn from the ranks of SRG SSR.

This connection exists not only at the institutional level, but also at an operational one. SRG SSR supports our appeals for donations and, on national fundraising days, dedicates parts of its programming to our appeal for 18 hours, reports on the disaster and the assistance being provided, while giving the floor over to experts, staff from partner organisations, and those affected.

But SRG SSR's support goes well beyond fundraising. Several of its programmes—Mitenand – Ensemble – Insieme, Doppelpunkt, Treffpunkt, On en parle, Chacun pour tous, La ligne de cœur and others—regularly report on how donations are being used, closely examine the work being done by our partner organisations and comment on developments in the humanitarian sector.

The year 2021 also marked an important milestone in the foundation's relationship with SRG SSR, as Swiss Solidarity arose, on 26 September 1946, from a broadcast on Radio Sottens (Swiss National Radio) in Lausanne. Together, we have looked back on 75 years of solidarity with people in need, fundraising and stories. This was celebrated last year with our National Day of Solidarity for Children in Need, held on the occasion of our anniversary. In addition, SRG SSR actively supported the Coronavirus International, Afghanistan and Haiti fundraising appeals, as well as the themed appeal for children in need, Tout est possible, which was held in conjunction with RTS.

## OUR INTERNATIONAL PROJECT PARTNERS





## SWITZERLAND PROJECT PARTNERS

In Switzerland, we facilitated 174 projects in 2021 with our Swiss partner organisations and other organisations based in Switzerland, all of which benefited people in need. These organisations include:

A Part Entière // Agapé: Association genevoise d'actions préventives et éducatives // Aids Hilfe Bern // Anlaufstelle für Sans-Papiers Basel // Antenna MayDay SOS Ticino // Heilsarmee Schweiz // Association ASPASIE // Association Atic // Association de médiatrices interculturelles AMIC // Association des Habitant.e.s du Quartier de la Concorde (AHQC) // Association Femmes à Bord // Association Fleur de Pavé // Association Foyer Arabelle // Association Jeunes Parents // Association La Barje // Association La Base // Association La Maisonnée; Association Les Lents // Association Lire et Ecrire // Association Maison de la Diaconie et de Solidarité // Association MAM // Le Berceau // Association ParMi // Association Petit Corneille; Association // Point du Jour // Association pour le logement des jeunes en formation (ALJF) // Fonds de solidarité // Association Pouvoir d'Agir // Association REPER // Association romande CIAO // Association Sierrre Partage // Association Sleep In // Association VIRES // Associazione Il Tragitto // Associazione L'ORA // Associazione Movimento dei Senza Voce // Associazione SOS Ticino // Associazione Telefono SOS Infanzia, Progetto Treebù // Associazione Ticinese Famiglie Affidatarie // AVVEC - Aide aux Victimes de Violence en Couple // Caritas Genève // Caritas Luzern // Caritas Schweiz // Centre d'accueil MalleyPrairie // Centre social protestant Berne-Jura // Centres sociaux protestants (CSP) // Collectif des Vernets // Collectif Jean Dutoit // Collectif Vaudois de Soutien aux Sans-Papiers // Cooperativa Baobab // Schweizerisches Rotes Kreuz // Eglise catholique Canton de Vaud - Département Solidarités // EQUIPE VOLO // EQUIPE VOLO Stiftung // EX-pression // Fachstelle Lysistrada // Fondation Apprentis d'Auteuil International (FAAI) // Fondation As'trame // Fondation As'trame Valais // Fondation Cherpillod // Fondation EssentiElles // Fondation François-Louis Borel // Fondation Jeunesse & Familles (FJF) // Fondation Le Hérisson // Fondation Mère Sofia // Fondation Neuchâteloise pour la coordination de l'action sociale FAS - SAVI // Fondation Qualife // Fondation St-Germain // Fondation valaisanne Pape François // Fondazione ASPI // Fondazione Casa Marta // Fondazione Paolo Torrani per minorenni (CSUM) // Fonds commun de solidarité du Réseau femmes // Frauenhaus beider Basel // Frauenhaus Luzern // Freiplatzaktion Basel // Grisélidis, Fri-Santé; Groupe Sida Jura // Heime auf Berg // NST - International Network of Social Tours // Institut Kinderseele Schweiz // KeBoKulturvermittlung // KIEL Bethanien ZH // Kirchliche Gassenarbeit Bern // Kirchliche Passantenhilfe Bern AKiB // Kirchliche Sozialberatung reformierte Kirchgemeinde Biel // Le Caré // Lernstatt Känguruh // MädchenHaus // Maria Magdalena // Médecins du Monde Schweiz // Multimondo // National Coalition Building Institute Schweiz // Opere Rom // Ortsrat der Vinzenzvereine von Deutschfreiburg // OSEO Fribourg // OSEO Neuchâtel // OSEO Valais // Particip'Action // Pinocchio Beratungsstelle für Eltern und Kinder // Pôle Solidarité de l'Eglise Catholique Romaine // Primis di Zonaprotetta // Pro Infirmis Schweiz // Procure // punkto Eltern Kinder und Jugendliche // Quellenhof-Stiftung // RECIF - Centre de formation pour femmes immigrées et suisse // Réves sûrs - Sichere Träume // Rotes Kreuz Schaffhausen // Sans-Papiers Anlaufstelle Zürich SPÄZ // Schulinternat Ringlikon // Schweizerisches Arbeiterhilfswerk SAH Zürich // Schweizerisches Arbeiterhilfswerk Schaffhausen // Schweizerisches Arbeiterhilfswerk (SAH) // Schweizerisches Rotes Kreuz Aargau // Solidara Zürich; Solidaritätshaus St.Gallen // Solidaritätsnetz Bern // Solidarität femmes Biel/Bienne & Region // Solidarität Femmes Fribourg - Centre LAVI // SOS Femmes // St.Gallscher Hilfsverein SGHV // Stiftung Futuri // Stiftung gegen Gewalt an Frauen und Kindern // Stiftung Gott hilft, Betrieb Jugendstation ALLTAG // Stiftung Liebfrauenhof Zug // Stiftung Naschet Jenische // Stiftung Schweizer Tafel // Stiftung Sozialwerk Pfarrer Sieber // Stiftung Start Again // HEKS // Tagesschule Oberglatt // Unabhängige Fachstelle für Sozialhilferecht UFS // Verein Berner Beratungsstelle für Sans-Papiers // Verein Ein Bett für Obdachlose Zug // Verein Espoir // Verein Flüchtlings Theater Malaika // Verein Frauenhaus Winterthur // Verein Frauenoase // Verein für Gassenarbeit - Schwarzer Peter // Verein IG offenes Davos // Verein kirchliche Gassenarbeit Luzern // Verein Kontakt- und Beratungsstelle für Sans-Papiers Luzern // Verein LISA // Verein Sanibern // Verein Schlupfhuus Zürich // Verein Solikonto // Verein tipiti // Verein VIWO // Verein Wohngenuss // Verein ZwüscheHalt // Wohnheim Varnbuel // XENIA Fachstelle Sexarbeit //

## EMERGENCY APPEALS ALLIANCE

We can achieve more together than on our own. This old adage applies equally well when it comes to fundraising for humanitarian disaster relief, where organising collective appeals and partnerships with the media and the private sector pays off. In 2008, we therefore joined forces with six other organisations from different countries to form the Emergency Appeals Alliance (EAA). Beyond sharing skills and experiences on topics such as collective appeals, best practices in humanitarian aid and good governance in humanitarian organisations, we at the EAA also want to position ourselves as a reference for the media and the private sector.

In 2021, the members of the EAA held two virtual meetings and discussed the development of the humanitarian sector, the coordination of disaster appeals and the possibility of holding joint appeals, along with a host of other topics. A framework for global partnerships was also developed. The EAA is a foundation under Dutch private law. New alliances were formed in France, Ireland and Australia, which attend EAA meetings as observers. In 2021, the EAA was chaired by Swiss Solidarity and presided over by Catherine Baud-Lavigne.

### EAA MEMBERS

Aktion Deutschland Hilft (Germany), DEC - Disaster Emergency Committee (United Kingdom), Giro555 (Netherlands), Swiss Solidarity (Switzerland), Humanitarian Coalition (Canada), Japan Platform (Japan), 12-12 (Belgium)

### EAA OBSERVERS

Nachbar in Not (Austria), Radiohjälpen (Sweden), Comitè de Emergencia (Spain), Alliance Urgences (France), Irish Emergency Alliance (Ireland), Australia Emergency Action Alliance (Australia)

# PARTNERS AND THANKS

## THANK YOU

Last year we witnessed remarkable solidarity from all over Switzerland. Businesses, individuals, clubs, school classes, organisations of every size—all of them supported us and they all deserve a heartfelt thank-you. Special thanks in this regard also go to our partners:



Swisscom is one of our long-standing partners. In addition to monetary donations, the company donates its services to us, thus supporting our operations. On fundraising days, the company makes the necessary infrastructure available—providing telephone lines and the toll-free 0800 87 07 07 hotline—to enable the public to call in and make a pledge. Swisscom's generous support significantly reduces our operating costs.

In 2021, we were able to count on Swisscom's support for the National Day of Solidarity for Children in Need and the Coronavirus International, Afghanistan and Haiti appeals.

## HEARTBEATS

We thank Claudia Knie and Carolina Caroli for their support through the HeartBeats project. Artists designed hearts that could be seen at a traveling exhibition on the Bundesplatz in Bern, in Zurich's main train station and at the fish market in Rapperswil. The proceeds from the hearts that can be auctioned will benefit people who have been particularly hard hit by the coronavirus pandemic in Switzerland.



## OTHER PARTNERS

- **Keystone-SDA:** During our numerous fundraising campaigns, this Swiss stock photo agency supports us by giving us access to current, royalty-free images from disaster- or crisis-hit regions, including those in Switzerland.
- **The association "Private Radio for Swiss Solidarity":** Fifteen private Swiss German radio stations show exemplary commitment in helping us to spread the word with their audiences about our fundraising appeals and how funds are used.
- **Swiss Post:** Swiss Solidarity payment slips are made available year-round at all post offices in Switzerland.
- **BonusCard.ch AG, DemoSCOPE, WEMF, intervista and Migros** offer customers the opportunity to donate their loyalty points to Swiss Solidarity.
- **BonusCard.ch AG:** This credit card company developed a special Swiss Solidarity Visa card that enables cardholders to donate automatically with every purchase. Additionally, BonusCard.ch AG donates to Swiss Solidarity 0.3% of the value of all purchases made with the card. The annual membership fee also goes directly to Swiss Solidarity as a donation—in its entirety in the first year, then partially in the following years.
- **Credit Suisse:** As part of the company's volunteering programme, employees of the Customer Service Centre help us during our national fundraising days and during themed fundraisers, staffing the Swiss Solidarity call centre to take donations at peak call times.
- **Richard Huber AG:** By purchasing a golden yellow "Swiss Solidarity" rose—a cultivar specially developed in 2005 for Swiss Solidarity by famous Swiss rose producer Rosen Huber—donors support our Child Relief fund.

## SPECIAL THANKS TO «MISTER SWISS SOLIDARITY» ROLAND JEANNERET

It was with a heavy heart that we said goodbye in December 2021 to long-time employee and friend Roland Jeanneret. Roland will always be remembered by us all as “Mister Swiss Solidarity”. The voice of Swiss Solidarity and Head of Communication for almost 20 years, he successfully mobilised the Swiss public on fundraising days in his own inimitable way. Roland Jeanneret passed away on the day of Swiss Solidarity’s 75th anniversary celebrations at the age of 74. We thank him sincerely for his tireless commitment to Swiss Solidarity.



SWISS SOLIDARITY 

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