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2026–2028 Strategy

Introduction

In 2026, Swiss Solidarity is celebrating 80 years of solidarity. Since 1946, Swiss Solidarity (SwS) has stood for a reflex deeply rooted in Swiss society, that of not remaining indifferent in the face of human suffering, be it in Switzerland or abroad. While it started out as a radio show, Swiss Solidarity maintains its close ties to SRG SSR to this day and, over the decades, has adapted its role and methods to turn public generosity into real-world aid.

The 2021–2025 strategy period confirmed the relevance of this model. In a landscape marked by successive major crises, Swiss Solidarity has demonstrated its ability to quickly marshal support, draw on a strong network of operational partners, and manage donations in a rigorous and responsible manner. This assessment underscores the strength of a platform that unites the public, the media and humanitarian organisations around a common cause.

However, the world in which we operate is changing rapidly. Humanitarian crises are more numerous and more interconnected, and media attention is becoming increasingly fragmented, while the expectation of transparency, impact and sustainability have never been higher. With that in mind, Swiss Solidarity intends to further bolster its relevance and transparency by choosing its interventions with discernment, consolidating the quality and monitoring of the projects it supports, and continuing to adapt its mobilisation approaches, particularly in the digital world.

The 2026–2028 strategy builds on this foundation. This shared compass will guide us through the coming years, ensuring that the solidarity of the Swiss continues to be transformed, with trust and efficiency, into quality aid for the most vulnerable.

2021 – 2025 in figures



CHF
325 M
raised



18
solidarity campaigns



903
international projects



754
projects in Switzerland



27 million
people supported around the world

Photo: © Swiss Solidarity



Miren Bengoa
Director of Swiss Solidarity

Photo: © RTS



Pascal Crittin
President of Swiss Solidarity
Director of RTS

Swiss Solidarity's unique role

Our vision

The Swiss Solidarity Foundation is the leading organisation for leveraging the Swiss population's spirit of solidarity to help those most affected by adversity in Switzerland and by disasters and humanitarian crises around the world.

Our mission

Swiss Solidarity is a responsible funder.

The foundation ensures that the funds it raises through donations are invested in high-quality humanitarian and social projects carried out by its partners to address the needs of populations affected by natural disasters and humanitarian crises both in Switzerland and abroad. SwS encourages the sharing and promotion of skills and knowledge in the humanitarian sector.

Our role and our partners

Swiss Solidarity acts as a national aid platform.

It expresses the generosity of the population and offers concrete support in crisis situations covered by the media, in close collaboration with the SRG SSR, while connecting the operational expertise of its partner organisations.

This collaboration, which draws on a network of accredited organisations in Switzerland and abroad, enables rapid intervention in the event of a crisis, the financing of high-quality projects and rigorous monitoring. It is one of Swiss Solidarity's distinctive strengths and forms the basis of its role as a responsible funder, providing effective, credible and trustworthy humanitarian and social assistance.

Our values

Swiss Solidarity's work is grounded by clear values that guide all its decisions and commitments:

Solidarity

We connect the people of Switzerland with those who need support, transforming the spirit of generosity into concrete and sustainable aid.

Partnership

We ensure that the assistance provided by our partner organisations responds to the real and expressed needs of the populations concerned, all in accordance with humanitarian principles.

Independence

We act independently, free from political, economic or ideological influence. This independence guarantees the credibility of our work and forms the basis of the trust placed in us by the public and our partners.

Excellence

We manage the donations entrusted to us with rigour and discernment, while ensuring that we meet the expectations of the public and the needs of those affected.

Respect

We respect the dignity, rights and diversity of affected people and communities. Our work is based on active listening, consideration of local contexts, and an impartial and dignified humanitarian approach.

Accountability

We report regularly and comprehensively on how funds are used and on the outcomes of the projects we support.

Our four strategic priorities for 2026–2028

For the 2026–2028 period, Swiss Solidarity has established four strategic priorities. When crises arise, the entire Swiss population mobilises and expresses

their solidarity, which Swiss Solidarity is committed to transforming into concrete humanitarian and social aid, in Switzerland and worldwide.



Strategic priority 1

Support people most affected by adversity in Switzerland and abroad



Strategic priority 2

Raise funds to provide relief following major disasters and social welfare assistance in Switzerland



Strategic priority 3

Be recognised as a leading actor of solidarity



Strategic priority 4

Ensure the sustainability of human, financial and intangible resources

Strategic priority 1

Support people most affected by adversity in Switzerland and abroad

With the support of its network of reliable partners, Swiss Solidarity acts in Switzerland and internationally, providing an effective response to disasters and humanitarian and social crises. The organisation guarantees the quality of projects, encourages best practices and integrates environmental sustainability into its actions. When major disasters occur in Switzerland, Swiss Solidarity supplements public measures and supports social welfare organisations. Internationally, SwS ensures that aid reaches those affected by humanitarian crises.

Our ambition

To provide relevant, responsible and quality assistance to people affected by humanitarian and social crises, both in Switzerland and internationally.

Strategic priority 2

Raise funds to provide relief following major disasters and social welfare assistance in Switzerland

The foundation rallies the solidarity of the Swiss when major disasters strike. It personalises its relationships with donors, diversifies its funding sources and strengthens its ongoing campaigns through strategic partnerships.

Our ambition

To mobilise solidarity in Switzerland in order to secure the resources needed to deliver humanitarian and social assistance in Switzerland and around the world.

Strategic priority 3

Be recognised as a leading actor of solidarity

Recognised as one of Switzerland's leading charitable organisations, Swiss Solidarity relies on solid media partnerships, particularly with the SRG SSR, and exemplary transparency. SwS demonstrates its expertise and brings together a digital community committed to amplifying the organisation's reach.

Our ambition

Strengthen public awareness of and trust in Swiss Solidarity as the benchmark for charitable organisations in Switzerland.

Strategic priority 4

Ensure the sustainability of human, financial and intangible resources

Swiss Solidarity maintains its stability and agility by providing an attractive work environment and leveraging its know-how. SwS ensures transparent and rigorous management, protects its assets and adapts its resources to respond effectively to current developments.

Our ambition

To ensure the organisation's long-term stability and adaptability to enable it to fulfil its mission.

Solidarity as a collective strength

When disasters strike, whether here or elsewhere in the world, the people of Switzerland display their solidarity with particular force. Every time a crisis arises, individuals, families, institutions and businesses respond, driven by the conviction that helping others can make a difference.

For 80 years, Swiss Solidarity has been rallying the population and transforming their collective spirit of solidarity into concrete, accountable and transparent humanitarian aid and social assistance. Backed by reliable partners and buoyed by the public's perennial trust, Swiss Solidarity transforms the public's generosity into action on the ground.

Swiss Solidarity's 2026-2028 strategy is part of this ongoing reality. It provides clear direction for taking action in a world marked by uncertainty, strengthens the impact of the public's solidarity, and preserves this essential bond of trust.

This is why Swiss Solidarity intends to continue promoting hope and cohesion, today and well into the future.