

Annual Report 2019

SWISS
SOLIDARITY



1.1. FOREWORD BY PRESIDENT PASCAL CRITTIN



True to our values despite constant changes

Handing over the reins after eight years of leadership, Tony Burgener stood before the Foundation Council and spoke of the challenges Swiss Solidarity has faced during his term of office. The list was impressive. At the end of his review and the wide-ranging discussion it generated, we concluded that the humanitarian sector, like many other fields and even society in general, is undergoing profound changes. The scope and effects of these changes may not always be measurable, but we must be aware of them and anticipate them rather than simply waiting for them to occur. The Foundation Council decided to engage in this reflection, together with our partners.

In terms of governance, Swiss Solidarity underwent a profound change in 2019: that of the departure of its director and the arrival of his replacement. I would like to thank Tony Burgener for his total commitment as the head of our organization and welcome his successor, Roland Thomann.

A change of leadership often provides the perfect opportunity to review strategy. At the same time, realising that change is constant leads us to question whether a multi-year strategic exercise still makes sense, especially knowing that the baselines will keep changing and that they will do so rapidly.

For the first time, we will be opting for an agile, proactive and flexible evolution. We will prioritise the areas we consider most urgent, such as communication, fundraising, and our digital transformation to become Swiss Solidarity 4.0.

To transform itself, our foundation can build on its sound financial health and recent successes, which are due in no small part to a management team whose commitment I applaud. Their achievements are all the more impressive when one considers the lack of resources at their disposal, which sometimes made for challenging situations. The team did an impeccable job of supporting Tony Burgener, who can legitimately take his leave from Swiss Solidarity with pride. The team also wholeheartedly welcomed Roland Thomann, whose profile is different and who I am convinced will bring a new perspective to our activities and developments.

Pascal Crittin

President

1.2. FOREWORD BY OUTGOING DIRECTOR TONY BURGNER

Many thanks

In this editorial, I would like to bid farewell to all of Swiss Solidarity's highly valued partners and donors. On the following pages, we present an overview of all the changes and challenges that I and my team have faced over the last eight years. It has been an exciting time full of rich experiences.

Above all, I would like to thank everyone who has supported us in any way, in particular the members of the Foundation Council and our various committees, all of the partner organizations and service providers, and the hundreds of volunteers and thousands of donors. My heartfelt thanks to them all.



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In my final year as director, a major focus of our activities was women in conflicts and disasters. In such situations, women are the ones who bear the greatest burden. On the one hand, they must care for their families and attempt to recreate some kind of normality for their children; on the other, they face additional danger.

In our 250th appeal, in aid of women in forgotten crises, we wanted to highlight the role of women as key players in crisis management. Crises and disasters sometimes offer the opportunity to draw people's attention to problems and dangers which otherwise get forgotten.

I was able to do just this during my last project visit to the Rohingya camps in Cox's Bazar in Bangladesh. Here women who have grown up in a male-dominated, taboo-ridden society are learning to recognise major problems in society and the family and to demand change: issues such as domestic violence, the trafficking of women, prostitution and women's freedom of speech were addressed in the camps.

We must listen more carefully to these women – and to all those suffering from war or other disasters – and ensure that their ideas and needs are fully incorporated into the projects run by NGOs.

This is my hope as I bid goodbye to Swiss Solidarity. I wish the foundation and everyone associated with it all the very best and the greatest success in their future work.

Tony Burgener

Director 2012–2019

1.3. FOREWORD BY THE NEW DIRECTOR ROLAND THOMANN



Solidarity and happiness

Solidarity has always been the cornerstone of human coexistence. For over 70 years, this foundation has been an expression of the solidarity shown by the Swiss public. Thanks to Swiss Solidarity's generous donors, Tony Burgener and his team were able to do great things for people in need both in Switzerland and abroad in recent years, continuing the humanitarian tradition of our country. Adaptability and innovation were key factors in ensuring the success of their work.

This extraordinary adaptability will be put to the test all the more in the coming years. Change is nothing new: over two and a half thousand years ago, Heraclitus understood that change is the only constant. But the *rate* at which change occurs is new, and it occurs at several different levels. For Swiss Solidarity, there are three levels: how we provide aid, how media is consumed and how we cooperate. We cannot avoid change in these areas if we are to continue our success.

Although so much hard work has been done in recent decades to help those in need, today a greater percentage of people than ever before are dependent on humanitarian aid. All the signs suggest that the instruments currently employed are having too little impact, and the funds available are insufficient to effect real change. This is why Swiss Solidarity must be as innovative as possible and embrace disruptive ideas as well as continuing its traditional project work.

As the new director of Swiss Solidarity, I am sure that we will continue to receive the support we need to face the many different challenges ahead. Because showing solidarity means sharing happiness. And happiness is the only thing that multiplies when shared. So if we want to maximise happiness, we should show a maximum degree of solidarity – and not put limits on it for political reasons. On the contrary – in these challenging times in particular, we need to show our solidarity so that not just the happiness of the few can be preserved, but the happiness of all can multiply.

Roland Thomann

Director from 1 January 2020



2. SWISS SOLIDARITY DEVELOPMENTS 2012–2019

The world is still turning. But it has changed considerably in recent years, and foundations like Swiss Solidarity do not remain unaffected. The director, staff, Foundation Council and all our partner NGOs have faced up to these challenges and have found responses to the urgent issues. They have also tried to predict trends and developments. A short ten-point overview:

1. Humanitarian imperative

In recent years, humanitarian aid and development cooperation have been assessed on the political stage through a variety of changing prisms. National interests have at times been put to the fore, and this has had an impact on international cooperation. The decisions and proposals made have also influenced the perception of aid work and Switzerland's humanitarian tradition. In these circumstances, both NGOs and Swiss Solidarity must call to mind their principles and remain true to the humanitarian imperative.

2. Humanitarian aid 4.0

Humanitarian aid is undergoing profound change. Many of Swiss Solidarity's partner NGOs are having to reposition themselves as the requirements of local partners, populations and politicians turn previously accepted aid paradigms upside down. Swiss Solidarity has been guided in its policies by these developments, which were given clear form in the Grand Bargain agreed at the UN Humanitarian Summit in Istanbul in 2016. These changes include localizing aid and involving local people in all phases of a project or programme cycle; providing cash; and harmonized reporting processes.

3. Impact versus output

There has been a fundamental change in humanitarian aid: it now aims to have an impact from the very first hour in which disaster strikes. Swiss Solidarity has gone one step further, commissioning impact analyses long after the completion of projects, for example ten years after two major disasters: the 2004 tsunami and the earthquake in Haiti in 2010. The findings of these studies help us to understand the impact mechanisms more closely and to adapt future projects accordingly.

4. Shared knowledge

A milestone in recent years was the drawing up of a new strategy and mission statement. This not only positions Swiss Solidarity as a project sponsor but also establishes it as a knowledge platform. The willingness of partner NGOs and the Swiss broadcaster SRG SSR to share experiences, and their desire to learn, is a mark of our humanitarian work. NGO staff in the field were particularly receptive to this, and in Switzerland, there was much constructive cooperation in innovation and digitalization on a range of platforms.

5. Swissness

Swiss Solidarity is conscious of its ‘Swissness’ and works primarily with Swiss partner NGOs. But does it also provide support efficiently in Switzerland? This was a key question for the foundation in recent years, and the answer was clear: radical change was needed. For the past three years, Swiss Solidarity has been working with around one hundred small and medium-sized organizations and associations in Switzerland to provide sustainable help for young people in need and for children who are the victims of violence. Out of this has arisen a new network, which has reinforced our position in the country to an even greater extent.

6. Digital transformation

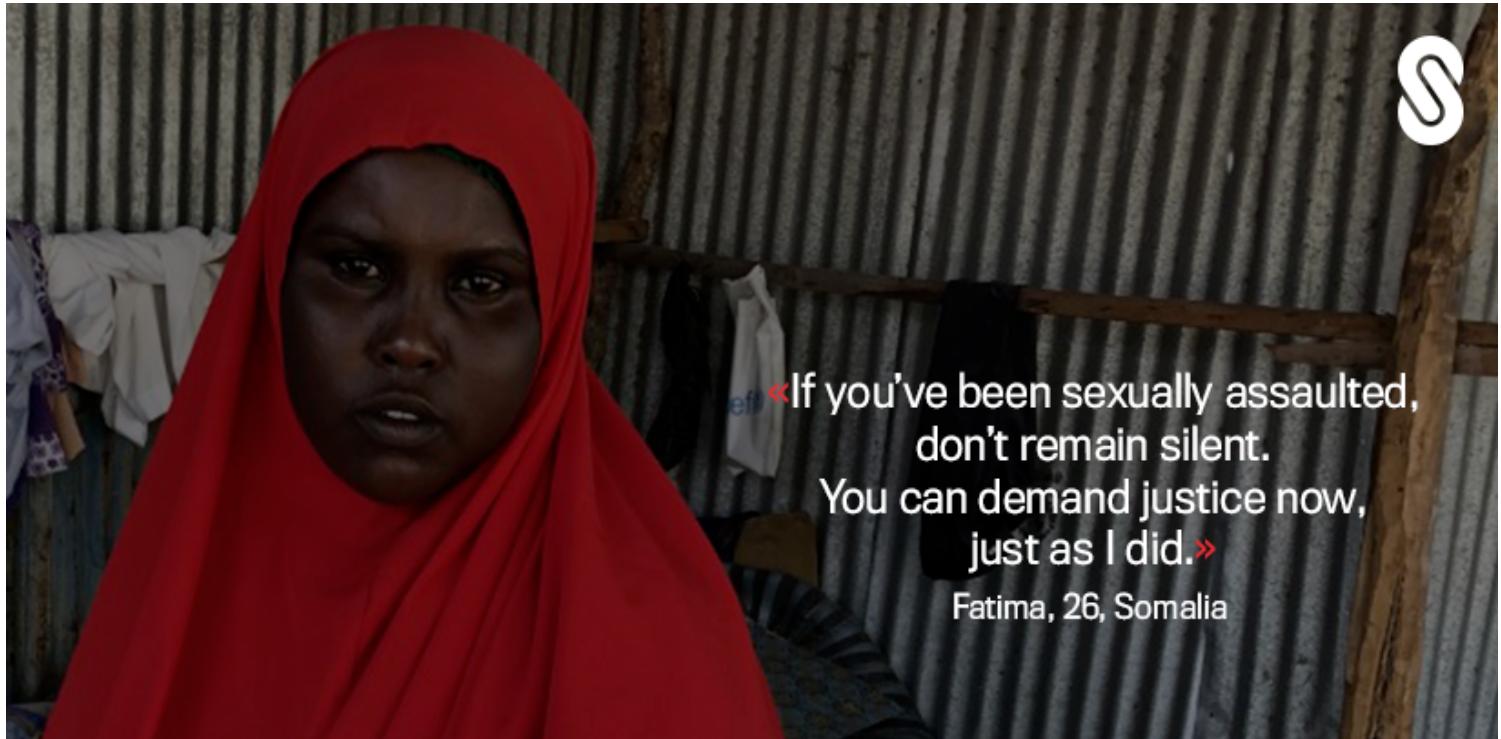
Swiss Solidarity has adopted the latest trends in digitalization, with the surprising result that around one quarter of donations are now made via digital channels. We can build on this basis in the future. In the coming years, digitalization will spread to other areas of our activities, for example at project and programme level with our partner NGOs. In recent years we have built up the channels and means necessary, and so have a sound basis on which to develop.

7. SRG on demand

Digitalization, of course, also impacts our cooperation with Swiss broadcaster SRG SSR, which is Swiss Solidarity’s most important partner. In recent years the public’s media behaviour has been a key issue, and will no doubt continue to be so in coming years. Fragmentation, viewing-on-demand and its associated formats, and new forms of information dissemination are forcing Swiss Solidarity to undergo change and will continue to do so. Our aim will always be to reach as many people as possible. Although 92 per cent of the Swiss public is familiar with Swiss Solidarity (2018 donations barometer), this does not guarantee a positive effect on fundraising appeals. Trials in online donating and social media show that the Swiss have not yet fully embraced digital forms of giving.

8. Innovation

Nowadays, innovation is essential in the humanitarian field and needs to be promoted. Partner NGOs should be encouraged to move from a risk-averse to a more risk-tolerant approach when it is appropriate to do so. As a donor, Swiss Solidarity has already created well-considered stimuli so that aid can be provided even more efficiently on the ground. Innovations take place on an interdisciplinary basis and for this, we require inputs from new partners, whether from the academic or business environment. The ‘splendid isolation’ of humanitarian aid has had its day.



9. Small is beautiful

Despite all the movement and change of recent years, Swiss Solidarity has remained small, mobile and flexible. This is reflected in the stability of the administrative costs and the number of its staff. Donors now pay more attention to whether the proportion of donated money used for administrative purposes remains reasonable. At just over three per cent, this amount at Swiss Solidarity has remained at what may be a record low level.

10. Sustainability down to the last cent

Swiss Solidarity has also had to address the issue of sustainability at all levels – including in its financial administration. Investment criteria have been made stricter and have been professionally reviewed so that there is now a guaranteed return on investments and negative impacts can be avoided. The investment yield has allowed us to cover a major part of our operating costs in seven out of the past eight years, a further mark of efficiency.



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3. FUNDRAISING APPEALS

2019 was yet another year of conflicts and disasters which caused humanitarian crises.

However, we did not decide to launch a fundraising appeal in each case. The forest fires in the Amazon region, the earthquake in Albania and the floods in the Philippines did not meet the criteria for mobilizing our donors.

Since we have an obligation to our donors to use their donations as efficiently and effectively as possible, three criteria must be met before we can launch an appeal:

- The government of the country in question must request help from the international community and our partner NGOs must be able to provide the kind of help requested;
- At least three of our partner NGOs must operate in the given country so that aid can be provided as rapidly as possible and with good knowledge of the local situation;
- The extent of the disaster must be large enough for the Swiss public to have been made aware of it via the media and so wish to show their solidarity and support for the disaster victims.

This means that in the year under review, we raised donations for two causes: for the victims of the war in Yemen and victims of Cyclone Idai in Mozambique. We also asked our donors for support for women in forgotten crises and for children in Switzerland who suffer domestic violence.



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3.1. WAR IN YEMEN

In February 2019, there was hope that renewed peace talks would lead to an improvement in the situation in Yemen, where a bitterly fought war has been raging for four years. Bombardments, attacks and death had tragically become part of everyday life in the country.

The UN has described the situation in Yemen as the greatest humanitarian disaster of modern times. For our partner NGOs operating in the country, the situation remains extremely perilous, yet they continue to do what they can to help the victims of this war.

To enable our partner NGOs to continue providing urgent emergency aid to 24 million people in Yemen dependent on humanitarian help for their survival, we decided to hold a national solidarity day for the victims of the war on 28 March 2019 in conjunction with SRG SSR.

Despite the peace talks held in February 2019, the war in Yemen has received very little media coverage. We, therefore, depended on the greatest possible support from all donors and, above all, from opinion-influencers, in order to draw attention to this humanitarian crisis.

Together with SRG SSR and with the support of 'Privatradios pro Glückskette' and other media, and backed up by Federal Councillor Ignazio Cassis, pledges of donations totalling CHF 1.2 million were received on the fundraising day. By the end of the year, CHF 6 million had been raised. In this appeal we launched a new approach, providing several opinion-influencers with a 'social media kit' with ready-to-use content that can be shared on social media. As a result, the appeal attracted a high proportion of digitally generated donations. Before the appeal was launched, we had already released CHF 1 million from our Early Response Fund so that the aid agencies could begin providing help immediately.



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3.2. CYCLONE IN MOZAMBIQUE

In the night of 15 March 2019, Cyclone Idai made landfall in Mozambique and destroyed large swathes of the country. The torrential rains caused floods that swept away houses, hospitals, schools, roads and bridges. Beira, Mozambique's fourth largest city, was 90 per cent destroyed or damaged.

Besides those in Mozambique, several hundred thousand people in Zimbabwe and Malawi were also affected by the cyclone and the floods it caused.

For a long time, it was difficult for the aid agencies to assess the extent of the damage because many areas were only accessible by helicopter. We, therefore, had to wait four days before deciding to launch an appeal. However, so that our partner NGOs could get to work providing emergency aid as rapidly as possible, we immediately released CHF 1 million in aid from our Early Response Fund.

Four days after the cyclone made landfall in Mozambique, and once aid agencies had made initial assessments of the damage, we decided to launch an appeal without calling for a national day of solidarity.

In this appeal, we enjoyed huge support from the SRG SSR media – in particular SRF1, which ran a special day for Mozambique – and from 'Privatradios pro Glückskette' and various other private media stations.

The Swiss public were greatly shocked by the extent of the damage caused by the cyclone and donated in solidarity with the victims accordingly: by the end of 2019 CHF 4.9 million had been raised.



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3.3. WOMEN IN FORGOTTEN CRISES

From 12 to 19 September 2019, we launched our 250th fundraising appeal in the 73-year history of Swiss Solidarity. To mark this milestone, we decided to give a voice to people who are otherwise forgotten twice over: women in forgotten crises.

Firstly, many crises (Somalia, El Salvador, Yemen and many others) take place away from the centre of the world's attention; the media's attention span for conflicts is becoming shorter and shorter and so the victims of these crises, and their needs, are forgotten.

Secondly, many systems and cultures are unfortunately still structured to address the needs and priorities of men, not women. However, it is primarily women who bear the physical, psychological, social and economic consequences of war, conflict and natural disasters.

In conjunction with SRG SSR media and the support of our partner NGOs, we were able to give these women a voice and draw attention to their needs. Above all, we showed that they are autonomous players in humanitarian aid and that we wish to support them in this. Reports by SRF, RTS and RSI from the island of Lesbos, Lebanon and Honduras illustrated the issue with on-the-ground examples.

Besides the main appeal theme, we also wanted to highlight the new ways in which we promote appeals online and the possibilities of donating online.

By the end of 2019 we had raised CHF 2.5 million in a number of special programmes and donation appeals plus a theme day on SRF1, and thanks to the Glanz&Gloria advent calendar, in which top chefs auctioned off their culinary creations produced in their kitchens.



3.4. CHILDREN IN NEED ('COEUR À COEUR' / 'OGNI CENTESIMO CONTA')

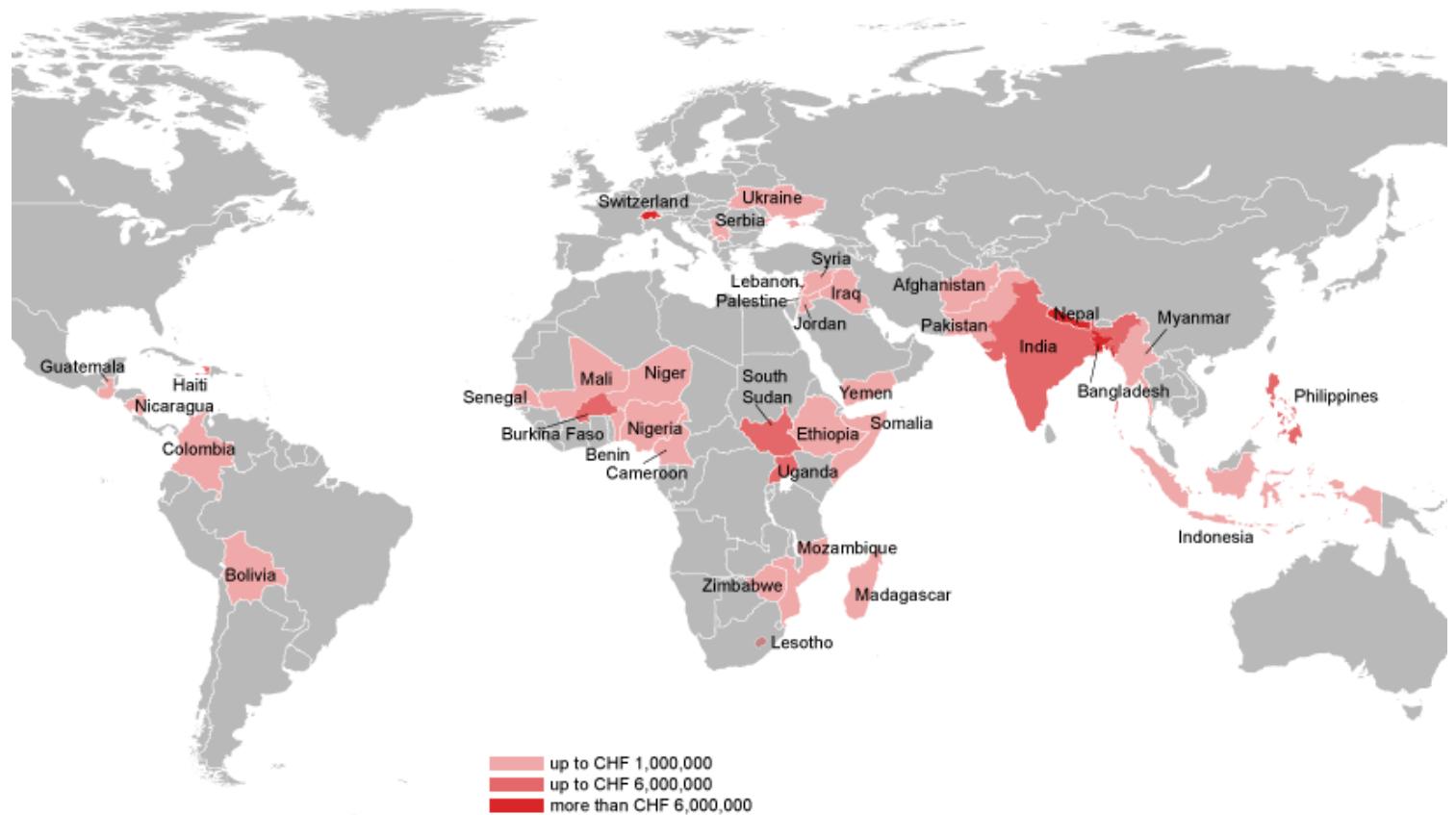
From 14 to 20 December 2019, we again joined forces with RTS and RSI to hold the 'Coeur à Coeur' and 'Ogni centesimo conta' appeals to help child victims of domestic violence. The 'Jeder Rappen zählt' appeal organised jointly with SRF ended in 2018, and a new concept is currently being developed.

With the aim of setting off each year to discover a new town in French-speaking Switzerland, the fourth edition of the 'Coeur à Coeur' appeal took place, for the first time, in Sion (VS). Also for the first time, the program was broadcast in its entirety for a week on radio station 'La Première'. Seven regional radio stations joined in on the operation, rallying the people of French-speaking Switzerland around the same cause. In addition, companies, schools and individuals created nearly 200 actions to raise funds, helping to secure a record CHF 3.14 million in pledges. In Ticino, the third edition of the 'Ogni centesimo conta' appeal mobilised the people of Italian-speaking Switzerland, who pledged more than CHF 275,000 in donations.

For these two operations, more than CHF 2.7 million had already been transferred to our account by 31 December 2019, with donations continuing to flow in early 2020.

As was the case last year, all donations go toward children who are victims of violence within their families in Switzerland. By maintaining the same theme, we hope to have a lasting impact and be able to fund projects over the long term. In 2020, we will fund projects run by Swiss organizations which are aimed at meeting the specific needs of these children, offering them tailor-made and personalised solutions. Tools to help them overcome their trauma, spaces to strengthen their bond with their parents and support when leaving an institution are just a few examples of the assistance they can receive.

Countries of intervention with ongoing projects in 2019



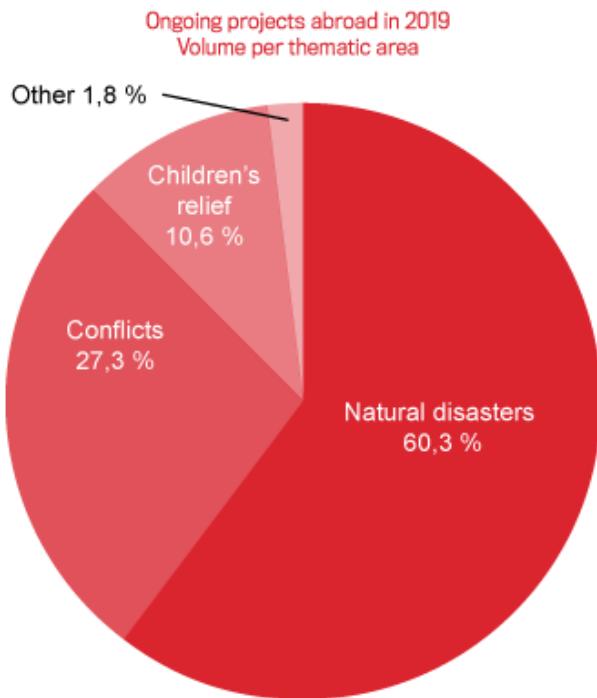
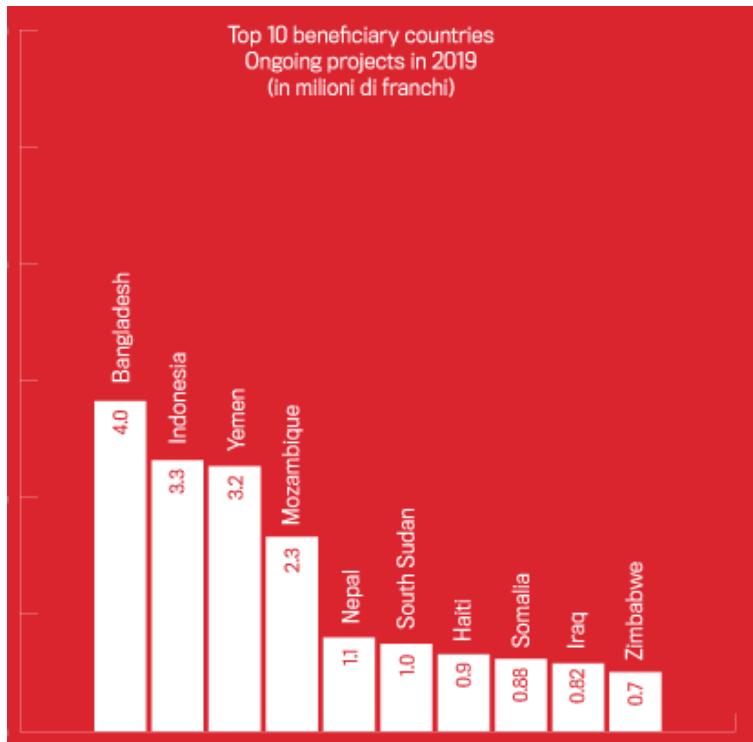
4. HOW DONATIONS WERE USED

In 2019, we supported a total of 234 rehabilitation, reconstruction and economic improvement projects run by our partner NGOs, which benefited around six million people in 37 countries. These projects received funding of CHF 29.2 million in total.

In Switzerland

Over 17 per cent of the donations we received went to projects in Switzerland, helping children or young people in need, the victims of severe weather and people struck by the landslide in Bondo. In 2019, we funded 106 projects to the tune of almost CHF 5 million – the largest sum that any of the 37 countries in which we operate received.

Donations from the ‘Jeder Rappen zählt’, ‘Coeur à Coeur’ and ‘Ogni centesimo conta’ campaigns in 2019 as well as previous years went towards 35 projects in aid of children who experience domestic violence. We also supported 66 projects for young people in need which aim to equip them for the world of work. In Bondo, we gave around CHF 1 million to support private individuals, SMEs and the commune.



The CHF 24.3 million we contributed to projects in 2019 came from the fundraising appeals of 2019 (Yemen and Mozambique) and previous years. We use the funds we raise very carefully, and projects set up in the wake of natural disasters usually run for several years.

Around the world, the largest amounts spent in 2019 went towards projects supporting the Rohingya in Bangladesh, the victims of the 2018 tsunami in Indonesia, victims of the war in Yemen and people affected by Cyclone Idai in Mozambique.

Children were once again a focus of Swiss Solidarity's activities in 2019. Our children's relief fund allowed us to fund 20 projects in 15 different countries, where our partner NGOs provided greater protection, health and education for more than 475,000 children.

In the following sections, we give an overview of how the donations from the 2018 and 2019 appeals were used in Switzerland and abroad. Precise information on the financial figures in all our appeals can be found in our annual financial statement and key figures.



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4.1.1. YEMEN

We organized a national solidarity day for the victims of the war in Yemen on 28 March 2019. The money raised enabled us to fund four emergency projects run by three of our partner NGOs and the International Red Cross for those affected by the war.

According to the UN, events in Yemen constitute the worst humanitarian crisis in the world, with 24 million people reliant on aid for survival and half of all hospitals destroyed or no longer functioning.

The situation was very dramatic for the people of Yemen, and it was very difficult for our partner NGOs to deliver aid. Access to the affected areas was only possible with very strict security measures in place, and NGOs had to be able to react to the changing situation at any moment.

The organizations we supported were able to provide basic emergency medical aid in hospitals and health centres; the injured and those suffering from undernourishment were the prime recipients of this aid.

Our partner NGOs also distributed food where there were severe shortages. In those places where food was still available but people were unable to purchase it for lack of money and excessive prices, cash was distributed so that they could buy enough to meet essential needs.

Contributions projets 2019:

CHF 2,437,000

Donations 2019: CHF 6,036,388

NGO's 2019:

Save the Children Suisse, Medair, Doctors Without Borders/Médecins

Sans Frontières, ICRC



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4.1.2. MOZAMBIQUE

In the night of 15 March 2019, Cyclone Idai made landfall in Mozambique and destroyed large swathes of the country. The torrential rains caused floods that swept away houses, hospitals, schools, roads and bridges. Beira, Mozambique's fourth largest city, was 90 per cent destroyed or damaged.

Besides Mozambique, neighbouring countries Zimbabwe and Malawi were also severely hit. Six weeks after Idai, Cyclone Kenneth brought more disruption to the area and the aid work already underway.

Thanks to the presence and experience of the local partner NGOs, within just one month the first six of thirteen projects we funded in 2019 with donations for Mozambique were launched.

In the first phase, medical care and financial aid were provided and food and essential everyday items distributed. Later on, our partner NGOs distributed seed – the floods had completely destroyed the harvest – and began reconstructing homes, schools and the water supply. In 2019, these organizations helped a total of 1.3 million people to start rebuilding their lives following the cyclone.

The emergency aid projects lasted just a few months and already drew to a close in 2019; other projects involving reconstruction and the rebuilding of livelihoods will continue to run until early 2021.

Project contributions 2019:

CHF 2,300,500

Donations 2019: CHF 4,926,559

NGO's 2019:

ADRA, Caritas Switzerland, CBM Switzerland, Doctors Without Borders/Médecins Sans Frontières, Helvetas, Médecins du Monde Suisse, , Save the children Switzerland, Solidar Suisse, SwissLimbs, Swiss Red Cross, terre des hommes schweiz



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4.1.3. ROHINGYA

Following the exodus of around 700,000 Rohingya from Myanmar to Bangladesh which took place over just a few weeks in 2017, around a million people were still living in the Cox's Bazaar refugee camp in 2019. The Rohingya live in extremely difficult conditions and the situation has developed into a chronic crisis, yet owing to state restrictions only temporary and emergency aid can be provided.

Thus the six projects supported by our partner NGOs in 2019 tried to improve living conditions for the Rohingya and to make the camp and its shelters as secure as possible, but they were unable to build up any durable structures.

Nonetheless, the work of our partner NGOs had a considerable impact. Shelters were strengthened and so were able to withstand the monsoon; slopes were secured to prevent landslides; paths and the waste disposal and waste water systems were improved; the medical facilities already in place continued to be funded; and people were informed about the help available in the camp and of the dangers of child

trafficking and abuse. Furthermore, mechanisms to protect women from violence and attacks were introduced.

The Rohingya are not permitted to work and earn any money to buy food; the food they receive does not contain any fresh vegetables or meat. So in an innovative roof gardens project, the partner NGOs encouraged people to grow vegetables for their consumption – despite the lack of space – and so have a more diversified and healthy diet.

Project contributions 2019:

CHF 3,075,175

Donations 2019: CHF 105,738

NGO's 2019:

Caritas Switzerland, CBM Switzerland, EPER- Swiss Interchurch Aid, Fondation Hirondelle, LAW (Legal Action Worldwide), Médecins du Monde Suisse, Save the Children Switzerland, Solidar Suisse, Swiss Red Cross, Terre des hommes – children's relief



4.1.4. TSUNAMI IN INDONESIA

In 2019, our partner NGOs continued to help people in the Indonesian city of Palu to rebuild their lives following the earthquake and tsunami which occurred on 28 September 2018. As the Indonesian government itself funded a large part of the work reconstructing destroyed buildings and infrastructure, we primarily funded projects providing temporary shelter and schools which were available until new homes were built. We also funded projects which helped people to once again earn a living.

The Indonesian government insisted that the projects should be run exclusively by local organizations. It was therefore especially important that the projects were complementary to those run by the state. Schemes distributing cash were also set up for people who faced poverty following the tsunami, and who needed money to start working and earning an income.

This was a particularly challenging environment for our partner NGOs, but thanks to close ties with local organizations, in some cases built up over many years, they were able to adapt quickly and flexibly. They entrusted the running of projects to local partners, keeping in close contact and visiting them regularly in order to ensure the quality of the work.

Altogether, we were able to support nine projects run by six partner NGOs and their local partners.

Project contributions 2019:

CHF 3,338,261

Donations 2019: CHF 141,576

NGO's 2019:

ADRA, Caritas Switzerland, CBM Switzerland, EPER- Swiss

Interchurch Aid, Medair, Save the Children Switzerland, Solidar Suisse,
Swiss Red Cross



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4.1.5. A ROOF OVER YOUR HEAD ('JEDER RAPPEN ZÄHLT 2018')

In December 2018, we ran the 'Jeder Rappen zählt' campaign for a tenth and final time with the Swiss broadcaster SRF. Two thirds of the donations raised went towards projects abroad providing secure shelter to people without a roof over their head – perhaps as a result of a natural disaster or because they had been driven from their home.

In 2019, we funded five projects with the money raised. Three of these were in Bangladesh in aid of the Rohingya, run by Caritas, Solidar Suisse and HEKS. Besides working to provide sufficient shelter, the projects took a holistic approach to life in the refugee camp, providing access to latrines, drinking water and a functioning waste water system, and setting up vegetable gardens to provide more varied nutrition and to enable people to generate an income through the sale of vegetables excess to their needs.

In Mozambique, we funded the distribution of materials and tools to 200 homeless and needy families so that they could rebuild their homes as quickly as possible. Moreover, Save the Children trained around 300 people in manual skills.

A further project in India helped victims of Cyclone Fani, which struck the country in May 2019. Millions of people were made homeless and at least 42 people killed. The project, run by Terre des hommes – helping children worldwide, provided 150 families with a new home.

Project contributions 2019:

CHF 1,239,000

Donations 2019: CHF 950,638

NGO's 2019:

Caritas Switzerland, EPER- Swiss Interchurch Aid, Save the Children Switzerland, Solidar Suisse, Terre des hommes – children's relief



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4.1.6. INNOVATION

Thanks to innovative approaches, humanitarian aid can now achieve more efficient and sustainable results. Our innovation fund, set up in 2018, aims to do exactly this.

Nonetheless, in the year under review, we decided to fund only four new projects. It turned out that several partner NGOs had not yet assimilated the innovation criteria as they submitted projects which did not meet the criteria of 'design thinking' and 'risk awarding'. These criteria were discussed and illustrated again to the NGOs at an event organized via the innovation platform.

In 2019, we supported a total of seven innovation projects in Ukraine, Mozambique, Burkina Faso, Nigeria, Ethiopia and Uganda, three of which had already been set up the previous year.

The project in Mozambique was the second stage of a project, also launched in 2018, by SolidarMed, in which special motorbikes were used to transport pregnant women safely and in time to give birth in the nearest local health clinic. When the motorbikes were not being used to transport pregnant women, the drivers could use them to earn money running a taxi service.

In Ethiopia, we used money from the innovation fund to support the development of a system which predicts refugee movements and migration. This data-supported system allows organizations to be better prepared for crises so they can react to them more rapidly.

The Ticino NGO Swisslimbs worked with a local company to develop a new prosthesis and orthosis technology. Via our innovation fund, we supported a project in Uganda using this technology.

In water supply technology there are lots of new innovative approaches to improving installations and water quality. The fund supported one such project run by Terre des hommes – helping children worldwide in Nigeria.

During the year we worked on developing an existing platform where partner NGOs can exchange innovative ideas and experiences. We believe that a platform where donors, NGOs, academic institutions, private businesses and state agencies come together to foster innovation breakthroughs in humanitarian aid would be of great value in Switzerland. Such a platform already exists in the Netherlands. There was fruitful contact with the EPF Lausanne, the International Institute for Management Development (IMD) and the University of Geneva, which will hopefully lead to an efficient innovation platform being set up in this country in the near future.

Project contributions 2019:

CHF 329,959
Donations 2019 CHF 0

NGO's 2019:

Enfants du Monde, Save the Children Switzerland, SolidarMed,
SwissLimbs, Terre des hommes - children's relief



4.1.7. EARLY RESPONSE FUND

The Early Response Fund allows us to support projects in countries and in the case of disasters for which we do not launch a special fundraising appeal. It also allows us to provide funds to our partner NGOs within just a few hours of a disaster occurring, so they do not first have to wait for donations to be raised before beginning to provide emergency aid.

In the immediate aftermath of Cyclone Idai in Mozambique, we released CHF 1 million for emergency aid; a further CHF 4.9 million in donations was subsequently raised.

A further CHF 1 million from the Early Response Fund was used to fund emergency projects run by our partner NGOs in Yemen.

A similar amount was also earmarked at the end of the year for projects in Burkina Faso, Mali and Niger to support those fleeing their homes in the Sahel region.

The Early Response Fund allows us to react immediately to urgent needs and emergencies. It is largely fed with monies not donated for a specific appeal and with surpluses from appeal funds no longer required.

Project contributions 2019:

CHF 1,250,000

Donations 2019: CHF 243,527

NGO's 2019:

Doctors Without Borders/Médecins Sans Frontières



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4.1.8. CHILD WELFARE

In the year under review, child welfare continued to be a major focus of our work, as stated in the Foundation's articles of association. Twenty projects run by 13 partner NGOs in 15 different countries supported 470,000 children aged between 0 and 14.

Our work to promote child welfare focuses on three areas: health, education and protection. The needs in these three areas are huge, in particular for children – both in crisis zones and in countries with less developed economies.

We supported projects in the hotspots Afghanistan, Mali, Niger and Cameroon where, despite the highly dangerous situation, our partner NGOs were working to protect children from violence and child trafficking, to provide medical aid and prevent undernourishment.

We were also able to fund 16 projects in eleven countries at the very bottom of the development scale, including Benin, Bangladesh, Bolivia and Pakistan. The focus here is also on protecting children from abuse, violence and forced child labour; access to medical care, in particular for children with physical or mental disadvantages; and education.

Twelve of the 20 projects are continuing into 2020 and some into 2021.

Project contributions 2019:

CHF 1,306,712

Donations 2019: CHF 226,207

NGO's:

Caritas Switzerland, Enfants du Monde, Helvetas, Handicap International Switzerland, Iamaneh, Médecins du Monde Suisse, Medair, Doctors Without Borders/Médecins Sans Frontières, Save the Children Switzerland, Solidar Suisse, SolidarMed, terre des hommes suisse, Vivamos Mejor



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4.2.1. SEVERE WEATHER IN SWITZERLAND

Our severe weather assistance fund for Switzerland supports private individuals and, funds permitting, 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 2019 we provided support to five households which had suffered damage as a result of storms, torrential rain, flooding or landslides in 2017 and 2018. Funds went towards clean-up operations and returning buildings, homes and agricultural land to their original state.

Val-de-Ruz

In the night of 21 June 2019, there was a massive thunderstorm in Val-de-Ruz, Canton Neuchâtel which caused the river to overflow and flood a large area, creating huge damage in the villages of Dombresson, Villiers and Le Pâquier. We informed the commune and its inhabitants of the possibility of applying for financial support from our severe weather fund. A donations committee, founded on 30 September 2019, ensures that the money provided by Swiss Solidarity and other sponsors is properly used. No applications for support had been made up to the end of 2019 as insurance and other claims usually take several months to deal with.

Radio RTN launched an appeal for donations for those affected by the severe weather in Val-de-Ruz, asking its listeners to donate to Swiss Solidarity. This brought in CHF 100,000 for the severe weather fund, earmarked for the Val-de-Ruz.

Project contributions 2019:

CHF 80,162

Donations 2019: CHF 163,333



@Demarche

4.2.2. YOUNG PEOPLE IN NEED

Support for young people seeking work and social integration

In 2019, for the fourth year running, we again supported projects to help young people gain skills in order to find work and integrate better into society. These projects are funded with donations from the 2015 and 2017 'Jeder Rappen zählt', the 2017 'Coeur à Coeur' and the 2017 'Ogni centesimo conta' appeals.

In 2019, we funded a further 19 projects to the amount of CHF 1,268,367. The long-term nature of the projects is important, and we were able to fund some projects for a second or even third term.

Furthermore, in 2019 we launched an evaluation of the projects for young people in need in order to gain a better understanding of the projects' impact on the young people they aim to help. The approach is to review the projects from the young people's point of view. The evaluation is being conducted by three higher education institutions in the three Swiss language regions – ZHAW (Zurich), SUPSI (Ticino) and HETS (Geneva).

Project contributions 2019:

CHF 2,180,275

Donations 2019: CHF 550

NGO's 2019:

Assoc. Astural, Assoc. de médiatrices interculturelles AMIC, Assoc. DeMains...de mes propres Mains, Assoc. JeunesParents, Assoc. Le Sextant, Assoc. Lire et Ecrire, Assoc. Pacifique, Assoc. Pouvoir d'Agir, Assoc. REPER, Assoc. Scène Active (Accroche), Assoc. Il Tragitto, Assoc. SOS Ticino, Assoc. Telefono SOS Infanzia/Progetto Trebbù, Caritas Genève, Caritas Luzern, Demarche Société Coopérative, Die Arche Schweiz, EQUIPE VOLO, Fondation Apprentis d'Auteuil International (FAAI), Fond. Cherpillod, Fond. ARES - Autismo Risorse e Sviluppo, Fond. il Gabbiano, Genossenschaft FuturX, Job Factory Basel AG, Multimondo, OSEO Fribourg, OSEO Valais, Sans-Papiers Anlaufstelle Zürich SPAZ, Schweiz. Arbeiterhilfswerk SAH Zürich, Stiftung Lebenshilfe, Stiftung Zürcher Kinder- und Jugendheime, Vert.igo - Schule und Ausbildung, Verein Flüchtlings Theater Malaika, Verein Lernwerk, Verein Lollypop Galaxys/Nido del Lupo

Project contributions 2019:

CHF 1,062,636

Donations 2019: CHF 0

NGO's 2019:

Assoc. ParMi, Croce Rossa Svizzera - Sezione Sottoceneri, Dominikanerkloster Cazis/Schule St. Catharina, Eglise catholique Canton de Vaud, En Route Pour Apprendre, La Sorcière affairée, National Coalition Building Institute Schweiz, Rotes Kreuz Schaffhausen, Schweiz.
Arbeiterhilfswerk Schaffhausen, Schw. Rotes Kreuz Aargau, Sch. Rotes Kreuz Kanton Zürich, Sch. Rotes Kreuz Solothurn, Solidaritätsnetz Bern, Stiftung Futuri, Verein family-help, Verein Flüchtlinge Malen, Verein IG offenes Davos, Verein KUMA (Kompetenzzentrum Unbegleitete Minderjährige Asylsuchende), Verein Netzwerk Asyl Aargau, Verein tipiti, Zentrum Bären GmbH

Unaccompanied minors

In 2019, we funded another eleven projects for unaccompanied minors to the amount of CHF 845,500, from donations raised in the 2016 'Jeder Rappen zählt' appeal. Here again, the focus was on funding projects with a long-term outlook; we funded the second or third phase of projects we had already supported previously and which had been shown to bear fruit.

The funds raised in the 2016 'Jeder Rappen zählt' campaign have now been exhausted; however, projects for unaccompanied minors can continue to be funded from donations for young people in need, provided they are to help young people find work and integrate better into society.



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4.2.3. CHILDREN, VICTIMS OF DOMESTIC VIOLENCE

In December 2018, we raised CHF 3.7 million in 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni centesimo conta' campaigns run with SRF, RTS and RSI for children in Switzerland who are victims or witnesses of domestic violence.

Each year, between 30,000 and 50,000 children in Switzerland experience physical or psychological violence from the hands of or between their parents or suffer sexual abuse or neglect.

Social institutions could submit their funding requests up to the end of March 2019. Forty of the 77 projects submitted met the criteria. Along with a newly formed expert group for children in need, we analysed these and approved CHF 2.8 million in funding for 35 of them.

The work of these projects ranges from providing new care structures for vulnerable children to expanding and diversifying existing care facilities. The main criterion when selecting projects was that they respond adequately to the specific needs of the children. We also fund innovative care approaches in order to promote the development of child protection methods.

Some of the projects we fund focus on the phase in which children are released from care institutions and require support coping with everyday life outside. In the same vein are those projects that strengthen the child-parent relationship and promote good parenting.

At the end of 2019, the 'Coeur à Coeur' and 'Ogni centesimo conta' appeals once again raised funds for children who experience domestic violence, with which we will be able to fund projects in 2020.

Project contributions 2019:

JRZ 18: CHF 2,052,433

CAC 18: CHF 605,428

OCC 18: CHF 234,806

Donations 2019:

JRZ 18: CHF 1,425,958 CHF

CàC 18: CHF 552,037 CHF

OCC 18: CHF 170,824 CHF

NGO's 2019:

Association Foyer Arabelle, Association La Maisonnée, Association Point du Jour, Associazione Consultorio delle Donne, Casa Santa Elisabetta, Centre d'accueil Malley-Prairie, Fondation As'trame, Fondation aux Etangs, Fondation François-Louis Borel, Fondation Jeunesse & Familles (FJF), Fondation la Rambarde, Fondation Neuchâteloise pour la coordination de l'action sociale FAS - SAVI, Fondazione Antonia Vanoni Lugano, Fondazione Paolo Torrani per minorenni (CSUM), Frauenhaus beider Basel, Frauenhaus Graubünden, Frauenhaus Graubünden, Heime auf Berg, Kiel Betanken St. Gallen, MädchenHaus, Particip'Action, Pinocchio Beratungsstelle für Eltern und Kinder, Schulinternat Ringlikon, Solidarité Femmes Fribourg - Centre LAVI, Stiftung gegen Gewalt an Frauen und Kindern, Stiftung Liebfrauenhof Zug, Stiftung OKey - für das Kind in Not, Verein Espoir, Verein Schlupfhuus Zürich



@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 complemented the projects run for young people and children in need in Switzerland.

In 2019, Cala Sannitica once again focused on supporting the project run by the Valais organization 'Vacances Familiales', which gives parents the opportunity to spend a week's holiday with their children during which they receive special support. These families are often experiencing difficult times and this week gives them a chance to build self-confidence and recharge their batteries in a stimulating environment. During this week they also acquire skills for coping in certain difficult situations.

In the year under review, five such holiday weeks were organized: three in summer, one in autumn and one in winter. 34 families – 57 children, 26 mothers, one grandmother, three fathers and four parent couples – were able to top up their energy levels and work on their relationships in a protected, healthy environment.

Project contributions 2019:

CHF 50,000
Donations 2019: CHF 0

NGO's 2019:

Association Vacances Familiales



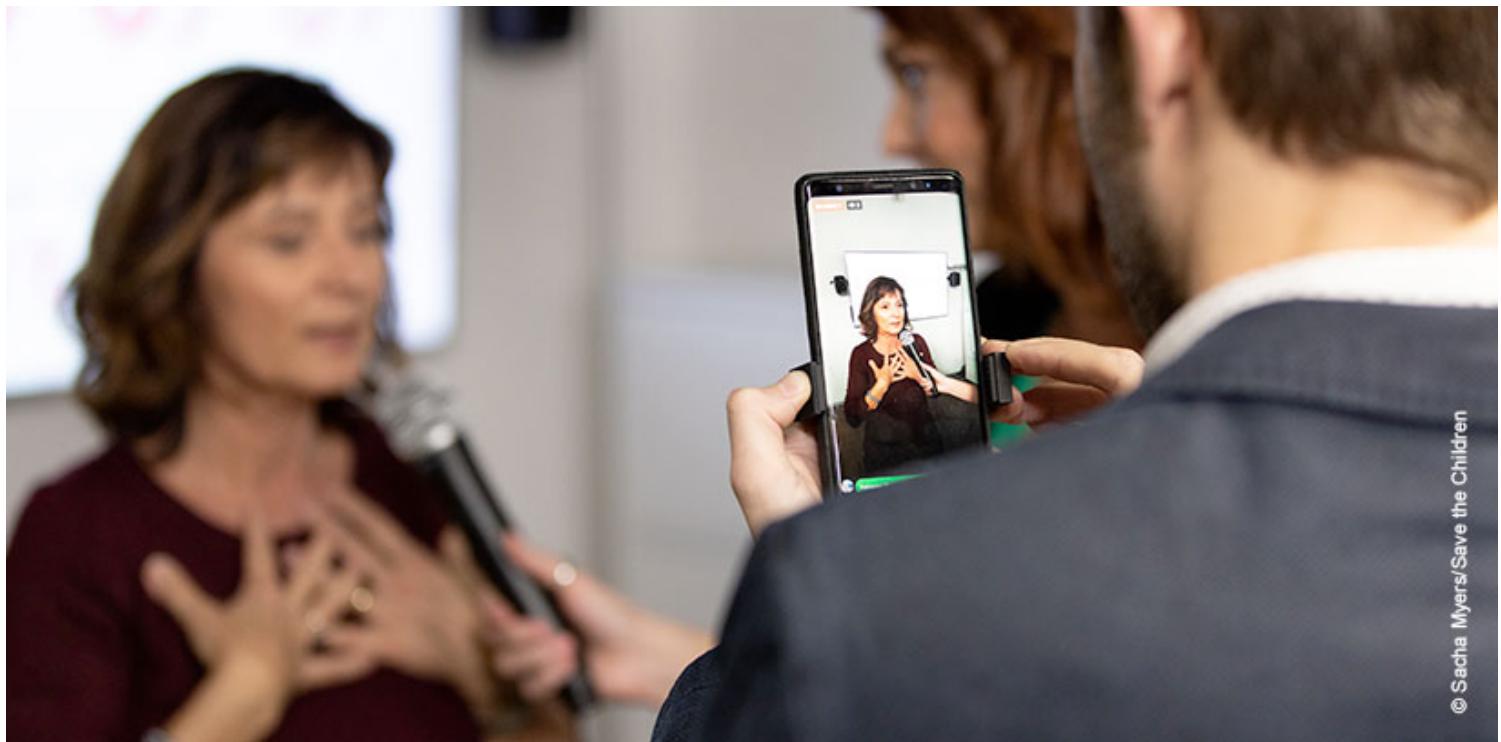
«Being rich means being able
to take care of your family.»

Zeïnabou, 60, Niger

© LAW

5. 2019 FIGURES

Donations in 2019	Amount (in CHF)
War in Yemen (2019)	6,036,388
Mozambique (2019)	4,926,559
Child victims of domestic violence in Switzerland	2,722,790
Women in forgotten crisis	2,504,128
«Jeder Rappen zählt» 2018 / For a roof over the head	1,425,958
Cœur à Cœur 2018	552,037
Specific fund EVV	248,750
Early Response Fund	243,527
Child Welfare	226,207
Nepal (2015)	203,933
Ogni centesimo conta (2018)	170,824
Natural disasters Switzerland	163,333
Other donations	575,760
Total donations 2019	20,000,194
Relief Switzerland and abroad	
Ongoing projects	234
Number of projects in Switzerland	106
Number of projects abroad	128
Number of countries	37
Spent and committed to projects	Amount (in CHF)
Tsunami in Indonesia (2018)	3,338,261
Rohingya (2017)	3,075,175
Famine in Africa (2017)	2,260,906
War in Yemen (2019)	2,437,000
Mozambique (2019)	2,300,500
«Jeder Rappen zählt» 2018 / For a roof over the head	2,052,433
«Jeder Rappen zählt» 2017 / Education. A chance for children in need	1,724,083
Refugees (2015)	1,453,183
Nepal (2015)	1,403,675
Child Welfare	1,306,712
Early Response Fund	1,250,000
«Jeder Rappen zählt» 2016 / Children alone on the run	1,062,636
Bondo (2017)	1,037,962
Haiti - Earthquake (2010)	607,802
Cœur à Coeur 2018	605,428
Hurricane Matthew (2016)	511,401
Yvonne Vogt	382,261
Innovation	329,959
Syria (2012)	329,461
Flooding in the Balkans (2014)	304,098
Flooding in Pakistan (2010)	299,569
Ogni centesimo conta 2018	234,806
Cœur à Coeur 2017	204,635
«Jeder Rappen zählt» 2015 / Young people in need	191,206
Flooding in India (2018)	186,454
Natural disasters Switzerland	80,162
Ogni centesimo conta 2017	60,351
Cala Sanitica	50,000
Cœur à Coeur 2016	48,334
«Jeder Rappen zählt» 2010 / Child victims of war	28,157
Non-earmarked funds	25,975
«Jeder Rappen zählt» 2011 / Mothers in need	17,596
Total	29,200,183



© Sacha Myers/Save the Children

6. COMMUNICATION

In the year under review, in our communication activities we focused on the objectives of our 2017–2020 organizational strategy: to be more in touch with the people we help, with our donors, with our partner NGOs and with SRG SSR and other media.

In our communication activities with our donors, this meant appealing for donations online as well as via SRG SSR media channels, and in particular asking our donors to act as ambassadors. This is particularly important in the case of issues and events that do not benefit from much media coverage.

For example, since our Yemen appeal, we have provided a ‘social media kit’ on our website containing ready-made content and content modules that people can post quickly and easily on social media. As a result, we can alert more people to the needs of the victims of natural disasters and other crises.

But we also want to give those very people a voice in our communication activities, not just presenting them as victims, but showing that they are autonomous players in their communities and that we would like to support them in this.

This was particularly high on the agenda in our 250th appeal dedicated to women in forgotten crises. This appeal was also a good example of our close cooperation with SRG SSR and its broadcasting channels, with whom we looked back on our 73-year history. We put together a dossier telling the history of Swiss Solidarity, and in their programmes, the SRG SSR broadcasters highlighted the appeal for a whole week.



6.1. MEDIA ACTIVITIES

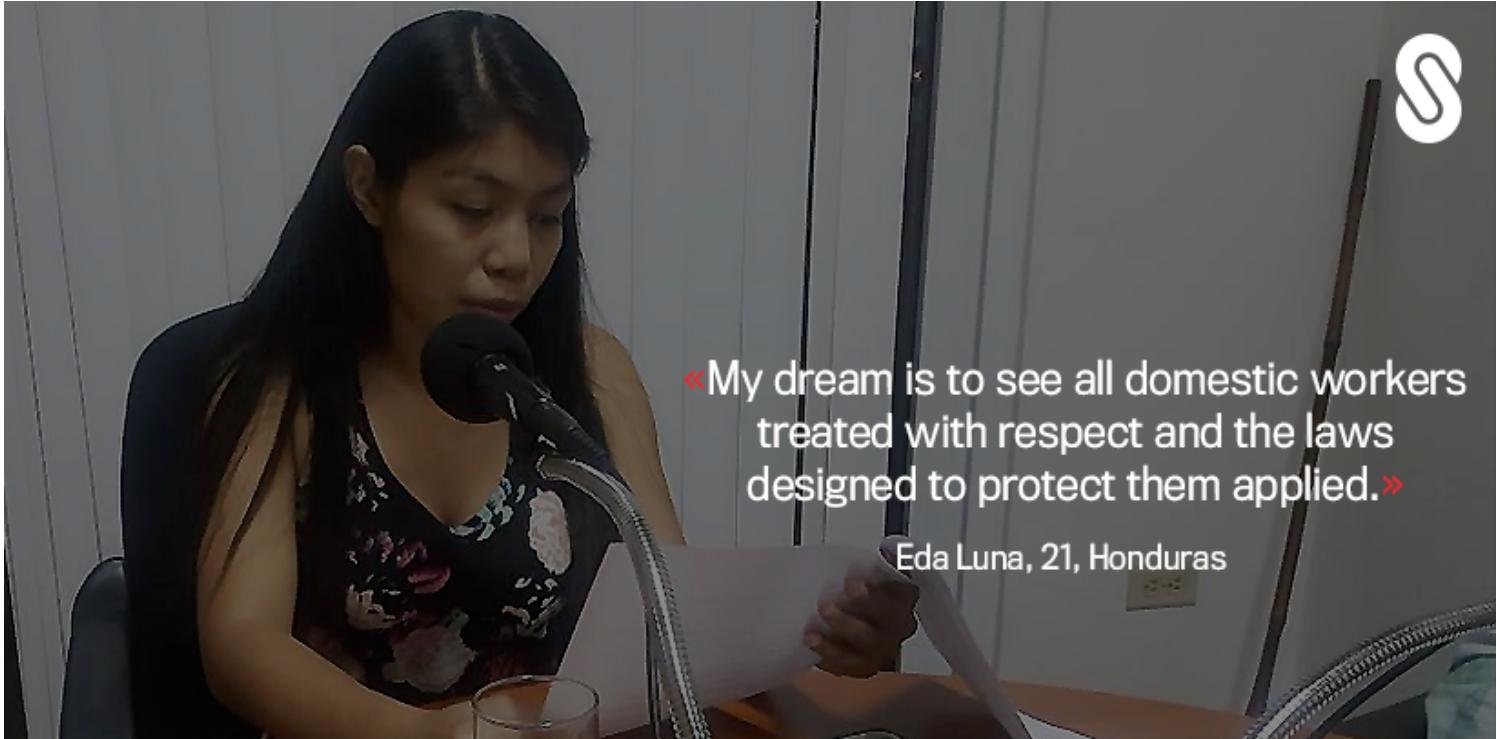
Of course, the focus of our media activities in 2019 also forms part of our 2017–2020 organizational strategy, i.e. the desire to be closer to both our donors and to the media, and via our media activities to build trust in Swiss Solidarity and its credibility. In times in which the media world is also rapidly changing, this presents a major challenge for us.

Consequently, we made all the more effort in the year under review to provide media channels with the content they need to tell interesting and authentic stories. In particular, we produced a dossier on our 73-year history and a dossier on women in forgotten crises.

A further powerful tool for attracting attention to humanitarian issues is journalists reporting from the affected countries. They can form their own picture of the situation and explain to our donors how their donations are impacting the lives of the people suffering from crises and natural disasters. In the year under review, several media trips were made to Mozambique, Indonesia, Haiti, Honduras and Lesbos. Another major media trip was being planned for our communication activities on the tenth anniversary of the 2010 earthquake in Haiti, but unfortunately, this had to be cancelled at the last moment for security reasons.

In our media activities we often also play a mediating role. In our position as donor and SRG SSR partner, we often propose experts from our partner NGOs in crisis areas, from where they can give interviews to SRG SSR, ‘Privatradios pro Glückskette’, ‘Radios Régionales Romandes’ and other private media stations.

Our director Tony Burgener also wrote about current issues in several French-language newspapers, and our deputy managing director Catherine Baud-Lavigne alerted *Le Temps* readers to women in forgotten crises, to whom our 250th appeal was dedicated.



«My dream is to see all domestic workers treated with respect and the laws designed to protect them applied.»

Eda Luna, 21, Honduras

7. DIGITAL TRANSFORMATION

Swiss Solidarity is engaged in a digital transformation process to seize the opportunities made possible by digital technologies and to meet the challenges we are currently facing in all areas.

Our aim is not to effect radical change, but rather to implement a series of improvements to better meet the needs of our donors, volunteers, aid recipients in Switzerland and abroad, the media, the SRGSSR, our partner NGOs and our staff.

To achieve this, in 2019 we rolled out Salesforce's Customer Relationship Management (CRM), a new digital platform to strengthen relationships with everyone connected to our organization. In particular, this solution allows us to align ourselves with the expectations of our donors, who donate in a very different way today.

For starters, we can use it to combine a number of functions—tracking donor information, our exchanges with our donors, and their donations—on a secure, modern and scalable solution.

In addition, by centralising management of the donation cycle, we can deliver more services. For example, registering all donations makes it possible to provide tax receipts more systematically. This provides our target audience, directly and transparently, with information on the impact of supported projects.



8. ORGANIZATION

Our various committees and teams are described under the following links:

- Supervisory bodies and committees
- The Swiss Solidarity team

8.1. SRG SSR AMBASSADORS FOR SWISS SOLIDARITY



The SRG SSR ambassadors for Swiss Solidarity performed their role several times in 2019: on the national solidarity day for victims of the war in Yemen, during the fundraising day for victims of the cyclone in Mozambique, in our special appeal for women in forgotten crises and during the 'Coeur à Coeur' and 'Ogni centesimo conta' fundraising events. Their vital role is to be in contact with our donors via radio and television and on social media on fundraising days, 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 the German-speaking part of Switzerland, SRF moderator **Dani Fohrler** (1) takes on this role, working closely with SRF1 producer and editor **Sandra Witmer**, who supported him on the fundraising days for Yemen and Mozambique. In 2019, Sandra Witmer was on maternity leave and so was replaced by Rouven Born during the appeal for women in forgotten crises, and by Jürg Oehninger, who in several programmes reported from Mozambique on how donations were being used there.



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 and in the 'Coeur à Coeur' appeals since 1997. Especially in the 'Coeur à Coeur' appeals, he has done a wonderful job describing the plight of victims with tact, for example addressing the otherwise taboo topic of violence towards children with great sensitivity. 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. Moderator Claudia Mélanjoie-dit-Savoie also reports in the 'Coeur à Coeur' appeals with great enthusiasm and commitment from the telephone centre.



In the Italian-speaking part of Switzerland, **Carla Norghauer** (3) can be heard on RSI on our national solidarity days and 'Ogni centesimo conta' fundraising days. She also presented a special programme on RSI Rete Uno for the women in forgotten crises appeal. In the Romansh-speaking part of Switzerland, former radio journalist and programme moderator **Claudia Cathomen** (4) is the RTR ambassador for Swiss Solidarity.



© SRF/Oscar Alessio

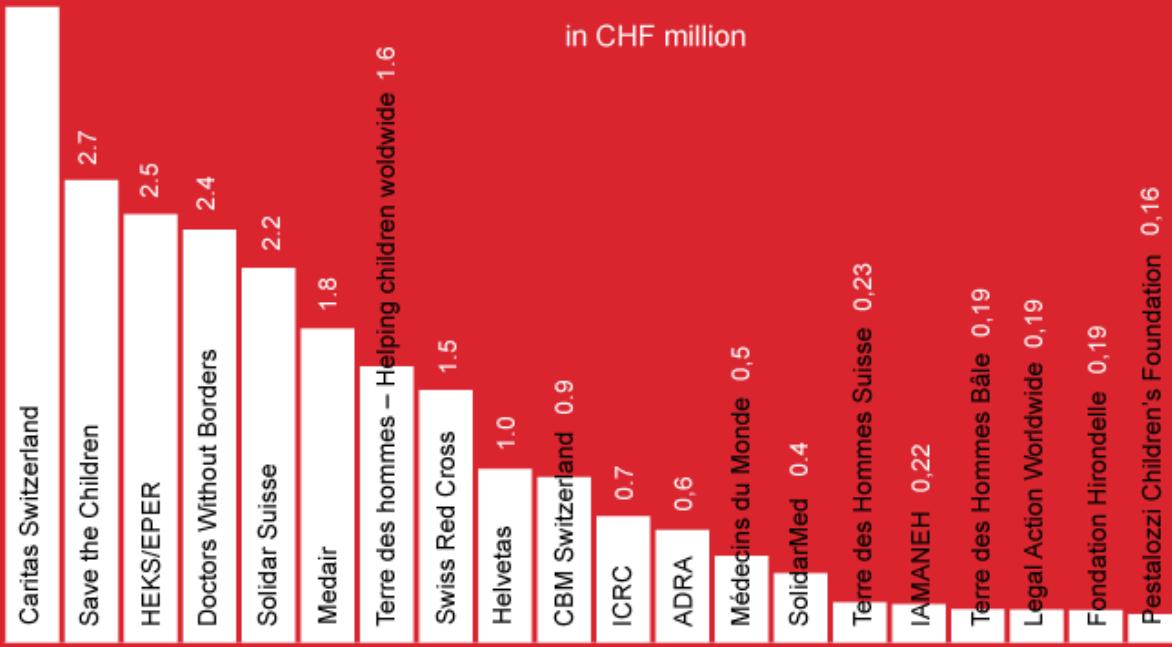
8.2. VOLUNTEERS

In 2019, we had a staff of 20 with 14 full-time equivalent posts. It is clear, therefore, that we do not have the capacity to run national solidarity days or the 'Coeur à Coeur' and 'Ogni centesimo conta' fundraising appeals alone.

Fortunately, we can count on over 1,800 registered volunteers. Last year, around 250 of these volunteers were involved in the national solidarity day for Yemen and our Christmas fundraising campaigns. Altogether they donated around 850 working hours. They deserve a huge THANK YOU.

Contributions 2019 per partner relief organization abroad

in CHF million



9.1. PARTNER NGOS ABROAD



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.



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 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 overfour million children and members of their communities in more than 40 countries through our health, protection and emergency relief programmes.



terre des hommes schweiz is committed to improving the living conditions of disadvantaged youth in ten countries of the Global South. In Switzerland, the organisation raises awareness about inequalities between North and South and encourages the public to show solidarity



terre des hommes suisse works with local partners in 9 countries to improve living conditions for children and teens, provide protection and access to education, and defend their rights. In Switzerland, they raise awareness among young people encouraging 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.



9.2. SRG SSR

Although we became independent from SRG SSR in 1983, we are still closely associated with our founders on many levels. Five of our Foundation Council members, including the 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 those affected.

However, SRG SSR not only helps us to raise funds but also regularly reports on the use of the donations in various broadcasts such as 'Mitenand – Ensemble – Insieme', 'Doppelpunkt', 'Treffpunkt', 'On en Parle', 'Chacun pour tous', 'La Ligne de Coeur' etc. critically examining the work of the partner NGOs and developments in the humanitarian field.

In 2019, SRG SSR supported our national solidarity day for victims of the war in Yemen, our appeal for victims of Cyclone Idai in Mozambique with a special day on SRF1, and our 250th appeal for women in forgotten crises during a whole week. The 'Coeur à Coeur' and 'Ogni centesimo conta' fundraising events were also carried out jointly with the SRG SSR broadcasting units RTS and RSI.



© Nicolas Meyer

9.3. 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 constitutes a huge contribution to our operating costs.

In 2019, we were again able to count on Swisscom's support, this time on the national solidarity days for the victims of the war in Yemen. Swisscom also made its telephone centres available in the 'Jeder Rappen zählt', 'Coeur à Coeur' and 'Ogni Centesimo conta' campaigns.

9.4. EMERGENCY APPEALS ALLIANCE

There is strength in numbers, as evidenced by appeals for group donations and partnerships with the media and the private sector to raise money in the wake of humanitarian disasters. In 2008, we joined forces with a dozen organizations from different countries to create the Emergency Appeals Alliance (EAA). Beyond sharing skills and experiences on topics such as collective appeals, best practices in humanitarian aid and managing the organization, the EAA is positioned as a contact point for the media and the private sector.

The EAA members met twice in 2019, in London and Stockholm, to continue discussions on developments in the humanitarian sector, the coordination of disaster appeals and the possibility of launching joint appeals, the exchange of information, standards governing the work of NGOs on the ground, relations with public service partners, collaboration with international companies such as Google and Facebook, the digital transformation, as well as communication and fundraising opportunities offered by the digital world.

In 2019, the EAA became a foundation under Dutch private law, providing it with a legal structure which should enable it to engage in a more concrete dialogue with companies and supranational organizations and to strengthen its position on the humanitarian scene.

New alliances are being formed in France, Ireland, Australia and the United States, which attend EAA meetings as observers. In 2019, the EAA was chaired by 'Aktion Deutschland Hilft', while our deputy managing director Catherine Baud-Lavigne assumed the role of Vice-Chair.

EAA Members:

- Agire
- Aktion Deutschland Hilft
- DEC – Disaster Emergency Committee(UK)
- Giro555(Netherlands)
- Humanitarian Coalition(Canada)
- Japan Platform
- Nachbar in Not(Austria)
- Radiohjälpen(Sweden)
- Swiss Solidarity
- 12-12(Belgium)

EAA observers:

- Alliance Urgences (France)
- Global Emergency Response Coalition (USA)
- Irish Emergency Alliance (Ireland)
- Australian Joint Appeals Mechanisms (Australia)



«I want to help child
and women refugees.»

Fatima, 36, Lebanon

9.5. OTHER PARTNERS

- **SwissPost:** Swiss Solidarity payment slips are available at all post offices throughout the year.
- **Mazars audit services:** Advice on the operating budget and other specialist services.
- **Migros:** In 2019, Migros customers donated Cumulus points worth CHF 8,100. We donated CHF 5,300 of this sum to the Surprise street magazine association in Basel, which was put towards providing sellers of the magazine with coffee and fruit on the association premises. The remainder of the Cumulus donation will be given to a further organization in early 2020.
- **'Privatradios pro Glückskette':** Private radio stations play a valuable role in our fundraising appeals and reporting activities.
- **Keystone SDA:** The Swiss photo agency supports us in many of our appeals by giving us access free of charge to photos of current natural disasters and crises.
- **BonusCard.ch AG, Demo SCOPE, WEMF, intervista and Migros** give their customers the opportunity to donate bonus points.
- **Crédit Suisse:** Under our Corporate Volunteering Programme, the staff of the Customer Service Centre supported us by manning phones behind the scenes during peak moments on national fundraising days and during our thematic appeals.
- **BonusCard.ch AG:** The credit card company has developed a special Swiss Solidarity visa card which automatically makes a donation each time it is used. The card issuer donates 0.3 per cent of all purchases 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.
- **TWINT:** During the 'Coeur à Coeur' and 'Ogni centesimo conta' events, TWINT made its services available to us and with each donation made via TWINT, donated an extra one franc for our Yemen, Mozambique and Women in forgotten crises appeals.

IMPRINT

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



Partnership & collaboration



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