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2014 ANNUAL REPORT

SWISS
SOLIDARITY



TRANSPARENCY, THE ESSENCE OF OUR NEW IDENTITY



Switzerland's largest private donor agency for humanitarian aid is striving for complete transparency. Having witnessed and played a key role in the evolution of humanitarian aid over the past few decades, Swiss Solidarity is determined to make transparency its watchword. This change in the organisation's communication paradigm is the natural outcome of the new visual identity launched in 2014 along with a number of leading-edge digital tools.

The chain of solidarity symbolised by Swiss Solidarity's new logo goes hand in hand with the organisation's desire to be accountable both to donors and to the beneficiaries it wishes to further transform into a powerful force for recovery. This calls for openness and transparency, not only in the ways donations are

used, but also with respect to the impact of projects implemented by partner NGOs on the ground. In that spirit, two independent assessment reports were published in full in 2014, one dealing with Swiss Solidarity's approach in Haiti following the earthquake, the other examining the impact of projects launched in Southeast Asia a decade after the devastating tsunami.

In the age of real-time mobile information, Swiss Solidarity has opted for a host of communication channels to ensure that its efforts to achieve transparency reach a broad audience, which includes donors, partners and humanitarian aid specialists. By daring to take a hard look at itself and providing unfettered public access to all its information, Swiss Solidarity took a major step. Our approach was met with praise in the traditional and social media, proof that the organisation did indeed act in the interest of its various target audiences.

A change as profound as this would not have been possible without the vision shared by Swiss Solidarity's president and executive team. Speaking personally and on behalf of the entire staff at Swiss Solidarity, I would like to thank Walter Rüegg, who oversaw Swiss Solidarity's change analysis exercise, for his adaptability and the pioneering role he took on.

Tony Burgener

Director



CAMPAIGNS IN 2014

Three campaigns

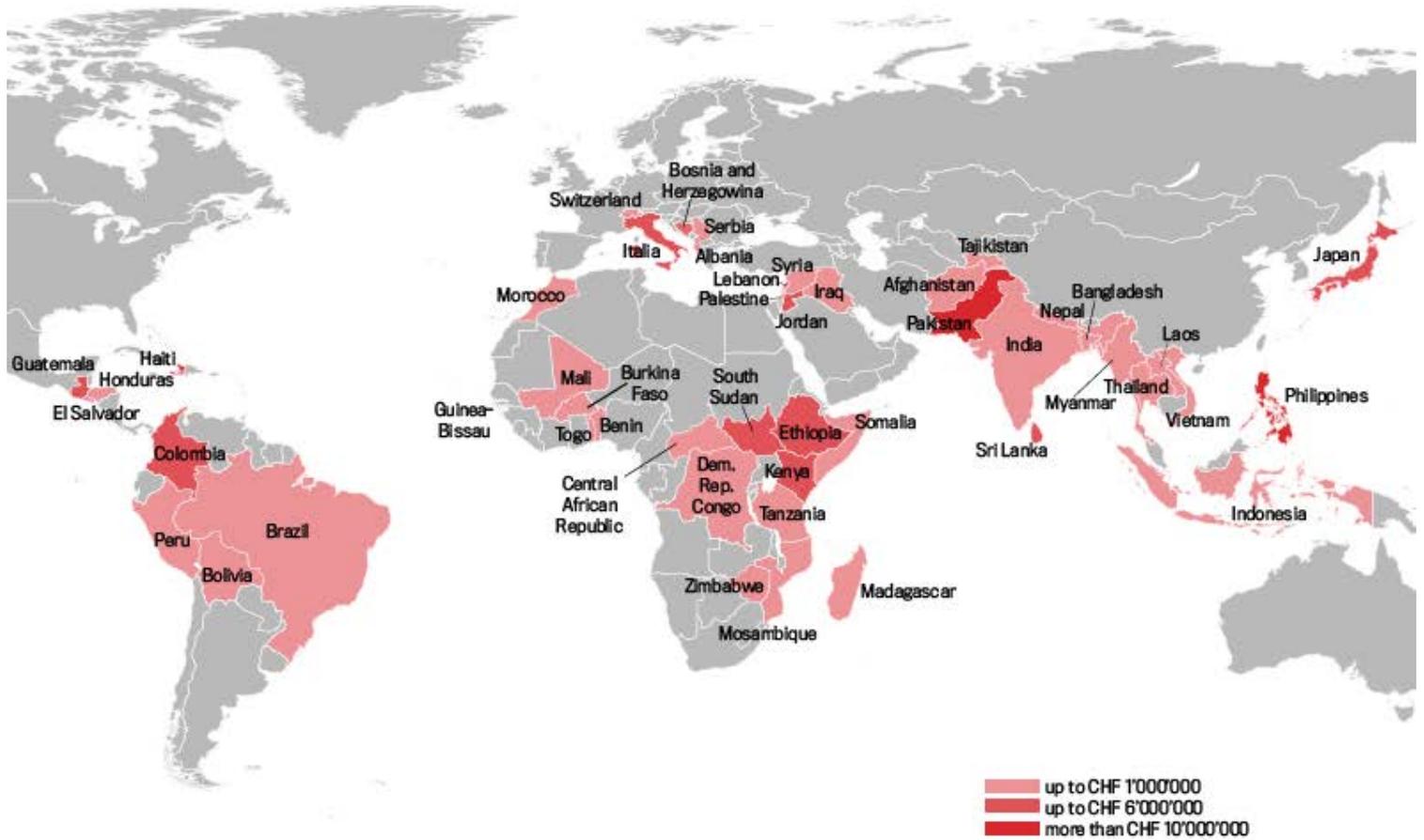
– Launched in March 2012, the appeal for Syria’s war victims raised nearly 20 million francs, which funded 48 projects by 10 partner NGOs based in Syria and in neighbouring countries. As the situation worsened in 2014 and a growing number of Syrians sought refuge in Iraq, new projects were launched there. Swiss Solidarity also funded projects for victims of the war in Gaza. The appeal for the Syria fund and the other two funds created in 2014 were the subject of a single “Middle East” campaign.

– In May, a campaign was launched for victims of the floods in the Balkans—Bosnia, Serbia and Croatia—raising nearly 5 million francs.

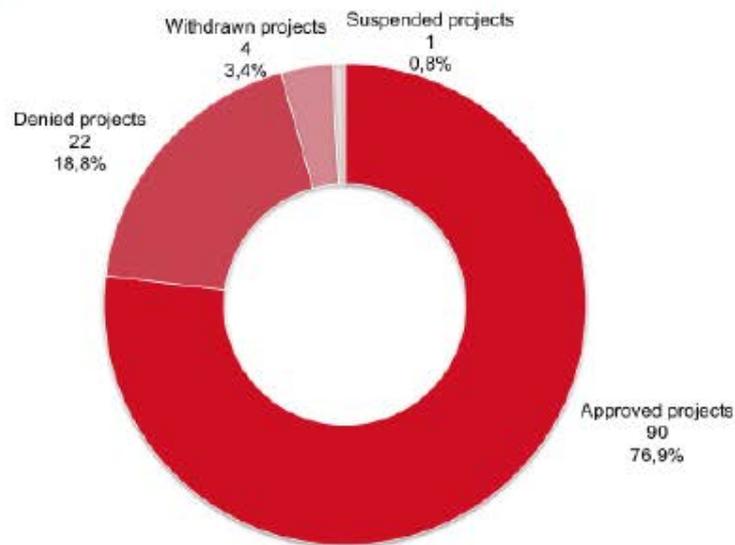
– Lastly, in December, the *Jeder Rappen zählt* (*Every penny counts*) campaign created by *Schweizer Radio und Fernsehen*’s third radio station (SRF3) and Swiss Solidarity was reiterated for the sixth time. The event, held in Lucerne from December 17 to 23, sought to help families fleeing armed conflicts and violence. The campaign was supported by Lausanne-born singer-songwriter Bastian Baker, who visited the Syrian refugees in Jordan and whose hit song *Leaving Tomorrow* was written just for the occasion. During his appearance as part of the *Jeder Rappen zählt* campaign, he was spontaneously joined on stage by Swiss president Didier Burkhalter to sing a Bruce Springsteen song, creating quite a sensation.

At the same time, *Radiotelevisione svizzera* (RSI) organised a specially themed week of programming and a fundraising day. On December 18, *Radio Télévision Suisse* in French-speaking Switzerland organised a special day on its *Option Musique* and *La Première* stations. Listeners were given an opportunity to request songs in exchange for donations. Together, these operations took in pledges of 6,127,335 francs, of which 4,901,416 francs had been honoured by December 31.

COUNTRIES OF INTERVENTION WITH ONGOING PROJECTS IN 2014



REVIEWED PROJECTS 2014 (IN SWITZERLAND AND ABROAD)





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VICTIMS OF THE CRISIS IN SYRIA

Three years after the war in Syria began, Swiss Solidarity followed through on its commitment as the chronic state of emergency worsened in 2014, displacing further waves of people. The organisation's partners responded to fulfil the needs of refugees in the neighbouring states of Lebanon, Jordan and Iraq. They provided emergency aid in the form of cash assistance, vouchers, various supplies, improvements to their shelters' insulation in winter and medical care. Child protection projects were launched in Jordan, and in Syria victims were provided with material assistance to make it through winter, hot meals and psychological support.

In addition to the 48 projects launched to help Syrian refugees since 2012, 10 new projects valued at 6 million francs were accepted in 2014.

Donations

19,410,737 CHF
Financed by end 2014:
44 projects for
17,140,796 CHF

Countries

Iraq, Jordan, Lebanon, Syria, Turkey

Organisations

ADRA, Caritas Switzerland, Handicap International Switzerland, HEKS (Swiss Church Aid), Medair, Médecins Sans Frontières Switzerland, Solidar Switzerland, Swiss Red Cross, Terre des hommes – child relief and SOS Children's Villages



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TYPHOON HAYAN - PHILIPPINES

A majority of the 13 million people affected by the typhoon which struck on November 8, 2013, are back on their feet today thanks to the determination and skills of local populations. The prompt intervention of Swiss Solidarity's partners in this situation is well worth mentioning.

By the end of 2014, 6,900 homes had been rebuilt or repaired. Moreover, four schools will soon be rebuilt. These efforts come in addition to the activities carried out during the emergency phase, during which 42,000 families received support in the form of food, hygiene kits and kitchen utensils. Over 200,000 people benefited from the intervention. At the same time, economic revitalisation projects were launched to provide the most vulnerable people in the Philippines with a decent and sustainable income.

An evaluation is scheduled for 2015 to determine whether the projects have effectively reached the most vulnerable victims and attended to the most urgent needs for each beneficiary population.

Donations

42,369,369 CHF

Financed by end 2014:

18 projects for

21,731,538 CHF

Country

Philippines

Organisations

AAFIP (Association des Amis de la Fraternité), ADRA, Caritas Switzerland, HEKS (Swiss Church Aid), Medair, Solidar Switzerland, Swiss Red Cross, SSOSE (Organisation for the Swiss Abroad), Terre des hommes – child relief



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Donations

66,238,735 CHF

Financed by end 2014:

87 projects for

61,086,869 CHF

Country

Haiti

Organisations

Albert Schweitzer Hospital, Caritas Switzerland, EIRENE Switzerland, Enfants du Monde Switzerland, Handicap International Switzerland, Helvetas, HEKS (Swiss Church Aid), Iamaneh, MDLM (Hand in Hand), Medair, Médecins du Monde Switzerland, Médecins sans Frontières Switzerland, Nouvelle Planète, Salvation Army, Sofonias Group, Swiss Agency for Development and Cooperation, Swiss Catholic Lenten Fund, Swiss Red Cross, Terre des hommes – child relief and RET (Protecting through Education)

HAITI

Five years after the earthquake in Haiti, among the last 14 projects funded in 2014, seven seek to consolidate results achieved so far. These projects are generally linked to risk reduction in the event of new disasters, reforestation, road repair, and reinforcement of local structures so that the work started by NGOs can be pursued independently.

Moreover, since 2010, Swiss Solidarity has not only enabled the rehabilitation of three schools and the reconstruction of 2,800 homes, 5,000 latrines and 4,300 water catchment cisterns, but it also gave its partners the ability to focus on providing solid dwellings meeting earthquake- and cyclone-resistant construction standards. The organisation also funded the development of rainwater catchment cisterns, including the rehabilitation of springs.

Following the periodic evaluations carried out over a four-year period, a few structural adjustments were deemed necessary, such as adapting private buildings for cultural and practical purposes. Swiss Solidarity's general approach was greatly appreciated. Its strategy linking relief, reconstruction and development (LRRD) fills a substantial void. An independent impact study is slated for 2016.



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FLOODING IN THE BALKANS

Torrential rains caused substantial damage in the Balkans in May 2014.

The day after the disaster, Swiss Solidarity's partners began the process of cleaning, dehumidifying and disinfecting homes, schools and hospitals in Serbia and Bosnia-Herzegovina, the two most heavily hit countries. Additionally, three major home reconstruction and rehabilitation projects were launched in 2014. They are aimed primarily at the region's most vulnerable, including especially affected ethnic minorities such as the Roma.

Because the rains also dislodged and moved antipersonnel mines laid during the war in Bosnia-Herzegovina, Swiss Solidarity funded a project to mark the new high-risk areas to prevent accidents. Another project run by a non-accredited partner consisted in demining those areas using a cutting-edge machine that decontaminates and secures the land.

Donations

4,904,976 CHF
Financed by end 2014:
7 projects for
4,547,233 CHF

Countries

Bosnia-Herzegovina, Serbia

Organisations

ADRA, Caritas Switzerland, Digger, HEKS (Swiss Church Aid), Handicap International Switzerland and Swiss Red Cross



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CHILDREN IN SLUMS (JEDER RAPPEN ZÄHLT 2013)

Seven projects for children living in the slums were funded following a campaign launched for their benefit in December 2013 as part of the *Jeder Rappen zählt* campaign. On three continents, the projects cover the many problems to which children fall victim, including family breakdown, school drop-out, exploitation, hygiene and health problems. These problems are compounded by the setting in which the children live: cramped housing, poor access to drinking water and health services, and no assurance of access to education.

Partners in Brazil and Myanmar (Burma) also work to help street children reintegrate into society. Others are implementing measures for young people with disabilities in Peru and Haiti, while in Pakistan, Swiss Solidarity is funding a project aimed at reducing child labour.

Two projects are focusing on early childhood to give children a better start in life. Young children in Colombia and Benin are the focus of other projects promoting health and better living conditions.

Donations

3,233,768 CHF
Financed by end 2014:
7 projects for
1,708,941 CHF

Countries

Benin, Brazil, Colombia, Haiti, Myanmar (Burma), Pakistan, Peru

Organisations

Caritas Switzerland, CBM (Christian Mission for Blind People), Handicap International Switzerland, Médecins du Monde, Solidar Switzerland, Terre des hommes-child relief, Vivamos Mejor



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CHILD RELIEF

Since its inception, Swiss Solidarity has supported projects linked to childhood. In 2014, 11 projects were established for children and teenagers in situations of distress, to the tune of 1,044,060 francs.

Rolled out in 10 different countries, these projects cover a range of areas: providing professional training and developing alternatives to migration (El Salvador); protecting young girls (Thailand), child labourers (Palestine) and disadvantaged children (Colombia, India); combatting malnutrition (Mali); rehabilitating and reintegrating children with disabilities (Tajikistan); supporting child mothers (Burkina Faso); helping victims of HIV (Zimbabwe); and providing shelters for women and children.

In 2014, Swiss Solidarity initiated deliberations on establishing minimum child protection standards.

Donations

507,264 CHF
 Financed by end 2014:
 7 projects for
 1,044,060 CHF

Countries

Burkina Faso, Colombia, El Salvador, India, Palestine, Tajikistan, Thailand, Mali, Morocco, Zimbabwe

Organisations

ADRA, Brücke-Le Pont, IAM, Handicap International, MCP (Christian Peace Organisation), Terre des hommes-child relief, Solidar Switzerland, Vivamos Mejor



EXTREME WEATHER IN SWITZERLAND

A number of storms led to significant damage in the Canton of Schwyz in 2011 and 2012, including damage to private property and agricultural operations. Swiss Solidarity supported eight families in 2014 by funding the remaining cleaning and rehabilitation costs.

The organisation also contributed toward re-establishing a water supply in a high-mountain pasture above Engelberg Valley, where a rockslide had buried the spring in May 2013.

Lastly, floods and landslides in Eastern Switzerland in June 2013 caused significant damage to a farm south of the Canton of St. Gallen. In that instance, Swiss Solidarity helped rebuild the bridge and rehabilitate the riverbed.

In 2014, assistance requests related to storms which left six people dead and caused material damages valued at 100 million francs are being processed and could be concluded once the total remaining costs have been established.

Donations

109,264,961 CHF

Funded in 2014:

3 projects for

43,419 CHF

Country

Switzerland

Organisation

Caritas Switzerland



SOCIAL ASSISTANCE IN SWITZERLAND

Swiss Solidarity also comes to the aid of economically disadvantaged people in Switzerland. In 2014, Swiss Solidarity provided 2,653 people with financial assistance totalling 1,253,655 francs. Requests for aid come via 397 social services and aid organisations working throughout the country.

The bulk of donations are used to cover housing costs (515,000 francs), followed by health costs (including dental costs and health insurance premiums) and household expenses.

Most applications originate from single individuals, who are entitled to a maximum payment of 900 francs, followed by single-parent families.

Moreover, Swiss Solidarity gave 4,370 francs to organisations delivering services to economically disadvantaged people thanks to redeemable Migros Cumulus loyalty programme points, which some consumers donate to the organisation. In 2014, the organisations to benefit from this were the *Centre médico-social régional de Monthey* (VS) and *Treffpunkt Gläibasel* (BS).



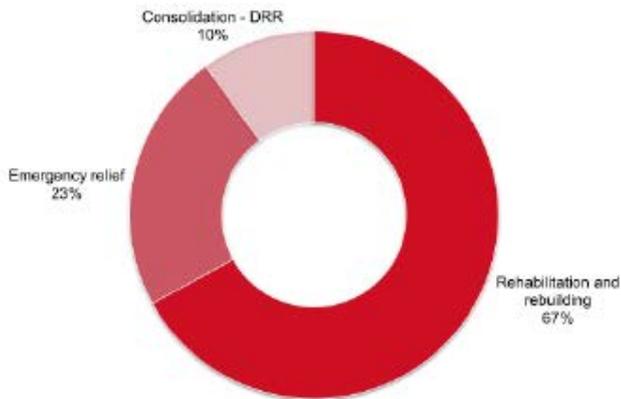
HELP FOR VICTIMS OF FORCED WELFARE MEASURES

On behalf of the Federal Office of Justice (FOJ), Swiss Solidarity administers the immediate assistance fund for victims of forced welfare measures and out-of-home placements. This assistance does not take the place of future compensation, if applicable.

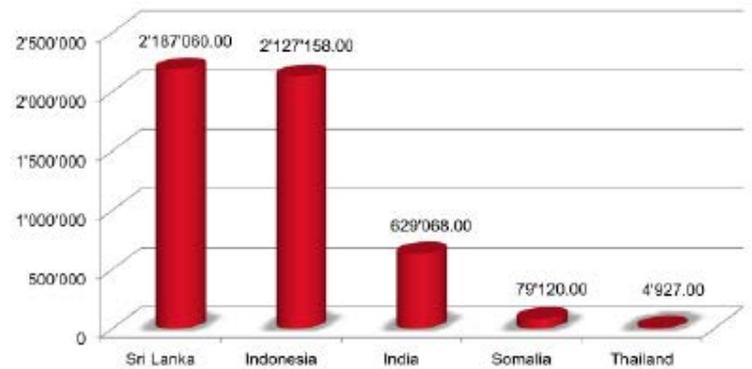
The immediate assistance fund was created by a roundtable established by member of the Federal Council Simonetta Sommaruga and is administered by the Federal Office of Justice (FOJ). The roundtable committee brings together representatives of the victims in question and members of the bodies, institutions and organisations involved. The fund is endowed on a voluntary basis. Switzerland's cantons contribute some 5 million francs, while other potential donors have been asked to donate in order to raise an additional 2 to 3 million francs. While Swiss Solidarity is not involved in handling the cases opened by the roundtable, the organisation does exert control over them and handles payments.

From June to December 2014, some 650 requests for immediate aid were submitted to the committee. Of the 450 requests already studied, 373 led to financial allocations totalling 2.9 million francs, which represents an average payment of 7,791 francs per victim.

TSUNAMI: TYPE OF ASSISTANCE



TSUNAMI: NUMBER OF BENEFICIARIES PER COUNTRY



TSUNAMI: FACTS AND FIGURES

At dawn on December 26, 2004, a magnitude 9.1 earthquake triggered several tsunamis in Southeast Asia. The consequences were disastrous for 13 countries: 250,000 dead, 15 million people affected and 2 million left homeless. The disaster also triggered an unprecedented wave of global solidarity. A total of 300 million francs was raised in Switzerland, 227,7 million francs of which by Swiss Solidarity. A total of 183 projects run by 25 partners were funded in five countries.



IMPACT ASSESSMENT

An impact assessment was performed 10 years after the disaster by independent experts from consulting firm Channel Research. They focused on 29 projects implemented by Swiss Solidarity's partners in India, Sri Lanka and Indonesia worth a total of 120 million francs.



IMPACT EVALUATION: RESULTS

The evaluation showed that almost 90% of aid recipients are now able to properly meet their basic needs. The poor, however, still have hard work to sustainably provide for themselves. The construction of 23,000 houses has improved decisively not only the material, but also social and economic development of affected families. Of the 178 million francs injected into the reconstruction, 15% was allocated to aid projects in the field of income generation. These show a positive result when the activity was related to a domain previously exercised, such as agriculture or fishing. In most cases, community infrastructure projects such as village squares, covered market places, evacuation centers or playgrounds for children do not prove sustainable. Among the difficulties encountered, NGO partners on the ground have faced organizational complexity related to fragile political contexts.



COMMUNICATION

Swiss Solidarity focused its communications on four major themes in 2014: its new visual identity, the impact assessment carried out 10 years after the tsunami in Southeast Asia, the assessment on the first five years following the earthquake in Haiti, and the *Jeder Rappen zählt* campaign for families fleeing danger. These high points received a great deal of media coverage, with over 300 articles published and programmes aired. Swiss Solidarity took a proactive approach to the media by organising a press conference for every event, an online and offline campaign showcasing the organisation's new identity, and press junkets on the ground in Indonesia on the 10th anniversary of the tsunami, and in Jordan to visit with Syrian refugees as part of the *Jeder Rappen zählt* campaign.

SWISS SOLIDARITY



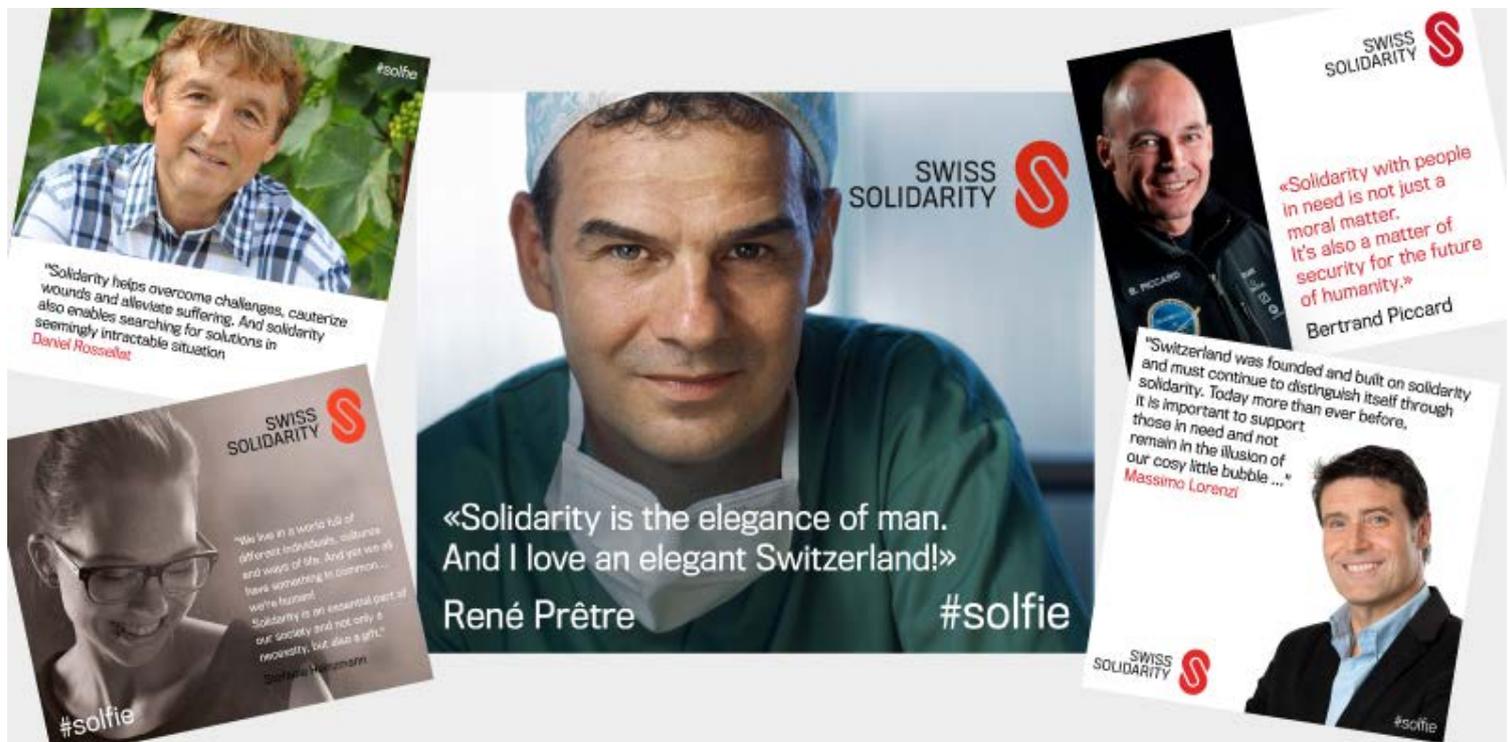
NEW VISUAL IDENTITY

In 2014, Swiss Solidarity adopted a new visual identity created by agency *Inox Communication*. In line with its positioning and image, it added the motto *La Suisse solidaire* (Switzerland stands together) to its signature. As part of its updated graphic design, Swiss Solidarity adopted a logo clearly expressing a message of solidarity, with the two entwined “S” characters of its slogan resembling the links of a chain.

Solidarity is what rallies donors, NGOs, the SSR (the Swiss Broadcasting Corporation) and beneficiaries around a shared cause. Swiss Solidarity also wishes to reflect the solidarity that unites the people of Switzerland, a fact brought out by a survey conducted for the occasion.

The launch of the new logo was marked by an event held in each of the confederation’s linguistic regions in association with SSR, which were attended by the media, celebrities, partner NGOs and volunteers.

To highlight the launch, Swiss Solidarity committed to doing more to raise awareness among the Swiss, especially the younger segment of the population, about the concept of solidarity which the organisation embodies. The campaign it launched for the occasion included activities just for them, including a “Solfie” contest, a mobile app, and a creative competition in which schools compete against one another.



“SOLFIES”

A “Solfie” is a selfie with a twist—it has to feature an image or act of solidarity. Swiss Solidarity launched a “Solfie” contest with the help of celebrities from across the country who allowed their image and definition of solidarity to be used on visuals posted on a dedicated website and in a variety of media, social networks (with hashtag #solfie) and partner sites, in collaboration with local dailies 20 Minutes and 20 Minuten. Finalists competed for the most votes on the two newspapers’ platforms. Winners Olivia Garcia and Fanny Chappuis visited Swiss Solidarity’s projects in the Philippines, accompanied by Swiss Solidarity’s director, Tony Burgener. Each winner’s travel diary was published on the 20 Minutes and 20 Minuten websites.



MOBILE APP

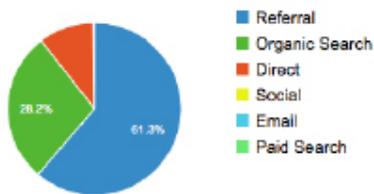
As part of the organisation's efforts to modernise its image, Swiss Solidarity's communication tools—website, database, etc.—are currently being revamped. In 2014, the organisation created the Swiss Solidarity mobile app, a convenient tool that makes it easy for people to donate with just a few taps. The app also enables the public to keep abreast of the main campaigns, project news and ways donations are being used. Developed by Lausanne-based *asiMove*, the tool won the *Grand Prix Romand de la création* in the “mobile” category.



SURVEY ON SOLIDARITY

Swiss Solidarity's new identity is based on the fact that solidarity and the humanitarian tradition are intangible values for the Swiss. This finding was confirmed by a survey conducted by DemoSCOPE as part of Swiss Solidarity's reflection on its identity, which sought to evaluate the concept of solidarity among the people of Switzerland. A representative sample of 1,003 respondents age 15 or over took part in the survey. The humanitarian tradition is deeply rooted in the values of the Swiss people.

Top Channels



Sessions



Conversions



DIGITAL COMMUNICATION

New IT tools have been put to use supporting Swiss Solidarity's missions by simplifying the donation process and delivering a range of services to donors and partner NGOs. In addition to the new tools developed in 2014, such as the mobile app, the organisation's different platforms were standardised to respect the new visual identity, and the publication tools were improved (newsletters, etc.). A new digital strategy will be developed in 2015 to optimise Swiss Solidarity's image, taking the physical chain of solidarity into the digital world.

In tandem with these improvements, Swiss Solidarity created two new working groups.

1. One brings together the digital content managers from Swiss Solidarity's partner NGOs to discuss best practices in fundraising and online campaigns in Switzerland, where the market is small and fragmented. The group also seeks to facilitate information sharing on projects funded by Swiss Solidarity using social networks.
2. The other group was created as part of the Emergency Appeals Alliance (EAA), to consider the possibility of synergies in major crises.

PARTNER RELIEF ORGANIZATIONS

Swiss Solidarity is accountable to its donors for the efficient and sustainable use of donations for the benefit of victims. This is why Swiss Solidarity works with 25 Swiss relief organizations that all comply with the foundation's quality criteria. The partner organizations are subject to a reaccreditation procedure every four years; the next time in 2015. These relief organizations are experienced, have extensive local networks and are also taken into contractual responsibility. This in turn ensures that donations are used in accordance with their designated purpose.

Find out more about implemented projects here.



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



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



Enfants du Monde is a Swiss self-help organisation 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 organisation. 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.



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 Swiss Intercooperation 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 organisation 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 11 countries to provide quality education to children and adolescents. In Switzerland, the organisation promotes students' intercultural skills through active learning projects.



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Solidar Switzerland acts worldwide for a more just society, fighting for fairer working conditions and greater democracy, while delivering humanitarian aid following disasters. In Switzerland, Solidar runs public awareness campaigns.



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



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



Swisscontact, the business-oriented independent foundation for international development cooperation, is represented in 28 countries and promotes economic, social and environmental development with the aim of generating income and employment.



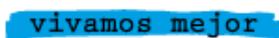
The Swiss Red Cross provides disaster relief aid and long term healthcare in disadvantaged regions. It trains local volunteers, fights poverty-related blindness and develops prevention programs to combat epidemics, including AIDS, in Africa, Asia and in Latin America.



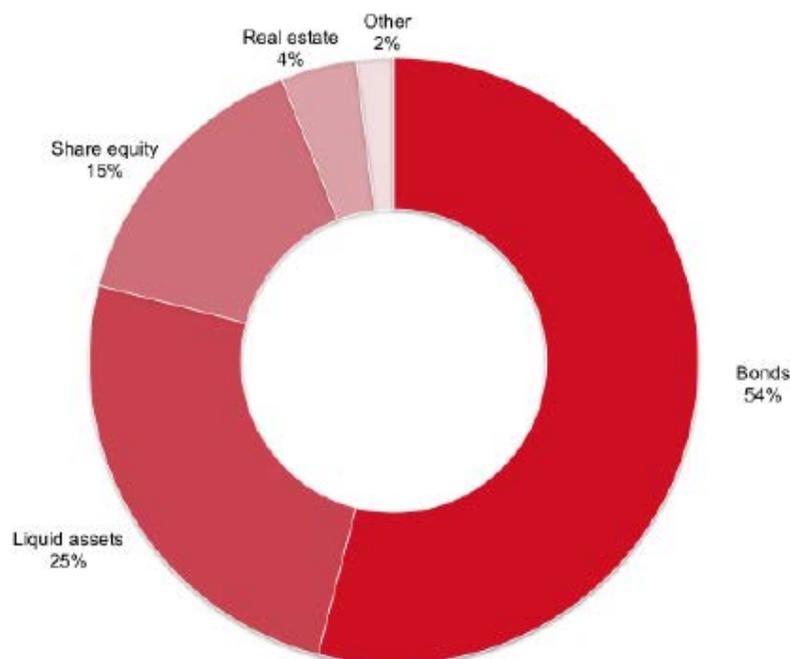
Terre des hommes – helping children worldwide builds a better future for underprivileged children in more than 30 countries. Health and protection projects improve the daily lives of two million children and their families each year.



Terre des Hommes Switzerland works in 11 countries of the South to improve the living conditions of disadvantaged people, mainly women and children. In Switzerland, it sensitises youth to North-South disparities, encouraging them to show solidarity.



Foundation 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.



FINANCIAL STRATEGY

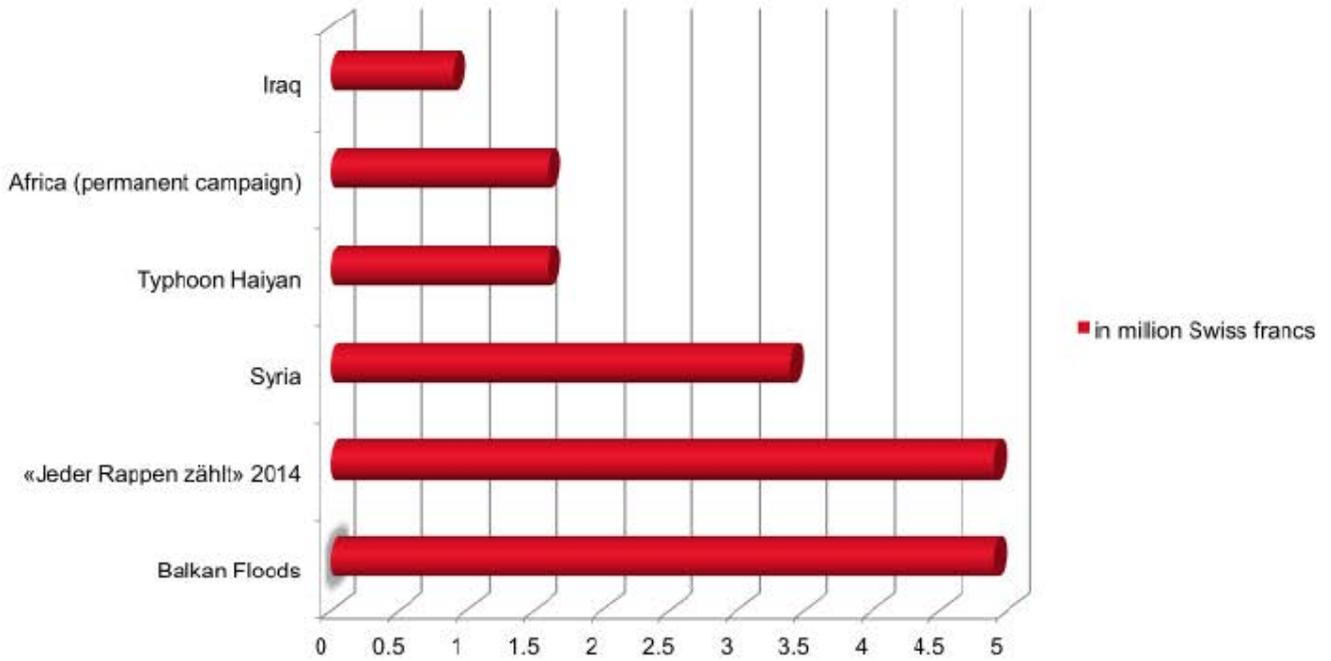
As it does every year while waiting to put the funds entrusted to it to good use, Swiss Solidarity invests them with a range of financial institutions. The financial strategy, approved and controlled by the Financial Management Committee (COGEFI), is based on prudence, diversification and capital preservation. By opting for full transparency, Swiss Solidarity seeks to ensure that it always has the liquid assets needed to fund ongoing projects, while generating some revenue to cover operating expenses as far as possible. In the event that these expenses are not fully covered, the organisation can make use of its reserves or draw down a maximum of 5% of donations from major campaigns.

Assets at 31 December 2014, 88% of which are in CHF, are made up of 54% bonds, 25% liquid assets, 15% share equity and 4% real estate.

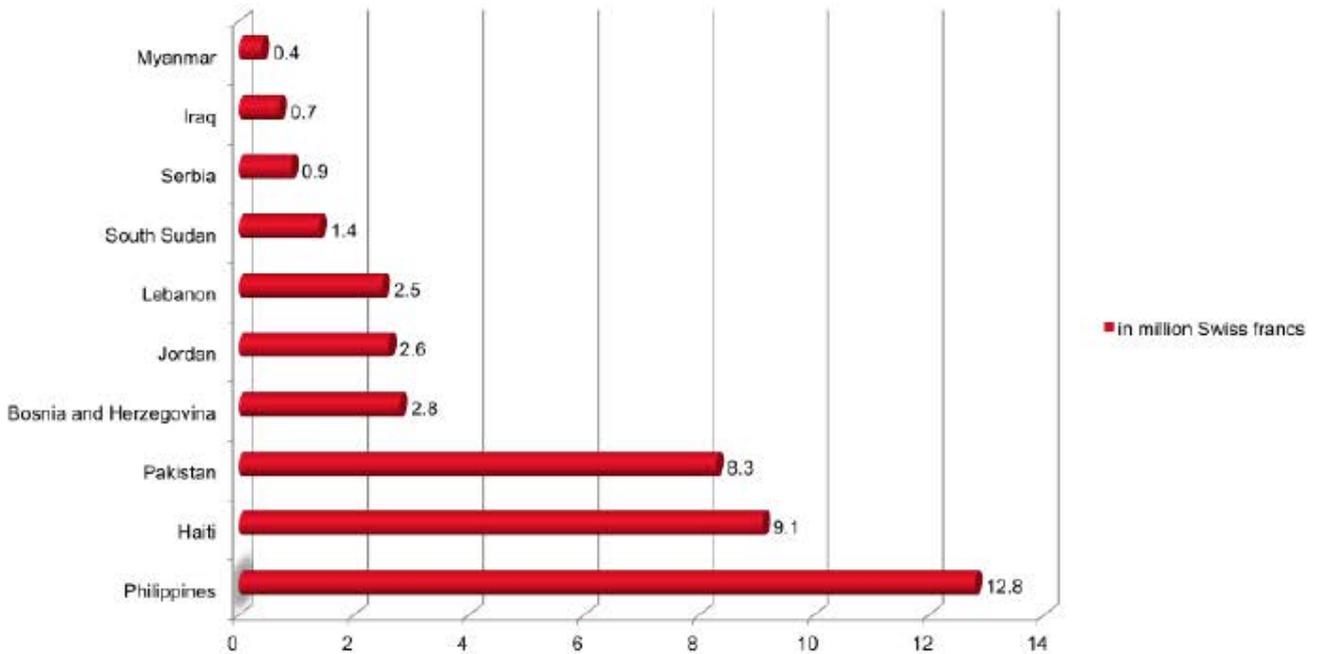
Risks are contained and continuously monitored by the Executive and two financial consulting firms (1875 Finances and PPC Metrics). The managed assets have been divided into three portfolios: liquid assets and short-term investments (under 12 months), medium-term investments (12 to 48 months) and long-term investments (over 4 years). This last part, representing no more than 40% of the total portfolio, was invested with two financial institutions. The organisation has also invested a total of 2.5 million francs in two microfinance funds—Blue Orchard and Symbiotics.

In 2014, this strategy yielded revenues of 4,186,441 million francs (3.5% of the capital invested) in a positive global context. This investment performance enabled the organisation to completely cover its operating costs, which amounted to 3,521,799 francs. Moreover, Swiss Solidarity received operating support of 196,827 francs.

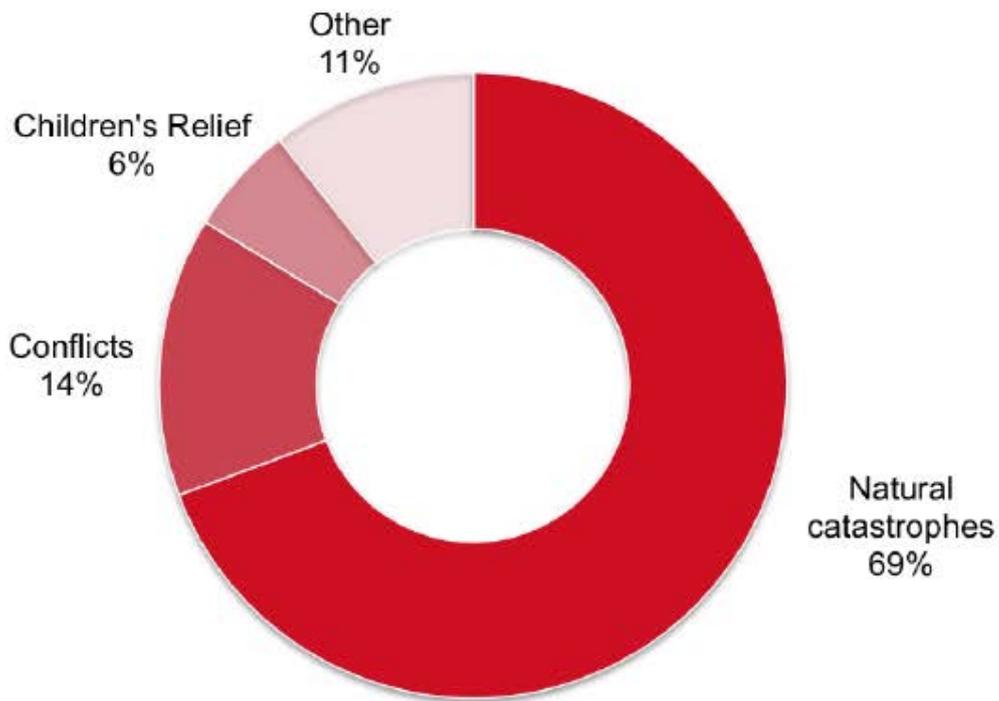
BIGGEST FUNDRAISING CAMPAIGNS IN 2014 (INCL. TRANSFERS)



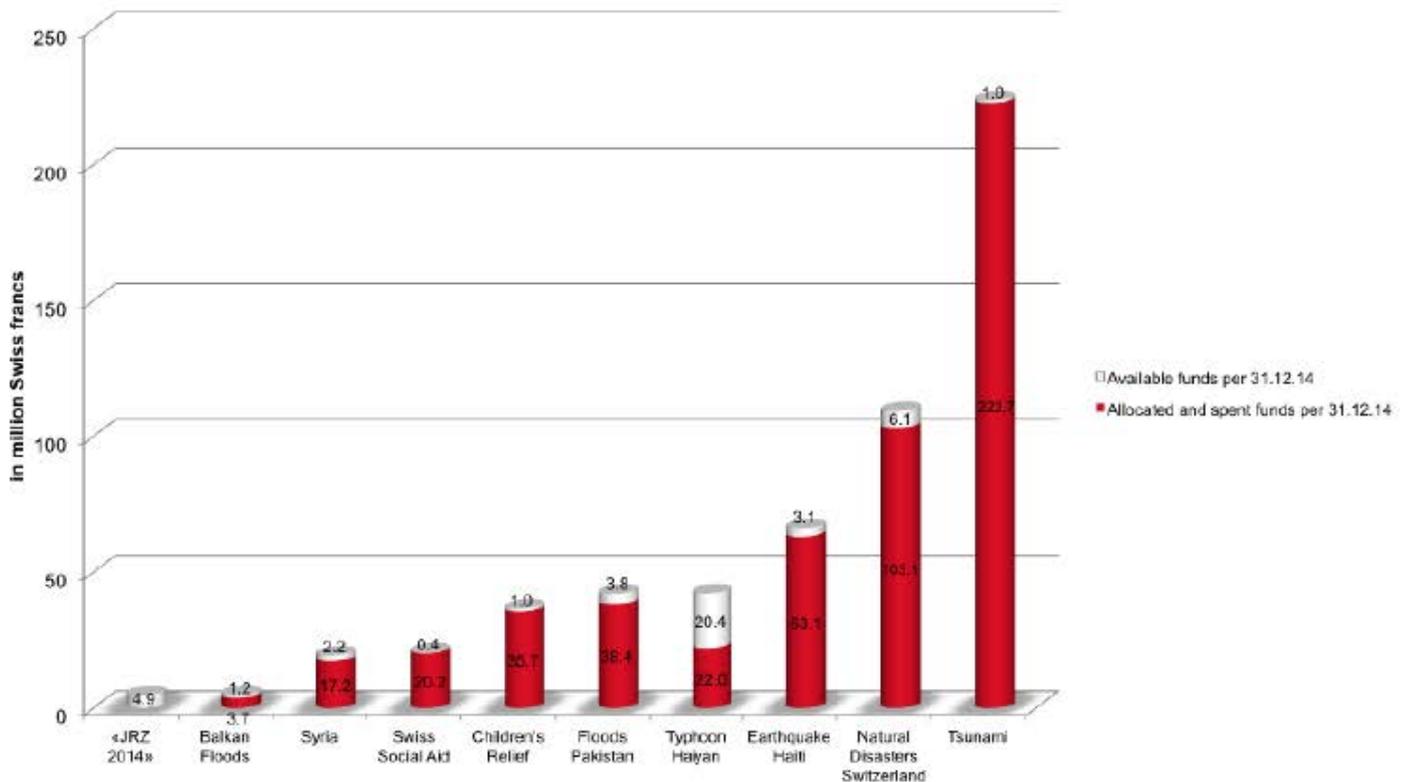
NEWLY FUNDED PROJECTS 2014) (TOP 10 BENEFICIARY COUNTRIES)



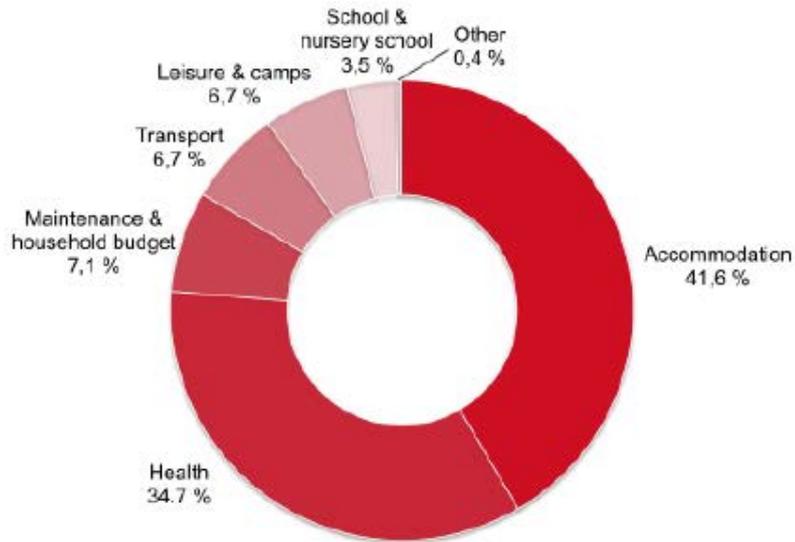
DISTRIBUTION OF DONATIONS



SPENT, AVAILABLE AND ALLOCATED MONEY BY FUNDS



PURPOSE OF SOCIAL AID APPLICATIONS



IMPRINT

Swiss Solidarity is a foundation, started as an initiative of:



Partnership & collaboration



KEYSTONE

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