



## 1.1 PREPARING FOR THE FUTURE



Relief organizations and aid workers today are negotiating an increasingly challenging, dynamic and sensitive environment. Operating as part of a global network while also incorporating local forces is essential in order to deliver sustainable humanitarian aid involving multiple parties in the context of natural disasters and long-term conflicts.

This tension field between increasingly global and at the same time increasingly local spheres of activity plays – also regarding an introspective look at the foundation itself – a key role for Swiss Solidarity. During the 2015 re-accreditation of our partner aid organizations, we assessed our partner network in order to ensure that we can carry on providing efficient and effective aid that meets the highest quality standards. The Foundation

Council is also in the process of rethinking Swiss Solidarity's strategy. How do we want to evolve in order to prepare ourselves for the future? Be it in view of the above-mentioned power shift in delivering aid or with respect to the needs of young donors in a society that is becoming increasingly fragmented, globalized and digitalized.

This strategy process will surely continue until the end of 2016. The members of the Foundation Council are however in agreement on the new, specific mission of the foundation: Swiss Solidarity is a responsible funder. It ensures that the raised donations are used for high-quality, partner-run humanitarian and social projects that meet the needs of those affected by natural disasters and humanitarian crises abroad and in Switzerland. Beyond this core mission, the Swiss Solidarity Foundation Council also envisages a broader future role in promoting the sharing of skills and expertise in the field of humanitarian aid.

Ladina Heimgartner  
President

## 1.2 DECISIVE YEARS



2015 was marked by the earthquake in Nepal and the refugee crisis in the Middle East and on the Balkan route. The Swiss population once again demonstrated its generosity in the face of both a natural disaster and a refugee crisis. The systems of Swiss Solidarity and its partner relief organizations enable effective and efficient work both in terms of fundraising and the use of donations in crisis-hit regions.

2015 confirmed that both areas are in a state of transition and that everyone involved will need to adjust. We found that donors expect quick and reliable information via the traditional and new digital channels. And they want to be kept thoroughly informed – even when the provision of aid is being delayed for political or logistical reasons. This was particularly the case in Nepal and

the Middle East, where governments play a pivotal role in coping with disasters.

Relief organizations have to comply with new requirements while adapting to increasingly complex situations. Like Swiss Solidarity, most Swiss NGOs are currently undergoing a strategic realignment that will allow them to rise to these challenges.

The coming years will be decisive for everyone in order to continue providing effective support to the victims of disasters. The support provided by the SRG and our partner aid organizations remains crucial. Together with the Swiss Solidarity team, I would like to thank all our partners – and especially our donors – for placing their trust in us.

Tony Burgener  
Managing Director

## 1.3 MISSION STATEMENT & STRATEGY

Swiss Solidarity is a responsible funder. It ensures that the raised donations go towards high-quality, partner-run humanitarian and social projects that meet the needs of people affected by natural disasters and humanitarian crises abroad and in Switzerland. It moreover encourages the sharing of skills and knowledge in the field of humanitarian aid.

Swiss Solidarity's  
mission statement



The world is changing. This applies in particular to humanitarian aid, communications, fundraising and finances, all of which are areas that are crucial to Swiss Solidarity. For this reason, the Foundation Council under the direction of its new president, Ladina Heimgartner, has decided to review the foundation's strategy.

In a preliminary phase, the council members familiarized themselves with the key challenges in the years ahead. They were able to take advantage of inside knowledge thanks to the involvement of the principal Swiss aid organizations, representatives of the SRG and prominent independent experts. During a two-day workshop in canton Valais, the Foundation Council and management drafted a new mission statement as well as overarching principles and cooperation modalities which will define the foundation in the coming years.

The strategy process will continue in 2016. The aim is to outline an overall direction «Swiss Solidarity 2030» in conjunction with an action plan for 2017 – 2020, which will establish the basic requirements for Swiss Solidarity's future success.

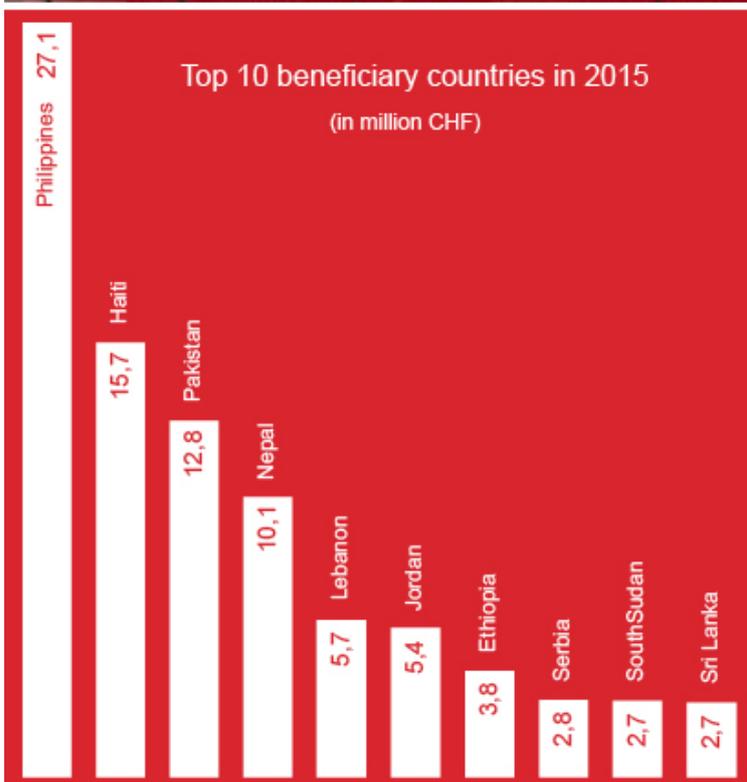
## 2. CAMPAIGNS IN 2015

With four fundraising campaigns, 2015 was an eventful year for Swiss Solidarity. In the aftermath of the earthquake in Nepal, the foundation organized a national fundraising day on 5 May. It also launched the #TogetherForSyria campaign, and a fundraising day for refugees took place on 15 September. Lastly, from 10 to 16 December Swiss Solidarity and SRF held their joint themed fundraiser *Jeder Rappen zählt* (*Every penny counts*) for young people in need. In 2015, Swiss Solidarity received a total of 73 million francs in donations.

None of this would have been possible without the support of the SRG. The media corporation puts broadcasting studios in four language regions at the foundation's disposal, and Swisscom provides the telecom infrastructure necessary for the public to phone in and pledge donations. Moreover, the SRG provides extensive coverage of fundraising appeals, thus allowing Swiss Solidarity to reach the population nationwide.

Mobile – anytime and anywhere. Swiss Solidarity donors can now donate on the go and as they please: through the *Swiss Solidarity* and *Paymit* apps, via [donation.swiss-solidarity.org](http://donation.swiss-solidarity.org) or the conventional way via online banking or post office payment slips.

So was 2015 a good or a bad year for fundraising? Swiss Solidarity cannot provide an answer, because the foundation only collects donations for natural disasters and conflicts (with the exception of «*Jeder Rappen zählt*») and is therefore not a fundraising barometer. However the response to appeals in 2015 once again bore witness to the great solidarity of the Swiss population, who, in contrast to other countries, give for the victims not only of natural disasters but also of conflicts. This is not least thanks to the country's humanitarian tradition, neutrality and the excellent work of Swiss relief organizations.





## 2.1 NEPAL

On 25 April 2015, an earthquake measuring 7.8 on the Richter scale hit the Democratic Federal Republic of Nepal, followed by a violent aftershock on 12 May. Swiss Solidarity launched an immediate appeal for donations and organized, together with the SRG business units, a national fundraising day on 5 May.

The disaster triggered a surge of solidarity among the Swiss population. Nepal is also known as the “Switzerland of Asia” on account of its mountainous landscape and is a popular trekking destination for many. By the end of 2015, the campaign had received more than 32 million francs in donations.

Many Swiss aid organizations were already operating in the country, thus putting Swiss Solidarity and its partner NGOs in a position to start the relief effort immediately. In fact there is hardly another country in the world with a higher density of Swiss NGOs active on the ground. Despite initial difficulties, the Nepalese government proved pro-active and cooperative, which facilitated a well-coordinated international relief effort. Reconstruction work however has been held up considerably by political decisions and economic factors (fuel crisis).



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SRG SSR

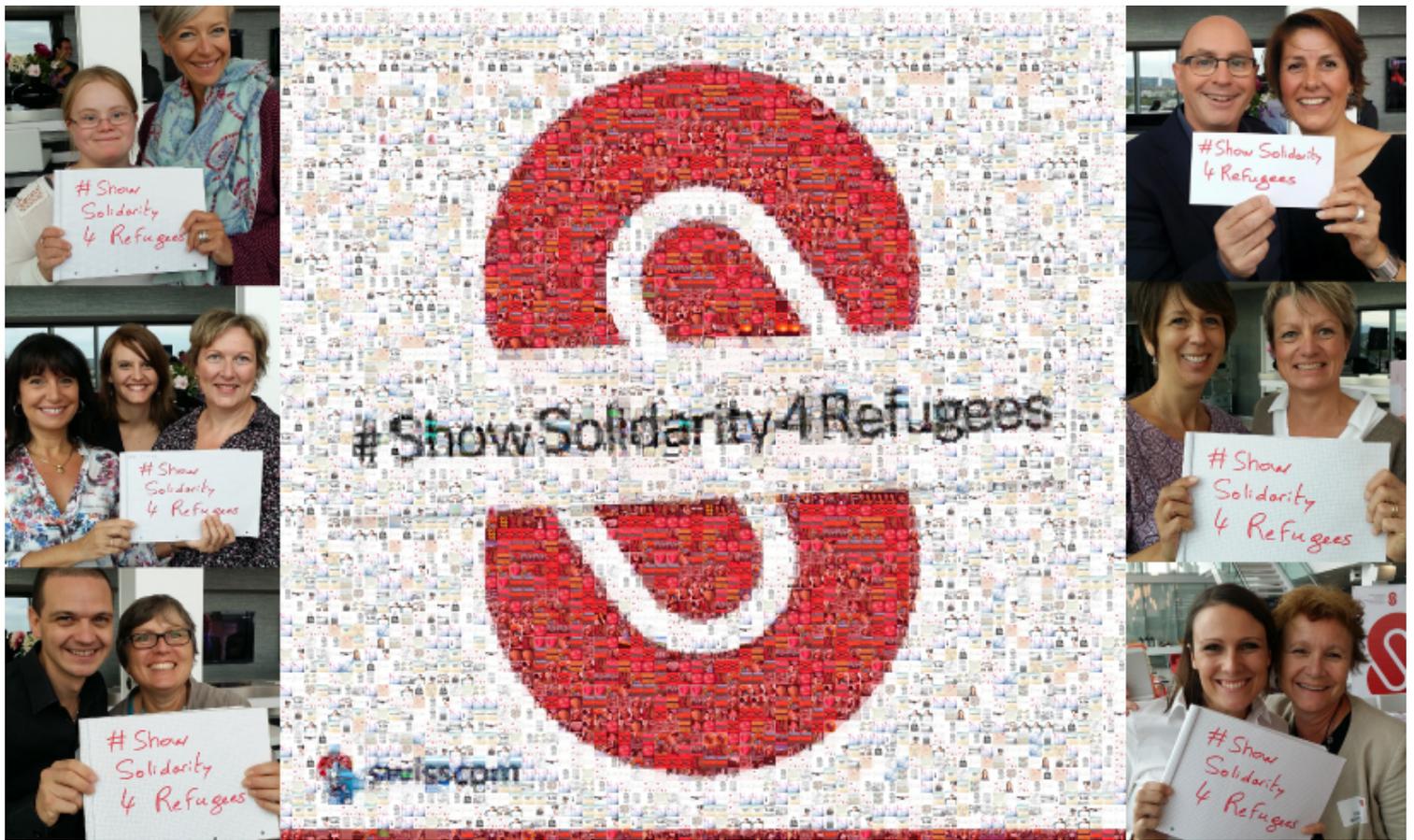


## 2.2 #TOGETHERFORSYRIA

Swiss Solidarity embraced a novel approach to fundraising in 2015 with the #TogetherForSyria campaign. For the first time in its history, the foundation launched a national appeal for donations together with eight locally active partner relief organizations: ADRA, Caritas Switzerland, Handicap International, HEKS, Medair, the Swiss Red Cross, Solidar Suisse and Terre des hommes – child relief.

The campaign boosted awareness of the Syria conflict among the Swiss population and appealed for donations for the victims of the ongoing, four-year crisis. It was spread by the SRG media, which inserted the appeal into its programming, and via the social media accounts of Swiss Solidarity and its partner organizations. Web banners and a short video invited the public to not only express their solidarity by donating but also by posting photos to the social media channels.

The #TogetherForSyria appeal was pushed somewhat into the background by the Nepal earthquake on 25 April, which virtually coincided with the start of the campaign. Donations totalling 5.3 million francs had been received by the end of the campaign on 5 May 2015. Numerous photos were posted with the hashtag #TogetherForSyria and the campaign video was viewed more than 19,000 times.



## 2.3 REFUGEES AND INTERNALLY DISPLACED PERSONS

2015 was marked by an enduring tide of refugees into Syria's neighbouring countries (Lebanon, Jordan and Iraq) as well as Central Europe. In autumn the situation deteriorated further, particularly along the migration routes crossing the Mediterranean and through Italy, Greece and the Balkan countries, with thousands of people fleeing Syria and other countries daily. The plight of the refugees in neighbouring countries as well as the geographic proximity and the emotionally-charged images of migrants sparked an international outcry. The Swiss too were eager to show their solidarity, donating over 26.7 million francs by year-end to the joint appeal launched on 15 September by Swiss Solidarity and the SRG.

The call for donations was met with widespread support: with Swisscom's assistance, Swiss Solidarity launched the social media campaign #ShowSolidarityForRefugees. The telecom company donated five francs for every solidarity photo posted and put together a human mosaic in the shape of the Swiss Solidarity logo. In total, the telecom provider and its employees donated more than 200,000 francs.

Well-known personalities including Federal Councillor Didier Burkhalter and organizations such as the Swiss Football League threw their weight behind the campaign. A number of Swiss media institutions, such as private radio stations and the Ringier publishing firm, also joined the donation appeal.



## 2.4 «JEDER RAPPEN ZÄHLT» 2015 - YOUTH IN NEED

The seventh Swiss Solidarity and SRF joint fundraiser «Jeder Rappen zählt» (*Every penny counts*) was held between 10 and 16 December. This year's appeal opted for a specifically social issue – Together for Young People in Need – with donations being raised for projects both at home and abroad.

The appeal attracted 4.1 million francs in donation pledges, of which 2.6 million francs had been honoured by the end of the year. These funds are being used to support young people aged between 15 and 25 who have been pushed to the fringes of society. In Switzerland, the campaign primarily supports schemes committed to sustainably reintegrating young people into society and the workplace. Abroad, the focus is on projects targeting issues such as youth protection, healthcare, education and vocational training.

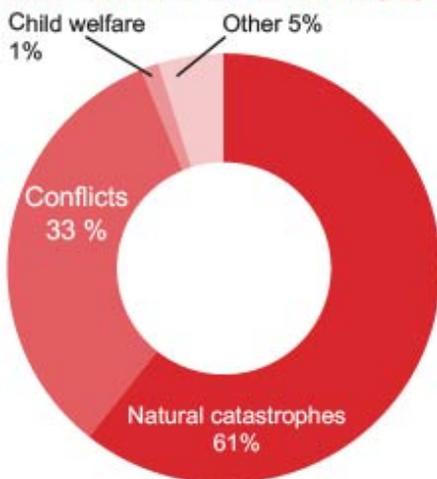
A varied calendar of activities and programmes accompanied the campaign. SRF 3 broadcast around the clock from its glass radio studio in Bern's Parliament Square. SRF zwei and SFR 3 portrayed young people and reported on the many accompanying activities. A special programme in which young people, experts and a youth judge were invited to share their experiences and opinions aired on RTS La Première. Members of the public were invited to donate music requests on RTS Option Musique, and RSI organized a themed fundraising day, broadcasting various reports and live programmes.



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## 2.5 OTHER DONATIONS AND BEQUESTS

Distribution of donations 2015



### Vanuatu

A cyclone tore through the Pacific archipelago of Vanuatu in March 2015. Swiss Solidarity opened a fund and launched an appeal via its online channels, resulting in donations amounting to 774,416 francs.

### Bequests

Additionally to the proceeds of national fundraising days, Swiss Solidarity received substantial one-off donations in 2015 – including bequests amounting to 3.47 million francs. The Foundation Council decided to allocate non-earmarked donations amounting to 2.34 million francs from the funds *Yvonne Vogt*, allocated to *Child Welfare*, on the one hand (1,65 million francs) and to *Social Assistance in Switzerland* on the other (0,69 million francs).



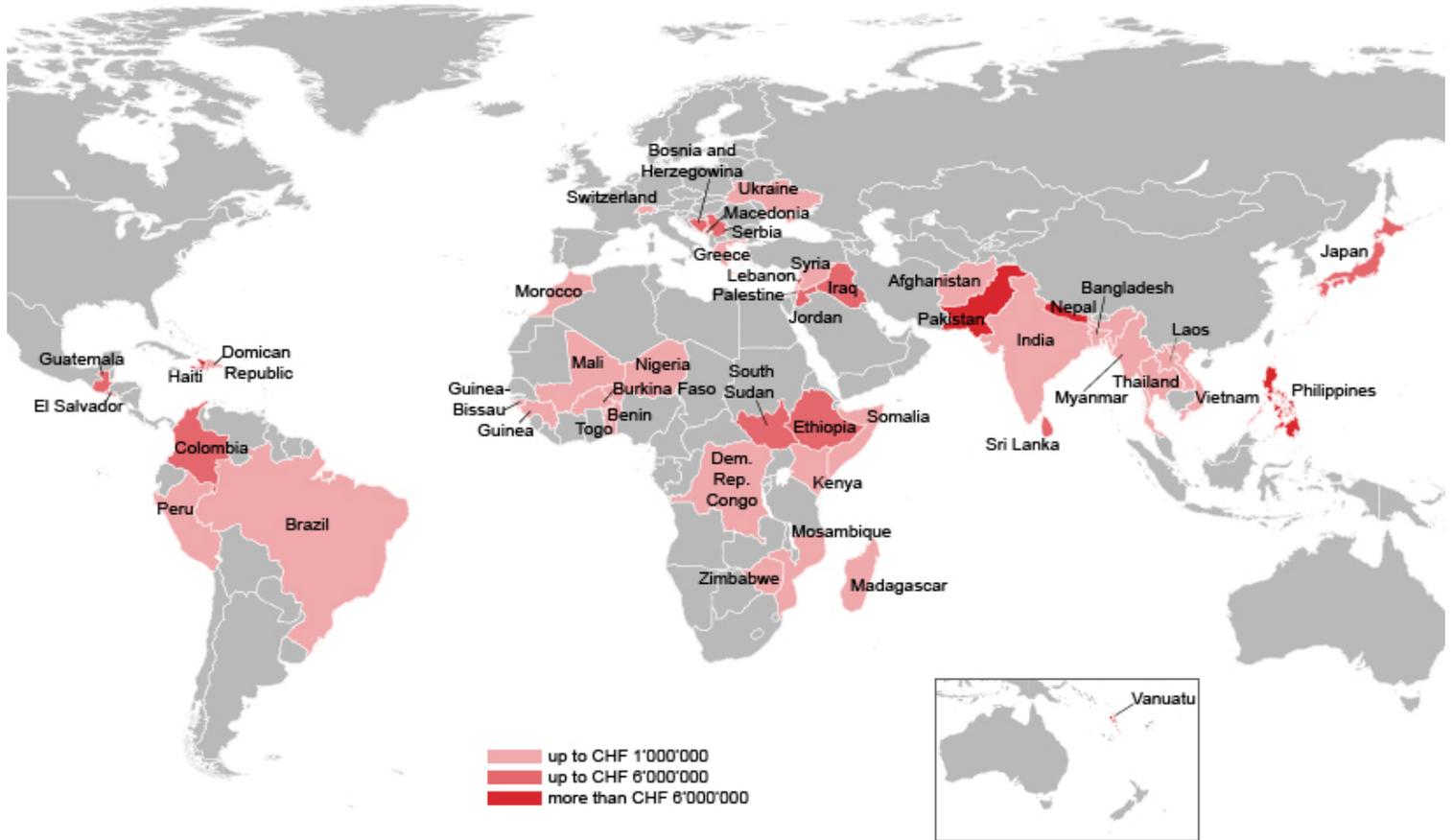
### 3. RELIEF ABROAD

Swiss Solidarity approved 102 projects for more than 50 million francs in 2015. Besides the traditional emphasis on aid after natural disasters, a significant proportion of donations went to projects benefiting the victims of conflicts and crises, many of which had been ongoing for several years. In such cases, it was probably possible to alleviate the plight of those affected in the short term. However, longer-term measures are becoming more and more necessary in order to create sustainable prospects and strengthen resilience against future crises.

Humanitarian relief work has indeed fundamentally changed in recent decades. Linking humanitarian relief to development has become standard procedure for many involved in delivering aid to fragile countries. This in turn means covering a broader range of activities, becoming more agile and flexible and intensifying collaborations with local forces – authorities as well as NGOs.

The projects funded by Swiss Solidarity are usually developed and executed by accredited partner relief organizations. They are firmly established, experienced in delivering relief and well connected on the ground. Projects are assessed in an objective and transparent procedure that takes into account internationally recognized standards and fund-specific, stringent guidelines.

## Foreign aid: countries of intervention with ongoing projects in 2015



### Project Monitoring 2015

- **South Sudan:** project visits with a water specialist of the project commission
- **Serbia, Bosnia:** project visits with the former president of the COPRO, Göpf Berweger
- **other project visits** with independent experts and members of the project department to Haiti, Iraq and the Philippines
- **Jordan:** review of the strategy in the context of the protracted crisis in Syria
- **Serbia, Greece:** two visits to evaluate the situation
- **Nepal:** two visits to evaluate the situation after the earthquake

Swiss Solidarity does not run its own projects, but operates as an independent donor whose duty it is to guarantee that donations are used for high quality humanitarian and social action. This entails regular visits on the ground, monitoring project implementation, consulting external specialists and commissioning independent reviews. By doing this and checking partner organizations' reports, the foundation ensures that the donated funds are being put to their best use from start to completion.

## 3.1 REFUGEES AND INTERNALLY DISPLACED PERSONS



Swiss Solidarity has been supporting refugees and internally displaced persons, or IDPs, with fundraising campaigns for many years. Between 2012 and 2015, the foundation and its partner relief organizations were able to assist more than 717,000 people.

The bulk of this aid went to the victims of conflicts in the Middle East and to people along the refugee routes crossing the Mediterranean and the Balkan countries. Moreover, Swiss Solidarity and its partner organizations continue to support the victims of conflicts that are less present in the media, namely those in South Sudan, Ukraine, Mali and Niger.

The varying contexts continue to present Swiss Solidarity and its partner NGOs with new challenges. In the Middle East, the security situation was extremely difficult and volatile. Given the extent and duration of the conflict in Syria, it was also necessary to implement sustainable measures that went beyond short-term relief. On the refugee routes, flexibility and the ability to respond quickly were required in order to deliver aid quickly and effectively in a constantly changing environment. A number of factors, such as the presence of very different involved parties, created challenges for a coordinated aid effort.



### Total donations

24,559,843 CHF

Spent and committed by end 2015:

22,794,685 CHF

### Organisations

ADRA, Caritas Switzerland, Handicap International, HEKS/EPER, Medair, Médecins Sans Frontières Switzerland, Swiss Red Cross, Solidar Switzerland, SOS Children's Villages, Terre des hommes - Helping children worldwide

## 3.1.1 SYRIA - VICTIMS OF THE CONFLICT 2012

Since the outbreak of the conflict in Syria in 2011, more than 12 million people have been forced to flee – within the country itself or to the neighbouring countries of Iraq, Jordan, Lebanon and Turkey. Swiss Solidarity and its partner relief organizations have been assisting the victims of the crisis since 2012.

The focus is primarily on emergency relief and covering basic needs (medical assistance, buying and distributing food and emergency supplies, shelter etc.). In the neighbouring countries, where the strain of the tide of refugees is being felt the most, Swiss Solidarity puts particular emphasis on involving not only those affected but also the local population in their projects. Swiss Solidarity funded 12 projects in 2015. The foundation and its partner NGOs are continuing in their endeavours to deliver aid to the region and in particular to beneficiaries within Syria.



### 3.1.2 REFUGEES 2015

A fundraising campaign was launched in September to support relief projects bringing aid to refugees on the migration routes (Mediterranean, Balkan states) as well as in the conflict zones of Syria and the neighbouring countries. In 2015, Swiss Solidarity approved funding for 13 projects.

Constantly changing situations on migration routes demanded flexibility and the ability to respond quickly. This is why the foundation prioritized short-term aid projects of maximum 12 weeks' duration with a budget not exceeding 200,000 francs. These programmes focused on covering basic needs, providing medical care, psychological support and legal advice. On the migration routes in particular, Swiss Solidarity and its partner NGOs were able to rely on the support of thoroughly competent local partners.

In Lebanon and Jordan by contrast, where huge numbers of Syrian refugees have been living since the outbreak of war five years ago, the focus was not only on emergency relief but also on programmes targeting sustainable outcomes. A varied range of activities – such as promoting individual skills, providing access to work and income or strengthening the local infrastructure (healthcare centres, schools etc.) helped people take back some control over their own lives. These projects will be continued in 2016.

#### Total donations

26,709,732 CHF  
Spent and committed by end  
2015: 6,156,144 CHF

#### Organisations

ADRA, Caritas Switzerland, HEKS/EPER, Medair, Médecins du Monde, Swiss Red Cross, Terre des hommes - Helping children worldwide

#### Countries

Greece, Jordan, Lebanon, Macedonia, Serbia



#### Total donations

7,018,287 CHF

Spent and committed by end 2015:

3,935,461 CHF

#### Organisations

ADRA, Caritas Switzerland, Handicap International, HEKS/EPER, Medair, Solidar Switzerland, Terre des hommes - Helping children worldwide

#### Countries

Iraq, Lebanon, Mali, Niger, South Sudan, Ukraine

#### New projects JRZ 2009 – 2013

- **JRZ 2009**: one project to improve health care for people affected by malaria in Kenya (Biovision)
- **JRZ 2012**: two water projects in Madagascar and Somalia (Nouvelle Planète, Caritas Switzerland)
- **JRZ 2013**: one project to protect children in slums in Nairobi (Kenya) (Terre des hommes – Helping children worldwide), one project on school enrollment of internally displaced children in Columbia (Vivamos Mejor), one project to promote learning aptitude of children in Palestine (Caritas Switzerland)

### 3.1.3 «JEDER RAPPEN ZÄHLT» 2014 - FLEEING FAMILIES

Swiss Solidarity and the SRG also raised funds on behalf of those forced to flee their homes with the 2014 *Jeder Rappen zählt* (*Every penny counts*) campaign. It focused specifically on families and was not limited to a defined region. This allowed the foundation to fund emergency aid projects for conflicts that do not receive widespread media coverage.

The 7 million francs donated by the end of 2015 were used to fund nine projects by seven partner aid organizations. Further projects are under evaluation. Support went to more than 74,000 people in Lebanon, South Sudan, Mali, Iraq, Niger and Ukraine. Thanks to a cash assistance scheme run by Terre des hommes – Helping children worldwide in Ukraine, families living on the frontline between the warring parties were able to prepare for the approaching winter.

In 2015, six new projects were approved from the earlier JRZ campaigns of 2009 – 2013. As a result, the 2009 – 2013 JRZ funds are almost depleted (see box).



#### Total donations

1'036'515 CHF

Spent and committed by end 2015:

936'568 CHF

#### Organisations

Caritas Switzerland, Medair, Terre des hommes - Helping children worldwide

### 3.1.4 IRAQ - INTERNALLY DISPLACED PERSONS 2014

A new wave of crisis hit Iraq in 2014. The local population suffered and continues to do so as a result of the interminable conflict. Millions of people have fled or been displaced, most of them seeking safety in different parts of the country. The relief effort was hampered considerably by the precarious security situation, in part due to the rise of Daesh.

Swiss Solidarity has been active in the country for several years. In 2015, the foundation supported three emergency relief projects by three partner aid organizations, focusing mainly on medical care and distributing food aid and supplies to meet basic needs. As part of a Medair project, more than 1500 families received vouchers to be redeemed locally for items such as stoves, blankets and warm clothing. This not only helped the beneficiaries improve their living conditions but also had a positive impact on their relationship with the local community.



### 3.1.5 GAZA - VICTIMS OF THE CONFLICT 2014

In light of events around the globe it is often forgotten that the population of Gaza is suffering from a conflict that has been going on for decades. Together with its partners, Swiss Solidarity continues to deliver humanitarian aid as far as the available resources permit. In autumn 2014 and mid-2015, the region experienced another upsurge of violence, which prompted Swiss Solidarity to include Gaza besides Syria and Iraq in its collective appeal for donations. In 2015, the foundation funded three projects which objectives included improving access to water and sanitation, child protection, medical eye care, clearing explosive remnants of war and associated education.

A Terre des hommes – Helping children worldwide programme covered the most urgent needs in terms of safe water and sanitation and measures to protect primary school children. Specifically, Swiss Solidarity's partner NGO helped repair sanitation facilities in public schools and raised awareness among adults and children in the school environment for good hygiene practices and the protection of children from violence.

#### Total donations

650,162 CHF

Spent and committed by end  
2015: 644,782 CHF

#### Organisations

CBM Christian Blind Mission, Handicap International, Campaign Olive  
Oil, Terre des hommes - Helping children worldwide



### Total donations

32,269,988 CHF

Spent and committed by end 2015:  
13,088,644 CHF

### Organisations

ADRA, Caritas Switzerland, Handicap International, Helvetas, Lepira Mission, Medair, NORLHA, Solidar Switzerland, Swiss Red Cross, OSA (Organisation for Swiss Nationals abroad), Terre des hommes - Helping children worldwide

## 3.2 NEPAL - EARTHQUAKE 2015

An earthquake on 25 April and violent aftershock on 12 May cause extensive destruction in the Himalayan nation. Swiss Solidarity was able to respond quickly, thanks to the long-term presence in the region of numerous Swiss aid agencies. In 2015, the foundation approved 15 projects for funding, of which three were submitted by non-accredited organizations.

The initial relief effort concentrated on emergency aid, such as the distribution of corrugated iron sheets, tarpaulins, tents, drinkable water and food. Over 11,000 people received access to medical care, and temporary healthcare centres and schools were erected. In view of the approaching winter, Handicap International and Medair distributed warm clothing, mats and blankets to 25,000 people living in the mountainous regions at over 1500 metres above sea level.

Since autumn 2015, Swiss Solidarity has been increasingly focusing on reconstruction and rehabilitation. The foundation and its partner NGOs are planning projects which include the construction of seven healthcare centres, 34 schools and 1500 homes in compliance with the anti-seismic construction standards adopted by the government. This work has been delayed however by the difficult political situation and a blockade at the border with India (fuel shortage).



#### Total donations

774,416 CHF

Spent and committed by end 2015:  
200,000 CHF

#### Organisations

ADRA

### 3.3 VANUATU - CYCLONE PAM 2015

On 13 March 2015, Cyclone Pam tore through the Pacific archipelago of Vanuatu, leaving a swathe of destruction in its wake. Thousands of people were left homeless and in many places the already dilapidated water supply systems were damaged or destroyed. Swiss Solidarity immediately launched an appeal for donations.

The foundation focused its support on restoring the drinking water supply and promoting hygiene measures. In a project run by partner NGO ADRA, communities were involved in the installation of new water mains and latrines and the population was educated in hygiene practices and preparedness for future events. Swiss Solidarity is currently considering further reconstruction and water supply projects.



### 3.4 BALKAN - FLOODS IN 2014

In May 2014, various regions in Bosnia-Herzegovina and Serbia were affected by severe flooding caused in part by torrential rainfall. Swiss Solidarity's partner NGOs arrived on the scene quickly to start the relief effort and provide help with the dehumidification and disinfection of homes, schools and hospitals.

Reconstruction was prioritized in 2015, with support going first and foremost to the most vulnerable segments of the population. The HEKS-run project for instance targeted the Roma communities. Before rebuilding homes, Swiss Solidarity's partner NGO analysed the danger zones together with the inhabitants and local authorities. This step ensured that homes were rebuilt in safe areas and the local population was involved in the process.

#### Total donations

4,908,887 CHF

Spent and committed by end  
2015: 4,459,062 CHF

#### Organisations

ADRA, Caritas Switzerland, DIGGER, Handicap International,  
HEKS/EPER, Swiss Red Cross



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### 3.5 PHILIPPINES - TYPHOON HAIYAN 2013

The people in the regions affected by Typhoon Haiyan (8 November 2013) were for the most part able to regain their footing quickly. Contributing to this was the rapid response by Swiss Solidarity’s partner NGOs and the resilience, determination and skills of the local population. Some areas, including Tacloban and remote villages and outlying islands, are still struggling with the aftermath of the devastating typhoon.

The bulk of the aid went into reconstruction and repairing homes and schools. A project committee construction specialist visited the projects in early 2015 to monitor the quality of building work. Other activities receiving support from Swiss Solidarity in 2015 included programmes for economic reconstruction to allow those worst affected to earn an adequate and sustainable income again. Nine projects were approved to this end.

#### Total donations

42,378,165 CHF  
Spent and committed by end  
2015: 32,266,417 CHF

#### Organisations

ADRA, AAFIP, Caritas Switzerland, Handicap International, HEKS/EPER, Helvetas, Medair, Solidar Switzerland, OSA (Organisation for Swiss Nationals abroad), Swiss Red Cross, Terre des hommes - Helping children worldwide, The Salvation Army Switzerland



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#### Total donations

28,184,912 CHF

Spent and committed by end 2015:

28,024,620 CHF

#### Organisations

ADRA, Association Suisse Hawa Abdi, Caritas Switzerland, CBM Christian Blind Mission, Fastenopfer - Swiss Catholic Lenten Fund, Handicap International, HEKS/EPER, Helvetas, Islamic Relief, Medair, Médecins Sans Frontières Switzerland, Swiss Red Cross, SOS Children's Villages, Terre des hommes - Helping children worldwide

#### Countries

Ethiopia, Kenya, Somalia

## 3.6 EAST AFRICA - DROUGHT CRISIS IN 2011

In 2011, East Africa suffered its worst drought in 60 years. This worsened the already chronic drinking water shortage, with Somalia, southern Ethiopia and northern Kenya the hardest hit. Swiss Solidarity focused mainly on projects that tackled the problem at its roots – improving access to drinking water, sanitation and hygiene and strengthening the population's resilience against future similar crises.

In 2015, the foundation approved two new projects, bringing the number of ongoing projects at the end of year to four. Overall, Swiss Solidarity's assistance will soon be completed.



### Total donations

42,195,218 CHF

Spent and committed by end 2015:

39,609,691 CHF

### Organisations

Caritas Switzerland, CBM Christian Blind Mission, Handicap International, Helvetas, HEKS/EPER, Living Education, Solidar Suisse, Swiss Red Cross, Terre des hommes - Helping children worldwide, The Salvation Army Switzerland

## 3.7 PAKISTAN - FLOODS IN 2010

Nearly six years after the widespread flooding in Pakistan, which affected more than 21 million people, the need for reconstruction assistance is still great. Meanwhile, the country was again hit by severe storms in 2015. The fragile security situation and restrictive handling of permits giving aid organizations access to the affected regions and communities further complicate delivering humanitarian aid in the country.

Swiss Solidarity approved three project applications in 2015; further projects were still being evaluated at the end of the year. Together with its partner NGOs, it is focusing primarily on the reconstruction of major sewerage networks, sanitation facilities and drinking water supplies. In the north, the foundation also supported the rehabilitation of infrastructure (such as irrigation systems, transport routes and electrical installations) and further measures providing better protection against future disasters.



### 3.8 HAITI - EARTHQUAKE IN 2010

The international aid effort in Haiti has attracted repeated criticism in recent years, among other reasons due to insufficient coordination on the ground and the stalling pace of reconstruction work.

The aid projects run by Swiss Solidarity's partner NGOs have been implemented effectively and on schedule since 2010. Due to the vast scale of the destruction, the foundation opted from the outset for a strategy that linked emergency relief with long-term reconstruction. This ensured that the country and the population are now better prepared to face future natural disasters. An independent report published in early 2014 by the Groupe URD has shown that this challenging and complex approach was successful.

In 2015, Swiss Solidarity approved two project proposals, setting its priorities on prevention activities and reconstruction. Guidelines and an action plan for future disasters were drawn up with the involvement of the local authorities and population. Moreover, measures such as reforestation and the reinforcement of riverbeds were taken in particularly vulnerable areas. Swiss Solidarity also funded a project that benefits young women on the fringes of society, giving them access to vocational training and healthcare.

#### Total donations

66,241,179 CHF

Spent and committed by end  
2015: 64,147,899 CHF

#### Organisations

ADRA, Albert Schweitzer Hospital Foundation, Caritas Switzerland, Enfants du Monde, EIRENE, Fastenopfer - Swiss Catholic Lenten Fund, Grupo Sofonia, Handicap International, HEKS/EPER, Helvetas, IAMANEH Switzerland, Main dans la Main, Medair, Médecins du Monde, Médecins Sans Frontières Switzerland, Nouvelle Planète, RET - Fondation pour l'éducation des Réfugiés, Swiss Red Cross, Terre des hommes - Helping children worldwide, terre des hommes switzerland, The Salvation Army Switzerland

## 3.9 PERMANENT FUNDS



Swiss Solidarity administers four permanent funds – three regional (Africa, Asia, Latin America) and one themed (Child Welfare). As with all project funds, these are also subject to the internationally recognized standards as well as fund-specific, stringent guidelines.

The permanent funds are run independently of current events or a specified timescale. This allows people to donate for a general region or specific intervention at any time they wish. In some instances, Swiss Solidarity will transfer a balance from an earlier campaign in which humanitarian aid has been concluded to a permanent fund, provided it is in keeping with the region or theme of the original donation purpose. The decision is taken by the Foundation Council.



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### Total donations

Africa: 5,486,718 CHF  
 Asia: 623,862 CHF  
 Latin America: 163,504 CHF

### Organisations

ADRA, Caritas Switzerland, CBM  
 Christian Blind Mission, FairMed,  
 Handicap International,  
 HEKS/EPER, Helvetas, Fondation  
 Hirondelle, Medair, Médecins Sans  
 Frontières Switzerland, Nouvelle  
 Planète, Pestalozzi Children's  
 Foundation, Solidar Switzerland,  
 Swisscontact, Swiss Red Cross,  
 Terre des hommes - Helping  
 children worldwide, Vétérinaires  
 Sans Frontières

### Countries

Africa: Burkina Faso, Cameroon,  
 Chad, DRC, Ethiopia, Guinea,  
 Kenya, Mali, Mozambique, Nigeria,  
 Somalia, South Sudan, Tchad,  
 Zimbabwe  
 Asia: Bangladesh, Myanmar/Burma  
 Latin America: Bolivia, Guatemala,  
 Colombia

## 3.9.1 PERMANENT REGIONAL FUNDS: AFRICA, ASIA, LATIN AMERICA

The permanent regional funds allow Swiss Solidarity to respond quickly and flexibly to individual humanitarian emergencies without having to launch a donation appeal. Donations are used solely for humanitarian relief after natural disasters or conflicts in the respective regions but not for development projects. In 2015, Swiss Solidarity funded seven projects in Africa and four projects in Asia.

Among others, the foundation supported the reconstruction of healthcare centres in Guinea in the wake of the Ebola epidemic. In South Sudan and the Democratic Republic of Congo, it supported the physical rehabilitation and repair of provincial hospitals in conflict-hit areas. In Ethiopia, Swiss Solidarity worked together with the non-accredited aid organization Vétérinaires Sans Frontières due to its specific expertise in the field of animal husbandry and long-term presence in the drought-affected region.

In Asia, Swiss Solidarity primarily supported emergency relief efforts in Bangladesh and Myanmar (Burma), which were suffering from the aftereffects of flooding.



#### Total donations

38,882,601 CHF

Spent and committed by end 2015:

37,146,310 CHF

#### Organisations

ADRA, cfd - the feminist Peace Organization, Enfants du Monde, Handicap International, IAMANEH Switzerland, SolidarMed, Terre des hommes - Helping children worldwide, terre des hommes switzerland

#### Countries

Afghanistan, Bangladesh, Burkina Faso, Columbia, India, Lebanon, Mali, Marocco, Palestine, Salvador, Thailand, Zimbabwe

### 3.9.2 PERMANENT THEMED FUND: CHILD WELFARE

Swiss Solidarity has been committed to helping children in need since its foundation and administers a permanent fund for this purpose.

In August 2015, Swiss Solidarity established general minimum standards for child aid. These define a precise framework for intervention and criteria governing project quality, relevance and sustainability. The foundation also revised the fund-specific guidelines in order to contribute to the professionalization of intervention in the field and allow for project support outside crisis situations. The focus is now on the areas of child protection, health and education. Support is given to particularly needy children up to age 14 in developing countries. Swiss Solidarity renamed the fund “Child Welfare” in the course of this revision.

2015 therefore represented a transition period. Overall, the foundation funded seven projects in six different countries, of which three were approved according to the revised guidelines.

## 3.10 KEY FIGURES 2015

<b>Donations</b>	<b>Amount (in CHF)</b>
Nepal (2015)	32,270,488
Refugees (2015)	26,709,732
Syria *	5,293,958
«Jeder Rappen zählt» 2015 / Youth in need	3,010,838
Victims of enforced welfare measures	2,635,480
«Jeder Rappen zählt» 2014 / Fleeing families	2,136,871
Child Welfare *	1,046,117
Africa *	1,036,434
Vanuatu (2015)	774,416
Asia *	623,862
Natural disasters Switzerland	519,871
Social aid Switzerland	160,606
Other donations	100,351
Other balance transfers *	-2,986,799
<b>Total donations 2015</b>	<b>73,332,226</b>

\* incl. balance transfers according to the decision of the Foundation Council on 29 April 2015

### Relief Switzerland and abroad

Reviewed projects	131
Approved	102
Denied	22
Withdrawn	7
Number of partner relief organisations	25
Number of countries	33

### Relief in Switzerland

		<b>Amount (in CHF)</b>
Natural disasters Switzerland	Nb. of approved projects: 11	179,345
Social aid in Switzerland (incl. VEWM)	Nb. of beneficiaries: 3417	4,552,087
<b>Total Switzerland</b>		<b>4,731,432</b>

### Relief abroad

	<b>Nb. of approved projects</b>	<b>Amount (in CHF)</b>
Philippines - Typhoon Haiyan	9	13,490,144
Nepal - Earthquake (2015)	15	10,159,510
Syria (2012)	12	5,913,381
Refugees (2015)	13	5,551,839
«Jeder Rappen zählt» 2014 / Fleeing families	9	3,935,461
Pakistan - Floods	3	1,937,982
East Africa - Droughts in 2011	2	1,683,621
Balkan - Floods	1	1,635,273
Haiti - Earthquake	2	1,221,940
«Jeder Rappen zählt» 2013 / Children in slums	3	950,811
Iraq (2014)	3	757,643
Africa	4	748,846
Child Welfare	4	646,430
Asia	4	621,557
Gaza (2014)	3	543,948
«Jeder Rappen zählt» 2012 / Water	2	235,549
Vanuatu (2015)	1	200,000
«Jeder Rappen zählt» 2009 / Malaria	1	155,000
<b>Total relief abroad</b>	<b>91</b>	<b>50,388,937</b>





#### Total donations

109,880,533 CHF

Spent and committed by end 2015:

104,104,108 CHF

## 4.1 NATURAL DISASTERS IN SWITZERLAND

Switzerland has repeatedly been hit by heavy storms that have wreaked severe damage in several regions. Swiss Solidarity supports affected individuals and families with financial assistance for clean-up operations, necessary renovations and the replacement of clothing, furniture and vehicles.

This was also the case in June 2015, when heavy rainfall in a number of cantons led to flooding, landslides and extensive damage to property. Assistance has gone to one affected family; other projects are still being evaluated. The foundation moreover contributed to the costs of ongoing renovation work caused by earlier storm damage, in particular relating to severe weather in 2013 and 2014. Specifically, assistance went to 11 projects benefitting 40 families in 2015.

Swiss Solidarity's partner relief organizations Caritas Switzerland (Central and Eastern Switzerland and Ticino) and the Swiss Red Cross (Western Switzerland, including the Bern region and Valais), play a crucial role in assessing and recommending applications for assistance. Both Swiss organizations can rely on thorough expertise, long-standing working relationships in their regions and an established network of contacts in the municipalities.



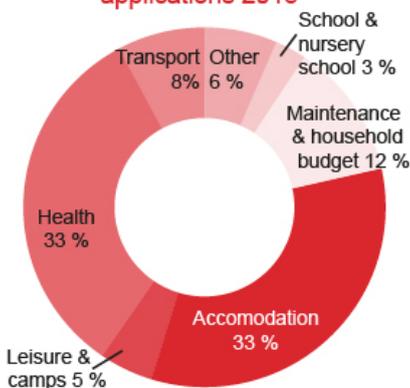
### Beneficiaries 2015

2846 persons

### Social aid contributions 2015

1,377,766 CHF

#### Purpose of social aid applications 2015



## 4.2 SOCIAL ASSISTANCE IN SWITZERLAND

Since its launch, Swiss Solidarity has been assisting people in financial need in Switzerland. This support consists of a one-off contribution of between 900 and a maximum of 2600 francs (depending on the number of people living in the affected household) – for instance for housing, transport or healthcare costs, thus enabling the foundation to help people overcome an emergency situation. The bulk of applications are submitted by single individuals and single parents. Swiss Solidarity's assistance tops up support provided by public social services and private welfare organizations.

In 2015, Swiss Solidarity provided 2846 individuals with financial assistance totalling 1,377,766 francs. Applications for aid were submitted by 374 public social services and private welfare institutions.

Swiss Solidarity has also been a partner of the Migros Cumulus loyalty programme since 2012. Each year, the foundation gives the value of the donated points to organizations delivering services to economically disadvantaged people in different language regions. In 2015, 5625 francs went to *Le Triologue* (Geneva) and *Jobdach, Obdach Notschlafstelle* (Luzern).



© Keystone / Lukas Lehmann

## 4.3 SUPPORT FOR THE VICTIMS OF ENFORCED WELFARE MEASURES

In April 2014, an immediate assistance fund was established for the victims of enforced welfare measures and out-of-home placements, a policy that was practised in Switzerland until 1981. Assistance is available to those who find themselves in financial difficulty today. Swiss Solidarity is in charge of administering the fund.

The immediate assistance fund was launched in cooperation with the federal representative for the victims of enforced welfare measures. A committee comprising representatives of victims, authorities and institutions assesses applications for support in a roundtable procedure. Various involved parties – including in particular numerous cantons, cities and municipalities, as well as churches, private organizations, businesses and individuals – endow the fund on a solidary and voluntary basis.

More than 1346 applications were submitted to the committee by the end of 2015. Not all of these had already been assessed by the end of the year. Swiss Solidarity advises and assists the committee and performs random checks on the rulings. In 2015, the special fund supported around 440 applicants with allocations totalling 3.1 million francs. Swiss Solidarity received numerous responses from beneficiaries, which expressed first and foremost gratitude for the recognition of the suffering they had endured. Many said that although this gesture could not give them their childhood back, it helped them heal their wounds, process the trauma and regain self-confidence.

### Total applications

by end 2015: 1346

### Assistance funded in 2015

3.1 million francs allocated to 440 victims



## 4.4 CALA SANNITICA

Cala Sannitica is a special fund that is endowed by contributions from one major donor on behalf of children in need living in Switzerland, thus supplementing the individual assistance given by Swiss Solidarity. In 2015, 232 children received financial support for music and art classes, sports education, leisure and holiday activities or educational assistance.

Many of these children are growing up in one-parent families with scant financial resources. Cultural and sports activities are not merely a welcome change, they also contribute to family cohesion and the development of social, physical, cognitive and emotional skills. In most cases, the allocations from the Cala Sannitica fund amount to 600 francs per child, or a maximum of 1500 francs per family.



## 5. COMMUNICATION AND FUNDRAISING

Four fundraising appeals, several media, expert and reportage trips and the launch of the online donation platform were the key elements of Swiss Solidarity's communications in 2015. Notable challenges were the concurrent appeals for a natural disaster (Nepal) and a conflict situation (*#TogetherForSyria*). Raising public awareness for two simultaneous crises while the media were devoting their attention almost exclusively to the Nepal earthquake (the more recent event and a natural disaster with powerful imagery) proved exceptionally demanding.

Communication work on humanitarian topics in general is becoming more difficult: for one thing, humanitarian aid is growing more complex, not least as a result of longstanding conflicts and the worsening of natural disasters due to global warming. For another, the communications and media environment is evolving and multiplying at a rapid pace. As the SRG SSR's humanitarian arm and by extension part of the public service, Swiss Solidarity sees as its core mission raising awareness for solidarity and humanitarian issues among the Swiss population. Likewise, the foundation is also committed to full reporting transparency – donors are entitled to regular updates on the specific use and effect of donations. The objective is to enable the public to look behind the scenes of humanitarian relief in natural disasters and conflicts and learn about achievements and challenges on the ground.



© Swiss Solidarity / Sophie Balho

## 5.1 MEDIA RELATIONS

Swiss Solidarity's key media relations focus in 2015 was on the two fundraising appeals for Nepal and for refugees. To this end the foundation organized a first press trip to Nepal barely a month after the devastating earthquake. Swiss Solidarity accompanied five journalists from German- and French-speaking Switzerland to the affected regions, providing transparent access to the aid work of the partner NGOs and the many challenges on the ground. The ensuing reports illustrate the difficulties faced by NGOs in getting through and delivering relief to those affected. In November 2015, the foundation accompanied two more journalists to Nepal, resulting in three reportages that aired, among others, on SRF1 as well as in parts on RTS, RSI, RTR and Swissinfo.

In September 2015, a Swiss Solidarity expert on refugees visited the Serbian-Hungarian border accompanied by a SRG SSR camera team. The ensuing reports and interviews attracted a great deal of media interest by throwing into sharp relief the precarious plight of refugees and migrants who suddenly found themselves faced with closed borders. The SRG SSR media also covered the humanitarian efforts of Swiss Solidarity and its partner relief organizations in a variety of programmes throughout the year.

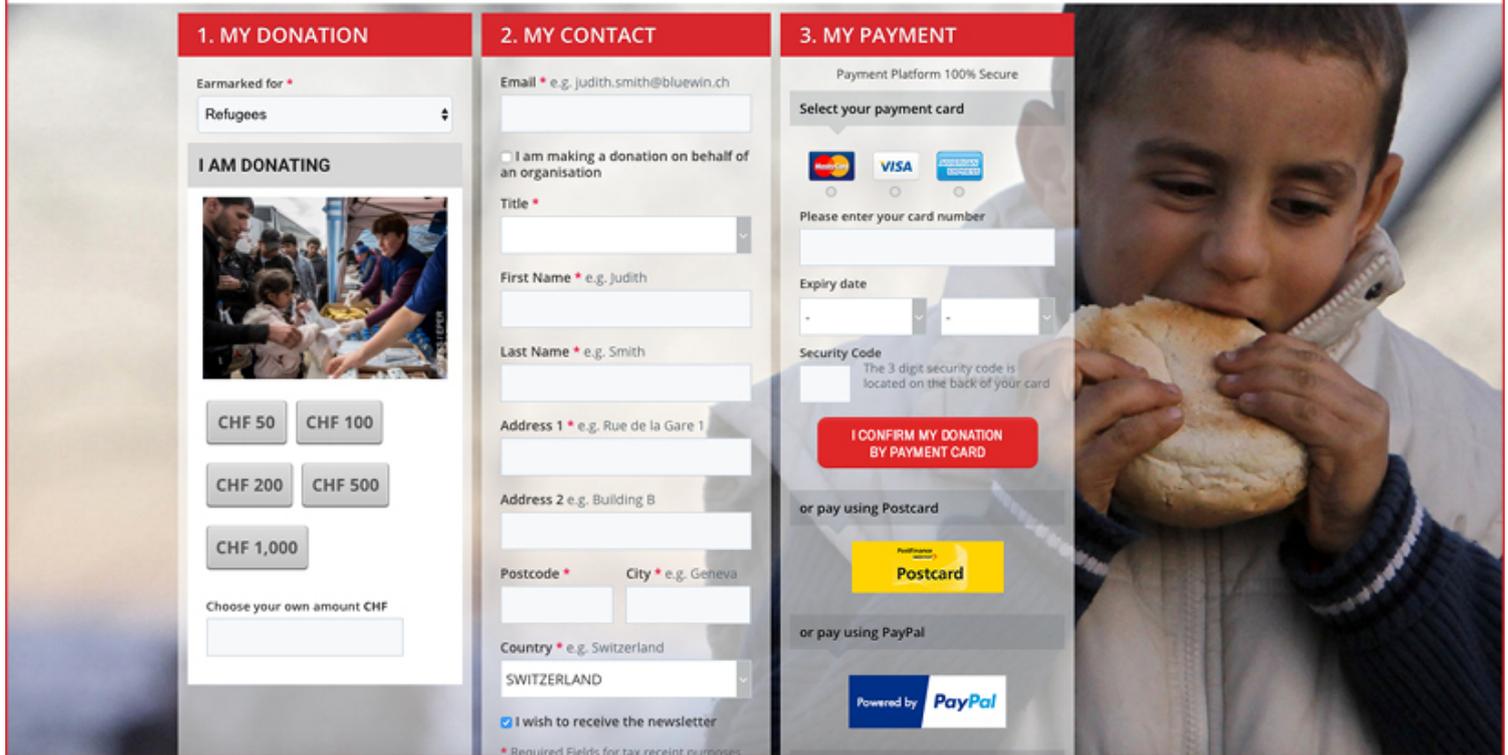


## 5.2 ONLINE AND SOCIAL MEDIA

Swiss Solidarity continued to expand its social media presence in 2015, with an emphasis on visual content. The aim is to address an increasingly broad segment of the population and all age groups. Several reports allowed those affected to give their own accounts – for instance of the Nepal earthquake or conflicts in Columbia and El Salvador, and highlighted the work of partner NGOs on the ground.

In addition to this, Swiss Solidarity supported a film project by the undergraduate students Mona Bertschinger and Larissa Schneider. Following the 2014 SRF and Swiss Solidarity *Jeder Rappen zählt* (*Every penny counts*) joint fundraiser, the two students took a closer look at the path of a donation from donor to refugee family. The resulting documentary (in German) not only clearly illustrates how the donation is used and shows Swiss Solidarity's project evaluation, but also provides a glimpse into the life of a Syrian refugee family in the Shatila Camp in Lebanon and explains how it has benefitted from the cash assistance project run by Swiss Solidarity partner NGO HEKS.

For the first time, Swiss Solidarity has been at the forefront of two online campaigns accompanying fundraising appeals for refugees: **#TogetherForSyria** (in cooperation with eight partner relief organizations) and **#ShowSolidarity4Refugees** (launched by Swiss Solidarity and supported by Swisscom). The latter campaign in particular was a huge success thanks to widespread public participation and extensive media response.



### 1. MY DONATION

Earmarked for \*  
Refugees

**I AM DONATING**



CHF 50   CHF 100  
CHF 200   CHF 500  
CHF 1,000

Choose your own amount CHF

### 2. MY CONTACT

Email \* e.g. judith.smith@bluewin.ch

I am making a donation on behalf of an organisation

Title \*

First Name \* e.g. Judith

Last Name \* e.g. Smith

Address 1 \* e.g. Rue de la Gare 1

Address 2 e.g. Building B

Postcode \*   City \* e.g. Geneva  
  

Country \* e.g. Switzerland  
SWITZERLAND

I wish to receive the newsletter

\* Required Fields for tax receipt purposes

### 3. MY PAYMENT

Payment Platform 100% Secure

Select your payment card

Please enter your card number

Expiry date  
 -

Security Code  
 The 3 digit security code is located on the back of your card

**I CONFIRM MY DONATION BY PAYMENT CARD**

or pay using Postcard  

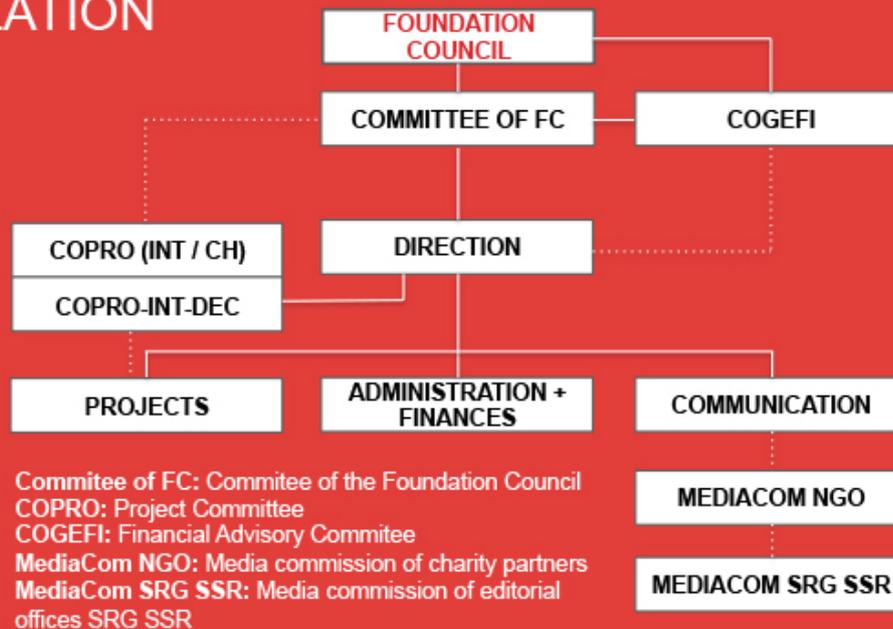

or pay using PayPal  


## 3.5 WAYS TO DONATE

Being where the donors are is crucial in today's environment. Following the 2014 introduction of the Swiss Solidarity mobile app enabling people to donate on the go and at any time, Swiss Solidarity also revised its donating procedure in 2015. Users now have the opportunity to donate easily with just a few clicks by credit card or Post Finance card, PayPal or payment slip. The public can also donate to Swiss Solidarity quickly and securely via the Paymit mobile app.

Integrating the various donating methods has already proved successful – during the 2015 «Jeder Rappen zählt» (*Every penny counts*) fundraiser, around one quarter of donation pledges came through digital channels.

# ORGANIZATION CHART



## 6.1 FOUNDATION COUNCIL

As the supreme body of Swiss Solidarity, the Foundation Council is responsible for the external supervision of the foundation and defines its strategic orientation. It delegates certain responsibilities to the Executive Committee and convened three times in 2015.

The Foundation Council comprises six representatives of the SRG SSR (including the president and vice-president) who are nominated by the media corporation's director general, and humanitarian aid representatives, who are nominated either by Swiss Solidarity's partner relief organizations or strengthen the body as independent experts. Foundation Council members are not remunerated by Swiss Solidarity for their work but are entitled to compensation for actual expenses. The president of the project committees (COPRO-Int and COPRO-CH) and the managing director of Swiss Solidarity participate with consultative voice and a representative of the Swiss Agency for Development and Cooperation (SDC) as an observer.

### Members of the Foundation Council

- Ladina Heimgartner, SRG SSR / President
- François Besençon, SRG SSR / Vice-President
- Jürg Schöffler, SRG SSR
- Andrea Hemmi, SRF
- Stefania Verzasconi, RSI
- Manon Romero, RTS
- Vito Angelillo, Terre des hommes – Helping children worldwide
- Hugo Fasel, Caritas Switzerland
- Markus Mader, Swiss Red Cross
- Petra Schroeter, Handicap International
- Jim Ingram, Medair
- Gilles Carbonnier, independent representative, IHEID Geneva
- Hans-Peter Lenz, SDC / observer (until 30.5.2015)
- Andreas Huber, SDC / observer (since 1.6.2015)
- Tony Burgener, Swiss Solidarity Managing Director / advisory vote
- Göpf Berweger, President of the project committees «International» and «Switzerland» (until 30.6.2015) / advisory vote
- Beata Godenzi, President of the project committees «International» and «Switzerland» (since 1.7.2015) / advisory vote



#### Executive Committee of the Foundation Council

- Ladina Heimgartner, SRG SSR / President
- François Besençon, SRG SSR / Vice-President
- Jürg Schöffler, SRG SSR
- Vito Angelillo, Terre des hommes – Helping children worldwide
- Hugo Fasel, Caritas Switzerland
- Tony Burgener, Swiss Solidarity Managing Director / advisory vote
- Göpf Berweger, President of the COPRO-INT and COPRO-CH (until 31.6.2015) / advisory vote
- Beata Godenzi, President of the COPRO-INT and COPRO-CH (since 1.7.2015) / advisory vote

### 6.1.1 EXECUTIVE COMMITTEE OF THE FOUNDATION COUNCIL

The Foundation Council delegates some of the supervision and control over the management of Swiss Solidarity to the Executive Committee. Its members are appointed by the Foundation Council and comprise two representatives each of the SRG SSR and partner relief organizations, as well as the president of the Foundation Council. The managing director of Swiss Solidarity and the president of the project committees (COPRO-Int and COPRO-CH) participate in an advisory capacity. The Executive Committee convened five times in 2015.

## 6.2 INTERNATIONAL PROJECT COMMITTEE (COPRO-INT)

The International Project Committee (COPRO-Int) analyses in detail all projects submitted for funding by partner NGOs for foreign aid and decides on their relevance and conceptual and technical details of their implementation. In 2015, this body convened 9 times and analysed 67 projects. Projects funded with an amount of less than 200,000 francs are evaluated by the Project Department with the help of independent experts. The funding decision lies with the management, which approved 53 such projects in 2015.

The International Project Committee – whose members are appointed by the Foundation Council – is made up of independent experts for humanitarian aid, representatives of the partner relief organizations and the Swiss Solidarity management. It is chaired by an unaffiliated person. Beata Godenzi took over this position on 1 July. The outgoing president, Göpf Berweger, was in the post for over nine years and made a significant contribution to the advancement and professionalization of Swiss Solidarity's project work. His thorough expertise and committed yet sensitive committee management during his tenure – especially during the years spanning the major projects of the tsunami campaign – enabled him to make highly professional decisions that always took into account the needs of those affected. The Foundation Council, Project Committee and management thank him for his exemplary leadership.

Funding decisions take place in two steps in order to guarantee independence from the relief organizations represented within the committee: the COPRO-Int recommends projects for funding and the Decision-making Committee (COPRO-DEC) – comprising the president of the COPRO-Int, the Swiss Solidarity managing director and two experts with an advisory vote – takes the final decision.

Specialist committee members are remunerated by Swiss Solidarity for meetings and preparatory work at the usual industry rates. Relief organization representatives receive no such compensation. Meeting costs are borne by Swiss Solidarity.

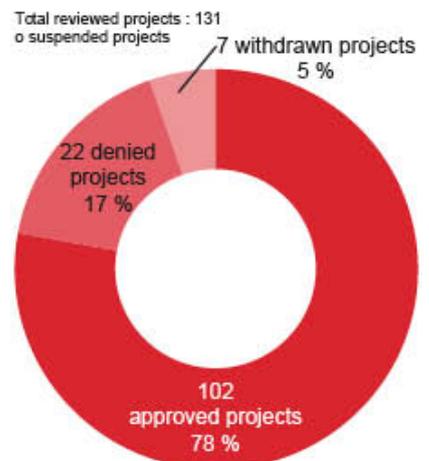
### International Project Committee (COPRO-INT)

- Göpf Berweger, President (until 30.6.2015)
- Beata Godenzi, President (since 1.7.2015)
- Tony Burgener, Swiss Solidarity Managing Director
- Ernst Lüber, Swiss Solidarity Head of Project Department
- Zoltan Doka, Solidar Suisse
- Anton Jöhr, Swiss Red Cross
- Nathalie Praz, Terre des hommes – child relief
- Anna Katharina Scheinberger, HEKS
- Bettina Bühler, Caritas Switzerland (until 28.2.2015)
- Paul Rüegg, Caritas Switzerland (since 1.3.2015)
- Gabriela Friedl & Katja Schobert, WASH specialists
- Félix Kuchler, medical specialist
- Marina Marinov, construction specialist
- Caroline Schlauffer, economics specialist
- Roland Schlachter, SDC / observer

### Decision-making committee (COPRO-INT / DEC)

- Göpf Berweger, President (until 30.6.2015)
- Beata Godenzi, President (since 1.7.2015)
- Tony Burgener, Swiss Solidarity Managing Director
- Ernst Lüber, Swiss Solidarity Head of Project Department / advisory vote
- Caroline Schlauffer, external specialist / advisory vote

### Reviewed projects in 2015 (in Switzerland and abroad)



## 6.3 PROJECT COMMITTEE SWITZERLAND (COPRO-CH)

The Project Committee Switzerland comes into operation during severe weather or disasters in Switzerland. It allocates selective, one-off financial assistance to affected individuals, organizations, small businesses and financially constrained municipalities.

Swiss Solidarity draws this funding from the «Natural Disasters Switzerland» fund, which was established in the wake of severe storms in 2000 and 2005. This still allows Swiss Solidarity to offer unbureaucratic aid to victims of severe weather when the scale of the disaster and media coverage is not large enough to warrant a dedicated appeal.

Requests for support may be submitted by individuals or – in the case of multiple affected parties – by municipal authorities via the Swiss Red Cross (Western Switzerland, including the Bern region and Valais) and Caritas Switzerland (Central and Eastern Switzerland and Ticino). They assess the applications for assistance and submit funding recommendations to Swiss Solidarity. The final decisions lie with the Project Committee Switzerland.

In 2015, the COPRO-CH convened once. The committee comprises representatives of the Swiss Solidarity management, three experts and one representative each from the Swiss Red Cross and Caritas Switzerland. The committee is headed by the same unaffiliated person as COPRO-Int.

### Project Committee Switzerland (COPRO-CH)

- Göpf Berweger, President (until 30.6.2015)
- Beata Godenzi, President (since 1.7.2015)
- Eric Bardou, specialist for environment and disaster management
- Hanspeter Bieri, specialist for insurance and legal matters
- Alexander Glatthard, specialist for public authorities and finances
- Christian Gut, Caritas Schweiz
- Josef Reinhardt, Swiss Red Cross
- Tony Burgener, Swiss Solidarity Managing Director
- Ernst Lüber, Swiss Solidarity Head of Project Department
- Fabienne Vermeulen, Head of Relief Switzerland

## 6.4 FINANCE AND INVESTMENT COMMITTEE (COGEFI)

The Finance and Investment Committee advises the Swiss Solidarity Foundation Council on all matters relating to financial investment. It moreover assesses the financial report and investment policies of Swiss Solidarity and watches over the investment and financial strategy. The COGEFI also monitors compliance with guidelines in regard to the foundation's financial activities.

The Foundation Council appoints the president of the Finance and Investment Committee. In addition there are three expert members who are also elected by the Foundation Council. Swiss Solidarity's managing director and head of finance always participate in committee meetings.

### Finance and Investment Committee (COGEFI)

- Jürg Schäffler, President
- Riccardo Pallich, independent expert
- Federico Perlingieri, independent expert
- Paul-André Sanglard, independent expert

#### Permanent seats :

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



© Swiss Solidarity / Corina Zanetti

## 6.5 MEDIA COMMITTEES

Swiss Solidarity's media committees are informal entities. Its members are the people responsible for communications at Swiss Solidarity, all partner relief organizations (Mediacom HW) and the SRG (Mediacom SRG SSR).

### **Partner relief organizations media committee**

The Mediacom HW allows Swiss Solidarity to coordinate its communication and fundraising efforts with its partners. In 2015, the committee convened twice, primarily to discuss the appeals for Nepal and refugees as well as a number of projects launched by Swiss Solidarity or one of its partners. Additionally to the media committee, the «Digital Media Group» also came together for the first time. At a one-day workshop, participants and specialists from the partner NGOs and Swiss Solidarity explored case studies and the latest trends in digital communication and fundraising, such as peer-to-peer initiatives and the benefits of newsletters.

### **SRG media committee**

In the Mediacom SRG SSR, Swiss Solidarity and the SRG business units share experiences regarding the organization of fundraising days, discuss general humanitarian topics and report transparently on the use of donations. Swiss Solidarity however does not influence the reporting of SRG journalists – whose independence is guaranteed – in any shape or form.



## 6.6 SWISS SOLIDARITY TEAM

### Management

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

### Project Department

- Ernst Lüber, Head of Project Department
- Manolo Caviezel, Project Officer
- Stephan Grosse Rüschkamp, Project Officer (until 30.6.2015)
- David Dandrès, Project Officer (since 01.10.2015)
- Irène Flückiger, Project Officer
- Fabienne Vermeulen, Head of Relief and Social Aid Switzerland
- Rahel Bucher, Projects Assistant
- Nicole Bagnoud, Assistant Social Aid Switzerland

### Communication

- Tony Burgener, Managing Director and Head of Communication
- Daniela Toupane, Communication Officer & Spokesperson German-speaking Switzerland
- Sophie Balbo, Communication Officer & Spokesperson French-speaking Switzerland
- Olivier Soret, Digital Officer
- Claudia Blaser, Communication Assistant
- Corina Zanetti, Communication Officer
- Rebecca Bühler, Digital Marketing & Social Media Intern
- German-speaking Switzerland / Zurich: Priska Spörri, Head of Public & Partner Relations
- Italian-speaking Switzerland: Eugenio Jelmini, Delegate

### Finance and Administration

- Catherine Baud-Lavigne, Deputy Managing Director, Head of Finance and Administration
- Graziella della Luce, Accounts Officer
- Corinne Mora, Administration Assistant
- Joëlle Hainaut, Administration Assistant
- Jodok Gschwendtner, Assistant for Logistics & IT
- Jasmine Stein, Junior Clerk

## 6.7 VOICES OF SWISS SOLIDARITY



On Swiss Solidarity's national fundraising days, the media, notably the SRG SSR, play a pivotal role in disseminating appeals for donations. The SRG radio programmes in each language region have nominated a presenter, or "voice" of Swiss Solidarity, who keeps listeners updated on fundraising appeals on national fundraising days.

In German-speaking Switzerland, SRF presenter Ladina Spiess (1) is the voice of Swiss Solidarity's national fundraising days. Until May 2015, the journalist produced the weekly radio format *Glückskette aktuell*, an integral part of the SRF1 Sunday schedule for many years. The programme reported directly from affected regions, giving a voice to both NGOs and beneficiaries and explaining how donations are being used. This was replaced by the *Doppelpunkt* programming in 2015. Thanks to the longer current format, the programme is now able to provide listeners with in-depth information on humanitarian issues and the work of Swiss Solidarity.



In French-speaking Switzerland, RTS radio and television presenter Jean-Marc Richard (2) has been the voice of the *Chaîne du Bonheur* on national fundraising days since 1997. He is also a regular presenter on humanitarian and social issues, including reporting on the use of Swiss Solidarity donations, in a number of RTS formats.



In Italian-speaking Switzerland, RSI's Carla Norghauer (3) presents the *Catena della Solidarietà* on national fundraising days and in Romansh-speaking Switzerland, Claudia Cathomen (4) is the voice of the *Chadaina da Fortuna*.

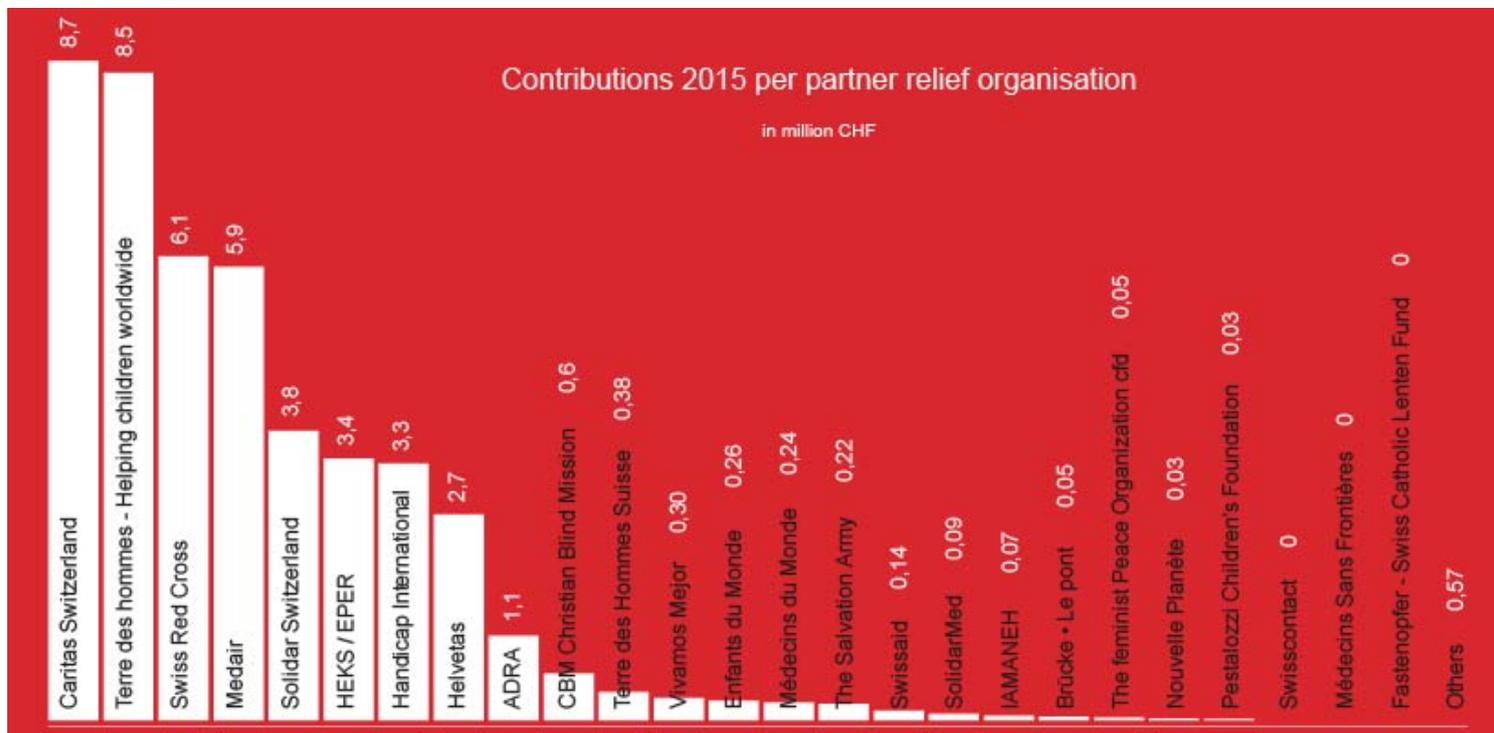




## 7. PARTNERSHIPS

Swiss Solidarity can rely on a well-functioning system of long-term partnerships. Assistance comes primarily from its supporting institution and media partner SRG SSR, which accompanies fundraising appeals with media coverage and personnel. Swiss Solidarity's accredited partner relief organizations play a key role after appeals, with 25 Swiss organizations implementing relief projects that are funded by the foundation.

Swiss Solidarity also works with other partners in specific areas. These include Swisscom, which has been supporting fundraising appeals with infrastructure and donations for several years.



## 7.1 PARTNER RELIEF ORGANISATIONS

Swiss Solidarity is accountable to its donors for the efficient and sustainable use of donations for the benefit of victims of natural disasters and conflicts. This is why the foundation works with carefully selected Swiss relief organizations that implement projects on the ground in compliance with stringent quality criteria.

In order to be recognized as partner relief organizations, NGOs must undergo a review by Swiss Solidarity every four years. Several criteria are taken into account. These include specialization in humanitarian and/or child aid, longstanding experience and established presence on the ground and regular, independent financial audits and project evaluations. An exemption allows non-accredited relief organizations to submit projects for funding if they operate in a region or field of expertise that is not covered by accredited NGOs. The latest addition as a recognized NGO is the children's rights organization Save the Children, accredited effective as per 1 January 2016.

Swiss Solidarity strives to ensure that its humanitarian aid always meets the highest standards and best practices. To this end, the foundation as part of its ongoing activities and assessments (for instance in workshops) undertakes to foster and encourage the sharing of expertise and knowledge between partner aid organizations in specific humanitarian areas. In 2015, the foundation organized a Partners Day devoted to «Technical Developments and Humanitarian Aid» and held several meetings with working groups on current and general topics such as «Disaster Risk Reduction».



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.



The Salvation Army manages social institutions, provides meals and consultations to disadvantaged people, runs second hand flea markets and provides support to refugees. In collaboration with local partners it supports development projects in various countries.



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.



## 7.2 SRG SSR

Swiss Solidarity started out in 1946 as a radio programme broadcast in Western Switzerland and was managed as part of the SRG for 37 years. In 1983, it was granted independence by the then SRG General Director Leo Schürmann.

Despite this independence, there is still a close relationship with the SRG in multiple respects. The SRG has six representatives in the Swiss Solidarity Foundation Council and appoints the president, vice-president and four further members. This allows the foundation to benefit from the media corporation's expertise and experience.

Additionally, the SRG provides centralized and comprehensive support, without which Swiss Solidarity's fundraising activities would be significantly more difficult and costly. In fact, no other platform generates a comparable volume of donations. On national fundraising days, the foundation is present on all four main SRG channels in all language regions. The media corporation also provides broadcasting studios, shows Swiss Solidarity's appeals for donations and raises awareness among the Swiss population for humanitarian emergencies.

The public service broadcaster also regularly reports on humanitarian issues, critically examines the use of donations and the work of Swiss Solidarity and gives a voice to NGOs and victims of natural disasters and conflicts. This also has an identity-forging effect that is in line with Switzerland's humanitarian tradition, neutrality and solidarity.

There were four fundraising appeals in 2015 – for Nepal, for refugees, the #TogetherForSyria campaign and «Jeder Rappen zählt» (*Every penny counts*) – all of which were supported by the SRG. The themed fundraiser *Jeder Rappen zählt* in particular enjoys substantial organizational support, including special programmes, by the public service provider. SRF representatives also travelled to Columbia to familiarize themselves on the ground with the work of Swiss Solidarity and its partner NGOs.



### 7.3 SWISSCOM

Swisscom is a long-time partner, supporting Swiss Solidarity's operations by putting its services at the foundation's disposal. On national fundraising days, Swisscom provides the necessary infrastructure (such as telephone lines and the free phone number 0800 87 07 07) that enables donors to call appeal centres and pledge donations. This support represents a significant contribution to the foundation's operational costs.

In 2015, Swiss Solidarity could count on the telecom provider's support in two campaigns. On 5 May and 15 September, Swisscom provided 130 telephone lines in 4 appeal centres.

Moreover, Swisscom gives financial support to Swiss Solidarity's humanitarian aid. The company also involves its workforce in fundraising campaigns – Swisscom employees donated more than 100,000 francs to the campaign for refugees, which the company doubled, as a matching gift, to 200,000 francs.



## 7.4 EMERGENCY APPEALS ALLIANCE

Joining forces often yields better results than doing work alone. This also applies to fundraising activities for humanitarian disasters, where collective appeals for donations and partnerships with the media and the private sector prove advantageous. As part of the «Emergency Appeals Alliance» (EAA) launched in 2008, Swiss Solidarity has teamed up with nine similar organizations in various countries. Besides sharing knowledge and experience on issues such as joint fundraising appeals, best practices in humanitarian aid or organizational governance, the alliance also seeks to establish itself as a point of contact for the international media and the private sector.

In 2015, the EAA adopted a new visual identity with its own logo and website. The alliance – which was presided over by Swiss Solidarity in 2015 – also welcomed two new members, Japan and Austria. In addition to the regular annual meeting, the ten organizations also came together on the occasion of Swiss Solidarity's Partners Day. Both the EAA members and the Swiss partner relief organizations took this opportunity to share expertise and establish new contacts. In 2016, the EAA aims, in particular, to further expand and professionalise coordination within the group.

## 7.5 OTHER PARTNERS

Swiss Solidarity could also count on the support of several other partners in 2015. The following list is not exhaustive:

- **Private radio stations:** Participated in the media trip to Nepal and all national fundraising days. The private radio stations demonstrate exemplary commitment and assist Swiss Solidarity with fundraising appeals and in rendering accountability to donors.
- **Swiss Post:** Made Swiss Solidarity payment slips available at all post offices throughout the year and gave the public the opportunity to donate at post office cash points during appeals.
- **Banque Cantonale Vaudoise:** Supported the operations budget and provided expertise.
- **Auditors Mazars:** Supported the operations budget and provided expertise.
- **Keystone:** Supported several fundraising appeals by offering free choice of topical images from disaster and crisis regions.
- **Swiss TXT:** Supported all fundraising appeals.
- **Migros:** The retailer's customers donated 5625 francs from redeemable Cumulus loyalty programme points, which Swiss Solidarity gave to the beneficiaries *Le Trialogue* (Geneva) and *Jobdach, Obdach Notschlafstelle* (Luzern).

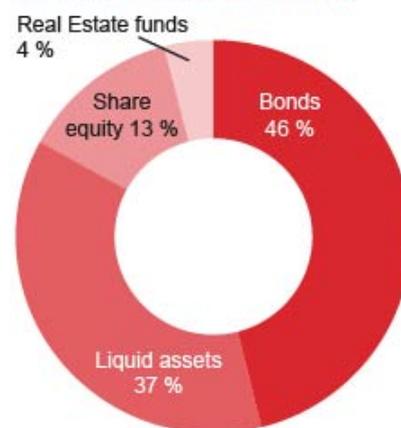
## 8. FINANCIAL STRATEGY

As it does every year before putting the entrusted funds to good use, Swiss Solidarity invests them with a range of financial institutions. The financial strategy for 2011 to 2015, approved and controlled by the Financial Management Committee (COGEFI), has proven itself with regard to Swiss Solidarity's mission and was reaffirmed in the reporting period and extended until 2020. Its key objectives are prudence, diversification and capital preservation. By opting for full transparency, the foundation aims to ensure that it always has the liquid assets required to fund ongoing projects, while generating some revenue to cover operating expenses as far as possible. In the event that these expenses cannot be fully covered, the organization may draw from its reserves or use a maximum of 5% of donations from major campaigns.

Risks are minimized and continuously monitored by the management and two financial consulting firms (1875 Finances and PPC Metrics). The managed assets are 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). The latter was invested with two financial institutions. The organization has moreover invested a total of 2.5 million francs in two microfinance funds (Blue Orchard and Symbiotics).

The 2015 financial result was not sufficient to cover Swiss Solidarity's operating costs. This is primarily due to the volatile financial environment, and in particular to the Swiss National Bank's abandonment of the minimum euro exchange rate in early 2015. Net expenditure amounted to 3,783,255 francs, the financial result to 435,744 francs. In accordance with a ruling by the Foundation Council, the shortfall was covered by withdrawing 2.5% or 1,059,454 francs from the "Typhoon Haiyan" fund and releasing part of the reserves in the amount of 2,300,000 francs. The February 2016 audit report by Mazars SA contained no specific comments.

Distribution of assets 2015



## IMPRINT

Swiss Solidarity is a foundation, started as an initiative of

**SRG SSR**

Partnership & collaboration



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