

# Partnerships for people in need

How you can support us





**End poverty in all its forms everywhere**



**Ensure healthy lives and promote well-being for all at all ages**



**Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**



**Collaboration between the private sector and aid organizations**

**Cover photo** Volunteering for "2 × Christmas". Business representatives such as Philipp Wyss (CEO Coop) unpack incoming parcels.

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**Images** © SRC

**Design** Design, SRC

# Assuming responsibility

Dear Reader,

On 25 September 2015, the United Nations officially adopted Agenda 2030 for Sustainable Development. It is an action plan for the people, the planet, and the well-being of our civilization. The plan contains 17 goals and is intended to finish what the previous millennium development goals did not achieve.

The United Nations itself estimates that 2,500 billion US dollars of investment per year is needed to achieve the 17 goals by 2030. But countries around the world are currently only spending around 130 to 150 billion dollars a year.

That represents a huge shortfall. A shortfall that countries, corporations, aid organizations and civil society can only overcome together.

For business, achieving these goals will open up market opportunities worth 12 billion dollars, according to a report by the Business and Sustainable Development Commission. 30 CEOs of international corporations are members of this Commission. These CEOs fear that there will no longer be a viable world in which to do business if we fail to achieve these goals.

Here at the Swiss Red Cross, we have firmly enshrined the 17 goals into our strategy and are pursuing at least one goal in each of our activities. We would like to call on you to do the same and help us in our mission.

We are also personally involved through our purchasing decisions, as community stakeholders and in our commitment towards particularly vulnerable people and nature.



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Let's put an end to poverty in all its forms and dimensions, achieve health for all and tackle the challenges of climate change.

The Swiss Red Cross has many years of experience in close partnerships with corporations. Together we can make a contribution that will shape the future of our society for good.

We look forward to collaborating with you.

A handwritten signature in blue ink, which appears to read 'Zeltner', written in a cursive style.

**Thomas Zeltner**  
President

# Official partners

An “official partnership” is our closest form of cooperation. In this type of outstanding, exclusive partnership, we work with companies in core sectors and facilitate humanitarian and social projects.

We strengthen communication between our partners and offer a strategic dialogue at executive committee and board level. To tap into the potential for both sides, we conclude these partnerships for a minimum of three years.

An account manager provides advice and support for the duration of the partnership, which we conclude with you for a sum of CHF 300,000 or more per year.

In an “official partnership” characterized by sustainability and long-term nature, we can focus more closely on ways of creating shared value as well as identifying and strengthening links between social and business advancement. Joint strategic developments are possible within such partnerships.

Official partners benefit from widespread use of logo, involvement in our own campaigns, and shared communication activities.

“Our partnership is based on the conviction that people in need should be helped. The Red Cross's experience, global network and values guarantee that it can take unconditional and unbureaucratic action to help those affected by disasters.”

**Jörg Reinhardt**  
Chairman of the Board of Directors,  
Novartis



We are currently working in long-standing “official partnerships” with



## Your benefits

- You are given the title of “official partner of the Swiss Red Cross” and can use this in your communication
- Industry exclusivity as an “official partner”
- Comprehensive communication services
- Strategic dialogue at management level
- Selected area of support

## Project partners

**As a partner for the implementation of the Sustainable Development Goals, we support your company in fulfilling its role as a responsible stakeholder in the community and beyond. As a project partner, you support the social or humanitarian work carried out by the Swiss Red Cross. We support you in the form of communication-based services, reports and, depending on the amount contributed, with the use of our logo in project-related communication.**

"We want to impact healthcare in Switzerland persistently and sustainably. As a project partner, we work with the SRC to support caring relatives who are at the front line of medical care. Together, we can overcome the huge hurdles faced by healthcare in the future too."

**Emelie Dorlin**  
Senior Manager Community Impact,  
Johnson & Johnson



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## Your benefits

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You support a selected initiative in Switzerland or abroad

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As a project partner, you are given the title of "project partner of the Swiss Red Cross" and can use this in your communication

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Depending on the amount contributed, we communicate the partnership on our website and in articles in the "Humanité" magazine. We also integrate your corporation into social media activities as well as additional campaigns and initiatives

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We provide you with content and reports for your own communications

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As a project partner, you undertake to support us by contributing at least CHF 25,000 for three years.

We help corporate foundations fulfil their purpose to the greatest possible extent.

Within Switzerland, we focus on services that provide day-to-day support, and on healthcare, education, integration and migration. These services are often provided by our cantonal associations. We provide advice and support on establishing partnerships with the cantonal associations.



## Commercial partners

You hold cause-related marketing campaigns jointly with us. These promotions are particularly credible if the product or service fits in with the principles of the Red Cross. These campaigns have a limited duration. As a partner, you pledge to give us a contractually fixed percentage per unit sold. Irrespective of how the campaign progresses, you guarantee a minimum contribution of CHF 10,000.

“Hansaplast and the SRC are working together to disseminate first aid knowledge. This has resulted in the wound care kit for at home and out and about. We support the SRC with 2 francs for every kit purchased.”

**Katrin Koller**

Senior Business Development Manager,  
Beiersdorf



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### Your benefits

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We jointly develop the look

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Our logo on your product or service

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We reference the promotion in our communication

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Numerous situations every day can result in small cuts, scratches, abrasions or blisters. Hansaplast provides help here on two fronts: For every wound care kit purchased, 2 francs go to the Swiss Red Cross.

## Event sponsorship

Some 500 guests from the worlds of business, politics, culture and society attend the exclusive Red Cross Ball in Geneva every year. Around a further 200 invited guests gather at the annual Red Cross Gala, which alternates between Zurich and St. Moritz, as well as at the recently added Red Cross Gala in Gstaad. A committee of volunteers with excellent social and business connections organizes these renowned charity events. As a sponsoring partner, you gain access to a privileged and exclusive audience and support national and international Swiss Red Cross humanitarian projects through your commitment, thereby also making a significant contribution to greater humanity.

"I give my time voluntarily to the Red Cross because I know that my work is specifically helping aid projects. Through our sponsorship, we pave the way for a successful event."

**Marianne Walde**

Co-founder and Member of the Board of Directors, Walde Immobilien AG  
Member of the St. Moritz Gala Organizing Committee



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## Your benefits

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As a main sponsor, you benefit from extensive visibility and editorial coverage

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Additional levels of sponsorship are available

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Invite customers to an event and cultivate your network

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Present auction prizes to a sophisticated customer segment

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High profile in traditional media such as television and magazines, as well as on social media

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We would be delighted to send you our sponsorship documentation.



Logo visibility and red carpet:  
At the Swiss Red Cross Ball and the Swiss Red Cross Galas, you can present your humanitarian commitment in exclusive surroundings.





During the coronavirus crisis, companies involved corporate volunteers in their activities to help elderly people in particular.



# Employee engagement

**Corporations are looking for meaningful voluntary work for their employees. We provide assignments and opportunities that enable your employees to support the most vulnerable members of our society.**

## Employee giving

When disasters strike, many people feel the need to help and donate.

You can increase your employees' involvement by launching company-wide donation collections. Collections are particularly successful if companies double the final amount or increase it in some other way.

## Mapathon

At a mapathon event, employees use OpenStreetMap to map previously uncharted buildings and roads in regions where humanitarian work is taking place. We hold these events virtually, assist your employees with the mapping and provide an insight into our work. You donate CHF 1,000 per mapathon event.

## "2 x Christmas"

The "2 x Christmas" campaign helps to share and pass on the joy of Christmas giving. As part of a corporate volunteering initiative, volunteers spend a day at the Swiss Red Cross premises in Wabern opening parcels, checking them and sorting them. We provide refreshments and lunch, you donate CHF 10,000 per day to "2 x Christmas".

## Blood donation campaigns

Under certain conditions, your company can support blood donation campaigns.

## Sale of jewellery

Under our "Old gold for sight" campaign, we are collecting jewellery and gold teeth and using the proceeds to fund ophthalmic offerings abroad. You can help us: Organize a jewellery sale at your workplace and call on your colleagues to also donate jewellery. By donating or purchasing jewellery from the current range, you can give someone the gift of sight – and new prospects for the future.

## Sponsored runs

Sponsored runs are good for team building, promote employee health and generate valuable donations for humanitarian work. For sponsored runs, we provide the [actnow.redcross.ch](https://actnow.redcross.ch) platform on which you and your employees can launch your own campaigns and collect donations independently.

## Your benefits

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Digital donation platform – for global corporations as well

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We set up an online giving page in line with your exact requirements

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We look after the administration and confirmation of employee donations

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Benefit from volunteering to strengthen team spirit

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Search, rescue and assistance. Without volunteers, the rescue organizations of the Swiss Red Cross would not be able to provide impactful help.



## For a whole life

Swiss Red Cross employees and volunteers work to prevent and alleviate human suffering in Switzerland and abroad.

They safeguard people's health, lives and dignity, while constantly abiding by the seven Fundamental Principles of the Red Cross and Red Crescent movement: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Around 50,000 volunteers work for the Red Cross in Switzerland. In addition to the national headquarters, there are 24 cantonal associations, four rescue organizations, Swiss Transfusion and the SRC Humanitarian Foundation. Together, these organizations employ almost 5,300 members of staff.

### Switzerland

The Red Cross offers support for everyday living, education and health, migration and integration, and rescues people in need.

Services offered to families include childcare in their homes, a babysitter referral service and the distribution of groceries donated as part of the "2 x Christmas" campaign. The Red Cross provides assistance for elderly people in the form of its visiting and support service, respite care, emergency hotline service and transport service.

The Red Cross is responsible for the supply of donor blood in Switzerland, gives advice to people making living wills, supports refugees, and enables foreign nationals to seek work in the healthcare sector by providing a verification service for qualifications from other countries.

The Red Cross is one of Switzerland's largest suppliers of informal training, offering courses in first aid, babysitting, an SRC care assistant course and cantonal association courses for the general public.

The Swiss Samaritans, the REDOG search and rescue dogs association, the SMSV military first aid association and the SLRG lifesaving association all rescue people in need.

"Corporate partners help the Red Cross provide services for particularly vulnerable people throughout the country."

**Lukas Sallmann**

Member of the Swiss Red Cross Executive Board,  
Head of Marketing and Communication



## Abroad

The Swiss Red Cross works in around 30 countries to improve the long-term health of the local population. Together with national Red Cross and Red Crescent societies, we strengthen basic medical care in disadvantaged areas, conduct prevention campaigns, improve access to drinking water and build sanitation facilities. We also support the creation of blood donation services, run eye-care programmes and train healthcare personnel. By training local Red Cross volunteers, the SRC ensures that knowledge is retained in villages.

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The Red Cross provides emergency aid in the case of natural disasters and violent conflicts. It supplies tents, vital household supplies and medicines, and coordinates with the International Federation of Red Cross and Red Crescent Societies to dispatch logistics specialists and medical personnel. During reconstruction work, we make sure that the houses, schools and healthcare centres built by local people are weatherproof and earthquake-resistant. This helps to equip the population to deal with possible disasters in the future.

## Finance

Headquarters finances one third of its extensive activities from donations and contributions from corporations and foundations, one third from service mandates with the Swiss Confederation and one third from (self-) generated revenue.

### Part of the world's largest humanitarian movement

The Swiss Red Cross is part of the international Red Cross and Red Crescent movement, the largest humanitarian network in the world. 192 national societies belong to this movement, and are united under the umbrella of the International Federation of Red Cross and Red Crescent Societies (IFRC).

Within the movement, the humanitarian mission of the International Committee of the Red Cross (ICRC) consists of protecting the lives and dignity of victims of armed conflict and alleviating human suffering through the dissemination of humanitarian principles and humanitarian law. Almost 100 million people worldwide work voluntarily for the Red Cross and Red Crescent.



"For rapid help when disaster strikes, we depend on corporations to donate quickly and straightforwardly."

#### Beatrice Weber

Head of Disaster Management Division,  
Swiss Red Cross





Clean water is a major component for health. Moles Vuma uses the water point that we built together with the Malawian Red Cross in Maganjira.



## A strong brand with an excellent image

The Swiss Red Cross is one of the top brands in Switzerland. According to Havas Brand Predictor 2018, the "SRC" brand is the most trusted aid organization brand in Switzerland.

Our brand has the best recognition values amongst charity organizations (Swissfundraising Image Barometer 2022), with an unaided recall rating of 40.8 percent and an aided recall rating of 99 percent.

"Companies are valuable and vital for us. We have been working closely with the private sector for many years now. We champion the social commitment of our partners in a very credible and enthusiastic manner. Together, we contribute towards a positive image transfer and a better world."

**Karolina Frischkopf**  
Deputy Director  
Swiss Red Cross



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We're working in Switzerland and around 30 other countries. Our aim is to maintain, promote or restore people's health.



The Red Cross is prepared in the event of a disaster. With 14 million volunteers, it's at work worldwide before, during and after disasters.



Search and rescue: First aid in emergencies with our four rescue organizations: the Swiss Samaritans, the REDOG search and rescue dogs association, the SMSV military first aid association and the SLRG lifesaving association.



We monitor developments in the area of migration and work to support and protect refugees.



# The Swiss Red Cross – a strong partner

**We look forward to developing a partnership programme with you that is tailored to meet your individual needs. Please get in touch with us.**

**Swiss Red Cross**

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**What you can rely on:**

- Careful, targeted use of funds
- Transparent reporting
- Tax-deductible donations
- Financial reporting standard:  
Swiss GAAP FER
- Zewo certified
- Implementation partner for the UN Sustainable Development Goals (SDG)
- Part of the world's largest humanitarian movement
- Contact for companies in Switzerland with a national presence, liaising with cantonal associations and/or rescue organizations.
- Global account management for partnerships with other National Societies, the Federation (IFRC) and the ICRC for all Swiss companies.
- Account management with a dedicated contact

