



# Annual Report 2017

DOING IT TOGETHER

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### Cover picture:

*Happy mother with her three children near Arusha, through helping-hands of Blue Cross Tanzania*

### Picture page 16:

*Mother with her child at Blue Cross Madagascar*

## Message from the President and the General Secretary

Last year, the Blue Cross celebrated its 140th anniversary since being founded by Pastor Louis-Lucien Rochat. We are thankful to the 40 member organisations in 38 countries that continue his legacy. Blue Crosses run a variety of innovative services for homeless, unemployed and marginalized people facilitated by more than 5,000 Blue Cross employees and 10,000 volunteers worldwide. Additionally, 20 organisations provide drug and alcohol prevention activities, and we have 17 treatment programs and 20 countries offer self-help and counselling services.

The IBC Development and Cooperation programmes have entered a new phase: 2017-2020 mandate. The overall goal is the development of life skills competences for young people to lead them towards healthy, educated, self-determined adulthood. Our pro-

gramme in the Republic of Chad and the Republic of Congo reaches 26,746 young people in 31 schools and 12 mototaxi sites, and there is a vast number of indirect beneficiaries such as family and friends. Various national alcohol policy advocacy activities complement the programme.

Dear supporter, IBC needs your continued commitment. Our relationship with donors and members is critical to ensuring best practice and enabling finance reaches some of the world's most vulnerable people. The ZEWO certificate sets high fundraising and reporting standards to ensure that your donations are used well. We want to express deep gratitude to our generous funders who have made this work possible. Furthermore, many of you have made a personal commitment to support IBC and we wholeheartedly thank you for your time, expertise and donations – we can all act as ambassadors for IBC!

Finally, we want to thank the Network Committee and the Secretariat staff for their excellent work. We express sincere gratitude to our partners and Blue Cross professionals for their contributions, as well as all volunteers for their indispensable availability and selfless service.

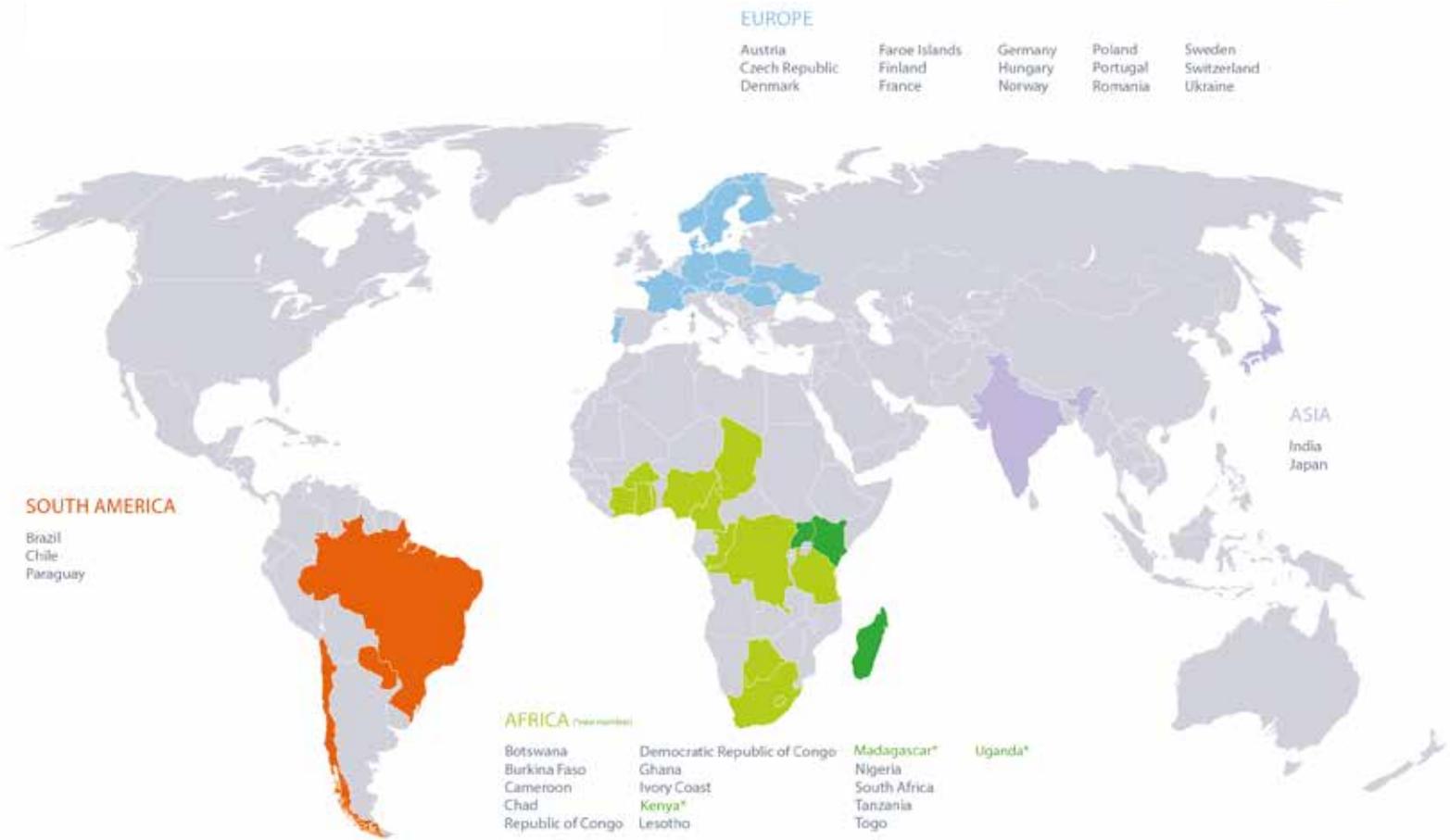


**Dr. Albert Moukolo**  
President



**Anne Babb**  
General Secretary

# International Blue Cross members world-wide



## IBC Programme Focus: Life Skills for Youth

Anja Tuchtenhagen

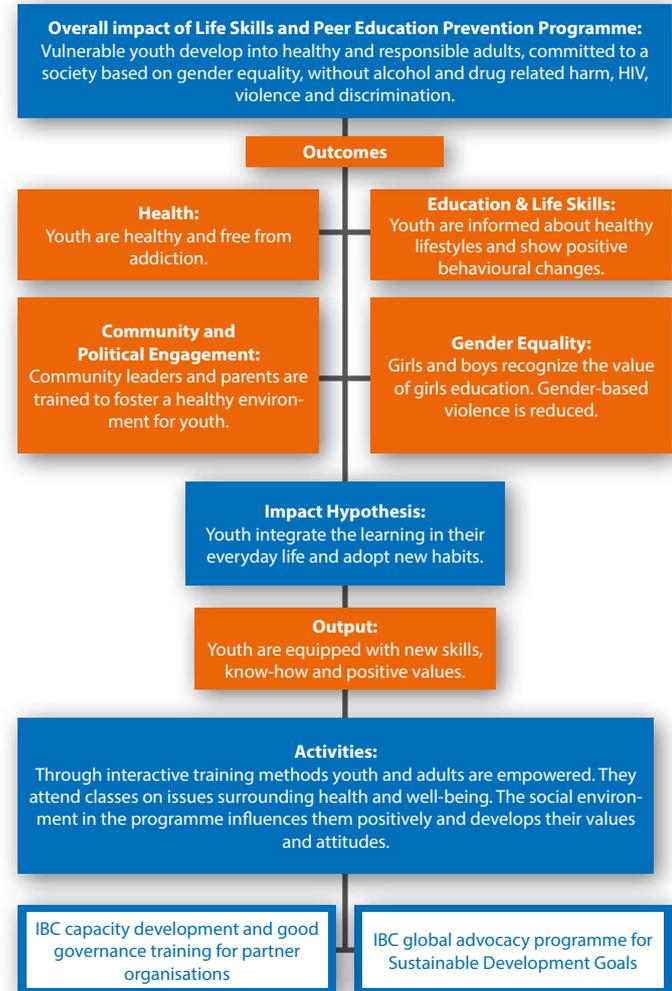
IBC has successfully implemented a Life Skills Programme in Africa since 2013. It was developed by Blue Cross pedagogical experts and is adapted to individual country contexts. Programme activities consist of three main approaches, incorporating themes of health, social and educational work.

The **Life Skills Approach** encompasses the implementation of life skills sessions in schools or other venues in which participants develop social competencies such as communication skills, self-awareness and analytical thinking. This helps them to solve problems and build awareness of the effects and dangers of alcohol, drugs and HIV/AIDS. The training is based on active 'self-learning' to enable personal development and prevent health and social problems.

The **Peer Education Approach** describes the training of youth coaches as multipliers, by sharing what they learn in the life skills sessions with their peers. They receive specific training to encourage their peers to develop sustainable healthy behavioural patterns.

An integral part of the Life Skills Programme is the close **cooperation with local educational authorities and the media**. IBC also involves parents and community leaders in order to limit young people's access to alcohol and drugs and to reduce the risk of substance abuse.

The programme is currently implemented in the Republic of Congo and Chad, with plans to expand to Togo and Tanzania.



## IBC Programme, spotlight on: Republic of Congo

The year 2017 in figures

**16**  
schools in  
Brazzaville took  
part in the  
programme

**10,350**  
youth partici-  
pated in  
prevention  
activities

**56**  
awareness raising  
seminars for youth  
and general public  
held

**26**  
peer educators  
trained to pass on  
their skills to their  
peers

**550**  
youth  
reached by  
peer  
educators

**2**  
big lobby  
events  
held



*Life Skills-session in a school in the capital Brazzaville*

## IBC Programme, spotlight on: Republic of Chad

The year 2017 in figures

**1,800**

parents,  
teachers and com-  
munity leaders  
sensitized

At **27** venues,  
Life Skills  
Sessions held

**34**

youth  
sensitized to  
gender based  
violence

**93**

peer  
educators trained  
and actively  
engaged

**8**

members  
of the Blue Cross  
Chad staff  
trained

**32**

motor taxi  
drivers trained  
as peer  
educators



*Educated motor taxi drivers in the capital of NDjamena*

## KIDS Support Groups – Helping children of alcohol addicts in Brazil

Alcohol addiction is widespread in Brazil: 11.7 million people are affected, or roughly 5% of the population. Many children suffer from neglect and violence as a result of their parents' alcohol consumption, and they have to assume responsibilities at home from an early age more commonly than children in socially healthy families. Most of them suffer from a lack of emotional support and stability and are more likely to become alcohol addicts themselves.

### Parent's therapy and children's prevention

In order to support children in coping with the situation, the Blue Cross of Brazil has establis-

hed KIDS Support Groups, a prevention programme for children of alcohol-dependent parents. At weekly meetings, while their parents are attending therapeutic sessions, children are encouraged to talk in a child friendly context about their problems. Blue Cross teachers support them in developing coping mechanisms and prevent them from sliding into alcohol or drug dependence themselves.

### Successes and experiences

Through the KIDS Support Groups, children are able to acquire a more positive outlook on life. Every year, new support groups are being es-

tablished throughout the country, and today, around 400 children participate in 30 weekly KIDS Support Groups in different regions of Brazil. The programme has motivated many alcohol addicted parents to join self-help groups; they came to appreciate that while attending self-help sessions, their children are being cared for too.



*„We say no to alcohol and drugs“ –  
KIDS Support Group in action*

## Snapshot from Member Organizations

Sonja Pönisch

### Northern Europe – Blue Cross Denmark



*Crown princess Mary at the 20-year celebration of TUBA at Blue Cross Denmark*

#### **TUBA: 20 years youth counselling**

TUBA (Terapi og rådgivning for **U**nge, som er **B**ørn af **A**lkoholmisbrugere) celebrated a big milestone in 2017: its 20 year anniversary!

The organization, which is part of Blue Cross Denmark, was founded in Copenhagen in 1997 to support young people affected by their pa-

rent's alcohol abuse. Over the years, TUBA has developed into a therapeutic counseling service, offering free and anonymous support to young people between 14 and 35 years old. In the sessions, young adults have the opportunity to tell their stories and share their experiences with people who are in similar situations.

"In a short time our program became well known and many people sought our help," TUBA founder, Alex Kastrup Nielsen, said. Today, TUBA runs 27 local departments across the country in cooperation with the Danish municipalities.

On 3 November, TUBA hosted an event in the Playhouse of the Royal Theatre in Copenhagen which was attended by Mary, the Crown Princess of Denmark, and Social Minister, Mai Mercado. It was a fantastic afternoon with speeches and touching tales from some of the people who have been helped by TUBA.

### Eastern Europe – Blue Cross Poland



*Staff of Blue Cross Poland present their work on a local event*

Blue Cross Poland's aim is to offer treatment to people who struggle with substance abuse as well as those with behavioural addictions – two forms of addiction which often go hand in hand. To learn more about how they interact with one another, Blue Cross carries out research under the supervision of Silesian Medical University at nine therapy centres (non BC-centres) in Poland.

Blue Cross Poland runs several professional addiction therapy centres in the South of the country. Services offered includes support for people with gambling and gaming problems,

## Snapshot from Member Organizations

### Eastern Africa – Blue Cross in Uganda (Ring of Hope)

accompanying them when taking their first steps on the long path towards recovery. BC Poland also helps those who share their life with an addicted family member, friend or partner to prevent co-dependency, and helps adult children of alcoholics to learn positive parenting and people skills.

In 2017, BC Poland launched several new initiatives. They started training addiction therapists on “Behavioural Addiction” to identify and help change potentially self-destructive or unhealthy behaviors such as gambling and substance abuse. They also launched “Programs for drink reduction” to reach those who abuse alcohol but are not yet addicted, and the team organized a regional conference with the title, “Sex addiction as a threat to society”. Additionally, a Digital Library on behavioural addiction was launched; in short films, therapists, doctors and psychologists explain what these addictions are, and show ways to prevent them and advise who to consult for help.

Last year, the International Blue Cross was proud to welcome Ring of Hope (ROH) as a new member. ROH has been one of the leading organizations in Uganda promoting treatment and support for people with substance use disorders in Uganda since 2008.

Uganda has the highest alcohol consumption rate in Africa, with an average of 11.8 l of alcohol consumed per capita (WHO, 2016). As a result, there are high rates of social problems such as domestic violence, poverty, crime, road accidents and health problems including HIV.

There are insufficient resources to serve the needs of the increasing number of addicts; the government runs one treatment and rehabilitation center to serve the whole country which has a population of 34 million, of which almost two million show harmful drinking behavior.

Therefore, ROH services focus on prevention and treatment services.



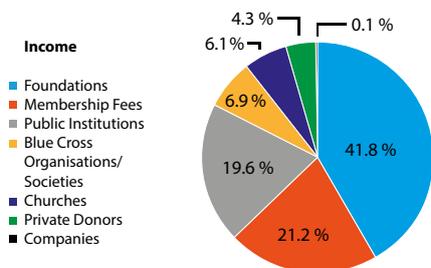
**Prevention programme 2017:** ROH organizes activities for street children. Activities are held in schools, slum areas for the poorest population and in communities which produce unregulated alcohol. ROH continuously encourages youth to engage in sports activities and games as an alternative way of enjoying leisure time. In addition, educational support is provided for children of addicts.

**Treatment programme:** ROH runs outpatient home-based treatment for people who are severely addicted to alcohol as well as other drugs, and a residential rehabilitation center – the only one in the Eastern part of Uganda. Clients can be admitted to the treatment center for up to three to four months, depending on the severity of addiction and need for rehabilitation. Outpatients receive weekly therapeutic meetings which encourage recovery and supports them to maintain sobriety.

# Abridged Version of the Financial Statements based on Swiss GAAP FER 21

## BALANCE SHEET

	31.12.2017 CHF	31.12.2016 CHF
<b>Assets</b>		
<b>Total Fixed assets</b>	<b>1,164,089.75</b>	<b>991,738.69</b>
Cash and cash equivalents	985,350.93	895,177.22
Short-term receivables	140,207.23	43,318.76
Accrued assets	35,375.29	51,271.41
<b>Total Current assets</b>	<b>1,160,933.45</b>	<b>989,767.39</b>
Furniture and equipment	3,156.30	1,971.30
<b>Total Fixed assets</b>	<b>3,156.30</b>	<b>1,971.30</b>



	31.12.2017 CHF	31.12.2016 CHF
<b>Liabilities and equity</b>		
<b>Total Liabilities and equity</b>	<b>1,164,089.75</b>	<b>991,738.69</b>
Trade accounts payable	31,299.35	5,298.75
Other liabilities	20,000.00	0.00
Deferrals	27,915.28	41,346.16
<b>Total Current liabilities</b>	<b>79,214.63</b>	<b>46,644.91</b>
Chad	0.00	32,288.47
Congo Brazzaville	0.00	9,804.25
Brasil	0.00	0.00
Eastern Europe	8,247.06	7,147.06
General Assembly	0.00	0.00
Lesotho	0.00	0.00
Denmark, Finland, Greenland	2,265.21	286.12
Lifeskills program	194,280.96	0.00
<b>Total Funds</b>	<b>204,793.23</b>	<b>49,525.90</b>
Paid in capital	433.25	433.25
General reserve	10,000.00	10,000.00
Organisation reserve	315,249.67	315,249.67
Solidarité	331,300.66	331,300.66
Organisational Development	223,098.31	238,584.30
Retained earnings Balance from prior year	0.00	-1,227.95
Result for the year	0.00	1,227.95
<b>Total Equity</b>	<b>880,081.89</b>	<b>895,567.88</b>

# Abridged Version of the Financial Statements based on Swiss GAAP FER 21

## INCOME STATEMENT

Income	2017 CHF	2016 CHF
Membership contributions	156,377.15	155,667.92
Donations and contributions	582,656.29	309,200.12
Other income	773.11	80,845.40
<b>Total Income</b>	<b>739,806.55</b>	<b>545,713.44</b>

### Expenses

Projects	-381,672.46	-377,238.29
<b>Direct project expenses</b>	<b>-381,672.46</b>	<b>-377,238.29</b>

Personnel expenses	-108,045.57	-186,742.59
Travel and representation expenses	-6,874.00	-1,668.05
Rental expenses	-12,404.72	-14,847.60
Maintenance IT expenses	-4,018.92	-3,498.41
Administrative expenses	-11,181.42	-8,317.84
Fundraising expenses	-41,449.00	-36,227.81
Depreciation	-2,069.00	-1,544.00
<b>Expenses General Secretariat</b>	<b>-186,042.63</b>	<b>-252,846.30</b>

Travel and representation expenses	-19,012.50	-19,219.91
Administrative expenses	-2,174.45	-912.90
Provision for General Assembly 2020	-20,000.00	0.00
Expenditures General Assembly 2016	0.00	-21,014.13
Adjustment of value membership fees	0.00	630.45
<b>Expenses Federation</b>	<b>-41,186.95</b>	<b>-40,516.49</b>

<b>Total Expenses</b>	<b>-608,902.04</b>	<b>-671,861.98</b>
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<b>Operating result</b>	<b>130,904.51</b>	<b>-124,887.64</b>
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Financial income incl. foreign exchange profit	9,368.80	5,853.47
Financial cost incl. foreign exchange loss	-491.97	-1,573.46
<b>Financial result</b>	<b>8,876.83</b>	<b>4,280.01</b>

<b>Operating result before changes in funds</b>	<b>139,781.34</b>	<b>-120,607.63</b>
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Allocation to project funds	-466,539.11	-261,275.95
Withdrawal from project funds	311,271.78	313,822.12
<b>Funds result</b>	<b>-155,267.33</b>	<b>52,546.17</b>

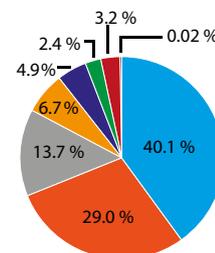
<b>Result before allocation</b>	<b>-15,485.99</b>	<b>-68,061.46</b>
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Withdrawal from organ. development fund	15,485.99	69,289.41
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<b>Result for the year</b>	<b>0.00</b>	<b>1,227.95</b>
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### Expenses

- CHAD – Life Skills
- CONGO – Life Skills
- Organisational Development
- Alcohol Policy
- BRAZIL – KIDS support
- EUROPE – Life Skills Exchange
- Trainings
- TOGO/TANZANIA – Project preparation



## Audit Report 2017

The Financial Statements 2017 have been prepared according to Swiss GAAP FER, in particular standard 21 „The accounting for charitable, social non-profit organisations“. BDO AG, as statutory auditor, has examined the Financial Statements, including the projects shown in the graphic on this page.

The examination was conducted in accordance with the Swiss Standard on Limited Statutory Examination. This standard requires that the examination is planned and performed to identify material misstatements in the Financial Statements.

Based on the limited statutory examination, nothing has come to the statutory auditor's attention that causes him to believe that the Financial Statements of International Blue Cross do not give a true and fair view of the financial position, the results of operations, and the cash flows in accordance with Swiss GAAP FER, or do not comply with Swiss law and the association's article of incorporation.



**Brasil**  
Kids support



**Chad**  
Life skills



**Congo**  
Life skills



**Togo/Tanzania**  
Project preparation

Numerous activities could be realized due to your support. Thank you!



**Alcohol**  
policy



**Trainings**



**Europe**  
Life Skills-Exchange



**Organisational**  
Development

## Thank you to all our Donors and Partners

“Doing it Together!” is the motto of IBC. In order to advance **our mission to contribute towards a world where everybody can choose a life free from addiction**, teamwork, knowledge and input from many people is needed to effect long-lasting positive change.

Therefore the contributions of our partners and donors around the world are highly important to us. Support for IBC’s work comes in many forms. We are most thankful for every donation and thank everyone who supports our mission!



It would be impossible to list all the individuals that donate to support our mission. We extend a heartfelt thanks to each and every one of you!

### INSTITUTIONAL DONORS

- Swiss Agency for Development and Cooperation (SDC)
- The Foreign Service of the Faroes – Government of the Faroe Islands

### FOUNDATIONS & SOCIETIES

- Genossenschaft für Familienherbergen
- Foundation Widmer & Creux
- Foundation Dutmala
- Bread for All
- Foundation Carl und Elise Elsener-Gut, Victorinox, Switzerland
- Global Giving Foundation
- Third World Solidarity (SDW)
- Blaues Kreuz Ostermundigen
- Blue Cross association Wattwil and surroundings
- Blue Cross association Winterthur
- Blue Cross association Wülflingen
- Blue Cross Zürich 4 + 5
- Blue Cross Switzerland (Sie helfen, wir helfen)
- Foundation Jugendsozialwerk Blue Cross Baselland
- Valo-Valmennusyhdistys ry

### CHURCHES

- Evang. parish Rickenbach
- Evang. Ref. parish Köniz
- Evang. Ref. parish Winterthur-Seen
- Evang. Ref. parish Luzern
- Evang. Regional church canton Thurgau
- Evang. Ref. church canton St. Gallen
- Evang. Ref. parish. canton Zug

### CANTONS & MUNICIPALITIES

- Municipality of Saanen
- City of Rapperswil-Jona
- Canton Glarus – Volkswirtschaft und Inneres
- City of Zug
- City St. Gallen

### COMPANIES

- Viking River Cruises AG
- Black Gazelle



Girl in Chad during Life Skills-session

## IBC's Dedicated Network Committee (Board)

### **Dr. Albert Moukolo, Switzerland**

President IBC  
PhD, Ext. Collaborator  
University of Lausanne  
Board member since: 1999



### **Hans Eglin, Switzerland**

Managing Director of foundation  
Jugendsozialwerk Blue  
Cross BL  
Board member since: 2016



### **Ingalill Söderberg, Sweden**

Journalist and municipal  
commissioner  
Board member since: 2012



### **Reinhard Jahn, Germany**

Vice-President IBC  
Chief Executive Officer of Blue  
Cross Germany  
Board member since: 2008



### **Palesa Phelane, South Africa**

Chairperson of Blue Cross Youth  
South Africa  
Board member since: 2016



### **Holger Lux\*, Romania**

MD, Director of the Rehab-  
Centre for Addicted Men  
"House Nazareth" in Romania  
Board member since: 2008



### **Rolf Hartmann, Brazil**

President of Blue Cross Brazil  
Board member since: 2008



### **Fanjanirina Holiarisoa Rasolomanana, Madagascar**

Pastor and Programme Coordi-  
nator at Blue Cross Madagascar  
Board member since: 2012



### **Revocatus Nginila\*, Tanzania**

Revocatus Nginila, Tanzania  
Project Coordinator Blue Cross  
Tanzania  
Board member since: 2016



## Joint Efforts

Anja Tuchtenhagen

Based on the network model presented and introduced at the General Assembly 2016, IBC has intensified its cooperation with its member organizations in 2017. The goal is to build a better overall capacity of the Blue Cross as a global movement to help people affected by alcohol and drugs more effectively. By utilizing and pooling the expertise of different member organizations in a flexible way, members can effectively work towards reaching common goals - everybody can contribute differently, based on individual capacity.

Throughout the year, different cooperation groups have been set up and started their work. In the PR and Communications task force, selected member organizations meet regularly to work on joint campaigns. Members of the Fundraising Task Force assess possibilities for common fundraising, and set up strategies and action plans to assure global and local funding for Blue Cross projects. Based on the experiences of 2017 IBC is looking forward to push the Network Model, further to even better appreciate the skills and resources of our member organizations.

## IBC Secretariat Staff



**Daniele Polini**  
Programme Officer

**Katrin Schmidt**  
Finance Officer

**Anja Tuchtenhagen**  
Public Relations &  
Fundraising Officer

**Anne Babb**  
General Secretary

**Sonja Pönisch**  
Administration &  
Networking Officer

### **Doing it together:**

*If you want to get involved with International Blue Cross -whether with our work in general or with an individual project- we offer you the following possibilities:*

**Collaboration:** Become a volunteer and integrate your expertise in our work

**Donation:** make a general donation or help us financing a special project

**Promotion:** Distribute Flyers, inform your friends and family about our work or organize an event

We are happy to talk to individuals as well as organizations: [a.tuchtenhagen@ifbc.info](mailto:a.tuchtenhagen@ifbc.info)

We want to highlight the work of our **volunteers** who supported IBC in 2017 with **500** hours.



## International Blue Cross

Please feel free to make contributions on our website or by using one of the following accounts:

In CHF:

Post Finance, Bern

SWIFT: POFICHBEXXX

IBAN: CH97 0900 0000 4002 5648 4

In EUR:

Valiant Bank, Bern

SWIFT: VABECH22

IBAN: CH09 0630 0016 9686 0960 0



**The International Blue Cross is certified by ZEWO.**

ZEWO is the Swiss certification body for charitable organizations.

The seal of approval stands for dedicated, efficient and effective use of resources.

## Imprint

International Blue Cross

Lindenrain 5a

3012 Bern – Switzerland

Tel. +41 31 301 9804

Fax +41 31 301 9805

E-Mail: [office@ifbc.info](mailto:office@ifbc.info)

[www.ifbc.info](http://www.ifbc.info)

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