



Annual Report 2019

DOING IT TOGETHER

www.internationalbluecross.org

*Female Peer Educators
in the Republic of Chad*

Message from the President and the General Secretary

At International Blue Cross (IBC) we are looking back to an active year 2019. IBC has registered in the commercial register of Bern and began to engage its members in the development of the IBC

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Strategy 2021-2028. We have intensified the good governance training to our member organisations and produced a volunteer handbook, organisational and gender mainstreaming guidelines. Our new online presence www.internationalbluecross.org reflects this spirit of development and renewal.

IBC has taken part in a policy consultation of the Swiss Agency for Development and Cooperation (SDC) that redefines the agencies' collaboration with Swiss NGO's. In line with the new framework that was published in July 2019, IBC has prepared a joint application with the Swiss KoGe (cooperation network) network for the period 2021-2024. Project teams have intensively engaged into the process of preparing this new results frameworks and a theory of change.

Reflecting on our accomplishments in 2019, we are deeply thankful for the commitment and generosity of our supporters. We were able to acquire new donors and partners and it is amazing to see individuals and organisations ready

to mobilize time and resources in order to provide hope and stability to people harmed by psycho-active substances. **We rejoice in the efforts of the global Blue Cross network as we see the Bible's message of "Love your neighbour" being delivered professionally in practise.** The variety of work done by Blue Cross organisations worldwide is publicised at a new Blue Cross Calendar – available monthly on our homepage.

Finally, we want to thank our dedicated staff and volunteers as well as all IBC Network Committee members. With their continued commitment to our cause, we can enable people to live healthier lives free from alcohol and drug harm.



Dr. Albert Moukolo
President



Anne Babb
General Secretary

Life Skills Programme: IBC's Theory of Change

The mission of the International Blue Cross (IBC) is to contribute towards a world where **everybody can choose a life free from addiction.**

Alcohol is a major obstacle to sustainable development, but is often overlooked in efforts to eradicating poverty and promoting sustainable development.

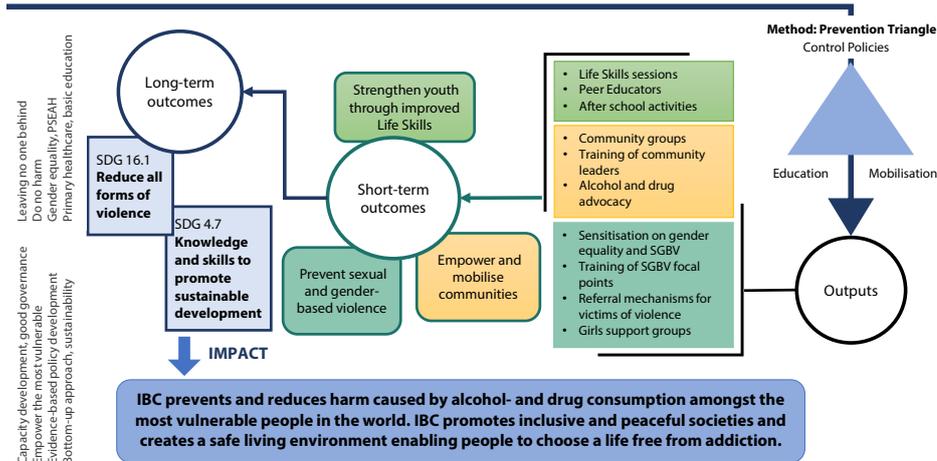
14 out of the 17 Sustainable Development Goals (SDGs) are negatively im-

pacted by harm from alcohol. It is therefore a cross-cutting issue impacting almost every aspect of global development. IBC tackles alcohol-related harm as a root cause and trigger factor of multiple vulnerabilities that hinder the achievement of peaceful, just and inclusive societies.

Our focus is on **evidence-based approaches** to tackle substance abuse problems including **life skills sessions,**

alcohol policy advocacy, self-help and mutual aid methods.

IBC bases its interventions on the so-called "**prevention triangle**", combining prevention strategies through education, community action and alcohol policy advocacy. The latter is an integral part of all IBC programmes as evidence clearly shows that alcohol policy measures contribute substantially to achieving development goals.



Together with our partners we are implementing this "prevention triangle"-approach in in the Republic of Congo, Republic of Chad and Republic of Togo. In Tanzania, a similar programme is due to start in 2020.

Programme Focus

Gender Equality

Gender mainstreaming is an integral part of IBC projects, ensuring that gender equality is put into practise and that both women's and men's interests and concerns are taken into account in all areas of IBC's work.

The goal is to integrate the gender perspective into all stages of the project cycle in order to achieve gender equality.

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Alcohol harm and gender are related in multiple and complex ways.

In every region of the world, men are more likely to consume alcohol and have higher tendency for heavy drinking than women. As a result, the global burden of disease attributable to men's drinking is four times greater than that of the burden attributable to women's drinking.

A drinking man often causes harm to his family on a social and economic level. Expenditures on drinking and associated behaviour (e.g. gambling) are of-



Sports event within the Life Skills Programme in the Republic of Congo

ten taken from the household budget. There is also a growing recognition of the role alcohol plays with regards to violence against women, particularly in the family.

Alcohol has been identified as a trigger for sexual and gender-based violence. Therefore, even though men carry the highest burden in terms of

direct negative health consequences, women carry much of the indirect social, economic and health burden related to harmful alcohol consumption.

In IBC's project countries (Republic of Chad, Republic of Congo, Republic of Togo and from 2020 Tanzania), youth are sensitized to gender-related issues such as equality, harmful stereotypes, freedom of choice, forced marriage and consensual sexual relationships in order to raise their awareness of their rights and responsibilities.

Only if men, women, boys and girls are equally involved in shaping alcohol policy, the result can be representative of a society's needs.

IBC has developed **Gender Guidelines** for its development programmes, which provide practical guidance on how to integrate gender-related issues throughout each stage of the project cycle.

IBC's policy on the prevention of sexual exploitation, abuse and harassment (PSEAH) outlines the principles, expectations and commitments to ensure effective action. Each staff member and all project partners are trained and subsequently sign their commitment to the policy.

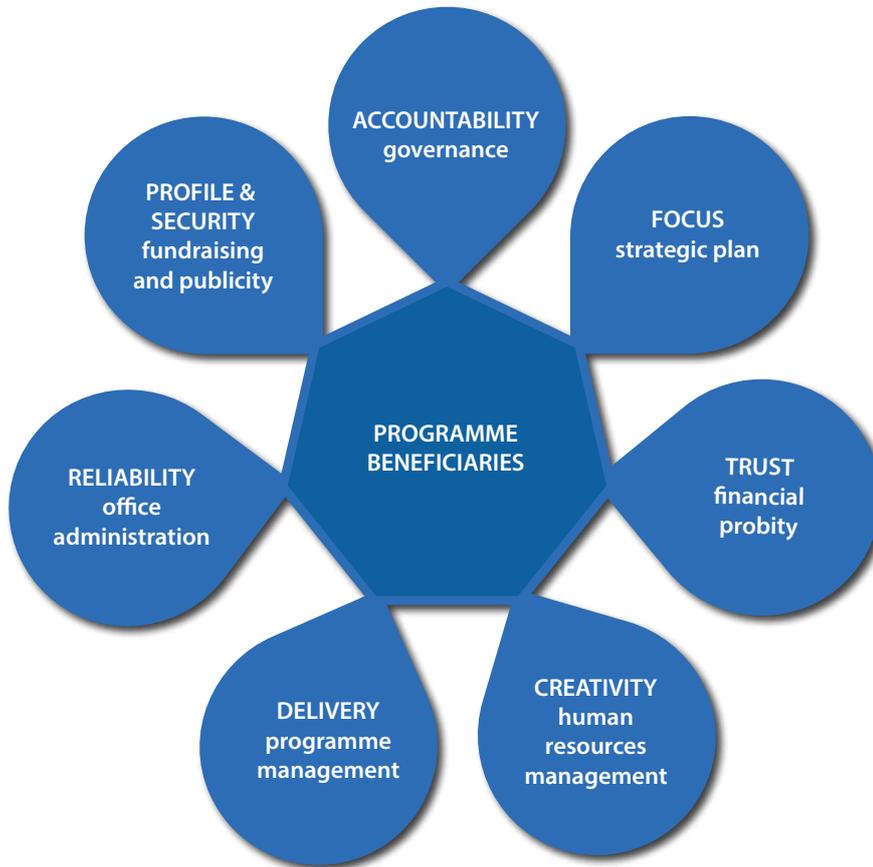


Distribution of flyers on the topic of "gender-based violence" in the Republic of Togo



Training of new Peer Educators in the Republic of Congo

Good Governance – Key for Sustainable Development



In order to offer help on a large scale, more than goodwill and compassion is needed. The key to making any development programme successful is a good organisational structure.

To develop and improve those structures and to establish good governance principles in each of the local organisations is one of the main topics of International Blue Cross' work with its member and partner organisations. To this end, the IBC-Team holds regular governance trainings, online as well as with local teams mainly in Africa.

As a professional actor in international development cooperation, IBC recognises that well-structured and -governed organisations are the foundation for high-quality service delivery to beneficiaries. Furthermore, they help to secure basic human rights and the rule of law. Core issues of good governance include accountability, transparency, responsibility, disclosure practises, financial reporting and separation of powers regarding governance and operational decision-making.

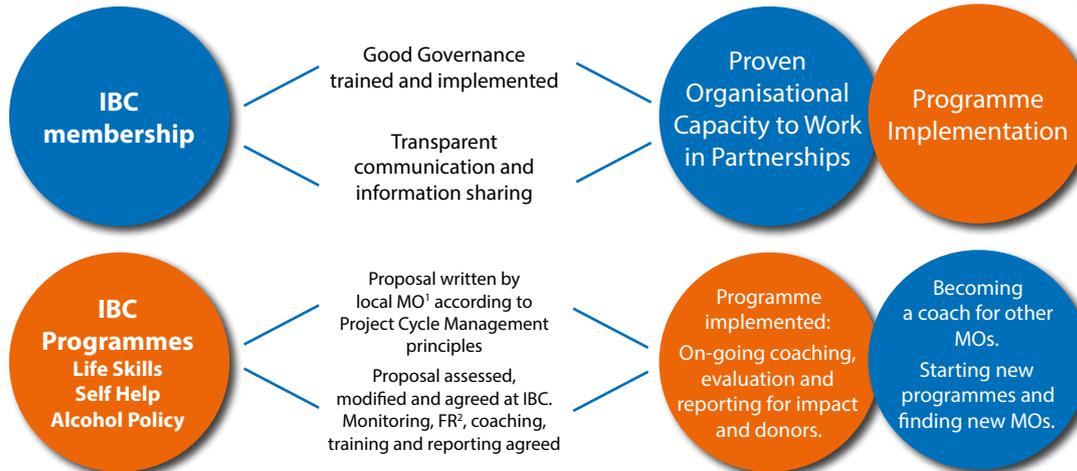
By strictly adhering to and training partners in good governance practises, IBC reduces the risk of misconduct, the violation of human rights and the rule of law. Good Governance practises ensure that an organisation's work contributes to its mission and purpose and that its resources are implemented wisely and effectively. It can also provide the organisation with more opportunities for growth.

Since IBC started training its members in good governance in 2018, the staff in Africa has constantly made progress in internalizing the principles of effective organisational management. They become acquainted with tools for managing human resources and finances, strategic planning instruments and implementation of guidelines, policies and separation of powers. Managing staff and implementing activities based

on professional code of conduct is a further emphasis in the training.

The overall goal is to equip member organisations with a solid knowledge on good governance and to enable them to implement it in their local setting.

The adherence to good governance practises by the partner organisation is a prerequisite of IBC in order to start an internationally funded development programme.



After having conducted a good governance assessment workshop at Blue Cross Society of Tanzania in 2019, we are happy to announce that the IBC-Life Skills-Prevention-Programme, which is successfully running in the Republic of Chad, Republic of Congo and in Republic of Togo, will be transferred to United Republic of Tanzania in Eastern Africa in 2020.

¹Member organisation, ²Fundraising

Snapshots from Member Organisations

South America, Chile

In Chile, IBC works jointly with two separate Blue Cross member organisations – the “Comunidad La Roca” and the “Carpe Diem Corporation”.

Since 1981, **Comunidad La Roca** has had a pioneering role at collaborating with the government and developing networks in Chile and other countries to help people with addictions. It is recognized for its high quality work and professionalism, awarded with the “Medalla Bicentenario” (Bicentennial medal) by Chile’s national congress. The focus of Comunidad La Roca is treatment and prevention for adults, adolescents and children through residential and ambulatory day programmes in seven

regions across the country. On average 100 persons per year go through the rehabilitation programmes and are able to “reconquer” their life, reconcile with their families and to re-enter work life.

Since 2003, **Carpe Diem** is providing a wide array of social services, among them treatment and rehabilitation of people with drug addiction. It is constantly extending and supporting its work with vulnerable communities. In 2019, they developed various actions to strengthen the psycho-emotional competences of people and organisations. In a series of workshops, 50 community leaders have been trained on organisational management, project-, human resources- and personal development. Besides this, Carpe Diem worked on improving the counseling skills of pedagogues in rural areas. This is especially important as far away from the urban centers there is a lack of support to beneficiaries with mental health- and addiction issues. The initiative will continue throughout the coming years.



Participants of the rehabilitation programme Chile La Roca

West Africa, Ivory Coast

In addition to the regular social services offered by the team of Blue Cross in Ivory Coast, the organisation of a theme week for the International Blue Cross Day was a special highlight in 2019.

Led by the President of Blue Cross Ivory Coast, Laurent Gbanta, the celebrations were held in the city of Agnibilékrou in the last week of September.

The programme included medical donations to the hospitals in the region, workshops for spiritual leaders to support people with addictions, a church service and a conference on the harmful effects of alcoholism. In this context, Dr. Samedi Djebi, senior medical advisor and head of operations at Blue Cross Ivory Coast highlighted the negative consequences of alcohol consumption,



Workshop of leaders by Carpe Diem in Chile



President Gbanta of BC Ivory Coast with PL Agnibilekrou

especially for young people. He drew the focus of the audience on the role the society and social environment of young people play in protecting them from alcohol harm – it was of immense importance that parents and parishes helped young people stay away from alcohol. This is what Blue Cross Ivory Coast is working towards - to raise the societies' awareness of the protective role they play for young people.

West Africa, Ghana

Based on a research project on adolescent drug- and alcohol consumption in 2013, the Blue Cross in Ghana has designed the "Ghana Blue Cross School Awareness Project" (GBC-SAP). Approved by the Ghana Education Service, the pilot phase of the programme was conclu-

ded in 2019 in two Senior High Schools in the capital Accra and is planned to be implemented in all pretertiary educational institutions in Ghana starting in 2020. Main objectives of the project are to educate students on the dangers of alcohol and other harmful substances abuse, to identify addicts for care through counselling and rehabilitation in collaboration with the schools' authorities and parents, to form Sober Clubs in the schools as a means of sustaining the awareness and to make their members ambassadors of the goals of the Blue Cross in and out of their schools.

Eastern Europe, Hungary

In Hungary, the Blue Cross team focuses mainly on addiction treatment. The Hungarian Blue Cross is special in that it adopts a Christian approach – demonstrating very good results. One success story is that of Charles*, who spent three months in the Blue Cross Rehabilitation Home as a result of his alcohol addiction. Through his participation in the

*Name changed

Project beneficiaries of the "Ghana Blue Cross School Awareness Project"



"Healing Weeks" of Blue Cross, he began to manage his addiction with the help of God, as he reports. As a wine grower, he was able to return to his job following treatment, but continued to seek help whenever he suffered a relapse. In Spring 2019, at one of the Sunday meetings of the Blue Cross, he heard the testimony of healed brothers who have been living without alcohol for 20 years. It gave him the courage to confront his addiction once more and, following this good example "to stand in front of the others for once in such a strong way", as he himself says. Since then, he has been free from alcohol, continuing to attend



President Katalin Balogh from BC Hungary

Blue Cross community meetings, and has received the Blue Cross badge in recognition for his success in overcoming his addiction.

Volunteering worldwide

Volunteers at IBC play an important role. Some experiences.

Christel Fimbel, Finland



Christel

Since 2013, I have been giving some of my time to IBC as a translator and proofreader. With degrees in accounting, business management as well as in nature protection and management of green areas, I feel happy to expand my knowledge with IBC in the field of health and alcohol- and drug consumption and its impact on global development. Being a volunteer broadens my horizon and gives me the opportunity to discover a great diversity of cultures and people as well as to promote and defend the values that are close to my heart – compassion and solidarity.

Markus Ola, Switzerland

At IBC, I found a gorgeous and highly committed team appre-



Markus

ciative of its volunteers' input. Due to health issues, I had to give up my work in early childhood education and while orienting myself, I was looking for an opportunity to support children and young people. At IBC, I found exactly what I was hoping to find, in fact even more! I started in IBC's Bern office with administrative tasks and then shifted my focus to fundraising. Meanwhile, I realized that I would like to develop a professional career in this field. Thank you IBC!

Sharon Ryan, Switzerland

I started supporting the IBC team in 2017 with translations, proofreading and drafting funding applications. In the following time I developed an understanding of the crippling effects especially alcohol has in poorer countries – an interesting topic I hardly ever thought of before! IBC's profile as an international organisation with several projects on different continents managed by a



Sharon

dynamic team of different nationalities was a decisive factor for my decision to join the organisation as a volunteer. I discovered a kind and generous team always appreciative of the support of their volunteers.

Carlos Ivan Wey, Switzerland

In my first years in Switzerland, I focused on learning German and integrating into the society. My engagement with IBC helped me in this process. Since November 2018 I work with the team in the office in Bern, mainly doing translations, revising budgets and financial plans and most recently, I was responsible for establishing a new accounting software. As IBC is an international organisation, I feel that I am helping to improve people's lives all over the world even though I am not working in the field. A nice and valuable experience!



Carlos

Tribute to Partners and Donors

A big "Thank you" to everyone for supporting IBC

In total, 14 of the 17 United Nations Sustainable Development Goals (Agenda 2030) are impeded by the social, economic and health problems caused by the global consumption of alcohol and drugs.

Therefore, IBC is working globally to reduce the negative consequences of alcohol and drug use and to combat illness, poverty and violence in the world.

This is only made possible thanks to the support of our donors and partners. You help us to work towards the fulfilment of the Agenda 2030 and the realisation of our vision: a flourishing and healthy world in which each individual can choose a life without addiction.

Among our current partners and donors are:

INSTITUTIONAL DONORS

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

FOUNDATIONS & SOCIETIES

- Widmer et Creux Foundation
- Dutmala Foundation
- Foundation Jugendsozialwerk Blue Cross Baselland
- Foundation Third World Solidarity
- Foundation Carl und Elise Elsener-Gut, Victorinox, Switzerland
- Global Giving Foundation
- Bread for All
- Blue Cross Ostermundigen
- Blue Cross Association Winterthur
- Blue Cross Zurich 4 + 5
- Blue Cross Switzerland (You help, we help)

CHURCHES

- French Church of Bâle
- Evang. Ref. Church of the Canton of Fribourg
- Evang. Ref. Parish Köniz
- Evang. Ref. Parish Langnau
- Evang. Ref. Parish Lucerne
- Protestant Ref. Church Canton St. Gallen
- Catholic Church Bern region

- Turun Mikaelin Seurakunta Church, Finland
- Reformed Church Canton Lucerne
- Reformed Church Canton Zug

MUNICIPALITIES & CANTONS

- Municipality of Bottmingen
- Municipality of Horw
- Municipality of Saanen
- Lottery Funds Canton Aargau
- Lottery Funds Canton Bern
- Lottery Funds Canton Glarus
- City of Bülach
- City of Burgdorf
- City of Rapperswil-Jona
- City of St. Gallen
- City of Zug

COMPANIES

- Black Gazelle



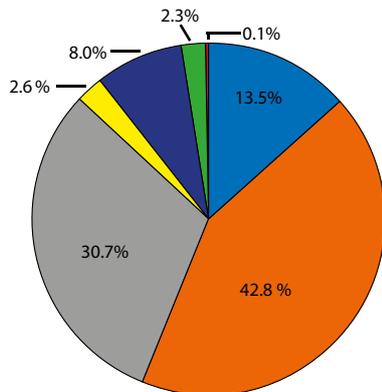
"Your support changed our lives – Thank you!"

Abridged Version of the Financial Statements according to Swiss GAAP FER 21

	31.12.2019 CHF	31.12.2018 CHF
Assets		
Cash and cash equivalents	1,139,007.36	1,047,746.73
Short-term receivables	40,655.49	129,686.02
Accrued assets	24,454.16	5,911.39
Total Current assets	1,204,117.01	1,183,344.14
Furniture and equipment	1,376.13	3,829.50
Total Fixed assets	1,376.13	3,829.50
Total Fixed assets	1,205,493.14	1,187,173.64

Income

- Foundations
- Public Institutions
- Membership Fees
- Blue Cross Organisations/
Societies
- Churches
- Private Donors
- Companies



The full version of the Financial Statements based on Swiss GAAP FER 21 is available on www.internationalbluescross.org in the category "Annual Reports".

	31.12.2019 CHF	31.12.2018 CHF
Liabilities and equity		
Trade accounts payable	35,522.44	31,005.74
Deferrals	30,772.27	24,391.74
Total Current liabilities	66,294.71	55,397.48
Long-term liabilities		
Provisions	50,000.00	40,000.00
Total long-term liabilities	50,000.00	40,000.00
Funds		
Chad	74,724.63	0.00
Congo Brazzaville	5,450.00	8,475.49
Brasil	0.00	0.00
Togo	21,800.00	25,500.00
Eastern Europe	8,247.06	8,247.06
Denmark, Finland, Greenland	237.21	95.27
Lifeskills program	145,216.45	195,033.84
Burkina Faso	11,843.11	25,236.39
Botswana	744.59	0.00
Tansania	16,350.00	0.00
Knowledge / Skills Transfer, Sensibilisation	22,345.00	0.00
Music Groups	5,450.00	0.00
Total Funds	312,408.05	262,588.05
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	119,806.80	172,204.53
Retained earnings Balance from prior year	0.00	0.00
Result for the year	0.00	0.00
Total Equity	776,790.38	829,188.11
Total Liabilities and equity	1,205,493.14	1,187,173.64

	31.12.2019 CHF	31.12.2018 CHF
Income		
Membership contributions	221,033.27	157,748.10
Donations and contributions	498,473.28	542,382.45
Other income	4,379.80	4,380.87

Total Income **723,886.35** **704,511.42**

Expenses

Projects	-506,371.73	-455,034.33
Direct project expenses	-506,371.73	-455,034.33
Personnel expenses	-97,564.97	-114,026.57
Travel and representation expenses	-4,552.81	-9,113.25
Rental expenses	-7,619.20	-7,713.70
Maintenance IT expenses	-2,215.30	-1,794.47
Administrative expenses	-14,874.87	-11,736.90
Fundraising expenses	-51,647.48	-49,963.50
Depreciation	-2,453.37	-3,438.90
Expenses General Secretariat	-180,928.00	-197,787.29

Travel and representation expenses	-21,981.41	-20,162.60
Administrative expenses	-2,173.56	-1,539.85
Provision for General Assembly 2020	-10,000.00	-20,000.00
Adjustment of value membership fees	-560.84	0.00
Expenses Federation	-34,715.81	-41,702.45

Total Expenses **-722,015.54** **-694,524.07**

Operating result **1,870.81** **9,987.35**

Financial income incl. foreign exchange profit	2,192.98	761.00
Financial cost incl. foreign exchange loss	-6,641.52	-3,847.31
Financial result	-4,448.54	-3,086.31

Operating result before changes in funds **-2,577.73** **6,901.04**

Allocation to project funds	-479,422.16	-425,816.20
Withdrawal from project funds	429,602.16	368,021.38
Funds result	-49,820.00	-57,794.82

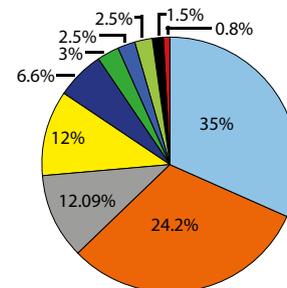
Result before allocation **-52,397.73** **-50,893.78**

Withdrawal from organ. development fund	52,397.73	50,893.78
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Result for the year **0.00** **0.00**

Expenses

- CHAD – Life Skills
- CONGO – Life Skills
- TOGO – Life Skills
- Knowledge transfer/Sensibilisation MO's
- Alcohol Policy
- BRAZIL – KIDS support
- BURKINA FASO
- TANZANIA Assessment
- Sensibilisation general
- Lifeskills Manual



Audit Report 2019

The Financial Statements 2019 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.

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.

14 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.

IBC Secretariat Staff

Anne Babb
General Secretary



Katrin Schmidt
Finance Officer



Sonja Pönisch
Administration &
Networking Officer



Noemi Zulauf
Administration and
Project Assistant



Anja Tuchtenhagen
Öffentlichkeitsarbeit &
Fundraising



Flavia Ganarin
Programme Officer



Kerstin Tröster,
Programme Officer
(MATL coverage
1.7.2019-28.2.2020)



IBC Network Committee

**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



* = Substitute members

The IBC Network Committee extends a warm Thank You to all supporters, partners and above all its volunteers who have dedicated in total 2,050 hours of their time to IBC. Without you such an amazing work would not be possible!

INTERNATIONAL BLUE CROSS MEMBERS WORLDWIDE

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

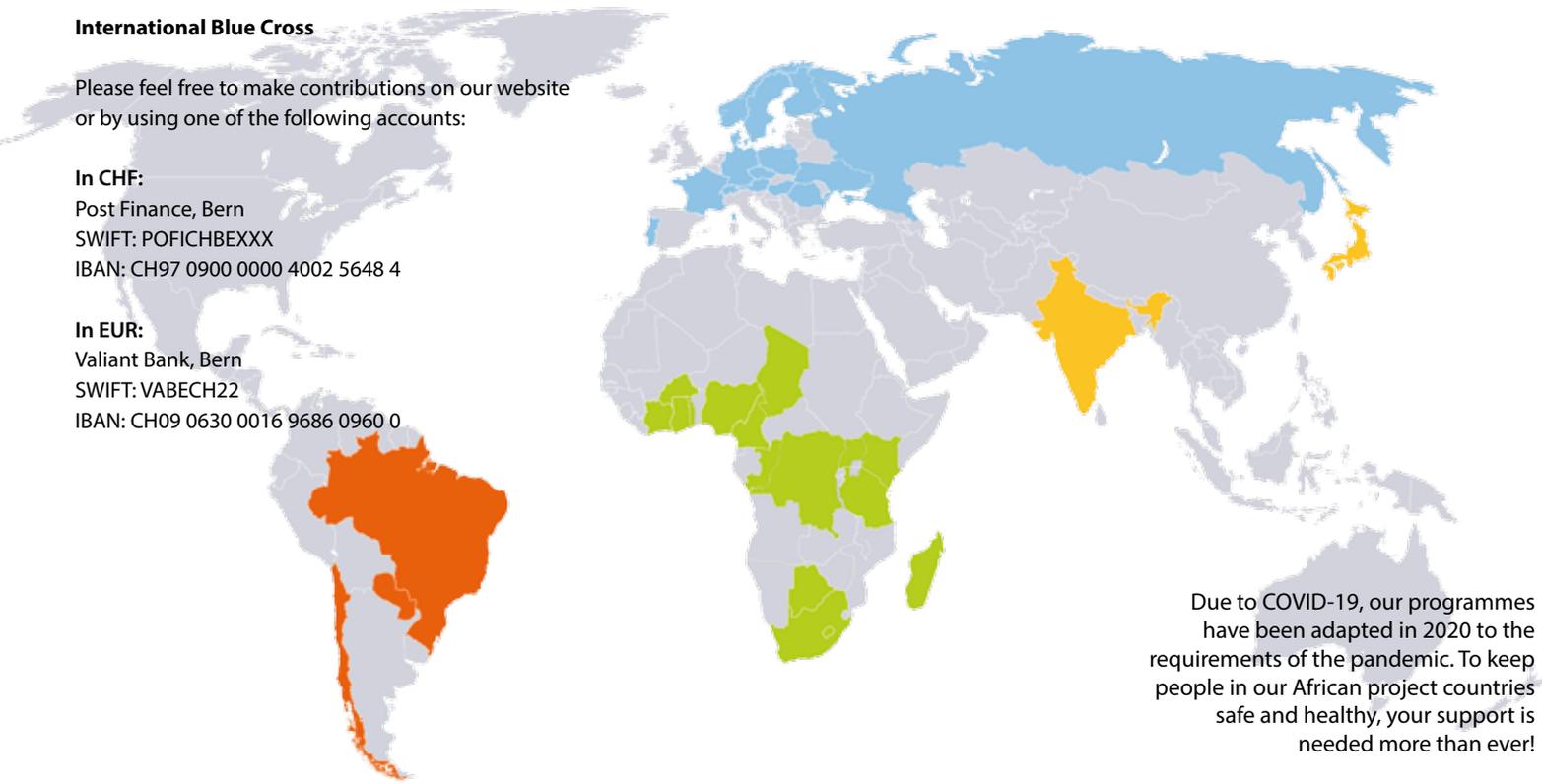
IBAN: CH97 0900 0000 4002 5648 4

In EUR:

Valiant Bank, Bern

SWIFT: VABECH22

IBAN: CH09 0630 0016 9686 0960 0



Due to COVID-19, our programmes
have been adapted in 2020 to the
requirements of the pandemic. To keep
people in our African project countries
safe and healthy, your support is
needed more than ever!

International Blue Cross

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