



Annual Report 2018

DOING IT TOGETHER



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Cover picture:

Students in Lomé, Togo, participating in the Life Skills Programme implemented by Blue Cross Togo

Message from the President and the General Secretary

We are delighted to present you the International Blue Cross (IBC) Annual Report 2018. At the heart of Blue Cross work around the world is the implementation of policies and services that deal with drug- and alcohol-related harm. The WHO Global Status Report on Alcohol and Health 2018 shows the high burden of alcohol-related harm that societies around the world carry, especially in developing countries. Globally, alcohol consumption leads to no fewer than 8,000 deaths a day.

The International Blue Cross is committed to protecting vulnerable people and serving hard to reach communities in line with the UN-2030 Sustainable Development Goal of leaving no one behind.

Key highlights for 2018 include the launch of our Life Skills programme in the African

country Togo. This programme has already been successfully implemented in the Republic of the Congo and the Republic of Chad since 2013. We also integrated social accountability measures for encouraging free speech and realizing more participative programme implementation in the Republic of Chad. Updated IBC policies are now also available on our new website www.internationalbluecross.org. In addition, we expanded the IBC volunteer programme and set up an online coaching scheme for IBC member organisations.

Our financial accounts show resource optimisation and an increased volume of project funding. However, there is also a need for more support to cover our core costs for enabling knowledge and skills transfer to our members.

We are grateful to God, all our members, partners and donors who make this work possible. We commend the work accomplished by our professional staff, as well as volunteers and the Network Committee, who provide their time, energy and expertise to the IBC. Thank you for all your efforts and donations.



Dr. Albert Moukolo
President



Anne Babb
General Secretary

You truly make a difference!



Prevention

The IBC approach to prevention combines **individual (behavioural) and structural prevention** with **community action**. It is a **comprehensive approach**. Behavioural change is enabled by offering **Life Skills-Programmes**. It is a **proven** IBC solution to prevent drug and alcohol harm and provide people with what they need for good mental health and well-being. The IBC Life Skills-Programme for **youth** are delivered through international development cooperation programmes.

Advocacy

Structural prevention of substance abuse harm requires **evidence-based alcohol and drug policies**. IBC **acts to** encourage such policies, **monitors** local progress and **advocates** for the need **to protect** policy development from interference by economic interests. IBC supports **SAFER**, the WHO-led initiative that aims to reduce harmful use of alcohol by 10% by 2025.

Treatment/ Counselling

National Blue Cross organisations around the world offer **intervention, treatment and counselling services** to people and their significant others affected by alcohol, drugs and gambling. Blue Cross takes a **bio-psycho-social-spiritual** approach: a variety of treatment models are used to respond to each these human needs.

Support Groups

The national Blue Cross organisations around the world facilitate **mutual and self-help groups**, creating healthy vibrant communities. People with the same disease or in similar life situations meet regularly in support groups. The groups are an important part of the recovery process after treatment or after a rehabilitation programme. The groups are effective to prevent a relapse into addiction. Groups are facilitated by Blue Cross professionals or volunteers. Based on mutual support, **aftercare** groups provide a community experience, personal growth, increased confidence and a greater sense of meaning in life.

Others

National Blue Cross organisations offer a range of reintegration support services customized to the regions they serve, such as **Drop in Centres, Solutions for Homelessness and Pre-employment Schemes**. They all aim at establishing an independent and meaningful life.



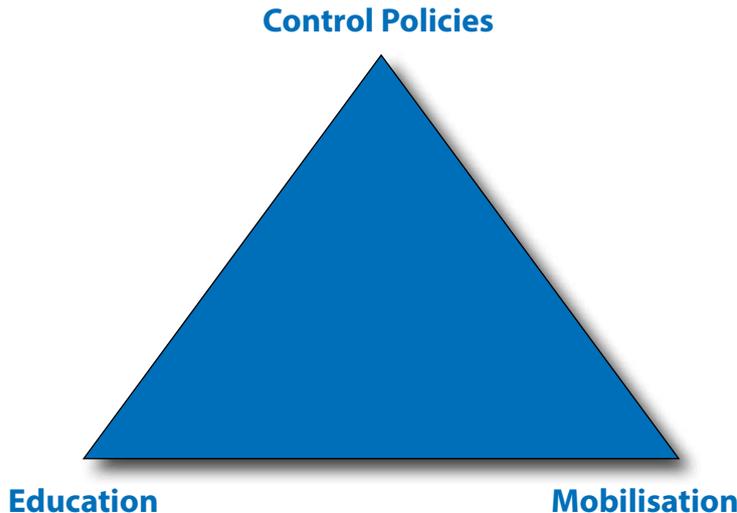
“Information is Not Enough”

IBC’s comprehensive approach to prevention

The Life Skills programmes run by International Blue Cross currently in the African countries Republic of Chad, Republic of the Congo and Togo focus on effective public health prevention. IBC promotes a **comprehensive approach on prevention** that combines **individual (behavioral) preven-**

tion with community action and structural prevention through control policies.

The approach used in IBC’s prevention activities can be explained as follows:



The IBC-approach to prevention

Prevention activities by IBC are based on the principle that **information is not enough**. In order to secure long-term success in prevention, programmes run by IBC are based on three main components:

1) Educational measures aimed at individual behaviour change

Behavioural prevention through Life Skills-education prevents drug and alcohol harm by equipping young people with factual myth-busting information and personal skills and capabilities to lead a healthy life. Life Skills-education focuses on bi-psycho-social-spiritual abilities, knowledge and attitudes that lead to positive behaviour. Great importance is placed on the education methodology to ensure that youth can relate to the problem in a participatory, interactive way. The adolescents are enabled to develop and test such skills in a safe environment in order to achieve a lasting effect. Additionally, parents, teachers and community leaders take part in educational activities and are sensitized on health and alcohol prevention topics.

Girls in the Republic of the Congo during Life Skills session at school

2) Mobilisation of local communities

Through community mobilisation, the local civil society is sensitized to alcohol harm. Key persons are trained and educated in exercising their right to free speech. In order to realize their human rights and to lead a life in health and dignity, local communities are enabled to actively advocate for more protective alcohol policies. People learn how their actions can contribute to improve protection – particularly of adolescents from the harmful effects of alcohol consumption. Selected key persons then form and lead campaign groups to promote societal change.

3) Improvement of control policies

Structural prevention from harm through alcohol and drugs requires evidence-based alcohol and drug policies. IBC takes policy action with local partners, encourages monitoring of local progress, and highlights the need to protect alcohol policy development from interference by the alcohol industry, which seeks to assert its commercial interests. Local partner organisations receive training for advocating for better local and national policies. Control policies such as limiting availability and marketing are needed to protect public health and sustain the positive changes achieved by Life Skills education and community mobilisation.

Each of these three interventions serve a specific purpose and together they create synergies and strengthen each other. Impactful programmes should follow this comprehensive approach.



IBC Life Skills-Programme, Spotlight on Togo

Parade by programme beneficiaries in Togo for a healthy lifestyle



Blue Cross Togo initiated a Life Skills programme in 2018, empowering hundreds of young people in Togo at four schools and several motor taxi sites.

Preventing and reducing excessive alcohol consumption is achieved by directly involving young people in Life Skills-sessions.

Young people learn how to resolve conflicts peacefully, resist peer pressure, and build other important Life Skills.

Blue Cross Togo is supported by the government and collaborates closely with Togo's National Anti-Drug Committee.

Making the World a Better Place: Volunteering in the Blue Cross

Deborah Schütte



We want to express our gratitude to our highly-motivated volunteers around the world who give their time as a gift to IBC. We are grateful for your service and are proud of every single one of you.

The support of volunteers is essential to the success of the International Blue Cross and its member organisations worldwide. Over 90 percent of the work done by member organisations is supported by unpaid volunteers. Volunteers are often the first point of contact for people in need. These are social

workers, trainers, school coaches, doctors and therapists. Some smaller Blue Cross organisations are run entirely by volunteers.

IBC volunteers bring expertise from a variety of fields. They work in the Bern headquarters or in virtual teams to support IBC in fundraising, public relations, graphic and web design, administration, translation or strategic development. Some contribute several weeks, while others contribute months or years of their time.

An IBC volunteer typically has a motivation similar to that of Deborah Schütte, who supports finance and accounting in Bern. She said, "My motivation for becoming a volunteer at IBC is simple: I want to work for an organization that makes the world a better place."

The flexibility of the engagement is also attractive to volunteers. "The job at IBC, where I worked 1 or 2 days a week, was just the right

Adrian Steiner



thing for me as an economist, as I could fit the work in around my other commitments. It made sense and gave me the feeling that I am needed," said Adrian Steiner, IBC volunteer from June 2017 until August 2018.

We want to highlight the work of our volunteers who supported IBC in 2018 with 1,520 hours.

Member Organisations: Snapshot of Country Activities

Finland: Holistic rehabilitation includes the social environment

The “Family Club” rehabilitation approach for alcoholics and drug addicts is becoming increasingly important in northern European countries. It emphasizes recovery within the family, not outside it. Vladimir Hudolin, a Croatian psychiatrist, developed the approach in 1964 in Zagreb. For almost 20 years, it has been successfully used in Norway, Denmark and Sweden. In 2015, the Blue Ribbon in Finland also began using the concept with visible success.

The Finnish Blue Ribbon employees have closely cooperated with their Scandinavian

neighbours to develop a Family Club programme. In Finland, an instructor leads each club to help addicts overcome their addiction problems in regular meetings.

The Scandinavian countries organise annual instructor trainings. The trainings and programme are steadily gaining popularity. The Nordic cooperation partners within the Family Club network are increasingly realising the importance of including family and friends in the recovery process of an addicted person.

Are you curious about the Family Club method?

Contact us to learn more.

Eva Kanerva, psychotherapist, spiritual worker and cleric

Sininauhaliitto (Blue Ribbon Finland)

eva.kanerva@sininauha.fi

Japan: Investing for the next 40 years of Blue Cross Samariya recovery

The Blue Cross Samariya Recovery Programme, the only Blue Cross-registered organisation in Japan, celebrated its 40-year anniversary with a seminar in Sapporo on the island of Hokkaido. The speakers were Doctor Hitoshi Tanabe and Doctor Kenji Yambe, who has been associated with the programme since its inception.

The Blue Cross Samariya Recovery Programme’s Christian foundation for addiction recovery in addition to modern treatment methods is unique in Japan. Its programme combines residential and after care support.

1. Samariya Residence provides a controlled environment for up to twelve people to live for 12-24 months
2. Fujino Group Workshops provide a rehabilitation service to support members’ employment
3. Samariya Company holds morning and afternoon meetings to help rehabilitate alcohol and gambling addicts.



Family Club servant-teacher training in Helsinki

Current residence of Blue Cross Japan to be rebuilt



Investing in the future

The Programme was established in April 1975 in a rented house by Bob and Berti Cunningham from the Overseas Missionary Fellowship (OMF) International with donations from the Swiss Blue Cross, OMF International and friends. The Blue Cross Samariya Residence was built in November 1978. The wooden residence needs to be rebuilt after withstanding 40 years of Hokkaido's high snowfall and freezing temperatures. Investment is needed to allow the programme to continue as well as expand its efforts to meet the ever-increasing need in Japanese society. The budget for rebuilding is ¥70 million. The Japanese Blue Cross is currently looking for funding opportunities.

Blue Cross of Nigeria

The Blue Cross of Nigeria addresses illicit use of drugs and alcohol and serves people battling such problems. Certification and incorporation granted by the Corporate Affairs Commission of the Federal Republic of Nigeria in 2018 gave Blue Cross Nigeria (BCN) access to NGO privileges. Team members were able to participate in national and international conferences and symposia on drugs and alcohol related problems.

The current insurgency of the terror militia Boko Haram coupled with poverty is a challenge that the Blue Cross of Nigeria has resolved to address. Nigerian youth traumatised by the insurgency have been forced into vulnerable circumstances (begging, human trafficking, drug abuse, alcohol misuse, crime and other abuses) as avenues for survival. In response, BCN developed a strategic intervention programme in 2018 to help widows, youths, children and the people most affected by the insurgency (especially Internally Displaced Persons or IDPs) to find a way out of their vulnerable situations and give them hope.

BCN gathers food and materials for them, educates about the danger of using alcohol and drugs to cope, and promotes an alternative drug-free lifestyle. Trainings teach care givers how to handle trauma, and other

psychological problems that are the result of witnessing the murder and maiming of family members or being left homeless.

The interventions have a positive impact on the lives of individuals and families, establishing a new foundation for life and enabling the hopeless to regain hope. "Lives are touched, lives are changed, lives are impacted, and hopes are rekindled because people like you and I care."



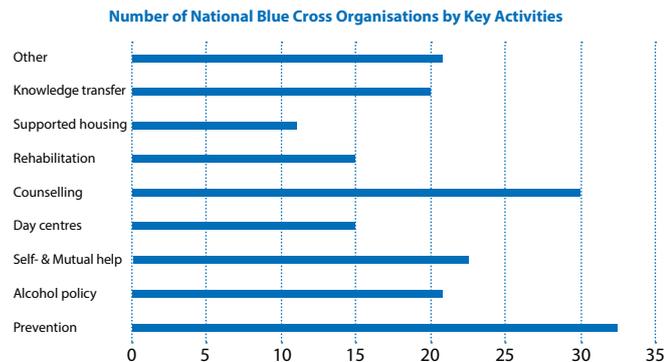
Blue Cross Nigeria giving hope to children

Global Perspective: Member Services and Target Groups

With 38 independent member organisations offering a variety of services, IBC was distributed in 37 countries on four continents in 2018. The members are the key players in the IBC network. One of the ways to share information over such a vast network is through the annual survey. It helps to understand the services provided by each organisation and draw attention to the need for any additional resources or know-how. This knowledge guides the Secretariat and Network Committee decisions about best-practice support across the Blue Cross network so that all member organisations can profit from their membership in the IBC.

The graphics offer a high-level view of the areas of work and the target groups of member organizations.

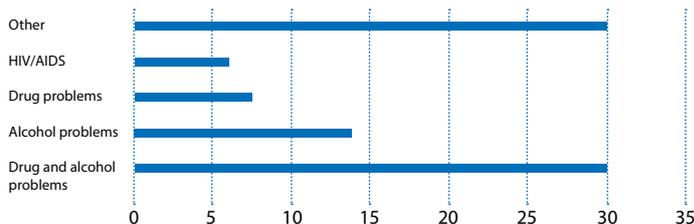
1. Key areas of work



Prevention work and counselling are the most common activities, followed by self-help and mutual-help groups, alcohol policy work and knowledge transfer. The services listed under "others" range from prison work, second-hand stores, alcohol-free bars, research, meditations, support for homeless children on the street or public talks to practical programs like fruit juice projects, sports cafes for addicted people, farming as part of ergotherapy and dance programs for young girls and women. Providing day centres, rehabilitation programmes and housing support involves complex activities that need significant human and financial resources.

2. Target Groups

Number of National Blue Cross Organisations by Service Users Key Support Needs



The focus of the majority of the member organisations is people with alcohol and drug problems. Target groups listed under "others" range from gambling addicts, NGOs, family members of addicts, national/regional politicians, homeless people, people affected by other diseases (like tuberculosis or diabetes), churches, sports clubs and displaced persons.

Thank You to Our Generous Donors and Partners

The International Blue Cross advocates a globalisation of justice that includes all people, especially those that are most often excluded. Only common or networked action drives positive change, creating and expanding the living bridge of solidarity between North and South.

The generous contributions of our partners and donors worldwide help IBC to carry out its mission to create a world in which all people can choose to live an addiction-free life. We would like to thank our donors and partners for their support in 2018!

The list below is an extract of the current donors and partners of IBC.



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

CHURCHES

- *Evang. Ref. Parish Lucerne*
- *Reformed Church Canton Zug*
- *Reformed Parish Kirchberg/ AG*

- *Evang. Ref. Church of Basle*
- *Evang. Ref. Church of the Canton of Fribourg*
- *Evang. Ref. Parish Köniz*
- *Reformed Church Canton Lucerne*
- *Protestant Ref. Church Canton St. Gallen*

MUNICIPALITIES & CANTONS

- *Municipality of Risch Rotkreuz*
- *Municipality of Bottmingen*
- *Municipality of Pffeffingen*
- *Municipality of Saanen*
- *Lottery funds Canton Aargau*
- *Lottery funds Canton Bern*
- *Lottery funds Canton Glarus*
- *City of Bülach*
- *City of Zug*

COMPANIES

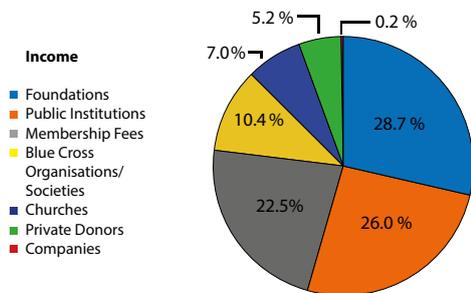
- *Black Gazelle*



The support of our donors makes youth in Chad happy

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

	31.12.2018 CHF	31.12.2017 CHF
Assets		
Cash and cash equivalents	1,047,746.73	985,350.93
Short-term receivables	129,686.02	140,207.23
Accrued assets	5,911.39	35,375.29
Total Current assets	1,183,344.14	1,160,933.45
Furniture and equipment	3,829.50	3,156.30
Total Fixed assets	3,829.50	3,156.30
Total Fixed assets	1,187,173.64	1,164,089.75



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

	31.12.2018 CHF	31.12.2017 CHF
Liabilities and equity		
Trade accounts payable	31,005.74	31,299.35
Deferrals	24,391.74	27,915.28
Total Current liabilities	55,397.48	59,214.63
Long-term liabilities		
Provisions	40,000.00	20,000.00
Total long-term liabilities	40,000.00	20,000.00
Funds		
Chad	0.00	0.00
Congo Brazzaville	8,475.49	0.00
Brasil	0.00	0.00
Togo	25,500.00	0.00
Eastern Europe	8,247.06	8,247.06
Denmark, Finland, Greenland	95.27	2,265.21
Lifeskills program	195,033.84	194,280.96
Burkina Faso	25,236.39	0.00
Total Funds	262,588.05	204,793.23
Equity		
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	172,204.53	223,098.31
Retained earnings Balance from prior year	0.00	0.00
Result for the year	0.00	0.00
Total Equity	829,188.11	880,081.89
Total Liabilities and equity	1,187,173.64	1,164,089.75

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

	31.12.2018 CHF	31.12.2017 CHF
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Income

Membership contributions	157,748.10	156,377.15
Donations and contributions	542,382.45	582,656.29
Other income	4,380.87	773.11

Total Income	704,511.42	739,806.55
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Expenses

Projects	-455,034.33	381,672.46
Direct project expenses	-455,034.33	381,672.46

Personnel expenses	-114,026.57	-108,045.57
Travel and representation expenses	-9,113.25	-6,874.00
Rental expenses	-7,713.70	-12,404.72
Maintenance IT expenses	-1,794.47	-4,018.92
Administrative expenses	-11,736.90	-11,181.42
Fundraising expenses	-49,963.50	-41,449.00
Depreciation	-3,438.90	-2,069.00
Expenses General Secretariat	-197,787.29	-186,042.63

Travel and representation expenses	-20,162.60	-19,012.50
Administrative expenses	-1,539.85	-2,174.45
Provision for General Assembly 2020	-20,000.00	-20,000.00
Adjustment of value membership fees	0.00	0.00
Expenses Federation	-41,702.45	-41,186.95

Total Expenses	-694,524.07	-608,902.04
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	31.12.2018 CHF	31.12.2017 CHF
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Operating result

Financial income incl. foreign exchange profit	761.00	9,368.80
Financial cost incl. foreign exchange loss	-3,847.31	-491.97
Financial result	-3,086.31	8,876.83

Operating result before changes in funds

Allocation to project funds	-425,816.20	-466,539.11
Withdrawal from project funds	368,021.38	311,271.78
Funds result	-57,794.82	-155,267.33

Result before allocation

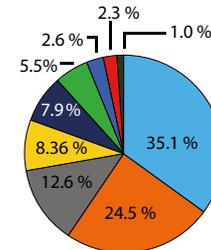
Allocation to Solidarité fund	0.00	0.00
Withdrawal from organ. development fund	50,893.78	15,485.99

Result for the year

0.00	0.00
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Expenses

- CHAD – Life Skills
- CONGO – Life Skills
- Knowledge transfer/Sensibilisation MO's
- TOGO – Life Skills Pilot
- Alcohol Policy
- BRAZIL – KIDS support
- Lifeskills Manual
- Sensibilisation general
- EUROPE – Life Skills Exchange



Audit Report 2018

The Financial Statements 2018 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 incorrect statements in the Financial Statements.

In a limited statutory examination, the statutory auditor found that the Financial Statements of International Blue Cross give a true and fair view of the financial position, the results of operations, and the cash flows in accordance with Swiss GAAP FER. They 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,
Assistant



Anja Tuchtenhagen,
*Public Relations &
Fundraising Officer*



Flavia Ganarin,
Programme Officer
(since August, replacement for Daniele Polini)



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



* = Substitute members

We thank all our supporters and partners, including all the engaged volunteers. Without you, the work of IBC would not be possible!

INTERNATIONAL BLUE CROSS MEMBERS WORLD-WIDE

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 ZEWÖ. ZEWÖ is the Swiss certification body for charitable organizations. The seal of approval stands for dedicated, efficient and effective use of resources.



**Your donation
in good hands.**

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**Current IBC-Life Skills programme countries*