

PHILANTHROPIA

ANNUAL REPORT 2016

COMBATING EXCLUSION

In action with
CAPAS and
La Tuile

P. 22

2016 REVIEW

Working together
for a greater impact

P. 8

HOW TO GIVE

A tailor-made service
for donors

P. 14

SUPPORTED PROJECTS

Impact stories


P. 30



FONDATION
PHILANTHROPIA

LOMBARD ODIER





“THE ONLY ROUTE
THAT OFFERS
ANY HOPE OF
A BETTER FUTURE
FOR ALL HUMANITY
IS THAT OF
COOPERATION AND
PARTNERSHIP.”

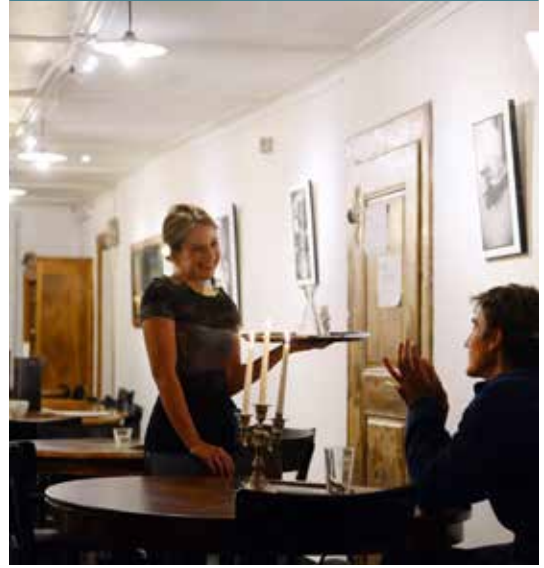
KOFI ANNAN, FORMER SECRETARY-GENERAL OF THE UNITED NATIONS

5
PRESIDENT'S MESSAGE

8
2016 REVIEW
Working together for greater impact



22
COMBATING EXCLUSION
In action with CAPAS and La Tuile



30
SUPPORTED PROJECTS



14
HOW TO GIVE
A tailor-made service for donors



43
ACKNOWLEDGMENTS

PRESIDENT'S MESSAGE

“Partnerships allow us to rethink philanthropy and the ways it can be supported.”



DENIS PITTET
FOUNDATION
PRESIDENT

A handwritten signature in black ink, appearing to be 'DP', with a long horizontal line extending to the right.

An umbrella foundation associated with the bank Lombard Odier and a registered charity, Fondation Philanthropia has been helping its donors bring their philanthropic initiatives to fruition in all areas of social responsibility since 2008. We provide support to those who wish to develop a philanthropic project in line with their background, desires and ambitions. The Foundation offers its donors a legal, financial and philanthropic framework for made-to-measure projects.

In 2016, the Board pursued its strategy of establishing philanthropy with a permanent impact.

The purchase of a surgical robot enabled our partner Gustave Roussy to develop research into new indications for robotic surgery to treat cancer, delivering the first tangible and encouraging results of our strategy. Thanks to this state-of-the-art robot, the teams at the Institut Gustave Roussy successfully performed a mastectomy and reconstructive breast surgery without leaving visible scarring. More recently, they also performed a robot-assisted thyroidectomy on two patients, hiding the surgical scar behind the ear.

Philanthropy is increasingly becoming a crucial part of facilitating this kind of investment in innovation, which is so rarely financed through public funds. These partnerships allow philanthropy and the ways it can be supported to develop.

Meanwhile, we cannot forget our Swiss roots and the importance Switzerland has for our donors, especially when it comes to the vulnerable members of our society and the fight against poverty and inequality.

According to the Swiss Federal Statistical Office, some 600,000 people are affected, often invisibly, by social exclusion – something donors and associations are trying to address.

This report will highlight one exciting initiative doing just that: La Tuile has taken over the management of a sociocultural café in Fribourg, with the aim of bringing people together and strengthening social ties in the city.

Last but not least, we have expanded the Foundation Board and can now count on the expertise of Patrick Odier and Dr Maximilian Martin, who will actively contribute to developing and broadening the reach of our philanthropic solutions.



A high-angle photograph of three construction workers at a site. They are wearing hard hats in yellow, blue, and red, and safety vests. They are gathered around a table, looking at and pointing to architectural blueprints. The background shows a dirt floor with some construction materials and a large stack of bricks.

THROUGHOUT
ITS PHILANTHROPIC
JOURNEY,
THE FOUNDATION
FOCUSES ON
THE IMPACT OF
CHARITABLE GIVING.

WORKING TOGETHER FOR GREATER IMPACT



By Luc
Giraud-Guigues
Delegate of the
Foundation

PARTNERSHIPS AND THEIR IMPACT

As part of its continuing dialogue with its partners, Philanthropia launched a major new project in 2016 in collaboration with the Public Establishment of the Palace of Versailles: the restoration of the roof and windows of the Royal Chapel in 2017-2019. Given the magnitude of the project, this also involves seeking additional funding from other potential sponsors.

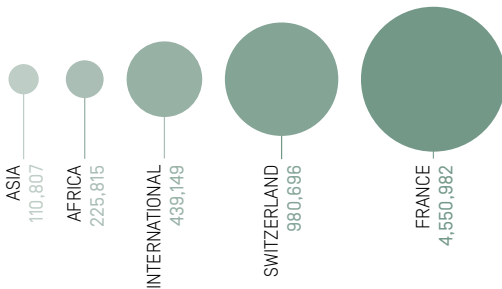
The long-term commitment by the Foundation follows on from a bequest it received, earmarked for the Palace of Versailles. It is Philanthropia's responsibility to identify preservation projects that also allow the promotion of a new generation of expert craftsmen and women.

In terms of the impact our support has, the partnership with the Union for International Cancer Control (UICC) has produced remarkable results. UICC is an umbrella organisation of all organisations involved in the fight against cancer. It has received support in building a team charged with developing the skills of UICC's members, starting with those based in western Africa.



Session on strengthening the capacity of cancer control organisations in French-speaking Africa, World Cancer Congress – UICC, Paris, October 2016

GEOGRAPHIC BREAKDOWN OF DONATIONS IN 2016

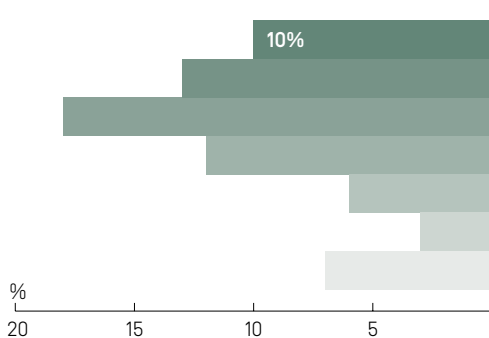




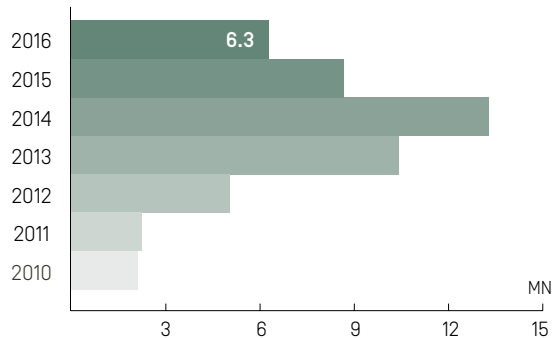
This regional skill-sharing programme has not only taken off – it has also garnered the support of another foundation. Similar programmes are currently being developed with other sponsors in Asia and Latin America.

The early support provided by Philanthropia has thus helped leverage the potential offered by the skills of this network of specialist associations and anti-cancer leagues.

GRANTS PAID OUT AS A PERCENTAGE OF AVERAGE CAPITAL
(CHART SHOWING CHANGES) 2010 TO 2016



ANNUAL GRANTS
(CHART SHOWING CHANGES) 2010 TO 2016



PHILANTHROPIA BRINGS TO LIFE THE MOST GENEROUS IDEAS

IN FIGURES

51

organisations

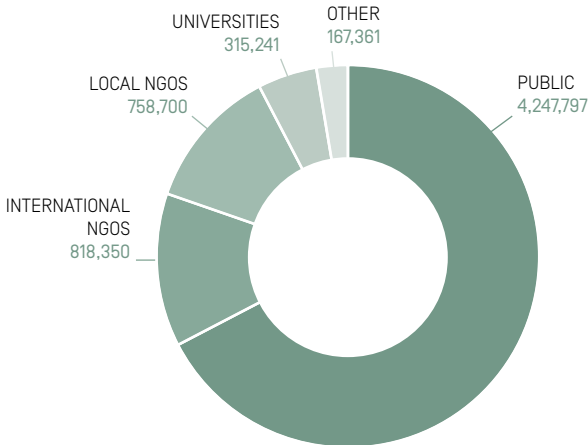
6.3

million Swiss francs

RAPID USE OF GRANTS

The grants paid out by Fondation Philanthropia in 2016 amounted to 10% of the average capital, a decrease compared with 2015 (13%). However, this is still a high rate for a Swiss foundation, thanks to its structure, which can rapidly deploy the grants it receives. The Foundation Board therefore adapts its asset management to this distribution policy. It helps to optimise revenue while fulfilling the mission that its donors expect and minimising fixed costs.

GRANTS BY TYPE OF ORGANISATION



Current state of the roof beams of the Royal Chapel, 2016.

RESTORATION OF THE ROYAL CHAPEL OF THE PALACE OF VERSAILLES

The last time any major restoration work was undertaken was in the 19th and 20th centuries. The chapel's roof and sculpted exterior decor are now in a fragile state of conservation. The roof and cladding urgently need

restoration, which will start in 2017 under the supervision of Frédéric Didier, Historical Monuments Chief Architect. The focus will be on renovating the roof structure and slates, lead and gilded ornaments, cut-stone façade, statuary

and stained-glass windows. The Royal Chapel is a paradoxical building: both a masterpiece in its own right and an integral part of the Palace, it is the most accomplished expression of the grand, royal style desired by King Louis XIV.



**SINCE ITS CREATION,
FONDATION PHILANTHROPIA
HAS PAID OUT ALMOST 50 MILLION
SWISS FRANCS**

113 mn
in donations received

48 mn
in grants awarded


16.7 mn
in grant commitments
for future years

5
thematic funds

21
personal funds

95
organisations supported





“WE MAKE
A LIVING BY
WHAT WE GET,
BUT WE MAKE
A LIFE BY
WHAT WE GIVE.”

WINSTON CHURCHILL

PHILANTHROPIA: A TAILORED SERVICE FOR DONORS

« I believe strongly in ‘giving while living.’ I see little reason to delay giving when so much good can be achieved through supporting worthwhile causes today. »

Chuck Feeney, philanthropist

WHICH MODEL TO CHOOSE: EVERGREEN OR TIME-LIMITED FUND?

Current low returns of investments challenge the traditional endowment model and foundations are facing a challenge: in a low return environment, financial returns have dwindled, while expectations about social impact are going up.

In 2015, a benchmark assessment by SwissFoundations, the association of Swiss grant-making foundations, found a median total return on the endowments surveyed of 0.66% (ranging between minus 7.28% and plus 2.71%), with total fees between 0.21% and 1.23% (median 0.70%).

For a grant-making foundation relying on its endowment for distributions, these returns are too low.

How can foundations sustain funding distributions in the order of 2-3% per year?

What other options are there to achieve the impact aimed for?

Philanthropy invites donors with sizable gifts to take part in defining the investment strategy of their philanthropic assets, such as mission-related investment.

PLAN TO SPEND IT ALL: CHOOSING TO SPEND DOWN

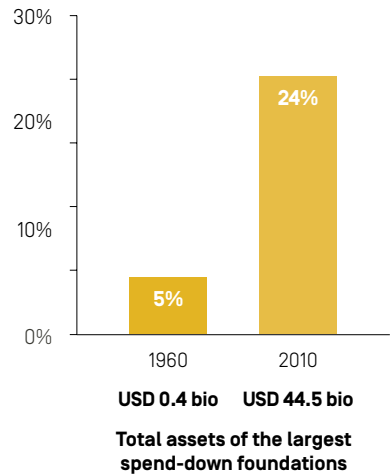
Many philanthropists think that it is important to address deeply rooted problems sooner rather than later. To produce lasting results, they want to make “big bets,” even better if they are taken in a focus geography or topic area.

A world of low returns adds relevance to a “giving while living” approach to philanthropy.

A famous example is Atlantic Philanthropies. In 1982, Chuck Feeney, one of entrepreneurs behind the creation of Duty Free Shoppers Group, decided to devote his wealth to the service of humanity during his lifetime. This led his charity Atlantic Philanthropies to decide to spend down all assets by 2020. By then, it will have made available nearly USD 8 billion.

Some of Fondation Philanthropia’s donors have chosen this approach, primarily because they want to be directly involved and shape their grant making. It is a matter of passion and willingness to keep an oversight on a fund’s activities. As the administrative burden is shared with other donors, they can fully dedicate their energy to the choice of grants and their impact.

% OF ASSETS OF THE 50 LARGEST FOUNDATIONS HELD BY SPEND-DOWNS



Markham A, Dittkoff W.
Six Pathways to Enduring Results:
Lessons from Spend-Down Foundations,
Bridgespan Group, 2013

THE ADVANTAGES OF AN UMBRELLA FOUNDATION

Running a philanthropic foundation requires day-to-day professional management and the guidance of a committed board of trustees. It also involves substantial administrative, legal and accounting costs, which are not within the reach of all foundations. This is particularly true of independent foundations, which often have limited funds and therefore unfortunately have to scale back their activities to cover these costs.

THE IMPACT OF EACH DONATION IS MULTIPLIED

The concept of the umbrella foundation – also known as a community foundation in the US, fondation abritante in France, and Dachstiftung in Germany – was developed precisely to respond to these difficulties. Its structure allows private donors to pool their funds with other donors to support projects that would have been inconceivable without being able to share the costs. The impact of each donation is thus multiplied.

Within these structures, each donor can create a personal fund that operates in almost exactly the same way as an independent foundation, while benefiting from the economies of scale offered by the umbrella structure.

Philanthropia provides all the administrative, accounting and legal services required, so donors are free to focus exclusively on their philanthropic causes in full confidence.

Philanthropia can help you achieve your philanthropic ambitions with the added assurance of simplicity, security and tailored solutions that are precisely aligned with your objectives.

WE OFFER YOU TWO OPTIONS:

THEMATIC FUNDS

These funds are perfect if you want a prompt and straightforward solution. They allow you to operate alongside other donors to support projects and organisations in one of the following five areas:

HUMANITARIAN AND SOCIAL ACTION



MEDICAL AND SCIENTIFIC RESEARCH



EDUCATION AND TRAINING



ART AND CULTURE



ENVIRONMENT AND SUSTAINABLE DEVELOPMENT



Fondation Philanthropia is committed to selecting with you the most relevant projects to maximise the impact of your donation. For each project, we monitor every grant made and report to you on the results achieved.

PERSONAL FUNDS

These funds are the right solution if you have already identified the cause or project you wish to support. This option allows you to create your own fund, which then operates as a quasi-independent entity within our umbrella structure. If you wish, you can involve your family and friends by forming a consultative committee to submit grant recommendations to the Board of Fondation Philanthropia. You can also work directly with our philanthropy advisers, who will help you define a grant strategy and select those projects that best suit you.

This option is also suited to existing foundations wishing to reduce their administrative overheads, while retaining a board that plays an active role in the grant-making process.

Twenty-one donors have already created their own personal fund within Fondation Philanthropia. Each of these funds is active in different areas, according to the sensitivities and preferences of each founding donor.

IN FIGURES



donors have created their own personal fund within Fondation Philanthropia

BESPOKE ASSET MANAGEMENT

The primary mission and commitment of our Board of Trustees is to manage the capital assets of the Foundation by providing all security guarantees required to realise donor aspirations.

COSTS

Philanthropia offers a competitive cost structure. Together, all administration, accounting, legal and philanthropy advisory expenses are set at 0.75% of the fund's average assets for the year (0.5% for funds over CHF 10 million), excluding asset management, and subject to a minimum threshold of CHF 2,500.

ASSET INVESTMENT POLICY

Fondation Philanthropia makes substantial grants every year. Given the Foundation's distribution policy, the low level of returns currently available and the volatility of financial markets in recent years, the Board of Trustees has decided to adopt a management policy based on a financial planning model aimed at providing long-term protection of assets. This policy divides assets into three distinct sub-funds on the basis of a forecast distribution time horizon. Each sub-fund has a specific investment strategy designed to achieve set targets for return on investment and risk management.

ANALYSIS OF THE PORTFOLIO IN 2016

Rarely has a year got off to such a poor start for financial markets, which were spooked by the prospect of a global economic slowdown. Nevertheless, the global economy was able to overcome these challenges and maintain "modest but stable" momentum – supported by sustained central bank easing. However, as economic fears were put to bed, political turmoil ensued. At the end of June 2016, the Brexit vote was a rude reminder of the structural challenges facing the West – i.e. its tense social climate and resentment towards globalisation. The same factors helped Donald Trump be elected President of the United States.

The equity markets rallied towards the end of the year, setting new record highs in the United States. Sovereign bond yields, having fallen to historical lows over the summer, bounced back in October and November on rising inflation forecasts. Commodity prices had a particularly tough start to the year, but benefited significantly from the outcome of the US presidential election (potential impact of Trump's infrastructure programme) and the OPEC agreement on curbing oil production.

The portfolios are defensively positioned and most have a first sub-fund comprising short-term investments and bonds. A second sub-fund, for medium-term investments, comprises a multi-asset fund focused on limiting downside risk. Longer-term investments, such as equities and hedge funds, make up a third sub-fund.

The Foundation's general portfolio ended 2016 in negative territory, at -1.44% in CHF. Bonds, structured products and real estate funds made a positive contribution to overall performance (+2.16%, +3.00% and +1.66% respectively). Equities suffered from a heavy domestic bias and were amongst the main detractors (-1.26%). The Swiss Market Index (SMI), which comprises defensive stocks such as consumer staples and healthcare, closed the year with an annual loss

of 6.78% - one of the worst performances in the developed world. These major sector rotations also had a negative impact on certain hedge fund strategies, which started the year with their worst quarter since 2009. As a result, the portfolio ended 2016 in negative territory, at -6.34%. The multi-asset fund focused on risk management recorded a performance of -0.93%, mainly due to the fourth-quarter rate hike.

BOARD OF TRUSTEES

Our Board of Trustees guarantees that Fondation Philanthropia is correctly managed at all times. It takes particular care to ensure that its missions are fulfilled in compliance with all the provisions agreed with individual donors.

Its members have complementary profiles and are all personally committed to the philanthropy sector. The Board meets quarterly to discuss current issues, analyse projects and approve the directions taken by the Foundation, ensuring that its commitments are consistent with the intentions and wishes of donors.



DENIS PITTET
PRESIDENT



ANNE-MARIE DE WECK
VICE-PRESIDENT



JEAN-MARIE HAINAUT
SECRETARY

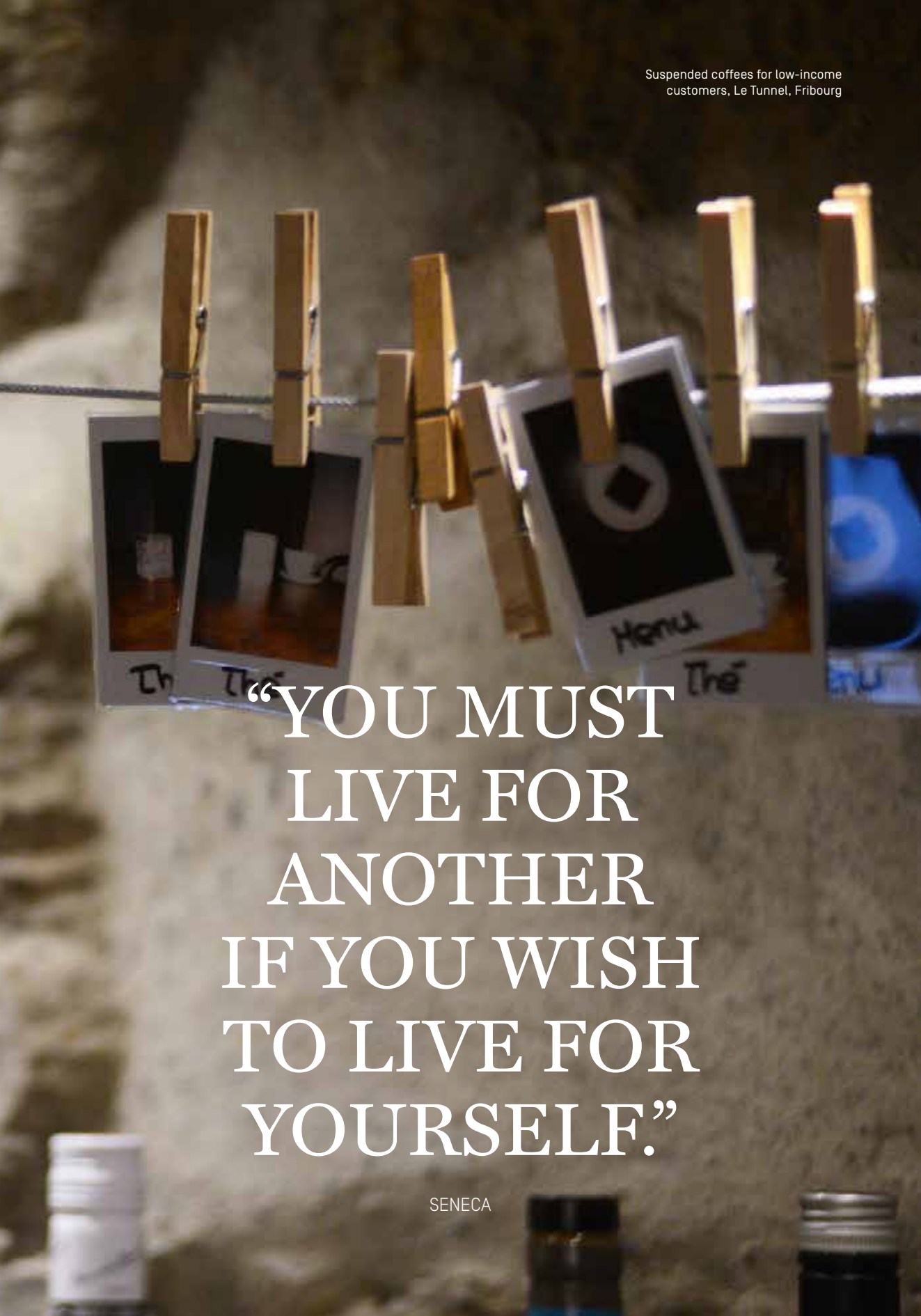


PATRICK ODIER
MEMBER



DR MAXIMILIAN MARTIN
MEMBER





“YOU MUST
LIVE FOR
ANOTHER
IF YOU WISH
TO LIVE FOR
YOURSELF.”

THE COMMITMENT TO COMBATING SOCIAL EXCLUSION

FAMILIES LIVING IN POVERTY IN SWITZERLAND

250,000

AROUND A QUARTER OF A MILLION PARENTS AND CHILDREN CURRENTLY LIVE BELOW THE POVERTY LINE



8.1%

OF FAMILIES WITH THREE OR MORE CHILDREN LIVE IN POVERTY – TWICE AS MANY AS CHILDLESS FAMILIES



1/6

ONE-SIXTH OF SINGLE-PARENT FAMILIES ARE AFFECTED BY POVERTY

Source: Caritas Suisse

Many donors are driven by their refusal to accept poverty and inequality as a part of society, whether that be the grinding poverty blighting the Global South or the often less visible but no less real poverty that exists closer to home. While the number of people worldwide living in extreme poverty is estimated to have halved between 1990 and 2010, more than a billion still face this major social disadvantage every day.

There are approaches and practical solutions to helping those leading a precarious existence. They prioritise providing those less fortunate with the means to assert their rights, in particular by offering advice and involving them in the decision-making processes that concern them.¹

In Switzerland, it is estimated that half a million people are currently living below the poverty line, with nearly a million living in precarious conditions, i.e. in a household with too little income to cover basic needs. Difficulties often include lack of access to affordable housing and health insurance. Single-parent households and large families tend to be most affected. Even those in work cannot always escape poverty – the working poor phenomenon – as a lack of skills means they cannot secure permanent employment.

There are a number of concrete levers donors can focus their efforts on to reduce social exclusion:

- Making up the shortfall in minimum subsistence income by improving housing, access to healthcare, socialisation and professional opportunities;
- Offering opportunities for integration by increasing people's chances of finding employment on the primary labour market or in social enterprises;
- Supporting training measures for people living in precarious conditions;
- Preventing people from ending up in precarious situations, for example through programmes focussing on early childhood, educational integration and the acquisition of social skills, as well as stopping children from dropping out of school.

¹ *Making Human Rights Work for People Living in Extreme Poverty*, A Handbook for Implementing the UN Guiding Principles on Extreme Poverty and Human Rights, ATD Fourth World and Franciscans International, 2015, 58p.

Source: The Economist, Caritas Suisse.

Philanthropia's role is to accelerate the introduction of donors to the associations in the social sector, in their preferred region or canton. This could be simple support for the emergency and equipment fund of a food bank or a longer term relationship aimed at getting a social restaurant, workshop or enterprise off the ground financially. At a more individual level, donors could, for example, provide support to women in debt or wanting to re-enter the workforce following a divorce.



©Yves Leresche

Many Philanthropia donors are committed to tackling these issues. In addition to the Collectif d'associations pour l'action sociale (CAPAS) in Geneva and La Tuile in Fribourg (see pages 24-27), the portfolio currently comprises the following measures:

- Grants for deserving students unable to obtain public scholarships (University of Geneva and HES-HEPIA);
- Two Pro Infirmis programmes, one integrating people with disabilities in the primary labour market, the other adapting physical access to accommodation to people's specific needs, thereby preventing a deterioration in living conditions forcing them into precarious conditions or even losing their home;
- A programme to introduce young children to a range of sporting activities launched by FC Solothurn, aimed at encouraging children to engage in sports in a diverse setting in terms of gender, social background and ethnic origins;
- Targeted support provided by the Fonds Gustaaf Hamburger for Parkinson's sufferers and their families when facing financial difficulties due to treatment and rehabilitation costs.

CAPAS – COLLECTIF D'ASSOCIATIONS POUR L'ACTION SOCIALE



THE CHALLENGE

In 2012, when the Collectif d'associations pour l'action sociale (*Collective of associations for social action*, CAPAS) was founded, the main challenge was creating a structure that was representative of Geneva's charitable social and healthcare sector. CAPAS's aim is to promote constructive collaboration between its members, develop their expertise in combating precarious living conditions, prevent and detect problem areas, and encourage dialogue between the canton, the city and the associations.



Roma, the tireless quest for paradise, 193 photographs by Yves Leresche, texts by Yves Leresche, Leonardo Piasere, Jean-Pierre Tabin and Véra Tchérémissinoff.
Edition Infolio 2015, Gollion, Switzerland. See also images on pages 4 and 23.

THE IDEA

There are resources and skills available to identify emerging social problems and to improve the coordination of the various public partners and associations. The primary goal is to generate proposals for how to better address social challenges.

CAPAS is establishing an overview of all the services provided by its member associations. This overview will enable members to share their skills and knowledge in a wide variety of areas, including addiction, combating poverty and overindebtedness, reintegration into the workplace, migration, domestic violence and mental illness.

The objective is to make the resulting data and skill pool available to public services and private institutions and foundations.

THE RESULT

To this end, a number of projects have already been realised thanks to the financial support of Fondation Philanthropia, including the creation of two posts: coordinator and communications manager. This support has enabled CAPAS to develop its communication and search for funds as well as to make resources available to its members.

The publication of research studies has led to information sharing, increased the visibility of the associations' activities and service users' life stories, and brought together the various social and political players in the canton.

CAPAS currently encompasses 39 associations, representing 85 areas of intervention, more than 2,500 volunteers trained and deployed by the associations, and more than 760 professionals in the field who assist, treat, advise, listen to, consider and produce information for those in need. It is CAPAS's aim to leverage this work to improve the care of people living in precarious conditions.

www.capas-ge.ch

CAPAS
IN ACTION

39

ASSOCIATIONS

85

AREAS OF
INTERVENTION



> 760

PROFESSIONALS
IN THE FIELD



> 2,500

VOLUNTEERS TRAINED
AND DEPLOYED BY
THE ASSOCIATIONS

LA TUILE – STRENGTHENING SOCIAL FABRIC

THE CHALLENGE

The La Tuile association celebrates its 25th anniversary in 2017. It runs the only emergency shelter in the canton of Fribourg.

The directors quickly understood that the provision of emergency social care cannot be an end in itself, and that an association providing social services must become a source of ideas and solutions.

Since 2003, La Tuile has also been offering accommodation to help reintegrate vulnerable people – with very encouraging results, as 50 people have already completed the programme. Those in need can register with the programme and come out of it with a renewed purpose in life and access to social security or a job. One of the reasons this programme is such a success is that the association bases its approach on the symbolic value of social exclusion.



7,500
bed-nights

46
residents in supervised accommodation



THE IDEA

The association’s guiding principle is to address all human needs, not only those of a material nature.

In 2002, La Tuile organised the first Festival de Soupes, a soup festival that offers a friendly meeting place in the town centre that is open to people of all social classes and backgrounds. To limit any financial exclusion, prices are adapted to the means of the customers – you pay whatever you want or can afford to. The association would like to establish a permanent service of this kind in the centre of Fribourg, especially given the very encouraging reception by the public and the positive results in terms of social and economic integration. So at the end of 2016, La Tuile took over the management of an iconic café in Fribourg’s old town, **Le Tunnel**. This professionally managed project cultivates social diversity and inclusivity through community and cultural gatherings and events, and by charging prices for drinks and meals that everyone can afford.

Fondation Philanthropia is supporting this social enterprise project for a period of two years, during its start-up phase. Ultimately, Le Tunnel will be an entirely self-sufficient sociocultural café.



Bar, Le Tunnel, Fribourg

“By offering a friendly space, La Tuile wants to be part of the fabric of society and integrate its users and tenants, as well as taking a subtle approach to social and community work.”

Eric Mullener, Director, La Tuile

THE RESULT

After just a few months of being open, the café is constantly full. Many people regularly make use of free orders – paid for by other customers and “suspended” until needed – and discount cards.

The café also has a cultural offering for which it does not display any prices, which helps to limit the impact of this type of social exclusion. The activities organised by the association are enjoying growing success, too, including drop-in services, sociocultural events and presentations by other associations.

The café is fast becoming a centre of community wellbeing in the heart of Fribourg.

www.la-tuile.ch
www.le-tunnel.ch



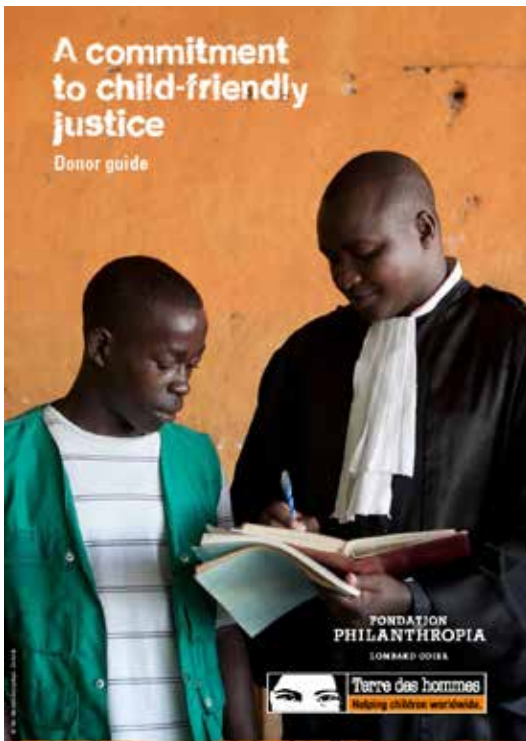
A vertical photograph of a wall with peeling green paint. Four incandescent light bulbs are hanging from black cords, casting a warm glow. The text 'SUPPORTED PROJECTS' is centered in the lower half of the image.

SUPPORTED
PROJECTS

SUPPORTING JUVENILE JUSTICE IN JORDAN

THE CHALLENGE

Child relief agency Terre des hommes has been working in the Middle East for many years, ensuring respect for children's rights, especially in the detention centres for minors in Amman, Irbid and Ruseifa, Jordan. It collaborates directly with the authorities and professionals dealing with juvenile justice, raising awareness amongst the various players of the need to adapt processes to the specific requirements of children, regardless of their age, gender, status or religion.



To find out more about juvenile justice: As part of the assistance it provides to donors with regard to support programmes for children, Philanthropia and Terre des hommes published a guide for donors, available on request.

IN FIGURES

70%

of the children facing the justice system in their country work instead of going to school

62

professionals in the juvenile justice system trained in the protection of children at risk in Jordan

465

children from socially unstable environments have benefited from improved wellbeing thanks to psychosocial measures

THE IDEA

Of the children facing the justice system in their country, 70% work instead of going to school. They often commit minor offences such as stealing, and many are repeat offenders. Terre des hommes' programme consists of three main elements:

- Addressing the psycho-social needs of detained children or those at risk of being detained, taking into account their life story, and preparing them for their return to family and community. The programme gives them the opportunity to undergo training and offers ways of escaping the vicious cycle of violence.
- Strengthening the ability of stakeholders in the juvenile justice system to protect minors. Terre des hommes offers training in children's rights at local, national and international level.

- Strengthening the collaboration between key players and lobbying both formal and informal systems to respect children’s right to education, even when in prison, and to a legal representative – two fundamental rights they are currently commonly denied – so as to reduce reoffending.

THE RESULT

- In Jordan, 62 professionals within the juvenile justice system have received training on the protection of children at risk, 40 of which were instructors with the rehabilitation centre. Twelve volunteers from within the community improved their knowledge of children’s rights and juvenile justice, and are now in a position to enforce the respect of these rights. Ten police officers also enhanced their skills in child protection and crime prevention.
- The psychosocial measures implemented have benefited the wellbeing of 465 boys and girls aged between 7 and 17 and living in a socially unstable environment.
- Fostering the dialogue between all stakeholders has raised awareness of the needs of minors who find themselves in conflict with the law. Key members were identified within each sector, and a link established between the players in the formal and the traditional juvenile justice systems. This inclusive approach helps to minimise reoffending and facilitate the integration of young Jordanians into a society that respects their rights.

“Khaled (16) was jailed for stealing two water canisters from his employer, who had refused to pay him. The police made him sign a paper, but Khaled cannot read. Nobody explained what was going to happen to him and how long he would have to stay in prison. We worked together with social services and the judicial authorities to get Khaled out of prison and into vocational training under the supervision of Terre des hommes.”

A psychologist with Terre des hommes

Psychosocial measures aimed at children age 7 to 14, Eastman, Amman, Jordan



REVIEW OF PAST SUPPORT



New logotype launched

THE CHALLENGE

As PUI’s economic model rests almost entirely on major institutional donors (governments and European Union), its ability to react rapidly and efficiently to emergency situations and the increase in humanitarian needs is limited. Consequently, when the NGO was formed by the merger of two associations (Première Urgence and Aide Médicale Internationale), it sought to **diversify its funding sources by growing funds from the private sector.**

Première Urgence Internationale (PUI) is an international NGO that helps civilians who are marginalised or excluded as a result of natural disasters, armed conflict and economic collapse. Its mission is to provide a rapid global response to the basic needs of these populations (currently more than six million people).

“Diversifying our funding sources by growing funds from the private sector was a priority for our organisation.”

Jean Javogues, Communications Director

Launch event
(Rock en Seine festival)



www.premiere-urgence.org



New website

Despite being a major provider of humanitarian aid on the ground, it was not well known among the general public because it deliberately spent most of its funds on projects in the field rather than on communication. From 2013 onward, it decided to redefine its communication strategy in order to address the wider public and increase fundraising.

THE IDEA

The association had to set out a precise strategy to increase its visibility and ability to attract and retain new donors. Its main priority between 2014 and 2016 was developing its identity and positioning, starting with changing and deploying its brand.

Philanthropia's donation was relatively modest compared with PUI's expenditure programme of more than 60 million. The aim of choosing this investment – one that the usual donors would not have covered – was to create as great and lasting an impact as possible on the organisation's development.

THE RESULT

Philanthropia began supporting the process in 2014 across three major activities:

- changing the name and visual identity of the association (creation, logotype and graphic design),
- updating its website and customer relationship management tool,
- launching and deploying the new brand (communication plan, registering the trademark and domain name).

The new identity and website were launched on the same day as PUI participated in the Rock en Seine festival in August 2015, which resulted in significant media coverage. During the same period, the association was involved in welcoming refugees to France, which helped to enhance its media profile and quickly anchor its new brand. Since late 2015, it has become increasingly vocal about conflicts, with visitors to its website quadrupling and online donations growing threefold.



HUMANITARIAN AND SOCIAL ACTION



SWITZERLAND
ASSOCIATION
BON SECOURS

This association provides support to alumni of the Ecole du Bon Secours de Genève (now the Haute Ecole de Santé) in need of help. In 2015, monthly grants were awarded to nine beneficiaries of this association.



FRANCE
ASSOCIATION BOUÉE
D'ESPOIR

Bouée d'espoir combats social exclusion by throwing a lifeline to people suffering hardship. The seven-year commitment (2010-2016) to Bouée d'espoir is continuing, so that more people on the margins of society can be supported.



FRANCE
LEV TOV

Humanitarian association operating near Paris. Support for the association's activities: providing aid to the most vulnerable families, particularly children and people with disabilities and in hardship.



CAMBODIA
PEOPLE IMPROVEMENT
ORGANIZATION

This organisation focuses on providing education and vocational training to underprivileged young people, with a particular emphasis on girls, orphans and street children. Grants have funded a training centre where children from the slums of Phnom Penh can grow up safely and receive an education.



SWITZERLAND
**ASSOCIATION ACTION
EN SANTE PUBLIQUE**

Co-financed with **Fondation Dora**, the grant supports a project for teenage mothers with mental health issues in Yaoundé, Cameroon.



SWITZERLAND
RIGHT TO PLAY

Measurement of impact of association's programmes financed by a regular donor.



SWITZERLAND
SWISS FEDERAL INSTITUTE OF TECHNOLOGY IN LAUSANNE (EPFL)

Seed funding over two years for the EPFL-ICRC Humanitarian Tech Hub. This platform, which is shared by the ICRC and EPFL, aims to accelerate the production of concrete technical solutions for humanitarian work on the ground.



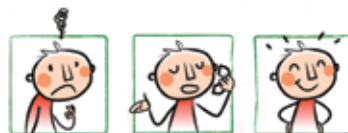
FRANCE
ENFANTS DU MEKONG

Support over three years (2015-2017) for this humanitarian organisation active in the Greater Mekong area, to cover the purchase of a database enabling real-time reporting on the ground to central monitoring systems at the headquarters, as well as training to strengthen the measurement and evaluation of programmes by staff on the ground.



SWITZERLAND
HELVETAS SWISS INTERCOOPERATION

Contribution to a project to strengthen food security and support the agricultural sector in Mozambique.



FRANCE
SOS AMITIÉ

SOS Amitié provides a 24/7 helpline aimed at preventing suicide. A new grant over four years (2014-2018) will make it possible to set up telephone and IT equipment, increasing the number of calls it can handle.



SWITZERLAND

- SERATA STIFTUNG FÜR DAS ALTER (ZH);
- BÄRENMOOS, WOHN-RAUM FÜR JÜNGERE BEHINDERTE (ZH);
- LIONS CLUB ZÜRICH DOLDER (FAMILIES IN NEED FUND).

These organisations have received uncommitted support from the **Klara Jucker-Kurt Fund**.



SWITZERLAND

INTERNATIONAL SOCIAL SERVICE

General support to ensure the functioning of the organisation.



SWITZERLAND

AIDE SUISSE AUX MONTAGNARDS

General support to ensure the functioning of the organisation.



SWITZERLAND

SECOURS D'HIVER GEN-EVE

General support to ensure the functioning of the organisation.



SWITZERLAND

FUSSBALL CLUB SOLO-THURN

Programme to encourage children aged four to seven of all genders and cultural and social backgrounds to try out a range of sporting activities in a diverse setting.



**SOUTH AFRICA, TANZANIA,
DEMOCRATIC REPUBLIC OF CONGO
AFRICAN WILDLIFE
FOUNDATION**

Renewed support from the **Carlo Fund** to help create a team of mobile rangers that can be deployed in all of the KwaZulu-Natal parks. In a difficult environment for recruiting park rangers, the aim of the programme is to attract people who wish to receive training and firmly establish an effective presence to counter the organised crime threatening major species, including the rhinoceros.

Additional support is also given to a legal training project to help combat trade in wild animal products in Tanzania and the DRC. This training is for judges, police and customs officials involved in proceedings against the traffickers.



**INTERNATIONAL
WWF**

An advocacy, communication and awareness campaign aimed at governments and consumers in China and Vietnam is under way (2014-2017) to reduce demand for products derived from protected species.

SWITZERLAND

- **FONDATION FRANZ WEBER**
- **PRO NATURA SUISSE**
- **PROTECTION SUISSE DES ANIMAUX**
- **WWF SUISSE**

These organisations have received uncommitted support from the **Klara Jucker-Kurt Fund**.



ART AND CULTURE



SWITZERLAND
INTERNATIONAL FILM
FESTIVAL AND FORUM ON
HUMAN RIGHTS (FIFDH)

This grant supports an evening debate on the Ebola crisis and response at the Geneva human rights festival.



SWITZERLAND
PAM PLATZ FÜR ANDERE
MUSIK

The **SOMI Fund** provides general support to this musical programme organised in Uster (canton of Zurich).



SWITZERLAND
STERN-THEATER-PRO-
DUKTION (RIGIBLICK)

The **SOMI Fund** covers part of the programming costs of Rigiblick theatre in Zurich.

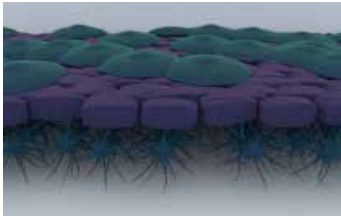


MEDICAL AND SCIENTIFIC RESEARCH



FRANCE GUSTAVE ROUSSY

Continued support for programmes at the cancer care and research centre.



SWITZERLAND FONDATION EGON NAEF

Fondation E. Naef pour la recherche in vitro (FENRIV) supports researchers and scientists who develop effective research means as alternatives to animal testing. A three-year collaboration with Philanthropia's **Carlo Fund** has been launched to reward researchers who have persevered in this field.



SWITZERLAND PRO SENECTUTE - AP- PENZELL RI

Support from the **Gustaaf Hamburger Fund** to meet healthcare costs for a patient with Parkinson's disease.



FRANCE INSTITUT CURIE

Educational therapy programme focussing on cancer-related pain with the aim of providing patients with personalised care.



**INTERNATIONAL
UNION FOR
INTERNATIONAL CANCER
CONTROL (UICC)**

Support for the “UICC-Cancer control capacity building team” project. To coordinate its various projects, UICC needs to strengthen its team by recruiting three extra staff. The goals are better sharing of tools across the network, faster knowledge sharing and better communication between the north and south in the fight against cancer.



**SWITZERLAND
SWISS CANCER LEAGUE**

Uncommitted support from the Klara Jucker-Kurt Fund.

**SWITZERLAND
CANCER LEAGUE OF
GENEVA**

General support to ensure the functioning of the organisation.



**SWITZERLAND
IMMUNOLOGY AND
TRANSPLANT UNIT OF
THE GENEVA UNIVERSITY
HOSPITALS**

This unit (Prof. Villard and his team) seeks to identify compatible donors for organ and bone marrow transplants. A grant from the **Gustaaf Hamburger Fund** covered the salary of a biologist working on a project to examine the feasibility of transplanting stem cells to treat dopamine neuron degeneration, which is the underlying cause of Parkinson's disease.



**SWITZERLAND
PARKINSON SUISSE**

Support from the **Gustaaf Hamburger Fund** for the quarterly magazine and the association's solidarity fund, as well as an information day for patients and their families.



EDUCATION AND TRAINING



FRANCE **ECOLE MELIES**

The mission of the Institut Georges Méliès is to provide training in teaching the art and techniques of film animation and digital special effects at university level. Support for developing the ability to manage and communicate within the school.



CAMBODIA **ASSOCIATION AGIR POUR LE CAMBODGE**

In 2002, the French association Agir pour le Cambodge established Sala Bai, a hotel school in Siem Reap exclusively for young Cambodians from extremely poor backgrounds. Two grants went towards the construction of a new site for the school and teaching fees.



**SWITZERLAND
BLAISE LENOIR
SCHOLARSHIP**

A scholarship in partnership with One FM has been created to address the shortage of vocational training opportunities in Switzerland for young people passionate about working in radio. The scholarship covers the costs of training one young person who plans to become a radio presenter, as well as the upgrading of equipment at community radio station 7Radio [Lausanne].



**SWITZERLAND
MARC BIRGIT
SCHOLARSHIP
HES-HEPIA**

Two scholarships awarded to mechanical engineering students at HES-Genève (Hepia).



**SWITZERLAND
HUSSENSTEIN
SCHOLARSHIP,
UNIVERSITY OF GENEVA**

In order to support medical students from their first year of study, the Foundation has set up a scholarship system in partnership with the university's Health and Social Services department. The scholarship supports seven students enrolled at the Faculty of Medicine in Geneva, including Linda (photo), freeing them from an often complex family environment and allowing them to gain independence.



**THAILAND
CHILD'S DREAM**

Organisation focussed on educating underprivileged children, primarily in the Mekong Sub-Region (Thailand, Laos, Cambodia). Covers university fees in Bangkok for two students from Myanmar.



**BANGLADESH
SHIDHULAI SWANIRVAR
SANGSTHA**

Shidhulai manages a fleet of solar-powered floating schools, libraries, dispensaries and workshops, and reaches around 97,000 families in the regions of Chalan Beel in the north-west of Bangladesh. A grant contributed

to funding part of the floating schools programme, particularly the construction of a new boat and the enrolment of 90 students and their families in school, health and agricultural advisory programmes.

A WORD OF THANKS

Our aim in this report was to highlight the work done directly in the field by our partners. We would like to take this opportunity to thank them sincerely for the quality of their work and their projects.

Our donors are thus able to fully quantify the impact of their generosity, which has contributed to changing the fate of humankind all over the world.

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Since the mission of Fondation Philanthropia is to serve the philanthropic ambitions of its donors, we adopt a purely proactive approach to identify projects that meet their personal interest areas.

We therefore cannot consider unsolicited funding requests. Thank you for your understanding.

PHOTO CREDITS

p. 4, 8-9	UICC
p. 4, 23, 24	Yves Leresche
p. 4, 26	La Tuile
p. 4, 39	Gustave Roussy
p. 10-11, 17, 38	Thomas Garnier / Versailles
p. 20-21, 26-27	Le Tunnel
p. 30-31	Terre des hommes
p. 32-33	Première Urgence Internationale
p. 34-42	DR

