



Annual Report

2012



DOING IT TOGETHER.



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Message from the President and General Secretary

THE INTERNATIONAL BLUE CROSS FACES UP TO CHALLENGES

Dear Reader,

For the International Blue Cross 2012 was a “year of transition” marked by important events. It was a year in which we continued with existing projects, completed projects that had run their course, and launched new ones. 2012 was a year of transition because of the leadership changes within the International Blue Cross with the arrival of a new general secretary and president and because of changes within the Network Committee where women are now better represented. 2012 was also a year of transition because of the decisions taken at the General Assembly held in Sibiu (Romania) in October that face up to forthcoming challenges. We redefined our values beginning with discussions on what kind of leadership was needed for an organisation like ours which has in no way renounced its Christian founding principles. We then reconsidered the structure of the organisation – as a “federation” regrouping different national Blue Cross organisations and as an “international institution” – and introduced

significant improvements in the area of strategy. These changes should revitalise the International Blue Cross and enable it to optimise its services and draw up new plans for development.

Maintaining the quality of our services for people affected by dependence is our duty at all times. Combining the campaigning aspect with technical expertise and retaining our passion while developing operational know-how is our leitmotif. And we will continue to ensure that all donations to the International Blue Cross are used to change the lives of those for whom they are intended.

The diversity of all those who work to aid our cause as volunteers or as employees is a rich blessing for the International Blue Cross. We would like to take this opportunity to pay tribute to all those who give of their time and talents daily in support of people with a dependence. Our motivations and skills complement each other and there

needs to be greater contact between us all which we plan to achieve by exchanging information on the issues that affect us and on our activities. That is the purpose of this report. “DOING IT TOGETHER” is not just a slogan; it is a reflection of the activity engaged in, within our movement.

The quality of our programmes and our management is recognised by our auditors, partners and by beneficiaries. This level of recognition is due to the support of all our donors who continue to place their trust in us and whom we thank most sincerely!



Dr. Albert Moukolo,
President



Anne Babb,
General Secretary

About Us



Winning drawing of the Blue Cross Namibia Drawing Contest 2011. ©Blue Cross Namibia

Who we are

- The International Blue Cross is a health development organisation dedicated to caring for people harmed by alcohol and/or illicit drugs.

- It is a non-governmental umbrella organisation that brings together national Blue Cross societies – called member organisations.
- It is a project funding and implementation organisation. It helps member organisations build skills and exclusively supports projects that make a difference. It also functions as a networking hub and coordinator.
- There are national Blue Cross organisations in 43 countries. These organisations are independent, non-denominational Christian organisations.

What we do

- The International Blue Cross provides healthcare development support and aims to promote holistic well-being.
- It works to prevent and reduce the harmful use of alcohol and illicit drugs, and to help mitigate the associated negative health, social, and economic consequences. This is done through development projects and support work and through

evidence-based alcohol policy training programmes and advocacy.

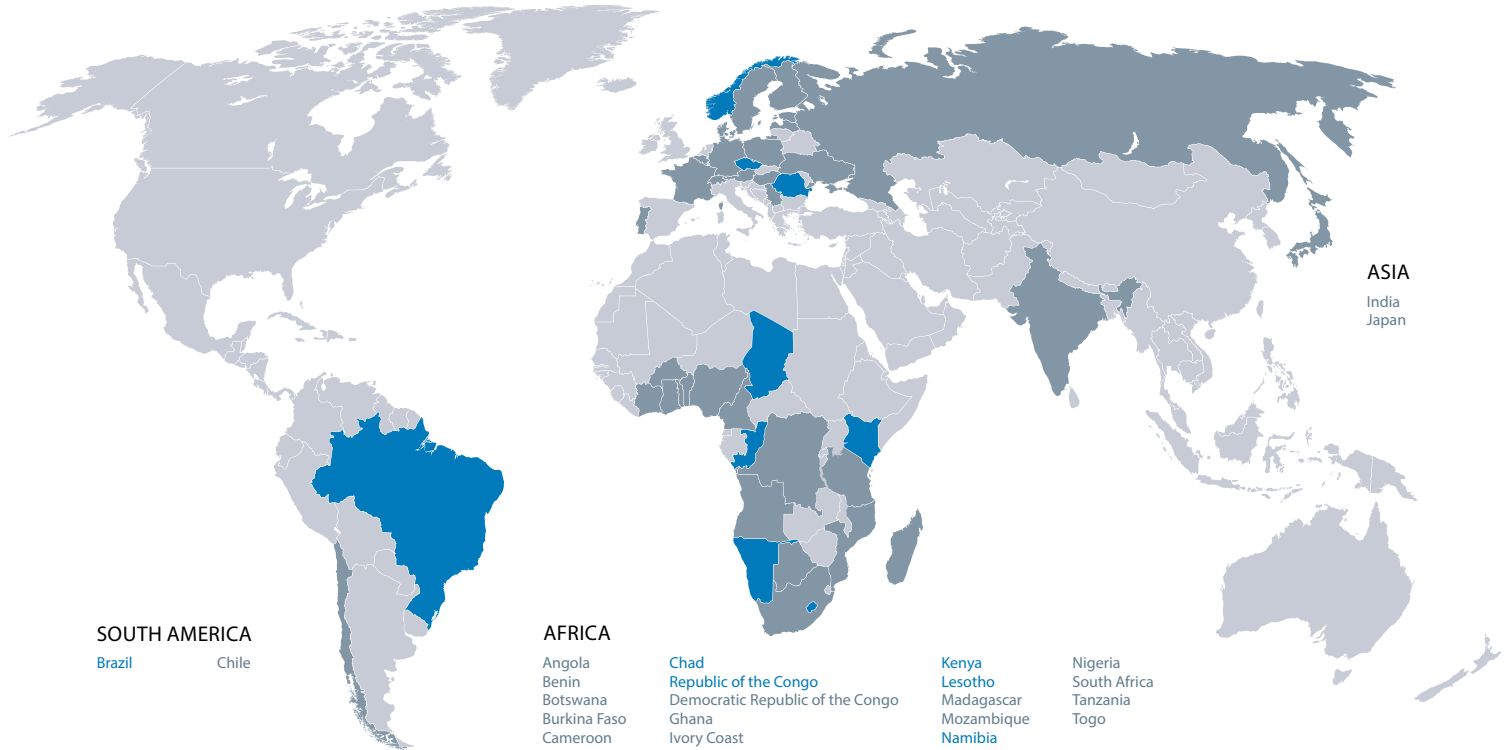
What makes us different

- Blue Cross presence and assistance is non-discriminatory.
- The Blue Cross approach is integrated and holistic. It incorporates the physical, psychological, and social aspects of a person's life, as well as its spiritual dimensions, into all its care and therapy.
- Blue Cross practitioners and volunteers are guided by their professional ethics as well as by Christian values of respect, dignity, solidarity, and inclusiveness.
- Blue Cross practitioners and volunteers are deeply connected with local communities with whom they work.
- Blue Cross supported international projects are committed to apply shared standards of professional practice in prevention and care, leadership and governance.

Blue Cross Worldwide

EUROPE

- | | | | | |
|----------------|---------------|---------------|----------------|-----------------------------|
| Austria | Estonia | Germany | Poland | Serbia |
| Belgium | Faroe Islands | Hungary | Portugal | Sweden |
| Czech Republic | Finland | Latvia | Romania | Switzerland (French/German) |
| Denmark | France | Norway | Russia | Ukraine |



SOUTH AMERICA

- Brazil Chile

AFRICA

- | | |
|--------------|----------------------------------|
| Angola | Chad |
| Benin | Republic of the Congo |
| Botswana | Democratic Republic of the Congo |
| Burkina Faso | Ghana |
| Cameroon | Ivory Coast |

- Kenya
Lesotho
Madagascar
Mozambique
Namibia

- Nigeria
South Africa
Tanzania
Togo

ASIA

- India
Japan

Project Information and Highlights

The projects listed below are funded or co-funded by the International Blue Cross.

Blue Cross Brazil

Project: 1.9.2009–31.12.2013. Expansion and strengthening of the network of self-help groups through training of self-help professionals and volunteers.

Location: Southern Brazil

Highlights: Creation of more than 60 new self-help groups in Southern Brazil in less than 3 years, serving more than 1500 people every week.

Blue Cross Brazil

Project: 1.1.2010–31.12.2013. “Helping the Helpers” – Improving the quality of services in the field of dependence by developing a course offer for professionals and volunteers working in addiction care.

Location: Southern Brazil

Highlights: Professional training courses in addiction care reaching over 1000 professionals and volunteers every year.

Blue Cross Chad

Pilot Project: 1.1.2010–31.3.2012. Education and prevention among disadvantaged children by means of extracurricular activities.

Location: N’Djamena

Highlights: Daily support and care for 50 disadvantaged children in a slum area of N’Djamena through a holistic programme of after-school tutoring and leisure activities including soccer and theatre.

Main Project: 1.10.2012–31.12.2014. Education and prevention of alcohol abuse in vulnerable youth through peer education and the promotion of life skills.

Location: N’Djamena

Highlights: Increase the level of awareness of 10’000 young people about the dangers of alcohol and other drugs and develop the competencies of 75 peer educators to offer support to their peers.

Blue Cross Czech Republic

Projects: 1.1.2009–31.12.2013. Expansion of network of counselling and aftercare services for dependent people.

Location: Moravian-Silesian Region

Highlights: Creation of a network of 6 professional counselling centres in the Moravian-Silesian region, serving more than 350 clients and their families per year.

Blue Cross Namibia

Project: 1.7.2009–31.12.2013. Education and prevention in high schools and counselling services for students at risk.

Location: Windhoek

Highlights: Blue Cross prevention work reaching more than 11’000 learners in 12 public high schools in Windhoek. Creation of more than 180 Blue Cross “After School Clubs” with 1700 young participants per year, promoting healthy lifestyles through dance, chess, soccer and other alternative activities.

Blue Cross Norway

Project: 1.5.2009–31.12.2013. Training programme on evidence-based alcohol policy.

Location: Botswana, Malawi, Namibia, Chad, Lesotho, Madagascar

Highlights: Development of a module-based training package on evidence-based alcohol policies in developing countries and training of civil society stakeholders in 7 African countries.

Advocacy work in selected African countries in order to lobby for the introduction of evidence-based national policies in line with the WHO global strategy to reduce the harmful use of alcohol.

Blue Cross Lesotho

Project: 1.6.2009–31.12.2012. Capacity building for care givers ("International Child Development Programme").

Location: Maseru

Highlights:

- Local Blue Cross Treatment Centre - Thaba Bosiu Centre - capacitated to work with and train parents and care givers as an effective means to prevent alcohol abuse among children and young people.
- ICDP prevention programmes in local schools reaching over 1000 learners and their teachers.

Blue Cross Kenya

Project: 1.7.2010–31.12.2013. Establishing a treatment and rehabilitation centre for dependent men.

Location: Mtito Andei

Highlights: Treatment and social reintegration of more than 30 men every year suffering from addiction problems.

Blue Cross Republic of the Congo

Pilot Project: 1.7.2011–31.12.2014. Prevention – A peer education programme for adolescents.

Location: Brazzaville

Expected results: Increase the level of awareness of 8400 young people about the dangers of alcohol and other drugs and develop life skills competencies of 800 youths.

Blue Cross Romania

Project: 1.1.2011–31.12.2013. "Potters House" – Establishing a new in-patient therapy centre for dependent men.

Location: Sura Mica

Highlights: Construction of a rehabilitation centre with 30 beds for men affected by addiction-related harm in Sura Mica (Sibiu) allowing treatment of 150 to 200 alcohol and/or drug dependent persons per year.

Work Focus and Figures of a Blue Cross Puzzle



Prevention

26% of national Blue Cross organisations are involved in 'individual-oriented prevention'. The focus is on prevention in schools and the promotion of extra-curricular activities and life skills as effective tools to further children's ability to make informed decisions when confronted with difficult choices related to drugs and alcohol.

Treatment & Counselling

26% of national Blue Cross organisations provide treatment and counselling services to people with addictions. The focus is on therapeutic communities that aim to offer these people a place to stay for a couple of months after detoxification. The purpose of the stay is to provide them with tools that allow them to shape their lives with purpose and reflection – without alcohol or drugs.

Aftercare

19% of national Blue Cross organisations are involved in aftercare. The focus is on self-help groups – an excellent and cost-efficient tool for relapse prevention. The Blue Cross network worldwide comprises more than 400 self-help groups!

Alcohol Policy/Advocacy

15% of national Blue Cross organisations advocate for evidence-based alcohol policies, which fall within the area of 'structural prevention'. The current geographic focus is on developing countries in Africa where, in many cases, evidence-based alcohol policies either do not exist or are not properly implemented.

Other

14% of national Blue Cross organisations are involved in activities that do not fall within the four main categories. Examples of these are 'Day Care Centres' where people with addictions, whether they are sober or not, can drop in to spend a meaningful day.

For more than a hundred years, Blue Cross employees and volunteers have had a profound impact on the lives of people suffering from addiction around the world. What are the foundations of this success?

Blue Cross workers are deeply connected to the communities they serve. They have an excellent understanding of the cultural, religious, and socio-economic forces that define these communities, which allows them to be aware of their real needs.

Blue Cross workers are committed to responding to those needs by applying shared standards of professional practice in leadership and governance, and in prevention and care. The Blue Cross approach is holistic—it incorporates not only physical, psychological, and social dimensions to therapy, but also the spiritual.

A set of six core values inspires the attitude and practice of Blue Cross leaders and practitioners: excellence, empowerment,

inclusiveness, solidarity, respect, and liberating spirituality. These values encourage Blue Cross leaders and practitioners to act and work with a caring spirit, in conjunction with the Blue Cross mission: supporting dependent people to adopt a drug-free lifestyle.

The following are Blue Cross projects and stories from Germany, Namibia, the Czech Republic, and Faroe Islands, which will let you enter further into the Blue Cross secrets!



Blue Cross Faroe Islands

CHILDREN HAVE A RIGHT TO A CHILDHOOD!

On the Faroe Islands, there is a social taboo that makes it difficult for families, specifically children, to seek professional help when confronted with alcohol abuse. Moreover, the government provides no support for the needs of children who are put in harm's way by the addiction of one or both parents. To meet this need, Blue Cross Faroe Islands has designed a project to help these children cope and improve their lives.

THE FAROE ISLANDS

The Faroe Islands (capital Tórshavn) are an archipelago under the sovereignty of the Kingdom of Denmark. The islands are situated between the Norwegian Sea and the North Atlantic Ocean. In the Faroe Islands 10.7% of persons 16 years and older drink heavily. Heavy drinking is defined as consumption of more than 21 drinks a week for men and 14 drinks a week for women. (Country Profile Denmark – WHO Global Status Report on Alcohol 2004)

The Project – Learning by Sharing Experiences

In 2011, Blue Cross Faroe Islands initiated the project "Children have a right to a Childhood!". It offers 7 to 18 year olds a safe environment where they can get together to talk about their experiences with parental addiction. To facilitate the process, project staff organised groups by age and sex that meet two times a month for five months.

The director of the project, Jongerð Martinsdóttir Nielsen, stated: *"It is important to us that groups share themes such as self-esteem, sense of responsibility, decision-making, friendship, and hobbies. By doing so, the children learn from us, but also from each other, and are able to further strengthen their individual and social competencies."*

30 children and adolescents from around the Islands regularly attend the Blue Cross group meetings. Sara, a 16-year-old, is one of them. Her group helps her realise that she is not alone with her problems. She

is delighted that she is now able to share what it means to have an addicted parent.

Sara Remembers her Father

When Sara remembers her childhood she still has sad moments – *"I can't say I had a bad childhood. I just remember that I wished that my father wouldn't drink, because it's no fun to have an alcoholic as a father."* Sara's relationship to her father was marked by disappointments and privations. She still has those feelings – *"My father disappointed me all the time because he never kept his promises. I just wished that he had the strength to stay away from alcohol and be the person he really is – the best father in the world."*

Even as a small child, Sara knew when her father had been drinking – *"I could hear it in his voice and see it in his eyes. I was always very upset when he tried to play sober because I knew that he was drunk."* Sara's parents divorced when she began elementary school, so she and her two siblings were raised by her mother. Sara painfully remembered that



her father was away during Christmastime – *“During Christmas, my father was often drunk. Sometimes he called us, but if he had been drinking we would not allow him to visit because he would spoil our Christmas Eve. Sadly, sometimes I would buy a present and pretend it was from my father.”*

When Sara is in town with friends she sometimes sees her father who is still addicted to alcohol – *“If my father is alone and I see that he’s sober, I will talk to him. If he’s drunk, I tell him to go home, and I will not talk to him.”* She has not seen him for several months.

Sara has concluded that *“The biggest problem is that he refuses any help or kind of treatment.”*

Blue Cross Namibia

MOTIVATING STUDENTS FOR A DRUG-FREE LIFESTYLE

“Were it not for the Blue Cross, I do not know where I would be now.” These are the words of a 16-year-old student who has participated in the School Prevention Programme of Blue Cross Namibia. Thanks to the programme, his life has changed. Drug consumption is no longer a part of it.

According to a Blue Cross survey carried out in 12 partnering high schools in Windhoek, over 80% of students aged 13 to 20 consume drugs occasionally. Those polled are by majority from the city’s most disadvantaged areas where drug consumption and drug-related crime are widespread. In 2009, Blue Cross Namibia initiated an integrated school prevention programme to prevent students from slipping into addictive behaviour.

Life-skills, Youth Clubs, and Art Workshops

The objective of the Blue Cross Namibia Programme is to enter with students into a close and lively dialogue on their personal experience with alcohol and drugs. It aims

to introduce them to practical tools, life skills, that allow them to make informed choices and handle the challenges they face in their daily life. To this end, Blue Cross Namibia developed a blend of activities:

- **Life skills:** Blue Cross field coordinators work alongside regular teaching staff to provide daily life-skills classes. In addition, Blue Cross Namibia works with high-school students who are already consuming drugs by offering counselling sessions at their centres.
- **Blue Cross Youth Clubs:** Young Blue Cross collaborators have created chess, theatre, dance, and football youth clubs in partnership with local high schools enabling students to spend their leisure time in meaningful ways. Charles Eichab, four time national chess champion, and Norman Job, theatre expert from the Youth Ministry of Namibia, lead some of the club activities which greatly motivate students to participate!

- **Arts Workshops:** Blue Cross Namibia recently carried out an Arts Workshop in collaboration with the National Gallery of Art. Over 150 students from disadvantaged areas of Windhoek participated in the workshop. Guided by qualified artists, the students were able to playfully explore their imagination and creativity.

KEY ACHIEVEMENTS OF THE PROGRAMME IN BRIEF:

- *The initial number of **3 high schools** involved in the Blue Cross School Prevention Programme increased to 12. Over 10,000 students benefit from the programme.*
- ***1,700 students** participate in the activities of the Blue Cross youth clubs.*
- ***“Addiction”** became a central theme of the life-skill lessons provided by the 12 partnering high schools.*



Blue Cross Czech Republic

STORY OF AN ORDINARY ALCOHOLIC

Radek is 52, married, and the father of two children. He is a client of the Blue Cross Counselling and Aftercare centre in the city of Valašské Meziříčí in the Czech Republic. After years of heavy drinking he has been alcohol free since January 2011. Below is his firsthand account of Blue Cross's impact on him, and his hope that the changes he has accomplished will encourage other addicts to ask for support. He would like them to know that if they choose an alcohol-free lifestyle, the quality of their lives will be greatly improved. Here is what Radek says:

I am not the kind of person who loves to lecture others. I am, however, living a story that can be a lesson for many people that may be searching for some kind of support for their own difficult decision: to begin abstinence or not, and what will it take? I am not going to describe in detail how I became addicted to alcohol. It is not a special story, just one of overwhelming problems with work and fam-

ily that led to my subsequent excessive consumption of beer and shots of whiskey every night. You know how it is, life with two or more drinks is quite nice and you think problems will solve themselves somehow, right?!

*Problems will not solve themselves; trust me – **they will not solve themselves!** What's next then? How to deal with it? In this situation, all advice is worthless because you have to find the way out of the dead end by yourself. I chose a radical solution, abstinence! Me, abstaining? In our region, that would be a solution for a person with cirrhosis of the liver, inflammation of the pancreas or brain degeneration! [Next, Radek tells us the questions he had to answer himself.] What about all those celebrations and parties? Am I supposed to forget about my beloved beer, the most perfect drink invented by humans? And what about those 500 litres of ferment we are going to distil next month? Will I not taste the harvest? And what about the great wine from my brother-in-law from South Moravia? Who is going to drink that? Do*

I really want to voluntarily deprive myself of it all? Isn't this a superhuman task?

I can assure you, it isn't a superhuman task. It requires, however, one substantial thing: professional help. Without it, you only have a tiny chance of resolving your problem. And alcohol addiction is one big problem! So, once I understood and recognised that I was addicted to alcohol my first step led me to the Blue Cross after my doctor recommended it to me. This was the second luckiest decision I have ever made in my life (after, obviously, meeting my wife thirty-five years ago).

I met Ms Eva Oralova, a psychologist, who stopped me from falling down any further, and helped me to get to know myself. At our regular meetings she helped me find answers to my questions concerning abstaining and identified the most risky situations that could thwart my efforts. She explained to me how to deal with parties and visits, and basically helped me adjust to a life without alcohol.



Life without alcohol is a great life; its quality is incomparably higher than with alcohol. Yes, I do lose a few exuberant moments at parties, and I cannot drink my beloved beer at the pub. I lost those things, which is a fact, but I did, however, gain much more! My health has improved substantially. I have better blood pressure without having to use pills. I lost

weight, and I can sleep without using pills. I have a clear head the morning after a party, and can remember everything. I solved my financial situation and marital crisis, and I found a new job. I can drive a car when I want without fear of police road checks. I gained much, much more than I lost.

And that is how it goes in life, quid pro quo. When I have some weak moments, I talk about it with Ms Oralova at Blue Cross, and I leave with a stronger commitment to master it all. At the moment, after several months of abstaining, I am experiencing happy times. I managed to celebrate my 50th birthday, the passing of my state exams, the graduation of my two sons, a 30-year class reunion, the 60th birthday of my sister-in-law and brother-in-law, then Christmas, New Year's Eve, Easter and several cultural events – all without the need to drink alcohol. I managed it all thanks to the preparation and advice from Ms Oralova. Her advice works! So, if you need reassurance that life is possible without alcohol, I hope my story will inspire you, and give you the courage to begin. And most of all, do not forget the Blue Cross! Blue does good!

Blue Cross Germany

ADDICTION CARE FOUNDATION FOR CHILDREN

In Germany, as many as one child in seven grows up in a family where a father or mother is alcohol dependent. These children live in an unpredictable emotional environment, often are without adequate care, lied to, and sometimes abandoned.

Research clearly indicates that children who grew up in a family affected by alcohol-related harm are more likely to develop addiction in later life.

Blue Cross Germany recognised the gravity of the problem and in 2001 launched the Addiction Care Foundation for Children. The Foundation seeks to improve the well-being of affected children by offering them loving care, but also the tools they will need to shape a successful future. It supports programmes and activities that provide tailored prevention and counselling services to the affected children – one of its important programmes is 'blu:prEVENT'.

Prevention 'in Blue'

Dirk Höllerhage, an associate of Blue Cross Germany, initiated 'blu:prEVENT' as an innovative school level nation-wide addiction prevention programme in 2004. Its aim is to sensitise children and young adults, in their schools and homes, to the dangers of alcohol and drug abuse.

A teacher, in one of the schools where the activities of the programme were carried out, stated: *"Pupils willingly talked about themselves and their experiences with alcohol, and it didn't take long for the Blue Cross workers to create an atmosphere of trust."*

Nationwide, more than 12,000 pupils have already participated in the programme.

Goggles that simulate drunkenness

Educational classes are an important part of 'blu:prEVENT', and are designed to be creative, interactive, and stimulating. For example, students are encouraged to try out 'Alcohol Impairment Goggles' that simulate many of the physiological effects caused



Students try out 'Alcohol Impairment Goggles' that simulate the effects of drunkenness. ©Stiftung Deutsche KinderSuchthilfe

by 1.5‰ level of blood alcohol. In addition, students can hear the real life experiences of former addicts who are invited to schools to speak and role play with students to help them learn the actual risks of alcohol addiction.

“We don’t demonise alcohol”, says Dirk Höllerrage. “We meet the young people on an equal footing, and try to start up a conversation with them with the aim of making them strong enough to express their own opinion and withstand peer pressure.”

‘Alcohol Impairment Goggles’ simulate effects of impairment due to abusive alcohol consumption, including reduced alertness, slowed reaction time, confusion, visual distortion, alteration of depth and distance perception, reduction of peripheral vision, poor judgement and decision making, and a lack of muscular coordination. For some people, these kinds of impairments result after as little as one drink.

Champion footballer CACAU Strikes against Addiction

Cacau (Claudemir Jerônimo Barreto), star striker for the football club VfB Stuttgart, is the president of the board of trustees of the Addiction Care Foundation for Children. He explains why he is motivated to support the Foundation:*

“It’s important for me to help children affected [by an alcohol addicted caregiver] because, as a child, I experienced something similar. My father was an alcoholic. Today, he has recovered, and we have overcome the problems related to his addiction. When I heard of the foundation I thought, ‘yes’ that’s something I want to support. Children who went through the same circumstances as I did, should know that they can succeed in life, in spite of the difficult odds they face.”

“For me, it was important to know that the foundation truly cares for the people it works with; that it looks for adequate solutions for each child – independent of their social back-

ground. What I also appreciate in particular is that the foundation’s work is based on Christian values, values that I care deeply about.”

*This excerpt is from an interview of Cacau by Ralf Mauelshagen who works with Child-Addiction Care.

More information on the Child-Addiction Care Foundation and blu:prEVENT can be found at: <http://www.kindersuchthilfe.de>



What the Blue Cross Values Are

EXCELLENCE

We are committed to high standards of quality in our performance and relations. We serve our clients and partners in effective and efficient ways – in line with our values, and by applying both experiential and scientific knowledge.

EMPOWERMENT

We pledge ourselves to a work style which is genuinely participatory, in the spirit of mutual empowering, enabling, and learning. We assist and support everyone by mobilising their resources and realising their potential. We believe that best practices and good results are rooted in a work atmosphere of trust, love, and continual reflection.

INCLUSIVENESS

As an organisation and movement we, at the Blue Cross, are open to anyone who would like to contribute to the actualization of our goals and values. We treasure the diversity represented in our worldwide movement and desire to build a culture of tolerance and an appreciation for the diversity of opinions, practices, and beliefs that are held together by our shared values. Our services are neither discriminatory, nor judgemental.

SOLIDARITY

We live and work in solidarity with those who suffer from the effects of an addictive life style and represent their genuine interests in society. Based on this value, we advocate for national and global structures and policies.

RESPECT

Inspired by Christian values and a holistic view of the human being, those who serve value the integrity and dignity of those who are served.

LIBERATING SPIRITUALITY

Our basis is the ecumenical content of faith, that which the great traditions of Christianity have in common. We focus on the practical aspects of faith, the service of love to those who are in need – growing out of a spiritual practice that helps us stay connected to God's unconditional love and to be liberated from our own addictive behaviour.

Blue Cross Values in Practice

18, 19

AN INTERVIEW WITH BJØRG EIMSTAD – INTERNAL CONSULTANT, ORGANISATIONAL DEVELOPMENT, NORWAY

International Blue Cross: Bjørg, at its General Assembly 2012 in Romania, the International Blue Cross unanimously adopted a set of six organisational values (see page 18). This was one of the key results of the IBC strategy process 2011/12 in which you participated. Could you briefly describe the purpose of this process and your role in it?

Bjørg: *Let me first say that the values statement of the International Blue Cross is a solid and fine document. It was inspired by a process – a series of regional consultations – that brought together key Blue Cross leaders to reflect on the kind of values and spirituality that should underpin their practice. I joined these consultations upon the invitation of Geir [Geir Gundersen, former IBC President], who led the process. My role was to act as a facilitator, to support and guide the leaders in their reflections.*

IBC: Continuous learning is an important theme within the Blue Cross worldwide – especially as an enabler of another core value ‘Empowerment’. How do you understand this connection between learning and empowerment, and how do you see the Blue Cross demonstrating this value when it comes to learning?

Bjørg: *It was, and is, of utmost importance to the leadership of the International Blue Cross to position the organisation as a learning organisation – the focus being on learning from experience. The process itself was a learning experience, and the most important resource that nurtured the process was the participants themselves. In saying this, I refer to what each brought along to the consultations: their rich experiences, knowledge, and their personal qualities. Accordingly, I endeavoured, during the whole process, to create a climate where participants could listen to themselves and to each other, share their experiences, and reflect on the key issues.*



Bjørg Eimstad, Internal Consultant, Blue Cross Norway

To me, empowerment is very much about helping one other acknowledge and mobilise the potential and resources that exist within each of us. I feel that this is what we did by sharing and learning from each other, and this led to the development of the set of six core values. Interestingly, the way participants shaped the process reflected these values in a wonderful way.

IBC: Interestingly, the first value, 'Excellence', refers not only to excellence in performance but also to the quality of relationships with clients and partners. What does excellence mean in the context of relations?

Björg: *I started my professional career as a social worker. In my experience, the most important quality – the 'excellence' – when working with vulnerable people does not relate to expertise in the first place, but to the attitude we communicate when collaborating with our clients. And this attitude should be inspired by respect, solidarity, and a real sense of care. It is about silently and genuinely telling the client: "Yes, I see you, I hear you, I am here to serve you, and I will do whatever possible to support you."*

IBC: The last value 'Liberating Spirituality' may be seen as the fundamental principle that connects and guides the Blue Cross worldwide. What does this mean for Blue Cross leaders in practical terms?

Björg: *The International Blue Cross is a faith-based organisation. During the first day of the consultations we focused on 'Liberating Spirituality' as an essential dimension to leadership practice within the Blue Cross, and we invited participants to reflect on what 'Liberating Spirituality' meant to them. From a Christian point of view, every person is created by God with unconditional love. Consequently, our existence and the existence of those around us is a gift about which we should care deeply. Blue Cross leaders believe that their practice should reflect this care. The focus here is on 'practice' – in other words, on the importance of 'walking the talk', as opposed to barely 'talking the talk'. The challenge is to transform these values into true guidelines for our life.*

IBC: To sum up: Why do you see the six values being particularly significant for the Blue Cross at this time?

Björg: *The six values enable the International Blue Cross to have a clear identity, a common voice, and effective tools to further develop the organisation as an international actor, fulfilling its mission in trustworthy ways. It is fundamental that organisations create arenas where leaders and practitioners can meet and support each other in their efforts to connect values to practice and new challenges. Values should encourage us to focus on relationships as the most precious resource we have to develop our organisation.*

In 2011 and 2012, the International Blue Cross carried out a series of strategic consultations among Blue Cross leaders worldwide, which led to the development of the organisation's strategy 2013-2018. The General Assembly of the International Blue Cross unanimously adopted this new strategy in October 2012.

The strategy contains clear guidelines on the work priorities of the International Blue Cross and, importantly, takes into account the organisation's identity as an international actor and as a Federation.

The International Blue Cross' Strategic Priorities as an International Actor

The International Blue Cross Secretariat represents the interests of the national Blue Cross organisations at the international level. It will:

- Strengthen the role of the International Blue Cross as a key actor within the international health development networks.
- Represent the national Blue Cross organi-

sations in international forums.

- Oversee internationally managed projects and partnerships.
- Further develop the organisation's international funding base to ensure sustainability of its core activities.
- Carefully manage funds raised by the International Blue Cross.

The International Blue Cross' Strategic Priorities as a Federation

In close cooperation with its member organisations, the Secretariat will:

- Initiate new projects and partnerships.
- Organise international sharing and development programmes to strengthen the competences of national Blue Cross organisations. For 2013 and 2014, these will focus on:
 - Life skills, as a highly effective tool for prevention;
 - Self-help as a cost-effective tool for treatment and aftercare.
- Ensure that the Federation's members comply with their obligations.

To achieve these objectives, Blue Cross leaders renewed, at the General Assembly 2012, their commitment to provide professional, transparent, and inclusive leadership that is based on the Blue Cross core values: excellence, empowerment, respect, solidarity, inclusiveness, and liberating spirituality.



At the General Assembly in Romania, Blue Cross leaders from around the world reflect on best practices in leadership.
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Abridged Version of the Financial Statements based on Swiss GAAP FER 21

BALANCE SHEET – CONSOLIDATED

| Assets | 31.12.2012 | 31.12.2011 | Liabilities and equity | 31.12.2012 | 31.12.2011 |
|-----------------------------|---------------------|---------------------|---|---------------------|---------------------|
| | CHF | CHF | | CHF | CHF |
| Cash and cash equivalents | 2'310'590.36 | 1'672'206.10 | Trade accounts payable | 4'259.00 | 36'680.91 |
| Marketable securities | 0.00 | 122'144.79 | Liability due to Blue Cross Norway | 1'186'112.46 | 1'276'469.12 |
| Short-term receivables | 154'816.84 | 135'505.14 | Deferrals | 68'437.40 | 106'896.42 |
| Accrued assets | 27'253.35 | 72'365.67 | | | |
| Total Current assets | 2'492'660.55 | 2'002'221.70 | Total Current liabilities | 1'258'808.86 | 1'420'046.45 |
| Investment | 0.00 | 70'000.00 | Solidarité | 331'129.61 | 330'762.94 |
| Furniture and equipment | 3'946.95 | 3'341.00 | Organisational Development | 551'873.71 | 263'507.03 |
| | | | | | |
| Total Fixed assets | 3'946.95 | 73'341.00 | Total Funds | 883'003.32 | 594'269.97 |
| | | | | | |
| | | | Paid in capital | 433.25 | 433.25 |
| | | | General reserve | 10'000.00 | 10'000.00 |
| | | | Organisation reserve | 315'249.67 | 27'249.67 |
| | | | Retained earnings Balance from prior year | 23'563.36 | 18'920.95 |
| | | | Result for the year | 5'549.04 | 4'642.41 |
| | | | Total Equity | 354'795.32 | 61'246.28 |
| Total Assets | 2'496'607.50 | 2'075'562.70 | Total Liabilities and equity | 2'496'607.50 | 2'075'562.70 |

INCOME STATEMENT – CONSOLIDATED

| Income | 2012 | 2011 |
|-------------------------------------|----------------------|----------------------|
| | CHF | CHF |
| Contributions Blue Cross Norway | 2'126'800.12 | 2'820'497.75 |
| Donations and contributions | 139'940.04 | 97'629.99 |
| Other income | 1'578.73 | 180.15 |
| Income TV Campaign | 2'268'318.89 | 2'918'307.89 |
| Membership contributions | 192'921.15 | 182'338.76 |
| Donations and contributions | 62'372.67 | 23'501.86 |
| Services | 60'000.00 | 60'000.00 |
| Other income | 20'559.74 | 0.00 |
| Income IFBC | 335'853.56 | 265'840.62 |
| Total Income | 2'604'172.45 | 3'184'148.51 |
| Expenses | | |
| TV Campaign | -2'243'160.33 | -2'918'307.89 |
| Other projects | 0.00 | -23'520.47 |
| Direct project expenses | -2'243'160.33 | -2'941'828.36 |
| Personnel expenses | -132'891.29 | -169'076.55 |
| Travel and representation expenses | -4'979.09 | -8'673.98 |
| Rental expenses | -9'734.25 | -10'157.06 |
| Maintenance IT expenses | -6'841.03 | -8'543.88 |
| Administrative expenses | -19'512.95 | -4'890.52 |
| Fundraising expenses | -4'699.00 | -30'626.43 |
| Depreciation | -479.20 | -2'208.00 |
| Expenses General Secretariat | -179'136.81 | -234'176.42 |
| Travel and representation expenses | -21'465.60 | -9'237.85 |
| Administrative expenses | -652.20 | 0.00 |

| | 2012 | 2011 |
|---|----------------------|----------------------|
| | CHF | CHF |
| Strategy Process | -13'125.65 | -10'989.27 |
| Expenditures General Assembly 2012 | -12'594.93 | 0.00 |
| Adjustment of value membership fees | -22'988.95 | 0.00 |
| Expenses Federation | -70'827.33 | -20'227.12 |
| Total Expenses | -2'493'124.47 | -3'196'231.90 |
| Operating result | 111'047.98 | -12'083.39 |
| Financial income incl. foreign exchange profit | 1'720.10 | 6'239.67 |
| Financial cost incl. foreign exchange loss | -8'330.43 | -13'218.28 |
| Financial result | -6'610.33 | -6'978.61 |
| Other income | 0.00 | 5'414.78 |
| Net result of sale of share | 503'003.30 | 0.00 |
| Other expenses | 0.00 | -9'484.10 |
| Adjustment of value receivables projects | -25'158.56 | 0.00 |
| Other result | 477'844.74 | -4'069.32 |
| Operating result before changes in funds | 582'282.39 | -23'131.32 |
| Allocation donations other funds | -288'000.00 | 0.00 |
| Withdrawal project expenses other funds | 0.00 | 28'723.73 |
| Financial income from BC Netherland fund | -733.35 | -950.00 |
| Funds result | -288'733.35 | 27'773.73 |
| Result before allocation | 293'549.04 | 4'642.41 |
| Allocation to Organisation fund | -288'000.00 | 0.00 |
| Result for the year | 5'549.04 | 4'642.41 |

Audit 2012

The Financial Statements 2012 have been prepared according to Swiss GAAP FER, in particular standard 21 „The accounting for charitable, social non-profit organisations“. BDO AG, as statutory auditor, has examined the Financial Statements including the following projects:

- Brazil
- Chad
- Republic of the Congo
- Czech Republic
- Kenya
- Lesotho
- Namibia
- Norway
- Romania
- Other project activities

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

Based on the limited statutory examination, nothing has come to the statutory auditor's attention that causes him to believe that the Financial Statements of the International Federation of the 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.



In Chad, Blue Cross motorbike taxi drivers sensitise their peers to the dangers of drink-driving. ©Blue Cross Chad

Network Committee (Board)

Albert Moukolo, PhD, Ext. Collaborator University of Geneva,
President of the International Blue Cross, Switzerland

Hjalmar Hansen, MSc (Econ.), Director of Føroya Handilsskúli á Kambsdali,
Vice-President of the International Blue Cross, Faroe Islands

Rolf Hartmann, Secretary General of Blue Cross Brazil

Reinhard Jahn, Secretary General of Blue Cross Germany,
Representative of the BC Youth Associations

Jana Kupkova, Social Services Quality Manager, Czech Republic

Matsepo Letlola, Director of the 'Thaba-Bosiu' Treatment Centre in Lesotho

Daniel Lüscher, Director of Blue Cross Bern (Swiss Cantonal Society)

Holger Lux, MD, Director of the Reha-Centre for Addicted Men
"House Nazareth" in Romania

Rakesh Mittal, CA and Lawyer, Secretary General of Blue Cross India

Timo Mutalahti, Lawyer, Finland

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Secretariat

31 May 2013

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Madeleine Bolliger Project Officer

Christine Häberli Jeng, Project Assistant

Tania Diederiks, Regional Coordinator

Andrea Nagel, Finance Officer

Javier Miguel, Finance Assistant

Mischa Rychener, Fundraising and Networking Officer

Christine Aebli, PR and Communication Officer

Word of Thanks

We are committed to high standards of quality. Our Annual Report is a reflection of what the Blue Cross movement is doing throughout the world. This extensive portfolio of successful projects and initiatives however is a result of collective effort and achievement.

Our member organisations are the face of Blue Cross to the communities with which it works and more importantly the voice of those in need. We thank you, every one of our 43 member organisations, for your dedication in your work and encourage you to continue as professional, values-driven organisations that reach out and make the difference at the grassroots as well as global levels.

We are also very proud of you, our esteemed Board of Directors, for your continuous guidance and commitment and for reflecting our values in your work and decision-making. You are crucial to our

accomplishments and progress.

Our external partners are key to our success, and we take this opportunity to acknowledge and appreciate their contributions, efforts, and commitment. Our thanks go in particular to the Swiss Agency for Development and Cooperation (SDC), Bread for all (Bfa), Third World Solidarity (SDW), the Salvation Army of Switzerland, the Carl and Elise Elsener-Gut Foundation, the Stichting SAB Foundation, the Widmer Foundation, the Swiss Blue Cross Societies Nesslau-Krummenau, Ostermundigen, Seon-Dürrenäsch, Steffisburg, Wattwil und Umgebung, 4 + 5 Zürich, Zürich Neumünster, the Blue Cross Music Association Winterthur, the churches “Evangelisch-reformierte Kirchgemeinde Köniz” and “Kirchgemeinde Rickenbach”, the travel agency Polyglott and Reusch International (Western Union).

We would finally also like to express our deep appreciation to our private donors for

their generosity, to the many, many individuals who volunteer their valuable time and skills, and to the friends of the International Blue Cross for their unfailing support – we could not possibly begin to do any of this without you!



The team at the International Blue Cross secretariat. ©International Blue Cross

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Cover pictures: Addiction counsellor with her client. ©Erkki Lajunen, Blue Ribbon Finland
Doing it together! ©Eva Frydenborg, Blue Cross Norway

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We encourage and invite individuals and organisations to support us in our work internationally, or alternatively support a specific local project. You can find more detailed information about projects on our website: www.ifbc.info

If you have any questions about fundraising and support you can also get in touch with us at: caebli@ifbc.info

Please feel free to make contributions directly using one of the following accounts:

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