



# Annual Report 2013

DOING IT TOGETHER.



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



Sanna Lüdi, Ski Cross World Cup Winner and International Blue Cross Ambassador, tries out goggles that simulate drunkenness.

## Table of Contents

Message from the President and General Secretary	3
About us	4
Blue Cross Values – In the Potter’s House	5
Engagement x 2	6
Project Focus – Life Skills	7
Project Focus – Self-help	10
Project Focus – Capacity Building	11
Blue Cross Switzerland – Innovative Paths to Prevention	12
Financial Statements 2013	14
Audit Report 2013	16
Organisational Bodies	17
Word of Thanks	18

### Insert:

#### International Blue Cross – Information for Donors and Partners

Blue Cross Members World-wide

Key Areas of Work

Project Information and Highlights 2013

## Message from the President and General Secretary

---

2, 3

### Dear Reader,

At the end of a very busy year, we are proud to present this report of our activities in 2013.

If 2012 was a year of transition, 2013 was one of action as we continued to implement the strategy adopted at the last General Assembly. In line with that, we developed our prevention programmes by holding regional training seminars on self-help, life skills and alcohol policies. We also focused on strengthening the capacity of our member organisations by holding a multinational training (MNT) event at Windhoek, which was well attended and a great success. Good governance, a constant concern of our Federation, was one of the major themes at this gathering. We also initiated innovative projects for dealing with dependence. Lastly, we further developed our network of relations at international level, and continued our advocacy on alcohol issues.

We can not fail to mention the current economic situation, which has forced us to reduce our administrative expenses while continuing to maintain and develop our service offering and its quality. At a time of crisis, one learns to make the most of difficult situations. These past few years have taught us a great deal and have enabled us to progress.

We convey sincere thanks to all our partners who have contributed to our success in the past year. It is above all thanks to the loyalty and trust of our donors that such success has been possible.

We commend the work accomplished by all our professional staff as well as volunteers across the world, who have been unstinting with their time and energy, given out of their shared commitment to the Blue Cross.

We are grateful to the members of the Network Committee for supporting this work, for giving their time, and for generously

contributing to the process of reflection, the inspiring discussions and the decisions needed to develop our organisation.

Finally, we would like to thank all those working in the Secretariat, for their professionalism, adaptability, innovative spirit, and the solidarity they show every day, despite challenging circumstances. These fine individuals believe strongly in the values of our institution and always seek to do their best for our member organisations.



**Dr. Albert Moukolo**  
President



**Anne Babb**  
General Secretary

## About Us



### 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 43 national Blue Cross societies – called member organisations. These organisations are independent, non-denominational Christian 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 co-ordinator.

### 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 deeply connected with the 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.

## Values of the International Blue Cross

4, 5

### IN THE POTTER'S HOUSE

Before he could knock at the door, it opened. A woman invited him to enter. *"We were expecting you,"* she said softly. *"Let me take your jacket. Have a seat, please. I will be right back."* The man was trembling. Desperation and fear overcame him. How could he justify his failure? How could he explain that he had lost his job again because of his bad habits? He was afraid of the countless questions the people in this house would ask him.

After an eternity – or so it seemed to him – the woman returned. She was carrying a basin, towel, and ointment. *"I'm glad that you have made yourself comfortable,"* she said. *"I'd like to wash your feet now and apply ointment to them. We've noticed that most people come to us with tired, sore feet."* *"No, don't!"* he exclaimed. *"My feet are very dirty."* *"I understand how you feel. But let me do it. It will do you good,"* she said, smiling. The man leaned back and said nothing. He closed his eyes and immersed his feet in the warm water.

The painful feelings, the fear and the trembling vanished. He felt the comforting warmth of the water spread through his body from his feet to his finger tips and from there into the dark and wounded corners of his soul. He was able to cry at last.

This extract from the story, *"In the Potter's House"*, by Roald Hansen, a former member of the Norwegian BlueCross, reflects the manner in which International Blue Cross workers have been responding to people with a dependency for over 100 years. This is characterised by the values of care, love, and respect, as well as solidarity with all those whose addiction makes them an outsider in society – regardless of their social status, place of origin, religion or culture.

## Engagement x 2

### DEVELOPMENT CO-OPERATION AND CAPACITY BUILDING



Anne Babb, General Secretary,  
promoting the work of the International Blue Cross

Its global project financing and implementation activities position the International Blue Cross today among the classic development organisations in the health sector. Yet the International Blue Cross is not just involved in development co-operation, it also engages in training, or capacity building. The aim of capacity building is to train International Blue Cross member organisations in key areas: on the one hand so that their organisation can develop sustainably, and on the other, to enable them to implement effective projects in the area of dependence. To this end, in 2010 the Secretariat in Bern developed a continuing multinational learning and development programme (MLE) that has taken place in different countries once a year since 2011. The programme focuses on four fields of learning that are also project priority areas of the International Blue Cross:

- Self-help
- Life skills
- Alcohol policy
- Governance

Central to MLE is interactive, practical learning that participants organise themselves and that is overseen by experts. The MLE structure provides participants with a place to share their experiences and challenges with others and enables them to collectively increase their expert knowledge. Such a climate promotes the development of best practices, which in turn contribute to the sustainability and replicability of local Blue Cross projects. Overall, the MLE is proving to be a very effective networking instrument.

## Project Focus – Life Skills

6, 7

### EXAMPLES FROM CHAD, REPUBLIC OF CONGO AND NAMIBIA

The International Blue Cross is committed to working on behalf of children and young people, particularly in Africa, so that they may grow up free of the burden of dependence. To achieve this goal, the International Blue Cross in co-operation with its member and partner organisations in Namibia, Chad and Congo, developed a cross-border prevention programme for schools based on the acquisition of life skills. Life skills comprise, amongst others, the ability to communicate in a non-violent way, to take conscious decisions, and to successfully resolve conflicts and everyday problems without recourse to addictive substances.

*Chad has the highest per capita consumption of alcohol in the world if abstainers are excluded – with 33.9 litres of pure alcohol per capita (Switzerland: 12.1 litres)*

#### CHAD

In 2010, the Blue Cross Chad initiated a process at government level to draw up a law on the consumption and sale of alcohol. This process, which was supported by the International Blue Cross, resulted in 2013 in an evidence-based draft law (alcohol law). In addition to this initiative in the area of structural prevention, the Blue Cross Chad developed a personal prevention project at the start of 2013. The aim of this project is to prevent excessive alcohol and drug consumption among disadvantaged young people with the help of activities focused on the acquisition of life skills. The target group for this project is 14 to 19-year olds in education as well as around 100 motorbike taxi drivers in Ndjamen. The latter are mainly youths who left school early and earn their living driving taxis. The excessive consumption of alcohol and drugs is widespread among these drivers and often leads to life-threatening traffic accidents.

#### In 2014-2016, the Blue Cross Chad plans the following measures:

- Publication of a life skills handbook with practical instructions on teaching life skills in schools
- Providing weekly life skills lessons to around 2,000 pupils at four secondary schools in Ndjamen
- Providing life skills coaching to 100 motorbike taxi drivers at their ranks
- Training 300 youth peer educators to oversee free-time activities – e.g. football or theatre – in Life Skills Clubs
- Training 60 adults – preferably parents and teachers – in “Addiction and the Life Skills Approach to Dealing with Teenagers”
- Raising awareness of alcohol and drug issues among at least 10,000 pupils through prevention campaigns in and outside school

## Project Focus – Life Skills

### EXAMPLES FROM CHAD, REPUBLIC OF CONGO AND NAMIBIA

#### REPUBLIC OF CONGO

As part of the programme, the International Blue Cross has since October 2013 been supporting a life skills project in Brazzaville that is being implemented by a local partner organisation, Action de Secours d'Urgence. A key aspect of the project is the life skills lessons for 13 to 18-year olds that are embedded in the school curriculum.

The following measures have been decided for the duration of the project from 1.10.2013 until 31.12.2016:

- Introduction of life skills lessons at public secondary schools in Brazzaville
- Implementation of a prevention programme for youths in four football clubs as well as in a parish in a disadvantaged district
- Organisation of leisure activities free of addictive substances – for instance theatrical performances and football tournaments
- Training and mentoring 120 youth peer educators who help produce the life skills lessons in schools and who supervise leisure activities
- Training 60 adults – preferably adults and teachers – in “Addiction and Life Skills Approach to Dealing with Teenagers”
- Preventive work in three disadvantaged districts: awareness-raising in the area of youth protection provisions and inclusion of at least 300 local decision-makers.

*According to a Blue Cross Congo survey (CBC in-house research, 2012 – unpublished), 54% of young people aged 15 consume alcohol on a regular basis, with disadvantaged young men living in the peripheral suburbs of Brazzaville most affected.*





---

## NAMIBIA

The Blue Cross Namibia initiated a prevention project in schools in the Khomas region in 2009. The goal of this project is to reduce alcohol and drug consumption in schools and communities as well as related crime.

Following a careful evaluation of the project in 2012, it is now in the second phase of implementation. The evaluation included an analysis of the main causes of excessive consumption of alcohol and drugs. These are:

- Easy access to alcoholic drinks
- Dysfunctional family structures
- Absence of elementary life skills
- Lack of knowledge among adult caregivers of the dangerous consequences of excessive alcohol and drug consumption

On the basis of the analysis, Blue Cross Namibia decided to make life skills the focus of its activity.



8,9

Life skills lessons can be tough ...

**In 2014-2016, the Blue Cross Namibia has set the following strategic goals:**

- Increasing the awareness of 10 to 18-year olds in the Khomas region of the dangers of alcohol and drug consumption
- Passing on life skills to enable young people to make conscious decisions about their alcohol and drug consumption
- Promoting income-generating measures for young people to prevent poverty and the associated risky behaviour
- Carrying out lobbying at government level to ensure strict implementation of the alcohol law regarding the consumption and sale of alcohol

Over the next three years, it intends to involve 30,000 young people at 30 secondary schools in Khomas region in project activities.

Planned measures include 3,000 lessons in life skills and the training of 150 peer educators, as well as the setting up of Life Skills Clubs in partner schools, where meaningful leisure activities will be offered that do not involve use of addictive substances.

*Based on the World Health Organization (WHO) 2014 Global Status Report on Alcohol and Health, Namibia is ranked third on the African continent in terms of annual alcohol consumption. Furthermore, with 27.7 litres per capita consumption for drinkers only, Namibian drinkers consume more alcohol than those in any Western European country.*

## Project Focus – Self-help

### EXAMPLE FROM BRAZIL

Self-help is an effective and inexpensive instrument for preventing relapse and is therefore an important component of the Blue Cross approach to therapy world-wide. The aim of self-help is mutual support of affected persons as well as the acquisition of social and personal skills that serve to prevent and cope with relapses. To ensure professional self-help within the Blue Cross network, the International Blue Cross has produced a handbook with background information and practical tips for self-help group leaders.



Self-help group members in discussion

The International Blue Cross finances and supervises self-help projects in selected countries of Africa and Latin America. The Blue Cross Brazil has a leading role in the area of self-help and its projects with a regional impact are supported by the International Blue Cross.

#### Continuous growth of the self-help network in southern Brazil

Since the beginning of the project in 2009, the Blue Cross Brazil has initiated over 150 professional self-help groups in the states of Santa Catarina, Paraná and Rio Grande do Sul (South Brazil). The main aim of the project is to offer people with an addiction support in the form of self-help through stationary treatment in the Blue Cross therapeutic communities. An important aspect is that relatives – including children – are also involved in the therapy process.

#### The Blue Cross Brazil plans the following measures for 2014-2016:

- Creation of 30 extra self-help groups per year
- Implementation of 2,000 house visits to families affected by addiction
- Developing a self-help network in the states of São Paulo, Minas Gerais and Rio de Janeiro as well as in neighbouring Chile, in close co-operation with the local Blue Cross organisations La Roca and Carpe Diem
- Implementing professional training of 600 self-help group leaders
- Organising regional meetings of group leaders in order to share knowledge and experiences

*According to the Brazilian National Drug Report 2009, an estimated **12.3%** of the adult urban population in Brazil suffers from dependence on alcohol, making alcohol abuse a significant public health issue.*

## Project Focus – Capacity Building

10, 11

### MULTINATIONAL TRAINING

In 2013, the International Blue Cross placed great emphasis on capacity building of its member organisations, in support of its priority areas of service delivery namely, self-help and life skills.

Self-help groups are a cost-effective means of relapse prevention. They allow dependent individuals to provide mutual support to one another. Drawing on the extensive expertise of Blue Cross Switzerland, the International Blue Cross organised workshops in South Africa and Côte d'Ivoire to provide ten African Blue Cross member organisations with the skills required to develop the self-help concept in their local settings.

An additional training workshop was held that focused on the service delivery area of life skills, a proven addiction prevention method. Led by Ugandan life skills expert David Kabiswa, Blue Cross member organisations from Namibia, Chad, and Republic of Congo were afforded the opportunity to participate in a formal life

skills training in Uganda where they underwent courses, visited partners conducting successful life skills interventions, and finally led sessions with young individuals in the community to impart practical experience with the goal of strengthening local Blue Cross projects.

Following the specialised training workshops, the International Blue Cross held its annual Multinational Training Exercise in Windhoek, Namibia, in November 2013. The training workshop was dedicated to the priority areas of self-help, life skills, and good governance. Bringing together the diverse skills and knowledge of over thirty-five member organisations from Europe, Asia, and South America allowed for a unique opportunity to share expertise through expert presentations, group sessions including programme design simulations, and role play. Finally, the participants paid an inspiring field visit to local schools where the young, motivated team of Blue Cross Namibia is running life skills programmes

embedded in the school curriculum. With a view to replicating similar programmes in their own countries of operation, participants saw first-hand how these innovative interventions are successfully contributing to the prevention of substance abuse among young individuals in Namibia.

*By Mischa Rychener,  
Networking & Fundraising Officer*



## Blue Cross Switzerland – Innovative Paths to Prevention

The Blue Cross Switzerland, an active member of the International Blue Cross, provides professional services in the areas of addiction prevention, treatment and aftercare. The projects, in their new and dynamic service area of 'Prevention + Health Promotion', are very innovative. Working in close co-operation with cantonal member organisations, the aims of this service area are:

- To strengthen the character of children and young individuals and improve their quality of life
- To encourage a responsible attitude towards the use of alcohol and addictive substances
- To prevent alcohol addiction and other dependencies

'roundabout', a nationwide street dance network for girls and young women aged 8 to 20 – is a popular extracurricular offer within the service area of Prevention + Health. 'roundabout' groups meet weekly for street

dance training in different locations. In the informal socialising that follows, people can form and develop relationships and chat about issues of interest over a meal.



"roundabout" girls performing during the International Blue Cross PR Event 2014

### A different approach to prevention – 'roundabout'

Annick Langlotz, 'roundabout' Switzerland leader, on the dance highlights 2013:

Lots of movement, fun, dance, enthusiasm and commitment at all levels characterised another year in which the 'roundabout' all-girl dance network continually developed and grew.

A main focus this year was the integration of 'roundabout' kids into the national street dance network. To achieve this, the organisation guidelines were overhauled and adapted. Training sessions and course materials were altered to make them child-friendly and were integrated into existing concepts. One key highlight was the first 'roundabout' kids event that took place in 2013, the venue being a circus tent.

### The first 'roundabout' kids event in a Big Top

Almost all 'roundabout' kids groups, from across the Cantons, took part in the 2013 circus event. The girls particularly enjoyed the workshops on applying make-up, dancing and juggling and had lots of fun in the circus tent. The event brought together 160 participants and leaders who spent an action-packed day together.

### 'roundabout' flash mobs in Frauenfeld, Zürich and Basel

'roundabout' is moving with the times. In summer 2013, flash mobs were organised to coincide with cantonal events in three Swiss cities. One 'roundabout' group from Graubünden choreographed a piece especially for the events. In Zürich, for example, over 100 participants passed through the city, bringing the main railway station and other central squares to life with their dancing. All in line with the motto - 'roundabout rocks!'

### Preparations for 'girlicious camp 2014'

Extensive preparations preceded the round-about youth event 'girlicious camp 2014'. 500 girls and young women attended the three-day event at the end of May. A high level of organisation and stable finances helped make the event an unforgettable experience.

### Quality over quantity – Basic 1 and Basic 2 'roundabout' training programmes

Following evaluations in 2012 and the re-working of the instructor training concept, the Basic 1 (weekend) and Basic 2 (day training) programmes were introduced and implemented in 2013. These instructor training programmes ensured a consistent standard of teaching and a basic level of knowledge, with the effect that 'roundabout' training is now better than it was ever before.



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

### BALANCE SHEET – CONSOLIDATED

	31.12.2013 CHF	31.12.2012 CHF	31.12.2013 CHF	31.12.2012 CHF
<b>Assets</b>			<b>Liabilities and equity</b>	
Cash and cash equivalents	2,022,751.22	2,310,590.36	Trade accounts payable	24,967.92
Marketable securities	0.00	0.00	Liability due to Blue Cross Norway	618,093.11
Short-term receivables	51,666.82	154,816.84	Deferrals	142,930.11
Accrued assets	15,210.10	27,253.35	<b>Total current liabilities</b>	<b>785,991.14</b>
<b>Total current assets</b>	<b>2,089,628.14</b>	<b>2,492,660.55</b>	Solidarité	331,129.61
Financial assets	2,100.00	0.00	Organisational Development	616,873.71
Furniture and equipment	2,720.65	3,946.95		
<b>Total fixed assets</b>	<b>4,820.65</b>	<b>3,946.95</b>	<b>Total funds</b>	<b>948,003.32</b>
			Paid in capital	433.25
			General reserve	10,000.00
			Organisation reserve	315,249.67
			Retained earnings balance from prior year	29,112.40
			Result for the year	5,659.01
			<b>Total equity</b>	<b>360,454.33</b>
<b>Total Assets</b>	<b>2,094,448.79</b>	<b>2,496,607.50</b>	<b>Total liabilities and equity</b>	<b>2,094,448.79</b>
				<b>2,496,607.50</b>

The full version of the Financial Statements 2013 based on Swiss GAAP FER 21 is available on [www.ifbc.info](http://www.ifbc.info) in the category "Annual Reports".

## INCOME STATEMENT – CONSOLIDATED

	2013		2012	
	CHF		CHF	
<b>Income</b>				
Contributions Blue Cross Norway	2,084,761.20	2,126,800.12	0.00	-13,125.65
Donations and contributions	113,759.69	139,940.04	0.00	-12,594.93
Other income	12413.12	1,578.73	-30,000.00	0.00
<b>Income TV Campaign</b>	<b>2,210,934.01</b>	<b>2,268,318.89</b>	-24,753.15	-22,988.95
Membership contributions	196,590.76	192,921.15	<b>-66,027.12</b>	<b>-70,827.33</b>
Donations and contributions	51,533.13	62,372.67	<b>-2,446,305.79</b>	<b>-2,493,124.47</b>
Services	61,662.15	60,000.00	<b>74,434.26</b>	<b>111,047.98</b>
Other income	0.00	20,559.74		
<b>Income IFBC</b>	<b>309,806.04</b>	<b>335,853.56</b>		
<b>Total income</b>	<b>2,520,740.05</b>	<b>2,604,172.45</b>		
<b>Expenses</b>				
TV Campaign	-2,206,329.06	-2,243,160.33		
Other projects	0.00	0.00		
<b>Direct project expenses</b>	<b>-2,206,329.06</b>	<b>-2,243,160.33</b>		
Personnel expenses	-129,639.54	-132,891.29		
Travel and representation expenses	-2,386.66	-4,979.09		
Rental expenses	-9,712.92	-9,734.25		
Maintenance IT expenses	-8,094.49	-6,841.03		
Administrative expenses	-4,744.49	-19,512.95		
Fundraising expenses	-16,197.79	-4,699.00		
Depreciation	-3,173.72	-479.20		
<b>Expenses General Secretariat</b>	<b>-173,949.61</b>	<b>-179,136.81</b>		
Travel and representation expenses	-7,791.10	-21,465.60		
Administrative expenses	-3,482.87	-652.20		
Strategy process				
Expenditures General Assembly 2012				
Provision for General Assembly 2016				
Adjustment of value membership fees				
<b>Expenses Federation</b>				
<b>Total expenses</b>	<b>-2,446,305.79</b>	<b>-2,493,124.47</b>		
<b>Operating result</b>	<b>74,434.26</b>	<b>111,047.98</b>		
Financial income incl. foreign exchange profit	1,017.10	1,720.10		
Financial cost incl. foreign exchange loss	-187.40	-8,330.43		
<b>Financial result</b>	<b>829.70</b>	<b>-6,610.33</b>		
Net result of sale of share	0.00	503,003.30		
Adjustment of value receivables projects	-4,604.95	-25,158.56		
<b>Other result</b>	<b>-4,604.95</b>	<b>477,844.74</b>		
<b>Operating result before changes in funds</b>	<b>70,659.01</b>	<b>582,282.39</b>		
Allocation to organisational development fund	-65,000.00	-288,000.00		
Withdrawal project expenses other funds	0.00	0.00		
Financial income from funds	0.00	-733.35		
<b>Funds result</b>	<b>-65,000.00</b>	<b>-288,733.35</b>		
<b>Result before allocation</b>	<b>5,659.01</b>	<b>293,549.04</b>		
Allocation to organisation fund	0.00	-288,000.00		
<b>Result for the year</b>	<b>5,659.01</b>	<b>5,549.04</b>		

## Audit Report 2013

The Financial Statements 2013 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
- Chile
- Republic of Congo
- Latvia
- Czech Republic
- Kenya
- 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.





## Organisational Bodies

16, 17

### 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**

**Fanjanirina Rasolomanana, Programme Manager at Blue Cross Madagascar**

**Ingallil Söderberg, Journalist, Sweden**

### Secretariat

31 May 2014

**Anne Babb, General Secretary**

**Marijke Meyer, Secretary**

**Madeleine Bolliger, Project Officer**

**Christine Häberli Jeng, Project Assistant**

**Katrin Schmidt, Finance Officer**

**Javier Miguel, Finance Assistant**

**Mischa Rychener, Fundraising and Networking Officer**

**Christine Aebli, PR and Communication Officer**



## Word of Thanks



Ludka, a Blue Cross client, who successfully recovered from addiction

Our annual report is a reflection of the work of many world-wide contributors committed to the International Blue Cross. Our clients are the heart and soul of our work. Through the dedication of our stakeholders, fewer children face neglect, abuse or alcohol/drug-related harm. More addicts recover. Families are rebuilt, and lives are improved.

A student in Namibia's School Awareness Creation Project told us "*I had a miserable life. I drank alcohol and smoked marijuana to forget about my troubles. The Blue Cross helped me realise that I can live a life without alcohol and drugs.*"

A young girl in Mariupol, forced onto the streets at the age of 6, found hope and support at the Children's House Gawan. She now leads a healthy life with a bright future thanks to Blue Cross Ukraine.

We owe these successes to our member organisations, whose hard work and commitment drive the Blue Cross movement around the world, and to our Board for dedicating their time and expertise to creating strategic visions and ensuring the success of the organisation.

To our partners, volunteers and donors, we express our gratitude for your generosity. With your continued support, we pledge to carry on our important work with world-class professional standards of quality in support of those most in need around the world.



18719

Scene from the International Blue Cross PR Event 2014

## IMPRINT

Editor:

Christine Aebli

Design:

[www.gute-botschafter.de](http://www.gute-botschafter.de)

Printing house:

Blaukreuz-Zentrum Hagen, Germany

Cover:

Illustrations by Landou Graphic Design (Pty) Ltd | [www.landou.co.za](http://www.landou.co.za)



**International Blue Cross**  
Gesellschaftsstrasse 78  
3012 Bern – Switzerland

Tel. + 41 31 301 98 04  
Fax + 41 31 301 98 05  
E-mail: [office@ibc.info](mailto:office@ibc.info)

We 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 our projects under: [www.ibc.info](http://www.ibc.info)

If you have any questions about fundraising and support, you can also get in touch with us at: [m.ychener@ibc.info](mailto:m.ychener@ibc.info)

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

Valiant Bank, Bern  
SWIFT: VABECH22  
Account no. EURO: 16 9.686.096.00  
IBAN no.: CH09 0630 0016 9686 0960 0

Postfinance, Bern  
SWIFT: POFICHBEXXX  
Account no. CHF: 40-25648-4  
IBAN no.: CH97 0900 0000 4002 5648 4

