



DOING IT TOGETHER.

# Annual Report 2014



IFBC sheds a light on the global concern of addiction at its Christmas fundraiser in Bern - "Fill the Cross - United against Addiction!"

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## Message from the President and General Secretary

### DEAR READER,

The year 2014 ended with good news for our federation. We obtained the ZEWO certification, which is awarded to trustworthy charities in Switzerland. This demonstrates the excellent work accomplished by our secretariat in ensuring the transparency of our operations and financial accounts, and effectively communicating with donors and partners.

This was the last year in which we were able to benefit from the generosity of the Norwegian people through the Norwegian Television Campaign. We created more than 160 new self-help groups in Brazil, Chile and Latvia, reaching more than 2,000 dependents. We introduced life skills lessons at 24 schools in Chad, Republic of Congo and Namibia. We offered consultation and treatment to more than 1,000 addicts in Romania, Czech Republic, Lesotho, Ukraine and Poland. We are also proud of our efforts to strengthen our member organizations through multiple capacity building efforts, empowering them to lobby in favor of a re-

sponsible alcohol policy for their respective nations. The Blue Cross network in Chad, Lesotho and Madagascar have now laid the foundation to develop binding legislation regarding the marketing and consumption of alcoholic beverages.

Finally, the International Blue Cross placed great emphasis on training, which is the cornerstone of our global work. Three regional workshops (MNTs) were held in 2014: Holzhausen (Germany) for our European members on the topic of the European Blue Cross network; Brazzaville (Republic of Congo) for our French speaking members on the subject of good governance; and Johannesburg (South Africa) for our English speaking members from Africa, South America and Asia on the subject of effective alcohol policy.

The International Blue Cross can achieve such results only with the support of our partners and donors. We wish to thank them warmly for believing in our mission,

and also thank the members of the Network Committee for their guidance. We give special thanks to the Secretariat staff for their dedication. It is unfortunate that IFBC needs to operate in an increasingly more difficult economic context - we need you! Please keep in touch with us – together we can reduce alcohol-related harm! In this report, we are very pleased to present the work achieved in 2014.



**Dr. Albert Moukolo**  
President



**Anne Babb**  
General Secretary

## About the International Blue Cross: An Umbrella Organization

### Our Vision

*"We see a world where everyone can live a life free from addiction."*

### Our Mission

*"Our mission at the International Blue Cross is to prevent and reduce substance abuse among the most vulnerable people around the world."*

### IFBC as an umbrella organization

IFBC is an umbrella organization, providing the framework for a culturally diverse group of 41 member organizations around the world. Each one of these members utilizes its local knowledge and experience to implement high-impact low-cost grass roots interventions in the field of addiction. Being an umbrella organization means that we can facilitate contact and cooperation between our members, promote skills and knowledge sharing and focus on capacity building and good governance. This leads to greater accountability and transparency in our operations.

This structure provides IFBC with oversight of operations on a global scale to promote development cooperation for scalable, high-impact programmes. The international recognition of IFBC through its strategic partnerships and global and regional networks serves to increase the visibility and credibility of our esteemed members around the world.

### Blue Cross values influence what we do

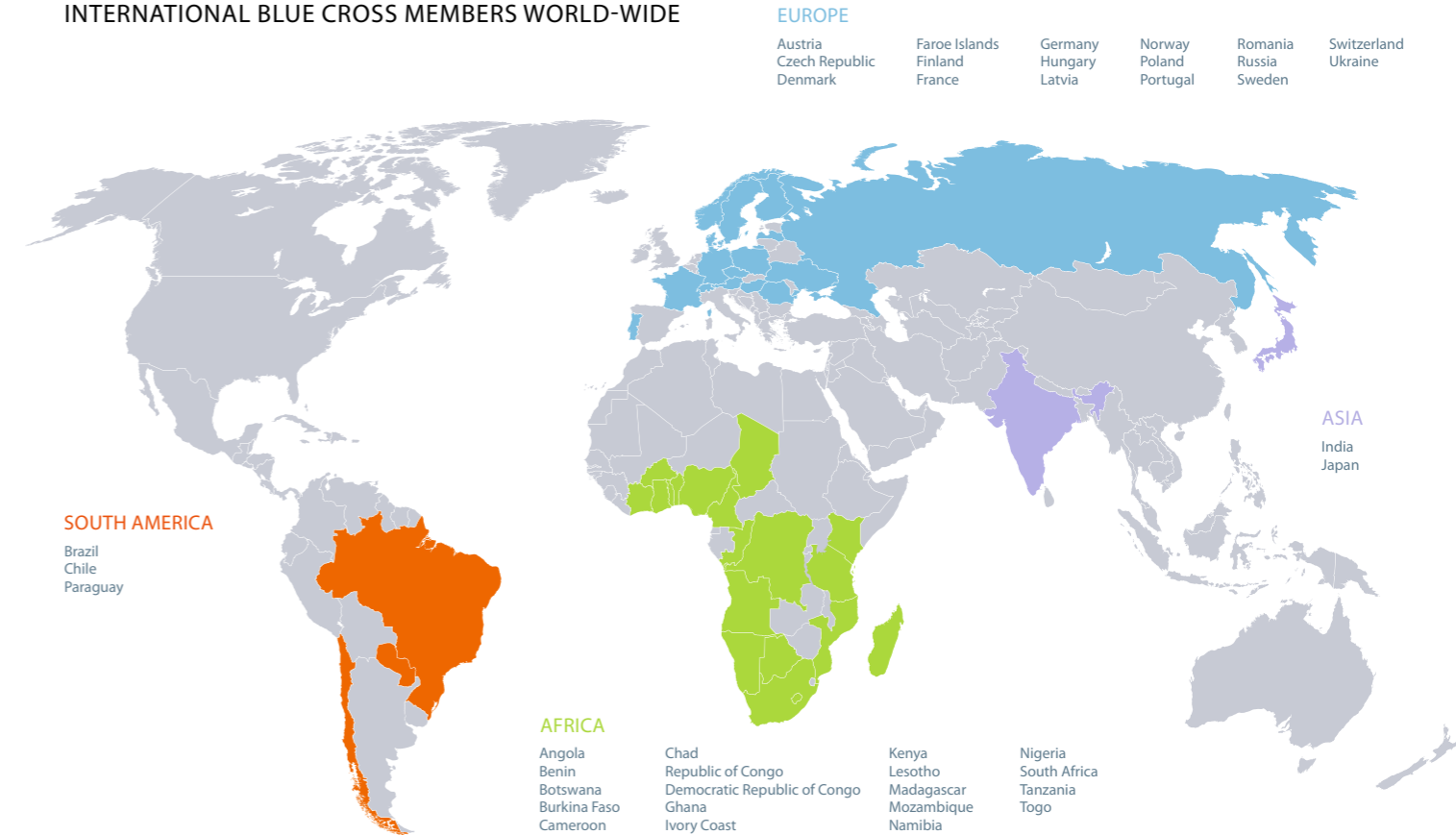
Our values **Excellence, Empowerment, Inclusiveness, Solidarity, Respect and Liberating Spirituality** underpin all of the work Blue Cross volunteers and professionals do around the world to achieve our mission. Carefully considering local circumstances and requirements, Blue Cross members:

- Provide healthcare development support and aim to promote holistic well-being.
- Work to prevent and reduce the harmful use of alcohol and illicit drugs, and to help mitigate the associated negative health, social and economic consequences.

Each intervention comes with a special understanding of the needs of our clients due to over a hundred years of experience.

## Map of our Dedicated Member Organizations

### INTERNATIONAL BLUE CROSS MEMBERS WORLD-WIDE



Children of alcoholics often face abuse, neglect and shame due to their parents' addiction. KIDS Support groups give them a safe space to talk openly about their feelings.

## Work Areas of the International Blue Cross



CORE WORK AREAS OF THE INTERNATIONAL BLUE CROSS SECRETARIAT	CORE WORK AREAS OF THE MEMBER ORGANIZATIONS (MOs)
Global Advocacy	Prevention
Organizational Development	Treatment & Counselling
Project Management & Development	Aftercare
Public Relations & Partnership Development	Alcohol Policy & Advocacy
	Other

OUR MISSION IS TO PREVENT AND REDUCE SUBSTANCE ABUSE AMONG THE MOST VULNERABLE PEOPLE AROUND THE WORLD.

### Global Advocacy

The focus of IFBC's global advocacy is to include alcohol in ALL policies and ensure that it is recognized as a contributing factor to social, economic and health barriers.

### Organizational Development

IFBC strives to provide platforms for knowledge and skills transfer of its Member Organizations in order to achieve its strategic goals.

### Project Management & Development

IFBC manages projects in the focus areas of Prevention, Treatment and Aftercare and Alcohol Policy/Advocacy in order to create scalable, sustainable and high-impact services.

### Public Relations & Partnership Development

Public awareness and partnership development strengthens the Blue Cross network and leads to informed understanding, giving and involvement in achieving our mission.

### Prevention

The focus of our prevention work is life skills – developing and nurturing children's abilities for adaptive and positive behaviour that enable them to deal effectively with difficult choices.

### Treatment & Counselling

Treatment and counselling services for persons with addictions help to shape their lives with purpose and reflection – without alcohol or drugs.

### Aftercare

The focus of our aftercare is on self-help groups – a high-impact, low-cost means for relapse prevention. The Blue Cross network worldwide comprises more than a thousand groups!

### Alcohol Policy/Advocacy

Blue Cross members advocate for evidence-based alcohol policies, particularly in areas that lack legislation or its enforcement.

### Other

MOs are also involved in activities that do not fall within the four main categories such as 'Day Centres', where people with addictions can drop in to spend a meaningful day.



## Children's Centres as a means for Prevention

Project video  
produced by NRK  
(in Norwegian and  
German only)



### NATASJA – A STORY OF HOPE FROM BLUE CROSS UKRAINE by Mischa Rychener, Fundraising and Networking Officer

In a remote southeastern corner of Ukraine, life in the slums continues as usual despite the presence of heavy artillery and attacks in the town of Mariupol. The House Gawan, Blue Cross Ukraine's center for children, located in the heart of the Gawan Sabotka slum, continues to open its doors to vulnerable children growing up in a community where alcohol and drug abuse is the daily norm. Young children and adolescents receive psychosocial support, counseling on substance abuse and HIV/AIDS, and tutoring for eventual job placement. Most importantly, they are free to run around in a safe, drug-free environment and do what children do best – play!

*"All the Centre's children now go to school on a regular basis. We are proud,"* says one staff member. The open-door policy for the children who visit House Gawan has built an unspoken trust with the parents in the community, many of whom now receive treatment for their alcohol and drug abuse. Natasja was one of the first children to visit

the centre. *"I was born into a challenged family. My father was a drug addict, and my mother was an alcoholic. When I was four, my father got drunk and sold our house. We had to sleep wherever we could find shelter – sometimes with friends and on the floor in sheds."*

Natasja does not often talk anymore about the violence and abuse that was so much a part of her youth. With love and support that she received from Heinz and Martina Nitzsche, the managers of Blue Cross Ukraine, she is now looking forward to a bright future. When visiting Mariupol, she told me *"They mean a lot to me. Without them I might not be here today."*

Amidst heavy military action in the city, the dedicated staff of Blue Cross Ukraine continues to provide up to 100 children every day with a place to turn and an inkling of hope. A volunteer from Blue Cross Ukraine said, *"2014 was not an easy year for us. There were many concerns and problems. But still God*

*has blessed us this year."* When the big blue doors of the center close every evening and the children wander home, there remains something to look forward to for tomorrow.



Children playing in the courtyard of the House Gawan in Mariupol, Ukraine.

## Self-help as a means for addiction recovery

8, 9

### IN THE SANTIAGO SLUMS by Anne Babb, General Secretary IFBC

It was a fresh spring evening in October 2014 when I visited a poor slum in La Granja, an area of Santiago, Chile with our local Blue Cross. On the surface, the city appeared developed and modern, but the neighbourhoods in the slum were made up of dusty tracks. Children scurried out of the way at the sound of approaching cars. The booming music behind the windows stopped. Small parcels passed through the windows before the cars sped away while children gazed on.

Sadly, one of the easiest income-generating activities in the slums of Santiago is selling drugs. Families send their children to schools with some hope of a better future. Breaking the cycle of addiction where opportunities do not exist is an upward battle.

People like Willy, Blue Cross Chile's pastoral care worker, together with his wife, have created lasting relationships with these very difficult and dangerous communities.

People with addictions of many kinds welcomed them warmly. Their genuine care for the community was well received and respected.

Juan (name changed), who is now sober thanks to the rehabilitation services offered by BC Chile, has made his home in the local football club. It is a modest accommodation – windows are broken, there is no kitchen and winter seeps in making it cold and damp. Despite the hardship, he and Willy offer support to other community members to overcome the same addiction Juan has fought so hard to beat.

This is the power of self-help groups, one of the global priorities in service delivery for the International Blue Cross. People with their own experiences can support others with a convincing message, while giving participants a space where they can honestly reflect on their life situation. Self-help groups are a low-cost, highly effective

method of treatment. Rehabilitation from addiction is a process and it takes many steps to come to the stage of abstinence.

Juan has the understanding and courage to challenge people to dream of a better future. His other dream was to refurbish the club and provide meals to encourage more addicts to join the groups. In 2014, the International Blue Cross provided funding to do just that and now the groups are gaining momentum. As a recipient of the love and support he received from BC Chile, he will now pay it forward and better the lives of other community members that need a place to turn in their hour of despair.



La Granja neighbourhood, Santiago.

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

### BALANCE SHEET – CONSOLIDATED

Assets	31.12.2014	31.12.2013	Liabilities and equity	31.12.2014	31.12.2013
	CHF	CHF		CHF	CHF
Cash and cash equivalents	1,529,633.80	2,022,751.22	Trade accounts payable	41,854.99	24,967.92
Short-term receivables	33,235.35	51,666.82	Liability due to Blue Cross Norway	55,000.00	618,093.11
Accrued assets	27,835.21	15,210.10	Deferrals	110,880.28	142,930.11
<b>Total current assets</b>	<b>1,590,704.36</b>	<b>2,089,628.14</b>	<b>Total current liabilities</b>	<b>207,735.27</b>	<b>785,991.14</b>
Financial assets	0.00	2,100.00	Chad	34,882.49	0.00
Furniture and equipment	2,094.65	2,720.65	Congo Brazzaville	60,949.80	0.00
<b>Total fixed assets</b>	<b>2,094.65</b>	<b>4,820.65</b>	Brasil	23.99	0.00
			Namibia	9,225.28	0.00
			Eastern Europe	1,850.00	0.00
			General Assembly	1,190.00	0.00
			<b>Total funds</b>	<b>108,121.56</b>	<b>0.00</b>
			Paid in capital	433.25	433.25
			General reserve	10,000.00	10,000.00
			Organisation reserve	315,249.67	315,249.67
			Solidarité	331,300.66	331,129.61
			Organisational Development	616,873.71	616,873.71
			Retained earnings balance from prior year	34,771.41	29,112.40
			Result for the year	-31,686.52	5,659.01
			<b>Total equity</b>	<b>1,276,942.18</b>	<b>1,308,457.65</b>
<b>Total Assets</b>	<b>1,592,799.01</b>	<b>2,094,448.79</b>	<b>Total liabilities and equity</b>	<b>1,592,799.01</b>	<b>2,094,448.79</b>

### INCOME STATEMENT – CONSOLIDATED

Income	2014	2013	2014	2013	
	CHF	CHF			CHF
Contributions Blue Cross Norway	1,177,086.51	2,084,761.20	Travel and representation expenses	-11,753.50	-7,791.10
Donations and contributions	172,469.00	113,759.69	Administrative expenses	-516.30	-3,482.87
Other income	0.00	12,413.12	Provision for General Assembly 2016	-25,000.00	-30,000.00
<b>Income TV Campaign</b>	<b>1,349,555.51</b>	<b>2,210,934.01</b>	Adjustment of value membership fees	1,000.00	-24,753.15
Membership contributions	158,002.87	196,590.76	<b>Expenses Federation</b>	<b>-36,269.80</b>	<b>-66,027.12</b>
Donations and contributions	141,884.88	51,553.13	<b>Total expenses</b>	<b>-1,580,098.78</b>	<b>-2,446,305.79</b>
Services	0.00	61,662.15	<b>Operating result</b>	<b>81,910.08</b>	<b>74,434.26</b>
Other income	12,565.60	0.00	Financial income incl. foreign exchange profit	422.74	1,017.10
<b>Income IFBC</b>	<b>312,453.35</b>	<b>309,806.04</b>	Financial cost incl. foreign exchange loss	-5,726.73	-187.40
<b>Total income</b>	<b>1,662,008.86</b>	<b>2,520,740.05</b>	<b>Financial result</b>	<b>-5,303.99</b>	<b>829.70</b>
<b>Expenses</b>			Adjustment of value receivables projects	0.00	-4,604.95
TV Campaign	-1,381,450.92	-2,206,329.06	<b>Other result</b>	<b>0.00</b>	<b>-4,604.95</b>
Other projects	-18,496.98	0.00	<b>Operating result before changes in funds</b>	<b>76,606.09</b>	<b>70,659.01</b>
<b>Direct project expenses</b>	<b>-1,399,947.90</b>	<b>-2,206,329.06</b>	Allocation to project funds	-289,710.56	0.00
Personnel expenses	-64,657.33	-129,639.54	Withdrawal from project funds	181,589.00	0.00
Travel and representation expenses	-2,056.02	-2,386.66	<b>Funds result</b>	<b>-108,121.56</b>	<b>0.00</b>
Rental expenses	-8,338.22	-9,712.92	<b>Result before allocation</b>	<b>-31,515.47</b>	<b>70,659.01</b>
Maintenance IT expenses	-6,232.43	-8,094.49	Allocation to organisation fund	0.00	-65,000.00
Administrative expenses	-5,036.55	-4,744.49	Allocation to Solidarité fund	-171.05	0.00
Fundraising expenses	-57,192.13	-16,197.79	<b>Result for the year</b>	<b>-31,686.52</b>	<b>5,659.01</b>
Depreciation	-368.40	-3,173.72			
<b>Expenses General Secretariat</b>	<b>-143,881.08</b>	<b>-173,949.61</b>			

### AUDIT 2014

The Financial Statements 2014 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
- Namibia
- Norway
- Republic of the Congo
- 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 auditors attention that causes them to believe that



Mphu is finally reunited with her father. With the help of Thaba Bosiu treatment center in Maseru, he has overcome his addiction to alcohol.

*"People around me are much happier. My daughter now feels safe with daddy."*

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. The auditors further confirmed that the requirements for the ZEWO quality seal were met.

### DONORS

At IFBC our motto has always been *"Doing it together!"* Experience working with people who have alcohol and/or drug addictions has taught us that we cannot reach our goals alone – it takes the teamwork, knowledge and input from many people to produce positive change.

This is why we place such a critical emphasis on the contributions of our partners and donors around the world. Support for IFBC's work comes in many ways, from generous individuals to bilateral government funding

and in-kind support from our esteemed colleagues and Network Committee members, who dedicate their skills and knowledge to achieve our difficult mission of reducing alcohol-related harm. Alcohol kills more than 3.3 million people per year, more than HIV/AIDS and TB combined, yet raising awareness and funds for our important mission remains a challenge.

We warmly thank everyone that supports our mission and helps us achieve our vision in the true spirit of *"Doing it together!"*



HRH Crown Princess Mette-Marit and HRH Crown Prince Haakon volunteer for the day and help prepare dinner at the Blue Cross Contact Centre in Oslo. Thank you!

- Swiss Agency for Development and Cooperation (SDC) [www.sdc.admin.ch](http://www.sdc.admin.ch)
- Bread for All [www.breadforall.ch](http://www.breadforall.ch)
- Third World Solidarity (SDW) [www.sdw-stm.ch](http://www.sdw-stm.ch)
- Polizei und Militärdirektion Kanton Bern – Lotteriefonds
- The Foreign Service of the Faroes – Government of the Faroe Islands [www.tinganes.fo](http://www.tinganes.fo)
- Carl und Elise Elsener-Gut Stiftung – Victorinox, Switzerland [www.victorinox.com/ch](http://www.victorinox.com/ch)
- Global Giving Foundation [www.globalgiving.org](http://www.globalgiving.org)
- Blaues Kreuz Schweiz
- Blaues Kreuz Nesslau-Krummenau
- Blaukreuzverein Wattwil und Umgebung
- Blaues Kreuz St. Gallen-Appenzell
- Blaukreuzverein Herisau
- Blaues Kreuz Zürich 4 + 5
- Katholische Kirche Region Bern
- Kirchgemeinde Rickenbach
- Evang. Ref. Kirchgemeinde Köniz

## IFBC's Dedicated Network Committee (Board)



**Albert Moukolo,**  
PhD, Ext. Collaborator University of Geneva,  
President of the International Blue Cross, Switzerland  
*Board member since: 1999*



**Hjalmar Hansen,**  
MSc (Econ.), Director of Føroya Handilsskúli á Kambsdali,  
Vice-President of the International Blue Cross, Faroe Islands  
*Board member since: 2012*



**Rolf Hartmann,**  
Secretary General of Blue Cross Brazil  
*Board member since: 2002*



**Reinhard Jahn,**  
Secretary General of Blue Cross Germany,  
Representative of the BC Youth Associations  
*Board member since: 2008*



**Jana Kupkova,**  
Social Services Quality Manager, Czech Republic  
*Board member since: 2012*



**Matsepo Letlola,**  
Director of the 'Thaba-Bosiu' Treatment Centre in Lesotho  
*Board member since: 2008*



**Daniel Lüscher,**  
Director of Blue Cross Bern (Swiss Cantonal Society)  
*Board member since: 2002*



**Holger Lux,**  
MD, Director of the Rehab-Centre for Addicted Men  
"House Nazareth" in Romania  
*Board member since: 2008*



**Rakesh Mittal,**  
CA and Lawyer, Secretary General of Blue Cross India  
*Board member since: 2012*



**Timo Mutalahti,**  
Lawyer, Finland  
*Board member since: 2002*



**Fanjanirina Rasolomanana,**  
Programme Manager at Blue Cross Madagascar  
*Board member since: 2012*



**Ingalill Söderberg,**  
Journalist, Sweden  
*Board member since: 2012*

## Staff



### International Blue Cross Secretariat Staff as of 31 May 2015

From left to right:

**Madeleine Bolliger**  
Project Officer

**Christine Haerberli Jeng**  
Project Assistant

**Katrin Schmidt**  
Finance Officer

**Anne Babb**  
General Secretary

**Mischa Rychener**  
Fundraising & Networking Officer

## Imprint

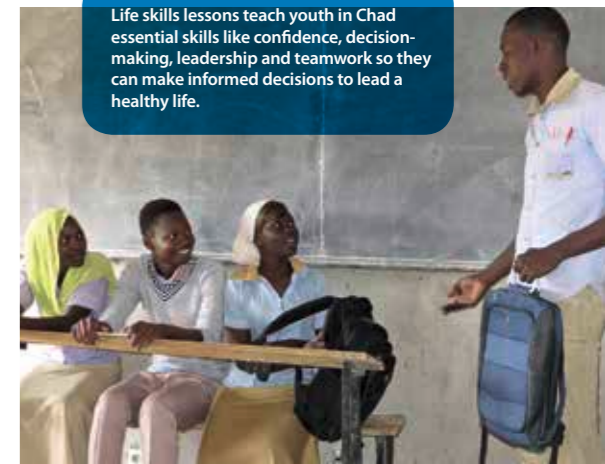
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[www.ifbc.info](http://www.ifbc.info)

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Life skills lessons teach youth in Chad essential skills like confidence, decision-making, leadership and teamwork so they can make informed decisions to lead a healthy life.







## International Blue Cross

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

**Please feel free to make contributions on our website or directly using one of the following accounts:**

Valiant Bank, Bern

SWIFT: VABECH22

Konto-Nr. EURO: 169.686.096.00

IBAN: CH09 0630 0016 9686 0960 0

Postfinance, Bern

SWIFT: POFICHBEXXX

Konto-Nr. CHF: 40-25648-4

IBAN: CH97 0900 0000 4002 5648 4



**The International Blue Cross is certified by ZEWO.**

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

