



Annual Report

DOING IT TOGETHER.

2015





“Drunk Goggles” simulate 1.5‰ blood alcohol content at IFBC’s annual prevention event in Shoppypark, Schönbühl.

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Message from the President and the General Secretary

DEAR READER,

The year 2015 signifies change and organizational development for International Blue Cross. Globally the world saw severe financial, economic and humanitarian crises. This has resulted in the tightening of budgets for international development. IFBC and its partners have strongly felt the effects. A shift in priorities has resulted in less money for development programs, and more for resources for humanitarian aid.

This new situation coupled with the end of TVC funding has led our Federation to initiate fresh approaches to secure a sustainable future to our core functions as an international umbrella organisation.

The Network Committee has developed a new organizational model for our Federation. We will strive to work more in collaboration with our member organisations in order to find better synergies. The core of the Blue Cross work is helping people around us to deal with the effects of addic-

tion. We urge our Member Organizations to further develop their low-cost, high-impact services that require willingness just to do it but very little funding, such as self-help groups. Our Federation is determined to address the concerns of our members. New technology, such as social media, has enabled us to be better connect with our members without additional costs, offering pragmatic solutions, especially to our partners in the South.

Last year, IFBC joined forces and pooled resources with sister organizations like IOGT, EURO CARE and GAPA to continue to lead the fight against the alcohol industry. The alcohol industry continues to make huge financial gains selling its products, maliciously bypassing laws, or enjoying the lack of laws, in countries all over the world.

We appreciate the generosity of our partners, without whom we would not have achieved our goals. We thank you for your

trust. Your commitment to us demonstrates your willingness to support our important work that is dedicated to bettering the lives of the most vulnerable around the world.

We emphasize the quality of work done by the team of the Secretariat in a difficult environment, where financial constraints are inescapably present. Finally, we thank the members of the Network Committee for their active involvement in the work of the Commissions, and also in making difficult decisions that were necessary for the continued development of our movement.

We hope you enjoy reading the report of 2015.



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 was founded in 1886 as 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.



IFBC and Blue Cross Bern participated in the global "Too Young to Drink" campaign, creating awareness for foetal alcohol syndrome.

Map of our Dedicated Member Organizations

INTERNATIONAL BLUE CROSS MEMBERS WORLD-WIDE

EUROPE

Austria
Czech Republic
Denmark

Faroe Islands
Finland
France

Germany
Hungary
Latvia

Norway
Poland
Portugal

Romania
Russia
Sweden

Switzerland
Ukraine

SOUTH AMERICA

Brazil
Chile
Paraguay

AFRICA

Angola
Benin
Botswana
Burkina Faso
Cameroon

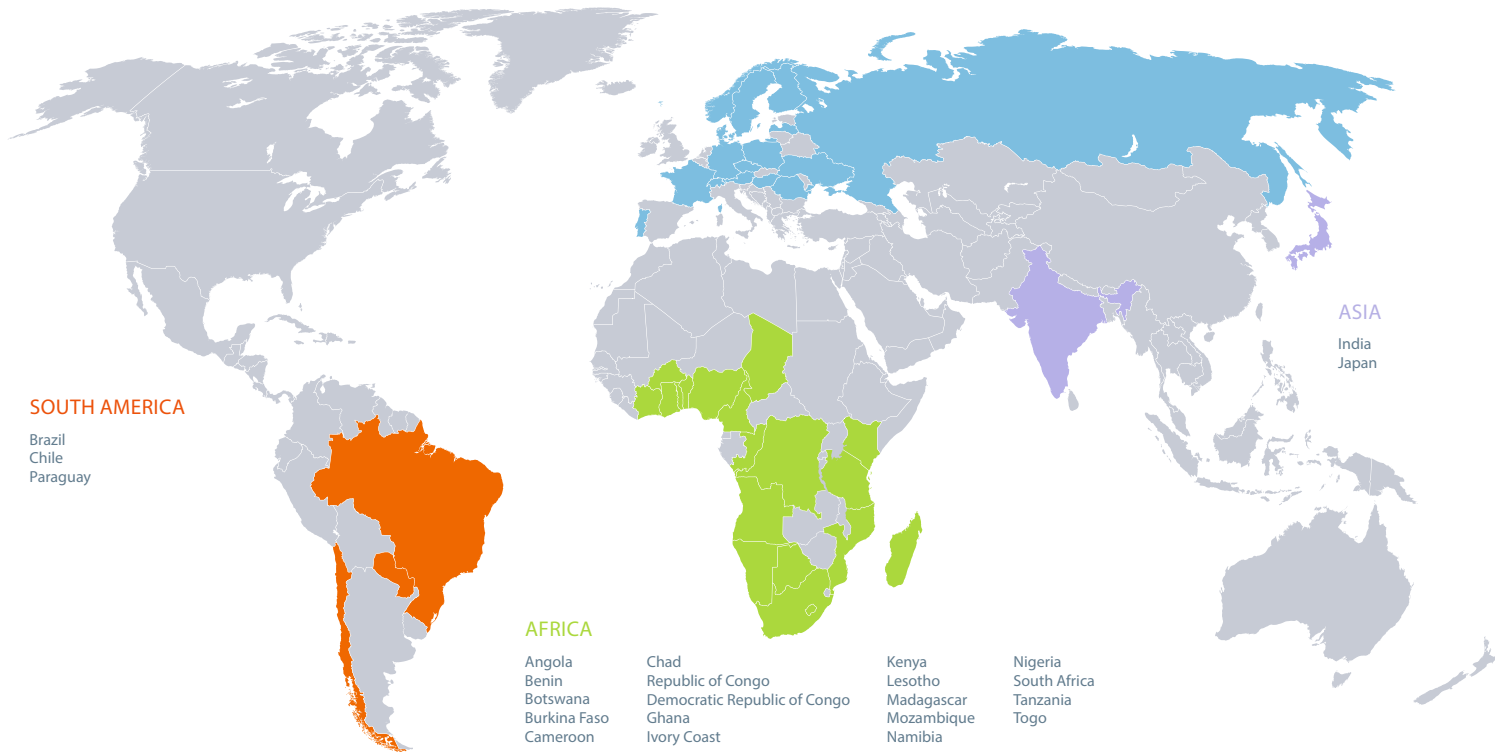
Chad
Republic of Congo
Democratic Republic of Congo
Ghana
Ivory Coast

Kenya
Lesotho
Madagascar
Mozambique
Namibia

Nigeria
South Africa
Tanzania
Togo

ASIA

India
Japan



Work Areas of the International Blue Cross



CORE WORK AREAS OF THE INTERNATIONAL BLUE CROSS SECRETARIAT

Global Advocacy

Organizational Development

Project Management & Development

Public Relations & Partnership Development

CORE WORK AREAS OF THE MEMBER ORGANIZATIONS (MOs)

Prevention

Treatment & Counselling

Aftercare

Alcohol Policy & Advocacy

Other

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

The Right Path – Self Help in Lesotho

By Mischa Rychener, Fundraising and Marketing Officer IFBC

Everyone needs a place to go and people to count on when times are tough. There is no exception for people facing addiction. The disease makes them particularly vulnerable, and often encompasses all aspects of one's life. This is why the International Blue Cross and its members believe that self-help can be a powerful tool in recovery and aftercare. Groups come in many shapes and sizes, and are currently active in Germany, Brazil, Finland, Switzerland, Norway, Czech Republic, Lesotho, Romania and the Faroe Islands.

Last year, IFBC joined forces with the United Methodist Special Program on Substance Abuse and Related Violence (www.umspсарv.org) to conduct a workshop in Maseru, Lesotho, training international participants on how to create self-help groups in their local setting. In partnership with the Blue Cross Thaba Bosiu Treatment Center (Maseru), participants, many of whom are former clients of the centre, learned the basics about

laying the foundation for new groups and getting them up and running in their communities. These services are desperately needed in a country where, according to Southern African Policy Alliance, alcohol has been defined as a major health factor, contributing to the second highest HIV rate in the world.

Self-Help Groups are very helpful, not only in maintaining sobriety, but also as a safe place to get support and discuss challenges. Connecting with others who know first-hand what one is going through can help reduce feelings of isolation, fear and hopelessness. There are five groups meeting regularly in Maseru and surrounding areas, with plans to expand the services in 2016 and beyond. Some of the groups are even using their meetings to support their families through income-generating activities, like arts and crafts learned during their therapy at the Blue Cross centre.

At the end of the day, will there be relapses? Yes, indeed. At least we know that there is somewhere for people to turn to get on the right path again. T. Nqhai joined the group in late September, saying that the group is helpful because she feels like she is not alone anymore. Her friends were all abandoning her due to her addiction, and she felt there was no one left in her life. She says, *"It makes me busy and I feel like I am living."*

For disability affected life years, alcohol use represents the single highest risk factor for men in Lesotho.



100% Faith-Based – 100% Professional

By Aarne Kiviniemi, Managing Director Finnish Blue Ribbon

Leaders of Blue Cross organizations must be clear on how to bring Christian values into their daily work. In many European countries, such as in Finland, international companies are beginning to offer similar social services that the Blue Cross has been faithfully providing in the field of addiction for decades. Business oriented companies claim that they can help individual human beings more effectively than “the old unorganized and unprofessional Christian aid organizations.” These companies do not have any ideological background or genuine interest in the client group. Their services are market driven and profits are sought, even from services provided to the most excluded and vulnerable groups of people. Blue Cross organisations are needed globally to voice the importance of value based service providers.

Due to market driven pressures, there are leaders of faith-based organizations, also within our Blue Cross family, that have conceded to the battle with private business

and decided to exclude these Christian values, changing the foundation of their daily work. The hardened view, even in Finland, sends a message: *“Christianity should no longer play a part in everyday work, bringing no benefits. A business-oriented approach is more effective – Christianity should only remain in the background.”*

Within the past few years, I have met many colleagues who are unsure whether they can continue working with a Christian value-based system. This is a challenge, but we must be committed to show the benefits that our Christian roots provide to our work. If we as leaders would lose our faith, we could no longer effectively lead our organizations. Christian roots themselves bring no advantage in a competitive situation. Faith-based organizations must also be 100% professional in their service delivery. It is the combination of professionalism and passion, derived from Christian values, that makes the Blue Cross a successful service provider to individuals and families.

We can learn a lot from international companies and their business processes.

For example:

- developing strategic objectives**
- + measuring effectiveness**
- + economic analysis**
- + dynamic evaluation**
- = 100% professionalism**

Is it possible to build an International Blue Cross that integrates Christian values and leverages the economies of scale from which multi-national companies benefit? Why do we often only think of our national priorities, even though we have all been living in a global world where the opportunities to make the biggest impact lie at the international level?

As Blue Cross organisations, we have a global network available to us. If you agree that it would be worthwhile to create a global structure that can compete with international companies in addiction service delivery, please let me know. I am ready.

“Walking is Man’s Best Medicine”

8, 9

by Martin Sørensen

After having walked 790 km on the Camino de Santiago in 2014, I returned to Denmark with restless feet. In need of a new adventure, I decided to walk the circumference of the Danish peninsula, Jutland (Approx. 1,600 km), one weekend at a time. I started the long walk in October 2014 and will finish in May 2016. One weekend a month, I have been walking anywhere between 60 – 100 km, averaging a little less than 30 km a day. I always start where I ended my previous walk on the Camino, along the beautiful and varied coastline of Jutland.

“Walking is man’s best medicine”, Hippocrates said. There is no doubt in my mind that the mental discipline that long distance walking requires does all kinds of good things for both mind and body. So, I decided to try to raise awareness and money for a good cause, and there was no doubt in my mind that I wanted to support children and young people suffering the consequences of parents’ addictions. Not because I am familiar with it myself, but I

think everybody knows somebody in need of help. It is a huge problem in our society today, and it deserves much more attention and funding than it gets. Children should be able to be **children**. My chosen charities are Barnets Blå Hus (Children’s House) and TUBA, projects of Blue Cross Denmark.

I feel as if I am just getting started. When I have reached my goal of walking the circumference of Jutland, I am sure my restless feet will not want to stop. Therefore, I am happy to announce that I will continue walking until the whole coastline of Denmark has the imprints of my boots. After Jutland, the next leg is the 400 km walk

around the island of Fünen, and I will keep supporting the Blue Cross throughout my walk around Denmark (Approx. 5000 km)!

A note about Martin’s Camino:

Martin raises awareness through social media, local newspapers and TV, and has created a website www.martinscamino.dk dedicated to the walk. Three-quarters of the way into the journey, he has already raised almost € 1,000! We need more people like Martin to join our fight against addiction. Feeling inspired? Please consider supporting Martin, or start a fundraiser of your own at www.globalgiving.com/givechildhoodachance.



Martin Sørensen is walking the perimeter of the Jutland peninsula in Denmark to raise money and awareness for the Danish Blue Cross.

Therapeutic Communities across Latin America – Blue Cross Brazil Leads the Way

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 misuse a significant public health issue. Blue Cross Brazil, a member of the International Blue Cross based in Blumenau, is providing treatment and aftercare services in the three

Southern states of Santa Catarina, Paraná and Rio Grande do Sul, where alcohol and drug use is most prevalent. The organization has developed over the past eight years, growing from just 4 employees with 40 volunteers to a leading organization in the development of therapeutic communities in Latin America with a team of 23 staff and over 377 volunteers!

In 2012, the Blue Cross in Brazil, along with four other national federations of therapeutic communities, founded CONFENACT – the National Federation of Therapeutic Communities. Under the umbrella of this new organization, Blue Cross Brazil led the discussion with the Brazilian Minister of Justice, Eduardo Cardoso, to implement new legislation that will recognize therapeutic communities as entities that are eligible to receive state support through social benefits. This includes support for projects in the field of alcohol and drug prevention, family support, and fostering the social reintegration of addicts. After nearly two years of discussions and negotiations with the National Council on Drug Policies (CONAD), the legislation was passed, bringing addiction to the forefront of the social and health agenda in Brazil and creating a model for other Latin American countries to follow.



Therapeutic Communities in Brazil offer an effective pathway to help people remain in recovery.

The team in Brazil did not stop its efforts in Blumenau – they have bigger dreams. The organization and its founding members have reached across the borders, bringing three new members into the Blue Cross family from Chile and Paraguay. They began by creating support groups at churches, and expanded to create a framework of therapeutic communities, providing training and regular support to each of the new organizations. In 2015, Blue Cross Brazil reached out to church leaders in Cuba with a view to build treatment programs based on spirituality, where they have identified the need to incorporate holistic treatment – a cornerstone of Blue Cross services – into their outreach.

Aside from its work in the field of treatment, Blue Cross Brazil also recognizes the need to strengthen its prevention work in order to tackle the root of the problem and keep people from engaging in risky behaviour.



The KIDS Support Groups form part of the Prevention Programme of Blue Cross Brazil.

Therapeutic Communities across Latin America – Blue Cross Brazil Leads the Way

They have established close ties with the Municipal Government in order to reach the most vulnerable members of society from schools, social service programs, churches and businesses.

Prevention work is primarily done through community outreach in theatre performances, lectures, discussion groups and literature that has reached an estimated 50,000 individuals in 2015 alone.

In one of the theatres, a prevention story is performed by vulnerable adolescents who are regular participants in the Blue Cross activities. These children want to use their own experiences to educate others about the dangers and risks associated with drug and alcohol abuse.

Another important means for prevention is the development of KIDS Support Groups. Children are particularly vulnerable when their parents drink – they often judge themselves, face social exclusion, are terrified of abandonment and quite often become addicts themselves. Support groups like these give children confidence, a network of people to rely on and trust. They provide positive guidance during a critical time in their lives, when behaviour and decision-making are easily influenced. In the long term, KIDS support groups create physically and mentally healthy adolescents and adults who can function in society, eventually becoming positive agents for change.

Finally, BC Brazil also broadcasts its messages over the radio in order to spread the word as far and wide as possible: Life can be fulfilling and happy without alcohol and drugs.

Since its founding in 1995, Blue Cross Brazil has become a well-known, trusted organization throughout Brazil, and an important member of the Blue Cross family. Its hard work and dedication has led to the development of public drug policies in favour of therapeutic communities. BC Brazil is providing hope – hope for a better future, a life free from alcohol harm, and the chance to address one of the most pressing health issues of our time.



Representatives of Blue Cross Brazil meet with Brazilian Minister of Justice, Eduardo Cardoso, on the subject of Drug Policy.

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

BALANCE SHEET

	31.12.2015 CHF	31.12.2014 CHF		31.12.2015 CHF	31.12.2014 CHF
Assets			Liabilities and equity		
Cash and cash equivalents	1,100,355.64	1,529,633.80	Trade accounts payable	2,029.42	41,854.99
Short-term receivables	36,185.46	33,235.35	Other liabilities	80,000.00	55,000.00
Accrued assets	39,479.64	27,835.21	Deferrals	28,851.56	110,880.28
Total current assets	1,176,020.74	1,590,704.36	Total current liabilities	110,880.98	207,735.27
Furniture and equipment	561.65	2,094.65	Chad	70,972.36	34,882.49
Total fixed assets	561.65	2,094.65	Congo Brazzaville	22,764.80	60,949.80
			Brasil	-0.35	23.99
			Namibia	0.00	9,225.28
			Eastern Europe	6,647.06	1,850.00
			General Assembly	1,440.00	1,190.00
			Lesotho	248.20	0.00
			Total funds	102,072.07	108,121.56
			Paid in capital	433.25	433.25
			General reserve	10,000.00	10,000.00
			Organisation reserve	315,249.67	315,249.67
			Solidarité	331,300.66	331,300.66
			Organisational Development	307,873.71	616,873.71
			Retained earnings balance from prior year	3,084.89	34,771.41
			Result for the year	-4,312.84	-31,686.52
			Total equity	963,629.34	1,276,942.18
Total Assets	1,176,582.39	1,592,799.01	Total liabilities and equity	1,176,582.39	1,592,799.01

INCOME STATEMENT

Income	2015 CHF	2014 CHF
Contributions Blue Cross Norway	0.00	1,177,086.51
Donations and contributions	0.00	172,469.00
Income TV Campaign	0.00	1,349,555.51
Membership contributions	159,907.43	158,002.87
Donations and contributions	335,574.39	141,884.88
Other income	4,995.00	12,565.60
Income IFBC	500,476.82	312,453.35
Total income	500,476.82	1,662,008.86
Expenses		
TV Campaign	0.00	-1,381,450.92
Other projects	-373,192.16	-18,496.98
Direct project expenses	-373,192.16	-1,399,947.90
Personnel expenses	-233,095.82	-64,657.33
Travel and representation expenses	-608.15	-2,056.02
Rental expenses	-29,734.28	-8,338.22
Maintenance IT expenses	-8,051.47	-6,232.43
Administrative expenses	-16,007.10	-5,036.55
Fundraising expenses	-56,254.62	-57,192.13
Depreciation	-1,533.00	-368.40
Expenses General Secretariat	-345,284.44	-143,881.08

	2015 CHF	2014 CHF
Travel and representation expenses	-26,607.07	-11,753.50
Administrative expenses	-879.50	-516.30
Provision for General Assembly 2016	-25,000.00	-25,000.00
Adjustment of value membership fees	-9,980.75	1,000.00
Expenses Federation	-62,467.32	-36,269.80
Total expenses	-780,943.92	-1,580,098.78
Operating result	-280,467.10	81,910.08
Financial income incl. foreign exchange profit	1,882.45	422.74
Financial cost incl. foreign exchange loss	-40,777.68	-5,726.73
Financial result	-38,895.23	-5,303.99
Operating result before changes in funds	-319,362.33	76,606.09
Allocation to project funds	-297,338.77	-289,710.56
Withdrawal from project funds	303,388.26	181,589.00
Funds result	6,049.49	-108,121.56
Result before allocation	-313,312.84	-31,515.47
Allocation to Solidarité fund	0.00	-171.05
Withdrawal from organ. development fund	309,000.00	0.00
Result for the year	-4,312.84	-31,686.52

Audit report

AUDIT 2015

The Financial Statements 2015 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:

- Chad
- 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 the Financial Statements of the International Federation of the Blue Cross do not give



Bedingar Ngarossorang from Chad joins IFBC GS, Anne Babb, in Edinburgh for the Global Alcohol Policy Alliance Conference in October 2015.

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 ZEWQ 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, and we are most thankful for each and every donation. We warmly thank everyone that supports our mission and helps us achieve our vision toward a world where people can live a life free from addiction.

It would be impossible to list all the individuals that donate to support our mission. We extend a heartfelt thanks to each and every one of you!

Institutional Donors

- Swiss Agency for Development and Cooperation (SDC)
- The Foreign Service of the Faroes – Government of the Faroe Islands
- Carl und Elise Elsener-Gut Stiftung – Victorinox, Switzerland
- FAWCO Foundation
- Global Giving Foundation

Churches

- Kirchgemeinde Rickenbach
- Evang. Ref. Kirchgemeinde Köniz
- United Methodist Church – Special Program on Substance Abuse and Related Violence
- Fondation Dutmala
- Herrod Foundation
- Third World Solidarity (SDW)

Corporate Partners

- AsCons GmbH
- BDO AG
- Valiant Bank
- MIGROS Kulturprozent
- Croix-Bleue de Nyon
- Blaues Kreuz Beider Basel
- Blaues Kreuz in Deutschland
- Blaues Kreuz Nesslau-Krummenau
- Blaues Kreuz Ostermundigen
- Blaukreuz-Verein Wattwil und Umgebung
- Blaues Kreuz Bern

Foundations & Societies

- American Women's Club of Bern
- Brot für Alle
- Blaues Kreuz Zürich 4 + 5
- Blaues Kreuz Schweiz (Sie helfen, wir helfen)
- Blue Cross Faroe Islands

IFBC's Dedicated Network Committee (Board)



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



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



Hjalmar Hansen, Faroe Islands
MSc (Econ.), Head of department, Miðnám á Kambsdali,
Vice-President of the International Blue Cross
Board member since: 2012



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



Rolf Hartmann, Brazil
Director President of Blue Cross Brazil
Board member since: 2008



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



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



Timo Mutalahti, Finland
Lawyer
Board member since: 2002



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



Fanjanirina Holiarisoa Rasolomanana, Madagascar
Pastor and Programme Coordinator at Blue Cross Madagascar
Board member since: 2012



Matsepo Letlola, Lesotho
Nurse in Charge at St. Joseph's Health Center
Board member since: 2008



Ingalill Söderberg, Sweden
Journalist
Board member since: 2012



International Blue Cross Secretariat Staff
as of 1 April 2015

From left to right:

Christine Haeberli Jeng
Project Administrator and
Networking Officer

Daniele Polini
Project Officer

Anne Babb
General Secretary

Katrin Schmidt
Finance Officer

Mischa Rychener
Fundraising & Marketing Officer

International Blue Cross
Lindenrain 5a
3012 Bern – Switzerland

Tel. +41 31 301 98 04
Fax +41 31 301 98 05
E-Mail: office@ifbc.info
www.ifbc.info

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

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www.gute-botschafter.de

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Blue Cross Madagascar and IFBC's President joined at the 50th National Congress of the Blue Cross France in Monswiller.



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

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.

