



Annual Report

DOING IT TOGETHER.

2016

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Message from the President and the General Secretary

Dear Reader,

It has been an intense year, bringing about organizational change and new achievements. International Blue Cross has attained consultative status at UN ECOSOC*, which has opened the doors for IBC to take on a credible and more active role in global advocacy. IBC joined other NGOs on the “Big Alcohol Exposed” campaign and raised the issue of alcohol advertising high on public debate. Changes to the organizational model have fortified cooperation with member organizations and led to the restructuring of the secretariat with staff based in three countries. New statutes and a new strategy for 2017 – 2020 have furthermore been concluded.

In its efforts to limit the devastating consequences of alcohol related harm, we collaborate with bilateral partners to run high quality development programs. IBC has in 2016 mainly focused on protecting youth and enabled them being agents of change in their societies. In light of the limitation of financial resources, we express our special gratitude to our supporters who recognize substance

abuse as a pivotal problem to sustainable change in society. With the assistance of our members we continue seeking for new financial opportunities worldwide to secure continued effectiveness of our work.

With joint efforts with our members and partners we can build on our achievement and overcome obstacles. We thank God for blessing our 130 years of operations and as the newly named International Blue Cross we go forward to the future with a momentum of renewal and enthusiasm.

Thanks to our engaged staff, members and supporters, the year 2016 has been concluded bringing health, education and hope to people around the globe. This annual report offers a glimpse into our work and highlights important developments in 2016.



Dr. Albert Moukolo
President



Anne Babb
General Secretary

* United Nations Economic and Social Council

IBC was founded in 1886 with a mission “to prevent and reduce substance abuse among the most vulnerable people around the world.” The member organizations in 41 countries are the main route for delivering the services of IBC. The IBC works within a network model that enables us to stay in Switzerland while functioning globally. Since 2016 we have a reduced international secretariat. In order to cover all functions we distribute appropriate tasks via member organisations in different countries. The network model is based on assessing partner capacity and enabling the use of local expertise. The capacity of members is matched with IBC’s global needs, and this creates a well-functioning global organization.

As an international actor IBC secretariat and Network Committee drive the strategy 2017 – 2020. This enables operations on a global scale to promote development cooperation for scalable, high-impact programmes that respond to **Sustainable Development goal 3.5** “Strengthen, prevention and treatment

of substance abuse, including narcotic drug abuse and harmful use of alcohol.” Through strategic partnerships and UN EcoSoc consultative status (since 4/2016) we influence at global and regional networks.

Our Christian values Excellence, Empowerment, Inclusiveness, Solidarity, Respect and Liberating Spirituality underpin all of the work Blue Cross volunteers and professionals. We uphold international human rights conventions towards eliminating discrimination. We commit to anti-corruption and good governance guidelines

Our Vision

“We see a world where everyone can live a life free from addiction.”

Our Mission

“To prevent and reduce substance abuse among the most vulnerable people around the world.”

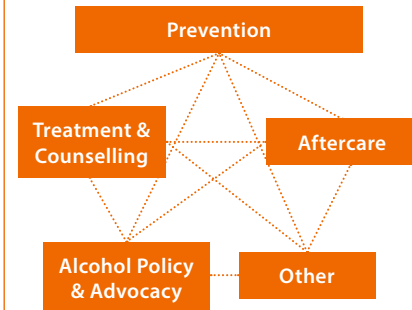
STRATEGIC PRIORITIES

IBC Organizational Development

Capacitating Member Organizations

International Project Management & Development

CORE WORK AREAS OF THE MEMBER ORGANIZATIONS (MOs)



Map of our 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

ASIA

India
Japan

SOUTH AMERICA

Brazil
Chile
Paraguay

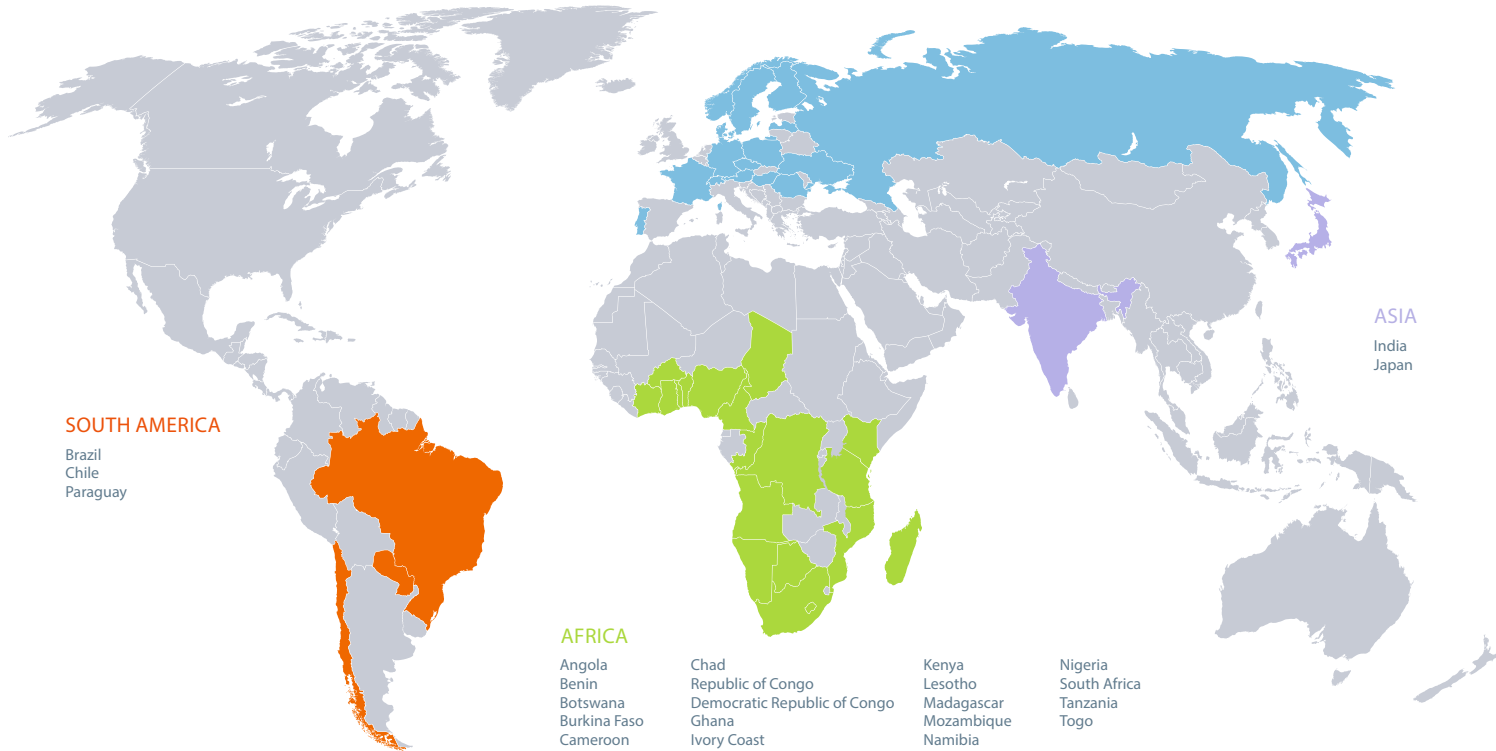
AFRICA

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



Voices of the Members

By Anja Tuchtenhagen, Public Relations & Fundraising Officer IBC



"As a medical doctor and psychotherapist in Romania I know what addiction means. We estimate over 1 million alcohol addicts in a population of 20 million. Our society has to pay a high price for that. The biggest challenge for us is that while needs for addiction care in our country is very big, financial resources are scarce. The support of the state is more symbolic. Blue Cross Romania is one of the few NGOs working in this field. We struggle to find and secure the resources we need to carry on with our work."

Holger Lux, Blue Cross Romania



"The most important project in our country is the prevention program in primary and secondary schools as well as out of school children and youth. Among our greatest success in 2016 is the development of our volunteer program. University students work with us for the good

cause of providing substance abuse prevention trainings in universities and homes."

Vincent G. Pagungire, Blue Cross Tanzania



"An important milestone during my time at Blue Cross in Madagascar was when the government recognized how important our work is for the society. But when people who took part in our programs come back to thank us for the help and guidance they have received through Blue Cross I am truly happy and thankful."

Herisolo Ramandrosoa, Blue Cross Madagascar



"When I arrived in Sapporo, Japan, early 1979, I became friends with Bob and Berti Cunningham, who had built the Blue Cross Samariya Residence the year before. I quickly became interested in the problem of alcoholism and

drug abuse in Japan and I saw how addicted persons could be helped through counseling. Thereby the ministry is important to me because the sacrificial and transforming love of Jesus needs to be both lived out and proclaimed."

Dale Viljoen, Blue Cross Japan



"I have been fortunate enough to be born in a country free from war, famine or distress. I have also had the opportunity to grow up with dignity in a loving and caring family. Then to be able to give back to some of those who have not had that opportunity is important to me. Blue Cross gives me that opportunity."

Lasse Reuterberg, Blue Cross Sweden

Alcohol – an obstacle in the way of the United Nations 2030 Agenda

Kristina Sperkova, President of IOGT International

What do we wish to our dearest ones? What do we want to experience when we go on vacation? And what do we expect our decision makers to do? The answers to these three questions have one common denominator. Let's look at it: "I wish you lots of love, health and happiness" is one of the common phrases we write on a birthday card to our loved ones. We expect our vacation places to look like a paradise. Be in the mountains, on ocean beaches or in cities. We want to spend time in healthy and enriching environments. We expect our politicians to play a fair game, to pursue the people's best interest and welfare and to be transparent about their work and relationships.

So what would the denominator be? – It is health. Health in the broadest sense. Health of individuals, of the planet and health of democratic systems. This is something that our governments agreed on when they adopted the Agenda 2030 and with them the

17 Sustainable Development Goals (SDGs) on September 25, 2015. On this day, all the member states of the United Nations demonstrated their dedication to put people's wellbeing and planetary health on top of their agendas.

SUSTAINABLE DEVELOPMENT GOALS



13 of the 17 goals agreed upon should be accomplished by 2030. If we do not reduce and prevent alcohol consumption, the Agenda 2030 will not be successfully implemented in the 14 years to come. The impact of alcohol use cuts across the entire spectrum of the

announced goals – from poverty, hunger and education (in low- and middle-income countries alcohol tends to crowd out other more productive household spending, such as spending on education, health care and healthy food) to violence against women (up to 80% of gender based violence is alcohol related) to the protection of our planet.

This is a very discouraging situation. Yet, at the same time, if we manage to address alcohol consumption and alcohol-related harm as a cross-cutting factor properly, we will considerably contribute to the achievement of 13 out of 17 SDGs. And that is the motivation, which drives me. If we ban alcohol mar-

keting and regulate alcohol affordability and availability, we will contribute to the health of people, of our democratic system and we will do a huge service to Mother Earth. Maybe Number 13 could become a lucky number.

Alcohol Advertising – an important factor in causing alcohol-related harm

6,7

Anja Tuchtenhagen, Public Relations & Fundraising Officer IBC

In many countries, either no regulations on alcohol advertising exist or respective laws are not being enforced. This situation plays a major role in causing or worsening alcohol-related harm in a population.

This is especially valid in Africa, where many people are abstinent, yet the per-capita-consumption of people who consume alcohol is extremely high. To counter this development, it is crucial to protect people from early age on.

Besides restricting availability and raising prices, a key factor for protecting youth from alcohol harm is to put in place and enforce laws restricting alcohol advertising. "Any holistic approach in prevention work should include that", says Patrick Adjei from Blue Cross Ghana.

Progress in this field of work comes from the national government – it is the body passing the respective laws. In its global strategy to reduce harmful use of alcohol the World Health

Organization enumerates the marketing of alcoholic beverages as one of the key areas for national action.

Besides on the government level, alcohol marketing can be influenced on the local level: Municipalities can contribute in keeping youth away from alcohol advertising by banning it close to places frequented by them, e.g. playgrounds, soccer fields or schools.

Therefore, IBC's approach to reduce harm inflicted by alcohol marketing is twofold: In its prevention programs in Chad and Congo IBC has formed a task force composed of NGO representatives and members of ministries influencing directly the policy-making of the government. On the local level IBC staff regularly meets with community leaders and municipality officials to sensitize on the role advertising plays in causing harm to young people.

Some African countries set an example. Revocatus Nginila, Project Coordinator of Blue

Cross Tanzania and IBC Network Committee member points out, that his country's government has passed several acts in 2003, 2005 and 2008 regulating alcohol advertising. He also emphasizes, that if an advertising ban on alcohol is in place, it is extremely difficult for beverage companies to establish a new product on the market. For them marketing is the key to success for making more profits and gaining new consumers. For us it is the opposite. Our role is to take their key away.



Parade in Antananarivo, Madagascar, for a life free of alcohol and drugs.

Statistics on Members

Sonja Pönisch, Administrator & Networking Officer IBC

IBC works in close collaboration with its members within a matrix organisational model. The idea is to utilise skills and expertise from different countries whilst facilitating the network from the secretariat. The member organisations of the International Blue Cross have been encouraged to actively engage with this new structure since the General Assembly in Madagascar in October 2016.

Globally Alcohol consumption is a causal factor in more than 200 disease and injury conditions. Drinking alcohol is associated with a risk of developing health problems such as mental and behavioural disorders, including alcohol dependence and it is a contributing factor for variety of noncommunicable diseases. In the global setting, alcohol and drug-related damages are still increasing. Blue Cross movement works to tackle these problems and we aim to make this work more visible. The primary aim is to keep a person suffering from the effects of substance abuse at the core

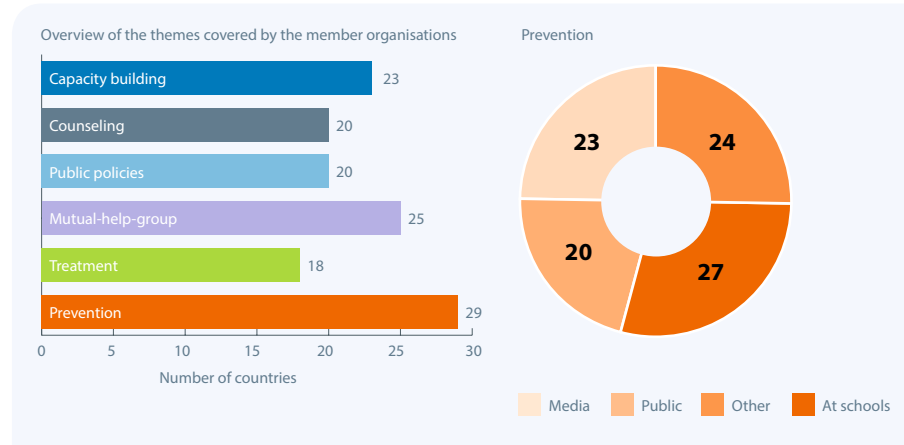
of our focus. We can best serve people when there is a better knowledge of the Blue Cross Globally and effective co-operation between member organizations and the international secretariat.

An extensive questionnaire produced a summarised annual report of in country activities. The data collection needs to be further developed in order to produce comparable data. This is why only certain trends as discovered by this questionnaire are described. There were 32 out of 41 organisations that responded to this questionnaire. Overall the responses show that all BC organisations work from the Christian value base in order to support the local population to tackle substance abuse issues. The responses show great variety of local organisational realities. Factors such as organizational size, security of the country, organisational format, number of employees as well as the availability of financial resources effect the variety of local activities.

Blue Crosses in Brazil, Denmark, Germany, France, Norway, the Ivory Coast and the Faroe Islands can revert to a large network of volunteers and can provide help to their services. Others offer know-how in project management, organisational development or administration, capacity building and efficient fundraising. Others see their core competencies in counseling and treatment. The questionnaire confirmed that the IBC strategy 2017–2020 reflects the needs on the ground. The support from IBC was requested especially to develop prevention work through life skills training, mobilizing self help and mutual aid groups. In addition there was a request for advocacy support for evidence based alcohol and drug policy development and materials in French and English as well as the training of addiction therapists was stated.

Graphic 1 presents an overview of the themes covered by the member organisations. Prevention work is done in 29 countries and the interest to learn of this subject within all countries is also very high. This shows the importance of prevention through schools, churches, public events and the increasing emphasis on using social media.

Self-help groups are low cost high impact services that are easy to implement (23 organisations). On the other hand, setting up and maintenance of treatment centers is more costly (18 organisations). Our members in the countries Austria, Burkina Faso, Cameroon, Republic of the Congo, Latvia, Madagascar, Nigeria, South Africa, Tanzania and Togo carry out their activities exclusively with volunteers, other countries employ professional staff as well as volunteers. A particular aspect is that



a large part of the organisations operate a yearly General Assembly with elections of a new board every 2 to 4 years. Activity and financial reports, mostly audited, are prepared

and provided to International Blue Cross. Surveys of the activities of the member organisations will take place yearly from 2017.

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

BALANCE SHEET

Assets	31.12.2016 CHF	31.12.2015 CHF	Liabilities and equity	31.12.2016 CHF	31.12.2015 CHF
Cash and cash equivalents	895,177.22	1,100,355.64	Trade accounts payable	5,298.75	2,029.42
Short-term receivables	43,318.76	36,185.46	Other liability	0.00	80,000.00
Accrued assets	51,271.41	39,479.64	Deferrals	41,346.16	28,851.56
Total current assets	989,767.39	1,176,020.74	Total current liabilities	46,644.91	110,880.98
Furniture and equipment	1,971.30	561.65	Chad	32,288.47	70,972.36
Total fixed assets	1,971.30	561.65	Congo Brazzaville	9,804.25	22,764.80
			Brasil	0.00	-0.35
			Eastern Europe	7,147.06	6,647.06
			General Assembly	0.00	1,440.00
			Lesotho	0.00	248.20
			Denmark, Finland, Greenland	286.12	0.00
			Total funds	49,525.90	102,072.07
			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	238,584.30	307,873.71
			Retained earnings balance from prior year	-1,227.95	3,084.89
			Result for the year	1,227.95	-4,312.84
			Total equity	895,567.88	963,629.34
Total Assets	991,738.69	1,176,582.39	Total liabilities and equity	991,738.69	1,176,582.39

INCOME STATEMENT

Income	2016 CHF	2015 CHF
Membership contributions	155,667.92	159,907.43
Donations and contributions	309,200.12	335,574.39
Other income	80,845.40	4,995.00
Income IBC	545,713.44	500,476.82
Total income	545,713.44	500,476.82
Expenses		
Projects	-377,238.29	-373,192.16
Direct project expenses	-377,238.29	-373,192.16
Personnel expenses	-186,742.59	-233,095.82
Travel and representation expenses	-1,668.05	-608.15
Rental expenses	-14,847.60	-29,734.28
Maintenance IT expenses	-3,498.41	-8,051.47
Administrative expenses	-8,317.84	-16,007.10
Fundraising expenses	-36,227.81	-56,254.62
Depreciation	-1,544.00	-1,533.00
Expenses General Secretariat	-252,846.30	-345,284.44

	2016 CHF	2015 CHF
Travel and representation expenses	-19,219.91	-26,607.07
Administrative expenses	-912.90	-879.50
Provision for General Assembly 2016	0.00	-25,000.00
Expenditures General Assembly 2016	-21,014.13	0.00
Adjustment of value membership fees	630.45	-9,980.75
Expenses Federation	-40,516.49	-62,467.32
Total expenses	-670,601.08	-780,943.92
Operating result	-124,887.64	-280,467.10
Financial income incl. foreign exchange profit	5,853.47	1,882.45
Financial cost incl. foreign exchange loss	-1,573.46	-40,777.68
Financial result	4,280.01	-38,895.23
Operating result before changes in funds	-120,607.63	-319,362.33
Allocation to project funds	-261,257.95	-297,338.77
Withdrawal from project funds	313,822.12	303,388.26
Funds result	52,546.17	6,049.49
Result before allocation	-68,061.46	-313,312.84
Allocation to Solidarité fund	0.00	0.00
Withdrawal from organ. development fund	69,289.41	309,000.00
Result for the year	1,227.95	-4,312.84

Audit Report

AUDIT 2016

The Financial Statements 2016 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 auditor's attention that causes him to believe that the

Financial Statements of International 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.



DONORS

At IBC 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 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 IBC’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

Foundations & Societies

- Brot für Alle
- Carl und Elise Elsener-Gut Stiftung - Victorinox, Switzerland
- Global Giving Foundation
- Third World Solidarity (SDW)
- Blaues Kreuz Basel Stadt
- Blaues Kreuz Ostermundigen
- Blaukreuz-Verein Wattwil und Umgebung
- Blaukreuz-Verein Winterthur
- Blaues Kreuz Zürich 4 + 5
- Blaues Kreuz Schweiz (Sie helfen, wir helfen)

Churches

- Kirchgemeinde Rickenbach
- Evang. Ref. Kirchgemeinde Köniz
- Reformierte Kirchgemeinde Muttenz

Corporate Partners

- AsCons GmbH

Thankful children at a Blue Cross Kids Support Group in Brasil.



IBC's Dedicated Network Committee (Board)



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



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



Reinhard Jahn, Germany
Chief Executive Officer of Blue Cross Germany,
Vice President of the International Blue Cross
Board member since: 2008



Ingalill Söderberg, Sweden
Journalist and municipal commissioner
Board member since: 2012



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



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



Hans Eglin, Switzerland
Managing Director of regional Blue Cross Organisation
in Switzerland
Board member since: 2016



Revocatus Nginila*, Tanzania
Project Coordinator Blue Cross Tanzania
Board member since: 2016



Palesa Phelane, South Africa
Chairperson of Blue Cross Youth South Africa
Board member since: 2016



International Blue Cross Secretariat Staff

as of 1st September 2016

From left to right:

Daniele Polini

Program Officer

Anne Babb

General Secretary

Katrin Schmidt

Finance Officer

Sonja Pönisch

Project Administrator & Networking Officer

Anja Tuchtenhagen

Public Relations & Fundraising 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: a.tuchtenhagen@ifbc.info

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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.

