

# Annual Report 2021



*DOING IT TOGETHER*

[www.internationalbluecross.org](http://www.internationalbluecross.org)

*Member of the Chad Blue Cross theatre group in the Atrone districts (N'Djamena) during an awareness raising event*

# Greetings from the President and General Secretary

An eventful year lies behind us! During the pandemic, the engagement of Blue Cross entities across the world has been needed more than ever to help those in need. At the same time, social distancing

and travel restrictions posed a great challenge to us in supporting the most vulnerable people in our societies.

The IBC General Assembly was held as an online event for the first time in October 2021. Creating an interactive environment conducive to fruitful discussion was quite a challenge! Our warmest thanks go out to all participants and those who facilitated the organisation of the online Assembly.

We are thrilled to see that the regular digital training sessions have been a great success: Throughout the year, IBC staff and volunteers coached members and partners online to set up and conduct self-help groups in their respective countries. Trainings were also held for good governance topics and alcohol policy advocacy.

As a result, new self-help groups have been established and organisations have learned to produce applications and reports that attract partnerships and enhance sustainability of local Blue Cross work. This capacity-building is vital to making projects effective and attracting

donors – the prerequisite for reducing alcohol- and other drug-related harm in communities. By regularly updating and revising our strategy, IBC strives to keep up with changing work environments and challenges. Throughout 2021 the Network Committee elaborated further on the IBC strategy 2021-2028 while acknowledging key input from all member organisations. We thank all of you for your contributions!

A big thank you also goes to our supporters and donors for their loyalty and the secretariat staff and volunteers. We treasure your support for advancing in our mission to prevent alcohol and other drug harm worldwide and to protect marginalised people – especially the young! In this spirit, we send you our warmest greetings and God's blessings!

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## Alcohol Policy Advocacy Training – Community Participation as a Cornerstone to Success

IBC provides training and technical support for Blue Cross organisations on advocacy and community mobilisation in order to enable populations to implement effective alcohol policies at the community level. In September 2021, as part of its mission of preventing and reducing alcohol and other drug use among the most vulnerable groups, IBC organized a capacity-building training for its members on evidence-based policies to reduce alcohol use and related problems.

**The training aimed to equip Blue Cross staff with the skills to undertake advocacy, community education and mobilisation activities to address alcohol consumption and related harms in their regions.** The sessions covered different modules on alcohol consumption, marketing and control policies. The first session, “Understanding the Challenge”, provided an overview of the complexity and challenges of alcohol control policies. Another session, which explored alcohol-related

harms in the different countries, featured presentations by participants of epidemiological data on alcohol consumption in their countries, as well as existing legislation and policies. Other sessions addressed the roles and goals of the alcohol industry, and the policy measures supported by the World Health Organization (WHO) to reduce alcohol consumption and related problems.

**The participating Blue Cross country offices report that the training has had a meaningful impact on advocacy and community action programs.** The Blue Cross Togo and Chad undertook activities to educate local communities on alcohol-related harms and to mobilise local leaders to address the prevalence of alcohol and other drug use among young people and the associated social, economic and health consequences. They subsequently developed and presented action plans for community action targeting different groups, including street children and school students.



**Strengthen** restrictions on alcohol availability



**Advance & enforce** drink driving counter-measures



**Facilitate** access to screening, brief interventions & treatment



**Enforce** bans/comprehensive restrictions on alcohol advertising, sponsorship & promotion



**Raise** prices on alcohol through excise taxes & pricing policies

# IBC Strategy at a Glance



## Who We Are

IBC is a Christian value-based, politically independent non-governmental organisation. The Blue Cross Movement started in 1877 in Switzerland. The International umbrella organisation was founded in 1886, currently comprising 38 national Blue Cross organisations in Africa, Asia, Europe and Latin America. The IBC network comprises expertise in tackling alcohol and other drug-related health, social and development issues through advocacy, prevention, treatment and aftercare programmes. The IBC promotes this approach through a joint global voice and enables exchange and learning between Blue Cross Organisations around the world.

## Our Vision

People live dignified and healthy lives in a world where societal structures and services enable a life free from addiction as well as alcohol and other drug-related harm.

## Our Mission

Prevent and reduce the use, abuse and dependency of alcohol and other drugs and their related harm, especially among the most vulnerable people. Engage Blue Cross Organisations worldwide to promote the mission, with a holistic view of the human being as a state of complete physical, mental, spiritual and social wellbeing.

## Our Values

Love • Solidarity • Excellence  
Respect • Empowerment  
Inclusiveness • Good governance

## Key Strategic Focus 2021- 2028

- Promoting a life free from alcohol and other drugs
- Strong member organisations
- Christian value-based Approach



## Life Skills and the Swiss Partnership for More Peaceful, Just and Inclusive Societies

2021 has marked the beginning of a new four-year programme period of the IBC Life Skills projects in Africa. To promote healthier societies, IBC has partnered up with eight other Swiss non-governmental organisations within the network “KoGe – Community of Cooperation” who implement projects with more than 150 local partners in more than 40 countries. With the encouragement of IBC funding partner SDC (Swiss Agency for Development and Cooperation), KoGe has developed a common results framework. Its **main focus is on the UN Sustainable Development Goal 16+ which aims to promote peaceful, just and inclusive societies** in which every person can live in dignity and exercise his or her rights.

The implementation of this joint framework in mostly fragile and conflict-affected contexts fosters sustainable development mainly in marginalised and vulnerable communities. In this context, **IBC and its project partners in Chad, Congo-Brazzaville, Tanzania**

**and Togo tackle alcohol-related harm as a root cause and trigger factor of a wide range of vulnerabilities.**

Alcohol harm is closely linked with heightened levels of violence in the private and public space. Increased alcohol intake in our cities clearly threatens the safety and freedom especially of young people and women. In places where access to basic services such as education, health care and sanitation is not guaranteed to all segments of society, harmful alcohol and other drug

consumption exacerbate the marginalisation of those who are already vulnerable.

An independent evaluation study of the Life Skills programme has confirmed a reduction of sexual risk behaviour and gender-based violence among project participants in Chad and Congo. During the virtual field visits conducted by IBC in 2021, **project beneficiaries have affirmed the project’s contribution to a better inclusion of marginalised people in their communities and a more peaceful family life.** “I used to have an aggressive attitude at home and at school,” recalls a teacher from Brazzaville. “Through the project, I have learnt to reflect on my actions and to treat others with more compassion. Alcohol no longer plays a role in my life, and I have become a better teacher and human being.”

**We thank our partners in Chad, Togo, Tanzania and Congo-Brazzaville, for their excellent collaboration!**



## Experiences from Tanzania and Togo



*"Life Skills sessions give youth the freedom to share their reality and perspective on alcohol and other drug use. I like to see how they gradually change their behaviour towards alcohol and drug use but also life!"*

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**Anna Panga,  
Tanzania**



*"I used to provoke my classmates, mainly girls, whom I considered weak. When they dared to reply, I responded violently. Thanks to Blue Cross Togo and their Life Skills sessions, I became more aware of my risky behaviour. I drink less and show greater respect towards girls. My classmates can testify, I have become a better person!"*

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**Agboyibor Komlan Josapuhat,  
Togo**

## Transforming Behavior Through Life Skills: A Chadian Young Man Shares His Story

In collaboration with our partners, IBC is committed to “leaving no one behind”. Besides supporting students at secondary schools, we work with motorbike taxi drivers in Togo and Chad. Most of these young drivers have dropped out of school and see few prospects for a better life. Often, they suffer from addiction to alcohol and other drugs. To perform better at work and to be less tired many of them consume Tramadol, a strong painkiller that is easily accessible and cheap.

Their addiction, often mixed with alcohol consumption, is dangerous for the drivers themselves, their customers and other road users. Our partners, the Blue Cross in Togo and Chad, regularly organise awareness meetings on the risks and harmful consequences of alcohol and other drug use for those young drivers.

Mathieu from the Chadian capital N'Djamena is one of them. A few years ago, he took part in an activity of the Cha-

dian Blue Cross. Today, the 37-year-old is an engaged “Peer Educator”, raising awareness among his fellow taxi drivers about the dangers of drug consumption.

*“My participation in the Blue Cross activities since 2017 on our HILAL motorcycle taxi driver site has positively transformed me. I took part in the training camp for peer educators and participated in a training for site supervisors and I am member of the steering committee of the project.*

*Before, I was in bad company, and I spent more time in drinking establishments than with family at home. Through participating in plenty of sessions on the themes of alcohol and financial management I decided to change my behavior. I analysed my drinking habits and then decided to stop consuming alcohol. I became a caring*

*parent, thinking of the education and future of my children. I now manage my income better and I even have projects on my mind that I am looking to carry out. I am one of the living examples of the Life Skills concept implemented by the Blue Cross and I participate in changing the behavior of others for the better. The skills acquired during the animations helped me to acquire a critical spirit.”*

*Mathieu talking to his fellow motor taxi drivers about the risks and dangers of alcohol consumption*





## Volunteer Engagement Worldwide

### Robertus Cofi

"I am volunteering for IBC from my home in Basel. I support the IBC General Secretary in meetings with different national Blue Cross member organisations, mainly from Africa. Mostly, I attended meetings with Blue Cross colleagues from Madagascar, translating between English and French. Like this I gained a great insight into the work of IBC as an umbrella organisation and the internal structures and work fields of its members outside Switzerland."



### Nora Elhariri

"Moving to a new country is always a challenge. It can be difficult to find new friends and find a balance between working and exploring a new culture."

Volunteering at IBC was a great opportunity for me to learn more about the work culture in Switzerland. As a journalism graduate communication is my thing! At IBC, I could use my skills and quickly I felt like an integral part of its great team. During my volunteer service I was free to choose work fields and tasks, which interested me the most."



### Hamam Mubarak

"For many years now, volunteering in humanitarian organisations has been an integral part of my life. I believe that we must help each other so that we can find someone to help us if we need it some day. At IBC I found fellow volunteers and staff working together in this spirit. I am proud to be part of the Blue

Cross team. The projects we implement serve humanity across the globe!"



### Virginie Vanhée

"With a background in international cooperation and work experience with the Red Cross, I was excited to change the color of the "Cross" and discover a new organisation. As an IBC volunteer I have been accompanying a self-help project in Burkina Faso for over a year. During that time, the team of the Blue Cross Burkina Faso and I developed a sincere and trusting relationship, feeling that we can move forward together. My placement with IBC has helped me to integrate into the Swiss labour market - I have now found a job in the non-profit sector!"



## Snapshots of IBC Member Organisations

### Southern Africa: Botswana



Blue Cross self-group members, having an evaluation meeting at the bootcamp with the PR rep of BIRRO

For Blue Cross Botswana a considerable amount of work in 2021 has revolved around setting up activities in the field of self-help for people with addiction problems. After having participated in the IBC training on how to set up and run self-help groups, the IBC colleagues from Botswana currently offer self-help meetings for five people on a weekly basis. A great success for the local team was the establishment of a new partnership with the organization BIRRO.

BIRRO helps former prisoners to re-establish their lives after having served their sentence. Many of them have severe addiction problems. Through the partnership with BIRRO, Blue Cross Botswana began to offer self-help sessions during the alcohol and other drug rehabilitation camps which are regularly organized by BIRRO.

### Eastern Africa: Madagascar

The Blue Cross Madagascar focuses its work on youth prevention activities. The highlight of the year was surely the two football tournaments the team had organised. From school children, university students and women groups to doctors and policemen – all were united on the football pitch, spreading the message of “do sports, not drugs”.

Sports as a meaningful pastime for children and youth can be utilised as a preventative measure against alcohol and other drug use, the former being cheap and easily accessible for undera-



Football tournament of the Blue Cross Madagascar with the motto “do sport, not drugs”

ge youth in Madagascar. Besides the tournament and other regular activities, the Blue Cross Youth team has successfully launched a social media campaign on Facebook and has begun to connect young people in WhatsApp-groups to discuss positive health behavior topics. Furthermore, four volunteers from Blue Cross Madagascar are participating in the IBC Self-Help Training which aims at enabling Blue Cross members to set up self-help groups for people with addiction problems. The goal is to start with two such groups during 2022.

*One of the national chat centers at Blue Cross Norway*



## Northern Europe: Norway

Blue Cross Norway is one of the major diaconal organisations in Norway, with 54 diverse service units throughout the country. In 2021, Blue Cross Norway initiated further organisational growth and development with the acquisition and founding of a child welfare institution, two secondary vocational schools and one substance abuse treatment clinic. The Corona pandemic has stimulated the development of Blue Cross Norway's national online services "Kompasset" through which Blue Cross Norway offered therapy sessions and other

services to more than 1100 young people who have grown up in homes with alcohol and other substance abuse problems. Furthermore, Blue Cross Norway runs two national chat centers - one dealing with bullying and the other with mental health problems. The national BCN prevention service has established an online resource bank which offers free educational materials on topics such as alcohol and other drug harm, mental health and bullying.

## Eastern Europe: Romania

In terms of therapy, a lot has happened at the Blue Cross Romania in 2021: Due to the challenges caused by the pandemic, the two therapy centers, which are usually separate for men and women, were merged and patients were treated throughout the year in the former men's center Haus Nazareth near Sibiu. Another novelty was the two-week motivational therapy, which was offered for the first time in Romania in 2021. It targets primarily young people who are

just beginning to realise their addiction problem and encourage them to participate in a full one- to two-month therapy program. To add more, the partnership established in the beginning of the year with the psychiatric hospital in Sibiu works very well – the senior doctor is personally available to the Blue Cross patients if necessary!



*The therapy center "House Nazareth" of Blue Cross Romania*

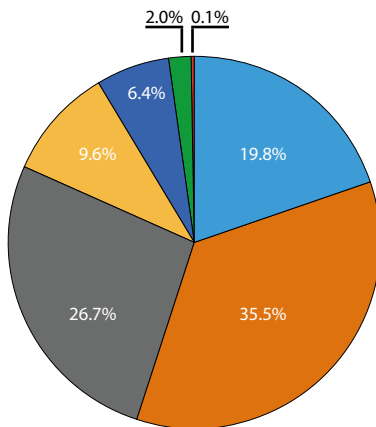
# Abridged Version of the Financial Statements Based on Swiss GAAP FER 21

Assets	2021 CHF	2020 CHF
Cash and Cash Equivalents	593,470.90	764,289.62
Short-term Receivables	88,021.26	56,455.54
Accrued Assets	30,342.50	19,110.16
<b>Total Current Assets</b>	<b>711,834.66</b>	<b>839,855.32</b>
Financial Assets	384,217.07	297,175.93
Furniture and Equipment	1,022.17	2,041.76
<b>Total Fixed Assets</b>	<b>385,239.24</b>	<b>299,217.69</b>
<b>Total Assets</b>	<b>1,097,073.90</b>	<b>1,139,073.01</b>

Liabilities and Equity	2021 CHF	2020 CHF
Trade Accounts Payable	24,397.95	30,258.33
Deferrals	32,853.14	52,031.33
Provisions	20,000.00	30,000.00
<b>Total Current Liabilities</b>	<b>77,251.09</b>	<b>112,289.66</b>
Provisions	0.00	20,000.00
<b>Total long-term Liabilities</b>	<b>0.00</b>	<b>20,000.00</b>
Chad	61,110.54	70,651.15
Congo Brazzaville	35,722.75	0.00
Brasil	0.00	269.41
Togo	4,478.64	7,994.61
Eastern Europe	7,947.06	8,347.06
Denmark, Finland, Greenland	642.52	2,275.08
Life Skills Programme	59,950.61	76,287.50
Burkina Faso	7,753.87	13,502.68
Knowledge / Skills Transfer, Sensibilisation	34,628.39	28,817.94
Music Groups	4,891.41	3,840.02
Alcohol Policy	11,287.60	5,773.70
Self-Help	0.00	1,264.65
<b>Total Funds</b>	<b>228,413.39</b>	<b>219,023.80</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	331,300.66
Organisational Development	134,425.84	130,775.97
Retained Earnings Balance from Prior Year	0.00	0.00
Result for the Year	0.00	0.00
<b>Total Equity</b>	<b>791,409.42</b>	<b>787,759.55</b>
<b>Total Liabilities and Equity</b>	<b>1,097,073.90</b>	<b>1,139,073.01</b>

## Income

Foundations	19.8%
Public Institutions	35.5%
Membership Fees	26.7%
Blue Cross Organisations/ Societies	9.6%
Churches	6.4%
Private Donors	2.0%
Companies	0.1%



	2021 CHF	2020 CHF
<b>Income</b>		
Membership Contributions	214,985.30	222,386.45
Donations and Contributions	340,413.99	223,376.90
Government Grants	249,406.19	212,177.98
Other Income	4,232.21	4,438.45
<b>Total Income</b>	<b>809,037.69</b>	<b>662,379.78</b>

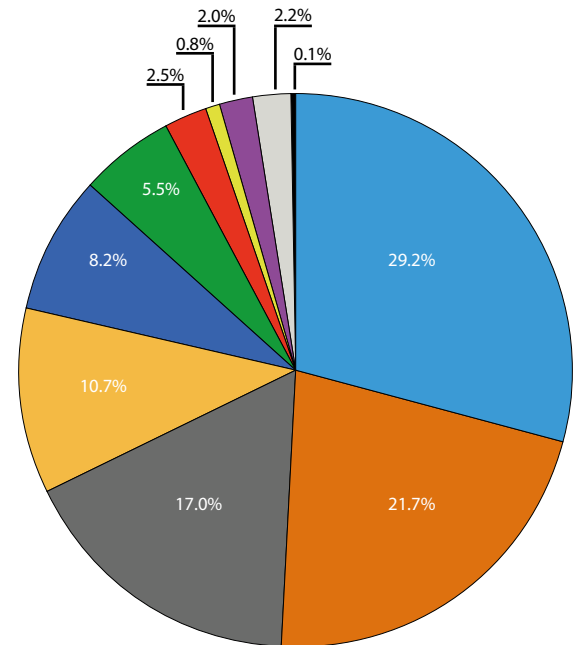
## Expenses

Project Expenses	-637,677.26	-587,328.60
Fundraising Expenses	-68,413.78	-53,829.35
Administrative Expenses	-121,471.07	-107,915.16
<b>Total Expenses</b>	<b>-827,562.11</b>	<b>-749,073.11</b>

<b>Operating Result</b>	<b>-18,524.42</b>	<b>-86,693.33</b>
Financial Income Incl. Foreign Exchange Profit	39,458.76	10,851.63
Financial Cost Incl. Foreign Exchange Loss	-7,894.88	-6,573.38
<b>Financial Result</b>	<b>31,563.88</b>	<b>4,278.25</b>
<b>Operating Result Before Changes in Funds</b>	<b>13,039.46</b>	<b>-82,415.08</b>
Allocation to Project Funds	-542,975.88	-402,429.73
Withdrawal from Project Funds	533,586.29	495,813.98
<b>Funds Result</b>	<b>-9,389.59</b>	<b>93,384.25</b>
<b>Result Before Allocation</b>	<b>3,649.87</b>	<b>10,969.17</b>
Allocation to Organ. Development Fund	-3,649.87	-10,969.17
Withdrawal from Organ. Development Fund	0.00	0.00
<b>Result for the Year</b>	<b>0.00</b>	<b>0.00</b>

## Expenses

CHAD – Life Skills	29.2%	BRAZIL – KIDS support	2.5%
CONGO – Life Skills	21.7%	Burkina Faso	0.8%
TOGO – Life Skills	17.0%	Selfhelp Uganda, Botswana, Nigeria, Ghana	2.0%
TANZANIA – Life Skills	10.7%	Sensibilisation general	2.2%
Knowledge transfer / Sensibilisation MO's	8.2%	Lifeskills Manual	0.1%
Alcohol Policy	5.5%		



# Audit Report 2021

The Financial Statements 2021 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.

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.

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Among our current partners and donors are:

## INSTITUTIONAL DONORS

- Swiss Agency for Development and Cooperation (SDC)
- The Foreign Service of the Faroes – Government of the Faroe Islands

## FOUNDATIONS & SOCIETIES

- Foundation Widmer et Creux
- Foundation Jugendsozialwerk BC Baselland
- Foundation Third World Solidarity
- Foundation Max und Martha Dangel
- Foundation Dr. Ernst-Günther Bröder
- Global Giving Foundation
- Top-Six Foundation
- HEKS/ Bread for all
- Blue Cross Ostermundigen
- Blue Cross Zurich 4 + 5
- Blue Cross Winterthur
- Blue Cross Krummenau-Nesslau
- Blue Cross Steffisburg
- Blue Cross Switzerland (You help, we help)
- Blue Cross Germany
- Blue Cross Denmark
- Blue Cross Finland
- Blue Cross Norway
- Interaction
- Coworkers

## CHURCHES

- Association of churches (Stadtverband) Zurich
- Evang. Ref. Church of the Canton of Fribourg

# Tribute to Donors and Partners

- Evang. Ref. Parish Köniz
- Reformed Church Canton Zug
- Reformed Church Liestal-Seltisberg
- Reformed Church Vechingen
- Reformed Church Winterthur-Seen
- Reformed Church Horw
- Reformed Church Kanton Luzern
- Roman Catholic Church Region Bern
- Roman Catholic Church Langenthal
- Kotiryhmäverkosto (Verkosto) Church Finland
- Turun Mikaelin Seurakunta Church, Finland

## MUNICIPALITIES & CANTONS

- Lottery Fonds Canton Bern
- Lottery Fonds Canton Aargau
- Lottery Fonds Canton Glarus
- City of Zug
- City of Burgdorf
- City of Rapperswil-Jona
- Municipality of Saanen
- Canton Basel Stadt

## COMPANIES

- Black Gazelle



Thank you for  
your support  
– you help  
change lives!

## Network Committee



**Reinhard Jahn, Germany**  
President IBC  
Managing Director at BC Germany  
Board member since 2008



**Hans Eglin, Switzerland**  
Vice President IBC  
Central Board BC Switzerland  
Board member since 2016



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



**Lars Thidemann Jensen, Denmark**  
Vice General Secretary  
of Blue Cross Denmark  
Board member since 2021



**Holger Lux, Romania**  
MD, Director Rehabilitation centre  
for addicted men "House Nazareth"  
Romania, Board member since 2008



**Ewa Duda, Poland**  
Addiction therapist, Blue Cross  
promotion coordinator  
Board member since 2021



**Patrick Acheampong, Ghana**  
General Secretary of Blue Cross  
Ghana  
Board member since 2021\*



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



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

## Secretariat Staff



**Anne Babb**  
General Secretary



**Katrin Schmidt**  
Finance Officer



**Sonja Pönisch**  
Networking and Administration



**Anja Tuchtenhagen**  
Fundraising and PR



**Bianca Stierli**  
Administration & Project Assistant



**Sophie Tarcchini**  
Junior Programme Officer



**Flavia Ganarin**  
Programme Officer



**Ediomo Nelson**

Alcohol and Drug Policy Advocacy Officer

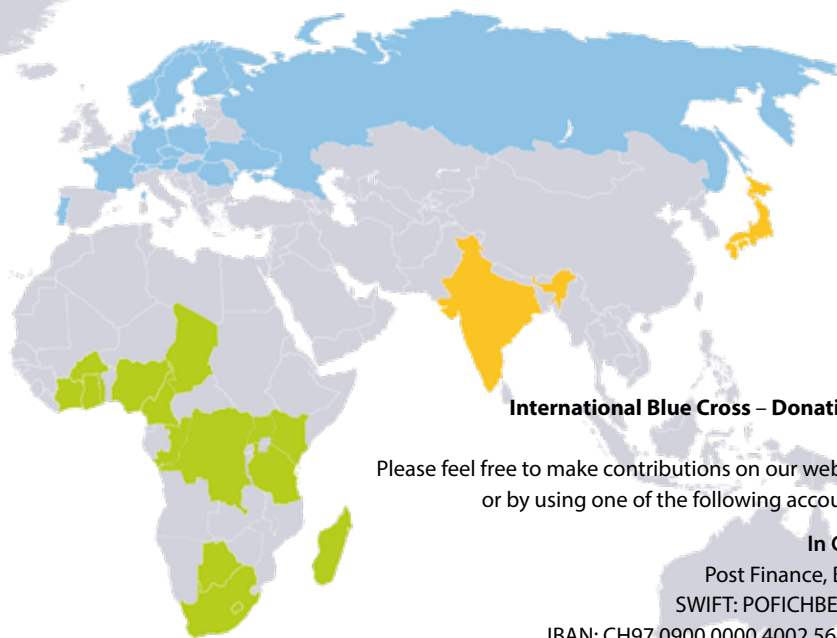


**Tao Anatole Gonba**

The Network Committee extends a warm Thank You to all supporters, partners and above all its volunteers who have dedicated in total 1,500 hours of their time to IBC in 2021.



With your help, our global work is possible.  
We greatly appreciate your donations,  
which support us in furthering the IBC mission.



### International Blue Cross – Donations

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

#### In CHF:

Post Finance, Bern

SWIFT: POFICHBEXX

IBAN: CH97 0900 0000 4002 5648 4

#### In EUR:

Valiant Bank, Bern

SWIFT: VABECH22

IBAN: CH09 0630 0016 9686 0960 0

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