

Partnerships for people in need

How you can support us.





Elderly, ill and disabled people can often only continue living at home thanks to the support of their families. We give caring relatives a break so they stay healthy.

Cover photo: Volunteering for "2 x Christmas". Business representatives such as Roberto Cirillo, CEO of Swiss Post, and Emelie Dorlin of Johnson & Johnson unpack incoming parcels.



End poverty in all its forms everywhere



Ensure healthy lives and promote well-being for all at all ages



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Collaboration between the private sector and aid organizations

Assuming responsibility

Dear Reader,

On 25 September 2015, the United Nations officially adopted Agenda 2030 for Sustainable Development. It is an action plan for the people, the planet, and the well-being of our civilization. The plan contains 17 goals and is intended to finish what the previous millennium development goals did not achieve.

The United Nations itself estimates that 2,500 billion US dollars of investment per year is needed to achieve the 17 goals by 2030. But countries around the world are currently only spending around 130 to 150 billion dollars a year.

That represents a huge shortfall. A shortfall that countries, corporations, aid organizations and civil society can only overcome together.

For business, achieving these goals will open up market opportunities worth 12 billion dollars, according to a report by the Business and Sustainable Development Commission. 30 CEOs of international corporations are members of this Commission. These CEOs fear that there will no longer be a viable world in which to do business if we fail to achieve these goals.

Here at the Swiss Red Cross, we have firmly enshrined the 17 goals into our strategy and are pursuing at least one goal in each of our activities. We would like to call on you to do the same and help us in our mission.

We are also personally involved through our purchasing decisions, as community stakeholders and in our commitment towards particularly vulnerable people and nature.



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Let's put an end to poverty in all its forms and dimensions, achieve health for all and tackle the challenges of climate change.

The Swiss Red Cross has many years of experience in close partnerships with corporations. Together we can make a contribution that will shape the future of our society for good.

We look forward to collaborating with you.

A handwritten signature in black ink, which appears to read 'Thomas Heiniger'. The signature is fluid and stylized, with a long horizontal stroke at the end.

Thomas Heiniger
President

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Event sponsorship



At the Swiss Red Cross Ball and the Swiss Red Cross Gala, you can present your humanitarian commitment in exclusive surroundings.

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Commercial partners



Cause-related marketing campaigns boost sales, strengthen your image and support us in our work for greater humanity.

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Employee engagement



For your employees, corporate volunteering is an unforgettable experience, and for us it represents valuable support.

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Project partners



Land Rover provides a vehicle to reach remote regions in Sudan.

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Official partners

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A strong brand

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A strong partner
for you

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Für ein ganzes Leben
Die Rotkreuz-Dienstleistungen
in der Schweiz

 Jetzt informieren
dienstleistungen.redcross.ch
058 400 41 22

**Begleiten, Unterstützen, Stärken.
Wir sind da.**
Ganz in Ihrer Nähe, für Sie und Ihre Familie,
für mehr Menschlichkeit.

Schweizerisches Rotes Kreuz 

Event sponsorship

The exclusive Swiss Red Cross Ball in Geneva and the Swiss Red Cross Gala, held alternately in Zurich and St. Moritz, each attract around 500 guests from the worlds of business, politics, culture and society. A committee of volunteers with excellent social and business connections facilitates these events. As a sponsor, you gain access to a privileged and exclusive audience and support people in remote regions of the world.

"I give my time voluntarily to the Red Cross because I know that my work is specifically helping aid projects. Through our sponsorship, we pave the way for a successful event."

Andreas Wyss

CEO of BDO

Member of the Gala Committee



Your benefits

As a main sponsor, you benefit from extensive visibility and editorial coverage

Additional levels of sponsorship are available

Invite customers to an event and cultivate your network

Present auction prizes to a sophisticated customer segment

High profile in traditional media such as television and magazines, as well as on social media

We would be delighted to send you our sponsorship documentation.



Logo visibility and red carpet:
At the Swiss Red Cross Ball and the Swiss Red Cross Gala, you can present your humanitarian commitment in exclusive surroundings.

Commercial partners

You hold cause-related marketing campaigns jointly with us. These promotions are particularly credible if the product or service fits in with the principles of the Red Cross. These campaigns have a limited duration. As a partner, you pledge to give us a contractually fixed percentage per unit sold. Irrespective of how the campaign progresses, you guarantee a minimum contribution of CHF 10,000.

"We want to give families a carefree time.
With the Red Cross cause-related marketing campaign,
we can also support families in need."

Emmanuelle Giry
Verfora



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Your benefits

We jointly develop the look

Our logo on your product or service

We reference the promotion in our communication



Cause-related marketing campaigns such as that for Anti-Brumm insect repellent benefit consumers, corporations and the work of the Red Cross.



During the coronavirus crisis, companies involved corporate volunteers in their activities to help elderly people in particular.

Employee engagement

Corporations are looking for meaningful voluntary work for their employees. We provide assignments and opportunities that enable your employees to support the most vulnerable members of our society.

Sponsored runs

Sponsored runs are good for team building, promote employee health and generate valuable donations for humanitarian work. For sponsored runs, we provide the actnow.redcross.ch platform on which you and your employees can launch your own campaigns and collect donations independently.

Digital volunteering

In digital volunteering, you test new digital solutions for the social sector to see how user-friendly they are. You can plan when and where these initiatives take place.

Mapathon

At a mapathon event, employees use OpenStreetMap to map previously uncharted buildings and roads in regions where humanitarian work is taking place. We hold these events on your premises or virtually, assist your employees with the mapping and provide an insight into our work. Mapathons are chargeable events.

"2 x Christmas"

The "2 x Christmas" campaign helps to share and pass on the joy of Christmas giving. As part of a corporate volunteering initiative, volunteers spend a day at the Swiss Red Cross premises in Wabern opening parcels, checking them and sorting them. We provide refreshments and lunch, you donate CHF 10,000 per day to "2 x Christmas".

Employee giving

When disasters strike, many people feel the need to help and donate.

You can increase your employees' involvement by launching company-wide donation collections. Collections are particularly successful if companies double the final amount or increase it in some other way.

Your benefits

Digital donation platform – for global corporations as well

We set up an online giving page in line with your exact requirements

We look after the administration and confirmation of employee donations

Project partners

As a partner for the implementation of the Sustainable Development Goals, we support your company in fulfilling its role as a responsible stakeholder in the community and beyond. As a project partner, you support the social or humanitarian work carried out by the Swiss Red Cross. We support you in the form of communication-based services, reports and, depending on the amount contributed, with the use of our logo in project-related communication.

"We want to impact healthcare in Switzerland persistently and sustainably. As a project partner, we work with the SRC to support caring relatives who are at the front line of medical care. Together, we can overcome the huge hurdles faced by healthcare in the future too."

Emelie Dorlin

Johnson & Johnson, Senior Manager Community Impact



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Your benefits

You support a selected initiative in Switzerland or abroad

As a project partner, you are given the title of "project partner of the Swiss Red Cross" and can use this in your communication

Depending on the amount contributed, we communicate the partnership on our website and in articles in the "Humanité" magazine. We also integrate your corporation into social media activities as well as additional campaigns and initiatives

We provide you with content and reports for your own communications

As a project partner, you undertake to support us by contributing at least CHF 25,000 for three years.

We help corporate foundations fulfil their purpose to the greatest possible extent.

Within Switzerland, we focus on services that provide day-to-day support, and on healthcare, education, integration and migration. These services are often provided by our cantonal associations. We provide advice and support on establishing partnerships with the cantonal associations.

Official partners

An "official partnership" is our closest form of cooperation. In this type of outstanding, exclusive partnership, we work with companies in core sectors and facilitate humanitarian and social projects.

We strengthen communication between our partners and offer a strategic dialogue at executive committee and board level. To tap into the potential for both sides, we conclude these partnerships for a minimum of three years.

Official partners benefit from widespread use of logo, involvement in our own campaigns, and shared communication activities.

An account manager provides advice and support for the duration of the partnership, which we conclude with you for a sum of CHF 300,000 or more per year.

In an "official partnership" characterized by sustainability and long-term nature, we can focus more closely on ways of creating shared value as well as identifying and strengthening links between social and business advancement. Joint strategic developments are possible within such partnerships.

"Our partnership is based on the conviction that people in need should be helped. The Red Cross's experience, global network and values guarantee that it can take unconditional and unbureaucratic action to help those affected by disasters."

Jörg Reinhardt
Chairman of the Board of Directors,
Novartis



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We are currently working in long-standing "official partnerships" with



Your benefits

You are given the title of "official partner of the Swiss Red Cross" and can use this in your communication

Industry exclusivity as an "official partner"

Comprehensive communication services

Strategic dialogue at management level

Selected area of support

We look forward to developing a partnership programme with you that is tailored to meet your individual needs.

Please get in touch with us.



Search, rescue and assistance. Without volunteers, the rescue organizations of the Swiss Red Cross would not be able to provide impactful help.

For a whole life

Swiss Red Cross employees and volunteers work to prevent and alleviate human suffering in Switzerland and abroad. They safeguard people's health, lives and dignity, while constantly abiding by the seven Fundamental Principles of the Red Cross and Red Crescent movement: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Around 53,000 volunteers work for the Red Cross in Switzerland. In addition to the national headquarters, there are 24 cantonal associations, four rescue organizations, Swiss Transfusion and the SRC Humanitarian Foundation. Together, these organizations employ almost 4,700 members of staff.

In Switzerland, the Red Cross offers support for everyday living, education and health, migration and integration, and rescues people in need.

Services offered to families include childcare in their homes, a babysitter referral service and the distribution of groceries donated as part of the "2 x Christmas" campaign. The Red Cross provides assistance for elderly people in the form of its visiting and support service, respite care, emergency hotline service and transport service.

The Red Cross is responsible for the supply of donor blood in Switzerland, gives advice to people making living wills, supports refugees, and enables foreign nationals to seek work in the healthcare sector by providing a verification service for qualifications from other countries.

The Red Cross is one of Switzerland's largest suppliers of informal training, offering courses in first aid, babysitting, an SRC care assistant course and cantonal association courses for the general public.

The Swiss Samaritans Association (SSB), the REDOG search and rescue dogs association, the SMSV military first aid association and the SLRG lifesaving association all rescue people in need.

"Corporate partners help the Red Cross provide services for particularly vulnerable people throughout the country."

Lukas Sallmann

Member of the SRC Executive Board,
Head of Marketing and Communication



Abroad

The Swiss Red Cross works in around 30 countries to improve the long-term health of the local population. Together with national Red Cross and Red Crescent societies, we strengthen basic medical care in disadvantaged areas, conduct prevention campaigns, improve access to drinking water and build sanitation facilities. We also support the creation of blood donation services, run eye-care programmes and train healthcare personnel. By training local Red Cross volunteers, the SRC ensures that knowledge is retained in villages.

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The Red Cross provides emergency aid in the case of natural disasters and violent conflicts. It supplies tents, vital household supplies and medicines, and coordinates with the International Federation of Red Cross and Red Crescent Societies to dispatch logistics specialists and medical personnel. During reconstruction work, we make sure that the houses, schools and healthcare centres built by local people are weatherproof and earthquake-resistant. This helps to equip the population to deal with possible disasters in the future.

Finance

Headquarters finances one third of its extensive activities from donations and contributions from corporations and foundations, one third from service mandates with the Swiss Confederation and one third from (self-) generated revenue.

Part of the world's largest humanitarian movement

The Swiss Red Cross is part of the international Red Cross and Red Crescent movement, the largest humanitarian network in the world. 192 national societies belong to this movement, and are united under the umbrella of the International Federation of Red Cross and Red Crescent Societies (IFRC).

Within the movement, the humanitarian mission of the International Committee of the Red Cross (ICRC) consists of protecting the lives and dignity of victims of armed conflict and alleviating human suffering through the dissemination of humanitarian principles and humanitarian law. Almost 100 million people worldwide work voluntarily for the Red Cross and Red Crescent.



"For rapid help when disaster strikes, we depend on corporations to donate quickly and straightforwardly."

Beatrice Weber

Head of Head of Disaster Management Division, Swiss Red Cross



Thanks to donations, the Swiss Red Cross is able to support the local National Societies, even in prolonged emergency situations, so that help reaches those who need it most urgently.

A strong brand with an excellent image

The Swiss Red Cross is one of the top 25 brands in Switzerland. According to Havas Brand Predictor 2018, the SRC brand is one of Switzerland's top ten most trusted brands, and is number one amongst aid organizations.

Our brand has the best recognition values amongst charity organizations (Demoscope 2019 Image Barometer), with an unaided recall rating of 41 percent and an aided recall rating of 100 percent.

"Companies are valuable and vital for us. We have been working closely with the private sector for many years now. We champion the social commitment of our partners in a very credible and enthusiastic manner. Together, we contribute towards a positive image transfer and a better world."

Markus Mader

Director, Swiss Red Cross



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First aid: Samaritans provide help and train volunteers.



If a child is sick or parents are going through a hard time, the Red Cross childcare service steps in.



People and dogs provide help in emergencies: REDOG searches for missing people and trains volunteers.



Getting to medical appointments safely: the Red Cross transport service provides lifts for people who are no longer mobile.

Joos Sutter,
Vorsitzender der
Geschäftsleitung Coop

**«Ich bin Fan vom Roten Kreuz.
Gemeinsam lassen wir Taten
sprechen.»**

Gemeinsam Gutes tun
fan.redcross.ch

Coop unterstützt die humanitäre Arbeit des
Roten Kreuzes als Wirtschaftspartner. En-
gagieren auch Sie sich gemeinsam mit dem
Roten Kreuz: Inspirationen und Möglichkeiten
auf fan.redcross.ch. Wir freuen uns auf Sie!

coop

Schweizerisches Rotes Kreuz 

Für mehr Menschlichkeit

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As an official partner, you too will be included in our campaigns.



Having fun and developing skills for conflict situations: the "chili" violence prevention training course

The Swiss Red Cross – a strong partner

Get in touch with us.

Swiss Red Cross

Institutional Fundraising & Events
P.O. Box
3001 Berne
Tel. +41 58 400 41 11
partnerships@redcross.ch

What you can rely on:

Careful, targeted use of funds

Transparent reporting

Tax-deductible donations

Financial reporting standard:
Swiss GAAP FER

SRC certifications:
Zewo, Swiss NPO Code

Implementation partner for the UN Sustainable
Development Goals (SDG)

Part of the world's largest humanitarian movement

Contact for companies in Switzerland
with a national presence,
liaising with cantonal associations and/or
rescue organizations.

Global account management for partnerships with
other National Societies, the Federation (IFRC) and
the ICRC for all Swiss companies.

Account management with a dedicated contact



Clean water is a major component for health. Moles Vuma uses the water point that we built together with the Malawian Red Cross in Maganjira.

17 PARTNERSHIPS
FOR THE GOALS



Collaboration between
the private sector and aid
organizations

