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# Annual Report 2012

**Friends of Humanity**

Case postale 74, 1211 Genève 21

## FOH Founder Message



2013 will be an important year for Friends of Humanity as we focus our action on **education**, as we are already supporting two education projects. Millions of children worldwide do not have access to schooling, which results in dramatic consequences to the social, cultural and economic development of their communities.

We aim to continue supporting the **Alice School Project in India** and to promote this education system in other institutions and countries with the same ethical values, targeting the most disadvantaged populations: girls and women, rural populations, ethnic minorities.

I would like to share with you the testimony of a former Alice School student in Sarnath:

*"When I was studying here I felt very good. Because the love and affection which I got here I cannot get anywhere else. I realized this when I went to other schools. In the school which I went after leaving the Alice School, I found that for seeing the school was very nice. But the behavior there was not so good. Then I realized that the things which look nice they are not always as nice as they look. And this I was told at Alice Project when I was studying here and I proudly can say that there cannot be any other school as good as Alice Project is."*

HH Dalai Lama visited the school this year and was very pleased with the ethics he found here:

*"Because the teaching method here is completely different; here Yoga, meditation are also taught. When the students go out somewhere after studying from here people say that look as a real student is going. The teachers are also very good here. I experienced that the love which the teachers give here is more than the parental love which a boy gets from their own parents. Thanks for all."*

2013 will also be the opportunity to develop **shop&help**, our solidarity-based e-shop: we have the ambition present it as a model in Switzerland to show that **business and solidarity** are not only compatible, but are **also beneficial for** all involved (companies, customers, and social projects).

All of us can contribute to co-create a more harmonious world.

With love and gratitude,

Graziella Zanoletti

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## Summary

2012 was a year of continued progress for Friends of Humanity. Our main objective was to reinforce our support of four main projects in education, health care, and human rights, and to continue our role as a platform where companies, donors, and social projects can meet and share their ideas and experiences.

In 2012, FOH supported 4 projects in 4 different countries: the Alice Project in India, the Maison Shalom in Burundi, Lamp of the Path in Mongolia, and RIDS Family of Four in Nepal.

Our funds mainly came from public institutions and private donations. In 2012, we managed to reinforce several partnerships with private companies and public institutions.



The Alice School in Bodhisatta, India

In 2012, shop&help was a laureate of the Ashoka competition for social entrepreneurship in Geneva. Ashoka is global organization whose mission is to identify, select and support innovative social entrepreneurs. It is great recognition of our work, and we will continue to build the program as a unique means for donors to support our projects

In 2012, shop&help continued its growth and generated a sustainable amount of revenues where up to 85% go to support humanitarian projects.

In 2012, Graziella Zanoletti, FOH president, was able to participate in a high level meeting, "Happiness and Well-being: Defining a New Economic Paradigm," at the United Nations Headquarters as a representative of the Alice Project in India.

## I. About the organization

**Friends of Humanity (FOH)** is a Geneva-based non-profit organization, created by Graziella Zanoletti in May 2007, with the purpose of improving the living conditions of the most disadvantaged people.

Friends of Humanity supports **small scale, culturally adapted projects** that answer real needs of local populations and promote sustainable development in four key areas:



Human rights and dignity



Healthcare and medicine



Education and training



Environmental protection

FOH projects are currently underway **in Asia and Africa**. We operate both directly, by supporting initiatives and providing funding, and indirectly, by playing an intermediary role in supporting projects of other humanitarian organizations when they are consistent with the statutes and objectives of FOH. Moreover, communication and raising public awareness are an integral part of the FOH mission.

### Education

In 2013, Friends of Humanity will focus on educational issues. 171 million people could be lifted out of poverty if all students in low-income countries simply acquired basic reading skills – equivalent to a 12% cut in global poverty. Investing in education is the single most effective means of reducing poverty. Overall, the global education story has been positive in the past decade, with the number of primary school-aged children not attending school decreasing from over 100 million to 67 million.



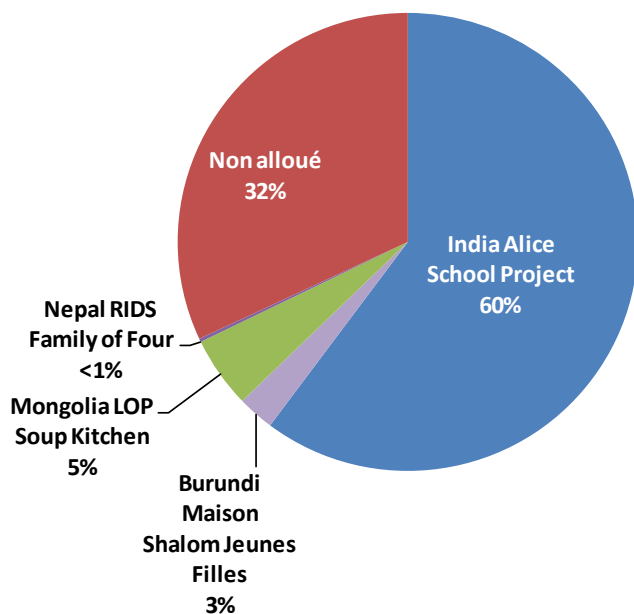
Friends of Humanity will use shop&help as a tool to support education projects such as the Alice School Project in India.

## II. Projects supported by FOH in 2012

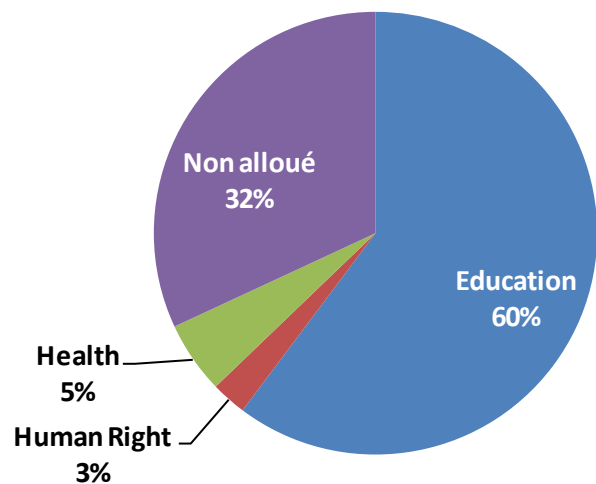


**FOH 2012 Total contribution:  
CHF**

**Distribution per Project**



**Distribution per Field**



## 1 – India - Alice Project



### BACKGROUND

FOH has been supporting the Alice Project since 2009. The project was launched in India in 1994 by two Italian teachers, Valentino Giacomini and Luigina De Biasi. At the beginning, the school welcomed 60 children, and now offers free education to more than 1 000 students who come from disadvantaged communities, particularly the Chakmas, a Buddhist minority group. For four years, the Alice Project has supported Chakma refugees living in the village of Bodhisatta Deban by providing them access to free high-level education, medical assistance, vocational training for women, and the opportunity to free themselves from unfavorable living conditions. The Alice Schools Project has opened three schools in Sarnath (Uttar Pradesh), Bodhgaya (Bihar) and Bodhisatta (Arunachal Pradesh).

### FOH ACTION

In 2012, Friends of Humanity supported the Alice School in Boddishata. The school serves students in seven grades (from nursery to 5<sup>th</sup> grade). Each day, 120 children from the local community receive education, care, and a ray hope for their futures. If not for the Alice School, the next-nearest school is four hours by car through impassable jungle paths. Moreover, the school gives 7 well-trained local teachers the opportunity to work for the benefit of their community's children.



### 2012 ACCOMPLISHMENTS



- A new pickup truck has been purchased, which will help facilitate the transportation of materials and people through jungle paths. It will also be very useful in completing agricultural projects.

- A new generator will help to remedy the community's shortage of electricity and frequent power cuts by meeting energy needs and allowing community activities to proceed without interruption.



- A concrete underground water tank has been built and irrigation pipes have been purchased in order to improve the agriculture projects of the school. The project is supported by the community and has been approved by the local authorities.
- The young women of the village will soon have an opportunity to develop vocational skills in tailoring with a new sewing course under the guidance of an expert teacher. The course will take place in a dedicated classroom, which has been outfitted with new sewing machines.

## THE IMPACT

The Alice School presents a great opportunity for village development and future progress. With a higher level of education, children will be able to foster the development of their village and assist the whole community as it rises from poverty. The school has already positively impacted the community—it has become the heart of the village and the meeting point for most discussion and development initiatives.

**2012 FINANCIAL SUPPORT = CHF26 400**

## 2 - Burundi – Maison Shalom



### BACKGROUND

The Maison Shalom was founded by Maggy Barankitse, recipient of many humanitarian awards around the world and sometimes referred to as the African Mother Teresa. Eye-witness to the Tutsi genocide in 1993, Ms. Barankiste sheltered 25 children whose parents had been murdered. Since then, the organization has continued to grow, and has supported an estimated 20,000 orphans and disadvantaged children at the Maison Shalom.

### FOH ACTION

Friends of Humanity has worked with Maggy and the Maison Shalom since 2008, mainly with the Rema Hospital. In 2012, FOH supported a new project which aims to support sexually-abused children. In Ruyigi, official reports state that an estimated 176 young girls left school after becoming pregnant by rape. The project is structured around four points: material support (accommodation, food, and moral support), medical help (basic medical care and HIV/AIDS treatment), legal action against the rapists, and prevention.

### 2012 ACCOMPLISHMENTS

- In Ruyigi (Burundi), 76 abused young girls have been helped by Maison Shalom; 44 were under 18.
- No abused young girls became pregnant under the guidance of the special medical assistance team of 5 people: 2 nurses, 1 social assistant and 2 psychologists.

### IMPACT

With this project, the Maison Shalom fights a dramatic issue that is often ignored. With the support of FOH, Maison Shalom has helped girls to overcome traumatic events and resume a normal life. As this project spreads awareness of the issue of sexual violence, it will help to reduce the prevalence of such violence in the region.

**2012 FINANCIAL SUPPORT = CHF 1 100**

### 3 - Mongolia – Lamp of the Path



#### BACKGROUND

Lamp of the Path is the humanitarian branch of FPMT (Foundation for the Preservation of the Mahayana Tradition), a Buddhist organization active in Asia and in the West. Lamp of the Path began working in Mongolia in 2003 and operates in different fields. The organization supports the homeless and maintains health clinics for those who lack the official documentation required to receive treatment in local hospitals. There is also an educational program for children between the ages of 8 and 16. The organization's first project was to open a soup kitchen in 2003 in the Dolma Ling Community Centre in Ulaanbaatar. The soup kitchen provides meals, as well as moral and material support, to the homeless population, and has continuously done so 5 days a week since 2004. For many people, this is the only hot meal they receive each day in a region of extreme weather conditions where temperatures drop as low as minus 33 Celsius. In addition to the hot meal, beneficiaries are able to use other services offered by the Community Center, including free medical care and free clothing and footwear.

#### FOH ACTION

In 2012, Friends of Humanity supported Lamp of the Path's soup kitchen. It welcomed an average of 80 people each day and served a total of 13,000 meals. Once the survival of the soup kitchen is assured, Lamp of the Path aims at constructing or purchasing a bigger building to increase its capacity and impact.

#### 2012 ACCOMPLISHMENTS

- Lamp of the Path emphasizes local engagement by hiring and training local staff, serving locally-sourced food, and accepting donations of food and funds from the local community.
- Lamp of the Path provided free health care, including mental health care and counseling, to an estimated 500 beneficiaries and served over 13,000 hot meals in 2012.

#### IMPACT

This project will help many on the road to rising from poverty. More generally, Lamp of the Path helps those in need to find a place in society by providing them with the opportunity to improve their health and educational status. The contribution made by Friends of Humanity to the soup kitchen in 2012 was essential Lamp of the Path's ability to continuously provide the homeless and poor in Ulaanbaatar with basic needs.

**THE 2012 FINANCIAL SUPPORT = CHF 2200**

## 4 - Nepal – Family of Four



### BACKGROUND

Nepal has a long-standing infrastructural problem; the lack of quality roads has crippled the nation's ability to improve development. As a result, many Nepalese households lack basic devices such as drinking water, electricity, smokeless metal stoves, and proper latrines, especially in remote areas. RIDS-Nepal was created in 2002 with the objective of providing these 4 basic services to remote communities. Alex Zahnd, the founder of RIDS-Nepal, called this project "The Family of Four".

### FOH ACTION

In 2012, FOH supported the installation of drinkable water systems for the 32 households (200 people in total) of the remote village of Mohoriguan. The other three elements of the Family of Four have already been installed. Solving the water issue is essential before addressing other problems facing the community. To ensure that the project will be sustainable, RIDS-Nepal provides training to local people in the maintenance of all implemented projects.

### 2012 ACCOMPLISHMENTS

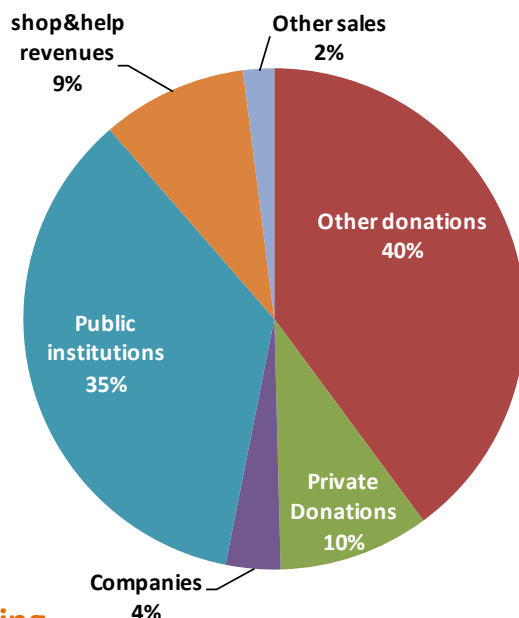
Earlier in 2012, another organization built a drinking water system (DWS) in Mohoriguan, without informing or enquiring with RIDS-Nepal as to which programs/projects were already running prior to their activities. (Source : RIDS Nepal – The Family of Four –Alex Zahnd). Unfortunately, despite the organization's best intentions, the newly built drinking water system is not working as intended. Over the last few months, we have been investigating what needs to be done in order to remedy the present situation and to get this DWS project done properly as initially planned, yet we are unable to complete the project until our fundraising goal is met.

### IMPACT

With this project, the 200 villagers will enjoy decent living conditions in terms of health and hygiene. This project is the first step towards further improvements, such as increased food availability and nutritional variety.

### III. Fundraising Activities

In 2012, FOH net revenues reached CHF 85 237. By diversifying our sources of funding, FOH can become more stable and allocate more funds to the educational projects.



#### 1 – Private Fundraising

Our strategy to raise funds was based on three points:

- E-fundraising (Global Giving, Social networks)
- Direct approach with bigger donator
- Mailing and emailing

##### E-Fundraising

Since 2010, Friends of Humanity has developed the tools to collect donations online and has raised its online traffic.

Blog: in 2012, 50 articles have been written for the blog informing the public and our donors about the latest news related to FOH activities with about 2600 page views every year

Facebook page: In 2012, FOH has posted more than 80 publications (about two publications every week) with 450 people following our activity (+57% in 2012)

Youtube and Twitter: FOH has been posted new videos on Youtube,

GlobalGiving is a global donation platform. We have 4 projects on it and were able to get 58 donations and some from regular donors

##### Direct approach with donators

Friends of Humanity has been receiving donations from important donors all along the year. We are proud of maintaining a close relation with them.

### **Mailing and emailing**

In 2012, four newsletters have been sent to our contact database to inform our friends and ask them for donations with good results.

## **2 – Corporate and public fundraising**

### **Public institutions**

This year, we contacted more than 20 public institutions for the Alice project and we got a support from 6 of them: Confignon, Prégny Chambésy, Bernex, Lancy, Puplinge, Troinex. We would like to thank them a lot for their contributions to this beautiful project.

### **Private companies**

Several companies supported FOH last year including Elite Rent-a-Car, Pomery Capital, a bank, IBC Insurance.



## **3 – shop&help**

The shop&help e-commerce platform is an initiative led by Friends of Humanity (FOH). It serves as an ongoing fundraising instrument to finance the projects supported by FOH and other nonprofit organizations. Through shop&help, donors are able to purchase a variety of products and services from local vendors, with 85% of the purchase price going directly to the donor's project of choice. Shop&help allows ethically-conscious consumers to help a good cause with their purchases. It allows vendors to sell excess capacity and resources, while building a socially-responsible image and gaining access to new clients. In addition to benefiting both the buyer and the seller, the shop&help directly benefits FOH's supported projects.

2012 was the year of test and pilot for shop&help as we needed to understand the clients' but also the partners' needs and aspirations.

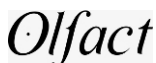
### **Customers**

We started to build a database of clients and also to generate traffic through GoogleGrant (about 5000 unique visitors a month). Google grant is a program by Google that provides nonprofit organizations with free advertising through the adwords program. For customers, shop&help is a unique opportunity to combine purchase and donation in one.

## Partners

We started an intensive campaign to find new partners: we contacted hundreds of companies and set many new partnerships. For the companies, shop&help is an excellent means to reconcile marketing objectives with social commitment.

*shop&help would like to thank 2012 partners :*



## Projects

In an attempt to increase our impact, only two main projects were supported through the platform in 2012: the Alice Schools and the Maison Shalom.

In 2012, Shop&help participated to the Ashoka competition for social entrepreneurship and was nominated as a 2012 laureate. (see below)



## IV. Participation to events

### UN High level meeting on Happiness & Wellness in New York

Friends of Humanity president and founder, **Graziella Zanoletti**, received an urgent call to attend a high-level meeting on behalf of FOH's partner, the Alice School Project. The meeting, "Happiness & Wellbeing: Defining a New Economic Paradigm," was called by Jigmi Y. Thinley, Prime Minister of the Royal Government of Bhutan, at the United Nations Headquarters in New York on April 2nd, 2012. Ms. Zanoletti was asked to attend and represent the Alice Project on behalf of the founders of the project, Valentino Giacomini and Luigina de Biasi, to report on the unique, sustainable aspects of the Alice Project schools and to provide insight on addressing global issues.

Alice Project leader Valentino Giacomini wrote a report outlining the information Ms. Zanoletti presented at Annual Report 2013 - [www.friendsofhumanity.ch](http://www.friendsofhumanity.ch)

the meeting: "Alice Project proposes to offer a holistic education in order to fill the inner void that makes the students unhappy...the students follow and practice the teachings of Patanjali, automatically they develop linguistic, logical-mathematical, spatial, interpersonal, intrapersonal, naturalistic, and emotional intelligence." Their unique education system perfectly matches the harmonious development—based on inner wellness, knowledge, and collective happiness—that the Kingdom of Bhutan advocates.

By attending the meeting, Ms. Zanoletti demonstrated how Friends of Humanity supports projects that stand on the cutting edge of development and offer holistic solutions to global issues. Furthermore the call from the Royal Government of Bhutan indicates that non-profit organizations, such as FOH, play a key role in creating a sustainable future for all people.

### **An award for the Maison Shalom in Lyon**

On March 8th, 2012, Friends of Humanity president and founder, **Graziella Zanoletti**, attended a reception that honored FOH partner and founder of the Maison Shalom, Marguerite Barankitse, on International Women's Day. The event was hosted by Gérard Collomb, Mayor of Lyon. The event was also hosted by Thérèse Rabatel, Deputy Mayor and delegate of upholding the equality of women, and those with handicaps, Hubert Julien-Laferrière, Vice President of the Urban Community of Lyon and delegate of International Solidarity and Cooperation, and Jean-François Lavison, President of Bioforce. Marguerite Barankitse was awarded the medal of honor of the city of Lyon in light of her work with the Bioforce School of Humanitarian Engagement.

### **shop&help: Laureate 2012 with Ashoka**

Ashoka : Innovators for the Public is a nonprofit organization that identifies and supports leading social entrepreneurs with the aim of elevating the global citizen sector to the level of the business sector and enabling the creation of solutions for positive, sustainable social change. With 3,000 fellows in more than 70 countries, Ashoka is the largest worldwide network of social entrepreneurs. In 2012, shop&help was selected to participate in Ashoka's "Impact 2012" contest. Shop&help, an original fundraising project of Friends of Humanity, is an online site where consumers can purchase goods and services, the proceeds of which are donated to a cause of their choosing.

Chosen from a field of forty social entrepreneurship projects as one of eight laureates, shop&help was given the opportunity to attend workshops led by experts in the field of social entrepreneurship on topics such as building a social business plan, increasing fundraising, and enhancing the impact of one's project. As part of the workshops, shop&help was offered individual guidance by a professional consultant on creating a model to assess sustainable economic and social impact. Additionally, shop&help's business model was presented at an event of over 250 attendees, which allowed us to make many new contacts in the field of social entrepreneurship. Participating in "Impact 2012" was very beneficial for shop&help, both in terms of improving our business model and increasing our exposure within Switzerland and internationally.

## **V. FOH Team**

## 1 – Administrative Board

In 2012, the Board of Administrators was composed of :

- Graziella Zanoletti, President and Co-founder
- Russel Brice, Co-founder and Administrator
- Fabienne Feldman, Administrator

and we are happy to welcome two new administrators :

- Kelly Gaule, Administrator
- Karim Ibrahim, Administrator

## 2 - 2012 Operational Team

In 2012, the team was composed of:

- Nicolas Sion, administration and projects
- Gemma Lopez, project assistant

## 3 – Interns and volunteers

We estimate that FOH has benefited from 40 weeks of work from interns and volunteers. We would like to thank them very much for their contribution.

- Jacques Porteron, communication
- Fanny Badache, fundraising
- Brooks Ryan and James Reid : social networks, newsletter, website updates
- Sabrina Reges: Design

## 4 – Internship Agreements

FOH regularly welcomes interns from:

### **a - The Boston University**

The Geneva Internship Program through Boston University combines coursework at the BU Geneva Academic Center with professional work experience in or near Geneva. Students work full time, four days a week. The students study International Relations or Public Health.

### **b - APRES-GE**

Through their “professional experience program in the social economy,” this organization gives job seekers the opportunity to gain work experience in one of the 250 member organizations of the Chamber of the Social Economy.

## VI. Perspectives for 2013

For 2013, our objective is to increase our fundraising to support educational projects, with the main focus directed at the development of shop&help.

In 2013, we will focus on continuing to find partners and suppliers and promoting the website to generate traffic and attract customers.



## Projects

Friends of Humanity will continue to support ongoing projects, particularly the Alice Project and the Maison Shalom. FOH would like to expand its support of education projects in Africa and has launched the selection process to find new partners in this area.

## VII. Financial Summary

## Projects Management

### Donation and revenues

#### Donation for projects

Individuals	8 283
Companies	3 000
Public institutions et Organisations Internationales:	30 254
<b>Total Donations</b>	<b>41 537</b>

Administration costs (15%)	6 231
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<b>Funds from donations available for projects</b>	<b>35 306</b>
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shop&help revenues	8 002
shop&help purchases	4 469
Gross Margin	3 533
Administration costs (15%)	529.95

<b>Funds from sales available for projects</b>	<b>3 003</b>
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<b>Total funds available for projects</b>	<b>38 309</b>
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### Project allocation

India Alice School Project	26 416
Burundi Maison Shalom Jeunes Filles	1 129
Mongolia LOP Soup Kitchen	2 203
Nepal RIDS Family of Four	104
Non alloué	14 002

<b>Total for projects in 2012</b>	<b>43 854</b>
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## Administration

### Revenues for administration costs

Donation specifically made for administration costs	33 993
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Sales for administration costs	1705
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Revenues from Sales and donations (15%)	6 760
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<b>Total funds for administration costs</b>	<b>40 753</b>
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### Administrative costs

Personnal costs	74 472
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Office costs	4 598
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<b>Total Administrative costs</b>	<b>79 071</b>
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Negative Balance covered by FOH capital