



Annual Report 2010

Friends of Humanity



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I. About the organization

Mission

Friends of Humanity SA is a Geneva-based non-profit organization that supports initiatives and projects in five essential areas: human rights and dignity, education and training, healthcare and medicine (including alternative medicine), environmental protection and conservation, and microfinance.

Projects are currently underway in Asia, Europe, Africa and Latin America. **FOH** operates both directly, by spearheading and funding initiatives, and indirectly, by supporting other organizations' projects when they are relevant to **FOH's** purpose.

FOH was founded on 16th May 2007, and is registered in Geneva, Switzerland, as a non-profit corporation. Upon its creation, **Friends of Humanity** assumed responsibility for several ongoing projects begun in previous years by Graziella Zanoletti, **FOH's** president. The organization is constantly expanding the number and scope of projects it supports.

Objectives

Education and training

- To support educational projects which encourage long term economic development.

Healthcare and tradition medicine

- To provide solutions where basic health care is deficient.

Environment

- To promote a sustainable approach to the environment that will stimulate economic development to meet the needs of the present generation without compromising those of the future generations.

Human rights

- To defend the dignity of children, women and men all over the world

2010 Operational Team

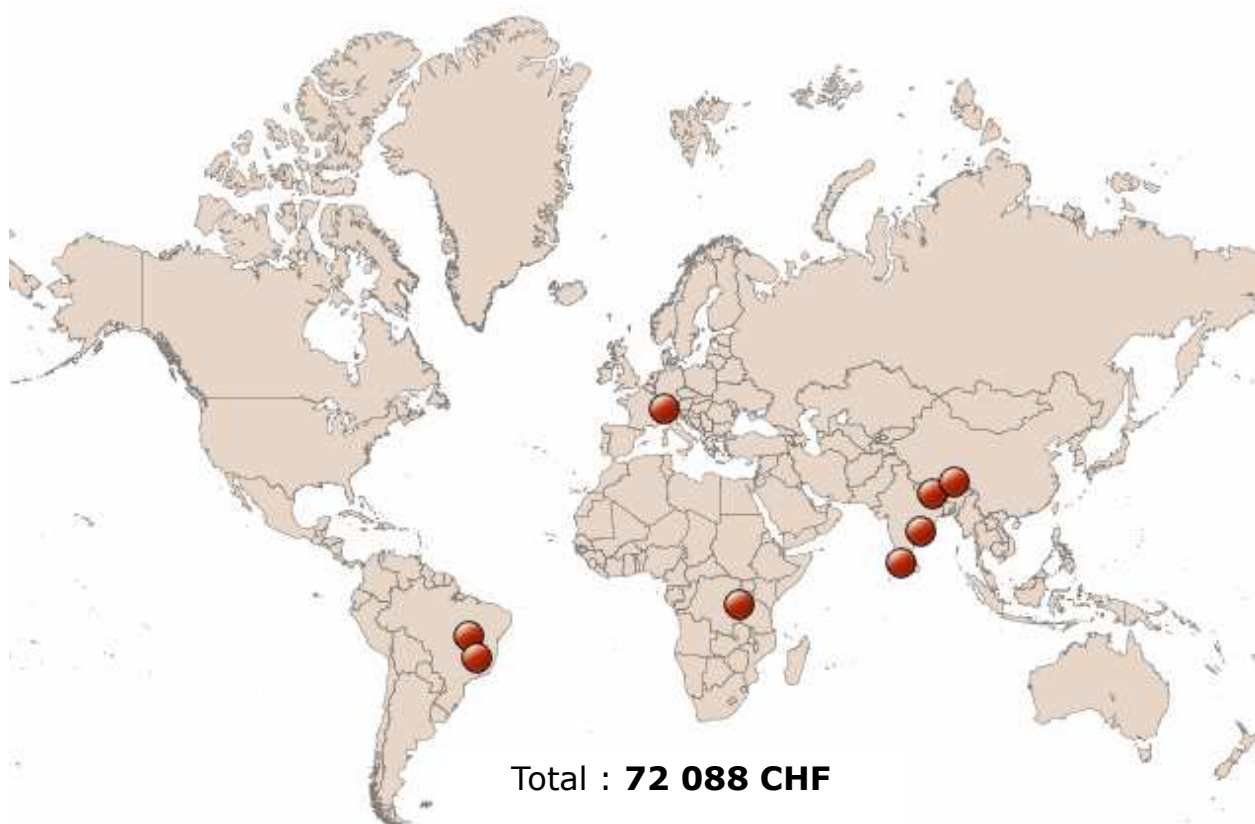
In 2010, the team was composed of:

- *Eric Bieler* in charge of administration and projects

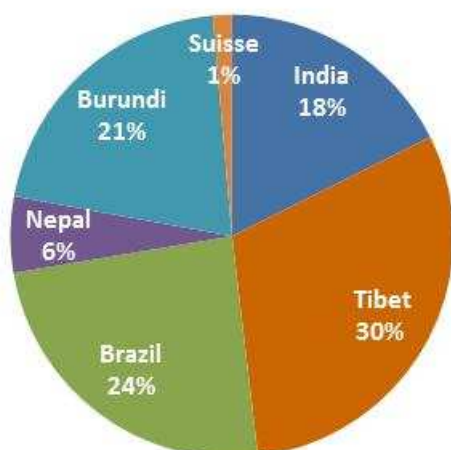
- *Bernard Cazaban* in charge of communication and of the share&help project
- *Ingmar Stotz* in charge of the development of the share&help platform
- *Maria Fernanda Garza* responsible for administration and projects
- *Etienne Lachat*, in charge of accounting

II. Projects supported by FOH in 2010

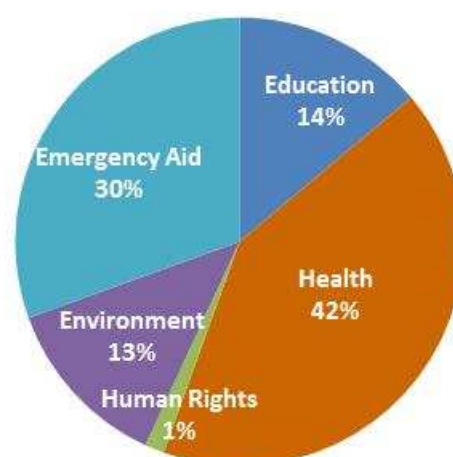
Last year FOH contributed 72088 CHF to 8 projects in 6 different countries



Distribution per country



Distribution per field



1) India – Alice Project Schools



BACKGROUND

The Chakmas, a persecuted Buddhist minority from Bangladesh, have suffered several abuses and has been forced to leave their home and refugee in India. Children are the most vulnerable part of the community and that is why Alice School is concerned in educating and encouraging the children to know and understand their own traditions, and through these traditions the universal truths are conveyed. From 70 children in 1994, the first Sarnath Alice School now it educates 800 children.

FOH ACTION

Friends of Humanity has undertaken the Alice Project to provide for children by sponsoring students' education. These sponsorships cover all food expenses, teaching materials, medicines, administration fees, clothing, electricity, maintenance, and possible travel expenses. Alice Project Schools actively promote the application of students' traditional cultures and values into practical action in their daily life. Students are then able to share their wisdom with people of their villages. In the year 2010 FOH was able to cover for the first expenses, for food, for an assistant, for a teacher and social taxes for the children's education. In 2011 FOH continued its support and we promoted the project through Global Giving. Our target budget on Global Giving was 14'450\$ and it was incredibly successful as it allowed FOH to continue to sponsor students.

THE IMPACT

The education provided by the Alice Schools for the Chakmas will protect their values and allow them to preserve their customs and traditions. In this way, Alice wants to induce two changes: in the internal environment (individual psyche) and external environment (society, Mother Earth).

THE 2010 FINANCIAL SUPPORT = CHF 10'000

2) Brazil – Jardim de Juramidam



BACKGROUND

Jardim de Juramidam is an area of 57 hectares located near the village of Alto Paraíso in the Brazilian Cerrado. Situated in central-western Brazil, this region has unique fauna and flora and one of the richest biodiversities in the world. Despite its unique biodiversity and warnings from organizations, a large part of the region has been transformed into pasture and soya fields, which has and continues to endanger the balance of the environment.

FOH ACTION

Friends of Humanity strives to preserve the reserve's wildlife and to replant deforested areas. There have already been significant improvements to the situation as hundreds of indigenous fruit trees and floral species have been replanted. For this project, **FOH** uses a holistic approach by integrating the social and economic needs of the local population with the ecological interests of the region. All cultivations are organic and utilize agroforestry techniques. This approach allows for the cultivation of medicinal herbs and other small plants under fruit trees.

For 2011 we envision an Eco Lodge in the area to continue to promote eco-friendly practices and to help the people that are living in this beautiful place.

THE IMPACT

Ecological impact

By protecting the zone from hunters, woodcutters, fires and cattle; the fauna, flora, and rivers are preserved. By preserving the area and reforesting ecologically sensitive zones, the Jardim de Juramidam project contributes to combating climate change.



Social and economic impact

The construction and reforestation crews largely consist of marginal and native people from the local villages. This project gives hope and dignity to these people who have in the past been marginalized.

Handicraft items made from the dried fruits of the planted trees are also a potential source of profit. Also an ecotourism centre is under construction.

Spiritual Impact

One of the key components to the project is encouraging people to become more peaceful and conscious. A wish is to become a point of light, a centre of healing and meditation, where people with the help of the contact with nature and spiritual works can awake a new consciousness.

THE 2010 FINANCIAL SUPPORT = SFr 9'073.10

3) Tibet – Yushu Earthquake



BACKGROUND

On April 14th, 2010, a massive earthquake devastated the Tibetan county of Yushu killing more than 2,100 people with more than 12,000 wounded. The remote location and high altitude delay the rescue operations, leaving many people homeless

FOH ACTION

Wangdrak Rinpoche has undertaken to pay the organization of funeral rites for the victims and the delivery of food. He cares for the children orphaned by the

earthquake and places them in monasteries or convents, where they are fed and educated

THE IMPACT

The action of Wangdrak Rinpoche allows these orphans to avoid a future in poverty by ensuring them access to education and medical care. Every CHF 80.00 contributed is able to cover the expenses of one child for one month. FOH had the opportunity to support a group of 20 children specifically.

THE 2010 FINANCIAL SUPPORT = SFr 22'000.00

4) Burundi - Hopital Rema



BACKGROUND

In Burundi, the weakness of the health system lies not only in the amount of hospitals, largely insufficient for the local population, but also in the poor quality of health care. The Rema Hospital, founded by Maggie Barankitse, was built to tackle this situation. The hospital is opened to everybody but aims specifically to provide health care to mothers and their children. Most patients are victims of civil war or AIDS.

FOH ACTION

FOH and the Rema Hospital, which officially opened on 22nd January 2008, both strive to fund the work of doctors and physicians at the hospital. The following services have been created: emergency, paediatrics, maternity, surgery, operating suite,





laboratory, pharmacy, radiology, ultrasound, and morgue. The Shalom House was born in Ruyigi in the midst of the 2003 interethnic massacres, as Maggy Barankitse adopted 25 orphans, victims of the civil war. Today the Shalom House is a world recognized organization helping over 10'000 children orphaned by the civil war or aids

THE IMPACT

The medical care provided through the hospital reduces mortality among pregnant women and new-borns by offering them top medical assistance and follow up. It also limits mother to child HIV transmission and facilitates access to health care to vulnerable populations. An education centre, which is part of the project, informs on hygiene, nutrition, vaccines and birth control.

THE 2010 FINANCIAL SUPPORT = SFr 14'935.50

5) Brazil – Farmacia Verde

BACKGROUND

The project "Farmacia Verde" was created in 1995 to promote the fabrication and use of plant-based first-aid medicine elaborated according to local traditional remedies.

Based in the region of Altamira, in the state of Pará, north of Brazil, the Farmacia Verde centre is composed of a garden and a laboratory and employs four people full time. The use of drugs made from medicinal plants allows access to an alternative and effective therapy for the population in the respect of their culture. The use of these plant-based medicines is a sensible alternative to regular drugs, as they are just equally efficient and more cost effective to produce than conventional medicines.

FOH ACTION

Thanks to the support of Friends of Humanity, over forty different medicinal plants are grown and about thirty different medicines are produced. The plants include ginger, mint, marigold, arnica and regional varieties such as boldo or mikania glomerata. Farmacia Verde's drugs are manually prepared and disclose information such as: composition, indication, method of use and restrictions. Farmacia Verde is partially funded by the Fundação Ipiranga em Belém and the Federal Health Assistance (FUNASA). FOH has been covering the remaining costs since January 2008 (900\$/month).



THE IMPACT

In 2010, plant-based medicines were distributed to 2'664 individuals from 18 Altamira communities.

THE 2010 FINANCIAL SUPPORT = SFr 8'379.42

6) Suisse - Libertà

BACKGROUND

Human trafficking is the third largest criminal activity worldwide, after trafficking in arms and drugs. Approximately 2.5 million people are trafficked every year and generate 3.2 billion \$. The victims are recruited or transferred through some forms of coercion or deception and exploited, mainly for forced labor or sexual exploitation. Every country is affected either as a source, transit or destination or a combination thereof. Switzerland is not an exception.

FOH ACTION

In this optic, an independent association was created in June 2009 to implement the project. In the person of Graziella Zanoletti, FOH took the responsibility of the vice-presidency of the Association. Libertà specific objectives for the period 2009 were:

1. Raise the awareness on the human trafficking issue and broadcast the helpline number for potential victims and to a larger public
2. Provide specific help to victims of human trafficking
3. Improve the capability of the identification and assistance of victims of actors involved in the protection process
4. Support prevention projects against human trafficking in source countries

Through campaigns, media coverage, volunteers and distribution of material, Libertà was able to raise awareness.

IMPACT

The consequence of the campaign was an increase in the number of calls (42 in total for 7 in September and 7 in October) and 19 girls were rescued.

In June 2010 the association concluded its activity and the Protestant Center in Geneva assumed full responsibility for the helpline. Recently the Geneva district has begun to coordinate with NGOs, state institutions and associations to combat human trafficking more efficiently.

THE 2010 FINANCIAL SUPPORT = CHF 1'000.00

7) India – Nirmala Hospital

BACKGROUND

On December 26th 2004 a tsunami hit India. Thousands were killed; many people were left homeless and without the means to make a living. In the spring of the following year Dr Aldo Lo Curto went to the Kanyakumari District in India to better understand what had happened. He was touched by the work done at the Nirmala Hospital in Karungal where, despite difficult conditions, they strove to provide urgently needed first aid to the victims.

FOH ACTION

FOH began supporting the Nirmala hospital by funding two boats for the local villages and 60 mattresses in 2006. Later, FOH funded the installation of air conditioning in the hospital and a solar water heater in order to further battle harsh conditions, as well as a new Holistic Health Center created by Sister Clara. This year, FOH continued to provide funding to the hospital to support its admirable work.

THE 2010 FINANCIAL SUPPORT: CHF 2'700.00

III. OTHER FOH PROJECTS LED BY RUSSEL BRICE

1) Nepal - Samagon medical initiative Healthy Yak





BACKGROUND

The remote Samagon village is located at the foot of Manaslu Peak. The access to this region is very critical. There are thousands of yaks living in the area but only about 2500 yaks live and work at the altitude and target area encompassed by this proposal. Veterinary care in this remote part of Nepal is almost nonexistent.

FOH ACTION

A team of veterinarians (Dr. Fox, Dr. Andrew Skidmore, Dr. Claire Windeyer, and Dr. Kristen Obbink) will conduct 9 yak health clinics in villages along the trekking route from where expeditions begin in Lukla, Nepal to base camp at Mount Everest. At each of the clinics all of the yaks in the village will be dewormed and field parasitology exams will be conducted to document parasite prevalence. The local yak owners will also be educated about the importance of proper deworming, as well as how to do it themselves (a follow-up dose will be left behind). Intervet/Schering-Plough has once again kindly donated 3,000 doses of Safe Guard for the 2011 project.

THE IMPACT

This project aims to improve quality of the yaks through health care in the special clinic created for those living in remote areas in Nepal as well as reducing malnutrition and improving infrastructure of the region.

THE 2010 FINANCIAL SUPPORT = FUNDRAISING IN PROGRESS

2) Nepal – Dental Clinic in Kathmandu (Smilehigh)



BACKGROUND

SmileHigh aims to improve the quality of life for the people located in remote areas of Nepal by providing dental care.

A recent change in diet, in particular a huge increase in sugar intake, has caused a drastic increase of the number of dental problems, especially among children. This project allows SmileHigh dental practice to travel to the most remote communities of Nepal. SmileHigh also develops educational and preventive strategies carried out by Nepalese. For this, the association is funding a team of dental specialists led by Dr. Nuru Sherpa Mingma.

FOH IMPACT

In 2008, Friends of Humanity, sponsored by Himalayan Experience, gave \$10,000 to support the creation of a dental clinic in Kathmandu. The clinic is now operational: it deals with complicated extractions and treatments that can not be carried out in rural areas. It also serves as a training center for dental therapists. These therapists are involved in project SmileHigh in the Dunche region under the supervision of Dr. Nuru Sherpa Mingma.

Russell Brice, co-founder of FOH and Himalayan Experience, was elected patron of SmileHigh. He is involved in this project at all times.

THE 2010 FINANCIAL SUPPORT = SFr 4'000.00



3) Nepal –Khumjung Cultural and Heritage Center

BACKGROUND

As a result of the inevitable infiltration of Western Culture in Nepal due to the increasing tourist levels and climbers in the Himalaya, many newly affluent Sherpa live abroad or in Kathmandu. For this reason, the local Sherpa people have become concerned that their history and culture is being progressively diluted and that their children no longer have the opportunity to fully understand and appreciate their culture and heritage.

If measures are not taken to carefully preserve their customs quickly, it is feared that their centuries old culture will eventually die out.

FOH IMPACT

Active members of the local community led by Phurba Tashi, a 17 time Everest summiteer and village local, have discussed the possibility of building a Cultural and Heritage Centre in the Khumjung village. The projected budget for the project comes to \$55,000.

Previous Himalayan Experience client and Everest summiteer Marcel Bach from Gstaad has already pledged 50% of the cost. Friends of Humanity is still seeking to collect the additional money required to complete this project.

4) Nepal – Bigu Solar Panels

BACKGROUND

Friends of Humanity has undertaken a project to provide solar electricity to the Tashi Chime Gatsal Convent located in Bigu, a remote village in the Dolkha District of Nepal. The convent was built in 1934 and has never had any lighting for the 60 nuns who live there. The monastery is a home but also an educational center. The nuns are receiving training in various fields. The



contribution of solar electricity helps to improve their living conditions and the quality of education.

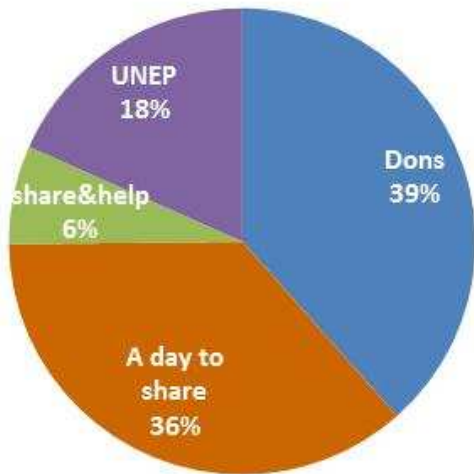
FOH ACTION

Articulated in 3 stages, this project has a total budget of \$39'000. After two months of work, the 2 first stages were completed in late 2008 for a total budget of \$26'000. Within these two phases, almost the whole solar power system was installed. The electrical installation of the convent goes to the dormitory, the monastery, the kitchen, bathrooms, some toilets and to the guest room. The third and final stage is planned for 2010 and requires a budget of \$12'000. The goal is to install new solar panels to provide electricity to a small office complex and other toilets. Friends of Humanity is still seeking to collect the money required to complete this project. We still need your support and call upon your generosity.

**THE 2010 FINANCIAL SUPPORT: Fundraising in progress
(up to 2010 CHF 9,385)**

IV. Fundraising Activities

In 2010, **163 782 CHF** have been raised.



1) A Day to Share 2010



On 20th June 2010, Friends of Humanity held its second annual 'A Day to Share' fundraising event. The purpose of this day is to gather friends of FOH together in order to acquaint them with specific projects that are dear to us. The event took place in Commugny in the private residence of our marvelous



friends, Maya and Gerald Page.

The event featured both live and silent auctions as well as a beautiful brunch courtesy of our partners the Four Seasons Hôtel des Bergues, The Hôtel de la Paix and Espirit 3. Most importantly, each guest was able to learn more about four FOH sponsored projects: The Alice Project, Jardim de Juramidam, Yushu Earthquake, and Smilehigh.

FOH is very excited to report that a total of CHF 60'000.00 was raised to fund four wonderful projects.

2) Fundraising campaigns

All fundraising campaigns were leaded with efficiency and commitment. Different tools have been used:

- Direct emailing to FOH database
- Post on Twitter, Facebook and other social medias
- Corporate funds: 3 000CHF has been raised directly to the Yushu project from Procter&Gamble

3) Share & Help

The share&help e-commerce platform is an initiative led by Friends of Humanity (FOH). It serves as an ongoing fund-raising instrument to finance the projects supported by FOH and other nonprofit organizations.

Though the site is still in its infancy, share&help has already begun to demonstrate its potential to generate funds for FOH projects:

V. 2011 Internal Organization and Strategy

Strategy for 2011

For 2011, the objective is to keep increasing our fundraising to support new projects.

Supported Projects

FOH will focus on two major areas of concern in 2011:

- *Water projects*: Water is at the root of many issues in developing

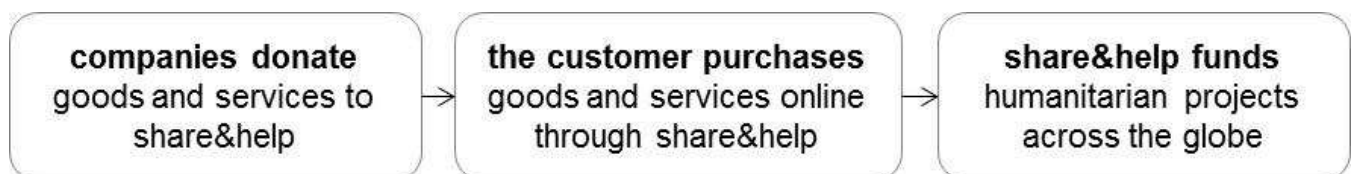
countries. A lack of water or unclean water can cause Health, Education and Human Rights problems. FOH will make a strong effort to support effective solutions to water issues.

- *Ecotourism projects:* projects will be funded in protected areas to promote eco sustainable social tourism under a common label recognized by the tourism industry. A steady % of the income will go to the Unesco education programs and to a local project.
- *Other projects:* FOH will keep supporting its actual projects in Health, Education, Environment, Human Rights

Fundraising projects

FOH has launched a project in 2010, share&help.

It aims at increasing fundraising through an innovative web platform. 2011 will be the year of its implementation. It relies on the following principle:



A web platform has been developed, partnership has been established: a beta version will be launched in April 2011 and an open access version in September 2011.





The other fundraising activities will be maintained:

A Day to Share: this successful event will be held to again in the fall of 2011

Internet Campaign: FOH wants to improve its efficiency in collecting funds through the Internet; a focus will be made on social media (Twitter, Facebook, YouTube)

2011 Operational Team

For 2011, a new team has been set up.

- *Nicolas Sion* has joined the team and oversees administration and projects
- *Kate McCarthy* will be working for 2 months on the water and ecotourism projects
- *Maria Fernanda Garza* contributes to projects and administrative tasks
- *Ingmar Stotz* continues to work on the share&help platform

VI. Financial Summary

Friends of Humanity SA

Balance Sheet

January 1 through December 31 2010

Assets

	2010 CHF	2009 CHF
<u>Current Assets</u>		
<u>Available</u>		
Liquidity	53 841,00	22 575,00
Securities and Investments	17 677,00	18 640,00
Pledged Donations	2 386,00	23 895,00
Accounts being regulated	0,00	31 777,00
Total Assets	<u>73 904,00</u>	<u>96 887,00</u>

Liabilities

Foreign Funds

Creditors	245,00	411,00
Current Projects	0,00	21 608,00
Accounts being regulated	4 148,00	12 751,00
Total Foreign Funds	4 393,00	34 770,00

Equity

Capital action	100 000,00	100 000,00
General Reserves	900,00	900,00
Reported Results	-38 784,00	15 094,00
Yearly Profits	7 395,00	-53 878,00
Total Equity	69 511,00	62 116,00
Total Liabilities	<u>73 904,00</u>	<u>96 886,00</u>

Friends of Humanity SA

Profits and Expenses

January 1 through December 31 2010

	2010 CHF	2009 CHF
<u>Project Management</u>		
Donations received	163 782,12	131 483,00
Donations allocated	-72 088,02	-120 839,00
Project related expenses	-2 329,00	
	<hr/>	<hr/>
Available funds	89 365,10	10 644,00
<u>Revenues</u>		
Products reconciled from prior years	24 655,98	0,00
Reverse investments	0,00	16 412,00
Financial products	2 617,30	4 434,00
	<hr/>	<hr/>
Total Revenues	27 273,28	20 846,00
<u>Charges</u>		
Office personnel costs	97 606,00	132 023,00
Project personnel costs	0,00	-56 591,00
General expenses	8 076,00	7 702,00
Banking fees	3 561,68	2 234,00
	<hr/>	<hr/>
Total charges	109 243,68	85 368,00
Result for the period	7 394,70	-53 878,00

VII. Acknowledgments

Friends of Humanity could not deploy its activities without the generous support of its sponsors:

Elite Rent, Four Seasons, Procter&Gamble, Hôtel de la Paix Genève, Le Richemond Genève, Himalayan Experience, Champagne Veuve Clicquot, Chamonix Experience, Intercontinental Hotels Group, Château de Bois, Stars in the Eyes, Leda Fletcher Gallery, Feminance, Etihad Airways, Quintessencial Wine N°27, Perroud Automobiles, Insurance Broking Consulting, Keller Motorcars Geneva, Intercontinental Carlton Cannes, Hotel Louvre, Travel and Beyond, Lemongrass Marketing, Ekies, Laurate International Universities, Euro Photo, Franck Muller Genève, Martinhal, Vichères Liddes, La Gruyère, Télé la Fouly, Golf Villars, La Réserve Genève, Les Bains d'Ovronnaz, Golf & Country Club de Maison Blanche, Campagne Général de Navigation sur le Lac Lemman, Club Golf de Laussane, Ludidou, Baboo SA, Golf Club Vuissens, Manotel, Espace Mon Repos, Favarger, La Revue Durable, Hotel la Barcarolle, Vom Fass, Trend Mania, Espirit3.

Friends of Humanity is particularly thankful to the following donors for making specific projects possible:

Jean-Philippe Chauzy, Rebecca Durrer-Bolle-Picard, Joël et Leda Fletcher, Jim Holliday, Sabine Libeherr, Mohsen Shah Mohammad Mirab, Graziella Zanoletti-Hauert, les employés d'Elite Rent-a-Car Genève.

Lastly, **Friends of Humanity** would like to acknowledge the work of the permanent team and the volunteers in 2010:

Frezgi Amdermariam, Christian Baud Lavigne, Richard Bernstein, Eric Biéler, Valentin Bornand, Russel Brice, Silvia Campanelli-Schmid, Bernard Cazaban, Michel Chevrolet, Catherine Claude, Solange Demole, Marc Drouard, Julien Duc, Fabienne Feldman, Nalis Feldman, Stéphanie Gisiger, Beatrice Graf, Anna Griching, Manu Hagmann, Christian Lauper, Anaïs Laurent, Maria Garza, Gérald Palacios, Cheo Solder, Graziella Zanoletti.

VII. Appendices

2010 Projects Summary

Fundraising projects

Fundraising Campaigns	62 990,54
A day to share	59 542,87
share&help	11 210,71
UNEP	30 038,00
Total	163 782,12

Supported projects

India Alice Schools	10 000,00
Tibet Yushu Earthquake	22 000,00
Brazil Jardim de Juramidam	9 073,10
Nepal Smile High	4 000,00
India Nirmala Hospital	2 700,00
Burundi Hopital Rema	14 935,50
Suisse End Human Traffic	1 000,00
Brazil Famarcia Verde	8 379,42
Total paid to the projects	72 088,02
Project-related expenses	2 329,00
Total	74 417,02

The funds collected in 2010 that have not been allocated in 2010 will be allocated in 2011. FOH take a 15% fee (as a maximum) on all collected funds to cover its expenses (including expenses related to projects). All the remaining funds go directly to the projects.