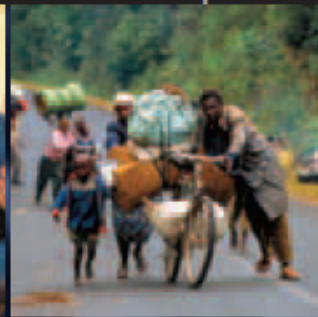
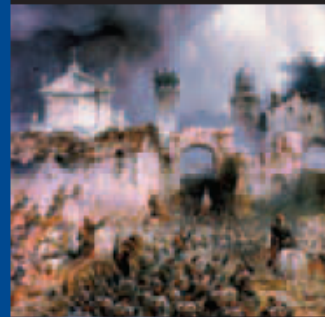


# The ICRC Corporate Support Group

An exclusive partnership with selected companies



Help today, make a commitment to tomorrow.

1850 1861 1864 1900 1914 1918

1939 1940 1941 1942 1943 1944

1945 1949 1967 1970 1974 1976

1979 1982 1984 1985 1987 1991

1994 1997 1998 1999 2000 2002

Become an ICRC Corporate Partner

# The ICRC Corporate Support Group

An exclusive partnership with selected companies



Help today, make a commitment to tomorrow.

1859 1861 1864 1900 1914 1918

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ICRC

Corporate  
Partner





*Jakob Kellenberger  
President of the ICRC*



*Thierry Lombard  
President of the Foundation  
for the ICRC*

Many parts of the world are witnessing an alarming increase in the number and duration of armed conflicts. New threats and expressions of violence are emerging. Faithful to its mandate based on the principles of humanity, independence and neutrality, the International Committee of the Red Cross (ICRC) is doing its utmost to help and protect the victims of such conflicts.

To meet these challenges, the ICRC must constantly adapt to new realities on the ground. It also needs the support of all the major actors in today's globalized world, including the business community. The ICRC wishes to diversify its funding sources to secure the future of its independent humanitarian action, including through an increase in contributions from private and corporate partners.

We invite you to join the ICRC Corporate Support Group, an exclusive and long-term partnership between selected companies and the ICRC. Your commitment, which is an expression of solidarity, social responsibility and moral conviction, will help the ICRC assist and protect all the victims of armed conflicts today, tomorrow and in the decades ahead.

Your contribution will be managed by the Foundation for the ICRC, which seeks to develop a substantial Endowment Fund as a long-term support to the ICRC's humanitarian mission. The Fund's yearly revenues will be used to strengthen the expertise of the ICRC's staff. The Fund will further serve as collateral that will allow the ICRC to launch immediate operations in response to humanitarian emergencies in spite of temporary cash constraints.

Becoming an ICRC Corporate Partner means affirming your personal commitment and that of your company to human dignity ; it means refusing to stand by and watch while people suffer ; it means contributing to a great humanitarian tradition. Thank you !

*Jakob Kellenberger*

*Thierry Lombard*



# The ICRC

## Mission statement

The International Committee of the Red Cross (ICRC) is an impartial, neutral and independent organization whose exclusively humanitarian mission is to protect the lives and dignity of victims of war and internal violence and to provide them with assistance. It directs and coordinates the international relief activities conducted by the International Red Cross and Red Crescent Movement in situations of conflict and endeavours to prevent suffering by promoting and strengthening humanitarian law and universal humanitarian principles. Established in 1863, the ICRC is at the origin of the Movement.

## A worldwide presence

The ICRC works in conflict situations throughout the world, whatever the nature of the conflict and whether or not the media show any interest. Its ongoing presence in over 80 countries gives the ICRC first-hand insight into the reality on the ground where it operates.

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# The ICRC – more than a century of humanitarian tradition

## A historic mandate

The ICRC is the only humanitarian organization expressly mandated by the community of States to assist and protect all those affected by conflict and to promote compliance with international humanitarian law. The ICRC is an association governed by Swiss private law, independent of all governments and international organizations.

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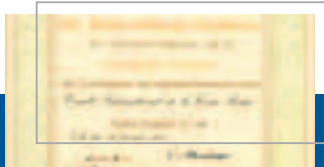
## A unique expertise

The ICRC has unparalleled experience in the field of humanitarian action, bringing together protection and relief work. The professional skills of its 11,000 delegates and local employees - including many specialists, such as war surgeons, water engineers, agronomists, nutritionists and logistics experts – enable the ICRC to provide a comprehensive response to ever-more complex situations.

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## How the ICRC assists and protects the victims of conflict

**During an armed conflict, the ICRC** acts fast to meet basic needs; cares for the sick and wounded; reunites dispersed families and locates missing persons; protects civilians and people deprived of their freedom.

**When the fighting stops, the ICRC** helps people become self-sufficient again; supports the legal infrastructure and hands over its programmes to the local authorities and other humanitarian organizations.

**In peacetime, the ICRC** maintains an active network and presence in regions at risk and spreads knowledge of international humanitarian law.



*Your support is a real contribution to the prevention and alleviation of human suffering in armed conflicts.*

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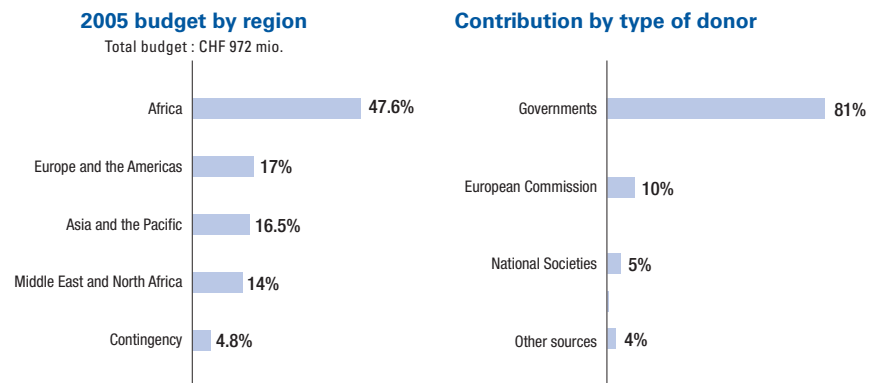


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# Dealing with conflict in the 21st century

Where the money comes from. Where it goes.



Donations from companies presently cover less than 0.5% of the ICRC's annual expenses. The objective is to reach 5%.

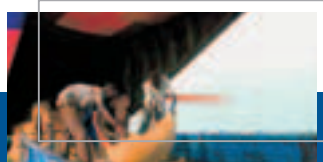
## Transparency and accountability

To ensure that donors' contributions are put to the best possible use, the ICRC applies elaborate management tools. Planning, monitoring and evaluation procedures are subject to constant review. ICRC auditors, both internal and external (KPMG), keep a sharp eye on finances. Their skill and vigilance ensures that donors are provided with reliable information on the utilization of resources. The ICRC's accounts are prepared in accordance with the International Financial Reporting Standards (IFRS).

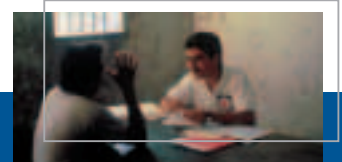
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# Become an ICRC Corporate Partner

The ICRC invites selected companies with a keen sense of social responsibility to join the ICRC Corporate Support Group.

### Objective: To build a capital for the future

The ICRC wishes to establish exclusive and long-term partnerships with selected companies that will become members of the ICRC Corporate Support Group. The Corporate Partners are invited to provide a substantial financial contribution to the ICRC's Endowment Fund, which is managed by the Foundation for the ICRC (see p. 12).

Corporate Partners will enjoy exclusive benefits in terms of image, communication and exchanges of information.



# The ICRC Corporate Support Group

**Purpose of the ICRC Corporate Support Group:**  
To ensure a quick response, professionalism and continuity

The companies' donations will strengthen the Endowment Fund of the Foundation for the ICRC, which has several functions:

## **A collateral for quick response**

The Fund will serve as collateral that allows the ICRC to borrow the funds necessary to launch life-saving operations in response to humanitarian emergencies, in spite of cash constraints.

## **A key contribution to expertise and excellence**

Interest from the Fund will be used with a focus on education, in particular on the continuous training of the ICRC's single most precious asset in carrying out effective humanitarian work – its staff.

## **A long-term financial guarantee**

In the long term – and as the Fund prospers – it will make an important contribution to ensuring a continued and effective response to the needs of communities affected by armed conflict, independently of temporary fluctuations in core funding.

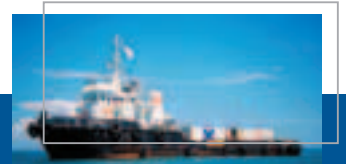
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# Becoming a Corporate Partner: Benefits

## The Corporate Partners will benefit from an exclusive partnership with the ICRC.

Membership is restricted to an exclusive circle of companies with strong ethics whose policies and activities are compatible with the ICRC's principles and values.

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### 1. A privileged relationship with a truly global humanitarian actor

Your company is a global player on world markets. Every major humanitarian disaster that, sadly, may occur anywhere across the globe affects you and your stakeholders in one way or another. The ICRC, active in more than 80 countries, is one of the few truly global organizations that provide an immediate response to humanitarian catastrophes. Becoming an ICRC Corporate Partner means building a long-term, exclusive and privileged relationship with the ICRC, enabling both partners to jointly discuss and respond to urgent humanitarian crises. Becoming an ICRC Corporate Partner means contributing to protect and restore human dignity, refusing to stand by and watch while people suffer. It means contributing to a great humanitarian tradition.

### 2. Image and communication

Your company will be entitled to use the baseline ICRC Corporate Partner (see example on the left) in its corporate communications (excluding advertisements).

The ICRC will acknowledge the contributions of its Corporate Partners in its institutional communications. Your company will be a preferred partner of the ICRC for public campaigns and events in support of humanitarian causes.



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1991 1992 1994 1995 1996 1997 1998



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# Benefits for Companies

The growth and variety of relationships between businesses and nonprofit organizations are compelling evidence that companies' benefits go beyond the satisfaction of traditional philanthropy.

### 3. Relations with stakeholders

Upon request, the ICRC will play an active role in special events that your company wishes to organize for its key stakeholders such as employees, clients, special guests or suppliers.

ICRC operations managers may for instance give a presentation upon their return from the field in order to share their insight and experience. An ICRC director or expert may focus on a specific issue such as crisis management, health services, water treatment and provision, risk assessment, etc.

Furthermore, the ICRC may provide ongoing information on its humanitarian activities in "hot spots" through flash news, videos, posters, publications and the like.

### 4. Exclusive meetings, information and exchange of skills

Your company will enjoy exclusive benefits in terms of dialogue and information exchanges with the ICRC.

The ICRC will organize an annual, high-level meeting with its Corporate Partners focusing on strategic issues of mutual interest.

Ad hoc meetings at senior executive level will be organized between the ICRC and Corporate Partners interested in addressing a specific issue (e.g. geopolitical trends, communication and HR management during crisis, risk assessment, etc.).

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## The Foundation for the ICRC

### Background

In order to secure its long-term financial position and independence, the International Committee of the Red Cross set up the Foundation for the ICRC in the 1930s to manage an Endowment Fund to pay out the income it generated to the ICRC. An initial contribution of CHF 500,000 was donated by the Swiss Government, followed by other proceeds such as those from the Nobel Peace Prize awarded to the ICRC in 1944.

### Today's commitment

The Foundation together with the ICRC have decided to greatly increase this capital in order to strengthen the long-term financial position and independence of the ICRC required to carry out its humanitarian mission.

### Foundation Board Members as of January 2005

President: Thierry Lombard, *Senior Partner at Lombard Odier Darier Hentsch & Cie*

Fides P. Baldesberger, *President and CEO, Outils Rubis SA*

Jacques Forster, *Vice-President of the ICRC*

Georges Gagnebin, *Vice-Chairman, SBC Wealth Management*

Angelo Gnaedinger, *Director General of the ICRC*

Urs Hammer, *Partner & Chairman, r-éal Suisse*

André von Moos, *Member of the ICRC*

Moritz Suter, *Entrepreneur*

Urs Ziswiler, *Ambassador representing the Swiss Confederation*