



terre des hommes
suisse

POUR L'ENFANCE ET UN DÉVELOPPEMENT SOLIDAIRE



Mission of Terre des Hommes Suisse

Terre des Hommes Suisse (TdH Suisse) is an independent, non-profit, non-governmental organisation that has been committed to children and solidarity-based development for nearly 60 years.

Terre des Hommes Suisse carries out more than 60 projects in 9 countries worldwide, in collaboration with local partners who take concrete action on the ground to protect children from violence and exploitation, but also to ensure their access to education and develop their participation.

In Switzerland, Terre des Hommes Suisse teams also carry out awareness-raising activities with schoolchildren on children's rights and sustainable development.

The entire Terre des Hommes Suisse programme responds to an integrated approach in which education is at the heart of actions, while developing the participation of children and young people, so that they can be agents of change in favour of children's rights and a more united world.

Every year, more than 210,000 children and young people benefit directly and 75% of Geneva's primary school children are made aware of children's rights and education for sustainable development.

When walking and solidarity go hand in hand

By participating in the Marche de l'espoir, local children and their families are making a concrete commitment to improve the living conditions of other children around the world.



The must-attend event for thousands of families

For more than 27 years, Terre des Hommes Suisse has been organising the Marche de l'espoir, on a Sunday in October, on the Quai du Mont-Blanc in Geneva. As the largest demonstration of this type of solidarity in Switzerland, it mobilizes nearly 5000 children and young people every year, most of them accompanied by their families. In total, more than 12,000 people gather on this occasion, supervised by nearly 500 volunteers, making it a must-attend event for thousands of families.

How does it work?

The principle is simple: each participant seeks sponsors who commit to pay a certain amount of money for each kilometre they will walk. On the day of the Marche, he /she receives a stamp on his "Walking Passport" at each mileage booth. Then, he /she collects the promised sum from his godparents and sends it to Terre des Hommes Suisse. The money raised is used to finance programmes for disadvantaged children and their families in a defined region of the world.

Nearly 30,000 children made aware every year

More than an act of solidarity, the Marche is part of an important awareness-raising campaign aimed at students in the canton of Geneva and the French border region. As soon as the school year begins, duly trained instructors from Terre des Hommes Suisse travel through the classes to present an international country and discuss a theme related to children's rights. An educational sheet is also distributed to each teacher to deepen with his students the theme in question. In total, nearly 30,000 students are thus made aware of the realities of life in countries with international actions.

A great celebration of solidarity

In the morning of the big day, the "Quai" comes to life. The departure is given at 11 a.m. by the Mayor of the City of Geneva, in the presence of the media. All day long, families can eat and play in the tents along the route and in the large tent, where various activities are offered: folk music and dance groups, typical dishes of the supported country, make-up. You must have lived this day at least once to feel the joy and solidarity that surround this great multicultural celebration!!



The 28th Marche de l'espoir for disadvantaged children and their families in Senegal

The funds collected from this 28th edition are intended in particular to support our projects for children and families in the peri-urban areas of Dakar, the capital of Senegal.



In this region, children and young people are particularly vulnerable to different forms of violence. Because they do not have a birth certificate, some of them cannot attend school. They then find themselves entering into the labour market at an early age.

In this context, EDEN, a leading association in the promotion and protection of children's rights and a partner of Terre des Hommes Suisse, acts on a daily basis and puts children at the heart of its actions.

Quality and appropriate education

For various reasons, children have had to interrupt their schooling or have never had the opportunity to access school. The EDEN socio-educational centre offers to 600 children, of whom more than 50% are girls, the opportunity to continue their education. The centre offers a protective space that takes into account their needs. Teachers are specially trained in inclusive pedagogies. On average, the classes have 30 students compared to about 100 in formal schools. The majority of children who attend this "second chance school" pass their elementary school leaving certificate.

The Protection of children in vulnerable situations

Under the guidance of a network of "godmothers" and the Committee of Experts, young people and children are becoming aware of their rights. Through awareness-raising workshops, they learn to recognize the situations in which these rights are threatened. They also develop reflexes that can protect themselves and their peers. They are taught to flag cases, as well as report or denounce them. Child victims of violence are cared for by the Office for the reception, listening, guidance and support of children and women victims of violence and are accompanied by competent adults.

Youth and children's participation

EDEN is particularly well known for training and encouraging children and young people to participate actively in decisions that affect them. To this end, EDEN has created EDEN Clubs in schools or neighbourhoods. There are about 80 of them, each with between 50 and 75 children, who meet once or twice a week. During these meetings, supervised by a referent adult, they decide either to talk about a theme that concerns them, or to set up an activity or carry out a social mobilization in order to raise awareness of a theme among the inhabitants. Through their actions, children and young people contribute to changing attitudes. They make the local population more aware of common problems, such as the late issuance of a birth certificate, a document that allows children to attend school. They also assist families in administrative procedures. The children of the EDEN Clubs are thus real agents of change and actively participate in improving the living conditions of other children and their families.

EDEN thus protects children in vulnerable situations by improving their immediate environment: families, schools, community actors, children's services, especially in the areas of education and inclusion. The project is also part of the implementation of the main objectives of the child protection strategy developed by the Senegalese government.

3575 children and young people benefit from the actions of the EDEN association throughout the year.



How can we collaborate?

★ ★ You sponsor the Marche de l'espoir with CHF 5000.- or more

- ★ mention of your company in the Terre des Hommes Suisse newspaper (circulation 30,000 copies)
- ★ 10 microphone announcements on the day of the Marche
- ★ placement of 2 banners along the Marche route (visibility 10,000 to 15,000 people)
- ★ your company logo on a billboard in the rotunda of the Quai du Mont-Blanc on the day of the Marche
- ★ your company logo on an information screen placed under the large rotunda tent on the day of the Marche de l'espoir
- ★ your company logo on all pages of the www.marchedelespoir.ch website with a link to your company's website
- ★ mention of your company in the press release and presence of your logo in the press kit
- ★ announcement of sponsors on the facebook pages of the Marche de l'espoir and Terre des Hommes Suisse
- ★ possibility of promoting the partnership on your company's internal and external communication media (customer newspaper, website, internal newspaper, intranet, etc.)

★ ★ You become a corporate sponsor of the Marche and make a donation of CHF 1000.- or more

- ★ your company logo on a billboard in the rotunda of the Quai du Mont-Blanc on the day of the Marche (visibility 10 000 to 15 000 people)
- ★ mention of your company on all pages of the www.marchedelespoir.ch website (acknowledgment page) with a link to your company's website
- ★ possibility of promoting the partnership on your company's internal and external communication media (customer newspaper, website, internal newspaper, intranet, etc.)

★ You encourage your employees and their children to participate and support their efforts by committing to sponsor them by contributing a defined amount per kilometre they walk or by multiplying the amount raised by them - match-giving

- ★ your company logo on a billboard in the rotunda of the Quai du Mont-Blanc on the day of the Marche (visibility 10 000 to 15 000 people)
- ★ mention of your company on the website www.marchedelespoir.ch (acknowledgment page) with a link to your company's website
- ★ possibility of promoting the partnership on your company's internal and external communication media (customer newspaper, website, internal newspaper, intranet, etc.)

Other opportunities for collaboration

- donations in kind: for our food and beverage stands.
- Volunteering: Every year, more than 500 volunteers are active on the day of the event to make it a great celebration of solidarity. Encourage your employees to volunteer and allow them to recoup their time!
- promotion of the event: in your communication materials, with your employees, etc.
- do you have another idea for collaboration to offer us? Feel free to contact us to discuss it!

For the use of your funds, we will guarantee:

- **Proven professionalism**, thanks to more than 50 years of experience acquired in the field.
- **Concrete, effective and sustainable projects** for the beneficiaries. Through 50 programmes in 9 countries, we are making sustainable improvements in the lives of thousands of vulnerable children and their families.
- **Rigorous monitoring of project management**, with direct control in the field by coordinators from the country.
- **Financial transparency**. We are certified as a nonprofit-making charitable organization by Zewo, the body that guarantees the proper use of donations, and our annual accounts are audited by a Swiss trustee.
- **Serious reporting**, according to the terms agreed between us.
- **A tax deduction for your donations**, in accordance with current legal standards.

Why become a partner of the Marche de l'espoir ?

- **You associate your company's name and image** with a majorly popular solidarity event, enjoying a tremendous amount of sympathy and trust....
- **You value your company's social responsibility** to your customers and the general public.
- **You mobilize your employees** around a strong unifying project that combines sporting effort, solidarity and conviviality
- **You collaborate with an NGO** close to you, operational, based in Geneva.

Contacts

Hélène Stadelmann

Events and sponsorship manager

Direct phone Nr : +41 22 737 36 58

h.stadelmann@terredeshommesuisse.ch



Terre des Hommes Suisse
Chemin Frank-Thomas 31
1223 Cologny/Genève

www.terredeshommesuisse.ch

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