

Swiss solidarity and Swiss @broad

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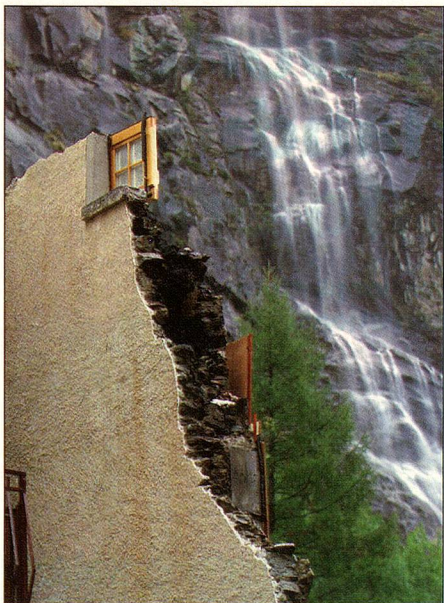
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Swiss Solidarity and Swiss @broad

On 20 April all Swiss Abroad will be linked to Swiss Solidarity, the largest Swiss charity appeal system. This action was the result of collaboration with the Organisation for the Swiss Abroad (OSA). But instead of collecting cash donations, this time Swiss Solidarity is collecting e-mail addresses.

ACCORDING TO AN OPINION POLL the Swiss Solidarity Foundation is the best-known charity appeal system in Switzerland. Behind it are the Swiss media, led by SRG SSR idée suisse. Founded in 1946 by staff of Radio Western Switzerland, Swiss Solidarity provides:

- disaster relief in Switzerland and elsewhere in the world
- aid for around 40 000 children primarily in the Third World but also in Switzerland
- annual donations to around 2500 individuals and families in Switzerland who are in financial need; this has now been extended to Swiss Abroad.



All that remains of the community offices in Gondo after the landslide of mid-October 2000.

Now this system of solidarity is to be extended to include the Fifth Switzerland. Persons wishing to take part in the appeal system can do so by sending in their e-mail address. Naturally they can choose whether or not to make a donation on an individual appeal basis.

Kick-off on 20 April

20 April is a date that all Swiss Abroad should note down: this is the day on which a major event is to be held on Auslandschweizerplatz in Brunnen as well as on the Internet. Effective immediately but particularly on this third Saturday in April, you can become a link in this chain of solidarity by e-mailing us and describing your life, home or job in no more than three sentences under the title "The way I live" (you can also just send your e-mail address without any description). This way, Swiss Solidarity can get to know its future donors. Log on to Swiss Solidarity www.swiss-solidarity.org to find out how to proceed.

The event in Brunnen will take the form of a festival with a multicultural atmosphere and lots of special surprises, and can also be followed over the Internet. A selection of incoming e-mails will be displayed on a large screen.

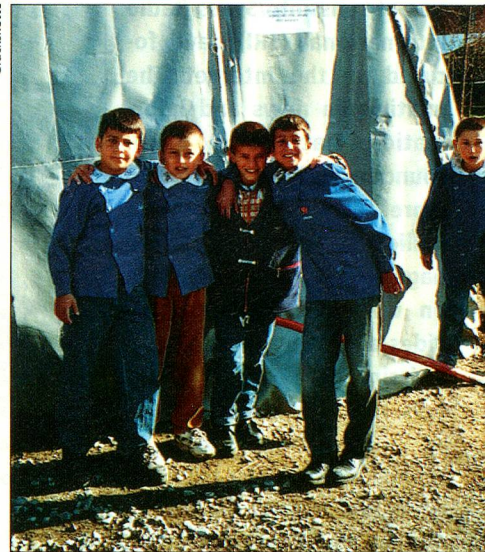
Free calls from Switzerland

As further encouragement to join in the scheme, perhaps you would like to receive a call from your friends and family in Switzerland: Swisscom is offering free-of-charge telephoning abroad on this date. The aim is to turn 20 April into a day for real and virtual encounters between Switzerland and the Fifth Switzerland.

Wanted: your e-mail address

Why is Swiss Solidarity interested in your e-mail address? Since charity appeals are held within a few days of a disaster, the Internet is the only way of notifying potential donors around the world within a short time. This medium, coupled with broadcasts by swissinfo/SRI (also a partner in this campaign), will inform you about appeal dates within the necessary time. It also provides Swiss Solidarity with an economical

Glückskette



Swiss Solidarity provided 26,000 children with temporary classrooms after the earthquake in Turkey.

way of informing you once or twice a year about how the donations were spent.

Swiss Solidarity

Swiss Solidarity is currently working on over 300 projects in over 40 countries. Its partner relief agencies include Caritas, the Swiss Protestant Relief Agency (HEKS), the Red Cross, Doctors Without Frontiers, Terre des hommes, Enfants du Monde, Medair and the Swiss Workers' Relief Agency. Whereas donations to Swiss Solidarity are passed on 100 percent to relief projects, with no deductions, partner relief agencies are entitled to charge ancillary project costs of up to ten percent. This makes Swiss Solidarity one of the world's most efficient aid systems. For further information, log on to www.swiss-solidarity.org.

Text: Swiss Solidarity



Join in on 20 April!

Grand festival on Auslandschweizerplatz in Brunnen and via the Internet at www.swiss-solidarity.org

in association with the Organisation for the Swiss Abroad (OSA), the Service for the Swiss Abroad, swissinfo/SRI, Swisscom, Swiss Radio and TV.