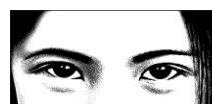




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# Corporate Partnership

A guide to meaningful collaboration



**Terre des hommes**  
Helping children worldwide.



## Why Terre des hommes ?

At Terre des hommes (Tdh), we believe in collective action to create real, lasting change for children worldwide. **Since 1960, we have been the leading Swiss organization dedicated to children's rights**, working across 26 countries to support over **5 million children** and their families each year. With 2,000 dedicated professionals and over 200 projects, we combine expertise, innovation, and advocacy to improve children's well-being.

We adapt swiftly to global challenges, integrating advanced technology into healthcare, driving legal reforms that benefit children, and empowering youth through education and professional training. Our impact is made possible by the dedication of our teams and the support of partners who share our vision.

A partnership with Tdh is more than just corporate social responsibility - it is an opportunity to drive meaningful change while unlocking new business opportunities, enhancing brand reputation, and engaging in impactful marketing activations. **Together, we can transform children's dreams into reality.**

**Join us in shaping a future where every child has the opportunity to grow up healthy, safe, and empowered.**



*Let's work together!*

## Our Vision

We aspire to a world in which the rights of children, as defined in the Convention on the Rights of the Child, are always respected. A world in which children can thrive in safe environments and become agents of the change they wish to see in their lives.

## Our Mission

**Terre des hommes, founded in 1960, is an independent, neutral and impartial Swiss organisation** committed to bringing meaningful and lasting change to the lives of children and youth, especially to those most exposed to risks. We strive to improve their well-being and ensure the effective application of their rights as defined by the Convention on the Rights of the Child and other relevant human rights instruments. To make a difference, we focus on the areas of **Maternal and Child Health, Children and Youth Migration, and Access to Justice**. We aim to empower children and youth through active participation. We advocate for the respect of children’s rights, supporting them in voicing their needs and interests. We work in fragile and conflict settings, as well as in stable environments.

## Our Values

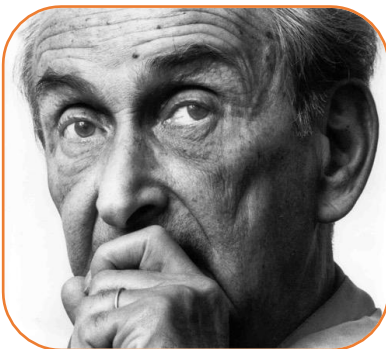
**Participation  
& Empowerment**

**Diversity  
& Inclusion**

**Leadership  
& Excellence**

**Innovation  
& Learning**

**Partnership  
& Collaboration**



*“As long as a child is exposed, without help, to hunger, pain, abandonment, misery or sorrow, wherever he or she may be, the Terre des hommes movement, created for this purpose, will dedicate itself to his or her immediate and most complete rescue.”*

*Edmond Kaiser, founder of Terre des hommes, 1960*

# Our impact in 2023



**5,2 million**

children and members of their communities were supported worldwide both directly and through trained people



**208 projects**

were implemented in 30 countries



**40,300 people**

were trained worldwide in subjects such as health and protection

## Media

More than **300'000 followers** on social media networks p/y

**596 clippings** reaching **30 million** people worldwide

**120'000** **Courage** magazine in 3 languages 4 times per

**+5 million impressions** and **130'000** clicks on Tdh website p/y

**+150'000** Subscribers to our global newsletter

**+2 million impressions** on social media worldwide

**11'000** **Orange** children's magazine in 2 languages

# CSR Benefits

Integrating Corporate Social Responsibility (CSR) and Environmental Social Governance (ESG) isn't just ethical - it's a strategic advantage for growth and sustainability. Partnering with a children's rights INGO like Terre des hommes aligns your brand with a universally supported cause, enhancing reputation and impact. Supporting children's well-being strengthens trust, attracts investors, and fosters long-term success. Businesses that invest in social responsibility see financial and brand equity benefits. Join Terre des hommes - because **investing in children means investing in the future.**

## Enhanced Brand Recognition & Public Trust

A strong CSR commitment, especially in partnership with a children's rights INGO, positions your brand as **a force for positive change.** Consumers and stakeholders value companies that protect children's futures, increasing trust and media exposure. Associating your brand with impactful initiatives - such as improving child protection, education, or healthcare - creates a compelling narrative that resonates with audiences worldwide.

## Stronger Investor & Market Appeal

**Investors increasingly prioritize ESG-compliant businesses,** with over 70% favoring companies committed to social and environmental responsibility. Partnering with a children's rights INGO demonstrates a concrete commitment to the "S" in ESG by tackling key global challenges, such as child poverty, access to education, and youth empowerment. This alignment attracts impact-driven investors, strengthens market positioning, and enhances long-term financial resilience.

## Improved Employee Retention & Recruitment

Purpose-driven organizations retain employees better, **with 95% of employees in CSR-aligned companies reporting stronger loyalty.** Employees want to work for companies that stand for something bigger than profits. Collaborating with a children's rights INGO gives your workforce a meaningful way to contribute to life-changing initiatives, boosting morale, job satisfaction, and overall engagement.

## Increased Customer Loyalty & Revenue Growth

Consumers are more loyal to brands that give back, with 70% actively supporting socially responsible businesses. By partnering with a children's rights INGO, **your company directly contributes to safeguarding children's futures,** reinforcing emotional connections with customers. Whether through cause marketing campaigns, donation-matching programs, or employee volunteering, your brand can drive both social impact and business growth.

## Stronger Reputation, Competitive Edge & Positive PR

CSR isn't just about recognition - it's about **credibility.** Partnering with a reputable children's rights INGO demonstrates a genuine commitment to human rights, child welfare, and social justice, fostering stakeholder trust and setting your company apart as an ethical leader. Supporting children's causes also attracts valuable media attention, offering compelling storytelling opportunities that enhance brand visibility and credibility. Purpose-driven businesses inspire workplace pride, boosting productivity, advocacy, and long-term brand loyalty.

# They support us

ALPHASWISS

medicor foundation

somaha foundation



BILL & MELINDA  
GATES foundation



Olympic Refugee  
Foundation



# Partner opportunities

## 1. Donation

Make a donation. The most simple action to granting a donation in the name of a company to Tdh. With a fixed or open amount, a company can give a donation as per its best liking and potential. Any donation that enables Tdh to carry out its humanitarian work and fulfill its mission is welcome.

Example: A corporation donates CHF 20,000 to support emergency aid programs for children in crisis zones.

## 2. Round-Up at Check-Out

This approach allows customers to round up their purchase to the nearest Swiss Franc, with the difference donated to Tdh. It's a seamless way for consumers to contribute while shopping.

Example: Partner with a retail company or online platform that enables customers to automatically round up their total at checkout to the next whole Swiss Francs, donating the difference to Tdh. This makes it easy for customers to support Tdh without any extra effort.

## 3. Strategic partnership

Enhance your reputation with a mutually beneficial strategic partnership in which your company and Tdh work together to achieve shared goals. Tdh can learn from your company's industrial or technological expertise to develop new solutions or innovations that can be used in our humanitarian work. Tdh favors multi-annual partnerships. It provides us stability, the ability to plan, and resources to scale our impact. For your company, it offers the chance to build a stronger, more engaged relationship with us, and deliver long-term value for your audience and stakeholders. Together, we focus on creating more impactful and sustainable solutions to humanitarian challenges.

Example: A technology or pharmaceutical company collaborates with Tdh to develop an ERP for digital health solutions to reduce death rates below 5 years old.

## 4. Collaborative Branding

The creation of products, services, or events in collaboration between, and jointly marketed by your company and Terre des hommes. This type of partnership leverages the strengths and audiences, resulting in branding benefits for both your company and Terre des hommes while promoting a shared cause. Every child in the world has the right to a childhood. It's that simple.

Example: A clothing brand creates a limited-edition collection, donating a percentage of sales to Tdh while promoting children's rights.

## 5. Social impact marketing

A collaboration between your company and Terre des hommes to mutually promote our brands and causes, respectively. As a company, you can contribute a percentage of profit or specific financial contribution to Tdh based on the quantity of products sold or total revenue.

Example: You can launch a special campaign, pledging to donate 5% of the sales revenue to Tdh.

## 6. Services in kind

The donation of professional services by a company to Terre des hommes. Valuable expertise without monetary exchange, supplying us with essential support that we may be unable to afford otherwise and ultimately reducing our operational costs.

Example: As a law firm, you can provide free legal services to help us with international legal matters, such as obtaining permits for humanitarian operations in sensitive regions.

## 7. Child Rights and Business

Let Terre des hommes be your **child rights management consultant**. We strengthen child protection by advising private sector companies to uphold the rights of children while supporting supply chain transparency and improving business practices.

Holding a strong position in Switzerland our added value lies in our **capacity to link our community development work with global supply chains of Swiss multinationals**. We help companies strengthen their sustainability efforts for not just their own operations, but to cascade it and make it work for the communities and countries where they operate as well.

## 8. Investment

Invest in Tdh **Global Children's Fund**. This fund managed by Forma Futura aims to provide our donors the opportunity to allocate a donation as a long-term investment whose returns constitute a continuous source of funding for Terre des hommes. Donations to this fund strengthen the sustainability of Tdh by building up reserves that allow us to finance our actions in the long term.

Example: A financial institution invests in the Tdh Global Children's Fund, ensuring continuous support for humanitarian projects.

## 9. Employee Engagement & Matching Gift Program

This partnership encourages employees to donate, with the company matching their gifts. Additionally, it includes volunteering opportunities for employees to contribute their time, deepening their connection to the cause. Tdh is a member of Benevity.

Example: A corporate partner introduces a matching gift program where every Swiss Franc donated by employees to Tdh is matched by the company, up to a certain amount.

## 10. Advocacy or Awareness Campaigns

Corporations partnering with Tdh to raise awareness around relevant social issues or to advocate for policy change or reformation regarding specific causes and social issues. These campaigns generally leverage the corporation's reach and resources to amplify the Tdh message and influence positive change.

Example: As a digital platform, you can partner with us to run a global social media campaign raising awareness about child labor and advocating for stricter policies to combat it.

## Aligned Values and Ethical Standards

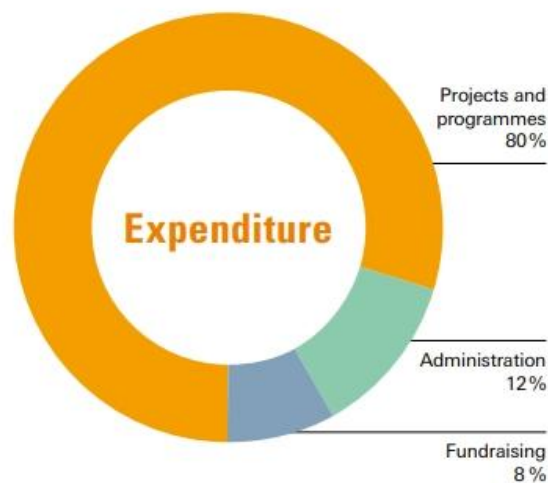
It is essential that our partners align with our vision, mission, and values. To ensure this, we conduct thorough **due diligence** to verify that the activities, values, and actions of potential partners are consistent with our ethical standards. This process safeguards the integrity of Tdh, protects our reputation, and prevents any conflicts that could compromise our humanitarian work.



# Your support

**80%** of the donations received by Terre des hommes is spent on our projects supporting children worldwide through our **health, migration** and **access to justice** programmes.

**20%** covers the organisation's running costs. This proportion meets the standard set for efficient management of your support by the **ZEWO** seal of approval for charitable organisations in Switzerland.



(Percentages of the total expenses)

## Contact



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