

Annual Report 2008



Photo by Jean-François Fournier for IMBEWU Suisse

"I AM TOMORROW'S FUTURE"

How can we achieve more?

This is a question that every charitable foundation must repeatedly ask itself, not simply because we think it's important to use our resources as efficiently and sensibly as possible, but because millions of disadvantaged children depend on us to do more than simply "mean well." It is up to us to make sure we apply our funds in ways that will primarily benefit these children and their families, instead of winding up in the pockets of corrupt governments or inefficient organizations.

Recently, difficulties between one of our Swiss partner organizations and their local partner led those of us at the [Roger Federer Foundation](#) (RFF) to take a closer look at our objective of always achieving the greatest possible impact and how this can best be accomplished. Ultimately, the Swiss nongovernmental organization (NGO) in question and their local African partner organization chose to go their separate ways based on differing ideals. Our Foundation was suddenly forced to decide which of the two organizations we would continue to fund. It was initially difficult for us to adopt a clear position with respect to the friction between the two institutions, as both provided sensible arguments for their stance.

The Foundation Board took up the challenge and, following intensive discussions, has resolved that the RFF will increasingly emphasize the following criteria in its funding of future projects:

- **Clear positioning:** Our partner organizations should have a clearly defined vision, mission, approach, and overarching goals based on sound analyses of context and requirements.
- **Clear strategy:** In service of these overarching goals, our partner organizations must have clear-cut, focused strategic spheres of impact and plans of action in mind for which they possess the necessary professional and ethical competencies.
- **Clear methodology:** Our partner organizations must achieve their aims using methodology that is transparent to everyone involved, together with effective management tools, and clearly defined indicators of success that maximize societal benefits (see Tanzania project).
- **Clear core competencies:** Smaller organizations in particular have a tendency to spread themselves too thin. As such, our partner organizations should apply their limited resources in a highly targeted, professional manner, collaborating with other network partners on additional issues in order to increase their effectiveness. In the future, we will pay even closer attention to this aspect of implementation.
- **Shared authority:** Our partner organizations should communicate their knowledge, decision-making processes, and resources in a transparent, comprehensible manner. Critical decisions must be made collectively, not by lone individuals like an organization's founder or president.
- **Fundamental acceptance:** On the face of it, partner organizations that have value systems similar to ours, or are located close to us geographically, might appear to offer greater security. On the other hand, partner organizations that are anchored within the communities they serve frequently enjoy greater trust and acceptance on the part of the beneficiaries, as they often stem from the same sociocultural environment. The RFF considers this an important criterion and will therefore provide increasing support to locally based NGOs in the future.

Using these additional selection criteria, we wish to work together with local partner organizations to achieve an even greater impact and to better protect ourselves from the pitfalls of solo initiatives and "concentration risk." I hope our efforts are met with success.

Roger Federer
President

We resolve

In 2008, the Foundation Board of the **RogerFedererFoundation** (RFF) continued to resolutely implement its strategy. In Africa, we provided support to five projects with over CHF 500,000 in total funding. In Switzerland, we focused our efforts on fostering the growth of 14 talented young athletes.

Focus

The RFF directs its efforts towards two main areas of focus:

- Funding selected projects that provide **education & training** to disadvantaged children
- Promoting **sports for young people in Switzerland**.

The RFF works to ensure that those affected share responsibility in solving their problems (in terms of content, organization, and financial support). By asking children, their families, and their communities to contribute individual measures and proposals in the process of examining their needs and developing and implementing innovative approaches, they are encouraged to take and maintain **personal responsibility** for their situation.

Transparency

In 2008, the RFF published on its website the names, respective sport, and ages of all 14 athletes it currently sponsors as well as the specific requirements for future applicants: www.rogerfedererfoundation.org

Also in 2008, the RFF website once again featured straightforward informational graphics, found under the heading "Learn," covering issues such as child soldiers or the focuses of Swiss development aid. In particular, these informational graphics are intended for private use by children and young people, for example to help them with school projects or presentations.

Competency

The RFF continued its development in 2008, especially in the area of project collaboration. It maintains a continuous dialogue with its partner organizations in order to address and solve, as quickly as possible, any problems that might arise.

- We consulted with our partner organizations about improving the focus of their activities, employing their funding more efficiently, and strengthening their networks.
- We funded the addition of a professional institutional advisor to assist one of our partner organizations.
- We now require that all grant applicants furnish us with a context analysis.
- All major decisions are made according to the "principle of double-checking."
- Individual project developments are published on the RFF website as they occur.

We empower and challenge



South Africa (since 2004)

Since 2004, the **RogerFedererFoundation** (RFF) has supported **IMBEWU-Suisse**, a small Swiss and South African-run aid organization currently assisting 2,600 children and young people in the New Brighton Township of Port Elizabeth, South Africa. In 2008, the RFF provided **IMBEWU-Suisse** with **CHF 175,000** in total funding, covering costs such as the salaries of six local employees in Port Elizabeth (CHF 98,200), school sponsorships for 60 students (CHF 21,600), and program direction for the multi-sport "Sidlala Sonke" project. The project brings 161 children together several times a week, teaching them how to build a team, compete, look out for one another, and work together towards a common goal, all in the context of a wide range of sports (tennis, street soccer, basketball, and track and field).

With the support of an organizational advisor, **IMBEWU-Suisse** successfully revised its strategy in 2008 and will now be working to share its core competency in character-building athletic programs with various local NGOs. The RFF has also reached a phaseout agreement with **IMBEWU-Suisse** (2010) that will challenge them to find new sources of sponsorship.



Ethiopia (since 2007)

The **RogerFedererFoundation** (RFF) continued its support for a school development project in Ethiopia in 2008, contributing **CHF 100,000** in funding to a project involving two partner schools (Kore Roba and Moye Gajo) and 710 primary school students. The **EDUCATION for DEVELOPMENT ASSOCIATION** (EFDA) was able to reduce the ratio of students to teachers from 60 to 1 to 45 to 1 by adding new classrooms to the two schools, which are situated 38 km north of the country's capital city, Addis Ababa. Thanks to construction of a new athletics field and playground, all 710 students may now play sports and get exercise twice a week. Special courses offered to the schools' 22 teachers and 21 council members helped increase their motivation and their "commitment for a better school." The overall proportion of girls attending classes rose from 36% to 47% through the end of 2008, and girls now make up more than half of all students in some of the lower grades. Together with the 63 members of the school environmental club, teachers and students planted more than 3,000 trees in 2008, helping to prevent erosion, beautify the school grounds, and sensitize the children to environmental issues.



Mali (since 2007)

Since 2007, the RFF has provided **CHF 70,000** in annual funding to a school promotion program for girls run by **IAMANEH**. In the program, girls are nominated to speak in their local villages and communities about why they wish to attend school, what education can mean in their lives, and how typically poorer families can arrange themselves to enable their daughters to go to school, rather than stay at home looking after their siblings. Of the original 100 girls drawn to participate from 10 schools, 96 were still involved in the program at the end of 2008. New recruits replaced the four girls who left. Thanks to the dedicated work of these young ambassadors, four local schools experienced nearly twice their usual number of enrollments last year, fueled by the newfound motivation of children (and parents). There are now 374 children starting first grade, 124 of whom are girls. As word of the initiative has spread, other villages now wish to expand their schools. **IAMANEH** and the RFF are currently investigating whether the community in the village of Wélengana would be able to pay the salaries of the required teachers, were the RFF to construct and equip new schools.



Switzerland (since 2007)

In 2008, the **Roger Federer Foundation** (RFF) provided **CHF 35,000** in funding to the young athlete sponsorship program organized by the **Stiftung SCHWEIZER SPORThILFE** (Swiss Foundation for Sport Assistance). At year's end, 11 of the 14 athletes originally sponsored by the RFF were still in the program, while three were replaced. Eight young female athletes and six young male athletes between the ages of 12 and 18 are being given the chance to compete for titles and championships at the national and international level in badminton, figure skating, fencing, gymnastics, bike trial, rhythmic gymnastics, swimming, sailing, climbing, and table tennis. In response to the RFF's special request, the *Stiftung SCHWEIZER SPORThILFE* carefully examined the financial situation of all candidates for sponsorship, since, as a part of its strategy, the RFF sets aside approximately 10% of its grant budget to foster talented Swiss athletes, but wishes to support those with fewer financial means. This restriction is intended to prevent young people who are already well off from receiving additional financial support from the RFF.



Tanzania (since 2008)

2008 saw the RFF launch support for an educational project in "Girl's Secondary School Education" together with the internationally respected English NGO **CAMFED International**, by contributing **CHF 130,000** in funding to a program in the Kibaha District of Tanzania. More than 4,000 children were outfitted with the school uniform they need, 260 girls are receiving guidance to ensure they complete their secondary education and become "Leaders of Change," and 1,300 children avoided suspension or dropping out of school thanks to the intervention of 40 specially trained mentors. This RFF-sponsored project adopts an innovative approach, structurally and systematically working to improve the quality of an entire school system in dialogue with various important groups (e.g. students, parents, teachers, community leaders, education officials). The goal of this pilot project is to increase the number of children attending school, to increase the number of students advancing in their course of studies, and to help teachers better address children's needs, thereby sustainably strengthening the educational system in one of the poorest countries in the world. In addition to its financial contribution, the RFF also benefits this project by investing the name and reputation of one of the world's most popular athletes in the success of a new model.



Malawi (since 2008)

Also new in 2008, the RFF contributed **CHF 50,000** towards upgrades to a secondary school in Kaphatenga, Salima, in central Malawi, overseen by **EDUCATION PROJECTS Martin Schaer**. In addition to new classrooms and dormitories, the school's students – aged 11 to 15 – will receive a library, a computer room, and a new athletics area. Along with established school subjects like math, native language skills, English, history, and biology, students receive additional instruction in special subjects such as art, local crafts, and traditional music. The latter courses, which typically take the form of one-week workshops, are often led by nationally or internationally known instructors, such as Bernard Challandes, head coach of Zurich's soccer team, who conducted a multi-sport camp with 150 children in Salima in 2005.

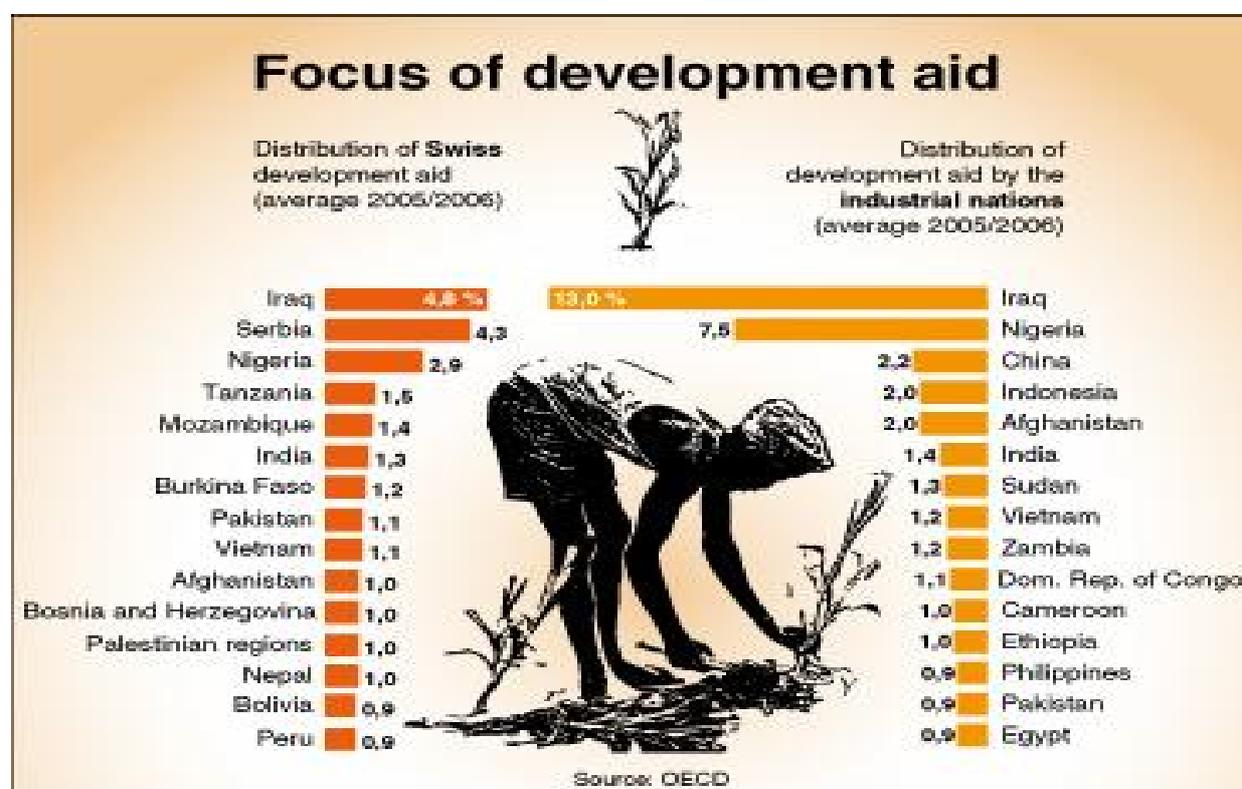


Zimbabwe

The **RogerFedererFoundation** (RFF) also donated **CHF 10,000** to a small hospital school in Driefontein, Zimbabwe, in 2008. This special donation was provided based on the initiative of a member of the Federer family.

LEARN graphics

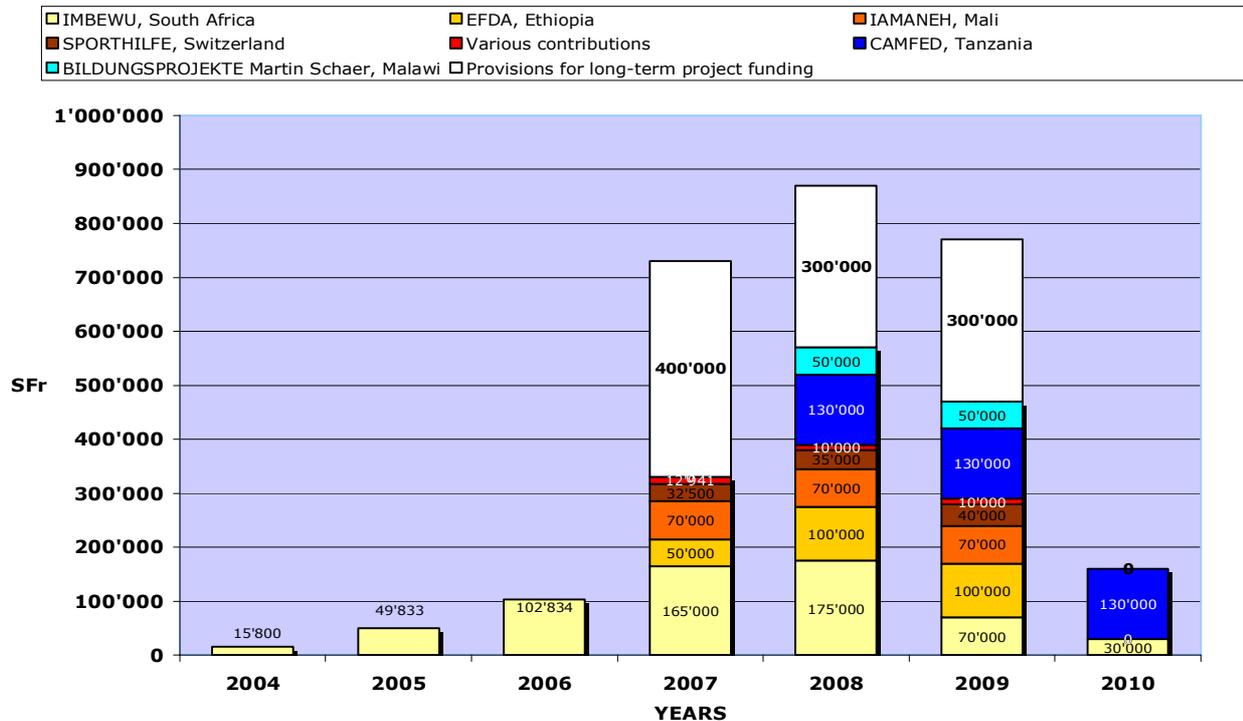
In collaboration with **dpa Infographics** of Hamburg and **premium sports** of Basel – the agency responsible for the RFF website – the **RogerFedererFoundation** (RFF) has been publishing informational graphics on its website since the summer of 2007. Released three to four times a year, these well-designed images, statistics, and comparisons help make complicated issues clear and understandable at a glance. Below is a current example on “focus on development aid”:
www.rogerfedererfoundation.org



We wish to thank

The **RogerFedererFoundation** (RFF) is a nonprofit charitable foundation. As a result, donations to the RFF are tax deductible in nearly all Swiss cantons as well as abroad in many cases. This is attractive for many of Roger Federer's fans. In 2008, we received a total of 160 individual donations. We would like to thank everyone who has supported the RFF.

RFF: Allocated Funding 2004-2010



Donations

Additionally to several generous donations from anonymous private individuals, the **Nationale Suisse** insurance company – sponsor of Roger Federer – contributed **CHF 100,000** and the **Bank Sarasin** contributed **CHF 65'000** to the RFF in 2008. The RFF received a total of **CHF 515,000** from 160 donors. In addition, **1,500 smaller donations** were received via our website – many thanks to everyone who contributed in this manner as well.

Merchandising

The revenues generated from sales of **17,500 Roger Federer calendars**, more than **1,200 T-shirts**, and **7,168 red caps** increased once again last year. Approximately **CHF 350,000** in total proceeds went to the RFF. We would be thrilled if as many people as possible continue to increase the visibility of the **RogerFedererFoundation** (RFF) in 2009 by wearing its red T-shirts or special red caps.

Events

Donations were received once again from the **GOFUS Suisse** golf tournament and **South African Golf Days** in the amount of CHF 20,000 and CHF 18,000 respectively. In addition, Roger Federer donated the fees he received for various public appearances (e.g. photo shoots, advertising/TV appearances, etc.).

Balance sheet as of 31 December 2008 (in CHF)

<u>Assets</u>	<u>2008</u>	<u>2007</u>
Bank balance (cash and securities)	3,420,468.59	3,049,023.11
Trade receivables	35,943.00	0.00
Other receivables	5,794.60	1,608.97
Prepaid expenses	0.00	5,985.72
Current assets	3,462,207.04	3,056,617.80

Total ASSETS **3,462,207.04** **3,056,617.80**

<u>Liabilities</u>	<u>2008</u>	<u>2007</u>
Trade liabilities	1,859.75	3,464.45
Deferrals	5,600.00	2,000.00
Current debt capital	7,459.75	5,464.45
Debt capital	7,459.75	5,464.45
Foundation capital	1,660,000.00	50,000.00
Project reserves	500,000.00	100,000.00
Free capital generated	891,153.35	473,920.51
Net gain/loss for the year	403,593.94	2,427,232.84
Organization capital	3,454,747.29	3,051,153.35

Total LIABILITIES **3,462,207.04** **3,056,617.80**

Operating statement 1 Jan-31 Dec 2008 (in CHF)

	<u>2008</u>	<u>2007</u>	
Donation income	739,481.26	2,461,284.15	
Merchandise sales (calendars, red caps, T-shirts)	551,421.25	270,050.55	
Other operating income	1,167.25	149,818.80	
Total operating income	1,292,069.76	2,881,153.50	
Grants disbursed	-569,318.00	-330,441.00	
IMBEWU , school in South Africa	-175,000.00	-165,000.00	
EFDA , school in Ethiopia	-100,000.00	-50,000.00	
IAMANEH , girls' educational project in Mali	-70,000.00	-70,000.00	
Schweizer SPORHILFE , 14 sponsorships in Switzerland	-35,000.00	-32,500.00	
CAMFED , school system quality in Kibaha District, Tanzania	-129,318.00	0.00	new
BILDUNGSPROJEKTE M. Schaer , secondary school in Malawi	-50,000.00	0.00	new
Hospital school , Zimbabwe	-10,000.00	-10,000.00	
Nolonwabo Batini , one-off educational contribution	0.00	-2,941.00	
Merchandise costs	-193,773.32	0.00	
Personnel costs	0.00	0.00	
Administrative and legal costs	-7,789.90	-1,040.05	
Advertising costs (dpa Infographics)	-1,578.25	-15,489.75	
Other operating costs (Amsale Mulugeta)	-1,150.38	-4,699.14	
Total operating costs	-773,609.85	-351,669.94	
Operating gain/loss	518,459.91	2,529,483.56	
Financial income (including market gains)	55,742.68	74,635.07	
Financial costs (including market losses)	-170,608.65	-176,885.79	
Net gain/loss for year	403,593.94	2,427,232.84	

May 6th, 2009

RogerFedererFoundation

Christoph Schmocker

Vice President