



Marche de l'espoir

To walk hand-in-hand with solidarity

By taking part in the «Marche de l'espoir» (the March of Hope), children and their families make a personal effort to help improve the lives of children around the world.

An annual rendez-vous for thousands of Genevans

For over 20 years, Terre des Hommes Suisse has organised a charity walk, taking place along Geneva's Quai du Mont-Blanc on one Sunday of October, «La Marche de l'espoir». Each year, nearly 5'000 children participate, usually accompanied by their families, this makes the Marche de l'espoir the greatest solidarity event of this kind in Switzerland. Altogether, an estimated 12,000 people assemble by the lakeside, driven by 500 volunteers.

How does it work?

It's all very simple: beforehand, each participant looks for sponsors who agree to contribute a certain sum of money for each kilometre walked. On the day of the event, walkers are given a 'passport' to serve as proof, it is stamped at the checkpoints set up every kilometre. After the event the money that has been pledged is collected from the sponsors and sent to Terre des Hommes Suisse. It is used to finance development programmes that help improve the living conditions of underprivileged children and their families in a specific region of the world.

Raising awareness as well as funds

More than a solidarity action, «La Marche de l'espoir» also has an important educational function for the schoolchildren of Geneva and the neighbouring areas of France. From the start of the school term, trained representatives of Terre des Hommes



Suisse visit classes to present topics related to children's rights and Southern countries. Teaching materials are provided to later reinforce what was learnt during the presentation. Every year, nearly 30,000 students become aware of the realities of life in the developing world and acquire a sense of empathy and solidarity.

A great celebration of solidarity

On the morning of the walk, people start gathering by the lakeside. The Mayor of Geneva officially opens the event at 11 A.M, in the presence of the media. Throughout the day, families can enjoy the food and entertainment - such as music, folk dancing or children's face painting - available on the many stands and tents installed along the road. The wonderful atmosphere of happiness and solidarity of «La Marche de l'espoir» is something that has to be experienced at least once !





Sunday, October 13th 2013

The 22nd Marche de l'espoir for underprivileged children in India

If, in the past few years, the economic development of India has been spectacular, it is also true that many have been excluded from it. In this developing country, inequalities among citizens live on tenaciously. Disparities can result from a difference of caste, gender or region or from distinctions between urban and rural areas. Figures actually confirm these strong disparities, in fact 35% of the global population - that is to say 373 million people - lives on less than 1 euro per day.

Terre des Hommes Suisse gives priority to long-term projects initiated by local communities. These projects principally aim to protect children against labour exploitation and migration-related risks, to promote the right to a well-adapted quality education and to guarantee the right to food for children and their families.



Why ? What is the benefit for your company ?

1. **To associate your name and brand image** with a great popular event in favour of solidarity, benefiting from a very positive image.
2. **To enhance your company's social responsibility** with your customers and the public.
3. **To rally your colleagues** around a strong unifying project combining physical activity, solidarity and friendliness.
4. **To cooperate with a local NGO**, based in Geneva.



Our guarantee! In return for your collaboration we provide:

1. **Professionalism acquired** from 50 years of field experience.
2. **Concrete and effective projects** with a long-term perspective. Through 50 programmes carried out in 11 countries, we make lasting improvements to the lives of thousands of underprivileged children and their families.
3. **A strict follow-up of our projects' management**, thanks to the direct supervision of our local coordinators in the field.
4. **Financial transparency**. We are certified as a public interest organization by the Zewo, the body that guarantees the fit and proper use of donations. Our annual accounts are controlled and audited by a Swiss trust company.
5. **Regular feedbacks**, in accordance with the terms of a mutual agreement.
6. **Tax deductions for your donations**, according to the legal norms in force.

Company Contact

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How can we get involved ?

Choose your partnership

1 Become a main sponsor of «La Marche de l'espoir». CHF 5 000.-

Your visibility

- The mention of the sponsoring companies in the Terre des Hommes Suisse newspaper dedicated to the «Marche de l'espoir» (28,000 printed copies)
- 10 on-site radio announcements on the day of the event
- 2 promotional banners placed along the itinerary (visibility 10,000 to 15,000 people)
- Your company's logo presented on a billboard at the Quai du Mont-Blanc rotunda the day of the walk
- Your company's logo placed on the home page of our website www.marchedelespoir.ch with a link to your website
- The mention of your company in our press release and your logo presented on our press pack
- Possibilities to advertise your sponsorship using your company's intern and extern communication means (client newsletter, website, internal newsletter, intranet, etc.)

2 Support «La Marche de l'espoir», donate CHF 1000.- or more

3 Encourage your employees and their children to participate and support their efforts

by sponsoring them, either by making a donation for each kilometre walked or by multiplying the amount of money they will have raised (match-giving).

- Your company's logo presented on a billboard at the Quai du Mont-Blanc rotunda the day of the walk (visibility 10,000 to 15,000 people)
- The mention of your company on our website www.marchedelespoir.ch (Acknowledgements page) with a link to your website
- Possibilities to advertise your sponsorship using your company's intern and extern communication means (client newsletter, website, internal newsletter, intranet, etc.)

Other ways to contribute:

- **In-kind donations:** for our food and drinks stands.
- **Voluntary work:** Each year, over 500 volunteers work actively on the day of the event to make it a wonderful solidarity celebration. Encourage your employees to volunteer as part of their working hours !
- **Promotion of the event:** with your co-workers, partners, using your communication media, etc.