

The Hunger Project - Switzerland

Invitation to the action day «Zug for Africa» on August 24, 2014
Location: Schlosspark St. Andreas, 6330 Cham (Zug)

The Hunger Project will participate in the action day «Zug for Africa» together with six other NGOs. The event «Zug for Africa» has been organized by the Rotary Club Zug-Zugersee since 2012 and has the following aims:

- Call attention to various development aid projects in Africa
- Enable an exchange of experience among the participants
- Collect funds for a successful continuation of these projects.

Table of events:

10.00 h	African ecumenical church service with choral singing from Congo
11.30 h	Concert with the Black Earth Band from Africa
12.00 h – 17.00 h	Information stands and presentations of the seven participating NGO's food and drinks from Africa and Switzerland

The Hunger Project will be present with a stand. Please bring your children, your friends etc.! We are looking forward to your visit!

Annual Report 2013

The annual report 2013 is available for download at: <http://www.hungerprojekt.ch/en/who-we-are/annual-report> (in German or French) or can be obtained from Alexandra Koch (see address below).

The Hunger Project (THP) – Global News

New President and CEO of the global Hunger Project

In September 2014 Åsa Skogström Feldt will join The Hunger Project's Global Office in New York as President and CEO as Mary Ellen McNish's successor.

As Country Director of The Hunger Project in Sweden from 2004-2012, Skogström Feldt succeeded in growing the organization and significantly increasing revenue and public awareness, particularly through networks of women and businesses.



THE HUNGER PROJECT SWITZERLAND

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At IKEA, which she joined in 2012, Skogström Feldt has established a new initiative through which IKEA supports social enterprises that are within their value chains through business partnerships. The first collaborative partnerships created in India, Thailand and Sweden have already resulted in limited edition collections of handicraft products that are being sold in select stores in Europe. «It is a critical time as the world is aligning on ending hunger and poverty by 2030,» Skogström Feldt shared. «We know this can only be done by empowering those living in hunger and poverty to be drivers of their own future. The post-2015 agenda will also require that each of us step up and collaborate to implement strategic and holistic approaches.»

Before joining The Hunger Project, Skogström Feldt had 17 years of business experience. This included seven years within international telecommunications as head of marketing for Sony Ericsson in Germany, corporate communications director for Aspiro, and marketing communications manager for Ericsson Mobile Communications in the Middle East and Africa.

«I see with Åsa the opportunity to take The Hunger Project to a whole new level in our work to expand our global movement to end hunger and poverty» said current Hunger Project President and CEO Mary Ellen McNish, who announced her upcoming retirement late last year. McNish will serve in her existing capacity until Skogström Feldt joins on September 1, 2014 to allow for a smooth transition. McNish plans to remain involved with The Hunger Project as an investor and activist, supporting the Global Board's fundraising activities.



Partner Story from Benin

Clémentine, one of the girls who have dropped out of school in Zakpota epicenter and now involved in literacy classes for 3 months shares her experiences.



«I am Clémentine and I quit school a year and a half ago. My motivation to take the literacy class lies in my desire to improve on life skills and to share them with my community. For example, Zakpota faces a high rate of unplanned pregnancies and dropouts from school. This impedes those girls and their community to get rid of poverty.

Through the literacy classes I am not only learning to read and write but I am also made aware of reproductive health that I can readily share with my peers. That entertains in me the feeling of contributing to sharing a very useful life skill with my community.

I am very proud because I am no longer exposed to the consequences of unplanned pregnancies and I would like to do more to spread this knowledge.»