

Aid Projects & Donations

Social responsibility is an integral part of Migros' corporate culture. This commitment to society is reflected by the Migros Aid Fund and the company's donation activities, among other things.

Migros Aid Fund

Be it organic cocoa cultivation in Peru, the construction of an animal rescue and care unit at the Goldau nature park and zoo, solar power in Ethiopia or support for Roma children in Moldova: The Migros Aid Fund has been supporting **social and ecological development aid projects** in Switzerland and abroad since 1979, making **CHF 1 million available each year**.

The fund's money comes from the profits of the ten Migros Cooperatives. The submissions are assessed by a working group of the FMC Assembly of Delegates. In line with Gottlieb Duttweiler's vision, Migros helps disadvantaged people and groups of society, especially children, adolescents and women. The supported projects have a sustainable approach and follow the principle of **helping people to help themselves**. They usually receive between CHF 40'000 and CHF 100'000.

In 2015, **21 projects were supported by well-known development aid organisations** based in Switzerland, including several that campaign to improve the lives of children and young people, as well as sustainable agriculture initiatives. The supported projects include:

- The Tadra project by the Demigh Stiftung Schweiz foundation, which supports a children's village in Tibet
- A **training centre for ecological agriculture** in Tanzania by the Biovision foundation
- A high-quality **basic education with the aid of sports and games** for Burmese child refugees in Thailand (Right to Play Switzerland)

Donations

With its donation measures, Migros makes a commitment to helping disadvantaged people and those in need. Various projects provide specific support and help to alleviate hardship. The most important charitable contributions in the reporting year included:

CHF 35 million

has been invested in development aid projects by the Migros Aid Fund since 1979.

CHF 6.12 million

was raised by the Christmas

- CHF 6.1 million was raised by the **Christmas donation campaign** for children in need in Switzerland. Migros customers donated CHF 5'085'660, and Migros topped up the amount by CHF 1'034'340. The funds were distributed equally to the aid organisations Caritas, HEKS, Pro Juventute and Winterhilfe Schweiz.
- In addition, **donations in kind** (unsold goods from the **non-food area**) worth CHF 630'355 were given to the aid organisations AVC, Caritas and Rumänienhilfe.
- Caritas also received **food donations** worth a total of CHF 318'880.
- As part of its **campaigns for World Animal Day**, Migros donated CHF 50'000 to Swiss Animal Protection (SAP) and the Tierrettungsdienst animal rescue foundation.
- As part of the partnership between LeShop and the Swiss Humanitarian Aid Unit of the SDC, Migros provided logistics services and food to support an **aid campaign for the victims of the catastrophe in Nepal**.

donation campaign for children in need in Switzerland.