

Holly Bowne

Write Expressions

Client: Swissôtel Hotels & Resorts

Project: Case Study

Objective: To inspire donations; part of a series of success stories celebrating the 15th anniversary of Swissôtel Hotel & Resorts' successful partnership with SOS Children's Villages.

February 2014



Challenge:

Families in India struggle daily to survive due to poor sanitation, malnutrition, lack of healthcare and education.

Solution:

Swissôtel Hotels & Resorts hosted a fundraising event to benefit SOS Children's Villages India. Funds raised provide families with necessities and hope. Families are trained in proper hygiene and children are provided with access to education.

Results:

- *Today, more than 30 SOS Children's Villages serve more than 23,000 children and their families in India.*
- *Instead of continuing the cycle of poverty, children who participate in the program become educated, contributing members of society.*

Success Story:

Swissôtel Hotels and Resorts Raises CHF 30'000 for SOS Children's Villages Improving Life in India One Family at a Time

The Challenge: Stopping the Downward Spiral

In Bawana and Faridabad, India, families live in slums without access to clean drinking water or health care. In the rural northern town of Bhimtal,

orphaned children become victims of human trafficking. A shocking 62% of adults in India cannot read or write--they struggle to survive, challenged daily by malnutrition and poor sanitation.



Shaping the Future with Practical Help

This year marks the 15th anniversary of Swissotel Hotels & Resorts partnership with SOS Children's Villages, an international NGO that has cared for orphans and disadvantaged families since 1949. In honor of this event, throughout 2014, the hotel chain is focusing support on SOS Children's Villages in Bawana, Faridabad and Bhimtal.

On February 25, Swissotel Zurich hosted an “Evening for India.” More than 200 donors gathered for the event, which was emceed by Swiss talk show host Kurt Aeschbacher. Guests were entertained by an Indian temple dance performance and Swiss pop singer and SOS Children’s Villages Ambassador Francine Jordi, who spoke about her visit to Faridabad. The event raised CHF 30’000 for the charity.

Through SOS Family Strengthening Programs, families and children learn proper hygiene, receive medical treatment and learn ways to generate income from raising animals and selling goods. In addition, orphans find loving homes within SOS families.

SOS Children’s Villages not only provides foster children with the necessities of food, clothing, shelter and a caring environment, but ensures they receive an education as well. Young adults who participate in SOS programs become doctors, nurses, engineers and teachers.

Thousands of Family Lives Improved

A great example of how this program transforms lives is 25-year-old Harshita Bhatnagar. Harshita grew up in the SOS Children’s Village Faridabad. She was nurtured and received a good education. She’s now employed at a New Delhi bank and recalls happy childhood memories of her siblings and SOS mother.

Today, more than 30 SOS Children’s Villages serve more than 23,000 children and their families in India. But more are needed. Hotel guests can also partner with SOS Children’s Villages, helping to provide vulnerable children with secure childhoods full of promise. Learn more about SOS Children’s Village and how to contribute at <http://www.sos-childrensvillages.org>

About SOS Children’s Villages International

SOS Children’s Villages International is a non-governmental and non-denominational federation that works to prevent family breakdown. The organization provides care for children who have lost parental care, giving them an opportunity to enjoy lasting relationships within a supportive family unit. Working with communities, partners and states, SOS Children’s Villages International ensures that the rights of all children, in every society, are respected and fulfilled.