

# ROCHE CHILDREN'S WALK - FACT SHEET

- Fundraising walk launched in 2003 at three Roche sites
- Subsequently extended to all Roche sites, with 46,000 employee walkers participating to date
- Sponsorship gained by employees is matched by Roche
- From the five walks that have taken place from 2003 – 2007, almost five million Swiss francs have been raised
- Funds used to support children orphaned by HIV/AIDS, primarily in Malawi, through two partners – the European Coalition of Positive People (ECPP) and the United Nations Children's Fund (UNICEF)

## Overview

In 2003, Roche launched an employee walk in three sites across Switzerland and the USA in response to requests from employees to help support children orphaned as a result of AIDS in Africa. Each participating employee committed to gain sponsorship and Roche matched the amount of money raised by employees to double the final total.

## Success to date

Following the huge success of the pilot event in 2003, with over 1,300 participants raising over a third of a million Swiss francs, the walk was subsequently extended to include all Roche sites. From 2003 – 2007, over 46,000 employee walkers across more than 95 Roche sites have taken part in the annual walk, raising a total sum of almost five million Swiss francs for children impacted by AIDS. The funds were used to support projects for children affected by the AIDS crisis locally and in Malawi, through two partners – ECPP and UNICEF. In 2008, more than 100 sites will participate in the walk – a 10% increase on previous years.

## Why Malawi?

Malawi is a country with over 13 million people, almost one million of whom are HIV-positive. Over 500,000 children have lost one or both parents because of AIDS. Although Malawi is one of the world's least developed and poorest countries – people there live on average on less than US \$0.50 per day – it is a peaceful and stable country. This makes it a viable setting for long term, sustainable projects that can make a real difference.

## What impact does the money have?

Funds raised by Roche employees help to implement and support projects run by ECPP and UNICEF. The donations support seven orphan centres where the children are given food, clothing, the chance of a secondary school education and vocational training. ECPP aims to encourage self-reliance by training local community leaders and villagers to competently manage the centres.

A further share of the funds raised is donated to UNICEF Switzerland to be invested in primary education in Malawi by building classrooms, improving facilities, buying learning materials and supporting teachers' training at schools attended by children from the orphan centres.

## A new focus

In 2008 this effort, which in the past has been called the Global Roche Employee AIDS Walk, was renamed as the Roche Children's Walk. The reason for changing the name is that from now on funds raised will not only support children impacted by AIDS but will also be used to expand our support to encompass other vulnerable children. Roche affiliate sites may donate up to 50% of their funds raised to assist local vulnerable children beyond HIV/AIDS. With this new concept we hope to be able to offer greater support to children in need in affiliate countries as well as continuing to support the orphans in Malawi.

## Contact us

For more information on the Roche Children's Walk, as well as Roche's other sustainable programmes in resource-limited countries please contact Maria Vigneau at [maria.vigneau@roche.com](mailto:maria.vigneau@roche.com), Vivian Beetle at [vivian\\_l.beetle@roche.com](mailto:vivian_l.beetle@roche.com) or Jacqueline Wallach at [jacqueline.wallach@roche.com](mailto:jacqueline.wallach@roche.com).

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