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ANNUAL REPORT

EQUESTRIO FOUNDATION

summary

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" Equestrio Foundation supports *financially,*
and through communication, human sized projects
that contribute to the *preservation of the environment and animals.* "



editorial

Alicia's words



2022 has been a year full of action and emotions for Equestrio Foundation. Many projects, encounters and new ideas... all of this fueled by the determination to cry out ever louder for the preservation of Nature. Last year was marked by the hottest summer on record in Europe, resulting in water shortages in many regions. From France to Australia, Brazil to Greece, our natural spaces have been devastated by dramatic fires harming our precious ecosystems and threatening local

populations. Too much heat, also, for our glaciers in the Alps, which have seen an exceptional loss of ice mass. In pictures or live, we have all borne witness to major ecological disasters linked to climate change.

But this year was also, of course, that of the invasion of Ukraine by Russian forces, and the scene of shocking human tragedies. This geopolitical crisis made us all acutely aware of the fragility of other types of balance, but also gave rise to magnificent waves of solidarity. At Equestrio Foundation, we supported our first emergency project with funding for the courageous teams of the Gostomel Animal Shelter, who stood by their animals despite the bombing in the Kiev outskirts.

Despite the challenges and concerns, that's also what we'll remember about 2022: the strength and courage of those who choose to take action. Of all the men and women who, each at their own level, are taking on the veritable battles: those who look to the future, in the service of nature and our biodiversity. The environmental cause is more firmly than ever at the heart of people's concerns with a growing number of committed people fighting at institutional, association and personal levels to restore the earth and its animals, with great victories to show for it. This year, I'm thinking of the European Union's ban on deep-sea trawling in parts of the Atlantic, of the decision endorsed at COP15 to protect 30% of the Earth's terrestrial and marine ecosystems, and that taken by the New Zealand government to ban livestock exports by sea as of April 2023.

Through our Foundation, we are privileged to get to meet these people driven by their inspiring combats, and to learn from their human generosity. This year, we have strengthened our partnerships with local players, with whom we can interact directly for concrete and measurable impact. We took to the field alongside Noam Yaron in his Lake Odyssey and Water Lover Challenge to collect thousands of cigarette butts, a veritable scourge in the waters of Lake Geneva. We visited the Athénas Centre to witness the impact of our donations with a magnificent lynx release, and Elephant Haven to help them with their daily tasks. These immersions at the heart of the projects set the tone for 2023 when we will be strengthening our support on the ground, particularly through volunteer days. We can't wait to tell you all about it.

This year was, at last, one of "endings"... which call for new beginnings. After three years of funding, we have come to the close of our support for Elephant Haven and Easy Horse Care Rescue Centre. We are proud to have contributed to their fundamental mission and to giving them the visibility they deserve. Strong bonds, precious encounters and unfailing optimism and perseverance, these are all the precious memories we will take away with us from these shared adventures.

They are now ready for a new chapter and other partnerships. **Perhaps with you?**

Equestrio Foundation: 2022 key figures

CHF 1 173 72

OF DONATIONS

13

PROJECTS

6

NEW PARTNER ASSOCIATIONS

6

COUNTRIES OF ACTION

79

INSTAGRAM POSTS



the foundation

Mission

Equestrio Foundation is a **donor foundation** that supports **human-scale projects** which act for **environmental preservation and animal protection**. With our innovative approach we do not only contribute to their financing but also to highlighting these initiatives through exclusive photo and video reports, shared with the greatest number of people.

«Let's give a voice to nature and animals. By featuring the projects and commitment of all these hidden heroes who support them.»



Mission

TWO MAIN LINES OF ACTION

1. FUNDING PROJECTS

We fund targeted projects run by expert organisations that contribute to the preservation of the environment and animal well-being. Many charities rely on grants and donations - through our funding, we help them to carry out their mission.

2. COMMUNICATING ON THE CAUSES WE SUPPORT

We showcase the projects we support through high-quality photo or video reports, produced by enthusiasts. These images aim at:

- Supporting the project leaders in their communication in order to enhance their visibility.
- Raising awareness for the causes we support and fostering commitment by encouraging a maximum of sharing via social networks.

Principles

TAKING ACTION WITH DIRECT IMPACT

Supporting projects on a **human scale** for which we will have direct, concrete and measurable impact. We aim for **efficiency, simplicity and tangible results**.

We closely examine each donation to ensure that it meets a real need identified in advance with our partners.

RESPECTING A RIGOROUS AND TRANSPARENT PROCESS

We finance **targeted initiatives, in Switzerland, France and world-wide that are selected according to a rigorous process analysing their viability**. Before deciding to support a project, we scrupulously study the association that supports it, how it functions, its members, its financial situation and long-term vision.

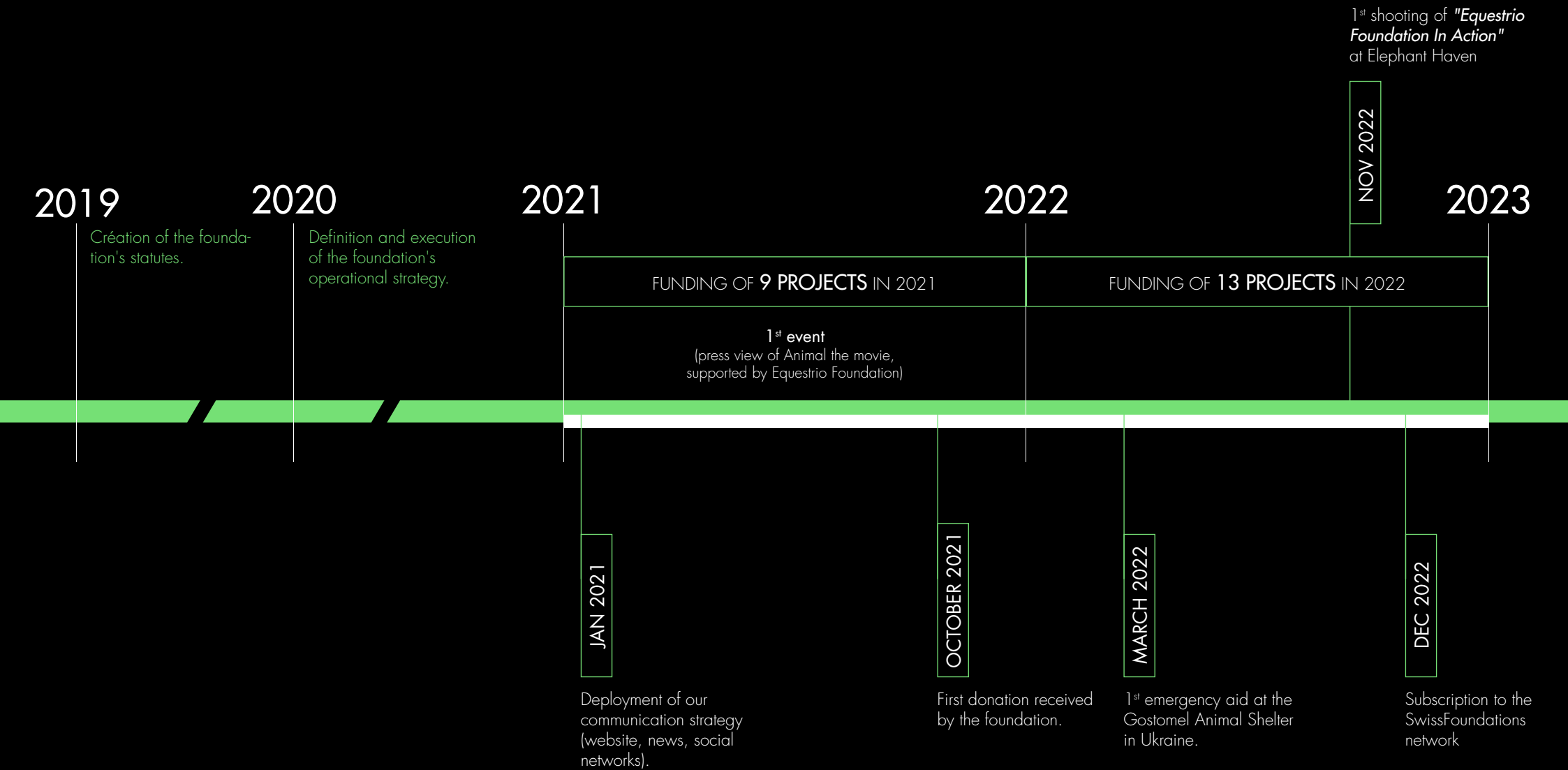
DEVELOPING CLOSE-KNIT RELATIONSHIPS WITH OUR PARTNERS

We are in **direct contact with the project leaders** and we do our utmost, where relevant, to stay by their side over the long term.

MAKING VISIBLE THE INVISIBLE

Our goal is to raise awareness across the wider public about the causes we support. Each project is featured in a **powerful photo or video report** that contributes to increasing their visibility.

Our story



At the root of Equestrio Foundation

Struck by the emergency of the environmental issues threatening our world of today and that of future generations, philanthropist and equestrian Alicia Heiniger decided in 2019 to create Equestrio Foundation in Geneva. A natural extension of her attachment to animals and her passion for photography, Equestrio Foundation is the concrete expression of a strong conviction: we can no longer just stand by and watch in silence as our biodiversity is being destroyed.

With Equestrio Foundation, Alicia Heiniger has elaborated a **differentiating philanthropical strategy** that structures our whole approach around **two pillars**: I - the **funding of human-scale projects** that have a tangible impact and II - **active communication** on these projects through video and photo reports that highlight the project leaders and raise public awareness for environmental issues and animal welfare.

This vision has rapidly been **turned into a reality** with the support of **25 projects** since we began our activity on the ground in 2020.

2022 - Strengthening our
action

2022 - Strengthening our action

Long-term support and new partners

In 2022 we strengthened and sustained our actions in accordance with our strategic goals.

We financed **13 local and international projects**, in various fields such as the **protection of wildlife, the defense of endangered species and animals in distress**, as well as **the protection of our waters and forests**. Our donations were shared equally between the associations we were already working with and new partners whom we were funding for the first time in 2022.

Projects on a human scale and partnerships based on trust

This 3rd year of action has also been marked by the **affirmation of our positioning** and the consolidation of our principles.

Drawing on our experience we are **more than ever convinced that we wish to fund human-scale projects** on which we can have a tangible impact that can be rapidly assessed. The **traceability** of results and the **quality of the first-hand relationships** we have with our partners are fundamental factors in the choice of the projects we support.

We have become **more selective about the projects we decide to fund** to ensure alignment between the values of our partners and ours. This approach has proved to be relevant as it has paved the way to extremely productive collaborations with project leaders whom we have supported in a tailored and responsive way, meeting their needs as closely as possible.





«So many people act every day
to protect nature and animals.
They know a lot and we can learn
from them. Let's listen to them.»

Functionning



«Let's get straight to the point!
We are devoting all our
resources and energy
to the projects and the field.»

PROJECTS COME FIRST

Our key concern is to manage our financial and operational resources with a **constant focus on efficiency and transparency.**

Equestrio Foundation's goal is simple, clear, and straightforward: we strive to help our partners carry out their actions and pursue their mission. We do so by supporting them financially and by raising their visibility through our video and photo reports.

Our strategy consists in allocating the total amount of the donations raised to the various projects, missions and associations that we support.



FROM PRIVATE GENEROSITY TO SHARED ADVENTURES

All **operating costs of Equestrio Foundation are covered by its president, Alicia Heiniger.** She has also committed to financing the projects, in the form of private donations, during the first four years of the foundation, i.e. until 31 December 2023.

From that date onwards, we will need the generosity of our various donors more than ever to ensure the continuity of our action.

Project selection

THE CHOICE OF EQUESTRIO FOUNDATION

We apply a **rigorous and transparent** process to identify and select the projects we wish to support. We analyse scrupulously several criteria: the alignment of the project with our global strategy, the financial viability, the commitment of the project leaders, the long-term vision, etc. For each funding, we ensure a rigorous monitoring to ensure that the donation has been used according to the terms of our agreement. This also allows us to get valuable feedback for the future of the partnership and the identification of new needs.

Each donation is underpinned by a solid partnership and veritable teamwork.

We guide our partners in a personalised way, aiming for long-term support, where appropriate, to ensure that the benefits of our funding are harnessed over time.

1.

Scoping of potential **international and national projects** or missions to support.

2.

Initial contact with identified projects to **understand how to best support them.**

3.

Meticulous due diligence, to **ensure the validity and accountability** of the proposed projects.

4.

Agreement and **start of support.**

5.

Identification of **professional photographers** from Equestrio Foundation's network.

6.

Grant release and **photo/video report production.**

7.

Monitoring of the support provided by Equestrio Foundation.

8.

Evaluation of the partnerships and decision on an eventual **additional year of support.**

The choice of our followers

Although philanthropic action often stems from an individual approach, it is also for us **a truly collective adventure**, driven by the desire to share.

To share our convictions, positive energy and experiences. To share our project news, feature articles, video and photo reports on social media. And in their turn, our followers can share all this with their own contacts to increase the Equestrio Foundation community even more and give voice to the causes we support.

Together, we can all shout louder than alone.



**«Together, we can all shout louder. The images,
the testimonies, the stories we share with you
are there to give more and more voice to all
those deprived of speech.»**



organization

THE BOARD OF DIRECTORS

The body that deliberates on the strategic directions and makes the major decisions concerning the life of the foundation.



Alicia Heiniger
Founder



Abdallah Chatila
Board member



Sébastien Heiniger
Member secretary

THE TEAM

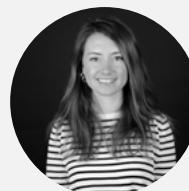
A deliberately small and agile team in order to keep structural and operational costs to a minimum.



Charlotte Viet
Director of operations



Lolita Riotte
Communication & volunteer project management



Zoé Bouillet
Freelance art director



Claire Duport
Freelance communication consultant and copywriter

THE COUNCELS

Seasoned experts to structure the legal, juridical and strategic framework in a way that corresponds the best to our approach and that of our donors.

Berney Associés

Accounting and HR



Financial audit of the foundation



projects

In 2022, Equestrio Foundation supported 13 local
and international projects:

Seven of them with associations we had already been supporting for one or two
years, and six others with new partners.



LAMPEDUSA TURTLE RESCUE

SAVING SEA TURTLES

Association

Lampedusa Turtle Rescue

Location

Lampedusa (Italy)

Fundings:

2020: 9 000 € / 9 498 CHF

2022: 9 000 € / 9 235 CHF

Sea turtles are suffering from ocean pollution and the massive destruction of marine habitats by industrial fishing. Since 1990, the Lampedusa Turtle Rescue centre has been **curing and rehabilitating sea turtles** in the Mediterranean and working to raise public awareness about the dangers that these species that are essential to our ecosystem are facing every day.

Working closely with local fishermen and maritime authorities, the centre **takes in around 100 turtles each year** which, thanks to the efforts of volunteer biologists and veterinarians, are **reintroduced into their natural habitat**.

SUPPORT FROM EQUESTRIO FOUNDATION

Managing a rescue centre in a remote area like Lampedusa is an expensive undertaking. The first year we funded a van to transport the turtles and the material needed to care for them, and in 2022 we helped finance **medical and surgical equipment**, an **operating light** and enough **food** for 10 turtles in convalescence for four months.

In two years, **316 turtles have been saved** thanks to our donations.



EASY HORSE CARE RESCUE CENTRE

RESCUING ABUSED EQUINES

Association

Easy Horse Care Rescue Centre

Location

Alicante (Spain)

Fundings:

2020: 9 213 € / 10 180 CHF

2021: 12 000 € / 12 697 CHF

2022: 10 000 € / 9 988 CHF

Easy Horse Care Rescue Centre is a major player in the protection of horses in Spain. The centre aims at providing a **safe haven for neglected or abused horses, ponies and donkeys** to enable them to end their lives in conditions that respect their well-being. Located near Alicante in Spain, the centre currently cares for over 120 horses, a number that is constantly on the rise.

SUPPORT FROM EQUESTRIO FOUNDATION

In 2022, after two years of support, Equestrio Foundation financed the rescue centre for the third and last time with the purchase of **50 tons of hay**, corresponding to the amount of food needed to feed their 121 horses for 72 days.

Our **help over three years has improved both the living conditions** at Easy Horse Care Rescue Centre with the addition of 11 new shelters, and the **everyday running** with the purchase of a new vehicle. We are counting now on other generous donators to take over where we left off and to help Sue and Rod Wedding, the retired couple who started the centre, carry on with their mission.



ELEPHANT HAVEN

OFFERING A WELL-DESERVED RETIREMENT
TO CIRCUS AND ZOO ELEPHANTS

Association

Elephant Haven

Location

Limousin (France)

Fundings:

2020: 6 837 € / 7 486 CHF

2021: 8 237 € / 8 715 CHF

2022: 10 000 € / 9 407 CHF

European Elephant Sanctuary, or the so-called Elephant Haven, is the **first sanctuary in Europe created to welcome and rehabilitate elephants from zoos and circuses**. Located in the heart of the Limousin region, this sanctuary was created by a couple of Belgian carers who deploy boundless energy to house retired pachyderms. After several years dedicated to the creation and development of the centre, Elephant Haven has been granted **the precious authorisation to house three female elephants**.

SUPPORT FROM EQUESTRIO FOUNDATION

Equestrio Foundation has been financing Elephant Haven since 2020. The year 2022 marks the end of a partnership that was particularly rich and rewarding. We started off by buying the specialized material, equipment and food required to care for elephants and in 2022 our financial contribution was used to ensure the **transfer of Delhi**, the second elephant inmate at Elephant Haven, from Usti Nad Labem zoo in the Czech Republic to the sanctuary situated in the Limousin.

It was also to Elephant Haven that we dedicated our **first volunteer days** and the **launch episode of our new series "Equestrio Foundation in Action"** which helped raise awareness about the project amongst as many people as possible by taking them right to the heart of the sanctuary.



CENTRE ATHÉNAS

PRESERVING WILDLIFE

Association

Centre Athénas

Location

Jura (France)

Fundings:

2021 : 11 369 € / 11 740 CHF

2022 : 10 350 € / 10 324 CHF

Located in the heart of the Jura, the Athénas centre stands as a **reference in the field of wildlife rescue**. The centre's teams, supported by a network of trans-regional volunteers, **collect and care for injured wild animals** before setting them free in their natural environment. The centre also carries out numerous **awareness-raising operations** to alert as many people as possible to the importance of respecting and saving biodiversity.

The Athénas Centre is also the only structure in France **specializing in the care of felids**.

SUPPORT FROM EQUESTRIO FOUNDATION

For the second year running, Equestrio Foundation has been supporting Centre Athénas in their essential mission of preserving our biodiversity.

In 2022, after having funded a video surveillance system to observe lynxes in their enclosure with as little human interaction as possible, we helped with the preservation of another species that is regularly brought into the centre: Hermann turtles. Illegal possession of these turtles by private individuals generates a high rise in hybridisation and it is therefore vital to ensure the genetic status of the turtles in the centre before releasing them into the wild.

We have also continued our **support for lynxes** by financing the purchase of **camera traps** (including 4 GSM) used to search for and locate young lynxes in difficulty.



PLANTONS UTILE

REFORESTING FOR BIODIVERSITY

Association

Plantons Utile

Location

Casamance (Senegal)

Fundings:

2021 : 9707 € / 10020 CHF

2022 : 10865€ / 10600 CHF

For more than 10 years, the association Plantons Utile has been supporting initiatives that contribute to the **ecological transition, sustainable development and energy efficiency**. It is particularly active in Africa.

In 2017, Plantons Utile launched **a project for an agro-ecological farm in Casamance** (Senegal). This farm has been designed as a production site following a permaculture model, but also as a place of sharing and training aimed at developing the autonomy and food self-sufficiency of local populations. A reforestation campaign was carried out as part of the project in 2020 and 50 000 trees were planted to improve biodiversity, soil fertility and to limit its erosion.

The association led a similar campaign in 2021.

SUPPORT FROM EQUESTRIO FOUNDATION

In 2021 Equestrio Foundation financed a 20 000-tree reforestation project as well as training and awareness-raising campaigns for local people on environmental issues.

We renewed our funding in 2022 for the **planting of 40 000 new trees**, the **creation of a 1600 m corridor** around the seven hectares, the installation of **eight beehives**, the **listing of fauna and flora**, the **labelling and signposting of the various tree species** and the **upkeep of the plot**.



ASSOCIATION POUR LA SAUVEGARDE DU LÉMAN

USING HUMOUR TO WARN ABOUT LAKE GENEVA'S
FRAGILITY

Association

ASL

Location

Geneva (Switzerland)

Fundings:

2021 : 9 687 € / 10 000 CHF

2022 : 9 687 € / 10 000 CHF

«To know the lake better is to protect it» - A motto at the heart of the Association pour la Sauvegarde du Léman (ASL). The aims of this association are to **preserve the ecological state of the lake** through **concrete actions in the field**, to **gain the support of politicians** and to set up **awareness campaigns**.

ASL has launched **a project for the creation of 10 videos over 3 years** with the participation of the Swiss humourist Thibaud Agoston in order to inform the general public, and young people in particular, of the stakes involved in the preservation of water and ecosystems. These 2-minute video clips will present the Lac Léman's (Lake Geneva) aquatic ecosystem with humour to make everyone aware of the diversity of species living in the lake and to encourage their protection.

SUPPORT FROM EQUESTRIO FOUNDATION

In 2021, ASL launched a programme in collaboration with the Swiss comedian Thibaud Agoston to **create 10 video clips over three years** in order to alert the general public, and young people in particular, to the importance of preserving water and ecosystems. These two-to-three minute clips focus on the aquatic ecosystem of Lake Geneva in an entertaining way to raise public awareness of the diversity of life in Lake Geneva and to encourage people to protect it.

Equestrio Foundation had already financed the overall production costs of two video clips in 2021 and 2022, and we renewed our support in 2022 for the making of **four new videos**.



APIDAE

INCLUSION THROUGH BEEKEEPING - COMBINING
ENVIRONMENTAL ACTION WITH SOCIAL INTEGRATION

Association

APIDAE

Location

Geneva (Switzerland)

Fundings:

2021 : 13 932 € / 14 516 CHF

2022 : 8 837 € / 8 620 CHF

The Geneva-based association APIDAE, composed of beekeepers and nature lovers, was created in 2013 with the goal of **raising awareness about the decline of biodiversity by using the bee as the emblem** of all the damages imposed on nature by humans. Its action is concrete, local and accessible to all.

Each year since 2019, the association launches the project «Today we sow». It consists in handing out packets of honey plant grains to children in Geneva, which are a source of nutrition for bees. This operation is carried out with the help of their teachers to make the children become aware that bees are an essential element of everyone's well-being.

SUPPORT FROM EQUESTRIO FOUNDATION

For this second year of collaboration, Equestrio Foundation financed an **inclusion project through beekeeping** in 2022, which involves **training migrants to become beekeepers**. We contributed to the **purchase of equipment and bicycles** needed for APIDAE to implement this initiative.

In 2021 we had financed the entire project "Aujourd'hui on sème" which involved distributing packets filled with honey plant seeds to Geneva school pupils to make them aware of the importance of bees for our ecosystems.



ODYSSÉE DES LACS

SWIMMING TO PRESERVE THE PURITY
OF SWITZERLAND'S LAKES

Association
Objectif Environnement

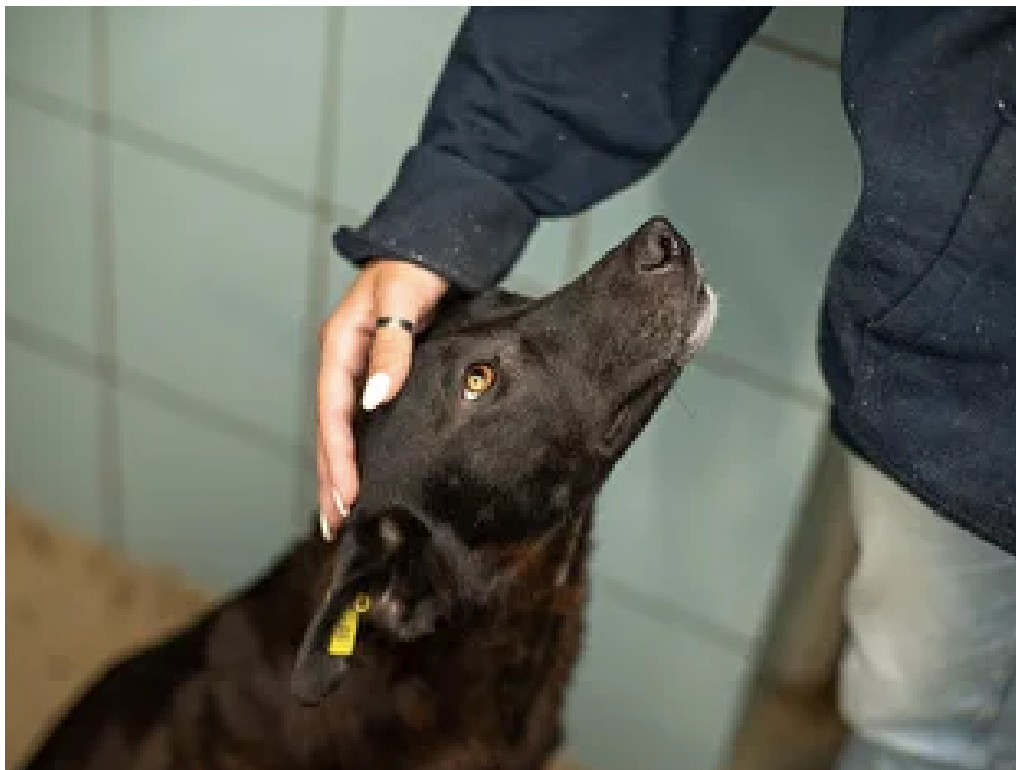
Funding:
2022: 2 107€ / 2058 CHF

Location
Switzerland

In the summer of 2022, Noam Yaron took up the unprecedented challenge of **swimming across the 5 largest Swiss lakes**, with a dual objective: to break a record, of course, but also to **raise public awareness of the preservation of Swiss waters**, threatened by the scourge of plastic and chemical pollution - especially that generated by cigarette butts.

SUPPORT FROM EQUESTRIO FOUNDATION

Equestrio Foundation supported this epic event through the association "Objectif Environment" which teamed up with Noam. We helped finance the cost of hiring a solar-powered boat to ensure Noam's safety during the crossing. We were also actively present for the **Water Lover Challenge** which encouraged as many people as possible to collect 188 000 cigarette butts during the month of October 2022, as a reminder of the 188 km that he swam. We hence collected 3 350 cigarette butts in just an hour in Geneva streets.



GOSTOMEL ANIMAL SHELTER

EMERGENCY HELP FOR ANIMALS IN UKRAINE

Association

Gostomel Animal Shelter

Location

Ukraine (Kiev)

Funding:

2022: 7 242 € / 7 073 CHF

The Gostomel Animal Shelter, situated in the outskirts of Kiev, is a shelter for stray pets. It was opened in 2000 and **takes in around 700 cats and dogs in distress** with the aim of finding them a new family.

After Russian bombing in February 2022, the shelter was left with **no water or electricity for many days**, leaving the animals and carers in an extremely difficult predicament. Despite the siege of their city by the Russian army, the staff, helped by a few brave volunteers, **remained with the animals** who were even more vulnerable than before.

SUPPORT FROM EQUESTRIO FOUNDATION

Equestrio Foundation decided to make an emergency donation to enable the shelter to **buy food for the animals and petrol for the electric generator**.



MOUNTAIN RIDERS

PROTECTING THE MOUNTAIN FROM PLASTIC WASTE

Association

Mountain Riders

Location

Chambéry (France)

Funding:

2022: 10 197 € / 9 967 CHF

Mountain Riders is an association for **education in ecological transition founded in 2021** in Chambéry (France). Its missions are centred around 3 main axes: educational projects for the general public, **support for local decision makers** in carrying out sustainable development initiatives, coordination of the **collection campaign "Montagne Zéro Dechet"** that Equestrio Foundation has decided to support.

SUPPORT FROM EQUESTRIO FOUNDATION

The campaign "Montagne Zéro Dechet" 2023 will focus on making people aware that illegal rubbish dumping must be **reduced at the source**.

Equestrio Foundation decided to support this project and the association in 2022 by financing the **various awareness-raising tools** that Mountain Riders will use for all the events they take part in. We have also financed the development and implementation of an educational game for all the French mountain ranges as well as the training of the people who will use this innovative tool.

**YOU CARE - NEW LIFE**

SAVING STRAY ANIMALS

Association

YouCare

Funding:

2022: 8 819 € / 8 620 CHF

Location

Reunion Island

Created in 2020, the association YouCare protects animals and biodiversity throughout the world. "**Nouvelle Vie**" is one of its many projects and its aim is **to save as many abandoned animals as possible from the euthanasia** to which they are all too often destined by helping them find a foster family.

YouCare is a particularly **visionary and innovative association in the field of animal shelters**. The association can rely on a solid network in the Paris region and great visibility on social networks. Not only do they manage to **find foster families** for the animals in their care, but they also manage to **secure adoption for most of them**.

SUPPORT FROM EQUESTRIO FOUNDATION

Equestrio Foundation supported YouCare for a first year in a **sterilization campaign on the Reunion Island** where the number of stray dogs and cats is particularly high. We helped with the **sterilization and repatriation of around 50 animals to mainland France** where they were placed in foster families.



GORILLA

SUPPORTING THE MOST MAJESTIC OF PRIMATES

Association
Gorilla

Funding:
2022: 10659 € / 10418 CHF

Location
The Democratic Republic of Congo

The association Gorilla is particularly active in the Democratic Republic of Congo and Rwanda where they protect gorillas by supporting national parks and carrying out awareness campaigns.

50% of tropical forests in the world have been destroyed since the sixties and **77% of the gorillas have disappeared** in only 20 years. We cannot remain indifferent when faced with such drastic figures. For us, Gorilla is the perfect association to help us intervene in the protection of the world's largest primate as it has been directly involved in this field since 1986 with no intermediaries, thereby allowing **direct interaction with the field**.

SUPPORT FROM EQUESTRIO FOUNDATION

After a **unanimous vote by the Equestrio Foundation community** we have decided to support Gorilla by **financing the purchase of equipment for the eco guards** of the Kahuzi-Biega National Park (DRC) who work on the spot to protect gorillas. The donation was used to buy a **drone, pullovers, and badges**.



**ON
EST
PRÊT**

ON EST PRÊTS

USING ART AS TO PROMOTE ENVIRONMENTAL PROTECTION

Association

On est prêts

Location

France

Funding:

2022: 10335 € / 10102 CHF

« On est prêt » is an **impact media** which produces inspiring communication campaigns aimed at **changing society and mobilizing the general public**.

The association works in partnership with many artists and content creators who contribute to its reach, particularly across digital channels. Founded in 2018 on the initiative of Magali Payen, "On est Prêt" has developed very quickly to now enjoy a very high profile.

SUPPORT FROM EQUESTRIO FOUNDATION

Equestrio Foundation participated in the funding of part of a documentary aiming to make people aware of the issue of **plastic pollution in oceans**: "Le Géant Bakélite". This **ecological tale** produced with the participation of Julie Gautier, apneist and film director from the Reunion Island, is about our paradoxical **relationship with plastic**. It begins like an enchantment, a live underwater dance that degenerates into a dangerous battle against marine pollution.

The shooting is planned in July 2023.

READ MORE ABOUT OUR PROJECTS ON:
WWW.EQUESTRIOFOUNDATION.COM
THE FOUNDATION'S PROJECTS | EQUESTRIO FOUNDATION



13 projects

financially
supported

9³⁷
requests for funding re-
ceived

40 000

trees planted
in Senegal

316
turtles saved in 2 years

3 350 cigarette butts

collected by Equestrio
Foundation's teams

1

new elephant
at Elephant Haven

188 km swam

by Noam



2023 roadmap

2022 review and outlook

At a time when the situation is becoming ever more urgent and when despite the progress made in certain areas, we are far from being able to reverse the trend, we are more convinced than ever that **"each action counts"**.

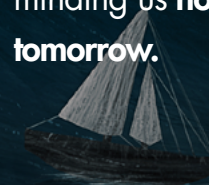
This certainty has been **forged by the concrete results of our contributions over the past few years** and reinforced in 2022. It has also been enriched by a fundamental insight: we are better at what we do when we address issues we feel deeply about and work alongside like-minded people with whom we can have an authentic relationship. For us, the year 2022 was one of maturity and assuming the choices we made concerning the causes and structures

that we wish to support. We became more discerning, more selective in our choices. And this **approach proved right for the success of our actions and appropriate use of our donations** as well as those of our sponsors. A winning strategy that confirms **we are where we want to be and heading in the right direction**.

As our sights are set on 2023 and an even further future, the **outlook may seem bleak**. Our biodiversity is slowly dying out, we are well on the way to crossing all planetary boundaries, and those who could slow down the speeding train simply watch it hurtling towards the wall without taking any adequate decisions. We are aware of what is happening on a massive scale

and often gripped by a strong feeling of powerlessness. But **we have decided to set our sights beyond and to take action - at our own level and in whatever way we can**. We turn our doubts, fears, and angers into action because it's a wonderful antidote to anxiety.

For the year to come, **we will pursue our battles wherever we know we can make a difference**. We will continue to support our heroes in the shadows who work daily in the field to improve biodiversity, regenerate nature, and protect animals. It is partly thanks to their commitment that life on our precious planet is still so beautiful today, reminding us **how worthwhile it is to fight for tomorrow**.



Our priorities for 2023

Looking ahead to 2023 we will **remain faithful to our two strategic priorities - financial support and communication** - and we will harness the experience we have gained to choose human-scale projects led by people with whom we can maintain a direct and trusting relationship.

EQUESTRIO FOUNDATION IN ACTION: FOCUS ON THE FIELD

Equestrio Foundation aims to support its partner associations over an average of three years in order to have a lasting impact. For our projects in their second or third year of partnerships, we have decided to go to the heart of the action to experience things more closely, but more especially to be of even more help. So, in 2023 Alicia Heiniger will head to the field on "voluntary visits" to associations supported by her foundation.

We will share these experiences with our community through a new video series: "Equestrio Foundation

in Action"! An "insider" approach with on-board camera which will give a **different kind of visibility to these projects and the people who uphold them**. The first episode of this new series was filmed in November at Elephant Haven.

EXPLORING NEW FORMATS OF COMMUNICATION

Always more images and words to awaken the desire to take action! We will consolidate our presence on social networks and digital media by **expanding our communication formats**. Our aim is **to give as much publicity as possible to the causes we support** and, in an ever-changing digital world, we strive to constantly renew the ties we forge with our followers - with video format as in "Equestrio Foundation in Action", educational contents, "responsible" advice sharing, news. We are full of ideas on how **to communicate to make the difference and to reach out to the NextGen** - the philanthropists of tomorrow.

CREATING SYNERGIES WITH SPONSORSHIP PARTNERS

While the foundation's president Alicia Heiniger is currently taking in charge all project funding and

running costs, our aim is **to broaden our sources of donations**. Our ultimate goal is to develop **partnerships with other foundations, companies, institutions or sponsors** who would like to join our battle for animals and the environment by taking part in the projects we support and or by taking over for those that are approaching the end of our three-year partnership.

This is one of the reasons why in December 2022, **Equestrio Foundation joined SwissFoundations**, the association of Swiss donor foundations, in order to connect with the various players who share the same commitment as us.

STRENGTHENING OUR SUPPORT FOR LOCAL ASSOCIATIONS

While we will not be turning away from the international causes that need our support, in 2023 we will be **increasing our ratio of donations to local players**. This choice of going for "local" reflects both our wish to stay in **direct contact with our partner associations** and to opt for a **low carbon footprint philanthropic model**.

Times may change but certain things stay the same: such as our **unwavering determination to cry out louder and louder to defend the environment and animal well-being!**

We are very much looking forward to this year with **many new projects ahead to finance and great stories to share** with all those who support us. Filled with the wonderful encounters we have made so far through our actions and the satisfaction of having contributed in our own way to a more sustainable future, we are looking ahead with enthusiasm. Positive calls for positive. Many thanks to you all for your support and let's continue to work together to further our causes.



Financial statements and Audit Report

Financial statements for the year-ended 31 December 2022

Rapport de l'organe de révision

sur le contrôle restreint au Conseil de fondation de

EQUESTRIO FOUNDATION

Cologne

En notre qualité d'organe de révision, nous avons contrôlé les comptes annuels (bilan, compte de résultat et annexe) de EQUESTRIO FOUNDATION pour l'exercice arrêté au 31 décembre 2022.

La responsabilité de l'établissement des comptes annuels incombe au Conseil de fondation alors que notre mission consiste à contrôler ces comptes. Nous attestons que nous remplissons les exigences légales d'agrément et d'indépendance.

Notre contrôle a été effectué selon la Norme suisse relative au contrôle restreint. Cette norme requiert de planifier et de réaliser le contrôle de manière telle que des anomalies significatives dans les comptes annuels puissent être constatées. Un contrôle restreint englobe principalement des auditions, des opérations de contrôle analytiques ainsi que des vérifications détaillées appropriées des documents disponibles dans l'organisation contrôlée. En revanche, des vérifications des flux d'exploitation et du système de contrôle interne ainsi que des auditions et d'autres opérations de contrôle destinées à détecter des fraudes ou d'autres violations de la loi ne font pas partie de ce contrôle.

Lors de notre contrôle, nous n'avons pas rencontré d'éléments nous permettant de conclure que les comptes annuels ne sont pas conformes à la loi suisse et à l'acte de fondation ainsi qu'aux règlements.

PricewaterhouseCoopers SA



Marcello Stimato
Expert-réviseur agréé
Réviseur responsable



Alexandre Lemonnier

Genève, le 13 juin 2023

Annexe:

- Comptes annuels (bilan, compte de résultat et annexe)

PricewaterhouseCoopers SA, avenue Giuseppe-Motta 50, case postale, 1211 Genève 2
Téléphone : +41 58 792 91 00, www.pwc.ch

PricewaterhouseCoopers SA est membre d'un réseau mondial de sociétés juridiquement autonomes et indépendantes les unes des autres.

Balance sheet for the year-ended 31 December 2021

	Annexe	31.12.2022 CHF	31.12.2021 CHF
ACTIF			
ACTIF CIRCULANT			
Liquidités	16.1	5'464	9'749
Donateurs		90'000	90'000
Actifs de régularisation	16.2	13'748	1'120
TOTAL DE L'ACTIF CIRCULANT		109'212	100'869
ACTIF IMMOBILISÉ			
Immobilisations financières	16.3	9'999	10'000
Immobilisations incorporelles	16.4	1'437	11'618
TOTAL DE L'ACTIF IMMOBILISÉ		11'436	21'618
TOTAL DE L'ACTIF		120'648	122'487

	Annexe	31.12.2022 CHF	31.12.2021 CHF
<u>PASSIF</u>			
CAPITAUX ÉTRANGERS À COURT TERME			
Autres dettes à court terme - société proche		17'925	17'925
Autres dettes à court terme	16.5	18'118	7'586
Dons à verser		-	35'485
Passifs de régularisation	16.6	18'208	12'250
TOTAL DES CAPITAUX ÉTRANGERS À COURT TERME		54'251	73'246
TOTAL DES CAPITAUX ÉTRANGERS		54'251	73'246
CAPITAUX PROPRES			
Capital de fondation		50'000	50'000
Réserves facultatives issues du bénéfice / (pertes cumulées)			
- Résultat reporté		(759)	(11'041)
- Bénéfice de l'exercice		17'156	10'282
TOTAL DES CAPITAUX PROPRES		66'397	49'241
TOTAL DU PASSIF		120'648	122'487

	Annexe	2022 CHF	2021 CHF
<u>PRODUITS D'EXPLOITATION</u>			
Donations		302'247	269'439
TOTAL DES PRODUITS D'EXPLOITATION		302'247	269'439
<u>CHARGES D'EXPLOITATION</u>			
Subventions & donations versées	16.7	(117'372)	(98'261)
Prestations de service	16.8	(49'456)	(29'667)
Charges de personnel		(75'580)	(85'145)
Autres charges d'exploitation	16.9	(30'518)	(34'129)
TOTAL DES CHARGES D'EXPLOITATION		(272'926)	(247'202)
RÉSULTAT D'EXPLOITATION AVANT INTÉRÊTS ET AMORTISSEMENTS		29'321	22'237
Amortissements	16.4	(10'181)	(11'674)
RÉSULTAT D'EXPLOITATION AVANT INTÉRÊTS		19'140	10'563
Produits financiers		141	52
Charges financières		(2'125)	(333)
BÉNÉFICE / (PERTE) DE L'EXERCICE		17'156	10'282

1. NUMÉRO DE DOSSIER

La Fondation est placée sous la surveillance du Département Fédéral de l'Intérieur (DFI).

Le numéro de la Fondation est le 7659.

2. NOM ET BUT

La Fondation Equestrio Foundation (anciennement "Fondation A New Day") a été inscrite au registre du commerce du canton de Genève en date du 22 février 2019.

Son activité consiste à mettre en relation, tant sur le plan national qu'international; des organisations intervenant dans les domaines humanitaires et tout autre organisme poursuivant un but d'utilité publique ou général.

3. ADRESSE DE CORRESPONDANCE

L'adresse de correspondance de la Fondation se trouve c/o Alicia Heiniger, Chemin des Hauts-Crêts 4, 1223 Cologny.

4. PRINCIPES COMPTABLES

Les comptes annuels sont établis conformément aux principes comptables légaux en Suisse selon les dispositions du Code des Obligations (art. 957 et ss CO). Les transactions en monnaie étrangère sont comptabilisées au cours du jour applicable. A la date de la clôture, les positions du bilan en monnaie étrangère sont réévaluées au taux de clôture. Les différences de change liées à la réévaluation sont comptabilisées au compte de résultat.

5. STATUS

Les status ont été mis à jour le 8 mars 2021 suite à une modification de but de la fondation.

6. MOYENNE ANNUELLE DES EMPLOIS À PLEIN TEMPS

Le nombre moyen d'emplois à plein temps n'a pas dépassé les

2022

10

2021

10

7. LISTE DES PERSONNES COMPOSANT LE CONSEIL DE FONDATION

La Fondation est administrée par le Conseil de Fondation composé d'au moins 3 personnes physiques ou représentants de personnes morales. Les membres du Conseil de Fondation sont :

	FONCTION	SIGNATURE
HEINIGER Alicia	Présidente	individuelle
HEINIGER Sébastien	Membre et Secrétaire	collective à 2
CHATILA Abdallah	Membre	collective à 2

Aucune rémunération n'a été versée aux membres du Conseil de Fondation durant l'exercice sous revue.

8. ORGANE DE RÉVISION

La société PricewaterhouseCoopers SA, succursale de Genève, domiciliée à l'avenue Giuseppe-Motta 50, est désignée comme organe de révision de la Fondation.

9. ORGANE CHARGÉ DE LA TENUE DE LA COMPTABILITÉ

La société Berney Associés SA, domiciliée à la rue du Nant 8 à Genève, est en charge de la tenue de la comptabilité.

10. EXONÉRATION FISCALE

Dans sa lettre du 27 février 2019, l'Administration fiscale cantonale genevoise exonère la Fondation d'impôt pour une durée indéterminée à partir de la période fiscale 2019 pour autant que le capital et le bénéfice soient affectés exclusivement et irrévocablement au but d'utilité publique qu'elle poursuit.

11. DETTES DÉCOULANT D'OPÉRATIONS DE CRÉDIT-BAIL ASSIMILABLES À DES CONTRATS DE VENTE ET DES AUTRES DETTES RÉSULTANT D'OPÉRATIONS DE CRÉDIT-BAIL

NÉANT

12. ACTIFS ENGAGÉS EN GARANTIE DES DETTES DE LA SOCIÉTÉ / GREVÉS D'UNE RÉSERVE DE PROPRIÉTÉ

NÉANT

13. SÛRETÉS CONSTITUÉES EN FAVEUR DE TIERS

NÉANT

14. ENGAGEMENT ENVERS UNE INSTITUTION DE PREVOYANCE

Au 31 décembre 2022, le montant global de la dette envers l'institut de prévoyance professionnelle s'élève à CHF 2'354 (2021 : CHF 1'660).

15. ÉVÉNEMENTS IMPORTANTS SURVENUS APRÈS LA DATE DU BILAN

NÉANT

16. INFORMATIONS, DÉTAILS ET COMMENTAIRES DE CERTAINS POSTES**31.12.2022****31.12.2021**

CHF

CHF

16.1 Liquidités

Banques CHF

3'881

7'796

Banques EUR

1'583

1'953

Total**5'464****9'749**

16.2 Actifs de régularisation

Charges payées d'avance

13'748

1'120

Total**13'748****1'120**

16.3 Immobilisations financières

Dépôt carte de crédit

9'999

10'000

Total**9'999****10'000**

16.4 Immobilisations incorporelles

**Taux
amort.**
% (VA)

**Valeur nette
31.12.2021**
CHF

**Acquisition/
aliénation**
CHF

**Amortis-
sement**
CHF

**Valeur nette
31.12.2022**
CHF

Site web

50%

11'618

-

(10'181)

1'437

Total**11'618****-****(10'181)****1'437**

16.5 AUTRES DETTES À COURT TERME**31.12.2022****31.12.2021**

CHF

CHF

Dettes envers des tiers

15'764

5'926

Dettes envers l'institution de prévoyance

2'354

1'660

Total**18'118****7'586****16.6 Passifs de régularisation**

Charges à payer

18'208

12'250

Total**18'208****12'250****16.7 Autres charges d'exploitation****2022****2021**

CHF

CHF

Donations versées

(117'372)

(98'261)

Fonctionnement

12'160

Projet Centre Athenas

10'324

Projet Lampedusa

9'235

Projet Easy Horse Care

9'988

Projet APIDAE

8'620

Projet ASL

10'000

Projet Plantons Utile

10'600

Projet Mountain Riders

9'967

Projet Youcare

9'580

Projet Gorilla

10'418

Projet Gostomel

7'073

Projet Elephant Haven

9'407

Total**(117'372)****(98'261)**

16.8 PRESTATIONS DE SERVICE**Création graphique**

Fonctionnement	10'208
Projet Centre Athenas	1'700
Projet Lampedusa	1'700
Projet Easy Horse Care	1'700
Projet APIDAE	1'700
Projet ASL	1'700
Projet Plantons Utile	1'700
Projet Mountain Riders	1'700
Projet Youcare	1'700
Projet Gorilla	1'700
Projet Gostomel	1'700
Projet Odyssée des lacs	1'700

2022
CHF
(28'906)

2021
CHF
(14'667)

Gestion réseaux sociaux

Fonctionnement	9'000
Projet Centre Athenas	955
Projet Lampedusa	955
Projet Easy Horse Care	955
Projet APIDAE	955
Projet ASL	955
Projet Plantons Utile	955
Projet Mountain Riders	955
Projet Youcare	955
Projet Gorilla	955
Projet Gostomel	955
Projet Odyssée des lacs	955

(19'500)

(9'500)

Photographes et reportages

Projet Plantons Utile	150
Projet APIDAE	900

(1'050)

(5'500)

Total

(49'456)

(29'667)

16.9 Autres charges d'exploitation

		CHF	CHF
Frais d'administration		(3'798)	(823)
Frais de télécommunication		-	(121)
Honoraires et frais informatiques		(1'286)	(396)
Honoraires professionnels		(23'432)	(27'600)
Honoraires juridiques		-	(4'865)
Frais de déplacements et voyages		(1'047)	-
Fonctionnement	301		
Projet On est prêts	151		
Projet Elephant Heaven	595		
Frais de représentation		(355)	-
Frais de publicité		(600)	(324)
Total		(30'518)	(34'129)

EQUESTRIOFOUNDATION