

An aerial photograph of rolling green hills, likely in the Philippines, showing a mix of vibrant green and brownish-green terrain. A white grid is overlaid on the image. In the lower right, a small herd of white sheep is being herded by a person on a horse.

2023

Annual report

EQUESTRIOFUNDATION

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

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Edito.

Alicia's note

Action. What better word to sum up 2023? Reaching out to our partners and taking action with them – that has been Equestrio Foundation's motto for the past year. When we launched our new Equestrio Foundation web series, we had two main objectives: to give a new form of visibility to the causes supported by the associations we fund, but also to give concrete expression to our support through volunteer days in the field. We took care of animals, harvested honey, collected cigarette butts, picked up kilograms of waste and planted many trees during an incredible two-week volunteering trip to Senegal with the association Plantons Utile. We met some wonderful people and shared highly inspiring experiences. But we also discovered many problems...behind the problems... Collecting plastic in nature is a good thing. Not throwing it away or even stopping its production is even better!

These moments spent at the heart of the projects, with their ambitions and disillusion, have reinforced a strong conviction: it is essential to act at the source, and this starts with raising awareness for environmental issues.

Taking action and raising awareness - more than ever, these two complementary pillars of our philanthropic approach take on their full meaning. This year, we've stepped up our awareness-raising activities with high-impact campaigns for causes close to our hearts, but also to inspire change on a daily basis, whether by reducing our carbon footprint, preserving our wild spaces or protecting the living world. We've also helped many animals in need. Those struck by fate, like the Moroccan earthquake in October, and also those hit by human mistreatment, like the abused animals rescued by YouCare.

From 2023, we will also keep in mind an important milestone for our Group: the inauguration of Equestrio Farm with numerous guests who got to attend the exclusive preview of the magnificent film BAKELITE which addresses the scourge of plastic pollution in our oceans. On land, trees are also at the mercy of human activity, and we had the immense honor of organizing a conference on this topic with the delegation of Chief Raoni, who is fighting to protect the Amazon rainforest.

Seeing the fruits of our support on the ground acts as a real catalyst for our motivation. The positive energy, the feeling that change is still possible, and the confirmation that each action counts... all of this is a veritable source of satisfaction for any philanthropist who is looking for concrete, immediate and visible results.

We are looking forward to continuing our fight for nature in 2024 with all the generous souls who dream of having a true impact. We need your help!



2023 key figures



CHF 96 092
donations



5
countries in which
we have intervened



5
video reports



10
projects supported



8
photo reports



2
events



4
new partner
associations



CHF 80 376
budget allocated to the creation
of awareness campaigns

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. »**



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] Raising awareness of the causes we support

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

1. **Supporting the project leaders and enhancing the visibility of their actions** in favor of environmental and animal protection;
2. **Raising awareness and fostering commitment** to the causes we support.





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

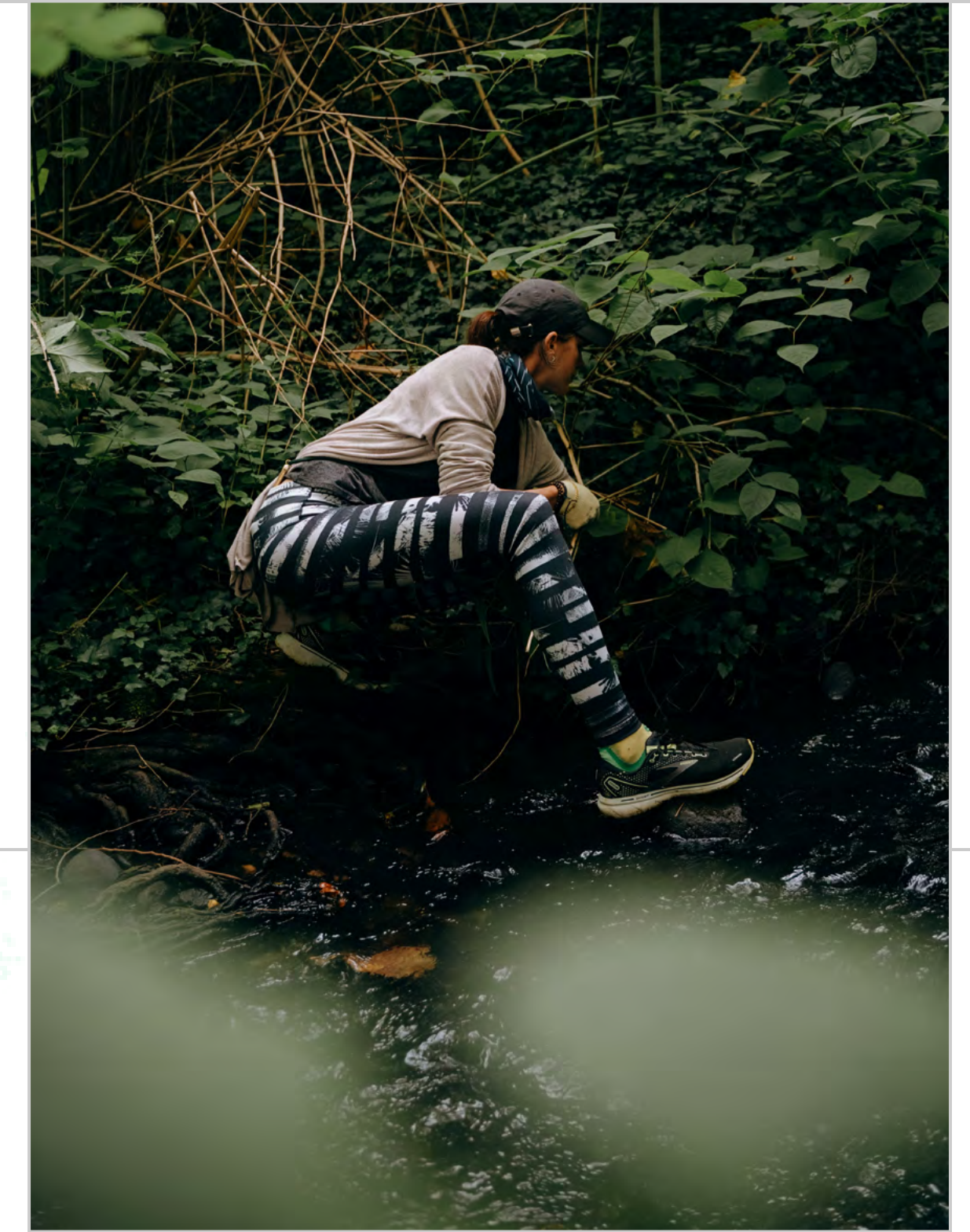
We finance **targeted initiatives, in Switzerland, France and world-wide that are selected according to a rigorous process analysing their viability.** Before deciding to support a project, we scrupulously study the association that supports it, how it functions, its members, its financial situation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





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 its visibility.



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.





Our story

2019

■ Creation of the foundation's statutes

2020

■ (beginning)
Definition and execution of the foundation's operational strategy

■ (end)
Financial support of our first 3 projects

2021

■ (October)
First donation received by the foundation

2022

■ (November)
1st shooting of «*Equestrio Foundation In Action*» at Elephant Haven

■ (December)
Subscription to the SwissFoundations network

2023

■ (March)
Participation in a round table organized by SwissFoundations' «Environment & Sustainability» group on *Forest issues*

■ (May)
«**Objective zero deforestation**»:
1st event organized with Rethink Hub during the visit of Chefs Watatakalu Yawalapiti and Tapi

■ (June)
Harvesting of the honey from the APIDAE hives at Equestrio Farm

■ (october)
Presentation of the film BAKELITE, co-funded by Equestrio Foundation, at the Equestrio Farm inauguration

■ (october)
Shooting of "EF in Action" in Senegal with Plantons Utile during 2 weeks of volunteer work on the agroecological farm we have been supporting for 3 years



At the roots 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: (1) the funding of human-scale projects** that have a tangible impact and **(2) awareness raising** on these projects through video and photo reports that highlight the project leaders and strengthen awareness of environmental and animal well-being issues among the largest number.

This vision has rapidly been **turned into a reality** with the support of 35 projects since we began our activity on the ground in 2020.

An aerial photograph of a forest path, showing a mix of green and brown foliage. A white grid is overlaid on the image, and a white oval frames the central text.

2023 and the strengthening of our action

Continuity and novelty

In 2023, we funded **ten local and international projects** in areas ranging from **wildlife conservation, defense of endangered species and animals in need**, to the **fight against plastic pollution** in our mountains and oceans. We also took emergency action to help animals hit by the Moroccan earthquake in September.

Our donations have been split evenly between organizations we worked with for the first year and existing partners. This allowed us to confirm with a larger number of partners the **relevance of our three-year support approach**. Through these long-term partnerships we are able to implement a **real impact strategy**, both by funding the projects on the ground and by raising awareness of the associations and the issues they fight for.



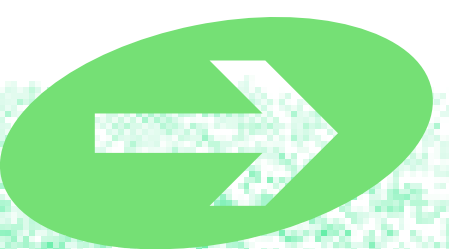
Strengthening our awareness-raising actions

Our goal is to **maximize the impact of the causes we uphold**. Equestrio Foundation supports medium-sized associations that do not necessarily have the means to raise public awareness about the importance of their causes. In addition to funding their projects, we have therefore **continued to promote their actions among as many people as possible**.

Raising awareness, educating, inspiring and mobilizing people to take action is a fundamental pillar of our strategy, which we have strengthened in 2023 through innovative and differentiated formats. To this end, we have **created a full-time Communications Manager position** to coordinate and produce these communication campaigns.

In 2023, we allocated 80 376 CHF to the deployment of these awareness campaigns.*

*The detailed breakdown is available in the financial statement.



Launch of our "Equestrio Foundation in Action" web series

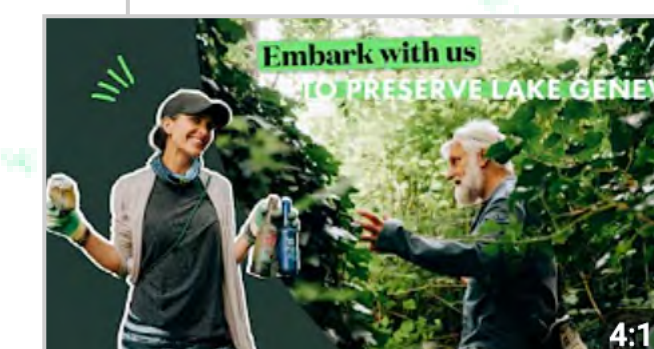
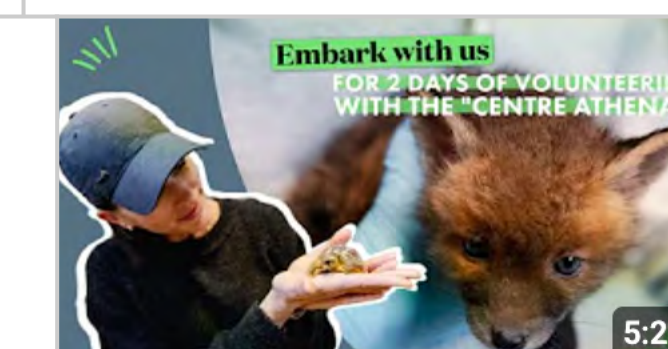
2023 marked the launch of «EF in Action», a new video series with on-board camera that has enabled us to give **another form of visibility to funded projects**, particularly those in their second or third year of partnership.

The shooting of each episode is coupled with **volunteer days**, an essential component of our philanthropic action. This time spent in the field is a way for us both to **help project leaders in their day-to-day work**, and to **identify new needs** with them.

We broadcast six episodes and produced five new "EF in Action" videos designed to raise awareness of the causes we support:

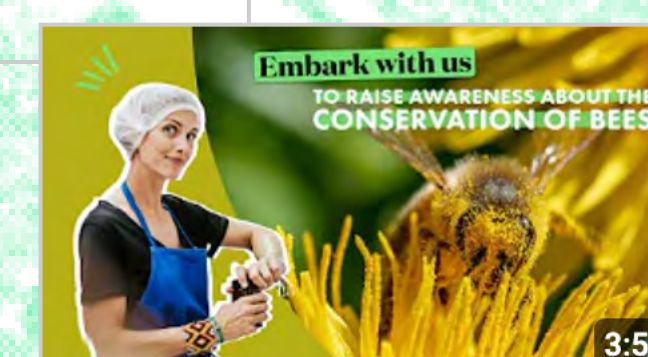
Discover all the episodes : youtube.com/@equestriofoundation/

EF in action - Centre Athénas
Bertille Fonteneau



EF in action - ASL
Margaux Lemap

EF in action - Lampedusa Turtle Rescue
Dima Bass



EF in action - Apidaé
Delphine Danielou

EF in action - Plantons Utile
Zoé Bouillet



Photo reports

In 2023, we produced **8 new photo reports** highlighting the actions of our partners:



Centre Athénas
- Bertille Fonteneau



Apidaé
- Delphine Danielou



Mountain Riders
- Ludovic Fremondière



ASL
- Margaux Lemap



Plantons Utile
- Zoé Bouillet



Lampedusa Turtle Rescue
- Dima Bass



Youcare
- Maxime Franc

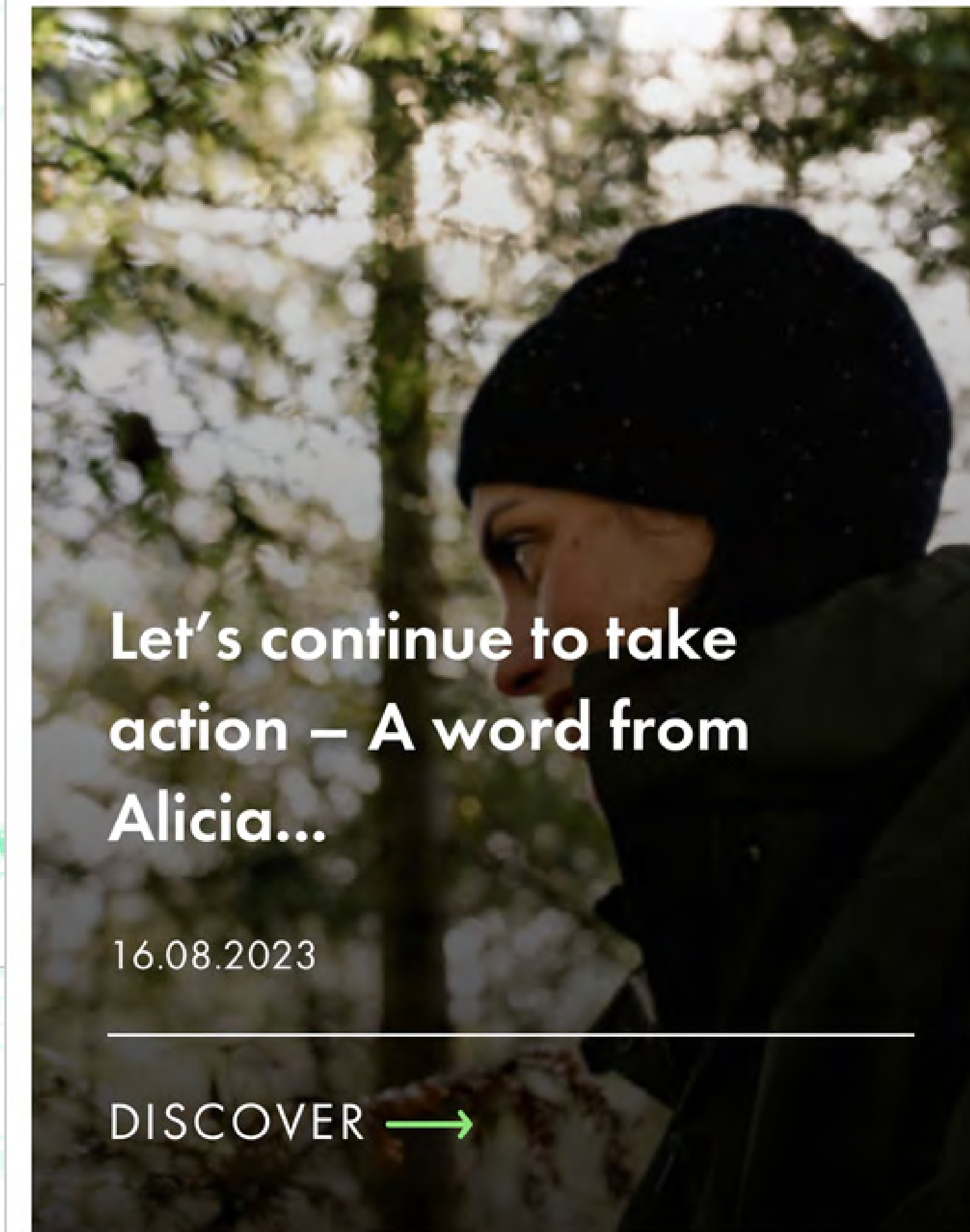


Urgence Maroc
- Mohamed Mimid



Editorial content

Over the past year, we published **21 project-related articles** to promote the initiatives of project leaders and to provide in-depth coverage of the causes they champion.



Events and fundraising



Awareness-raising talk on the preservation of the Amazon rainforest

As part of an international campaign to **protect the Amazon** and in partnership with The Rethink hub, we organized an awareness-raising talk in the presence of Chiefs Watatakalu Yawalapiti and Tapi on May 24, 2023. Around sixty people attended.

Ocean pollution awareness event

On October 5th, we organized an event attended by 120 people to celebrate the premiere of the film **BAKELITE**, supported by Equestrio Foundation and produced by "On est Prêt", as part of a **campaign to mobilize citizens against plastic pollution in our oceans**. The event was also an opportunity to celebrate the **inauguration of Equestrio Farm** and strengthen our ties with potential donors.



Increased support for local associations

As part of our commitment to support local associations and to promote a low carbon footprint philanthropy, we **increased our ratio of donations to local players in 2023**. Of the ten projects financed, seven are located in Switzerland and France.

« 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

Simple & direct

«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.»

100 % for projects

All Equestrio Foundation's **operating costs** are covered by its president, Alicia Heiniger. Our strategy is to allocate **100% of donations to the projects** carried out by our partner associations.

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

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



Project selection

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]

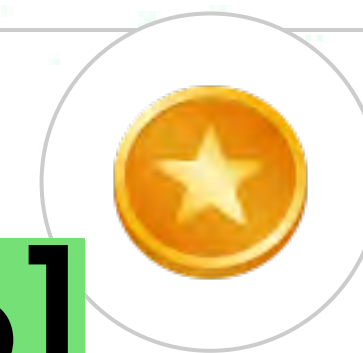
Meticulous due diligence, to ensure the validity and accountability of the proposed projects.

[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.

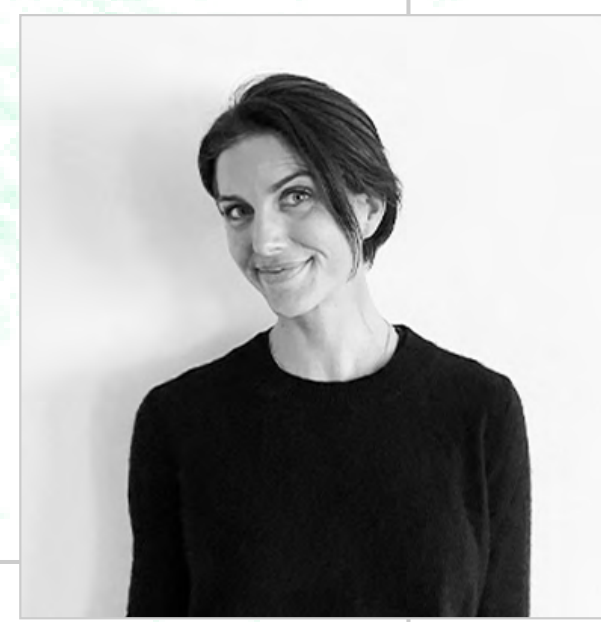
[8]

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

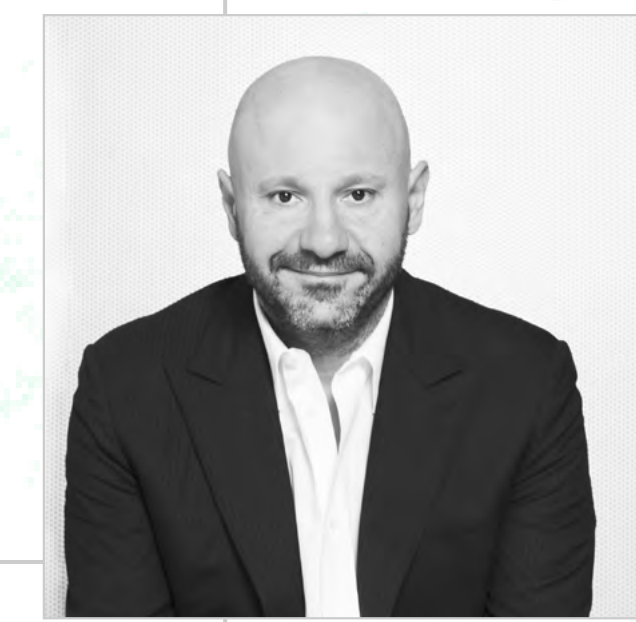
Organization.

The board of directors

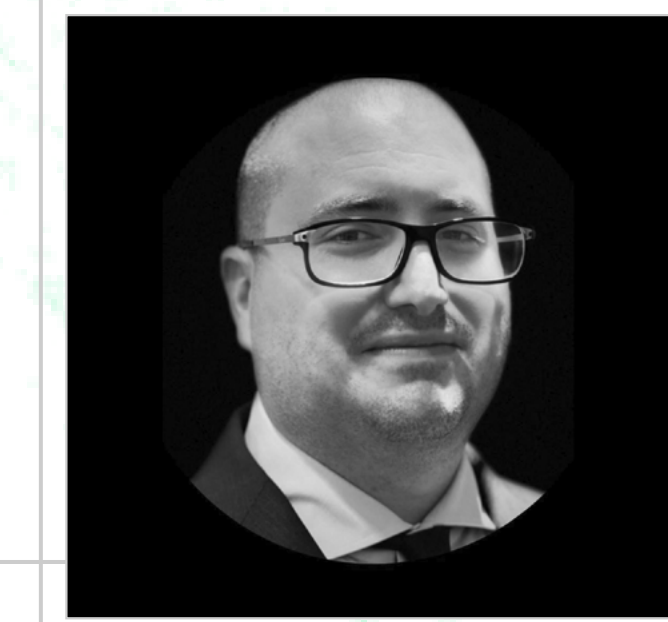
The body that deliberates on the strategic directions and makes the major decisions concerning the life of the foundation.



Alicia Heiniger
Founder



Abdallah Chatila
Board member



Sebastien Heiniger
Member secretary

The counsels

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.



Accounting and HR



Financial audit of the foundation

The team

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



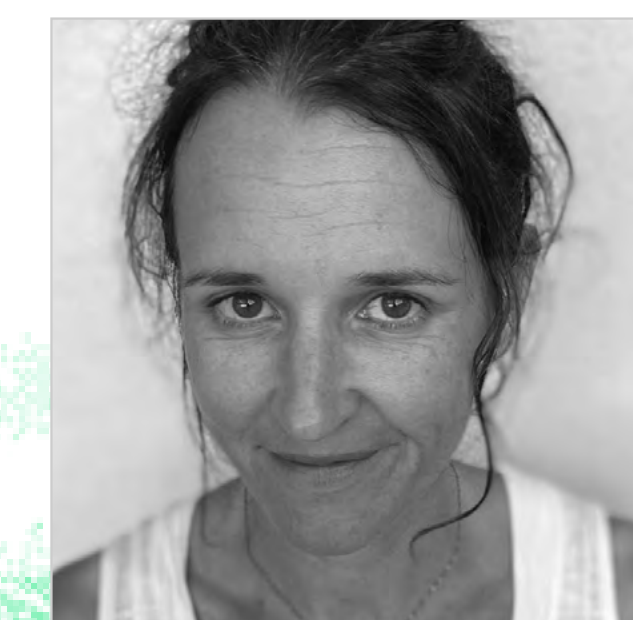
Charlotte Viet
Director of operations



Lolita Riotte
Head of communication and project manager



Zoé Bouillet
Freelance art director



Claire Duport
Freelance communication consultant and copywriter

Projects.

In 2023, Equestrio Foundation supported ten projects both locally and internationally: **six** in collaboration with existing partners and **four** with new associations.



Centre Athénas

Preserve wildlife



Located in the heart of the Jura, the Centre Athénas 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 Centre Athénas is also the only structure in France **specializing in the care of felids**.

Support from Equestrio Foundation

After two years of partnership, Equestrio Foundation has financed a third and final project for the Centre Athénas.

The center has been welcoming an increasing number of birds since its creation, thereby requiring the creation of new infrastructures. Our funding was used to build a **block of eight new 15m²** aviaries, including monospecific shelters to separate species unable to cohabit due to their predator/prey relationship, and to isolate individuals affected by disease.

The new aviaries will also make it easier to care for the growing number of seizure birds housed at the center.

Organization: Jura (France)
Centre Athénas

Funding 2021: € 11 369 / CHF 11 740
 Funding 2022: € 10 350 / CHF 10 324
 Funding 2023: € 10 030 / CHF 9 945

Amount allocated in 2023 to content creation with the aim of raising awareness: CHF 8 468*
 *details in the financial statements section

Plantons Utile

Reforest to promote biodiversity



Organization	Casamance (Senegal)
Plantons Utile	
Funding 2021: € 9 707 / CHF 10 020	
Funding 2022: € 10 865 / CHF 10 600	
Funding 2023: € 11 890 / CHF 11 687	
Amount allocated in 2023 to content creation with the aim of raising awareness: CHF 13 431 *	
* details in the financial statements section	

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

After the first two years of funding, dedicated in particular to reforestation, agroecology training and various facilities essential to the farm’s activities, we renewed our support to Plantons Utile in 2023. Our donation has helped finance, among other things, an existing local initiative led by the Kalissaye Ornithological Reserve to **protect sea turtles**. Our financing has contributed to the protection of more than 1,000 turtle eggs by supplying over ten gabions to the reserve, used to protect nests from predators.

Our funding has also been used towards the reforestation of **300 000m² of mangroves thanks to the planting of 150 000 trees** in the Thiobon, Diouloulou and Abéné marine protected areas.

Following our trip in the field to Casamance, we decided to **pursue our support to Plantons Utile** to help them perpetuate their precious impact both on the environment and the local population.

Association pour la Sauvegarde du Léman (ASL)



Using humour to warn about lake Geneva's fragility

«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**.

Support from Equestrio Foundation

To alert the general public, and young people in particular, to the issues involved in preserving water and ecosystems, ASL has launched a **series of 10 videos**, in collaboration with the Swiss humorist Thibaud Agoston. For the past three years, Equestrio Foundation has been working alongside the association to finance this initiative. 2023 marks our final year of collaboration.

Based on the monitoring of the first clips, it has been decided to move towards shorter formats for more reach. In 2023, we therefore financed the creation of eight one-minute capsules, each dealing with a specific theme, that will be issued over 2023 and 2024.

Organization **ASL** Geneva (Switzerland)

Funding 2021: € 9 687 / CHF 10 000
 Funding 2022: € 9 687 / CHF 10 000
 Funding 2023: € 11 185 / CHF 11 000

Amount allocated in 2023 to content creation with the aim of raising awareness: CHF 8 469*
 *details in the financial statements section

APIDAE

Protecting bees and raising awareness among younger generations



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.

Support from Equestrio Foundation

In 2021, we financed the entire «**Today we sow**» project, which aims to **distribute cards filled with melliferous plant seeds** to Geneva pupils in order to raise their awareness of the importance of bees in our ecosystems. In 2022, our funding focused on a project which promoted inclusion through beekeeping by training migrants as beekeepers.

For our third and final year of collaboration, we **renewed our support for the «Today we sow» operation**, which also included **three awareness-raising sessions** for teachers on the challenges of declining biodiversity, via the Geneva Department of Public Education (DIP).

The 2023 edition was a true success, with a **15% increase in participation**. A total of 25 schools, 51 classes and almost 2,000 pupils were reached on this key issue for the future of our ecosystems.

Organization Geneva (Switzerland)
APIDAE

Funding 2021: € 13 932 / CHF 14 516
 Funding 2022: € 8 837 / CHF 8 620
 Funding 2023: € 7 335 / CHF 7 175

Amount allocated in 2023 to content creation with the aim of raising awareness: CHF 6 262*
*details in the financial statements section

YouCare

Protecting abused animals



Organization: Reunion Island and Paris
YouCare

Funding 2022: € 8 819 / CHF 8 620
Funding 2023: € 10 000 / CHF 9 629

Amount allocated in 2023 to content creation with the aim of raising awareness: CHF 1 187*
*details in the financial statements section

Created in 2020, the association YouCare protects animals and biodiversity throughout the world. 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 also to **secure adoption for most of them**.

Support from Equestrio Foundation

Equestrio Foundation supported YouCare for the first year on Reunion Island as part of its «**Nouvelle Vie**» program, which aims to **save as many abandoned animals as possible from euthanasia** by helping them find foster homes.

In 2023, our support focused on **saving mistreated and abandoned pets** in France. YouCare has decided to take action against these widespread injustices by **seizing animals from their abusers**, in close collaboration with the relevant authorities. The association then places the animals with a foster family, until they are adopted.

Our donation in 2023 contributed to the financing of the **veterinary care and legal costs** incurred by these seizures. The average cost of seizure amounting to around €400 per animal, our support will have allowed around 25 animals to be saved.

Odyssée des lacs

Swimming to preserve the purity of Switzerland's lakes



Noam Yaron is a committed Swiss sportsman who takes on numerous eco-sport challenges. He braves lakes and mountains with a twofold objective: to stretch beyond his limits in new adventures, while at the same time **raising public awareness of the urgency to preserve our environment**, and in particular **Swiss waters**, threatened by the scourge of plastic and chemical pollution.

Support from Equestrio Foundation

In 2022, Equestrio Foundation supported Noam's epic «Lake Odyssey» that consisted in swimming across the five largest Swiss lakes in record time, while raising awareness of the importance of preserving this natural heritage. The same year, we also took part in the **Water Lover Challenge**, which saw almost 225,000 cigarette butts collected in 15 days.

At the end of summer 2023, Noam Yaron set himself a new challenge: to cross Switzerland from east to west via the Alps, 100% by human power, i.e. by bike, on foot and by swimming. This **extraordinary ecological adventure in favor of water conservation** also served the practical purpose of sampling the water in Switzerland's mountain lakes. Following this challenge, a new cigarette-butt collection operation was organized, bringing together 554 participants, across eight cantons to collect over 150,000 cigarette butts in 10 days.

Equestrio Foundation financed the project and took part in a collection session which enabled 20,000 cigarette butts to be collected in 1 hour on the streets of Geneva.

Organization: Switzerland
Objectif Environnement

Funding 2022: € 2 107 / CHF 2 058
 Funding 2023: € 3 562 / CHF 3 500

Amount allocated in 2023 to content creation with the aim of raising awareness: CHF 1 296*
 *details in the financial statements section

Sauvetage de faons

Using technology to protect fawns from the danger of hay cutting



NK

Every year in Switzerland, **several thousand fawns are killed during springtime hay cutting**. When in danger, a fawn’s natural instinct is to take cover in the tall grass and to remain static. This method of defense can unfortunately be the cause of its death as it makes it impossible for the farmers on their tractors to identify the animal nesting.

The association Sauvetage de Faons Jura-Bernois was created in 2019 to avoid this. Thanks to the commitment of its volunteers, it offers farmers a **free service using thermal drones to quickly and safely identify the presence of fawns** in meadows before the mowing starts.

Support from Equestrio Foundation

Equestrio Foundation decided to support these rescue operations for the first year with the **purchase of a drone**, which was used for the start of the 2023 mowing season. This new equipment has enabled the association to **monitor a greater number of plots** following the growing number of farmers wishing to use its services.

Since its creation, the association has rescued 762 fawns, including 344 in 2023.

Organization	Switzerland
Sauvetage de Faons-Jura bernois	
Funding 2023: € 9 314 / CHF 9 150	
Amount allocated in 2023 to content creation with the aim of raising awareness: CHF 7 371 *	
* details in the financial statements section	

Crédi ONG-Bénin

Saving red-bellied monkeys



The Regional Center for Education and Research for Integrated Development's (CREDI ONG) aims at promoting the **shift towards sustainable lifestyles and consumption patterns**, and the **implementation of these changes at the political level**. The NGO has been active in Benin for some twenty years, through various initiatives encouraging **sustainable agriculture, environmental protection, community management of natural resources and education** for citizens.

Support from Equestrio Foundation

In 2007, CREDI-ONG initiated the creation of **West Africa's first Community Conservation Park** in the Sitatunga Valley, in southern Benin. Through its funding, Equestrio Foundation supported the «Save the Zinkaka» project in this park, which aims for the **protection of red-bellied monkeys**, an endemic West African species threatened with extinction. The goal of the project, which will run on a 3-year period, is to secure their habitats and ensure specific monitoring of their population.

Organization
Crédi ONG-Bénin

Benin

Funding 2023: € 12 340 / CHF 11 945

Clean My Calanques

Cleaning up the “calanques” in Marseille



Clean My Calanques is an association based in Marseille, created in 2017 out of the desire to act at the local level and to create a **genuine mobilization of citizens to preserve their environment**. After more than five years of existence, the association has carried out 141 cleanups around the Marseille coastline and collected more than 65 tons of waste.

Support from Equestrio Foundation

Currently in a phase of growth, Clean My Calanques is **extending its collection activities to certain areas of Marseille** at the request of many «cleaners». The association has set up “green squads” to mobilize local residents in their neighborhood. Since 80% of the macro-waste that ends up in the sea comes from the land, in particular from rainwater runoff, this project is essential for limiting plastic pollution on the beaches of our Mediterranean coastline.

Equestrio Foundation has contributed to the **launch of these ecological squads** by financing the **tools for the “cleaners”** (bags, gloves, pliers, etc.), the **equipment for the monthly clean-up operations** and the **charges for the civic service employee** dedicated to the coordination of these operations in 2023.

Organization Marseille (France)
Clean My Calanques

Funding 2023: € 12 388 / CHF 12 371

Amount allocated in 2023 to content creation with the aim of raising awareness: CHF 801 *

* details in the financial statements section

IFAW

Saving animal victims of the earthquake



IFAW (International Fund for Animal Welfare) is a global non-profit association that carries out high-impact actions to help animals and people thrive together. In 2022, the association worked with European authorities to call for the **inclusion of animals in all emergency plans** (preparation, evacuation and sheltering). IFAW has helped over 100,000 animals affected by disasters worldwide.

Support from Equestrio Foundation

While our Foundation’s main vocation is to support long-term projects, our human-scale structure also enables us to be highly reactive in the face of emergencies.

Following the earthquake that hit Morocco in September 2023, and that also took a heavy toll on animal victims, we decided to **support animals in distress with a donation to IFAW**, which was passed on directly to l’Arche de Noé, a trusted partner based in Morocco.

Our funds were used to **purchase pet food**, which was distributed to families, and **veterinary equipment** to treat injured dogs, cats and equines, as well as those in need of surgery in a clinic.

Organization Morocco
IFAW

Funding 2023: € 10 000 / CHF 9 690

Amount allocated in 2023 to content creation with the aim of raising awareness: CHF 3 485*

* details in the financial statements section

Highlights of 2023



17
days of volunteering



18
projects presented
to the foundation board



24 dogs
23 cats
5 donkeys
rescued after the Moroccan
earthquake



150 000
mangrove trees planted in Senegal



344
fawns saved from mowing



65
funding applications



750 km
walked, cycled and swam by Noam
to raise environmental awareness



20 000
Cigarette butts collected by the
Equestrio Foundation & Marriott
Geneva teams

Roadmap of 2024.

A photograph of three llamas grazing in a lush green field. The llamas are light brown and are seen from the side, with their heads down as they eat. The field is filled with vibrant green grass and several clumps of tall, golden-brown grasses. In the background, a small stream flows through the field. The scene is captured in bright, natural light, creating soft shadows on the ground. A white grid is overlaid on the image, and a large white oval frames the central text.

Review and outlook

The year 2023 has been marked by the **increase of Equestrio Foundation's presence in the field**. This enabled us to considerably **strengthen our ties with project leaders**, thanks in particular to more than 17 days spent volunteering by their side to help them in their mission and get closer to their daily lives.

These shared moments were filled with emotion, but above all with renewed awareness. Despite many aborted or forgotten battles, there are hundreds, **thousands of courageous, committed people fighting for the future** — behind-the-scenes heroes with little means but great ambitions, who are totally committed to the cause of nature.

They act out of conviction. A conviction that nevertheless demands considerable **personal sacrifices** that they embrace fully, driven by stronger, more pressing, and higher stake issues: the safeguarding of our planet. Their unfailing determination, their genuine love of the living world and their natural generosity are a **real source of inspiration and optimism for us**.

It is the **power of these local impetuses, the strength of concrete action and the power of hopes defying despair** that we decide to keep in mind from 2023. But also, some major achievements at a more global level, from the agreement to end bottom trawling in marine protected areas by 2030, to the gradual healing

of the ozone layer, the curbing of deforestation in Amazonia, the historic treaty signed by 70 countries on the protection of high seas, or the return of rhinoceroses and humpback whales.

Despite these inroads we do not overlook the disasters, defeats and status quo that, as time passes, transform into **criminal resistance to change**. 2023 remains one more step into the abyss of climate change and biodiversity collapse. And this **reinforces our determination not to give in to despondent determinism** and to turn our gaze, as well as our support, towards those who are convinced that all is still possible.



Our priorities for 2024

In keeping with our DNA and our strategy, we will remain **true to our two strategic pillars - financial support and awareness raising** for the causes we support.

More action, more impact

The decline in our biodiversity is accelerating, and now more than ever we need to step up our action for the sake of the environment and animals. Our strategy in 2024 will partly focus on **expanding our sources of funding** for causes where we know we can have an impact, whether directly **in the field or by raising awareness of the need to act**, both upstream and downstream. Preventing at the source or repairing - each battle is worth the fight.

Our founder **Alicia Heiniger will continue to cover all operating costs**, so that we can dedicate our donations exclusively to the causes we support. But we want to move further, with more projects funded, more synergies and, above all, more impact.



Our aim will therefore be to strengthen and sustain our philanthropic action by expanding our donor base, with **individual sponsors, companies, institutions and other foundations**.

Individual philanthropists who want to commit and who need guidance on projects with concrete impact.

Companies in French-speaking Switzerland wishing to play their part in environmental protection.

Partner foundations and institutions with whom we share the same values and who are looking to diversify their commitments through co-financing with Equestrio Foundation.



Staying close to our partners

In 2024, we will remain true to our strategy as a human-scale foundation focusing on close relationships to guarantee tangible results.

Concrete impact thanks to human-scale projects

At Equestrio Foundation, we have made the choice to support projects on a human scale, **led by experts in their field**. It is of utmost importance to us that our donations and those of our donors are put to good use and transformed into **simple, concrete and effective actions**.

Traceability

We follow an **earmarked funding strategy** that we consider as key to our efficiency and impact. Each project submitted by our partner associations must be **clearly structured, detailed, costed and include impact indicators**. Once the partnership has been concluded, we ensure **rigorous monitoring of how donations are used**, which we **communicate to our partners**. Our donors can rest assured that their generosity is being transformed into tangible results.

Close collaboration

No middlemen, no dispersal. We are in **direct contact with the project leaders** whom we choose for their expertise and personality, and we aim to support them over the long term for lasting impact. We never hesitate to go out into the field to observe the fruits of our actions and identify new needs.

Transparency and trust

We see project financing as a shared adventure - not only with the project sponsors, but also with our donors, who are kept regularly and **fully informed on how the project is progressing**.



After four years of action, our **determination to further environmental and animal causes is stronger than ever**. Every initiative we finance, every project owner we meet, every problem we encounter and, above all, every response we provide, fuels our desire to move forward with those who are taking action for future generations.

We are looking forward to another year of battles and new advances. Never will we give up. In 2024, we will continue to cry out loud for nature and to make visible the invisible with all those who wish to join us in whatever way they can.

Thank you all for your support and let's continue, together, to repair the future.

Each action counts. Each donation counts.

Financial statements.

EQUESTRIO FOUNDATION

Cologne

Rapport de l'organe de révision au Conseil de fondation

sur les comptes annuels 2023



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 2023.

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

Patrick Wagner
Expert-réviseur agréé
Réviseur responsable

Alexandre Lemonnier

Genève, le 04 juin 2024

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.

EQUESTRIO FOUNDATION

Cologne

comptes annuels
au 31 décembre 2023

EQUESTRIO FOUNDATION, Cologne

BILAN AU 31 DECEMBRE 2023

	Annexe	31.12.2023	31.12.2022
		CHF	CHF
ACTIF			
ACTIF CIRCULANT			
Liquidités	16.1	6'984	5'464
Donateurs		90'000	90'000
Actifs de régularisation	16.2	27'662	13'748
TOTAL DE L'ACTIF CIRCULANT		124'646	109'212
ACTIF IMMOBILISÉ			
Immobilisations financières	16.3	10'018	9'999
Immobilisations incorporelles	16.4	1	1'437
TOTAL DE L'ACTIF IMMOBILISÉ		10'019	11'436
TOTAL DE L'ACTIF		134'665	120'648
PASSIF			
CAPITAUX ÉTRANGERS À COURT TERME			
Autres dettes à court terme - société proche		-	17'925
Autres dettes à court terme	16.5	32'917	18'118
Passifs de régularisation	16.6	19'891	18'208
TOTAL DES CAPITAUX ÉTRANGERS À COURT TERME		52'808	54'251
TOTAL DES CAPITAUX ÉTRANGERS		52'808	54'251
CAPITAUX PROPRES			
Capital de fondation		50'000	50'000
Réserves facultatives issues du bénéfice / (pertes cumulées)			
- Résultat reporté		16'397	(759)
- Bénéfice de l'exercice		15'460	17'156
TOTAL DES CAPITAUX PROPRES		81'857	66'397
TOTAL DU PASSIF		134'665	120'648

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EQUESTRIO FOUNDATION, Cologne

COMPTE DE RÉSULTAT DE L'EXERCICE 2023

	Annexe	2023	2022
		CHF	CHF
PRODUITS D'EXPLOITATION			
Donations		384'429	302'247
TOTAL DES PRODUITS D'EXPLOITATION		384'429	302'247
CHARGES D'EXPLOITATION			
Donations versées	16.7	(96'092)	(117'372)
Prestations de service	16.8	(54'859)	(49'456)
Charges de personnel	16.9	(186'833)	(75'580)
Autres charges d'exploitation	16.10	(29'551)	(30'518)
TOTAL DES CHARGES D'EXPLOITATION		(367'335)	(272'926)
RÉSULTAT D'EXPLOITATION AVANT INTÉRÊTS ET AMORTISSEMENTS		17'094	29'321
Amortissements	16.4	(1'436)	(10'181)
RÉSULTAT D'EXPLOITATION AVANT INTÉRÊTS		15'658	19'140
Produits financiers		463	141
Charges financières		(661)	(2'125)
RÉSULTAT AVANT IMPÔTS		15'460	17'156
Impôts directs		-	-
BÉNÉFICE / (PERTE) DE L'EXERCICE		15'460	17'156

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EQUESTRIO FOUNDATION, Coligny

ANNEXE AU 31 DECEMBRE 2023

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 Coligny.

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

	2023	2022
Le nombre moyen d'emplois à plein temps n'a pas dépassé les	10	10

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EQUESTRIO FOUNDATION, Coligny

ANNEXE AU 31 DECEMBRE 2023

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 :

	<u>Fonction</u>	<u>Signature</u>
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

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EQUESTRIO FOUNDATION, Cologne

ANNEXE AU 31 DECEMBRE 2023

13. SÛRETÉS CONSTITUÉES EN FAVEUR DE TIERS

Néant

14. ENGAGEMENT ENVERS UNE INSTITUTION DE PREVOYANCE

Au 31 décembre 2023, le montant global de la dette envers l'institut de prévoyance professionnelle s'élève à CHF 0 (2022 : CHF 2'354).

15. ÉVÉNEMENTS IMPORTANTS SURVENUS APRÈS LA DATE DU BILAN

Néant

16. INFORMATIONS, DÉTAILS ET COMMENTAIRES DE CERTAINS POSTES

	31.12.2023	31.12.2022
	CHF	CHF
16.1 <u>Liquidités</u>		
Banques CHF	6'116	3'881
Banques EUR	868	1'583
Total	6'984	5'464
16.2 <u>Actifs de régularisation</u>		
Charges payées d'avance	27'662	13'748
Total	27'662	13'748
16.3 <u>Immobilisations financières</u>		
Dépôt carte de crédit	10'018	9'999
Total	10'018	9'999

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EQUESTRIO FOUNDATION, Cologne

ANNEXE AU 31 DECEMBRE 2023

16.4 <u>Immobilisations incorporelles</u>	Taux amort.	Valeur nette 31.12.2022	Acquisition/ aliénation	Amortis- sement	Valeur nette 31.12.2023
	% (VA)	CHF	CHF	CHF	CHF
Site web	50%	1'437	-	(1'436)	1
Total		1'437	-	(1'436)	1
16.5 <u>Autres dettes à court terme</u>				31.12.2023	31.12.2022
				CHF	CHF
Dettes envers des tiers				32'917	15'764
Dettes envers l'institution de prévoyance				-	2'354
Total				32'917	18'118
16.6 <u>Passifs de régularisation</u>					
Charges à payer				19'891	18'208
Total				19'891	18'208
16.7 <u>Donations versées</u>				2023	2022
				CHF	CHF
Donations versées				(96'092)	(117'372)
Projet APIDAE			7'175		
Projet ASL			11'000		
Projet CENTRE ATHENAS			9'945		
Projet CLEAN MY CALANQUES			12'371		
Projet IFAW			9'690		
Projet OBJECTIF ENVIRONNEMENT			3'500		
Projet ONG CREDIT BENIN			11'945		
Projet PLANTONS UTILE			11'687		
Projet SAUVETAGE FAONS			9'150		
Projet YOU CARE			9'629		
Total				(96'092)	(117'372)

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EQUESTRIO FOUNDATION, Cologny

ANNEXE AU 31 DECEMBRE 2023

16.8 Prestations de service	2023	2022
	CHF	CHF
Création graphique	(29'663)	(28'906)
<i>Fonctionnement</i>	13'219	
Projet ANIMAL	368	
Projet APIDAE	530	
Projet ASL	1'958	
Projet CENTRE ATHENAS	1'958	
Projet EASY HORSE CARE	368	
Projet ELEPHANT HAVEN	1'221	
Projet LAMPEDUSA	1'105	
Projet MAROC	1'105	
Projet ON EST PRET	2'211	
Projet PLANTONS UTILE	3'040	
Projet SAUVETAGE FAONS	2'211	
Projet WATER LOVER CHALLENGE	368	
Gestion réseaux sociaux	(22'000)	(19'500)
<i>Fonctionnement</i>	6'800	
Projet ANIMAL	126	
Projet APIDAE	1'726	
Projet ASL	1'703	
Projet CENTRE ATHENAS	2'103	
Projet CLEAN MY CALANQUES	400	
Projet EASY HORSE CARE	526	
Projet ELEPHANT HAVEN	652	
Projet GORILLA	400	
Projet LAMPEDUSA	1'177	
Projet MAROC	777	
Projet MOUNTAIN RIDERS	400	
Projet ON EST PRET	1'154	
Projet PLANTONS UTILE	1'577	
Projet SAUVETAGE FAONS	1'554	
Projet ULTRA CAP	400	
Projet WATER LOVER CHALLENGE	126	
Projet YOU CARE	400	
Photographes et reportages	(3'196)	(1'050)
Projet APIDAE	679	
Projet ASL	713	
Projet ATHENA	392	
Projet LAMPEDUSA	678	
Projet MOUNTAIN RIDERS	347	
Projet YOU CARE	386	
Total	(54'859)	(49'456)

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EQUESTRIO FOUNDATION, Cologny

ANNEXE AU 31 DECEMBRE 2023

16.9 Charges de personnel	2023	2022
	CHF	CHF
Charges de personnel	(186'833)	(75'580)
<i>Fonctionnement</i>	141'560	
Projet ANIMAL	401	
Projet APIDAE	4'006	
Projet ASL	4'808	
Projet CENTRE ATHENAS	4'407	
Projet CLEAN MY CALANQUES	401	
Projet EASY HORSE CARE	1'603	
Projet ELEPHANT HAVEN	3'205	
Projet GORILLA	401	
Projet LAMPEDUSA	2'804	
Projet MAROC	1'603	
Projet MOUNTAIN RIDERS	401	
Projet ON EST PRET	7'212	
Projet PLANTONS UTILE	8'814	
Projet SAUVETAGE FAONS	3'606	
Projet ULTRA CAP	401	
Projet WATER LOVER CHALLENGE	802	
Projet YOU CARE	401	
Total	(186'833)	(75'580)
16.10 Autres charges d'exploitation		
Frais d'administration	(3'062)	(3'798)
Frais de télécommunication	(757)	-
Honoraires et frais informatiques	-	(1'286)
Honoraires professionnels	(16'159)	(23'432)
Frais de déplacements et voyages	(5'668)	(1'047)
<i>Fonctionnement</i>	48	
Event RAONI	798	
Projet CENTRE ATHENAS	3'542	
Projet EASY HORSE CARE	305	
Projet LAMPEDUSA	706	
Projet PLANTONS UTILES	256	
Projet SAUVETAGE FAONS	13	
Frais de restauration	(1'453)	(1'047)
<i>Fonctionnement</i>	716	
Event RAONI	58	
Projet APIDAE	153	
Projet ASL	141	
Projet CENTRE ATHENAS	121	
Projet LAMPEDUSA	264	
Frais de représentation	(1'560)	(355)
<i>Fonctionnement</i>	512	
Event RAONI	1'048	
Frais de publicité	(892)	(600)
<i>Fonctionnement</i>	631	
Projet IFAW	261	
Total	(29'551)	(30'518)

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An aerial photograph of rolling green hills, likely in the Pyrenees region, showing a herd of sheep grazing on a slope. The image is overlaid with a white grid. The text 'EQUESTRIO FOUNDATION' is centered in a white serif font.

EQUESTRIO FOUNDATION