

# Corporate Responsibility

## *The Roche Children's Walk*

### Overview

*Since 2003, Roche employee walkers have joined together for the annual Children's Walk to raise essential funds for vulnerable children worldwide. The money raised goes towards supporting projects in Malawi, with a focus on improving the lives of individuals and communities, both now and for a sustainable future.*

#### **How are the funds from the Children's Walk used?**

On the 16th June each year, coinciding with the International Day of the African Child, Roche employees participate in a 5km fundraising walk at individual sites worldwide. Employees are encouraged to obtain sponsorship for walking and funds raised are matched by Roche. The money is used to help support HIV/AIDS orphaned children in Malawi through projects run by Roche's partner organisations – the European Coalition of Positive People (ECPP) and UNICEF Switzerland. These projects support education and basic needs, and help provide skills training and opportunities for children and young adults in Malawi. Individual Roche sites can also choose to contribute up to 50% of the funds raised to support vulnerable children locally.

#### **Results**

Since the inception of the Children's Walk in 2003, almost 80,000 Roche employee walkers

from over 100 Roche sites have participated in the annual walk, generating over 7 million Swiss francs for vulnerable children in Malawi, and around the world.

Roche's support in Malawi aims to encourage self-sustainability by helping local communities develop the skills and knowledge which will improve their lives today, and for future generations to come. Since 2003, funds raised have helped to implement and support projects run by ECPP, including the running and equipping of five much needed orphan centres where children are given food, clothing, practical skills training and the chance of a secondary school education. The children also receive training in skills such as tin-smithing, carpentry and knitting. Local community leaders and villagers are also trained to competently manage these centres by ECPP, encouraging self-reliance amongst the communities we help.



#### *Key facts and figures*

- *Annual employee fundraising event raises essential funds for vulnerable children worldwide.*
- *The walk takes place on 16th June, coinciding with the International Day of the African Child.*
- *Total donations raised by employees are matched by Roche.*
- *Almost 80,000 employee walkers at over 100 Roche sites have participated to date, with over 7 million Swiss francs raised.*
- *In partnership with ECPP and UNICEF Switzerland, funds raised help provide education, basic needs, practical skills training, health promotion and leadership development for children and young adults in Malawi.*
- *Funds raised are also used to support children in over 50 local communities in which we work.*

*“See where I am, I can say that my future is bright and I can support my two siblings at home. The children in the programmes will be able to stand on their own and do whatever they want.”*

Louis Nyongo, a success story of the Children's Walk. Having benefitted from the care and education provided by one of the orphan centres run by ECPP, Louis was supported through secondary education and is now an ECPP Malawi employee.

A further share of the funds raised is donated to UNICEF, helping to support primary education in Malawi by building classrooms, improving facilities and providing learning materials. In the interest of long-term sustainable change and tackling a key barrier to development in Malawi, Roche is also helping UNICEF to train local student teachers, helping future generations in Malawi benefit from an education.

Since 2003 the funds raised by the Children's Walk have helped:

- Establish and equip five orphan centres, helping over 13,000 orphans
- Provide 4 million meals to these children
- Produce nearly 30,000 school uniforms
- Provide over 2,000 orphaned children with primary health care
- Support close to 100 children each year through secondary education.

By continuing to support these projects through this annual fundraising event, Roche aims to make permanent sustainable change in Malawi. This principle of sustainability is key to Roche's commitment to corporate social responsibility, and governs the intent of the Children's Walk.

In addition, Roche affiliates may choose to dedicate up to 50% of the funds they raise to assist local vulnerable children through a program in their proximate community. In 2010 over 50 local organisations were supported from all around the world (including foundations, charities, hospitals, children's homes, schools, hospices and orphanages), helping local children receive food, healthcare, counselling, shelter and education. This facilitates support to children in need in Roche affiliate countries as well as continuing support to the orphans in Malawi.



#### Why Malawi?

Malawi is one of the world's 20 poorest countries, with over 40 percent of the population living on less than a dollar a day<sup>i</sup>. In a country of over 15 million people<sup>ii</sup>, half of the population are younger than 15 years old and almost 1 million are HIV/AIDS positive. There are also close to 250,000 acutely malnourished children below the age of five in Malawi<sup>iii</sup>. Despite the hardship that the population faces, Malawi is a peaceful and stable country and as such, this makes it a viable setting for long term, sustainable projects, making a real difference both now and for future generations.



**The Children's Walk raises essential funds for vulnerable children worldwide, aiming to improve their access to education and basic needs and encourage self-sustainability**

Published by

F. Hoffmann-La Roche Ltd  
Corporate Donations and  
Sponsorship  
4070 Basel, Switzerland

©2011

All trademarks mentioned enjoy legal protection

**For further information please visit:**

[www.roche.com/access\\_programmes](http://www.roche.com/access_programmes)

[www.react.roche.com/childrenswalk](http://www.react.roche.com/childrenswalk)

[www.unicef.ch](http://www.unicef.ch)

[www.ecpp.co.uk](http://www.ecpp.co.uk)

**ec+ve**  
european coalition  
of positive people

**unicef** 

<sup>i</sup> [www.usaid.gov/locations/sub-saharan\\_africa/countries/malawi/](http://www.usaid.gov/locations/sub-saharan_africa/countries/malawi/)

<sup>ii</sup> [http://unstats.un.org/unsd/demographic/sources/census/2010\\_PHC/Malawi/Malawi\\_Report.pdf](http://unstats.un.org/unsd/demographic/sources/census/2010_PHC/Malawi/Malawi_Report.pdf)

<sup>iii</sup> [www.cia.gov/library/publications/the-world-factbook/index](http://www.cia.gov/library/publications/the-world-factbook/index)